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A marvelous selection of bright play clothes you'll need for your vacation—glamour girl swim and sun suits, slack sets and sissy shorts. Choose your vacation wardrobe here today . . .

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BATHING SUITS
Sizes 32-34 and 48-50
\$3.95 — \$12.50

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3 Piece Suit With Skirt
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VEST TYPE SLACK SUITS
Size 10-12 \$8.70
Size 12-18 \$11.95
Size 40-42-44 \$10.95
Assorted Colors

BEACH COATS \$7.50-\$8.25
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FOR THE CHILDREN

PLAY SUITS \$2.95
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SHORTS \$1.45-\$2.95
Size 2-16

GIRL'S SUN SUITS \$1.95-\$2.95
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Size 1-3 in Blue and Yellow

JERSEYS 50c-\$1.39
Size 1-6 in Stripes, Plain Colors

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The Beachcomber

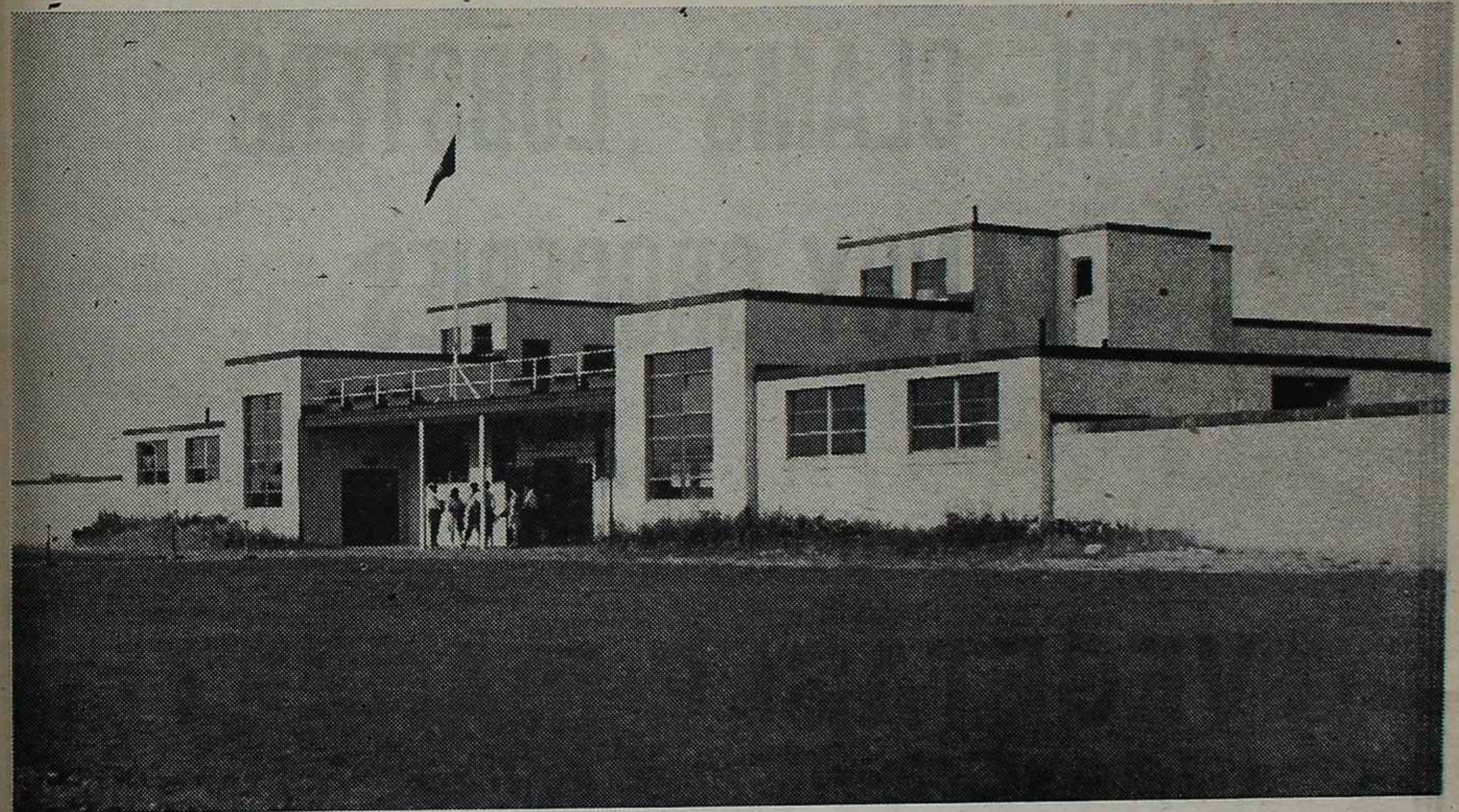


VOL. XX., NO. 3

Incorporating The Hampton Beach Advocate

WEDNESDAY, JULY 10, 1946

FREE DISTRIBUTION



Bathhouse, State Recreation Area

Fourth Crowd Breaks All Records

VISIT

PAGE'S MARKET

at the TRIANGLE — near the MILE BRIDGE

FISH - CLAMS - LOBSTERS

FANCY GROCERIES

SEE OUR
OPEN AIR

VEGETABLE MARKET

VEGETABLES FRESH DAILY
FROM NEARBY FARMS

SEA FOOD from the Ocean

TO YOUR HOME the Same Day

The BEACHCOMBER

VOL. XX., NO. 3

WEDNESDAY, JULY 10, 1946

FREE DISTRIBUTION

Holiday Weekend Crowd Breaks All Records

Boy Scout Camporee To Be Held At Beach July 24, 25, 26

Fifteen hundred Boy Scouts and leaders from all over the state of New Hampshire will pitch their tents on the grounds bordering the State bathhouse and muster together for the 14th annual Hampton Beach Camporee July 24, 25, and 26.

Camporee chairman John W. Hopley of Portsmouth has scheduled an excellent program of activities for the Boy Scouts of the state. While the youths will act in the official capacity as guides for the Children's Day program on July 25, they will have in store for them an ideal schedule of recreational and educational activities.

Scouts will cook their own meals, go bathing, be taken on excellent educational tours in and around Hampton and go boating.

Many thousands of visitors to the beach will have an opportunity to get a first hand view of the Boy Scouts in action and become acquainted with the type of program which scouting offers to the youth of today.

The committee in charge of the camporee is headed by John W. Hopley of Portsmouth, who will be assisted by Prof. Karl Woodward of Durham, Orville Gauthier of Hampton, Frederick A. Noseworthy, field

scout executive of Durham, and William D. Dyer, field scout executive of Nashua.

The committee is at present outlining the complete program for the three-day camporee, which will be released on completion.

Vocalists Win Top Prizes In Amateur Hour

Eight entries vied for honors at the weekly Amateur Program at the beach bandstand Monday evening.

Although all types of talent were displayed before the enthusiastic crowd, vocal solos again won out and master of ceremonies, Bill Bradley of station WHEB, awarded first prize of \$15 to Joseph Rowen, 23, of Worcester, Mass., who sang "Prisoner of Love," and second prize of \$10 to Lucy Ann O'Dea, 10, of Marsh avenue, for her rendition of "When Irish Eyes Are Smiling." Miss Margaret Sullivan, 23, of Holyoke, Mass., won the third prize of \$5 for singing "MacNamara's Band."

