

**Finding Aid to the Martha's Vineyard Museum
Record Unit 229
Tourism on Martha's Vineyard Collection**
By Julia Novakovic

Descriptive Summary

Repository: Martha's Vineyard Museum

Call No.

Title: Tourism on Martha's Vineyard Collection

Creator: various

Quantity: 3.5 cubic feet

Abstract: This collection spans nearly 150 years' worth of information dealing with tourism on Martha's Vineyard. Within each series are tourist guides, newspaper and magazine articles, and additional information on the Island. Of note are the late 19th century "Souvenir Books" with early illustrations or photographs of Vineyard attractions.

Administrative Information

Acquisition Information: The Tourism on Martha's Vineyard Collection was acquired by the Martha's Vineyard Museum during the 20th and 21st centuries; many donors contributed to the growth of this compilation.

Processing Information: Julia Novakovic

Access Restrictions: none

Use Restrictions: none

Preferred Citation for Publication: Martha's Vineyard Museum, Tourism on Martha's Vineyard Collection, Record Unit 229.

Index Terms

- Tourism
- Martha's Vineyard
- Travel Brochures
- Tourist Guides
- Souvenir Books
- Maps
- Transportation Information
- Business Advertisements
- Striped Bass and Bluefish Derby

Series and Subseries Arrangement

Series I: 1860-1899

- Subseries A: Tourist Guides
- Subseries B: Souvenir Books
- Subseries C: Transportation Information
- Subseries D: Island Business Advertisements
- Subseries E: Newspaper and Magazine Articles

Series II: 1900-1949

- Subseries A: Tourist Guides
- Subseries B: Souvenir Books
- Subseries C: Transportation Information
- Subseries D: Island Business Advertisements
- Subseries E: Newspaper and Magazine Articles

Series III: 1950-1959

- Subseries A: Tourist Guides
- Subseries B: Newspaper and Magazine Articles
- Subseries C: Additional Island Information

Series IV: 1960-1969

- Subseries A: Tourist Guides
- Subseries B: Newspaper and Magazine Articles
- Subseries C: Additional Island Information

Series V: 1970-1979

- Subseries A: Tourist Guides
- Subseries B: Newspaper and Magazine Articles
- Subseries C: Additional Island Information

Series VI: 1980-1989

- Subseries A: Tourist Guides
- Subseries B: Newspaper and Magazine Articles
- Subseries C: Additional Island Information

Series VII: 1990-1999

- Subseries A: Tourist Guides
- Subseries B: Newspaper and Magazine Articles
- Subseries C: Additional Island Information

Series VIII: 2000-

- Subseries A: Tourist Guides
- Subseries B: Additional Island Information

Series IX: Undated

- Subseries A: Tourist Guides
- Subseries B: Maps of Martha's Vineyard
- Subseries C: Additional Island Information

Historical Note:

Martha's Vineyard over the years has undergone several changes in its leading industries. In the colonial days, mission work was the most lucrative. Fishing, farming, and whaling soon made their way to the forefront of Island business. However, with the decline of the whaling industry and the affordability of mass transit taking place during the late 19th century, tourism to the Vineyard developed. Many marketing campaigns were created by the early 20th century, including one that declared that Martha's Vineyard was "the Isle of Health." The three Down-Island towns have always had specific attractions for tourists: sea-bathing in Oak Bluffs, historic homes in Edgartown, and shopping in Vineyard Haven, among other activities. Great restaurants, fine accommodations, and the beautiful scenery added to the allure of the Island. Tourism remains the dominant industry on Martha's Vineyard today.

Scope and Content Note:

This collection spans nearly 150 years' worth of information dealing with tourism on Martha's Vineyard; it is an artificial compilation, a result of many donors over the years. The 3.5 cubic feet of material comprises printed brochures, photographic booklets, transportation schedules, maps, advertisements, and more. Within each series are tourist guides, newspaper and magazine articles, and additional information on the Island. Of note are the late 19th century "Souvenir Books" with early illustrations or photographs of Vineyard attractions, as well as the oversized tourist guides to the Island.

Series Descriptions

Series I: 1860-1899

Subseries A: Tourist Guides

This Subseries contains published tourist guides to Martha's Vineyard in conjunction with Cape Cod and Nantucket. The majority of these booklets also include a history of the Island, illustrations of attractions, how to reach the Island, and advertisements from local businesses.

Box 1 of 7

Folder 1: 1860-1899: Tourist Guides to Martha's Vineyard and Surrounding Areas, 1870s.

Folder 2: 1860-1899: Tourist Guides to Martha's Vineyard and Surrounding Areas, 1880s.

Folder 3: 1860-1899: Tourist Guides to Martha's Vineyard and Surrounding Areas, 1890s.

Subseries B: Souvenir Books

This Subseries contains published "souvenir books" from late-19th century Martha's

Vineyard. While most of these “portfolios” have simply illustrations and captions, some also include more lengthy descriptions of attractions on the Island.

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Folder 4: 1860-1899: Souvenir Books of Martha’s Vineyard, 1880s.

Box 2 of 7

Folder 1: 1860-1899: Souvenir Books of Martha’s Vineyard, 1890s.

