East Fourth Street, Old and New

by Cindy Ainsworth

One of my favorite Reno neighborhoods is East Fourth Street. As a transportation buff, I have always been intrigued by the street’s connection with the transcontinental railroad and highway. Reno may be the city of trembling leaves but Fourth Street was the backbone that held the town together.

The many commercial brick buildings along East Fourth Street held the industrial businesses that supported a bustling community during the late 19th and well into the 20th Century. Warehouses, lumber mills, meat packing plants, beer production and bottling plants lined the street. The new Lincoln and Victory Highways brought the auto courts, then motels and businesses catering to the weary auto traveler. The working class lived north of East Fourth Street in quaint neighborhoods filled with Queen Anne revivals and cottages.

Fourth Street’s close proximity to the transcontinental Central Pacific (CP) and later Southern Pacific (SP), the Virginia and Truckee (V&T) and the Nevada-California-Oregon (N-C-O) railroads, made the corridor the perfect location for warehousing and manufacturing industries. Most of these industries ran special track connections to the railroads.

Businesses such as Flanigan’s Warehouse (1901) and the Reno Brewing Company (1903) popped up along the street. Part of this growth can be attributed to the discoveries of silver-bearing ore in Tonopah and the gold deposits in Goldfield. Much needed supplies were shipped from Reno by connecting rails to these southern boom mines.

A direct reference to this mining activity by a Fourth Street company was made on April 16, 1903 in the Nevada State Journal: “Large Orders – Fifty men are employed by the Nevada Engineering Works constructing mining machinery, nearly all of which will be shipped to Tonopah.” Located at 502 East Fourth, this large company, which opened in 1889, manufactured iron, brass, steel and aluminum and had a foundry with pattern shops and a blacksmith shop.

The hotel business benefited from the increased work force. In 1908, the Hotel Richelieu (now Louis’ Basque Corner) reported “moderately equipped rooms with hot and cold water” and the Ventura Hotel (1904), on 407 Peavine Street (now Evans Avenue) offered “positively the best 25-cent meal in the state. Transient rates for $1 per day and up.”

The N-C-O Railway

The tale of the Nevada-California-Oregon (N-C-O) Railway is an important part of East Fourth Street’s history. A railway link was needed to carry passengers and freight north to and from the transcontinental railroad terminus in Reno. At 275 miles, the N-C-O Railway was

Continued on page 2
Continued from page 1

considered the longest three foot narrow gauge railroad.

That the railroad was built at all is a miracle. Local investment could not have come at a worse time since Reno was still recovering from the disastrous 1879 downtown fire and the slowdown of the Comstock mines. The building of the dubious railroad seemed to always be on the brink of collapse due to money and ownership problems, repairs, legal wrangling and weather. At one point it was known as the “Narrow, Crooked and Ornery.”

Ground breaking took place in December, 1880 (then known as the Nevada and Oregon Railway), with the final terminus reached in 1912 in Lakeview, Oregon. Along the way the company acquired the Sierra Valleys Railway (the Plumas branch), located in an important logging area, that ran westward over Beckwourth Pass and along the Feather River.

Train service continued north while construction progressed. Rancher, entrepreneur and Nevada Senator (1902-1908) Patrick Flanigan, used the railroad to ship cattle and sheep from the Amedee, California terminal to his cold storage plant and Nevada Meat Co. located on Fourth Street. A special N-C-O spur was built in 1901 to Flanigan’s Warehouse which was used to hold hides and wool. At one point two N-C-O narrow gauge rails and a standard gauge SP spur ran between the two buildings.

The N-C-O Railway had a direct influence on the neighborhoods north of East Fourth Street when a larger work force was needed with the enlargement of the N-C-O rail yard in 1899. According to a 2000 survey, Architectural Assessment of a Portion of the Evans NE Addition, a local neighbor encountered during the survey said, “many of the houses along 6th Street were constructed by the railroad during this time period; apparently the larger more elaborate residences were for management, while the modest cottages were for the laborers and their families.” Many of those early cottages are still located along 6th and 7th Streets.

