
HEYDAY DECADES, 1920s

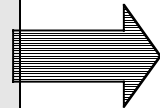
Using items appearing in the *Davis Enterprise*, I want in this chapter to chronicle the two phases of the Terminal building's construction and to suggest something of the richness and variety of social life that began to center on the Terminal Cafe just after its new opening on November 12, 1924.

This chapter focuses on the four years of 1924–27—roughly the mid and late 1920s. In the next chapter, I survey the subsequent two decades.

1) CONSTRUCTION AND OPENING IN 1924

Although the building's construction did not begin until August, 1924, the briefly displaced Terminal Cafe was re-opened well in time to have a strong finish in 1924.

3.1. Published August 1, 1924, the story appearing on the next page is the first *Davis Enterprise* report on a new building at the northeast corner of G and Second streets. In the right-hand column, we are told that the building will be one story, but constructed so that a second story and a wing can be added later. This was, in fact, undertaken in 1926 (and described later in this chapter).



GEORGE TINGUS, JAS. D. BELENIS LET CONTRACT

For \$20,000 Building at the
Corner of Second and G.
Streets, Davis

OF BRICK CONSTRUCTION

With 75 Feet Front on G. and
57 Feet on Second Sts.
Three Occupancies

Messrs. George Tingus and Jas. D. Belenis, proprietors of the Terminal Cafe, have let a contract for the construction of a brick building that will be located at the corner of G and Second Streets and will cost \$20,000.

A building project that means considerable to The City of Davis, has reached the stage of contract let and work under way.

Chas. S. Mabry of Sacramento was awarded the contract for the construction, Tingus and Belenis to remove the building that now occupies the corner to be built upon. The old structure has been disposed of to J. D. Grieve and will be immediately removed to a point facing G street and to the south of the Liggett Garage.

We are informed the contractor will rush construction at once and is allowed 35 working days within which to complete the structure.

Those gentlemen state that their plans call for a structure one story in height, but sufficiently strong to support not less than three additional stories that in all probability will be added later. The building will be so arranged that it may later be utilized for hotel purposes if desired.

The walls will be of brick, faced with pressed brick somewhat similar to the outside finish of the Bank of Davis building, with a main entrance at the south west corner.

The cafe business will be transferred into the corner room of the new building, to be an up-to-the-minute eating house with all the modern equipment, including a refrigerating plant and the latest in kitchen apparatus, everything modern and sanitary to the last word.

In addition to the section of the new building that will be occupied as an eating department, there will be also, two store rooms to the north and also facing upon G street, that have not as yet been leased, but the owners announce it is their policy to have the rooms so occupied that present business houses will not be injured from the point of competition.

They also requested us to say that notwithstanding the fact that an outside firm was awarded the contract for construction, sub-contract will be open to local bidders, and it is hoped all will be done by local people.

Transformed Into An Auto Display Room

Once more the old corner at north east corner of Second and G is vacant. The same thing has occurred a number of times during the history of Davis. The vacator on previous occasions has been the fire demon, but this time the building occupying said corner was raised from its foundations and moved intact to the J. D. Grievs property to the south of the Liggett Garage, having been purchased by Grievs who has leased same to Frank Liggett to be used, he says as a display room for his car-for-sale, for which use the structure is well adapted, being faced with an all-glass front.

The building was formerly occupied as a pool hall, and later by C. M. Ray as a grocery store.

It was the first building to be saved from destruction from fire by the new water system.

FRIDAY, AUGUST 8, 1924

3.2. The building at Second and G streets was moved just to the north of 139 G Street, which is now a hotel parking lot.

3.3. The existing Cafe apparently continued to operate in its old building in its new location.

HOPE TO BE IN NEW BUILDING ABOUT OCTOBER FIRST

Construction of the Tingus-Belini building at the corner of Second and G streets, is coming right along and the owners hope to be able to occupy about the first of October. They will be ready to move from present quarters immediately when the new building is finished.

FRIDAY, AUGUST 22,

3.4. Progress on the new building is reported in the second paragraph.

3.5. In this first ad for the Cafe, Davis is so small that one does not have to include the address.

BUILDING ACTIVITY

The additional wing for Davis Grammar School is coming along rapidly; the basement in and the walls up. The roof no doubt will soon be on which will protect the work from the winter storms.

Good progress is being made on the new structure at the north east corner of second and G streets, being erected by the proprietors of the Terminal Cafe. The building will be ready for occupancy sometime early in November.

The construction of the Julius Oestling, located near the highway junction, a mile west of Davis, is coming along with the basement in and frame coming up.

FRIDAY, OCT. 8, 1924

!! Special Announcement !!

GRAND OPENING OF THE NEW

TERMINAL CAFE

Wednesday, Nov. 12, 6 p. m.

Everything New and Up-to-date

QUICK SERVICE QUALITY CLEANLINESS

AT POPULAR PRICES

Special Chicken and Turkey Dinner

Served On The Opening Night

TINGUS & BELINIS - - - Proprietors

DAVIS ENTERPRISE, DAVIS, YOLO COUNTY, CALIFORNIA, FRIDAY, NOV. 7, 1924

Formal Opening New Terminal Cafe, Nov. 12

The NEW TERMINAL CAFE will throw open its doors to the public on Next Wednesday evening, November 12. On this occasion special dinners will be served, both turkey and chicken, or guests will be served regularly from the menu. In other words, any service desired will be given in addition to special dinners.

