



Hollyhock Lane, opposite Town
Hall - 1927 - now gone

Town Crier Shop Sold To Local Man

Dec. 29, — 1966

Nathan Malchman has confirmed that the sportswear operation which since 1921 has been in the building built for his father, H. M. Malchman, at 273 Commercial Street, will be moved into the Town Crier Gift Shop building which he recently purchased. The Shoe Port, which he also operates, will be moved from its present location in the Port Hole building, 248 Commercial Street, to the Malchman building.

"This way," Mr. Malchman says, "we'll have greater selling space for both operations. The Shoe Port will be expanded ultimately to the same type of store as the Yarmouth Shopping Plaza unit, with footwear for the entire family.

"The sportswear will be carried in greater depth in the new location and presented in a less congested manner. It'll be necessary to remodel the interiors of both stores and we have no schedule for any of this beyond an early-Spring target date."

The Town Crier Gift Shop, sold by Joseph H. and Carrie Seaman to Mr. Malchman, was purchased by the Seamans' August 1, 1951, and has been operated since that date by Mrs. Seaman. (Until 1963,

when she retired, Mrs. Seaman, an attorney like her husband, had been employed by the Commonwealth as chief referee on the board of review of the Division of Employment Security).

The building which became the Town Crier Gift Shop was erected in 1911 for Howard F. Hopkins by the Boston architect, T. M. Sargent. At that time The Provincetown Advocate was printed in a building in the rear of the newly built one. The two were attached and the building was known as The Provincetown Advocate Building.

The shop in front sold newspapers, postcards and souvenirs. In June, 1928, the newspaper and building were purchased by Guy X. Holliday and Mr. and Mrs. Guy R. Miller, who continued publication of The Advocate until 1937 when it was purchased by the late Paul G. Lambert and the presses moved out of the building.

During that period gift items were added to the shop and it was given the name of the Town Crier Gift Shop. In 1947 the gift shop was sold to the firm of Bolles and Kemp, who in 1951 sold it to Mr. and Mrs. Seaman.