

## Jemal Park & Shop: Preservation Success!

By Kathy Wood

*President, Cleveland Park Historical Society*

The Jemal Park & Shop at Connecticut and Ordway has been successfully renovated! CPHS's determination to preserve neighborhood hopping in one of the country's earliest shopping centers has paid off.

During 1991's long hot summer, Douglas Jemal sat with his dog Brian at

his Park & Shop picnic table, telephone in hand, orchestrating the construction project, and he fell in love with Cleveland Park. Saturday, September 14th, he held a party. Balloons, games, a cake shaped like the Park & Shop and a DJ brought together all the people who had worked on the project and their families for a celebration.

Six summers ago, my high-school-age daughter Christina registered dismay when she heard that the vintage clothing store Amaryllis was leaving the Park & Shop. Long-time neighborhood resident Judy Hubbard Saul was dismayed and *angry*. Warfield's owner had just remodeled her space and was the first to receive an eviction notice. The handwriting was on the wall: the evictions foretold impending demolition. Perhaps only a few of us were distressed at the thought of the wrecking ball plowing into the dilapidated Colonial Revival building, but many others cherished memories of buying groceries at Woodley Market and TVs and air conditioners at George's. Others even remembered the Piggly Wiggly Market and especially Whittlesey's Drugs. All of us were united in our desire to avoid the "Bethesda-ization" of Cleveland Park.

Judy's anger quickly turned into energy and resolve. She mobilized a few neighbors to meet with Richard Longstreth, associate professor of architectural history and director of the graduate program in historic preservation at George Washington University.

### Connecticut Avenue Revitalized

By Kathy Wood

Over the past year, CPHS has put a tremendous amount of volunteer effort and money into the revitalization of Connecticut Avenue in Cleveland Park. Jane Hardin a year ago volunteered to chair the Connecticut Avenue Committee and CPHS hired Sam Friedman as Administrative Coordinator. Jane created one of our most energetic committees and Sam has in effect become the "Connecticut Avenue Mainstreet Coordinator."

Sam's constant presence on the Avenue brought the merchants together, which led to the rebirth of the Cleveland Park Merchants Association. Douglas Jemal (Jemal Park & Shop and The Wiz) is president, Rob Landis (Artmaster Printers) and Mike Shirazi (Brookville Supermarket) are vice presidents and John Hatton (Calliope Books) is treasurer. Sam's work on Connecticut is now being financed by matching funds from the Merchants Association and CPHS. A true partnership has been

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Jemal Park and Shop's working family pictured in front of the addition by Bowie Gridley Architects at their September 14th celebration.

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## Jemal Park & Shop Success

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Richard had noticed and photographed the Park & Shop years before. At an impromptu meeting in his home he outlined the significance of the complex: it was the prototype neighborhood shopping center for the East coast. He had done extensive research on drive-in markets of the 1920s in southern California and immediately saw the connection with our Park & Shop (see *Voices*, Spring 1989).

The rest is history. CPHS sought and achieved historic district status and a historic preservation overlay zone in Cleveland Park. Led by Tersh Boasberg, CPHS created a legal structure whereby preservation and zoning laws were mutually supportive rather than promoting divergent goals. This innovative approach brought what was allowable in Cleveland Park into compliance with the city's Comprehensive Plan.

In summer 1988, the Pedas brothers bought the Park & Shop, fully aware of the restrictions that now governed its future development. CPHS leaders immediately met with them and Cal Bowie, a neighbor and architect, to discuss the future of the complex, which we were intent on preserving and restoring. I spoke with Ted Pedas every six months, and he repeatedly said he was still looking for the right person to do the project. In early 1991, he told me that Douglas Jemal, owner of The Wiz and a local developer, was the best person to get it done quickly and efficiently. Nine months later I have to agree with him.

CPHS hired Sibley Jennings, a Washington architect specializing in historic buildings, to oversee restoration of the original structure. His attention to every detail is why the overall project looks so great. Douglas Jemal has called me several times to say how helpful Sibley has been and to offer to defray some of his expenses. Richard Longstreth has donated innumerable hours since 1985 when we first detected the demolition threat. Without Richard, the Park & Shop would not still be standing and without Sibley, we would not have such a high quality restoration. We are also indebted to CPHS's lawyer Richard Nettler for his

## Another Rezoning Success on Wisconsin

By Diane Olsson

On September 10, 1991, the D.C. Zoning Commission, responding to a citizens' petition supported by CPHS, voted to rezone the moderate-scale residential areas facing the Cathedral and adjoining the Wisconsin/Macomb commercial area.

