

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY
RECEIVED
DATE ENTERED

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

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Both sides Fourth Street between Patterson & Linden NOT FOR PUBLICATION

CITY, TOWN

Winston-Salem

CONGRESSIONAL DISTRICT

VICINITY OF

5th

STATE

North Carolina

CODE

37

COUNTY

Forsyth

CODE

67

3 CLASSIFICATION

CATEGORY	OWNERSHIP	STATUS	PRESENT USE
<input type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input checked="" type="checkbox"/> OCCUPIED (temporarily)	<input type="checkbox"/> AGRICULTURE <input type="checkbox"/> MUSEUM
<input checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input type="checkbox"/> COMMERCIAL <input type="checkbox"/> PARK
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL <input type="checkbox"/> PRIVATE RESIDENCE
<input type="checkbox"/> SITE	PUBLIC ACQUISITION	ACCESSIBLE	<input type="checkbox"/> ENTERTAINMENT <input type="checkbox"/> RELIGIOUS
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input checked="" type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT <input type="checkbox"/> SCIENTIFIC
	<input type="checkbox"/> BEING CONSIDERED	<input type="checkbox"/> YES: UNRESTRICTED	<input checked="" type="checkbox"/> INDUSTRIAL <input type="checkbox"/> TRANSPORTATION
		<input type="checkbox"/> NO	<input type="checkbox"/> MILITARY <input type="checkbox"/> OTHER:

4 OWNER OF PROPERTY

To be sold seen to: Hensel Wood Products Co.
c/o Richard D. Hensel
First Center Building

NAME Piedmont Leaf Tobacco Company

406 E 4th St

STREET & NUMBER

111 E. 10th Street

Stratford Road

CITY, TOWN

Winston-Salem

VICINITY OF

North Carolina

Winston-Salem, NC 27103

725-7568

27101

STATE

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC.

Forsyth County Hall of Justice

STREET & NUMBER

Main Street

CITY, TOWN

Winston-Salem

STATE

North Carolina

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

HAER Inventory

DATE

1974

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS

CITY, TOWN

STATE

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input 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 _____
<input checked="" type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Piedmont Leaf Tobacco Company buildings in Winston-Salem have stood for almost a century as an integral part of Winston's industrial heritage. W. F. Smith and Sons Leaf House built the oldest structure ca. 1890, and Brown Brothers Tobacco Company occupied the building across Fourth Street between 1890 and 1895.¹ Piedmont Leaf Company acquired the buildings in the 1920s.²

The older of the two buildings, the Smith Building, is a four-and-one-half-story brick structure, nine bays long and three bays wide, and is accented by a stepped gable facade. The brick walls are stuccoed and the gable roof is covered with standing seam tin. All of the windows of the original structure are segmental-arch headed and contain six-over-six sash. Cinderblock additions have been constructed on the south and west sides of the 1890 building, and a corrugated metal catwalk leads from the second and third floors of the Smith building to the second and third floors of the Brown building. The interior space of the Smith building is punctuated by exposed wooden joists and squared timber post supports. In 1890 the building housed leaf tobacco on all floors and was without heat.³ By 1895 cigarettes were manufactured on the fourth floor, which was heated, and an elevator had been installed.⁴ When the American Tobacco Company owned the building in 1907 it was used primarily for the storage of tobacco in hogsheads,⁵ but in the 1920s, under the ownership of the Piedmont Leaf Company, the old building was used to receive, regrade, and sort tobacco. Tobacco was graded according to leaf quality and sorted according to the purpose for which it would be used. The building also housed office space and "sample" rooms.⁶

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 laid 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 fashioned 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.

Processing tobacco involved several stages. On the first floor of the mansard roofed building receiving and grading took place. The second floor held two redrying machines, and the third floor housed the thrashing equipment. Thrashing tobacco removed the stem from the leaves. On the fourth floor, tobacco was laid on belts to be fed into equipment which removed the tips, sent the leaves into drums, and then sent the drums to the third floor to be thrashed. On the fifth floor of the building the loose leaves were handled and picked, a process which removed any foreign matter or undesirable leaves from the stock. The attic was used for storage.¹⁰

By 1976, Piedmont Leaf had outgrown the ^{tobacco} ~~antique~~ buildings on Fourth Street, and it has moved to Tenth Street in Winston-Salem.

