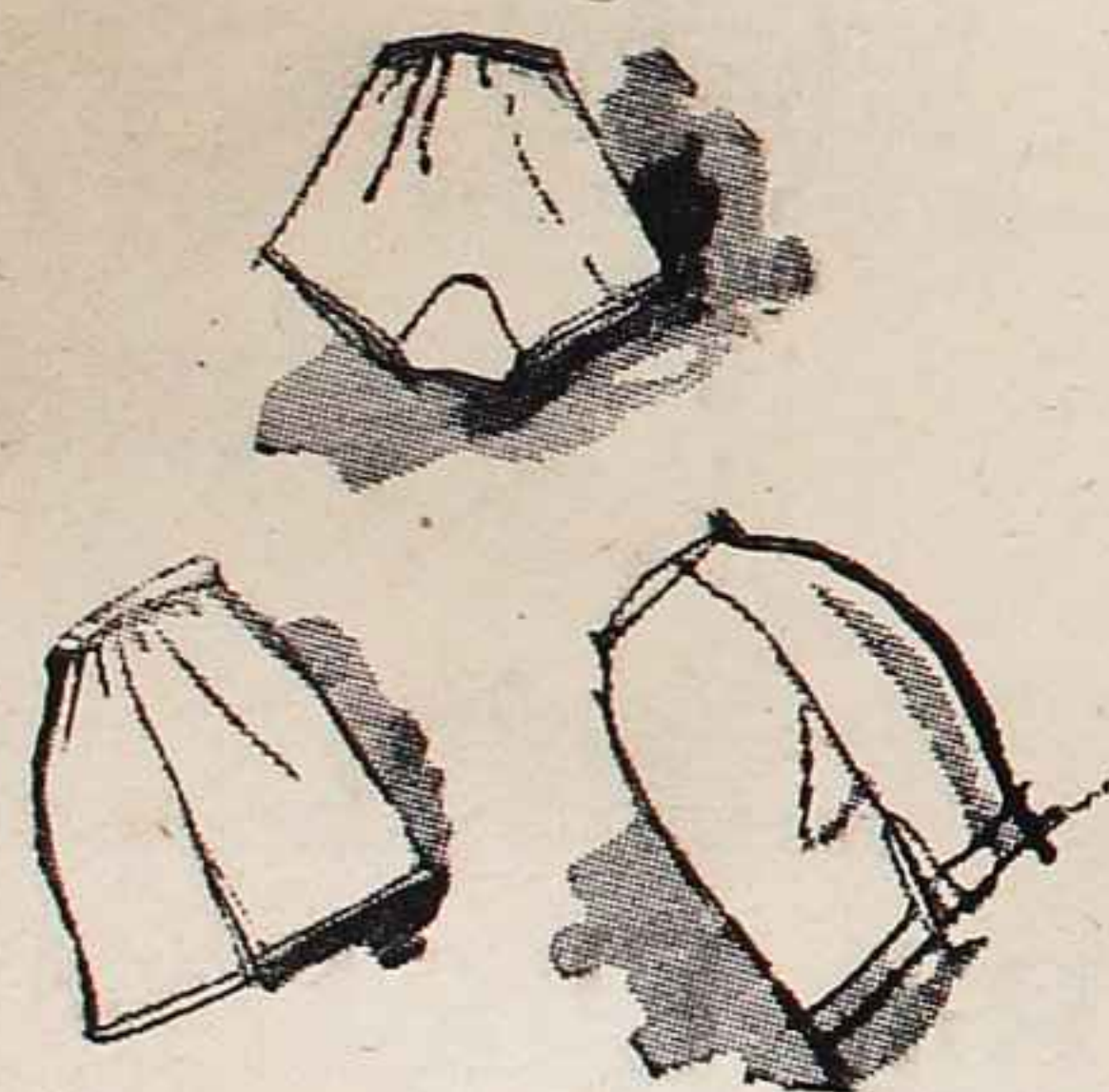


Portsmouth's Leading Department Store

# Under-Score your Summer Wardrobe

Yes, underscore your wardrobe now with your selections from our wide and varied assortment of dainty feminine lingerie — You can replenish your lingerie supply now — You'll find an item to please you — cool, dainty undies for daytime and nighttime — ruffled camizoles and petticoats to flounce gracefully under dresses.