The city's Comprehensive Plan designates the areas as "moderate density residential." The newly adopted R-5-B zone nominally allows 60 foot heights and 1.8 FAR (density) instead of the prior 90 feet/3.5 FAR.

In explaining the change, the D.C. Office of Planning remarked that although 60 feet is a "medium" rather than a "moderate" height, the restrictive density limit virtually precludes actually building to that height.

Furthermore, the Zoning Commis-

sion has set for hearings an Office of Planning proposal to amend R-5-B citywide to establish a 40 foot ceiling. The 40 foot limit, if adopted, would then apply to these areas.

In adopting the change, the Zoning Commission noted that the rezoning will "generally encourage the continuation of the existing apartment buildings rather than development."

CPHS applauds the change, which will help preserve the Cathedral's setting and vistas and the late afternoon sunlight on the Rose Window and sculptures. The Commission expressly recognized that viewing the facade in the sunlight is "an important part of the experience of this National shrine."

*Diane Olsson is CPHS's Vice President. She spearheaded the citizens' petition that resulted in this rezoning victory.*

pro bono work in resolving legal difficulties early in the project. Nancy Witherell of the D.C. Historic Preservation Office and members of CPHS's Architectural Review Committee devoted many extra hours to review plans and expedite the process.

Tim Lovett of Bowie Gridley Architects, responsible for the compatible addition on the Ordway side of the original building, and Paul Millstein of Douglas Development Corp. have been great to work with during the construction. Both have been patient with our concerns about the historic fabric of the original building. I know we have all learned a lot from this project and are proud we have been able to pull together to achieve such a miracle.

*Cleveland Park is proud to have the revived and expanded Jemal Park & Shop.*

Douglas Jemal is seeking tenants—besides The Wiz and Uno Pizzeria, already signed up—who will provide goods and services that the neighborhood wants. In late September, he was negotiating with Moto-Photo, Cellular One and a hardware store. He plans to have The Wiz open in early November and hopes to have Santa and his reindeer on the roof for Christmas.

## Connecticut Avenue Revitalized

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formed and CLEVELAND PARK DAY 1991 (October 5th) is our first joint venture.

Lou Statzer of the Uptown Bakery enlisted one of our Connecticut Avenue street people to help us keep our shopping area clean. He and Susan Hornbostel of CPHS have been trying to get the city to provide a street cleaning cart to make this effort more efficient.

After a year of incredible accomplishments, Jane Hardin relinquished her leadership role to Ron Hoffer. The CPHS committee has formulated a new list of projects: Cleveland Park Day as an annual event, Streetscape design, Sidewalk Cleanup, Mount Pleasant trolley and Outreach to potential merchants. Awaiting volunteers are other projects like designing a logo to go on T-shirts, hats and shopping bags and involving students from local schools. Please call Ron Hoffer (363-3287) or Susan Hornbostel (966-3107) if you would like to get involved. The committee meetings are always lively and fun.

## Our Neighborhood Shopkeepers

### Tom Sullivan and His Toy Store

By Rives Carroll

"I like Mr. Sullivan," scratched a child on the window of Sullivan's Toy Store at 3412 Wisconsin Avenue. Generations of children have enjoyed hours of browsing, fingering, begging, stalling, and buying at this unassuming treasure house of toys, where adults and children feel equally at home.

Tall and unmistakably Irish, Thomas L. Sullivan, now in his late sixties, opened his store in November 1954, as one of Roger's Toy Stores. Having wisely arranged for a relatively independent relationship with this toy store chain, he was the sole survivor when Roger's failed in the late 1950s.

Born in Boston, the fourth of nine children, Tom speaks hesitantly about himself. "I had the very great fortune to go to Boston Latin School," he said enthusiastically. However, he wanted to leave Boston. "Boston seemed so Democratic—hardly a Republican to be found," he explained. "I thought perhaps I'd like to go overseas—something dramatic or romantic. That, I think, was the thread that brought me down to Georgetown University."

