

# THE VILLAGE NEWS

Volume 33 No. 5

Serving the people of Cabin John and beyond

Feb. 2000

## NEIGHBORLY NEWS Feb. 2000

by Barbara Martin

Wilma Mater died in November. She was 88. Mrs. Mater came to her MacArthur Boulevard house as a young bride. She taught fourth grade at Clara Barton and Bannockburn schools and was head librarian at Walt Whitman High. Mrs. Mater's son Evan and his family live across the street from her house.

Danny MacIntyre of Tomlinson Avenue was appointed first chair clarinet in the Senior Montgomery County Youth Orchestra. Terry is in the all-County Honors Band and is Whitman's only member of the all-State Honors Band. He has been playing the clarinet since fourth grade. His parents are Terry and Ken MacIntyre.

Cabin John is home to several recently published authors:

Phil Harvey's book "Let Every Child Be Wanted," is just out (see interview). Wanda Veraska McGee has published "Invisible Currents," a volume of daily meditations; Wanda now lives in Port Joe, Florida, but lived in Cabin John for many years in the 79th Street house where her son Dennis Veraska now lives.

Marjorie Balzer of Tomlinson Avenue has published "The Tenacity of Ethnicity." Marjorie is an expert in Siberian Anthropology and has spent much time in Russia.

Lee Arbetman is the author of "Street Law," a book used in high school civics and law classes across the country. The book's sixth edition has just gone into its third printing. Lee lives on 76th Street.

Please call Barbara Martin 301-229-3482 with your news about present or former Cabin John residents. Births, deaths, marriages, new neighbors, honors--we want to know about them.

## Report From The Cabin John Holiday Party

The Holiday Party held on December 12th was attended by almost 200 adults and children and featured delicious food (donated by local merchants), drinks and cookies (donated by Cabin John residents), crafts (supervised by Liz Clark and Paul Amoruso) and

presents for the kids, storytelling, caroling, a visit by Santa, and a raffle of various items donated by the community merchants. The event was sponsored by both the Cabin John Citizens Association and the Clara Barton Community Center.

This effort is traditionally well supported by the local community merchants who helped with the following in the food department: Bethesda Coop (cider & spices, cheeses & crackers), Pizza Hut (pizzas), BB&T Bank (large delicious cake), Glen Echo Sub Shop (6 ft sub), Bob Epstein (popcorn, as cooked by Dave Murphy). Local girls reached into a bowl and picked the winners of the raffle items that were donated by Potomac Outdoors, Hughes Landscaping, Alpine Animal Hospital, Glen Echo Hardware, Firehouse Cleaners, Wild Bird Center, Eleanor Balaban, Marketplace on the Blvd., The Elegant Needle, Pepperidge Farms, and the Clara Barton Community Center.

Peter Vogt led the kids through the engrossing popular tale "The Great Cabin John Santa Claus Story", which has everyone up making various gestures to resemble reindeer and other things. Caroling was led by Pete Couste (who did a wonderful job of getting the kids involved) with Barbara Martin on the piano. After much suspense, Santa Claus arrived via a Cabin John Fire Dept. firetruck (coordinated by Lee Hunter) and passed out presents that had been nicely bundled by Diane and Blythe Leatherman. One new great addition this year was the awesome sound system provided by Jim Gilchrist. (A backup system was provided by Bannockburn Elementary School.) A second new terrific addition was the presence of Mrs. Claus (Barbara Kloc) who provided face painting for the kids and had a permanent line of kids waiting their turn. The Christmas tree was provided by Hughes Landscaping and decorated by Gary Barnhard and his kids, and Ruth Rabner and her children. Karen Melchar, Don Mehlman, Rene West, Lisa Landsman, Reed Martin, Burr and Liz Gray, Bruce and Barbara Wilmarth, Dave Murphy, Bramman Avery, Clare and Paul Amoruso did a really bangup job on the decorating and set-up. Andy Rice and others assisted with the cleanup. It was really a terrific occasion and seems to get better each year. The only thing missing was snow; maybe next year.

*Burr Gray*



*Let's Talk!*

Eleanor Balaban  
229-7990

## LOOKING BACKWARD IN CABIN JOHN

By Andrew E. Rice

What was Cabin John like a Generation Ago?