- Camisole \$3.95
- Petti Coat \$5.95
- Panties
- Lace Trimmed Crepe \$2.25 to \$2.95
- Rayon Jersey 79c to \$1.95



Slips  
Plain, Tailored and Lace Trimmed in  
Tea Rose, White or Blue  
\$3.95 to \$7.95

George B. French Co.  
37 - 41 Market Street  
Portsmouth

# The Beachcomber

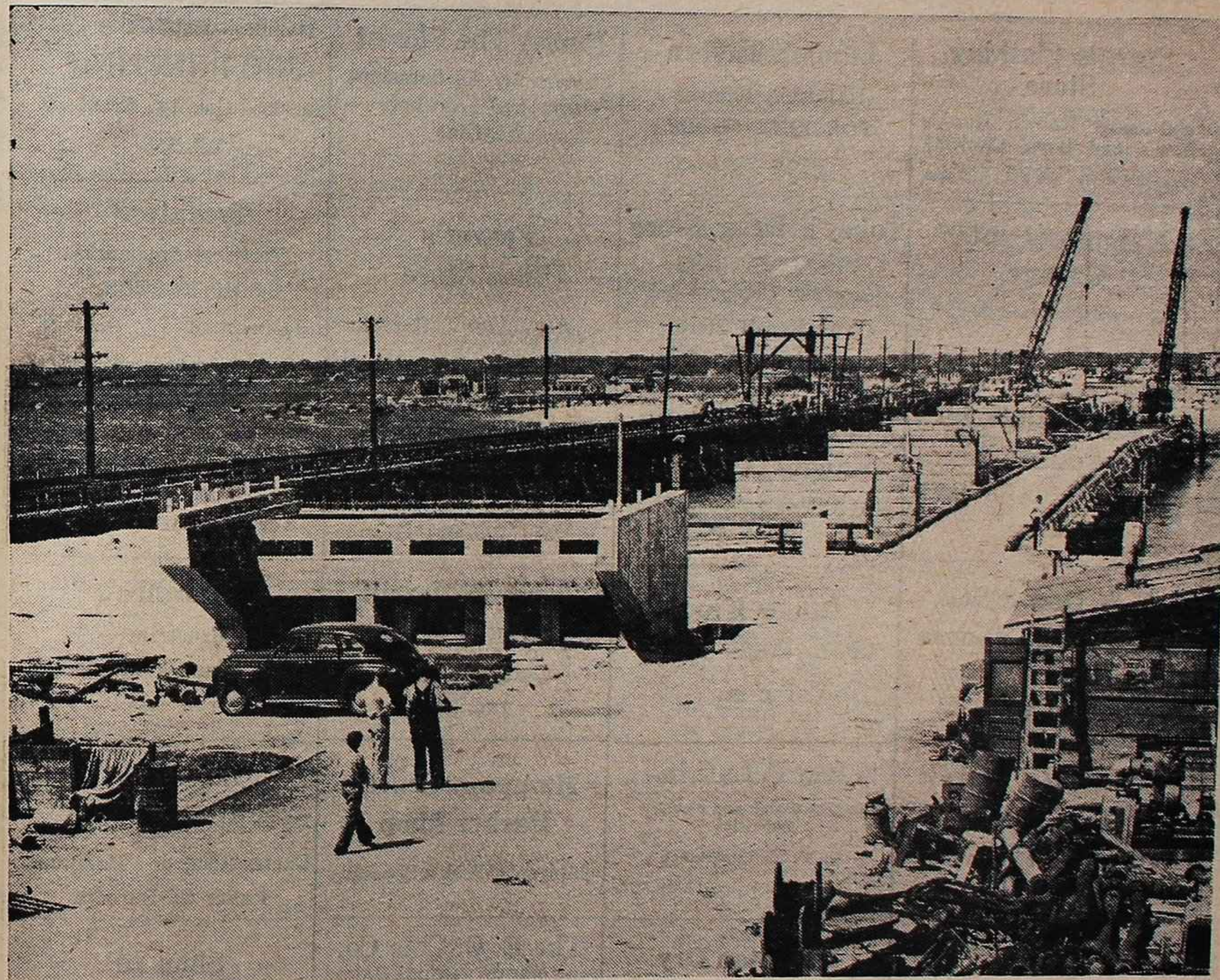


VOL. XXII, NO. 3

Incorporating The  
Hampton Beach Advocate

WEDNESDAY, JULY 14, 1948

FREE DISTRIBUTION



## Children's Day To Be Held July 22



# SHOP IN HAMPTON CENTER

"The Heart of The Seacoast Region"

