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United States Department of the Interior National Park Service

National Register of Historic Places Registration Form



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, How to Complete the National Register of Historic Places Registration Form. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property	
historic name American Cigar Company Build other names/site number Seidenberg Cigar C	ding ompany Building, American Tobacco Company Building
2. Location	
street & number 176 Division Street city or town <u>Trenton City</u> state <u>New Jersey</u> code <u>NJ</u> count	not for publication vicinity y Mercer code 021 zip code 08611
3. State/Federal Agency Certification	
for registering properties in the National Register requirements set forth in 36 CFR Part 60.	quest for determination of eligibility meets the documentation standards er of Historic Places and meets the procedural and professional es not meet the National Register Criteria. I recommend that this property of significance:
In my opinion, the property meets does not meet	
Signature of commenting official	Date
Title	State or Federal agency/bureau or Tribal Government

American Cigar Company Name of Property	Building	<u>r</u>	Mercer County, NJ	and State	
		County and State			
4. National Park Service					
I hereby certify that this property	is:				
ventered in the National	Register	deter	rmined eligible for the Nati	onal Register	
determined not eligible	for the National Register	remo	oved from the National Reg	pister	
other (explain:)					
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or Coson	10 Mach		12.0.1		
Signature of the Keeper			Date of Action		
. Classification					
Ownership of Property	Category of Property	Number of Reso	urces within Proper	tv	
Check as many boxes as	(Check only one box.)	(Do not include previo	ously listed resources in th	e count.)	
apply.)		Contributing	Noncontributing		
X private	X building(s)	1	0	buildings	
public - Local	district	0	0	sites	
public - State	site	0	0	structures	
public - Federal	structure	0	0	objects	
	object	1	0	Total	
Name of related multiple	e property listing	Number of contr	ributing resources p	reviously listed in the	
(Enter "N/A" if property is not pa		National Registe		7 11 11 11 11 11 11 11 11 11 11 11 11 11	
NI/A		0			
N/A		0			
. Function or Use					
Historic Functions		Current Function			
Enter categories from instruction	ins.)	(Enter categories from	n instructions.)		
AGRICULTURE/SUBSIST	ΓENCE - Processing	VACANT/NOT IN	USE		
INDUSTRY/PROCESSING	G/EXTRACTION -				
Warehouse					
	~				
		-			

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American Cigar Company Building	Mercer County, NJ			
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7. Description				
Architectural Classification (Enter categories from instructions.)	Materials (Enter categories from instructions.)			
LATE 19 TH AND EARLY 20 TH CENTURY	foundation: CONCRETE			
AMERICAN MOVEMENTS – Italianate	walls: BRICK			
	STUCCO			
	roof: SYNTHETIC			
	other: STONE - Sandstone			

Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a summary paragraph that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The American Cigar Company building stands at 176 Division Street in the Chambersburg neighborhood of Trenton, New Jersey. The 4½-story building has an L-shaped footprint and is constructed of brick clad in painted stucco. It was constructed in six phases between 1902 and ca. 1975. Section #1 is a 4 ½-story, 49,320 square foot building constructed in 1902 for \$123,300. Section #2 is a 4 ½-story, 23,445 square foot building constructed in 1908 for \$58,612. It is east of and perpendicular to the east elevation of Section #1, creating an L-shape. There is no stylistic or material difference between these two phases of construction. Section #3 is a 1-story, 552 square foot, brick shed constructed in ca. 1915 for \$1,656. It is located to the northwest of the intersection of Sections #1 and #2. Section #4 is a 1-story, 356 square foot, brick shed constructed in ca. 1915 for \$890. It is located to the west of Section #2 and to the north of Section #3. Section #5 is a 1-story, 386 square foot shed constructed in 1927 for \$1,061. It is located to the northwest of Section #3 and to the north of the east end of the north elevation of Section #1. The western portion of Section #5 was demolished in ca. 1975 when a 5-story brick elevator tower and an open loading dock were constructed to its west. The American Cigar Company Building retains its integrity, as both the overall form and defining industrial characteristics remain intact from the time of construction. The building is currently vacant and awaits rehabilitation by its current owner using Federal Historic Preservation Tax Incentives.

Narrative Description

The American Cigar Company building stands on a small and flat rectangular lot bounded by College Street to the south, Division Street to the west and paved parking lots to the north and east (Photograph 1). The site is devoid of any landscape features other than concrete sidewalks to the south and west. The building stands about one mile east of Route 129 and two miles east of the Delaware River. The surrounding neighborhood primarily consists of a mix of late nineteenth

This is the northeast corner of the intersection of College and Division Streets.

[&]quot;176 Division Street." Building Permits. Courtesy of the Trenton Free Public Library, Trentoniana Room.

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and early twentieth century two- and three-story brick row houses. The Immaculate Conception church and school are located directly across the street to the west.

On the west and south (primary) elevations, there is a bluestone stringcourse between the raised basement and 1st floor and a cove molding clad in stucco between the 3rd and 4th floors (Photograph 1). The second, third, seventh and eighth bays from the north on the west elevation and the first and second from the west on the south elevation project slightly from the remainder of the elevation and the windows are set within a slightly recessed, rectangular panel on the 1st through 3rd floors and an arched panel on the 4th floor. The sixteenth bay from the west on the south elevation also projects slightly from the remainder of the elevation and the windows are set within a slightly recessed panel with arched crenellations on the 1st through 3rd floors and a rectangular panel on the 4th floor. All of the windows have bluestone sills and there is an aluminum cap along the roofline. Additionally, the windows in the basement through 3rd floors have slightly arched heads and the 4th floor windows are set within a recessed rectangular panel and have fully arched heads. The majority of the window openings have been infilled with painted concrete block. Some of the original windows remain visible from the interior and they consist of 9/9 and 12/12, double-hung wood windows and Kalamein casement windows with 3- and 6-lights (Photographs 12, 16, 17, 22).

West Elevation

The west elevation is divided into two portions: the southern half, which is part of the 1902 building and parallel to the sidewalk, and the northern half, which is part of the 1908 building and significantly recessed from the sidewalk (Photographs 1, 4). The southern half of the west elevation is eight bays wide (Photographs 1, 4). The building's primary entrance is located in the northernmost bay (Photograph 5). The entrance extends from street level to halfway up the 1st floor level and consists of a non-historic, single-leaf metal door. The door has a painted textured stucco surround and painted bluestone step below. Above the door is a non-historic, wood canopy with asphalt shingles. Around the entire entrance is the original segmental arched brick surround with egg and dart moldings and cardinal point, bluestone keystones. The remaining openings in the bay are located between the 1st and 2nd floors, between the 2nd and 3nd floors and at the 4th floor. These openings, as well as the remaining bays on the elevation contain partially and fully infilled arched window openings, as described above. The northern half of the west elevation is seven bays wide (Photograph 4). In the basement, the fourth through seventh bays from the north are filled with the adjacent 1-story, ca. 1915 addition. It is constructed of painted cinderblock with a metal, shed roof. In front of the sixth bay from the north is a metal smokestack that extends above the roofline. The remaining bays on the elevation contain partially and fully infilled arched window openings, as described above.

