



Guide to the George Laurence Ullom Photograph Collection

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Title:	George Laurence Ullom Photograph Collection
ID:	PH-00118
Date [inclusive]:	approximately 1915 to 1974
Date [bulk]:	1960 to 1974
Physical Description:	3.67 Cubic Feet (10 boxes, 1 oversized flat folder, and 1 hanging file)
Physical Description:	6.67 Linear Feet
Language of the Material:	English
Abstract:	The George Laurence Ullom Photograph Collection (1915-1974) contains photographic prints and negatives created by Las Vegas, Nevada photographer George Laurence "Larry" Ullom. Larry owned and operated Ullom's Desert Art Studio, which was located in Las Vegas, Nevada. The bulk of the collection consists of Ullom's wedding chapel photography. The collection also includes his photography work for the Bureau of Reclamation, the Agricultural Extension Service, and the Associated Press, Atlantic News, and Acme news bureaus.

Preferred Citation

George Laurence Ullom Photograph Collection, 1915-1974. PH-00118. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Biographical Note

George Laurence "Larry" Ullom was a renowned photographer of Southern Nevada, who owned Ullom's Desert Art Studio, located in Las Vegas, Nevada. Ullom was born to John T. Ullom and Carry D. Haynes on January 17, 1894 in Ohio. His first job sparked his interest in photography. While working in the oil fields of Ohio, a traveling photographer documented the refinery work, and Ullom followed the documenter throughout his time there noting the processes of the photograph industry. Ullom soon bought his own camera and began selling postcards depicting

oil fields and laborers. Ullom also worked as a farmer, but quit to attend a four year photography apprenticeship with Davies Studio in Parkersburg, Ohio. Ullom eventually came to Las Vegas in 1925 to assist with his father and uncle's business, Ullom's Hardware Store, located on Fremont Street. In 1927, Larry quit the business and created his own photography shop, located in a tent on 5th Street, now Las Vegas Boulevard, at the corner of Bonneville Avenue. The business grew steadily and his reputation in Las Vegas led to his selection as a photographer for the Associated Press in the 1930s. He created a new studio with a downtown storefront at 6th and Fremont Street. The Associated Press, Atlantic News, and Acme News hired Ullom to transmit photographs of important events, such as the Carole Lombard airplane crash in 1942 and Nevada Test Site nuclear detonations, to national news bureaus. In addition to working for these news companies, Ullom traveled throughout Southern Nevada, taking pictures of Searchlight, Moapa, and Pahrangat Valley community life and economic development. Ullom partnered with the county agent for the Agricultural Extension Service, John Wittwer, and depicted processes of farm field health by showing fields with and without fertilizer, he also documented poultry, sheep, farm products, and the 4-H Club—primarily in Overton and Hiko, Nevada. Ullom also worked with the Bureau of Reclamation, documenting the construction of Boulder Dam and the officials who visited the project and Las Vegas during the dam's construction.

A prominent feature of his photography were wedding chapel marriage documentations, depictions of the Nevada Test Site nuclear detonations, and photographs of the development and evolution of Las Vegas, with events such as Helldorado, and scenes from St. Thomas before it was flooded during Lake Mead's construction. Ullom closed his shop in 1974.

Ullom's civic participation focused on his professional activities, maintaining memberships in organizations such as the Professional Photographers Association of Southern Nevada and the Press Club. Ullom invented his own film cooling system that used water evaporation to keep the film at a proper temperature for development. Ullom died in May of 1978.

Sources:

Georgia Lewis. "Pioneer Photographer." *The Nevadan*. April 6, 1975.

Ullom, George Laurence. Interview, 1976 March 04. Oral History Research Center, Special Collections and Archives, University Libraries, Las Vegas. Las Vegas, Nevada.