The new Terminal Cafe, as new in every respect, other than the proprietorship, the owners being, Messrs. Tingus and Holnia who have conducted so satisfactorily the Terminal Cafe at the old stand on the corner since war times.

The management announce that not only the building, but all the furnishings and equipment will be sparkling new and perfectly adapted to first class service in every respect. They tell us that Davis will now have a cafe up-to-the-minute all the way. That the same service will be rendered as heretofore found only in the large cities. In addition to regular service they will be prepared to serve special dinners for parties, with a seating capacity up to 130 plates per sitting. With popular prices.

On next Wednesday evening, the opening night, the doors will be thrown open at 6 o'clock and if desired reservations of tables may be made for that hour.

The enterprise and business sagacity displayed by the Terminal Cafe people is most commendable, and will prove a big asset to Davis and they are deserving of unqualified success and it is to be hoped they will get the encouragement due them thru a liberal patronage. That our citizens will come out strong on the opening night, thereby showing them that we are with them in their new departure and that we appreciate their efforts.



3.6. William Henry Scott, who owned and edited the *Davis Enterprise*, was unabashedly partisan on many matters he reported. In this November 7th article he is unequivocally enthusiastic about this new establishment.

3.7. Cleanliness in restaurants was a serious issue in the 1920s. This November 14th ad seeks to assure people on this matter by offering them "a visit of inspection."



A VISIT to our new commodious, airy, well-lighted quarters will bring to you a realization of the comforts and service that go with a meal served here.

YOU are welcome at all times to pay us a visit of inspection.

THE TERMINAL CAFE

Fresh Oysters Daily

Steaks, Chops, Poultry

GRAND OPENING TERMINAL CAFE WEDNESDAY EVE

**Pronounced Success With An
Overflow Demand For
Reserved Tables**

The opening night of Terminal Cafe in the new place in the new building at the corner of Second and O Wednesday night, proved a most auspicious occasion. The attendance with demands for tables in reserve for the dinner, was far beyond the expectations of the management, with the result that the facilities were taxed to the limit during the evening.

It was quite apparent that the towns people were out to give expression to their appreciation of the enterprise displayed by Messrs Tingus and Belenla, in the giving to the city so fine a cafe, modernly equipped in every way. Davis Business Men's Association presented them with a beautiful floral piece. Each table was decorated with carnations. The special menu included a choice of chicken, turkey and Virginia ham.

The management was handicapped somewhat in giving the service they would liked to have given, owing to the unexpected number of guests and the fact that everything was absolutely new, and some hitches occurred during the afternoon in mechanical connections.

The management requests the Enterprise to assure the towns people that they appreciate to the limit the excellent spirit of co-operation and good will so apparent, and to say that their aim will be to give the best service possible. That they are for and with the town. Also that their entire place, kitchen included, is open for inspection. They are anxious to convince the people that cleanliness is one of their slogans and nothing so convincing as seeing.

3.8 The Terminal Cafe seated 130, but Davisites apparently turned out in numbers much greater than this. In 1924, the town population was about 1,100. This report of crowding suggests that perhaps some twenty percent of the Davis population turned out to eat at the grand opening.

3.9. The B and B Meat Company opening announced in this December 5th article was the first of a series of meat shops that occupied the northern-most retail space up to and after World War II.

Announcement Of A New Business

The B. & B. Meat Company announce the opening of their new Meat Market at Davis will take place next Monday morning, Dec. 8. That they have obtained a lease on the north store room of the Terminal Cafe building for a term of years and plan to conduct a market that will meet with the approval of the people of Davis and vicinity. Their purpose will be to offer only high quality meats at right prices. They invite the public to pay their market a visit and see for themselves, and ~~eventually~~ seek a reasonable amount of patronage and promise to show appreciation in good service.

2) THE NEW DAVIS SOCIAL CENTER IN 1925

Reports in the 1925 *Davis Enterprise* suggest that the new Terminal Cafe almost instantly became "the" place to "meet and greet" among Davis elites and the civic-minded. The following is a sample of these reports for 1925. Because my focus is the Terminal Building rather than the particular groups, I have edited out much of what is reported about what groups did at their meetings. I hope readers will find this frustrating enough to propel them to research these groups.

3.10. This meeting on January 23rd was one of a great many held in this period in order to wrestle with the question of adopting a "city plan." Such a plan implied, among other things, "zoning," a scheme for telling people where they could build what kind of structures.



The matter of City Planning for Davis was given great impetus at a gathering of local citizens, 60 in number and representative of the various Civic and Fraternal organizations of Davis at a meeting Held Monday evening at the Terminal Cafe, and which was staged as the result of action taken previously by the Davis Business Men's Association.

3.11. The "Men's Class" consisted of adult male members of the Community Church. It was a "Sunday School" group that seemed mostly to discuss civic affairs at their meetings.



