



Guide to the Harrah's Entertainment Corporate Archives

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Harrah's Entertainment, Inc.
Contributor:	Harrah, William, 1911-1978
Contributor:	Holiday Inns, Inc.
Contributor:	Promus Hotels, Inc.
Contributor:	Harrah's Entertainment, Inc.
Title:	Harrah's Entertainment Corporate Archives
ID:	MS-00460
Date [inclusive]:	1811-2004
Date [bulk]:	1940-2000
Physical Description:	72.73 Cubic Feet (104 boxes, 16 oversized boxes, 10 flat files, 5 items)
Physical Description:	97.54 Linear Feet
Language of the Material:	English
Abstract:	The Harrah's Entertainment Corporate Archives (dating from 1811 to 2004 with the bulk of the materials dating from 1940 to 2000) contain the promotional and corporate files of Harrah's Entertainment Inc. and its predecessors, as well as Bill Harrah's personal papers and card game collection. The materials were compiled and developed as a corporate archive by Harrah's Entertainment, Inc.'s Corporate Communications Department. The collection is primarily comprised of casino and employee periodicals, reports, manuals, promotional files, ephemera, and newspaper articles that document Bill Harrah's casinos in Reno, Nevada and Lake Tahoe as well as Harrah's Inc., Holiday Inns, Inc., Holiday Corporation, the Promus Companies, and Harrah's Entertainment, Inc. Also included are photographs that document the construction of Harrah's properties, business operations, the people who worked and performed at Harrah's properties, and Bill Harrah's automobile collection. The collection also contains Bill Harrah's collection of playing cards and card games. Also included are photographs of the Harrah family.

Preferred Citation

Harrah's Entertainment Corporate Archives, 1811-2004. MS-00460. Special Collections, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Historical Background

Harrah's Entertainment, Inc. began as a short-lived bingo parlor in Reno, Nevada, first formed in 1937 by William (Bill) Fisk Harrah. Bill Harrah re-opened his casino as Harrah's Tango Club in 1938 and grew the business by acquiring neighboring casinos in Reno. He expanded the Harrah's brand over time and in 1971, the company made its initial public offering as Harrah's Inc.

Harrah's Inc. was purchased by another hotel corporation, Holiday Inns, Inc., after Bill Harrah's death in 1978. The corporation retained the Harrah's brand on its existing Nevada hotel-casinos, Harrah's Reno and Harrah's Lake Tahoe, and built Harrah's Del Rio (later renamed Harrah's Laughlin) in Laughlin, Nevada. The Harrah's brand expanded into Atlantic City, New Jersey with the construction of Harrah's Marina (later renamed Harrah's Resort Atlantic City).

In 1990, The Promus Companies assumed ownership of part of Holiday Inns, Inc.'s former holdings, including the Harrah's properties. In 1995, The Promus Companies separated its hotel-casinos from its non-gaming hotels, creating Harrah's Entertainment, Inc. as the parent company of the 16 gaming properties. In 2005, Harrah's Entertainment acquired Caesars Entertainment, Inc. but continued to operate under the Harrah's Entertainment name until late 2010, when the corporation changed its name to Caesars Entertainment Corporation.

In 2020, Caesars Entertainment and Eldorado Resorts merged and as of 2025, continue to operate as Caesars Entertainment.

Sources:

McGinness, Brett. "Timeline: Harrah's 82-year history in downtown Reno." *Reno Gazette Journal*, January 15, 2020. <https://www.rgj.com/story/news/2020/01/15/timeline-harrahs-82-year-history-downtown-reno/4480253002/>

Parmley, Suzette. "The gambling world gets a new top dog - Harrah's." *Philadelphia Inquirer*, June 14, 2005. Archived September 18, 2015 at https://web.archive.org/web/20150918061533/http://articles.philly.com/2005-06-14/business/25437395_1_caesars-entertainment-harrah-s-entertainment-gary-loveman

"Promus plans corporate split - Harrah's casino division to separate from hotel business." *The Kansas City Star*, January 31, 1995. NewsBank.

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Biographical Note

William (Bill) Fisk Harrah (1911-1978) was a Nevada businessman and founder of Harrah's Inc. Bill Harrah's success in the gaming industry began in 1946 when he purchased a casino in Reno, Nevada that he renamed Harrah's Reno Club. In 1956 Harrah opened Harrah's Tahoe Club and established a busing program that brought lower income and working class gamblers from northern California to his Reno and Lake Tahoe casinos. Harrah's busing program, as well as his hands-off management style, contributed to the profitability of the casinos in the 1950s and 1960s. Leaving the day-to-day management of the casinos to employees, Harrah spent a majority of his time devoted to his vehicle collecting hobby, amassing a large collection of automobiles, motorcycles, and airplanes. Although the Harrah's casinos were profitable, Harrah's personal spending placed a financial strain on the business, and in 1971 he decided to take the company public. In 1973 Harrah's Inc. became the first gaming company to have stock traded on the New York Stock Exchange.

