



## Guide to the Elvis Alberts Postcard Collection

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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](mailto:special.collections@unlv.edu) for questions regarding this collection.

Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f11x13>

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## Summary Information

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<b>Repository:</b>	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
<b>Creator:</b>	Alberts, Ulvis, 1942-
<b>Title:</b>	Ulvis Alberts Postcard Collection
<b>ID:</b>	PH-00359
<b>Date [inclusive]:</b>	1968 to 1981
<b>Physical Description:</b>	0.02 Cubic Feet (1 hanging file)
<b>Physical Description:</b>	0.10 Linear Feet
<b>Language of the Material:</b>	English
<b>Abstract:</b>	The Ulvis Alberts Postcard Collection consists of postcards created from photographs taken by Ulvis Alberts between 1968 and 1981. Images depict scenes from the World Series of Poker at Binion's Horseshoe Casino in Las Vegas, Nevada, as well as images of various celebrities, actors, and professional musicians. Several of the postcards are autographed by Alberts.

### Preferred Citation

Ulvis Alberts Photograph Collection, 1968-1981. PH-00359. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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## Biographical Note

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Ulvis Alberts was born in Riga, Latvia and immigrated to the United States with his family in 1949. He graduated from the University of Washington in Seattle, Washington with a bachelor's degree in radio and television production. His interest in photography, film, and music led to his earliest back-stage photographs of Bob Dylan, Jerry Garcia, and Jimi Hendrix.

In 1973 he was invited to audit the filmmaker's program at the American Film Institute in Beverly Hills, California. He moved to Los Angeles, California and during his tenure there photographed some of the most celebrated movie and television personalities of the 1970s and early 1980s. The result was his 2008 book, *Camera as Passport: 1968-2008*.

In 1977, he photographed the World Series of Poker at Binion's Horseshoe Casino for the first time. He returned to shoot the series for five more years, with the series documented in his first book, *Poker Face*, released in 1981.

Source:

Alberts, Ulvis. "Biography." Accessed April 7, 2020. <http://ulvisalberts.com/eng/biography/>

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## Scope and Contents Note

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The Ulvis Alberts Postcard Collection consists of postcards created from photographs taken by Ulvis Alberts between 1968 and 1981. Images depict scenes from the World Series of Poker at Binion's Horseshoe Casino in Las Vegas, Nevada, as well as images of various celebrities, actors, and professional musicians. Several of the postcards are autographed by Alberts.

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## Arrangement

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Materials remain as they were received.

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## Administrative Information

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### 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 in 1983 by Ulvis Alberts; accession number 1983-069.

## Processing Note

In 2020, as part of an archival backlog elimination project, Melise Leech wrote the finding aid and entered the data into ArchivesSpace.

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## Names and Subjects

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- Postcards
- photographs
- Poker -- Tournaments -- Nevada
- Celebrities
- Motion picture actors and actresses
- Musicians

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## Collection Inventory

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Title/Description	Containers
Postcards: photographic reproductions, 1968 to 1981	folder 01