MONTHLY DINNER ON JANUARY 25

The monthly dinner of the Men's class at the new Terminal Cafe comes on next Wednesday evening. There will be reports of standing committees that will interest every member of the community. Also some brief special talks by Harry Shepherd and Tracy Storer about some of the things to be done about our homes and about the town at this time of the year to help make Davis a more beautiful home town. We want Davis to be known as the best home town in California. The Committee of the men's class are working toward this.

All men are welcome to the dinners. They are "Dutch" at 50 cents a plate. Ask Cal Covell, or Maghetti or Dewey long to see that a place is reserved for you at the table. The hour is 6:30.



3.12. The evening of March 6th, 1925, the Davis Business Men's Association changed its name to the Chamber of Commerce.

As a direct aftermath of the decision Monday evening of Davis Business Men's Association to adopt a new name that of Chamber of Commerce, and undoubtedly a very wise move, the merchants, or as might be properly termed those whom are considered strictly business men, in the way of actually selling something to the public, proceeded to hold a get-together luncheon on Wednesday.

The attendance as above indicated was held to mean those only engaged in business in the business section of the town, with the exception of the service stations, Professional men not included.

The get-together was held at the Terminal Cafe and during the luncheon purpose of the occasion was discussed and the purpose briefly outlined as that of discussion frankly among themselves business matters of interest to both merchant. It is the announced idea to go to the bottom of things to the end that patrons will be given the best possible service for the least possible prices, and the merchant at the same time placed in a position be protected to some degree at least from bad accounts and any other avoidable business drains.

3.13. The Merchants Club, apparently a group different from the Chamber of Commerce, also met at the Terminal Cafe.

Merchants Congregate At Luncheon

What is termed the Merchants Club, assembled at luncheon for the second time Wednesday noon at the Terminal Cafe. As arranged at the previous meet, a week earlier, Mayor A. G. Anderson presided. C. M. Ray will be Master of ceremonies next Wednesday. A few matters of local business interest were discussed, such as the matter of license fees for outside vendors, peddlers, etc. Messrs. C. A. Maghetti and Otto Bruhn were appointed a committee for investigation and to report at the next meeting.

3.14. In the 1920s, it appears to have been common for local adults to sing before groups in quartets and solo (March 26th).

MEN'S CLASS IN REGULAR SESS ION MONDAY EVENING

The Men's Class of Davis Community Church held their monthly meet Saturday evening, opening up with a dinner at the Terminal Cafe as the first number on the program.

A male quartett, Covell, MacAfee Flake and Long, rendered a vocal solo and answered an encore with another.

C. A. Covell preside, calling the session to order.

3.15. The speaker on sheep at this meeting, Professor H. F. Miller, lived in the house at the southwest corner of B and Eighth streets.

3.16. This is another of the many meetings at the Terminal Cafe on the topic of city planning (April 24th).

MEN CLASS HOLD EAT WED'Y EVE

The regular monthly dinner meeting of the men's class at the Terminal Cafe on Wednesday was a most enjoyable affair. The place of the sheep in the economic development of the community was the general topic of discussion. H. F. Miller spoke of the wonderful recent development of the early lamb industry in California and the place of Yolo County in this industry.

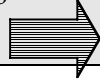
FRIDAY, APRIL 17, 1925

CITY PLANNING COMMITTEE IN FIRST MEETING

Local merchants assembled in a get-together at Terminal Cafe Wednesday noon luncheon. Sixteen gathered about the tables. F. P. Wray, presided for the session.

The committee previously appointed in the matter of formation of a credit information bureau, reported progress but was not ready for complete report on findings but stated that it was hoped to have things shaped up for launching on the first of May.

3.17. Oysters and Abalone were widely popular foods in the 1920s (November 13th advertisement).



Fresh Oysters *Abalone Steak*

EAT AT

Terminal Cafe

Quality *Service*

3.18. *Davis Enterprise* Advertisement, November 20, 1925.



Terminal Cafe

ANNOUNCES

Thanksgiving Dinner

Thursday, November 26
Thanksgiving Day
12:00 to 8:00

\$1.25 Per Plate

PHONE 83

Merchants Give Aggies Trophy

Davis merchants assembled at the Terminal Cafe for their weekly luncheon Wednesday. Gus Gerson, representing the California Aggies at Davis, in the matter of working up a boxing team for the coming season, was present.

[November 27, 1925]

3.19. This story goes on to report that the merchants were so enthusiastic about a boxing team they voted to offer a trophy cup to be contested for annually.

3.20. The Davis Rotary Club was organized out of this meeting at the Terminal Cafe on December 4, 1925.

Shall Davis Develop A Rotary Club

The weekly luncheon of the Merchants club, gathered at the Terminal Cafe Wednesday at 12:15. El S. McBride presided and had arranged for a pleasant bit of entertainment in that he had present Messrs. Ed. Roby of Auburn and Carl Lamus of Sacramento. These gentlemen, it developed are very enthusiastic Rotarians, and were invited to do a little talking upon the subject.

Mr Roby was first introduced, and declared he admired the spirit of cooperation that seemed apparent with Davis merchants, and introduced Mr. Lamus, as the big talk on that subject.

