

# Old "By" Swaps Yarns and Serves them all!



Byron Moore runs the kind of general store you don't see much of any more. Outside, there's a single gas pump. Inside, there's everything you can think of—from candy for the kids to roofing, carpets and fishing gear. But, more than that, there's a kind of friendly spirit that makes you want to draw up a keg and join the group swapping yarns around the old pot-bellied stove.

"By" has been selling Socony-Vacuum products and supplies to motorists and fishermen since 1907. In fact, he can remember selling gas and oil to the first cars in Prospect Harbor and selling the first kerosene when it came in by horse cart.

## Forty-Four Years of Friendly Service

Today "By" is still serving folks in Prospect Harbor. Lobstermen, clammers and sardine skippers... they all head for "By's" place. In summer, they buy the fuel and oil that help keep their boat engines on the job... in winter, they gather around the old stove and spin yarns about the "good old days."

Friendly service like this has made Byron Moore's store headquarters for this fishing community. Friendly service like this has made the Sign of the Flying Red Horse headquarters for nearly half of Maine coast fishermen.



## Mobil Marine Products

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