Bill Harrah, son of Amanda Fisk Harrah and John Harrah, was born in Pasadena, California in 1911. He grew up in Venice, California and was first introduced to gambling when his father opened a gambling shop on the Venice pier in the 1930s. Bill Harrah briefly attended California Christian College and the University of California, Los Angeles before quitting school to help run his father's gambling business. John sold the business to Bill who then relocated the business to Reno, Nevada in 1937.

Between 1937 and 1946 Harrah had small successes with various joint venture businesses. In 1946 he opened the casino Harrah's Reno Club as the sole owner. In 1956 he opened a second casino called Harrah's Tahoe Club in Stateline, Nevada. The two casinos were highly successful because of a busing program that brought gamblers from Northern California to Reno and Lake Tahoe. Harrah also brought internationally famous performers to his casinos as entertainment for his customers.

Harrah married six times and had two sons. He wed Thelma Batchelor in the late 1930s and divorced her in 1948. In 1948 Harrah married Scherry Teague Fagg and, apart from a brief divorce and remarriage, the couple stayed together for over twenty years. They adopted two sons together, John and Tony. After divorcing Scherry in 1969, Harrah married country musician Bobbie Gentry. He divorced Gentry in 1970. He also was briefly married to Mary Berger and then Roxanne Carlson before marrying Verna Frank in 1974.

Bill Harrah spent a large portion of his time and wealth creating the Harrah Automobile Collection of over 1,500 automobiles, motorcycles, and airplanes. In the 1970s, due in large part to his personal spending, the company experienced cash-flow issues. Harrah decided to take the company public in 1971 and in 1973 Harrah's Inc. was traded on the New York Stock Exchange. In 1978 Bill Harrah died while recovering from a surgery to repair an aortic aneurysm.

Sources:

King, R. T., Mary Larson, and Dwayne Kling, eds. *Every Light Was On: Bill Harrah and His Clubs Remembered, from Oral History Interviews by Dwayne Kling*. Reno: University of Nevada Oral History Program, 1999.

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Scope and Contents Note

The Harrah's Entertainment Corporate Archives (dating from 1811 to 2004 with the bulk of the materials dating from 1940 to 2000) contain the promotional and corporate files of Harrah's Entertainment Inc. and its predecessors, as well as Bill Harrah's personal papers and card game collection. The materials were compiled and developed as a corporate archive by Harrah's Entertainment, Inc.'s Corporate Communications Department. The collection is primarily comprised of casino and employee periodicals, reports, manuals, promotional files, ephemera, and newspaper articles that document Bill Harrah's casinos in Reno, Nevada and Lake Tahoe as well as Harrah's Inc., Holiday Inns, Inc., Holiday Corporation, the Promus Companies, and Harrah's Entertainment, Inc. Also included are photographs that document the construction of Harrah's properties, business operations, the people who worked and performed at Harrah's properties, and Bill Harrah's automobile collection. The collection also contains Bill Harrah's collection of playing cards and card games. Also included are photographs of the Harrah family.

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Arrangement

These records are organized into three series:

Series I. Harrah's Entertainment corporate files, 1950-2004;

Series II. Card games, 1811-1993;

Series III. Harrah family photographs and personal files, 1958-1990.

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Administrative Information

Access Note

Collection is open for research, with the exception of legal work product which is restricted. Restrictions are noted at the file level of this inventory and will be open for research January 1, 2055. Some of the decks of cards are sealed in their original wrappers or bear historic seals from tax or import/export agencies. These decks are to remain unopened.

Where use copies do not exist, production of use copies is required before access will be granted; this may delay research requests. Advanced notice is required.

Publication Rights

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Acquisition Note

Materials were donated to the University of Nevada, Las Vegas in 2002 by Harrah's Operating Company, Inc.; accession number 2002-033.

Processing Note

In 2017, as part of the National Historical Publications and Records Commission (NHPRC) grant-funded project "America's Great Gamble," Hana Gutierrez and Hannah Robinson processed, arranged, and described the materials.