The beautiful Frederic J. DeLongchamps-designed N-C-O depot at 325 East Fourth Street is a fine architectural example of those early years along the corridor. Completed in 1910 at the cost of $35,000, the building is an eclectic, stylistic mix with the use of Italianate and Mission Revival elements. From 1917 to 1937 the depot served as the WP passenger and freight depot and from 1937 to 1975 as the offices for the railroad. The exterior of the depot has gone through very little change thanks to the Barengo family whose business, Sierra Wine and Liquor, was located there for many years.

The N-C-O locomotive house and machine shop, located at 401 East Fourth Street, is still standing although highly disguised today. Built in 1889, the building is significant since it is one of the last remaining engine houses in the state. When a larger, eight-stall roundhouse was built (the original burned in 1940), the building was used as a machine shop. Both the N-C-O depot and locomotive house are on the National Register of Historic Places.

The Automobile Traveler

A new mode of transportation, the automobile, would soon overtake railroad travel. In 1913, Reno was fortunate to be selected as one of the towns along the Lincoln Highway, the first New York to San Francisco road. The Lincoln Highway played an important role in the development of cross-country automobile travel in the United States. Nevada and Reno were eager to join the new “good roads” movement. As early as 1915, weekly automotive articles in the Reno Evening Gazette gave reports on road conditions throughout the state.

Tourist traffic along East Fourth Street increased when the corridor became the official Lincoln Highway route through town. In 1931 the legalization of gambling along with the reduction of the divorce residency requirement to six weeks brought even more travelers to the biggest little city. Reno became an important stop on the highway. The motorist could rest before heading west over the Sierra or east into the Great Basin desert in a car that might make it or not.

Continued on page 3
East Fourth Street, Old and New (continued)

Continued from page 2

Fourth Street saw an increase in auto-related business with the completion of the transcontinental highway (which would become U.S. 40 through Reno) in 1926-27. Some businesses even borrowed the name of the Lincoln Highway, such as the Lincoln Garage, Reo Sales Co. on West Fourth and the Lincoln Bar, now Louis’ Basque Corner.

The most dominant travel-related business along East Fourth Street was that of the Auto Camps, the early RV Park, which evolved into Auto Courts. The early camps were little more than campgrounds that allowed one to pitch a tent. Some included laundry buildings and hot showers. Most operators found that the weary traveler did not want to camp but wanted a comfortable place to sleep. Later Auto Courts included small cabins furnished with all the comforts of home.

Many of those auto courts were located on the eastern border of Fourth Street between Reno and Sparks. One of the earliest and best equipped was the Coney Island Auto Camp which advertised in 1925-26 “tub and shower baths, individual kitchenettes.... groceries, service station, auto supplies...on the Lincoln and Victory (Highway 40 and then I-80) between Reno and Sparks.”

East Fourth Street – 2006

The East Fourth Street corridor may again play a major role in the development of Reno by helping control Truckee Meadows sprawl. Today the area has much to offer not only as a link to our past but by offering to the City a vibrant place to live, work and play. And it looks as if transportation will again be a part of the plan.

Recently, the City of Reno rezoned most of Fourth Street as a “transit-oriented development corridor.” The ultimate goal is to bring people back to the neighborhood by offering high-density residential housing along with mixed-use retail that will support a city-wide public transportation system. The Plaza at 4th Street off of Morrill Avenue is one example of a mixed-use development.

Hopefully, this will also encourage the rehabilitation of older corridor commercial and residential buildings. Many established business owners have already taken the step to rehab an older building. Take a look at Flanigan’s Square. The Reno Sparks Corridor Business Association has also played a major role in recognizing the historic importance of the street. They all need to be commended for the work they have done in keeping the historic character of the East Fourth Street corridor.

There is a fine balancing act between old and new that will have to be addressed if the new rezoning plan is to succeed in this historic neighborhood. To discourage demolition and to encourage adaptive reuse, incentive programs such as new low-cost loans and block grants will have to be explored. Design guidelines and zoning practices such as building height and setback requirements also need to be addressed.

