



Guide to the Las Vegas Archive Memorabilia and Promotional 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.

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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.
Creator:	Las Vegas Archive
Title:	Las Vegas Archive Memorabilia and Promotional Materials
ID:	MS-01034
Date [inclusive]:	approximately 1960 to 2019
Physical Description:	5.44 Cubic Feet (2 boxes and 1 oversized box)
Physical Description:	2.68 Linear Feet
Language of the Material:	English
Abstract:	The Las Vegas Archive Memorabilia and Promotional Materials (approximately 1960-2019) contains reproductions of photographs taken of historic landmarks around Las Vegas, Nevada and entertainers like Elvis Presley, Nat King Cole, Frank Sinatra, Dean Martin, and Liberace performing in Las Vegas. The collection also contains digital photographs from 2008 of an airship displaying an advertisement for the M Resort Spa and Casino. There is also memorabilia from the MGM Grand Hotel including a gaming guide, decks of playing cards, and a commemorative drinking glass. The collection also includes several historic postcards depicting Las Vegas, political campaign buttons for local Nevada elections, and greeting cards from U.S. Representative Jim Santini.

Preferred Citation

Las Vegas Archive Memorabilia and Promotional Materials, approximately 1960-2019. MS-01034. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Historical Background

The Las Vegas Archive was a non-profit organization in Las Vegas, Nevada that focused on preserving Las Vegas' history by offering digitization services to the public. Throughout its history,

the Las Vegas Archive digitized thousands of photographs and newspaper articles, many of them featuring entertainers performing in Las Vegas such as Elvis Presley, Frank Sinatra, Dean Martin, Nat King Cole, and Liberace. The Las Vegas Archive was founded by Marilyn Gubler who also owns Sandy Valley Ranch which is located in California an hour away from Las Vegas. The Las Vegas Archive closed in 2020.

Sources:

Glionna, John M. "Boss Lady," Last modified June 25, 2019, <https://knpr.org/desert-companion/2019-06/boss-lady>

"Classic Las Vegas Archive," Las Vegas Archive, accessed July 21, 2020, <http://lasvegasarchive.com/index.htm>.

[^ Return to Table of Contents](#)

Scope and Contents Note

The Las Vegas Archive Memorabilia and Promotional Materials (approximately 1960-2019) contains reproductions of photographs taken of historic landmarks around Las Vegas, Nevada and entertainers like Elvis Presley, Nat King Cole, Frank Sinatra, Dean Martin, and Liberace performing in Las Vegas. The collection also contains digital photographs from 2008 of an airship displaying an advertisement for the M Resort Spa and Casino. There is also memorabilia from the MGM Grand Hotel including a gaming guide, decks of playing cards, and a commemorative drinking glass. The collection also includes several historic postcards depicting Las Vegas, political campaign buttons for local Nevada elections, and greeting cards from U.S. Representative Jim Santini.

[^ 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 donated by the Las Vegas Archive in 2020; accession number 2020-074.

Processing Note

In 2020, Tammi Kim minimally processed the collection during accessioning. Loose materials were foldered and digital files were transferred off of an external hard drive. The collection was reviewed and a finding aid was created in ArchivesSpace.

[^ Return to Table of Contents](#)

Names and Subjects

- Promotional materials
- Memorabilia
- photographs

Collection Inventory

Title/Description	Containers
Historic downtown Las Vegas buildings and Las Vegas-based entertainers: photographic reproductions, MGM Grant Hotel memorabilia, Las Vegas Archive branded marketing materials, approximately 1990 to 2016	box 01 oversized box 02 box 03
Airship promoting the Las Vegas M Resort: photographs Physical Description: 6 Digital Files (0.010 GB) JPG	digital file 00