
cilities steadily increased in the Bethesda-Chevy Chase area. New congregations were established here and others relocated from the District of Columbia. Many were denominations new to suburban Maryland.

Among the best attended of these churches and synagogues are:

Chevy Chase Church of Christ Scientist, 7901 Connecticut Avenue

Ohr Kodesh Synagogue (Conservative), 8402 Freyman Drive

Beth El Synagogue (Conservative), 8215 Old Georgetown Road

Temple Sinai Synagogue (Reform), 3100 Military Road, D.C.

Temple Shalom Synagogue (Reform) 8401 Grubb Road

North Chevy Chase Christian Church, 8814 Kensington Parkway

Church of Jesus Christ of Latter-Day Saints (Mormon), Chevy Chase Ward and Rama Latinia (Spanish Speaking) Ward, 5460 Western Avenue

Church of Jesus Christ of Latter-Day Saints (Mormon), Kensington, Rockville, and Rock Creek Wards, 10000 Stoneybrook Drive

William Duvall

SHOPPING IN THE CHEVY CHASE AREA

What a difference a day, a year, or a decade makes! Shopping and shopping districts in this area have changed so much that it is difficult to write about them or find many records of the changes.

In the early days, since there were zoning restrictions against businesses in the new suburb, the Chevy Chase Land Company provided freight service for its customers. It had an electric car which made two trips a day from a freight station at 18th and U Streets in the District of Columbia to Chevy Chase Lake. Washington merchants delivered all kinds of merchandise ordered by residents, from pins to medicine and household goods, to the freight station. From there it was taken on the freight car and left in boxes at various corners on Connecticut Avenue. This service was maintained for about a dozen years until automobiles became the way to travel.

Until suburban shopping malls and department store chains began to develop in the 1950s, residents of Chevy Chase went "downtown" to do most of their shopping. This northwest D.C. commercial area was roughly bounded by Pennsylvania and New York Avenues between 7th and 15th Streets. Shoppers usually traveled by street car, and by bus after the tracks were removed.

There were major department stores such as Woodward & Lothrop, the Hecht Co., Kann's, Lansburgh's, and Palais Royal and specialty stores such as Garfinckel's, Frank R. Jelleff, and Raleigh Haberdasher. Each store had its own trucks with uniformed drivers which made two or three trips per week to deliver customers' purchases.

Days spent downtown shopping, having lunch, and attending a movie and stage show were special events. One especially looked forward to the Christmas holiday season when the stores and their outside display windows were beautifully decorated.

The Shops of Old Bethesda

The closest shopping district to the Town of Chevy Chase was on Wisconsin Avenue from Bradley Boulevard to East-West Highway. This Bethesda area was commercially developed well before World War II. The first traffic light in Bethesda was installed in July 1930 at the intersection of Wisconsin Avenue, Old Georgetown Road, and East-West Highway, and this was followed by a "Buy in Bethesda" campaign to attract businesses to the area.

Community Paint and Hardware was one of the first buildings on Wisconsin Avenue. The front portion was built in 1880, and a brick structure was added in the rear in 1941. It was first operated by the Wilson family, and from 1922 to 1931 was called Bradley's Hardware Store. During the 1920s, the Bethesda Post Office was located in the building.

The Broadhurst family operated the store as Community Paint and Hardware from 1931 to February 1986, when its life came to an end to make way for a high-rise building. Five brothers and numerous other family members participated in its operation over this period.

Homeowners from Chevy Chase, Bethesda, and surrounding areas came in for "hard to find" items such as

replacement parts for older furnaces, faucets, windows, door locks, and plumbing fixtures. These components were usually kept in stock along with a bit of soft-spoken advice as to how they might be installed.

There was a country store atmosphere about the interior, spiced by the aroma of paint, turpentine, and fertilizer. Seed, feed, and nails were displayed in open bins ready to be weighed and bagged. Rope of various diameters was stored on spools in the basement and pulled up through holes in the floor to be cut to customers' specifications. And iron pipe and copper tubing were cut to order.

It was a sad day when this friendly era and atmosphere that the Bethesda and Chevy Chase homeowners had come to know and love came to an end. The rear of the building has been razed. But the front portion was put on the historic preservation list.

Another old landmark is the Montgomery Farm Women's Cooperative Market at the corner of Wisconsin Avenue and Willow Lane. This unique market opened in its present location in December 1932, and helped farm people from upper Montgomery County eke out an income during the days of the Depression. Old-timers say that it first operated under a tent. It is open for business on Wednesdays and Saturdays and often so crowded that it is difficult to take care of everyone.

The demand for really fresh vegetables and home-cooked products is great. The farm women get up as early as 2:00 a.m. to prepare special dishes and transport them to the market; some customers shop as early as 5:30 in the morning. The vendors shut down their booths when they are sold out, sometimes well before noon.

On a walk through the market, one sees displays of cakes, cookies, bread, and rolls. Some booths contain potato salad, baked beans, and relishes. Eggs, poultry, country hams, and sausages can be found. And flowers and hand-made boutique items are also available. It is truly a breath of country air amidst the skyscrapers.