Estimate Over 225,000 Persons Visit Beach Fourth of July

Girls Club Holds Dance Saturday

The Girl's club at the Greenland Tourist camp at North Beach held an informal dance at the Community house Saturday night. Music for dancing was furnished by the Martin family. The chaperones were Mrs. Harry Turner and Mrs. Thomas Thornton. Refreshments were served by Miss Ruth Turner, who was hostess for the evening.

Among those present were Jeanette Martin, Carol Fenton, Patsy Floyd, Joyce Frederickson, Marlene Thornton and Betty Mercier. Gerald Ryan, Donald Fanning, Tom McNulty, Jr., James MacConnell, Richard Martin and Charles Turner.

BUSES WILL RUN EXPRESS TO BOSTON

Mr. Herbert G. Pascall, manager of the beach branch of Barrow's Travel Agency, has announced that from Tuesday, July 9, two express buses will run to Boston daily, thereby eliminating the necessity of going to town for direct transportation.

All existing records for Hampton Beach were believed broken over the Fourth of July weekend as unofficial estimates placed the holiday crowd at more than 250,000 persons.

Police Chief Jerome Harkness said that it was "absolutely the largest crowd in history" and that there "had never been anything like it before." Traffic streamed onto the beach from both north and south in a steady line throughout the night Thursday as holiday seekers toured the seacoast region.

Although record-smashing crowds invaded the shore over the weekend, no beach accidents were reported.

Lifeguards, Roland Beaudoin and Victor Vigeant, patrolling the State bath house area, reported the most excitement they had was rescuing two children who became caught in the undertow while floating on inflated tubes.

Despite the fact that it was the heaviest traffic since prewar days, no serious accidents or fires were reported to mar the holiday. Extra trains, buses and taxicabs were necessary to transport the throng that jammed Hampton center.

Housing accommodations were a

(Continued on Page Ten)

EAT AT

Page's Restaurant

AT THE TRIANGLE NEAR THE MILE BRIDGE

LOBSTER — FISH SHORE DINNERS

HAMPTON RIVER FRIED CLAMS — STEAKS

"Sea Food From The Ocean To Your Plate The Same Day"

WE INVITE YOU TO VISIT AND INSPECT OUR CLEAN KITCHEN

Tel. Hampton 2243
DEEP SEA FISHER
 "MABO"
 CABIN CRUISER
 Capt. Bob Ring State Pier

Beach Notes

The new Hotel Rowell has as guests this week, Mr. and Mrs. Wendel Garlack and son of Somerville, Mass.; Mr. and Mrs. Albert Wills and family of Salem, Mass.;

Mr. and Mrs. J. C. Austin Adams, Ware; Mr. and Mrs. J. S. Finnie from Milton, Mass.; Mr. and Mrs. Gagne of Portland, Me.; Miss Anna Lowe of Waltham, Mass.; Miss Leone Dudos of Exeter, the Misses Mary and Joan Raynes of Salem, Mass.; Mr. and Mrs. Frank Downer of Amesbury, Mass.; Miss Rita Desrosiers of Laconia; the Misses Patricia McCormick and Doris Kennedy of Exeter; Mr. and Mrs. Frank Mosher of Cambridge, Mass.; and the Misses Joan Kently and Phyllis Port of Medford, Mass.

Recent guests of Mr. and Mrs. Eli Marcotte at "Holidaynook" on Highland avenue were Mr. and Mrs. Alfred Gosselin, the Misses Mildred, Barbara and Nancy Gosselin, all of Raymond and Mrs. Omera Betty of Derry.

Mrs. Mildred Mahoney of Groveland, Mass., has opened her cottage at the beach.

Guests at the Blue Haven are Mr. and Mrs. William White; Mrs. John Barry of Manchester; Mrs. Agnes Carrol of Boston; Robert and Kathleen O'Coin; Eleanor Beestny of Worcester; Mr. and Mrs. Charles Day and Mrs. Joseph Day of Pawtucket; Mr. and Mrs. Theo Menswar and son Teddy, of Manchester; Herbert Holden and Louis Leyere of Leominster; Mr. and Mrs. Peter Natches of Manchester; Joe Donevan and Dan Kelly of Somerville, and Mr. and Mrs. Richard Dow of Pepprill.

Vin Kehoe, well known Lowell artist, and his charming mother are vacationing at the Rossmere this week.

Vin has just completed "Blithe Spirit" with the Lowell Stock Company, of which he is company manager and publicity agent. Prominent in Lowell dramatic circles for a number of years, he has worked on WNAC in "Six Bells," did numerous Army shows during his three years' service, and has acted in training films for Columbia and Warner Bros.

Have You Heard?
 About the chameleon-burger that Shirlee was served?

BATTERIES for Portables
Radio Repairing
 Phonograph Needles
 Cutler Ave. Saltire Apt.
 Near St. Patrick's Church

MARSH AVE.
BARBER SHOP
 Open Year 'Round
 CHARLES deNICHOLS
 Marsh Ave., Opp. P St.

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 Formerly Fernald's
 HOME BAKERY
 GROCERIES
 King's Highway at Third St.

INSIDE PARKING
 DAY OR NIGHT
 OPEN 24 HOURS

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DRY CLEANING
 2 DAY SERVICE
 OPEN
 9:00 A. M. to 9:00 P. M.
 3 1/2 C STREET

The Corner Store
 GROCERIES
 GENERAL MERCHANDISE
 Soda Fountain
 Ocean Boulevard
 at Highland Ave.

PLAY GOLF AT
AMESBURY COUNTRY CLUB
 AMESBURY, MASS.
 \$1.00 Week Days Except
 Saturdays, Sundays and Holidays \$1.50
SPORTY 9-HOLE COURSE
 FINEST MEALS SERVED - SPRING WATER SHOWERS
 - 10 Miles From Hampton -

GOLF EXHIBITION
 PORTSMOUTH COUNTRY CLUB
Sunday, July 14 at 2:30
 RAIN OR SHINE
 ED "PORKY" OLIVER—Longest Driver
 and FRANCIS "RED" RYAN, Former State Champ
 vs.
 TOM MAHAN, R. I. Open Champion and
 MEL DEMARAIS, ranking N. E. Amateur
 ADMISSION \$1.20 Inc. Tax

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 THE HUB OF HAPPY HAMPTON
 Casino Attractions
 Cafeteria
 Gift Shop
 Casino Spa
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 Ballroom
 Bath House
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 Dining Room
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THREE DINING ROOMS
 ON HAMPTON BEACH
 All Under the Same Management
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 (5 Minutes North of Beach Proper)
PATSY'S
 B ST.
 In Avon Hotel
THE HILLCREST
 OCEAN BOULEVARD AT H STREET
 Home Cooking Sensible Prices
 WHEN IN PORTSMOUTH
 VISIT OUR DINER
 45 Daniels Street
 SAME GOOD FOOD AS AT THE BEACH
 Edgar P. Lessard

Have You Heard?
 That the Cafe "check-boy" is another Blackstone?

Select Real Estate Service
 Insurance Of All Kinds
L. HERBERT CLOUGH
 275 Ocean Avenue
 Tel. 691 Hampton Beach, N. H.