Mr. Lamus opened his talk with the question, "What would a Rotary Club do for Davis, and the community." The speaker declared Rotary clubs are now functioning in 33 of the nations of the earth and that there are nearly three thousand clubs going in the U. S. Club membership includes but one of each particular vocation in a community. One of the particular objects of rotarianism is the breaking down of formal barriers between men. One of the provisions that members must address each other by their given names.

3) THE TERMINAL HOTEL ADDED IN 1926-27

Apparently bolstered by the success of their Terminal Cafe, Messrs. Belenis and Tingus embarked, in November, 1926, on the previously envisioned expansion of the building into a hotel.

3.21. Before that heady addition work, though, restaurant life went on. This greeting of the season is one of about a dozen occupying an entire page of the *Enterprise* dated January 1, 1926.



Terminal Cafe Is Robbed

Monday evening the Terminal Cafe was visited by one who carried away some of the lucre accumulated during the evening. The place is operated by Messrs. Tingis and Belenis. Mr. Tingis had retired to his bed for the night and Mr. Belenis, leaving the change in the till, had attended the screening of the "Vanishing American," planning to reenter the cafe and to pick up the change. At about 10:45 he returned from the show and entered the cafe. As he entered the front door he noticed a bit of noise within and observed a door connecting the kitchen with the dining room swinging, indicating that someone had just passed thru. This followed by the slamming of the rear screen door.

The investigation that followed disclosed the fact that the intruder had been helping himself to the contents of the cash register, but seemingly had been interrupted in the procedure as he overlooked rolls of dimes and nickels amounting to \$7.50. A total of about \$35.00 was missing from the register.

Rifling the cash register was the only thing disturbed so far as it could be ascertained. The intruder had apparently entered thru the door by the aid of a pass or skeleton key of some kind, as the door did not show any evidence of being forced. A screen over a rear window had been cut but the latch was not lifted. The proprietors are somewhat puzzled over the circumstances, but without any clue as to the identity of the burglar.

3.22. *Davis Enterprise*, January 15, 1926.

Although apparently not common, crimes such as this were not rare in Davis, either.

3.23. *Davis Enterprise*, January 29, 1926.

Public sanitation was a key issue in California in the 1920s. The State had begun programs of inspection and found Davis eating places—the Terminal Cafe excepted—wanting.

Community Men's Class Hold Session

TERMINAL CAFE HIGHEST RATING IN CALIFORNIA

The Mens Class Davis Community Church assembled in regular monthly session at the Terminal Cafe on Wednesday evening. The meeting was quite well attended and considerable enthusiasm displayed relative to local matters of public concern.

C. A. Covell presided in the absence of Prof. G. H. True, and he did not permit of a dull moment.

Dr. Bates chairman of the local committee on sanitary conditions, reported a visit of an inspector of California State Board of Health Bureau of Foods and drugs. That a number of local places were inspected, such as serve the public with food and drink. That the conditions found, were what might be termed fair to good. That said inspector declared that he found the conditions at the Terminal Cafe so far as sanitation and cleanliness is concerned, the best he had inspected in California. Dr. Bates concluded his report with a resume of the annual inspection and clean-up campaign in which the Boy Scouts have been accustomed to assist. will be carried thru again this spring, and he asked that the Class back him up in the campaign.

Terminal Cafe to Erect Modern 35-room Hotel

Davis has been particularly favored the past few years with the installation and operation of a first class cafe, the building, a substantial and attractive brick structure, conducted most successfully by Messrs. Tingus and Belenis. These gentlemen have conducted an eating emporium that has been and is still a credit to Davis, both as one of the cleanest places to eat, as found by the State Inspector, to be seen anywhere.

But this is not all. Tingus and Belenis have been planning to enlarge the scope of their operations. They have from their experience as caterers, become convinced that there is a good opening here for a modern hotel. This they have planned for and final arrangements have been made with the builder.

The addition to the Terminal Cafe means that the space to the rear of the present building will be cleared of the buildings and a structure brought up alongside the present one and then the entire

construction carried two stories.

The plans of these modern caterers are to work out plans for a very nice hotel with a total of 35 rooms added. There will be included a few suites and apartments so arranged that they will be convertible to the requirements of the tenants, so that two or more rooms may be thrown together as desired.

They tell us that they propose to have a first class, modern hotel in every respect. The building will be wired for telephones, hot and cold water will be in each room, electric bells, steam heat and some of the rooms with private baths. A little later we plan to tell the public more of the interesting details as the plans are more mature.

Messrs Tingus and Belenis are giving evidence of their faith in the future of Davis, and as an example of business enterprise rather exceptional; to say the least, and which will undoubtedly be appreciated and this appreciation shown by co-operation.

3.24. Davis Enterprise,
November 12, 1926.

3.25. Davis Enterprise, December
10, 1926.

Work Started On Terminal New Addition

Work has been started on the the proposed improvement planned by Tingus and Belenis, owners of the Terminal Cafe. The plans are for clearing away from the rear all of the frame buildings now standing there to make room for the new addition. A force of carpenters are engaged preparing the front of the room farthest to the north, and a part of the cafe building for W. Alter, as a shoe and repair shop, in order to make a place for him to move into. His old place will be torn down to make room for the new addition. Mr. Alter plans to move into the new building not later than Monday next.

The old buildings at the side of the cafe that must be cleared are all disposed of but one, and that is expected to be sold soon.

