

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

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**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 Reynolds Homestead  
AND/OR COMMON Rock Spring Plantation

**2 LOCATION**

On Va. 798, 1 mile north of Critz via Va. 626  
STREET & NUMBER  
CITY, TOWN Critz VICINITY OF Critz  
STATE Virginia CODE 51 COUNTY Patrick CODE 141  
CONGRESSIONAL DISTRICT 5  
NOT FOR PUBLICATION

**3 CLASSIFICATION**

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

**4 OWNER OF PROPERTY**

NAME Mrs. Nancy Susan Reynolds  
STREET & NUMBER Belle Haven  
CITY, TOWN Greenwich VICINITY OF Greenwich STATE Connecticut

**5 LOCATION OF LEGAL DESCRIPTION**

COURTHOUSE, REGISTRY OF DEEDS, ETC Office of the County Clerk  
STREET & NUMBER Patrick County Courthouse  
CITY, TOWN Stuart STATE Virginia

**6 REPRESENTATION IN EXISTING SURVEYS**

TITLE Historic American Buildings Survey  
National Register of Historic Places  
DATE 1958; 1970  
 FEDERAL  STATE  COUNTY  LOCAL  
DEPOSITORY FOR SURVEY RECORDS Library of Congress; National Register  
CITY, TOWN Washington STATE D.C.

5/4

# 7 DESCRIPTION

## CONDITION

EXCELLENT                     DETERIORATED  
 GOOD                             RUINS  
 FAIR                              UNEXPOSED

## CHECK ONE

UNALTERED  
 ALTERED

## CHECK ONE

ORIGINAL SITE  
 MOVED            DATE \_\_\_\_\_

### DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

Located about 1 mile north of Critz on Va. 798 (one-half mile north of its intersection with Va. 26), the recently restored Reynolds Homestead looks much as it did when Richard Joshua Reynolds lived here from 1850 to 1874. His grandfather, Abraham Reynolds, built the first house on the property in 1814--a log cabin which stood near the mansion but is no longer extant. After the property passed to R. J. Reynolds' father, Hardin W. Reynolds, the present house and its adjacent outbuildings were constructed between 1843 and 1855.

The dwelling house was erected in two parts. In 1843 Hardin W. Reynolds built what is now the two-story rear ell, and sometime later he added the present two-story main block. At the time the house was completed, it faced the Bristol-Norfolk Highway, at one time an important artery of commerce that today is only a graveled dirt road which eventually turns into a jeep trail.

In addition to the house, the homestead had numerous outbuildings including a store and tobacco factory. The store was torn down in 1969, and the tobacco factory, where R. J. Reynolds learned the art of manufacturing chewing tobacco, disappeared many years ago. Several historic outbuildings remain, however. They are a detached kitchen, icehouse, milkhouse, and large corncrib--all of which were completed before 1855.

After Hardin W. Reynolds' death in 1882, the house and much of the surrounding land remained in the family. Over the years, the house gradually deteriorated until by the 1960's it appeared to be almost beyond saving. In 1968 Mrs. Nancy Susan Reynolds, R. J. Reynolds' only surviving child, purchased the homestead and 717 original acres from her cousin Hardin Reynolds, and after much investigation and planning, she had the house and outbuildings carefully restored. Subsequently, late in 1969, Mrs. Reynolds gave 710.01 acres of the property to the Virginia Polytechnic Institute Educational Foundation to establish the Reynolds Homestead Research Center for the study of forestry, wildlife management, entomology, and meteorology. The remaining 6.99 acres, including the house and outbuildings, the family burial ground, and a recently completed Learning Center, were retained by Mrs. Reynolds.

