

# How Features in Reno's Old Southwest Acquired the Newlands Name: A Brief History

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NOTE: The goal of this document is solely to provide background information and resources to help explain how and when physical features in Reno's Old Southwest acquired the Newlands name, in the context of the neighborhood's physical development. It is not a description or an assessment of Francis G. Newlands' deplorable views on race, nor does it seek to interpret the connection of the naming to those views. It should be consulted in conjunction with other sources providing additional information about Francis G. Newlands and the neighborhood, including the Newlands Historic District's National Register Nomination Form, available here: <http://shpo.nv.gov/uploads/documents/16000912.pdf>. Further information on Francis G. Newlands, including his views on race, can also be found in William D. Rowley's, *Reclaiming the Arid West: The Career of Francis G. Newlands*. Information in parentheses refers to sources included at the end of the document, starting on page 9.

Places on the landscape, like streets, buildings, and parks, are given individual or family names for various reasons, including the following:

- To honor a person and/or his or her accomplishments (i.e. McCarran Boulevard)
- To reflect the original owner or developer of a property or area (i.e. Plumb Lane)
- To signify a financial transaction, like a donation (i.e. The William N. Pennington Student Achievement Center)
- To refer to another geographical feature or area already known by the same name (i.e. "Old Virginny Finney" -> Virginia City -> Virginia Street -> Virginia Lake -> Virginia Lake Park)

With respect to the Newlands name in Reno, many of these reasons apply. People and entities named Newlands with connections to places in Reno where the name appears include Senator Francis G. Newlands, the Newlands Company that he co-founded in 1903, and other members of the Newlands family. After Francis G. Newlands died in 1917, his family members, including his widow, children, and nephew, lived and/or conducted much more business in Reno through the Newlands Company and gave numerous donations of land and services to the City. The entire vicinity was also informally referred to by the Newlands name by the early 1900s (NSJ 7/1/1905).

## WHERE "NEWLANDS" APPEARS ON RENO'S LANDSCAPE

The Newlands name is found on several features in Reno's Old Southwest, including the following:

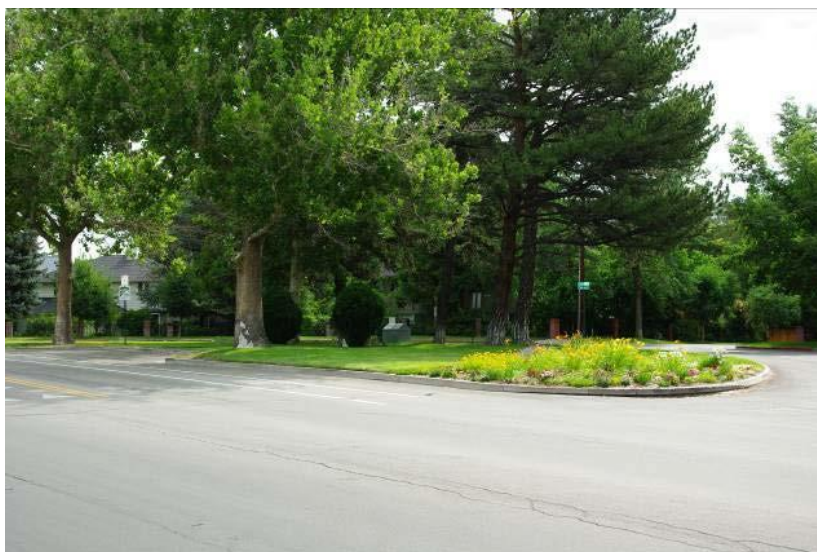
- Newlands Park, the city park spanning both sides of California Avenue at its summit.
- The Francis G. Newlands memorial tablet in the southern portion of Newlands Park.
- Newlands Circle, the semi-circular street surrounding the southern edge of Newlands Park.
- Stone pillars topped with the name Newlands Manor.

## NEWLANDS PARK

- Property purchased by Francis G. Newlands ca. 1900.
- In 1920, three years after Senator Newlands died, his survivors deeded to the City of Reno a parcel of land for “a memorial to Francis G. Newlands [and] a public park and playground.”
- The Newlands family retained a close relationship to the park, donating funds to move the park’s power lines underground in 1930.
- Contributing resource to the Newlands Historic District as a designed landscape.

Newlands Park includes two parcels: one comprising the half-circle between Newlands Circle and California Avenue, and the other fronting the edge of the bluff on the north side of California Avenue, offering views of the Truckee River and northwest Reno.

The history of Newlands Park is related to three intertwined circumstances: the ownership by the Newlands family of significant amounts of property; the real estate activities of the Newlands Company; and donations of land and civic improvements by the Newlands family after Francis G. Newlands died.