A Good Town To Trade In

A Good Town to Live In

**MODERN STORES**

**AMPLE FREE PARKING**

<b>Sturgis Clothing Store</b> Nationally Known Brands Men's and Boys' Clothing Open 9-6 daily - 9-9 Fri., and Sat.	<b>Lamie's Tavern</b> Nationally Famous FOR FINE FOODS TEL. 616	<b>Emery The Florist</b> Flowers for All Occasions Telegraphed Anywhere — Anytime TEL. 826	<b>Hampton Publishing Co.</b> <b>JOB PRINTING</b> Service - Quality - Economy Tel. 555
<b>Hampton Center Garage</b> "30 Years Your Ford Dealer" TEL. 941	<b>Tobey's Drug Store</b> PRESCRIPTIONS Carefully Compounded <b>The Rexall Store</b> TEL. 864	<b>Fearer's Shoe Store</b> Depot Square Hampton	<b>Trofatter</b> Electrical Appliances CONTRACTOR Lafayette Road Tel. 2077
<b>John A. Janvrin</b> LUMBER PAINT HARDWARE TEL. 312	<b>Howe Motor Sales</b> Tel. 2215 KAIZER - FRAZER The Friendly Amoco Sta. Phil Howe, Prop.	<b>Hampton Cooperative Bank</b> Systematic Saving Secures Success TEL. 2038	<b>Jewell's</b> Williams Oil-O-Matic Burners Complete Burner Service (All Makes and Types) CALL HAMPTON 470
<b>S. A. Dow &amp; Son</b> Groceries-Grain-Fertilizer Hardware - Paint TEL. 521	<b>Elmer King</b> COAL - COKE - WOOD TEL. 581	<b>Tobey &amp; Merrill</b> INSURANCE SERVICE Lafayette Road TEL. 2038	<b>Marelli's</b> Groceries Fresh Fruits - Vegetables TEL. 2156
<b>JOHNNIE ROWE</b> Sporting Goods 1 1/4 mi. No. of Hampton Route 1	<b>Ray F. Lufkin</b> Expert Watch and Jewelry Repairing 40 Years Experience COLE'S COR. HAMPTON	<b>Hampton Center Barber Shop</b> Children's Work a Specialty	<b>Al Bisson</b> Electrical Contractor TEL. 976 Exeter Road Hampton Power Oil Burners
<b>Shop In HAMPTON And Save</b>	<b>Hampton Dry Cleaners</b> Come in or Tel. Hamp. 529 Lafayette Rd. Beyond "Jewell's"	<b>The E. G. Cole Co.</b> FINE FOODS - HOUSEWARES "The Seacoast Shopping Center" Visit Our New 5-10-25c STORE HIGH ST. - HAMPTON CEN.	<b>Shop In HAMPTON And Save</b>

THIS ADVERTISEMENT SPONSORED BY THE  
**HAMPTON BUSINESS MEN'S ASSOCIATION**

# The BEACHCOMBER

VOL. XXII., NO. 3

WEDNESDAY, JULY 14, 1948

FREE DISTRIBUTION

## Gala Program Is Planned For Children's Day

### Work on New Hampton River Bridge Progressing Rapidly Parade, Special Shows and Luncheon Mark Annual Affair

The life span of "the longest wooden bridge in the world," as the Mile bridge between Hampton Beach and Seabrook has been known for many years, is quickly coming to a close. Pictured on the cover is the toll bridge's successor which will be finished in a few months.

With approximately 65 men working from March, 1947, with the exception of three months during the past winter, the substructure which is being done by T. Stuart and Son company of Watertown, Mass., has progressed to the point of near completion, the superstructure already being in the process of assembly by the Phoenix Bridge company of Phoenixville, Penna.

The structure is to be supported on 12 concrete granite-faced piers with 2 abutments. The superstructure is composed of steel girders and stringers with steel sway bracing forming the lateral reinforcement. This steel work will be support for a 26-foot reinforced concrete

BRIDGE

(Continued on Page Six)

### Local Contractor Hurt In Accident

Alexander J. Morse, local electrical contractor, was confined to bed for three days as the result of an accident last Tuesday afternoon. Crossing from the Ocean House to the parking space, Morse was hit by a passing car. Suffering from a severe shaking-up and bruises, he was treated by Dr. R. N. Blake and is still under the doctor's care.

### Beach Visitor Is Twice A Victim

History repeated itself at the State Bath House this week. Last year Alfred Lysik of Nashua reported to authorities that money had been stolen from two wallets which had been locked in the glove compartment of his car.

Sunday, when Lysik and his wife returned to their unlocked car from bathing, they found the compartment had been jimmied and \$6 was gone.

Children's Day which has been the outstanding event of the summer season for the kiddies of Hampton Beach during the past 25 years, will be held next Thursday, July 22, with a gala program.

Col. George Ashworth, originator of the annual celebration, today expressed the hope that all children of Hampton and Hampton Beach would be present on the occasion and have a good time. There will be free ice-cream, lolly pops and pinwheels for all.

Although the annual Boy Scout Camporee is not scheduled to be held at the State Reservation this year, it is expected that Boy and Girl Scout troops from the immediate area will be present for the Children's day parade and festivities.

A parade featuring children in costume and augmented by scout troops will be held at 2 p. m. with a visiting band furnishing marching music.

At the conclusion of the parade a brief speaking program will be held at the band stand, which will be followed by an entertainment fea-

turing a marionette show and clowns. Previous to the days program which is sponsored by the Hampton Beach Precinct, a luncheon will be held for invited guests at the Ashworth at 12 noon.