The Mansion. The northwest-facing house is a two-story, L-shaped structure of red brick. It measures three bays wide and rests on brick foundations. Two corbeled outside chimneys are located on the east end, while a single corbeled chimney is featured on the west side. The low-hipped, metal-covered roof with plain cornice dates back only to the 1930's, when the original was destroyed in a windstorm, but is built along the same lines as the original. The front entrance features a one-story, flat-roofed portico supported by two plastered brick Doric columns, two similar Ionic columns, and two wood pilasters. Front access to the interior is by a wood, double door that is flanked by sidelights

# 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 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 checked="" 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 1850-74

BUILDER/ARCHITECT Hardin W. Reynolds

## STATEMENT OF SIGNIFICANCE

Richard Joshua Reynolds, according to Joseph C. Robert, a leading expert on the history of the American tobacco industry, introduced "the first modern cigarette. . . . No less an authority than the Supreme Court of the United States, U.S. 791, has affirmed that the R. J. Reynolds Tobacco Company with its Camels 'revolutionized the cigarette industry.'"<sup>1</sup> Before Reynolds first marketed Camels in 1913, most manufactured cigarettes were predominantly Turkish tobacco in their content, were sold more by premiums and coupons than advertising, and were not widely popular with the general public, who preferred the "roll your own" variety. Camels' success, says economist William H. Nicholls, "was phenomenal and immediate," giving Reynolds 34.7 percent of the cigarette market by 1927--a figure destined to reach 50 percent by the 1920's--and causing others to follow in his stead.<sup>2</sup>

This remarkable success was achieved by a man whose firm only 2 years previously had been in the clutches of the American Tobacco Company Trust. In fact, says historian Nannie May Tilley, "his was the only business of the many assimilated by the American Tobacco Company to emerge from the combination in the same location, with its own directors, and with its own brands."<sup>3</sup> Before entering the cigarette field, Reynolds had been the Nation's leading manufacturer of flat plug chewing tobacco. His most important innovations in this line of manufacture, according to a recently published company history, were "the use of saccharin as an inexpensive and easy way to sweeten the bright leaf" and the aging of "tobacco in the leaf before manufacture rather than in the plug, as had been the custom."<sup>4</sup>

Today, Reynolds Homestead, which has recently undergone a careful restoration, looks much as it did when Richard Joshua Reynolds resided here from 1850 to 1874. The house is a two-story, L-shaped, red brick

<sup>1</sup>Joseph Clarke Robert, The Story of Tobacco in America (Chapel Hill, 1967), 230.

<sup>2</sup>William H. Nicholls, Price Policies in the Cigarette Industry: A Study of "Concerted Action" and Its Social Control, 1911-1950 (Nashville, 1951), 36.

<sup>3</sup>Nannie May Tilley, Reynolds Homestead, 1814-1970 (Richmond, 1970), 156.

<sup>4</sup>R. J. Reynolds Industries, Inc., Our 100th Anniversary, 1875-1975 (Winston-Salem, 1975), 4.

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# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

(See continuation sheet.)

## 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 6.99 acres

UTM REFERENCES

E 1,7 | 57,5 | 9,2,0 | 4,0 | 5,5 | 5,2,0

A 1,7 | 57,6 | 1,4,0 | 4,0 | 5,5 | 6,6,0

B 1,7 | 57,6 | 2,0,0 | 4,0 | 5,5 | 4,8,0

C 1,7 | 57,6 | 1,0,0 | 4,0 | 5,5 | 3,9,0

D 1,7 | 57,5 | 8,5,0 | 4,0 | 5,5 | 4,0,0

VERBAL BOUNDARY DESCRIPTION

(See last page of 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

Ralph J. Christian, Historian, Historic Landmarks Project

ORGANIZATION

American Association for State & Local History

DATE

December

STREET & NUMBER

1400 Eighth Avenue South

TELEPHONE

615-242-5583

CITY OR TOWN

Nashville,

STATE

Tennessee

## 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.

FEDERAL REPRESENTATIVE SIGNATURE

TITLE

DATE

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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

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and topped by a transom. There are two rear, single-door entrances. One opens off the rear of the main block and one off the west side of the older ell, and both are sheltered by a shed-roofed porch that extends the full length of those two facades. Both front and rear entrances are accessible by brick walkways and granite steps that are of more recent vintage than the house.

Most windows are of the six-over-six sash variety (the windows on the first floor of the front facade are nine-over-six) and have flat brick arches and wood sills and surrounds. Above the portico in the center of the front facade, there is a single door almost identical to the main entrance.

