



## Guide to the Larry Ruvo oral history interview

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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>	Ruvo, Larry
<b>Contributor:</b>	Remembering Jay Sarno Oral History Project
<b>Title:</b>	Larry Ruvo oral history interview
<b>ID:</b>	OH-02236
<b>Date:</b>	2009 January 27
<b>Physical Description:</b>	1 Digital Files (0.000042 GB) PDF
<b>Language of the Material:</b>	English
<b>Abstract:</b>	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.

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## Scope and Contents Note

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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.

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## Administrative Information

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### Access Note

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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.

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## Names and Subjects

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- Oral histories (document genres)
- Genealogy
- Hotels
- Entertainment
- Las Vegas Strip (Nev.)

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