



Guide to the Larry Ruvo oral history interview

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Table of Contents

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

Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Ruvo, Larry
Contributor:	Remembering Jay Sarno Oral History Project
Title:	Larry Ruvo oral history interview
ID:	OH-02236
Date:	2009 January 27
Physical Description:	1 Digital Files (0.000042 GB) PDF
Language of the Material:	English
Abstract:	Oral history interview with Larry Ruvo conducted by David G. Schwartz on January 27, 2009 for the Remembering Jay Sarno Oral History Project. Ruvo begins by discussing his position as a front desk clerk at Caesar's Palace in Las Vegas, Nevada in the 1970s. Ruvo then describes how Jay Sarno changed the casino industry by designing Caesar's Palace with a single theme. Ruvo then chronicles how gaming gradually was legalized in more areas throughout the world and how Sarno capitalized on making Caesar's Palace an iconic casino which made people want to travel to Las Vegas. Lastly, Ruvo discusses Sarno's focus on offering both gaming and entertainment options for guests at Caesar's Palace.

Preferred Citation

Larry Ruvo oral history interview, 2009 January 27. OH-02236. [Cite format consulted: Audio recording and/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 Larry Ruvo conducted by David G. Schwartz on January 27, 2009 for the Remembering Jay Sarno Oral History Project. Ruvo begins by discussing his position as a front desk clerk at Caesars Palace in Las Vegas, Nevada in the 1970s. Ruvo then describes how Jay Sarno changed the casino industry by designing Caesars Palace with a single theme. Ruvo

then chronicles how gaming gradually was legalized in more areas throughout the world and how Sarno capitalized on making Caesars Palace an iconic casino. Lastly, Ruvo discusses Sarno's focus on offering both gaming and entertainment options for guests at Caesars Palace. No audio available, transcript available.

[^ Return to Table of Contents](#)

Administrative Information

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Acquisition Note

This interview was conducted and transcribed by the Oral History Research Center (OHRC) which is part of the UNLV University Libraries Special Collections and Archives Division.

Processing Note

Interview materials were processed by UNLV Libraries Special Collections and Archives in 2015. James Howard wrote the collection description. Access copies were created for born-digital audio and/or transcript files.

[^ Return to Table of Contents](#)

Names and Subjects

- Oral histories (document genres)
- Family histories

- Hotels
- Entertainment
- Las Vegas Strip (Nev.)
- Gaming -- Las Vegas (Nev.)
- Sarno, Jay Jackson, 1921-1984
- Caesars Palace Las Vegas Hotel and Casino