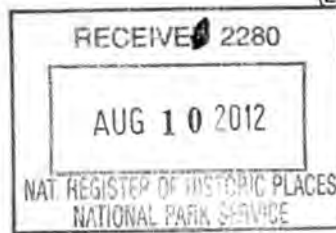


United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form



818

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 Lydia Pinkham House

other names/site number _____

2. Location

street & number 285 Western Avenue

city or town Lynn

state Massachusetts code MA county Essex code 009 zip code 01904

☐	not for publication
☐	vicinity

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property ☒ meets ☐ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

☐ national ☐ statewide ☒ local

Signature of certifying official/Title

Brona Simon, SHPO

Date

Brona Simon

July 30, 2012

State or Federal agency/bureau or Tribal Government

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria.

Signature of commenting official

Date

Title

State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

☒ entered in the National Register

☐ determined eligible for the National Register

☐ determined not eligible for the National Register

☐ removed from the National Register

☐ other (explain:)

Signature of the Keeper

Date of Action

Edson H. Beall

9.25.12

Lydia Pinkham House
Name of Property

Essex County, MA
County and State

5. Classification

Ownership of Property

(Check as many boxes as apply.)

☒	private
☐	public - Local
☐	public - State
☐	public - Federal

Category of Property

(Check only one box.)

☒	building(s)
☐	district
☐	site
☐	structure
☐	object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
2	0	buildings
0	0	sites
0	0	structures
0	0	objects
2	0	Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

DOMESTIC: single dwelling

Current Functions

(Enter categories from instructions.)

DOMESTIC: single dwelling

7. Description

Architectural Classification

(Enter categories from instructions.)

LATE VICTORIAN: Second Empire

Materials

(Enter categories from instructions.)

foundation: BRICK

walls: WOOD: Weatherboard / Shingle

roof: Asphalt Shingle

other:

Lydia Pinkham House
Name of Property

Essex County, MA
County and State

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

A representative example of a Second Empire-style cottage, the Lydia Pinkham House was built ca. 1872. Located at 285 Western Avenue (State Route 107) in Lynn, Massachusetts, the house stands on a residential block in a densely settled neighborhood. The house is named for patent medicine pioneer Lydia Estes Pinkham (1819-1883), who lived in it from ca. 1877 until her death. The house displays a mansard (double-pitched) roof, which distinguishes the Second Empire style from all others. Other character-defining features are dormer windows, projecting-bay windows, paired brackets beneath the principal cornice, and the side-hall entry plan.

Narrative Description

The Lydia Pinkham House stands on a narrow, 3,942 square-foot lot bounded on the south by Western Avenue, and on the north, east, and west by abutting houses. Extending from the rear (north) lot line is Maple Place, a short, north-south street that runs through to Maple Street. Western Avenue is a major east-west artery through the industrial city of Lynn, which is approximately ten miles northeast of Boston. Lynn is the southernmost municipality and largest city in Essex County.

The Lydia Pinkham House is located in the Glenmere neighborhood. Half a block to the east, at 271 Western Avenue, stands the former Pinkham Factory (earliest portion dates to 1886). Two Colonial Revival-style houses built by Lydia Pinkham's grandsons also stand nearby. Daniel Pinkham built his house in 1922 at 300 Western Avenue. It is now the parish house for the East Baptist Church (1958) to which it is attached. Arthur Pinkham built his house (1912, 1926) at 311 Western Avenue. By 1977, it had become a funeral home, and is now a designer-lighting showroom.

The Lydia Pinkham House is a modest example of the Second Empire style, which reached peak popularity after the Civil War. Facing south with a minimal setback from the street, the wood-frame Lydia Pinkham House rises one story from a brick foundation to a large attic story enclosed by a mansard roof (photo 1). This iconic roof form is composed of a hip-roofed upper section and a lower section that also functions as a wall, creating almost a full second story. On the Pinkham House the lower section of the roof is concave. Both surfaces of the roof are covered with asphalt shingles that date to 2000. Slate, often laid in patterns, was typically the original roof covering on both slopes of a mansard roof, although wood shingles might have been used in more modest examples. Two brick chimneys—one interior and one exterior—rise from the western side of the house and another rises through the ell.

Clad with its original beaded clapboards, the main block of the **house** is two bays wide and two bays deep, with a square footprint and side-hall plan. A two-story ell extends approximately two bays to the rear (north) and is one bay wide, giving the house an L-shaped footprint. On the west elevation, a side porch surmounted by a sun room is located at the right angle formed by the ell and main block.

At the first story, the façade (south) features the main entry, and a projecting, polygonal, bay window with denticulated cornice and paneled base. A similar bay window projects from the west elevation. A brick stoop leads to the main entry, which is sheltered by a denticulated porch hood resting on Doric columns. A Colonial Revival-style, six-panel, front door with lights in the upper two panels is flanked by paneled pilasters and surrounded by leaded-glass sidelights and a transom.

(continued)

Lydia Pinkham House

Name of Property

Essex County, MA

County and State

The principal cornice, between the first and attic stories, runs along the façade and down each side elevation of the main block of the house. The denticulated cornice is punctuated by paired brackets, a character-defining feature that is common to both the Second Empire and Italianate architectural styles. A secondary molded cornice separates the lower, concave, slope of the roof from its hipped "cap." The lower slope is punctuated by inset pedimented dormers with scrolled bases. The southernmost dormer on the west elevation has been altered to accommodate the exterior chimney. Sash in the bay windows are original 1/1s and those in the unaltered dormers are original 2/2s. Until recently, the bay windows were flanked by shutters, one of which is stored in the basement.

Most of the major alterations to the house took place in the 1920s, within the period of significance. Changes on the exterior include the columns supporting the entry portico, the front door, leaded-glass sidelights, and brick stoop. The present Doric columns replaced the original square beveled posts that are shown in an 1873 photograph (figure 2). An exterior chimney was added to the west elevation in 1927. It rises where there had been a window at the first story and one dormer at the second story. Currently, the chimney is flanked by leaded-glass windows at the first story, and by dormers with leaded-glass windows at the second story (photo 2). Other changes include the 1922 addition of a second story on the ell. It features a slight overhang with flared base. (The first story appears to be part of the original building footprint.) Also in 1922, a sun room was built atop an original or early side porch/piazza. In 2000, according to the present owner, the house was refurbished, given a new roof covering, and repainted after a period of neglect, but no additions or major alterations were undertaken.

