



Guide to the Elmo and Charlotte Ellsworth Papers

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Ellsworth, Elmo Hughes, 1911-1971
Creator:	Ellsworth, Charlotte R. (Charlotte Rowberry), 1912-1998
Title:	Elmo and Charlotte Ellsworth Papers
ID:	MS-00197
Date [inclusive]:	1948 to 1977
Physical Description:	1.28 Cubic Feet (1 box)
Physical Description:	1.08 Linear Feet
Language of the Material:	English
Abstract:	The Elmo and Charlotte Ellsworth Papers (1948-1977) are comprised of business correspondence, room reservation records, promotional materials, and photographs from Elmo's employment at the Flamingo and Riviera Hotels in his work of securing conventions. There is also correspondence and promotional materials from his wife Charlotte Ellsworth, who worked as a reservations manager at the Riviera Hotel and the Frontier Hotel in Las Vegas, Nevada and the MGM Grand Hotel in Reno, Nevada.

Preferred Citation

Elmo and Charlotte Ellsworth Papers, 1948-1977. MS-00179. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Biographical Note

Hotel sales promotion manager Elmo Hughes Ellsworth was born in Safford, Arizona in 1911. He attended George Washington University Law School for a year until his job required him to move to San Francisco, California where he worked in sales promotion, publicity and theaters. He married Charlotte Rowberry in 1936 and a few years later they moved to the Las Vegas, Nevada. There he began working in the Security and Public Relations Department of the Basic Magnesium

Company. Two years later he was appointed board supervisor in Nevada for the Office of Price Administration.

In 1947 he began working for the Reno, Nevada Chamber of Commerce. A year later the family moved back to Las Vegas, Nevada where he worked for the local Chamber of Commerce. The iconic neon sign Vegas Vic was rumored to have been modeled after Elmo. He was made Director of Membership and Conventions for the Chamber of Commerce. In 1957 he accepted a position at the Riviera Hotel in Las Vegas, Nevada where he became its Vice-President of Sales, and then Assistant to the President. He and his friends organized J. E. E. and Associates to promote sales of conventions in Las Vegas, Nevada. Shortly thereafter, Elmo Ellsworth passed away in December of 1971.

Charlotte Ellsworth, Elmo's wife, was employed as room reservation manager at the Flamingo Hotel from 1950 through 1967 and the Frontier Hotel from 1969 to 1970 in Las Vegas, Nevada. After her husband passed away she moved to Reno, Nevada where she was room reservation manager for the MGM Grand Hotel.

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Scope and Contents Note

The Elmo and Charlotte Ellsworth Papers (1948-1977) are comprised of business correspondence, room reservation records, promotional materials, and photographs from Elmo's employment at the Flamingo and Riviera Hotels in his work of securing conventions. There is also correspondence and promotional materials from his wife Charlotte Ellsworth, who worked as a reservations manager at the Riviera Hotel and the Frontier Hotel in Las Vegas, Nevada and the MGM Grand Hotel in Reno, Nevada.

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Arrangement

Material is arranged alphabetically.

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Administrative Information

Access Note

Collection is open for research.

Publication Rights

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Acquisition Note

Materials were donated in 1978 by Jane Ellsworth Olive; accession number 78-43.

Processing Note

Material was processed in 2016 by Joyce Moore. In 2018, as part of an archival backlog elimination project, Sarah Jones revised the collection description to bring it into compliance with current professional standards.

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Names and Subjects

- Entertainment -- Nevada -- Las Vegas -- History
- photographs
- Businessmen -- United States -- Biography
- Riviera Hotel & Casino (Las Vegas Strip, Nev.)
- Flamingo Hotel & Casino (Las Vegas, Nev.)
- Riviera Hotel & Casino (Las Vegas Strip, Nev.)
- Hotel Last Frontier
- Greater Las Vegas Chamber of Commerce

Collection Inventory

Title/Description	Containers
Biographical information, undated	box 01
Bulletin, MGM Grand Hotel, Reno, Nevada, 1977 August 01	box 01

Correspondence of Charlotte Ellsworth, 1950-1967 Physical Description: 3 Files	box 01
Correspondence of Elmo Ellsworth, 1965-1967	box 01
Flamingo Hotel photographs, 1950s	box 01
Flamingo Hotel promotional material, undated	box 01
Flamingo Hotel room and group bookings, 1969 October-1970 May Physical Description: 4 Files	box 01
Miscellaneous hotel promotional material, undated	box 01
Newspaper clippings, 1948-1959	box 01
Photographs of Elmo Ellsworth and his first Las Vegas, Nevada home, undated	box 01
Photographs, unidentified, undated	box 01
Riviera Hotel, inter-department correspondence regarding room reservations, 1966-1968	box 01
Riviera Hotel information booklet, undated	box 01
Riviera Hotel photographs, undated	box 01
Riviera Hotel promotional materials, undated	box 01
Room reservation procedures, 1971	box 01
Williams, Rick forecasts, 1968-1971	box 01