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Names and Subjects

- Gambling -- Nevada
- Reno (Nev.)
- Automobiles -- Collectors and collecting
- Card games
- Playing cards
- Casinos
- Casinos -- Management
- Gambling industry
- photographs
- Entertainment

- Gambling
- Memorabilia
- Tahoe, Lake (Calif. and Nev.)
- Compulsive gambling
- Gambling on Indian reservations
- Casinos
- Hotels
- Atlantic City (N.J.)
- Davis, Sammy, Jr., 1925-1990
- Denver, John

Collection Inventory

Harrah's Entertainment corporate files, 1955-2004

Physical Description: 61.35 Cubic Feet (66 boxes, 16 oversized boxes, 9 flat files, 5 items)

Scope and Contents Note: Materials contain publications, reports, photographs, and ephemera collected and created by Harrah's Reno Club, Harrah's Tahoe Club, Harrah's Inc., Holiday Inns, Inc., Holiday Corporation, the Promus Companies, and Harrah's Entertainment, Inc. (1955-2001). The materials are primarily comprised of Harrah's branded casino, hotel, and resort newsletters; *Harrah-scope* magazines; employee manuals; photographs of employees, properties, entertainers, and events; annual reports, property reports, and financial reports; event advertisements; promotional fliers, posters, and pamphlets; and ephemera from special events and various Harrah's branded casinos, hotels, and resorts.

Arrangement: The series is organized into four subseries:

Subseries I.A. Corporate and employee records and photographs, 1955-2001;

Subseries I.B. Entertainer records and photographs, 1955-1999;

Subseries I.C. Promotional and advertising files, 1950-2004;

Subseries I.D. Harrah's Entertainment, Inc. gaming research files, 1955-2003.

Access Note: Where use copies do not exist, production of use copies is required before access will be granted; this may delay research requests. Advanced notice is required.

Corporate and employee records and photographs, 1955-2001

Physical Description: 8.16 Cubic Feet (11 boxes, 2 oversized boxes)

Scope and Contents Note: Materials contain publications, photographs, employee manuals, and new employee orientation video recordings created by Harrah's Reno Club, Harrah's Tahoe Club, Harrah's Inc., Holiday Inns, Inc., Holiday Corporation, the Promus Companies, and Harrah's Entertainment, Inc. (1955-1999). The materials are primarily comprised of Harrah's brand casino, hotel, and resort newsletters, *Harrah-scope* magazines, and photographs of employees and various Harrah's properties.

Arrangement: Materials are arranged by material type.

Access Note: Where use copies do not exist, production of use copies is required before access will be granted; this may delay research requests. Advanced notice is required.

Title/Description	Containers
The Harrah-scope: employee magazine, 1955-1971	box 001
The Harrah-scope: employee magazine, 1971-1978	box 002
The Harrah-scope: employee magazine, 1978-1983	box 003

The Harrah-scope: employee magazine, 1984-1996	box 004
The Harrah-scope: cover photographs, approximately 1990-1999	box 004
Harrah's property newsletters	
The Ak-Chin Legend: Harrah's Ak-Chin employee newsletter, 1997-1998	box 005
Bayou Buzz (Listen up): Harrah's Shreveport employee newsletter, 1997-2001	box 005
Carnaval Connection (Crew News): Harrah's Las Vegas employee newsletter, 1997	box 005
Chip Chat: Harrah's Star City employee newsletter, 1998, 2000	box 005
Chip Chatter: Harrah's Colorado property newsletter, 1997	box 005
Crew's News: Harrah's Joliet Casino employee newsletter, 1997	box 005
Crew's News: Showboat employees newsletter, 1998, 2001	box 005
Harrah's Happenings: Harrah's Lake Tahoe employee newsletter, 1997-1998	box 005
Harrah's Happenings: Vicksburg Casino employee newsletter, 1997-1998	box 005
Harrah's Hotline: Harrah's Reno employee newsletter, 1997-1999	box 005
The Heartbeat of Harrah's: Harrah's Skagit Valley Casino employee newsletter, 1997	box 005
High Five: Harrah's St. Louis employee newsletter, 1997-1998	box 005
The Inside Chip: Harrah's I.T. employee newsletter, 1997	box 005
Marina Currents: Harrah's Atlantic City employee newsletter, 1997-1998	box 005
Missouri Matters: Harrah's North Kansas City employee newsletter, 1997	box 005
Prairie Wind: Harrah's Prairie Band employee newsletter, 1998, 2001	box 005
Spirit: The Harrah's Cherokee Casino employee newsletter, 1998	box 006
Spirit: Harrah's Tunica Casino employee magazine, 1997-1998	box 006
¿Qué Pasa?: Harrah's Laughlin employee newsletter, 1997-1998	box 006
Vision: Harrah's publication for managers and supervisors, 1990-1999	box 006
Jambalaya: Harrah's New Orleans Jazz Casino employee newsletter, 2001	box 006

