APPLICATION  
LOCAL HISTORIC LANDMARK DESIGNATION

1. Name of Property Brown Brother’s Tobacco Prizery

2. Owner’s Name & Ed Lipsky
   Address  
   406 East Fourth Street
   Winston-Salem, NC 27101

3. Property Location  
   401 East Fourth Street
   Winston-Salem, NC 27101

4. Amount of Land 1.5 acres
   To Be Designated (acreage)

5. Interior To Be Yes X No
   Designated?

6. Tax Block(s) 0035
   Tax Lot 239

7. When was the structure erected? For Whom? (If you don’t know the exact date, please give a general time frame.) Have there been additions or modifications? If so, describe and give dates.

   The Brown Brothers Tobacco Prizery was constructed ca. 1895 for the Brown Brothers Tobacco Company, one of Winston’s largest nineteenth century tobacco manufacturers. The first addition was made ca. 1917 to the original north elevation of the six-story building. This two-story addition housed a cooper shop on the first floor and a drying operation on the second floor. Circa 1940, another two-story addition was made to the north elevation of the ca.1917 addition, and a five-story addition was made to the east elevation of the building.

8. Do you know the names of any of the craftsmen who worked on the structure? (i.e., architects, carpenters, contractors, landscape designers, etc.) Do any architect’s plans or building accounts exist?

   The architect is unknown.

9. Do you have any old photographs of the structure? If so, do you know the dates of the photographs?

   There are several photographs of the building available in The Photograph Collection, owned by the Winston-Salem/ Forsyth County Public Library, several of which have been used in publications about Winston-Salem.
10. How has the building been passed down through the years, from whom to whom (i.e., a quick chain of title)?


The following is a listing of the subsequent owners:

- R.B. Horn Co. purchased the property from the Brown Brothers Company on April 5, 1907 (Deed book 85, page 494);
- R. B. Horn Co. sold the property to A. F. Sams on October 16, 1909 (Deed book 90, page 172);
- United Loan and Trust Co. Inc. acquired the property via foreclosure, December 5, 1914 (Deed book 125, page 378);
- United Loan and Trust Comp., Inc. sold the property to William and Kate B. Reynolds on September 16, 1919 (Deed book 157, page 32);
- Wright-Hughes Tobacco Company purchased the property January 31, 1920 (Deed book 179, page 302);
- C.T. and Mary M. Joyce purchased the property in 1937 (Deed information could not be obtained);
- Joyce sold the property to Piedmont Leaf Tobacco Company on August 1, 1945 (Deed book 533, page 440);
- Hensel Wood Products Corp. purchased the property from Piedmont Leaf Tobacco Company on September 1, 1977 (Deed book 1213, page 1057);

11. What was the structure's original use, if different from today? Has the building ever been moved? List the sources of your information.

The prizery was originally used for tobacco storage in hogsheads, large wooden barrels. A tobacco factory was operated on the third floor during Reynolds' ownership of the building in 1919. The building stands vacant today, but a comprehensive rehabilitation is planned. Sanborn Fire Insurance maps provided information regarding the building's original and subsequent uses. The building has not been moved.

12. What is the significance of the property? (Please be specific and to the point.) Include a list of sources for your information.
A. The Brown Prizery is associated with the late nineteenth-century proliferation of industrial development in Winston.

Industrialization made its mark throughout North Carolina during the 1870s. In Forsyth County, the same held true. In 1872, Branson’s Business Directory listed twenty-six manufactures, thirty-nine merchants and twenty-four mills, and by 1877, the number of manufacturers had increased to seventy-six, merchants to one hundred and two, and thirty-one mills. Wachovia National Bank was founded in 1879, and both the Fogle Brothers and Miller Brothers had established their sash, door and blind companies during the 1870s. Each was helping to build Winston’s commercial and residential buildings. Richard Joshua Reynolds also established his first tobacco factory during late nineteenth-century building boom. Winston’s first tobacco warehouse was built during this time, due in part to completion of the northwest North Carolina railroad extension that terminated in Winston. In 1889, Roanoke & Southern brought a north-south rail line into Winston, connecting the town to Danville and Richmond, important tobacco market towns.

