

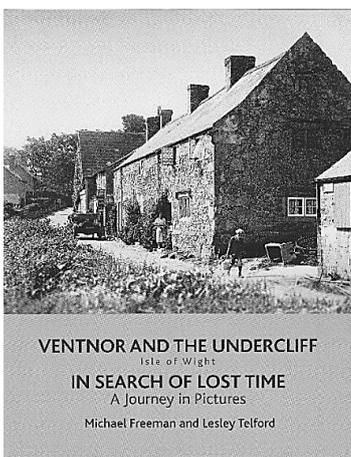


## Mac Fisheries, Ventnor High Street: in search of lost time

'Thou shalt have a fishy on a little dishy .... when the boat comes home' (English folk song)



Mac Fisheries was a national chain of shops that had become commonplace across much of the country by the 1930s. The boards on either side make fascinating reading, illustrating a wide range of tastes across the local population, as well as demonstrating something of the wealth that remained in the area at the time. Ventnor's shop was at 27, High Street and the picture dates from the early 1930s just after the shop had been refitted. The staff member on the left is Alf Farrant who was manager at the time. The two assistants on the right appear to enjoy posing with what looks like an enormous cod, one holding the head, the other the tailfin.



This fine picture is one of nearly two hundred images that feature in a new book that has recently been published by Ventnor Heritage Centre, put together by Michael Freeman and Lesley Telford. It can be purchased from the Heritage Centre (open Wednesdays, Thursdays and Fridays, 10.00 am – 4.00 pm). It is available to order from the Centre's online shop at [www.ventnorheritage.org.uk](http://www.ventnorheritage.org.uk). Copies are also available at Ventnor Post Office (Occasions). The price is £12.95 (£16.75 via online shop, which includes post and packing).