Photographs

Employee winners of the 1998 Chairman's Award: photographs, 1998	box 006
Harrah's employees participating in community outreach: photographs, approximately 1990-1999	box 006
Harrah's Club Wagon Trail employees: photographs, undated	box 006
Harrah's employees from Harrah's properties: photographs, approximately 1960-1999	box 006
Harrah's employees: photographs, approximately 1982	box 007
Harrah's executives, vice presidents, and employees: stock photographs, approximately 1990-1999	box 007
Harrah's Entertainment, Inc.: stock photographs, approximately 1990-1999	box 007
Harrah's employees: photographs, approximately 1960-1969	box 008
Supervisor party at Villa Harrah: photographic negatives, undated	box 008
Harrah's employees: photographs, undated	box 008
Harrah's employees in Memphis: photographs, undated	box 008
Harrah's Employee Service Award ceremony: photographs, approximately 1970-1979	box 008
Harrah's properties and employees: stock photographs, undated	box 008
Photographs of Harrah's employees at various events, approximately 2000s	box 009
Harrah's properties and employees: stock photographs, undated	box 009
Harrah's properties and employees: photographs, approximately 1960-1989	box 009
Harrah's management and non-floor staff: photographs and photographic slides, undated	box 010
Harrah's properties and employees: stock photographs, undated	box 010
National Airlines: photographs, undated	box 010
Harrah's People magazine: photographs, approximately 1990-1999	box 010
Employee photograph release files, approximately 1980-1989	box 011
Phil Satre, chief executive of Harrah's Atlantic City: employee file, photographs, and photographic slides, approximately 1980-1989	box 011
Michael Rose: employee file and photographs, undated	box 011
Bob Ring: employee file and photographs, approximately 1970-1979	box 011
Romano Andreotti, Executive Vice President of Operations: employee file and photographs, undated	box 011

Harrah's Reno and Harrah's Lake Tahoe employee manuals, 1968, approximately 1970-1979	box 011
Harrah's employee orientation video recordings, 1977 Physical Description: 2 Reels Access Note: Use copies do not exist, production of use copies is required before access will be granted.	box 055
Harrah's Hotel and Casino Reno and Harrah's Lake Tahoe executive and management business cards, undated	box 011
Harrah's employees community service: photographs, 1992-1994	oversized box 012
Harrah's Tahoe business cards with photographs, undated	oversized box 013
Harrah's Reno business cards with photographs, undated	oversized box 013

Entertainer records and photographs, 1955-1999/1970-1980

Physical Description: 6.25 Cubic Feet (8 boxes, 2 oversized boxes)

Scope and Contents Note: Materials contain photographs of entertainers, entertainer profiles, performance video recordings, and event advertisements created by Harrah's Reno Club, Harrah's Tahoe Club, Harrah's Inc., Holiday Inns, Inc., Holiday Corporation, the Promus Companies, and Harrah's Entertainment, Inc. (dating from 1955 to 1999 with the bulk of the materials dating from 1970 to 1980).

Arrangement: Materials remain in original order.

Access Note: Where use copies do not exist, production of use copies is required before access will be granted; this may delay research requests. Advanced notice is required.

Title/Description	Containers
Harrah's Reno Headliner Room entertainment postcards, 1958-1963, 1966-1975, 1981-1983	box 014
Harrah's Reno Headliner Room entertainment postcards, 1983-1986	box 015
Harrah's Tennis Club Bill Cosby photographs, undated	box 015
Photographs of Bill Cosby and Sammy Davis Jr., undated	box 015
Bill Harrah and celebrities photographs, undated	box 015
Celebrities and performers at Harrah's properties photographs, approximately 1960-1989	box 016
Entertainer photographs and on stage file, approximately 1980-1989	box 016
"September to Remember" rehearsals and performances by Frank Sinatra and John Denver photographic slides, 1976 September	box 017
John Denver and Frank Sinatra photographs, approximately 1970-1979	box 017
Julie Spear Rockettes photographs, undated	box 017
Harrah's Reno Headliner Room entertainment postcards, 1976-1980	box 018

