

“Silent Salesman” Method Now Used By Minar Company

Buyers at Greenway Downs Find Price Coupon Attached to Stakes.

New Residence Tract Improvement Starts

Subdivision to Be Under Careful 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 buyer, 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 to 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 crushed stone surface.

Known as Tripps 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 result of a prize contest conducted by Mrs. Minar. More than 1,100 suggestions were submitted, that of “Greenway Downs,” the selection of Mrs. 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 high-priced subdivision.

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