The City of Reno Planning Department along with a citizen’s committee are researching these issues and working on a city-wide preservation plan that will eventually become a part of the City of Reno Master plan.

A New Walking Tour

In the meantime, take a trip down East Fourth Street and enjoy the old buildings and have lunch or a drink at one of the establishments. This is your neighborhood, too. There are many more stories to tell along this historic corridor: the Reno Traction Company’s trolley line to Sparks, the 1910 Johnson-Jeffries fight, the Reno Brewery, Threlkell Ballpark, just to name a few. The new Trains, Trolleys and Tourists East Fourth Street HRPS Walking Tour will commence at 9:00 am on July 22, 2006. Join us at Louis’ Basque Corner, 301 E. Fourth Street.

Information for this article came from: The author would like to extend a special thank you to Beth Merriman, who has graciously shared her Fourth Street notes. Other information for this article came from: Russell R. Elliot, History of Nevada, Second Edition, 1987; Mike Henderson, “Building of note demolished in Reno,” Reno Gazette-Journal, April 22, 1998; Mella Harmon, Neon! & Other Roadside Marvels, 2003; Drake Hokanson, The Lincoln Highway, Main Street Across America, 1988; Ben Kieckhefer, “City businesses envision Fourth Street renaissance,” Reno Gazette-Journal, December 20, 2005; David Myrick, Railroads of Nevada and Eastern California, 1962; National Register of Historical Places nomination for the Nevada-California-Oregon Railroad Depot and Locomotive Machine Shop. Cindy Ainsworth is a past HRPS Board Member, past HRPS President, and is a HRPS Tour Guide.
HRPS & Artown
Summer 2006
Walking Tours

Historic Reno Preservation Society will present seven historic walking tours and one bike tour as part of the eleventh anniversary of the Artown Festival, July 1-31, 2006, hosted by the City of Reno. Walking Tours are $10 per person; free to HRPS members. A Walking Tour generally lasts 2 hours. No dogs, please. We would appreciate it if you would call 747-HIST (4478) to reserve space, as we can better plan for the appropriate number of tour guides.

Saturday, July 8, 2006
9 a.m.

Sunday, July 9, 2006
9 a.m.
Bike Tour through Old Reno – Ride along quiet streets under a canopy of trees in Reno’s oldest neighborhoods. Meet at My Favorite Muffin, 340 California Avenue. Tour guide, Glee Willis. Helmets Required!

Tuesday, July 11, 2006
6 p.m.
Historic Truckee River Walk, A relaxing stroll along the Truckee River reveals eclectic architecture grounded by rich political histories and spiced with colorful anecdotes. Meet at McKinley Arts and Cultural Center, 925 Riverside Drive. Tour Guide, Joan Collins.

Saturday, July 15, 2006
9 a.m.
Bricks and Stones - A walk in the vernacular Humboldt and Lander Streets Neighborhood. Discover the architectural treasure trove of this area, a mix of bungalows, Tudor and mission revivals and cottage styles. Begins at My Favorite Muffin, 340 California Avenue. Tour guide, Tracy Soliday.

Tuesday, July 18, 2006
6 p.m.
University Neighborhood - A new walk through an historic and possibly endangered neighborhood at the foot of the campus, with vintage Queen Anne homes and charming bungalows. Meet at the base of the 9th Street University steps. Tour guide, Debbie Himman.

Saturday, July 22, 2006
9 a.m.
Fourth Street Corridor - Rediscover the historic origins of Highway 40 and the Lincoln Highway, stopping to appreciate the Barengo building, Flanigan warehouse, and other vestiges of the corridor’s heyday. Meet at Louis’ Basque Corner, 301 E. 4th Street. Tour guide, Cindy Ainsworth.

Tuesday, July 25, 2006
6 p.m.
Upper Ralston/Northern Little Italy - Enjoy a walk in a residential neighborhood with a mix of architectural styles. Proximity to the University has traditionally determined the mix of residents, professors and students alike. Meet at the intersection of Washington Street, The Strand, and College Avenue. Tour Guides, Jim & Sue Smith.