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FOOTNOTES

- ¹Sanborn Map Company, Winston-Salem, NC, 1890, 1895.
- ²Glass, Brent D., HAER Inventory, 1974.
- ³Sanborn Map Company, Winston-Salem, 1890.
- ⁴Ibid., 1895.
- ⁵Ibid., 1907.
- ⁶Interview with Mr. David West, Secretary, Piedmont Leaf Tobacco Company.
- ⁷Sanborn Map Company, Winston-Salem, 1895.
- ⁸Ibid., 1900.
- ⁹Ibid., 1907.
- ¹⁰Interview with Mr. David West.

8 SIGNIFICANCE

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 checked="" type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input 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 1890-1895

BUILDER/ARCHITECT

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 1890 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.

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By 1907 Brown Brothers and W. F. Smith had been purchased by James B. Duke's American Tobacco Company.¹¹ 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 the position of that company in the marketing of leaf tobacco."¹²

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.¹³ 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.¹⁴

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 firm¹⁵ 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.¹⁶ Piedmont Leaf had been established in 1915 and took over the Wright-Hughes Tobacco Company which had been in operation since 1893.^{17*} 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.¹⁸

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.)

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FOOTNOTES

¹Sanborn Map Company, Winston-Salem, 1890.

²Sanborn Map Company, Winston-Salem, 1895, p. 4.

³Sanborn Map Company, Winston-Salem, 1890.

⁴Tilley, Nannie May, The Bright Tobacco Industry, 1860-1929, Chapel Hill: University of North Carolina Press, 1948, p. 251.

⁵Sanborn Map Company, Winston-Salem, 1895.

⁶Glass, Brent D., HAER Inventory, 1974; "Tobacco, A Moving Force in the Community for a Century," Harold Ellison, Winston-Salem Journal, April 10, 1966.

⁷Sanborn Map Company, 1895.

⁸"Tobacco to Textiles, Hanes Corporation: How It All Began," Hanes Hosiery News, Fall, 1972, p. 5-6.

⁹Sanborn Map Company, Winston-Salem, 1900, p. 10.

¹⁰Tilley, Tobacco, p. 323-324.

¹¹Sanborn Map Company, Winston-Salem, 1907, p. 19.

¹²Tilley, Tobacco, p. 422.

¹³Ibid., p. 628.

¹⁴Ibid., pp. 627-628.

¹⁵Sanborn Map Company, Winston-Salem, 1912.

¹⁶Glass, HAER Inventory.

¹⁷Fries, Adelaide H., Forsyth, A County on the March, 1949, p. 174.

¹⁸Tilley, 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-Salem Journal. 1966.
 Tilley, Nannie May. The Bright Tobacco Industry, 1860-1929. Chapel Hill: University of North Carolina Press, 1948.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY less than 1 acre

UTM REFERENCES

A	17	568320	399.5050	B			
	ZONE	EASTING	NORTHING		ZONE	EASTING	NORTHING
C				D			
	ZONE	EASTING	NORTHING		ZONE	EASTING	NORTHING

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

DATE

Division of Archives and History

STREET & NUMBER

TELEPHONE

109 East Jones Street

733-4763

CITY OR TOWN

STATE

Raleigh

North Carolina 27611

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

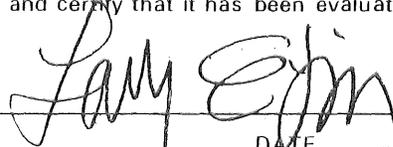
NATIONAL

STATE

LOCAL

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

DATE

DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION

ATTEST:

DATE

KEEPER OF THE NATIONAL REGISTER

UNITED STATES DEPARTMENT OF THE INTERIOR
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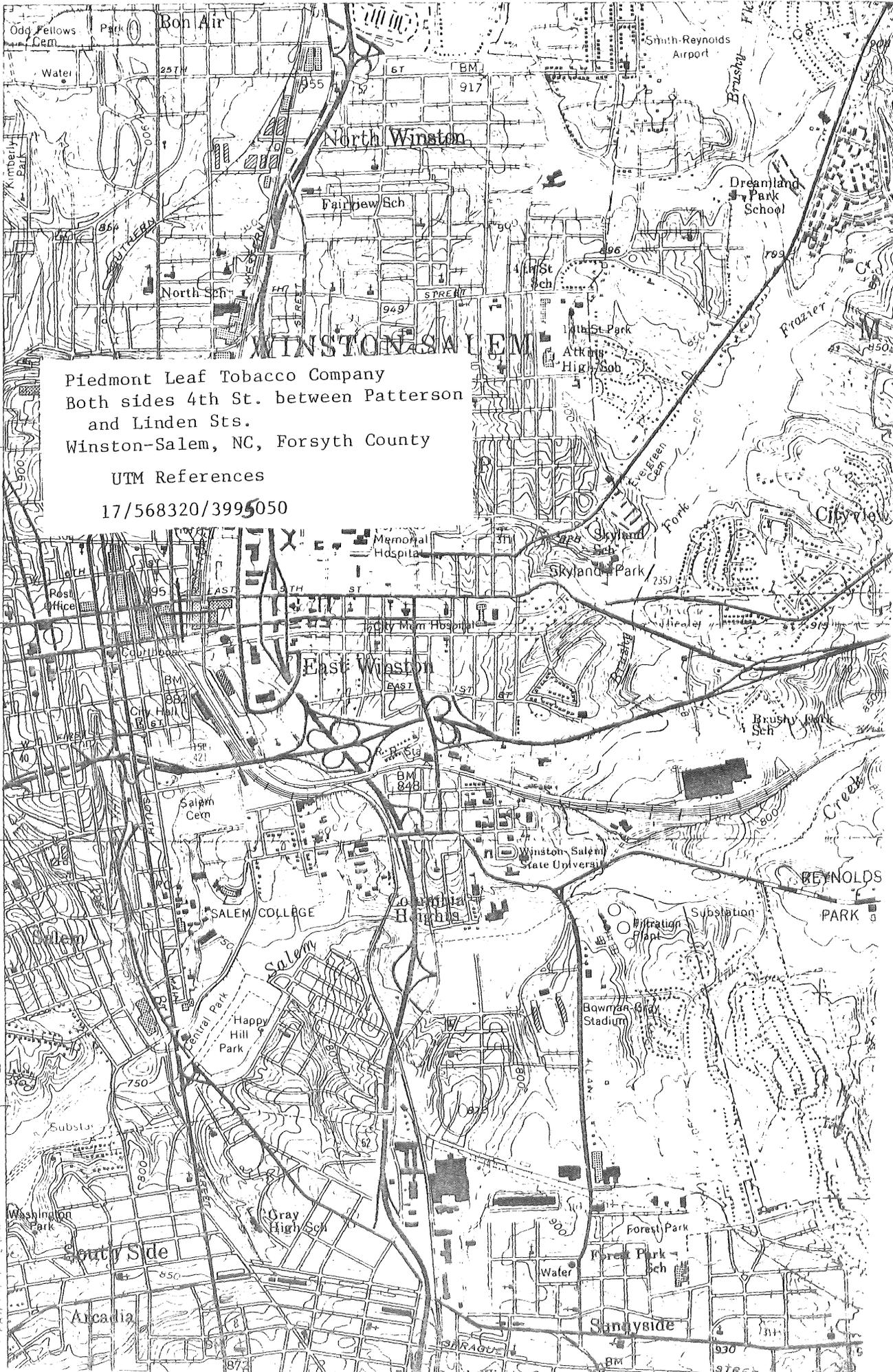
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"Tobacco to Textiles, Hanes Corporation: How It All Began." Hanes Hosiery News. Fall, 1972.

3997000m N

3996
3995
3994
3993

3992
3991
3990



Piedmont Leaf Tobacco Company
Both sides 4th St. between Patterson
and Linden Sts.
Winston-Salem, NC, Forsyth County

UTM References
17/568320/3995050

