

MARYLAND HISTORICAL TRUST  
DETERMINATION OF ELIGIBILITY FORM

NR Eligible: yes  no

Property Name: Canada Dry Bottling Plant Inventory Number: M:36-44  
Address: 1201 East West Highway City: Silver Spring Zip Code: 20910  
County: Montgomery USGS Topographic Map: Washington West  
Owner: A T & T Is the property being evaluated a district?  yes  
Tax Parcel Number: P815 Tax Map Number: JN33 Tax Account ID Number: 00973585  
Project: Purple Line, Bethesda to Silver Spring Segment Agency: Maryland Transit Administration  
Site visit by MHT staff:  no  yes Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Is the property is located within a historic district?  yes  no

If the property is within a district District Inventory Number: \_\_\_\_\_  
NR-listed district  yes Eligible district  yes Name of District: \_\_\_\_\_  
Preparer's Recommendation: Contributing resource  yes  no Non-contributing but eligible in another context  yes

If the property is not within a district (or the property is a district) Preparer's Recommendation: Eligible  yes  no

Criteria:  A  B  C  D Considerations:  A  B  C  D  E  F  G  None

Documentation on the property/district is presented in:  
 draft MIHP Form in files of MNCPPC

Description of Property and Eligibility Determination: (Use continuation sheet if necessary and attach map and photo)

The former Canada Dry Bottling Plant is located at 1201 East West Highway in Silver Spring, at the intersection of the East West Highway and Blair Mill Road. The CSXT railroad line forms the property boundary on its eastern side.

Built in 1946, the structure was designed by New York architect, Walter Monroe Cory, whose firm Cory and Cory specialized in structures of this type from the 1920s through the 1940s. The 66,000 square foot building is an example of Art Moderne Style industrial architecture. The exterior curtain walls have a yellow brick facing and steel industrial windows in a ribbon configuration. The most prominent design element is a two-story, central, rounded entry rotunda that has an opening divided into three sections and filled in with glass blocks, except for the central double-leaf entrance.

According to a draft MHT State Historic Sites Inventory Form, "the Art Moderne style Canada Dry Bottling Plant in Silver Spring, Maryland, constructed in 1946, is a unique, historically and architecturally significant resource. It is of historical interest because it was built at the time when Silver Spring was rising to commercial prominence in the County and becoming Washington's first important suburb. The bottling plant's operations were part of that development. It constitutes material evidence of the era when industrial/commercial enterprises were flourishing in downtown Silver Spring. It is arguably the most

MARYLAND HISTORICAL TRUST REVIEW

Eligibility recommended  Eligibility not recommended   
Criteria:  A  B  C  D Considerations:  A  B  C  D  E  F  G  None

MHT Comments

Andrew Lewis  
Reviewer, Office of Preservation Services

2/21/03  
Date

[Signature]  
Reviewer, NR Program

2/27/03  
Date

NR-ELIGIBILITY REVIEW FORM

Canada Dry Bottling Plant

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architecturally significant Art Moderne industrial built in the County." The building's architect, Walter Monroe Cory, is also significant as he was one of the leading proponents in the US of the International Style of architecture, which came into prominence after World War II.

The property is owned by AT&T, which has an agreement with a private developer to adaptively reuse the building. The developer is currently renovating the building and converting it from industrial to residential use. The renovation plans include gutting the interior and adding two stories to the building. The Historic Preservation Office of Maryland National Capitol Parks and Planning (MNCPPC) is currently preparing Historic American Engineering Record Documentation for this resource.

This building should currently be considered eligible for the NRHP under Criterion A (commerce and industry) and C (architecture). The building renovations, however, may result in the loss of its eligibility status, as the height of the architecturally significant building is increased by two stories and other changes are made to the building.

Prepared by: Margaret Slater, Parsons Brinckerhoff

Date Prepared: 1/28/2003



DRAFT

MARYLAND INVENTORY OF HISTORIC PROPERTIES

DOE yes no

DRAFT

Maryland Historical Trust  
State Historic Sites Inventory Form

1. Name (indicate preferred name)

historic Canada Dry Ginger Ale Inc. Potomac Bottling Plant

and/or common Canada Dry Bottling Plant

2. Location

street & number 1201 East West Highway not for publication

city, town Silver Spring vicinity of congressional district 4

state Maryland 20910 county Montgomery

3. Classification

Category	Ownership	Status	agriculture	museum
district	public	occupied	X commercial	park
X building(s)	X private	unoccupied	educational	private residence
structure	both	X work in progress	entertainment	religious
site	Public Acquisition	Accessible	government	scientific
object	in process	X yes: restricted	industrial	transportation
	being considered	yes: unrestricted	military	other:
	X not applicable	no		

Present Use

4. Owner of Property (give names and mailing addresses of all owners.)

name AT&T Corporation

street & number c/o ANS Real Estate, 900 Routes 202/206 Rm-4A100V telephone no.:

city, town Bedminster state and zip code NJ 07921

5. Location of Legal Description

courthouse, registry of deeds, etc. Montgomery County Courthouse liber 17777

street & number Judicial Center 50 Courthouse Square folio 377ff

city, town state Rockville, Maryland

6. Representation In Existing Historical Surveys

title None

date federal state county local

DRAFT

city, town

state

### 7. Description

Survey No.

M: 36-44

<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved	date of move _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed			

Prepare both a summary paragraph and a general description of the resource and its various elements as it exists today.

Resource count: 1

The Canada Dry bottling plant of Silver Spring is located at 1201 East-West, at the intersection of that road and Blair Mill Road Highway (see enclosed USGS quad map, Washington West; figure 1, from Sanborne Atlas, and slide #1). The 66,000 square foot building is a fine example of the Art Moderne style of architecture as applied to industrial use. Completed in 1946, it was designed by architect Walter Monroe Cory, whose New York firm, Cory and Cory, specialized in structures of this type from the 1920s through the 1940s. The exterior curtain walls are constructed largely of yellow bricks and steel industrial sash windows in ribbon configuration. The most prominent design element is the two-story, central, rounded entry rotunda featuring a dramatic rise of glass blocks. A bowed, concrete slab canopy extends over the doorway. Two symmetrical wings extending on both sides of the rotunda balance the rotunda's verticality with their horizontal ribbon-windows and their metal trim along the roof lines. Curvilinear corners on the upper level mark the points where the upper level turns back over the roof of the lower.

#### Exterior

The building stands alone, unflanked by and ungrouped with other structures. Its most prominent feature is a two-storey glass-block entry rotunda that serves as both wall and window. (See photo #1 and slide #2.) There appear to be two main levels, with the grade level having a floor-to-ceiling height of approximately 20 feet and the upper level a floor-to-ceiling height of 10 to 12 feet. The roof appears to be flat. The structural system appears to be cast-in-place reinforced concrete column and beam with integral floor slabs. The upper level is smaller in footprint than the lower, one-story level. (See photo #2 and slide #3.) The exterior curtain walls are composed of yellow Norman brick in a running bond pattern, and steel industrial sash windows in continuous ribbon configuration with wide metal vertical mullions and tripartite horizontal divisions (some operable awning units are evident).

*Need to change appears to be...*

The dramatic entry rotunda is articulated with yellow structural glazed tile in stack and running bond patterns surrounding a 25 x 15-foot vertical void glazed with glass block. Two vertical windows flank the glass block rise. In what may have been intended as a whimsical attempt to follow function with form, the architect has achieved, in the tall, rounded glass shaft, the suggestion of a soda bottle. Glass blocks are, of course, a signature feature of Art Moderne architecture, and evidently the prominent corner entry, glass-block rotunda became a common design motif for bottling plants built in this era. The glass block-glazed opening is subdivided into vertical bays by metal mullions and two large steel columns on either side of a low central entry vestibule. Curvilinear corners on the upper level mark the points where the upper level turns back over the roof of the lower. (See photo #3 and slides # 4 and 5.) The door is flanked by a pair of rounded concrete columns which support a bowed, concrete slab canopy extending over the doorway. Concrete stairs, flanked by hedges, extend from the door to street level. (see continuation)

*citation*

## 7.1

**Description (continued)****Canada Dry Bottling Plant (Canada Dry Ginger Ale Inc. Potomac Bottling Plant)**

On top of the masonry parapet above the corner rotunda are 48-inch red metal letters spelling "Canada Dry" and supported by an open metal frame. Another "Canada Dry" sign, in green neon, faces the Metro and Amtrak/MARC railroad tracks. (See photo #4 and slide #6.)

Though not an especially tall building, the bottling plant achieves a sense of height through the vertical, rounded column of glass bricks extending upward over the front entrance on the main facade. This verticality is balanced by the horizontal ribbon-windows along the two symmetrical wings that flank and extend from the rounded central facade, and by the metal trim extending along the roof line, both where the building is one story and two stories high. Such horizontal bands of windows are also a typical design feature of Art Moderne buildings, as are the curvilinear corners at the upper level. The wings are punctuated by loading docks for the plant's trucks.

**Interior**

Inside the entry rotunda (Figure 2) a dramatic spiraling open stair to the upper level cantilevers from the curved wall opposing the entry vestibule, and features terrazzo treads and risers and a handsome open metal guardrail ending along a balcony on the upper level. The dramatic effect of the stair is heightened by the exposed yellow structural glazed tile on the interior wall of the rotunda. The glass block glazed wall of the rotunda's interior facade lends the space a luminous quality. The terrazzo floor of the rotunda is decorated with a pattern of the outlines of circles of varying sizes, which in the view of at least one architectural historian resembles soda bubbles. (See set of foyer photos #5-10, enclosed.)

**Alterations/condition**

As the building has been in use until about June 2000, the structure and roof membrane are presumed to be basically sound. The exterior curtain wall is in reasonably good condition; the yellow brick comprising most of the wall seems sound and free of serious cracks, staining, mortar or unit failure, and moisture-related problems. Some staining is apparent in the structural tile parapet directly above the glass block.

The steel industrial sash windows have been painted several times; and paint and glazing are in poor condition and some oxidation is evident, particularly at corners and sills. The original window configuration is largely unaltered at the upper level; some alterations of the original fenestration are evident at the grade-level units. On the wall east of the rotunda, brown brick infill partially obscures the grade-level windows. (See photo #4 and slide #7). Much of the glass is painted or treated from the interior, and unit air conditioners have been installed at various windows. The interior of the rotunda is in good condition, with what appear to be the original terrazzo floors, structural glazed tile walls, and spiraling stairway and guardrail. The building remains largely unchanged (see photo #11), and the alterations and slight deterioration do not compromise its integrity.

# 8. Significance

Survey No. M: 36-44

Period	Areas of Significance	- Check and justify below		
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input checked="" type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

**Specific dates** 1946 **Builder/Architect** Walter Monroe Cory

check: Applicable Criteria:  A  B  C  D  
 and/or  
 Applicable Exception:  A  B  C  D  E  F  G  
 Level of Significance:  national  state  local

Prepare both a summary paragraph of significance and a general statement of history and support.