The
LAWRENCE HOUSE
Dining Room
 and
Cafeteria
 A STREET
 HAMPTON BEACH

BOAR'S HEAD INN
 for
 Particular People
 MEALS BY RESERVATION ONLY
 Approved by Duncan Hines
 On Great Boar's Head
 Hampton Beach Tel. 911

Beach Panorama

BY MARY E. FOGARTY

When the doors of the Hampton Beach Chamber of Commerce opened on May 30, a thirty-one year old precedent was shattered.

Since 1915, when this organization was first established as the Board of Trade, each Secretary has been identified by his voice. In fact, to many, the Secretary was just a voice and very little thought was given to the zealous work done by the man behind it.

Until this year, the regular beach people have shown little curiosity toward the Secretary or about what goes on in that little building on the boulevard. To the average vacationists, the man on the orthophonic was more or less taken for granted. Their knowledge of him was probably limited to the facts that he spoke mildly or gustily; one year he may have dressed conservatively — another year, sportily; one season he smoked cigarettes — the next, a pipe; one summer he was pointed out as a tall, light person — another, short

with a high forehead. All in all, he has been a composite personality representing an institution worthy of full recognition and an under-

standing of what it does. But this year, it is evident that
 (Continued on Page Twelve)

BAKERS' GIFT SHOP
 Souvenirs — Gifts
 OCEAN BOULEVARD
 4 Doors North of Ashworth

EARL'S MARKET

Variety of Fancy Fish

FRUIT — GROCERIES — VEGETABLES

LOBSTERS

Boar's Head Tel. 880 Hampton Beach

IT'S THE FOOD
MAHONEY'S LUNCH

And

TEA ROOM

"As Famous As The Beach Itself"

OCEAN BOULEVARD AT B STREET

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See HENRY

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Largest selection of
Cottages, Rooms, Cabins
 and **Business Property.**

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 of the beach.

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SALES

RENTALS

The Beachcomber

Incorporating The Hampton Beach Advocate

A Vacation Digest of all the news information for the summer visitor.

Published Wednesdays, June 26 to August 28

By The

HAMPTON PUBLISHING COMPANY

HAMPTON

NEW HAMPSHIRE

FOR ADVERTISING RATES IN THIS PAPER TELEPHONE HAMPTON 555

Communications and Items from readers are welcome at all times.

OGUNQUIT PLAYHOUSE

WEEK BEGINNING MONDAY, JULY 15

MRS. WALTER HARTWIG presents

"TO-NIGHT AT EIGHT-THIRTY"

with

LILIAN HARVEY

Fri. Mat. and Eves., \$3.00, \$2.40, \$1.80, \$1.20, \$.92
Reservations: Phone Wells 70

Complete line of ELECTRICAL APPLIANCES

VACUUM CLEANERS

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Numerous Other Appliances

ELECTRICAL CONTRACTING

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TROFATTER'S

Electrical Appliance Stores

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Hampton Center

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C Street

Beachcombings

Manchesterites, Johnny White, Justin Cronin, and Louis Gonyer, going home the hard way . . . local cab drivers giving that D. C. taxi the evil eye . . . Mrs. Ernest Rainey down for some sun after her hospital seige . . . Mary Ellen Saunders and Tom Higgins getting a moonlight view of the State Bath House . . . Fran and Mary Moynihan getting away from the crowd . . . dance hall fans, Jimmy Crowley and Dick McCarthy . . . Bobo bouncing back for a visit . . . Jon Alan Mack taking time out from Navy duties for a swim in the ocean . . . John Cox and Paul Martel hunting up a real lobster dinner for John's Washington fiancée, Ann . . . Alice Buckley and Kay Lyons stopping at the hot dog stand to munch a lunch . . . John Hedderman and the Maher boys—Jack and Dick—discussing John's stolen watch . . . Gloria and Champ Morrissey laughing on the inside, too . . . Jayne Gillis dancing with Phil Coyne, civilian 1/c . . . Joe Connolly on the Casino showing his son, Joe, the scene of his prime.

Have You Heard?

That Marysue is back from Manchester?

GROUP PHOTOS OF HOUSE PARTIES AND GATHERINGS
For Appointment CALL HAMPTON 933 or Write Box 31, Hampton Beach

GOLF NINE HOLE COURSE
75c Fee
Weekends & Holidays \$1.00
ROCKINGHAM GOLF CLUB
N. H. Route 108
Between Exeter & Newmarket

The Rocky Bend
LOBSTER STEAK
SHORE DINNERS
BOAR'S HEAD
HAMPTON BEACH
Ann Morrill Tel. 2142

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A. D. Fuller, Manager
THE ARCADE OF AMUSEMENTS
CASINO BUILDING
Next Door to Ballroom
Hampton Beach

Enchanting new TERRACE ROOM
Intimate new COCKTAIL LOUNGE
LARGEST NITE SPOT
in the EAST
FROLICS
SALISBURY BEACH
PRODUCED BY DUSTER KEIM
2 STAGE REVUES NIGHTLY
WITH THE BEAUTIFUL FROLICKETTES
More Gorgeous than ever
RESERVATIONS - - - NEWBURYPORT 250
SUPERB DINNERS FROM 5 P.M. DAILY
DANCING TO Frank Ryan and His Orchestra
BANQUETS AND PRIVATE PARTIES SOLICITED

AT THE SIGN OF PLAY POKER
Prizes
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LI-RO-LU
ORIENTAL GIFTS
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HAMPTON BEACH, N. H.

Aunt Min's
Fresh Made DOUGHNUTS
See Them Made
DAY and NIGHT PASTRIES
ICE CREAM
Foot of C Street

Construction Of Beach Seawall To Start July 15

Construction on the new seawall and board walk at Hampton Beach is expected to start about July 15 it was learned here this week. The construction firm of Munroe-Langstroth company of North Attleboro, Mass., is ready to go ahead with the construction of the 3,530-foot seawall which will extend from a point near the Ashworth hotel to Haverhill street. Plans also call for a board walk to be built the entire length of the seawall. The necessary steel reinforcements piling has arrived and the construction, which is expected to take four months will start immediately. Although it will entail some inconveniences to visitors during this summer beach authorities are practically unanimous that the construction should go ahead according to schedule. President Ray Goding of the Chamber of Commerce states that "the beach has waited so long for the breakwater, it would be unwise to ask the contractors to wait until September to start construction. Another winter storm like last year's would cause untold thousands of dollars of damage to the beach.

Beach Notes

Miss Louise J. Miller of Springfield, Mass., has as guests at the Driftwood on Nudd avenue and the Peggy-L-Dee on Ross avenue, Mrs. M. E. Dorgan and Miss Dorgan of Islington, Mass.; Mr. and Mrs. Theodore Baldwin of Springfield, Mass.; Mr. and Mrs. R. Gates and daughters. Mary and Naomi, of

Manchester, Conn.; Miss Hazel Morse of North Andover, Mass.; Miss Marjorie Drouin of Andover, Mass.; Bob J. Fopiano and Marty Dean of Springfield, Mass.; Miss Marlou Lindsey of Andover, Mass.; Miss Shirley Smith of Methuen, Mass.; the Misses Arlene French, Gen. Sumski, Rita Honohan, Shirley Honanan, Evelyn McCarthy, Marion Edge, Rita McLellan, Eileen Lawrence, Bea Fallon, and Gladys Miller, all of Lawrence, Mass.; Mr. and Mrs. Philip Reid and "Jackie" Reid from Worcester, Mass.; Mrs. Anna King of Westfield, Mass.; Lillian Creighton of Springfield, Mass.; Anna Cross of Northampton, Mass.; Mr. and Mrs. J. Akstell of Boston, Mass.; L. A. Mealey of Leominster, Mass.; Mr. and Mrs. Walter Frisbie of Springfield, Mass.; Jerry Scanlon of Boston, Mass.; the Misses Dorothea Madison, Claire and Marie Guidette, all of Springfield, Mass.; Marion Alases and Helene Machajek of Shelburne Falls, Mass.; Stella Ambrose and Mildred Taft of Gardner, Mass., and Mr. and Mrs. Riley Hampton of Newtonville, Mass.