Harrah's Lake Tahoe entertainment postcards, approximately 1970-1989	box 018
List of headliner performers at Harrah's, 1955-1974	box 018
Bill Cosby entertainer profile, approximately 1980-1999	box 018
Sammy Davis Jr. entertainer profile, approximately 1980-1999	box 018
John Denver entertainer profile, approximately 1970-1979	box 018
Bob Hope entertainer profile, approximately 1970-1979	box 018
Jay Leno entertainer profile, approximately 1980-1999	box 018
Harrah's entertainers photographs, approximately 1970-1989	box 018
Bill Harrah and celebrities photographs, approximately 1960-1989	box 019
Frank Sinatra entertainer profile, approximately 1970-1979	box 019
Time Magazine articles, 1959-1963	box 019
Sammy Davis Jr. and friends photographs, undated	box 019
"The Misfits" with Clark Gable and Marilyn Monroe reviews, 1961	box 019
Sammy and Friends 20th Anniversary South Shore Room photographs, 1979 December	box 019
Bill Harrah and others photograph plaque, 1962 January	box 019
Entertainer photograph headshots, undated	box 020
Entertainer photographs, undated	box 020
Autographed celebrity photographs, approximately 1960-1969	box 020
Autographed celebrity photographs, approximately 1960-1969	box 021
Celebrity photographs, undated	oversized box 022
Performance video recordings filmed by ABC, undated Physical Description: 4 U-Matic Videotapes	oversized box 023
Access Note: Use copies do not exist, production of use copies is required before access will be granted.	

Promotional and advertising files, 1950-2004/1970-2000

Physical Description: 43.72 Cubic Feet (42 boxes, 12 oversized boxes, 9 flat files, 5 items)

Scope and Contents Note: Materials contain reports, advertisements, ephemera, and photographs collected and created by Harrah's Reno Club, Harrah's Tahoe Club, Harrah's Inc., Holiday Inns, Inc., Holiday Corporation, the Promus Companies, and Harrah's Entertainment, Inc. (dating from 1950 to 2004 with the bulk of the materials dating from 1970 to 2000). The materials are primarily comprised of event advertisements; promotional fliers, posters, and pamphlets; promotional photographs of Harrah's properties; annual reports, property reports, and financial reports; and ephemera from special events and various Harrah's brand casinos, hotels, and resorts. Also included are photographs, catalogs, advertisements, and video recordings of Harrah's Automobile Collection.

Arrangement: Materials are arranged by topic in the following order: reports, advertisements, and promotional files; photographs and promotional files about Harrah's properties; and Harrah's Automobile Collection.

Access Note: Where use copies do not exist, production of use copies is required before access will be granted; this may delay research requests. Advanced notice is required.

Title/Description	Containers
Reports, advertisements, and promotional files	
William Harrah's business loan from First National Bank of Nevada, 1941 April 04	box 024
Harrah's Entertainment, Inc. annual reports, 1972-2001	box 024
Harrah's Entertainment, Inc. annual reports and electronic report, 2001-2004	box 024
Physical Description: 1 Optical Discs	
Access Note: Use copy does not exist, production of a use copy is required before access will be granted.	
Harrah's Entertainment, Inc. Committed to Community reports, 1987-2003	box 024
Harrah's Survey of US Casino Gaming Entertainment, 1993-1994	box 024
Harrah's at Trump Plaza press conference results, 1984	box 024
Harrah's at Trump Plaza press conference results, 1984	box 025
Harrah's Stewardship report program recommendations, 1984 September 13	box 025
A Profile of Harrah's Casino Hotels, undated	box 025
Harrah's Quarterly Reports to shareholders, 1971-1979	box 025
Harrah's Nevada State Manufacturers and/or distributors of gambling devices or equipment license, 1987	box 025
Harrah's Hotel and Casinos president's letter and property profiles, 1988	box 025
Harrah's 1980 Annual shareholders meeting brief, 1980 January 23	box 025
Harrah's Prospectus common stock, 1972 October 26	box 025
Harrah's Prospectus common stock paperweight, 1976	box 071
Harrah's New York Stock Exchange ticker tape, 1973	flat file 083
Harrah's Entertainment, Inc. marketing and advertising code, 2002	box 025
Harrah's 1989 update and Harrah's company profile pamphlet, 1989, 2002	box 025
Flight Checks (QuarkXPress computer application), undated	box 025
Community Report: Harrah's Cherokee Casino, 2000	box 025
Community Report: Harrah's Shreveport Casino, 1996	