Today, the Brown Brothers Tobacco Prizery is one of the few reminders of Winston’s tobacco past. In 1912, R. J. Reynolds Tobacco Company stored leaf in the Brown Prizery and during the 1920s, the Piedmont Leaf Tobacco Company housed its redrying and stemming operations in the building. During the 1970s, Hensel Wood Products, makers of wooden hogsheads, purchased the building and owned it until 1998.

C. The Brown Prizery represents an architectural style that was at one time more visible in Winston-Salem’s industrial sector, but now survives as one of only three examples of the Second Empire style seen throughout the city.

The Second Empire architectural style of the Brown Prizery was used extensively for office and public buildings after the Civil War. In Forsyth County, the style was also used in residential and industrial buildings. The Dr. John Francis Shaffner House at 428 South Main Street and the Fogle Flats row house on Cemetery Street stand as the only extant residential examples of the Second Empire style. The Brown Prizery, modeled after the P. H. Hanes Knitting Company building (demolished), is the only remaining industrial building of its kind in Winston-Salem.

13. Describe the architecture and present condition of the structure, also including any outbuildings or other appurtenant features to be included in the designation. If the property has been restored, what were the dates of the restoration? Was the restoration done under the supervision of any historic preservation organization? If the property has not been restored, is any restoration planned for the property?

The six-story, mansard-roof, Second-Empire style brick building as it stands today was constructed in three phases. The building is situated on the northeast corner of East Fourth and Vine streets with the Norfolk and Western Railway running along the
former Sycamore Street situated east of the building. The Sanborn map of 1895 shows a five-story, rectangular-shaped building owned by Brown Bros. Company used for leaf storage. A two-story brick addition was made along the original north elevation in 1917. A second brick addition, made in 1940, enveloped the north elevation of the first addition and the east elevation of the original building. It stands two stories along the north elevation and five stories along the east elevation. The building is twelve bays along the north and south elevations, three bays wide along the west elevation, and six bays wide along the east elevation. The brick, laid in five to one common bond, has been painted red and stucco has been applied over the brickwork up to the sills of the first-story windows. Due to the series of additions, multiple window styles were used in the building. In the original ca. 1895 section, multi-light, hopper-style, metal windows were installed in the first story. Six-over-six sash, topped by segmental arches, punctuate the second through fifth stories of the south elevation and the fourth and fifth stories of the north elevation. Four-over-four sash, also surmounted by segmental arches, were used in the second through fifth stories of the west elevation. Six-over-six sash dormers exist in the north and south elevations of the ca. 1895 section, while four-over-four sash were used in the three dormers in the west-elevation section of the mansard. Multi-light, hopper-style metal windows punctuate all stories of the ca. 1940 section of the south elevation, all stories of the ca. 1940 east elevation, and all elevations of the two-story addition along the north elevation. Lastly, there are six-over-six sash in the west elevation of the ca. 1917 addition. The mansard is sheathed in alternating fish scale and straightedge slate shingles. Each floor of the original ca. 1895 section features an open floor plan with exposed rough-hewn posts. Original hardwood floors remain throughout the building. A comprehensive 2004 rehabilitation will convert the former tobacco prizery into 29 loft-style condominiums.

14. Is the property listed in any existing architectural or historical survey (i.e., the National Register of Historic Places)? If so, please give the title and date of the listing.

The property was listed in the National Register of Historic Places on February 23, 1978 as part of the Piedmont Leaf Tobacco Company. It is included in Gwynne S. Taylor’s 1981 architectural survey of Forsyth County, “From Frontier to Factory.” It is also included in the 1974 inventory of the Historic American Engineer’s Record.

In addition to written application, the following materials must be submitted simultaneously:

- A black and white 8” x 10” overall photograph clearly depicting the property being designated.

- Color slides showing all sides of the main structure and any outbuildings (may include architectural details, interior and exterior, which add to the property’s significance)
• A tax map showing the location of the property, including any buildings and appurtenant features.

(Please label the above materials with the name of the property owner)

APPLICATION FEE $50.00 (Check Payable to Forsyth County)

The following information is true and correct to the best of my knowledge.