A metal plaque affixed to the clapboards at the west end of the façade reads: "Lydia E. Pinkham House / STARTED HER / PATENT MEDICINE BUSINESS / IN THIS HOUSE / BUILT IN 1877." While research for this nomination has shown that the text is somewhat inaccurate (see section 8), there is no doubt that Lydia Pinkham lived in the house during what is clearly the most crucial period in her productive life as a patent-medicine entrepreneur. The presence of the plaque is a testament to the pride the property's subsequent owners have had in the house's historic association with her. While it is unclear when the plaque was put up or by whom, it was present in a 1977 photograph that shows that it was then located at the west end of the projecting bay window on the façade. It was probably moved to its present position beside that bay window at the southwest corner of the façade in 2000, when the house was painted.

A 12-by-16-foot storage **shed** (ca. 1890, photo 3) stands behind the house. Clad with flush vertical boards, it has a square plan and shed roof. An opening large enough for a vehicle spans most of the west elevation and is enclosed by paneled wood doors with diamond-paned windows. A standard door is located on the south elevation.

Interior

The interior retains many original features, including the curved front hall staircase with a faceted newel post (photo 4), many paneled doors, and molded door and window frames. A full basement runs under both the house and the ell, with the ell portion being built into the slope of the lot. The section of the basement under the ell, which appears to have served as a kitchen, retains wood cabinets and a brick chimney flue for a former wood-burning stove that may have been used by Lydia Pinkham to make her patent medicine (see section 8). While a cast-iron, potbellied stove remains in the basement, it postdates Lydia Pinkham's occupancy. The present stove was manufactured by Sterling Eclipse Stove Co. of Mansfield, Ohio, a company that was established in 1889.

Alterations to the interior include the 1927 remodeling of the west front parlor and the bedroom above it to serve as a physician's waiting room and office. Changes include leaded windows, a built-in bench for the second-floor waiting room, and Colonial Revival-style fireplaces (photo 5), which are served by the exterior chimney. The leaded-glass windows flank the fireplace at the second story. On the exterior, they can be seen in the altered dormer.

(continued)

Lydia Pinkham House

Name of Property

Essex County, MA

County and State

Archaeological Description

The Lydia Pinkham House is located in an area where urban development has destroyed many of the natural characteristics of the landscape since at least the early to mid 19th century. The drainage properties of soils on the level to moderately sloping landscape are now difficult to determine; however, based on the glacial characteristics of the area, they may have been well drained. Soil types in the area are currently listed as urban land. The proximity of the Lydia Pinkham House to wetlands is also difficult to determine since surface drainage in the area has been altered with the flow of many brooks and streams redirected to below-ground culverts. As a result, it is difficult to determine whether locational criteria (slope, soil drainage, proximity to wetlands) were originally present supporting the presence of ancient Native American sites. Two sites are recorded in the general area (within one mile). Given the above information, the small size of the property (.09 acres), and the history of historic development described below, a low potential exists for locating ancient Native American resources on the Lydia Pinkham House property.

A low to moderate potential exists for locating historic archaeological resources on the Lydia Pinkham House property. While no historic structures or objects have been identified on the nominated property prior to construction of the Pinkham House (1872) and shed (1890), structural evidence of potential barns, outbuildings, and evidence of occupational-related features (trash pits, privies, wells, cisterns) may exist anywhere on the small lot. Construction features may also exist that relate to the original construction of the Pinkham House and later renovations.

(end)

Lydia Pinkham House

Name of Property

Essex County, MA

County and State

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 made a significant contribution to the broad patterns of our history.
- ☒ B Property is associated with the lives of persons significant in our past.
- ☒ 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 and distinguishable entity whose components lack individual distinction.
- ☐ D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ A Owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or grave.
- ☐ D a cemetery.
- ☐ E a reconstructed building, object, or structure.
- ☐ F a commemorative property.
- ☐ G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

COMMERCE

SOCIAL HISTORY

Period of Significance

ca. 1872-1962

Significant Dates

ca. 1877-1883

Significant Person

(Complete only if Criterion B is marked above.)

Pinkham, Lydia Estes

Cultural Affiliation

N/A

Architect/Builder

unknown

Period of Significance (justification)

The period of significance begins ca. 1872 when the house was constructed and ends in 1962, which is the standard 50-year cut off for historical significance established by the National Park Service

Criteria Considerations (explanation, if necessary) N/A

Lydia Pinkham House
Name of Property

Essex County, MA
County and State

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

The Lydia Pinkham House (MHC # LYN.362) is significant for its association with the early days of the Lydia E. Pinkham Medicine Company, an extremely successful, family-run enterprise that manufactured and marketed a homeopathic remedy for female gynecological conditions from approximately 1876 to 1968. Reportedly, Lydia E. Pinkham's Vegetable Compound was manufactured by Lydia in the house, where she also answered the letters written to her by consumers of her product. A few years after her death in 1883, the business moved to a large new factory built by her son Charles Pinkham at 271 Western Avenue [extant]. The company grew to become a nationwide success, and an important business in Lynn, with a national and international market.

The house is also significant under criterion B as the residence of Lydia Pinkham from 1877 until her death in 1883. During this period of her greatest business productivity, she and her sons transformed her patent medicine from an elixir she had given away to a sought-after, bottled product that bore both Lydia Pinkham's name and her portrait. As a result, her name and face were known throughout the country. While the formula has changed and the company is no longer owned by Pinkham's descendants, the Lydia Pinkham name remains on homeopathic medicines today, and her name continues to be widely recognized by adults of all ages.

Finally, the house is architecturally significant as a representative example of a Second Empire-style cottage. The house is a modest example of a popular Civil War-era design that was more often built as a grand and elaborately ornamented residence for wealthy industrialists. Smaller examples, such as the Lydia Pinkham House, are less common and are often referred to as Second Empire cottages or simply "mansard-style" houses because the mansard roof is the major character-defining feature. The Lynn historic resources survey (conducted in the 1970s and 1990s) resulted in inventory forms for 41 Second Empire-style houses, only two of which were of the cottage type (the other stands at 21 Valley Avenue).

