

KNOXVILLE TIMES

THE SUMMER OF 1919

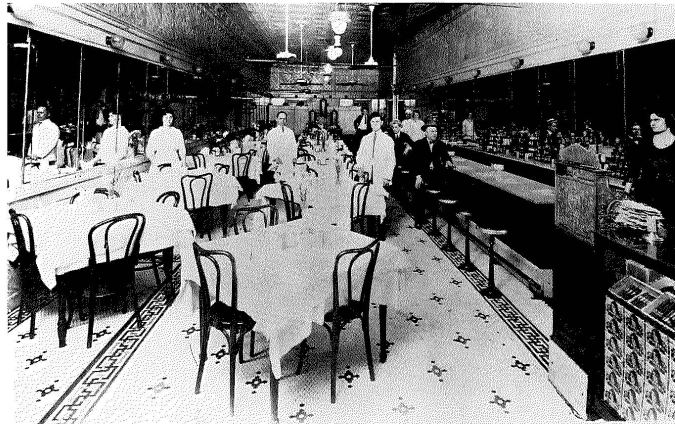
REGAS BROTHERS CAFE OPENS AT GAY & MAGNOLIA

The new cafe, named for its founders and owners, Frank and George Regas, occupies space in the Harris Building.

Just two blocks from the Southern Railway Station, the cafe is conveniently located for railroad employees and travelers. Those patrons who do not arrive on foot will find ample parking for their horses and buggies or automobiles.

Inside, the cafe is neat as a pin and sparkling clean with a handsome mosaic tile floor, an 18-stool counter, tables covered with white cloths, and ceiling fans to cool patrons on hot days. Mirrored walls add length to the room.

The Regas Brothers Cafe will serve breakfast, lunch, and dinner. Meals will be served 24 hours a day. The menu features freshly prepared favorite American foods. The Regas brothers are dedicated to pleasing their customers by offering the very best meats and vegetables available and preparing them in a manner that is both healthful and appetizing.



Ready for business. Regas Brothers Cafe will be open 24 hours a day.

"PANTS" The Ice Pick Burglar Removes Trousers.

The Knoxville Police are now working 12-hour shifts in an all-out attempt to apprehend the daring robber who has burglarized a dozen homes in the Kingston Pike area since the beginning of summer. His method of entry is to penetrate the screen and lift the door latch with an ice pick. He then searches out the bedroom where the gentleman of the house is sleeping. The only item he removes is the gentleman's trousers which he takes out to the yard and searches for money. He then folds the trousers neatly and places them where they can easily be seen. Because he takes only cash, leaving watches and other items that can be traced, the police as yet have no clue to his identity but call him "Pants, The Ice Pick Burglar" because of his method of operation. So far this summer, "Pants" has made off with some \$500.

Frank And George Regas Believe In The American Dream.

Frank and George Regas began life in the small farming village of Patras, Greece. Even as young boys they longed to escape the monotony of life in Patras and from a stepmother they couldn't learn to love. But it wasn't just escape they dreamed of. They dreamed of achievement. Of doing something, of becoming somebody. And America was the place to do it all.

Frank left Greece when he was 14 years old. He arrived in New York in 1903. He didn't understand English, and he didn't know anyone in America. But he was happy to be on American soil and, as his stake, he had a \$100 loan from his father.

His first goal was to repay that loan and he did, by earning \$20 a month as a dishwasher. Then he went to work in North Dakota, laying railroad track. Even though he spoke little English, he was promoted to assistant foreman. In a few years, his brother George came from Greece and worked with him as a member of the railroad crew.

George subsequently went into the restaurant business in Knoxville. In 1915, Frank joined George in Knoxville. He borrowed money to buy out two partners who were in the restaurant business with George. Their first attempt at running a dairy lunch counter was not a success.

Now that they have more experience in the restaurant business, and with their unwavering determination to succeed, the brothers are optimistic about the future of their cafe. Activity at the nearby Southern Railway Station has increased greatly since the end of the World War, and the Regas brothers expect to serve many railroad workers and passengers. In addition, they will benefit from the fact that their cafe is located on the trolley line.

Frank and George Regas are grateful to this "Land of Opportunity" because it has given them the opportunity to realize their boyhood dream of "doing something and becoming somebody."



