



## Guide to the UNLV Libraries Collection of Caesars World, Inc. Promotional Materials and Reports

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

Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f16h2w>

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## Summary Information

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<b>Repository:</b>	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
<b>Contributor:</b>	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
<b>Title:</b>	UNLV Libraries Collection of Caesars World, Inc. Promotional Materials and Reports
<b>ID:</b>	MS-00956
<b>Date [inclusive]:</b>	1965-2006
<b>Physical Description:</b>	5.25 Cubic Feet (4 boxes, 2 oversized boxes)
<b>Physical Description:</b>	6.30 Linear Feet
<b>Language of the Material:</b>	English
<b>Abstract:</b>	The UNLV Libraries Collection of UNLV Libraries Collection of Caesars World, Inc. Promotional Materials and Reports includes annual reports, financial reports, press kits, press releases, promotional and publicity materials, a proposal for Caesars New Orleans, and newspaper and magazine clippings for Caesars World, Inc. in Las Vegas, Nevada and Atlantic City, New Jersey, dating from 1965-2006.

### Preferred Citation

UNLV Libraries Collection of Caesars World, Inc. Promotional Materials and Reports, 1965-2006. MS-00956. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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## Historical Background

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In 1959, Stuart and Clifford Perlman bought the Lum's restaurant in Miami, Florida and expanded the company through the 1960s. In September of 1969, for 60 million dollars, Lum's purchased Caesars Palace in Las Vegas, Nevada, and changed their name to Caesars World in December of 1971. On June 26, 1979, Caesars World expanded to Atlantic City, New Jersey, opening the 75 million dollar Caesars Boardwalk Regency. On December 20, 1995 ITT Corporation acquired most

of Caesars World in 2000 for 3 billion dollars, and renamed their company Caesars Entertainment in 2004.

Source:

Jones, Chris. "Caesars Earns Niche in Gaming Pantheon." Casino City Times. GamingWire. Accessed August 15, 2019. <http://www.casinocitytimes.com/article/caesars-earns-niche-in-gaming-pantheon-54341>.

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## Scope and Contents Note

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The UNLV Libraries Collection of UNLV Libraries Collection of Caesars World, Inc. Promotional Materials and Reports includes annual reports, financial reports, press kits, press releases, promotional and publicity materials, a proposal for Caesars New Orleans, and newspaper and magazine clippings for Caesars World, Inc. in Las Vegas, Nevada and Atlantic City, New Jersey, dating from 1965-2006. This collection includes materials previously described as "Promotional and publicity material: Caesars World, Inc.," "Combined Annual report," "Form 10-K: annual report pursuant to section 13 or 15(d) of the Securities Exchange Act of 1934," "Annual report pursuant to section 13 or 15(d) of the Securities Exchange Act of 1934," and "New Orleans casino proposal: submitted to the city of New Orleans."

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## Arrangement

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Materials are arranged in alphabetical order.

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## Administrative Information

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### 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 2019-077

## Processing Note

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

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## Names and Subjects

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- Las Vegas (Nev.)
- Atlantic City (N.J.)
- Hotels
- Casinos
- Gambling
- Publicity
- Promotional materials
- Advertising
- Caesars Palace Las Vegas Hotel and Casino

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## Collection Inventory

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Title/Description	Containers
Annual reports, 1972-1994	box 01
Financial reports	
Equity research, 1991-1994	box 01
Securities and Exchange Commission form 10-K, 1982-1994	box 01 box 02
Press kits, 1966-1993	box 02

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Press releases, 1965-2006	box 02
Promotional materials, 1968-2005	box 03
	box 04
Proposal for Caesars New Orleans, 1992	box 04
Newspaper and magazine clippings, 1965-2002	box 04
Caesars Palace publicity materials, 1983	oversized box 05
	oversized box 06

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