

# 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.

## GEORGE B. FRENCH COMPANY

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

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. 4

WEDNESDAY, JULY 17, 1946

FREE DISTRIBUTION

## Gala Program Is Planned For Children's Day

### "Cover Girl of 1946" To Be Sought By Beachcomber

In an effort to discover the loveliest young lady on Hampton Beach for the 1946 season, the Beachcomber will stage a "Cover Girl" contest — the winner of which will have her picture on the front cover of the August 21st issue and be known as the "Cover Girl of 1946."

This is the first year that the Beachcomber has attempted anything of this sort and it is hoped that enough lovelies will enter into the spirit of the contest to make it an annual feature.

The Chamber of Commerce through its secretary Miss Loretta White is cooperating with the Beachcomber in this contest and a select group of judges will be announced next week.

Meanwhile here are the only rules of the contest:

1. Entrant must be sixteen years or over and a resident of Hampton or Hampton Beach, a summer resident or employed for the summer at the beach.
2. All entries must be accompanied by a photograph or suitable snapshot of the entrant together with name, address (summer and winter) and age.
3. Entries may be left at the

(Continued on Page Fifteen)

### Two Injured As Trailer Overtakes Monday Morning

Two boys narrowly escaped serious injury and a police officer was run down by a car in two accidents which took place on Ocean Boulevard over the weekend, according to Chief of Police, Jerome F. Harkness.

The police officer, Albert Jacobs, of High street, Hampton, was directing traffic out of the parking space at Haverhill avenue, Sunday at 1:30 p. m., when a car driven by Peter F. Hancock of 55 Crescent street, Malden, Mass., turned the corner of M street and knocked him down.

Examination by Dr. C. B. Bailey showed that Jacobs suffered a pulled ligament.

Monday morning at 8:30, a trailer containing breakfast supplies for the Hillcrest dining room, broke loose from the car driven by William H. Lessard of the Constance Hotel, Ocean boulevard, in front of the Kentville.

As the trailer turned over, spilling the food supplies, it threw to

(Continued on Page Six)

### Parade, Special Shows And Luncheon Mark Annual Affair

Despite shortages that outclass actual wartime the annual Hampton Beach Children's Day, originated by Colonel George Ashworth nearly three decades ago, will be held this year on July 25.

Boy Scouts, Girl Scouts and Cub Scouts from many sections of New Hampshire will be in attendance and children from Hampton and surrounding towns and cities are invited to join in the day's festivities.

A parade featuring children in costume and augmented by divisions of Boy Scouts, who are holding their three-day Camporee at the State Reservation, and Hal McDonnell and the Hampton Beach Concert band will start at 1 P. M.

Col. Ashworth promises a good time for all the children with plenty of free ice cream, balloons and everything to make Children's Day complete. "Daddy" Ashworth, as he is now familiarly known to both young and old, has experienced many difficulties in arranging a program due to the lack of bands and entertainers as well as refreshments. However there will be an entertainer from Boston to put on a show for the kiddies and a gala day will be in store for all.

A luncheon for approximately 50

invited guests will be held at the Ashworth-By-the-Sea at 12 noon with Gov. Charles M. Dale of New Hampshire and Gov. Maurice Tobin of Massachusetts being invited to attend.

### Greenlands Girl's Club Gives Play

The Greenlands Girl's club is receiving many compliments for its successful showing of the play "The Youngest Sister" at the Greenland Community House, North Beach Thursday and Saturday evenings. The girls deserve a great deal of credit for their work. The cast included:

Jean McNally as Eulah; Gail Jardis as Beulah; Harline Thornton as Jane, Janet Martin as Prince Charming; Joyce Frederickson was the narrator. Paul Jardis, three years old, sang "You Won't Be Satisfied Until You Break My Heart." Community singing was enjoyed after the performance.

### THE COVER

The United States Coast Guard station at North Beach was the lens target of our staff photographer, Arthur L. Wholey, Jr., for this week's cover.

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

Have You Heard?  
 That indications point to a great construction job for the "sidewalk supervisors" along the beach front?

Have You Heard?  
 About the boys at Cuffy's Inn?