**STATEMENT OF SIGNIFICANCE**

The Art Moderne style Canada Dry bottling plant in Silver Spring, Maryland, constructed in 1946, is a unique, historically and architecturally significant resource. It is of historical interest because it was built at the time when Silver Spring was rising to commercial prominence in the County and becoming Washington's first important suburb. The bottling plant's operations were part of that development. It constitutes material evidence of the era when industrial/commercial enterprises were flourishing in downtown Silver Spring. It is arguably the most architecturally significant Art Moderne industrial building in the County. The architect, Walter Monroe Cory of the New York firm of Cory and Cory, was a prominent, successful, and acclaimed designer of industrial structures from the 1920s to the 1940s. The Corys were among only a handful of American architects (among them Frank Lloyd Wright) represented in the seminal Modern Architecture: International Exhibition held in New York in 1932. They were leading proponents in this country of the International Style that came to dominate architecture after World War II. Though the Canada Dry building is functional, the form is expressive, with its streamlined, swept-back design and, particularly, its dramatic use of glass block in the tall entry rotunda. Robert M. Stern is among the architects and architectural historians who have recognized its significance. Stern described the plant as "an aesthetically important building and a fine example of the Streamline Modern style" (letter appended). For more than 50 years the plant operated in Silver Spring's "industrial zone." Located on East-West Highway, close to Georgia Avenue, two of Silver Spring's and the County's major roadways, and adjacent to the railroad and the Metro, the imposing structure has been a familiar landmark for travelers entering Silver Spring. The property was acquired in December 1999 by AT&T, which has expressed its intention to use the building as a communications switching station. There are additional plans to reshape this part of Silver Spring as a high-tech corridor, with a County-supported "incubator" to aid start-up businesses, to be built opposite the bottling plant. If these plans for high-tech uses materialize, preservation and restoration of the Canada Dry building would take on added meaning. The building would stand not only stand as material evidence of Silver Spring's aspirations to be a regional industrial and commercial power, but would also link past uses to future possibilities.

(See continuation)

## 8.1

**Significance (continued)****Canada Dry Bottling Plant (Canada Dry Ginger Ale Inc. Potomac Bottling Plant)****Criterion 1—Historical and cultural significance: The historic resource:**

*a. Has character, interest, or value as part of the development, heritage or cultural characteristics of the County, State, or Nation.*

The Canada Dry bottling plant (until 1999, when it was acquired by AT&T, the "Canada Dry Ginger Ale Inc., Potomac Bottling Plant") is of interest because it was built at the time when Silver Spring was rising to prominence in the County. The plant was part and parcel of Silver Spring's development as not just a bedroom suburb of Washington, but also as the County's premiere retail area. Indeed, at the time, a local movement had been launched to make Silver Spring a regionally powerful city rivaling Baltimore and Washington, D.C. itself.<sup>1</sup>

The rise to prominence of Silver Spring began before World War II, escalating thereafter. When the Art Deco-style Silver Shopping Center was completed in 1938, its location at the intersection of Georgia Avenue and Colesville Road began to take on the aspect of a central business district. This complex began a building boom that shaped the character of downtown Silver Spring and the County. The prominent place accorded to parking in the shopping center ushered in the era of the motor car in the County, and the Center itself foreshadowed later, large-scale shopping malls.<sup>2</sup> Other important structures that rose in this era, in this part of Silver Spring, included the rebuilt B&O railroad station (1945), the Hecht Company (Hecht's) department store (1947), and the B&O railroad bridge over Georgia Avenue (1948). The northern side of the Colesville Road retail district was completed by 1950. Many structures dating from the era were designed in the streamlined, Art Moderne style that was to become a hallmark of downtown Silver Spring.

Downtown Silver Spring held the distinction of being the area's major retail draw until the 1960s, when suburban malls lured shoppers away and the Beltway speeded their access. During the 1940s and 1950s parades were held the day after Thanksgiving, and merchants ran pages of display ads in local newspapers.<sup>3</sup> Regional retail chains, such as Hahns's and Jelleff's, located here. In 1952, Silver Spring was a whistle stop for candidates Eisenhower and Stevenson.

The construction of the Canada Dry plant, completed in 1946, was part and parcel of Silver Spring's rise to prominence. It was in this era that Silver Spring's "industrial corridor" was also taking shape. (See Criterion d, below)—evidence that the area was more than just a bedroom suburb with Washington as its focus.

*d. Exemplifies the cultural, economic, social, political, or historic heritage of the County and its communities.*

The bottling plant on East-West Highway is part of Montgomery County's economic heritage. Commerce and industry still dominate this part of Silver Spring, but this building is the most imposing structure dating from the era when such activity flourished in this part of the County, and it is among the oldest and most architecturally significant.

Most of the southern part of the County was originally developed as middle- and upper-middle class housing, with industrial and commercial uses strictly forbidden. The exceptions were parts of Bethesda and Silver Spring near the railroad tracks. The industrial area in which the bottling plant is located was created after the East-West Highway was built (its construction started about 1929), to link the western and eastern parts of the County. The highway's peculiar route through Silver Spring—where it diverges from its east-west course to run north-south paralleling the B&O tracks between Colesville Road and Georgia Avenue—opened up the land west of the railroad

tracks for industrial development. Although the Highway was completed sometime after 1933, most industrial construction occurred along it later—in the 1940s.

In Silver Spring, many acres in this area were devoted to industrial uses. These included dozens of small brick buildings erected after World War II to house automotive repair shops and other industrial operations of limited size. From the 1940s through the 1950s, an industrial zone arose along the Highway that rivaled Silver Spring's oldest industrial area east of the railroad tracks. It was built on land that had been part of the Blair family's country estate, "Silver Spring." Nearly all the industrial development took place after the death in 1944 of prominent County landowner and public officeholder Blair Lee I.

When the Canada Dry building was completed, it marked the definitive replacement of one type of land use in this part of Silver Spring by another. The death of Blair Lee I figuratively marked the end of the area's rural character. The land on which the plant was built had been part of a country estate. It was transformed into an industrial zone serving a regional economy. Although garden apartments had been and were continuing to be built nearby, the rural, secluded character of this part of Silver Spring effectively ended with the opening of the bottling plant. It faced the historic Silver Spring mansion, where Blair Lee I had lived, across the East-West Highway. Though small by today's standards, the plant dominated the area. The contrast between the rural, "French chateau"-style mansion on the Lee family estate and the streamlined, modern design of the Canada Dry plant, and its obviously urban function could not have been stronger.

The bottling plant was a major part of the industrial/commercial development of the area and the era. The earliest of these industrial buildings in south Silver Spring were the American Instrument Company and Walsh Motor Company, built on Georgia Avenue. They were followed by scientific instrument companies; government laboratories; printshops; auto dealerships, services, and supplies; utility company warehouses; and bottling plants, all rising along East-West Highway, close to the railroad tracks. The Canada Dry plant was built on this major road and rail corridor, with a spur linking it to the B&O line.

The Canada Dry plant was one of two major bottling plants to locate on the East-West Highway in the 1940s. Coca Cola built its Art Deco plant on East-West Highway in 1942.<sup>4</sup> It now houses a tire retailer, which has covered the front of the building fronting the highway. That these two major corporations saw fit in the 1940s to locate regional operations here reflects the importance of the era and the area in County economic history, evidence of Silver Spring's early confidence that it could compete with Washington for industry, transportation, and government facilities.

Plans have been proposed to retool the area for 21st-century information and communication technologies, with County support for high-tech incubators. If these plans come to fruition, the bottling plant will be a focal point, adding texture and history to the area, and helping to create the critical mass necessary to bring the area new life. It would serve as a living reminder and physical evidence of the period when industry and commerce dominated this area of Silver Spring and when Silver Spring was a regional economic force, on its way to urbanization. Under consideration is the proposed adaptive reuse of the plant as part of that high-tech corridor; specifically as a communications switching station. Such reuse of older industrial buildings, particularly their "telecon conversion," is part of a trend that holds great promise of revitalizing neglected parts of communities while meeting new needs. (See Appendix A.) High-tech conversion of the building would illustrate the continuity of commercial/industrial use over time in this part of Silver Spring. Retaining the building's "tiara" of red letters that spell "Canada Dry" over the entry (and the green letters facing the railroad tracks) would promote that sense of continuity (as well as preserve the architect's original design intention). Retention of a corporate logo is not unprecedented. In Baltimore's Locust Point neighborhood, where an old soap manufacturing complex is being converted to high-tech uses, the Procter & Gamble logo has been adopted as part of the new design. (Even the blue and white P&G color scheme is being picked up in the new design for "Tide Point."<sup>5</sup> The same could be done for the Canada Dry's corporate red and green).

**Criterion 2—Architectural and design significance: The historic resource:**

*a. Embodies the distinctive characteristics of a type, period, or method of construction.*

The Canada Dry bottling plant embodies the flowering of the "Moderne" variant of the Art Deco style in architecture. Although both styles were part of the same design spectrum, Moderne is distinctive from Deco in departing from the ornate, zigzag, jazzy motifs of the 1920s, whose directional emphasis was vertical, to take on a more streamlined character, where horizontals predominated, suggesting speed and efficiency.<sup>6</sup> Round edges, smooth surfaces, and low horizontal profiles characterize the streamline style, contrasting with the earlier angular, geometric forms.<sup>7</sup> At one end of the Moderne spectrum was the International Style, whose guiding principle was strict functionalism and which produced austere buildings essentially devoid of ornamentation. But Moderne, as distinct from the International Style, was less strident, marked by a combination of flat and curved walls, light in tone and often topped with silvery handrails of tubular metal, with extensive use of glass blocks, especially in curved walls and in entrances.<sup>8</sup> Well before he designed the Canada Dry building, Walter Monroe Cory (along with his brother and business partner Russell J. Cory), was recognized as a master of the American International Style, which would come into ascendancy in architecture only after World War II.

The building's design elements suggest it typifies the Moderne idiom rather than the more ascetic International Style that the Corys used in some of their other buildings. Features of the building that reflect the Moderne include corners that wrap around to convey motion, signifying modernity; the curve of the building's exterior; horizontal bands of windows; use of glass block; cantilevered interior stairway; and bowed canopy over the doorway. The dramatic use of glass block in the rotunda is in fact the most prominent design feature, and the reason the building was described as one of the "fine examples of industrial Deco buildings using glass bricks" in the Washington, D.C., area.<sup>9</sup> This vertical element, typical of early Deco, yields in the Canada Dry building to the horizontality of later Moderne. The two are combined masterfully.

Like all the best Moderne designs for functional buildings, this building is expressive. Here is an almost playful union of form and function, with the glass rising vertically in the tall rotunda conveying nothing less than the shape and material of a bottle of Canada Dry soda. The "soda" motif is repeated on the foyer floor, where large incised circles suggest soft drink bubbles!