Ruth Thomas, who has to her credit the titles of "Miss Massachusetts of 1945," "Miss Bathing Beauty of 1944," and 2nd prize winner in a "Billy Rose" contest, stopped at the Rossmere for a visit recently. She spent the season of '45 with the Forbes Theater in Rockport and appeared with the Boston Stock Company in East Lynn. She will appear this season with Mr. Kehoe at the L. G. M. Memorial Theater in Lowell, which will reopen July 10.

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32 Marsh Ave., Foot B St.
First Floor, Old Manchester House

Retail Wholesale
Pick Your LOBSTERS
Out of TANKS
Supplied by Ocean Water
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Dick & Jerry's
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Sandwiches - Fried Clams
Hot Dogs - French Fries
Cold Drinks

STATE BATH HOUSE

And RECREATION AREA

HAMPTON BEACH

TENNIS - SHUFFLEBOARD

HORSESHOE PITCHING

CROQUET

And Other Games

if you try
THE WILLIAM JAMES DINING ROOM

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YOU WILL COME BACK

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Fri., Sat. July 12-13

FREDDIE STEWART, JUNE PREISSER
JACKIE MORAN, FRANKIE DARRO
NOEL NEILL

"FREDDIE STEPS OUT"

THOMAS MITCHELL, EDNA BEST
FREDDIE BARTHOLOMEW, TIM HOLT

"SWISS FAMILY ROBINSON"

Continuous Show Friday and Saturday

Sun., Mon. July 14-15

DANA ANDREWS — RICHARD CONTE
STERLING HOLLOWAY — HUNTZ HALL

"A WALK IN THE SUN"

Continuous Show Sunday and Monday

Tues., Wed., Thurs. July 16-17-18

CLAUDETTE COLBERT — ORSON WELLS
GEORGE BRENT — LUCILLE WATSON

"TOMORROW IS FOREVER"

High Tides

Correct Figures at
U. S. Coast Guard Station, Hampton

THURSDAY	10:45 am	6.8
	10:45 pm	8.2
FRIDAY	11:15 am	7.0
	11:30 pm	8.4
SATURDAY	12:00 am	7.1
	12:00 pm	8.6
SUNDAY	1:00 am	7.2
	1:00 pm	7.0
MONDAY	1:15 am	7.7
	1:15 pm	7.4
TUESDAY	1:30 am	8.8
	2:00 pm	7.5
WEDNESDAY	2:00 am	8.8
	2:45 pm	7.7

Have You Heard?
"It's Been a Long, Long Time"
sung on the beach?

Have You Heard?
That Vinnie sees all, knows all
and tells all?

Have You Heard?
Why Jack Walsh had to get Dick
up?

COLONIAL

PORTSMOUTH, N. H.

Now Through Sat., July 13

MYRNA LOY and
DON AMECHE in
"SO GOES MY LOVE"

Also! Featurette in Technicolor

"A TALE OF TWO CAFES"

Cont. Sat. from 2:00 P. M.

Sun. Thru Wed. July 14-17

Kathryn Grayson
Jimmy Durante
Lauritz Melchior, June Allyson

"TWO SISTERS FROM BOSTON"

Cont. Sunday and Monday

Starts Thurs., July 18th
Merle Oberon, Turhan Bey

"A NIGHT IN PARADISE"
IN TECHNICOLOR!

SHOWING AT THE HAMPTON BEACH THEATRES.

CASINO

WED.

FRANCIS LEDERER
GAIL PATRICK

"MADONNA'S SECRET"

THURS., FRI., SAT.

RAY MILLAND
PAULETTE GODDARD

"KITTY"

SUN., MON.

LAURENCE OLIVIER
MERLE OBERON

"WUTHERING HEIGHTS"

SELECTED SHORTS ON ALL PROGRAMS

OLYMPIA

WED.

WM. ELLIOTT
CONSTANCE MOORE

"IN OLD SACRAMENTO"

THURS., FRI., SAT.

INGRID BERGMAN
GREGORY PECK

"SPELLBOUND"

SUN., MON., TUES.

WILLARD PARKER
EVELYN KEYES

"RENEGADES"
IN COLOR

TRY THE NEW **COMET** FOR A MORE Streamlined THRILL!

Glide 70 miles per hour in new sleek
streamlined trains on the newest and most
thrilling roller coaster in New England.

SALISBURY BEACH

HAMPTON THEATRE

HAMPTON CENTER

Tel. 339

Wed.-Thur. July 10-11

Alice Faye, Dana Andrews
in the smoldering drama
"Fallen Angel"

News — Cartoon

Fri., Sat. (Mat. Sat. 2:15)
July 12-13

Roy Rogers and Trigger
George "Gabby" Hayes
Dale Evans

"Along The Navajo Trail"

Also Robert Lowery

Barbara Britton
Lola Lane
Frank Albertson

"They Made Me A Killer"

Cartoon — News

Sat. Only: "King of The Forest Rangers"

Sun., Mon. July 14-15

Clarke Gable, Greer Garson
Joan Blondell
Thomas Mitchell
Tom Tully, John Qualen
Lina Romay
Harry Davenport
"Adventure"

OUR NEW BLOWER SYSTEM

Provides A Complete Change Of Clean, Fresh Air Every 3 Minutes.

Annual Picnic of Mother's Circle Held Wednesday

The annual picnic of the Mothers' Circle held at North Beach last Wednesday marked the 30th anniversary of the "Circle." It was announced by the founder, Mrs. Christopher S. Toppan. The picnic was attended by over 60 members and their children.

The sands were dotted early in the day with gaily colored bathing suits and beach umbrellas, with bathing and beach sports played during the entire day. The extremely high temperatures made bathing the chief sport and many despite precautions returned home with very ruddy complexions.

Home packed lunches were supplemented with ice cream and tonic furnished by the Circle. A very brief business meeting presided over by the president, Mrs. Edith Cunningham, was held.

The meetings for the current season have closed, but will be resumed in the fall with the newly elected officers presiding.

Have You Heard?

That Pete, the boy artist, is back on the beach and looking as handsome as ever?

Have You Heard?

That the dog cart has some pretty smooth looking men — Bob Jackson, for example? You should eat there more often, girls.

THE BIG STORE

Popularly Called "The 5c and 10c Store"

B STREET

Everything for your cottage
for your Personal Needs

New BIG STORE Departments

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"For the Leaders in Appliances"

Victor Records — Albums
Needles — Radios (as available)
Electrical Appliances

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Pure "Home Made" Candies

Fresh Daily

SALT WATER TAFFY

"Watch It Made"

Visit Our

LOWELL, MASS. STORE
at 56 Palmer St.

