



Guide to the Circus Circus Enterprises Scrapbook

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/f16669>

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Circus Circus Enterprises
Title:	Circus Circus Enterprises Scrapbook
ID:	MS-00988
Date:	1984
Physical Description:	1.33 Cubic Feet (1 oversized box)
Physical Description:	2.06 Linear Feet
Language of the Material:	English
Abstract:	The Circus Circus Enterprises Scrapbook consists of articles from 1984 related to the Circus Circus Las Vegas Hotel and their investment properties. The scrapbook includes articles on the entertainment, dining, real estate, and management of Circus Circus Enterprises in Southern Nevada.

Preferred Citation

Circus Circus Enterprises Scrapbook, 1984. MS-00988. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Historical Background

Circus Circus Las Vegas opened in 1968 under the ownership of Jay Sarno and Stanley Mallin, and became well known for its circus themed casino, hotel, and entertainment. Sarno and Mallin later sold the corporation to William Bennett and William Pennington in 1974. Bennett and Pennington renamed the corporation Circus Circus Enterprises. In 2005, it was renamed Mandalay Resort Group and has since undergone several changes in ownership.

Sources:

"Circus Circus." Online Nevada Encyclopedia. <http://www.onlinenevada.org/articles/circus-circus>

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Scope and Contents Note

The Circus Circus Enterprises Scrapbook consists of a single scrapbook with newspaper articles from 1984 related to Circus Circus Enterprises press coverage in Southern Nevada. The scrapbook contains articles with highlighted sections about the entertainment, dining, investments, real estate, and financial state of Circus Circus Enterprises. The types of articles range from news reports to editorial and column pieces about Circus Circus. In 1983, Circus Circus Enterprises purchased the Edgewater Hotel and Casino in Laughlin, Nevada. Many of the articles in the scrapbook describe the successes of Circus Circus investments both in Las Vegas, Nevada and Laughlin, Nevada.

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Administrative Information

Access Note

Collection is open for research.

Publication Rights

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Acquisition Note

Materials were received by UNLV Special Collections and Archives; accession number 2019-120.

Processing Note

In 2019, as part of an archival backlog elimination project, James Howard wrote the finding aid and entered the data into ArchivesSpace.

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Names and Subjects

- Casinos -- Management
- Casinos -- Marketing
- Casinos -- Employees
- Circus Circus Enterprises

Collection Inventory

Title/Description	Containers
Scrapbook, 1984	oversized box 01