



Guide to the White Cross Drug Store Scrapbook

This finding aid was created by UNLV Special Collections and Archives staff. This copy was published on March 28, 2022. Please contact special.collections@unlv.edu for questions regarding this collection.

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	White Cross Drug Store (Las Vegas, Nev.)
Contributor:	Brandt, Monty, 1917-2006
Title:	White Cross Drug Store Scrapbook
ID:	MS-00628
Date [inclusive]:	1950-1964
Physical Description:	1.56 Cubic Feet (1 box)
Physical Description:	2.5 Linear Feet
Language of the Material:	English
Abstract:	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

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

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

Scrapbook remains in original order.

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Administrative Information

Access Note

Collection is open for research.

Publication Rights

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Acquisition Note

Materials were donated by Monty Brandt in 1985. Accession number: 85-32.

Processing Note

Collection was processed in 2017 by Joyce Moore. In 2020, James Howard updated the finding aid.

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Names and Subjects

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

Collection Inventory

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