Saturday, July 29, 2006
9 a.m.
Newlands Neighborhood - An architectural walk through one of Reno’s oldest and most prestigious neighborhoods. Meet at My Favorite Muffin, 340 California Avenue. Tour guide, Scott Gibson.

Course Announcement

UNIVERSITY OF NEVADA, RENO
HISTORIC PRESERVATION 405/605: ARCHITECTURAL SURVEY AND DOCUMENTATION
Fall 2006 • Mondays 5:30PM – 8:15 PM • AB 508
Mella Harmon, Instructor

Explore the wonders of architectural survey and documentation through lectures, discussions, visits from professionals in the field, and fieldwork. Archival and field research methods, elements of reconnaissance and intensive-level surveys, development of historical contexts, documentation standards, and significance evaluations of historic properties in urban and rural settings will be emphasized. Course requirements include selected readings, a mid-term research paper, and a term project. For more information contact Mella Harmon at 688-1191, ext. 223 or mellah@unr.edu.
Open Mic Night at HRPS

Over the past several years, a popular tradition has arisen for the last monthly HRPS meeting of the year, held the fourth Wednesday of May. Instead of having a regular, one-topic pre-designated program, the May meeting has come to be known as "Open Mic Night." Members and attendees are encouraged to bring stories, photos, slides, films, etc. and share old memories of Nevada and Reno. Though some were reluctant at first to stand up and share their reminiscences, the enthusiasm with which these stories have traditionally been greeted has encouraged a greater number of willing participants. This year’s program was no exception.

Program director Jack Hursh who did an outstanding job of lining up interesting and inspiring programs for the 2005-2006 year contributed his own nostalgic view of the building inhabited by The Artists’ Co-op Gallery of Reno and the history of the organization, of which he is a second-generation member. Originally the French Laundry at 627 Mill Street, Jack showed the group wonderful slides of the original owners of the laundry, the Escalliers, who moved to Reno following the San Francisco earthquake and constructed the building in 1908, and the different faces of the building over the years.

Other HRPS board members also took a turn at the microphone. Marilyn Turville entertained the group with a very special old family film which she was able to have saved and converted to DVD. The film depicted her parents, the Fuetches, a well-known Reno couple with some of their friends at various Truckee Meadows locations.

Gordon Foote told of the Poor family farm and his wife’s own connection to the family. Gordon also brought prints of old Reno postcards to share.

Jerry Fenwick, longtime Reno resident, told a fascinating story of the aerial photographs taken of the young town of Reno in 1908. Although some have believed them to have been taken from a hot air balloon, Jerry clarified that they were actually taken with a camera attached to a special kite. A very resourceful photographer named George R. Lawrence took the amazing shots.

Winner of a 2006 Historic Preservation Award, Steve Ellison of LSN Studio gave a wonderful presentation of his amazing depictions of Reno historic buildings. Through a fascinating editing process, Steve showed the group how he can remove unwanted elements from a photograph to display the buildings in their near-original state.

Frequent Open Mic contributor Neal Cobb had the crowd in stitches telling about his parents and their experiences as owners of Modern Photo in Reno. As much fun as Neal's stories always are, his delightful delivery makes them an even rarer treat to hear.

The HRPS monthly meetings will resume in September, on the fourth Wednesday of the month at 7 p.m., at the Mt. Rose School, 915 Lander Street. Enjoy your summer and please join us in September for another year of memorable programs.

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HRPS MEMBERSHIP APPLICATION

Please check your mailing label! Renew your membership and help HRPS preserve historic Reno!
Please make checks payable to Historic Reno Preservation Society, and mail along with this application to:
P.O. Box 14003, Reno, NV 89507

Name(s) ____________________________
Mailing Address ____________________________
City ____________________________ State __________ ZIP __________
Phone (H) ____________________________ (W) __________ Best time to call: __________
Occupation: ____________________________ Employer: ____________________________
Fax ____________________________ E-Mail: ____________________________

Annual membership includes: Footprints (HRPS Newsletter) • Free participation in walking tours

☐ Student $15.00 ☐ Individual $25.00 ☐ Family (Children 18 yrs and younger) $40.00
☐ Business Contribution $50.00 ☐ Supporting $100.00 ☐ HRPS Angel $250.00

Additional donation: ____________________________

Thank you for joining HRPS. An organization is only as strong as its members. There are many areas in our organization where your enthusiasm, skills, and dedication will be invaluable to historic Reno and future generations. The goal of the Historic Reno Preservation Society is to preserve the historic resources of our community. What would you like to contribute to HRPS?