In the 2000 U.S. Census, coming up this April, Cabin John will again be treated as a separate Census Designated Place (CDP). This was the good word received last month from Congresswoman Connie Morrella's office in response to a request made by Citizen Association President Burr Gray.

Ten years ago, in the 1990 census, Cabin John was combined with Brookmont to form a single CDP. This meant that statistics pertaining only to Cabin John were not easily available. Treating Cabin John as an independent CDP -- which it had been in earlier censuses -- will make it easier to identify the changes which have occurred in our community as the years have gone by.

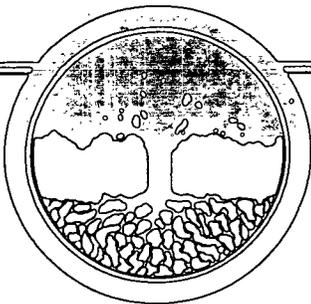
What was Cabin John's demographic profile a generation (30 years) ago? Looking back in the Village News 1970 files, I found an article by none other than Barbara Martin reporting on the findings of the 1970 census. Here are some of

the highlights:

Our population was 1604, divided into 482 households, making the average household size just over 3-1/4 persons. Compared to Montgomery County as a whole, Cabin John had a higher percentage of over-55 people, including 41 persons over age 75. One-third of the population was children (through high school age), about the same as in the county generally, although in one age group (6-9) boys quite remarkably outnumbered girls, 84 to 58.

The median value of a house in Cabin John was \$25,000 (in the county as a whole it was \$33,000), with only 51 houses valued at \$50,000 or above. Nearly 7% of the total houses were rented (a higher percentage than the county at large, where the rate was only 2%) and five rooms was the average size (six rooms in the county). The census considered 5% of Cabin John's houses to be overcrowded (in the county just over 3%).

It will be interesting to compare these 1970 figure with the findings of the 2000 census. As of late 1998, Cabin John's population was estimated by me at somewhere between 2000 and 2200. We shall soon see how good this estimate was.



## LANDSCAPING

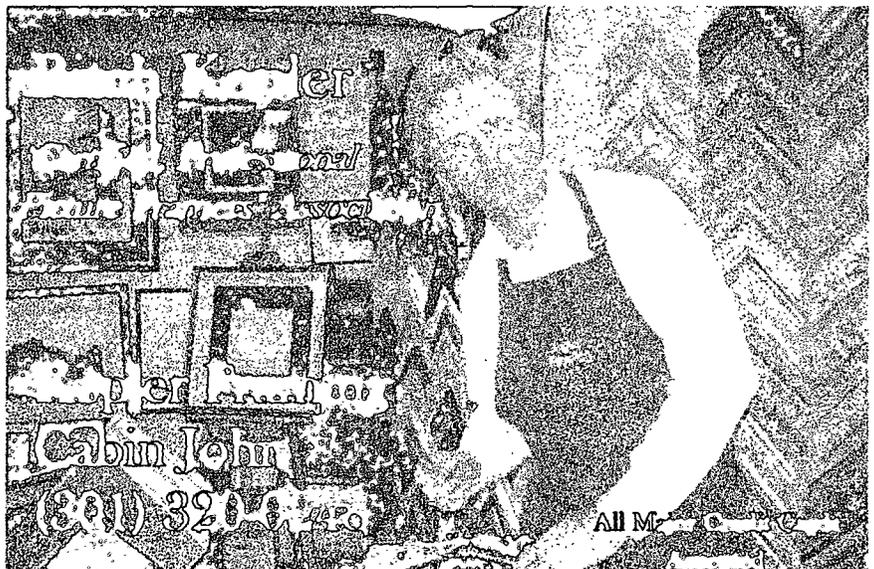
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2000 Census Taker Positions - Call Rockville Office (301-413-1050) for position as enumerator (\$14/hr.), Crew Leader (\$15.50/hr), or Office Clerk (\$10.50/hr.) Must pass written test given January 27th in Rockville and be able to work 4-6 weeks beginning in March 2000.

*TO PLACE AN AD IN THE VILLAGE NEWS CLASSIFIEDS, SEND US YOUR AD BEFORE ISSUE DEADLINE. THE COST IS \$0.25 PER WORD. IF YOU HAVE QUESTIONS, CALL LORRAINE MINOR AT (301)229-3515*

**APPEAL FOR OLD PHOTOS OF CABIN JOHN**

CJCA is preparing a permanent historical photo exhibit of Cabin John.