But following graduation from Wharton Business School, he returned to Boston as the Massachusetts State Field Director for the 1953 Hoover Commission that recommended ways to improve the administration of the U.S. government. Still, "I loved Washington," he said, "and after a year I took a job as a writer at the Pentagon, just to get down here—just to see what else I could do—because I saw great future and growth in this town."

One of the first things he did was to marry Beverly Dillon, daughter of General Dillon, Provost Marshal General of the Air Force and a lawyer. On his recommendation, Tom studied law. But after one year of evening classes at Georgetown Law School, Tom decided

to go into the toy business. "I'm kind of happy I didn't become a lawyer when I see my lawyer friends—how hard they work."

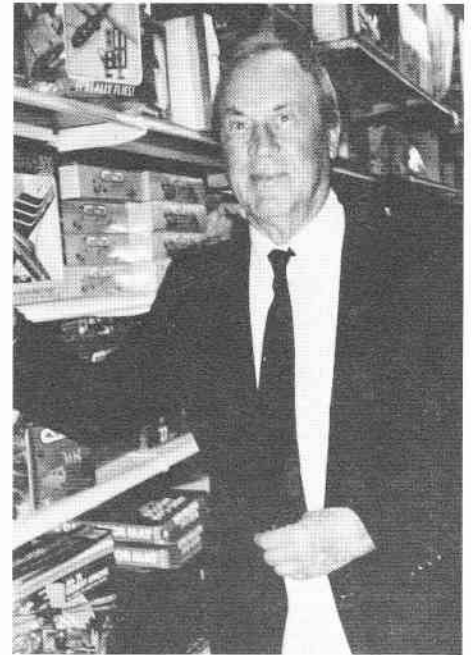
At that time, there were few specialty toy stores; F.A.O. Schwartz was unusual. Most toys were sold in department stores and drug and hardware stores. When looking for a location for his store, Tom first contacted the developers of the Chevy Chase Shopping Center, which was under construction. They refused his offer because they already had a hardware store which carried toys and didn't believe a store for toys could survive on its own.

But, said Tom, "I could foresee that the specialty toy store could exist alone. [Judging from] the anticipated growth of the Washington area, I thought there were going to be more kids after World War II getting married and having more children. People like the idea of a toy store. I thought of it not in terms of a little family toy store. I thought of it in terms of growth."

When he moved into his present space, only the bank, Giant and Murphy's were there. The location was attractive because it was easily accessible from Spring Valley, Georgetown, Wesley Heights, Chevy Chase and Bethesda and had good parking. He offered a wide variety of safe toys that were fun and educational. When helping customers unable to find just the right gift, often he recommended a pad of newsprint and some markers. This emphasis on doing and creating was the inception of the art department that now caters to both children and adults and has recently expanded into an adjacent store front.

Today, he still strives for diversity in his stock. Those toys that have not lost popularity are Madame Alexander Dolls, expensive stuffed animals by Steiff and old-fashioned wooden toys. One toy he will not sell is a gun that shoots anything except water, and even those must be colorful plastic. "It normalizes guns in children's minds," he explains. "Psychologists say that kids need an outlet for some kind of alleged violence. I don't believe that. I think sports are enough."

And he should know. He raised five active children, who attended many of the area private schools while they



Tom Sullivan

Photo by Jean van der Tak

grew up in Westmoreland Hills. Tom's toys now entertain the next generation in his family—his three-year-old grandson.

He has turned over the buying to others, since he believes that "the toy business is for young people—people who stay in touch with young kids, particularly women." He speaks fondly of his employees. Three of his former stock boys are in the toy business. One is a toy designer, and one, Rick Houck, is an astronaut. And over the years, he has enjoyed his toys too. One day, he placed a large Steiff stuffed giraffe under a small tree on the sidewalk, so it looked as though it were eating there. It caused traffic jams until the police had it removed. Another time, some boys stole the large stuffed tiger that welcomed customers to the store with a loud roar when a string was pulled. Before Tom was able to recover it from the police station, the police had enjoyed teasing inmates with it.

