

Hampton Beach ADVOCATE

ALL THE NEWS AND COMING EVENTS OF HAPPY HAMPTON BEACH

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5000 Free Distribution



ate Best Vacation ason In History Of Beach In Spite Of Bad Weather

John C. Percival Is Chosen Head Of Beach Chamber

John C. Percival, president of the Hampton Beach Property Owners' association, has also been chosen to head the beach Chamber of Commerce, succeeding John E. Cuddy, Jr., of Lawrence, Mass., who resigned because of ill health.

The new president is the owner of the Standish hotel and has extensive real estate holdings in St. Petersburg, Fla., Lowell, Mass., and Hampton Beach. James W. Tucker is secretary and Arnold D. Philbrick of Haverhill, Mass., is treasurer. The directors include Precinct Commissioners George Ashworth and Armas Guyon, Dr. Henry Hewitt, John Dineen of Lawrence, Mass., Kenneth N. Ross, James E. Cuddy, Jr., John Hines and R. L. Erding.

State Bathhouse Personnel Named

Reopening for its fourth season this week, the Hampton Beach state bathhouse has a new superintendent, Austin J. McCaffrey, headmaster of the Newmarket High school. The bathhouse will remain open from 9 in the morning until 7 in the evening unless the weather is bad.

Mrs. James Farmer of Manchester, who received a severe injury in an auto accident at the beach (Continued on Page Eight)

Children's Day To Be Held July 18

With the demand for hotel reservations and cottage rentals way in excess of the record early season demand of 1939 and with the early summer transient business also way ahead of last year in spite of a belated spring, Happy Hampton Beach is looking forward with eager anticipation to what will undoubtedly be the best vacation season in its history.

Governor Francis P. Murphy, he members of his executive council and State Highway department authorities have assured local officials that a new, beautiful and efficient retaining wall will be built immediately along the entire front of the main beach and that the few remaining evidences of the ravages of the great April storm will be completely cleaned up before the vacationists arrive.

Major Everett Allyn Moses, the nationally known band conductor of St. Petersburg, Fla., has arrived to take up his summer duties as handmaster of the famous Hampton Beach Concert Band. Major Moses was reengaged last fall upon the completion of the most successful series of summer concerts in forty-one years. Music lovers all over New England were enthusiastic over the musical excellence of the programs which were heard four times daily and are expecting even better programs this year. Major (Continued on Page Eight)



MAJOR EVERETT A. MOSES

Mal Hallett First At Ballroom

The Casino at Hampton Beach has now swung into its regular summer season, with check dancing every evening in the beautiful ballroom. Bob Pooley is one of the most popular band leaders the Casino has ever had for its regular season run, and his music is consistently good. This year his featured vocalist is Kay Doyle, who has been starred with Bunny Berrigan.

The first visiting orchestra of the season was Mal Hallett and his band, Wednesday evening. Hallett has always been a favorite at the Casino, where he has been a frequent visiting attraction for years.

Major Everett A. Moses Will Again Conduct Concert Band For Summer Season

HAMPTON BEACH, N. H., June 28—Major Everett A. Moses, for the past twelve years leader of the famous Moses Band of St. Petersburg, Fla., has again been engaged by the local Chamber of Commerce to conduct the Hampton Beach Concert Band for the coming season.

Major Moses is one of America's outstanding bandmasters, having obtained his early experience under those master welders of the baton Sousa and Pryor. He is nationally known as a cornet soloist and composer, being affiliated with the American Bandmaster's Association, the Society of American Composers, as well as the American Federation of Musicians.

Major Moses has a band library valued at thirty thousand dollars and is likewise shipping many thousands dollars worth of band equipment, including special instruments, together with electrical and mechanical devices for producing spectacular band numbers. A Moses concert does not lack variety and entertainment.

The Hampton Beach band leader is an American of fine old stock and that he has had a thorough musical background of education and training is evidenced by the fact that he holds three degrees, Bachelor of Music, Master of Music and Doctor of Music.