Please let Andy Rice (229-3503) know if you have any old photos related to the following subjects that CJCA could borrow briefly and copy:

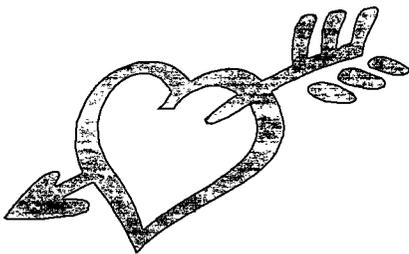
- (1) intersection of MacArthur and Seven Locks,
  - (2) Clara Barton School,
  - (3) Construction of the Parkways/Beltways,
  - (4) C&O Canal and Lock Houses,
  - (5) American Land Company,
  - (6) Cabin John Gardens/Carver Road construction/communities,
  - (7) well-known early Cabin John personalities,
  - (8) Sears Kit Homes, and
  - (9) Cabin John Creek/Watershed/Potomac.
- Other old Cabin John photos welcome also. A grand opening of the exhibit is planned for May



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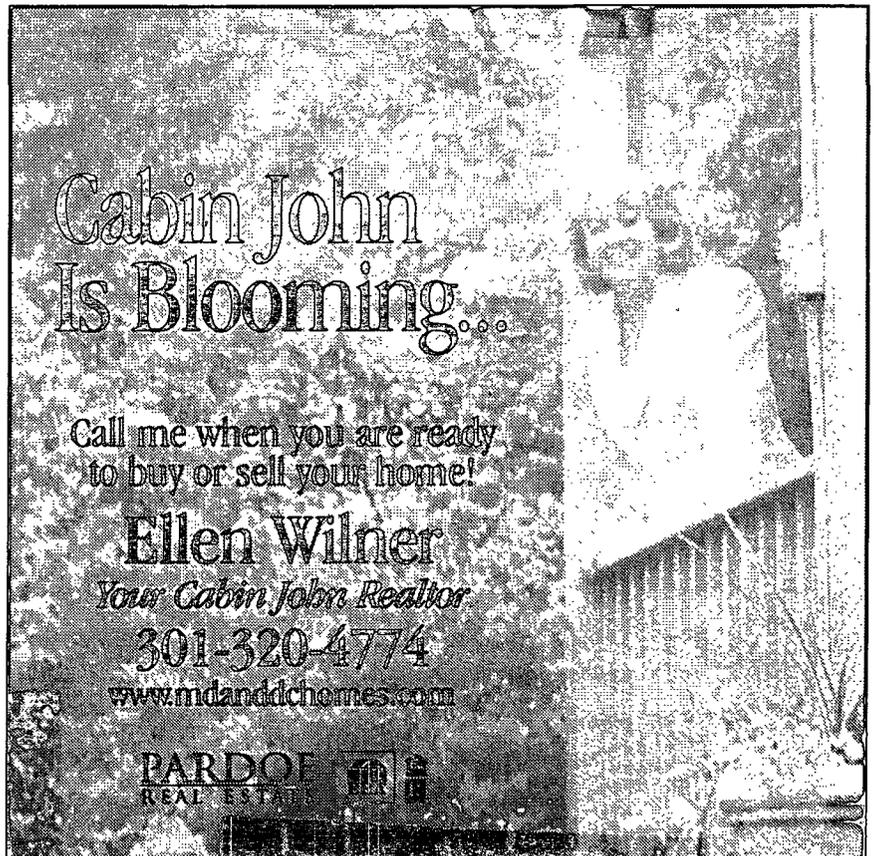
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# PHIL HARVEY: A WORLD OF DIFFERENCE

By Barbara Martin

As a young boy, Phil Harvey lived in Macomb, Illinois, a small town farming community where his father had a factory that made farm equipment. He was the youngest of five children.

When Phil was 12, his father sold the factory and moved the family to northwest Connecticut. "The town was even smaller, but being on the East Coast, it was more sophisticated." His father decided Phil should go to Exeter for his last 2 years of high school. "My father was concerned about the high incidence of auto accidents with teenagers, and Exeter appealed to him because no cars were allowed. I didn't want to go, but I don't regret it; it was a fine education."