Newlands Park, southern portion (National Register nomination)

Francis G. Newlands moved to Reno in 1889 when he purchased fifteen acres at the top of the bluff on the south side of the Truckee River in order to build a personal residence for his family. The Senator Francis G. Newlands House, a National Historic Landmark, was the first structure erected in the area.

Newlands represented Nevada in the U.S. House of Representatives beginning in 1893 and in the U.S. Senate beginning in 1903. That same year he formally entered the real estate business, co-founding the Newlands Company with six other individuals (REG 9/17/1903). He eventually purchased hundreds of acres of land in the Reno area that he lived on or sold, or that the Newlands Company either developed itself or sold to other land developers. The land development efforts of the Newlands Company in Reno and elsewhere were closely associated with the principles of the City Beautiful movement.

Before Francis G. Newlands' death in 1917, the Newlands Company, with Newlands as President, developed lots on portions of the property east of Nixon Avenue, including the subdivisions named Riverside Heights, Rio Vista Heights, and the Marker Tract (see Overview of Subdivisions).

At the time of his death, the area on either side of California Avenue west of Nixon Avenue, at the top of the bluff, was still mostly undeveloped aside from the Newlands family personal residence and the Nixon Mansion, which occupied land Newlands had sold to Senator George S. Nixon. California Avenue was not yet improved west of Nixon Avenue, and the western city limits were near the current Keystone Avenue.

The Newlands Company continued to develop property in Reno, led primarily by the Senator's nephew, James Newlands, Jr. Around 1919, the company decided to plat and offer for sale additional parcels at the top of the bluff, to the west and south of the Newlands residence. Those parcels became part of the Newlands Terrace subdivision, a tract that included Newlands Park.

The idea to make Newlands Park a city park was fully integrated with the creation of Newlands Terrace and closely coordinated with Reno city government, which agreed to accept the park as a memorial to Senator Newlands just a few years after his death. The idea was apparently first discussed publicly at a Reno City Council meeting attended by Senator Newlands' nephew, James Newlands, Jr., in November of 1919, when as the *Reno Evening Gazette* reported, the idea was raised to dedicate "the point of the hill for park purposes," a circular piece 200 feet in diameter, as it "was the desire of the Newlands family to have some sort of lasting memorial to the late Senator Newlands established in Reno." Dr. H. Johnson, speaking on behalf of the family, suggested that "The Newlands Company should dedicate the land, the city to build and maintain the park" (REG 11/18/1919).



Newlands Park, northern portion (National Register nomination)

Reporting on the same meeting, Reno's second paper, the *Nevada State Journal*, explained that the family had been "considering this memorial as a private enterprise" but that it had "been practically decided to give up the idea." Once the suggestion was made in the meeting to dedicate the circular plot

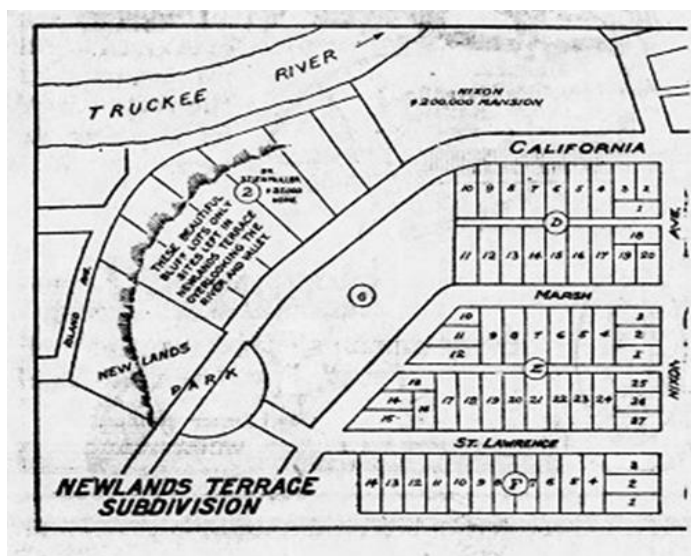
as a city park, the reporter wrote, "The suggestion met with the approval of members of the council and the Newlands family will be so advised. From this point, a wonderful view of the Truckee and the majestic mountains flanking it on both sides is available" (NSJ 11/18/1919).

The subdivision, Newlands Terrace, with the park as its visual anchor, was formally platted in 1920. The deed transferring Newlands Park to the City was also drawn up in 1920. Identifying as the donors Senator Newlands' widow, Edith McAllister Newlands, her daughters Edith Newlands Johnston and Janet Newlands Johnston, and Janet's husband, William B. Johnston ("parties of the first part") and dated June 26, 1920, the deed contained specific language about their intent:

"That it is the desire of the parties of the first part herein, to create in the city of Reno, a memorial to Francis G. Newlands, and to be held by the party of the second part in trust, forever, as a trustee for the people of the city of Reno, as a public park and playground, and the parties of the first part, do by these presents grant and convey to the party of the second part, for the purposes above mentioned, all of the following described pieces or parcels of land...." (see Newlands Park Deed, detail)

This arrangement was from that point mutually agreed upon, although the transfer of property was not formally completed until the receipt by the city of the deed for the park parcels in 1923. By the time of the formal platting of the Newlands Terrace tract in 1920, plans for the park had already been drawn up by M. W. Porter of San Francisco, identified as a "landscape artist." The plan envisioned "a circular park with retaining walls, terraced lawn, walks, and ornamental seats." A contract for initial work on the park went out for bid in August of 1920 (REG 8/16/1920).

