



Guide to the Fanny's Dress Shop Photographs

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Title:	Fanny's Dress Shop Photographs
ID:	PH-00165
Date [inclusive]:	approximately approximately 1930-1982
Physical Description:	0.1 Linear Feet (1 hanging folder 1 shared negative box)
Language of the Material:	English
Abstract:	The Fanny's Dress Shop Photographs (1930-1982) show one of Las Vegas' premier women's clothing stores. The collection includes images of Fanny Soss' shop on Fremont Street, her store in the Flamingo Hotel, and Helldorado parades. Images include shop window displays.

Preferred Citation

Fanny's Dress Shop Photographs, approximately 1931-1982. PH-00165. Special Collections, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Biographical Note

Fanny Soss was born in London, England on April 10, 1884. Her family came to the United States when she was six months old. Fanny married and had a son named Maury; they moved to Las Vegas, Nevada from Los Angeles, California after her divorce in 1931. She opened her first dress shop in 1931 on Fifth Street, but relocated her store to Fremont Street in 1932. She had other shops as well, one in the Last Frontier Village and another in the Flamingo Hotel which was opened on August 17, 1947. She sold her business in 1979 and passed away on September 30, 1990.

Source: Women's Research Institute of Nevada. "Fanny Soss." Last modified June 5, 2012. <http://wrinunlv.org/research/our-history-profiles-of-nevada-women/fanny-soss/>

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Scope and Contents Note

The Fanny's Dress Shop Photographs depict fashion in early to mid twentieth century Las Vegas. This collection documents the history of Fanny's Dress Shop in Las Vegas, Nevada from approximately 1931 to 1982. In addition to materials focusing on shop activities, such as the opening of her store in the Flamingo Hotel, the images provide insight into public relations activities, such as advertising and promotion during annual Helldorado parades. As well as depicting the owner, Fanny Soss, through the years, the materials provide historical documentation on the famed Las Vegas dress shop that was known to tourists and residents alike for its fashionable women's garments. The items described include photographic prints and negatives; items listed are photographic prints unless otherwise specified.

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Arrangement Note

This collection is organized into five series:

Series I. Las Vegas, 1933-1942;

Series II. Grand Opening, 1947;

Series III. Labor Day, 1932-1947;

Series IV. Helldorado, 1930-1959;

Series V. People, 1947-1982;

Materials remain in original order. Many of the photographic prints have corresponding negatives. Negatives have been housed separately and can be found in box 11.

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Administrative Information

Access

The collection is open for research. Portions of this collection have been digitized and are [available online](#).

Publication Rights

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Acquisition Note

Materials were donated in April 25, 1983; accession number 83-26.

Processing Note

Materials were processed by Special Collections staff. In 2016, as part of a legacy finding aid conversion project, Maryse Lundering-Timpano wrote the collection description in compliance with current professional standards.

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Names and Subjects

- Las Vegas (Nev.)
- Southern Nevada -- 20th Century
- Helldorado Parade (Las Vegas, Nev.)
- Fashion design
- Fremont Street (Las Vegas, Nev.)
- Flamingo Hotel

Collection Inventory

Las Vegas, 1933-1942	
Title/Description	Containers
Fanny's Dress Shop, Las Vegas, 1933 (0165_0001) (view online)	folder 01
Fanny's Dress Shop window display, Las Vegas, 1933 (0165_0002) (view online)	folder 01
Fanny's Dress Shop window display, Las Vegas, 1933 (0165_0003) (view online)	folder 01
Fanny's Dress Shop window display, Las Vegas, 1933 (0165_0004) (view online)	folder 01
Fanny's Dress Shop window display, Las Vegas, 1933 (0165_0005) (view online)	

folder
01

Remodeled Fanny's Dress Shop, Las Vegas, 1942 (0165_0006) (view online)	folder 01
Fanny's Dress Shop window display, Las Vegas, 1933 (0165_0007) (view online)	folder 01
Fanny's Dress Shop, Las Vegas, approximately 1931-1941 (0165_0008) (view online)	folder 01
Remodeled Fanny's Dress Shop window, Las Vegas, 1942 (0165_0009) (view online)	folder 01
Remodeled Fanny's Dress Shop window, Las Vegas, 1942 (0165_0010) (view online)	folder 01

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Grand Opening, 1947

Title/Description	Containers
Evelyn Peralto posing in a dress, Las Vegas, 1947 August 17 (0165_0011) (view online)	folder 01
Woman at Fashion Show at Flamingo Hotel, Las Vegas, 1947 August 17 (0165_0012) (view online)	folder 01
Woman at Fanny's Dress Shop opening day celebration, Las Vegas, 1947 August 17 (0165_0013) (view online)	folder 01
Woman in swimsuit from Fanny's Dress Shop, Las Vegas, 1947 August 17 (0165_0014) (view online)	folder 01
Evelyn Peralto in a dress, Las Vegas, 1947 August 17 (0165_0015) (view online)	folder 01
Woman in a dress, Las Vegas, circa 1940s, 1947 August 17 (0165_0016) (view online)	folder 01
Woman in a hat from Fanny's Dress Shop, Las Vegas, 1947 August 17 (0165_0017) (view online)	folder 01
Marion Hick's adopted niece, Las Vegas, 1947 August 17 (0165_0018) (view online)	folder 01

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Labor Day, 1932-1947

Title/Description	Containers
Maury Soss driving on Labor Day, Las Vegas, 1932 September 05 (0165_0019) (view online)	folder 01

Marion Hick's adopted niece at Flamingo Hotel, Las Vegas, 1947 August 17 (0165_0020) ([view online](#)) folder 01

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Helldorado, 1930-1959

Title/Description	Containers
Fanny's Dress Shop Helldorado participants, Las Vegas, approximately 1930-1939 (0165_0021) (view online)	folder 01
Women at Helldorado parade, Las Vegas, approximately 1930-1939 (0165_0022) (view online)	folder 01
Women on Fanny's Shop float at Helldorado Parade, Las Vegas, approximately 1940-1959 (0165_0023) (view online)	folder 01
Maury Soss at Helldorado Parade, Las Vegas, 1955 May (0165_0024) (view online)	folder 01
Fanny's Dress Shop Float at Helldorado parade, approximately 1940-1959 (0165_0025) (view online)	folder 01
Fanny's Dress Shop Float at Helldorado parade, approximately 1940-1959 (0165_0026) (view online)	folder 01
Fanny Soss on a carriage at Helldorado parade, Las Vegas, approximately 1940-1959 (0165_0027) (view online)	folder 01

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People, 1947-1982

Title/Description	Containers
Maury and Fanny Soss, Las Vegas, 1947 July (0165_0028) (view online)	folder 01
Fanny Soss celebrating her 60th birthday, Las Vegas, 1953 July 22 (0165_0029) (view online)	folder 01
Fanny Soss celebrating her 99th birthday, Las Vegas, 1982 July 22 (0165_0030) (view online)	folder 01

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