### Succumbs While At Beach Sunday

One death was attributed to the heat over the weekend in New Hampshire as the mercury soared into the middle and high 80's and thousands sought relief at Hampton Beach.

Stricken while sitting on the porch at Smith and Gilmore's, near the Mile bridge, Sunday, Charles E. Knight, 72, of Haverhill, Mass., was pronounced dead of coronary occlusion by medical examiner Dr. Wendell Clare of Portsmouth.

Police Chief John J. Malek reported that more than 15 heat prostration cases were treated at the first aid station during the day.

## HENRY'S Real Estate and Insurance Agency

Henry's Real Estate Agency offers you a wide and varied selection of properties at Hampton Beach.

FOR SALE

Cabins — Cottages — Rooming Houses — Lots — Businesses

FOR RENT

Main Office  
North Shore  
and  
Winnacunnet Road  
TEL. 588

Henry's Furniture and Appliance Store (located next to our main office) offers you a wide and varied selection of merchandise for your city or beach home at substantial savings.

Branch Office  
Near  
TOLL BRIDGE  
on  
Ocean Boulevard  
TEL. 2279

Specializing in Hampton Beach Properties For Over Fifteen Years



HAVE YOU HEARD?  
That Norma just loves to go into the drug-store?

**Marsh Avenue Barber Shop**  
Open 8 am to 8 pm  
Sundays 8 to 1  
Tel. 2214-Chas. de Nichols

**Beach Notes**

Mr. John O'Brien, son of Mr. and Mrs. Charles O'Brien of Cutler avenue, returned to his studies at West Point on Tuesday, July 6. Another son, George, who has been taking a course of study at Washington, returned home on Tuesday, July 13.

Mrs. H. H. Bragg of Marsh ave.

IT'S THE FOOD  
**MAHONEY'S LUNCH**  
And  
**TEA ROOM**  
"As Famous As the Beach Itself"  
OCEAN BOULEVARD AT B STREET  
Tel. 2103 Hampton Beach, N. H.



There's  
Good  
Golfing  
Nearby

For a round or two of golf, during your stay at Hampton Beach, inquire at our office or at almost any store for details.

And while you're about it, look at the many fine table appliances that we have assembled for your approval. Toasters, coffee makers, waffle irons, casseroles and roasters are just a few. Electric heaters, too, for those occasional chilly nights.

If it is an electrical appliance that you are seeking, shop our store on the beach front. Budget terms.

**Exeter & Hampton Electric Co.**  
Tel. 690

has been entertaining her cousin, Miss Marjorie Tate, of El Cajon, Calif. She returned home on Wednesday, July 7, by plane as far as New Orleans.

Miss Louise O'Brien has returned to her duties at the Portsmouth hospital after a two-weeks vacation at her parents' home on Cutler avenue.

Mrs. Frank Redmond of Exeter was a guest this past week at the summer home of Mr. and Mrs. Laurence Crosbie of Plalce Cove.

Mr. and Mrs. John Rellily of Manchester, are guests for the season at Clancy's Riviera on the North Shore.

Miss Marie O'Brien, daughter of Mr. and Mrs. Charles O'Brien and a student nurse at the Sacred Heart hospital in Manchester, is spending a three week vacation with her parents on Cutler ave.

Mr. George H. Murray and two daughters, Misses Jean and Constance of Brookline, Mass., spent Saturday, July 10, at the Beach. They visited at the home of Mr. Murray's son and wife, Mr. and Mrs. Donald Murray of Winnacunnet road.

For Your Convenience  
Hotel Reservations  
ANYWHERE  
Jackie's Travel Agency  
TEL. 2393

**John the BARBER**  
"22 Years at Hampton Beach"  
NEW C ST. LOCATION

Bring the Children  
To See the  
**Storybook Toy Shop**  
and the  
**"OLD COUNTRY STORE"**  
COLE'S - HAMPTON CENTER

USE  
**GARLAND'S ICE CUBES**

**SUSIE SWEETS BAKERY**  
PIES - CAKES  
BREAD - ROLLS  
BROWNIES - COOKIES  
All kinds of  
PASTRIES  
A STREET  
Opp. the Lawrence House



**THE ROCKY BEND**  
OUR EIGHTEENTH SEASON  
Just a short walk from the center of the beach.  
Serving from 8 A. M. to 1 A. M.  
Visit Our Fountain  
ANN MORRILL  
Ample Parking Facilities  
BOAR'S HEAD HAMPTON BEACH

Josh  
"CHOOTS" 48

That "Mac" McKernan is keeping things humming at the James Grille?

