

# IT'S SWEATER TIME!

Time to select Sweaters for your Fall and Winter wardrobe . . . You'll need soft ones, bright ones, and some to keep you extra warm. Choose yours from our large selection while the season is still new. Wear them with suits, slacks and blouses, knowing that they are tops in Fashion.

## 100 PERCENT VIRGIN WOOL CARDIGANS

Long sleeves in all the wanted pastel shades,  
sizes 34-40.

**\$4.95 - \$8.95**

## LONG SLEEVE PULL OVERS

100 percent Virgin wool in a variety of pastel shades,  
sizes 34-40.

**\$4.95 - \$6.95**

Short Sleeve Pull Overs **\$4.50**



## FOR THE LARGER WOMEN COAT SWEATERS

In a wide assortment of pastels and darker shades,  
Navy and Black. Sizes 38-48.

**\$4.95 - \$9.95**

## FOR THE YOUNGER SET NOVELTY SWEATERS

Just the thing for back-to-school days . . .  
short sleeves . . . sizes 34-40.

**\$5.95 - \$6.95**

## REINDEER SWEATERS

In Blue and White, Red and White, Navy and Red  
and Black and White. Sizes 34-40.

**\$6.95**

# GEORGE B. FRENCH COMPANY

37-41 Market Street

Portsmouth

# The Beachcomber



VOL. XX., NO. 6

Incorporating The  
Hampton Beach Advocate

WEDNESDAY, JULY 31, 1946

FREE DISTRIBUTION



## '46 Cover Girl To Be Chosen Aug. 15

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

## Thousands Enjoy Annual Children's Day

### 500 Boy Scouts Attend Annual Beach Camporee

Nearly 500 Boy Scouts from all sections of New Hampshire attended the 14th annual Hampton Beach camporee at Camp Ashworth on the State reservation last Wednesday, Thursday and Friday.

Sponsored by the Daniel Webster Council, the camporee featured an Air Scout demonstration by Maj. John Taylor, liaison officer for Region one, on Friday winding up a three day program of sports and camping activities.

(Continued on Page Fifteen)

### Vocalists Again Win Top Amateur Hour Awards

Some fine instrumentalists participated in the weekly Amateur Hour broadcast Monday night over station WHEB from the bandstand, but only one was a prize-winner along with the usual vocal selections.

Accompanied at the piano by his mother, Dick Kelly, 15, of 6 Marlowe street, Dorchester, Mass., and the "Brown Cottage," K street, won fourth prize of \$2 for his trumpet solo, "It Had To Be You."

(Continued on Page Seven)

### '46 Cover Girl Contest Grows

Entries are pouring in at the Chamber of Commerce office for The Beachcomber contest to select the Cover Girl for 1946.

The contest, to be held August 15, will be an attempt to select the loveliest girl on Hampton Beach, whose picture will appear on the cover of the August 21st Beachcomber.

Several additional prizes have been added to the growing list of valuable awards that will go along with the honor of being Cover Girl of 1946. This will mark the first time that any individual's picture has been used on the cover of The Beachcomber.

The list of prizes for the winner now includes five dollar certificates for merchandise at the following stores: George B. French Co., Portsmouth, Standish Gift Shop, Campion's and Elsie's Women's Shop. The winner will also be given a Revlon color chest by Donovan and Fallon's drug store; a sterling silver anklet with her name engraved on it by Ernie Desautels, Bracelet and Anklet Ring of Playland; a silhouette by Lillian Clarke; shampoo and wave by Rene Bulger; passes to the Casino or Olympia theatre and be inter-

(Continued on Page Ten)

### Children Join In Tribute To Col. "Daddy" Ashworth

Although it was Children's Day last Thursday at Hampton Beach, the focal point of the day was turned upon Col. George Ashworth, its originator and beloved promoter.

This 1946 edition of the annual Children's day festival turned into a public recognition of the venerable "Daddy" Ashworth who celebrated his "78th plus" birthday the same week. Gathered in front of the bandstand, the entire assemblage joined in singing "Happy Birthday" to Col. Ashworth who was seated among the guests on the platform.

The day's festivities led off with a luncheon at the Ashworth-by-the-Sea for the guests including Gov. Charles M. Dale. Invocation was by Rev. Floyd Kinsley of Hampton, with no speaking program.