Built at the beginning of the new century, the Southern Railway Station has seen a significant increase in traffic and freight activity since the end of the World War. The new Regas Brothers Cafe will remain open all night to serve railway workers and passengers.

THROUGH THE YEARS

Pictures from the Regas Photo Album



Gay Street, as it looked about the time the Regas Brothers Cafe opened 65 years ago.



Police occupied crow's nests which gave them a vantage point from which to direct traffic — a mixture of street cars, automobiles, horse-drawn vehicles and pedestrians.



1930. The Cafe has been open for 11 years. The tile floor is new, the mirrored walls are gone, and wall fans have replaced the ceiling fans.



1933. The entrance to the Regas Brothers Cafe is between Liggett's Drug Store and the Hotel Watauga. The folks on the corner may be waiting for a street car.

Sterilizing System Installed For Bathers.

A new violet ray sterilizing system is being installed in the swimming pool at Whittle Springs Golf Club and two lawn tennis courts are being built. The Club has 100 new Golfing Members pointing to the popularity of the sport in Knoxville.

Congratulations to Mr. and Mrs. Will Lightfoot.

They entered a dance contest up in Chicago and won third place in The Bunny Hug. They were also thrilled to learn a new dance introduced by Vernon and Irene Castle. It is called the Tango. The Lightfoots also went to the baseball game and saw the Cincinnati Reds beat the Chicago Cubs two games, bringing the Reds a little nearer to the top.

Fountain City Women's Christian Temperance Union Meets.

A short business session of the W.C.T.U. was held, after which the ladies took flowers to the hospitals and literature to the jail.

Man Suffers Buggy Injury.

The accident occurred when an inbound street car on Broadway near Cecil struck the wheel of a buggy driven by Horace C. Dobbins. Mr. Dobbins was thrown to the pavement and was unconscious for several hours. He was taken to the hospital where it was thought his wounds were not fatal. The buggy was smashed but the horse escaped uninjured.

A Fashion Note.

A Swinging Hoopskirt of Tulle appears as a Tunic to a Slim Frock and makes Impressive the Present Fashion of Width between the Hip and the Knees.

At the Flickers ...

More and more Knoxvilleians are spending time in local theaters watching "The Flickers," a slang term for the motion pictures. This week, there is a choice that includes Tom Mix in "The Sheriff's Reward," Mabel Normand in "A Touch of Rheumatism," Douglas Fairbanks in "Reaching for the Moon," Dorothy Gish in "I'll Get Him Yet," Theda Bara in "The Siren's Song" and Fatty Arbuckle in another funny show, "Fatty's Busy Day."

The South's 'Inland Atlantic City.'

For summer amusements, our own "Chilhowee Park" can't be beat. It offers visitors and vacationers a Bathing Beach, Giant Roller Coaster, Fine Fishing, Boating on the Most Beautiful Artificial Lake in Tennessee, Miniature Railroad, Finest Dance Floor in the South with every courtesy to Ladies, the Forest Trees, and a free Open Air Theater with Head-Line Vodevil Acts. Admission is 10¢ for adults, a jitney for children.

Sergeant York Comes Home.

World War Hero Sergeant Alvin York, his mother, his sister, and his bride have taken up residence in their mountain cabin near Pall Mall, Tennessee.



Regas, as you know it today. The building adjacent to it was removed to provide a large, landscaped parking area. Regas received a National Landscaping Association Award for its parking lot. During the 1970s, the interior underwent a major remodeling, using an English/Early American theme. An addition to the south side of the building nearly doubled seating capacity.

SIXTY-FIVE YEARS LATER ...

5

**The times have changed.
Tastes have changed.
The Regas promise
of quality service and honest value
has not.**

WE KNOW:

That a satisfied customer is the best advertisement and consequently do our utmost to please you by buying the very best foods that the market offers, and to prepare them in such a manner as to be appetizing and healthful.

Should you for any reason have cause to complain, we are at all times ready to make adjustments to your satisfaction.

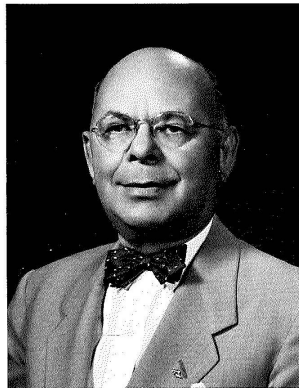
Your patronage is appreciated, and we thank you!

