PROGRAM

The Formal Opening
of Woodward & Lothrop's

BETHESDA-CHEVY CHASE SUBURBAN STORE

Wisconsin and Western Avenues
Chevy Chase, Maryland

November 1950
The convenient First Floor Entrance from the Store's own well organized parking space for over 500 cars.

One of the most beautiful and functional stores in the United States, the Woodward & Lothrop Bethesda Chevy Chase Suburban Store has been specially designed and created in the fine Woodward & Lothrop tradition to bring the very best in shopping services to the family, the community, and the individuals of Greater Washington.

The new Woodward & Lothrop Suburban Store is Modern Georgian, a combination of contemporary, future, and classical beauty – the exterior designed by Starrett & Vlcek of New York. The interiors, dynamically beautiful, inviting to every shopping pleasure, were created by the Raymond Loewy Corporation of New York. The new building was constructed by the Chas. H. Tompkins Co. of Washington, D.C. The ground at the building site was broken at a special ceremony on October 14, 1949, and the construction of the building was begun exactly one year ago.
Plan of the **LOWER LEVEL**
where these departments are located:

- Appliances
- Blankets
- Boys' Wear
- China
- Glassware
- Girls' Wear
- Teen Age Apparel
- Housewares
- Infants' Wear
- Lamps
- Linens
- Children's Shoes
- Shoe Repair

Plan of the **MAIN FLOOR**
where these departments are located:

- Blouses
- Candy
- Coats and Suits
- Corsets
- Women's and Misses Dresses
- Gloves
- Handkerchiefs
- Hosiery
- Jewelry
- Junior Miss
- Knit Underwear
- Leather Goods
- Lingerie
- Luggage
- Men's Shop
- Millinery
- Neckwear
- Negligees
- Notions
- Women's Shoes
- Silverware
- Sportswear
- Stationery
- Suburban Shop
- Toilet Goods
- Umbrellas
- Uniforms and Aprons

**The Second Floor**

- Art Needlework
- Bake Shop
- Beauty Salon
- Beds
- Carpets and Rugs
- Children's Barber Shop
- Draperies
- Fountain Room
- Furniture
- Laces and Ribbons
- Offices
- Patterns
- Piece Goods
- Radios
- Television
- Toys and Games
The Ground Breaking Ceremony

OCTOBER 14, 1949

Ground was broken for the new Woodward & Lothrop Bethesda-Chevy Chase Suburban Store on October 14, 1949. As everyone probably remembers, the early morning of the fourteenth had been wet and rainy. Then, at the time of the ceremony the drizzle stopped, and the sun came out. The day cleared off wonderfully. Some of the earth broken during the ceremony was removed in a special container, and samples of it in glass tubes are placed in the cornerstone.

Following the groundbreaking ceremony in October, the first issue of the Woodward & Lothrop community magazine, the SUBURBAN SPECTATOR, was printed.

The Family Crowds Around To Cheer Them On (Left to right) Andrew Parker, Jr., Mr. Andrew Parker, President of Woodward & Lothrop; Braintree W. Parker; Mr. B. W. Parker, former Chairman of the Board of Directors of Woodward & Lothrop; Mrs. B. W. Parker, daughter of Samuel Walter Woodward; Mr. A. Lothrop Luttell, Executive Vice President of Woodward & Lothrop; Betty Wall Luttell; and Dr. E. Felix Klosman, Rector, St. Alban's Church.

Reception for Store Members

WEDNESDAY NOVEMBER 1

Woodward & Lothrop
Washington, D.C.

2001-2005

Store Opening

The progress Woodward & Lothrop has made since it first opened its doors to the public in 1905 is so small, yet the progress is so significant. Through the years we have endeavored to meet our customers' needs, and the store has grown with the help of our customers. We are proud to have had the opportunity to serve you.

The opening of our new building is a significant milestone in our history. We are excited to share this moment with you, our valued customers. We hope you will join us for a special celebration on November 1.
Luncheon Program

THURSDAY, NOVEMBER 2, 1950 • 12:00 NOON
BETHESDA-CHEVY CHASE SUBURBAN
STORE AUDITORIUM

Presiding: Mr. John Tykowski
Chairman, Woodward & Lothrop Board of Directors

INVOCATION
Rev. William E. Firth
President, Montgomery County Council of Churches

WELCOME
Mr. John Tykowski

ADDRESS
Mr. Andrew Parker
President, Woodward & Lothrop
"Woodward & Lothrop's Bethesda-Cherry Chase Suburban Store and the Community"

INTRODUCTION OF GUESTS
Mr. A. Lothrop Luttrel
Executive Vice President, Woodward & Lothrop

Response
Bethesda Chamber of Commerce
Mr. H. M. Simmons, President

Response
Montgomery County Board of Education
Mrs. Lillian E. Wilson, President

Response
Montgomery County Federation of Women's Clubs
Mrs. John Scheidt, President

ADDRESS
Mr. Philip M. Tallott
Senior Vice President and Secretary, Woodward & Lothrop
"History and Growth of Woodward & Lothrop"

INTRODUCTION OF BETHESDA-CHEVY CHASE SUBURBAN STORE OFFICIALS
Mr. Andrew Parker

TOUR OF STORE
LUNCHEON GROUP
2:15 P. M.