Among the guests at the luncheon besides Governor Dale were Selectman and Mrs. Elroy G. Shaw, members of the Hampton Beach Precinct Commission, Daniel H. Dickinson of Concord, chief engineer of the New Hampshire Highway department; John H. Foster, State Forester; Russell Tobey, State Recreation Commissioner; former County commissioner Ira

A. Brown of Portsmouth; Pres. Raymond O. Goding of the Hampton Beach Chamber of Commerce and Mrs. Goding, and Rev. Edward Anguin of St. Anselm College, Manchester, former member of the State Planning and Development Commission.

At 2 o'clock there was a parade from the Ashworth to the Casino with Harold D. Feener of Portsmouth, scoutmaster of the Portsmouth Boy Scout Air Squadron as chief marshal of the parade.

(Continued on Page Seven)

### Breaks Wrist In Accident Monday

Mrs. Delia Labelle of Peabody, Mass., and 20 K street, was a patient at the Exeter hospital Monday night as a result of falling on the Casino at 10:00 a. m. Monday, July 26.

The accident occurred when the Peabody women tripped while attempting to get her carriage down the steps at D street.

Treated by Dr. Wayne P. Bryer, it was discovered that she had broken her wrist in two places.

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



Telephone Newburyport 1910

Now Thru Sat.  
Cornell Wilde, Anita Louise  
in  
**"BANDIT OF SHERWOOD FOREST"**  
in technicolor  
Plus Judy Canova in  
**"HIT THE HAY"**  
Edgar Kennedy Comedy and  
Color Cartoon

Starts Sunday  
**"TARS AND SPARS"**  
with Janet Blair, Alfred Drake  
Also Jim Bannon  
**"OUT OF THE DEPTHS"**  
Colored musical cartoon

## Beach Panorama

BY MARY E. FOGARTY

One of the least publicized organizations in the country is the Fire Department—yours, our, and everyone's.

Usually without fanfare and often with just routine recognition, firemen risk their lives for the public.

Tel. Hampton 2243  
**DEEP SEA FISHER**

**"MABO"**

CABIN CRUISER

Capt. Bob Ring State Pier

Although, fortunately, the majority of the fires do not result in injuries, yet the firemen are available and prepared for the worst 24 hours a day.

Their racing trucks are symbols of excitement and impending disaster. In action, their every movement is watched—but unconsciously by most of the spectators because these men are taken for granted. They are props—necessary but looked for only when they're not in place.

Outside of discussing the color of their suspenders, these public servants have always been in the background. It is rather ironical, therefore, to note that our own department is literally situated in the background.

Located on Marsh avenue, which is sometimes referred to as "the back road," the Hampton Fire Department, is housed in a two-story building consisting of trucks, call board and battery room on the first floor, and on the second floor, the popular Community Hall, used for club meetings, receptions, parties, Village Precinct meetings, as well as the weekly Chamber of Commerce sessions — and four or five other rooms, including a large, well equipped kitchen which turns out some large, well equipped meals with Deputy Perley R. George featured at the range.

Down the hall from the kitchen is the spacious dormitory where five beds are placed so as to leave dashing room to the pole. One look at that brass pole and I thought, Thank heavens the people aren't depending on me to put out their fires.

Between the "dorm" and kitchen, at the end of another corridor, and facing the street, is the long, airy office where I met, and was affably

(Continued on Page Five)

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

**ROCHEFORD'S**  
**GARAGE**

MARSH AVE. AT A ST.  
Vulcanizing Repairs  
SOCONY

GAS OIL  
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.

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 —

**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

Have You Heard?  
About John — Carroll and Rye?

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  
DINNERS FROM 1 - 2 AND  
6 - 7:30

Approved by Duncan Hines  
On Great Boar's Head  
Hampton Beach Tel. 911

PANORAMA —

(Continued from Page Four)

taken care of by the wiry, well fanned George H. Lamott, Chief since 1937.

Before we talk about these men, let's bring them out into the open. First, the 9 permanent men, two of which are on duty at Station 2, located off Winnacunnet road, behind the Town Hall. Then the 28 call men, who, with the others, are on duty winter and summer.

PERMANENT

Engineers  
Lamott, George H. Chief  
George, Perley R. Deputy  
Irwin, George H. Captain

ENGINE 2

Collins, Arthur B.

ENGINE 3

Snider, Allston F.

Bogrett, Victor A.