Surf Cleaners

DRY CLEANING

PRESSING

3 DAY SERVICE

Mahoney & Coughlin

Pickup and Delivery
on Request

At WARNER BROS. THEATRES WHERE YOU SEE THE NEW PICTURES FIRST!

STRAND

NEWBURYPORT
Phone Nybpt. 919

Now Playing Ends Sat., July 13

FRED MacMURRAY
ANNE BAXTER

"SMOKY"

In Glorious Technicolor

Sun. Thru Tues., July 14-16

GAIL RUSSELL
DIANA LYNN

"OUR HEARTS WERE GROWING UP"

Plus

Robert Lowery, Barbara Britton
"THEY MADE ME A KILLER"

Starts Wed. July 17

OLIVIA deHAVILAND
JOHN LUND

"TO EACH HIS OWN"

PREMIER

NEWBURYPORT
Phone Nybpt. 570

Entire Week Starting
Thursday, July 11

The Candid Love Story
Of A Stranded Lady!

Claudette Colbert John Wayne

In
"WITHOUT RESERVATIONS"

with

Don DeFore — Ann Triola
and Louella Parsons

Plus:

A Swell Surrounding Show

COMING NEXT WEEK

"THE GREEN YEARS"

Complete Change of Program

Every Thursday

Weekdays: Mat. at 2 P. M.

Evenings at 6:30 P. M.

Last Complete Show at 8:15 P. M.

Saturdays and Sundays

Continuous Performances

From 1:30 P. M. to 11:00 P. M.

Last Complete Show at 8:15 P. M.

STRAND

AMESBURY
Phone Ames. 919

Thurs., Fri., Sat. July 11-13

Maureen O'Hara, Dick Haymes
Harry James in

"DO YOU LOVE ME"

(In Technicolor)

Sun. & Mon. July 14-15

Paulette Goddard
Burgess Meredith in

"DIARY OF A CHAMBERMAID"

- also -

"DRESSED TO KILL" with

Basil Rathbone, Nigel Bruce

Tues. & Wed. July 16-17

George Brent, Lucille Ball

Vera Zorina in

"LOVER COME BACK"

- 2nd hit -

"INSIDE JOB"

with

Preston Foster, Ann Rutherford

Thurs., Fri., Sat. July 18-20

Alan Ladd, Veronica Lake

William Bendix in

"THE BLUE DAHLIA"

plus "THE DARK HORSE"

Have You Heard?
That Mrs. Teague's "Avalon" garage is being renamed Grand Central Station?

Have You Heard?
That Munsey's boys put Al's luncheonette in high spirit?

You Will Enjoy a Room at
The Blue Haven
Mrs. J. J. McCarthy
497 Ocean Blvd. at Boars Head

Have You Heard?
That Ken and Irene of the K & I Laundry are expecting an addition to the family washing?

Have You Heard?
That Tommy at Downer's is lonesome for Mary?

**The Ashworth By-The-Sea
HOTEL AND DINING ROOM**

Still Rendering The Same
FINE SERVICE AND DELICIOUS FOOD
Mr. and Mrs. Ralph A. Moulton and Son

THERE'S
FUN FOR ALL
AT
HAMPTON
BEACH



Never a dull moment. You want to be out-of-dors as much of the time as is possible, of course. That leaves but little time for tidying up the cottage and cooking the meals. We urge you to make use of low-cost electric service to get these jobs done quickly and well. Our service is awaiting your call, for every task . . . to help you get out on the beach as early as you wish and to stay late.

Exeter & Hampton Electric Co.
BEACH OFFICE OCEAN BLVD.

**Golf Tournaments
Are Revived At
Abenaqui Club**

The first golf tournaments to be played at the Abenaqui Golf club at Rye Beach since Pearl Harbor were held over the week end.

In the flag tourney, Dan Stuckey of Exeter won. Other winners were J. Duggy of Belmont, Mass., former Gov. Huntley N. S. Spaulding of Rochester, Paul Foster of Kansas City, Hildreth Clark of Lowell, Mass., and Mrs. John Tomkins of Baltimore.

Thomas T. Clark, Sr., Lowell, Mass., and Coolidge Davidson, Jr., Montclair N. J., with 3 up, were tied for first place in the handicap versus par tournament. Mrs. Tomkins was runnerup, only one stroke behind.

Weekly tournaments are being planned for the remainder of the season.

HOLIDAY CROWD —
(Continued from Page Three)

scarcity with many weekenders forced to sleep in nearby towns and many Hampton residents opening their homes to visitors. Many youths were reported spending the night on the sands, some in their sleeping bags while many slept in their automobiles and still others just didn't sleep at all. The food supply held up well over the long weekend although long lines formed at every restaurant and eating place at meal times.

South bound traffic clogged the Lafayette highway Saturday and Sunday with approximately 21,000 cars being checked crossing the Maine New - Hampshire Interstate bridge.

FOR SALE
ELECTRIC Savory Toaster, restaurant type, and tent 14'x14'. Inquire The Alma, 15 G St., Hampton Beach.

Ross Garage
HAMPTON BEACH
STORAGE — REPAIRS
Tire Work - Greasing
ROAD SERVICE
SOCONY OIL
GAS

FLOWERS
BOUQUETS
CORSAGES
"Flowers By Wire"
Delivery Service

Emery the Florist
Mill Rd., Hampton. Tel. 828

Courteous Service, Cleanliness
EXCELLENT FOOD
**Foley's
Restaurant**
"Meet Your Friends at Foley's"
B STREET
Hampton Beach, N. H.

V. W. PORTER, REALTOR
BEACH ROAD, HAMPTON, N. H. TEL.
The finest list of town, shore and beach properties and guest houses—many to choose from.
3 Cottages for \$7,000.00 — 2 For \$5,500.00 — Camp \$800.00
Additional Listings Needed

JOHNSON'S MILK
45 YEARS' SERVICE ON HAMPTON BEACH
Grade A Milk
Homogenized Milk
Regular Milk
Cream
SEE OUR DRIVER — TEL. HAMPTON 564

Have You Heard?

Have You Heard?
That Emma is looking forward?

Have You Heard?
Who "boiled" up a blanket whilst beaching and about their experience in back of the Ocean House?

Have You Heard?
That Carol is adept at climbing in windows?

Have You Heard?
That Fred Donovan was back at his old job in the ballroom over the weekend?

Have You Heard?
How smashing Sam looks in Ernie's hat?

Have You Heard?
Who left the full shopping bag in the kitchen of 22 K street?

Have You Heard?
That Bobby is apt to jump from the rafters anytime?

Have You Heard?
That little Danny has waited for Daddy and Mommy to come home from Joe's for the last time for a while?

Have You Heard?
When Ray's girls are going to get together for a little tar and feathering party?

Have You Heard?
That "Windy" is going to breeze into the Ashworth for a short stay?

No Waiting
at GAUDREAU'S
— 5 BARBERS —
3 C STREET

Have You Heard?
That Pat has had her first tooth?

Have You Heard?
That Gale is still breezing around the beach?

Have You Heard?
That Vin Kehoe arrived last Sunday for a rest (?) after completing a successful run of "Blithe Spirit"—the Broadway play?

