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## Travel Brochures Collection

Digital

1916-1949

1 box (0.25 linear foot)

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Long a favored destination for travelers due to its scenic coastline and rural landscapes, New England's tourist industry evolved in parallel with transportation technologies. Rail lines opened summering opportunities in the interior of the region in the nineteenth century, and the expansion of roadways and the automobile after the First World War drove the industry further, leading to a proliferation of summer camps, inns, and tourist sites, even in remote locales, serving shorter-term vacationers from the working class through the moneyed elite.

This small collection of travel brochures gathered by Faith Brainard and her husband Homer W. Brainard in the 1920s and 1930s, documents camps, inns, hotels, and touristic sites throughout New England. Most of the brochures advertise accommodations or attractions in a natural setting, including room rentals at farms, hiking in the White Mountains, and the rivers and mountains of Vermont. The target audience for many of the brochures was women traveling alone, featuring the promise of clean accommodations and wholesome activities.

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New England

## Background

Long a favored destination for travelers due to its scenic coastline and rural landscapes, New England's tourist industry evolved in parallel with transportation technologies. Rail lines opened summering opportunities in the interior of the region in the nineteenth century, and the expansion of roadways and the automobile after the First World War drove the industry further, leading to a proliferation of summer camps, inns, and tourist sites even in remote locales, serving shorter-term vacationers from the working class through the moneyed elite.

## Scope of collection

This small collection of travel brochures gathered by Faith Brainard and her husband Homer W. Brainard in the 1920s and 1930s, documents camps, inns, hotels, and touristic sites throughout New England. Most of the brochures advertise accommodations or attractions in a natural setting, including room rentals at farms, hiking in the White Mountains, and the rivers and mountains of Vermont. The target audience for many of the brochures was women traveling alone, featuring the promise of clean accommodations and wholesome activities. Tourist sites in a few states outside of New England are also included: New York State, Washington, D.C., Virginia, and Ontario.

Designed to attract business, the brochures reflect the New England tourist scene and the expectations of motorists and travelers in the 1920s and 1930s. Many of the inns or camps represented were very small establishments set up to serve the new motorist-tourist, and several appear to have been private homes taking in visitors. A handful of brochures provide insight into the recreational preferences and perspective on natural world, and some include attractive, if idealized illustrations.

Among the more interesting brochures are several from Vermont issued by the state tourist board, reflecting the rise in importance of tourism to the state economy, and a series of brochures from the Adirondack Loj of the Lake Placid Club, printed in "simple" English (with a simplified spelling system). Among these is a remarkably direct relic of the growth of segregation in tourist facilities:

From its founding the invariable rule [of the Lake Placid Club] is to admit no Hebrews. While it seems unfair to bar desirable members of a race because there is so great social prejudice against the undesirables, to make any exception in behalf of refined and agreeable Hebrews involvs consideration of individual cases which would be impracticable, so the vote has always been unanimous that no exceptions should be made.

Exept as servants negros ar not admitted.

The collector of the pamphlets, the Brainards, lived in Hartford, Conn. A mathematics teacher, Homer W. Brainard was listed in the federal census for 1940, when he was 75, as a genealogist in private research.

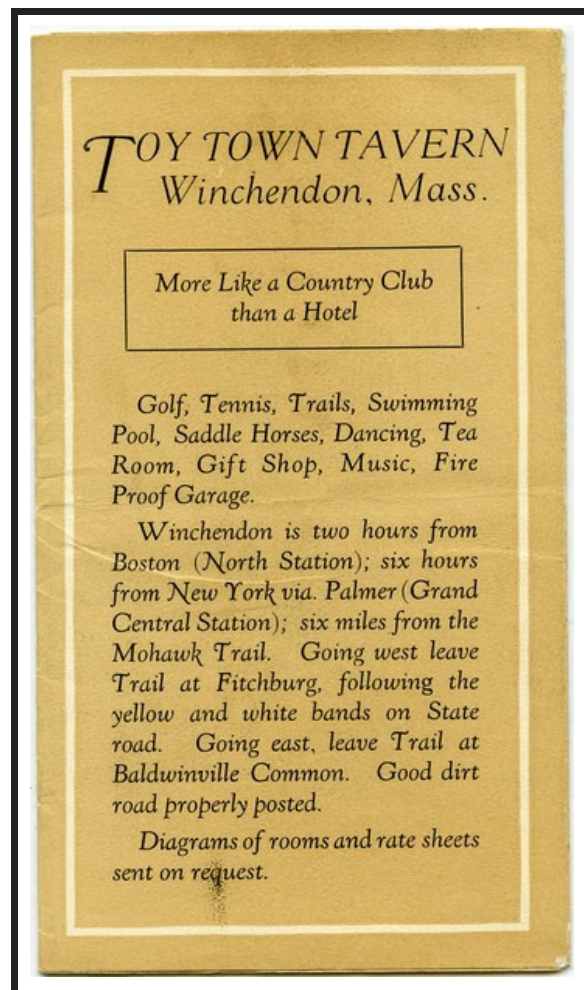
## Inventory

Connecticut

1928-1949

**General:** Connecticut Highways and Byways

1928



Toy Town Tavern

Brochure

Folder 1

**Eastford: Mrs. Latham invites you and your friends to visit her home O'Kumover Farm and Camp during the coming season. . .**