The park was said to be nearly completed when Newlands Terrace began advertising lots for sale in 1922 (see Advertisement for Newlands Terrace subdivision). It was clearly marked on the map as a prominent feature of the subdivision. Six large prime lots between California Avenue and the Truckee River were available for purchase between the Nixon Mansion and Newlands Park with other parcels available on the south side of California Avenue.



Inset of advertisement for Newlands Terrace Subdivision, *Reno Evening Gazette*, April 7, 1922

When the park deed was finally received by the city in 1923, Francis G. Newlands' nephew, James Newlands, Jr. wrote that he wanted to complete the transaction while the sitting City Council was still serving their terms "inasmuch as the idea originated with the body now in office" (REG, 5/8/1923). It is worth noting that the city named the new park Newlands Park rather than Francis G. Newlands Park. In contrast, Wingfield Park was given the full name of George Wingfield Park after its namesake donated that property to the city in 1920 (REG 1/27/20).

Although the Senator's family had donated the park to the city, the Newlands family retained a close relationship to it. Francis G. Newlands' daughter, Janet Newlands Johnston, and her husband had moved into the Nixon Mansion in 1922, returning to the family the property that her father's company had sold to Senator Nixon in 1906. Janet and her family retained ownership of that house and a physical presence in Reno until her death in 1965. They also contributed significantly to beautifying the neighborhood and park including donations to help move the park's power lines underground in 1930 (NSJ 9/23/1930).

### THE FRANCIS G. NEWLANDS MEMORIAL TABLET

- Memorial tablet erected in Newlands Park in 1923.
- Tablet states Francis G. Newlands' birth and death dates.
- Originally included bronze relief of Newlands' image, which is no longer extant.
- Biblical inscription is from Isaiah and references Newlands' reclamation work in Nevada.
- Contributing resource to the Newlands Historic District as a landscape element.

In keeping with the family's stated intent for Newlands Park to serve as a memorial to Francis G. Newlands, a granite memorial tablet was erected in the southern portion of the park in 1923.



Francis G. Newlands memorial tablet (National Register nomination)

Directly below the pediment are Senator Newlands' birth and death dates, 1848 and 1917 respectively, which are separated by a rounded space that once featured a bronze circle depicting Newlands' profile.



The bronze circle has since been stolen. The quote below it is a Biblical excerpt from the 32nd and 35th chapters of Isaiah and reads:

“IN MEMORIAM  
FRANCIS GRIFFITH NEWLANDS  
IN THE WILDERNESS SHALL  
WATERS BREAK OUT AND  
STREAMS IN THE DESERT.  
THE DESERT SHALL REJOICE  
AND BLOSSOM AS THE ROSE.  
MOUNTAINS AND HILLS SHALL  
BREAK FORTH BEFORE YOU  
INTO SINGING AND A HIGHWAY  
SHALL BE THERE AND A WAY  
FOR WAYFARING MEN. THE  
PEOPLE SHALL DWELL IN  
QUIET AND ASSURANCE  
FOREVER.”

The quote subtly references Newlands’ work promoting legislation funding federal reclamation projects to enable expanded agriculture throughout the American West. Specifically, Newlands “sponsored the Reclamation Act of 1902, which eventually established major irrigation projects in 20 states within the arid American West” (National Register nomination, Section 8, p. 86).

According to the *Reno Evening Gazette*, “The inscription is a fitting reminder of the long years spent by the senator in promoting the development of the West by means of irrigation through the medium of the federal government, his greatest interest having been in the Truckee-Carson project, now renamed the Newlands project, in his memory” (REG 4/13/1923).

The memorial tablet is designated as a contributing resource to the Newlands Historic District as a designed element of the landscape.

## NEWLANDS CIRCLE

- Street planned as part of Newlands Terrace subdivision.
- Francis G. Newlands’ daughter, Janet Newlands Johnston, commissioned the design of three houses circling the park in 1922 (current addresses: 1 Newlands Circle, 2 Newlands Circle, 3 Newlands Circle).
- Reno City Council passed a resolution to name the thoroughfare Newlands Circle in 1926, referring the resolution to the streets committee.
- Newlands Circle accepted as the official street name by 1927.