7-15-01

Date

Signature of Property Owner

Mailing Address:
Brown Prizery Incorporated
406 East Fourth Street
Winston-Salem, NC 27101

[Redacted]
Bibliography

Forsyth County Records, Forsyth County Courthouse, Winston-Salem, NC (Deeds)

Photograph Collection, North Carolina Room, Forsyth County Public Library.

Sanborn Fire Insurance maps.


# NATIONAL REGISTER OF HISTORIC PLACES
## INVENTORY -- NOMINATION FORM

### 1 NAME
**HISTORIC** W. F. Smith and Sons Leaf House and Brown Brothers Company

**AND/OR COMMON** Piedmont Leaf Tobacco Company

### 2 LOCATION
**STREET & NUMBER** Both sides Fourth Street between Patterson & Linden

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<th>CONGRESSIONAL DISTRICT</th>
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<th>COUNTY</th>
<th>CODE</th>
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### 3 CLASSIFICATION

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### 4 OWNER OF PROPERTY
**NAME** Piedmont Leaf Tobacco Company

**STREET & NUMBER** 406 E. 4th St

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<th>VICINITY OF</th>
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<td>Winston-Salem</td>
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**STATE** North Carolina

Te-be sold soon to: Hensel Wood Products Co.

**c/o Richard D. Hensel**

**First Center Building**

**Stratford Road**

**Winston-Salem, NC 27503**

**STATE** North Carolina

### 5 LOCATION OF LEGAL DESCRIPTION

**COURTHOUSE, REGISTRY OF DEEDS, ETC.** Forsyth County Hall of Justice

**STREET & NUMBER** Main Street

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### 6 REPRESENTATION IN EXISTING SURVEYS

**TITLE** HAER Inventory

**DATE** 1974

**DEPOSITORY FOR SURVEY RECORDS**

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THE FORMER BROWN BROTHERS BUILDING, ERECTED BETWEEN 1890 AND 1895, IS FIVE STORIES HIGH WITH A MANSARD ROOF AND HIP ROOF DORMER WINDOWS. THE ROOF IS COVERED WITH CURVED SHINGLES. THE STRUCTURE IS TWELVE BAYS LONG AND THREE BAYS WIDE, PUNCTUATED BY SEGMENTAL-ARCH HEADED WINDOWS WITH THREE Tiers OF ROWLOCKS AND SIX-OVER-SIX SASH. EXTERIOR BRICKWORK IS LAYED IN 1 TO 5 COMMON BOND AND IS STUCCOED UP TO THE FIRST FLOOR WINDOWS. BRICK ADDITIONS HAVE BEEN MADE TO THE ORIGINAL STRUCTURE AT THE EAST AND NORTH ENDS, AND A LOADING DOCK HAS BEEN MOUNTED IN THE NORTH END. THE EARLIEST USERS OF THE BUILDING, BROWN BROTHERS COMPANY, UTILIZED THE SPACE FOR LEAF STORAGE. BY 1900 BROWN BROTHERS WAS LISTED BY THE SANBORN MAP COMPANY AS A "PRIZERY" AND, AS SUCH, IT USED THE BUILDING TO DRY TOBACCO AND PACK IT INTO HOGSHEADS. THE STRUCTURE WAS STILL USED AS A TOBACCO PRIZERY IN 1907, BUT IT WAS UNDER THE OWNERSHIP OF THE AMERICAN TOBACCO COMPANY AND A WRAPPER DEPARTMENT AND COOPER SHOP WERE ALSO INCLUDED. THE PIEDMONT LEAF COMPANY OPERATED THE BUILDING IN THE 1920S FOR PROCESSING TOBACCO.