Experts have testified to the excellence of the building's design. In the estimation of architectural historian Richard Longstreth, "The building is a superb example of streamlined design put to industrial use—without question the best example of its kind in the county and certainly one of the very best in the Washington area."<sup>10</sup> Richard Guy Wilson (author of *The Machine Age in America*), has described it as "an excellent example of commercial architecture of the post-depression era, well designed and evocative."<sup>11</sup> Architect Robert A. M. Stern has called it "an aesthetically important building and a fine example of the Streamline Modern style," further characterizing it "is an excellent example of the style in its synthesis of Classical composition and Modernist elements."<sup>12</sup>

*b. Represents the work of a master.*

The Canada Dry plant was designed by Walter Monroe Cory, of the New York firm of Cory and Cory, which specialized in industrial buildings, largely in the New York City area.

Among the major buildings the firm designed was the Starrett-Lehigh Building in Manhattan, described in the *AIA Guide to New York City* as "a landmark of modern architecture" ever since it was constructed in 1931.<sup>13</sup> This was the time between the two world wars when New York produced some of the most important and original buildings of the twentieth century.<sup>14</sup> Although the structure covers an entire city block (between W. 26th and W. 27th Streets and from Eleventh to Twelfth Avenues), the set-back design and literally miles of strip windows minimize what might otherwise have been oppressive height and bulk. (See photos #12 and 13.) In 1988 the building was declared a landmark by the New York Landmarks Preservation Commission. Today, the Starrett-Lehigh Building is the

centerpiece of Manhattan's newly trendy Chelsea district. A recent issue of *The New Yorker* devoted an entire article to the recent adaptive reuse of the building, rhapsodizing about it as "the Brill Building *de nos jours*," a "suddenly fashionable" space where some of the trendiest dot-com startups and fashion designers are locating.<sup>15</sup> Architect Robert A.M. Stern has said of the Starrett-Lehigh that it "incorporated a structural system that was one of the period's most technically advanced examples of reinforced-concrete, column-and-slab construction," permitting one of the most powerful demonstrations of the horizontal continuities such construction made possible—"continuities that proponents of the International Style deemed virtually indispensable to modern aesthetics." Stern noted further that "from an aesthetic point of view, it came as close as any American building of its time to the stylistic tenets of the European-based International Style."<sup>16</sup> The building firmly fixed the Corys as among the American Internationalists.

The Corys were among only a handful of American architects represented in the seminal "Modern Architecture: International Exhibition," organized by Henry-Russell Hitchcock and Philip Johnson at the Museum of Modern Art in 1932. (Frank Lloyd Wright and Richard Neutra were among this handful.)<sup>17</sup> The exhibit displayed the works of European and American practitioners of the International Style, whose aesthetic of minimalism would come to dominate architecture. Robert A.M. Stern noted the significance of this exhibition when he wrote that as a display of (in Johnson's words) "the future of building," it "would ultimately take on the status of a landmark event, seen by many as a watershed."<sup>18</sup> The contrast between the streamlined International Style and the Gothic style as represented, for example, in the 1922 Chicago Tribune Tower, could not have been more stark. The Corys' Starrett-Lehigh building was included in the display and firmly fixed them in the camp of the American International stylists, their architecture drawing on some of the design elements of such architects as Walter Gropius.<sup>19</sup>

Other major Cory buildings include:

- The New York Dock Trade Facilities Building, Brooklyn, 1929. Like the Starrett-Lehigh building, it exemplifies the Corys' interest not only in style but in all aspects of efficient and effective building. This structure introduced the idea of elevators that could carry heavy trucks to any of ten floors, thereby avoiding ground-level congestion. Aspects of this building were incorporated into the Starrett-Lehigh building.<sup>20</sup>
- The Cashman Laundry Plant, the Bronx, 1932. (See figure 3.) This building, Stern wrote, "revealed the impact of a self-conscious Modernism on a building type whose aesthetics normally would have been less highly keyed."<sup>21</sup> In other words, such a functional building would not normally have been so aesthetically pleasing in design. When first built, it attracted the attention of Lewis Mumford, who was then starting his tenure as architecture critic of *The New Yorker*. Mumford praised the cantilevered construction that permitted uninterrupted, ribbon windows and abundant light and air.<sup>22</sup>
- Johnson & Johnson Ligature Laboratory, New Brunswick, New Jersey, one of three buildings designed for the company in 1941. *The Architectural Forum* described this low, modern building, with its veneer of Vermont marble and full-length strip windows, as "in a class by itself as far as both design and function are concerned" and, at the time it was built, "probably the most modern monumental defense plant in the U.S."<sup>23</sup>
- Johnson & Johnson Industrial Tape Building, New Brunswick, New Jersey. (See figure 4.) Here the Corys again show the horizontal emphasis achieved by long strip windows that appear dark against light walls.<sup>24</sup>

The Corys' design of earlier industrial buildings contrasts with the later, streamlined style they later adopted. These earlier buildings include:

- E.R. Squibb & Sons Building, Brooklyn, New York, 1926. Drug manufacturing.
- Frank G. Shattuck Co. Building, New York City, 1926. Ice-cream and candy manufacturing.

- Canada Dry Ginger Ale building, Maywood (outside Chicago), 1926.<sup>25</sup>

The Corys are still influencing architecture today: the design of a luxury condo building at 68th Street and Broadway in Manhattan in 1987 was noted as "obviously derivative of the 1931 Starrett-Lehigh Building."<sup>26</sup> And they are becoming more widely recognized. Of their work, architect Robert A. M. Stern has written, "Until recently the work was to a large extent bypassed by historians. But it is now firmly established as an important part of twentieth-century architecture in America."<sup>27</sup> The Canada Dry building is the only example of the Corys' work in Montgomery County and likely in the entire State of Maryland.

*c. Possesses high artistic values.*

Today, functional buildings are constructed with little thought to aesthetics. Perhaps the most extreme example are the "big box" structures like those built to house retailers like WalMart and Home Depot. By contrast, many functional buildings of the past were designed thoughtfully, as if to belie in their graceful form their utilitarian function. Rather than being a blight on their neighborhood, they achieve the reverse.<sup>28</sup> Examples abound: Frank Lloyd Wright's Johnson and Johnson Building may be the most familiar; others include Albert Kahn's River Rouge Ford plant. Closer to home is the Hecht Company warehouse on New York Avenue in Washington, D.C. The Canada Dry bottling plant is a superb example of architecture that achieves expressiveness within the confines of a practical function. The appeal of this type of building is evidenced by the recent trend (very much under way in Baltimore) to restore and adapt old industrial buildings for new uses.

The Canada Dry building is a superb example of Art Moderne architecture, the work of a master architect. Far from being merely functional, the building, with the clean, modern lines of the streamlined design; contrasting vertical and horizontal elements; luminous glass block rotunda; and cheerful yellow brick exterior walls against which long strip windows make a dark counterpoint, makes a unique, imposing artistic statement that enhances its Silver Spring neighborhood and the entire County.

*d. Represents an established and familiar visual feature of the neighborhood, community, or County due to its singular physical characteristic or landscape.*

The Canada Dry bottling plant has been for more than half a century one of the most prominent and unique features viewed by B&O train passengers as they approach Silver Spring and, later, by Metro and MARC passengers. The green "Canada Dry" letters of the company logo were positioned boldly and deliberately to face the tracks—evidently in a conscious bid to attract the attention of train passengers.

Situated along a major County highway, the building, with its imposing design, imparts a sense of the role of Silver Spring in the County's economic development. As part of the proposed high-tech corridor, it will provide continuity with past uses in Silver Spring's "industrial zone." (See Appendix: "Adaptive Reuse of Industrial Buildings.")

**Notes**

1. Nalewajk, Joyce, "The Canada Dry Ginger Ale Bottling Plant in the Context of Industrial Development along East-West Highway, Silver Spring," unpublished paper, May 12, 1993: 2.
2. Rebeck, Andrea, "Montgomery County in the Early Twentieth Century: A Study of Historical and Architectural Themes," unpublished paper completed for the Montgomery County Historic Preservation Commission and the Maryland Historical Trust, Silver Spring, MD: December 1987: 15.
3. Hamblen, Matt, "Silver Spring: From Boom Time to Bad and Back," *Montgomery Journal*, September 9, 1987.

4. Rebeck, "Montgomery County": 17; and Nalewajk, "Canada Dry Ginger Ale Bottling Plant": 1.
5. Howard, Jennifer, "Domino Effect: In South Baltimore's Mill District, Sugar Plant Keeps History Aglow," *Washington Post*, September 20, 2000.
6. A useful discussion of the differences between and the similarities of Deco and Moderne is in Hans Wirz and Rick Striner's *Washington Deco: Art Deco Design in the Nation's Capital* (Washington, DC: Smithsonian Institution Press, 1984): 18-24. The authors feel that on balance, the two styles should not be separated but that rather "they both represented discernible, related trends within a broader decorative movement, in which they overlapped" (p. 20).
7. Bush, Donald J., *The Streamlined Decade*, New York: George Braziller, 1975: 1.
8. Ibid: 133.
9. Wirz and Striner, *Washington Deco*: 78.
10. Longstreth, Richard, letter to Gus Bauman, Chairman, Montgomery County Planning Board, April 9, 1993.
11. Wilson, Richard Guy, letter to Gus Bauman, Chairman, Montgomery County Planning Board, April 6, 1993.
12. Stern, Robert A.M., letter to Gus Bauman, Chairman, Montgomery County Planning Board, May 3, 1993.
13. White, Norval and Elliot Willensky, *AIA Guide to New York City*, Rev. ed., New York: Collier Books, 1978: 112.
14. Stern, Robert A.M., Gregory Gilmartin, and Thomas Mellins, *New York 1930: Architecture and Urbanism between the Two World Wars*, New York: Rizzoli, 1987: 29.
15. Gopnik, Adam, "Food Fight: Does Two-Dollar Tripe Have a Place in the New Economy?" *The New Yorker*, October 2, 2000: 64-71.
16. Stern, Robert A.M., Letter to Gus Bauman, May 3, 1993; and Stern, Gilmartin, and Mellins, *New York 1930*: 520-521. See "The Starrett-Lehigh Building, New York, N.Y.," *The Architectural Forum* 55, 4 (1931):483-492; and "Starrett-Lehigh Building, New York," *The Architectural Record* 71(January 1932): 30-35.
17. *Modern Architecture: International Exhibition, Feb. 10 to March 23, 1932*, New York: Museum of Modern Art, 1932 (reprint, 1969, Arno Press): 27; and Stern, Gilmartin, and Mellins, *New York 1930*: 28.
18. Stern, Gilmartin, and Mellins, *New York 1930*: 344.
19. Wodehouse, Lawrence, *The Roots of International Style in Architecture*, West Cornwall, CT: Locust Hill Press, 1991: 113.
20. Wodehouse, *Roots of International Style*: 115-117.
21. Stern, Gilmartin, and Mellins, *New York 1930*: 525.

