



Guide to the Jack Melvin oral history interview

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Melvin, Jack
Contributor:	Ralph Roske Oral History Project on Early Las Vegas
Title:	Jack Melvin oral history interview
ID:	OH-01281
Date:	1972 April 24
Physical Description:	2 Digital Files (0.085 GB) MP3
Language of the Material:	English
Abstract:	Oral history interview with Jack Melvin conducted by Perry Kaufman on April 24, 1972 for the Ralph Roske Oral History Project on Early Las Vegas. In this interview, Melvin discusses his work as publicity and advertising director for the El Rancho Hotel and Casino in Las Vegas, Nevada starting in 1948. He goes on to explain his methods of selling advertisements and publicity.

Preferred Citation

Jack Melvin oral history interview, 1972 April 24. OH-01281. [Cite format consulted: Audio recording or Transcript.] Oral History Research Center, Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Scope and Contents Note

Oral history interview with Jack Melvin conducted by Perry Kaufman on April 24, 1972 for the Ralph Roske Oral History Project on Early Las Vegas. In this interview, Melvin discusses his work as publicity and advertising director for the El Rancho Hotel and Casino in Las Vegas, Nevada starting in 1948. He goes on to explain his methods of selling advertisements and publicity. Digital audio available; no transcript available.

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Administrative Information

Access Note

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Acquisition Note

University of Nevada, Las Vegas History Professor Ralph Roske donated materials for this oral history project to UNLV Libraries Special Collections and Archives in the 1980s.

Processing Note

Interview materials were processed by UNLV Libraries Special Collections and Archives in 2018. Miguel Dominguez wrote the collection description. The audio cassette(s) for this interview have been reformatted by an external vendor into a digital format. MP3 files of the audio are available for research use. The audio has been minimally reviewed and all readily available information has been included in the description.

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Names and Subjects

- Oral histories (document genres)
- Las Vegas (Nev.)
- Publicity
- Advertising
- El Rancho Hotel and Casino (Las Vegas, Nev.)