

CHEVY CHASE, THE MOST BEAUTIFUL

Chevy Chase, "Suburb Beautiful,"
Famous from Coast to Coast

Shares Washington's Envious Reputation for Beauty.
Fruit of Plan Laid Twenty Years Ago—Farm
Lands Converted Into Fine Home Sites.

As the seat of government of a world power Washington is rapidly becoming the social as well as the political capital of the nation, and within the last decade its growth along this line has astonished the country. Of all the great capitals—London, Petrograd, Rome, Berlin, or Paris—none has seen such amazing developments as has the Capital of the United States.

Entering the city through the grand portals of the new Union Station, whose cost approximated \$20,000,000, the visitor obtains at first glance a striking impression of the city's beauty and magnificence when he looks across the plaza toward the Capitol, and each day one remains in Washington but serves to increase one's appreciation of the incomparable attractions that make life in Washington exceptionally attractive even to the person of moderate means. And after that first impression of beauty there follows an impression of Washington's greatness—its greatness at present and its possible greatness in the future.

As the visitor goes about the city he sees evidences of improvement on every hand. All around him are broad and perfectly paved avenues and massive marble buildings that typify the stability of the great and glorious government, buildings of magnificence that are increasing in number every year. And none the less notable in the downtown district are the many costly business buildings which give substantial evidence of Washington's commercial growth and activity.

The cosmopolitan atmosphere of Washington is another striking feature of Washington life. Ambassadors of foreign nations, diplomats from all over the world, wealthy women of society, rich men of affairs, politicians, and statesmen from every city of the country, and other notables roll by in their automobiles, but receive no more attention from residents accustomed to the city's cosmopolitan character than if the men and women were of no prominence whatever.

Development of City Carried Out Consistently.

But it is not until the visitor leaves the business section and traverses the splendid avenues that thread its residential section and lead by way of magnificent boulevards to its suburban places does he begin to fully realize the beauty of Washington and its unparalleled attractions as a place of residence.

No city in the world, not even Paris or Berlin, was ever laid out with more care than Washington, and since the day Maj. l'Enfant planned the topography of the city, following its location by George Washington, the lines of the city's development have been remarkably consistent, it seeming to be the purpose of every one having a hand in the improvement of the city and its suburbs to extend its avenues and erect buildings with one aim toward beauty and harmony. The plans drawn by Maj. l'Enfant appeared gigantic in their day, and few dreamed that the streets and avenues he conceived would ever be lined with the thousands of lovely residences and magnificent mansions that now adorn the city, but the growth of Washington has been even greater than the dreams of its founder and more extensive than l'Enfant's gigantic plans conceived.

Twenty years ago Washington began to be the Mecca of millionaires from every State in the Union, who suddenly saw the residential advantages of the city, and they began the wonderful development of the northwest section of the city and its subsequent suburban growth in the vicinity of Chevy Chase.

A "Suburb Beautiful" Famous from Coast to Coast.

"Travel anywhere you will in this country and let the conversation touch on the beauties of Washington, and some one is sure to say, 'Was you ever out in Chevy Chase?'"

As a suburb, it is a fact that Chevy Chase is noted far and wide, as Washington itself, and shares this city's enviable reputation for beauty.

This suburb represents the fulfillment of a purpose and itself testifies to that consistency of development previously alluded to, for Chevy Chase is the fruit of a plan laid twenty years ago by men, who, impressed with the influx of millionaires and the rapidly with which they were building mansions in the northwest section, realized that the city would eventually grow beyond the confines of the city proper and make it necessary for the rapidly increasing population to seek the suburbs for ideal home conditions. These far-sighted citizens had a wise vision that carried them far enough in the future to see Washington not only the mecca of millionaires, but of home seekers of more modest means from all sections of the country, and they saw the city built on a foundation of national pride, a city that the world would admire as an example of civic beauty and a rival in

point of magnificence to the capitals of the world.

To this realization, combined with creative genius and a vast expenditure of money, Chevy Chase, the "suburb beautiful," owes its existence.

Farm Lands Converted Into Fine Home Sites.

It seems difficult to realize that Chevy Chase was once nothing more than a vast stretch of truck gardens and farm lands. Conditions at that time for convenient suburban residence were chaotic, there being no street facilities, no sanitary advantages, no lighting, sewerage, or water system, and only primitive methods of transportation.

