

## AN ILLUMINATING IDEA

**Come to our next meeting and receive a free light bulb courtesy of NV Energy!**

According to Reno Police Officer Kelli Fox increasing the lighting around your property is one of the best ways to deter crime. A well-lit property leaves the impression that you are home and takes away the shadows under which break-ins and crimes may occur. Keeping your porch light on all night is an easy way to add light and safety to the neighborhood. If you use a CFL light bulb, it costs only 3 cents a day to keep your porch light or an outside light on.

Come to our next meeting – we are fliering the neighborhood to advertise our meetings to more of our neighbors and to announce that everyone who attends will receive a free CFL lightbulb courtesy of NV Energy! Also, someone from RPD will be on hand to discuss ways to keep your property and our neighborhood safe. The meeting will be held at our usual spot, El Cordero de Dios Church at 6pm on Tuesday night, April 13th.

### MEETING RECAP

At last month's meeting we discussed our new website (check it out at [www.westofwells.com](http://www.westofwells.com)!!) and ideas for how we want to represent and brand our neighborhood. We talked about our mission statement and the 'About Us' section of the website, and Sadie helped us finalize our WOW logo. For any from the neighborhood who were not at the meeting your thoughts and ideas are welcome – please email us or visit the website with any additions or criticisms.

We also talked about a decrease in pedestrian accidents after RPD's initiative to increase awareness about bicycles and pedestrian traffic.

Thanks to everyone who took fliers to distribute. Our April 13th meeting will be advertised to the entire neighborhood so please come by to meet some neighbors that you haven't seen yet!

### THANK YOU

**Thank You!**

We have a few very important thank yous to make this month. First Sadie, and Sasquakk Design, who puts together this newsletter and has designed our West of Wells logo. And, thanks to Jim and Mike and JM Studio Inc. for designing and putting together our website. Jim and Mike have spent hours downloading info onto our website – we are very proud to have the new site to represent the West of Wells neighborhood! We are lucky to have Sadie, Mike and Jim volunteer their time and talents, and are glad they are our neighbors!

Also, we want to thank the City of Reno. The Mayor and the Reno City Council, especially our City Council Representative Councilwoman Jessica Sferrazza, have supported us in many of our efforts over the past few years - most recently to change the ordinance governing liquor stores in our neighborhood. Thanks for believing that our neighborhood could become a better place and committing resources to help us. Along these same lines we also want to convey our thanks to Claudia Hanson from Community Development Department, and Charla Honey from the Public Works Department. Thank you all for your support of our neighborhood!

### UPCOMING MEETINGS & DATES

**Reno Little Theatre Open House - April 10, 1pm to 4pm** at 246 E. Arroyo

**Next WOW Neighborhood Meeting - April 13th, 6pm** at El Cordero De Dios, Crampton & Wheeler

**Ward 3 Neighborhood Advisory Board meeting - April 22, 5:30 pm** at the Holiday Inn, Market Street

**Roots for Wells Avenue - April 24** Neighborhood tree planting

**Historic Walking Tour or Wells Avenue - Tuesday, May 8, 6pm**, Southside School (\$10)

**Fiesta on Wells Avenue - June 13**, call Roseanne at 324-4677 for booths or to participate!

# HISTORY

## THEY GAVE THEIR NAMES TO THE STREETS OF RENO Reno's Wheeler Avenue Named For Prominent Local Rancher By Ethel Zimmer

Samuel Wheeler, Prominently identified with the sheep industry for more than 40 years in California and Nevada, was born in 1868 in Milton, Calif. He came to Nevada with his parents as a youth of 16, and grew to manhood in Eureka. He was a graduate of the University of the Pacific and also studied at Herald's Business College in San Francisco.

At the age of 21 his father financed him and an older brother, John, in the sheep business. The elder Wheeler bought his two sons a ranch and stocked it with sheep. From then on the two young men were on their own. Shortly thereafter Sam and the younger Wheeler was really in business for himself. He prospered from the beginning.

About the turn of the century he move to Reno and from that time concentrated on his sheep interests in Washoe County. He ran a herd averaging some 5000 head on 30,000 acres for grazing land under lease in addition to use of government land.

### HISTORICAL EDITORIAL

Barrie Schuster

The Wells Avenue area has a great history that dates back to before the turn of the century. Most of the residents who built the original homes were from the working class, unlike other areas in Reno which tended to attract more affluent citizens. The V and T Railroad ran along Holcomb Avenue until 1950, cutting the neighborhood off from the rest of the city. It has been reported that there were only a couple of places where a car could cross the railroad tracks along Holcomb. I imagine it must have been "the other side of the tracks" in more ways than one. As I have studied the lives of many of the former Reno residents who chose to make this neighborhood their home, I have discovered eccentric, colorful, outgoing people that contributed to the community and knew their neighbors. Musicians, landscapers, stone masons, teachers, lumber mill workers, small business owners; all seemed to be on the guest lists of everyone else's Christmas parties and weddings. Even though they were of modest means, they made their small homes beautiful and were proud of what they had. In many ways, I feel the current residents in the neighborhood are full of the same spirit as the original residents. After a few decades of abandonment and decline, the neighborhood is making a comeback by moving into the future with the legacy of the past. The original residents built the homes in neighborhood and that brought them together. Now we are rebuilding the neighborhood, not physically, but by re-establishing the community. We are lucky to have many long time residents and business owners who still reside in the neighborhood and can share their first hand experiences with the change of the neighborhood over the years. It is my hope that by including historical information in the newsletter alongside our forward progress updates, that we can appreciate the connection of past, present and future.

Wheeler avenue is named for Sam Wheeler, and was named by him. After the death of his father-in-law, he managed the Wells Estate, and subdivided the Wells Ranch Southeast of Reno into the Well Addition. Wheeler avenue runs north and south parallel to Wells avenue, from Vassar street on the south to Ryland on the north.

Mr. Wheeler met his future wife during a visit in Eureka, where she was also visiting. After their Marriage Mrs. Wheeler lived in the identical home in which she dad spend her childhood, the house being the one which Mr. Wheeler had purchased. A short time later they moved to Reno and her parents, Mr. and Mrs. S. O. Wells, gave them a big new home on Sierra street between Third and Fourth streets where the Daniels Motor Lodge now stands.

### Much Property

Mr. Wheeler had extensive property interests in Reno and was a stockholder in two Reno banks. He was president of the Wells Estate, Steamboat Canal Co. and chairman of the state sheep commission.

Mr. Wheeler died at the age of 66 on March 15, 1934. His widow now lives at 449 Marsh ave.

Two daughters were born to the Wheelers. Mildred Wells, a resident of Reno and Mrs. Roy Turner, who for many years has made her home with her husband in Honolulu.

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# ROOTS FOR WELLS



ROOTS  
FOR WELLS

### VOLUNTEERS NEEDED!

Volunteers are needed for this year's Roots for Wells tree planting. We will be planting 50 street trees throughout the West of Wells neighborhood on Saturday April 24th at 9am. This event is sponsored by the Ward 3 Neighborhood Advisory Board and the City of Reno's Urban Forestry department. Come and plant trees with your neighbors! Email Barrie at [barrie@westofwells.com](mailto:barrie@westofwells.com), or call 544-6744 to sign up.

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