Felch, Bernard R.

LADDER 1

Tilton, Lawrence E.

Simons, Robert L.

CALL MEN

Bayers, Earl C. Bragg, Archie R.

Cann, Warren E. Conery, Harold

Gorning, Alfred H. Dunbrack, Donald S.

Felch, Harold G. Fellows, Arthur L.

Gagne, Fred V. Klewensky, Stanley

Lamott, Wilford, H. Magrath, Leavitt E.

**QUINN'S MARKET**  
B Street

Groceries Meats  
Fresh Fruits Vegetables  
TEL. HAMPTON 2287

Parker, Eugene H. Perkins, Harold G.  
Shaw, Clarence E. Shaw, Harold G.  
Simons, George R. Simons, Richard G.  
Stickney, William P. Thibodeau, William J.  
Tucker, James W., Jr. Brown, Laurice  
Moore, Roger I. Drysdale, Walter J.  
Trofatter, Herbert A. John Rowe  
Sanborn, Homer, Lane Herman

to see the Chief open his copy of the Town Report and show me the  
(Continued on Page Twelve)

For the first time, I started out for an interview with several questions written down in my book but when I, very efficiently, referred to them, I was quite abashed

**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  
Hampton Beach, N. H.  
Tel. 2103-8

SALES

**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



### 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

Ogunquit, Maine  
WEEK BEGINNING MONDAY, AUGUST 5  
MRS. WALTER HARTWIG PRESENTS  
NICHOLAS JOY  
in  
"TEN LITTLE INDIANS"  
By Agatha Christie  
with CHARLES QUIGLEY  
Fri. Mat. and Eves., \$3.00, \$2.40, \$1.80, \$1.20, \$0.92  
Reservations: Phone Wells 70  
Next Week: WORLD PREMIERE "BALLOON"

### Complete line of ELECTRICAL APPLIANCES

- VACUUM CLEANERS
- RADIOS
- 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

### Beachcombings

Ellie Frescoe and Jim Peterson sampling Pizza at Salisbury. . . Peg Allen holding her own with four men at the ballroom. . . Art Smalley concentrating on the singer at the same place. . . Ros O'Brien and Betty Darrow crippled from the morning "set-ups". . . Ed Sullivan digging a fox hole while a Navy plane dives over the beach. . . Peggy Ross sitting by while two handsome strangers change a flat for her at Plalce Cove. . . the gypsy's daughter, clad in dress and big straw hat, enjoying the breakers while her mother reads palms along the beach. . . Tom Turley a Monday nighter at the dance hall. . . Chris and Len Harwood storing up some salt air to take back to Woodsville with them.

DR. ELLIOT TO PREACH  
AT LITTLE BOAR'S HEAD  
Rev. Samuel A. Elliot, D. D., of Cambridge, Massachusetts, will conduct the services at Union Chapel, Little Boar's Head, on Sunday, August 4, 1946, at 11 a. m.

Robert Perfect, formerly of Hampton Falls and now of Kensington, recently joined the Police Force and is on duty days.

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

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.

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

YOU WILL COME BACK TO  
THE WILLIAM JAMES  
DINING ROOM  
(Former Cozy Corner Cafe)  
BOULEVARD AND MARSH AVE.  
HAMPTON BEACH TEL. 968

### CHILDREN'S DAY —

(Continued from Page Three)

A group of drum majors and majorettes from Lowell, Mass., and the Hampton Beach concert band, followed in front of the massed colors of the Boy Scouts and about 300 members of Daniel Webster Council, Boy Scouts of America.

Others in the parade were the St. Jerome's drum and bugle corps from North Weymouth, Mass.; Portsmouth Red Cross ambulance and a truck of the Hampton Beach Fire Department, containing balloons which were distributed to the children.

At the bandstand in front of the Casino there was an entertainment and brief speaking program with John W. Hopley of Portsmouth as master of ceremonies. Mr. Hopley recalled some of the previous Children's Day programs. Richard Murphy, 16, of the St. Jerome's Catholic Youth organization of North Weymouth, Mass., entertained the crowd of several thousand with an exhibition of baton twirling following a selection by the St. Jerome's band.

Governor Dale brought the greeting of the state and said that Children's Day this year had a special significance, because of the fact that many boys and girls who had participated in similar events here in other years, had now returned to their homes after service in the armed forces.