South Elevation

The south elevation is twenty bays wide, the four easternmost of which are part of the 1908 addition (Photographs 1, 3). A non-historic, single-leaf metal door with a painted textured stucco surround and bluestone step is located in the sixteenth bay from the west on the 1st floor (Photograph 2). Around the entire entrance is the original segmental arched brick surround with egg and dart moldings and cardinal point, bluestone keystones. The remaining openings in the bay are located between the 1st and 2nd floors, between the 2nd and 3rd floors and at the 4th floor. The 3rd floor has no openings but contains crenellated plasterwork. The remaining openings, as well as the remaining bays on the elevation contain partially and fully infilled arched window openings, as described above

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East Elevation

The east elevation is fourteen bays wide, all of which are part of the 1908 addition (Photograph 3). Metal, garage-style doors below a continuous, non-historic, wood canopy with asphalt shingles are located in the fourth and sixth bays from the south in the basement and 1st floors. The remaining bays on the elevation contain partially and fully infilled arched window openings, as described above.

North Elevation

The north elevation is divided into two portions: the western half, which is parallel to the northern boundary and part of the 1908 building and the eastern half, which is significantly recessed from the northern boundary and part of the 1902 building (Photograph 4). The eastern half of the north elevation is ten bays wide. A projecting portion containing the freight elevators and bathrooms are located between the sixth and seventh bays from the east. A second projecting portion, which contains a stair tower, is located to the east of the easternmost bay. The western projection is divided into two parts, with the western part being clad in painted stucco and original to the building and the eastern part being of red brick and part of the ca. 1975 addition. On the west elevation are two infilled window openings on each floor and on the north elevation is one large opening on the 1st floor. The eastern projection has no openings and is also original to the building. The ca. 1975 loading dock, and ca. 1915 and 1927 additions are located in front of the sixth through tenth bays from the east on the basement and 1st floors. These additions are built of painted concrete block and wood with metal shed roofs and various, irregular openings. None have any architecturally significant features. The remaining bays on the elevation contain partially and fully infilled arched window openings, as described above. The western half of the north elevation is four bays wide and all bays contain partially and fully infilled arched window openings, as described above.

Roof

At the west end of the 1902 building, three, parallel, sawtooth, glazed metal skylights have been covered in plywood (Photographs 4, 21). An elevated metal platform occupies the southeast corner of the 1902 building and there is a skeletal metal cellular phone tower in the northeast corner. At the north end of the 1908 addition four, parallel, sawtooth, glazed metal skylights have also been covered in plywood (Photographs 3, 4). Lastly, there is a brick elevator penthouse with a shed roof above the ca. 1975 exterior elevator shaft (Photograph 4). The remainder of the roof is flat.

Interior

The interior of the American Cigar Company Building is primarily open on each floor in keeping with its use as a tobacco processing and warehouse facility. The open spaces originally accommodated humidor areas, packing and shipping areas and space for worktables. There is also the occasional small, enclosed area, including at the west end of the basement in the 1902 building, the north end of the 1st floor of the 1908 addition and the northeast corner of the 1902 building on all floors. The former was used as an office space and the latter were used as bathroom and shower spaces. The finishes include exposed and partially painted brick walls, wood floors of ash and painted wood ceilings with painted wood girders and round metal columns in an axial grid running from east to west in the 1902 building and from north to south in the 1908 addition (Photographs 8, 10, 13-15, 18-20, 24, 26). Separating the 1902 building and the 1908 building are arched, double-leaf metal fire doors with metal hinges and sliding metal fire doors on metal tracks (Photographs 8, 15, 18, 20). In the basement, the floors are of concrete and the walls and columns are of partially painted brick (Photographs 6, 7).

The building has two stairways and two freight elevators. The stairways are located in the northwest and southeast corners of the 1902 section and are U-return with metal treads, concrete risers and a wood handrail with wood plank balusters.

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The elevators are located in the center of the north elevation of the 1902 building (Photographs 9, 11, 25). The eastern freight elevator was added in ca. 1975 and the western freight elevator is original to the building (Photograph 23). All of the interior circulation extends between the basement and the 4th floors.

This method of interior construction and arrangement of spaces reflects the most modern trends in industrial construction of the period, largely developed in response to the fires that plagued earlier industrial buildings. Around 1880, an association of mutual fire insurance companies formulated a number of principles to guide fire-resistive factory design, including the use of masonry walls, the separation of horizontal from vertical spaces (exterior stair towers separated by fire-resistive doors), and the implementation of "slow burning construction" techniques. iii

Slow burning construction referred to the use of large dimension timbers and the use of plank floors. It was recognized that large dimension timbers tended to char to a certain depth, at which point the charcoal slowed combustion, allowing the member to stay in place longer. Another characteristic of slow burning construction was the use of flooring constructed of planks three to four inches thick with a finish floor of one-and-a-quarter inch thick boards. This system of flooring was found to be the most fire-resistive and thus was required by the fire insurance association for 19th century industrial buildings.

Beyond the fire-resistive attributes, heavy timber construction was also desirable for factory architecture as it provided the required structural capacity that was needed to support the massive equipment and allowed for a greater span between the columns, which meant a largely uninterrupted floor area.

Integrity

The American Cigar Company Building retains a high degree of integrity. Both the overall form and the defining architectural characteristics remain, including its window openings, embellished entrances, bluestone detailing and painted stucco cladding. The quality, placement and condition of the construction materials are highly characteristic of the period and also all remain wholly intact. Although the building has unfortunately lost the majority of its windows, the consistent openings remain, thus effectively conveying the original architectural intent of the building. Additionally, as some of the original windows do remain, it will be possible, during the proposed renovation, to replace all of the windows in keeping with their historic configuration and profile. The other changes, including the removal of the original entrance doors and the ca. 1975 additions, while regrettable, do not prevent the building from conveying its original use and ongoing significance.

After 1888, the association of mutual fire insurance companies was known as the Associated Factory Mutual Fire Insurance Companies. Sara E. Wermiel, *The Fireproof Building: Technology and Public Safety in the Nineteenth-Century American City* (Baltimore: Johns Hopkins University Press, 2000), 104-112. *American Architect and Building News* began publishing information on slow burning construction techniques in the late 1870s, but the term "slow-burning construction" was not coined until 1888. Wermiel, 116.

Wermiel, 111, 112.

V Wermiel, 111, 112.

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On the interior of the building, all of the spaces and finishes remain intact. Where there have been contemporary alterations, such as the insertion of a small conveyor belt between the 1st and 2nd floors, they have been placed along the perimeter of the floor plate and are completely reversible.

The location and setting of the building remain intact since the first sections were constructed. The design and materials similarly retain their integrity. The workmanship, while expressed in an archetypal period style, is of good quality and in keeping with the trends of the time. The feeling and associations of the building also have a high level of integrity.

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8. Statement of Significance			
Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.) A Property is associated with events that have	Areas of Significance (Enter categories from instructions.) INDUSTRY		
made a significant contribution to the broad patterns of our history.			
B Property is associated with the lives of persons significant in our past.	Period of Significance		
C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant	1902-1967 Significant Dates		
and distinguishable entity whose components lack individual distinction.	1902		
D Property has yielded, or is likely to yield, information important in prehistory or history.	1908		
	ca. 1915 1927		
Criteria Considerations (Mark "x" in all the boxes that apply.)			
Property is:			
A Owned by a religious institution or used for religious purposes.	Significant Person (Complete only if Criterion B is marked above.)		
B removed from its original location.	-		
C a birthplace or grave.	Cultural Affiliation		
D a cemetery:	N/A		
E a reconstructed building, object, or structure.			
F a commemorative property.	Architect/Builder		
G less than 50 years old or achieving significance	Unknown		

Period of Significance (justification)

The period of significance begins in 1902 with the construction of the oldest section of the building and ends in 1967, when cigar production ceased.

Criteria Considerations (explanation, if necessary)

N/A

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of

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significance and applicable criteria.)