**OUTDOOR MOVIES FOR THE ENTIRE FAMILY**  
**SALISBURY AUTO THEATRE**  
 ON THE BEACH ROAD, SALISBURY, MASS.  
 Wednesday Through Saturday  
 DEANNA DURBIN — CHARLES LAUGHTON  
 "BECAUSE OF HIM"  
 Plus — "STRANGLER OF THE SWAMP"  
 Starts Sunday  
 RANDOLPH SCOTT — ANN DVORAK  
 "ABILENE TOWN"  
 Plus — "EAST SIDE OF HEAVEN"  
 with BING CROSBY and JOAN BLONDELL

**HAMPTON BEACH CASINO**  
 THE HUB OF HAPPY HAMPTON

Casino Attractions

Ballroom  
 Bath House  
 Bowling Alley  
 Lunch Room  
 Dining Room

Cafeteria  
 Gift Shop  
 Casino Spa  
 Frosted Malted Popcorn Stand

OCEAN HOUSE

**THREE DINING ROOMS**  
 ON HAMPTON BEACH  
 All Under the Same Management

**THE CONSTANCE**  
 OCEAN BOULEVARD  
 (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

**Beach Notes**

Among those staying at the Crescent Arms on G street last week were "Spike" Griffin, "Swiftly" Kickham, "Butch" Flanagan, and "Denny" O'Leary.

Guests at the Rowell this week are: J. H. Dell Isola, Medford, Mass.; Marguerite McGrath, Worcester; Jeanne Costello, Salem, Mass.; Mr. and Mrs. F. J. Hefferman, Haverhill, Mass.; Mr. Paradis of Manchester; Mr. and Mrs. George Robitaille, Manchester; Mr. and Mrs. Wilkinson, Providence, R. I.; Miss Mary Corley, Holyoke, Mass.; Mr. and Mrs. T. K. Wickstrom, Worcester, Mass.; Mr. Roger Dufault, Holyoke, Mass.; Miss Nora Sealey, Lowell, Mass.; Miss Jane Gilbride and mother, of Providence, R. I.; Miss Julia Hilliard, Lowell, Mass.; Joseph H. Mullin and son of Holbrook, Mass.; and Jean Morack of Wilmington, Mass.

Miss Mildred Kirkland has returned to her home in Raymond after several days' visit with her grandparents, Mr. and Mrs. Eli N. Marcotte, at the "Holidaynook" on Highland avenue.

Mrs. Elizabeth Doyle and children, Mary and Bobby; Mr. Ernest Smillie and Miss Eva Smillie, all of Manchester, are spending two weeks on King's highway.

Dr. and Mrs. George Sheehan and family are spending some time at their Boar's Head home.

Police Officer and Mrs. Arthur Hartnett and daughter, Betty of Manchester are spending two weeks at their home at the North Shore.

Have You Heard?  
 That the destruction of the boardwalk is most disconcerting to quite a number of people?

Have You Heard?  
 That that man is here again? Watch it girls he's that red headed at Munsey's is none other than heart beat — Bill Whalen of Newton, Mass.

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

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 —

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

**E. B. Burt**  
 Formerly Fernald's  
 HOME BAKERY  
 GROCERIES  
 King's Highway at Third St.

INSIDE PARKING  
 DAY OR NIGHT  
 OPEN 24 HOURS  
**ROCHFORD'S GARAGE**  
 MARSH AVE. AT A ST.  
 Vulvanizing Repairs  
 SOCONY OIL  
 GAS  
 Hampton Beach, N. H. Tel. 2246

**Hamel**  
**DRY CLEANING**  
 2 DAY SERVICE  
 OPEN  
 9:00 A. M. to 9:00 P. M.  
 3½ C STREET

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

Have You Heard?  
 About the girl who has tried for four years to make Joe?

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  
 Coffee Shop  
 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

One of the most commonly asked questions (besides "How long are you down for?") is "Where's the Casino?" And oddly enough, this question comes from people who are standing on it at the time, more often than from anyone else. Probably this is so because to many vacationists the Casino and some one of the concessions on it are synonymous. This must be the reason. Surely, no person in his right mind could see that wondrous place and still be in doubt to its location.

Truly a world of its own, the building, besides the Associates' departments, houses about fourteen lessees: The Casino Market and Bakery; Penny Arcade; Campion's men's clothing store; Elsie's store for women; the Post Office; the Theatre; the silhouette artist, Lillian G. Clarke; A. J. Morse, electrician; Rene Bode's beauty parlor and, next to it, the barber shop, operated by her father, Dick Bolger; Heppe Bros., Inc., proprietors of a candy shop, and upstairs, Madam

Clara, Palmist; and Ping-pong and Carpet golf.  
 In addition to the Casino, the Associates own from the north

corner of F street to the south corner of C street between the boulevard  
 (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  
 Tel. 2103-8 Hampton Beach, N. H.

