

Guide to the Don Payne with Joe Buck and Don English oral history interview

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Table of Contents

Summary Information	3
Scope and Contents Note	4
Administrative Information	4
Names and Subjects	5

Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Payne, Don
Creator:	English, Donald E., 1926-
Creator:	Buck, Joe
Contributor:	Ralph Roske Oral History Project on Early Las Vegas
Title:	Don Payne with Joe Buck and Don English oral history interview
ID:	OH-01447
Date:	1972 November 25
Physical Description:	4 Digital Files (0.140 GB) MP3
Language of the Material:	English
Abstract:	Oral history interview with Don Payne, Joe Buck, and Don English conducted by Perry Kaufman on November 25, 1972 for the Ralph Roske Oral History Project on Early Las Vegas. Payne, the head of the Las Vegas News Bureau, relates moving to Las Vegas, Nevada as a child, and deciding on a career in advertising and marketing. He talks about his early career and the history of the bureau. Later, Buck and English, both photographers with the bureau, join Payne in discussing the goals of the the organization. They relate the need to establish that Las Vegas was more than gambling and how their marketing and photographs focus on the relaxing, fun, and luxurious aspects of a vacation in the area. They talk about the large volume of photographs produced by the bureau and the success of some nationwide, including the "floating craps table" and the atomic bomb test mushroom cloud framed between two casinos in downtown Las Vegas. They conclude by discussing how they have expanded their marketing to include destinations close to Las Vegas, including Lake Mead, the National Parks, and California destinations within "a day's drive".

Preferred Citation

Don Payne with Joe Buck and Don English oral history interview, 1972 November 25. OH-01447. [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.

[^ Return to Table of Contents](#)

Scope and Contents Note

Oral history interview with Don Payne, Joe Buck, and Don English conducted by Perry Kaufman on November 25, 1972 for the Ralph Roske Oral History Project on Early Las Vegas. Payne, the head of the Las Vegas News Bureau, relates moving to Las Vegas, Nevada as a child, and deciding on a career in advertising and marketing. He talks about his early career and the history of the bureau. Later, Buck and English, both photographers with the bureau, join Payne in discussing the goals of the the organization. They relate the need to establish that Las Vegas was more than gambling and how their marketing and photographs focus on the relaxing, fun, and luxurious aspects of a vacation in the area. They talk about the large volume of photographs produced by the bureau and the success of some nationwide, including the "floating craps table" and the atomic bomb test mushroom cloud framed between two casinos in downtown Las Vegas. They conclude by discussing how they have expanded their marketing to include destinations close to Las Vegas, including Lake Mead, the National Parks, and California destinations within "a day's drive". Digital audio available; no transcript available.

[^ Return to Table of Contents](#)

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 2017. Melise Leech 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 and transcript has been minimally reviewed and all readily available information has been included in the description.

[^ Return to Table of Contents](#)

Names and Subjects

- Oral histories (document genres)
- Tourism -- Marketing
- Photographers
- Advertising
- Publicity
- Las Vegas News Bureau