The Chief Executive also referred to the construction work of the new seawall which is underway and said that it was necessary to begin the work now to have the beach protected from further inroads from the ravages of the winter storms.

Afterwards there was an entertainment program for the children. The program included accordion selections by Manuel Miller and a program of magic. At the conclusion the children were given ice cream and balloons.

### VOCALISTS —

(Continued from Page Three)

MC Bill Bradley awarded first prize of \$10 to Dorothy and Richard Mack, age 13 and 19, of 168 Mt. Vernon street, Lawrence, Mass., and the "Roberta," H street, for harmonizing on "For Me and My Gal."

Second prize of \$8 went to Thomas Madden, 13, of 20 Madison street, Somerville, Mass., who sang "Shoo-Fly-Pie," and third prize of \$5 was won by Danny Magovern, 10 of Milton, Mass., and Robert Maythrew, 9, of New York City, who sang, "MacNamara's Band."

Entries for this week's contest may be left at the Chamber of Commerce office.

Have You Heard?  
That there are several entries in the Beachcomber Cover Girl contest.

PIANO TUNING  
AND REPAIRING  
WORK GUARANTEED  
Tel. 945 — Mr. Hill  
581 Ocean Blvd. Hampton Beach

Have You Heard?  
That Herbie says his coffee is good; Martha agrees?

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?  
About Loretta's escort the other evening.

Have You Heard?  
That June is expected to win the contest.

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 Bodle 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



ONE OF AMERICA'S FINEST BEACHES

If you've spent your vacation at Hampton Beach in other years, you know all about our gentle sloping beach, cool, refreshing water and delightful sea breezes. They make for good health and a vacation that is "tops."

Electric service is important to vacationers, too, because it helps to get necessary chores at your cottage done with speed and efficiency. It gives you cool, thrifty cooking which is automatic and sure. Use this dependable electric service to give you more time for enjoyment at the beach.

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

**COVER GIRL —**  
(Continued from Page Three)

viewed over Station WHEB, Portsmouth.  
Judges of the contest will be Mrs. Eleanor Goding, wife of President Ray Goding of the Chamber of Commerce, Mr. John Dignon of the Avon Hotel and Mr. John Dineen of the Casino Associates.  
There is still plenty of time to register for the contest which closes Monday, August 12 in order to give the judges ample time for final arrangements. Application blanks may be obtained at the Chamber of Commerce office and the following rules should be followed.

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, if possible, should be accompanied by a photograph or suitable snapshot of the entrant together with name, address (summer and winter) and age. The photograph is not necessary to enter.
3. Entries may be left at the Chamber of Commerce or mailed

**FOR SALE**  
REASONABLE—2 Simmons Hotel, Special Hair and Felt Mattresses. Used one season. Also, 2 Metal Beds and Springs. Tel 532. The Vandemere, 341 Ocean Blvd. Hampton Beach. \*A1, 8

MRS. WILLIAM MALONE  
**CARD READINGS**  
MAY-B COTTAGE  
Nudd Terrace, Hampton Beach  
Jy 18, 25, A1

**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 Rye—\$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 Regular Milk  
Homogenized Milk Cream  
SEE OUR DRIVER — TEL. HAMPTON 564

direct to the Beachcomber, Hampton.  
4. All entries must be in on or before August 12, 1946.

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

**FLOWERS**  
BOUQUETS  
CORSAGES  
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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.

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

**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

**Have You Heard?**

Have You Heard?  
That Mary is keeping her insurance policy paid up after last week's paper?

Have You Heard?  
Who around the cafe is studying to be a muscle man?

Have You Heard?  
Why three people walk from Church street to Boar's Head for dinner every noon?

Have You Heard?  
That on C street there is a bit of Hollywood - with Hamel dry cleaner responsible for that bit?

Have You Heard?  
That Tom Thornton is a Captain now? Mrs. remembers the date — "the 26th."

Have You Heard?  
That Mr. and Mrs. Henry F. Judkins are returning to Boar's Head Inn on Saturday for the twelfth season in succession?

Have You Heard?  
That Thayer Edgerly had his new car "shined up" for the one and only time?

Have You Heard?  
What is so interesting at the Salisbury skating rink that two Hampton Beach girls go over every chance they get? Good skating??

Have You Heard?  
That "Sonny" Rowell is out of "prison?" Watch out as he is out to make up for lost time.

