

## GREENWAY DOWNS NAME OF MINAR SUBDIVISION

### Miss Sarah A. Howlett Wins \$100 Award Over 1,000 Entrants.

With the name "Greenway Downs," Miss Sarah A. Howlett, 2009 Park road northwest, won the \$100 prize contest for the naming of the new Ruby Lee Minar, Inc., subdivision at Falls Church, Va., in Fairfax County. Announcement of the winner was made by the committee of judges, which was made up of Mrs. Grace Hays Riley, dean of the Washington College of Law and president of the Woman's City Club; Joshua Evans, jr., vice president of the District National Bank; Dorsey W. Hyde, jr., secretary of the Washington Chamber of Commerce; W. S. Hoge, jr., president of Boulevard Properties, Inc., and Mrs. Minar.

About 1,000 names were submitted during the contest and the judges encountered some difficulty in selecting the winner because of the excellence of a large number of the suggestions. When the choice had been narrowed down to a half dozen, Greenway Downs finally was decided upon by the judges not alone because of its attractiveness but also on account of its historical significance in its tribute to Lord Fairfax, one of the most interesting and romantic figures of colonial days.

Lord Fairfax owned the northern neck of Virginia, the land between the Potomac and the Rappahannock Rivers and between Chesapeake Bay and the Allegheny Mountains. His cousin, William Fairfax's daughter, Anne, married Lawrence Washington. It was through this marriage that Lord Fairfax met the youthful George Washington and made him his surveyor. He is credited with doing more to advance the interests of Washington than any other man.

The manor house of Lord Fairfax at White Post, Va., was known as Greenway Court, and it was from this old Fairfax estate that Miss Howlett took the name of Greenway Downs for the new homesite tract which is the first to be developed by Mrs. Minar in Fairfax county.

Mrs. Minar will place the new subdivision on sale next Saturday, June 18. Restrictions will be much the same as in the other subdivisions of Washington and Virginia, the intention being to have it a fitting and attractive addition to Falls Church, which is known as one of the prettiest Virginia suburbs of the National Capital. The prize will be presented to Miss Howlett at Greenway Downs on the opening day.

# GREENWAY DOWNS LOTS ARE PLACED ON MARKET

Second Section of the New  
Homesite Development  
Opened in Virginia.

## STREET WORK IS STARTED

Announcement was made yesterday by Ruby Lee Minar, Inc., of the opening of the second section of Greenway Downs, the new homesite development adjoining Falls Church, Va. The first section was placed on the market June 18 and inside of 60 days the 202 lots representing a value of \$175,000 were 90 per cent sold out. This is believed to set a record for nearby Virginia subdivisions.

Greenway Downs is situated on the Lee highway just west of the corporate limits of Falls Church which is the largest and fastest growing of the five incorporated towns of Fairfax County. It is a town of homes and churches, primarily a residential community whose interests are tied up closely with those of the National Capital. Its population is made up largely of Washington business men and those employed in the various departments of the Government.

Greenway Downs received its name as the result of a city-wide contest in which more than 1,100 persons participated. The name was submitted by Miss Sarah A. Howlett, 2009 Park road northwest, who received \$100 in cash as an award. The manor house of Lord Fairfax at White Post, Va., was known as "Greenway Court" and it was from this old Fairfax estate that Miss Howlett derived the name of Greenway Downs.

Work has started on the installation of streets in the new section and it is stated that during the early stages of development work, prices will be fixed at a predevelopment level which will be continued only until the improvements are well under way. In the new section, Mrs. Minar's office will assist purchasers in financing their homes as was done in section 1.

## GREENWAY DOWNS OFFICE LOCATED IN BUNGALOW



Office at Greenway Downs, the new Ruby Lee Minar, Inc., home site development adjoining Falls Church, Va. The office designed by A. F. Thelander, architect, as a six room and bath bungalow of permanent construction was started June 1, and was finished July 2, even to the old-fashioned well house and the landscaping and shrubbery.

## GREENWAY DOWNS LOTS REPORTED SELLING FAST

Prizes Awarded at Minar Development Outing Held on July 4.

### EVENTS FOR CHILDREN

The first section of 200 building lots in Greenway Downs, the new Ruby Lee Minar, Inc., home-site development adjoining Falls Church, Va., is reported by Mrs. Minar 40 per cent sold out in the first three weeks it has been on the market. Section 1 was placed on sale Saturday, June 18, and last Friday night more than 80 home sites had been purchased by residents of Washington and Virginia.

A large number of people visited Greenway Downs the Fourth of July. Prizes were given the children in athletic contests and other sports. The winners of the three grand prizes for the girls were Ione Moler, 715 Sixth street northwest; Alice Smith, Falls Church, and Gertrude Smith, Falls Church. Winners of the boys' grand prizes were Richard Smith, 416 Eighteenth street northwest; Frank Putt, Lee Heights, Va., and Jack Twigg, Lee Heights, Va. Other prize winners were Shirley Puffer, Cherrydale, Va.; Alice Ridenhour, 1733 Twentieth street northwest; Jean Smith, Falls Church, Va.; Nancy Knox, Cherrydale, Va.; Katherine Tipton, Lee Heights, Va.; Margaret Browning, Falls Church, Va.; Beverly Ramsdell, Takoma Park, Md.; Charles Ramsdell, Takoma Park, Md.; William

Joseph, 901 Fourteenth street southeast, and James Tipton, jr., Lee Heights, Va.

Prizes also were offered for the best children's pictures taken on the property the Fourth of July. There were a number of entrants, many of whom submitted their pictures early in the week. The winners will be announced next week.

