

## **Guide to the UNLV Libraries Collection of Sands Hotel and Casino Promotional Materials and Reports**

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## Summary Information

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| <b>Repository:</b>               | University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.  |
| <b>Creator:</b>                  | Sands Hotel & Casino (Las Vegas, Nev)   |
| <b>Contributor:</b>              | University of Nevada, Las Vegas. Libraries. Special Collections and Archives  |
| <b>Title:</b>                    | UNLV Libraries Collection of Sands Hotel and Casino Promotional Materials and Reports   |
| <b>ID:</b>                       | MS-00934  |
| <b>Date [inclusive]:</b>         | 1958-2014   |
| <b>Physical Description:</b>     | 0.65 Cubic Feet (1 box)   |
| <b>Physical Description:</b>     | 0.54 Linear Feet  |
| <b>Language of the Material:</b> | English   |
| <b>Abstract:</b>                 | The UNLV Libraries Collection of Sands Hotel and Casino Promotional Materials and Reports includes equity research, clippings, press releases, press kits, and promotional materials for Sands Hotel and Casino in Las Vegas, Nevada, dating from 1958 to 2014. |

### Preferred Citation

UNLV Libraries Collection of Sands Hotel and Casino Promotional Materials and Reports, 1958-2014. MS-00934. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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## Historical Background

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The Sands Hotel opened in Las Vegas, Nevada in December 1952. A group of investors fronted by Texas gambler and oilman Jake Freedman and New York nightclub boss Jack Entratter built what was considered at the time one of the world's most lavish hotels and a showcase Las Vegas resort. Freedman purchased the land itself for \$15,000 and spent \$600,000 on the construction. The Sands was designed by California Googie architect Wayne McAllister. The combination of Entratter's connections in the entertainment world (from his days at the Copacabana Club in New York) with the hotel's lavish spending on entertainment, assured the Sands a preeminent place in show business for top-name entertainers and shows. In the Sands' famous Copa Room, Frank Sinatra, Dean Martin, and Sammy Davis Jr. performed in the 1950s and 1960s surrounded by legions of glamorous Copa Girls in beautiful costumes. After the death of Jake Freedman

in 1958, Entratter and Carl Cohen, the casino boss, took over the hotel as President and Vice-President. The original hotel was a series of low-rise structures. In 1963 construction of the 15-story circular tower began, part of an overall expansion and renovation as a major convention facility. Howard Hughes acquired the hotel in 1967 from Entratter and Cohen for \$23 million and planned a "new Sands," a huge 400 room resort, which he never built. Dallas-based Inns of the Americas, Inc. purchased the Sands from Hughes' Summa Corporation in 1981 and re-opened the "new Sands" in January 1982, with a totally renovated 30,000 square foot casino, twice the size of the original. Kirk Kerkorian's MGM Grand, Inc. owned the hotel briefly in 1988, but quickly sold it to Sheldon Adelson, chairman of the Interface Group, for \$110 million. Adelson, a producer of trade shows, built a 575,000-square foot convention facility, the Sands Expo and Convention Center which opened in 1990. Further expansion, including a new high-rise tower, was planned but never realized. The hotel was officially closed on June 30, 1996. Later that year, scenes from the Nicolas Cage film *Con Air* were filmed at the property, with a plane crashing into the casino of the famed Sands Tower. On November 26, 1996, the legendary hotel was imploded and Adelson announced plans to build a Venetian-themed hotel/casino on the site.

Source:

Burbank, Jeff. "Sands Hotel," Online Nevada Encyclopedia. January 18, 2019. <http://www.onlinenevada.org/articles/sands-hotel>.

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## Scope and Contents Note

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The UNLV Libraries Collection of Sands Hotel and Casino Promotional Materials and Reports includes equity research, clippings, press releases, press kits, and promotional materials for Sands Hotel and Casino in Las Vegas, Nevada, dating from 1958 to 2014. This collection contains items previously described as, "Promotional and publicity material: Sands Hotel and Casino Las Vegas, Nevada; Atlantic City, New Jersey," and "The Sands and the Copa Room: A Commemorative Book."

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## Arrangement

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Materials remain as they were received.

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## Administrative Information

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### Access Note

Collection is open for research.

### Publication Rights

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### Acquisition Note

Materials were acquired periodically by UNLV Special Collections and Archives from a variety of sources; accession number 2019-047.

### Processing Note

In 2019, as part of an archival backlog elimination project, Miguel Dominguez and Nia Banks compiled the materials from multiple sources that included subject files and previously cataloged material, and wrote the finding aid.

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## Related Materials

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### Related Collections

The following resources may provide additional information related to the materials in this collection:  
Sands Hotel Public Relations Records, 1952-1977. MS-00417. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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## Names and Subjects

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- Financial records
- Advertising
- Photographs

- Publicity
- Promotional materials
- Casinos
- Las Vegas (Nev.)
- Hotels

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## Collection Inventory

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| <b>Title/Description</b>         | <b>Containers</b> |
|----------------------------------|-------------------|
| Equity research, 1992            | box 01            |
| Press releases, 1981-2001        | box 01            |
| Press kits, 1989-1995            | box 01            |
| Promotional materials, 1963-2014 | box 01            |
| Clippings, 1958-2001             | box 01            |