The American Cigar Company building is significant under Criterion A, Industry, as the first cigar factory in Trenton, and as the last national company associated with the cigar industry in Trenton. While located at 176 Division Street, the American Cigar Company was both a cigar factory and tobacco warehouse, producing numerous varieties of Havana cigars including, Virginia Lee, La Rosa Espanola, La Flor de Cuba and Antonio y Cleopatra. The building remained in use by the American Cigar Company until 1969, after which it was used sporadically as a tenant warehouse. The American Cigar Company building is currently vacant.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

A Brief History of the Chambersburg Neighborhood

The American Cigar Company Building stands in the working-class neighborhood of Chambersburg in downtown Trenton. The neighborhood, extending over approximately seventy blocks, was founded as a municipality in 1872 and incorporated into the city of Trenton in 1888. Although named for Robert Chambers (d. 1865), a bank director, judge and real estate developer, its most prominent resident was John Augustus Roebling (1806-1869), inventor of wire rope. Roebling purchased twenty-five acres of land in Chambersburg in 1848 and subsequently founded his first factory there. From that time onward, the neighborhood has been largely occupied by an immigrant population attracted to the numerous opportunities for industrial laborers.

Building Function

The interior of the 1902 building and the 1908 building operated collectively as a warehouse and production space. Although it is not known precisely in which portion of the building each function occurred, the general operation is clear. Throughout the building, hundreds of bales of loose tobacco would be stored and there would also be sorting and drying areas, once the bales had been processed. There was office space, humidor areas, rolling and banding tables, and packing and shipping areas. Typical of cigar factories, each floor provided showers for the employees, resulting in the *New York Times* referring to the building as "one of the most sanitary manufacturing establishments of its kind in the country."

The actual production of the cigar was much like that of other factories. The loose tobacco would arrive at the building in large bales, which would then be broken down and the leaves sorted according to size and quality. The leaves were then wetted, the midrib was removed and the two halves separated. The halves were then dried, formed into loose clusters or bunches, known as the filler. The filler was then distributed to the workers who were seated at long tables, alternating between those who rolled the filler in the binder leaf and those who finalized the cigar by enclosing it in a wrapper leaf. Once the cigar was complete, it was placed in a cellophane wrapper, boxed and stored on site for two weeks in rooms lined with Cuban cedar. Viii After that time, it was sorted by color, banded and properly boxed for shipping.

One of the most unique aspects of the factory was that there was a piano in the main workroom, which was played for two hours each day. There was also a singer, on special occasions, who entertained the workers by singing in their native

^{vi} In 1910, Trenton had the highest percentage of immigrants – 27.2% - of any city in the United States. Harry J. Podmore, "Trenton in Bygone Days." *Trenton Sunday Times Advertiser*, 16 October 1955: np.

[&]quot;One Cigar Plant to Be Modernized." New York Times, 28 December 1930, np.

This likely occurred in the basement, or in any other area with minimal light and air.

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languages. Typical in Cuban cigar factories, it was thought that the piano would not only provide a pleasant working environment, but that employees would also "keep time to it as they work and the livelier the music the faster the work."

Criterion A: Significance in Industry

The American Cigar Company building is significant under Criterion A, Industry, as the first cigar factory in Trenton and as the last national company associated with the cigar industry in Trenton.

A Brief History of The American Tobacco Company and the American Cigar Company

On June 17, 1901, the Consolidated Tobacco Company was incorporated in Trenton, NJ with a capital of \$30,000,000. Under the umbrella of this company were several smaller enterprises including the American Cigar Company, the American Tobacco Company, the Continental Tobacco Company, the British-American Tobacco Company and the American Snuff Company. In this arrangement, the Consolidated Tobacco Company owned either a majority or a large portion of the stock of the subsidiary companies, thereby effectively controlling them without being in danger of having a monopoly. In 1904, the company was marginally reorganized and renamed the American Tobacco Company. This series of companies was colloquially known as the "Tobacco Trust" and, at the time of its founding, was responsible for producing 68% of the country's plug and twist tobacco; 60% of the smoking tobacco; 80% of the snuff; 90% of the cigarettes; but only 4.8% of the cigars."

In order to improve this percentage, the American Cigar Company was incorporated on January 12, 1901 in Trenton, NJ with a capital of \$10,000,000. Although its founding members were James B. Duke, Henry J. Luce, George J. Smith, William B. Harris, Charles E. Halliweil, Charles C. Dula, Frank H. Ray, George Arente, Jr., Samuel Moorehead and Richard M. Hutchings, 83.5% of it was owned by the American Tobacco Company. The purpose of the company was to cure leaf tobacco and buy, sell and manufacture tobacco, cigarettes, cheroots and cigars. The company was also a conglomeration of several smaller companies including the Havana-American Company, the American Stogie Company, the Federal Cigar Company and Seidenberg and Company. During its first year of operation, the American Cigar Company produced 672 million cigars, or 10.9% of the total for the country. In 1903, its output increased to producing 16.4% of the country's cigars. By 1906, the company had twenty-nine plants, whose aggregate output was approximately five times larger than the output of all other cigar manufacturers combined. The part of the company produced in 1920, the company produced

Margo Nash, "Recalling the Heyday of Trenton's Cigar Industry." New York Times, 14 September 2003, np.

^{* &}quot;Music in Cigar Factories." New York Times, 3 February 1901, np.

^{**} George Buchanan Fife, "The So-Called Tobacco Trust." *The Century Illustrated Monthly Magazine* 65, November 1902 – April 1903: 789. The American Tobacco Company dealt exclusively in cigarettes and smoking tobacco and the Continental Tobacco Company made only chewing tobaccos, plus and fine-cut.

xii W. Duane Evans, Effects of Mechanization in Cigar Manufacture (Philadelphia: Works Progress Administration, 1938): 10.

American Tobacco Company, Sold American: The First Fifty Years, 1904-1954 (New York: American Tobacco Company, 1954): 37. James B. Duke also founded the American Tobacco Company and many of the other founders were involved in the company and other various subsidiaries as well.

^{*}W "Big New Cigar Company." New York Times, 13 January 1901, np.

^{**} Report of the Commissioner of Corporations on the Tobacco Industry, Part III: Prices, Costs and Profits (Washington, D.C.: Government Printing Office, 1915): 191.

xvi Report of the Commissioner of Corporations on the Tobacco Industry, Part III: Prices, Costs and Profits, 193.

xvii Evans, 10.

Report of the Commissioner of Corporations on the Tobacco Industry, Part I: Position of the Tobacco Combination in the Industry (Washington, D.C.: Government Printing Office, 1909), 26.

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8.1 billon cigars. XIX It is therefore evident why it was known as the "largest manufacturer and distributor of cigars in the world..."xx

The value of the American Cigar Company as a subsidiary of the American Tobacco Company came from both the social and monetary importance of the cigar. Not only was the cigar the "most aristocratic and most expensive form of tobacco". but also, in the United States in the early 20th century, the value of cigars consumed was over 50% greater than that of all the other manufactures of tobacco combined. xxi In 1905, the national factory value of cigar manufacture was \$198,196,372 and the factory value of all other manufactured tobacco products was only \$132,931,309. xxii Although this would therefore seem like a natural industry to be dominated by a few large concerns, the first two hundred years of cigar manufacture in the United States saw no such thing. The primary reasons for this include the handmade nature of the product and the small scale of manufacture, resulting for it "in general [to be] a small-scale industry and a typical cigar chop was frequently the establishment of a single owner-worker." Larger companies had no advantage because "since these processes did not lend themselves to high-volume throughput, administrative coordination did not reduce costs and so raise barriers to entry. Neither massive advertising nor effect organization could bring the dominance of a single firm in the cigar business." Consequently, prior to the founding of the American Cigar Company, there were over 20,000 cigar manufacturers in the United States and 90% of them had fewer than thirty employees.xxv

From the time of its founding, the American Cigar Company understood that in order to gain a permanent foothold in cigar manufacturing, they must out-produce and outlast these smaller enterprises. One of the most effective methods in rendering them obsolete was to develop machinery that negated the advantages held by these smaller companies. Not only was initial cost of such machinery prohibitively expensive for small-scale enterprises, but it also required space and manpower that these businesses did not have. To this end, the "Tobacco Trust" established in the American Machine and Foundry Company in 1901 and its entire purpose was to develop automated methods for tobacco manufacture.