Cornerstone Laying

THURSDAY, NOVEMBER 2, 1950 • 3:30 P. M.
WISCONSIN AND WESTERN AVENUE CORNER

Presiding: Mr. John Tykowski
Chairman, Woodward & Lothrop Board of Directors

WELCOME
Mr. John Tykowski

INVOCATION
Rev. William E. Firth
President, Montgomery County Council of Churches

INTRODUCTION OF
Andrew Parker, Jr., Great Grandson of Founder, Samuel Walter Woodward
Betty-Wall Luttrel, Great Granddaughter of Founder, Alvin Mason Lothrop

who placed historical material in Cornerstone

INTRODUCTION OF Mr. Irving R. McNayr, County Manager of Montgomery County
Mr. Robert E. L. Johnson
Vice President, Woodward & Lothrop

ADDRESS
Mr. Irving R. McNayr

CLOSING ADDRESS
Mr. Andrew Parker
President, Woodward & Lothrop

SONG
"The Lord's Prayer"
Soloist, Mr. William Graham

BAND SELECTION
Bethesda Chevy Chase High School Band
Director, Mr. Chester J. Petranek
OFFICIAL OPENING

THURSDAY,
NOVEMBER 2, 1950
4:00 P. M.

Presiding: Mr. John Tyssowski
Chairman, Woodward & Lothrop Board of Directors

INTRODUCTORY REMARKS .................. Mr. John Tyssowski

HISTORICAL SIGNIFICANCE OF
Event .......................... Mr. Robert E. L. Johnson
Vice President
Woodward & Lothrop

INTRODUCTION OF MRS.
MARGARET A. C. WELSH ........ Mrs. Luke I. Wilson
Daughter of the founder
Samuel Walter Woodward

PRESENTATION OF CORSAGE TO
MRS. WELSH ...................... Mr. Andrew Parker
President, Woodward & Lothrop

OFFICIAL OPENING OF THE
Doors .......................... Mrs. Margaret A. C. Welsh assisted
by Mr. Andrew Parker

ANDREW PARKER, JR.
GREAT GRANDSON OF FOUNDER,
SAMUEL WALTER WOODWARD

BETTY WALL LUTTHIEL.
GREAT GRANDDAUGHTER OF
FOUNDER, ALVIN MASON LOTHROPP

MRS. MARGARET A. C. WELSH
FIRST CUSTOMER OF WOODWARD & LOTHROOP
AT 921 PENNSYLVANIA AVENUE
Program for
Woodward and Lothrop Suppliers

FRIDAY MORNING,
NOVEMBER 3, 1950 • 9:30 A. M.

Presiding: Mr. John Tysowski
Chairman, Woodward & Lothrop Board of Directors

WELCOME ............. Mr. Andrew Parker
President, Woodward & Lothrop

ADDRESS ............... Mr. Donald Buckingham
Vice President in charge of
Merchandising, Woodward & Lothrop

INTRODUCTION OF BETHESDA-
CHEVY CHASE STORE
OFFICIALS ............... Mr. Andrew Parker,

TOUR OF STORE BY GUESTS

TRANSPORTATION PAGEANT

On Saturday, November 4, 1950, a transportation pageant is being held on the parking space of the Bethesda Chevy Chase Suburban Store. This pageant is a special salute to the magnificent progress made by the transportation industries in the last seventy years. This remarkable growth has made possible the development of what is rapidly becoming a basic institution in the modern design of American living, the suburban store.

The following collectors of American models have contributed their machines to the pageant.

Mr. R. D. Armiger  Mr. Hugh Higgins
Mr. George Barker  Mr. W. T. Holbrock
Mr. John W. Bonnell  Mr. Emile Krebs
Mr. Q. E. D. Cashell  Mr. Frederick G. Long
Mr. W. Linwood Cook  Mr. L. A. McCrea
Mr. E. W. Goodwin  Mr. C. E. Simons
Mr. Howard B. Grubb  Mr. George T. Smith
      Mr. E. A. Stromander

1904 RAMBLER
1908 HUPMOBILE
1912 DETROIT ELECTRIC NEVAN
1913 OLDMOBILE
1915 MAXWELL
1912 STANLEY STEAMER
A Step Forward...

A great American enterprise, Woodward & Lothrop was established in 1880. Its Founders were imaginative and industrious young New Englanders, Samuel Walter Woodward and Alvin Mason Lothrop. They began business in a post war world of new and gripping problems and new, completely different frontiers. While the West had continued to be conquered, new economic frontiers presenting diverse problems of supply and demand were opening up in the East and in the more densely settled areas of the Midwest.

the East and in the more densely settled areas of the Midwest.

It was in the new and vital frontier of American economic development that Woodward & Lothrop began and has continued important pioneering experiments in merchandising operations and physical expansion. And, most important of all, Woodward & Lothrop has continued through the years to uphold in the fine tradition of its Founders the principles of bringing the very best in shopping services to the Communities, the Families, and the Individuals of Greater Washington.

Beginning with a small three-story building with a total floor space of 1700 square feet and a personnel list of six clerks and a

Pioneers...

SAMUEL WALTER WOODWARD

ALVIN MASON LOTHRP

ANDREW PARKER

A. LOTHRP LUTTRELL

Pioneering
porter, Woodward & Lothrop now employs over 5000 personnel and
owns in property and buildings what would be the equivalent to
twenty-one city blocks of one-story buildings.

As traditional as the pioneering spirit which has powered
it for seventy years, Woodward & Lothrop is a family organization
handed down from its two Founders to their sons and daughters and
grandchildren. It is as intimately associated with the growth of the
Nation's Capital today as it was in the post civil war days of 1880
when Woodward & Lothrop opened the first department store in
Washington.

Mrs. Margaret A. C. Welsh, whose graciousness has
allowed a great moment in the Store's history to be repeated, was the
first Customer of Woodward & Lothrop when the Store opened at
921 Pennsylvania Avenue on January 1, 1881. Mrs. Welsh was born
in Rockville, Maryland, on April 29, 1856. A mother of five children,
Mrs. Welsh has been very active in civic work. She organized the first
women's club in Rockville and was instrumental in the organization
of the General Federation of Women's Clubs in the state.