It is hoped to have everything ready for active operations on the new building not later than next Monday, and to rush the construction rapidly. The addition will be a great improvement to this already popular block.

With the old buildings to the rear cleared away, that sector of the new structure will be brought up to the level of the present one, and then the entire building carried up a second story. Davis Lumber company is supplying the materials in their line for the new building.

THE PURPLE CIRCLE HAS MORE BLOODED STOCK THAN ANY SIMILAR SIZE AREA IN THE WORLD

DAVIS ENTERPRISE

HAVE YOU SOMETHING TO SELL? ADVERTISE IN THE ENTERPRISE

THIRTIETH YEAR

DAVIS ENTERPRISE, DAVIS, YOLO COUNTY, CALIFORNIA, APRIL 1, 1927

PUBLISHED WEEKLY

No. 18

Down Town Section Gets Addition In New Hotel

Tomorrow evening, Davis will witness the addition of another permanent asset in the way of comfort and convenience, adapted particularly for the pleasure and comfort of those who chance to be within our gates. We have in mind the opening for business of the Hotel Terminal, at the north east corner of G and Second Streets.

It will be remembered that, originally upon this corner, was situated what has been known as the Terminal Cafe, with Messrs. Tingus & Beleniz, proprietors. This cafe has been conducted the past three years, and so successful, that the owners were encouraged to carry out their original plan, that of going up another story, and converting the second floor into an up-to-the-minute hotel.

Construction has been under way for some months and while the lobby on the first floor is scarcely set in its coat of paint, the rooms will be ready for occupancy and will be thrown open to the public tomorrow evening and Davis, for the first time in a long period of years, will have a down town hostelry, and what is particularly pleasing, the fact that the finish, and the furnishings are such that it is very creditable to our little city, in fact would be classy in a metropolitan city, and to the credit and good judgment of the management as well. The proprietors are men of extended experience in catering to the public in this line and undoubtedly will make the place home-like and the patrons comfortable.

Just a word as to the furnishings will not be amiss here. It is not overdrawing the facts to say that the Hotel Terminal is furnished in a first-class manner in modern style. The rooms have all the modern conveniences, and the furniture, in steel in a walnut finish, the only article in the room of a wood a comfy rocker; the mattresses, springs, and bedstead, "Simmons Best." The window drapes and curtains were fashioned by Miss Theo Palmer and are very nice indeed. There are eight suites of rooms, arranged for the convenience of families particularly, also, a few single rooms.

The lobby is situated on the first floor, with the entrance off G street the main stairway to the second floor leading therefrom. All rooms are outside rooms, and well ventilated. The management is having installed appropriate and attractive electric signs.

In short, Davis is prepared, as she has not been in years to offer hotel accommodations to visitors, to those who stop over when visiting the University Farm etc.

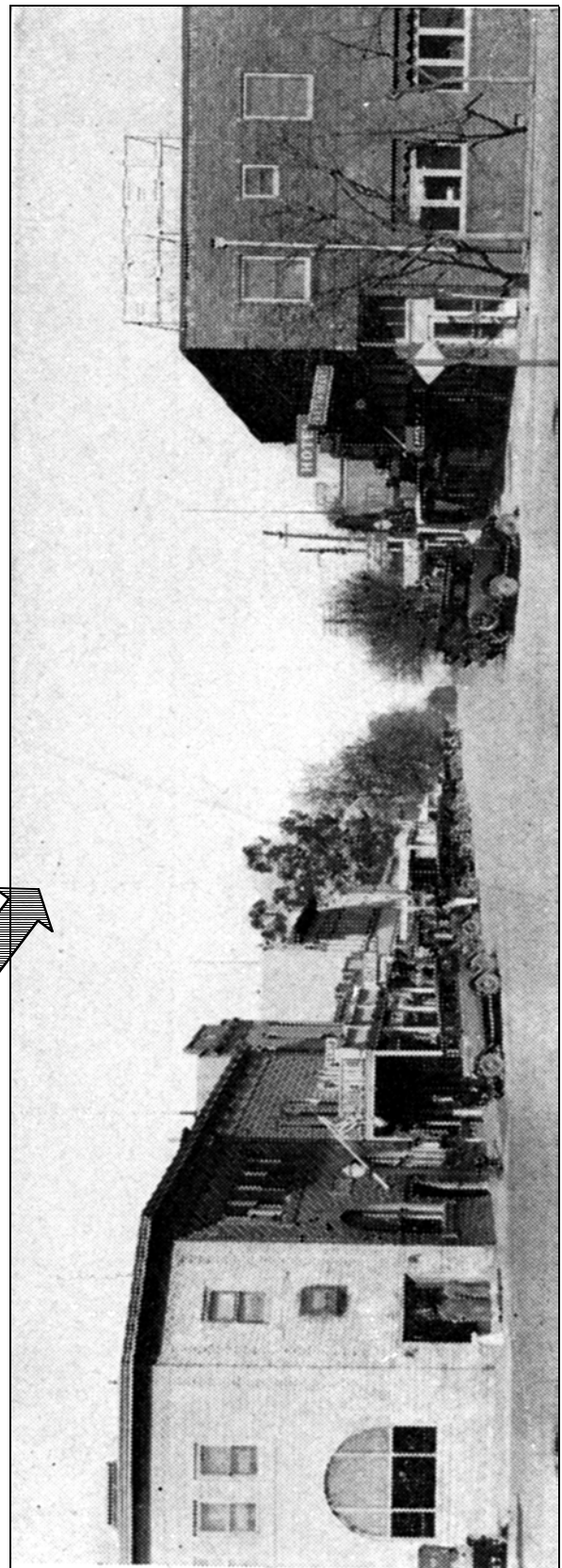


3.26. Davis Enterprise front page, April 1, 1927. The banner headline, above, has been reduced to fit on this page. The accompanying front page story has been enlarged to make it easier to read.