Prior to this push for mechanization, cigars were manufactured "almost exclusively by skilled hand workers using simple tools only." These tools included the bunching machine, the suction plate roller and the cigar mold, which were used both in all plants owned by the American Cigar Company and in all smaller concerns as well. XXVIII By 1917, the American Machine and Foundry Company produced a comprehensive series of cigar rolling machinery that began with loose-leaf tobacco and culminated in a complete cigar. The advantage of such machinery was not only that it increased the speed and cost of production, but also that it could be operated by an unskilled labor force, thereby further reducing costs and

** Richard Ward Snowdon, "The Uplifting of A Great Industry: How Scientific Methods of Growing, Curing and Blending Tobacco Leaf Have Revolutionized the Cigar Business." Everybody's Magazine 15 (1906): 22.

xix Evans, 2.

XXI Report of the Commissioner of Corporations on the Tobacco Industry, Part I: Position of the Tobacco Combination in the Industry,

^{149.}Report of the Commissioner of Corporations on the Tobacco Industry, Part I: Position of the Tobacco Combination in the Industry,

Evans, 9. The only aspect of cigar manufacturing in which machines had a discernable technical advantage over human labor was in the final rolling process.

xxiv William G. Roy, Socializing Capital: The Rise of the Large Industrial Corporation in America (Princeton: Princeton University Press, 1997): 235.

xxv American Tobacco Company, 61.

W. Duane Evans, Effects of Mechanization in Cigar Manufacture (Philadelphia: Works Progress Administration, 1938): 1.

xxvii Patricia A. Cooper, Once A Cigar Maker: Men, Women and Work Culture in American Cigar Factories (Urbana, IL: University of Illinois Press, 1992): 171. The bunching machine wrapped the initial binder leaf around the tobacco and the suction plate helped in the rolling of the wrapper leaves around the bunched tobacco.

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expanding their market. Other significant machinery included the cigar-wrapping machine and the cigar-sorting machine, which were both invented in 1926.**

The result of this intervention in the industry by the American Cigar Company was that, "through mechanization, the cigar manufacturing industry is being transmuted from a small, localized form of enterprise to the status of a modern, mass-production industry."

Despite this, the company promoted itself as doing this not for the good of themselves, but for the good of the country, stating that, "The American Cigar Company believe that the possession of the largest equipment, organization, resources, and business ever known in the cigar industry binds them to a public duty to give the public the best cigars possible to make."

The American Cigar Company building in Trenton is therefore emblematic of this massive shift from small-scale to large-scale production within the cigar manufacturing industry and representative of the significant efforts of the American Cigar Company to standardize and streamline the industry.

Of all of the American Cigar Company's acquisitions, the most prominent was Seidenberg and Company. Brothers Samuel and Joseph Seidenberg founded Seidenberg and Company in 1866 in Key West, FL. They believed that as Key West had a similar climate to that of Cuba, they could be successful in importing Cuban tobacco and undertaking the manufacturing in the United States. As such, the company was the first to import Cuban tobacco for domestic manufacture. Until its acquisition by the American Cigar Company, it was the largest cigar manufacturer in the United States, with over 2,000 employees. Best known for medium-priced, domestic cigars, the company's most popular brands, all Havana cigars, were Virginia Lee, La Flor de Cuba and La Rosa Espanola, which was the most popular Havana cigar in the United States in the late 19th century. Company is cigars and Company's cigars received highest honors and award for general merit and superior qualities for their various lines of cigars.

The strength of the Seidenberg and Company brand was so significant – and the name of the American Cigar Company so relatively obscure – that the building was frequently referenced as the Seidenberg and Company Factory in period directories and newspaper articles. It was also likely referred to as this since some of the products produced in the Trenton factory were those originally conceived of by Seidenberg and Company.

Brief Summary of the Manufacturing and Products of the American Cigar Company

The land for the American Cigar Company building in Trenton, NJ was purchased in 1901 by the American Cigar Company. The advantages to locating a company in Trenton were that there was a constant supply of inexpensive labor and the proximity of rail and water access provided easy access of both raw materials and final product.

By 1902, the factory was fully operational with 280 employees producing both George (Geo.) W. Childs and Cubanola cigars. From that time until 1915, the American Cigar Company, along with the Enterprise Cigar Company, were the only cigar manufacturers listed in the Trenton City Industrial Directories, although there is no indication as to the number of

xxviii United States Department of Labor – Wage and Hour Division, The Cigar Industry (Washington, D.C.: United States Department of Labor – Wage and Hour Division, 1941): 28.

xxix Evans, 21.

xxx Snowdon, 23.

[&]quot;Joseph Seidenberg Dead." New York Times, 16 November 1896, np.

[&]quot;Joseph Seidenberg Dead."

Report of the Commissioner of Corporations on the Tobacco Industry, Part III: Prices, Costs and Profits, 195.

[&]quot;Seidenberg & Co. Highly Honored." New York Times, 5 November 1893, np.

[&]quot;Tobacco Trust Factory for Trenton." New York Times, 12 July 1901, np.

[&]quot;Factories of the American Tobacco Co., (The Cigar Trust)." The Cigar Makers' Official Journal 27:8, 15 May 1903: 17.

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American Cigar Company Building

Name of Property

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County and State

employees. xxxxvii In 1915, the Prince Cigar Manufacturing was also listed with sixty employees. In contrast, the Enterprise Cigar Company had 200 employees and the American Cigar Company had 1,325 employees. From that time until the early 1930s, five other cigar manufacturers are listed throughout the Trenton City Industrial Directories, but the American Cigar Company had at least four times as many employees. When the Henry Clay and Bock Company was founded in 1932, it had approximately 1,000 employees, according to local newspaper reports, and the American Cigar Company had 840 employees. The other two manufacturers listed in the City Industrial Directories – the G.H.P. Cigar Company and the Emil D. Klein Company – had 252 and 304 employees, respectively. In 1938, the American Cigar Company had 1,183 employees and the Henry Clay and Bock Company had 1,197 employees. The same two other manufacturers only had 220 and 173 employees in that same year. These numbers remained comparable until the closure of the Henry Clay and Bock Company factory in 1967. When the American Cigar Company closed its building in 1969, no other cigar factories remained in Trenton. XXXXIX

Although the Henry Clay and Bock Company factory had a comparable number of employees as that of the American Cigar Company, it cannot truly be considered a rival as it shared the same parent company and manufactured complimentary, not competing brands. The only change in operation at the American Cigar Company building that occurred after the arrival of the Henry Clay and Bock Company was that the employees would often undergo training there before working on the more expensive products made at the Henry Clay and Bock Company. When the Henry Clay and Bock Company closed in 1967, all manufacturing aspects of both factories were relocated to Mountain Top, Pennsylvania. From 1967 until 1969, the American Cigar Company building was exclusively used as warehouse space for the American Cigar Company.