22. Gray, Christopher, "A Streamlined Relic Battered in the Bronx," *New York Times*, February 16, 1992.
23. "Building for Defense: A Trio of Modern Plants," *The Architectural Forum* 75 (November 1941): 332.
24. "Building for Defense: An Industrial Community," *The Architectural Forum* 74 (June 1941): 430-31. The Industrial Tape Building was noted in Greif Martin's *Depression Modern: The Thirties Style in America*, New York: Universe Books, 1975.
25. "Canada Dry Ginger Ale, Inc.," *Architecture* 53, 3 (March 1926): 80.
26. Morrone, Francis, and James Iska, *The Architectural Guidebook to New York City*, Layton, Utah: Gibbs Smith Publishers, 1994.
27. Stern, Robert A.M., Letter to Gus Bauman, May 3, 1993.
28. Hamlin, Talbot F., "Factories as Architecture," *Pencil Points*, 21 (August 1940): 470.

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**9. Major Bibliographical References**

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Survey No. *M: 36-44*

See attachment

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**10. Geographical Data**

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Acreage of nominated property 3Quadrangle name Washington WestQuadrangle scale 1:24,000

UTM References - do NOT complete UTM references

Verbal boundary description and justification

Located at the intersection of East West Highway and Blair Mill Road, Silver Spring, MD. Owner holds title to 3 acres at this site.

---

state	code	county	code
state	code	county	code

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**11. Form Prepared By**

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name/title	Mary Reardon, Chair, Preservation Committee		
organization	Silver Spring Historical Society	date	<b>22 NOV 2000</b>
street & number	PO Box 1160	telephone	202-694-5136 (day)
city or town	Silver Spring	state	Maryland 20910

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The Maryland Historic Sites Inventory was officially created by an Act of the Maryland Legislature to be found in the Annotated Code of Maryland, Article 41, Section 181 KA, 1974 supplement.

The survey and inventory are being prepared for information and record purposed only and do not constitute any infringement of individual property rights.

return to: MARYLAND HISTORICAL TRUST  
DHCP/DHCD  
100 COMMUNITY PLACE  
CROWNSVILLE, MD 21032-2023

M-36-44

9.1

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Canada Dry Bottling Plant (Canada Dry Ginger Ale Inc. Potomac Bottling Plant)

The work of Walter Monroe Cory and Russell G. Cory are discussed in the following works:

*National Cyclopaedia of American Biography*. New York: James T. White and Company.

Russell G. Cory: Vol. 34, p. 71, 1948

Walter Monroe Cory: Vol. H, p. 82, 1952

New York Dock Trade Facilities Building, New York City. "New York Dock Trade Facilities Building," *American Architect* 135 (March 5, 1929): 329 ff.

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Johnson & Johnson Industrial Tape Building, New Brunswick, NJ. "An Industrial Community," *Architectural Forum* 74 (June 1941): 430 ff.

Johnson & Johnson Industrial Tape Building and Ligature Building, New Brunswick, NJ. "A Trio of Modern Plants," *Architectural Forum* 75:331 ff, November 1941 (Johnson & Johnson complex, New Brunswick, New Jersey).

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E.R. Squibb & Sons Building, Brooklyn and Frank G. Shattuck Co. Building, Manhattan. *Architecture* 53 (February 1926): 40 ff.

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The West Chelsea Industrial Area Today: Williams, Alex, "Pier Pressure," *New York* 32 (October 4, 1999): 38.

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Historic Preservation files.

Greif, Martin. *Depression Modern: The Thirties Style in America*. New York: Universe Books, 1975.

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Nalewajk, Joyce. "The Canada Dry Ginger Ale Bottling Plant in the Context of Industrial Development along East-West Highway, Silver Spring." Unpublished paper, May 12, 1993.

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Stern, Robert A.M., Gregory Gilmartin, and Thomas Mellins. *New York 1930: Architecture and Urbanism Between the Two World Wars*. New York: Rizzoli, 1987.

White, Norval, and Elliot Willensky, American Institute of Architects. *AIA Guide to New York City*. New York: Collier Books, rev. ed. 1978.

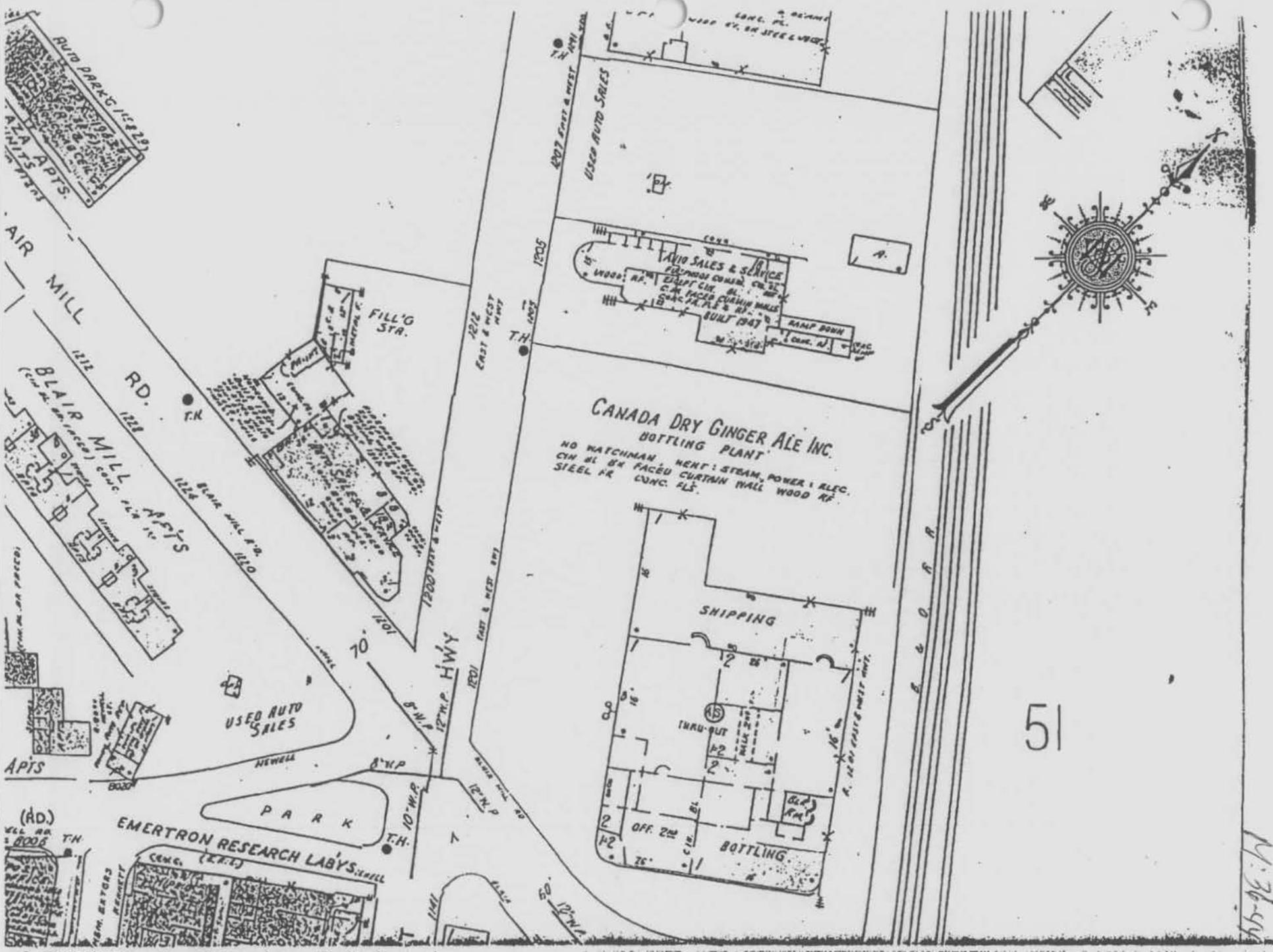
Wirz, Hans and Richard Striner. *Washington Deco: Art Deco in the Nation's Capital*. Washington, DC: Smithsonian Institution Press, 1984.

Wodehouse, Lawrence. *The Roots of International Style Architecture*. West Cornwall, Connecticut: Locust Hill Press, 1991.

Chevy Chase (a gold mine of another sort). The largest quarrying operation had been the Seneca Rock Quarry and Stone Mill, located on the west bank of Seneca Creek where it enters the Potomac. The fine red sandstone quarried here was very popular in the 19th century. The Smithsonian Institution building, the Cabin John Aqueduct, and many other public and private buildings were constructed from it. Gilmore's mica mine near Springbrook produced the mica so in demand for the viewing windows in heating stoves and for automobile windows. It continued operations through the 1920s.<sup>17</sup> Stoneyhurst Quarries on River Road had operated sporadically as stone was requested until 1919, when it was opened as a full time operation. Mrs. Lilly Stone, granddaughter of the quarry's founder, actively managed the business for nearly four decades; the quarry is still active today.<sup>18</sup> Stone from this quarry was used to build the bridges on Mount Vernon Parkway, the Bank of Bethesda, and many other commercial, residential, and government structures in the Washington area.<sup>19</sup> These mines and quarries provided employment for unskilled laborers at the turn of the century.

2. Canneries, Factories Improved transportation opened the Washington market to county farm products; this in turn stimulated the production of vegetables, poultry, eggs, corn, potatoes, wheat, and dairy products, especially milk. Thanks to the railroad, Gaithersburg had become a major farm shipping point by the turn of the century. Grain silos and canneries were common sights around such depots. Fire took its toll in Gaithersburg, as it did in many communities, and today the only early 20th century cannery building still standing there is that of Thomas and Company.

3. Bottling Plants, Auto repair shops, and Other Small Industrial Shops Most of the southern portion of Montgomery County was developed as middle- and upper-middle class housing; industrial and most commercial uses were strictly forbidden. The exceptions to this were portions of Bethesda and Silver Spring nearest the railroad tracks. In Bethesda, coal and building supply companies and millworking firms such as Griffith's and Eisinger's occupied this land. In Silver Spring, many acres on either side of Georgia Avenue were (and still are) devoted to industrial uses. Dozens of small brick buildings were erected after World War II to house automotive repair shops and other industrial operations of limited size. In addition to these, two major bottling plants located here in the 1940s. Coca Cola built its Art Deco plant on East-West Highway in 1942, and Canada Dry, not to be outdone, built a large "streamlined moderne" plant across the road in 1946. Both buildings are still standing. Proximity to the railroad line and to the District line, and the availability of large areas of undeveloped land were strong inducements for locating here.



