



Guide to the UNLV Libraries Collection of Anchor Gaming Promotional and Publicity Materials

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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:	Anchor Gaming
Title:	UNLV Libraries Collection of Anchor Gaming Promotional and Publicity Materials
ID:	MS-00952
Date [inclusive]:	1994 to 2001
Physical Description:	0.65 Cubic Feet (1 box)
Physical Description:	0.54 Linear Feet
Language of the Material:	English
Abstract:	The UNLV Libraries Collection of Anchor Gaming Promotional and Publicity Materials includes annual reports, equity reports, financial reports, newspaper clippings, press kits, and promotional materials for Anchor Gaming in Las Vegas, Nevada, dating from 1994 to 2001.

Preferred Citation

UNLV Libraries Collection of Anchor Gaming Promotional and Publicity Materials, 1994-2001. MS-00952. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Historical Background

Anchor Gaming was a diversified gaming company in Las Vegas, Nevada, that concentrated on the operation of gaming machines. The company was incorporated in 1993 by Stanley E. Fulton, who had been in the gaming equipment industry since the 1970s. During its nearly nine years of operation, Anchor Gaming operated two casinos in Colorado. Its subsidiary and predecessor Anchor Coin had one of the largest gaming machines routes in Nevada. Anchor Games regularly serviced slot machines placed in taverns, grocery stores, and convenience stores across Nevada,

with more than 800 machines in their route by 1999. The company also developed and distributed proprietary games, including the Wheel of Gold slot machine. In 2001, competitor International Game Technology of Reno, Nevada, bought Anchor Gaming for \$1.365 billion.

Sources:

"IGT Buying Anchor Gaming for \$1.365 Billion." *Las Vegas Sun*. July 08, 2001. Accessed August 01, 2019. <https://lasvegassun.com/news/2001/jul/08/igt-buying-anchor-gaming-for-1365-billion/>.

"Anchor Gaming." FundingUniverse. Accessed August 01, 2019. <http://www.fundinguniverse.com/company-histories/anchor-gaming-history/>.

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Scope and Contents Note

The UNLV Libraries Collection of Anchor Gaming Promotional and Publicity Materials includes annual reports, equity reports, financial reports, newspaper clippings, press kits, and promotional materials for Anchor Gaming in Las Vegas, Nevada, dating from 1994 to 2001. This collection contains items previously described as "Promotional and publicity material: Anchor Gaming" and "Prospectus, 2,750,000 shares Anchor Gaming common stock."

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Arrangement

Materials are arranged by material type.

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Administrative Information

Access Note

Collection is open for research.

Publication Rights

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Acquisition Note

Materials were acquired periodically by UNLV Special Collections and Archives from a variety of sources; accession number 2019-071.

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.

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Names and Subjects

- Advertising
- Publicity
- Promotional materials
- Gambling
- Las Vegas (Nev.)
- Gambling -- Equipment and supplies
- Casinos

Collection Inventory

Title/Description	Containers
Annual reports, 1994 to 1998	box 01
Equity research reports, 1994 to 2000	box 01
Securities and Exchange Commission Form 10-K, 1994	box 01
Prospectus, 1994	box 01
Newspaper clippings, 1994 to 1996	box 01
Press kit, 1994	box 01
Promotional materials, 2001	box 01