By 1982 Tom had four thriving stores in Cleveland Park, Tyson's Corner, Montgomery Mall and Manassas. But his wife Beverly was not well and he wanted to take some time off. He sold the two shopping-mall stores to F.A.O. Schwartz and closed the third, retaining this store with his grandchildren in mind. He and Beverly were spending several months a year in

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## A Walk on Wisconsin

By Samuel W. Friedman

With summer's record-breaking heat now a memory, I recall the smiles, tastes and stories that welcomed me in our neighborhood's Wisconsin Avenue shopping area. These shops and restaurants stretch from the Macomb Street intersection on the south to Idaho Avenue on the north along the western edge of the Cleveland Park Historic District. They also border the neighborhoods of McLean Gardens and Cathedral Heights.

Although there are not quite 40 businesses, I discovered an unusual mix of goods and services. Shemali's, specializing in Middle Eastern food, contributes to Cleveland Park's abundance of "international and domestic flavors," while Consignment Galleries with its antiques, furniture and bric-a-brac is one of Wisconsin Avenue's "home improvement and furnishing shops." Cleveland Park Book Shop, Encore of Washington and the Modern Shoe Shop provide some of our "essentials for the home and family," and banks, dry cleaners, barber shops and hair salons complete the "traditional neighborhood services."

### International and Domestic Flavors

The Zebra Room, a popular neighborhood restaurant at the corner of Wisconsin and Macomb, is noted for having Washington's largest pizza and homemade breakfasts on the weekend. Owner Hal Lake says, "If work can be

fun, this is fun." Sharing the corner since December 1990 is another family restaurant, Cactus Cantina, which was an instant hit with its Tex-Mex cuisine of fajitas, costillas and its own tortilla machine. Thai Flavor nearby at 3709 Macomb, like the others, features a sidewalk cafe for patrons to enjoy delicious food in the sunny afternoons and crisp autumn evenings. Hunan Gallery at 3308 Wisconsin completes the family of sit-down restaurants. It offers quick delivery service and a popular menu including mixed Chinese vegetables, dumplings and orange beef.

For those who still find time to cook and eat at home, Giant Food at Wisconsin and Newark caters to smaller families and individuals with hot soups, chilled salads, frozen entrees and meats packaged for one or two people. Shemali's, tucked into the inside corner of the Giant parking lot, is a combined deli, grocery, carry-out and caterer with many Middle Eastern delights, including five types of green and black olives, four kinds of feta cheese and stuffed grape leaves.

Fete Accomplie, caterer and gourmet market at 3714 Macomb, recently announced that "a neighborhood landmark returns!" The owner of the late University Bakery will soon be producing in their kitchens the baked goods and ice cream for which the bakery was renowned. Also coming soon, to the front corner of G.C. Murphy Co., is a delicatessen featuring Greek foods like sesame flat bread, eggplant sauces and olive oils. Macomb Liquor at 3703 Macomb has wine from all over, while Burka's at 3500 Wisconsin, besides fine

wines and spirits, also has a deli with carry-out sandwiches, salads and cheeses.

### Traditional Neighborhood Services

Pan American Laundry and Dry Cleaning at 3715 Newark is one of the few self-service laundries left in upper Northwest Washington. It offers dry cleaning by the pound and washing machines big enough for quilts and comforters. Nearby at 3709 Newark is Parks Fabricare Ctr. Family-run Empire Cleaners at 3710 Macomb hand cleans wedding dresses and silk garments, while Harvey's Cleaners at 3232 Wisconsin moisturizes silk garments and hand presses all dry cleaning. Lustre Cleaners at 3402 Idaho provides "state-of-the-art" services, with a computerized data base and a two-year customer history. Where will computers show up next?!

Next door at 3404 Idaho is Beautiful People, a hair salon offering waxing and manicures along with roller sets, pin curls, marcel waves, straightening and relaxing. Known for the again-fashionable styles of the 1950s and 60s is the Macomb Hair Salon at 3716 Macomb; they also have a children's specialist. Across the street at 3715 Macomb is Sharp Image, featuring a large selection of hair products and an owner who enjoys coloring and cutting thick curly hair. Figaro Studio at 3713 Newark specializes in fine, babylike hair. Completing this group is the traditional Friendship Barber Shop at 3711 Newark, with family service, razor cuts and men's shaves.