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

Have You Heard?  
That Althea from Playland is going to enter the Cover Girl contest?

Have You Heard?  
That Cuffy, Sr., Cuffy, Jr., and Mitch are the only ones left at Cuffy's Inn?

Have You Heard?  
That Jim doesn't know Pat?

**SILHOUETTES**  
by  
LILLIAN G. CLARKE  
14th Year on Casino  
opposite bandstand  
CHILDREN A SPECIALTY  
Hours 3 P. M. to 10:30 P. M.

**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  
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Private Parties, Moonlight Trips Arranged  
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Telephone  
19

Come to **EXETER, N.H.**

The Home of PHILLIPS EXETER ACADEMY

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.

Exeter Country Club  
Sporty 9-Hole Course

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.

12 MILES—ROUTE 101 C

Historic Houses  
Phillips Exeter Academy  
The places where George Washington and Abraham Lincoln stopped.  
The sites where Exeter Squires Lived and Loved and Fought Off the Indians to Establish this Quaint Old Town.

PANORAMA —

(Continued from Page Five)

answers—also written down in a book, and a book which I not only have easy access, but which I saw when it was being printed. So, in my own defense I won't disclose which I read and which I heard. Let it suffice to say that Town Reports are very dry. What you couldn't learn from the Annual report is what you really want to know—that for a resort of this size, where thousands and thousands of people spend carefree vacations, where a tossed cigarette or a forgotten burner could destroy

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.

the entire settlement—we are constantly and confidently protected. I couldn't have gotten the self-assurance from a few pages of statistics that I feel after talking to Chief Lamott.

A faultless file system at the call board shows the men in a second the location of the box indicated on the teletype. Although many calls are phoned in, each alarm is given the box number of that locality. Of the 93 boxes a few are "phantom" boxes, used only to aid in tagging the location of the call. When an alarm is rung in the bell is rung at the stations and in the houses of the call men, as well as at the Police Station. Ringing four times, certain trucks are assigned to each ring, with men reporting as their particular engines are called.

In the event that all trucks are out at once, the Salisbury department sends equipment over to cover the station. Cooperation among the surrounding towns and cities is outstanding and because calls for aid are answered so often and to facilitate operations in their own territory four mobile units are soon to be installed in the Chief's car, Engines 2 and 3 and in Ladder 1. These two-way radios will operate on the State Forestry Frequency. With seven towns already will be the eighth or ninth on the operating on this system, Hampton list and then our men will be able to operate in any city or town that has this system.

(Continued on Page Thirteen)

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

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?  
That Roberta is in the movies?

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)

This year the "two-platoon" system was introduced. With this arrangement, half of the crew is on duty all the time, going on at 8:00 a. m. and off at 6:00 p. m. They rotate on 24-hour duty so that every sixth day a man may take a full day off.

Since 1923, when this building was erected, there have been no really serious fires although, before that year there were a few that caused a great deal of damage.

THE ASHWORTH PINES

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

CALL HAMPTON 2038

For Protection

ON YOUR SUMMER PROPERTY  
TOBEY AND MERRILL  
INSURANCE AGENCY  
HAMPTON, NEW HAMPSHIRE

HAMPTON BEACH  
ON THE AIR

HAMPTON BEACH CASINO

Ted Herbert and His Band  
TUES., THURS., 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

one of them razing the original building on the department site. At that time the building was owned by Alexander Brown who rented the storage space on the first floor and had tenements on the second, living there himself. Now the building is owned by the Precinct Commission.

Up until recently, the firemen, who are all familiar with first aid treatment, carried medical supplies to all the fires but with nurses on duty at the police station 24 hours a day, they keep their first aid kit (the largest one I've ever seen) on hand but haven't had to use it.

I think a popular misconception is that chemicals are used to put out certain types of fires but actually the chemical tanks on the trucks are so called because the soda and sulphuric acid they contain is used solely for pressure. These have lately been replaced by pumps. "Foam-type" tanks are used by men on the numerous small fires.

In 1945, of 134 alarms, 22 of the fires were caused by cigarettes — 11 were grass fires and 11 bridge fires. Although trivial they could be fatal if not taken care of immediately.