3.27. The above opening day advertisement also appeared on the April 1, 1927 front page. Unlike the opening of the Terminal Cafe, which received, as seen, a rather detailed write-up, there was no follow-up *Enterprise* report on the Hotel opening. But, then, and unlike eating, checking into a hotel just a few blocks from one's home is not something many Davis people were likely to do.

3.28. This is the earliest known photograph of the Terminal Building. It is reproduced from a 1928 University Farm promotional booklet and was probably taken in 1927 or 1928. (The booklet is in the California Promotion Collection of the UCD University Library Special Collections.)



4) CONCLUSION

I have in this chapter reported the beginnings of the Terminal Cafe and Hotel and the building that housed them. By means of excerpts from news stories I have suggested that the Terminal Cafe was a key venue in the social life of Davis in the 1920s. In the next chapter, we look at the next two decades.

HEYDAY DECADES, 1930s–40s

The pages of the *Davis Enterprise* continued to feature meetings of leading groups at the Terminal Cafe up to (and beyond) World War II. Because of the repetition, I will not provide many further examples of these happenings.

Instead, I want to focus on photographs. Curiously, there are almost no known pictures of the Terminal Building dating from the 1920s—or even of G Street more generally. This began to change in the 1930s and beyond, and I want to feature those photographs in this chapter.

1) SECOND AND G STREETS AS ICONIC DAVIS

The importance of these images resides, in the first instance, in the very fact that their takers made them and included the Terminal Building. The fact that there are so many pictures of the area at and near the intersection of Second and G streets—but not of many other Davis locales—suggests to me that the picture-takers believed that they were picturing “Davis” in these photos.

But they were not just picturing Davis. The fact of the pictures means that they thought Davis was important enough to warrant photographing **and/or** that people to whom they might sell the pictures were of that belief.

Specifically, the period before World War II was still an era—albeit then waning—of the “real photograph” postcard. Camera and print technology made it possible for postcard-entrepreneurs to make and sell photographs of town scenes at affordable prices. Several of the photographs in this chapter were taken for the purpose of making such real photograph postcards. Entrepreneur decisions to make cards of Davis tells us they believed there was a market. The fact that these cards center on Second and G tells us their assessment of what “was” Davis to them. The featured buildings, **which regularly included the Terminal Building**, were, to them, the defining or iconic features of the town.

4.1. *Davis Enterprise*, August 21, 1931. The structure is called “The Terminal Hotel Building” in this ad. Some telephones now have three rather than only the two digits we saw in the 1920s. But, a street address is still not needed.



**Again We Offer You Some Good
SPECIALS for SATURDAY**

Fresh Ground Hamburger	10c pound
Baby Beef Steaks	30c pound
Baby Beef Roasts	20c pound
Pure Pork Sausage	20c pound
Choice Eastern Bacon (whole or half side)....	23c pound

—

TERMINAL MEAT MARKET
AND DELICATESSEN
TERMINAL HOTEL BUILDING

WE DELIVER PHONE 277

Rotary Club Addressed by Prof. Wilson

Davis Rotary Club met an usual at Terminal Cafe for luncheon Monday. Sam Brinley, president of the club, occupied the chair. Chester Roadhouse led the singing, and gave Jack Vest, one of the new members, an opportunity to display his ability as a vocalist in the rendering of "Sweet Adeline."

President Brinley announced that he had received a message of appreciation from Prof. J. F. Wilson, of the telegraphic message sent him while at Laramie, Wyoming, in attendance upon the funeral of his brother who was accidentally drowned while attempting to save a friend who was about to drown in a lake.

Prof W. M. Regan of the University Farm staff, was the principal speaker and he chose for his subject, "Care of Livestock." Mr. Regan said that he had been connected with several colleges, but that he found the cooperative spirit between the college and the adjoining town here at Davis, the best that he had witnessed anywhere.

4.2. August 7, 1931. Into the 1930s, the custom of opening and closing meetings with solo singing performances by local people continued.

