

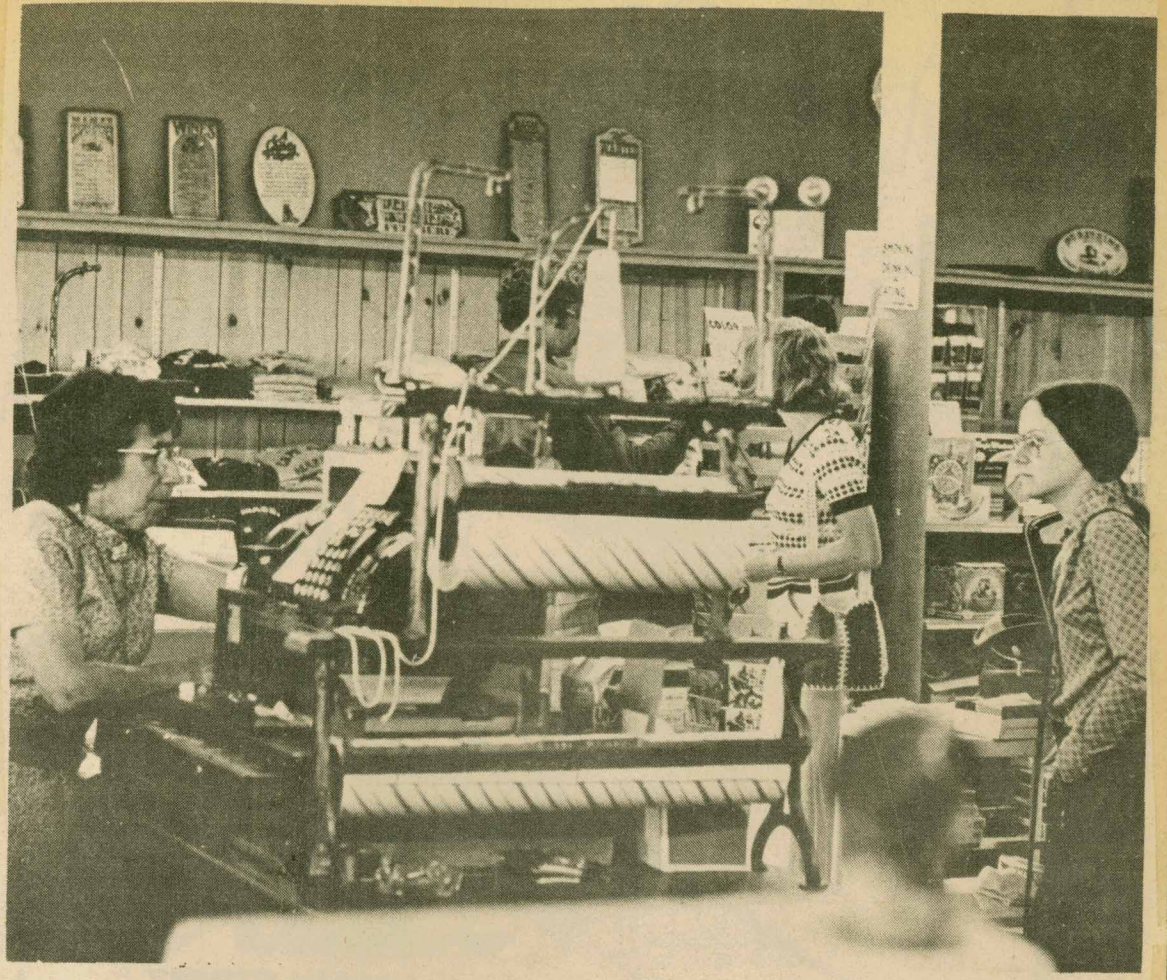
March 31, 1955

AFTER BEING CLOSED for weeks for a complete interior renovation, the New York Store reopens on Friday of this week with another gigantic clearaway sale. It is expected that the emotions of patrons on seeing the new store will be varied. Many mothers came to the New York Store as little children, holding tightly to their mother's hands, and in all that time there was no change, even in personnel, or so it seemed. Certainly Eugenia Elliott, with her 46 years of service, seemed always to have been there, and Mary M. Perry with her 22 years, too. Stocks, of course changed with the changing styles through the years, but nothing else. So the New York Store became sort of a symbol of security, something enduring in a world of change. But Bob and Joe Collinson and a corps of craftsmen were brought in to give the old store a bit of face-lifting and there has been an amazing transformation. To all intents and purposes they tore away the entire interior, installed a new ceiling of light colored accoustical tile that quiets all noise and confusion. There is a new gleaming floor of vinal plastic tile in marbled green. The store is well lighted throughout with flourescent lights so that the customer can see exactly what she is buying. A new heating system has been installed with an exhaust air circulator to cool the place in the Summer.

CLERKS AND LONG time patrons knew exactly where to look for something in the store in the old days, but to the stranger it seemed all confusion. Now it has been departmentalized with sections for women's apparel and childrens' things, piece goods, a shoe section. Later on there will be a section for women's sports wear. In charge of the new New York Store will be young Harold Coill of Boston, son-in-law of Isadore, one of the Lewis brothers. But there will be no change in the personnel. The two already mentioned will be there as will Mary Towne, Madeline Gracie, Florence Kenney Vilena Woods and Clara Lopes.

New York Store Sold

September 13, 1973