Perpetual Bank at 3430 Wisconsin continues to be one of the area's largest mortgage lenders. Crestar Bank next door features trust services and non-traditional investment products.

### Home Improvement and Furnishings

"The first thing you need is a good architect!" Richard Newlon Associates upstairs at 3704 Macomb are architects who sit and listen. The results are designs that respond to clients' needs.

Recently renovated and expanded, the Kellogg Collection at 3424 Wisconsin offers interior decorating service, along with antique pine from Europe Portuguese ceramics and a new line of Tibetan rugs. Hurst Fabric Center next door at 3416 Wisconsin specializes in affordable fabrics for draperies and upholstery, plus services to make and install draperies. Providing both retail



The Zebra Room, Cleveland Park Book Shop, de Kun Photo and Empire Cleaners on Macomb typify our Wisconsin Avenue shopping area's interesting mix. Drawing by Eleanor Oliver.

and wholesale services for unusual carpeting, draperies, fabrics, wallpaper and slipcovers from their showroom at 3312 Wisconsin is Capital-Asam.

If you are not a garage-sale mogul, Consignment Galleries at 3226 Wisconsin will sell your home furnishings, chandeliers and antiques, providing they've been well maintained and are in ready-to-use condition. To finish your home renovation project, M.A.B. Paints, next to Shemali's in the corner of the Giant parking lot, offers a full line of paints and paint-related supplies like brushes, rollers and drop cloths.

### Essentials for Home and Family

Near Macomb at 3228 Wisconsin, Erol's/Blockbuster Video has an expanded selection of classic and foreign films, a kid's section, nintendo games and a night drop. Friendship Flowers next door at 3236 Wisconsin, along with doing what it does best, has balloons and fruit baskets. The refrigerators now teeming with glorious flowers were once the meat cases for Burka's Delicatessen at the same address. Cleveland Park Book Shop around the corner at 3706 Macomb has a wide selection in history, politics, media and literature, plus cards and stationary, including Cranes, and handles special book orders. Custom black-and-white film developing and printing is available from de Kun Photo Service & Camera next door at 3708 Macomb. They also have a custom color lab and complete photography services: portraits, passports and parties. Encore of Washington, upstairs at 3715 Macomb, is a consignment shop for women's clothing and accessories, specializing in designer clothing and current styles for professional women.

Pimento, raspberry, orange, banana, cognac, lemon ice, melon and winter grape. Amazingly, these aren't paint colors or ice cream flavors, but some of many shoe creams found at the Modern Shoe Shop at 3713 Macomb. Serving the neighborhood since 1922, this shop specializes in children's shoes and custom repairs. Sullivan's Toys crams a wealth of things for the 10-and-under set into its space at 3412 Wisconsin and also offers professional art supplies.

Besides being a regular five-and-dime store, G.C. Murphy at 3314 Wisconsin has privately run departments featuring oriental rugs, shoe  
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The dramatic Tudor Revival style, with thrusting vertical forms and strongly contrasting materials, was especially popular in Cleveland Park in the 1920s. Drawing by John Wiebenson.

## Architectural Corner

### By Cherrie Anderson Tudor Revival

*This is a fourth example of the ten house styles featured in CPHS's forthcoming Guide to Cleveland Park House Styles. Author Cherrie Anderson is an interior designer. Illustrator John Wiebenson is an architect.*

The English revivals, medieval in origin, tend to be more picturesque than their classical Colonial counterparts. Conjuring up visions of Elizabethan villages, Tudor Revival houses are highly dramatic, with thrusting vertical forms and strongly contrasting materials. They were built in Cleveland Park from 1905 to about 1930, with their popularity cresting in the 1920s. Examples can be seen at 3101 Highland Place, 3501 34th Street and 3506 Rodman Street.

#### Basic Form

- Vertical, asymmetrical massing, with irregular projections;
- Complex roof, with multiple prominent steep gables;
- Off-center front or side entrance and asymmetrically placed windows of various types;
- Inset corner porch, often covered by the main roof.

#### Materials

- Usually pebble-dash stucco and red brick siding, with stucco between half-timbering on upper stories;
- Originally slate, wood shingle or clay tile roof;
- Wood windows and doors, sometimes metal windows;
- Rough-hewn timber as porch columns and trim;
- Sometimes stone ornament, such as finials and keystones.

