

Townfolk Revel In New Lands End

Magnificent Quarters Will Carry Everything For Fishermen, Builder And Home

Maybe, in spirit, some of the great skippers who made Provincetown famous in maritime and whaling history in the years gone by, wandered with open-eyed amazement among the six or seven hundred visitors who thronged the Lands End Marine Supply showplace on its opening Monday and marveled at what had come to pass on this spot where the ancient Hilliard shop had stood for many decades and where they had fitted out for months and years to seek fish on the Grand Banks and whales in the far seas of the world.

Provincetown business men, townspeople and visitors were warm and emphatic in their praise of the beautiful new building, designed by Joseph Macara, his wife and builder, Maline Costa, which is a symbol of the finest in construction and the best of what Provincetown has been and still can be.

Maybe when the wheels of American production are again turning out everything that American people need and want in abundance, and Mr. Macara has in stock all of the things he is planning to carry, there wont be the sense of spaciousness in this, the Cape's finest store. But there is so much room in the main 60 by 40-foot main show room, in the 40 by 40-foot second floor show room, as yet unopened, in the large basement, and in the work-shops and storerooms in the rear of each display room, that much more stock can be brought in without crowding.

At present Mr. Macara has a good showing of many of the things he plans to carry and certainly enough variety to intrigue the passerby. The main show room is surrounded almost entirely by large plate glass windows and at night ample fluorescent lights illuminate every part. Modern display stands make examination of merchandise an easy pleasure. More display fixtures will arrive soon.

The new Lands End Supply store will carry everything needed by the commercial and sports fisherman, from complete equipment to clothing, everything needed by builders and just about every household need. Among the supplies to be stocked are marine and house paints, builders tools and hardware, clothes for hunting and fishing, power tools, cooking and kitchen utensils, galvanized ware, stainless steel utensils, garden tools, fertilizer, seeds, boats of many kinds, outboard motors, nautical novelties, large line of brass fixtures, hunting equipment, and, of course, all of the gear needed by the commercial fisherman.

Only a part of the building is now completed. The second floor will not be opened until spring with a display of small boats and outboards. On this floor, too, will be the company offices. On the third floor Mr. and Mrs. Macara will have a beautiful pent house apartment.



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Our new Marine Supply store, on the site of the old J.D. Hilliard store, now owned by Joseph Macara. Hilliard's (or Higgins Lumber Company) Wharf in the background. The home of Julian and Mattie Lewis, left. View taken from entrance to Freeman Street.



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Marine Supply Store from the East. Maguire's Sail Loft in the rear. Hilliard's Wharf and Railroad Wharf. Mattie Lewis, left. Cupola, right: Arnold's Radio Shop (and first school-house on Long Point). Jason the Shoemaker: corner of building showing on the right.

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