M. 36-50

M:36-44

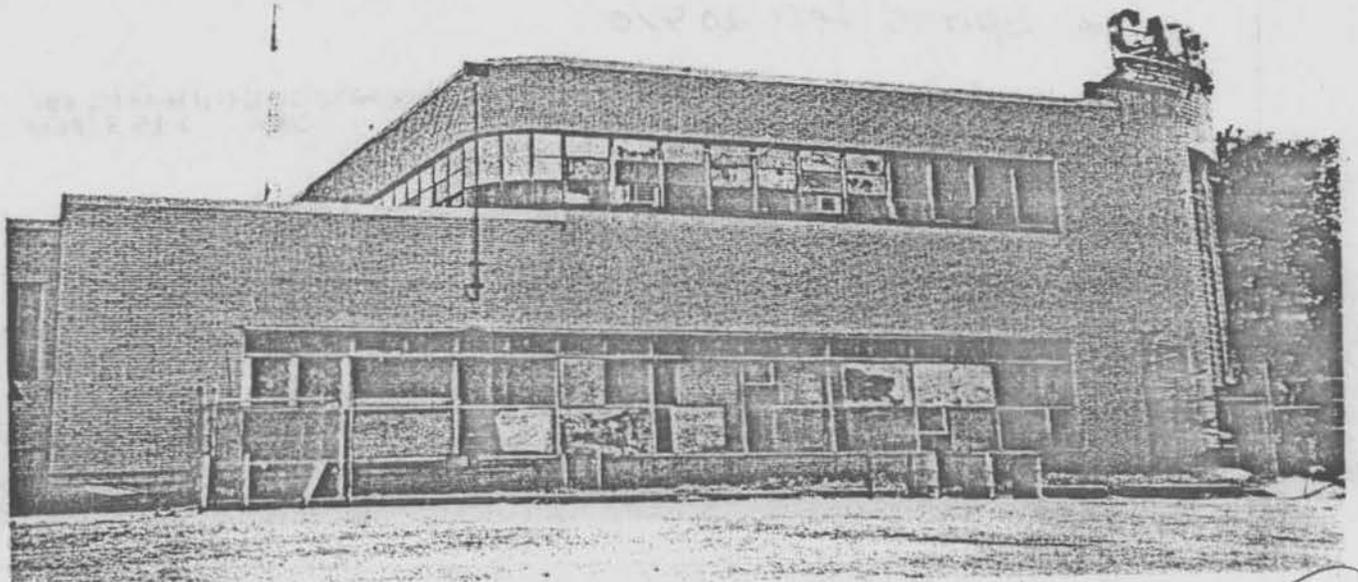


1955

#1



#2



Canada Dry Ginger Ale, Inc. Potomac Bottling Plant

Montgomery County, MD

Mary Reardon

August 2000

Mary Reardon

8007 Eastern Ave #110

Silver Spring, MD 20910

PENNE ST < >001  
791 54\*\* N N N-2 06 2 (040) ©

View south on Blair Mill Road at East-West Hwy.

1 of 13

Canada Dry Ginger Ale, Inc. Potomac Bottling Plant

Montgomery County, MD.

Mary Reardon

August 2000

Mary Reardon

8007 Eastern Ave #110

Silver Spring, MD 20910

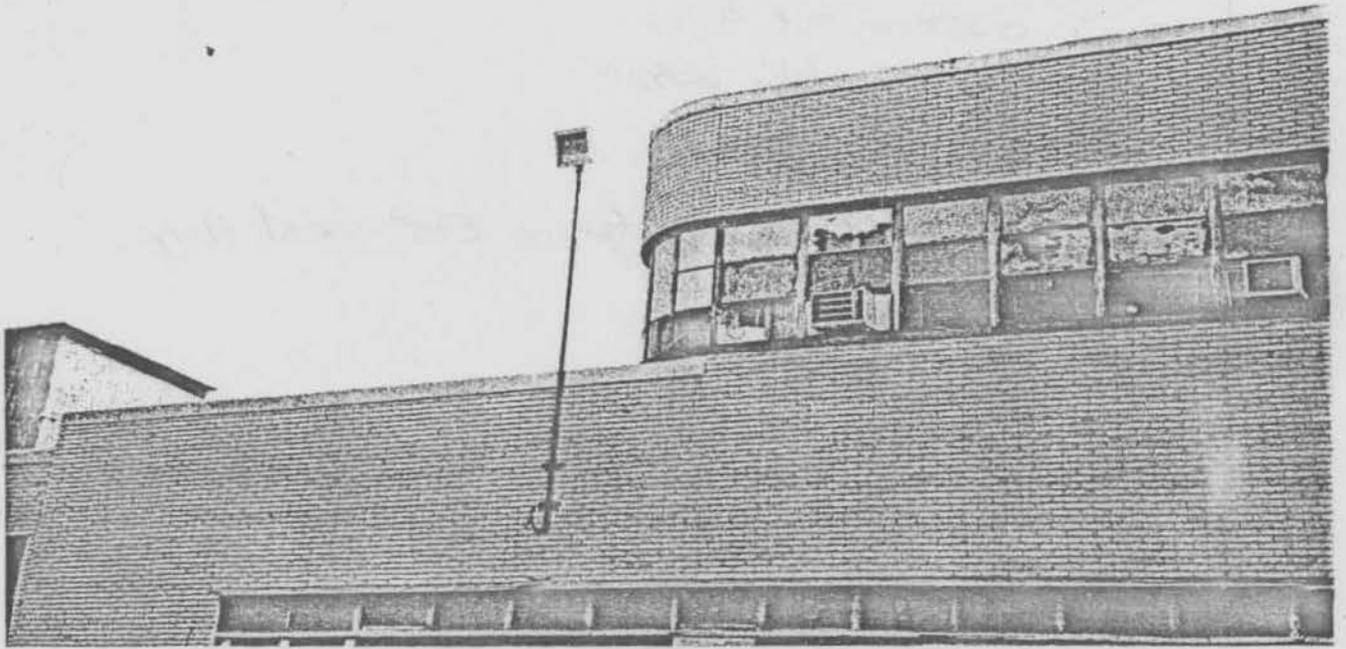
View west-southwest on  
East-West Hwy.

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287 54\*\* N N N-5 01 2 (040) ©

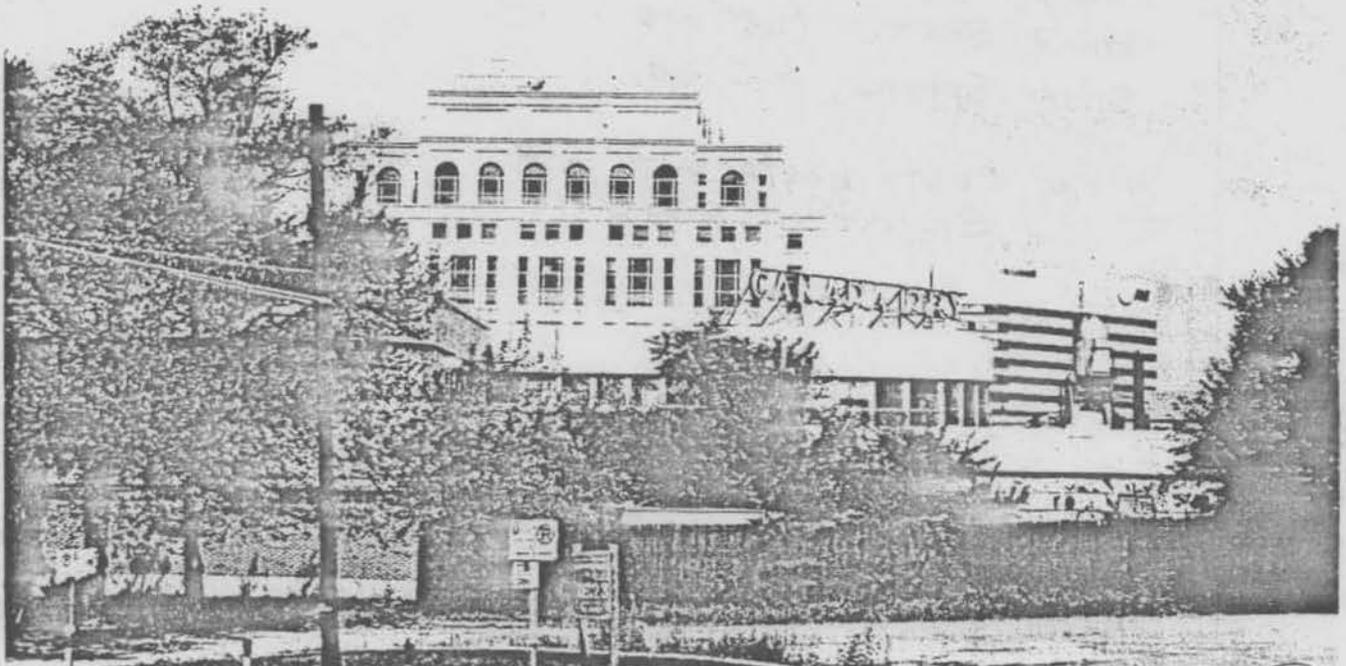
2 of 13

14-36-44

#3



#4



PLANNING CORP.  
ARCHIVAL PRESERVERS

(29)

Canada Dry Ginger Ale, Inc. Potomac Bottling Plant

Montgomery County, MD

M: 36-44

Mary Reardon

August 2000

Mary Reardon

8007 Eastern Ave #110

Silver Spring, MD 20910

PENNE ST < >001  
287 54\*\* N N N-6 09 2(040)©

Detail of windows - side facing East-west Hwy.