The short street now called Newlands Circle was planned as part of the Newlands Terrace subdivision to curve around the south end of Newlands Park. It was Francis G. Newlands’ daughter Janet Newlands Johnston who commissioned the design and construction of the three houses that border it.

In September 1922 it was reported that Johnston had “planned and has in the course of construction a group of houses circling the park” designed by noted Santa Barbara architects Kirkhuff and Schaaf. The houses and their grounds were to be completely constructed and finished before offering them to buyers. As the reporter wrote, “The architect’s purpose was to produce a grouping of houses artistically related to one another and to the scenic setting which is the bluff above the Truckee River with a view of the valley to all points and the mountains” (NSJ 9/8/1922). These three houses, located at 1, 2, and 3 Newlands Circle, front Newlands Circle Park and evoke the French Renaissance Revival style.

The semicircular street between the houses and Newlands Park actually lacked its own name until 1926. Before that, the addresses had been labeled as California Avenue. In 1926, City Councilman Sam Frank introduced a resolution “authorizing the council to designate a street which swerves off California Avenue at the crest of the hill to the south and describes a circle back to California avenue as “Newlands Circle” (REG 9/28/1926). The resolution was referred to the street committee, which apparently accepted it as it was called Newlands Circle by 1927.

### NEWLANDS MANOR PILLARS

- Newlands Manor subdivision developed by W.E. Barnard’s Nevada Developers in 1927.
- Pillars mark the entrance to the Newlands Manor tract along Nixon Avenue, signifying the boundary between it and the Marker Tract to the east.
- Pillars also serve as street markers for Nixon Avenue, John Fremont Drive, La Rue Avenue, Manor Drive, and Donner Drive.
- Contributing resources to the Newlands Historic District as landscape elements.

Newlands Manor is one of six subdivisions that make up the Newlands Historic District. By the mid-1920s multiple tracts in the area carried the Newlands name. They included Newlands Heights (1920) and Newlands Terrace (built in four stages beginning in 1920).



Newlands Manor Pillars (National Register nomination)

Newlands Manor was established by Nevada Developers, Inc. in 1927 (REG 7/28/1927). Nevada Developers, headed by W.E. Barnard, was one of the development partners that purchased land from the Newlands Company and readied lots for sale. Through that arrangement, the Newlands Company typically “assumed the role of subdividing property, laying out plats and improving the site before selling to prospective homeowners, builders, and speculators. The Newlands Company also laid out lots and rights-of-way to reflect City Beautiful and Garden City ideals” (National Register nomination, Section 8, p. 90).

The Nevada Development Company then “served as a community developer and contractor, constructing homes, planting trees, imposing deed restrictions, and installing stone pillars at each intersection along Nixon Avenue to signify entry to Newlands Manor” (National Register nomination, Section 8, p. 90).

The stone pillars are entrance markers designating the eastern boundaries of the Newlands Manor subdivision. The pillars were installed on streets entering the tract before any of the houses in the subdivision were built in order to differentiate it from the others around it. They are found on the west side of Nixon Avenue and mark the entrances to Newlands Manor on the corners of Donner Drive, John Fremont Drive, La Rue Avenue, and Manor Drive.

The pillars are constructed of granite topped with scrolled iron markers reading “Newlands Manor.” They are designated as contributing resources to the Newlands Historic District.



## SOURCES MENTIONED IN PARENTHETICAL CITATIONS

The mardi gras on July Fourth is now a topic of conversation. It was discussed at length last night. The committee in charge is making excellent progress and a grand time is promised. Goldstein & Co. of San Francisco were chosen official costumers for the mardi gras ball. They are expected tomorrow with one of the finest lines of costumes ever brought to Reno.

Every precaution will be taken to guard against fire during the fireworks display on Newlands heights. Richard Brown reported that he has had a force of men at work clearing every vestige of rubbish and inamable material on the hill.