ca.1933

Card

Folder 1

**Kensington: The Twin Spruces. . . Miss Winnifred A. Spooner**

ca.1930

Brochure

Folder 1

**New Preston: The Loomarick on Lake Waramaug**

1949

Brochure

Folder 1

**New Preston: The Loomarick on Lake Waramaug, from the Loomarwick shore**

1949

Illus. brochure

Folder 1

**Norfolk: The Hillhurst**

1934

Brochure

Folder 1

Massachusetts

1930-1939

**General: On the Deerfield, by New England Power Association**

ca.1932

Brochure

Folder 2

**General: Yellow Octagon Guide: Free Handbook for Motorists**

1936

Pamphlet

Folder 2

**Amherst: The Lord Jeffery**

ca.1935

Illus. brochure

Folder 2

**Bernardston: Inglewood: the beauty spot of Bernardson and one of its historic places**

ca.1935

Flier

Folder 2

**Boston: Copley Motor Tours Sight-seeing**

ca.1930

Brochure

Folder 2

**Boston: Franklin House Square: a home hotel for self-supporting girls...**

ca.1935

Brochure

Folder 2

**Boston: Gray Line: Seeing Boston**

1939

Brochure

Folder 2

**Boston: Strangers' Directory**

1937

Pamphlet

Folder 2

**Boston: The Pioneer**

ca.1930

Brochure

Folder 2

**Boston: The Pioneer**

ca.1935

Brochure

Folder 2

**Buckland: Mary Lyon House**

ca.1935

Brochure

Folder 2

**Deerfield: A century old house. . . Miss Edith A. Root**

ca.1930

Flier

Folder 2

**Deerfield: Deerfield, Mass.**

ca.1930

6 postcards

Folder 2

**Deerfield: Deerfield, Mass. John Nims House**

ca.1930

Postcard

Folder 2

**Deerfield: Deerfield, Mass. Scaife House**

ca.1930

Postcard

Folder 2

**Deerfield: Deerfield, Mass. Allen House(?) rear view**

ca.1930

Postcard

Folder 2

**Deerfield: Allen House, Deerfield, Mass.**

ca.1930

Postcard

Folder 2

**Deerfield: Miller House, Deerfield, Mass.**

ca.1930

Postcard

Folder 2

**Deerfield: Childs House, 1758, Deerfield, Mass.**

ca.1930

Postcard

Folder 2

**Deerfield: Historic Old Deerfield visitor pass**

1930

Tag

Folder 2

**Deerfield: Old Deerfield: Open Homes Week**

1930

Brochure

Folder 2

**Goshen: Old Oaken Bucket**

1934

Card

Folder 2

**Hockanum: Gate Hill, Miriam B. Lawrence**

ca.1935

Card

Folder 2

**Ludlow: The Homestead: delightful luncheons and dinners, with a pleasing atmosphere withal**

ca.1935

Business card

Folder 2

**Northampton:** The Manse, an inn

ca.1935

Brochure

Folder 2

**Provincetown:** Pilgrim Memorial Monument

ca.1935

Brochure

Folder 2

**Southwick:** Ye English House, College Highway

ca.1935

Brochure

Folder 2

**Springfield:** New England Colonial Village, on the grounds of the Eastern States exposition

1930

Brochure

Folder 2

**Winchendon:** The Toy Town Tavern

ca.1935

Illus. brochure

Folder 2

New Hampshire

1921-1938

**Bethlehem:** Lovejoy's Inn

ca.1925

Brochure

Folder 3

**Bradford:** Pleasant View

ca.1930

Illus. brochure

Folder 3

**Crawford Notch:** The Willey Slide, Its History, Legend, and Romance / by Rev. Guy Roberts

1923

Pamphlet

Folder 3

**Gorham:** Mount Madison House

ca.1925

Brochure

Folder 3

**Jackson:** Happy days at Whitney's in Jackson, New Hampshire

ca.1925

Brochure

Folder 3

**Jackson:** Summer at Whitney's in Jackson, N.H.

ca.1930

Brochure

Folder 3

**Randolph:** Mt. Crescent House, in the northern peaks region

ca.1925

Brochure

Folder 3

**White Mountains:** Eastern Slope Region, White Mountains

ca.1935

Brochure

Folder 3

**White Mountains:** It's fun to climb

1938

Brochure

Folder 3

**White Mountains:** Vacation on the White Mountain National Forest

1921

Brochure

Folder 3

**Wolfboro:** Jungalow Camps on Lake Winnepesaukee / by Fred P. Haggard and Roy S. Haggard

1922

Pamphlet

Folder 3

**Wolfboro:** Jungalow Camps on Lake Winnepesaukee / by Fred P. Haggard, John M Hestenes, and Roy S. Haggard

ca.1922

Pamphlet

Folder 3

**Wolfboro:** Letter from Fred P. Haggard to Homer W. Brainard

1921

Letter

Folder 3

New York

1930-1935

**Essex Co.:** Adirondack Loj Club

ca.1935

Brochure

Folder 4

**Essex Co.:** Adirondack Loj, of Lake Placid Club

ca.1935

Brochure

Folder 4