In his teen years, Phil was an active competitive skier, ran track, and acted in school plays. At 16, he was Oedipus Rex. "Just as in Shakespeare's day, in all of Exeter's dramatic productions, female roles were played by males. But in this instance, a faculty wife played Jocasta and I felt especially honored."

He started at Harvard, then flunked out after his sophomore year. "I took a year out, doing various jobs. I was a smoke jumper in Oregon until I broke my leg. Then I was a page at ABC in New York, working on the Dick Clark show, the Pat Boone show, and the Firestone Hour." This was in the late 50's.

Harvard allowed him to re-enter as a junior. "I enrolled in a program of Slavic languages and literature. I knew that I had goofed off my first two years of college, and I deliberately wanted something that would give me

*(Continued on page 5)*

## Neighborhood Services

**CABIN JOHN AMERICAN-CHINESE UNITED METHODIST CHURCH** 7703 MacArthur Boulevard. Mixed cultural and traditional backgrounds, American and Chinese, united in worshipping and serving God together. Residents of Cabin John and surrounding areas: you are warmly invited to share with us. Come and experience the Blessings!!!! English service 10:00 AM, Chinese service 11:15 AM on Sundays. Fellowship groups on Fridays at 8:00 PM for youth, young professionals, families and children. Call church office at 301-229-8233 or Pastor Shih at 301-977-8927

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**LAWN MOWING and YARD WORK** Amoroso's Lawn Service. Cabin John Resident. (301) 320-2685.

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*(Continued from page 4)*

structure and discipline. So I got into a double-barreled course in Russian that took half my entire course load. And I got an A." He graduated with a degree in Slavic languages.

His interest in drama was still strong and he applied to and was accepted by the London Academy of Music and Dramatic Art. But this was in the era of the Berlin Wall and Phil was eminently draftable. Attending the London Academy was not considered reason for deferral. Phil was accepted by the Peace Corps, but his draft board ruled that was not going to affect his military obligation.

"I thought I might as well get the military service over, so I enlisted in the Army. I figured my knowledge of Russian might be put to good use." However, in typical Army fashion, Phil spent 1 1/2 years in the Ft. Meade mailroom and kitchen waiting for security clearance then put in the last 6 months of his enlistment doing "mildly classified typing."

By the time he was discharged, his fervor for acting had cooled and his enthusiasm for visiting and living in other parts of the world had grown. He went to work for CARE, an organization that was formed after World War II as a way of getting food to Europe, and expanded to reach many developing nations.

In Bombay, India, as program director, Phil supervised the shipping of large amounts of food and operated the school milk program. "In hindsight, it's obvious that this was an ill-advised massive subsidization that used U.S. agricultural surpluses for foreign

programs, but utterly undermined the agricultural economy of India. The Indian farmers couldn't sell their products profitably. This became clear when the program stopped, and India became self-sufficient in food grains virtually overnight."

Phil was in India 5 years, the last 3 in Delhi as Deputy Director of the CARE mission. CARE and the Indian government helped to avert a looming famine in the state of Bihar. "This was the real work of CARE; averting a famine is a laudable short-term action."

Phil was coming to realize that in the long run food was not the best way to be helpful. CARE was supplying more and more food but the population was growing at an even greater rate. India was adding 13 million a year to a population of 500 million. "We were supplying more yet constantly falling behind the need."

That's when Phil Harvey became interested in family planning. India's government was hospitable to the concept; the world family planning efforts were concentrated in Delhi, hosting in the late 60's meetings of world leaders focused on making family planning available in poor countries.

The Ford Foundation in a bold initiative set up fellowships for mid-career people from various fields to spend a year in a program studying population and family planning. These competent professionals--Phil Harvey among them--were paid what they had been making to go to school. "We may have been the best paid students in history."