#### Details

- Double-hung windows with six-over-six sash (six panes above and below);
- Sometimes casement windows;
- Oriel windows (projecting bay windows on upper story);
- Window sash with small all-over diamond-shaped panes, sometimes leaded;
- Brick arches forming porch openings;
- Rectangular timber porch posts with simple spandrels (supports) creating an arched feeling;
- Very prominent, complex half-timbering;
- Ornamental brick courses (rows);
- Tall ornamental windows.

#### Broadmoor Door Photo Sought

The Broadmoor, the venerable apartment dwelling at Connecticut and Porter, is searching for a photo of its original front door to guide planned renovation. If you have helpful clues, please call Roslyn Beitler, 363-3704.





Wilma Wood Pechacek

Photo by Jean van der Tak

## Cleveland Park Personalities

### Wilma Wood Pechacek

By Rives Carroll

Elegant and youthful at 75, Wilma Wood Pechacek welcomed me into her Macomb Street home opposite the playground. She has lived there since 1919. "That's why there's so much stuff in here," she quipped lightly, gesturing toward an abundance of antique tables, chairs and desks, colorful oriental rugs, large family portraits, decorative porcelains, china, crystal and numerous objets d'art collected on her world travels.

Born Wilma Elizabeth Witherow on July 11, 1915, in Gerard, Pennsylvania, she moved to Washington at age six weeks: her father, then with the railways, came to work with the Washington streetcars. Their first house was on R Street across from Oak Hill Cemetery. When Wilma reached school age, the family, including her maternal grandmother and paternal grandfather, moved to Cleveland Park where it was higher and cooler. Here, also, Wilma could attend John Eaton.

"It was a wonderful school and a wonderful community," she reminisced

enthusiastically. In rapid-fire succession, she cited events and dates; she easily recalled the names of former teachers and students, many of whom she still sees today. Janitor John Cole stands out in her memory. He rescued her following an accident with a hit-and-run driver, when she was returning to school after lunch, carrying her, scraped and bruised, to a neighbor's house. And he was still at the school when her three children attended Eaton. She also remembers when the first addition to Eaton was built in 1923, to replace the portables on the playground.

Another significant thread in her life in Cleveland Park has been the church "around the corner" at Lowell and 34th Streets. "Everybody went to the Cleveland Park Church," she explained. It was only a portable until the stone structure was built when she was in first grade. In 1965 she produced a handwritten cookbook of her recipes, called *Tried and True Treats*, that she dedicated to the church and sold for its benefit. Wilma, whose childhood duty was to read the Bible every day to her blind, aging grandmother, is still active at the church.

"We had tons of snow," she said. Sledding on Macomb Street was a popular activity for all ages. Families gathered around a big bonfire built at the top of the hill by Officer Moore, a red-haired Irish policeman. With cars parked in garages in those days, riders on toboggans and sleds had a clear path all the way to Connecticut Avenue. The Parmalees, who lived at the Causeway (now Tregaron and the International School), often enjoyed the snow in their dubonnet-colored sleigh drawn up and down the streets by four white horses with bells.

Wilma graduated from Eaton's eighth grade, from Western (now Ellington) High School and planned to attend Hollins College in Roanoke, Virginia. But after her high school graduation, she and her mother had an automobile accident in Marietta, Ohio, en route to the Chicago World's Fair, and her plans changed. For a year she was in a body cast and did not walk. After her recovery, she attended Strayer College, where she learned secretarial skills and became a stenographic secretary.

While in high school, she had met Newton Oliver Wood, known as "N.O." Seven years her senior, he was

a VPI (now Virginia Tech) graduate. In 1934 they eloped on the way to the Temple-VPI football game. He was working at Public Works Administration, making \$27 a week, and she at Strayer's, making \$75 a month. During their brief stay in an efficiency apartment called Corcoran Courts, on the site of the present-day State Department auditorium, Wilma's mother brought dinner down to them every day. Wilma still has the pot in which it would arrive!

At the birth of their first child, Wilma and N.O. moved back to Macomb Street to live with her parents. "I was a mother," she said with satisfaction, describing the sleeping porch full of girls overnight, cookouts in the backyard and parties in the basement. "I was president of the PTA and knew all the children's parents," explained this mother of three, whose boundless energy and gregarious nature made her house a natural gathering point.