*Nevada State Journal, July 1, 1905*

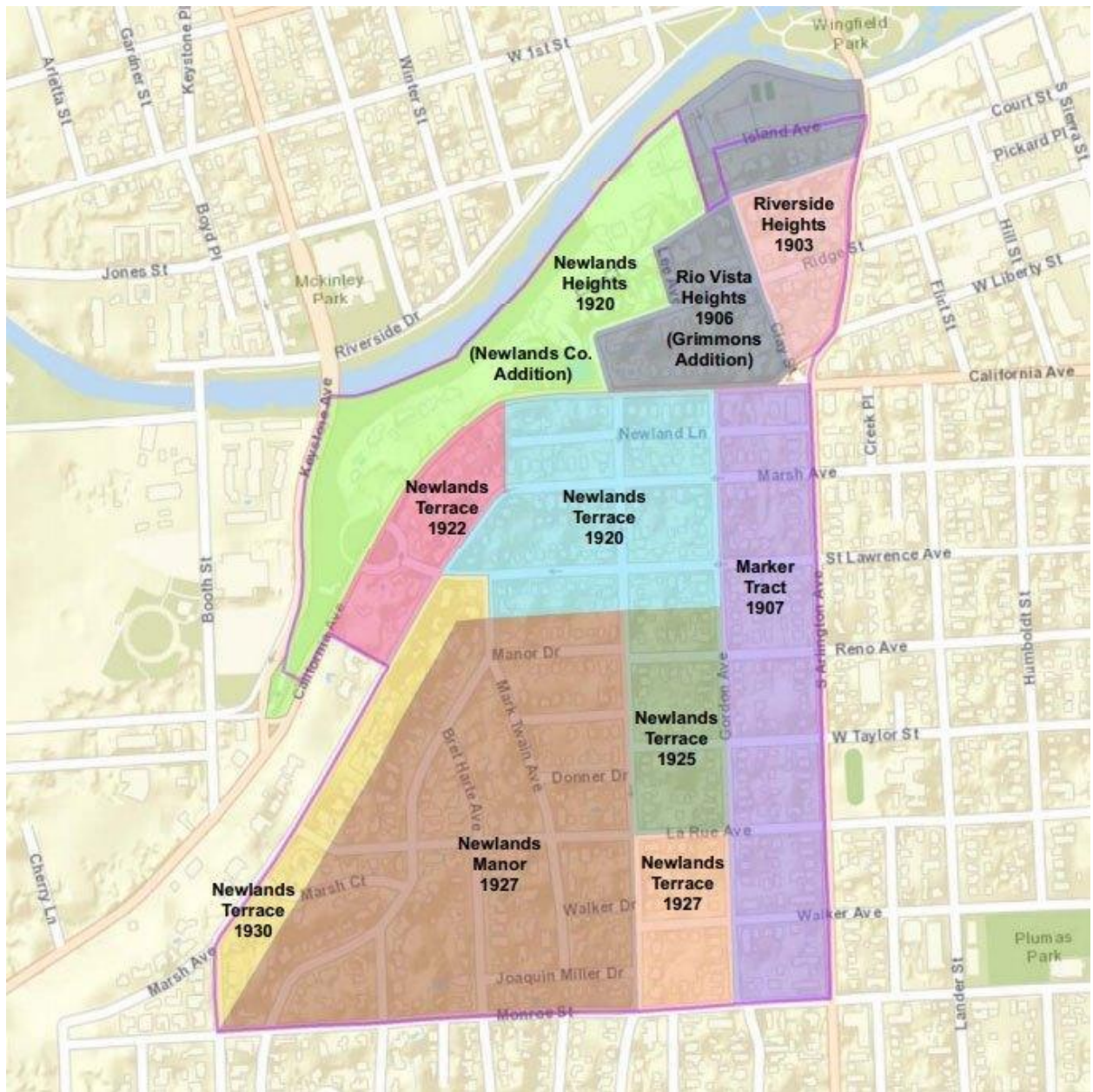
**INCORPORATED**

**The Newlands Real Estate Company  
File Articles and Are Ready for  
Business.**

Articles of incorporation have been filed of the "Newlands Company" which proposes to do a general real estate business in Reno.

The company is capitalized for \$25,000. The incorporators are Francis G. Newlands, John C. Newlands, O. J. Smith, W. A. Massey and N. W. Roff of Reno, Nevada; James Newlands, J. P. Martin, and J. M. Allen of San Francisco.

*Reno Evening Gazette, September 17, 1903*



Overview of subdivisions within the Newlands Historic District (Summit Envirosolutions, Inc.)

# NEWLANDS HEIGHTS DEDICATION PLAN IS DISCUSSED

Plans for the dedication by the Newlands Estate Company of a forty-foot strip of land along the South bank of the Truckee river extending to the bridge at the Western extremity of Riverside Drive, the dedication of California avenue and of a piece of land on the point overlooking the Truckee river just West of the Sidney Myer property, formerly the Nixon residence, were discussed at a meeting of the city council last night at which James Newlands and Dr. H. Johnson were present representing the Newlands Estate Company.

No final result was arrived at, James Newlands saying he wished to take the matter of the dedication of the river strip up with the members of the Newlands family. So far as he is concerned, personally, Newlands said, he would be willing to make the dedication.

Dr. Johnson proposed the dedication of the point of the hill for park purposes, saying that it was the desire of the Newlands family to have some sort of lasting memorial to the late Senator Newlands established in Reno. The park would be, according to plans prepared by Dr. Johnson, a circular plat 200 feet in diameter. He proposed that the Newlands Company should dedicate the land, the city to build and maintain the park.

James Newlands said the company would dedicate California avenue West to a point eight lots beyond the Eastern boundary of the Nixon property. Before making any dedication farther West than that point he said he would have to consult the other members of the family.

The city's plan includes the construction of a street along the Truckee river in case the dedication desired is made. This would necessitate walling the Truckee river and possibly condemnation proceedings against one property owner.

