

**University of Massachusetts Dartmouth
Archives and Special Collections
Ferreira-Mendes Portuguese-American Archives**

**Joseph and Mary Baptista family photographs and
Madeiran Embroidery, bulk 1911-1967**

MC 35/PAA

Extent: 3 linear feet (2 oversize boxes, 2 small flat box)

Biographical Note: Joseph Baptista was born in Camacha, Funchal, Madeira Islands in 1893 to Antonio Baptista (1867-1950) and Genevieve Neves. One of five sons and two daughters, Joseph immigrated to the United States, and became a citizen in 1930. He settled in New Bedford and was the proprietor of Liberty Market on Dartmouth Street, an early self-service style grocery store. It operated from 1935-1985. Antonio later immigrated to the United States, arriving in Providence, Rhode Island in 1934. Joseph's wife Mary was born in 1903 and was granted United States citizenship in 1941. An accomplished needlewoman, Mary embroidered the pieces in this collection in the Madeiran style of embroidery. In 1952 Mary and Joseph Baptista traveled to the Madeira Islands, Portugal and Europe via the Queen Elizabeth, with Mary's cousin Manuel Viera and his wife Josephine. They had an audience with Pope Pius XII, spent five weeks in Madeira, and visited other European cities, such as Rome, London, and Madrid. Mary and Joseph had a son, Joseph Baptista, born in New Bedford in 1926, and a daughter, Mary Alice Baptista. Joseph graduated from New Bedford High School in 1944, attended MIT and the New Bedford Textile School (1946) and graduated from the Campbell Secretarial School with a major in accounting. He was a partner with his father and uncle, Joseph Ferreira of Liberty Market. He died in November 2003.

Family historian Oren Baptista has traced the Baptista family as far back as Tristão Vaz Teixeira, the man who sailed the ship for Prince Henry the Navigator, who discovered Madeira in 1420 and claimed it under the Portuguese flag (see CS71.B233 1990).

Scope and contents note: The collection consists of photo and travel albums, loose documents such as passports, identification cards, and Certificates of Citizenship, as well as several pieces of embroidered table and dresser linens.

Acquisition: The collection was donated by Joseph Baptista in 2003.

Access: Unrestricted

Processing note: Maura McGurk '07, January 2006

Repository: University of Massachusetts Dartmouth, Ferreira-Mendes Portuguese-American Archives, Claire T. Carney Library, 285 Old Westport Road, N. Dartmouth, MA 02747. Telephone: 508-999-8684.

Languages: In English and in Portuguese

Box #	Item#	Description
1	1	<p>Photo album</p> <p>Brown cover, 11 ½" x 9 ¾"</p> <p>164 photographs, mostly family portraits, various dates (1911-1962)</p> <p>Includes 3 photos of Liberty Market, 1950</p> <p>Romaria da Camacha 1,(1934), 1(1931) 3 men</p> <p>SS Mongolia May 12, 1920 – September 18, 1920</p> <p>Dia Madeirense display</p>
1	2	<p>Photo album</p> <p>10" x 12 ½", in velvet and simulated painted porcelain cover</p> <p>41 photographs, mostly family portraits, 19th – early 20th century</p> <p>Card photographs set in album sleeves, some hand-colored. Some taken by A.M. Estrella Studio, Fall River, some from Madeiran studios</p>
2	3	<p>Travel album to Europe, including England, Rome, Madrid, Portugal, Madeira, 1952</p> <p>Black cover, 9 ½" x 7"</p> <p>Photographic postcards, lithographic postcards, photographs, ephemera and newspaper clippings</p>
2	4	<p>Photo album 1952-1958, 1968</p> <p>Brown cover, 10 3/8" x 12 ½"</p> <p>Includes black-and-white, color, and hand-colored photographs.</p> <p>Photographs include Christmas crèches, travel and family portraits.</p>
2	5	<p>Photo album/scrapbook of Joseph Baptista 1936 – 1967</p> <p>Black cover 11 ½" x 9 ¾"</p> <p>NBHS graduation 1944</p> <p>Played accordion with Rodolphe Massí</p> <p>NBTS—mechanical drawing 1946</p>
2	6	<p>Photo album, 1945-1952</p> <p>Brown cover, tied, 7 ¼" x 10 ¼"</p> <p>Mostly family portraits, some lithographic postcards and newspaper clippings. Includes photographs of Liberty Market, 1945, Casa do Trovo da Camacha, 1949</p>
4	7	<p>Photo album/scrapbook of Joseph Baptista, 1938- 1946</p> <p>Brown cover, 58 pages out of original binding, 11 ½" x 15 ¼"</p> <p>Mostly black and white and some hand-colored family portraits.</p> <p>Includes greeting cards.</p>