	box 025
Community Report: Harrah's St. Louis Riverport and Casino, 1997	box 025
Community Report: Harrah's Lake Charles Casino, 2001	box 025
Community Report: Harrah's Prairie Band Casino, 1999, 2000	box 025
Committed to Our Community Reports for various Harrah's properties, 2003	box 025
Committed to Our Community Reports for various Harrah's properties, 2003	box 026
State of the State: The AGA Survey of Casino Entertainment report, 2000-2003	box 026
"A Profile of Harrah's: The Premier Gaming Entertainment Company" report, 1991	box 026
Harrah's profile brochure, 1995	box 026
"Harrah's Survey: Profile of the American Casino Gambler" report, 2003	box 026
Harrah's Committed to Nevada: Community Report, 2005	box 026
Harrah's Entertainment ethics code guidelines for gambling and marketing, 2002	box 026
"Take Charge of Your Health" Harrah's Employee benefits department publication, 2002 August	box 026
Harrah's 60th anniversary commemorative book, 1997	box 026
Showboat Hotel and Casino commemorative 44th anniversary booklet, 1998	box 026
Harrah's Las Vegas media press kit, 1997	box 026
Harrah's "Convention Showplace" Harrah's Reno and Harrah's Lake Tahoe brochure, 1982	box 026
Harrah's Securities and Exchange Commission Form 10-K, 1974-1979	box 026
Harrah's Securities and Exchange Commission Form S-7, 1976 February 13	box 026
Harrah's Reno and Harrah's Lake Tahoe, Nevada notice of annual meeting of shareholders, 1978, 2004	box 026
Harrah's Entertainment, Inc. "Guide to Responsible Gaming" manual, 1999 March	box 026
Responsible gaming pamphlets and advertisements, 1990s	box 026
Harrah's Responsible Gaming campaign photographs, undated	box 026
Posters relating to Harrah's problem gaming campaigns: Bet Smart and Project 21, undated	flat file 086

Introduction speeches for various speakers at financial symposium, 1984 October	box 026
Transcript of speech titled "Casino Entertainment: The New American Pastime", 1993 December	box 026
Fahrenkopt, Jr. President and CEO American Gaming Association transcript of speech to Southern Gaming Summit, 1997 May 07	box 026
Barksdale, Barnhart, Bollenbach, Elliot, Feldman, Goeglein, Hamlet, Hannifin, Jannino, and Knapp Holiday Inn speech transcripts, 1983-1989	box 027
Naisbitt, Norville, Peternell, Satre, Schorr, Schultz, Winegardner, and unknown speaker Holiday Inn speech transcripts, 1983-1995	box 027
Michael D. Rose speech transcripts, 1983-1986	box 027
Michael D. Rose speech transcripts, 1986-1990	box 028
Michael D. Meeks Holiday Inn speech transcripts, 1988-1989	box 028
Catalog list of News Release Distribution, 1983-2000	box 028
Harrah's Operating Review presentation, 1994	box 029
Current projects and personalized folders for Harrah's Entertainment, Inc., 1999	box 029
Annual Report Slides: Promus Hotels, 1993	box 029
Harrah's Mission Statement presentation slides, 1990	box 029
Harrah's slide presentations, 1989	box 029
Photographs used in the Harrah's 1998 Annual Report and release forms, 1998	box 029
Opening of Harrah's Carnaval Las Vegas, Nevada slide presentation and accompanying material, 1997	box 029
"Harrah's History" slides, undated	box 029
Slides of images used in Harrah's 1988 annual reports, 1988	box 029
Presentation on Harrah's New Orleans and future "Vision" of Harrah's, approximately 2000	box 029
Collections of slide presentations on the progress of Harrah's Entertainment, Inc., undated	box 056
Photographs of gaming paraphernalia, undated	box 030
Harrah's People Magazine cover proofs, 1993-1994	box 030
Harrah's "Great Time" photographs of casino winners and employees, undated	box 030
Harrah's US gaming survey slides, 1994	box 030
Harrah's commercial sheet music, 1970s	box 030