The American Cigar Company building primarily produced six types of cigars: Virginia Lee, La Flor de Cuba, La Rosa Espanola, Antonio Y Cleopatra, George (Geo.) W. Childs and Cubanola. All of these varieties were known as Havana cigars, clear Havana cigars or Key West cigars, that is, cigars made in the United States from Cuban tobacco.* From the time of its founding until 1967, the factory produced approximately 20 million cigars yearly, about 3% of the total output of the American Cigar Company.*

The American Cigar Company and Its Association with Child Labor

In the late 19th and early 20th century, there was little regulation concerning the employment of children in the burgeoning factories and what legislation was in place had little concrete effect. When the American Tobacco Company opened in

****** The Enterprise Cigar Company was not founded until 1903 and with only \$25,000.

xxxxiiii The Henry Clay and Bock Company (1932, NR 1979) was located at 507 Grand Street in Trenton and was also a subsidiary of the American Cigar Company. The factory was built as a response to the closures of all Cuban factories of the American Cigar Company. All of the brands previously manufactured in Cuba, including the popular La Corona cigar, were now manufactured at the new factory in Trenton.

Statistics, Department of Labor, 1901, 1906, 1915, 1918, 1927, 1931, 1934, 1938, 1943, 1946, 1948); William Henry Boyd, Trenton City Directory: Including Parks of Ewing, Hamilton and Lawrence Townships (Boston: R.L. Polk, 1954, 1955-1956, 1960, 1968, 1969, 1970).

Erma Lawson Johnson, "Trenton Making World Famous Cigars." Trenton Sunday Times Advertiser, 12 March 1933: 1-2.

The other two types of domestic cigar made from domestic tobacco leaf are stogies and tobies. The stogie, also known as a cheroot, is a cylindrical cigar that is clipped at both ends during manufacture. The tobie is a tapered cigar that is clipped at both ends during manufacture.

Report of the Commissioner of Corporations on the Tobacco Industry, Part I: Position of the Tobacco Combination in the Industry, 288. The yearly output of the company's other plants in 1906 ranged from 1,410,000 cigars to 190,939,000 cigars.

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American Cigar Company Building

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Trenton, it was legal to employ boys older than twelve and girls older than fourteen. Children between the ages of twelve and fifteen were allowed to work as long as they had attended school for twelve consecutive weeks or two increments of six consecutive weeks in the twelve months prior to their employment. This attendance was to be documented by a teacher and conveyed to their employer. Failure to comply with these regulations resulted in a maximum penalty of a \$100 fine. XiV

In 1902, a report by Hugh F. Fox, the president of the New Jersey State Board of Children's Guardians reported that somewhere between 5,968 and 8,042 children under the age of sixteen were employed in New Jersey. This was in part because a number of factories were given favorable reviews without their ever having been visited. However, this problem was not solely the responsibility of the employers. In November 1902, three mothers were arrested for swearing falsely to affidavits as to their children's ages" so that they could work at the American Tobacco Company. However, the second second

From the perspective of the mothers, the benefit of supplemental family income is clear. From the perspective of the employers, the use of children employees was equally fiscally advantageous. In the early 20th century, a child was paid \$2.10 for every 1,000 cigars rolled and could generate approximately 6,000 cigars per week with the use of rolling machinery. In contrast, an adult was paid \$7.50 for every 1,000 cigars rolled and could generate approximately 1,500 per week by hand. From the companies were forced to charge less for a machine-rolled cigar, the children still produced a significant niche product at an expedient rate.

In late 1902, there was a report that the American Tobacco Company employed 280 children with an average age of fourteen. Although this in and of itself was not necessarily illegal, the report continued saying that, "We know for a fact that their children are not allowed to say a word to one another while at work, if they do they will be discharged. ...[Additionally,] when they came out at night [they] actually fell down from weakness." Unfortunately, this occurrence was not limited to the American Tobacco Company and the state responded by passing a law making the "willful employment of children under the age of fourteen years a misdemeanor." The law went into effect in September of 1903 and the punishment ranged from a \$200 fine to one-year imprisonment.

In mid-November 1903, the American Tobacco Company had the dubious distinction of being the first company convicted with failure to comply with the new law. Although the company was fined \$100 for employing two girls under the age of fourteen, it insisted that they had "exercised all reasonable precaution in excluding from the employ children who had not reached the required age." The company was never alleged to have or be charged with child labor issues again.

Hugh F. Fox. "Child Labor in New Jersey." The Annals of the American Academy of Political and Social Science 22 (July-December 1902), 192.

[&]quot;To Fight Child Labor Law." New York Times, 10 August, 1903, np.

xiv Fox, 191.

^{xlvi} Fox, 191.

[&]quot;Labor Notes." Amalgamated Sheet Metal Workers Journal 7:12. 15 November 1902: 125.

Fox, 195.

xlix Fox, 195.

¹ "To Fight Child Labor Law." In 1912, the Uniform Child Labor Law was passed, which was a federal law mandating safer child employment regulations. Among its more monumental decrees was that it raised the minimum ages to between fourteen and sixteen depending on the type of work. "Uniform Child Labor Law." The Child Labor Bulletin 1:2, August 1912: 80-87.

[&]quot;American Cigar Company in Trenton Employed Girls Under Legal Age." New York Times, 14 November 1903, np.

[&]quot;American Cigar Company in Trenton Employed Girls Under Legal Age."

(Expires 5/31/2012)

American Cigar Company Building

Name of Property

Mercer County, NJ

County and State

Developmental history/additional historic context information (if appropriate)

N/A

9. Major Bibliographical References

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(Expires 5/31/2012)

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American Cigar Company Building

Name of Property

Mercer County, NJ

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(Expires 5/31/2012)

American	Cigar Company B	uilding		Mercer Count	y, NJ	
Name of Pro	of Property				County and State	
"To Fight	Child Labor Law."	New York Times, 10 August, 190	3, np.			
"Tobacco	Trust Factory for 1	Frenton." New York Times, 12 Jul	ly 1901, n	p.		
"Uniform (Child Labor Law."	The Child Labor Bulletin 1:2, Aug	ust 1912:	80-107		
		f Labor – Wage and Hour Divisio e and Hour Division, 1941.	n. The Cig	gar Industry, V	Vashington, D.C.: United Sta	ntes
Previous do	ocumentation on file ((NPS):	Prim	ary location of a	dditional data:	
preliminary determination of individual listing (36 CFR 67 has been requested) previously listed in the National Register previously determined eligible by the National Register designated a National Historic Landmark recorded by Historic American Buildings Survey #		State Historic Preservation Office Other State agency Federal agency Local government University				
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Verbal Boundary Description (Describe the boundaries of the property.)

The boundary of the American Cigar Company Building (block 125, lot 2) is shown as a dotted line on the accompanying map entitled "American Cigar Company Building: Site Plan with National Register Boundary."

Boundary Justification (Explain why the boundaries were selected.)

The nominated property includes the entire parcel on which the building is situated and historically associated with the nominated property. No historically associated resources have been excluded.

American Cigar Company Building Name of Property	Mercer County, NJ County and State		
11. Form Prepared By			
name/title Logan I. Ferguson, Senior Associate			
organization Powers & Company, Inc	date	September 28, 2011	
street & number 211 N. 13 th Street, Suite 500	telephone	(215) 636-0192	
city or town Philadelphia	state PA	zip code 19107	
e-mail logan@powersco.net			

Additional Documentation

Submit the following items with the completed form:

. Maps: A USGS map (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- Continuation Sheets
- Additional items: (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

The following information pertains to every photograph:

American Cigar Company Building 176 Division Street Mercer County, NJ Robert Powers November 2010 Powers and Company, Inc.

