

THE WASHINGTON GIESBORO POINT BOOMED BY WAR

Thriving Industrial Center Springs Up Within Sight of Capitol Dome.

3,000 MEN EMPLOYED

Hotel, Schoolhouse and Cottages Erected—Prosperous Laborers Ride About in Fords.

Washingtonians have read much in the newspapers and magazines about the districts built up in remarkable short periods by the press of war orders, of towns created over night, etc. They have read of the boom towns like Hopewell, but how many of them realize that within a short car ride, on a car line with a ten-minute schedule, and almost as near the center of the District's population as the center of Brightwood, is a thriving industrial center, one of the busiest in this section of the country, employing 3,000 men at the present time, with a pay roll of over \$1,000,000 annually, with more buildings under way to accommodate more workers, and with an increasing pay roll.

It seems almost incredible that such an industry could have grown up almost within the confines of the city, without the aid of its growth, having spread from one end of the town to the other, but that is just what has happened at the great steel plant at Giesboro Point, which is located just opposite Washington Heights.

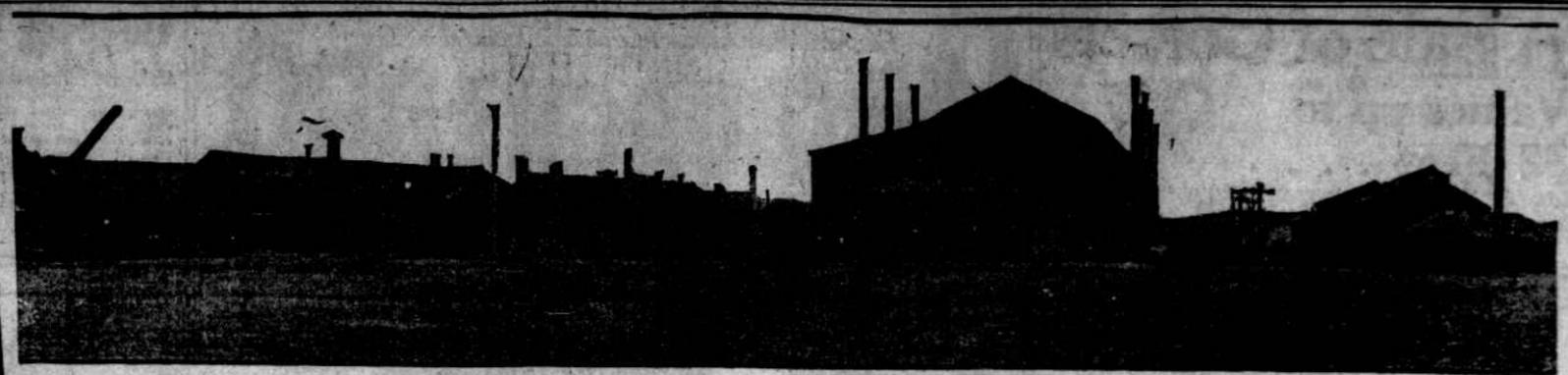
New Plant Under Way.
About a year ago this plant employed perhaps 200 or 300 men. Today it carries 3,000 men on its pay roll, which runs into millions annually; it has erected several additions, and there is now being built by the Chemical Products Company a tungsten plant adjacent to the giant steel plant, which will employ a great number of men, with a large additional number of skilled workmen have been imported from the great steel centers of the country, and from nearby sources have been recruited a great number of the cheaper laborers.

Six months ago a hotel was built to accommodate the men. It was filled with tenants on completion and has been packed to capacity ever since. Every room is a good distance around that is filled with boarders or roomers in the vicinity. A "for rent" sign is unknown in the vicinity. The school house, built with an expectation of filling the needs of the neighborhood for many years, is now over-crowded. Some men have bought Fords and ride daily four or five miles to and from their work, while for the accommodation of those who have horses, some enterprising fellows have erected temporary stables and have thereby brought about a new successful business.

Means Much to Merchants.
The traffic is so great over the car lines that residents of the vicinity have petitioned for five-minute car service. And with all this, it is rumored that another large plant is to be erected here to employ hundreds more.

Just what this means to the merchants of Washington does not require any great deal of figuring. Several thousand men are here who will want permanent homes, food, and clothing. Perhaps almost a million dollars is put into circulation monthly, most of which will be spent in Washington.

Now for the first time Washington business men have an opportunity to profit by the prosperity for here is a big rush of war business; for here is a big industry right at their doors; and Washingtonians have an opportunity to see for themselves the most interesting sight of a great steel plant at work by taking any Anacostia car and riding to the end of Nichols avenue, where they can view the most remarkable growth of this section of the city and see a great many other worth-while spots as well.



Are You Going to Share In This Prosperity?

The Industrial Growth Adjoining Washington Highlands BRINGS MILLIONS OF DOLLARS TO WASHINGTON

IT IS BUILDING A CITY IN WASHINGTON HIGHLANDS

The Washington Steel and Ordnance Company is expanding on a GIGANTIC SCALE. They have acquired an extensive tract of land on which to expand. They have built a monster plant at an enormous outlay of capital. The number of their employes now runs into the thousands—they are working three shifts a day. Their annual pay roll runs into the millions. And they are building in rapid succession addition after addition to their colossal enterprise. Their growth is phenomenal.

The giant industries with their army of wage-earners, whose yearly earnings run into millions, insures that

A CITY MUST BE BUILT AT WASHINGTON HIGHLANDS. NOTHING CAN PREVENT IT.

Houses must be built—hundreds of them—to accommodate the mill-worker, the butcher, the baker and the merchant.

700 Homes Needed NOW

Lots, \$50 CASH \$500 EACH

\$15 a Month

COME OUT TODAY

To reach our property, take a Congress Heights car to the end of Nichols avenue, then walk 100 yards down the avenue to the lots. Caution: Do not take Steel Plant car line. Salesman on ground from 2 to 5 p. m. Live salesman wanted.