New Life Guard Is Named At Beach

A new life guard who holds a national swimming title has been added to the Hampton Beach life saving force.

William Glynn of Springfield, Mass., a summer resident of the beach, who won the national 220-yard boys' club title last winter, assisted the two regular guards over the week-end and will be on duty for week-ends and holidays the remainder of the season. Dick Hemenway of Groton, Mass., a former University of Alabama football star and South Sea Island adventurer, took up his duties this week as a regular guard for the first time. The other permanent guard is Phil Melody, director of athletics at Williamsburg Academy in Northampton, Mass., and a former member of the swimming team at the University of Illinois.

Mrs. Ruby W. Patterson, R. N., of Hampton, has returned as the nurse in charge of the first aid room in the police station.

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FISH MARKET

Fish
Lobsters
Clams

LORENZ'S

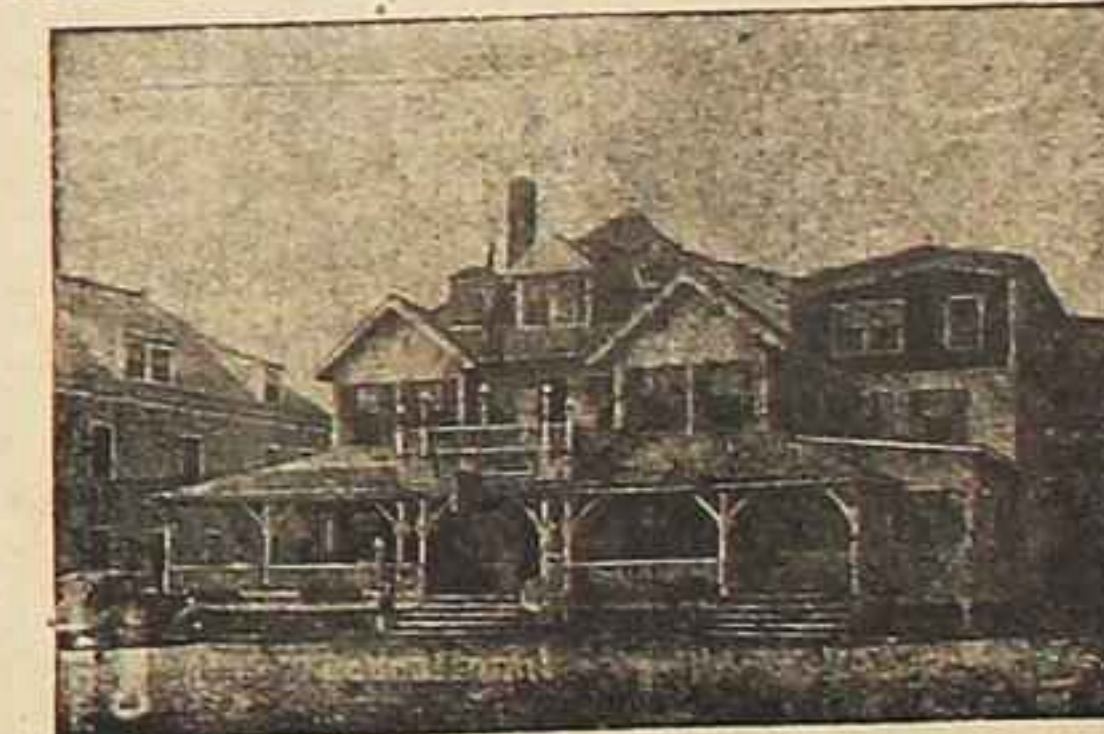
DELICIOUS SOUTHERN FRIED CHICKEN
NEAR MILE BRIDGE

SILEX TEA AND COFFEE

Sea Food from the Ocean to your Plate the Same Day

SEA SHELL

Famous Steak
Lobster Dinners
and Fried Clams



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