

Area	Form no.
	510

XII-7,11

218



City Lowell

Address 386 Andover Street

Historic Name E.W. Hoyt House

Original Residential

Present Residential

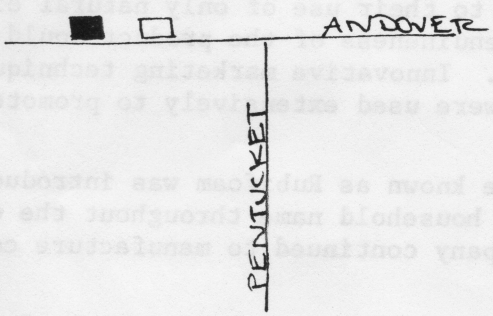
Ownership:  Private individual  
 Private organization

Public

Original owner E.W. Hoyt

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

N  
N



DESCRIPTION:

Date c. 1878

Source Lowell Courier-Citizen, 7/25/19

Style Stick

Architect Wilkins

Exterior wall fabric flush boarding

Outbuildings carriage house

Major alterations (with dates)

Moved Date

Approx. acreage less than one

Setting Residential

Recorded by Elizabeth Durfee Hengen

Organization DPD Architectural Survey

Date 1/81

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

386 Andover Street was built at the same time and by the same architect as 396 Andover 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.

(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 E.W. Hoyt House was part of an elegant estate complex that has survived fairly intact. Other major buildings within the complex include 396 Andover and 565 and 571 East Merrimack Street.

F.B. Shedd and E.W. Hoyt were business partners in E.W. Hoyt and Company, 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. Designed by a relative of Mrs. Hoyt's, they were located amid a number of similarly gracious residences.

In addition to his cologne business, Hoyt engaged in extensive real estate development as part of a syndicate which included Shedd. (See Continuation Sheet)

BIBLIOGRAPHY and/or REFERENCES

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

"E.W. Hoyt and Co." (article in University of Lowell/Special Collections)

Atlas: 1879, 1896, 1906, 1924, 1936

City Directories



INVENTORY FORM CONTINUATION SHEET

MASSACHUSETTS HISTORICAL COMMISSION  
Office of the Secretary, Boston

Community: Lowell	Form No:
Property Name: E.W. Hoyt House	

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

ARCHITECTURAL SIGNIFICANCE

Around 1892 the landscaping scheme was altered; in place of the shared carriage house, two new Queen Anne structures were erected. The drives were relaid to go around the far side instead of between each house.  
( see 565 and 571 East Merrimack Street)

HISTORICAL SIGNIFICANCE

In 1881 they purchased a large tract of land that was part of the former Rogers farm and laid out streets and lots for sale.

In 1919 the house went out of the Hoyt family when Adam E. Shaw, a physician, purchased the property. The main house was used as his residence, and the carriage house converted into a private hospital. Though the hospital ceased operations in the early 1960's, the house is still owned by Shaw's son.



Staple to Inventory form at bottom