BY 1976, PIEDMONT LEAF HAD OUTGROWN THE ANTIQUE BUILDINGS ON FOURTH STREET, AND IT HAS MOVED TO TENTH STREET IN WINSTON-SALEM.
FOOTNOTES

1 Sanborn Map Company, Winston-Salem, NC, 1890, 1895.

2 Glass, Brent D., HAER Inventory, 1974.

3 Sanborn Map Company, Winston-Salem, 1890.

4 Ibid., 1895.

5 Ibid., 1907.

6 Interview with Mr. David West, Secretary, Piedmont Leaf Tobacco Company.

7 Sanborn Map Company, Winston-Salem, 1895.

8 Ibid., 1900.

9 Ibid., 1907.

10 Interview with Mr. David West.
SIGNIFICANCE

PERIOD

PREHISTORIC
1400-1499
1500-1699
1600-1699
1700-1799
1800-1899
1900-

AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW

ARCHAEOLOGY-PREHISTORIC
ARCHAEOLOGY-HISTORIC
AGRICULTURE
ARCHITECTURE
ART
COMMERCE
COMMUNICATIONS

COMMUNITY PLANNING
CONSERVATION
ECONOMICS
EDUCATION
ENGINEERING
EXPLORATION/SETTLEMENT
INDUSTRY
INVENTION,

LANDSCAPE ARCHITECTURE
LAW
LITERATURE
MILITARY
MUSIC
PHILOSOPHY
POLITICS/GOVERNMENT
OTHER (SPECIFY)

RELIGION
SCIENCE
SCULPTURE
SOCIAL/HUMANITARIAN
THEATER
TRANSPORTATION

SPECIFIC DATES
1890-1895

STATEMENT OF SIGNIFICANCE

The two buildings of the Piedmont Leaf Tobacco Company are among the few reminders in Winston-Salem of that city's late nineteenth century tobacco industrial history. The older of the two, a four-story structure with stepped gable roof, was built about 1890 and first occupied by W. F. Smith and Sons Leaf House; the neighboring five-story building with mansard roof was built before 1895 and was occupied by Brown Brothers Company, a leaf storage firm. By 1900 both were tobacco prizeries and over the years have served various purposes in the city's changing and growing tobacco industry. Prominently located, these buildings are landmarks not only in Winston-Salem's industrial history but also in the visual character of the city.

Two late nineteenth century buildings labeled "Piedmont Leaf Tobacco Company" in Winston-Salem are among the few reminders of the city's early tobacco heritage. Located on Fourth Street between Linden and Patterson, the older structure, built c. 1890, is a four-and-a-half-story brick building with a stepped gable facade. The building which is connected to it by a walkway over Fourth Street was erected between 1892 and 1895 and is a five-story brick building with a mansard roof and dormer windows.

The older, stepped gable building of the Piedmont Leaf Company was first occupied by W. F. Smith and Sons Leaf House. Leaf dealers bought tobacco for manufacturers, for export, or for resale to manufacturers and other dealers. Prior to 1890 leaf dealers enjoyed great prosperity; from 1890 to World War I, however, several factors temporarily affected the boom. Warehousemen took advantage of their position as middlemen and speculated at the expense of both buyers and sellers. In addition, many small leaf dealers or pinhookers engaged in shady business activities which, when exposed to public view, led to disdain by farmers and manufacturers alike.

Due perhaps to both the decreased profits and the tarnished reputation of leaf dealers, by 1895 the Smith Leaf House had become W. F. Smith and Sons Tobacco Factory. The firm manufactured cigarettes, and it was one of the first factories in Winston-Salem to do so.

Meanwhile, between 1890 and 1895 a new building had been erected across Fourth Street, directly north of W. F. Smith and Sons. Brown Brothers Company, a leaf storage firm, occupied the (new) rectangular five-story building with the mansard roof. The design of Brown Brothers Company closely resembled that of the older P. H. Hanes Knitting Company at Chestnut and Third Streets.