The council went on record on

# NEWLANDS ESTATE PLANS TO DEVELOP RESIDENCE TRACT

## Representatives Offer Reno Site of Land for Park

Beautification and development into a new residence tract of the land of the estate of the late Sen. Francis J. Newlands and the possibility of dedication by the Newlands company of a circular parcel, 200 feet in diameter overlooking the Truckee river on a bluff near the so-called electric light bridge, which soon will be replaced by a modern concrete structure, were proposals which were considered by the city council at its adjourned meeting last night.

### Meet Newland Representatives

The session was called for the purpose of meeting with representatives of the Newlands company to consider dedication by the company of a certain strip along California avenue for the installation of a sewer accommodating the proposed new building district and while the matter was being discussed, the suggestion was made that members of the Newlands family might favor dedication to them of the circular plot as a park to be laid out and maintained as a memorial to the late Nevada statesman.

This family has been considering this memorial as a private enterprise, but, it was stated, it has been practically decided to give up the idea. The suggestion met with the approval of members of the council and the Newlands family will be so advised. From this point, a wonderful view of the Truckee and the majestic mountains flanking it on both sides is available.

*Nevada State Journal, November 18, 1919*

EDITH MCALLISTER NEWLANDS ET AL TO THE CITY OF RENO  
(No. Int. Rev. Stamps Attached)

THIS INDENTURE made this 26th. day of June, 1920, by and between EDITH MCALLISTER NEWLANDS (a widow) of Washington, D. C., EDITH NEWLANDS JOHNSTON (a widow) of Santa Barbara, State of California and JANET NEWLANDS JOHNSTON and WILLIAM B. JOHNSTON (her husband) of Washington, D. C., parties of the first part and THE CITY OF RENO, a municipal corporation, and as a trustee for the people of the city of Reno, party of the second part,

W I T N E S S E T H:

THAT it is the desire of the parties of the first part herein. to create in the city of Reno, a memorial to Francis G. Newlands, and to be held by the party of the second part in trust, forever, as a trustee for the people of the city of Reno, as a public park and play ground, and the parties of the first part, do by these presents grant and convey to the party of the second part, for the purposes above mentioned, all of the following described pieces or parcels of land, situate in the City of Reno, county of Washoe, State of Nevada, and particularly described as follows:- to-wit:

All of Blocks M, N and Q of Newlands Heights, The Newlands Company Addition to City of Reno, Nevada, a Map of which was filed in the office of the County Recorder of Washoe County on the 11th. day of May, 1920.

TOGETHER with all and singular the appurtenances thereunto belonging or in anywise appertaining.

TO HAVE AND TO HOLD all and singular the said promises together with the appurtenances unto the said party of the second part, as such trustee, as a public park and play ground, for the use and benefit of the people of the city of Reno, as herein above set forth.

IN WITNESS WHEREOF, the said parties of the first part have hereunto set their hands and seals the day and year first above written.

Edith McAllister Newlands

Edith Newlands Johnston

Janet Newlands Johnston

William B. Johnston

Witness as to Edith McAllister Newlands

C Elmer Flather.

Newlands Park Deed, detail



# NEWLANDS PARK BIDS ARE ASKED

Bids for the work to be done at the proposed Newlands Memorial park, California and St. Lawrence streets, were asked for today by Mayor Stewart, acting for the Newlands Estate.

Plans for the park have been drawn by M. W. Porter of San Francisco, landscape artist. It is proposed to lay out a circular park with retaining walls, terraced lawn, walks and ornamental seats.

Construction work will begin as soon as the contracts are let and the needed material can be obtained, the mayor said. It is planned to have most of the work done before winter. The park will be presented to the city by the Newlands Estate.

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*Reno Evening Gazette, August 16, 1920*

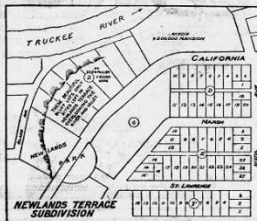
RENO'S GREAT-  
EST GROWTH  
LIES IN THIS  
DIRECTION.

# SALE OF 61 LOTS

RENO'S GREAT-  
EST GROWTH  
LIES IN THIS  
DIRECTION.

## Newlands Terrace

RENO'S EXCLUSIVE BUNGALOW PARK

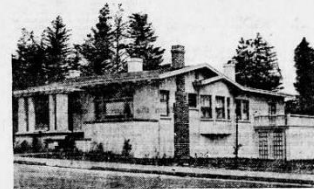


### Now Is the Time to Buy

If you ever want to own a lot or built a home in Reno's Exclusive Bungalow Park.