Inks Used: Epson ClariaA Hi-Definition Inks
Paper Used: Epson Ultra Premium Photo Paper

Printer Used: Epson Stylus Photo 1400

Photograph #	Description of Photograph
1.	West and south elevations, view northeast
2.	South elevation, Entrance detail, view north
3.	South and east elevations, view northwest
4.	North and west elevations, view southeast
5.	West elevation, Entrance detail, view east
6.	Basement, view east

(Expires 5/31/2012)

American Cigar Company Building	Mercer County, NJ	
Name of Property	County and State	

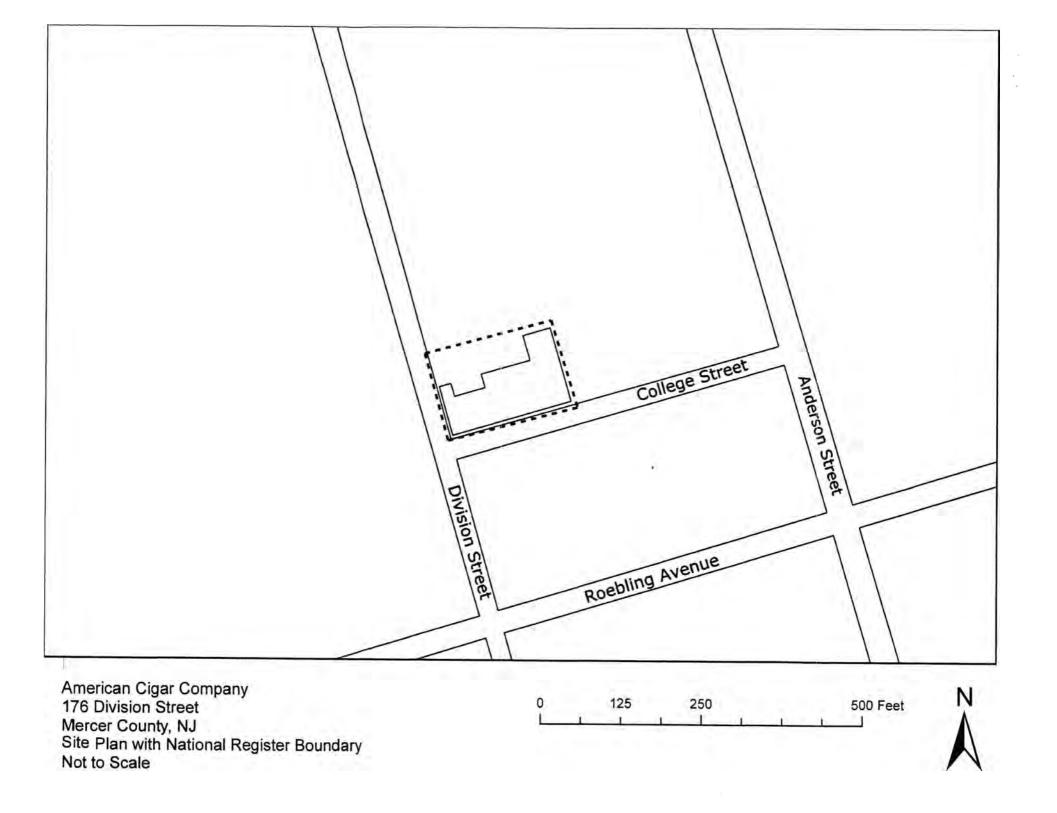
7.	Basement, view north	
8.	1 st floor, view east	
9.	1 st floor, Stairway, view south	
10.	1 st floor, view northwest	
11.	2 nd floor, Stairway, view west	
12.	2 nd floor, Stairway, Window detail, view south	
13.	2 nd floor, view west	
14.	2 nd floor, view north	
15.	3 rd floor, view east	
16.	3 rd floor, Window detail, view north	
17.	3 rd floor, Window detail, view northeast	
18.	3 rd floor, view west	
19.	3 rd floor, view north	
20.	4 th floor, view east	
21.	4 th floor, Skylight detail, view west	
22.	4 th floor, Window detail, view southwest	
23.	4 th floor, view northeast	
24.	4 th floor, view west	
25.	4 th floor, Stairway, view north	
26.	4 th floor, view north	

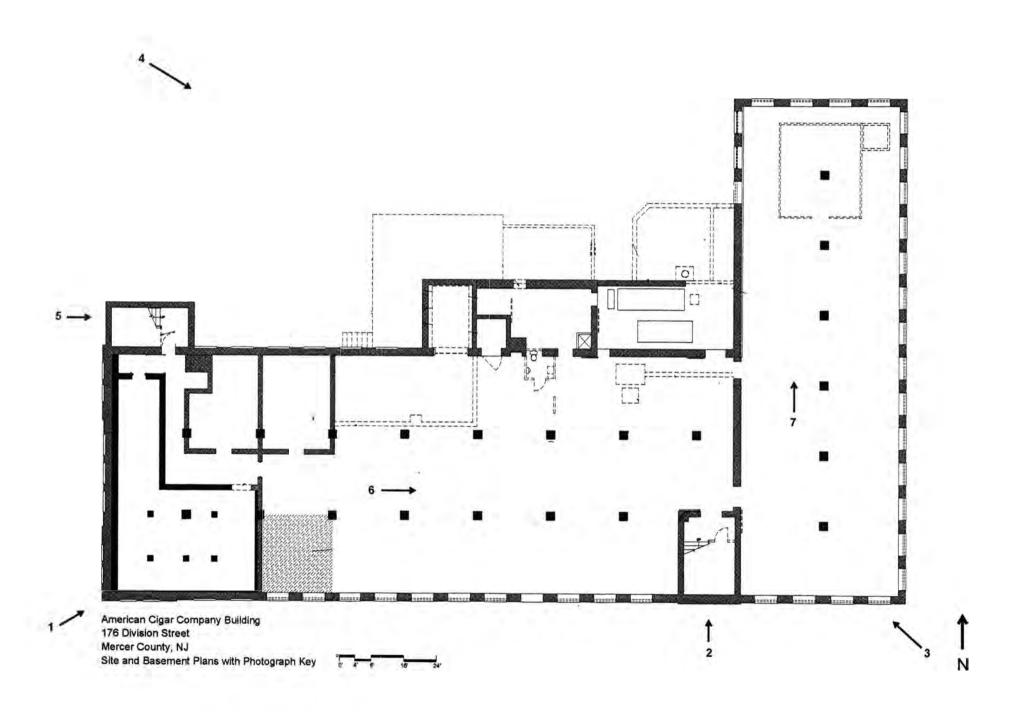
Property Owner:	
(Complete this item at the request of the SHPO or FPO.)	