**QUINN'S MARKET**  
 B Street  
 Groceries, Cold Meats  
 Fresh Fruits Vegetables  
 TEL. HAMPTON 2287

**See HENRY**  
 For  
 Largest selection of  
 Cottages, Rooms, Cabins  
 and Business Property.  
 — OFFICES —  
 For your convenience at both ends  
 of the beach.

409 Ocean Boulevard  
 Tel. 588

Mile Long Bridge  
 Tel. 2279

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 22  
MRS. WALTER HARTWIG PRESENTS

LEO G. CARROLL

in

### "ANGEL STREET"

Fri. Mat. and Eves., \$3.00, \$2.40, \$1.80, \$1.20, \$.92  
RESERVATIONS: PHONE WELLS 70  
Next Week: "The Hasty Heart"

### Complete line of ELECTRICAL APPLIANCES

VACUUM CLEANERS  
RADIO'S  
2-PLATE ELECTRIC STOVES

ELECTRIC STEAM RADIATORS  
COMPLETE LINE OF TABLE LAMPS  
PYREX BOWLS AND DISHES  
COFFEE MAKERS  
CHROME CHAIRS  
FLASHLIGHTS

Numerous Other Appliances  
ELECTRICAL CONTRACTING  
OIL BURNER, Sales-Service  
REFRIGERATION, Service

### TROFATTER'S Electrical Appliance Stores

Tel. 2077  
Hampton Center

Tel. 786  
C Street

### '500' Forfeits Ball Game to Green Sox

The manager of the Greenlands 500 defaulted to the Green Sox Sunday, July 14 as they did not show up at the field. The manager, Shirley Davis fell asleep in the warm sun and forgot to have her team on the field at game time.

### TWO INJURED —

(Continued from Page Three)

the street, two passengers, Robert Call, 16, and Philip Adler, 16, both of Philadelphia and employees at the Constance. After receiving emergency treatment at the scene by Dr. C. B. Bailey, they were taken to the Portsmouth hospital by William Brown of Hampton.

Have You Heard?  
Why Peter did not pay a fine?

Have You Heard?  
Why the Casey Paper Co. of Haverhill does so much business on the beach? You guessed it — Jack Casey's great big smile does it.

Have You Heard?  
That the 3 high school boys in the band are Vincent O'Keefe of Manchester, who plays the Saxophone and Clarinet; Charles Miville of Methuen who plays the French Horn, and Phil Danforth of Methuen, who plays the Trombone?

**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

**THE CASINO ARCADE**  
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 BUSTER KEIM  
2 STAGE REVUES NIGHTLY  
WITH THE BEAUTIFUL FROLICKETTES  
More Gorgeous than ever  
RESERVATIONS - - - NEWBURYPORT 250  
DANCING TO  
Frank Ryan and  
His Orchestra  
SUPERB DINNERS  
FROM 5 P.M. DAILY  
BANQUETS AND  
PRIVATE PARTIES  
SOLICITED

### Six Win Cash Prizes At Weekly Amateur Hour

With Bill Bradley of WHEB as Master of Ceremonies, the Monday night Amateur took an unusual turn when applause from the enthusiastic crowd determined that there would have to be six winners instead of the expected four.

Prizes of \$5 each were awarded to:

(1) Eddie Lane of Hartford, Conn., a Marine stationed at the Portsmouth Prison, who gave an excellent impersonation of a little boy singing, "You Must Have Been a Beautiful Baby."

(2) A soprano, Beatrice McKenzie, 13, of Methuen, who sang, "Spring in My Heart."

(3) Patsy Blisson, 17, of Rochester, who accompanied herself at the piano and sang, "Because." A regular singer on a Laconia radio station, she is expected to appear as a guest on next week's amateur hour.

(4) Richard Lefever, 9½, of Portsmouth, who sang, "Some Sunday Morning."

(5) Francis Kohler, 15, of Woburn, Mass., who played the "Clarinet Polka" on the xylophone.

(6) Madeline Diamond, 26, of Lowell, Mass., singing "Sioux City Sue."

Have You Heard?