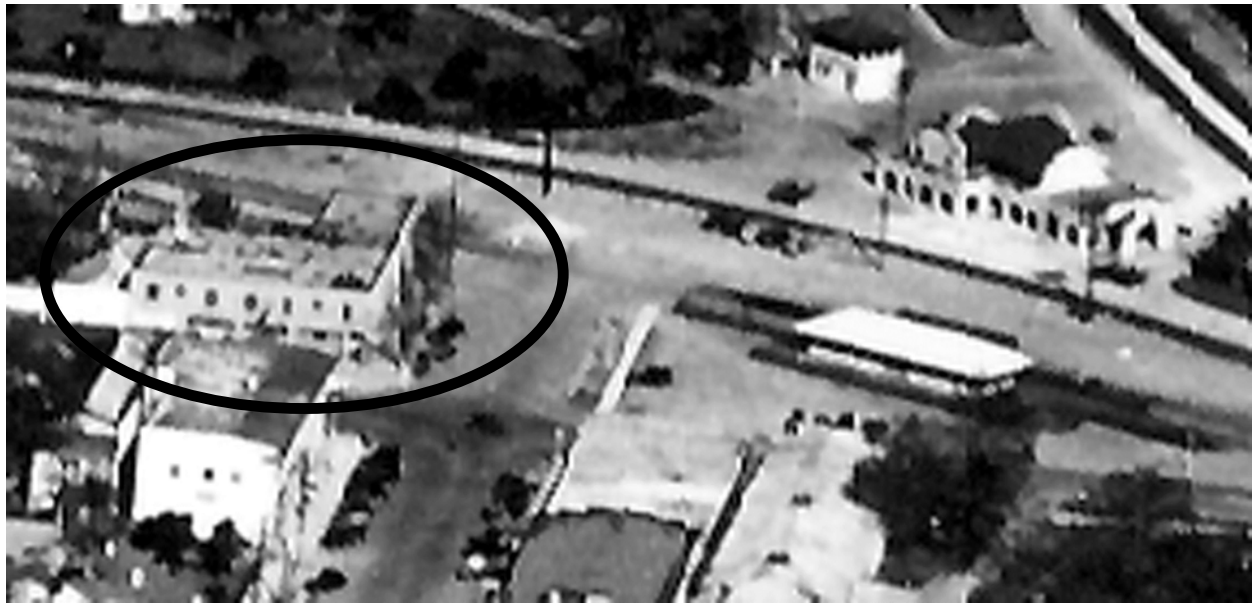
4.3. September 4, 1931. People not only sang solo at local meetings, they performed songs written by local people. "Dr. Roadhouse" and "Dr. Hayes" were prominent faculty at the University Farm.

ROTARY WOULD FOSTER INTER- CITY ATTENDING

Assembly Meeting, at Lake Tahoe Outlines Work of Year

Davis Rotary Club, Sam Brinley as president, in the chair, enjoyed an interesting luncheon session at Terminal Cafe Monday. Quite a contingent of Woodland Rotarians were present.

Dr. Roadhouse, song leader, offered two new songs, stating they had been prepared by Dr. Hayes, and both went over good.



4.6. On March 26, 1936, A. E. Gilmore photographed Davis from a Goodyear blimp. The above is an excerpt from that photo, showing the Terminal Hotel on the left. The entire picture is printed on page 10 of Lofland and Haig, 2000. (The print from which I scanned the picture is owned by Pete Richards of the Davis Gold and Silver Exchange.)

4.7. Davis looking east in a photo taken ~1939. College Park is in the lower left and the University Farm Quad is in the lower right. I include this view here to draw attention to just how small Davis was even on the eve of World War II. (Scanned from photograph number 3789 in the UC Davis University Library Special Collections.)



2) DAVIS' ONLY ALL-NIGHT ESTABLISHMENT

In 1939 and for a while later, it appears that Davis had a **single** establishment that stayed open all-night and that was the Terminal Hotel. In this sense, the Terminal Building housed the watcher of the night, the single entity awake to sound the alarm in the case of emergency.

This came to be because in November of 1939 the telephone system changed from a live operator to an automatic system. Prior to that, there was an all-night live telephone operator in Davis who served as the watcher of the night and to whom people reported fire and other emergencies. The operator then relayed the calls to the right authority.

Having no operator, the first Fire Department response was to hook the Department's phone directly to the alarm. This was quickly abandoned because pranksters rang up only to make the alarm sound. One mother even instructed her children that it was time to come home when they heard the fire alarm, for she would call up in order to set it off.

The solution then devised was to have an extension on the Fire Department phone (number 456), near the cash register at the Terminal Hotel and Cafe. Someone was always there when it rang. The employee who answered that phone took the call and then called the unlisted number that set off the fire alarm.

This system was not perfect, though. There were only 999 numbers on the system in Davis and teenagers made it a game to call numbers until they hit it. This made it necessary to change the unlisted number "about every four months" (Miller, n.d., 132).

All this gaming became unnecessary when Davis grew large enough to justify paying people to be at the fire station twenty-four hours a day. (I draw the above from pages 131 and 132 of Charles Miller's delightful compilation of materials on his father's service as the Davis Fire Chief from mid-1934 to late 1940 (Miller, no date).



4.8. This 1939 *El Rodeo* yearbook ad fudges on the time period because the first part of the building had stood for 15 years and the hotel for 12 years. The reference is likely to the Belenis and Tingus Cafe, which preceded the building.



4.9. Taken ~1940, this photo depicts "Main Street" Davis close to its fullest "town" development. (This image is scanned from a postcard owned by David Herbst..)

4.10. Downtown Davis in 1941. The business district mostly stops at F Street on the west and Third on the north. (Larkey Collection.)