(Continued on Page Fourteen)

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

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  
Open 9:00 A. M. to 8:00 P. M.  
Winnacunnet Road  
Opposite the Gas Balls  
1 Mile North Casino

THE GREENLANDS

TOURIST CAMP

North Shore Boulevard  
Hampton, New Hampshire

Winter Address

Albert D. Fanning  
Hazel P. Fanning

31 Sherwood Road  
MELROSE, MASS.

MUNSEY'S  
SEA GRILL

CHICKEN

STEAK

SEA FOOD

"If it swims, we have it"

Boulevard at A Street

HAMPTON BEACH

TEL. 591

**Armas Guyon**  
**GENERAL CONTRACTOR**  
 Tel. 863  
 501 OCEAN BLVD.

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

In bringing up the "false alarm" question (there were 9 last year) I found in the Chief, a fine understanding of children and a knowledge of human nature. Remembering the days when he was a boy, he isn't overcome by the importance of his job. He knows from seeing boys who have been caught,

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

that "the scare is usually enough." With the exception of one or two children it is sufficient to have the "joke" back-fire. I don't want any children to think from this that Chief Lamott considers turning in a false alarm a necessary part of growing up but I do want you to know that this man who could be harsh, but who, while he knows the potential danger of a false alarm, also knows the potential damage in misjudgement of a child.  
 Glancing over a list of calls from the past few years, the Chief suddenly looked up and said, "Actually this isn't a Fire Dept. It's an Emergency Dept. You know we get called in for every confounded thing you can think of."

Besides having people call them to ask for the right time, they're called for drowning accidents because of their inhalator, they remove cats from poles and logs from roads, they straighten out wires, thaw out frozen water pipes. One of the most singular calls they had was from a house where some bottles of home-made rootbeer were standing on the kitchen table. Every few minutes a bottle would pop and glass was flying recklessly. One of the women hid in a closet and every time she put her head out to see if the coast was clear, another bottle would hit the ceiling. The firemen saved the day by smothering the rambunctious bottles with a rubberized blanket so the women could leave the kitchen.

There really isn't room to describe everything I saw—the intricate call board—the mystifying battery room with its portable generator (the men do all their own line work)—the shiny engines with everything in place—one with the canvas net folded in quarters—other  
*(Continued on Page Fifteen)*

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

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**State Asks Bids On New Bridge**

The New Hampshire Highway department, it was learned here this week, has stated that bids on the construction of the 12,000 foot bridge over Hampton harbor will be opened in Concord, August 15.  
 The \$750,000 project, approved by the 1941 Legislature includes a 13-span deck girder bridge with one trunion bascule span. The Highway department is accepting separate bids for the substructure, the superstructure and the approaches or one for all three.  
 The bridge will be of cement and steel and will be of the most modern design, and from the beach side the traffic lanes on it will continue from Marsh avenue. The application of the New Hampshire State Highway department for the new span was approved by the War Department in Washington sometime ago, but the project has been held up because of the war preventing the obtaining of the necessary priorities.

The present plans call for a 13-span bridge, the approach piers being 94 feet apart and the draw

span piers 65 feet on the centers. The drawsplan is to be of the trunion bascule type level on the under side, instead of arched 2.7 feet as originally proposed. This will afford a horizontal opening of 40 feet between fenders.

The bridge will have a vertical clearance of 18.8 feet at mean high tide and 27.1 feet at mean low tide, instead of 18 feet and 19.7 feet as originally planned. This will permit ordinary boats to pass under the bridge but for sailing crafts it will be necessary to raise the draw particularly at high tide.

The drawsplan piers are to be carried down to 30 feet below mean low water instead of 22 feet as first planned. The piers are to be supported on timber piles which will assure extra strong foundations, sunk well into the bottom of the river. The bridge will be 1222 feet in length exclusive of the approaches. A new road of considerable length over the Seabrook marshes will lead to the structure and will thus make a southern artery to Hampton Beach.

Have You Heard?  
 Who thought the bakery line at the Diamond C was a nylon line?

**HARRIS**  
 Largest Agency on Hampton Beach

R  
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79  
 Ocean Blvd.  
 Hampton Beach  
 N. H.

**SCOUTS —**  
*(Continued from Page Three)*

The Scouts began arriving Wednesday and by afternoon preliminary competition in a softball tournament and track events were well underway.

On Thursday afternoon the Scouts took a prominent part in the Children's Day program, which is one of the outstanding events of the summer season here.