Her many interests and activities have made her life full and varied. Until two years ago, she was still tending the flower and vegetable gardens that her parents and grandparents started in their backyard. Her parents played active roles in this extended family household until 1966. She and N.O. enjoyed golf and bowling, and she was president of the Country Club Bowling League. She accompanied their bachelor friends at auctions to advise them on furnishing their houses. "I still go to auctions to keep abreast of the antiques we have in the family," she said.

When asked about her career, she laughed and answered, "I've been chairman of so many things." Her take-charge outgoing manner has made her a valuable member of many boards, including the YWCA, Hannah Harrison Home, The Washington Home and Springvale Terrace. She has helped with events at the Kennedy Center and Arena Stage. And while N.O. was director of management for the Interior Department, Wilma handled all the public relations for Indian art exhibits held on its top floor.

N.O. and Wilma frequently traveled abroad. He died of emphysema in April 1973. Several years later, she married Clarence Pechacek, whom she and N.O. had met years earlier. He is a lawyer with Hamilton and Hamilton, Washington's oldest law firm.

In addition to traveling, she keeps up with her old neighborhood friends.

She can tell you where they all lived, whom they married and what they are doing now. While giving me a tour of her three-story, antique-filled house that clearly demonstrates her thoughtful attention to detail and continuing interest in collecting, she said, "I've had so much to do and I still have a lot I want to do." And Wilma doesn't show signs of slowing down.

#### Tom Sullivan

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Sarasota, Florida, where they enjoyed their golf while someone else ran the store full time. That fall, at age 54, Beverly died of a stroke.

At this difficult time, Tom began to spend more time in Washington and resumed a larger role in the store. He began to appreciate what he had started and to recognize the customers' affection for him. "I was very pleased with that," he said. "You get a lot of psychic income from a thing like that." He also married Donna Millin, a widow and long-time friend and neighbor of his family. She became the store's buyer.

There is renewed energy in the store. Business is booming. Even in late August, a slow time in the city, the store is busy and sales are up. The stock is piled high on the shelves, ready for fall birthdays, the October sale and the holiday crowds. Tom, feeling both lucky and grateful, shyly retreats to his small, cluttered office, rewarded by the people who greet him on the street and remind him that his store is an enduring Cleveland Park tradition.

*Rives Carroll, author of the profiles of Wilma Wood Pechacek and Tom Sullivan, leads walking tours of Cleveland Park, runs the summer day camp at the Cleveland Park Club, and teaches geography and D.C. history at John Eaton School.*

#### Kathy Wood Lectures on American Architecture

Architectural historian and CPHS President Kathy Wood will present an overview of the history of American architecture in seven lectures at the National Building Museum, Thursday evenings from 6 to 7:30 p.m., beginning October 24th. Call the National Building Museum (202-272-2448) for further information.

## CPHS Adopt-a-Tree Program is Growing

By Susan Hornbostel

During our long, hot and dry summer, Cleveland Park neighbors and their merchant partners watered ten young trees along Connecticut Avenue. You may have seen the gray five-gallon buckets attached to the young trees. Once or twice a week, these volunteers fill the bucket from the merchant's sink or spigot. The water slowly seeps out through two nail holes in the bottom of the bucket and the tree roots are thoroughly soaked. That's a lot of water carrying! Many thanks to the volunteers who are keeping our trees growing.

Unfortunately, the three oaks

planted by the city this spring did not survive, despite adequate watering. To fill these spaces and others in the commercial areas on Connecticut and Wisconsin Avenues, we will be planting nine trees in late fall or early spring through a **Trees for the City** program. Matching funds have been given by CPHS, the Cleveland Park Merchants Association, ANC 3-C and Trees for the City, which will provide for the trees and other planting material. Would you like to join us on planting day, or adopt a tree, or both? Volunteer by calling me, Susan Hornbostel, at 966-3107.

*Susan Hornbostel heads CPHS's Adopt-a-Tree program.*

#### A Walk on Wisconsin

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repair and keys, plants, Greek delicacies and baked goods, a travel agency and a truck rental service. The neighborhood's indispensable People's Drug Store is at 3400 Wisconsin.