By 1900 both Brown Brothers and W. F. Smith and Sons were listed as "tobacco prizeries," warehouses where redried tobacco was stored and packed into hogsheads.
By 1907 Brown Brothers and W. F. Smith had been purchased by James B. Duke's American Tobacco Company. The first years of the twentieth century were marked by the merger of many small dealers into large corporations such as the American Tobacco Company. The Sherman Anti-Trust Act of 1911, however, dissolved many large trusts, much to the pleasure of farmers and warehousemen alike. Farmers, in particular, had hated the American Tobacco Company for years. "Neither the possibility of good intentions on the part of the American Tobacco Company nor rationalization on the farmers' side could lessen the dominance of that company in the marketing of leaf tobacco." The Sherman Anti-Trust Act, however, actually had little effect on the Bright Tobacco Area; the number of factories declined as quickly after 1911 as it had during the trust years. In 1912 and 1913 the Commissioner of Corporations found that consumers paid about the same price for tobacco products; jobbers and retailers retained a smaller profit margin; four successor companies to the Trust controlled as large a proportion of the total business; expenses of manufacturing apart from leaf costs were not substantially changed, and selling costs were higher.

In 1912 R. J. Reynolds Tobacco Company held storage areas in both of the buildings on Fourth Street. A wholesale grocer occupied the first and second floors of the former Smith building, and a confectioners manufacturing firm occupied the second, third and fourth floors of the former Brown Brothers structure.

During the 1920s Piedmont Leaf Tobacco Company took over the buildings on Fourth Street. Piedmont Leaf had been established in 1915 and took over the Wright-Hughes Tobacco Company which had been in operation since 1893. The company bought, redried, and stemmed leaf tobacco on the local market. The redrying process removed the excess moisture remaining in the leaf after the farmers' curing processes, and stemming removed the tobacco leaves from the stem. Both processes had been greatly improved and mechanized by the time Piedmont Leaf began operations.

At present the Piedmont Leaf Tobacco Company buildings are for sale, and unless some viable adaptive use can be found the structures will probably be demolished. A local wood products firm, now a tenant of the buildings, is considering purchasing them.

*The property was sold by W. N. Reynolds to the Wright-Hughes Tobacco Company in September, 1920. It later became Piedmont Leaf. (Forsyth County Deed Book 179, p. 302.)
FOOTNOTES

1 Sanborn Map Company, Winston-Salem, 1890.
2 Sanborn Map Company, Winston-Salem, 1895, p. 4.
3 Sanborn Map Company, Winston-Salem, 1890.
5 Sanborn Map Company, Winston-Salem, 1895.
7 Sanborn Map Company, 1895.
8 "Tobacco to Textiles, Hanes Corporation: How It All Began," Hanes Hosiery News, Fall, 1972, p. 5-6.
9 Sanborn Map Company, Winston-Salem, 1900, p. 10.
10 Tilley, Tobacco, p. 323-324.
12 Tilley, Tobacco, p. 422.
13 Ibid., p. 628.
14 Ibid., pp. 627-628.
15 Sanborn Map Company, Winston-Salem, 1912.
16 Glass, HAER Inventory.
18 Tilley, Tobacco, p. 310.
9 MAJOR BIBLIOGRAPHICAL REFERENCES
Glass, Brent D. HAER Inventory, 1974.
Sanborn Map Company. Winston-Salem, North Carolina. 1890, 1895, 1900, 1907, 1912.
Ellison, Harold. "Tobacco, A Moving Force in the Community for a Century." Winston-
Tilley, Nannie May. The Bright Tobacco Industry, 1860-1929. Chapel Hill: University of

10 GEOGRAPHICAL DATA
ACREAGE OF NOMINATED PROPERTY less than 1 acre
UTM REFERENCES

A | 1 | 7 | 5 | 6 | 3 | 2 | C | 3 | 8 | 9 | 6 | 5 | 5
ZONE EASTING NORTING
C | | | | | | | | | | | | | | | | | |

VERBAL BOUNDARY DESCRIPTION

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE CODE COUNTY CODE

STATE CODE COUNTY CODE

11 FORM PREPARED BY
NAME / TITLE
Gwynne S. Taylor, Survey Consultant, Description and Significance

ORGANIZATION
Division of Archives and History

STREET & NUMBER
109 East Jones Street

CITY OR TOWN
Raleigh

STATE North Carolina

CODE 27611

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL ___ STATE ___ LOCAL X

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

TITLE State Historic Preservation Officer

DATE September 8, 1977

FOR NPS USE ONLY
I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION

ATTEST:

KEEPER OF THE NATIONAL REGISTER