



Guide to the UNLV Libraries Collection of Imperial Palace Hotel and Casino Promotional and Publicity 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/f1ff0m>

© 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 Background | 3 |
| Scope and Contents Note | 4 |
| Arrangement | 4 |
| Administrative Information | 5 |
| Names and Subjects | 5 |
| Collection Inventory | 5 |

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: | Imperial Palace Hotel and Casino |
| Title: | UNLV Libraries Collection of Imperial Palace Hotel and Casino Promotional and Publicity Materials |
| ID: | MS-00945 |
| Date [inclusive]: | 1982-2005 |
| Physical Description: | 0.65 Cubic Feet (1 box) |
| Physical Description: | 0.54 Linear Feet |
| Language of the Material: | English |
| Abstract: | UNLV Libraries Collection of Imperial Palace Hotel and Casino Promotional and Publicity Materials includes newspaper clippings, press kits, press releases, and promotional materials for the Imperial Palace in Las Vegas, Nevada, dating from 1982 to 2005. |

Preferred Citation

UNLV Libraries Collection of Imperial Palace Hotel and Casino Promotional and Publicity Materials, 1982-2005. MS-00945. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Historical Background

The Imperial Palace Hotel and Casino was a privately-owned casino and hotel located in Las Vegas, Nevada, on the Las Vegas Strip. The property was originally known as the Flamingo Capri motel, and opened in 1959. Ralph Englestad purchased the Flamingo Capri in 1971 and his construction company made several additions to the Flamingo Capri over the course of eight years. On November 1, 1979, Englestad renamed the Flamingo Capri motel the Imperial Palace Hotel and Casino, a name that resonated more with the East Asian architecture and theme of

the property. The Imperial Palace was known for the Auto Collections, a collection of classic and historically significant cars, luau parties, and "Dealertainers," blackjack dealers that dressed as famous celebrities and musicians. It was also known as the original home of the Legends in Concert live tribute shows. Ralph Engelstad died in 2002, and left the property to his widow, Betty, and a group of trustees. Harrah's Entertainment Inc. purchased the Imperial Palace for \$370 million in 2005. The purchase was a strategic one, as the Imperial Palace was located between two Harrah's properties, Harrah's Las Vegas and O'Shea's Hotel and Casino. With this acquisition, Harrah's owned almost all of the Las Vegas Strip properties between Las Vegas Boulevard and Koval Street. As part of a project for a new retail and entertainment district, the Imperial Palace was renamed the Quad Hotel and Casino in 2012, then renamed again in 2014 as the Linq.

Sources:

Benston, Liz. "Imperial Palace Purchase Is Strategic Move for Harrah's." Las Vegas SUN, August 23, 2005. <https://lasvegassun.com/sunbin/stories/text/2005/aug/23>.

Green, Steve, and Ron Sylvester. "Imperial Palace Getting New Name: The Quad Resort & Casino." Las Vegas SUN, Las Vegas SUN, Inc., 17 Sept. 2012, vegasinc.lasvegassun.com/business/gaming/2012/sep/17/imperial-palace-no-more/.

Steffner, Jim. "The Man and the Palace." Casino Chip and Token News, 2006, pp. 50–53.

[^ Return to Table of Contents](#)

Scope and Contents Note

UNLV Libraries Collection of Imperial Palace Hotel and Casino Promotional and Publicity Materials includes newspaper clippings, press kits, press releases, and promotional materials for the Imperial Palace Hotel and Casino in Las Vegas, Nevada, dating from 1982 to 2005. This collection contains items previously described as "Promotional and publicity material : Imperial Palace Hotel and Casino."

[^ Return to Table of Contents](#)

Arrangement

Materials arranged by material type.

[^ 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 2019-060.

Processing Note

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

[^ Return to Table of Contents](#)

Names and Subjects

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

Collection Inventory

| Title/Description | Containers |
|--------------------------------|------------|
| Newspaper clippings, 1987-2005 | box 01 |
| Press kits, 1995-2004 | box 01 |

| | |
|----------------------------------|--------|
| Press releases, 1983-1986 | box 01 |
| Promotional materials, 1982-1996 | box 01 |