SEND THIS COUPON NOW

PITTSBURGH LAND COMPANY

202-203 Bank of Commerce & Savings, 7th & Sts. N. W.
PHONE MAIN 3284

Pittsburgh Land Company
202-203 Bank of Commerce & Savings,
Corner 7th & E Sts. N.W.
Washington, D. C.
Gentlemen:—
Kindly furnish me with complete information regarding Washington Highlands.
Name.....
Address.....

"MOVIE" STARS TO LEAD ST. ANN'S BALL MARCH

1,000 Merrymakers at K. of C. Dance Will Greet Hazel Dawn and William Courtleigh, Jr.

Hazel Dawn and William Courtleigh, Jr., stars in the "movie" world, will lead more than 4,000 gay young folk in a grand march around Conventions Hall tomorrow night at the ball to be given by the Knights of Columbus for the benefit of St. Ann's Infant Asylum. The ball is one of the biggest Catholic events of the year, marking the end of the Lenten season.

In addition to the grand march, the ball will be featured by an exhibition drill by the "Color Guard," composed of the fourth degree members of the Knights of Columbus. The guard will be commanded by Mal. C. Eugene Edwards.

Arrangements for the ball have been completed by the executive committee, of which Mal. Edwards is chairman. William H. Callahan is general chairman and J. J. Keenan, with Charles W. Darr and J. J. Keenan. The ladies' committee will have a refreshment booth at the south end of the hall.

Burr McIntosh at Belasco.
Burr McIntosh, the war correspondent and lecturer, will appear at the Belasco next Sunday with a lecture on "The United States" or "The General Situation and Its Menaces," according to announcements last night by Manager L. Stoddard Taylor. The lecture will be illustrated by 200 views and 100 cartoons. The afternoon lecture will begin at 3 o'clock and the evening lecture at 8 o'clock.

VERDUN

God love them, those French at Verdun,
Till the wage of the battle be won;
Be Thou their fast friend,
'Tis their own they defend—
God love them, God love them, God love them—
Those French at Verdun!

God love them, those French at Verdun,
Glory-girl in the splendor they've won;
Humblest man there today
Is immortal for aye—
God love them, God love them, God love them—
Those dear French at Verdun!

God love them, those French at Verdun,
'Tis the epic of the ages they've won;
The great story of stories,
The great glory of stories—
God love them, God love them, God love them—
We love them, those French at Verdun.
—ANONYMOUS.

CHERRYDALE ARRANGES FOR CLEAN-UP WEEK
Citizens' Association Urges Residents to Collect All Rubbish and Will Remove It.
Next week is clean-up week for Cherrydale and vicinity. The Cherrydale Citizens' Association has issued placards calling upon the citizens to make their premises and surroundings clean, sanitary and attractive, and has arranged for the collection of the trash.

Horses Barred from Zoo Tomorrow.
Horses and vehicles will not be permitted in the Zoological Park tomorrow, it was announced yesterday, nor will ball playing be allowed. The prohibition was made to safe-guard the hundreds of children who will roll Easter eggs and picnic in the park.

Herald's "Better Baby" Essay Contest Now Is in Full Swing

With a Week of Holidays Before Them, Public School Girls Should Enter the Race for the Beautiful Gold Watches and Bracelets Being Offered as Prizes.

Rules for the Better Baby Essay Contest

1. Essays are to be on the general subject, "How to Care for Baby."
2. Essays may deal with any phase of the baby's life, his food, clothing, bath, sleeping facilities, and summer and winter care, etc.
3. Essays should be based on the articles published daily from April 16 to 22.
4. Essays must contain not more than 400 words.
5. Essays should be addressed, "The Washington Herald Better Baby Editor."
6. Essays must be in The Herald office, 427 Eleventh street northwest, before 6 o'clock on the evening of May 6.
7. Essays will be turned over to five judges on Monday, May 8.
8. Contest will be open to all girls of the public graded and high schools.
9. Essays should be written on one side of the paper only, with the writer's name, age, address, school and grade on the first page.
10. Prizes will consist of a beautiful gold watch and a gold bracelet for the two high school girls writing the best essays and a gold watch and gold bracelet for the two winning graded school girls.

The Washington Herald's "better baby" essay contest is on! Public school girls, you have seven days' vacation. The seven short articles printed in The Herald last week have told you ALL about baby. Nothing is required of you for entering the contest. Just sit down during this week of holidays and write in not more than 400 words what you know about "How to Care for Baby." You have until Saturday, May 6, to get your essay into The Herald office.

Even if you do not win the gold watch, first prize, or the bracelet, second prize, you will be none the loser. It costs you nothing to try, and why take it for granted that you cannot win. There's nothing like trying. You must take risks if you would gain.

CHARGES POLITICS DELAYS NAVY WORK

Service Paper Blames Appointment of Incompetent Favorites for Inefficiency in Battleship Construction.

A serious charge is made against the present naval administration by the Army and Navy Register, a service paper. It charges that politics instead of efficiency have governed important technical appointments at the navy yards and that the spirit of civil service regulations has been ignored by appointing political favorites to work on designs of new battleships.

Two "Model Prisoners" Escape.
Ossining, N. Y., April 22.—While keepers from Sing Sing prison were hunting for Peter Cullen, a "model prisoner," who had escaped, John Verbis, another "model" fled from the penitentiary early today. The escape of the two prisoners in twenty-four hours agitated the prison officials and it was intimated that changes would be made in the "honor" system that former Warden Thomas Mott Osborne put into effect.

Estimates of the United States Steel earnings for the second quarter, to end June 30, are running as high as \$75,000,000.

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