The New York Store, on Commercial Street, has been sold by its owner, I.B. Lewis. He said the price was under \$250,000. "I sold it, but at that price it was like losing diamonds," he said. "No one could get a mortgage for what the store was worth." Lewis bought the store in 1908 from the man who named it

the New York Store in the 1890s. The store was originally much smaller, but there have been numerous additions and as Mr. Lewis put it, "It just grew and grew like Topsy until here it was." The storefront was remodeled four years ago, a photo of the old front hangs in the Provincetown Inn.

5 DAYS MORE

OF SACRIFICE BARGAINS IN

Mens }
 Womens } Wear and Furnishings
 Childrens }

ALSO HOUSEWARES AT 1/2 PRICE

10% Storewide Reductions

TILL SALE ENDS—TUES., JAN. 31 at 5:30 P. M.

STORE HOURS DURING FEBRUARY AND MARCH
 9 A. M. to 5 P. M. MONDAY thru SATURDAY

Lewis' New York Store

308-310 COMMERCIAL ST.
 HEAD OF TOWN WHARF
 January 1956

The Advocate, Thursday, May 13, 1982

Israel Bernard "Duffy" Lewis

Israel Bernard "Duffy" Lewis, proprietor of Lewis' New York Store and operator of the Provincetown Theater, died May 4 at Newton-Wellesley Hospital, Newton, after a brief illness. He was 82.

Mr. Lewis was born in Boston and graduated from English High School in 1917. He served for a short time in the U.S. Army at the end of World War I.

Mr. Lewis lived in Provincetown for many years before moving to Newton. He was the proprietor of Lewis' New York Store, founded in 1908.

He and his brothers, the late Samuel and Victor Lewis, operated the Provincetown Theater, which is now a collection of shops called Whaler's Wharf, from 1936 to 1969.

Mr. Lewis is survived by his wife, Jeanette (Glassman) of Newton; a son, Alan H. Lewis of Marlboro; a daughter, Mrs. Muriel L. Coill of Boston; four grandchildren and one great-grandchild.

Lewis ** 1973

Victor M. Lewis of 33 Pond Ave., Brookline, died March 16.

For more than fifty years owner and manager of the New York Store in Provincetown, he spent his summers here.

He was past Master of the United Lodge A.F. Am. and a member of the Shriners in Brookline.

He is survived by his widow, Mrs. Ruth Lewis, and a brother, D.B. Lewis.

Funeral services were held March 17 in Brookline.