USE  
**GARLAND'S ICE CUBES**

**"G" STREET Grill**  
Sandwiches  
Light Lunches  
Sea Food  
OPEN 7 A. M. to 9 P. M.  
Bob Robinson, Prop.

**BOAR'S HEAD INN**  
for  
Particular People  
SEA FOOD & STEAK DINNERS  
12:30 to 2:00 - 6:00 to 7:30  
Approved by Duncan Hines  
On Great Boar's Head  
Hampton Beach Tel. 911

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

**RED COTTAGE**  
Famous Restaurant  
DELICIOUS HOME-COOKED FOOD  
Hal Caulkins  
and his Electric Organ  
EVERY FRI. & SAT. 7 TILL CLOSING  
SUNDAYS 1 TO 3 7 TILL CLOSING  
Reservations Call Newburyport 736  
H. M. ALLEN, Mgr.  
U. S. Route 1 Lafayette Rd. Salisbury, Mass.

**Have You Heard?**

That Bill paid \$1.60 for one dance?

About June "the Body" Koehler's new hair cut?

That the tall blonde sharpie in the tan gabardine suit whom you see every weekend at the Rowell is Paul Sullivan?

That it's good to see "Casey" back at Daigle's after being so ill?

About the swell trip to Lynn Jim Shea had with Jim Canning?

Or seen Jane of the 5 and 10 and Peg of Munsey's in their blue junk?

About Jackie Percival enjoying an evening of dancing with Steve Lannon?

That George "Ox" Babineau and Bill Sears of the "Braves Lodge" are the cutest homemakers on the beach?

What a good time Betty D'Avilion had at the dance?

That belated birthday greetings are in order for Paul Courtemanche?

That Alma's looking forward to a long, cold winter by lining up her summer romances now?

That Jee Lawlor's only down weekends this season but still is able to keep all his girl happy?

Your Haircut as You Want it!  
Art Gaudreau - C Street  
The largest shop at the beach!  
Service & Quality is Our Motto.  
OPEN 8 to 8 - SUN. 8 to 1

**BENDIX SELF-SERVICE LAUNDRY**  
5 Washers  
1 Drier (Quick)  
50c PER MACHINE  
up to 9 lbs. Dry Clothes  
C ST. JENNEY STATION  
COR. MARSH AVE.

**Frank B. Freeman Dairy Products**  
Your Local Dealer  
Year 'Round Service  
to  
Hampton and Hampton Beach  
STOP THE DRIVER  
CALL HAMPTON 2050

Be  
Summer Wise In  
The Best In Sportswear  
Sport Shirts by MacGregor  
VAN HEUSEN and COOPER  
Short Sleeves Long Sleeves  
\$2.95 to \$6.50 \$3.50 to \$8.50  
SWIM TRUNKS - Men and Boys  
MEN - \$2.50 to \$5.00  
BOYS' - \$2.95 and \$3.95  
SPORTCOATS  
Seersuckers Corduroy  
\$15.00 \$20.00  
**Elander & Swanton**  
INCORPORATED  
65 Water Street Exeter  
"Near the IOKA"



The Beachcomber

Incorporating The Hampton Beach Advocate

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

Published Wednesdays, June 30 to September 1

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.

Nottingham, England, cyclists plan tandem outings for the blind.

EXETER KIWANIS Country Fair

Benefit Underprivileged Children's Fund

THURS. - FRI. - SAT. JULY 22 - 23 - 24

High School Grounds EXETER, N. H.

Headline Acts Dancing On The Green Midway - Ferris Wheel FREE

BRIDGE—

(Continued From Page Three)

crete roadway and 5-foot sidewalk slab.