*Most truly yours,
FRANK AND GEORGE REGAS*

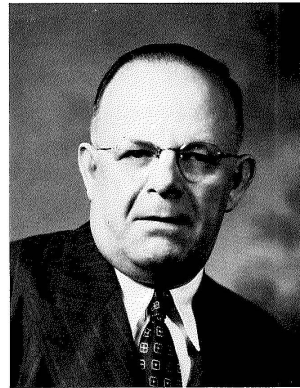
For many years, this 'credo' appeared on the back of the Regas menu. Frank and George lived by it.

65 years have passed since the young Greek immigrants, who believed so firmly that America was the land of opportunity, ventured into the restaurant business. It was their conviction that they could succeed if they worked hard and never stinted on the quality of their menu. And they were right.

Frank and George Regas became successful restaurateurs. Equally important, they became patriotic citizens, always grateful for the opportunities their adopted land had offered them, and always ready to work for the good of their community and their country.



Frank Regas



George Regas

A \$500 loan gave the brothers the opportunity to go into the restaurant business. Their first venture, an 18-stool "dairy lunch counter," failed. They began over again. They worked hard. They repaid their debts. They became leaders in state and national restaurant associations. They worked for civic improvement in Knoxville. They believed in education and helped establish training programs for young people interested in entering the

restaurant industry. They were devoted family men and they were friends with people in all walks of life. And always they were grateful that they had been given the opportunity to be Americans.

Both Frank and George died in the 1950s. They had lived to see their modest enterprise grow into a 275-seat restaurant ... a business that prospered because it was built on high ideals and hard work.



RECOGNITION HAS BEEN NATIONAL

In 1984, Regas was again selected as an award-winning restaurant by *Travel Holiday* magazine, an award known as an "Oscar" of the restaurant business. 496 restaurants in the United States, Canada, and Mexico were recipients of the award. Only two restaurants in Tennessee, one of them being Regas, were so honored.

The Grady's Good Times, Good Food & Drink Concept Originated At Regas Restaurant.

In 1982, Frank Regas, Gus Regas, Grady Regas and Mike Connor, and Bill Regas developed the concept for a restaurant positioned to be at the very top of the casual food market.

Grady's Good Times, Good Food & Drink emphasizes the finest quality foods, service, and value and an inviting atmosphere provided by the rich woods, glass, brass, and fresh flowers and plants found throughout the restaurant.

Grady's Good Times opened in Knoxville in December, 1982. In its first year of operation, Grady's cooked over 25,400 hamburgers to order, twirled 350,000 potatoes for Tater Twirls (a product the restaurant originated), prepared more than 20,600 chocolate bar cakes, and served almost 500,000 customers. It has been one of the most successful restaurant concepts in America.

The Knoxville operation is the first Grady's. There will soon be another when Grady's Good Times, Good Food & Drink opens in Charlotte, North Carolina, in October of 1984.

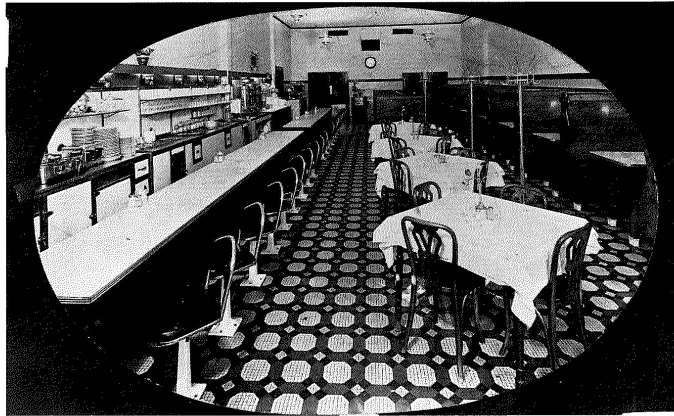
Today, the second generation carries on the family traditions.

The simple cafe, with its counter, tile floor, ceiling fans, and hat racks, is now a 420-seat restaurant managed by Bill, Frank, and Gus Regas. Regas, with its relaxing and distinctive atmosphere and its menu of fine, freshly prepared foods, sets the standard of excellence for all others in the area.

The Regas family today lives by the credo established by Frank and George. "There are no short cuts to success in the restaurant business," says Bill Regas, "and Regas Restaurant never has and never will compromise on quality."