Audio recordings of Harrah's commercial music and advertisements, 1970s, 1990s Physical Description: 23 Audio Cassettes Access Note: Use copies do not exist, production of use copies is required before access will be granted.	box 057
Harrah's Club Reno "Air Curtain" advertisement pamphlet, 1957	box 030
Harrah's advertisements and mock-ups, 1950s-1990s	box 030
Scrapbook of Harrah's Reno and Harrah's Lake Tahoe advertisements, busing schedules, 1960s-1980s	oversized box 063
Scrapbook of Harrah's Lake Tahoe advertisements, 1975, 1980	oversized box 065
Harrah's Reno and Harrah's Lake Tahoe tennis court and scoreboard blueprints, and tango dance hall blueprint, 1982 May	flat file 087
Harrah's Club Reno matchbooks, undated	box 030
Harrah's Reno and Harrah's Lake Tahoe gold card, undated	box 071
Photographs of dishware for unknown Harrah's property, undated	box 030
Harrah's 60th anniversary newspaper articles and photographs, 1997 November	box 030
Harrah's entertainment options guidebooks, 1965, 1987	box 030
Harrah's table top advertisement cards, 1960s, 1990s	box 030
Harrah's Reno and Harrah's Lake Tahoe gaming guide and how-to books, undated	box 030
Harrah's Entertainment Acts Postcards, 1970s-1990s	box 030
Antique slot machine catalogs, undated	box 030
Harrah's World: Harrah's Reno and Harrah's Lake Tahoe magazines, 1973-1984	box 031
Harrah's People: a nationwide news magazine for Harrah's Entertainment, Inc. employees, 1996	box 031
Harrah's Reno Club and Harrah's Lake Tahoe complimentary calendars, 1955-1969	box 031
Harrah's Reno Club and Harrah's Lake Tahoe calendar proof, 1960	box 031
Oversized Harrah's Reno Club and Harrah's Lake Tahoe calendars, 1962-1963, 1967	flat file 090
"Harrah's Presents Gaming through the Ages" book, 1972	box 031
Harrah's 50th anniversary internal memos, 1986-1987	box 032
Harrah's 50th anniversary promotional materials, 1987	box 032
Planning and entertainment inquires for Harrah's 50th anniversary celebration, 1987	box 032

Meeting notes from Harrah's 50th anniversary planning committees, 1985	box 032
Harrah's 50th anniversary logo design mock-up and final choice, 1986	box 032
Harrah's Atlantic City 50th anniversary celebration press releases and news articles, 1987	box 032
Holiday Inn Las Vegas, Nevada Harrah's 50th anniversary celebration promotional material, 1987	box 032
Holiday Inn media packet for Harrah's 50th anniversary, 1987	box 032
Harrah's Reno interoffice correspondence for Harrah's 50th anniversary, 1987	box 032
Harrah's Lake Tahoe interoffice correspondence for Harrah's 50th anniversary, 1987	box 032
Harrah's 50th anniversary song lyrics, 1987 January 28	box 032
Harrah's Reno 50th anniversary celebration invitation and menus, 1987	box 032
Harrah's Reno publications: Harrah's Hotline, 1987	box 032
Harrah's 50th anniversary press kits, press releases, and newspaper articles, 1987	box 032
Harrah's 50th anniversary match books, 1987	box 033
Harrah's 50th anniversary promotional materials and photograph of executives, 1987	box 033
Harrah's 50th anniversary photographs and negatives, 1987	box 057
Harrah's 50th anniversary ephemera: dishware, glassware, and small souvenirs, 1987	oversized box 059
Harrah's 50th anniversary promotional hat, 1987	box 069
Harrah's 50th anniversary promotional material and resolution from the State of Nevada, 1987	flat file 088
Harrah's Racing photographs and promotional material of driver Larry Foyt, 2001-2002	box 034
1960 Winter Olympics event materials and guestbook, 1960	box 034
1960 Winter Olympic photographs and negatives, 1959-1960	box 034
1996 Olympic Games fact book, 1996	box 034
Harrah's and Rio's Firefighter Convention: photographs, speeches, and event itinerary, 2002 May 06	box 034
Harrah's New Years Eve Celebration invitations, 1974-1991	box 034
Harrah's Special Event invitations, 1959-1996	box 034

Harrah's Reno and Harrah's Lake Tahoe golf tournament invitations, 1975-1991	box 034
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Harrah's World Classic Car Festival Japan correspondence and news clippings, 1971	box 050
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Harrah's Automobile Collection Seattle Car Show: pins, correspondence about logistics, and photographs, 1975 November	box 050
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Scrapbook of German news articles about Harrah's Automobile Collection, 1979	oversized box 064
Correspondence about one millionth visitor to the collection, 1970	box 051
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10th and 11th Edition of "Harrah's Automobile Collection" booklet, 1973, 1974	box 051
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Scrapbook of negotiations with European car show to display Harrah's classic automobiles in show, 1979	oversized box 062
Thomas Car poster and oversized photographs of the Tri-Motor Ford airplane, undated	flat file 091

Harrah's Entertainment, Inc. gaming research files, 1955-2003/1990-2000

Physical Description: 3.22 Cubic Feet (5 boxes)

Scope and Contents Note: Materials contain newspaper articles and magazines relating to Harrah's Entertainment, Inc. and inventories and correspondence about the Harrah's Entertainment Archive collected and created by Harrah's Entertainment, Inc. (dating from 1955 to 2003 with the bulk of the materials dating from 1990-2000).

Arrangement: Materials remain in original order.