3 of 13

Canada Dry Ginger Ale, Inc. Potomac Bottling Plant

Montgomery County, MD

Mary Reardon

August 2000

Mary Reardon

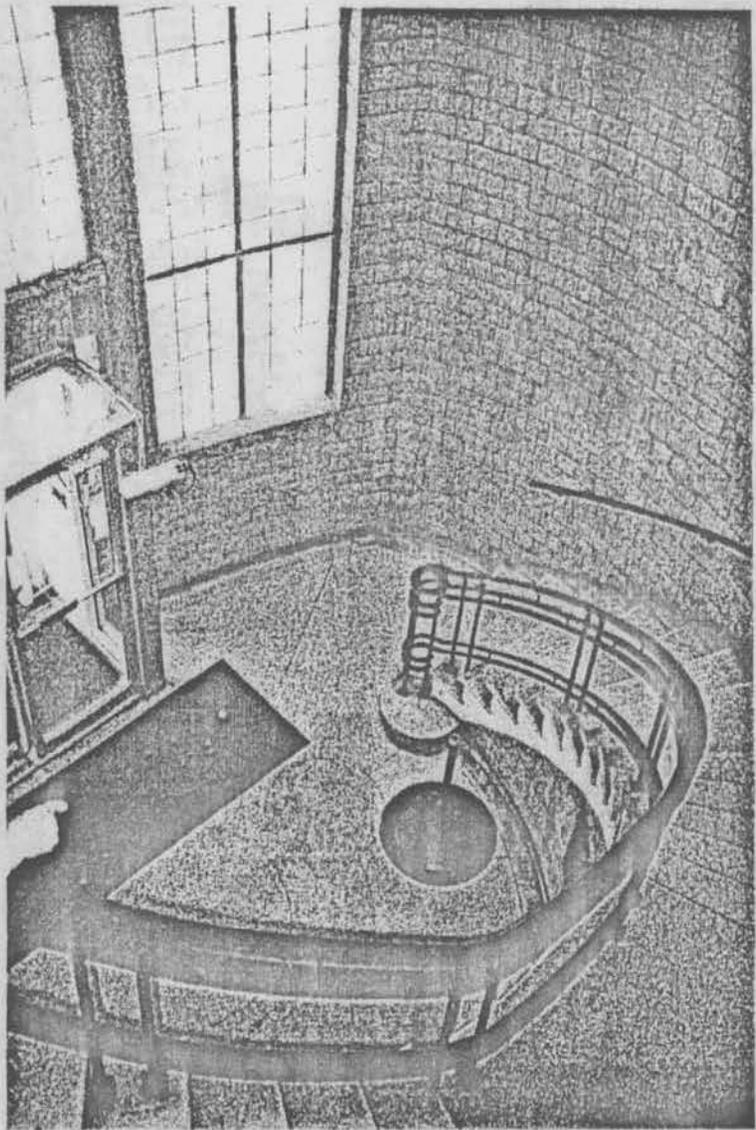
8007 Eastern Ave #110

Silver Spring, MD 20910

View east-northeast off  
Blair Mill Road

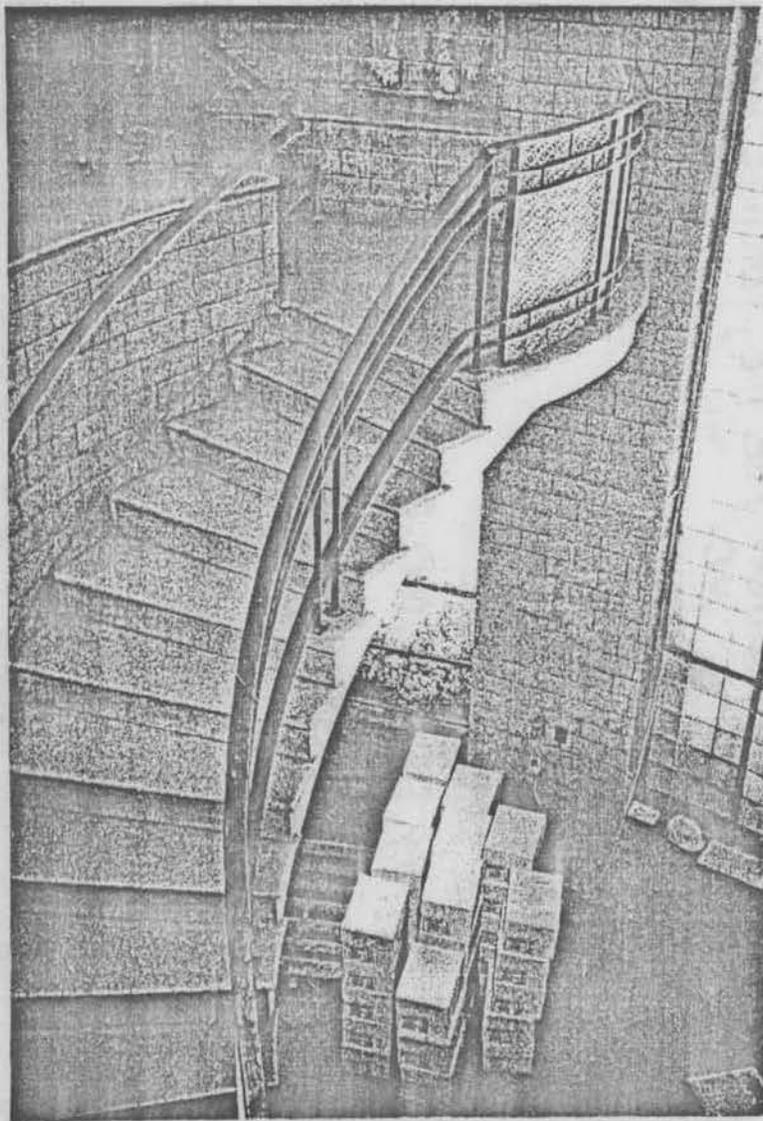
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287 54\*\* N N N-4 04 2(040)©

4 of 13



#6

31



#5

H: 36-44

#

Canada Dry Ginger Ale, Inc, Potomac Bottling  
Montgomery Co., MD Plant

MYSTIC 3 FOTO 55 FLM123 06/19/00 12059151

Jerry McCoy  
June 2000  
800 Thayer Ave  
Silver Spring, MD 20910

M: 36-44

Foyer + STAIRS IN ROTUNDA

5 of 13

Canada Dry Ginger Ale, Inc Potomac Bottling  
Montgomery Co., MD Plant

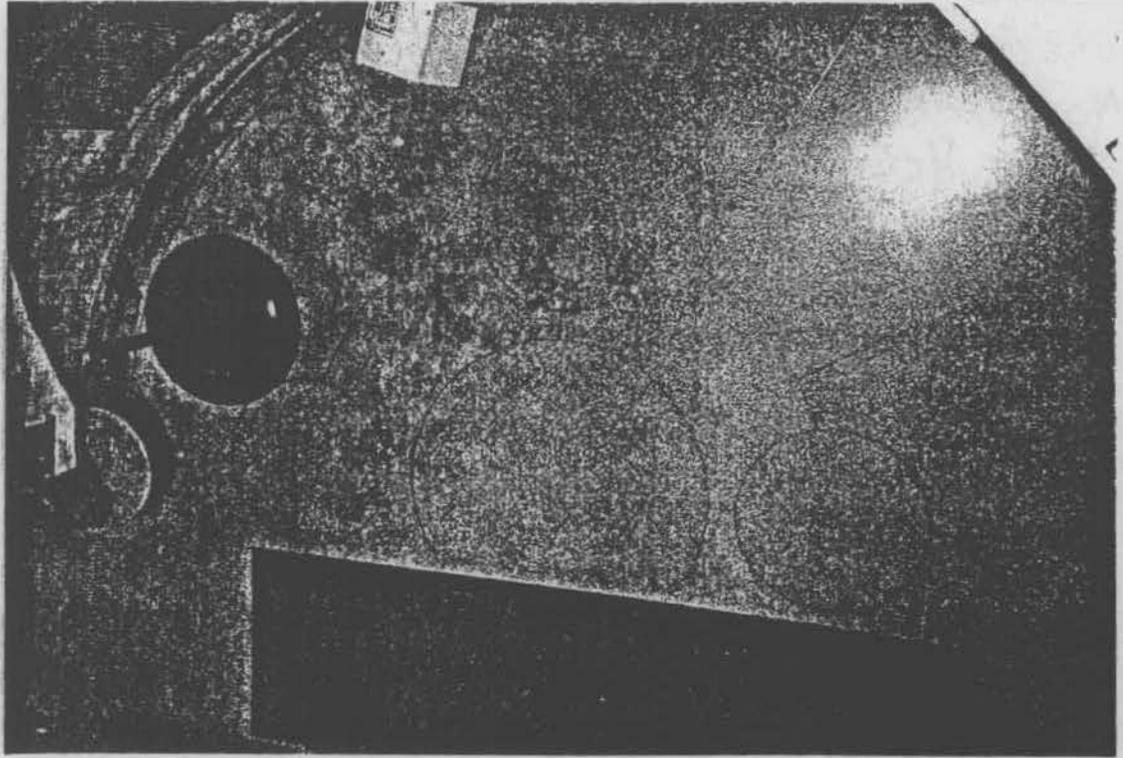
Jerry McCoy  
June 2000  
800 Thayer Ave  
Silver Spring, MD 20910

Foyer, stairs, + floor pattern

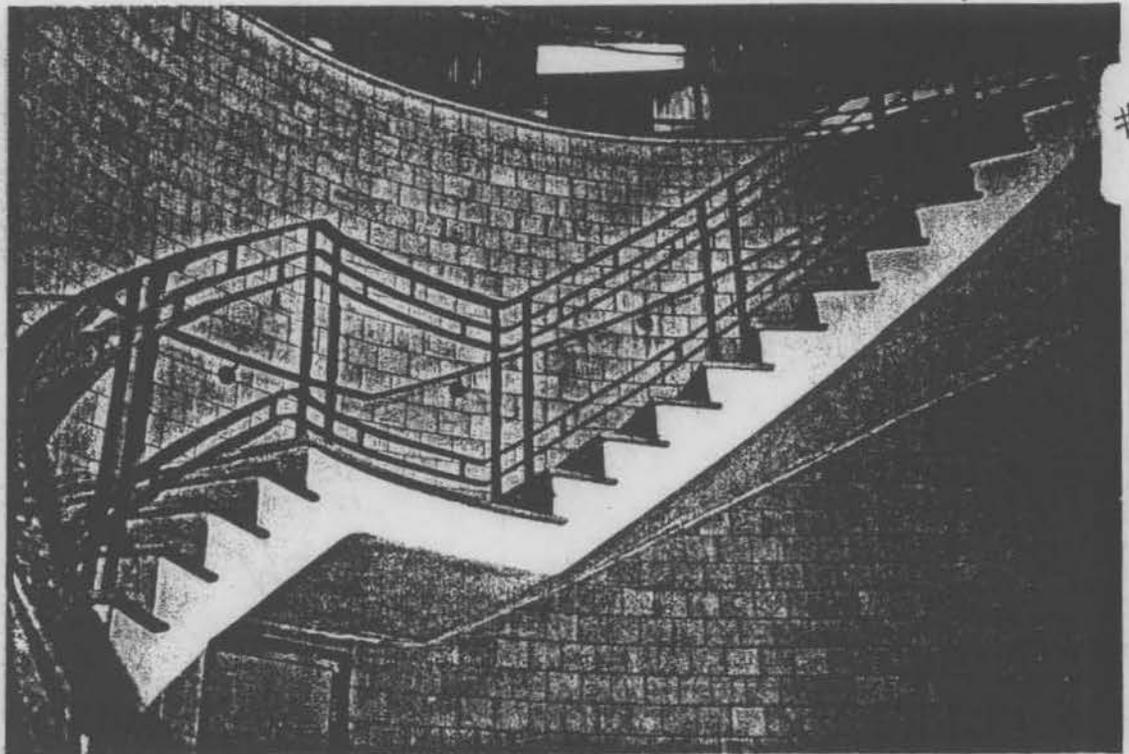
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6 of 13