Gus, Bill, and Frank Regas



1941. Booths have been added, and there is a radio at the back of the restaurant for customers' listening enjoyment. If you dropped in for breakfast, you could get ham and two eggs (any style) for 45¢. Times had been hard in the 30s. Now the war years brought great activity. At 4 am, there would be as many as 200 people wanting breakfast before going to work at a mysterious project in Oak Ridge. When gas rationing was imposed, patrons arrived at Regas via the trolley.

1919-1949
Celebrating Our 30th Year
 of Progress with a Growing Knoxville



Air-Conditioned :: Completely Remodeled
Regas Restaurant
One of the South's Finest
 318 North Gay Street, Knoxville, Tenn.
 "Home of Sizzling Steaks, Chicken in Basket, Ham and Sweets"
 Use Our Free Parking Lot — Open 24 Hours a Day

1949, and Regas celebrates its 30th Anniversary ... patrons are offered wholesome food, parking space, air-conditioning, and an opportunity to inspect the kitchen "at all hours."



1952. Big changes. The Regas name is in neon and the restaurant has expanded, occupying space all the way to the end of the block.

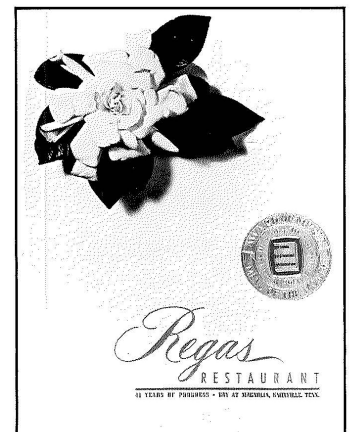


1956. The restaurant has a more contemporary, streamlined front. "Sizzling Steaks" are still a specialty. Both Frank and George Regas died in the 50s and their children, Bill, Frankie Regas Gunnels, Frank, and Gus, took over management and operation of the restaurant.



1960. A new image and a new era for the restaurant which is now 41 years old. The top three floors have been sheared off the building, the first and second floors have been refurbished. The restaurant has gone from a 24-hour-a-day, seven-days-a-week operation to lunch and dinner business only. The image of Regas as a dinner house was beginning to be established.

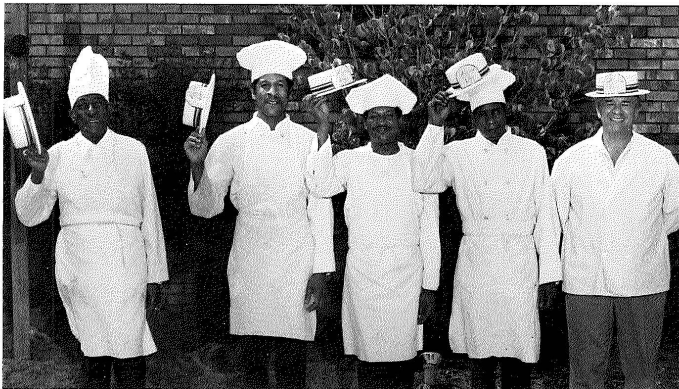
The new menu promotes the new image ... and wins the National Restaurant Association's Menu of the Month Award. Coffee and tea have risen from 5¢ to 10¢, a slice of apple pie is a dime, and the 40th Anniversary Special was a complete filet mignon dinner for \$2.65.



To the people who make it happen — the Regas Management Team.

Some work out front, some behind the scenes, but they all work hard to make Regas one of America's best restaurants. The fact that Regas has been acclaimed as one of the finest restaurants in the country is a tribute to this staff of dedicated professionals who strive for excellence and inspire others by their example.

FOOD PURCHASING AND PREPARATION,
under the direction of Frank Regas.



Left to right:
Ernest Saunders, Regas chef for over 50 years; **Paul Pryor**, chef for 25 years;
Malachi Dean, chef for 23 years; **Paul Dean**, baker for 25 years; **Frank Regas**.

**DINING ROOM SERVICE AND
THE GATHERING PLACE LOUNGE,**
under the direction of Christine Flynn, who has been at Regas for 25 years.



