

Guide to the Stanley Mallin Papers

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Mallin, Stanley, 1923-
Title:	Stanley Mallin Papers
ID:	MS-00698
Date [inclusive]:	1974-1981
Physical Description:	0.09 Cubic Feet (2 folders (2 shared boxes))
Physical Description:	0.06 Linear Feet
Language of the Material:	English
Abstract:	Collection consists of the 1974 lease agreement between Circus Circus and William Bennet and William Pennington, and a 1981 Desert Inn Country Club 25th Anniversary scrapbook.

Preferred Citation

Stanley Mallin Papers, 1974-1981. MS-00698. Special Collections, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Biographical Note

Stanley Mallin (1923-) is an investor and a former hotel and casino developer. He created Caesars Palace and Circus Circus in Las Vegas, Nevada with business partner Jay Sarno. Mallin and Sarno started the Las Vegas trend of themed casinos when they opened Caesars Palace, a casino inspired by the opulence of the Roman Empire, in 1966. The partners introduced the modern concept of a family-friendly Vegas with Circus Circus in 1968. In 1969 they sold Caesars to Lum's, a Florida-based restaurant company that subsequently renamed itself Caesars World. Caesars Palace cost \$24 million to build and was sold for \$60 million. In 1974 Circus Circus was leased, then eventually sold, to William Bennett and William Pennington.

Stanley Mallin was born on March 25, 1923 in Kansas City, Missouri. When he was young, he worked for his father, who owned apple orchards. Mallin graduated from Southwest High School in Kansas City in 1940, and then went to the University of Missouri, where he joined the ROTC. When World War II started he enlisted in the army and served about three years. After the war

he finished school and got his degree in business and public administration in 1947. One of his roommates in college was Jay Sarno, who became his lifelong friend and business partner. Sarno and Mallin fought in the South Pacific theater of World War II together and then graduated college at the same time.

After the war Mallin and Sarno worked together as tile contractors in Miami, Florida, and house builders in Atlanta, Georgia. However, they did not find success until 1958 when they opened the Atlanta Cabana Hotel with the financial help of investors, who included Jimmy Hoffa, Allen Dorfman, and Doris Day. Mallin built two more Cabanas with Sarno in Palo Alto, California, and Dallas, Texas, before they decided to try their luck in Las Vegas. Mallin moved to Las Vegas permanently in 1968.

Stanley Mallin married Sandra Mallin on July 31, 1982 in Las Vegas. He was previously married to Virginia Mallin Egyed, with whom he had two children, Jennifer and Jessica.

Source: Evans, K.J. "Jay Sarno." *Las Vegas Review-Journal*. September 12, 1999. <http://www.reviewjournal.com/news/jay-sarno>.

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Scope and Contents

Collection consists of the 1974 lease agreement between Circus Circus and William Bennet and William Pennington, and a 1981 Desert Inn Country Club 25th Anniversary scrapbook.

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Arrangement

Materials remain in original order.

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Administrative Information

Access

Collection is open for research.

Publication Rights

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Acquisition Note

Materials were donated in 2015 by Stanley Mallin; accession number 2015-009.

Additions

Further accruals are anticipated.

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Names and Subjects

- Las Vegas (Nev.) -- History

Collection Inventory

Title/Description	Containers
Agreement between Circus Circus, a Nevada Limited Partnership, Circus Circus, Inc., a Nevada Corporation and William Bennett and William Pennington and lease between Circus Circus and Circo Resorts, Inc. sales agreement between Circus Circus, Inc. and Circo Resorts, Inc., 1974 March 05	box SH-035
Desert Inn Country Club Las Vegas, Nevada 25th Anniversary Celebration Family Album, 1981 November 07	oversized box SH-036