M: 36-44



#7



#8

M:36-44

#

Canada Dry Ginger Ale, Inc. Potomac Bottling  
Montgomery Co. MD Plant

Jerry McCoy

June 2000

800 Thayer Ave

Silver Spring MD 20910

Foyer - Floor pattern

MYSTIC 3 FOTO 72 FLM123 06/19/00 #82059151

7 of 13

2 of 13

MYSTIC 3 FOTO 72 FLM123 06/19/00 #82059151

Foyer - Stair & Bathroom

Silver Spring, MD 20910

800 Thayer Ave

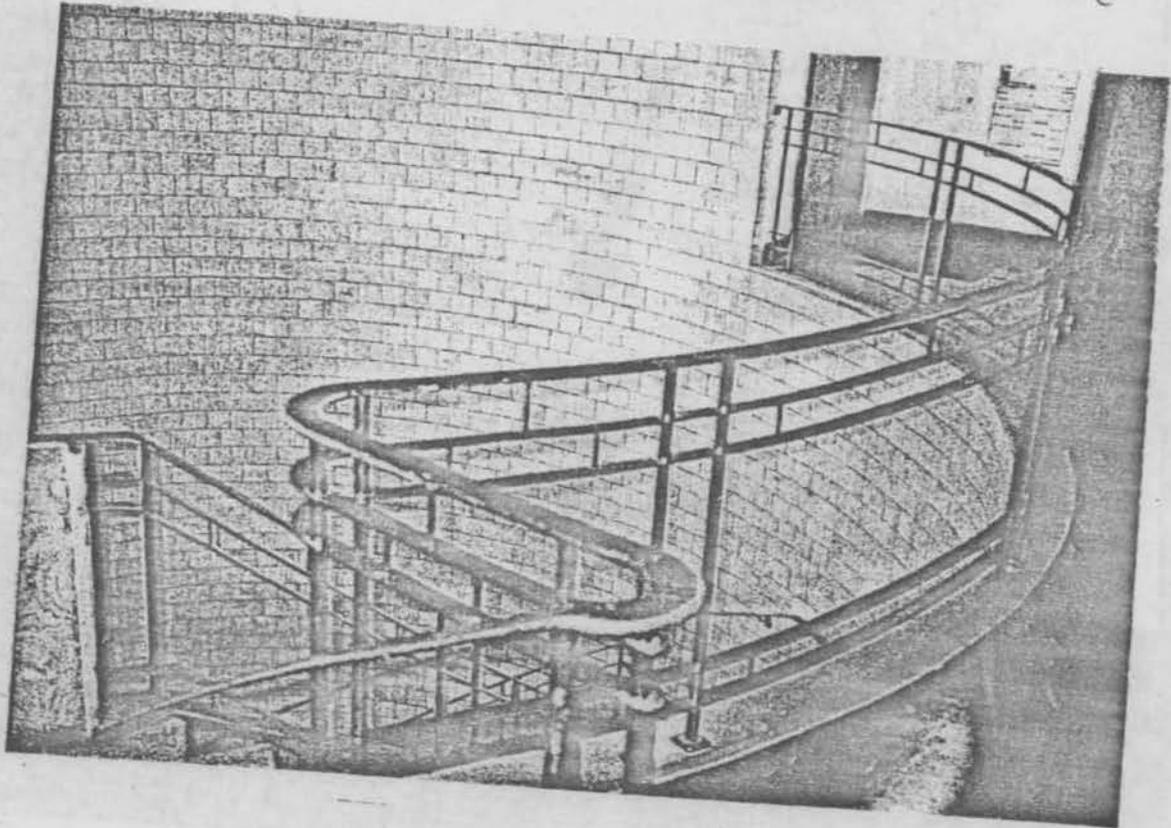
June 2000

Jerry McCoy

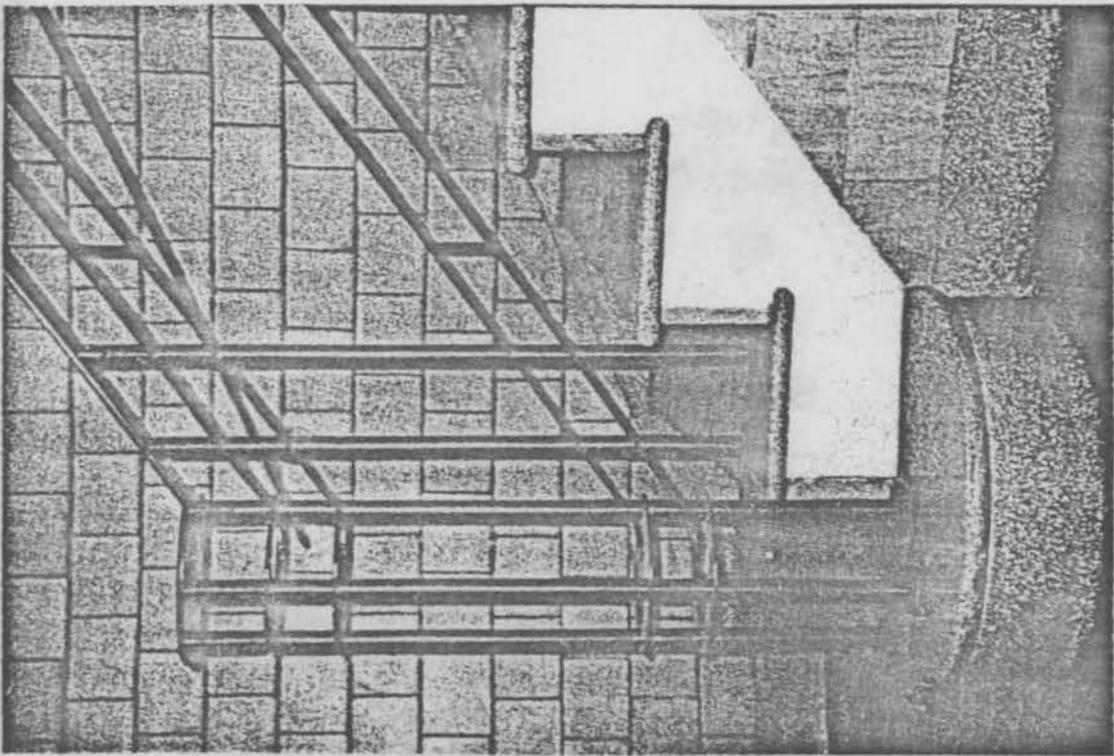
Montgomery Co. MD

Canada Dry Ginger Ale, Inc., Potomac Bottling  
Plant

M: 36-44



#9



#10

Canada Dry Ginger Ale Inc. Potomac Bottling  
Montgomery Co., MD  
Jerry McCoy  
June 2000  
800 Thayer Ave.  
Silver Spring, MD 20910

M:36-44

Foyer - Bannister detail

15169221 00/61/90 221W 12 0101 2015AM

10 of 13

Canada Dry Ginger Ale Inc. Potomac Bottling Plant  
Montgomery Co., MD  
Jerry McCoy  
June 2000  
800 Thayer Ave.  
Silver Spring, MD 20910

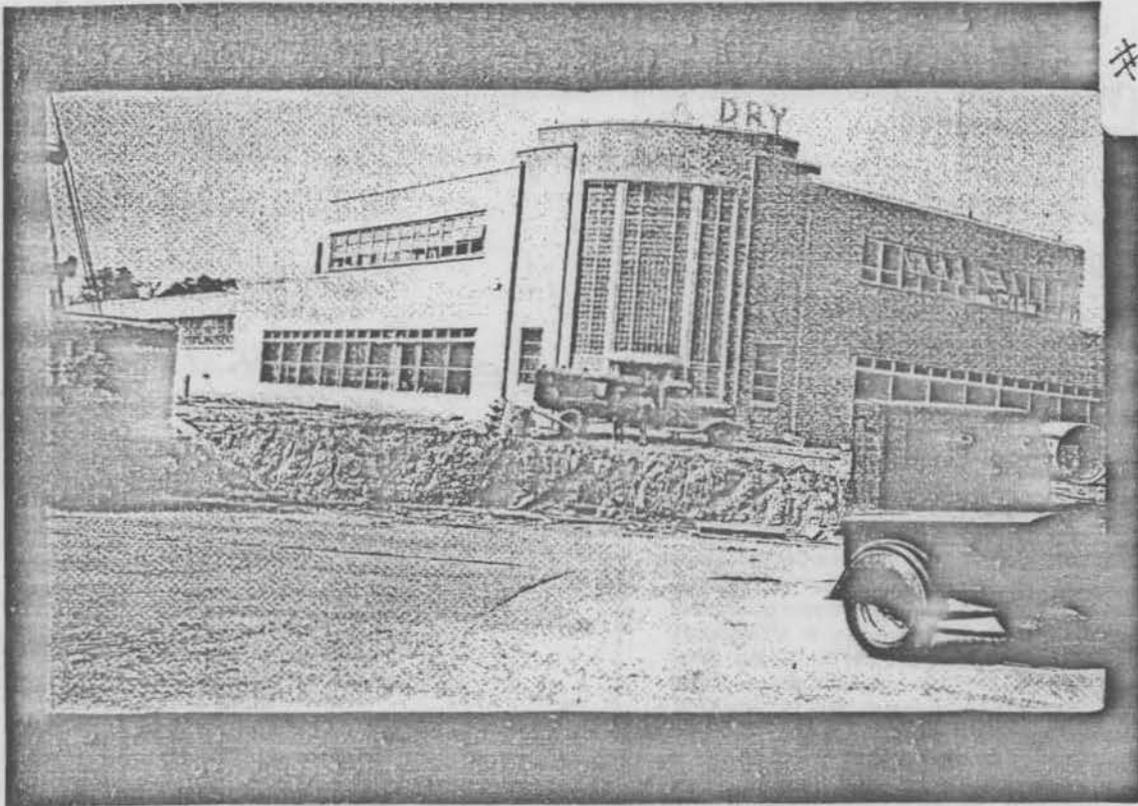
Foyer - Bannister - Top

15169221 00/61/90 221W 12 0101 2015AM

9 of 13

M:36-44

#11



M. 36-44



SILVER SPRING  
HISTORICAL SOCIETY

Canada Dry Ginger Ale Inc. Potomac Bottling Plant  
Montgomery County, MD.  
Photographer unknown  
ca 1946



view south on Blair Mill Road at East-West Hwy.-  
ca 1946.