Since 1979, the Market has been listed in the County's Master Plan of Historic Places, which means that there must be a permit from the Historic Preservation Commission before it can be demolished. However, the property tax bill has been increasing rapidly, and this makes it very difficult to keep operating.

Fortuna's shoe and leather repair shop is another of the old stand-bys. It was started by Joseph Fortuna in 1943 in the 7200 block on the west side of Wisconsin Avenue. When they were forced to move in 1984 to make way for a new high-rise, they relocated in a little shop on Elm Street.

Robert Eastham's Exxon Station on the northwest corner of Wisconsin Avenue and Leland Street is a thriving and well-run service station. His father opened the station in 1929 and ran it until 1957 when he became ill and turned it over to his son. They shared the short block with a Mobil station until 1983 when Eastham acquired the Mobil station and enlarged his.

Another landmark store in this area is the Butler-Flynn paint store on the southeast corner of Wisconsin Avenue and Leland Street. The shop was opened in January 1947 in space that had been a tire shop and a grocery.

Several stores and offices have occupied the area on Leland Street east of Wisconsin Avenue. J.R. Enright's appliance store has been there many years and is still in operation. High's was a very busy and popular store where one could find milk and other necessities in a hurry. It has been greatly missed since it was within walking distance of many homes.

On the northeast corner of Wisconsin and Leland, there was a small and neighborly shopping center, the Leland shopping center, which had such stores as Sherwin-Williams Paint Store, Lakeview Market, Siebert's Yard Goods store, Eleanore's Gift Shop, The Treasure of the Pirates, Mrs. Roberts' Center Book Store, Wittlesey's Drug Store, and Jean Matou's dress shop. There was also the Montgomery County Thrift Shop, which still remains. The shopping center was there until the Ford Building was constructed about 1975.

Brooks Photographer opened in the 7200 block of Wisconsin Avenue in the early 1950s and moved to its present location near the police station in 1960. Blackstone Florist has long been next to Brooks.

Lowen's toy store is also a well-known establishment. It had to move in 1984 from its location of about 20 years on the east side of Wisconsin Avenue to a temporary location on Elm Street. After the Gateway Building was opened in 1986, Lowen's moved back to Wisconsin Avenue in a new three-level store.

The construction of the Gateway Building displaced such stores as Woolworth's, Mazor Furniture, and Bromwell's. Mazor's previously had been Sears, Palais Royal, and a Woodward and Lothrop Budget Store.

The Air Rights Building, the first of the high-rises, was constructed in the mid 1960s with its second and third buildings built in 1970 and 1980. These all contain many kinds of shops and businesses. However, the major changes in Bethesda began in 1976, when the Montgomery County Planning Board adopted its long-range plans for the central business district based on the future opening of the Metro Red Line.

The Bethesda Hyatt Regency, an office building, and the Bethesda Metro Station opened in late 1984, displacing a Peoples Drug Store, some small specialty stores, and a movie theatre built in 1934, known first as the State, then the Hiser, then the Baronet. The Post Office was left in its old location. Across Montgomery Avenue was Stuart Day's Gulf Station which remains as a Chevron station.

At East-West Highway, the main landmarks were the Bank of Bethesda (now Crestar) and the Hot Shoppes restaurant. This restaurant was opened in 1941. Gifford's ice cream parlor a block north on Wisconsin Avenue was a favorite place of Chevy Chase residents for 25 or 30 years until the firm went out of business.

Over the years, there have been many other kinds of shops and services occupying buildings in the Wisconsin Avenue corridor. To name a few, there have been Jelleff's, A&P grocery, Safeway grocery, Carrier Drug Store, China Closet, Bernard's Camera Shop, C&P Telephone Co., Peoples Hardware, Sloane's Furniture, Virga's Furniture, and several restaurants, banks, and rug stores.

At the present time, shops also extend out Wisconsin Avenue almost to National Institutes of Health and Bethesda Naval Hospital, and out Old Georgetown Road.

Down Near the Circle

Another shopping area that was developed in the early 1920s was in the District on the west side of Connecticut Avenue in Chevy Chase, D.C., from just south of the Circle to Livingston Street. By 1927 it had close to 30 businesses, including the first shopping mall in the community, the Chevy Chase Arcade.

In the old days, the children in the area enjoyed Saturday afternoon serials at the Chevy Chase Theatre. There were two fine bakeries, Columbia Home Bakery and Avignone Frères. Later Schupp's Bakery was well patronized by people from many areas.

Haskins Novelty Shop was very popular with the school children, who could find almost anything they wanted there. The Chevy Chase Supply, a small Safeway, and another independent grocery were popular with the housewives, and later Magruder's became popular with those in the area and also outside.

There were also a gas station, barber shop, beauty parlor, cobbler, tailor, liquor stores, Peoples Drug Store, and another pharmacy in the area. The Chevy Chase branch library was on Livingston Street until it moved to its new building on Connecticut.

