

FISHING BOATS MAKING READY, PROVINCETOWN, MASS.



- 1921 -

LOOK FOR THIS LABEL AND GET THE BEST --



PROVINCETOWN



QUALITY

WHITING

PACKED BY:

ATLANTIC COAST FISHERIES  
A DIVISION OF ATCO

PROVINCETOWN, MASS.

This label is being used to promote the Provincetown Quality Whiting now being shipped from Provincetown by Atlantic Coast Fisheries. The first samples of this product were shipped on July 22, and "have been very well received, by those who buy fish," according to word issued by Gerald Balcar, who is acting as temporary general manager following the recent

resignation of John Worthington from that post.

He went on to say that the position of Atlantic Coast Fisheries in the market is "very strong" with a great deal of interest shown in all products of the company, which in turn represent the frozen product of the port.

Eight boats, presently fishing for the company are the Liberty Belle, Captain Frank Motta; Daisy T, Captain Francis Segura; Victory II, Captain Manuel Macara; Richard and Arnold, Captain Anthony Thomas; Reneva, Captain Salvador Vasques; Pappa Joe,

Captain Joe Corea; Captain Bill, Captain Jack Santos, and Jimmy Boy, Captain Joe Roderick.

Mr. Balcar went on to say, that, although the company was still faced with problems, he would "match" his boats and people against anything in the United States, and he was extremely proud of all of them."

New markets have been developed he pointed out, and also stressed the "excellent competitive capabilities" of the produce, a product of which the town can be proud.

The new organization at the plant

includes Ernest Irmer, chief engineer; Armand Benatti, general foreman; Joe Jason, assistant general foreman, and Doris Ross, administrative assistant to the general manager.

Atlantic Coast Fisheries is a division of ATCO Chemical Industrial Products, Inc., and Mr. Balcar is the director of merchandising and marketing research for the corporation.

175—All Sails Set, Cape Cod, Mass.

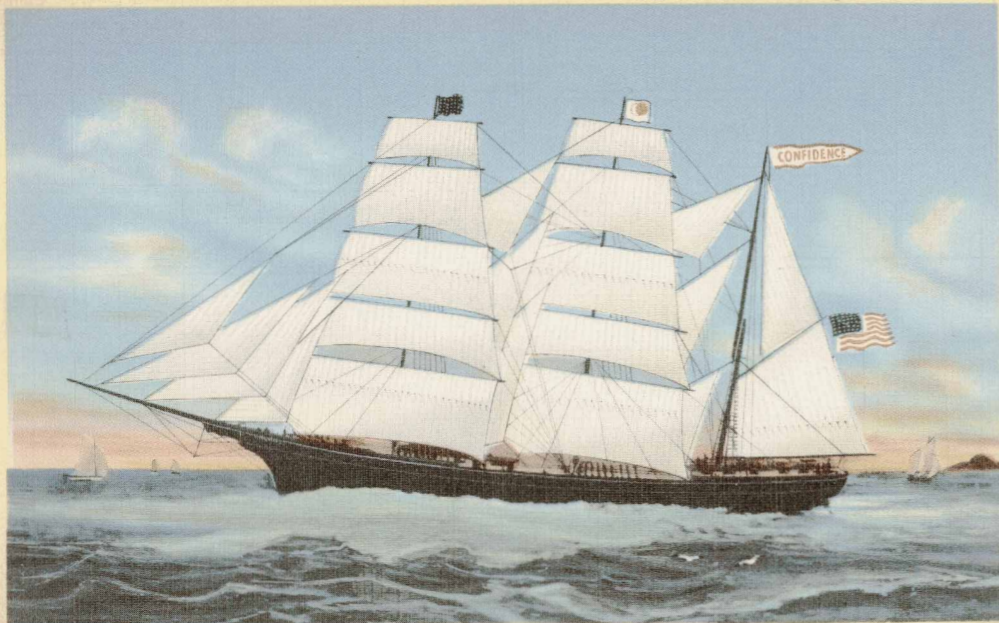


PHOTO BY ROGER A. WINTERS

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Bark "Confidence" - Capt. H. D. West of Provincetown - About 1904 (A 1945 postcard)



A Horse Mackerel - "Tunafish" the now fancy name. -1963 -