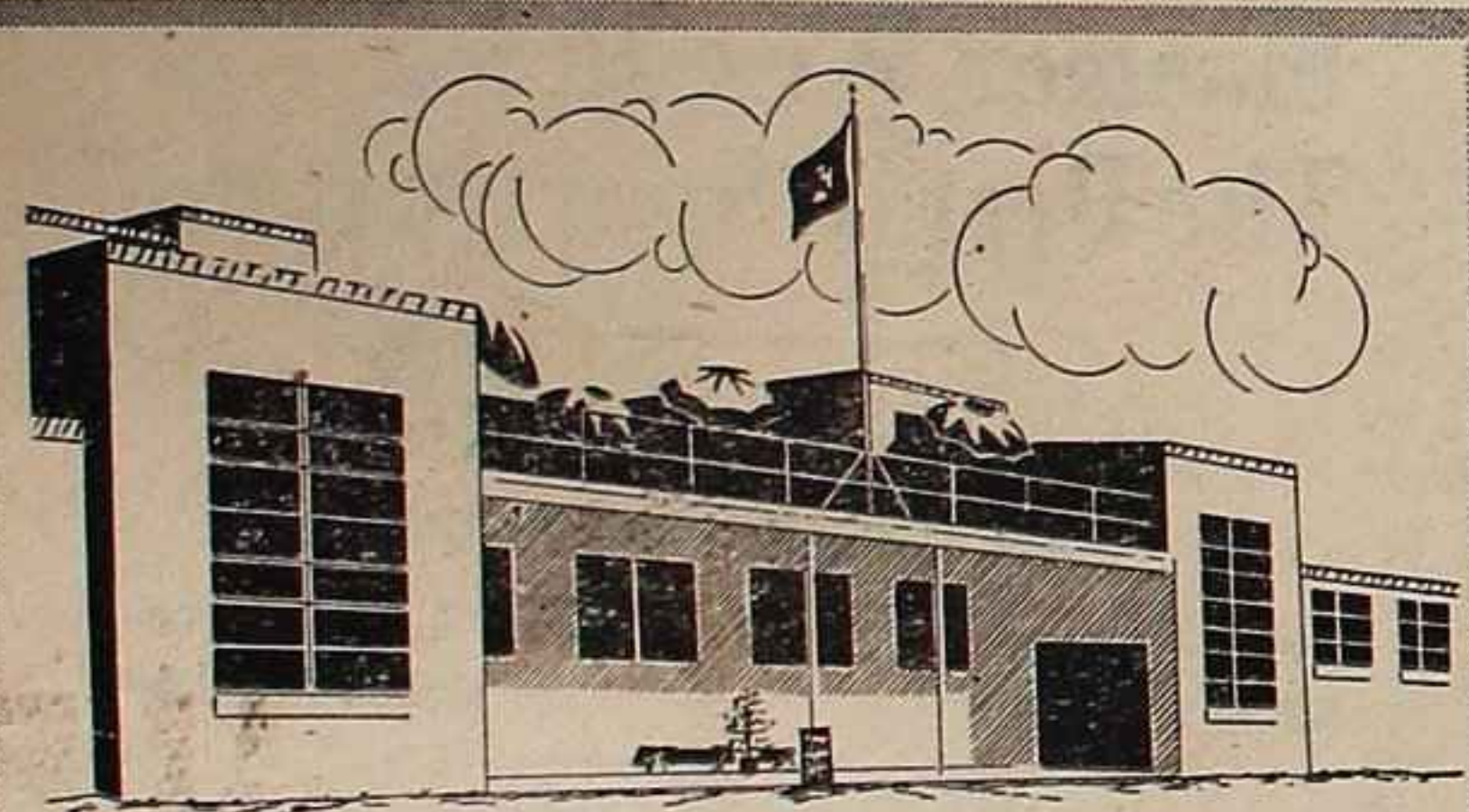
The center-most span over the river channel is to be a movable span of the bascule type which will be hinged at its northerly end, thus allowing river traffic. Laid out on a verticle curve, the structure will have a maximum height above mean water of 35 feet.

Within the last few weeks a con-

MARSH AVENUE BARBER SHOP Corner "P" Street

Open 8 a. m. to 8 p. m.

Tel. 2214 Chas. deNichols



State Recreation Area

Hampton Beach State Park

ROUTE 1-A, NEAR HAMPTON RIVER BRIDGE

STATE SUPERVISED MODERN BATHHOUSE

LARGE PARKING AREA

QUIET ATMOSPHERE

BEACH SAFETY PATROL

OCCASIONAL MUSIC

REFRESHMENTS AVAILABLE

Tennis, Shuffleboard, Horseshoe Pitching, Croquet And Other Games

Spacious bathhouse with observation deck for relaxation, picnic tables and other facilities

EXCELLENT SUN AND SURF BATHING

crete batching plant was set up at the Boston and Maine freight yard behind Lamie's tavern at Hampton Center. A stock supply of sand, stone and gravel was transported by rail from the Manchester Sand and Gravel company and cement was shipped from New York.

Supervised by the New Hampshire State Highway engineers, the head field man is Mr. Roger Downing. The construction company superintendent is Mr. Hubert F. Powell.

About half the employees are local men.

DOT'S YARN SHOP

Botany - Ayrspun and Armstrong - Argyle Sock Packs Needles - Instruction Books MRS. FRED WIGGIN Just South of Winn. Rd. on Lafayette Highway

Visit

Ye Olde Country Auction

at

NORTON'S CABINS Laf. Rd. North Hampton

Household Furniture, Dishes and Glassware

Sale Rain or Shine. Lunch H. L. Norton, Auctioneer.