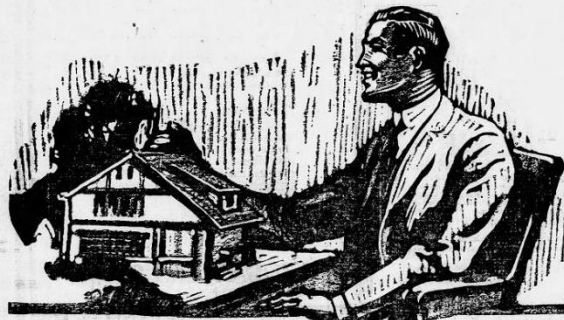
They Are Selling Fast at the Exceedingly Low Price from

**\$450.00 to \$1000.00**



#### Note the Ideal Location

Just across California Avenue from the Nixon \$200,000 Mansion, one block from Newlands Memorial Park nearing completion. Many new bungalows now starting construction within a block of our lots. The above map will give you the exact location of the tract. Select the numbers you would like to look at. Phone and we will call for you.



#### A Few Salient Facts

Location is ideal—ten minutes covering walk to postoffice. Practically all lots are situated on high ground. Tract rests in the warm belt, where there is less frost than in other sections in Reno. The soil is excellent, free from rocks. Hard surfaced pavement will be built within one block; streets are graded and sewers guaranteed. Tract situated close to Newlands Memorial Park. Priced lower than adjacent property.

## OPPORTUNITY

### Don't Let This Sale Close the Doors to Your Dream Home!

Few Lots in Newland's Terrace Outside of This Tract that Are for Sale  
**Get Yours Now at the Above Price!**

Within the last three years Newlands Terrace has grown from a meadow to Reno's most exclusive Residence section. Dozens of beautiful homes already built and a hundred more started or planned for this year. Not one section in the city can one point to that will show the same growth as Newlands Terrace. Within a few weeks every lot will be snapped up. Never again will the prices be so low. Get yours now, tomorrow the lot you want may be gone.

**Come Sunday or Any Other Day---We Are Always Glad to Show You  
We Are Always on the Ground !**

Terms If Desired.

## CREMER INVESTMENT CO.

722 CALIFORNIA AVE.—PHONE RENO 946-W—RENO, NEVADA

George K. Cremer, President and Treasurer.

J. A. Erikson, Vice-President.

J. Claude Peebles, Second Vice-President.

Chas. Boyd, Sales Manager.



# NEWLANDS PARK DEED RECEIVED

Formal presentation of the Newlands Memorial park in pursuance of an agreement reached some time ago between the Newlands heirs and the city council was accomplished last night, when the city council accepted the deed to approximately three acres of ground on the brow of the hill on Newlands Heights overlooking the river.

James Newlands, Jr., who forwarded the deed from San Francisco, stated in a letter accompanying it that it had been his desire to present it in person, but owing to illness he found it impossible to make the journey to Reno. The deed was forwarded at this time, Mr. Newlands asserted, because he desired to consummate the transaction during the term of the present council, inasmuch as the idea originated with the body now in office.

Artists consider the spot donated to the city by the Newlands heirs as a thing of beauty from an artistic standpoint. They have pronounced it a natural axis as related to the mountain peaks within the vision of the observer. The area, under the provisions of the deed, is to be perpetually maintained for park and playground purposes. It is at the very apex of the elevated ground south of the river and on the promontory there has been erected a shaft in memory of the late Senator Francis G. Newlands. A bas relief of the Senator is to be placed just above the inscription on the monument, according to Mr. Newlands' letter.

*Reno Evening Gazette, May 8, 1923*

#### **George Wingfield Park**

In connection with the island, the council last night adopted by unanimous vote a resolution offered by Councilman Frisch changing the name to "George Wingfield Park."

Mayor Stewart told the council that Mrs. Martha Wingfield had expressed the desire that the city would not follow the request of the Women's Christian Temperance Union and name the park after her. The mayor also told the council that the island came to the city as an outright gift from Wingfield with no "strings" attached. All that the donor said, the mayor announced, when he handed over the deeds was "I think the 'kiddies' need it."

*Reno Evening Gazette, January 27, 1920*

## **Buried Electric Wire, Park Plan**

### **Resident Asks Right To Change Poles In 'Circle'**

A proposal to have underground wiring for lighting purpose in Newlands circle park and on two blocks in the vicinity is being investigated by a sub-committee of the city council following an appearance before the group last night by Robert Z. Hawkins in behalf of Dr. and Mrs. William B. Johnston.

Dr. and Mrs. Johnston are expending a large sum in beautifying the Newlands Heights section of Reno, and they seek to have two electric light poles removed from the park. They propose to pay a portion of the expenses for having underground cables installed for both city and private purposes in that vicinity, with the city paying a lesser part.

Councilmen Charles S. Nichols, Sam Frank and Earl Ross were named on a committee to investigate the project.

