Guide to the Circus Circus Enterprises Scrapbook

This finding aid was created by James Howard. This copy was published on December 05, 2019. Persistent URL for this finding aid: http://n2t.net/ark:/62930/f16669
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Summary Information

Creator: Circus Circus Enterprises
Title: Circus Circus Enterprises Scrapbook
ID: MS-00988
Date: 1984
Physical Description: 1.33 Cubic Feet (1 oversized box)
Physical Description: 2.06 Linear Feet
Language of the Material: English
Abstract: The Circus Circus Enterprises Scrapbook consists of articles from 1984 related to the Circus Circus Las Vegas Hotel and their investment properties. The scrapbook includes articles on the entertainment, dining, real estate, and management of Circus Circus Enterprises in Southern Nevada.

Preferred Citation


Historical Background

Circus Circus Las Vegas opened in 1968 under the ownership of Jay Sarno and Stanley Mallin, and became well known for its circus themed casino, hotel, and entertainment. Sarno and Mallin later sold the corporation to William Bennett and William Penninger in 1974. Bennett and Penninger renamed the corporation Circus Circus Enterprises. In 2005, it was renamed Mandalay Resort Group and has since undergone several changes in ownership.

Sources:

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Scope and Contents Note

The Circus Circus Enterprises Scrapbook consists of a single scrapbook with newspaper articles from 1984 related to Circus Circus Enterprises press coverage in Southern Nevada. The scrapbook contains articles with highlighted sections about the entertainment, dining, investments, real estate, and financial state of Circus Circus Enterprises. The types of articles range from news reports to editorial and column pieces about Circus Circus. In 1983, Circus Circus Enterprises purchased the Edgewater Hotel and Casino in Laughlin, Nevada. Many of the articles in the scrapbook describe the successes of Circus Circus investments both in Las Vegas, Nevada and Laughlin, Nevada.

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Administrative Information

Access Note
Collection is open for research.

Publication Rights
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Acquisition Note
Materials were received by UNLV Special Collections and Archives; accession number 2019-120.

Processing Note
In 2019, as part of an archival backlog elimination project, James Howard wrote the finding aid and entered the data into ArchivesSpace.

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Names and Subjects

- Casinos -- Management
- Casinos -- Marketing
- Casinos -- Employees
• Circus Circus Enterprises

## Collection Inventory

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<thead>
<tr>
<th>Title/Description</th>
<th>Containers</th>
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<td></td>
<td>box 01</td>
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