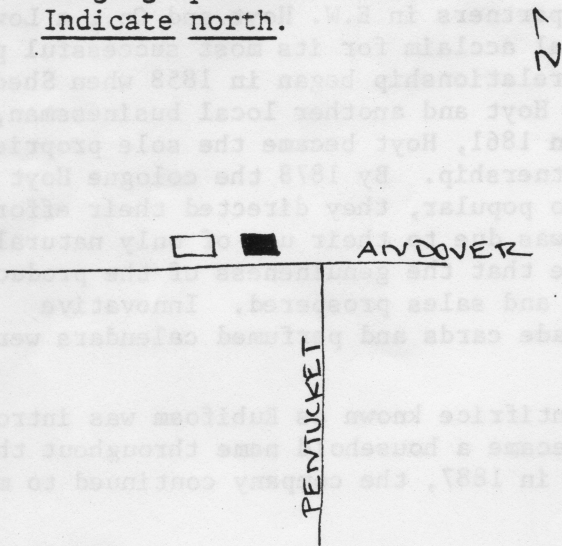




Draw map showing property's location in relation to nearest cross streets and other buildings or geographical features. Indicate north.



Recorded by Elizabeth Durfee Hengen
 Organization DPD Architectural Survey
 Date 1/81

Area	Form no.
	511

40-11

(213)

Lowell
396 Andover Street
 Historic Name Shedd House
 Original Residential
 Present Residential
 Ownership: ☒ Private individual
☐ Private organization
☐ Public
 Original owner Freeman B. Shedd

DESCRIPTION:

Date 1878
 Source Lowell Courier-Citizen, 7/25/19
 Style Stick
 Architect Wilkins
 Exterior wall fabric stucco
 Outbuildings carriage house
 Major alterations (with dates) facade stuccoed - early 20th century
 Moved Date
 Approx. acreage less than one
 Setting Residential

(Staple additional sheets here)

ARCHITECTURAL SIGNIFICANCE (describe important architectural features and evaluate in terms of other buildings within community)

396 Andover Street was built at the same time and by the same architect as 386 Andover Street next door. Both are large Stick Style residences with asymmetrical plans and a tremendous variety of ornamental millwork. The steep slate roof with jerkin head dormers and shed window hoods are features associated with the Stick Style.

The two houses were sited on extensively landscaped lots that extended back to East Merrimack Street and included carved sandstone bollards and gazebos. Between the houses was a drive that led to a shared carriage house.

Around 1892 the landscaping scheme was altered; in place of the shared carriage house two new Queen Anne structures were erected. (See Continuation Sheet)

HISTORICAL SIGNIFICANCE (explain the role owners played in local or state history and how the building relates to the development of the community)

The Freeman Shedd House was part of an elegant estate complex that has survived fairly intact. Other major buildings within the complex include 386 Andover and 565 and 571 East Merrimack Street.

F.B. Shedd and E.W. Hoyt were business partners in E.W. Hoyt and Co., a Lowell based concern that received international acclaim for its most successful product, Hoyt's German Cologne. Their business relationship began in 1858 when Shedd was employed in the retail drug business of Hoyt and another local businessman, E.A. Staniels. After Staniels' death in 1861, Hoyt became the sole proprietor; nine years later he took Shedd into partnership. By 1878 the cologne Hoyt had developed a decade earlier had become so popular, they directed their efforts solely to its manufacture. Its appeal was due to their use of only natural oils with no added synthetics. Hoyt's gamble that the genuineness of the product would ensure its success proved correct and sales prospered. Innovative marketing techniques such as scented trade cards and perfumed calendars were used extensively to promote their products.

In 1887 a second product, a flavored dentifrice known as Rubifoam was introduced. Its sales were also extensive, and it became a household name throughout the country. Despite Hoyt's untimely death in 1887, the company continued to manufacture cologne until 1952.

F.B. Shedd and E.W. Hoyt were close friends as well as business partners. In 1878 the two men erected these handsome mansions of almost identical design side by side on Andover Street, amid a number of similarly gracious residences.

In addition to his proprietorship of E.W. Hoyt & Co., Shedd engaged in extensive real estate development. Together with Hoyt and two others, he purchased and laid out a large tract of land north of the Rogers House, part of the Rogers farm until 1881. (See Continuation Form)

BIBLIOGRAPHY and/or REFERENCES

Lowell Courier-Citizen, 11/10/1909, 7/25/1919

Frace, Cleone, "E.W. Hoyt & Company" (article in files of University of Lowell, Special Collections)

Atlas: 1879, 1896, 1906, 1924

INVENTORY FORM CONTINUATION SHEET

MASSACHUSETTS HISTORICAL COMMISSION
Office of the Secretary, Boston

Community:

Lowell

Form No:

511

Property Name: Freeman Shedd House

Indicate each item on inventory form which is being continued below.

ARCHITECTURAL SIGNIFICANCE

The drives were relaid to go around the far side instead of between each house.
(see 565 and 571 East Merrimack Street)

HISTORICAL SIGNIFICANCE

A year before his death in 1913, Shedd donated the 50 acre Shedd Playground to the city. The house continued to be occupied by his wife until 1924.

Staple to Inventory form at bottom