The Lydia Pinkham House retains integrity of location, design, setting, materials, workmanship, feeling, and association, and it meets National Register criteria A, B, and C. In this nomination, a local level of significance is supported; with further research, it may be possible to establish a statewide and even a national level of significance.

Developmental history/additional historic context information (if appropriate)

Lydia Estes Pinkham (1819-1883) was born in Lynn on February 9 to William and Rebecca Estes. Lydia's father traced his roots to the founding of Lynn and was a successful shoemaker, who became a gentleman farmer and real estate entrepreneur. When Lydia, the tenth of his twelve children, was born, William Estes was the prosperous owner of a large farm at the corner of Estes and Broad Streets, about 1½ miles southeast of the Lydia Pinkham House. After graduating from Lynn Academy, Lydia Estes taught school until at least 1843, when at age 24 she married Isaac Pinkham (1815-1889).

The Estes family were Quakers and staunch abolitionists, who hosted anti-slavery meetings in their home and counted such prominent anti-slavery writers and social reformers as William Lloyd Garrison and Frederick Douglass as friends. In 1835, when she was sixteen, Lydia, along with her mother and older sister, were founding members of the Lynn Female Anti-Slavery Society. In 1843, Lydia was elected secretary of the Freeman's Institute, under the presidency of Frederick Douglass. It was at the Institute that she met Isaac Pinkham, a 29-year-old widower with a five-year-old daughter. Pinkham had recently arrived in Lynn and was a shoe manufacturer, one of Lynn's major 19th-century industries. Isaac and Lydia were married in September 1843, setting up housekeeping on Estes Street in a house provided by Lydia's father. Isaac Pinkham would prove to be an uneven provider who kept his family in unstable financial circumstances, changed occupations frequently, and moved the family repeatedly until they settled at 285 Western Avenue in 1877.

(continued)

Lydia Pinkham House

Name of Property

Essex County, MA

County and State

Lydia gave birth to her first child, Charles Hacker Pinkham, in late 1844. Her second child, another son, died of cholera in 1847. She went on to have two more sons, Daniel (1849) and William (1852), and a daughter, Aroline (1857). Lydia was tall and attractive, with hazel eyes and reddish hair. She endeavored to create a happy home, was particular about the food her family ate, helped her children with their homework, did all of her own housework, and was considered a good neighbor. Generous with her medical advice and remedies, she was understanding, kind, and resourceful.

(Reminiscences, p. 6)

In 1848, Lydia's father died. After the substantial estate was settled, the couple's inheritance was modest because the estate was divided among Lydia's many siblings and her mother. In 1857, the Pinkham family moved to Bedford, a rural town about 20 miles west of Lynn, where Isaac took up farming. The Pinkhams bought a 2½-story, Greek Revival-style house at 227 Great Road, where according to biographer Washburn (Life and Time of Lydia E. Pinkham, 1931), Lydia began experimenting with an herbal formula for "female complaints" that she gave to friends. It would eventually become her famous patent medicine: Lydia E. Pinkham's Vegetable Compound.

According to Washburn and others, Lydia's herbal brew was a combination of pleurisy root, unicorn root, life root, fenugreek seed, and black cohosh simmered on a stove, with alcohol added as a stabilizer. There are various stories about the source of the recipe. One is that it was based on folk remedies that Lydia learned as a child. Another is that it was based on entries she found in her copy of John King's American Dispensatory (1852). Yet another is that the formula was given to Isaac Pinkham by one George Clarkson Todd to partially satisfy a debt. Perhaps the recipe is a combination of all three. According to a biographical note on file at the Schlesinger Library, which is the repository for the Lydia E. Pinkham Medicine Company records, Lydia kept a notebook, "in which she wrote down new ideas for cures."

In 1860 the Pinkhams returned to Lynn, where Isaac went into the kerosene business. They lived for a time in the Estes family property on Estes Street. Lydia's mother died in 1862, and with her death came the final division of the Estes family estate. That same year, Isaac sold the Bedford house and property he owned in downtown Lynn.

Around the same time, and certainly by 1865, Isaac moved his family to the Lynn village of Wyoma, which is about 1½ miles northwest of the Lydia Pinkham House. At the time, Wyoma was on the outskirts of Lynn. The 1865 Lynn directory lists Isaac and Charles Pinkham on Boston Street "near the south Peabody line." At the time Charles's occupation was engineer, and Isaac's was kerosene manufacturer. A synthesis of the various Pinkham biographies suggests that the house they lived in was a two-family dwelling, but it has not been possible to determine if the house is extant, in part because the name of the street was changed to Broadway around 1900.

By 1871, Dan and William Pinkham were also living with the family on Boston Street. Lydia was not listed in the directory, as was typical for women of the era, who were not listed unless they were widows, heads of household, etc. Dan, Charles, and Isaac had the occupation of trader (probably meaning real estate), while William was a student.

During this period, which included the Civil War and the real estate boom that followed, Isaac engaged in real estate development that proved so successful that by 1872, the family had moved from their house on Boston Street to what biographers describe as the finest house in Wyoma. While directories indicate the house was at what was then 185 Boston Street in Wyoma, research to date has not located it, and the area where it most likely stood is now primarily commercial.

The family's good fortune was short-lived due to the Panic of 1873, a devastating international financial crisis that triggered a nationwide depression lasting until about 1879. When his investments failed, Isaac Pinkham faced bankruptcy and was nearly arrested for nonpayment of his debts. His spirit broken, Isaac's health began to deteriorate, and he lived mostly as an invalid until he died in 1889. While he outlived Lydia and three of his sons, his role in the patent medicine business appears to have been minimal.

(continued)

Lydia Pinkham House
Name of Property

Essex County, MA
County and State

With the family money gone, the Pinkham children urged their mother to begin selling her herbal remedy commercially. Up until this time, she had occasionally sold her compound, but generally she gave it to friends and family free of charge. One story about the impetus to make it a commercial enterprise was reported in the local paper and retold by Stage: One day in 1875, a group of women from Salem arrived at the family house while the Pinkhams were gathered at the kitchen table. The visitors asked for "a half dozen bottles of Mrs. Pinkham's medicine."¹ Reportedly, it was Lydia's son Dan who realized that if women would come from neighboring Salem to get the medicine, there just might be a wider market. Obviously, the product had developed a word-of-mouth reputation as an effective treatment for "female complaints."

