



## Guide to the Brad Burch Collection of Las Vegas Gaming and Hotel Advertising Ephemera

---

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](mailto:special.collections@unlv.edu) for questions regarding this collection.

Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f1q02c>

© 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](mailto:special.collections@unlv.edu)

---

## Table of Contents

---

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

---

## Summary Information

---

<b>Repository:</b>	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
<b>Creator:</b>	Burch, Brad
<b>Creator:</b>	Cooper, Burch, and Howe, Advertising Agency
<b>Title:</b>	Brad Burch Collection of Las Vegas Gaming and Hotel Advertising Ephemera
<b>ID:</b>	MS-00811
<b>Date [inclusive]:</b>	approximately 1970-1983
<b>Physical Description:</b>	0.23 Cubic Feet (1 box)
<b>Physical Description:</b>	0.21 Linear Feet
<b>Language of the Material:</b>	English
<b>Abstract:</b>	Collection is comprised of casino and hotel brochures, photographs, and slides collected by Brad Burch from 1970 to 1983 that were designed and created by the firm of Cooper, Burch and Howe. Also included are gaming guides and color transparencies of the Sahara and Hacienda Hotels in Las Vegas, Nevada.

### Preferred Citation

Brad Burch Collection on Las Vegas Gaming and Hotel Advertising Ephemera, 1970s-1983. MS-00811. Special Collections, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

---

## Biographical Note

---

Brad Burch was a partner for Cooper, Burch & Howe advertising agency from 1977 to 1985. The agency did advertising design for many of the Del Webb properties on the Las Vegas Strip and other hotels around Las Vegas, Nevada such as the Bingo Palace. Mr. Burch eventually became a partner and creative director for Merica, Burch & Dickerson after Cooper, Burch & Howe dissolved in 1985. In 1995, Mr. Burch formed his own advertising agency, Burch Design Group.

[^ Return to Table of Contents](#)

---

## Scope and Contents Note

---

The Brad Burch Collection of Las Vegas Gaming and Hotel Advertising Ephemera (1970-1983) is comprised of brochures from various casinos and hotels in Las Vegas, Reno, and Lake Tahoe, Nevada collected by Brad Burch. The brochures were designed by the advertising firm of Cooper, Burch and Howe. The collection also includes gaming guides with instructions on particular casino games and photographic slides and color transparencies of the Sahara and Hacienda hotels.

[^ 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 website for more information about reproductions and permissions to publish.

### Acquisition Note

Materials were donated in 2016 by Brad Burch; accession number 2016-038.

### Processing Note

The collection was minimally processed by Tammi Kim in 2016 at the time of accessioning. The materials were quickly reviewed to provide a general description of the contents of each box

and an estimate of dates represented in the material. Loose papers were foldered. No further work was performed on the materials.

[^ Return to Table of Contents](#)

---

## Names and Subjects

---

- Advertising
- Gaming -- Las Vegas (Nev.)
- Advertising -- Hotels
- Casinos -- Marketing -- History

---

## Collection Inventory

---

Title/Description	Containers
Brochures of hotels and casinos in Las Vegas, Reno, and Lake Tahoe; photographic slides and color transparencies of the Sahara and Hacienda properties; and gaming guides, approximately approximately 1970s-1983	box 1