

Advocate Marks 82nd Anniversary By Opening Provincetown Printery

With this issue of The Advocate, completing its 82nd year of continuous publication, announcement is made by The Provincetown Advocate Publishing Company, Inc., of the opening of its Provincetown Printery at 200 Commercial street, at the corner of Commercial and Carver street, in the attractive brick structure originally built for the Ford car agency in Provincetown.

The last half dozen issues of The Advocate have been produced in this new shop but delay in the arrival of some essential equipment has postponed the announcement of the operation here of the Provincetown Printery which is now prepared to do printing to meet practically every need.

No effort has been spared in equipping the new shop to provide it with machinery to do the best possible kind of work and in an efficient manner. One of the best models of linotype ever produced by the Mergenthaler Company has been installed for type setting. The mats which form the individual letters of type are all new and are responsible for the clarity of impression and greater ease in reading which has already been praised by a number of Advocate subscribers. Other precision equipment is on the same level of dependability and efficiency.

The development of a modern printery must never stop and from the nucleus of the new shop, the management of the Provincetown Printery hopes to build a craft which will be a credit to the town and to Cape Cod. The shop will be in charge of Antone Silva, a young Cape End veteran who has had some years experience in the printing trade. He is being assisted by F. Wesley Garran of North Truro, another young veteran who has been schooled in the craft.

Through the medium of The Advocate the story of the Provincetown Printery, its field and its development will be told in future issues. The management extends an invitation to all to take advantage of the service it will have to offer and in the opportunity to help build here a new industry.

The new Advocate Building,
moved from "The Oldest
Shop" (a few pages
back.) --- 1952



Carver Street, left.

August 28, 1969

Advocate Is Sold To Four Cape Men

An agreement has been signed with the executors of the estate of the late Dorothy C. Lambert to purchase the Provincetown Advocate with its editorial and printing offices on Commercial Street. The new owners, a group of four men with strong editorial backgrounds, will take over the editing and management of the 100-year-old newspaper on September 2. The announcement was made at the offices of the Advocate by Dudley R. Wood, president of the publishing company.

The new editor and publisher will be David H. Luhmann who left the position of vice president and associate creative director of the J. Walter Thompson Co., the New York advertising agency, on August 1. A graduate of Rutgers University School of Journalism, he was a newspaperman in New Jersey before World War II. He served as a B-29 pilot in the war. Afterward, he went into the advertising field and worked for Johnson & Johnson, CBS, and Young & Rubicam before joining J. Walter Thompson in 1962.

Mr. Luhmann, who is 46, is married and has three sons. The Luhmann family has owned a home in

North Truro for the past three years and now has moved in on a year round basis.

The other three members of the group which has purchased the Advocate are Robert Clurman, Malcolm Hobbs, and E. J. Kahn, Jr., who will serve as an Editorial Board for the publication. Mr. Clurman is editor of the famous Section 4 (Review of the Week) of The Sunday New York Times. He and his wife own a home in Truro.

Mr. Hobbs is editor and publisher of The Cape Codder in Orleans and a former Washington correspondent.

Mr. Kahn is the well-known author and staff writer for the New Yorker. He, too owns a home in Truro and spends a lot of time there with his family.

Joining these four men on the Board of Directors of The Provincetown Advocate, Inc., a new corporation, will be Paul Donham of Orleans, a member of the faculty of the Cape Cod Community College and formerly of the Harvard Business School, an expert in the problems of small business. Corporation counsel will be Atty. Earl F. Nauss Jr. 84 State Street, Boston.

Mr. Luhmann said that he looked forward to continuing the traditions of the Advocate and making it a lively and constructive force in the community.

alongshore



By John Bell

Symbols of Provincetown history came briefly into public view the other day, then disappeared into new quarters. These events are but a small part of the perennial shuffling of cards by the business community, which plays draw poker every spring and bets on getting a share of the summer jackpot. When this particular hand is dealt, Provincetown will have one printing business, instead of two, for the first time in 22 years.

About 50 years ago, Advocate publisher Howard F. Hopkins retired, selling his business to Guy Holliday. Holliday owned the Town Crier gift and postcard store opposite Town Hall, where Malchman's Clothing Store is now. His printery was in the back, the machines crowded into the space that Morris Snow and I converted in 1952 to a pleasant waterfront apartment now occupied by Attorneys Joseph and Carrie Seaman.

Holliday got out of the publishing business in 1937, selling his printery to his managing editor, Gustav Aust, and his newspaper to Paul Lambert. Gus moved most of the machines over to Marine Hall, next to the Odd Fellows Hall on Bradford and Winslow Streets. He printed the Advocate there for Paul and Dorothy Lambert for the next 13 years.

The Provincetown Printery

This printing-publishing partnership, never an easy relationship, broke up in 1950. No longer tied to the Lamberts and their weekly deadlines, Gus concentrated on job printing. Paul and Dorothy bought the former Ford Agency building on Carver Street and moved in their own Linotype and printing press.

They couldn't make a living from the newspaper alone; it was a seasonal moneymaker, a financial drag in winter. So they added a Ludlow typesetter, a paper cutter and a Heidelberg high-speed press, and competed with Gus Aust under the name Provincetown Printery. Tony Silva (now helping to print the Advocate up in Orleans) came over from the Advocate Press as their printer.

The comical aspect (funny only to outsiders) of this setup was that Gus Aust and Paul Lambert, still unfriendly after their split, kept