SILVER SPRING
MONTGOMERY COUNTY, MD.

a trading area in excess of 400,000 people.

Eig & McKeever, Realtors, Managing Agents

In the metropolitan Washington market
Dedicated to...

The growth and prosperity
of Silver Spring...
Montgomery County's finest... most modern store and office building

Eig BUILDING

8641 Colesville Road
Silver Spring, Maryland

first with...
- high speed elevator service
- beautiful restaurant in the building
- central city business location
- design and beauty of lobby to enhance appointments of your office.

The outstanding address... for profession... for business

Eig & McKeever, Exclusive Agents
In the heart of the business district

Surveys indicate a trading area in excess of 400,000 people

Centrally located ... in the heart of one of America's most complete and progressive shopping areas. A few steps to off-street parking lots offering facilities for more than 18,000 cars daily.
- **FLEXIBILITY**
  Arranged for modern functional use.

- **REST ROOMS**
  On every floor. Most modern scientific up-to-date equipment. Tile floor and walls.

- **AIR CONDITIONING**
  Scientifically designed all-year air conditioning...
  For maximum comfort and efficiency.

- **OFFICE PLANNING**
  An experienced staff to assist in planning your space.

- **PARKING**
  Ample free parking for your employees and clients close to building. Within easy walking distance.

- **TRANSPORTATION**
  Convenient, adequate bus service to downtown Washington and all areas of Montgomery and Prince Georges Counties. Taxi service at the door.
High Speed Elevator Service

Silver Spring's newest and most modern.

Uniformed operators.

A few seconds from street to your office.
YOUR OFFICE

- Modern fluorescent lighting . . . scientifically designed for maximum efficiency.
- "Perlite" walls and ceilings for maximum sound insulation.
- Latest type venetian blinds.
- Modern fireproof construction.

FLEXIBLE

Typical office layouts.
An experienced staff to assist planning of your office arrangements.
WASHINGTON NEWSPAPERS REPORT...

The Washington Star Pictorial Magazine
Sunday, September 24, 1950

By Sam Statinsky

At Georgia Ave's arterial entrance to Silver Spring, on the District Line at Blair Rd., a signpost announces:
"Welcome to Silver Spring - The Complete Community."
It's a small sign, much-pattered and somewhat obscure from view, as if the sign itself were reluctant to proclaim so complimentary a boast.
Certainly, today the sign is outdated and out of place.
Silver Spring is neither complete nor complimentary. It is growing, expanding, booming, and mushrooming. It is a city of little, narrow, and spreading are.
"Jogging its Elders"

Only a few years ago Silver Spring was a Sleepy Hollow sort of place, something of a northern, scenic "bedroom" for the governmental halls of the District. It was a place to which Federal workers flocked home to sleep.
Today Silver Spring is a pet bright show window, challenging the long-established center of Washington. The interested -and purchasing- dollars of the Nation's customers residing north of the Nation's Capital, like a breath of spring, the Silver Spring trade has risen even taken to sweeping the case of downtown G and G to the case of downtown S and W, boldly crying for the affection of shoppers from the "big city" itself.
A Jeller's store is going up. Wolfworth's, H. L. Green, Neiman-Marcus, J. C. Penney, A.S. Beck Shoes, St. Paul's, Grant's, W. & M. of Springfield, and others are among other nationally known chains now negotiating or considering buying the gold rush to Silver Spring according to Board of Trade officials.

Still Room to Stretch

At the time Silver Spring merchants raised the $30,000,000 for the parks, the value of real property that comprised the Silver Spring business district - according to Colonel I - was $3,000,000. The 1949 tax assessment for the same area was $15 million dollars-

1951 FACTS

Silver Spring is...
adjacent to the nation's capital
second largest population in Maryland
population approximately 92,000
regarded as having "Highest Standard of Living" in the nation
per family income $6073.00 annually
retail market of more than 400,000
population...estimated in an area within twelve minutes automobile drive
the pulse of Montgomery County...recently regarded as the top county of the U.S.
education system rated as one of the leading
in the country
ever denomination of religion represented
where civic pride and activity is consistent with the "High Standard of Living"
a primary retail market
where originated publicly owned "Free-Off-Street-Parking"
where free and private parking lots afford
the public more than 18,000 car spaces daily
located on two U.S. highways...routes 29 and 97-one of the busiest intersections
in the state of Maryland
Proud of its progressive Board of Trade and many civic organizations serving Silver Spring and neighboring communities.
still growing!

The Washington Daily News
Thursday, November 14, 1956

If Silver Springs are nearby Maryland were incorporated it would be the state's second largest city.
But it's not...and its residents show no particular enthusiasm for it.

They are enthused about their community, however - commercially speaking. It's not just a suburb of Washington, they say. On the contrary, they consider it important in its own right.
"Proud and proper in Silver Spring residents have their community as one of the fastest growing in the country.
Silver Spring residents expect the things of their community.

For a long time it was brutilzed about in the Old World that the streets of America were paved with gold. It was a way of saying that this was a lush country.
In Silver Spring, Md., where businessmen are enjoying a prosperity the like of which they never imagined, the saying is not far-fetched. But it is not the streets which are precisely meant but the parking lots adjacent thereto.
Before the parking lot era, which dates from 1948, Silver Spring was essentially a quiet residential suburb. Business was brisk along the commercial strip on Georgia avenue but there was no sign of the hustle-bustle to come. There were some people who liked the community exactly as it was. And there still are, as a matter of fact.
In 1948, things began to happen. A faction began planning for what many considered a revolutionary idea in community planning: off-street parking lots for jure customers to the business area. Authority was received from the Legislature to float a $300,000 bond issue to finance the program. The businesses indicated to tax themselves for the benefits by imposing a levy of 40 cents per $100 on all personal and improved real property and 20 cents on all unimproved commercial and industrial land. The bonds bear 2½ per cent interest and will be retired by 1976.

The worst cost around, and the big stores started moving in. One after another, they built handsome branches of their downtown stores. A 21-store shopping center sprang up. Now there are 1,100 places of business and Silver Spring has been calling itself the "suburban downtown."
Business has increased so much that the community recently got authority to sell another $200,000 in bonds to expand the parking program.
The population has been estimated at 71,500.

brochure produced by keloid associates, silver spring.
Welcome
to
Silver Spring,
Maryland
"the successful community"
An ideal place to live, work, shop and play

The Montgomery County Historical Society, Inc.
103 West Montgomery Avenue
Rockville, Maryland 20850