Left to Right:
Christine Flynn; **Donald Anderson**, evening dining room manager, 2 years with Regas;
Elizabeth Hood, day dining room manager, 12 years; **Hazel Schmidt**, hostess and
supervisor of maintenance and clean-up, with Regas for 29 years. (Not Shown:
Wanda Massey, training manager and computer supervisor, 7 years.)

**GATHERING PLACE BARTENDERS,
LIQUORS AND WINES,**

under the direction of Gus Regas, and Sommelier (Wine Steward).



Left to right:
Clifton Ellis, sommelier; **Kevin Cleary**, bar manager; **Gus Regas**.
(Not Shown: **David Munns**, sommelier.)

**ADMINISTRATION
AND CASHIERS**

**21 Employees Who
Have Been with Regas
10 Years or More.**



Imogene Helton, day time cashier,
with Regas for 29 years; **Betty Iezzi**,
secretary and reservationist, with
Regas for 2 years. (Not Shown:
Wendy Cate, evening cashier, with
Regas for 1 year; **Irene McGinnis**,
director of administration, with
Regas for 7 years; **Janet Acuff**,
director of bookkeeping and payroll,
with Regas for 27 years.)

Kitchen		
Chef Ernest Saunders		50 years
Paul Pryor		25 years
Malachi Dean		23 years
Paul Dean		25 years
Mike Rose		13 years
David Hill		16 years
Dining Room		
Trula Lawson		26 years
Lorena Rudder		21 years
Jean Rymer		22 years
Joan Grant		13 years
Edria Cole		23 years
Mary Campbell		23 years
Bobbie Matthews		18 years
Mary Ann Cruze		10 years
Sharon Byrd		12 years
Phyllis Whitt		12 years
Administrative		
Janet Acuff		27 years
Christine Flynn		30 years
Elizabeth Hood		12 years
Hazel Schmidt		29 years
Imogene Helton		29 years

Our 65th Anniversary Celebration wouldn't be complete without honoring these 21 long-time employees whose loyalty, hard work — and pride in doing a good job — has done so much to set the standard of excellence for which Regas has become famous. Thanks to each one for helping make this 65th Anniversary possible.



THE NEW 65TH ANNIVERSARY MENU

*"Good Food for Good Health
28 Years of Constant Progress
Finest Foods, Modern Meals at Popular Prices.
Such is the Story of Regas Restaurant"*

The Regas brothers, Frank and George, said it on their menus many years ago ... "Good Food for Good Health."

And Americans today are nutrition-conscious. They want wholesome, light, fresh foods, prepared to enhance their freshness.

The Regas menu has always catered to the tastes of the times. The menu changes as tastes change ... while quality remains a constant. Frank and George Regas brought many new food ideas to Knoxville, ideas that Regas became famous for in this area. There was Chicken In A Basket, "Every Bite a Tender Delight," and "Our Famous Ham & Sweets ... from young, tender porkers raised in East Tennessee." "Sizzling Steaks," steaks served straight from the platter on which they were broiled were introduced to Knoxville at Regas.

The 65th Anniversary Menu, like its predecessors, caters to today's tastes, offers fresh, wholesome foods ... and new ideas.

Regas has been making it from scratch since 1919.

The new menu features:

- Fresh soups, made from scratch.
- Homemade wholewheat rolls and muffins.
- Homemade desserts, including fresh strawberry shortcake with real whipped cream and New York-style cheese cake.
- Freshly baked potatoes and fresh vegetables of the day.
- Aged steaks, cut fresh daily.
- Regas' famous Prime Rib, aged to perfection and cooked slowly all day in a special oven.
- Crisp, freshly prepared salads, such as the Shrimp on a bed of Spinach.
- And salad dressings made in Regas kitchens.

Flying fish ... Regas is famous for its seafood.

- Fish and seafood are flown in fresh.
- Swordfish comes from the Florida Coast in the winter, the East Coast in the summer.
- Luscious lobster tails come from the South Pacific.
- Fresh Boston Schrod, a New England specialty that was a favorite as far back as colonial days, and fresh sole come from the Atlantic Coast.
- New England sea scallops are cooked in a convection oven to preserve their tenderness and delicate flavor.
- Fresh salmon is poached to perfection.

Mesquite Wood Grilling ... a new idea.

Actually, not a new idea when you consider that the Indians of Central America have used Mesquite wood for centuries to prepare charcoal broiled fish. But new to American restaurant patrons.