Inside, the main block follows a central hall plan. An entry hall with a central, open-string stairway with square balusters is flanked by one room on both floors. To the left on the first floor is the parlor, and on the right is the dining room. Both have many of their original furnishings and feature mantels, door and window trim, and baseboards that have been painted to resemble marble. Two similar rooms on the second floor have been somewhat modified to serve as modern guest rooms, but they still retain many original features. The rear ell, the oldest portion of the house, is rear and to the left of the entrance hall and consists of one room on each floor. The Reynolds bedroom is located on the first floor of this section and contains the bed where R. J. Reynolds was born. It features paneled wainscoting and a rather elaborate wooden mantel resting on Doric columns. The open-string stairway leading to the upper story also has paneled wainscoting and is in the Chinese Chippendale style. The second floor room in this section has undergone alteration and now serves as a tobacco museum.

With the exception of the Reynolds bedroom, the house has its original yellow pine flooring. Most doors, door hardware, and woodwork are original with the exception of window sashes, most of which had to be replaced. Paintwork in the older section is copied from the original colors while the paintwork in the rest of the house is the original. Walls throughout are brick covered with plaster. The house contains many of the Victorian and Empire Style furnishings that were here when R. J. Reynolds was.

Outbuildings and Cemetery. Approximately 110 feet southwest of the house is the large log corncrib, and about 45 feet southeast of the house is the one-story, brick kitchen with its gabled, metal roof. Approximately 30 feet west of it is the shingle-roofed log icehouse which is flanked on the north by a small, brick milkhouse. All of these

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buildings were included in the recent restoration. The Reynolds family cemetery, surrounded by a wrought iron fence, is located about 120 feet northeast of the house. Although Hardin W. Reynolds is buried here, his famous son, R. J., is not.

Other Structures. Within the boundary of the designated property are two structures that do not contribute to its national significance. Rear of the corncrib is a modern restroom facility, and about 45 feet west of it is the newly completed Learning Center. It houses a cultural enrichment program for the surrounding area.

Boundary Justification. The 6.99-acre area described below includes the Reynolds house and its adjacent historic outbuildings and is surrounded by 710.01 acres that Mrs. Nancy Susan Reynolds deeded to Virginia Polytechnic Institute in 1969. By written agreement, use of the 710.01 acres is restricted to research and study programs in forestry, wildlife management, entomology, and meteorology, and therefore since that acreage seems effectively protected from future commercial or industrial use, it is not included in the boundary of the nominated property.

Boundary Description. As indicated in red on the accompanying maps [(1) U.S.G.S. 7.5' Series; Va., Patrick Springs Quad., 1967; and (2) AASLH Sketch Map, 1976], a line beginning at a point equidistant from, and on a straight line between, a white pine tree and a locust tree that flank Va. 798 approximately 240 feet directly south of the Reynolds house and extending S60°00'W approximately 45 feet to a marked point; thence, N38°00'E 285.45 feet to a marked point; thence, N58°38'E 122.05 feet to a marked point; thence, N65°30'E 606.80 feet to a marked point; thence, S12°13'E 428.75 feet to a marked point; thence, S60°00'W approximately 267 feet to the point of beginning.

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structure measuring three bays wide and featuring a low-hipped, metal-covered roof and a portico flanked by Doric and Ionic columns. Nearby are a detached one-story, brick kitchen, brick milkhouse, wooden icehouse, and large wooden corncrib. The only other known Reynolds residence is his estate, "Reynolda," in Winston-Salem, N.C. He resided there only 8 months, however, before his death in 1918. At one time, Reynolds owned a mansion on Fifth Street in Winston-Salem, but this was demolished several years ago. The homestead is a more fitting memorial to Reynolds because it was here he learned the tobacco manufacturing business from his father, who, according to Tilley, also endowed him with "a tremendous drive to succeed in business."<sup>5</sup>

History

Richard Joshua Reynolds, the sixth of 14 children born to Hardin W. and Nancy Cox Reynolds, was born July 20, 1850, at Rock Spring Plantation near what is now Critz in southwestern Virginia. His father, who combined the occupations of farmer, tobacco manufacturer, merchant, and banker, was a man of some wealth, who on the eve of the Civil War owned 59 slaves and 11,000 acres of land. Despite this affluence, Reynolds and his brothers were put to work at an early age in the family tobacco factory where they were quickly taught the art of manufacturing chewing tobacco. Reynolds' future course, says Tilley, was strongly influenced by his father, who endowed him with "a tremendous drive to succeed in business."<sup>6</sup>

After attending local schools, Reynolds entered Emory and Henry College in 1868. Although he showed an aptitude for mathematics, he remained here only 2 years because of an eye defect which made it impossible for him to see more than one letter at a time. After attending Bryant and Stratton Business College in Baltimore, Md., he returned home in 1873 and became his father's partner in the family tobacco factory, which was situated directly behind the plantation house. In addition to supervising chewing tobacco manufacture, young Reynolds was also responsible for marketing the finished product--a task which sometimes required itinerant peddling trips by wagon as far as Tennessee and Kentucky.