That J. J. McConnell of Cambridge and Providence and Milton Grela of Taunton and Watertown, enjoyed a very profitable week? It was noted that during their stay, the beach was clean of empty soda bottles. It would be appreciated if soda drinkers would place all bottles in a central location to facilitate the task of collecting same.

AT THE SIGN OF  
**PLAY POKER**  
Prizes  
Cigarettes - NYLONS - Gifts  
Ocean Boulevard

Sales Rentals  
**FLORENCE REAL ESTATE CO.**  
303 Ocean Bd. next to Ashworth INSURANCE Tel. 917

L. M. Leonard L. W. Leonard  
**LI-RO-LU**  
ORIENTAL GIFTS  
OCEAN BLVD. AT F ST.  
HAMPTON BEACH, N. H.

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

### if you try THE WILLIAM JAMES DINING ROOM

(Former Cozy Corner Cafe)

YOU WILL COME BACK

BOULEVARD AND MARSH AVE.

HAMPTON BEACH

TEL. 968

Have You Heard?  
That Page says he does not limit purchases? "You need the good — I need the money."

Have You Heard?  
That as a whole, the new parking and one way traffic regulations are working fine?

Have You Heard?  
That Minnie O'Malley and his bon ami, the famous lover Dino, are here? No more need be said.

Have You Heard?  
That the public wants to know how the "Body" gets the tan she does? Prescription: be on the beach at 8:00 a. m.

Have You Heard?  
Why there isn't a policeman at the corner of Marsh avenue and the boulevard during heavy traffic?

Have You Heard?  
That the "natives" held a Thanksgiving service when the tourists picked up their umbrellas and left?

Have You Heard?  
That Connie and Mary were caught eating ice cream with a spoon?

FOR SALE  
A. K. C. Registered  
**Doberman Pinscher**  
6 Month—Male Dog  
May Be Seen Sunday  
13 K St. Hampton Beach

Have You Heard?  
That everyone is waiting for Pop to come back?

Baskets Sweetgrass  
**ISABELLE STANLEY**  
PALM READINGS  
32 Marsh Ave., Foot B St.  
First Floor, Old Manchester House

Retail Wholesale  
**Pick Your LOBSTERS**  
Out of TANKS  
Supplied by Ocean Water  
at  
**THE LOBSTER POUND**  
Smith & Gilmore's Fishing Pier  
HAMPTON RIVER  
Tel. 424

Hello  
We are new and we want to get acquainted  
**Dick & Jerry's**  
Take-Out Stand  
C St. Next To  
Chesterfield Apt.  
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

State Supervised Modern Bathhouse  
Large Parking Area—Quiet Atmosphere  
Beach Safety Patrol—Occasional Music  
Refreshments and Other Facilities Available

EXCELLENT SURF BATHING



**Have You Heard?**  
That drivers do not seem to be able to read the signs opposite Ross' garage and on Marsh avenue?

**Have You Heard?**  
That a WHEB announcer tells us that Hampton Beach is in Massachusetts?

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

**Casino Beauty Parlor and Barber Shop**  
NEW LOCATION  
"Behind The Stairs"  
Rene Bodie Dick Bolger

**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



AT HAMPTON  
BEACH THE  
SCENERY IS  
WONDERFUL

If you've been here before, you know that our beach is tops for scenery. It is one of America's best-known summer resorts. You don't hear so much about our electric service . . . but you do know that it is low-cost . . . always on the job to help you with every task from washing and ironing to cooking. Make use of time-saving electricity to lengthen your out-of-door vacation.

**Exeter & Hampton Electric Co.**  
BEACH OFFICE OCEAN BLVD.

# Beachcombings

Mr. and Mrs. Don Rand trying out some beach popcorn while window-shopping on the boulevard . . . Gen. (Connor's) Smithson and Gloria (Smithson) Morrissey joining the baby parade at the afternoon concert . . . Jack Rainey with Laura Tomey, "the most beautiful girl in the world" . . . Dot Hromada, a customer at the Casino Market . . . Tommy Armstrong giving Manchester news to Tim Sheehan in Playland . . . Art Shine, Jimmy Jordan and Joe Dineen at the Frosted Malted—their clowning glory . . . Joan Bryson weekending from Tat Saunders' Manchester-by-the-sea dress shop . . . John Breen taking Charlotte Rice to see Cathy and Heathcliff at the Casino theatre . . . Lenny Doyle resuming his walks with Kay Stickles . . . Teddy Batchelder and Russ Merrill mowing 'em down at the Ferncroft . . . Ann Thompson's arrival meaning she doesn't want to "forget" about Frank Farnham . . . Lieut. Arthur Riley and Bernard Finnerty, both of Lawrence, with the boardwalkers . . . Ass't Sec. of the Navy, John L. Sullivan, not knowing what mass he was late for as he dashed into St. Pat's, Sunday . . . telephone operator, Kay McCarthy making good connections on the beach . . . Ernie Rainey giving Ted

Herbert's featured singer, Pat, whirl on the ballroom floor.