Title/Description

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Showboat Hotel and Casino internal employee publications for various levels of employees, 1997-1998	box 092
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Newspaper articles on gambling in DeSoto County, Mississippi, 1992	box 093
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Commercial magazines with articles relating to Harrah's Entertainment, Inc., 1955-2001	box 094
Casino industry magazines containing articles relating to Harrah's Entertainment, Inc., 1980-2002	box 095
Harrah's Archives description list, 1997 January	box 096
Harrah's Entertainment, Inc. company archives inventory, 1997	box 096
Harrah's Archives checkout sheet and correspondence, 1996-1998	box 096
Photographs of historical Reno, Nevada, undated	box 096
Miscellaneous photographs not directly related to Harrah's Entertainment, Inc., undated	box 096

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Card games, 1811-1993 1890-1950

Physical Description: 3.84 Cubic Feet (27 boxes) approximately 272 playing card decks, approximately 354 card games total

Scope and Contents Note: Materials contain playing cards and card games collected by Bill Harrah (dating from 1811 to 1993 with the bulk of the materials dating from 1890 to 1950). Card decks include standard playing cards and various card games such as divination cards, educational card games, and other novelty cards. There are approximately 354 card games in the collection. 272 of the card games are standard playing card decks.

Arrangement: Materials are arranged by game type. Materials are further arranged by country of publisher.

Access Note: Some of the decks of cards are sealed in their original wrappers or bear historic seals from tax or import/export agencies. These decks are to remain unopened.

Processing Note: Descriptions of card games include the name of the publisher (when available), and/or a transcription of the text found on the card game (when available). In some cases, the descriptions also include unique physical characteristics of the object(s).

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Harrah's card collection original documentation, undated	box 097
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U.S. Playing Card Company, 89 Treasury Club Playing Cards, undated	box 98
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U.S. Playing Card Company, Vista Alegre Club, approximately 1926	box 98
U.S. Playing Card Company, Treasury No. 89 Liceo De Camaguey, undated	box 98
U.S. Playing Card Company, souvenir playing cards for Great Lakes, deck has gold edges, approximately 1909	box 98
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U.S. Playing Card Company, Cia. Sud Americana de Vapores, undated	box 98
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Double Action Playing Card Company, Bridge Size Linen finish, approximately 1935 to 1980	box 100
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U.S. Playing Card Company, Norwood 85, undated	box 100
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American Bank Note Company, approximately 1897	box 100
Brown & Bigelow, souvenir playing cards for Black Hills in French Creek, undated	box 100
Reading Railway System, The Route of the Boardwalk Flyer, approximately 1920 to 1989	box 100
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Standard Playing Card Company, souvenir playing cards for Chicago Views, approximately 1906	box 100
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U.S. Playing Card Company, souvenir playing cards for Panama, deck has gold edges, approximately 1916	box 103
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Andrew Dougherty, Outing Playing Cards No. 17, card case only, no cards, undated	box 104
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R.H. Macy & Co., Inc., 2 deck set, decks have gold edges, undated	box 106
Brown & Bigelow, Remembrance playing cards J. Rich Steers, Inc., 2 deck set, approximately 1935	box 106
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Harrah family photographs and personal files, 1958-1990

Physical Description: 7.54 Cubic Feet (10 boxes, 1 oversized folder)

Scope and Contents Note: Materials contain photographs of Bill Harrah and his family; oral history transcripts from an interview with Bill Harrah; articles and files related to Harrah's death; and articles, press releases, and other materials that document Harrah's life and business enterprises (1958-1990).

Arrangement: Materials remain in original order.

Access Note: Some materials in this series are restricted because they are legal work product. Restrictions are noted at the file level of this inventory and will be open for research January 1, 2055.

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Harrah-scope Bill Harrah memorial edition, 1978	box 125
Bill Harrah biography material: interviews, news articles, and quotes, 1964-1982	box 125
News articles on Harrah's 40th anniversary and Australia expansion, 1977	box 125

Bill Harrah's house: exterior elevation drawings of Harrah home in Lake Tahoe by architect William C. Wagner, brochures about Harrah's Middle Fork Lodge, and construction photographs, 1962, 1988	box 126
News articles about Harrah's 40th anniversary, 1970s-1980s	box 126
Press releases and news articles about Bill Harrah's aneurysm surgery, 1978	box 126
Newspaper obituaries for Bill Harrah, 1978	box 126
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Newspaper articles about Bill Harrah's estate value, 1978	box 126
First Account and Report for the Estate of William Harrah, 1979 February 22	box 126
Restricted: Materials are restricted because they are legal work product. Materials will be open for research on January 1, 2055.	
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