

LOCAL HISTORIC LANDMARK PROGRAM

Forsyth County Historic Resources Commission

Brown Brothers Tobacco Prizery

Local Historic Landmark #117

401 E. Fourth St., Winston-Salem

Construction Date: c. 1895

Adaptive Rehabilitation Date: 2006

Landmark Designation Date: 12/08/2004

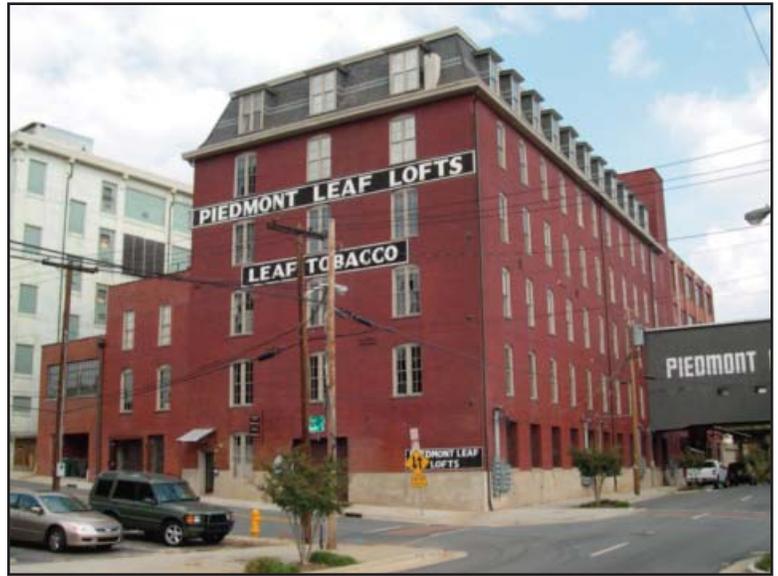
The Brown Brothers Tobacco Prizery is one of the few remaining buildings from Winston's late 19th century tobacco industry. It was constructed for the Brown Brothers Tobacco Company, which was one of Winston's largest 19th century tobacco manufacturers. The company used the building as a warehouse, where redried tobacco was stored and packed into large wooden barrels known as hogsheads. By 1900, the building located immediately south of Brown Brothers, the W.F. Smith & Sons Tobacco Factory (Local Historic Landmark #107), had joined its neighbor as a tobacco prizery.

Both of these companies were acquired by James B. Duke's American Tobacco Company by 1907. This action was typical of the first years of the 20th century, when many small dealers merged into large corporations, such as the American Tobacco Company. The Sherman Anti-Trust Act of 1911 dissolved many of these large trusts, which was met happily by farmers and warehousemen.



Early photograph of Brown Brothers Tobacco Prizery Building,
Date Unknown

Courtesy of Forsyth County Historic Resources Commission's Files



Courtesy of Heather Fearnbach

In 1912, the R.J. Reynolds Tobacco Company held storage areas in the building. Additionally, a confectioner's manufacturing firm occupied the second, third, and fourth floors. During the 1920s, Piedmont Leaf Tobacco took over the building. Piedmont Leaf had been established in 1915. The company bought, redried, and stemmed leaf tobacco.

The Brown Brothers Tobacco Prizery is a six-story, brick, Second Empire-style building, complete with mansard roof. The building features multiple window styles, including double-hung sash topped by brick segmental arches. The mansard roof is sheathed in alternating fish scale and straightedge slate shingles. The building is Winston-Salem's only remaining industrial example of the Second Empire style and one of only three examples of the style remaining in the city.

In 2002, a development company acquired the property and conducted a comprehensive adaptive reuse project for the building, which was completed in 2006.

Today the Brown Brothers Tobacco Prizery, together with the W.F. Smith & Sons Leaf House (Local Historic Landmark #107) house residential condominiums, apartments, and commercial space operating under the name "Piedmont Leaf Lofts."



Wright-Hughes Tobacco Company, 1918
Courtesy of Forsyth County Public Library
Photograph Collection via Digital Forsyth
(<http://www.digitalforsyth.org>)

WANT TO KNOW MORE?

**W.F. Smith & Sons Leaf House
& Brown Brothers Company National Register Nomination**
<http://www.hpo.ncdcr.gov/nr/FY0010.pdf>

[http://www.ci.winston-salem.nc.us/Home/Departments/
Planning/HistoricResourcesCommission/Articles/
2008HeritageAwardRecipients](http://www.ci.winston-salem.nc.us/Home/Departments/Planning/HistoricResourcesCommission/Articles/2008HeritageAwardRecipients)



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