

## **Guide to the White Cross Drug Store Scrapbook**

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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>	White Cross Drug Store (Las Vegas, Nev.)
<b>Title:</b>	White Cross Drug Store Scrapbook
<b>ID:</b>	MS-00628
<b>Date [inclusive]:</b>	1950-1964
<b>Physical Description:</b>	1.56 Cubic Feet (1 box)
<b>Physical Description:</b>	2.5 Linear Feet
<b>Language of the Material:</b>	English
<b>Abstract:</b>	The White Cross Drug Store Scrapbook (1950-1964) contains photographs, employee training materials, newspaper clippings, advertisements, displays, and some historical narrative and press release material on the history and mission of the White Cross Drug Store. It also includes advertising ephemera and brochures on cosmetic products and perfumes of the early 1950s.

### Preferred Citation

White Cross Drug Store Scrapbook, 1950-1964. MS-00628. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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## Historical Background

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The White Cross Drug Store was founded in 1918 by Las Vegas pioneer W.E. Ferron. He opened the store, located in downtown Las Vegas, Nevada, with three employees. By 1921 the store had outgrown its location and moved to a better location on Fremont Street, where it remained for more than 40 years. In 1948 the store adopted the slogan, "the place to go for the brands you know." The White Cross Drug Store was known for its brand name merchandise in cosmetics, drugs, candies, sundries, stationery and greeting cards.

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## Scope and Contents Note

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The White Cross Drug Store Scrapbook (1950-1964) is comprised of an over-sized scrapbook documenting the history and mission of the White Cross Drug Store in Las Vegas, Nevada. Contents include photographs, employee training materials, newspaper clippings, advertisements, displays, and some historical narrative and press release material on the history and mission of the store. It also includes advertising ephemera and brochures on cosmetic products and perfumes of the early 1950s.

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## Arrangement

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Scrapbook remains in original order.

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## Administrative Information

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### Access Note

Collection is open for research.

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### Acquisition Note

Accession number: 2017-120.

### Processing Note

Collection was processed in 2017 by Joyce Moore.

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## Names and Subjects

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- Business enterprises – Nevada – Las Vegas
- Southern Nevada -- 20th Century
- Photographs
- Drug Store
- Cosmetics

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## Collection Inventory

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Title/Description	Containers
Oversized scrapbook, 1950-1964	oversized box 01