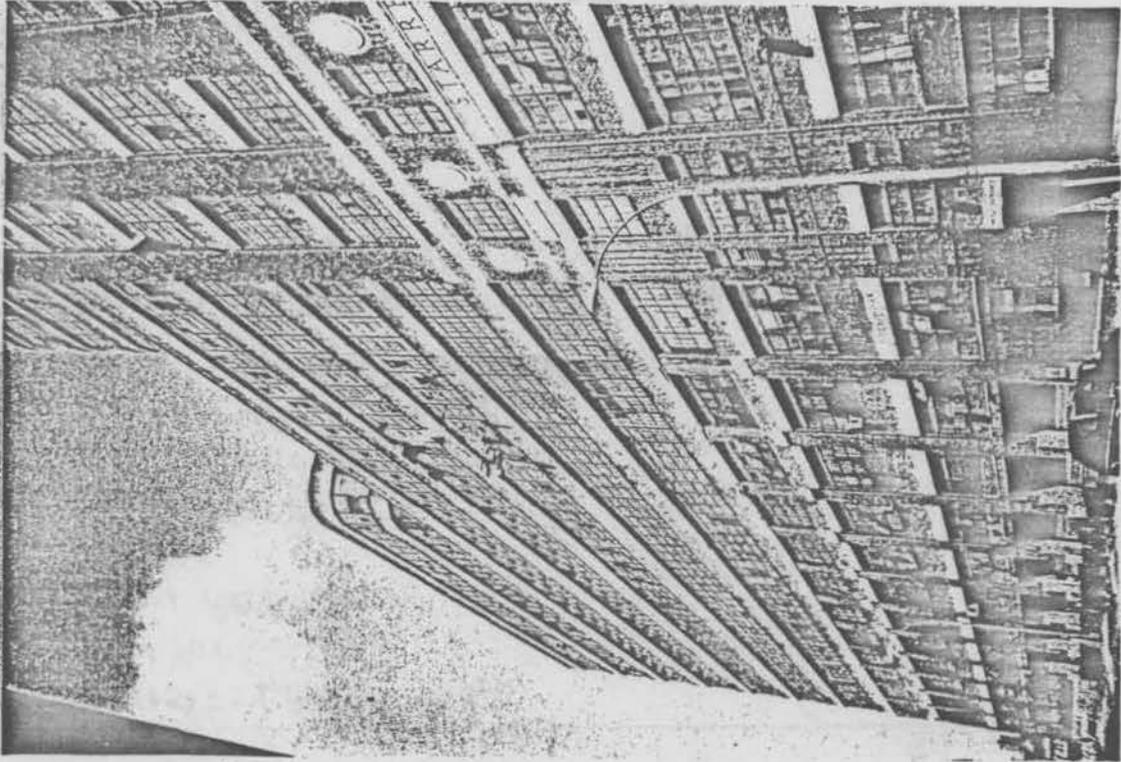
11 of 13

Built in 1946, architect Walter Monroe Cory's Canada Dry Bottling Plant, located at 1201 East-West Highway in Silver Spring, MD, is the finest example of industrial Streamline Art Deco architecture in Montgomery County. Circa 1946 photo courtesy of LDG Inc., Silver Spring, MD. Published in a limited edition of 500 by the Silver Spring Historical Society, PO Box 1160, Silver Spring, MD 20910-1160.

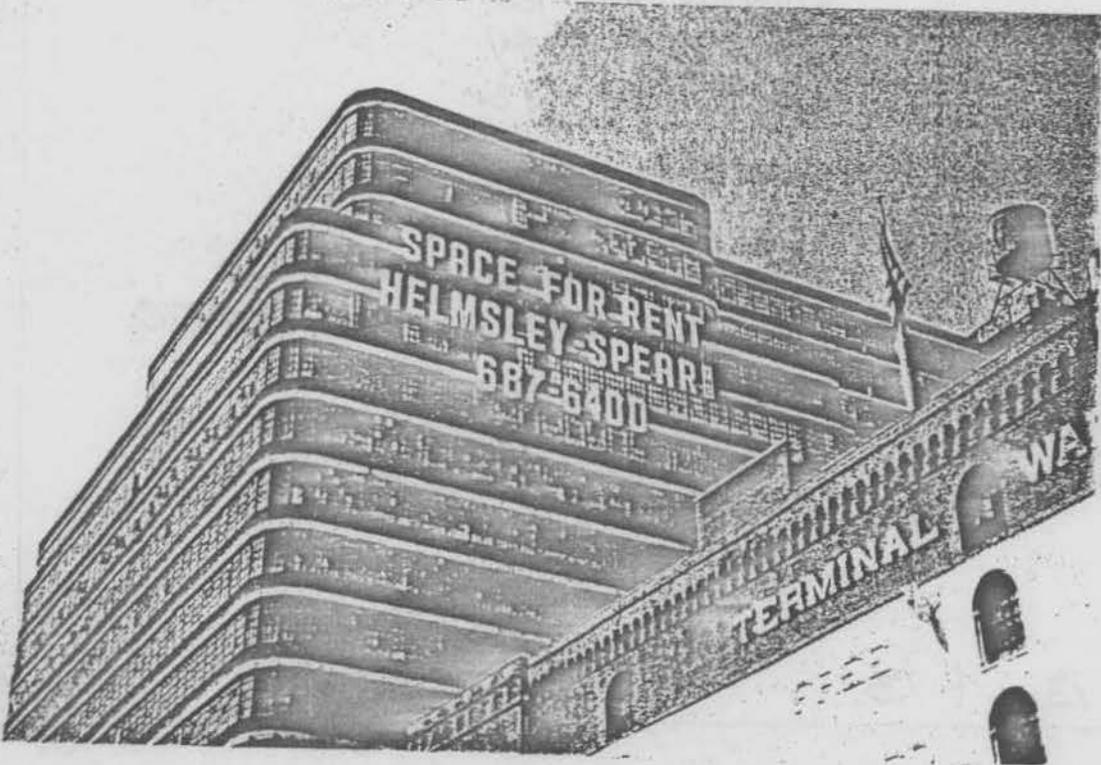
modpostcard.com 800.959.9365

N: 36-44

#12



#13



39

M. 36-44

13 of 13

Starrett  
Lehigh  
NYC  
@ 26 St

West 27th St at  
11th Avenue

Silver Spring, MD 20910  
Ave 110  
8007 Eastern  
Mary Reardon

Kodak  
PREMIUM  
Processing  
OCT. 1996 DX

Kodak  
PREMIUM  
Processing  
OCT. 1996 DX

New York City  
Mary Reardon  
1996  
Starrett-Lehigh Bldg

Q#

Starrett-Lehigh Bldg  
New York City  
Mary Reardon  
1996

Starrett  
Lehigh  
NYC  
@ 26 St

Mary Reardon  
8007 Eastern Ave #110  
Silver Spring, MD 20910

Kodak  
PREMIUM  
Processing  
OCT. 1996 DX

Kodak  
PREMIUM  
Processing  
OCT. 1996 DX

West 27th  
at 12th  
Avenue

13 of 13

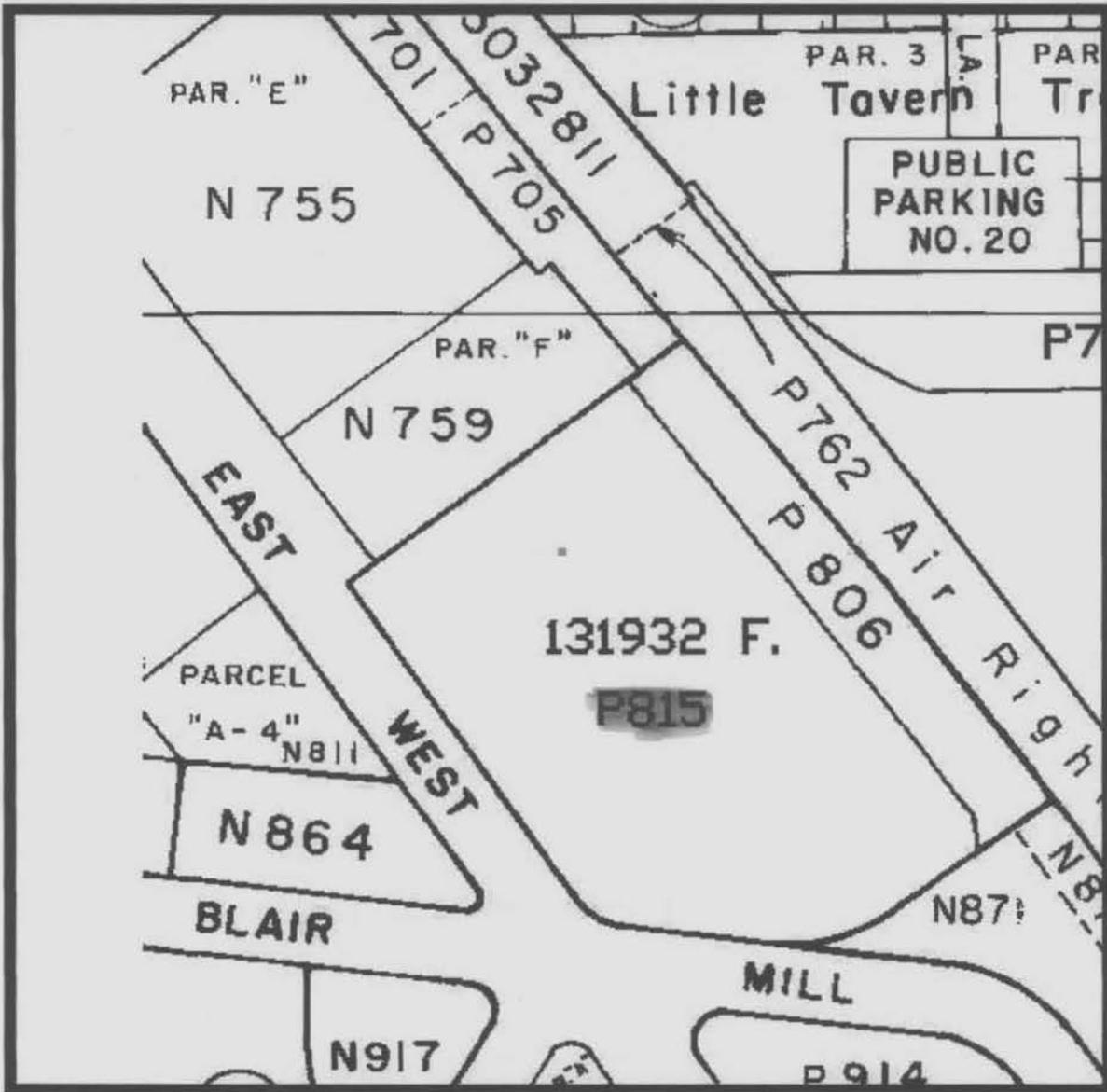
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web site at [www.mdp.state.md.us](http://www.mdp.state.md.us)



Canada Dry Bottling Plant (M:36-44)  
1201 East West Highway, Silver Spring  
Washington West, USGS Quadrangle



M: 36-44

Canada Dry Bottling Plant

201 East West Hwy

Silver Spring

Montgomery Co MD

M. Slater, PBAD, 202

MD SHPO

Front elevation at corner  
East-West Hwy and Blair  
Mill Rd.

1052



M:36444

Canada Dry Bottling Plant  
1201 East West Highway

Silver Spring

Montgomery Co, MD

M Slater, PRAB 9-02

MD SHRO

West side elevation

2 of 2