In the fall of 1874 Reynolds decided to end the partnership arrangement with his father and set up his own tobacco factory. With \$7,500 in capital he moved to Winston, N.C. (Winston-Salem came into existence in 1913 when Winston and nearby Salem merged). He chose

<sup>5</sup>  
Tilley, Reynolds Homestead, 1.

<sup>6</sup>  
Ibid.

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this location because of its rail connections and its proximity to the Bright tobacco producing areas. Here in 1875 he opened his first factory, a now-demolished two-story structure measuring 38 by 60 feet, and began the manufacture of flat plug chewing tobacco. For the next few years, Reynolds, who, according to scholar Robert K. Heimann, "had a Yankee's thrift and a Yankee's sharp pencil," plowed his profits back into the business, expanding his factory and eventually building a new one and buying out some of his smaller competitors.<sup>7</sup> By 1887 he was selling 750,000 pounds of plug annually under 86 different brand names and had a personal worth of \$263,000.

In 1890 he formally incorporated the R. J. Reynolds Tobacco Company and began a concerted effort to improve both his business organization and product quality. A more modern factory was constructed, a large-scale advertising campaign launched, and a separate department created to handle sales. Reynolds improved the quality of his chewing tobacco, says a recently published company history, by "the use of saccharin as an inexpensive and easy way to sweeten the bright leaf" and the aging of "tobacco in the leaf before manufacture rather than in the plug, as had been the custom."<sup>8</sup> By 1898 Reynolds was the Nation's leading manufacturer of flat plug tobacco, selling 5 million pounds annually.

Despite his success, Reynolds, who had been one of James B. Duke's fiercest critics, found himself forced in 1899, due to sharp competition and a need for more capital, to become part of the American Tobacco Company Trust. For the next 12 years, Reynolds, says Tilley, "kept his business intact under the nominal control of the new company" and using it to obtain capital "emerged to build a business stronger than before."<sup>9</sup> Also, he began to expand into other lines of tobacco production. In 1907 the company introduced Prince Albert Smoking Tobacco, which soon became one of the Nation's leading brands.

In 1913 Reynolds introduced Camel cigarettes, according to Robert, "the first modern cigarette. . . . No less an authority than the Supreme Court of the United States, 328 U.S. 791, has affirmed that the R. J. Reynolds Tobacco Company with its Camels 'revolutionized the

<sup>7</sup>Robert K. Heimann, Tobacco and Americans (New York, 1960), 224.

<sup>8</sup>R. J. Reynolds Industries, Inc., Our 100th Anniversary, 4.

<sup>9</sup>Nannie May Tilley, The Bright-Tobacco Industry, 1860-1929 (Chapel Hill, 1948), 595-96.

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cigarette industry."<sup>10</sup> Before Reynolds first marketed Camels, most manufactured cigarettes were predominantly Turkish tobacco in their content, were sold more by premiums and coupons than advertising, and were not widely popular with the general public, who preferred the "roll your own" variety. Camels differed in that they were a blend of Bright and Burley flavored with Turkish, which was more in keeping with national tobacco tastes, and they were marketed not by means of gimmickry but by expensive nationwide advertising campaigns. Camels' success, says Nicholls, "was phenomenal and immediate," giving Reynolds 34.7 percent of the cigarette market by 1917--a figure destined to reach 50 percent by the 1920's--and causing others to follow in his stead.<sup>11</sup>

At the time of his death on July 29, 1918, at the age of 68, R. J. Reynolds headed a company that employed 10,000 people in 121 buildings in Winston-Salem. Today that company is the Nation's largest tobacco manufacturer. Known today as R. J. Reynolds Industries, it is an international conglomerate involved in oil, packaging, shipping, and food processing as well as tobacco.

<sup>10</sup>  
 Robert, Story of Tobacco in America, 230.