According to biographer Washburn, commercial production of the compound began in 1875 at the Pinkham family residence in Wyoma. In addition, the product was first sold from the family home in Wyoma. Lydia's children, Charles (age 31), Daniel (age 26), William (age 23), and Aroline (age 16) worked with their mother to bottle, promote, and sell the herbal remedy. A label patent for "Lydia E. Pinkham's Vegetable Compound" was registered by Lydia E. Pinkham of Lynn, Massachusetts, with the U.S. Patent Office on February 9, 1876 (Label Patent 536; USPO Official Gazette 9: 1876). Directories for 1875 and 1876 list the family at 185 Boston Street and confirm that the business had been established. In 1875 Charles was listed as a trader and Isaac as a builder. By 1876, Charles's occupation was "patent medicine," Dan's was "adv. agent," and Lydia, listed for the first time, had the occupation of "Vtg. Compound."

By 1877, the Pinkhams had moved to the nominated property at 285 Western Avenue.

The Lydia Pinkham House at 285 Western Avenue

While it has long been assumed that the house was built in 1877 by the Pinkhams, current research has dated the house to ca.1872. It stands on land that was subdivided for house lots in 1870, apparently by local developer Charles O. Beede. The street was originally laid out in 1803 as the Salem Turnpike, later becoming Main Street and then Western Avenue. Beede sold the property as a vacant parcel in November 1871 to Leander S. Berry of Lynn. The 1872 atlas of Lynn shows a house with the name L. S. Berry, and directory research shows that Berry was a salesman living at 233 Western Avenue (renumbered 285 in 1888) in 1873 and 1875. A photograph dated 1873 (figure 2) shows a view of the façade and west elevation of the house, with the densely settled Glenmere neighborhood in the background. Notably, the Lydia Pinkham House is the only house in the photograph with a mansard roof.

The house Mr. Barry owned in 1872 is one of two Second Empire-style cottages documented in the Historic Resources Survey of Lynn, the other stands at 21 Valley Avenue. The Second Empire style reached peak popularity in the 1870s, and is a common style in northeastern municipalities like Lynn that experienced significant growth during the years surrounding the Civil War. The desirability of the style is reflected in the fact that Lynn's City Hall of 1867 (not extant) was designed in the Second Empire style—the most modern and fashionable style of the day. Most of the Second Empire-style houses in Lynn and elsewhere are two stories under the iconic mansard roof. Due to the fact that the style was embraced by prosperous industrialists, the houses were often elaborately ornamented mansions, sometimes with towers. The smaller, less ornamental, cottage form of the style, which usually served as homes for modest businessmen and artisans, appears to have been less common. It is also possible that fewer have survived urban renewal projects, fire, and other causes of demolition.

The style made its way to America from France, where it takes its name from the new architectural style developed during the reign of Napoleon III (1852-1870), a period called France's Second Empire. The characteristic mansard roof is named for Francois Mansart, the French architect who designed it in the 17th century. The style was initially revived in the massive rebuilding of Paris's boulevards, from whence it spread to England and then to the U.S. In addition to the form and distinctive roof shape, character-defining features of Second Empire houses seen on the Lydia Pinkham House include the dormer windows, the bracketed cornice, and the canopy over the main entry. Some original features of the

(continued)

¹ Stage. Page 31

Lydia Pinkham House

Name of Property

Essex County, MA

County and State

Lydia Pinkham House, such as the piazza, side-hall plan, and projecting bay windows, are typical of the style, but not universal.

In 1876 Charles O. Beede resumed ownership of the house, and soon rented it to Isaac and Lydia Pinkham. It is likely that the Pinkham family moved from Wyoma to the house on Western Avenue in 1877. As noted earlier, the 1876 directory lists the Pinkhams at 185 Boston Street. There was no Lynn directory published in 1877, and the Lynn poll tax records have been lost. The 1878 directory lists Charles, Dan, Will, and Lydia at 233 Western Avenue. All were engaged in the Patent Medicine business. In addition, an advertisement in the 1878 directory indicated that the formal address of the Lydia E. Pinkham Company was 233 Western Avenue.

While the family could have moved to Western Avenue after the directory was published in 1876, an argument for the 1877 date can be based on the text of the plaque on the house. The plaque reads: "Lydia Pinkham House...BUILT IN 1877." Since current research has established that the house was standing by 1872, a probable scenario is that the Pinkham occupancy and the date of construction of the house were conflated by the person who wrote the plaque text some 100 years later. It is likely that 1877 was the occupancy date, as transmitted via oral history through subsequent owners of the house.

Based on Lynn directories, members of the family occupied the house from 1877 to 1886. In 1881, Lydia's sons Daniel and William both died of tuberculosis. Dan died in October in the Lydia Pinkham House. Will, who had married and moved to Los Angeles, died in December. Around this time, Lydia began holding spiritualist séances in the parlor of the house under the guidance of Mrs. Sanborn, a local medium. Then, in December 1882, Lydia Pinkham suffered a debilitating stroke. She died in May 1883, and is buried in Pine Grove Cemetery in Lynn.

The following fall, at Isaac's request, the remaining son, Charles, and his wife Jennie, who were living in a house that stood to the rear of the Pinkham House (11 Maple Place, demolished), moved into the house on Western Avenue. At the time Charles and Jennie had a small son (Arthur, b. 1879), and a newborn daughter (Lucy). In his book Reminiscences (1954), Arthur Pinkham recalled the tragedies that had befallen the family: [Isaac] "not only had lost his wife who had looked after him with sympathetic understanding and great forbearance ever since the great financial panic when he lost everything he had including his courage, his ambition and even his physical well being, but in 1881 both his son William and his son Daniel. His daughter Aroline had married in 1882 and had moved to Salem. In December 1880 Will had married Emma Frances Barry. She died in 1882...." The Charles Pinkham family continued to live in the Lydia Pinkham House with Isaac until 1886, when they all moved to a new house Charles built nearby (see below).