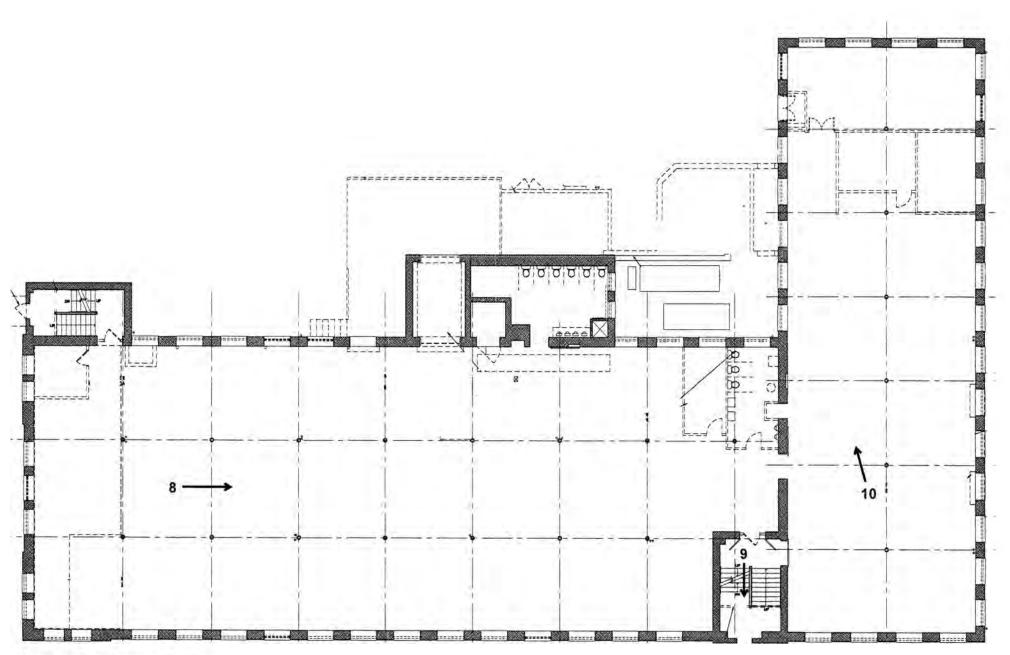
Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C.Street, NW, Washington, DC.

name Dar	niel Brenna, Jr.		
street & number	425 Greenwood Avenue	telephone	
city or town Tre	enton	state NJ	zip code <u>08609</u>

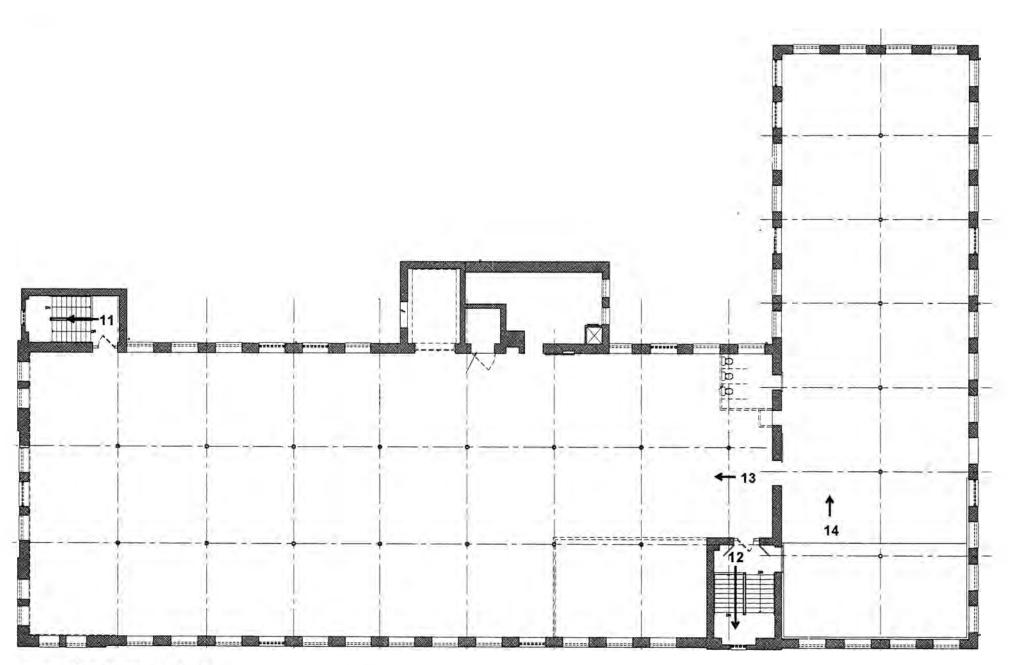






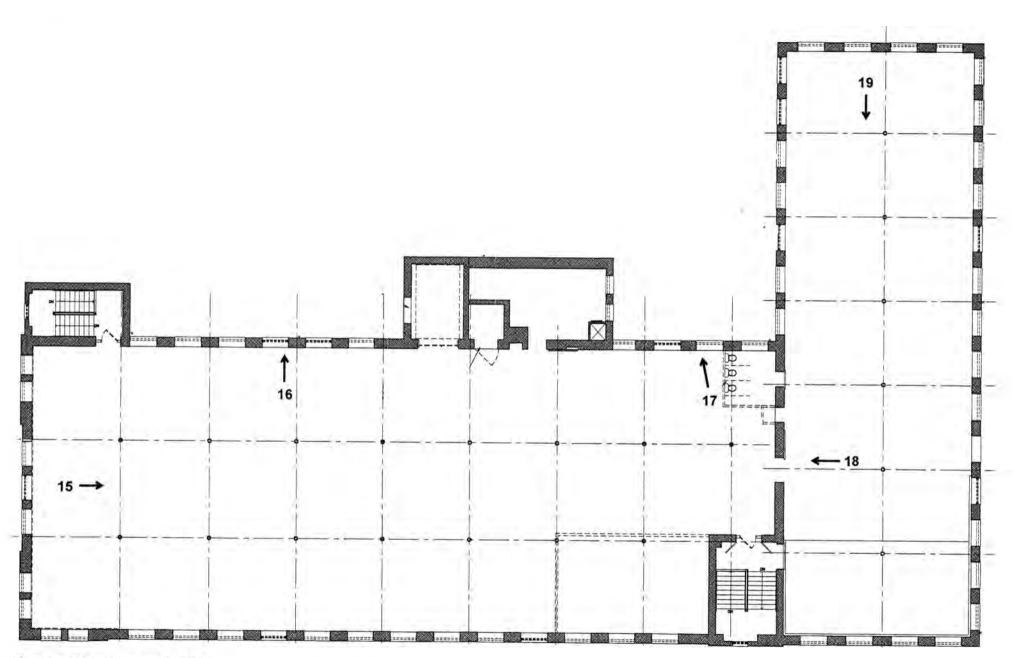
American Cigar Company Building 176 Division Street Mercer County, NJ 1st Floor Plan with Photograph Key





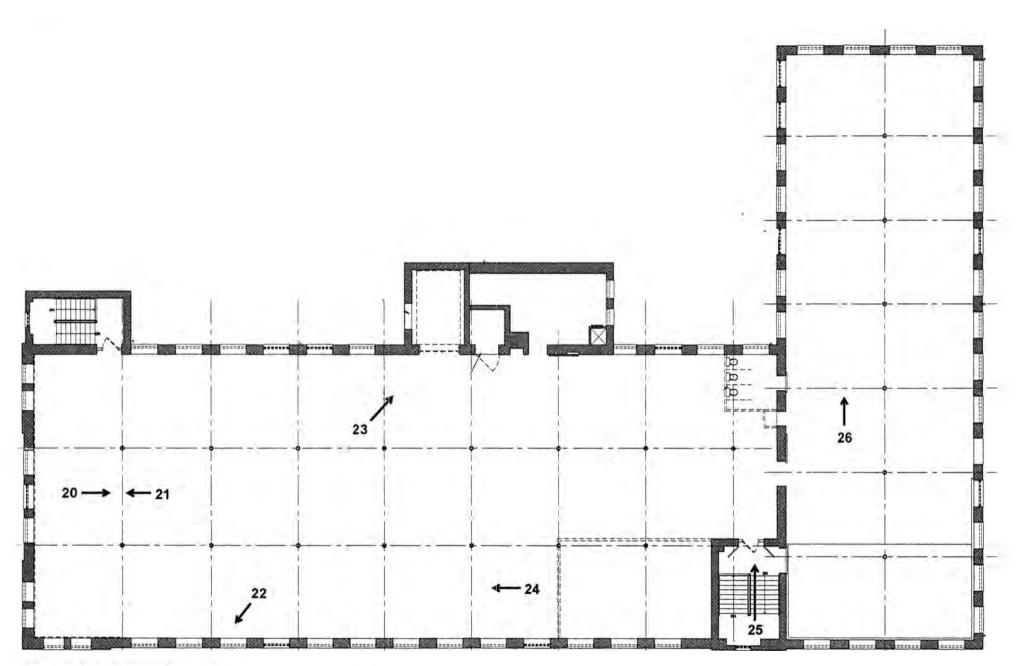
American Cigar Company Building 176 Division Street Mercer County, NJ 2nd Floor Plan with Photograph Key