<sup>11</sup>  
 Nicholls, Price Policies in the Cigarette Industry, 36.

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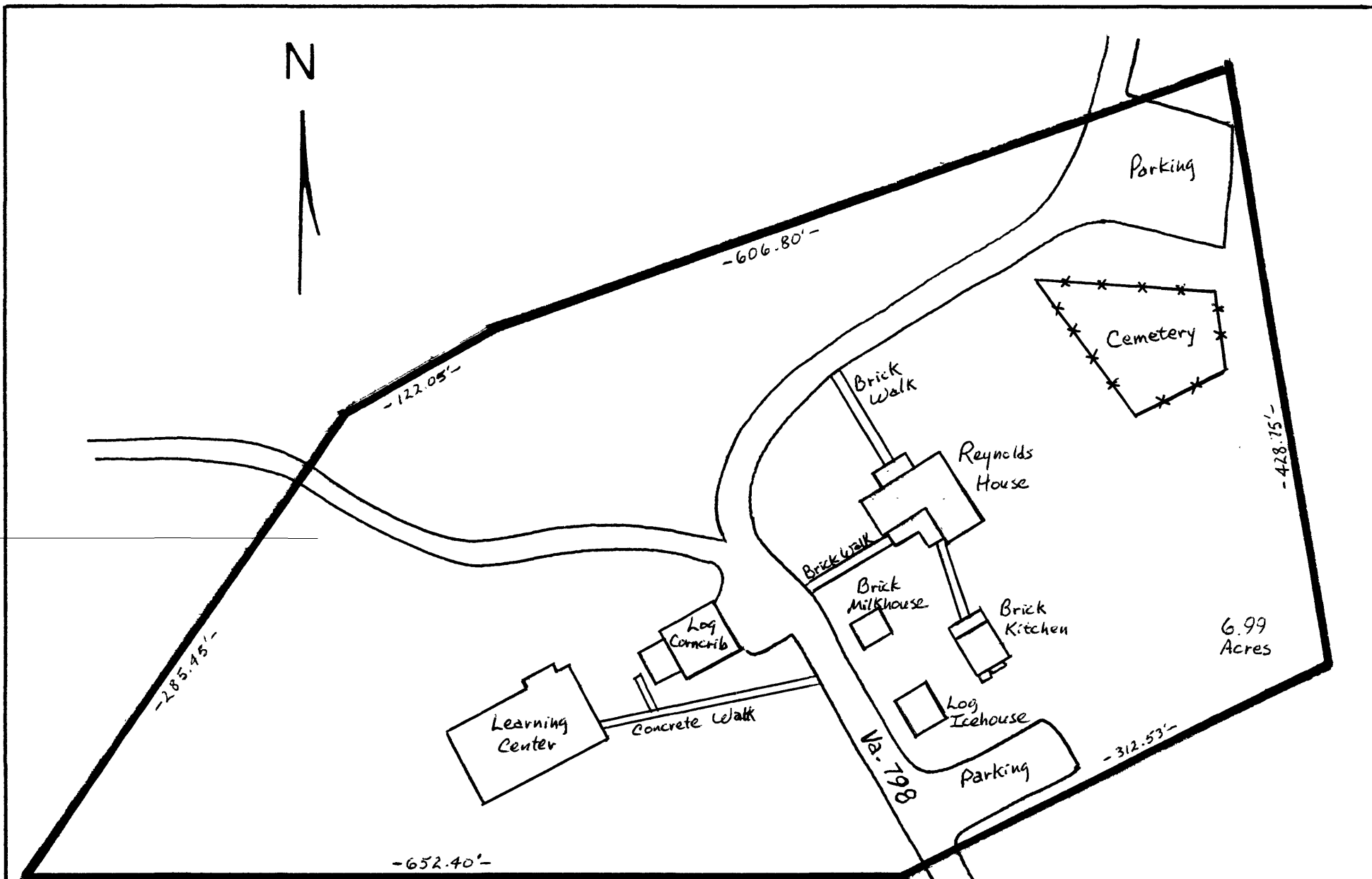
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Prepared by: George R. Adams, AASHH  
November 1976

Not to scale, but based on  
William L. Low (Civil Engineer) Map,  
1969

R. J. Reynolds Homestead  
vicinity of Critz, Va.

