

LOCAL HISTORIC LANDMARK PROGRAM

Forsyth County Historic Resources Commission

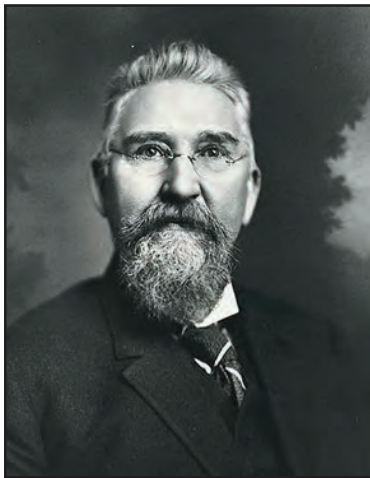
Reynolds Building

Local Historic Landmark #131

51 E. Fourth Street, Winston-Salem

Construction Date: 1928-1929

Landmark Designation Date: May 18, 2015



The R.J. Reynolds Building was constructed beginning in 1928 and finished in 1929 in response to a period of rapid expansion of the R.J. Reynolds Tobacco Company, founded by Richard Joshua Reynolds in 1875. Following his death in 1918, the decision was made by the new company president, Bowman Gray, Sr., to increase the size of the company in

order to continue to develop into a more modern, international business. With the increasing size and success of the company in the 1920s, the decision was made to construct a larger, contemporary office building to house the growing company.

The Reynolds Building was designed by prominent New York architectural firm Shreve and Lamb. Utilizing an Art-Deco style, this 22-story ziggurat skyscraper is reminiscent of New York's iconic Empire State Building, which Shreve and Lamb designed in 1929. The Reynolds Building features architectural detailing including limestone veneer, ornamental copper panels, tobacco leaf-and-flower inspired stone spandrels as well as tobacco-inspired tracery, which distinguishes it



from other Art-Deco architecture in the region. The Reynolds Building won the National Architectural Association's Building of the Year Award in 1929.

Not only known for its architectural significance, the Reynolds Building has been a source of pride for Winston-Salem residents. Considered by locals to have been the model for New York's Empire State Building, the Reynolds Building was the tallest building in the state until 1966. The impressive structure represents the culmination of the power and influence that R.J. Reynolds Tobacco Company achieved during the 1920s.



This information is also available at the Forsyth County Historic Resources Commission's web site: <http://www.ForsythCountyHRC.org>