*Nevada State Journal, September 23, 1930*

# MONUMENT ERECTED TO LATE SENATOR NEWLANDS

A granite shaft in memory of the late Francis Griffith Newlands, late congressman and senator from Nevada, has been erected at the Newlands Memorial park on Riverside Heights which will be maintained for public use by members of the Newlands family. The shaft faces Peavine mountain and bears the following inscription, the text of which is selected from the thirty-second and thirty-fifth chapters of Isaiah:

In Memorium  
**FRANCIS GRIFFITH NEWLANDS**

"In the wilderness shall waters break out and streams in the desert. The desert shall rejoice and blossom as the rose. Mountains and hills shall break forth before you ~~into~~ singing, and the highway shall be there, and a way for way-faring men. The people shall dwell in quiet and assurance forever."

The inscription is a fitting reminder of the long years spent by the senator in promoting the development of the West by means of irrigation through the medium of the federal government, his greatest interest having been in the Truckee-Carson project, now renamed the Newlands project, in his memory.

*Reno Evening Gazette, April 13, 1923*



# NIXON HOME SOLD TO MRS. JANET NEWLANDS

The Nixon home property has been sold to Janet Newlands Johnston, the transaction having been completed a few days ago through the agency of F. J. Peck company and James Newlands, Jr.

Mrs. Johnston, who will soon transfer to the city of Reno the Newlands Memorial park west of the Nixon property on California avenue, has planned and has in the course of construction a group of houses circling the park, designed by Kirkhuff and Schaaf, architects of Santa Barbara, Cal. These houses will be of frame construction with stucco exterior finish and will be completed, including garages, sidewalks, lawns, etc., before being delivered to purchasers.

The architect's purpose was to produce a grouping of houses artistically related to one another and to the scenic setting which is the bluff above the Truckee river with a view of the valley to all points and the mountains. Two houses will be completed by October 1 and two more just commenced are expected to be completed in the latter part of November. There ultimately will be four houses around the park circle, two on the corner of Marsh avenue and St. Lawrence avenue and a number of houses east and west of the park on California avenue.

The plans for the future development of the Nixon home property by Mrs. Johnston have not been perfected as yet.

Y, SEPTEMBER 28, 1926

## CIRCULAR STREET IS WITHOUT NAME

A resolution was introduced at last night's meeting of the city council by Councilman Sam Frank authorizing the council to designate a street which swerves off California avenue at the crest of the hill to the south and describes a circle back to California avenue as "Newlands Circle." The resolution was referred to the street committee and Councilman Frank and Justi for a report.

There are only two houses on this circular street, one occupied by William Woodburn and family and the other by Dr. and Mrs. Wilson West. According to Harry Chism, city engineer, if the resolution is adopted, it will be necessary to renumber these residences.

*Reno Evening Gazette, September 28, 1926*

## NEW SUBDIVISION PLAT SUBMITTED

The plat of Newlands Manor, a new subdivision on Newlands Heights west of Nixon avenue and north of La Rue avenue, will be submitted to the city council late today for its approval. The subdivision was recently started and the streets are now being graded.

*Reno Evening Gazette, July 28, 1927*



# NEWLAND'S MANOR



**Open to the Public Saturday, Sept. 10  
At 11:00 A. M.**

Saturday morning, at the hour of 11:00 o'clock Newlands Manor will be placed on the market at prices that are ridiculously low—so low that each lot will make an unusually attractive investment.

Here is a residence section so ideally located, and so artistically planned and developed, that the homes of some of the best families in Reno will shortly be built in this new restricted residence district.

Newlands Manor has been planned and developed to attract a limited number of people who desire to build beautiful homes in a beautiful, high-class, restricted residence district.

Wide streets have been laid out and graded; artistic stone monuments have been built at each street entering the tract. The entire tract has been divided into large lots in such a way as to give every home owner the best possible view of the mountains surrounding Reno.

Building restrictions have been placed on each lot, so that every property owner will always be assured of charming and beautiful surroundings. All wires for light, power and telephone will be run in underground conduits. There will be no unsightly poles or overhead wires.

Newlands Manor appeals strongly to the very best people of Reno. So many people in this city will want to live in Newlands Manor, that every lot in the tract will be sold out just as fast as these people can get to the property and choose their lot.

Not more than ONE HUNDRED of the best families in Reno can live in beautiful Newlands Manor, because there are only 115 lots in the entire tract, and some purchasers will take more than one lot.

Make your reservations immediately while the opening prices prevail.

**Prices as Low as \$425**

Small monthly payments over long time arranged if you prefer.

No interest or taxes will be charged on deferred payments.

## NEVADA DEVELOPERS Inc.

Nine Arcade, Reno, Nevada

See Representatives on tract Saturday and Sunday.

See the sunset tonight from Newlands Manor.

Drive south on Virginia Road to California Avenue,  
west on California to Nixon Street, south on  
Nixon to Newlands Manor.