Folder 2: 1860-1899: Souvenir Books of Martha’s Vineyard, undated.

Subseries C: Transportation Information

This Subseries contains published pamphlets and timetables from railroads and steamships, with information on travelers coming to Martha’s Vineyard from New Bedford, New York City, and Boston.

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Folder 3: 1860-1899: Transportation Information, 1870s and undated.

Folder 4: 1860-1899: Transportation Information, 1880s.

Subseries D: Island Business Advertisements

This Subseries contains printed materials relating to Island businesses from the late 19th century. These include flyers for events, early “business cards,” and information on Island hotels.

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Folder 5: 1860-1899: Island Business Advertisements, 1870s-1890s.

Folder 6: 1860-1899: Island Business Advertisements, undated.

Subseries E: Newspaper and Magazine Articles

This Subseries contains travel articles in newspapers and magazines relating to Martha’s Vineyard and tourism in the late 19th century.

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Folder 7: 1860-1899: Newspaper and Magazine Articles on Martha’s Vineyard and Tourism, 1859-1899.

Folder 8: 1860-1899: Newspaper and Magazine Articles on Martha’s Vineyard and Tourism, undated.

Series II: 1900-1949

Subseries A: Tourist Guides

This Subseries contains published tourist guides for Martha’s Vineyard, some in conjunction with Cape Cod and Nantucket. The majority of these booklets include a history of the Vineyard, photographs of attractions, ideas for transportation to the Island, and suggestions for accommodations on the Island. This period marks the campaign for Martha’s Vineyard as “The Isle of Health.”

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Folder 1: 1900-1949: Tourist Guides to Martha’s Vineyard, 1910-1929.

Folder 2: 1900-1949: Tourist Guides to Martha's Vineyard, 1930-1941.

Subseries B: Souvenir Books

This Subseries contains published "souvenir books" or "souvenir letters" from the turn of the 20th century. These items show small, reproduced photographs of points of interest from all over the Island.

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Folder 3: 1900-1949: Martha's Vineyard Souvenir Books and Letters, 1904-1912.

Subseries C: Transportation Information

This Subseries contains published pamphlets and schedules of steamboat and bus services to the Vineyard.

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Folder 4: 1900-1949: Transportation Information, 1909-1940.

Subseries D: Island Business Advertisements

This Subseries contains printed materials relating to Island businesses during the early 20th century. Among these items are flyers for benefits, membership booklets to the Oak Bluffs Country Club, and a brochure containing over 30 leaflets of individual business advertisements.

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Folder 5: 1900-1949: Island Business Advertisements, 1901-1930.

Folder 6: 1900-1949: Island Business Advertisements, undated.

Subseries E: Newspaper and Magazine Articles

This Subseries contains travel articles from newspapers and magazines relating to Martha's Vineyard in the early 20th century.

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Folder 7: 1900-1949: Newspaper and Magazine Articles on Martha's Vineyard and Tourism, 1909-1941.

Folder 8: 1900-1949: Newspaper and Magazine Articles on Martha's Vineyard and Tourism, undated.

Series III: 1950-1959

Subseries A: Tourist Guides

This Subseries contains published booklets by the Martha's Vineyard Chamber of Commerce. These guides include Island information, places to stay, a brief history of the Island, business advertisements, and points of interest. In addition, published guides to fishing on Martha's Vineyard are also included, with special sections on the Striped Bass Derby.

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Folder 1: 1950-1959: "Martha's Vineyard Island Official Guide" Booklets by Martha's

Vineyard Chamber of Commerce.

Folder 2: 1950-1959: "Martha's Vineyard Fishing and Vacation Guide" Booklets

Subseries B: Newspaper and Magazine Articles

This Subseries contains travel articles from newspapers and magazines relating to Martha's Vineyard during the 1950s.

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Folder 3: 1950-1959: Newspaper and Magazine Articles on Martha's Vineyard and Tourism.

Subseries C: Additional Island Information

This Subseries contains printed materials on Island businesses, maps of the Vineyard, and other brief guides to attractions or accommodations.

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Folder 4: 1950-1959: Additional Island Information.

Series IV: 1960-1969

Subseries A: Tourist Guides

This Subseries contains published booklets by the Martha's Vineyard Chamber of Commerce. These guides include Island information, places to stay, a brief history of the Island, business advertisements, and points of interest.

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Folder 5: 1960-1969: "Martha's Vineyard Island Official Guide" Booklets by Martha's Vineyard Chamber of Commerce.

Subseries B: Newspaper and Magazine Articles

This Subseries contains travel articles from newspapers and magazines relating to Martha's Vineyard during the 1960s.

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Folder 6: 1960-1969: Newspaper and Magazine Articles on Martha's Vineyard and Tourism.

Subseries C: Additional Island Information

This Subseries contains printed materials on Island hotel rates and a health care directory for visitors to the Vineyard.

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Folder 7: 1960-1969: Additional Island Information.

