

12. THE CHIEF BOOSTER: SCOTT

While the Promotion Committee and the Chamber of Commerce lobbied the State Farm Selection Committee and pointed out all the outstanding features of the area, Judge William A. Scott, owner, publisher and editor of the

***Davisville Enterprise*, lobbied the town itself to “shape up.”**

As indicated below and in other examples throughout, Scott unashamedly promoted Davisville and urged the populace to action.



The caption under this picture (circa 1905) on the cover of the 2005 Davis Chamber of Commerce Membership Guide, describes the scene as "Another day at the office for the employees of *The Davisville Enterprise*" Neither the employees nor building are still around, but the stories left by *The Enterprise* serve history well.

(Picture from Hattie Weber Museum)

Judge William H. Scott (pictured right, circa 1928), a Yolo County native born in 1861, purchased the *Davisville Enterprise* in 1899 and was owner, publisher, and editor until he retired in 1935. Early in his career he stated that "No town ever grew without the active aid of the newspaper and visa versa."

He was an outspoken advocate for Davisville, both as an editor and as a reporter.



(Picture from Lofland pp 79 and Larkey pp 78)



William and Katherine Scott's home for many years is still standing at 301 B Street and is currently the popular Ciocolat bakery. (Photo by Becket)

GOLD MEDAL FOR DAVISVILLE

**Her Almonds the Best Grown in
All the World. So Say the
St. Louis Judges.**

Just at the present writing it ought not to be an exceedingly difficult matter to detect by scrutinizing closely the facial expression of our people as they walk the streets, the Davisville almond growers. You may ask, why? We will tell you.

~~Our readers have not been permitted,~~ for a long time, to lose sight of the fact that it was our opinion that Davisville outranked the world in the production of almonds. We have been almost singing it for the last three or four years. We feared our friends would say: "an old chestnut."

Well the period of contention and the trampling upon dangerous ground has passed into history and all because the six sacks of almonds sent by the Davisville Almond Growers Association to the St. Louis exposition there to compete with the world's best almonds, have been awarded the gold medal. Alden Anderson of Suisun was awarded the silver medal.

Verily the prognostications, judgments and conclusions of the ENTERPRISE are ever and anon proven correct—preadventure, one by one occasionally.

Just as the proposition of lighting the town by electricity, a town justice court, irrigation canal, an arc light at the depot, Read's machine shops, the Schmeiser machine shops, Bay Counties Power Co. and switching station, by the way, are a few of the things urged and predicted by the ENTERPRISE, and the same was, as a rule, first greeted by smiles of dubious disinclination to take them seriously. However, presistance is a jewel, in truth.

~~There are few other things at the~~ present time, prominent before the mental vision of the writer but he expects to see prospective improvements become realities as the time slips by to-wit: A full fledged creamery, as the irrigation canal is now here, a cannery, and street lights.

E. D. N. Lehe, the electric light man said to us, the other day, that Supervisor Ormsby had offered to light the streets of Davisville with electric lights whenever he run a line to Winters. He concludes that he will be able to take him up on the proposition in the near future as he will not be long getting into Winters with the juice. Good!

There is much work that might be done by the Men's League along the line of street and sidewalk improvement, tree planting and the abating of nuisances obnoxious and dangerous to health.

Perhaps there is no single example more revealing of Scott's self-appointed role as "The Davisville Booster" than this front page column about the Gold Medal Almonds (and other items) on January 14, 1905.

Scott freely admits his bias

. . . . but is also quick to point out that he is right!

. . . . and then reminds his readers that this is not an isolated case.

. . . . then presents more fearless predictions

. . . . but then concludes with another shot at the Men's League.

The WCTU had a weekly column in the *Enterprise*. This is an excerpt from the one for the week of April 1, 1905.

Although Editor Scott was an active member of the Presbyterian Church, and therefore (publicly at least) did not drink, he is careful here to distance himself from the WCTU.

The reason may have been the eight Davisville saloons and their patrons. Alienating all those *Enterprise* subscribers was hardly good business.

The WCTU and their allies were an important but not decisive force in Davisville life. Here we see them struggle to turn back a move to establish a ninth saloon in the town.

W. C. T. U. Notes.

This column is paid for by the above organization, and the editor of the *Enterprise* is not responsible for anything appearing therein.

★ We as sisters, mothers and ★
★ sweethearts, beg of the men ★
★ of our community to think ★
★ of home and the awful re- ★
★ sults of the liquor traffic ★
★ Don't sign any more saloon ★
★ petitions for license. ★
★ Hereafter the names of all ★
★ those who sign will be pub- ★
★ [lished] in this column. ★

When we knew for certain last week that the whispered rumor was an actual fact and noticed the names of some of the signers of the petition for another saloon in a town of 700 inhabitants and 8 saloons already we were discouraged to think people are so blind to the welfare of our homes to say nothing of our little town

Shown are several examples of Scott's use of his newspaper to "boost" Davisville. Other examples are found in columns 6, 8 and 13.

He continued this practice long after Davisville became Davis and the Enterprise moved from the shop pictured above to the one the interior of which is shown below.

Although the exterior has been modified, his "new" shop still serves the Enterprise today—as the Circulation Department at 303 G Street, shown here.

(Photo by Wendy Nelson)



Scott's
Print
Shop,
303 G
Street, c.
1925.

From the
left: Scott,
Kathryn
King Scott,
unidentified
linotype
operator,
Reverend
Nathan
Fiske.

(Photo in the Larkey
Collection, Yolo
County Archives.)