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Scope and Contents Note

The George Ullom Photograph Collection (1915-1974) contains photographic prints of the Ullom-Brockman family, Las Vegas places, and the family's hardware store. The bulk of the collection contains photograph negatives of Southern Nevada based on George Laurence "Larry" Ullom's wedding chapel photography. Materials also include his work with the 1930s Bureau of Reclamation Service, Agricultural Extension Service, and Associated Press, Atlantic News, and

Acme news bureaus, which contracted Ullom for pictures concerning the Carole Lombard airplane crash in 1942 and the Nevada Atomic Testing Site nuclear detonations north of Las Vegas, Nevada.

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Arrangement

These records are organized into two series:

Series I. Family photographs, 1915-1947, undated;

Series II. Negatives, 1930-1974.

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Administrative Information

Access Note

Collection is open for research.

Publication Rights

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Acquisition Note

Materials were donated in 1981 by Joe Ullom; accession number 81-18.

Processing Note

In 2018, as part of an archival backlog elimination project, Lee Hanover rehoused the materials, wrote the finding aid, and entered the data into Archives Space.

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Related Materials

Related Collections

The following resources may provide additional information related to the materials in this collection:

Ullom-Brockman Family Papers, 1889-1943. MS-00211. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

Ullom, George Laurence. Interview, 1976 March 04. Oral History Research Center, Special Collections and Archives, University Libraries, Las Vegas. Las Vegas, Nevada.

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Names and Subjects

- photographs
- Southern Nevada -- 20th Century
- Nevada -- History
- Portrait photography

Collection Inventory

Family photographs, approximately 1915-1947, undated

Scope and Contents Note: The family photographs series, 1915-1947, undated, contains photographs and photograph negatives of the Ullom and Brockman family portraits, school pictures, and Las Vegas places and events, such as the Helldorado parade and the Clark County Courthouse.

Arrangement: Materials were arranged by type.

Title/Description	Containers
Photograph of 5th Street school, undated	folder 01
Photograph of Clark County courthouse, undated	folder 01
Photograph of post office, undated	folder 01
Photograph of front view of house on 128 North 3rd street, Las Vegas, Nevada, undated	folder 01
Photograph of group portrait, undated	

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	folder 01
Photograph of Norma Brockman Ullom and classmates in front of Las Vegas school, undated	folder 01
Photograph of George Ullom, Jr., in front of school house, 1928	folder 01
Photograph of George Brockman and Las Vegas and Tonopah Railroad, 1915	folder 01
Photograph of George Ullom, Sr., and baseball team, undated	folder 01
Photograph of George Ullom, Sr., dairy ranch on Charleston Boulevard, 1925	folder 01
Photograph of Miss Las Vegas beauty contest, June 20, 1926	folder 01
Photograph of J. M. Ullom, undated	folder 01
Photograph of Mable R. Ullom, undated	folder 01
Photograph of woman named Olive, undated	folder 01
Photograph of R. Norma Brockman, undated	folder 01
Photograph of Frank and Nellie Waite, undated	folder 01
Photographs, unidentified, undated	folder 01
Photograph of Helldorado policeman, undated	folder 01
Photograph of Furnace Creek Ranch, undated	folder 01
Photograph of Earl Rockwell, undated	folder 01
Photograph of George Ullom, undated	flat file 11
Photograph of Pete Green's General Machine and Welding Shop, undated	flat file 11
Photographs, unidentified, undated	flat file 11
Negative copies of photographs, 1915-1947	

box
SH-021

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Negatives, 1930-1974

Physical Description: 3.21 Cubic Feet (10 boxes)

Physical Description: 4.58 Linear Feet

Scope and Contents Note: The negatives series, 1930-1974, contains photographic negatives from Ullom's photography studio in Las Vegas, Nevada. The negatives primarily consist of his work as a wedding chapel photographer, but also contain photographs of projects that may pertain to early Nevada, Boulder Dam, and the Nevada Test Site.

Arrangement: Materials remain as they were received.

box 01

box 02

box 03

box 04

box 05

box 06

box 07

box 08

box 09

box 10

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