FOR OFFICE USE ONLY

PAID: ☐ Check ☐ Cash Amount: ____________________________ Membership #: ____________________________ Renewal Date: ____________________________

IN 08.28.06/05/000
"Sometimes a great notion" was the phrase that occurred to me as I stood with a group of celebrants and onlookers on Virginia Street in downtown Reno on Saturday, May 20th, to witness the commemoration of a local 1870s tailor's inspired notion. The notion in question was the use of rivets to strengthen the stress points of work pants.

Jacob Davis, or Jacob Youphes, as he was known in his native Latvia, emigrated to the United States in 1854. After working in Maine and New York, he traveled across the U.S. to the west, doing whatever he could to make a living, though he was a tailor by trade. Following a 10-year stay in British Columbia, he came to Virginia City and opened a tobacco shop. Around 1868 he had moved to the brand-new town of Reno, first investing in a brewery, then opening his own tailor shop at 31 North Virginia Street. Reno had just been established that year when the Central Pacific auctioned off town lots. There was plenty of opportunity for an enterprising businessman to make a success of a new commercial venture.

Jacob provided an important service to settlers in the fledgling railroad town, as well as to travelers passing through. He made wagon covers, tents and horse blankets from a sturdy cotton off-white duck fabric he ordered from Levi Strauss & Co. in San Francisco. To add strength to these utilitarian items, he added his own inspiration—round copper rivets. Jacob soon branched out into clothing, fashioning a work pant known as "waist overalls." As the story goes, one day a woman came in for some work pants for her very large husband. He wore out pants very quickly, and considering this problem, Jacob's eye lit on a few of the rivets scattered on his worktable. He decided to use them to anchor the pockets to the pants to make them more durable. Jacob sold these pants for $3. From then on, he added rivets to all the duck work pants he sold, and also to pants made from a new fabric called denim he began ordering in addition to the cotton duck.

As this innovation began to prove its worth, other tailors began to imitate the practice. Jacob felt he should protect his idea, but the cost of applying for a patent was a steep $68. He appealed to Levi Strauss, offering him, in his own words, from the letter he sent "half the right to sell all such clothing Revited according to the Patent, for all the Pacific States and Territories, the balance of the United States and half of the Pacific Coast I reserve for myself." Levi Strauss Co. at this time was a distributor, their products being turned out in New York sweatshops, but they decided to accept Jacob's offer and go into manufacturing these riveted pants. They offered Jacob the position of "head of production" and Jacob and his family relocated to San Francisco where he would run a far more elaborate tailor shop, and then a new manufacturing plant.

The patent was applied for and finally, after several rejections, was granted jointly in the names of Davis and Strauss and Company on May 20, 1873. The cut and fit of the pants was the inspiration of Jacob Davis, as was the distinctive orange stitching on the pockets, chosen to match the rivets. Jacob also expanded the clothing line to include riveted jackets but the first Strauss version of Davis' design, the distinctive Double X denim pants, lot number 501, became the flagship of the company, and the standard for jeans today. Though the patent went into the public domain in 1902, Jacob continued to work for Strauss until his death in 1908, when he was succeeded in the job by his son Simon. Simon ended up running the company and was instrumental in the company's rebuilding after the 1906 earthquake. Simon's notable contribution to the company was a coverall that became the company's first nationally marketed product.

