

## The Old Lorillard Mill In Bronx Park, N. Y. City

### OLDEST IN THE UNITED STATES

**I**N one of the most beautiful spots in Bronx Park in New York City, the Old Lorillard Mill stands as a monument to a real infant industry. Built in 1840 by Pierre Lorillard, this mill was the first in which tobacco was manufactured in the United States.

Before the days of Subways and Submarines, when real estate in New York City was valued at less per acre than the price at which it now sells per square inch, that considerable portion of Bronx Park north of Bolton's Bleachery belonged to Pierre Lorillard. Possession of the property having been obtained in the early part of the last century, it remained in the family until relinquished to the city about twenty years ago.

Built of solid granite, the old mill stands imposingly on the bank of the river and despite the fact that it has been for several years used as a shop and storehouse by the Park Department it still suggests the dignity of its age and the romance and historic interest of its earlier associations.

Just up the river bank from the mill is the formal garden which is a part of the grounds surrounding the Lorillard mansion, built in later years. Here old-fashioned flowers run riot—hollyhocks, sweet williams,

marigolds, roses and what-not. These flower beds are a part of the famous Lorillard "Acres of Roses" with whose fragrant petals he used to perfume his product and for which purpose they were especially grown.

Until quite recently the old water wheel which furnished the power for the mill and several pieces of the machinery it operated were still in place. To even the casual observer these most interesting bits of mechanism were splendid evidence of the originality and genius of this pioneer in the tobacco industry in this country. Though they may have seemed crude when compared to the present day highly scientific methods of manufacture, yet it is an interesting fact that many of the principles established by Mr. Lorillard, and upon which the monumental business founded by him has been built, are extant today.

The "Old Lorillard Mill in Bronx Park" above referred to is not the first building occupied by Mr. Lorillard as a factory, the business having been established in 1760. The business having outgrown the old frame building in which Mr. Lorillard first manufactured his product, the stone mill was occupied in 1840, 80 years after the business was established.

THE TENNESSEE HISTORICAL SOCIETY  
 AND THE ARTHUR G. LEITCH FOUNDATION  
 600 FLEWELL  
 NASHVILLE  
 TENNESSEE  
 37203

3 June 1975

Mr. Curtis H. Judge  
 President  
 Lorillard  
 202 East 42nd Street  
 New York, New York 10017

Dear Mr. Judge:

The proposed gift of a portfolio interpreting "What Does Independence Mean To Me" by Lorillard and sponsored by Kent is a handsome offer which this institution is pleased to accept.

Mr. John A. Hill, Chairman of the Board of the Hospital Corporation of America, and Chairman of our Acquisitions Committee has approved the acceptance of this gift with the understanding we are under no obligation to exhibit these works on a continuing basis year after year. Specifically we would propose a one month exhibition in January, 1976, after which they would be integrated into the permanent collection and shown as particular types of exhibitions are organized. This would happen after our 1976 Bicentennial year.

Our Curator of Education currently circulates a number of self contained exhibitions to banks, churches, and schools and has suggested this might be an ideal self contained thematic grouping which would travel in our community. This would seem to be an ideal way to reach a maximum audience.

Lorillard and Kent are to be congratulated for undertaking this Bicentennial project which will make quality works of art available to the American public. Your choice of artists is superb and could not be improved. And the relevance of these artists to our particular collection is enormous. You may or may not know Red Grooms is originally from Nashville and this institution owns one of his masterworks "Mr. and Mrs. Rembrandt" in addition to five other works.

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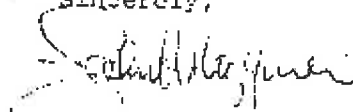
As to Larry Rivers, we purchased in 1974 a "Dutch Masters" eight series painting which was number one in the series. Of the remaining artists only Robert Indiana is represented by a print from the 10" x 10" portfolio (ten prints by ten painters).

We would hope the donated portfolio would be forwarded to my office in early December of 1975 which would enable us to properly frame the works for the January opening. For tax purposes, we would be pleased to have Mr. Victor Spark prepare an appraisal of this gift in January, 1976 if other arrangements have not been made. Enclosed is a photo copy of his resume' which is included with his appraisal.

In full appreciation of your generosity, the President and the Board of Trustees of the Tennessee Botanical Gardens and Fine Arts Center thank you for your support of the Arts and Artists in America and particularly during our Bi-centennial year.

With every best wish, I am,

Sincerely,



John Henry Nozynski  
Director

JEN/Ed

c.c. Sargent  
Bill  
Beasley

enc.1

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TELEPHONE LUDLOW 4-8800

THE NEW YORK BOTANICAL GARDEN  
BRONX PARK  
NEW YORK 28, N. Y.

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March 28, 1952

Mr. H. E. Gercken  
P. Lorillard Co. Inc.  
119 West 40th Street  
New York 18, N. Y.

Dear Mr. Gercken:

May we first congratulate you on your new product "Kent". When we found they were available, we immediately numbered ourselves among the earliest "testers". They certainly conform in performance to the claims made in your company's advertisements.

In reading of your new product we were reminded of our past and pleasant contacts regarding the advertising potentialities of the original Lorillard Snuff Mill. We, therefore, thought it an appropriate time to provide you with current data on developments affecting it.

You may be interested to learn we are proceeding with the conversion of the Mill into a public restaurant and a meeting place for civic, fraternal and similar organizations. The architects' planning is advanced to the point where it will be only a matter of a few weeks to working drawings. They predict we will be in full operation by Spring of next year. This offers a fine opportunity for considerable publicity on a "gala opening" at a season when the Garden will be donning its best outdoor dress. Of course, prior to that event we will have some form of "dedication ceremonies" which are another promotion medium. We are certain of extensive news coverage on both occasions. Because we are scientific-educational institution such "free advertising" is readily accomplished. The paid advertising of the concessionaire will also be an important factor in keeping the name and fame of the Mill before the general public.

We understand that Mr. Kent soon plans to discuss our overall proposals with your advertising staff. In this connection we felt a further detailing of our thoughts on the subject might prove helpful for final policy considerations.

The Lorillard Snuff Mill distinctly and directly establishes the record of your company as the oldest manufacturer in the United States doing business in the same field and under the same name since its inception. The conservation of the Mill as a place for public relaxation and pleasure will indelibly impress its identity on the annual - and ever increasing - visiting population of The New York Botanical Garden.

Additionally, the advertising mentioned coupled with news reports of events scheduled at the Mill, will continually and copiously broaden the identification of your company and its fine commodities.

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Mr. Gercken

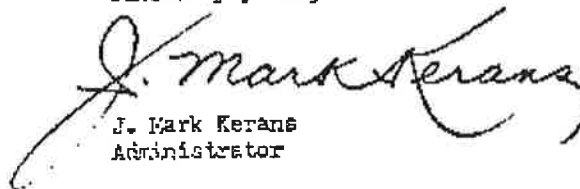
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March 28, 1952

As can be seen, The Snuff Mill presents to the P. Lorillard Co., the unusual combination of a permanent advertising media for only a one-time investment deductible from state and federal income taxes. In brief, a saving of money purchases a permanent advertisement. This apparent contradiction is nevertheless fact.

We are candidly hopeful now that our project is in progress, we may count on the assistance of the P. Lorillard Co. to hasten its early completion. Naturally, the sooner it is finished, the quicker benefits will insure to all concerned. We trust those responsible for your advertising budgets and programs will be favorably disposed to the unique and effective media we suggest.

Sincerely yours,



J. Mark Kerans  
Administrator

JMK:RMF

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