



Guide to the Marshall L. Wright Collection on the Riviera Hotel

This finding aid was created by UNLV Special Collections and Archives staff. This copy was published on March 28, 2022. Please contact special.collections@unlv.edu for questions regarding this collection.

Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f1w02x>

© 2022 The Regents of the University of Nevada. All rights reserved.

University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.

Box 457010

4505 S. Maryland Parkway

Las Vegas, Nevada 89154-7010

special.collections@unlv.edu

Table of Contents

Summary Information	3
Biographical Note	3
Scope and Contents Note	4
Arrangement	4
Administrative Information	4
Related Materials	5
Names and Subjects	5
Collection Inventory	5

Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Wright, Marshall L., 1919-2003
Title:	Marshall L. Wright Collection on the Riviera Hotel
ID:	MS-00394
Date [inclusive]:	1944-1956
Date [bulk]:	1955-1956
Physical Description:	0.41 Cubic Feet (1 flat box)
Physical Description:	1.08 Linear Feet
Language of the Material:	English
Abstract:	The Marshall L. Wright Collection on the Riviera Hotel (1944-1956) consists of a disassembled scrapbook, a small amount of newspaper clippings, and correspondence from Marshall L. Wright. He served as the general manager of the Riviera Hotel in Las Vegas, Nevada beginning in 1954 and remained in the role through the hotel's opening on April 20, 1955. By late 1955, he moved to a similar role at the Flamingo Las Vegas. Materials document the opening of the Riviera including black-and-white photographs of the construction of the hotel, press kits, brochures, and other promotional material. The collection includes a small amount of promotional material from the Flamingo.

Preferred Citation

Marshall L. Wright Collection on the Riviera Hotel, 1944-1956. MS-00394. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Biographical Note

Marshall L. Wright moved to Southern California to pursue a career in entertainment. After failing to make it big, he went to work in the hospitality business. He worked at the Ambassador Hotel

in Los Angeles, and served as president of the Hotel Greeters of America, a trade association. He went to work for the Riviera Hotel in Las Vegas, Nevada while it was under construction in 1954 and promoted it before its opening. He served as general manager of the Riviera until late 1956. After leaving the Riviera, he held a similar post at the Flamingo. He later returned to Los Angeles, and continued to work in the hospitality business. In 1998, he authored the book, *Before There Was Hollywood: An Early History of Entertainment in Los Angeles, 1830-1930*. He passed away in 2003.

[^ Return to Table of Contents](#)

Scope and Contents Note

The Marshall L. Wright Collection on the Riviera Hotel (1944-1956) consists of a disassembled scrapbook, a small amount of newspaper clippings, and correspondence from Marshall L. Wright. He served as the general manager of the Riviera Hotel in Las Vegas, Nevada beginning in 1954 and remained in the role through the hotel's opening on April 20, 1955. By late 1955, he moved to a similar role at the Flamingo Las Vegas. Materials document the opening of the Riviera including black-and-white photographs of the construction of the hotel, press kits, brochures, and other promotional material. The collection includes a small amount of promotional material from the Flamingo.

[^ Return to Table of Contents](#)

Arrangement

Materials remain in original order.

[^ Return to Table of Contents](#)

Administrative Information

Access Note

Collection is open for research.

Publication Rights

Materials in this collection may be protected by copyrights and other rights. See [Reproductions and Use](#) on the UNLV Special Collections and Archives website for more information about reproductions and permissions to publish.

Acquisition Note

Scrapbook was donated in 1997 by Marshall L. Wright; accession number 1997-14.

Processing Note

Scrapbook was processed in 2016 by Joyce Moore. In 2018, as part of an archival backlog elimination project, Angela Moor rehoused the materials and revised the collection description to bring it into compliance with current professional standards.

[^ Return to Table of Contents](#)

Related Materials

Separated Materials

Some of the photographs in this acquisition were removed from the collection and placed in Marshall L. Wright Photograph Collection, 1955-1956. PH-00304. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Names and Subjects

- Advertising
- Construction projects
- photographs
- Riviera Hotel & Casino (Las Vegas Strip, Nev.)

Collection Inventory

Title/Description	Containers
Scrapbook: includes clippings about Wright, black-and-white photographs of the construction of the Riviera, invitation to the Riviera's grand opening,	oversized box 01

show program signed by Liberace, and materials about the Flamingo Hotel,
1954-1956

Physical Description: 2 Files

Pacific Coast Record magazine, 1955 April	oversized box 01
Riviera promotional material and brochures, undated	oversized box 01
Red Shoes Ballet Suite Helldorado Float sponsored by the Riviera color print, 1955 May	oversized box 01
Riviera promotional material for conventions, 1955	oversized box 01
Riviera planning documents, proposed entertainment budget, 1954 December 28	oversized box 01
Typewritten press release about Riviera with handwritten corrections, undated	oversized box 01
Correspondence to Wright, 1955-1956	oversized box 01
Riviera grand opening press kit, 1955 April 20	oversized box 01
Riviera Gala Premiere Banquet menu, Clover Room, 1955 April 21	oversized box 01
Newspaper clippings, 1944, 1955-1956	oversized box 01
Las Vegas Sun issue commemorating grand opening of Riviera, 1955 April 25	oversized box 01