**Essex Co.:** Lake Placid Club

ca.1935

Flier

Folder 4

**Essex Co.:** Lake Placid Club

1933

Brochure

Folder 4

**Keene Valley:** John Brooks Lodge of the Adirondack Mountain Club

ca.1930

Brochure

Folder 4

**Ticonderoga:** Fort Ticonderoga: a visitor's guide and some important dates

ca.1930

Brochure

Folder 4

Ontario

1930

**Dixon Corners, Ont.:** Oakdale Farm

ca.1930

Business card

Folder 5

Vermont

1916-1933

**General:** Application for membership in the Green Mountain Club

ca.1921

Blank form

Folder 6

**General:** Ten day's tramp on the Long Trail of the Green Mountain Club

1921

Brochure

Folder 6

**General:** The Green Mountains of Vermont / by the Vermont Bureau of Publicity

1921

Pamphlet

Folder 7

**General:** Unspoiled Vermont

ca.1930

Pamphlet

Folder 6

**General:** Vermont cottages and residential properties for rent or for sale

1921

Pamphlet

Folder 6

**General:** Vermont Lakes and Mountains / by Walter H. Crockett

1932

Pamphlet

Folder 7

**General:** Vermont Tours / by the Vermont Bureau of Publicity

1933

Pamphlet

Folder 7

**General:** Vermont: A booklet issued by the Hotel Association of Vermont

1916

Pamphlet

Folder 6

**General:** Where to Stop When in Vermont: A Directory of Hotels and Boarding Houses / by the Vermont Bureau of Publicity

1921

Pamphlet

Folder 7

**Bolton:** The Brushes, The Swimming Pool

ca.1925

Postcard

Folder 6

**Ely:** Lochearn Clan for business and college girls

ca.1930

Brochure

Folder 6

**Ely:** Lochearn in the vacation land of the Green Mountains of Vermont

ca.1930

Brochure

Folder 6

**Middlebury:** Middlebury Inn: A Real New England Inn

ca.1925

Brochure

Folder 6

**Montpelier:** State House, Montpelier, Vermont

ca.1925

Card

Folder 6

**Newbury:** Mountain View Farm, J. R. Whitcher, proprietor

ca.1925

Brochure

Folder 6

**North Hartland:** Fairview Farm

ca.1925

Flier

Folder 6

**West Newbury:** Four postcards

ca.1940

Postcard

Folder 6

**West Newbury:** Tyler's Outlook

ca.1930

Brochure

Folder 6

**Windham:** Mountain Grove Farm, M. H. Ingalls, proprietor

ca.1920

Pamphlet

Folder 6

Virginia

1930

**Afton:** Historic Locust Dale Inn, Virginia, Miss George S. Goodloe

ca.1930

Brochure

Folder 8

**Alexandria:** History of Christ Church (Protestant Episcopal)

ca.1930

Brochure

Folder 8

Washington, D.C.

1925-1931

Pilgrims Book: Washington Cathedral

ca.1925

Brochure

Folder 9

Washington As You See and Hear It From the Sightseeing Cars / by Frederick J. May

1931

Pamphlet

Folder 9

Correspondence

1922-1923

Letter from S. R. Brush to Faith S. Brainard (Bolton, Vt.)

1923 May 14

Folder 10

Letter from M. H. Ingalls to Faith S. Brainard (Windham, Vt.)

1922 Jan. 28

Folder 10

Letter from Louis J. Paris to Faith S. Brainard (Burlington, Vt.)

1922 Mar. 3

Folder 10

Letter from Mrs. N. G. Stevens to Faith S. Brainard (Pittsford, Vt.)

1923 June 14

Folder 10

Letter from Nellie to Faith S. Brainard

n.y. June 11

Folder 10

Advertising card from unidentified Inn: featuring cats walking along the roof ridge

ca.1925

Folder 10

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## Administrative information

### Access

The collection is open for research.

### Provenance

Gift of Sharon Domier, April 2004 (2004-032).

### Digitized content

Selected materials in this collection have been digitized and may be viewed online through SCUA's digital repository, Credo.



## Processing Information

Processed by I. Eliot Wentworth, Feb. 2018.

## Language:

English

## Copyright and Use (More information )

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## Search terms

### Subjects

Brainard, Faith S.

Brainard, Homer W.

Hotels, motels, etc.--New England

Massachusetts--Economic conditions--20th century

Summer resorts--New England

Taverns (Inns)--New England

Tourism--New England

### Contributors

### Genres and formats

Brochures

Pamphlets

### Link to similar SCUA collections

New England



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