Series V: 1970-1979

Subseries A: Tourist Guides

This Subseries contains published booklets by the Martha's Vineyard Chamber of

Commerce. These guides include Island information, places to stay, a brief history of the Island, business advertisements, and points of interest. In addition, there are also other Chamber of Commerce guides to the Vineyard, as well as a "Best Of" booklet.

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Folder 1: 1970-1979: "Martha's Vineyard Island Official Guide" Booklets by Martha's Vineyard Chamber of Commerce.

Folder 2: 1970-1979: Additional Tourist Guides.

Subseries B: Newspaper and Magazine Articles

This Subseries contains travel articles from newspapers and magazines relating to Martha's Vineyard during the 1970s.

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Folder 3: 1970-1979: Newspaper and Magazine Articles on Martha's Vineyard and Tourism.

Subseries C: Additional Island Information

This Subseries contains materials dealing with the Striped Bass and Bluefish Derby, as well as maps, boat schedules, and parade programs.

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Folder 4: 1970-1979: Striped Bass and Bluefish Derby Materials.

Folder 5: 1970-1979: Additional Island Information.

Series VI: 1980-1989

Subseries A: Tourist Guides

This Subseries contains published booklets by the Martha's Vineyard Chamber of Commerce. These guides include Island information, places to stay, a brief history of the Island, business advertisements, and points of interest. Also included in this section is a guide to the arts on Martha's Vineyard, as well as a "Menu Guide" to the Island's many restaurants.

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Folder 6: 1980-1989: "The Island of Martha's Vineyard: Visitor's Guide" Booklets by Martha's Vineyard Chamber of Commerce.

Folder 7: 1980-1989: Additional Tourist Guides.

Subseries B: Newspaper and Magazine Articles

This Subseries contains travel articles from newspapers and magazines relating to Martha's Vineyard during the 1980s.

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Folder 8: 1980-1989: Newspaper and Magazine Articles on Martha's Vineyard and Tourism.

Subseries C: Additional Island Information

This Subseries contains materials dealing with the Island's annual Striped Bass and Bluefish Derby.

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Folder 9: 1980-1989: Striped Bass and Bluefish Derby Materials.

Series VII: 1990-1999

Subseries A: Tourist Guides

This Subseries contains published booklets by the Martha's Vineyard Chamber of Commerce. These guides include Island information, places to stay, a brief history of the Island, business advertisements, and points of interest. Also included in this section are restaurant guides, a guidebook to the arts on Martha's Vineyard, and an audio tour of the Island from 1991.

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Folder 1: 1990-1999: "The Island of Martha's Vineyard: Visitor's Guide" Booklets by Martha's Vineyard Chamber of Commerce.

Folder 2: 1990-1999: Additional Tourist Guides.

Folder 3: 1990-1999: Audio Tour of Martha's Vineyard, Leslie Elish, 1991.

Subseries B: Newspaper and Magazine Articles

This Subseries contains travel articles from newspapers and magazines relating to Martha's Vineyard during the 1990s.

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Folder 4: 1990-1999: Newspaper and Magazine Articles on Martha's Vineyard and Tourism.

Subseries C: Additional Island Information

This Subseries contains printed materials dealing with Vineyard businesses and hotels, as well as Island maps and bus/ferry schedules.

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Folder 5: 1990-1999: Additional Island Information.

Series VIII: 2000-

Subseries A: Tourist Guides

This Subseries contains published booklets by the Martha's Vineyard Chamber of Commerce. These guides include Island information, places to stay, a brief history of the Island, business advertisements, and points of interest. Also included in this section are several "Best Read Guides to Martha's Vineyard," an "Island Explorer," and information on tourism during the winter season.

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Folder 6: 2000- : "The Island of Martha's Vineyard: Visitor's Guide" Booklets by

Martha's Vineyard Chamber of Commerce.
Folder 7: 2000- : Additional Tourist Guides.

Subseries B: Additional Island Information

This Subseries contains printed materials dealing with Vineyard businesses and hotels, as well as Island maps and bus/ferry schedules.

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Folder 8: 2000- : Additional Island Information.

Series IX: Undated

Subseries A: Tourist Guides

This Subseries contains tourist guides that are undated, but are probably from the early 20th century. These booklets usually include a history of the Island, illustrations or photographs of attractions, how to reach the Island, and advertisements from local businesses.

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Folder 1: Tourist Guides to Martha's Vineyard, undated.

Folder 2: Tourist Guides to Martha's Vineyard and Surrounding Areas, undated.

Folder 3: Oversized Tourist Guides to Martha's Vineyard, undated.

Subseries B: Maps of Martha's Vineyard

This Subseries contains many maps of the Island that are undated; some appear to be from the early 20th century, though many are more recent.

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Folder 4: Maps of Martha's Vineyard, undated.

Subseries C: Additional Island Information

This Subseries contains additional undated, printed material on Martha's Vineyard. There are publications from the Chamber of Commerce, business advertisements, pamphlets on Island organizations, and information on fishing charters.

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Folder 5: Martha's Vineyard Chamber of Commerce Publications, undated.

Folder 6: Island Organizations, Businesses, and Fishing Information, undated pamphlets.

Folder 7: Accommodations and Miscellaneous Island Information, undated pamphlets.