## 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. 826

Courteous Service, Cleanliness

EXCELLENT FOOD

## Foley's Restaurant

"Meet Your Friends at Foley's"

B STREET

Hampton Beach, N. H.

## V. W. PORTER, REALTOR

WINNACUNNET ROAD, HAMPTON, N. H., TEL. . . .  
We Have Beach Cottages, Guest Houses and Hotels For Sale;  
At The Beach, North Beach, Plaice Cove, In Hampton and Ry-  
\$3,800.00 To \$50,000. Many To Choose From.  
Quite A Few On The Ocean Front.  
List Your Property Early If You Wish To Sell It This Fall  
Or Next Spring—Customers Waiting.  
The Largest Listing On The New Hampshire Coast.  
2 Hotels On Ocean Front.

## 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?**  
What good looking life guard from Tufts writes music on the beach every day?

**Have You Heard?**  
That Mrs. Donovan of M street wants her name in the paper? Here it is.

**Have You Heard?**  
That those Lowell school teachers cannot hang on to money? Get it before they spend it.

**Have You Heard?**  
What Phil Danforth's great ambition is? To attend Bowdoin College the next four years — and he'll make it!

**Have You Heard?**  
That "Ma" Lee of C street fame, says her pet Topic of 1945 is fast waning as 1946 rolls along?

**Have You Heard?**  
That the three sharp looking, well-groomed boys who talk up the concert every night are Dick, Tommy and Bobby?

**Have You Heard?**  
Who is the girl on the beach everyone is trying to hire — Woburn's gift to Hampton — Mary Cronin.

**Have You Heard?**  
That the 4 healthy-looking Misses who left for Worcester Sunday after a happy, busy week were Misses Nora Mahoney, Kathryn and Margaret Gain, and Helen Donahue?

**Have You Heard?**  
That the taxi situation is getting close to the same as a large city? Plenty of them are getting you there quick, although no means of identification as to who drove you.

**Have You Heard?**  
Dick plays "Rhapsody in Blue?" That "the Padre" is really an investigator of mischievous doings?

**Have You Heard?**  
That the well-groomed waitress Judy Sheehan of Worcester? (Makes us all want to go there!)

**Have You Heard?**  
Who works at Munsey's and eats at the Harbor Grill?

**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

**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.  
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Most Stores Closed Wednesday Afternoon - Open Saturday Night. Excellent Bus Service Between The Beach and Exeter.

PANORAMA - (Continued from Page Five)

ward and Marsh avenue, with the exception of the Community church and the location of Bob's lunch.

Actually they operate only the Ocean House, which is managed by Donald Shanahan; the Plaistow, a cottage in the rear of the hotel which accommodates female employees; the Exeter, "Polywog," "Gleason," and "Hotel de Gink," all for the men; the parking space and the Casino proper.

Connected with the Casino are a laundry, boiler room, and an ice

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 A. M.

house which is situated in the town.

Of the 250 employees, about 100 live on the grounds and several who live elsewhere, take their meals there. Up until a few years ago, the help all ate in the mess hall on the second floor. Now, special meals are served them in the Cafeteria.

The history of this amazing establishment goes back to 1899 when the Hampton Beach Improvement Company leased it to the Hampton-Amesbury Railway Company. It was next taken over by the firm of Graves and Ramsdell, who had as one of their competing bidders John J. Dineen of Lawrence, the same Dineen who became one of the Associates when that organization was formed in August of 1938.

The following October the new owners took possession thus forming the historic combination: Napoleon L. Demara, John E. Cuddy, Jr., and brothers, James and John Dineen.