After the Pinkham occupancy, Charles Beede continued to rent the house before selling it to Lyman J. Bond in 1897. The atlas of that year shows the present rear storage shed, which Beede may have erected ca. 1890. In 1901, the house was sold to William Howe and George Higgins, who sold it to Joseph Skolnick and Bessie Feldman. In 1906, Jennie B. Pinkham (1857-1933), wife of Lydia's son Charles (1844-1900), bought the house, perhaps for sentimental reasons and its historical associations with the family. In 1907, Jennie Pinkham rented it to Dr. Arthur H. Tucker, who bought it in 1921. He updated the exterior with a Colonial Revival-style front porch, remodeled the front parlor and bedroom above it to use as his office and waiting room, and added second stories to the ell and side porch (see section 7).

Dr. Tucker's widow Rubie H. Tucker owned the house until 1966, renting out rooms. In 1966, the Pinkham House was purchased by Louis Ethridge, a technology representative for C. L. Hathaway and Sons in Lynn. Following his death in 1996, the house deteriorated until it was purchased by Edward Hogan of the Lydia E. Pinkham Trust in 2000. Hogan repaired, repainted, and sold the house to the present owners in 2001.

The Lydia E. Pinkham Company

While tragedy certainly befell the Pinkham family while they lived at 285 Western Avenue, it was also during those years

(continued)

Lydia Pinkham House

Name of Property

Essex County, MA

County and State

that the Lydia E. Pinkham Company became a corporation and developed a national reputation. In his book Reminiscences, Lydia's grandson Arthur wrote that Lydia made the vegetable compound in the "cellar kitchen at 285 Western Avenue." He goes on, however, to date the initial making and selling of the compound to "about 1873," which is before the family moved to Western Avenue. Arthur also wrote that his memories of his grandmother and the founding of the business were based on what his mother told him because he was only three or four when Lydia died.

In any event, the business grew quickly enough to require an additional building, which stood west of the house and was originally numbered 235 Western Avenue. A photograph (figure 3) dated 1879 shows the Pinkham House on the right and a 2½-story "laboratory" building in front of a barn on the left (west). Arthur Pinkham (Reminiscences) recalled that there was a "wooden speaking tube" connecting the front room of the house to the laboratory "across the yard." Reportedly moved to the site ca. 1877-1878, the laboratory had been demolished by 1897 for the present two-family house at 289-291 Western Avenue.

The 1879 photograph labeled "Lydia E. Pinkham Home and Laboratory" is the best documentary record of the Pinkham House during the period in which it was occupied by the Pinkham family and was the headquarters of the business. Apparently taken as a publicity photograph for the Pinkham Company, it shows Lydia Pinkham in the doorway of the house. Three men, probably her sons, are posed in front of the laboratory, and other men and women are in the windows of the factory and in the front yard of the house. The presence of Lydia in the doorway is evidence that the house served not only as the Pinkhams' residence, but that it was an important component of the business. Lydia E. Pinkham's Vegetable Compound may have been produced in the house during Lydia's lifetime, and it is known that she conducted her correspondence with customers—an important aspect of the product's appeal and marketing—from the house, hiring "typewriters" to whom she dictated letters. Many women consulted Lydia in person, considering her advice sensible, restrained, and broadminded. A casebook dated 1878 records Lydia's diagnoses and recommendations.

The Pinkham Company placed ads for Lydia E. Pinkham's Vegetable Compound in local newspapers throughout the country, and the image of Lydia Pinkham was shown on the bottle labels with her signature as a sign of quality. A typical ad would include a picture of Lydia, a list of all the ailments that could be cured by taking the compound, and the following statement: "Lydia E. Pinkham's Vegetable Compound is prepared at 233 and 235 Western Avenue, Lynn, Mass." An ad that ran in 1881 in the Salt Lake Weekly Herald (Utah) showed a drawing of Lydia's face flanked by slogans: "Woman can Sympathize with Woman," and "Health of Woman is the Hope of the Race." In that ad, the price of a bottle of medicine was \$1, or 6 bottles for \$5. Although the ads indicated the product was "Sold by all Druggists," it could also be obtained directly from the company and was sent by mail in the form of pills or lozenges. The ads also stated that "Mrs. Pinkham freely answers all letters of inquiry," and encouraged readers to send for a pamphlet. In addition to offering advice from Lydia, these pamphlets incorporated testimonials from women who had used the patent medicine. Even after Lydia's death the pamphlets and testimonials formed an important aspect of the product's marketing, which eventually became international.

Before their untimely deaths in 1881, Dan and Will Pinkham had acted as traveling sales agents for the company. After their deaths, the company was reincorporated as Lydia E. Pinkham Medicine Company. When Lydia died in May 1883, the operation of the company was left to Charles H. Pinkham (1844-1900), who was president and general manager; Lydia's daughter, Aroline Pinkham Gove, who was treasurer; and her husband, William Gove, who was secretary.

By 1886, the firm's success enabled the company to expand into a new three-story, wood-frame factory at 271 Western Avenue (extant as light industrial space and artists studios and known today as the Lydia Pinkham Building). That same year, Charles built a large estate house at 306 Western Avenue, where he moved with his family and his father, ending the Pinkham family's occupancy of 285 Western Avenue. The Daniel Pinkham House, Eastern Baptist Church, and a three-family residence now stand where Charles Pinkham's house, tennis courts, and playhouse once stood.

(continued)

Lydia Pinkham House

Name of Property

Essex County, MA

County and State

Charles Pinkham continued to expand the Pinkham Company. In 1896, he constructed an even larger, brick factory building (269 Western Avenue) next door to the first, creating a Pinkham factory complex. Charles Pinkham continued to use the line portrait of Lydia E. Pinkham on the medicine bottle labels as a registered trademark of the Pinkham Company. His wife Jennie B. Pinkham took over Lydia's role in correspondence with customers, continuing to sign letters as "Mrs. Pinkham."