JACKIE'S TRAVEL AGENCY TEL. 2393 Jacquelyn Cate, Mgr. Bus Transportation To All Points

USE GARLAND'S ICE CUBES

EARL'S MARKET

Fancy Fish and Lobsters FRUITS

VEGETABLES GROCERIES

Now offering a complete line of MEATS

TEL. 2151

We Deliver

Boar's Head

Hampton Beach

The Fastest Growing Shop In the Seacoast Area

SHIRTS - Dress - Sport By Van Heusen

TIES-BOWS Four-In-Hands Top Makes

UNDERWEAR Shirts and Shorts Union Suits

RAINWEAR - Golf Jackets Dress Coats

GANTNER Swim Trunks

INFANTS Playtex Products

SLACKS Dress or Wash

ACCESSORIES - Beach Bags Scuffs

PANTIES - Briefs Briefettes

PETTICOATS - Scalloped Hemlines

ANKLETS - Cotton Mesh Wool and Nylon

RAYON - KNIT Gowns Slips

EXCELLENT Nylon and Rayon Hose

LADIES Latest Swim Suits

MEN

WOMEN

CHILDREN

TEL. 2030

HAMPTON CENTER

USE GARLAND'S ICE CUBES

Cabin Cruiser

'Riptide' Sports Tuna Outfit

Kenneth W. Langley, owner of the Tides has had a 32-foot sport

fisherman or cabin cruiser built for tuna fishing and pleasure cruising parties this summer.

Starting today just in time for the annual Ipswich Bay Tournament, this power boat with a pulpit for harpooning and a chair for tuna fishermen will take parties of four from Hampton Harbor into the tuna fishing area between the Isles of Shoals and Halibut Point, Rockport, and provide rod and reel fishing for tuna and striped bass.

The cruiser, which has been named "The Riptide," will accommodate parties of 14 with lots of room to spare, will also take groups on pleasure cruises to the Isles of Shoals, New Castle and Little Harbors, and along the Rye Beach shores. A ship-to-shore radio telephone assures contact with shore if need be and contact with draggers who provide fresh bait at sea for fishing.