It seems to be a trait of people who come to the beach year after year to believe it impossible for things to change. Unconsciously we feel that the things we have come to know so well have no right to alter. The Casino is one of the first of these things and therefore to those who were familiar with the Associates, personally or vicariously, it seemed slightly less than incredible when, in July of 1937, the chain was broken with the passage

(Continued on Page Thirteen)

John the BARBER "20 Years at Hampton Beach" New C ST. Location

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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)

sing of John Dineen. The second link dropped off with the sudden death of Mr. Demara in September, 1943, and the third in April of 1945 when James Dineen died. It is perhaps incidental that all three deaths occurred during the "season." But tradition, which is in every corner of the buildings has never been broken and, added to it now, is the memory of these 3 men.

The Casino opened this year with the only original member, John E.

THE ASHWORTH PINES Rooms with private bath. Hot and Cold Water. Vacancies for July. High St., Hampton, Tel. 710

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HAMPTON BEACH ON THE AIR

HAMPTON BEACH CASINO Ted Herbert and His Band TUES. THRU SAT. 8-8:30 HENRY'S "STARS ON THE AIR" MON. THRU SAT. 6:45-7:00 AMATEUR NIGHT Right From The Bandstand In Front of the Casino MONDAY ONLY - 7:30-8:00



750 on Every Dial

Cuddy, Jr., as president; with Mary F. Dineen, vice-president; Alice L. Dineen, executive vice president; John J. Dineen, treasurer and general manager; James J. Batterbury, secretary and assistant general manager, and a sister of John and Alice, Mary (Dineen) Hayes, with them as a director.

It is really impossible to give you a full account of the Casino. Indeed, each department is a story in itself. It would take each person there to fit the pieces together to complete this picture in which there are many central figures.

Up in the ballroom you'll find manager, Jimmy Jordan. That is you should find him there. At times it's pretty hard to find anyone there among the hundreds of dancers, sitters and walkers. During the last season, alone, at least three and a half million people entered the dance hall and during the 4th of July midnight dance in 1945 it held 8,500.

The first feature band to visit the ballroom was Rudy Vallee's in 1928, when, with Graham McNamee, they held their coast to coast broadcast from the Ocean House. He returned some time later with Alice Faye as his singing star and (Continued on Page Fourteen)

Fresh Daily WARREN'S FAMOUS CANDIES "See Them Made" 197 Ocean Blvd. Candy Mailed

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**Modern Refrigeration Plant**  
 AND CLEAN, WHOLESOME BAKERY

**PANORAMA —**  
 (Continued from Page Thirteen)

since then practically all of the country's "name" bands have fol-

**REWARD**  
 TO FINDER of lady's pink-gold Lady Elgin wrist watch with card strap. Lost on board walk Tuesday evening, July 2. Mrs. J. H. Maxnes, 13 Neptune Street, Beverly, Mass. 1t

lowed for at least one visit. The present orchestra, led by Ted Herbert, is proving to be one of the best-liked of all the "regulars" that have played here.

Well, this all started with introducing Jimmy Jordan. You see what I mean by each department having a story of its own.

To get on with the names — there's Mrs. Genevieve Killeen at the Bath House, and Larry Fagan, who's the reason for the Hot Dog Stand often being referred to as "Larry's." This year he is assisted by Phil Moore, who spent many years at the Cafeteria before the war. Phil's brother, Reginald, is assistant manager with Charles Reardon at the Pop Corn Stand, Soda Fountain and Frosted Malted.

The Bowling Alleys are managed by James Sullivan and Leander MacDonald, while Alice Dineen operates the Gift Shop herself assisted by Ellen Bailey.

Mrs. Harold Byard is in charge of the Cigar Counter and Newspaper stand which is next to the Fountain, and manager Con Buckley is back for his fourteenth year at the Cafeteria.

At the end of the Casino is the Dining Room where those in charge are Richard Brock, steward; Fred Newall, chef, and Ritabelle Norman, hostess. The bakery and kitchens are for both the "Cafe" and Dining Room.

The huge parking space behind the Casino is operated under John Regan. This area has been the scene of circuses, fairs, and many ball games.