By 1900, when Charles Pinkham died, the Lydia E. Pinkham Company was the largest patent medicine enterprise in the United States, employing more than 400 people in the Lynn factory. After the sudden death of Charles, who was in his mid-fifties, Aroline and Will Gove assumed control of the business. Initially, Charles's widow and six children were left out. But after legal intervention, Jennie Pinkham was elected to the board of directors and her eldest son Arthur (age 21) was elected vice president and manager of foreign trade. When William Gove died in 1920, Arthur Pinkham became president and director. In 1922, Aroline Pinkham Gove founded the Lydia E. Pinkham Memorial Clinic in Salem (MA) to provide health services to mothers and children. It continues to this day as a well-baby clinic. The Pinkham family continued to operate the Lydia E. Pinkham Company in Lynn until 1968, when it was sold to Cooper Laboratories of Connecticut (Lydia E. Pinkham Medicine Company, Finding Aid, Schlesinger Library). The formula is produced and sold today under the name "Lydia Pinkham Herbal Compound," by Newmark Laboratories of Edison, New Jersey.

Archaeological Significance

Potential historic archaeological resources described above may contribute important social, cultural, and economic information related to the life of Lydia Pinkham and her family, the origins of the Lydia Pinkham Medicine Company, and the architectural characteristics of the Lydia Pinkham House. Potential structural remains of barns and outbuildings may contribute important evidence related to the domestic lives of Lydia Pinkham, her family, and the early manufacture of Lydia E. Pinkham's Vegetable Compound, reportedly manufactured in the house. Outbuildings may have played a role in the early days of the Lydia E. Pinkham Medicine Company, either for the storage of raw materials and finished products, or in the manufacturing process. Detailed analysis of the contents of occupational-related features may also contribute important evidence of the social, cultural, and economic characteristics of the lives of Lydia Pinkham and her family. Similar analysis may also contribute important evidence of the manufacturing process used to produce various homeopathic remedies.

Detailed analysis of the contents of occupational-related and construction features may also contribute evidence related to the architectural characteristics of the Pinkham House, barns, and outbuildings. For example, it is unknown whether slate or wood shingles were the original covering for the house's mansard roof. Archaeological evidence may exist in stratified or otherwise datable deposits that verify the presence of slate shingles in construction debris associated with the original construction of the house, and/or with the installation of wood or asphalt shingles at some later point.

(end)

Lydia Pinkham House
Name of Property

Essex County, MA
County and State

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Books and Articles

- Burton, Jean. Lydia Pinkham is Her Name. New York: Farrar, Straus and Co., 1949.
- Douglass, Frederick. The Frederick Douglass Papers, Vol. 4. J. W. Blassingame and J. R. McKivigan eds. New Haven: Yale University Press, 1991.
- Gallagher, Charles. "Author Spends Time Here for Authentic Material," Lynn Item. 27 July 1948, p. 7. [Jean Burton].
- Hubbard, Elbert. Lydia E. Pinkham. East Aurora, NY: The Roycrofters, 1916.
- Linden, Doris B. "'A Baby in Every Bottle?' The Story of Lydia Pinkham," Antique Bottle and Glass Magazine. n.d., www.glswrk-auction.com, 2008.
- Lynn Directories, various years, 1865-1968.
- Lynn Reporter. "Lydia Pinkham," 2 May 1883, p. 5.
- Ohio Historical Society. "Eclipse Stove Company," www.ohiohistorycentral.org. 2006.
- Pinkham, Arthur W. Reminiscences. Lynn: by the author, 1954.
- Stage, Sarah. Female Complaints: Lydia Pinkham and the Business of Women's Medicine. New York: W. W. Norton & Co., 1979. (The biographical information on Lydia Pinkham was largely drawn from pages 17-44 of this book)
- _____. "Pinkham, Lydia Estes." In American National Biography, Vol. 17. New York: Oxford University Press, 1999, pp. 546-547.
- United States Patent Office. Official Gazette 9 (January 4-June 27, 1876). Washington: GPO, 1876.
- Washburn, Robert Collyer. The Life and Times of Lydia E. Pinkham. New York: G. P. Putnam's Sons, 1931.
- Wikipedia. "Lydia Pinkham," www.wikipedia.org. 2008
- Yaeger, Dan. "The Lady Who Helped Ladies," Yankee (September 1989): 112-118.
- Young, James Harvey. "Pinkham, Lydia Estes," in Notable American Women, Vol. 3. Cambridge: Harvard University Press, 1971, pp. 71-72.

Maps and Atlases

- Map of Boston and Vicinity. Boston: John G. Hales, 1819.
- Map of Lynn by Alonzo Lewis. Boston: Mass. State Archives, 1829.
- Plan of Lynn. Boston: H. McIntyre, 1852.
- Atlas of Lynn, Mass. Boston. J. G. Beers, 1872
- Atlas of Lynn, Mass. Philadelphia: G. M. Hopkins, 1880.
- Atlas of the City of Lynn. Springfield, MA: L. J. Richards & Co., 1897.
- Atlas of the City of Lynn, Swampscott and Saugus. Springfield, MA: L. J. Richards & Co., 1905.
- Atlas of the City of Lynn, Swampscott-Saugus and Nahant. Springfield, MA: L. J. Richards & Co., 1924.
- Plan of Lynn. Boston: H. McIntyre, 1852.

Unpublished Sources

- Broomer, K.K., "227 Great Road (Bedford, MA)," in Great Road-Brooksbie Road Area (BED. 426, Area M). Historic Resources Survey, 1998. Massachusetts Historical Commission. (Describes the Pinkham family's Bedford house and associations with Lydia Pinkham.)
- Engleman, Elysa Beam. "The Face that Haunts Me Ever": Consumers, Retailers, Critics and the Branded Personality of Lydia E. Pinkham. Boston University: Ph.D. ENGE 2003. (Mugar Library microfilm).
- Krim, Arthur. Historic Resources Survey, Lynn. Final Report. Massachusetts Historical Commission. 1993.

Lydia Pinkham House
Name of Property

Essex County, MA
County and State

Lydia E. Pinkham Medicine Company papers. Cambridge: Schlesinger Library, Radcliffe Institute, Harvard University. 1876-1971. MC-181 Box 167-3117 (Letters 1876-1879); MC-181 Box 167-3118 (Stationary 1880-1890); MC181-2888-1 (Photograph of Glenmere, 1873); MC-181-2890-1 (Photograph of Lydia E. Pinkham's home and laboratory, 1879).