Mesquite trees grow throughout Central America and the Southwest United States and are available to restaurants in the form of logs, chunks, or chips. They are used as an alternative to charcoal for barbecuing or grilling.

Mesquite burns very hot, about 1,000°F. The high temperatures sear the foods, seal in their natural flavors, and the smoke imparts a delicate, sweet woody flavor.

Regas has recently installed a Mesquite grill. Our steaks, our hamburgers, and our swordfish are grilled over Mesquite ... they are more tender and moist, and the taste is superb because this cooking method brings out all the natural goodness of their flavor. It's all part of the New American Cuisine ... fresh foods, simply prepared.

Fresh foods ... made from scratch ... cooked just right ... no short cuts, no stinting on quality ... new ideas to please new tastes ... this is the promise to the customer that Regas has kept for 65 years. Regas. Knoxville's oldest — and newest — restaurant.

DAVE THOMAS KNOWS WHERE THE BEEF IS.

Back in the 1940s, a 12-year-old boy (who had to lie about his age to get the job) worked the counter with 14-year-old Bill Regas. The two boys had the graveyard shift, working from 8 pm to 6:30 am. They had a competition from night to night to see who could wait on the most customers and earn the best tips.

David Thomas worked at Regas from 1943 to 1945. He learned about quality food and service, cleanliness and good value from George and Frank Regas, whom he remembers well. Mr. George used to say, "My boy, take it easy, relax." Mr. Frank was a "super tough hombre who really motivated me because I didn't want to get fired." The greatest compliment Dave Thomas ever received came when he quit his job and "Mr. Frank told me any time I ever wanted a job, he had one for me at Regas."

Dave Thomas stayed in the restaurant business. He helped develop the Kentucky Fried Chicken stores and worked with Colonel Sanders learning the franchising business. In 1969, he opened the first Wendy's Old Fashioned Hamburger Restaurant in Columbus, Ohio; he returned to Knoxville 30 years after he had left to open the 180th Wendy's in the chain. Today, there are 2800 Wendy's Restaurants throughout America.

Clearly, Dave Thomas took to heart the special Regas philosophy that was taught to him as an employee: "In America, if you work hard you can be anything you want to be and do anything you want to do — if you only try!" A successful restaurateur himself, he has never had to ask for his job back at Regas. But he'd probably admit that one place where the beef is — is at Regas!



FESTIVITIES PLANNED

For 65th Anniversary Celebration, August 13 to 25.



Wine, Wooden Nickels and Special Features of the Day!

Forget the advice about not taking any wooden nickels. During our two-week celebration, wooden nickels will be worth a lot to you so look for them when you come in, because ...

On Monday, Filet Mignon is \$10.95 and one wooden nickel.

On Tuesday, coffee with lunch or dinner is 5¢ and one wooden nickel.

On Wednesday, our house wines (Chablis, Rosé, and Burgundy) are \$1.50 a glass and one wooden nickel.

On Thursday, Prime Rib of Beef (lunch only) is \$5.95 and one wooden nickel. The 8 oz. (Early Dinner only) is \$7.95 and one wooden nickel. The 12 oz. Medium Cut (Dinner) is \$11.75 and one wooden nickel. And the 20 oz. Large Cut (Dinner) is \$13.95 and one wooden nickel.

On Friday, Fresh Boston Sole is \$10.95 and Fresh Boston Schrod is \$10.75 and one wooden nickel.

On Saturday, Strawberry Shortcake is \$2.65 and one wooden nickel.

Every day is a special day during our Anniversary Celebration ... with a special price — along with that wooden nickel — on the menu item being featured that day.

And for connoisseurs of great wines ... two great premium wines at less than premium prices.

Celebrate with a glass of Lafite Rothschild, a 1976 French Bordeaux. Offered by the glass (four ounces) from our cruvinet for \$14.

Or drink a toast with a glass of Dom Perignon, a 1976 Brut French Champagne. Offered by the glass (five ounces) for \$11.

By the bottle (24 ounces) the Lafite Rothschild is \$160, the Dom Perignon is \$95. As you can see, our Anniversary Celebration offers substantial savings on truly great wines by the glass.



The Regas staff is putting on a 1919 look during the Anniversary Celebration. And our hats are off to you, our customers, who have made it all possible by dining with us during these past 65 years.