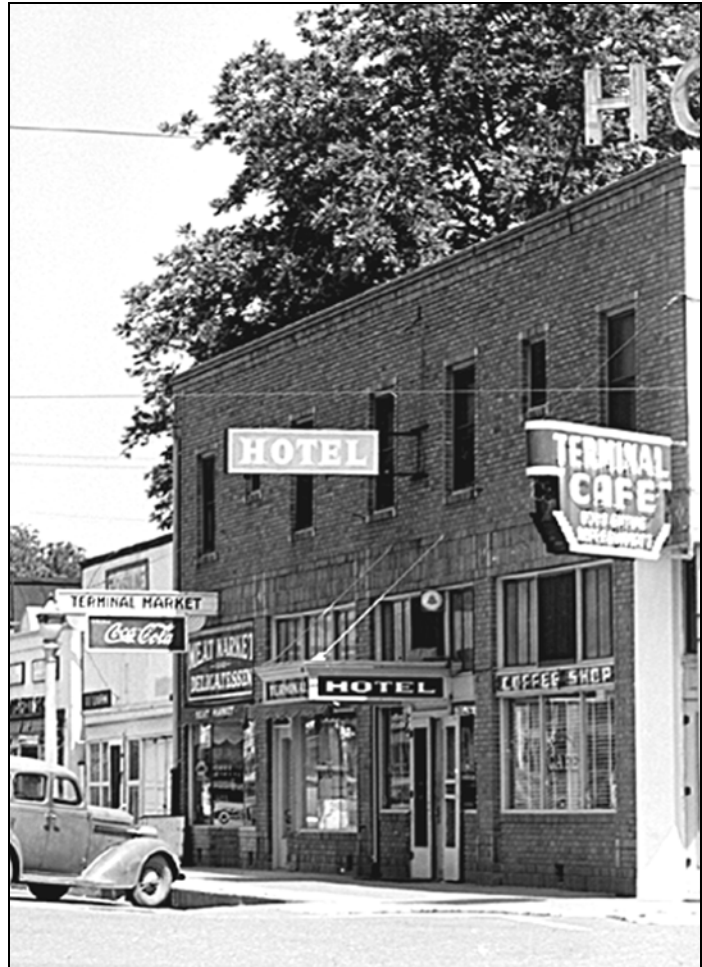


4.11. Excerpt from Fig. 4.10 providing a closer view of the Terminal Building.

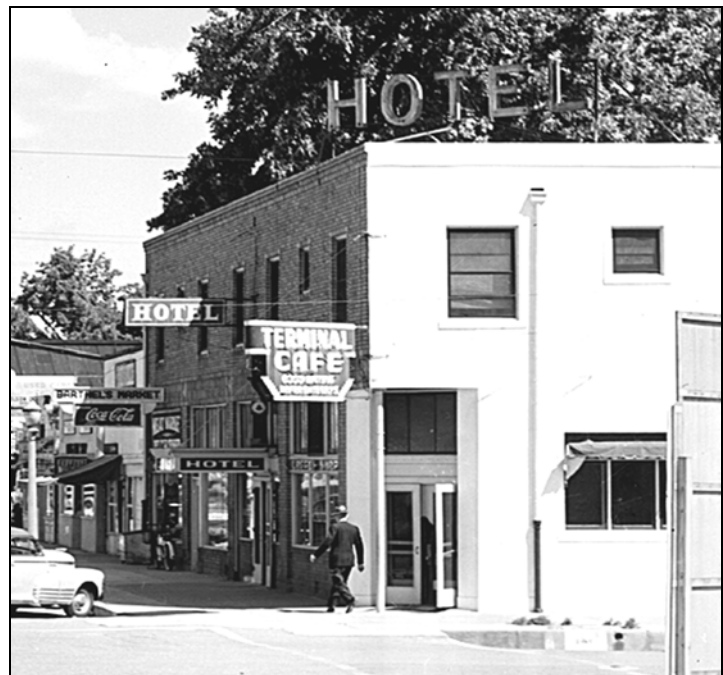
4.12. Excerpt from a photo in the Delay Family Collection in the Hattie Weber Museum Archives. Taken about 1944, it shows two of the business buildings next to the Terminal Building that would be demolished in the “cowboy” 1950s–70s. Notice the welding shop, a farm-oriented type of business that disappeared from the “downtown.”



4.13. Taken in 1944, this photo is from the UCD University Library Special Collections Eastman Collection, B-2123. Eastman titled the full picture "Main Street, Davis, California" and published it as a postcard.



4.14. Photographed by Eastman Studios in 1945 (B-3153), the building's brick south wall has been covered with stucco. (UCD Special Collections.)



4.15. In aerial photographs taken in September, 1946, Eastman Studios likely captured Davis at its fullest small town development. Below is an excerpt from one of those pictures that sold widely as a picture postcard. (Eastman B-4705, UCD Special Collections.)



3) AN OLD WORLD ENDS

The photographs in this chapter depict aspects of the last stage of small town America. Even though the country was rapidly urbanizing, across the nation towns such as Davis still retained a certain economic and social integrity.

But following World War II, this all changed very rapidly. In the next two chapters we will see how these changes played out in Davis in general and, specifically, with regard to the Terminal Building.