The opening of Greenway Downs, with the great amount of interest it attracted, has directed the attention of the public upon Fairfax County as a coming residential suburb of Washington. Although Fairfax County has many fine properties susceptible to residential development, subdivision operations heretofore have been confined mostly to Arlington County because of its immediate proximity to the City of Washington, having once been a part of the original 10-mile square District of Columbia.

The nearby sections of Fairfax County, however, all are within easy driving distance of Washington, Greenway Downs being only 25 minutes by auto from the White House. It is predicted by real estate experts that the next few years will witness the founding of many fine residential developments in historic Fairfax County.

# GREENWAY DOWNS IS NOW MORE THAN ONE-HALF SOLD OUT

**Mrs. Ruby Lee Minar Tells of  
Rapid Sale of New Sub-  
division in Virginia.**

## LEE HIGHWAY DECISION HASTENS DEVELOPMENT

**Marked Activity in Locality Is  
Attributed to Prospect of  
New Traffic Lanes.**

Greenway Downs, the new subdivision just west of Falls Church, Va., which was placed on the market last June by Ruby Lee Minar, Inc., is more than half sold out, according to Mrs. Minar, president of the corporation. The first section was practically sold out the first 60 days it was on the market, Mrs. Minar said, more than \$150,000 worth of home sites having been purchased in that period. The second section was opened for sale the middle of August and is now about 50 per cent sold.

The construction of streets and sidewalks and the clearing of the wooded areas in the first section are now about completed and similar improvements are being pushed forward in section 2.

Several purchasers already have started foundations for new homes and work also has begun on the remodeling of the two old buildings, one a brick residence, which were on the property when it was opened as a subdivision. It is expected that four or five new homes will be completed before the end of next January.

### Lee Highway Is Factor.

Mrs. Minar states that the final decision of the Virginia State Highway Commission on the location of the new Lee Boulevard, which is to be a superhighway, 200 feet in width, has become a new factor in the unusual real estate activity which has prevailed in Arlington and Fairfax Counties, Va., for the last four or five years. During the controversy over the location of this route, the possibility was suggested that the opposing factions might not be able to unite on any route and that, in consequence, the superhighway might not be built.

Such a possibility was dispelled when the highway commission expressed its willingness to accept the Lee Boulevard as a State highway and recommended that Arlington County build a "straight-to-the-bridge" road to serve local traffic from Falls Church, Ballston and Clarendon to the new \$15,000,000 Arlington Memorial Bridge. Future investors in Arlington County real estate therefore will have not only the assurance of a 200-foot arterial highway through the county, but the prospect as well of another broad thoroughfare which will serve the more thickly built sections of the county.

### New Interest Aroused.

Settlement of the question of these new highways, together with the announced intention of the State Highway Commission to widen and straighten the present Lee Highway as soon as funds are available, has directed the attention of investors locally and from a distance to the opportunities in this section so near the National Capital with its half-million population. The recent sale of the 4,000-acre Hutchison farm near Herndon, Va., to A. Smith Bowman, of Indianapolis, by Mrs. Minar's office is an outstanding example of the new interest being taken by outside investors in nearby Virginia properties.

Greenway Downs owes much of its success to its location on the Lee Highway, which is a transcontinental automobile route from this city to San Diego, Calif. The new Lee Boulevard also will run near Greenway Downs, the preliminary survey showing it to be only a few hundred yards from the southern boundary of the subdivision. It is expected that several of the streets in Greenway Downs will be extended southward to connect with the Lee Boulevard.

# "SILENT SALESMAN" METHOD NOW USED BY MINAR COMPANY

Buyers at Greenway Downs  
Find Price Coupon At-  
tached to Stakes.

## NEW RESIDENCE TRACT IMPROVEMENT STARTS

Subdivision to Be Under Care-  
ful Restriction, Head of  
Company Says.

A novel method of selling subdivision property was introduced yesterday by Ruby Lee Minar, Inc., at the opening of Greenway Downs, a new home site tract just west of the corporate limits of Falls Church, on the Lee Highway. The device is known as "The Silent Salesman" and consists merely of a large coupon tacked on the number stake of each lot. The coupon gives the number and price of each lot, and with its aid a prospective purchaser, unaccompanied by a salesman, is enabled to inspect the property at his leisure, determine the cost of any lot he may like, detach the coupon and take it to the Greenway Downs office with his deposit.

"The Silent Salesman" has operated successfully in other cities, being designed particularly for the benefit of those who prefer to go by themselves go look for a home site. Its purpose is to supplement the work of the regular sales force which, in the case of Mrs. Minar's office, numbers about 50 men and women.

A large force of men with a steam shovel, trucks, tractors and road and sidewalk equipment has started improvement work in the new subdivision. Concrete sidewalks will be laid throughout the tract and the principal streets will have a crushed stone surface.

### Known as Tripp Farm.

Greenway Downs until it became a home site tract was known for many years as the Tripp farm. It consists of about 100 acres and has on it two houses and a barn which probably will be torn down or completely remodeled and modernized. The subdivision was given its name as the results of a prize contest conducted by Mrs. Minar. More than 1,100 suggestions were submitted, that of "Greenway Downs," the selection of Miss Sarah A. Howlett, 2009 Park road northwest, winning the \$100 award of the judges.

Mrs. Minar states that the new tract will be carefully restricted, the restrictions being practically identical with those prevailing in much higher-priced subdivisions handled by Mrs. Minar's office.

"I have selected Greenway Downs," said Mrs. Minar, "for the person who does not want to pay more than \$1,000 or \$1,500 for his home site, but who demands much the same surroundings that he would get in a higher-priced subdivision."