The east side of Connecticut Avenue remained unde-

veloped commercially because of zoning until 1958, when the National Bank of Washington was given permission to build a branch. The E.V. Brown Elementary School was the only non-residential building on that side. Later Esso and Safeway also received permission to build, and in 1973 a shopping center was built next to the Esso station, now Exxon.

As time went on, other shops were opened to serve the various needs and desires of the area residents, including a fur shop, lamp shop, hardware, paint store, book store, deli, seafood store, and restaurants.

Farther Afield

Another nearby shopping area was developed in the Friendship Heights area at Wisconsin and Western Avenues, a corner that was relatively undeveloped until the late 1940s. The Silver Fox restaurant was on the southwest corner, a Hot Shoppes restaurant on the northwest corner, and a Howard Johnson restaurant on the northeast corner, along with the street car terminal.

In 1950, Woodward and Lothrop opened its first branch store where the Hot Shoppes had been. Shortly after that, in 1952, after many years of legal work, the Chevy Chase Center was built by the Chevy Chase Land Company just north of the Howard Johnson restaurant. By 1969 it had offices and 22 stores, including Raleigh Haberdasher, Rich's Shoes, R. Harris Jewelers, Giant Food, McIntyre Hardware, Tweeds 'n Things, Camalier and Buckley, and Ambassador Travel.

In 1961, Saks Fifth Avenue was built north of the Chevy Chase Center, with the stipulation that Chevy Chase Village could regulate its architecture and landscaping. The store was opened in 1964, and this realized a Chevy Chase Land Company plan to bring important New York stores to the area. Lord and Taylor had been built on the District side of Western Avenue in the late 1950s.

When the Metro subway system came to Bethesda in the early 1980s, the Chevy Chase Metro building replaced the Howard Johnson restaurant, and Mazza Gallerie, with Neiman-Marcus its main occupant, was built in D.C. on the southwest corner of Wisconsin and Western.

At the same time, many fine New York shops were opened across from Saks on Wisconsin Avenue.

A small shopping area also developed on Brookville Road in the early 1920s with a pharmacy, grocery store, gas station, and later a beauty parlor. There was also the Brook Farm Tea House, which was designed to occupy the barn built on the original farm. Through the years

that property has changed hands many times and still remains a small French restaurant.

In the Chevy Chase Lake area, Thomas W. Perry was established in 1911. In the early days they received their materials by train, and they have continued to supply the area with lumber, hardware, and fuel oil ever since.

Nearby is a small shopping center in which Chevy Chase Supermarket and Packett's Lake Pharmacy opened in the 1950s to cater to Chevy Chase residents. There are also other small shops, banks, gas stations, and a restaurant.

A welcome addition to the shopping in the area was the opening of the Bradley Shopping Center in 1953. The present stores, which were there when it opened, are Bradley Drugs, Bruce Variety, and Strosnider's Hardware, which was then in the place where the Deli is now. Strosnider's moved into its present location in 1966 when the Acme Grocery closed. Kaye-Robin gift shop moved in a couple of years later, and there have also been barber and beauty shops, cleaners, bakeries, a shoe store, and a ladies' shop.

The Safeway and Peoples Drug Store on Arlington and Bradley were built in the late 1950s and the Giant up Arlington Road in the 1960s. The Giant opened its pharmacy in the middle 1980s in the space which had previously been the A&P grocery. At about this same time, all the new and trendy shops of Bethesda Row were opened along Bethesda Avenue. There are also gas stations and automobile dealers and parts shops in the area.

Besides these fairly local shopping areas, Chevy Chase residents have a number of fine shopping malls within a few miles, including Montgomery Mall, White Flint, and Wheaton Plaza.

There are so many stores in the area that you can get almost anything you want without going far. Quite a change from the days when the electric railway delivered merchandise to boxes on the corner!

Vera Hough

THE TUDOR SHOPPING CENTER

The Leland Community of homes designed and built by M. and R.B. Warren was served by one of the first planned shopping centers in the area. The Warrens owned land west to Wisconsin Avenue, and they believed that it was important as a part of their development to provide convenient retail services closer to home.

Therefore, in the late 1920s, they established a new commercial zone and constructed 12 stores on Wisconsin Avenue between Walsh and Leland Streets. The stores were in a Tudor style and, according to the Warrens' sales brochure, were "so designed as to harmonize with the artistic English and colonial architecture of the community." The Warrens dedicated a much wider right of way and paved the avenue in front of their stores. This was the first widening of Wisconsin Avenue to accommodate commercial establishments.

Initially, the tenants for the neighborhood center were interviewed and carefully selected to "conscientiously serve" the residents of Leland. Since their beginning, the stores have changed hands many times, offering a variety of grocery stores, restaurants, beauty parlors and barber shops, toys and hats, a pool room, auto services, laundromat, paint and wallpaper and oriental rugs.

Today, the Tudor Shopping Center, as it has been called, remains one of the last enclaves of small service-oriented retail businesses in urban Bethesda. It is presently on the list for study by the Commission for Historic Preservation. Whether it is selected or not, its value as one of the first planned shopping centers and the only one adjoining our town is clear.

Jane Lawton