To change all this without regard to expense the Chevy Chase Land Company was organized. Hundreds of acres of farm lands were purchased with well-conceived plans that included as an important feature the direct continuation of Connecticut avenue over Rock Creek into the heart of the proposed suburb, and the company eventually succeeded in its plans, though not without meeting with some discouragement through the operation of speculators who purchased real estate directly in the proposed route of the avenue's extension, which accounts for the deflection of Connecticut avenue at the District line from a northwesterly direction straight into Maryland to a northerly direction into Chevy Chase and beyond.

The task that confronted the Chevy Chase Land Company was stupendous. It involved the opening of what is now Connecticut avenue to the District line from Calvert street, and beyond the District line into Maryland. But the company, at its own expense, graded this magnificent boulevard and gave it a generous width of 110 feet the entire distance, with a standard system of construction that makes it a wonderfully smooth and beautiful boulevard.

And this magnificent avenue was not only completed at the expense of the Chevy Chase Land Company, but when completed it was turned over and dedicated to the District of Columbia without it having cost the District or the national government one dollar.

But that is not all. The Chevy Chase Land Company constructed the Calvert street bridge over Rock Creek and the bridge over Klingelrod run, bearing the initial expense of this great undertaking and afterwards relieved the District of Columbia of one-half of the cost of keeping up the bridges. Later the District built what is known as the Connecticut avenue bridge which also spans the picturesque Rock Creek Valley and forms a direct connecting link between the city and the lovely suburbs and country beyond, making one of the Capital's most fashionable boulevards a straight and continuous thoroughfare from the White House to Chevy Chase.

To say that the Chevy Chase Land Company in making these expensive improvements, costing hundreds of thousands of dollars, conferred a work of incalculable value upon the District is putting it mildly. Before the land company made these improvements some of the property in and about Chevy Chase was assessed as low as \$75 an acre. Today the same land is assessed at thousands of dollars an acre, resulting in a tremendous increase of revenue to the District government.

Incidentally, it may be added that this increase in assessment is also a significant indication of the enormous increase in real estate values in that section within the last few years—an increase that is only a prophecy of the increase to follow in the years to come.

Problem of Transportation Solved at Great Cost.

But the building of the two bridges referred to and the construction of the boulevard forming the extension of Connecticut avenue did not entirely solve the problem of transportation facilities to Chevy Chase, so the Land Company, with an enterprise unsurpassed in the suburban development of Washington, constructed a car line which it operated for several years at a loss of revenue merely to afford the residents of Chevy Chase and prospective purchasers of home sites in that vicinity the convenience of street railway transportation.



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E. H. ELLIOTT — MCKINLEY ST.



DR. T. A. POOLE — CONN. AVE & OLIVE



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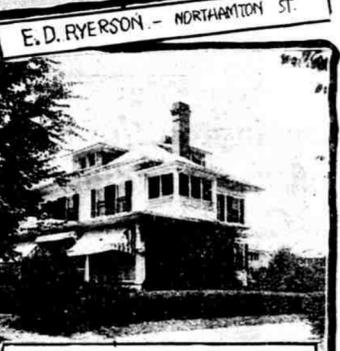
B. A. LEAVELL — BRADLEY LANE



MRS. A. M. KINGAN — BROOKVILLE ROAD & KIRKE



RUDOLPH KAUFMAN — MILITARY ROAD



W. S. ABRAMS — MORRISON ST.



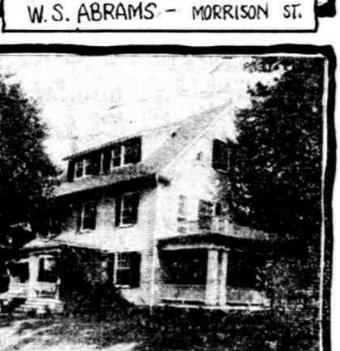
H. A. COOMBS — MCKINLEY ST.



C. W. PIMPER — BROOKVILLE ROAD AND PRIMROSE



G. W. HARRIS — MORRISON ST.



H. E. DOYLE — HUNTINGTON ST.

The initial cost of constructing and equipping this car line was about \$1,200,000. In order to obtain the benefits of transfers which would make a one-fare ride from practically any point in the city to Chevy Chase this street car line was later sold to the Capital Traction Company and is now a part of that splendid system.

This, in brief, is the history of the opening of that vast area lying to the northwest of Washington. Although the improvements enumerated benefit the public in general they were commendably made entirely by private enterprise. Hundreds and hundreds of acres of land contiguous to Connecticut avenue are today receiving the benefits resulting directly from the efforts and the entire prize of the Chevy Chase Land Company, which has accomplished a great work in bringing these splendid properties into touch with the city proper. To fully appreciate the work accomplished it is necessary to visit Chevy Chase. Beginning at Cleveland Park, and going north, all that vast development and improvement is the result of private enterprise, thrift and energy.

