The amazing story of a small cross-roads community that grew and grew—to become the second largest "city" in Maryland

Less than four short years ago in 1947, the Hecht Co. broke ground for its first suburban store. We selected Silver Spring because it was already a fast growing community—the second largest in Maryland. In 1939 there were fewer than 100 retail stores in Silver Spring. Today there are hundreds doing a yearly business of more than $50 million dollars. Add the yearly volume of banks, utilities and light industry and the figure approaches an astounding $100 million. A far cry from the old dirt road known as Georgia Avenue, around which Silver Spring has grown.

Silver Spring has been built on a solid foundation because alert merchants, realizing the need for a complete trading area, had the imagination and foresight to provide off-street parking for 18,000 cars daily, to widen highways, and to build modern stores. But, this is only the beginning. Today, Silver Spring is planning an additional $50 million bond issue for more parking for customers. Today, Silver Spring is responding to the 

The Store of Nationally Famous Merchandises

Washington and 7th Sts., N. W. 510