Last but not least are two shops in the McLean Garden building. Dalton Brody at 3412 Idaho is a gift shop with decorative and personal accessories, antiques, home furnishings, fine stationary and invitations. Next door is Friendship Jewelers. Max Ellenbogen opened this shop in 1955 at 3410 Wisconsin. To their surprise, said son Joel, their new shop on Idaho was also No. 3410. Father and son are noted for their repair work and resetting of stones into contemporary designs.

My hot summer's walk in this three-neighborhood shopping area revealed an unusual selection of goods and services, offered by pleasant, smiling merchants. Some shops are officially in McLean Gardens, others in Cathedral Heights, while several say they are in Cleveland Park. A number of these shops are tucked away in corners, upstairs, or at the end of a long block. Take a moment sometime to give yourself a quick surprise with a step into one to see what's there.

*Samuel Friedman, CPHS's Administrative Coordinator, is also Grants Administrator for the D.C. Preservation League and a consultant in design and neighborhood development.*

#### Cleveland Park Block Party and Auction

Saturday, October 19th  
11 a.m. to 5 p.m.

Macomb Playground  
(34th and Macomb Streets)

Continuing a neighborhood tradition, the 22nd annual Cleveland Park Block Party promises fun for the whole family. There'll be toe-tapping bluegrass music by the Rosslyn Mountain Boys, the well-known children's entertainer Bob Devlin, fabulous food and home-baked treats, a moon bounce, puppet show and pony rides for the kids. For the grownups, there's a silent auction featuring Redskin tickets, weekend get-aways and fine dining. Bidding closes at 3 p.m. Pick up Halloween pumpkins, fresh apple cider, treasures at the Opportunity Shop and a rare book find.

All proceeds benefit John Eaton Elementary, a D.C. public school. For further information, call Deborah Potter, 244-8549.

### Cleveland Park History Evenings

Mondays, October 28 and November 4, at 8 p.m.

Cleveland Park Congregational Church  
34th and Lowell Streets N.W.

Come meet Cleveland Park residents, some of whom have lived in the neighborhood since 1907. Lawrence Gichner (see *Voices*, Fall 1990), Wilma Wood Pechacek (this issue) and Virginia Stephenson grew up in Cleveland Park. On Monday, October 28th, they will be joined by others, hopefully Philip Stone (*Voices*, Spring 1989) and Mrs. Abbo, to recall what Cleveland Park was like in slower times.

The following Monday, we will have residents who were children here in the 1940s and 1950s. Margaret Lenzner, Judith Martin and her sister Bryan Leithauser have all served on CPHS's Board. Also being asked to recall their Cleveland Park childhoods are Celia Faulkner Clevenger (*Voices*, Spring 1990), her brother Winthrop Faulkner, David McNally (still living in his childhood Sears Roebuck home on Porter Street) and Roma Restaurant's Bobby Abbo. Topics will include schools attended, recreation activities, shopping, trolley cars, neighborhood pranks and other memories.

We hope to compile a scrapbook of old photos. If you have old photos or know of long-time residents who would like to participate, please call Cathya Stephenson (338-4086) or Kathy Wood (244-1276).



CPHS is proud  
to cosponsor

CLEVELAND PARK DAY '91  
with the  
Cleveland Park  
Merchants Association

Saturday, October 5th  
10 a.m. to 6 p.m.

Connecticut Avenue in  
Cleveland Park

### Join the Cleveland Park Historical Society

The Cleveland Park Historical Society, founded in 1984, won its initial battles to have our neighborhood declared a historic district and protect the low-rise commercial sections along Connecticut and Wisconsin Avenues.

Now we are focusing on increasing neighborhood interest in historic preservation and community projects like replanting trees and helping to revitalize our shopping areas.

If you are not a current member, please join or re-join us now. Membership also assures you regular mailings of our newsletter *Voices* and other materials to keep you up to date on neighborhood development and preservation news, plus invitations to special events and programs.

Send your check for \$25, payable to Cleveland Park Historical Society, to:

Kathe McDaniels  
Membership Chair, CPHS  
2952 Newark Street, N.W.,  
Washington, D.C. 20008

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### Cleveland Park Historical Society

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