

Guide to the William E. Ferron Family Papers

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Ferron, William E. (William Ewart), 1887-1965
Creator:	Ferron Family
Title:	William E. Ferron Family Papers
ID:	MS-00061
Date [inclusive]:	1917-1976
Physical Description:	0.2 Linear Feet (1 box)
Language of the Material:	English
Abstract:	The William E. Ferron Family Papers (1917-1976) are comprised of materials that document the lives of the Ferrons, one of the pioneer families of early Las Vegas, Nevada. It includes biographical material, speeches, and ephemera on patriarch William E. Ferron and his wife, Mary Ruth Cooper Ferron, as well as their two daughters, Barbara Ferron Doyle and Shirley Elizabeth Ferron Swanson.

Preferred Citation

William E. Ferron Family Papers, 1917-1976. MS-00061. Special Collections, UNLV Libraries, Las Vegas, Nevada.

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Biographical Note

Noted Las Vegas Mayor and businessman William E. Ferron was born in Salt Lake City on February 23, 1887. A graduate of the College of Pharmacy at Philadelphia, Ferron travelled to South America where he was involved in gold mining enterprises. He arrived in Las Vegas in 1916, and partnered with Dr. Roy Martin to establish the Las Vegas Pharmacy at the northwest corner of First and Fremont. He married Ruth Cooper of Salt Lake City in 1917 and they lived for many years in the former John S. Park house at the northeast corner of Fourth and Fremont. In 1918 Ferron opened White Cross Drugs in the former Jewell Drug Store at Second and Fremont. The store later moved to Fourth and Fremont, and as Las Vegas grew, a second White Cross Drugs opened at 1700 Las Vegas Boulevard South in 1955. It operated under various owners for nearly 57 years at that location.

In 1920, Ferron was elected mayor of Las Vegas, and led the city during the Union Pacific strike. Although he only served one term, Ferron was also active in several community organizations. A charter member of

both the Las Vegas Rotary Club and the Las Vegas Chamber of Commerce, Ferron also held membership in the Elks Lodge and was a 32nd degree Mason. He was president of the State Board of Pharmacy for sixteen years, and served on the local selective service board for twenty years. Ferron and his wife, Ruth, had two daughters, Barbara Ferron Doyle and Shirley Elizabeth Ferron Swanson. Ruth was a long-time member and past president of the Mesquite Club. Ferron himself continued working until his death from heart failure in January 1965. Ruth died in 1990.

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Scope and Contents Note

The William E. Ferron Family Papers (1917-1976) are comprised of materials that document the lives of the Ferrons, one of the pioneer families of early Las Vegas. It includes biographical material, speeches and ephemera on patriarch William E. Ferron (who arrived in 1916), and his wife, Mary Ruth Cooper Ferron, as well as their two daughters, Barbara Ferron Doyle and Shirley Elizabeth Ferron Swanson. The collection also contained a number of photographs and papers from Las Vegas Land and Water Company official Walter Bracken that had been given to Ruth Ferron which have since been separated into other collections.

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Arrangement Note

Materials are arranged by individual Ferron family members.

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Administrative Information

Access

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 website for more information about reproductions and permissions to publish.

Aquisition Note

Materials were donated in 1977 by Mrs. William E. Ferron; accession number Mss-x41.

Processing Note

Material was first processed by Christine Marin in 1980. The finding aid was revised by Sue Kim Chung in 2012. In 2014, as part of a legacy finding aid project, Ian M. Baldwin revised and enhanced the collection description to bring it into compliance with current professional standards. Subsequently, Ian M. Baldwin entered this information into ArchivesSpace.

Revision Description

The finding aid was revised by Ian M. Baldwin to bring it into compliance with DACS. June, 2014

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Related Materials

Seperation Note

Photos were transferred to the Ferron-Bracken Collection PH-0001.

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Names and Subjects

- Las Vegas (Nev.) -- History

Collection Inventory

Title/Description	Containers	
Biography: William E. "Bill" Ferron, written by Barbara Ferron Doyle, 1974	box SH-004	folder 01
Biography: Ruth Mary Cooper Ferron, written by Barbara Ferron Doyle, 1974	box SH-004	folder 02
Speech: Ruth C. Ferron at the Mesquite Club commemorating its Founders Day in Las Vegas, 1976 April	box SH-004	folder 03
Speech: Florence Lee Jones Cahlan with notes by Barbara Ferron Doyle at the Las Vegas Rotary Club's 50th Anniversary, 1973	box SH-004	folder 04

News clippings: articles concerning William E. Ferron, including obituary notice, 1948-1965	box SH-004	folder 05
Miscellaneous papers of Shirley Ferron including programs, song book, and brochure about Las Vegas High School, Christ (Episcopal) Church, and the University of Nevada, 1933-1937	box SH-004	folder 06
Miscellaneous papers of Shirley Ferron including programs, Gunnery School identification card and Operators License sleeve, 1942-1970	box SH-004	folder 07
Miscellaneous papers of William E. Ferron including Certificate of Special Tax on Retail Liqueur Dealer for Las Vegas Pharmacy Inc., letter of commendation for Rotary and laundry ticket, 1917-1924	box SH-004	folder 08