Highest Ideals Realized in Chevy Chase Homes.

It is entirely natural that the men responsible for the suburban improvements described should feel a pride in their work. Prominent among those interested is the real estate firm of Thomas J. Fisher & Co., Inc., whose offices are at 735 Fifteenth street northwest. This firm has been the exclusive agent of the Chevy Chase Land Co. from the very beginning. One of the men connected with that firm said to a representative of The Herald: "Yes, we are proud of Chevy Chase. We know that it is, as we say in our advertisements, 'The Best Suburb of the National Capital.' We might go further and say that we believe it will compare with any suburb anywhere. That it was planned on a broad scale the present development shows—future development will be along the same lines."

National Employment Commission in China.

The National Employment Commission has been inaugurated with Tang Ching as chairman. The office and the place of meeting of the commission is in the state department, Peking, and all the delegates of the commission were present. Two delegates have been appointed to draft a set of detailed regulations. After the inauguration of the National Employment Commission a meeting was held among the delegates, when the following measures were agreed to: (1) To investigate the financial situation in the provinces and assist in establishing financial organs to encourage business; (2) to ascertain if the number of factories in each province or locality can be increased or their scope extended; (3) to report on the present condition of various kinds of manufactures and to arrange to introduce improved methods for them; (4) to estimate the number of unemployed in each province and to provide suitable employment for them; (5) to establish half-day schools for the poor in each school district; (6) to reclaim government waste lands in the provinces; (7) to inquire into the condition of native products with a view to making improvements in their growth or production; and (8) to organize an association in every province for disseminating new commercial and industrial knowledge to the people.

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is the fact that he has installed the "Standard" in most of the beautiful homes shown in these pages.

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SOLIDITY OF FOUNDATION IMPORTANT IN CONSTRUCTION

*Stone Is Now Almost Universally
Used for the Foundation of
All Buildings*

Washington is fortunate in having in close proximity a fine quality of stone suitable for the construction of all classes of buildings, and for that reason the city is more and more largely from year to year, being built on a solid foundation.

The most prominent contractor in this line of work is Louis Perna, a stone mason of experience, who employs expert stone layers and always gives satisfaction in the construction of buildings and foundations of buildings entrusted to his skill and supervision. Nearly every home of recent construction has a stone foundation, and Mr. Perna is responsible for the greater number. He has been in Washington about twenty-five years and in business about eighteen years, and during that time has constructed a number of buildings entirely of stone, and stone foundations for scores of residences, business buildings, and not a few public buildings and churches in every section of the city.

Architects are coming more and more to specify stone foundations for any class of building, and for that reason Mr. Perna's business is increasing rapidly. His finished work is highly complimented by contractors and builders and he is considered entirely responsible.

FOLLOWING IS A LIST OF SOME OF THE MOST IMPORTANT OF MR. PERNA'S WORK:

RESIDENCES.
Mr. Hugh Kelly, residence of stone. Mr. Thomas Harman, residence and garage. Mr. Frederick Gately and Mr. Corby, both Chevy Chase. Mrs. Robinson, Cleveland Park, 2 story and basement, also stone garage. The small animal house, all stone, at the National Zoological Park. Chevy Chase Clubhouse, all stone. Bradley Hill Country Clubhouse, foundation. Animal Hospital, National Zoological Park, all stone from my quarries—see-faced granite. Washington Inn, New Jersey Ave. and C. St. N. E., 2 story, stone.

CHURCHES
The United Brethren Church, N. Capitol and R streets. St. John's Church, Bethesda, Md. The German Lutheran Church, 6th and P streets. N. W. Emmanuel Baptist Church, 10th and Columbia Road. N. W. All Souls' Church, Connecticut Avenue and Cathedral Avenue. N. W. St. Alban's Church, Wisconsin Avenue and Massachusetts Avenue. German Lutheran Church, Wisconsin Avenue and Volia Place. N. W. Chapel of the Transfiguration, 14th and Gallatin Sts. N. W., and many others. (The character of the work on this church is rubble and broken ranges, and the stone used is Port Deposit, Hamilton stone and local limestone of my quarry, Connecticut Avenue and Pierce Mill Road.)

THE FOLLOWING BUILDINGS FOR THE GOVERNMENT
Pt. Myer, 3 barracks, 8 Noncommissioned Officers' quarters and bachelor quarters. Ft. Washington, barracks and officers' quarters, bakery, and some other buildings, were all done by me.