Lynn Museum (Lynn Historical Society). Lynn, MA: Photographs of Lydia E. Pinkham Company. Neg: E-931 (233-235 Western Avenue 1879); Neg. 311 (Glenmere View); Neg: E-306-12 (285 Western Avenue, 1873).

Malioneck, Karen. Correspondence on file at the Massachusetts Historical Commission. March 26, 2012.

Pfeiffer, B.L. Arthur Pinkham House, 311 Western Avenue. Massachusetts Historical Commission (LYN.357).
_____. Daniel Pinkham house, 300 Western Avenue. Massachusetts Historical Commission, 1977 (LYN.358).
_____. Lydia Pinkham Medicine Co., 267-271 Western Avenue. Massachusetts Historical Commission, 1977 (LYN.359).
_____. Lydia Pinkham House, 285 Western Avenue. Massachusetts Historical Commission, 1977 (LYN.362).
_____. Charles Proctor Cottage, 21 Valley Avenue. Massachusetts Historical Commission, 1977 (LYN.469).

Public Records

Essex County Deeds (Salem) 804-83 (1870); 840-133 (1871); 843-159 (1871); 962-93 (1876); 1515-103 (1897); 1659-236 (1901); 1783-295 (1905); 1794-466 (1906); 2503-165 (1921); 5356-692 (1966); 16676-302 (2000); 16705-102 (2000); 17548-457 (2001).

Lynn Assessors Database. (<http://Lynn.patriotproperties.com>).

Lynn Building Department. BP:9.27.1922, 1927 (285 Western Avenue).

Previous documentation on file (NPS):

____ 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 # _____
____ recorded by Historic American Engineering Record # _____
____ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

____ State Historic Preservation Office
____ Other State agency
____ Federal agency
☒ Local government
☒ University
☒ Other

Name of repository: Radcliffe, Schlesinger Library;
Lynn Museum; Lynn Public Library

Historic Resources Survey Number (if assigned): LYN.362

10. Geographical Data

Acreage of Property Less than once acre
(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>19</u>	<u>339651</u>	<u>4704440</u>	3			
	Zone	Easting	Northing		Zone	Easting	Northing

Lydia Pinkham House
Name of Property

Essex County, MA
County and State

2 Zone Easting Northing

4 Zone Easting Northing

Lat/Lon 42.475714 -70.950730

Verbal Boundary Description (Describe the boundaries of the property.)

The boundary of the nominated property, known as the Lydia Pinkham House at 285 Western Avenue in Lynn, follows the lot line of assessors parcel number 085-253-032.

Boundary Justification (Explain why the boundaries were selected.)

The nominated property is the real estate parcel historically associated with the building.

11. Form Prepared By

name/title Arthur Krim, with Karen Davis and Betsy Friedberg, National Register Director
organization Massachusetts Historical Commission date July 2012
street & number 220 Morrissey Blvd. telephone 617-727-8470
city or town Boston state MA zip code 02125
e-mail

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.
Lynn, MA 1:25,000 42070-07-TM-025

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.) color images, see attached disc

Lydia Pinkham House

Name of Property

Essex County, MA

County and State

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.

Name of Property: Lydia Pinkham House

City or Vicinity: Lynn

County: Essex

State: Massachusetts

Photographer: Arthur Krim

Date Photographed: October 2008

Description of Photograph(s) and number:

Photographs

1. Lydia Pinkham House
285 Western Avenue
SE façade view
2. Lydia Pinkham House
285 Western Avenue
South façade detail
(Pinkham Factory in distance, 271 Western Avenue)
3. Lydia Pinkham House
285 Western Avenue
Rear storage shed (ca. 1890)
4. Lydia Pinkham House
285 Western Avenue
Front hall newel post (ca.1872)
5. Lydia Pinkham House
285 Western Avenue
Front parlor fireplace (1927)

Additional Figures

Figure 1 Lynn assessor's map

Figure 2 1873 view, Lydia Pinkham House at far left

Figure 3 1879 view, 289-291 and 285 Western Ave. (Lydia Pinkham in doorway of 285) [Schlesinger Library, Radcliffe College, Neg. MC-181-2890-1]

Lydia Pinkham House
Name of Property

Essex County, MA
County and State

Property Owner:

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

name Michael and Karen Malionek
street & number 285 Western Avenue telephone 781-864-8649
city or town Lynn state MA zip code 01904

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.