American Cigar Company Building 176 Division Street Mercer County, NJ 3rd Floor Plan with Photograph Key





American Cigar Company Building 176 Division Street Mercer County, NJ 4th Floor Plan with Photograph Key



United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

Historic	Images	Page	1
		. 490	

American Cigar Company Building	
Name of Property	-
Mercer County, NJ	
County and State	
N/A	
Name of multiple listing (if applicable)	

Index:

Figure #	Description of Figure	
1.	West and south elevations, view northeast, c. 1950. Courtesy of the Trenton Free Public Library, Trentoniana Room.	
 South and east elevations, view northwest, c. 1950. Courtesy of the Trenton Library, Trentoniana Room. 		
 West and north elevations, view southeast, c. 1950. Courtesy of the Trenton F Library, Trentoniana Room. 		



Figure 1 – West and south elevations, view northeast, c. 1950. Courtesy of the Trenton Free Public Library, Trentoniana Room.

United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

Historic Images Page 2

American Cigar Company Building	
Name of Property	
Mercer County, NJ	
County and State N/A	
Name of multiple listing (if applicable)	******

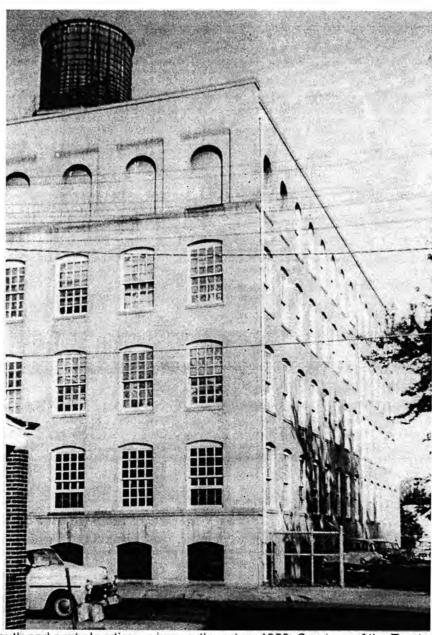


Figure 2 – South and east elevations, view northwest, c. 1950. Courtesy of the Trenton Free Public Library, Trentoniana Room.

United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

Historic Images Page 3

American Cigar Company Building	9
Name of Property	
Mercer County, NJ	
County and State N/A	
Name of multiple listing (if applicable)	*********

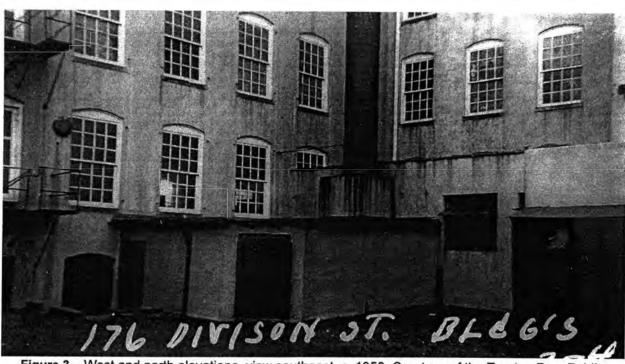


Figure 3 – West and north elevations, view southeast, c. 1950. Courtesy of the Trenton Free Public Library, Trentoniana Room.

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINA	TION
PROPERTY American Cigar NAME:	Company Building
MULTIPLE NAME:	
STATE & COUNTY: NEW JERS	EY, Mercer
DATE RECEIVED: 11/1 DATE OF 16TH DAY: 12/2 DATE OF WEEKLY LIST:	8/11 DATE OF PENDING LIST: 12/12/13 7/11 DATE OF 45TH DAY: 1/03/12
REFERENCE NUMBER: 110009	65
REASONS FOR REVIEW:	
APPEAL: N DATA PROBLEM: OTHER: N PDIL: REQUEST: N SAMPLE:	N LANDSCAPE: N LESS THAN 50 YEARS: N N PERIOD: N PROGRAM UNAPPROVED: N N SLR DRAFT: N NATIONAL: N
COMMENT WAIVER: N	
ACCEPT RETURN	REJECT 12.30-11 DATE
ABSTRACT/SUMMARY COMMENTS	
	Entered in The National Register of Historic Places
RECOM./CRITERIA	
REVIEWER	DISCIPLINE
TELEPHONE	DATE
	d comments Y/N see attached SLR Y/N
nomination is return nomination is no longer u	ed to the nominating authority, the inder consideration by the NPS.





















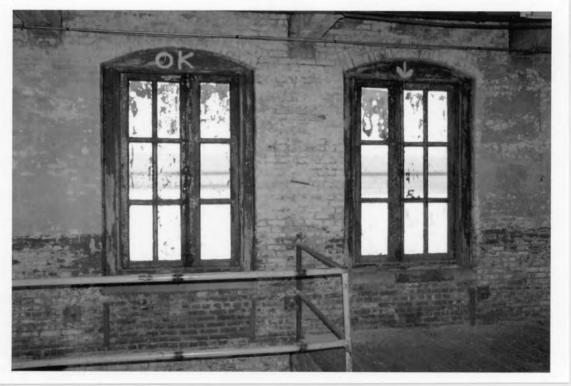












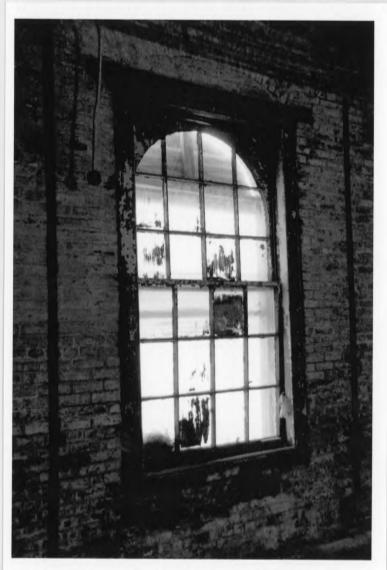






















State of New Jersey

DEPARTMENT OF ENVIRONMENTAL PROTECTION NATURAL AND HISTORIC RESOURCES

Office of the Assistant Commissioner
MAIL CODE 501-03A
PO Box 420
Trenton, New Jersey 08625

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NOV I 8 2011

NAT. REGISTER OF HISTORIC PLACES ASSIONER
NATIONAL PARK SERVICE

10/6/2011

Paul Loether, Chief National Register of Historic Places National Park Service Department of the Interior Washington, D.C. 20240

Dear Mr. Loether:

CHRIS CHRISTIE

KIM GUADAGNO

GOVERNOR

Lt. Governor

I am pleased to submit for the American Cigar Company Building, Mercer County, New Jersey for National Register consideration.

This application has received majority approval from the New Jersey State Review Board for Historic Sites. All procedures were followed in accordance with regulations published in the Federal Register.

Should you want any further information concerning this application, please feel free to contact Daniel D. Saunders, Administrator, New Jersey Historic Preservation Office, P.O. Box 404, Trenton, New Jersey 08625 or call him at (609) 633-2397.

14

Sincerely.

Amy Cradic

Deputy State Historic Preservation Officer