The Virginia Street presentation idea was born in August of 2005, when a number of people interested in Reno history decided a commemoration was due Jacob Davis, according to Mella Harmon, curator at the Nevada Historical Society. The Reno Historical Resources Commission sponsored an impressive plaque, in the design of a jeans pocket, to be placed at the original location of Davis' tailor shop, and the Historic Reno Preservation Society sponsored the event. Nevada State Archivist Guy Rocha was called upon to research the location using old assessment rolls and deed books, as addressing has changed in the intervening 136+ years. The original shop has long since disappeared, but the location, 211 N. Virginia St., now bears the unique plaque, on a stand affixed to the sidewalk.

Many notable people participated in the commemoration event held that warm, sunny Saturday. With stern countenance, Wyatt and Morgan Earp standing stiffly behind him, Councilman Dan Gust, representing Mayor Bob Cashell,
Carson City, had been invited to evaluate clothing at the Dangberg Home Ranch. The property is being restored and converted into Nevada's 26th state park. Looking through an old trunk Loverin was amazed to find the coveralls in near perfect condition. The coveralls are surely the oldest pair of Jacob Davis levis in Nevada.

This story of an entrepreneurial immigrant and his "great notion" is a true Reno legacy. When so much early history has been lost in obscurity, it is a delight to hear of such a small but inspired idea which had such a far-reaching impact on fashion through the twentieth century, continuing into this one. Hopefully all who hear this story will look at their riveted jeans through new eyes, and be inspired by Jacob's notion.


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NWF Award

Charlotte J. McConnell is a charter member of HRPS, holding member #11. She served on the first HRPS Board, serving continuously for the six years allowed under HRPS Bylaws. She worked diligently on many important HRPS projects, including Bylaws, Strategic Planning and a successful Nevada Arts Council grant application.

Charlotte has been honored by the Nevada Women's Fund Board of Directors as the 2006 Nevada Women's Fund Hall of Fame inductee. The Nevada Women's Fund (NWF) established the Hall of Fame recognition in 1983 to honor NWF supporters for their outstanding achievements on behalf of women and families in the community.

Charlotte also served on the University of Nevada, Reno College of Engineering Advisory Board and the Saint Mary’s Foundation Board of Trustees.

Congratulations, Charlotte.
SUMMER 2006

HISTORY LIVES! CHECK OUT THESE PLACES

HRPS Speaker Programs will resume in September, 2006.

Bowers Mansion (tour), 4005 U. S. Hwy 395 North, Carson City, 849-0201. Call to make reservations.

Churchill County Museum, 1050 S. Maine St., Fallon, NV 423-3677. Monday - Saturday, 10 am - 5 pm, Sunday, noon - 5 pm.

Carson Valley Museum and Cultural Center, 1477 U. S. 395, Gardnerville, 782-2555. Tuesday - Saturday, 10 am - 5 pm (closed major holidays).

Fourth Ward School Museum and Cultural Center, 537 S. C. St., Virginia City, 847-0975. Daily, 10 am - 5 pm.

Genoa Courthouse Museum, 2304 Main St., Genoa, 782-4325 May - October: Daily 10 am - 4:30 pm.

Mackay Mansion, 129 D. Street, Virginia City, NV 847-0173. Open year around.

National Automobile Museum, The Harrall Collection, 10 S. Lake St., Reno, 333-9300. Monday-Saturday, 9:30 am - 5:30 pm, Sunday, 10 am - 4 pm.

Nevada State Capitol, Musser and Carson streets, Carson City. (800) 638-2321. Daily 8 am - 5 pm.

Nevada State Railroad Museum, 2180 S. Carson St., Carson City, 687-6953. Daily, 8:30 am - 4:30 pm.

Nevada Historical Society, 1650 N. Virginia St., Reno, 688-1190. Monday - Saturday, 10 am - 5 pm.

Nevada State Museum, 600 N. Carson St. Carson City, 687-4810. Daily 8:30 am - 4:30 pm.

Sparks Heritage Museum, 820 Victorian Avenue, Sparks. 355-1144. Tuesday-Friday, 11 am - 4 pm, Saturday, 1 pm - 4 pm.

HRPS Web Site: http://historicreno.org/