



Guide to the UNLV Libraries Collection of Riviera Hotel and Casino Promotional and Press Materials

This finding aid was created by UNLV Special Collections and Archives staff. This copy was published on March 29, 2022. Please contact special.collections@unlv.edu for questions regarding this collection.

Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f1sm0f>

© 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
Historical Note	3
Scope and Contents Note	4
Arrangement	4
Administrative Information	4
Related Materials	5
Names and Subjects	5
Collection Inventory	6

Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Contributor:	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
Creator:	Riviera Hotel & Casino (Las Vegas Strip, Nev.)
Title:	UNLV Libraries Collection of Riviera Hotel and Casino Promotional and Press Materials
ID:	MS-00943
Date [inclusive]:	1956-2005
Physical Description:	2.49 Cubic Feet (6 boxes)
Physical Description:	2.50 Linear Feet
Language of the Material:	English
Abstract:	The UNLV Libraries Collection of Riviera Hotel and Casino Promotional and Press Materials dates from 1956 to 2005 and consists primarily of press releases from the Riviera Hotel and Casino in Las Vegas, Nevada during the 1990s. The collection also contains promotional brochures, press kits, event programs, and news clippings.

Preferred Citation

UNLV Libraries Collection of Riviera Hotel and Casino Promotional and Press Materials, 1956-2005. MS-00943. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Historical Note

The Riviera Hotel and Casino originally opened as the Casa Blanca Hotel in 1952 in Las Vegas, Nevada. The Casa Blanca was owned by William Bischoff, who built the resort for 3.5 million dollars. Granted a gaming license in 1952, Bischoff withdrew his application the following year and turned over operations to Miami investor Samuel Cohen. By early 1955, Cohen had also withdrawn from the project, leaving other investors, including Harpo and Gummo Marx, to open

the hotel as the Riviera in April of 1955. Within three months of opening, the hotel was bankrupt, and control went to managers of the Flamingo, including Gus Greenbaum. Greenbaum ran the Riviera for three years, until he and his wife were murdered in their Scottsdale, Arizona home.

After the Greenbaums' deaths, the vice-president of the Riviera, Ben Goffstein, took over as president. The Riviera was sold multiple times and filed for bankruptcy in 1983, 1991, and 2010. In 2015, the Las Vegas Convention and Visitors Authority (LVCVA) purchased the Riviera with plans to use the property as an extension of the Las Vegas Convention Center. The hotel and casino officially closed May 3, 2015 after sixty years of operation, and was imploded in August of 2016.

Source:

"The Riviera Hotel, Las Vegas." Accessed December 14, 2018. <https://www.rivierahotel.com/>

[^ Return to Table of Contents](#)

Scope and Contents Note

The UNLV Libraries Collection of Riviera Hotel and Casino Promotional and Press Materials dates from 1956 to 2005 and consists primarily of press releases from the Riviera Hotel and Casino in Las Vegas, Nevada during the 1990s. The collection also contains promotional brochures, press kits, event programs, and news clippings. This collection contains items previously described as "Promotional and publicity material: Riviera Hotel and Casino."

[^ Return to Table of Contents](#)

Arrangement

Materials remain as they were received.

[^ 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

Materials were acquired periodically by UNLV Special Collections and Archives from a variety of sources; accession number 2019-057.

Processing Note

In 2019, as part of an archival backlog elimination project, Hana Gutierrez compiled the materials from multiple sources that included subject files and previously cataloged material, and wrote the finding aid.

[^ Return to Table of Contents](#)

Related Materials

Related Collections

The following resources may provide additional information related to the materials in this collection:

Riviera Hotel and Casino Publicity Collection and Architectural Records, 1950s-2015. MS-00647. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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](#)

Names and Subjects

- Las Vegas (Nev.)
- Advertising
- Publicity
- Casinos
- Promotional materials

- Hotels

Collection Inventory

Title/Description	Containers
Press Releases, 1983-1984	box 01
Press Releases, 1993-1995	box 01
	box 02
	box 03
	box 04
	box 05
	box 06
Five dollar divorce betting chip, 2002	box 06
RIView: The Riviera Employee Newsletter, 1989 December	box 06
Press kits, 1990s	box 06
Promotional brochures and pamphlets, 1956 to 1995, 2005	box 06
Event programs, 1970s-1990s	box 06
Newspaper and magazine clippings, 1990-1995	box 06
Riviera newspaper promotional inserts, 2005 April	box 06