Housekeepers at the Ocean House are Mrs. Young and Mrs. Smith and the night watchman is the unanimously popular Walter Atherton, whose eleven years of vigilance have paid off in security

(Continued on Page Fifteen)

Coffee Gold Drink  
 TRY  
**ROGER'S GRILL**  
 Marsh Ave. Opp. B St.  
 Pastry Sandwiches

**JUNKINS**  
 Delicious  
**HOME MADE CANDIES**  
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 See Them Made  
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 Fresh  
**FISH — LOBSTERS**  
 North Beach  
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 ALL HOME COOKING

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**STANDISH GIFT SHOPPE**  
 "A trip through the Standish Gift Shop is like a trip around the world"  
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 At "A" Street

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**— 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.  
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 A STREET HAMPTON BEACH  
 Weekdays: 10:00 A. M.—12:00 Midnight.  
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 A Cordial Welcome to All!  
 Alleys Will Be Open During Fall Months  
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**Beach Notes**

Among the Hillcrest guests are Mr. and Mrs. William Wenk of Springfield, Mass.; Ellen Toomey, of West Springfield, Mass.; newlyweds, Mr. and Mrs. A. L. Labordia and Mr. and Mrs. John Camblo of Providence; Mr. and Mrs. W. J. Henderson, Schenectady, N. Y.; Mr. and Mrs. J. G. O'Donnell, Elizabeth, N. J.; Mr. and Mrs. Donald A. Kimball of Middletown, Conn.; and Mr. J. L. Fagan of Fitchburg, Mass.

Miss Katherine Herlihy and nephew, Mr. John Burke, both of Lawrence, are staying at the Charles on Nudd avenue.

Mr. and Mrs. John M. Fogarty and children, Anne, Kathleen and Timothy of Methuen, Mass., are visiting Mr. Fogarty's family at 22 K street.

Among the guests at the Springfield are Bernard O'Connor and Adelard Gosselin, both of Chicopee Falls; the Misses Eileen Allen and Marie L. Mahoney, also of Chicopee Falls; Miss Mary Lyons of Springfield; Mrs. D. H. Kerrigan and son and mother, Mrs. T. M. Home, all of Manchester; Mr. and

Mrs. Edward H. Rogers, Jr., of Cambridge, and Greta Donald of Boston.

Guests of Miss Louise J. Miller at the Driftwood on Nudd avenue are Miss Ruth Henderson of Springfield, Mass.; Mr. and Mrs. Richard Kullman of Fairview, Mass.; Mr. and Mrs. Wm. J. Cavanaugh of Springfield; Marion Herdich, Greenfield, Mass.; Florence Nagle, Springfield and Mr. and Mrs. Albert Nagle, also of Springfield; Miss Hazel Morse of Andover, Mass.; Mrs. Mary McKenna and Miss Elizabeth Nugent, both of Orient Heights, Mass.; Mr. and Mrs. John Bakay, Albany, N. Y.; Marge Drouin of Andover, Mass.; and Mr. and Mrs. Walter Frisbie, Jeanne Harrison and Shirley Burdick, all of Springfield, Mass.

Mr. William J. O'Brien, 18 J street, left Monday for Philadelphia where he has an assignment with the War Assets Commissions.

Mrs. Herbert Griffin and children, Carol and Terrence, and the Misses Irene and Rita Griffin, all of Quebec City, and cousins of Mrs. William J. O'Brien, are guests at the Deerfield on J street for three weeks.

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Main Office  
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 Ocean Blvd.  
 Tel. 654

**PANORAMA —**  
 (Continued from Page Fourteen)

for everyone concerned. This seems to be the place to say that there has never been a fire at the Casino (knock, knock, knock) and, since 1937, the building has been the only one at the beach with a complete sprinkler system.

Saving the best for the last, the Casino's oldest employee, here is Mr. Byard, the storekeeper and general caretaker, who is known and loved by all as "Pop." From his storeroom goes supplies for every department and from his heart, a pleasant word for every person. Although ill-health has kept him away for some time, everyone is waiting for him to cross over from his D street home and get back on the job.

This is just a handful of people who work around the Casino all summer and who think and talk about it all fall, winter and spring. They represent all the fellows and girls who, faithfully, make the rounds on the last day of the season to say good-bye and then hold a

reunion—only one week later at the traditional Barn Dance.

The weekly pre-season dances proved so popular (here we are back at the ballroom) that there's a possibility of enjoying several post-season dances this year. If the plan does go through, they will come after the second Barn dance, which will come after the first Barn dance, which comes after Carnival Week, which comes after Labor Day, which comes after all is said and done.

**COVER GIRL —**

(Continued from Page Three)

Chamber of Commerce office or mailed direct to the Beachcomber, Hampton.

4. All entries must be in on or before August 10, 1946.

The time, the place and manner of judging will be announced next week (we hope) but meanwhile all young ladies are urged to enter the contest for "Cover Girl of 1946."

More next week.





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