Essex County, MA
County and State

I



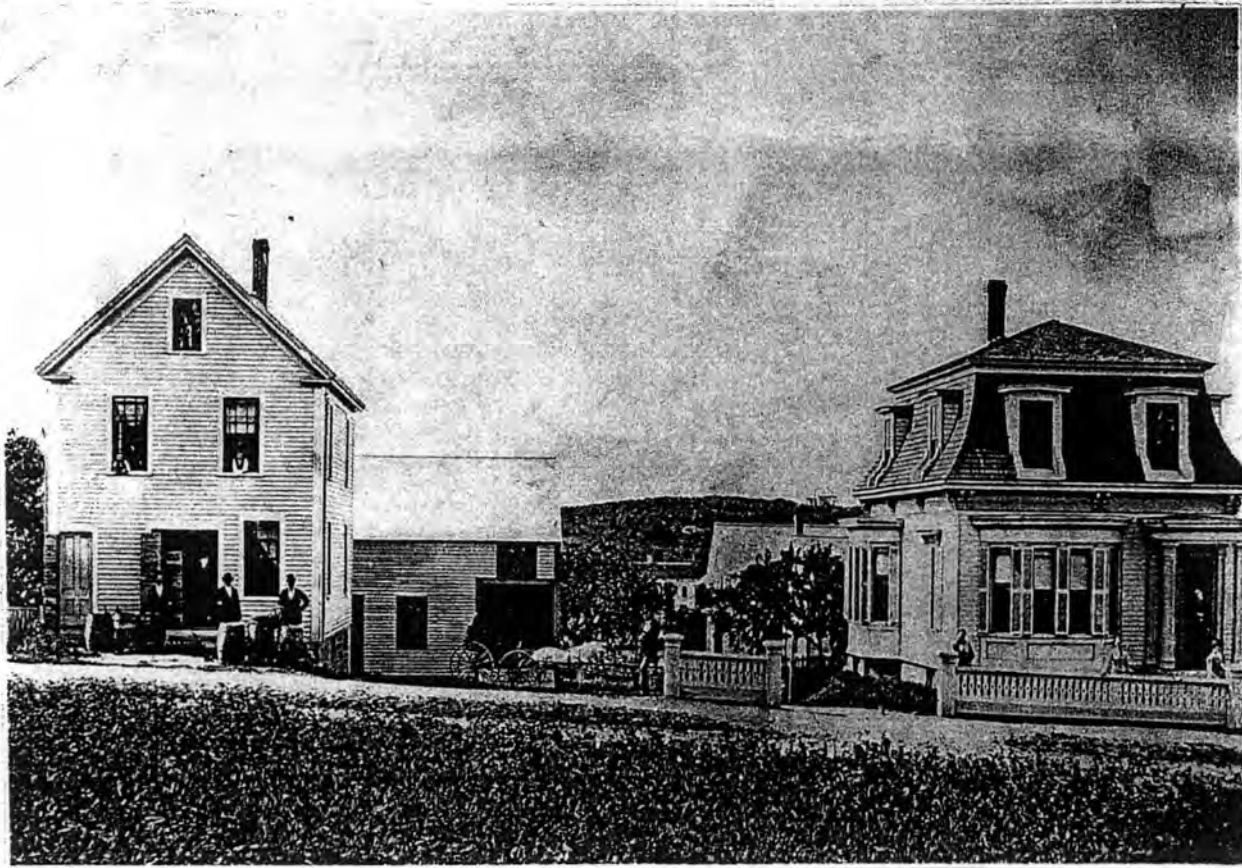
Lydia Pinkham House

Name of Property

Essex County, MA

County and State

Figure 3: Lydia Pinkham House and factory. 1879



[289-291]

Western Avenue

[285]

Lydia E. Pinkham Home and Laboratory
233-235 Western Avenue 1879
[Lydia Pinkham in doorway of 285]

Radcliffe, Schlesinger Library
Neg: MC-181-2890-1
(Also in the Lynn Museum, Neg. E. 931)

Lydia Pinkham House
Name of Property

Essex County, MA
County and State

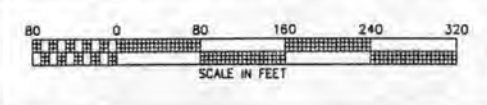


Figure 2: Lydia Pinkham House, far left, 1873



72	86	98
71	85	97
70	84	96

NOTES: 1. PLANS ORIGINALLY COMPILED BY CITY ENGINEERS OFFICE
2. ASSESSOR PLANS, IN WHOLE OR PART, ARE NOT TO BE USED FOR DESIGN.
3. ALL LOCATIONS SHOWN ARE TO BE CONSIDERED APPROXIMATE AND ARE NOT BASED ON ACTUAL FIELD SURVEY.
4. INFORMATION SHOWN ON PLANS SUBJECT TO CHANGE AND/OR REVISION WITHOUT NOTIFICATION.



DESCRIPTION:
ORIGINAL ISSUE DATE: OCTOBER 2003
REVISED ISSUE DATE: JANUARY 2010
SCALE: 1" = 80'

DES LAURIERS & ASSOCIATES, INC.
101 CONSTITUTION BLVD., SUITE D, FRANKLIN, MA 02038
(800) 287-8800 (508) 520-0502 FAX: (508) 528-4011

CITY OF LYNN
ASSESSORS MAP
85

Pinkham House
Essex Co. MA.

ASSESSORS MAP

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Pinkham, Lydia, House
NAME:

MULTIPLE
NAME:

STATE & COUNTY: MASSACHUSETTS, Essex

DATE RECEIVED: 8/10/12 DATE OF PENDING LIST: 9/07/12
DATE OF 16TH DAY: 9/24/12 DATE OF 45TH DAY: 9/26/12
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 12000818

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 9.25.12 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



MA_LYNN(ESSEXCOUNTY)_PINKHAM 01. tif

LYN0862
PINKHAM HOUSE
ESSEX CO MA

FRONT FACADE

①



MA LYNN (ESSEX COUNTY) - PINKHAM 02. kf

LYNN. 362
PINKHAM H.
ESSEX CO. MA
SOUTH FACED

②



MA_LYNN(ESSEXCOUNTY)-PINKHAM03. f/f

LYN.362
PINKHAM House
ESSEX CO. MA

REAR SHED

③



MA - LYNN (ESSEX COUNTY) - PINKHAM OY. tif

LYN. 362
PINKHAM House
ESSEX CO. MA

FRONT NEWEL

(4)



MA_LYNN(ESSEXCOUNTY)-PINKHAMUS.tif

Lyn. 362
PINKHAM Hays
ESSEX CO. MA

⑤

FRONT PARLOR

Missing Core Documentation

Property Name	County, State	Reference Number
Pinkham, Lydia, House	Essex, Massachusetts	12000818

The following Core Documentation is missing from this entry:

☐ Nomination Form

☐ Photographs

☒ USGS Map



The Commonwealth of Massachusetts

William Francis Galvin, Secretary of the Commonwealth
Massachusetts Historical Commission

July 30, 2012

Mr. J. Paul Loether, Chief
National Register of Historic Places
Department of the Interior
National Park Service
1201 Eye Street, NW 8th floor
Washington, DC 20005

Dear Mr. Loether:

Enclosed please find the following nomination form:

Lydia Pinkham House, 285 Western Avenue, Lynn (Essex), MA

The nomination has been voted eligible by the State Review Board and has been signed by the State Historic Preservation Officer. The owners of the property were notified of pending State Review Board consideration 30 to 45 days before the meeting and were afforded the opportunity to comment.

Sincerely,

A handwritten signature in cursive script that reads "Betsy Friedberg".

Betsy Friedberg
National Register Director
Massachusetts Historical Commission

Enclosure

cc: Karen and Richard Malionek
Judith Flanagan Kennedy, Mayor, City of Lynn
Carl Greenler, Lynn Historical Commission
Judith Lewin-Callahan, Lynn Planning Board