

## BIRTH OF THE MOB

THIRD FLOOR

Organized crime emerges from the ethnic neighborhoods of America's biggest cities. Small-time street hoodlums evolve into millionaire bootleggers thanks to Prohibition. The St. Valentine's Day Massacre in 1929 in Chicago turns up the heat on the Mob. The growth of organized crime compels politicians to expand law enforcement's power and reach.



### THE LINEUP

Experience what it feels like to be in a police lineup behind a one-way mirror and take home a souvenir photo.



### TOUGH LITTLE TOWN

Las Vegas grew from a frontier outpost to a resort mecca, built by gamblers, second-chance dreamers and the Mob.



### ST. VALENTINE'S DAY MASSACRE WALL

Hear the true story and see the actual wall where, on February 14, 1929, seven members of Bugs Moran's gang were lined up and assassinated allegedly by Al Capone's gang.



### THE FEDS FIGHT BACK

After Prohibition, federal agencies and local police used legal powers and more firepower to combat new threats from organized crime.



### THE TENTACLES SPREAD

The Mob expands into gambling operations, sports, Hollywood and more.

## MOB ON THE RISE

SECOND FLOOR

After Prohibition, organized crime continues to expand into a range of different rackets. The Kefauver Committee hearings, including one conducted in the courtroom on this floor, expose the Mob's criminal activities across the country. Syndicates invest in Las Vegas and pocket millions of untaxed dollars from the casinos. The Mob's corruption of politicians and unions prompts a federal crackdown.



### COURTROOM

In 1950-51, the U.S. Senate, led by Tennessee Senator Estes Kefauver, held high-profile hearings investigating organized crime in 14 cities, including one hearing in this Las Vegas courtroom.



### OPEN CITY

Las Vegas was regarded as an "open city," meaning that no one crime syndicate could dominate the town. That made it an enticing place for mobsters nationwide to launch new ventures.



### SPINNING A DEADLY WEB

Politicians and labor leaders often got caught doing the Mob's bidding instead of representing the best interests of their constituents - with fatal consequences.



### WE ONLY KILL EACH OTHER

Violence was part of Mob life, exacting a terrible toll on individuals, families and innocent bystanders. See photos of the Mob's greatest hits and Nevada's gas chamber chair.

*\*Images may not be appropriate for all ages*

## MOB ON THE RUN

FIRST FLOOR

New tactics, technologies and laws give law enforcement the upper hand in its long battle with the Mob. Massive busts and trials cripple Mafia families in cities across America. In the 21st century, the diminished traditional Mob is overshadowed by new transnational groups such as Mexican drug cartels, Russian syndicates and cybercrime networks.



### BOX OFFICE

The first stop in our lobby to get your tickets or learn more about audio tours or Mob Museum Memberships.



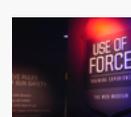
### 100 YEARS OF MADE MEN

A wall of infamy, profiling the most notorious figures from more than 100 years of Mob history.



### ORGANIZED CRIME TODAY

Interactive touchscreen, artifacts and displays delve into topics such as drug cartels, human trafficking and cybercrime.



### FIREARM TRAINING SIMULATOR

Real-life, interactive examples of situations law enforcement encounter and the responses they must consider.

*\*Additional paid experience*



### CRIME LAB EXPERIENCE

Hands-on experiences for guests to examine cause of death, DNA and fingerprint analysis.

*\*Additional paid experience*

## THE UNDERGROUND

PROHIBITION-ERA EXHIBITION

BASEMENT FLOOR

When Prohibition takes effect in 1920, America's saloons, distilleries and breweries are shut down. But Prohibition doesn't end alcohol consumption or production. It merely drives the industry underground. Speakeasies are the beating heart of the Roaring '20s, a time of dramatic cultural change. Besides providing illegal liquor, speakeasies cultivate jazz music, dance crazes and the rise of the flappers - young women who embrace bold fashions and liberated behavior.



### SPEAKEASY

This immersive experience transports you back to the Prohibition era through videos, photographs, stories and artifacts, while enjoying a handcrafted cocktail.



### DISTILLERY

Tour the Distillery to learn about the bootleggers, rumrunners and the law enforcement agents who tried to take them down. Sample spirits, including our house-distilled moonshine.



### POT STILL

The Museum's 60-gallon pot still, produces about 40 gallons of moonshine per week.



### PROHIBITION ATTIRE

The liberated fashions of the era are reflected in displays of flapper dresses, hats and shoes.



### SUNKEN RUM RUNNER

Speculation that the Lizzie D carried a load of illegal liquor before it sank was confirmed in 1977, when divers located the wrecked ship about 15 miles off the coast of Long Island.

#### Amenities on this floor:

RESTROOMS

#### Amenities on this floor:

CONCESSIONS/GET YOUR SOUVENIR PHOTO  
 FAMILY RESTROOM

#### Amenities on this floor:

RETAIL STORE  
 FAMILY RESTROOM  
 AUDIO TOURS, WHEELCHAIRS AND BAG CHECK AVAILABLE AT BOX OFFICE

#### Amenities on this floor:

THE MOB MUSEUM'S OWN LINE OF SPIRITS ARE AVAILABLE FOR PURCHASE: Moonshine, Vodka.

RESTROOMS