Thursday evening there was another campfire program under the direction of Wallace S. Webb, Scoutmaster of Troop 95 of Manchester and also vice president of Daniel Webster Council.

Members of the executive board of Daniel Webster Council were present for the evening program and there were "stunts," movies, singing and a program of magic by A. G. Gorham of Derry.

On Friday morning a program of track and field events and fishing was held. In the finals of the softball tournament the team representing the eastern area won an overwhelming victory over the northern area team, 16-0. Following the game, Fred Noseworthy of Durham, field scout executive, presented a cup to the winning team.  
 John W. Hopley of Portsmouth was general chairman of arrangements and also camporee chief.

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

ers with 1500 feet of hose in 50 foot lengths that make you want to pull one end to see if there really is that much.

While there are taxpayers there will always be modernized fire station but when will it become customary for the taxpayers to show the firemen a little gratitude?

Let's tell them that they are about the only group of men we like to see doing absolutely nothing at all—even if they are doing it with our money — and remember that they are taxpayers too.

Have You Heard?  
 That the driver of the little black pickup is none other than Bill "Weasel" Malone — from Taunton? And — he's SINGLE.

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Main Office  
 31  
 Ocean Blvd.  
 Tel. 654



# BASEMENT CLEARANCE SALE

Our Clearance Sale of Basement Stock is still going on. There are still many fine values left, although sizes and colors are pretty well broken.

### PLAY SUITS

Two and Three Piece Styles—don't miss these exceptional values.

Regular price \$5.50	<b>SALE PRICE \$2.75</b>
" " 5.95	" " 2.97
" " 7.95	" " 3.97
" " 9.95	" " 4.97

### BLOUSES

Flannels in Green, Lime, Blue.

Sizes 32-36  
Reg. \$5.95 Sale Price \$3.50

Plaids in Sizes 12-16  
Reg. \$5.95 Sale Price \$3.50

### SKIRTS

Monotones, Plaids, Pleats, Trik Skirts. Here's values that can't be beaten.

Sizes 12-20  
Lovely Colors  
Reg. \$5.95 SALE \$2.95  
Reg. \$7.95 SALE \$3.95  
Reg. \$8.95 SALE \$4.95

### HOUSECOATS

Wool and Rayon  
Reg. \$9.95 SALE \$4.45  
Reg. \$12.95 SALE \$6.50

### SLACKS

Cotton - Wool

Rayon

Sizes 12-18

Reg. \$4.95 SALE \$2.95  
Reg. \$5.95 SALE \$3.95

### WORK SUITS

Sizes 12-20

Reg. \$4.50 SALE \$1.95

### SWEATERS

Silpans in Sizes 32-40

Reg. \$3.95 SALE \$1.95  
Reg. \$6.95 SALE \$1.95  
Reg. \$7.95 SALE \$3.85

Suede Front

### SWEATERS

Sizes 32-38

Reg. \$5.95 SALE \$2.85

All-Wool

### HOUSECOATS

Reg. \$19.95 SALE \$9.95



ON OUR STREET FLOOR  
A Beautiful Selection Of  
SPRING COATS  
Just The Thing For Early Fall Days  
On Sale at \$15-\$21  
Sizes 9-15 in Houndstooth and pastel colors.

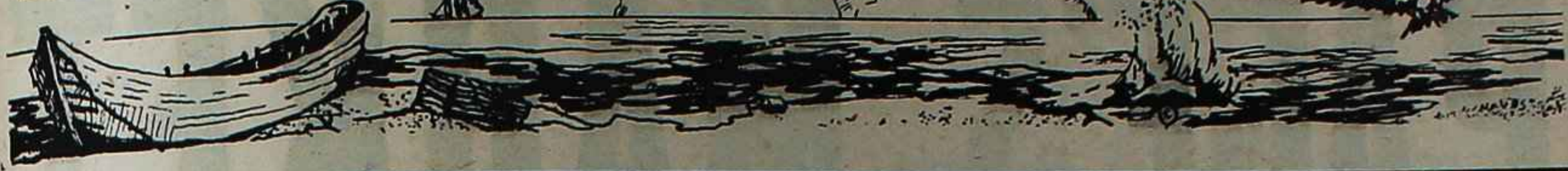
ANOTHER LOT  
In sizes 10-20 with some half sizes from 33-41 in a variety of colors.  
Reg. Prices \$29.95-\$42.50  
\$10 Off Every Coat For This Sale