*(Continued on page 6)*

## New Montgomery County Office Phone Numbers

Frequently Requested Phone Numbers  
([www.co.md.us/phone.html](http://www.co.md.us/phone.html))

- General County Information-240-777-1000  
(TTD for hearing impaired - 240-777-2545)
- Abandoned Cars - 301-840-2454
- Abused Persons Crisis Line - 301-315-4673
- Aging and Disability Info - 240-777-3000
- Animal Control - 301-279-1823
- Birth & Death Records - 240-279-1755
- Building Permits - 240-777-6200
- Business Licenses - 240-777-9460
- Child Abuse & Neglect - 240-777-4417 (24 hrs)
- Child Care Referrals - 301-279-1773
- Child Safety Seat Hotline - 240-777-3660
- Clerk of the Circuit Court - 240-777-9466
- Consumer Affairs/Complaints - 240-777-3636
- County Attorney's Office - 240-777-6700
- County Council - 240-777-7900
- County Executive - 240-777-2500
- Crisis Hotline 301-315-4000 (24 hrs)
- Electrical Licenses & Permits - 240-777-6210
- Environmental Protection - 240-777-7770
- Environmental Protection - Illegal Dumping 24-hr Hotline - 240-777-3867
- Fire Code Violations - 240-777-2457
- Fire Non-emergency - 240-777-0744
- Highway Services (road, sidewalk, tree problems) - 240-777-7623
- Housing - Moderately Priced - 240-777-3600
- Human Relations Complaints - 301-468-4265
- Landlord-Tenant Complaints - 240-777-3636
- Library Telephone Reference - 240-777-0001
- Noise Control - 240-777-7770
- Parking Violations - 240-777-8960
- Pet Licenses - 301-279-1249
- Police Non-emergency - 301-279-8000
- Property Tax Info - 240-777-8950
- Recycling/Trash/Leaf Collection Info - 240-777-6400
- Register of Wills - 240-777-9600
- Ride-on Info (schedules, fares) - 240-777-7433
- Sheriff - 240-777-7000
- Snow Removal & Pot Holes - 240-777-7210
- Street Light Out - 240-777-7210
- Traffic & Parking Services - 240-777-2190
- Transit Information Center - 240-777-RIDE
- Trash Collection - 240-777-6410
- Voter Registration - 240-777-VOTE (24 hrs)
- Zoning Info - 240-777-6240
- Zoning Complaints - 240-777-6249

*(Continued from page 5)*

Phil became part of this program at the University of North Carolina, earning a Master's degree in family planning administration. He formed a friendship with a classmate, Tim Black, a British doctor who had been working in New Guinea and southern Africa. This friendship developed into a partnership that critically shaped the future of both men.

Together, they began to focus on "social marketing" as a way to promote family planning. Social marketing uses marketing and other such time-refined business techniques to achieve social or otherwise beneficial objectives; it works to influence the voluntary behavior of target audiences to improve their personal welfare and that of their society. Familiar examples are the campaigns to "Prevent Forest Fires," "Buckle up for Safety," "Just Say No to Drugs."

Phil and Dr. Tim Black decided to apply this to family planning; they would start a private non-profit organization that would disseminate family planning through social marketing systems that would not depend on administration by medical personnel, but rather by commercial distribution. "There simply were not enough medical people in developing countries; in the small, rural communities there were virtually none. We knew that distribution of contraceptives and information would work if it was done through small shopkeepers. The shopkeepers could be given some basic training and certified as 'family planning consultants.' Their stores would stock

contraceptive supplies and they would receive a small profit on sales, just as on any other product."

Phil and Tim Black named their company Population Services Inc. The success of PSI depended upon many factors; one was making contraceptives affordable even to the very poor. This meant having generous subsidies from donors, including but not limited to government grants. Phil and Tim hit upon the idea of raising money by selling—in the United States—condoms by mail, giving customers the advantage of lower price as well as privacy. They called their company Adam and Eve, selling through a catalog. All profits from this company went to PSI—and still do 30 years later.

Operation of Adam and Eve tested an 1872 law which classified condoms as obscene material that could not be sent through the mail. Phil and Tim Black went ahead anyway and found a readymade market. In 1971 the 99-year-old law was finally repealed, and the company within a few years became quite successful. In running PSI, Phil stayed in North Carolina, raising funds and expanding the services, while Dr. Black went to Kenya setting up an operation there with what would be the first of many grants from USAID. Their programs spread one by one to other undeveloped countries where maternal and child health were serious problems. In later years, the spread of AIDS prompted other governments and agencies to welcome the work of PSI in combating the devastation of this and other sexually

transmitted diseases.