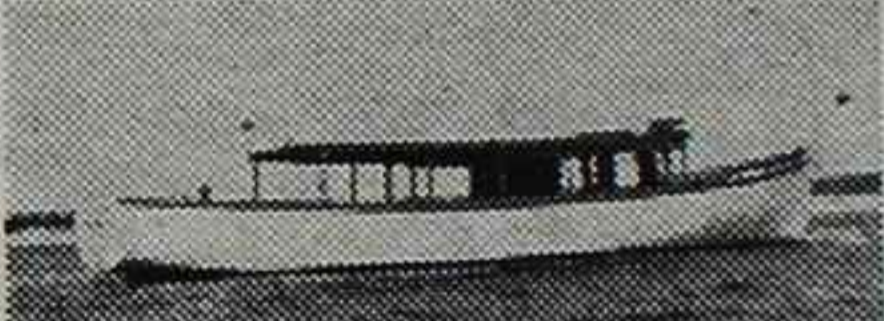
Have You Heard?
That the two Franks have donned halos as of July 6?

Have You Heard?
That Jim O'Connor has to be in at 11 o'clock?

HOTEL KENTVILLE
Rooms with Hot and Cold Running Water
Mr. and Mrs. R. L. Goding
Telephone Hampton 950

"Take Out — Bar Service"
HAYWARD'S
FAMOUS
Fried Clams
Blvd. North of Ashworth
Fried Clams
French Fries
Frankforts

BOB'S GRILL
Ocean Boulevard at C Street
Frankforts LATE LUNCHES Hamburgs
BOB'S BAKERY
HOME MADE
DOUGHNUTS PIES CAKES
C STREET Opp. DOUG'S GRILL


SMITH & GILMORE
FISHING PIER
Hampton River

DEEP SEA FISHING TRIPS
8:00-12:00 A. M. DAILY 1:30-5:30 P. M.

Lines and Bait Furnished
TOILET FACILITIES

RADIO
Boats and Lines for RENT
SEAPLANE RIDES
Hampton Beach
Air Service
C. DeValk R. Meier
Bait for SALE

SPEEDBOAT RIDES
Private Parties, Moonlight Trips Arranged
TEL. HAMPTON 503
N. L. Smith Mrs. H. C. Gilmore N. L. Smith, Jr.

**BUZZELL'S
CANDY SHOP**
HOMEMADE CANDIES
Popcorn Confections
Fountain Service
Boulevard Est. 1917

Bella's Market
Blvd. Between J & K Streets
GROCERIES
VEGETABLES
BAKERY GOODS
MEATS . . .

The ROWELL
50 Modern Rooms
Hot and Cold Water
in Each Room
MARSH AVE at A ST.

**DONOVAN
and
FALLON**
Druggists
OCEAN
BOULEVARD
Between F and G Streets

WHEN AT HAMPTON BEACH
Visit
Penny Arcade
Opposite The Playground

INSURANCE

JOHN SISE & COMPANY

Serving The New Hampshire

Seacoast Region

Since 1836

Fire - Casualty - Life

3 Market Square

Telephone

Portsmouth, N. H.

19

PANORAMA —

(Continued from Page Five)

there is a spark of interest regarding the owner of the "voice." The newly appointed Secretary has started a fresh picture — destroying the composite idea in the public's mind. For the new Secretary has some definite characteristics that defy disregarding — such as refusing — positively refusing to smoke cigars, wear ties or sing from the bandstand on special occasions. This is not at all odd, because, for the first time in its history, the Chamber of Commerce has a feminine Secretary.

NO ENTERTAINMENT OR FOOD TAX

Although it's Fun to EAT AT

The James Grille

Between J & K Sts. on the Blvd. OPEN UNTIL 1 P. M.

I had seen "Secretary, L. M. White" on their stationery, but didn't know, when I asked to speak to the Secretary, the "L." meant Loretta. After a few moments in her office, it was easy to match that pleasant voice with her equally pleasing manner. It seemed only natural that this tall, dark, attractive girl should be outlining the Chamber of Commerce life to me, and it was nice to see how well she and her two office assistants get along day after day — some of them trying days.

This isn't the first year for the other two girls — Mary E. Cronin of Haverhill and Virginia M. Rose of Worcester. They could probably write volumes on their experiences in "the little building just north of the bandstand." Morning and night this trio finds themselves all ways turning to something different — confronted differently by the same old problems with, once in a while, someone thinking up some new kind of trouble to be in.

Incredible as some of the experiences are, they have learned to cope with just about everything for they know that they are there to give "service to the vacationist to local business and to the community." All this they do during the average full day which includes writing about 100 routine letters, answering umpteen phone calls and questions; planning pleasure trips; directing people to restaurants, rooming houses, hotels and recreational facilities; and super-

(Continued on Page Thirteen)

John the

BARBER

"20 Years at Hampton Beach" New C. ST. Location

PALMER'S

DINING ROOM

Open

Fried Clams a Specialty Lobster All Style Opp. Coast Guard Station North Shore Hampton Beach

YOUNG'S

TAXI

24-Hour Service

Phone Hampton —

Have You Heard? How the Virginia Reel is done?

Hamburgs

The MARGUERITE

Helen Marguerite Hupper

C STREET

Sandwiches

YOUNG'S

CABINS

OCEAN BLVD.

TEL. 2159

HAMPTON BEACH

H. W. YOUNG

PANORAMA —

(Continued from Page Twelve)

vising record and radio programs. Through the door that goes everything imaginable — animal, vegetable and mineral. (I hope the Chamber of Commerce doesn't sue me if this encourages someone to search the place for a bathing cap lost in June of 1921). But, generally speaking, during the season a sample of all these things show up. People complain about their neighbors, about traffic and the weather.

Children turn up without their shoes and shoes turn up without the children.

Persons who find money and stray articles take them there to be claimed. Women who find their funds have expired before their reservations have, tearfully ask the

girls to lend them money to get them-home.

Visitors trying to find friends, drop in to ask their whereabouts. Announcements from the Chamber of Commerce microphone range from information about Amateur Night to the registration numbers of cars blocking drive-ways.

Next to, and formerly a part of, the Chamber of Commerce, is the A. K. Barrows Travel Bureau where thousands of tourists find the simplest ways to get in and out of the beach. The manager, Mr. Herbert G. Pascall, his daughter, Earla, both of Lowell, and Miss Jackie Cate of Hampton are all there to tell you how you can walk, ride, or fly to wherever you want to go. You might even find Mrs. Pascall there once in a while.

On the other side of the Agency, Mrs. Catherine Sullivan has the headquarters for the sale of chances on Savings Bonds. She is also in charge of the playground, where most of the children are when they are not at the Chamber of Commerce waiting for their parents to come and find them.

Actually, this article probably makes an "average day" sound

(Continued on Page Fourteen)

Fresh Daily

WARREN'S FAMOUS CANDIES

"See Them Made"

197 Ocean Blvd. Candy Mailed

Capt. Fred Williams 'NYOKA'

DEEP SEA FISHING PARTIES

Leave State Pier Daily and Sun.

8:00 A. M. and 1:30 P. M.

Bait and Lines Furnished

18 Marsh Ave., Hampton Beach

Hampton 2240

PONY

RIDES

SAFE PONIES FOR THE CHILDREN

— NO WAITING —

Leaders for the Beginners

Winnacunnet Road

Opposite the Gas Balls

1 Mile North Casino

THE GREENLANDS

TOURIST CAMP

North Shore Boulevard

Hampton, New Hampshire

Winter Address

31 Sherwood Road

MELROSE, MASS.