## GEORGE B. FRENCH COMPANY

37-41 Market Street

Portsmouth

# The Beachcomber

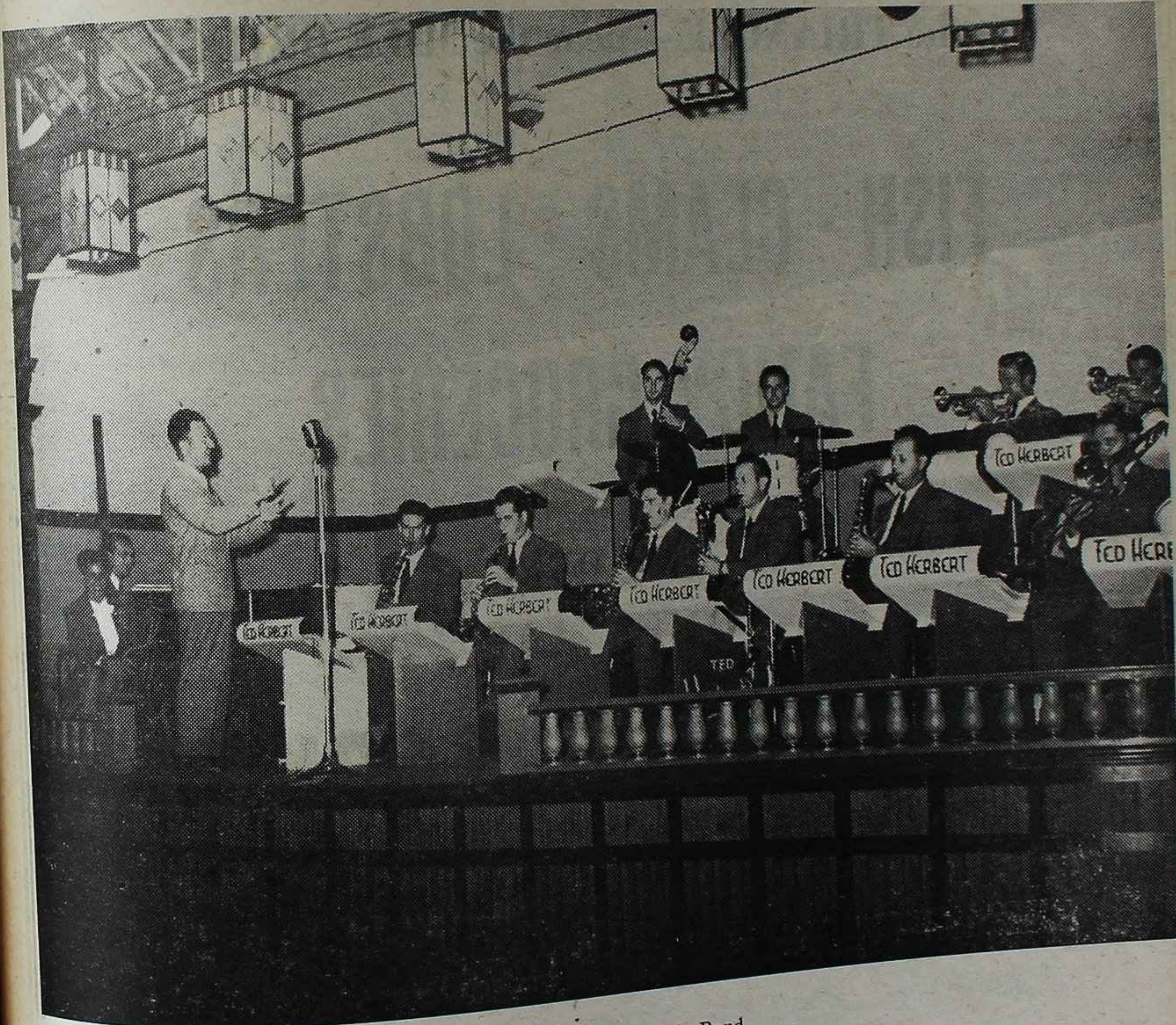


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Incorporating The  
Hampton Beach Advocate

WEDNESDAY, AUGUST 7, 1946

FREE DISTRIBUTION



Ted Herbert and his Band

## '46 Cover Girl To Be Chosen Aug. 15