It has been 30 years since two practical visionaries started their dream of service to people of the world who most need help. Some time back, they turned PSI into multiple operations. Tim Black now runs clinics in England and in a dozen developing countries that concentrate on family planning services. Phil passed the reins to a new executive director at PSI and formed a new entity, DKT International, that carries on similar work. DKT has programs in Brazil, Ethiopia, India, Malaysia, Philippines, Vietnam, China and Indonesia, operating with a total budget of over \$23 million.

Recently published is Phil's book, "Let Every Child Be Wanted." President Jimmy Carter has endorsed the book, praising it for contributing to "our understanding of foreign assistance programs, particularly those for family planning and AIDS prevention." "Let Every Child Be Wanted" is a manual for those who manage social marketing programs, but it's just plain fascinating reading as Phil shares his experiences in all aspects of his life's work.

How do you pick a brand name for a contraceptive that will attract attention but not offend cultural sensitivities? How do you make distribution into tiny, isolated villages? Why is it better to charge a small amount for the product rather than supply it free? What slogan will work well in Bangladesh, but perhaps not in Brazil? Should programs be run entirely by locals or is "cross-fertilization" more effective? Why does

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talking to a bunch of truckers give more accurate answers than market research conducted by formal questionnaires? Phil covers it all thoroughly, generously sharing the details of his considerable success.

In 1987 Phil moved to Washington and the next year married Harriet Lesser, an established artist. They moved to Riverside Drive 10 years ago. "We wanted a house near but not in the city, close to woods and water. We found it in Cabin John." Phil spends 6-7 working days a month at Adam and Eve's headquarters near Raleigh. He is currently putting the finishing touches on three books, one a novel. Once or twice a year he makes a trip visiting several DKT program sites, so that in a 3-year period he visits all nine programs.

He is an "avid if inept" fly fisherman, and to follow this

hobby he and Harriet vacation in Montana and Alaska. Harriet took up fly-fishing at Phil's suggestion, but "now she has passed me." They both ski, preferring the big Western slopes, and plan to keep doing it "as long as my knees hold up." Phil is able to manage so many different enterprises, partly because he believes strongly in wise delegation. But total retirement is not in his plan. "Doing nothing productive is not appealing to me. I'll always want a modest amount of urgency in my life."

Phil Harvey is indeed a modest man whose vision and enterprise have changed life for millions of the world's poorest people.

### The Glen Echo Baptist Church

Vassar Circle, Glen Echo, MD

Jesus Christ is our Lord, Saviour and God. He still performs miracles at the Glen Echo Baptist Church. A born again Fellowship. 229-4430.

**Sunday Morning:** Prayer 8:00, Family Sunday School 9:30, Worship and Praise, 11:00. All are invited!!

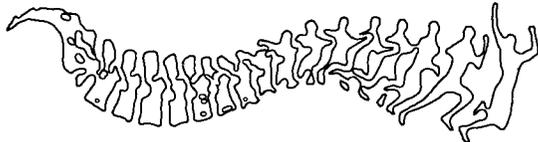
**Sunday Evening:** 6:00 Why we believe the Jewish Bible, 7:00 Praise, Testimonies, Worship, Singing.

**Wednesday Evening:** 7:00 Prayer, Testimonies, Bible questions

**Friday Morning:** 10:00 Community prayer and Bible study

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 MD 20818. Include an additional \$7.00 if you would like an extra copy of  
 the 1998-1999 Cabin John Community Directory.)

THE VILLAGE NEWS  
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 Cabin John, MD 20818

The next deadline is 10AM  
THURSDAY Feb 10th for the issue  
 mailing Feb 17

People who make The Village News  
 possible: Barbara and Reed Martin,  
 Lorraine Minor, Heidi Brown Lewis.

Regular Contributors: Burr Gray,  
 Andy Rice, Ger Quinn, Diane  
 Leatherman and Barbara Martin.

**Next Cabin John Citizens Association  
 Meeting - 7:30 p.m. January 25, 2000  
 at the Clara Barton Community  
 Center.**

**Agenda -**

1. vote on contributions to worthy/  
charitable groups in 2000,
2. update on efforts to address the sewer  
stink near the Canal - media event  
planned for Jan. 31st.

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