Albert D. Fanning

Hazel P. Fanning

MUNSEY'S SEA GRILL

CHICKEN

STEAK

SEA FOOD

"If it swims, we have it"

Boulevard at A Street

HAMPTON BEACH

TEL. 591



750 on Every Dial



Come to EXETER, N.H. A Typical New England Shire Town. Founded 1638. VISIT You'll Enjoy and Profit by a Visit to Exeter. Cordial Merchants Will Gladly Serve Your Needs With Up-To-The-Minute Merchandise For Beach Wear And Beach House. MODERN THEATRE DELIGHTFUL SHOPPES AMPLE PARKING FACILITIES IN SHOPPING DISTRICT Most Stores Closed Wednesday Afternoon — Open Saturday Night. Excellent Bus Service Between The Beach and Exeter.

Armas Guyon
GENERAL CONTRACTOR
 Tel. 863
 501 OCEAN BLVD.

PANORAMA —
 (Continued from Page Thirteen)

pretty hectic, but Miss White isn't alone with her questions. Her problems are the problems of the property owners and business people. Every Tuesday night at 8 o'clock, she and the president, Rep. Ray Goding, the vice-president, J. J. Walsh, and the treasurer, Ralph T. Harris, together with the large

Compliments
Hampton Beach Chamber of Commerce
 which provides
YOUR ENTERTAINMENT

THE PENNIMAN AGENCY
 WRITING EVERY FORM OF
INSURANCE
 EXCEPT LIFE
 Tel. Hampton 302

DIAMOND C MARKET AND BAKERY

Meats - Groceries
 Fresh Fruits and Vegetables
 (In Season)

WE CARRY A COMPLETE LINE OF
BIRDSEYE FROSTED FOODS

Your Guests Will Enjoy Our
HOME BAKERY PRODUCTS
 BAKED BEANS EVERY SATURDAY NIGHT
We Invite Summer Visitors To Inspect Our
Modern Refrigeration Plant
 AND CLEAN, WHOLESOME BAKERY

number of directors, meet to discuss any and all activities that help and hinder the beach. It is at these meetings that plans are made for band concerts, fire works, parades, bond sales and all other events that make Hampton Beach the place you come to, stay at, and hate to leave.

If you're an old-timer here you know what a fine organization we have in the Chamber of Commerce. If you are new, drop in and see if you can't mix their pleasure with your business.

Beach Notes

Also staying at the Rossmere are Mr. and Mrs. R. Jayne, Hoxsie, R. I.; the Misses Gertrude and Germaine Champagne and party of 8 from Woonsocket, R. I.; Mr. and Mrs. J. Peterson of Mansfield, Mass.; Mr. and Mrs. C. Bruneau and daughter of Springfield, Vt.; Miss Janet Parish, Canton, Mass.; Mary Mulligan of Medford, Mass.; Frances Meade of Malden, Mass.; Robert Donnelly and John Toomey of Arlington, Mass.; Mary McQuade and party of 3 from Attleboro, Mass.; Mary Fallon and party of 3 from West Groton, Mass.; Mr. and Mrs. J. Gom, Worcester, Mass.; Leo Lagasse and son from Canada; John Ripley and Richard Loftus of Watertown, Mass.; Margaret Reddy and Mary Flanagan of Manchester; and two French brides with their husbands—Mr. and Mrs. Kelley and Mr. and Mrs. Batley.

Mr. and Mrs. Ernest Rainey and family of Ridgewood, N. J., are guests at the Fairview Hotel. Mr. and Mrs. Thomas Buckley are guests at the Elizabeth.

Have You Heard?
 That Tim Buckley is going steady and he means it?

Attention—Hotels
 —SOUND—
 —MOVIES—
 Sound Movie expert now at beach home will show professional sound movies at hotels, clubs, homes. Programs for all occasions. Complete equipment for any size group. Has handled over 400 shows.
Jack Proctor
 5 Highland Ave.
 Hampton Beach

"BOWL FOR RECREATION—HEALTH—SPORT"
FERNCROFT ALLEYS
 A STREET HAMPTON BEACH
 Weekdays: 10:00 A. M.—12:00 Midnight.
 Sundays: 1:00 P. M.—9:00 P. M.
 A Cordial Welcome to All!
 Alleys Will Be Open During Fall Months
 HARRY F. McLANE
 TEL. HAMPTON 410

Coffee Cold Drinks
 TRY
ROGER'S GRILL
 Marsh Ave. Opp. B St.
 Pastry Sandwiches

JUNKINS
 Delicious
 HOME MADE CANDIES
 CORN SPECIALTIES
 See Them Made
 193 Ocean Boulevard

Norton's Fish Market
 Fresh
 FISH — LOBSTERS
 North Beach
 Next to Coast Guard Station

TRY THE
HARBOR GRILL
 At The Bridge
 HAMPTON BEACH
 Open
 7:00 A. M. — 10:00 P. M.
 ALL HOME COOKING

Visit The
STANDISH GIFT SHOPPE
"A trip through the Standish Gift Shop is like a trip around the world"
 Ocean Boulevard
 At "A" Street

Beach Notes

Among those at the Ocean House are Mr. and Mrs. Dennis Murphy and son, William, of Taunton, Mass.; Mrs. Daniel W. Shanahan of Lowell, Mass.; Mr. and Mrs. Henry Lallumiere from Haverhill, Mass.; Miss Sadie Jewett of Hampton; Mrs. Michael Cruise and granddaughter, Margaret - Ann Holmes, both of Brockton, Mass.; State Rep. and Mrs. Thomas Coady of Cambridge, Mass., with their daughters, the Misses Joan and Mary, and a niece, Miss Helen Coady; Mr. and Mrs. Daniel G. Spillane of Worcester, Mass.; the Misses Norm G., Alice M. and Rita C. Philbin of Manchester; Mary E. Shea and Helen T. Olcott of New Britain, Conn.; and Katherine Sullivan and Patricia Cronin of Worcester. Also Mr. and Mrs. John T. Smith of Worcester; Eleanor M. Murphy and sister of Roslindale, Mass., and Lorraine Ashe and Loretta Connolly of Melrose, Mass.

Miss Gertrude Keegan, of Highland avenue, recently started working at the Casino newspaper and cigar counter.
 Mr. Ralph W. Boyer and his son

and wife, Maj. and Mrs. Ralph W. Boyer, Jr., recently visited Mr. and Mrs. Daniel E. Fogarty and family on K street. Mr. Boyer is on from Los Angeles to spend a few weeks with his son in New Castle.

Mr. William J. O'Brien and Mr. Eugene O'Rielly of Washington, D. C., spent the holiday weekend with Mr. O'Brien's family at 18 J street. Mr. O'Rielly returned to Washington, Sunday.

Mr. James K. O'Callaghan, brother-in-law of Mr. O'Brien, has returned to Great Neck, L. I. His wife and three children are spending a few weeks here.

Rev. John J. Dewire of Abington, Mass., visited his family on Church street this week.

Mr. John Cuminsky spent the weekend with his wife on Cutler avenue. Mrs. Cuminsky is a cashier on the Casino.

Mrs. John Ghiblin, Cutler avenue, was visited this week by her daughter and husband, Mr. and Mrs. Everett O'Neil and children, Eleanor and Richard, all of Worcester.

Mr. and Mrs. George Hollander of Worcester are staying on I street.

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HARRIS

Largest Agency on Hampton Beach

R
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M
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79

Ocean Blvd.
 Hampton Beach
 N. H.

The Cover

Adorning the cover this week is an unusual shot of the bathhouse at the State recreation area taken by our staff photographer, Arthur Wholey, Jr.

Unusual in the fact that when it was taken only a half dozen persons are shown at this popular spot. Wholey waited until seven o'clock in order to get this fine shot without a crowd in the foreground.

This area at the southern end of the beach, newly christened the "State Recreation Area" now affords the public many outdoor games including five shuffleboard courts and four tennis courts which are expected to be completed in a few days.

Superintendent Ed Gallagher reports that 4000 cars visited the area over the weekend and that over 1,000 persons used the facilities of the bathhouse.

Have You Heard?
 About the new fountain at Al's?

Have You Heard?
 About the gem behind the jewelry counter at Playland?

Have You Heard?
 That the boys are thriving on the 920 club?

Have You Heard?
 About the Washington cab that took a wrong turn and landed here?

Have You Heard?
 That Alice and Ann may sing at the Community Church?

Have You Heard?
 Who is the blackest girl on the beach?

Have You Heard?
 About John's new barber shop?

Have You Heard?
 That Giftland features smart wooden name pins made while you wait?

Have You Heard?
 That Arlene and Louise are competing for gifts?

Have You Heard?
 That Rudy is back at the Fairview tea room?

Have You Heard?
 That Randy weighs 8½ lbs?

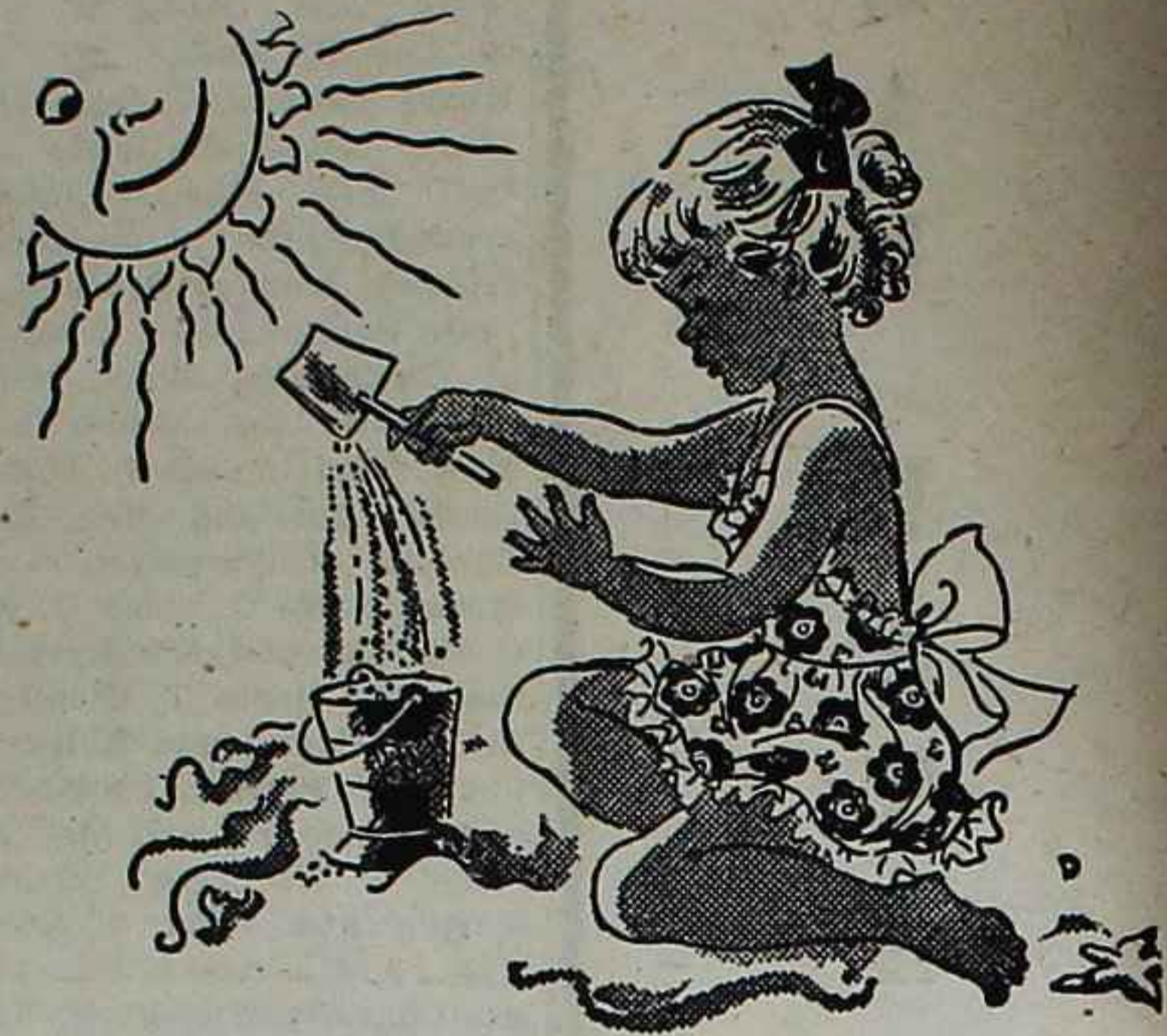
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Main Office
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For Sun Babies

"Adorable" is the word for our collection of tots' sun clothes . . . Sun Suits, gay pinafores, little boys' and girls' jerseys, shorts and wash suits . . . all crisp, cool, easy on the tub and budget!



WALKIE - TALKIE
CHILDREN'S BEACH WEAR
BOYS' AND GIRLS' SHORTS
Sizes 2-6

BOYS' (White and Prints) \$1.59-\$1.95
GIRLS' (Seersuckers in Plain Colors) \$1.95

WALKIE-TALKIE
BOYS' SHIRTS (Whites, Stripes, Plain) \$1.20
Size 3-8



COOL SUMMER PAJAMAS
Sizes 8-16

BLUE AND PEACH BROADCLOTH
\$1.95
Navy, White, Brown in Sizes 7-14

TWO-PIECE PLAY SUITS \$2.95
Striped Chambray in Sizes 10-14

TODDLERS' SUN SUITS
BOYS'—Size 1-3, Blue and Yellow \$1.95
GIRLS'—Size 1-3, Extra Nice \$1.95-\$3.75

PROTECT YOUR CHILD'S LIFE WITH
SWIMVST \$2.75 - \$3.25
Sizes 4-12
An ideal swimming aid, developed from the Army and Navy life vest.

BY POPULAR REQUEST!
SPECIAL PERFUME DEMONSTRATION
ALL THIS WEEK
To Introduce Special Carnation Fragrance
39c Tax Included
Also a reproduction of a famous and expensive
French perfume—50c per dram, tax included.

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37-41 Market Street

Portsmouth

The Beachcomber



VOL. XX., NO. 4

Incorporating The
Hampton Beach Advocate

WEDNESDAY, JULY 17, 1946

FREE DISTRIBUTION



United States Coast Guard Station, North Beach

Children's Day To Be Held July 25