The Lawrence House DINING ROOM

FREE PARKING FOR GUESTS

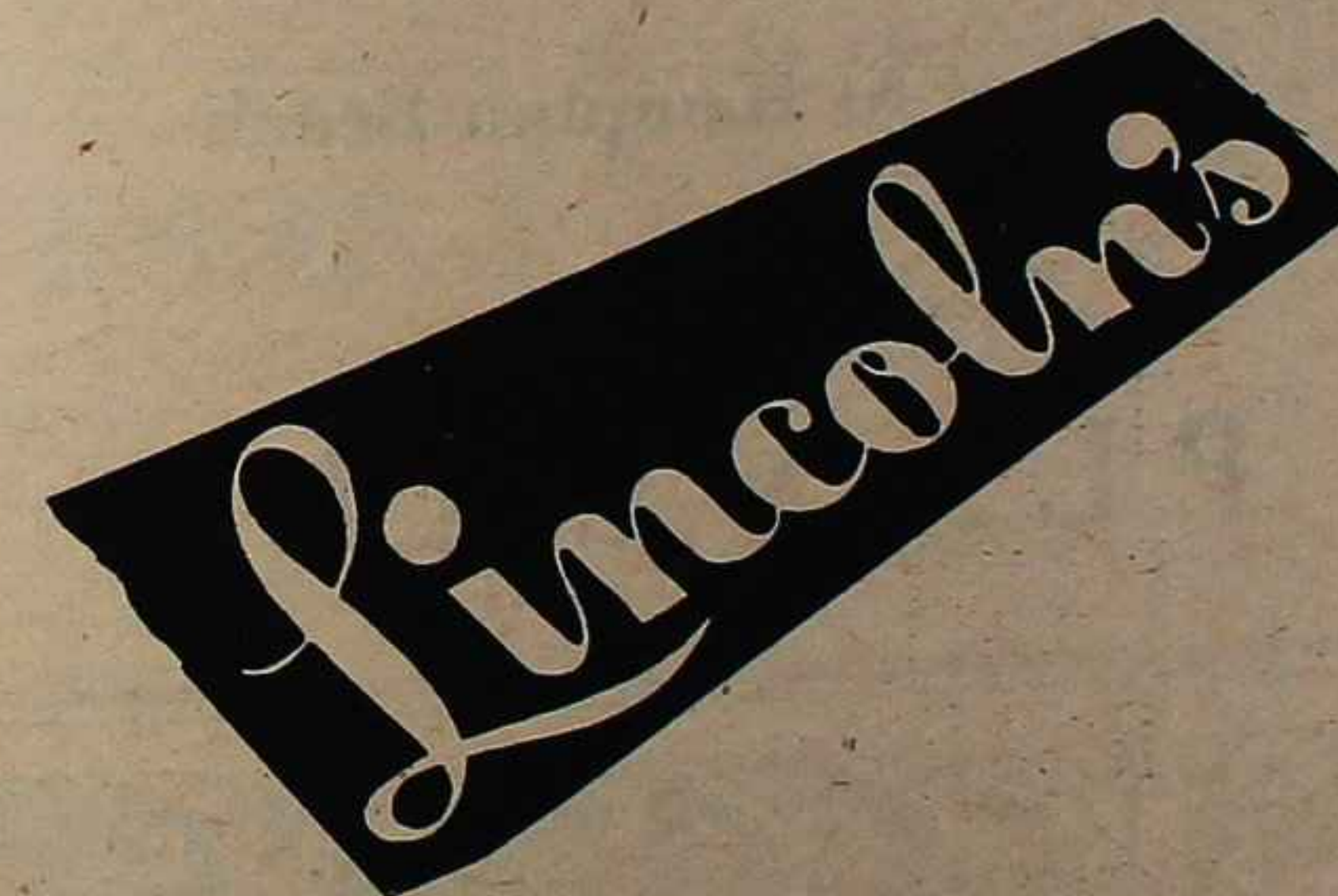
A STREET

HAMPTON BEACH

The GRASON Shop GIFTS - SOUVENIRS - TOYS

Where You Buy The

Hampton Newburyport Haverhill Lawrence Lowell Manchester Boston Worcester New York PAPERS



JULY THRIFT SALE

A STORE WIDE EVENT WITH SAVINGS FOR ALL--

Pleasant Street

Newburyport



If you want to Heat It  
Ventilate It  
Or Cover It  
Call 2098 Hampton Metal Shop

**IOKA THEATRE**  
EXETER  
TELEPHONE EXETER 270  
FREE PARKING AREA ACROSS THE STREET

Saturday at 1:00 P. M.  
(Special Show for children and parents)  
JUDY CANOVA  
"Sis Hopkins"  
Plus  
Our Regular Program

Friday, Saturday July 16 - 17

ROY ROGERS — JANE FRAZEE  
ANDY DEVINE  
"The Gay Ranchero"  
(In Technicolor)

DON CASTLE — VIRGINIA CHRISTINE  
"The Invisible Wall"  
Continuous Show Saturday

Sunday, Monday July 18 - 19

PAULETTE GODDARD — McDONALD CAREY  
FRED CLARK — MAXIE ROSENBLUM  
"Hazard"  
Continuous Show Sunday

Tuesday, Wednesday, Thursday July 20 - 21 - 22

ESTHER WILLIAMS — PETER LAW FORD  
JIMMEY DURANTE — CYD CHARISSE  
XAVIER CUGART and his ORCHESTRA  
"On An Island With You"

### Beach Notes

Mr. Carroll Collins, Millis, Mass., and W. H. Chadwick, New Britain, Conn., are spending their 12th and 4th seasons, respectively, at the Rice Lodge on F street. Other guests there are Henry Nesgoda, also of New Britain; Jane Flaherty and Claire Barry, Norwood.; Helen Tawrell, Holyoke, Mass.; Mrs. Ruth M. Sutherland, Northampton, Mass.; Mrs. Mary E. Doane, Florence, Mass.; Mrs. Irene Kulczyk, Gardner, Mass.; Mr. Elo Hokanson and family and P. M. Brounell of Worcester, Mass.; Mr. and Mrs. John H. Lee, Boston, Mass.; Helen Lindsey and Bernice Truran, Pittsfield, Mass.; Miss Anne Pomerleau, Waterville, Me., and Elsie Taylor of Oakland, Me.

HAVE YOU HEARD?  
That Wing Ding (one of the

**SHERWIN WILLIAMS PAINTS**  
Kem-Tone  
**GREGORY'S**  
Lafayette Rd. Hampton  
TEL. CONN.  
Cliff Lindsay, Representative

### When At Hampton Beach

Visit

# PLAYLAND

LET'S GO! **FROLIGS**  
SALISBURY BEACH, MASS.  
Watch For Our  
Headline Acts  
each week  
(OPEN SUNDAYS)  
Telephone Newburyport 250  
BIGGEST, MOST MODERN NITE SPOT IN NEW ENGLAND

units of perpetual motion) is actually getting a tan?

## STRAND

AMESBURY

Thurs. - Sat. July 15-17

June Haver - Lon McCallister  
"SCUDDA HOO SCUDDA HAY"  
in technicolor

Sun. - Mon. July 18-19

Fred MacMurray - Frank Sinatra  
"THE MIRACLE OF THE BELLS"  
— plus —  
Lois Collier  
"Arthur Takes Over"

Tues. - Wed. July 20-21

William Powell - Ella Raines  
"THE SENATOR WAS INDISCREET"  
— and —  
Tom Conway  
"13 Lead Soldiers"

Next Thurs. July 22

Van Johnson - June Allyson  
"THE BRIDE GOES WILD"

HAVE YOU HEARD?  
That "Hot Lips" Preston is stocking up on sunburn lotion?

**HAMPTON THEATRE**  
HAMPTON CENTER  
TELEPHONE 329

WED. - THURS. JULY 14-15

*A Romance YOU'VE HEARD ABOUT*  
Patsy HAYWORTH  
and Libby PARKS  
Down to Earth  
TECHNICOLOR

FRI. SAT. JULY 16-17

WALLACE BEERY  
ALIAS A GENTLEMAN  
TOM DRAKE DOROTHY PATRICK

SUN., MON., JULY 18-19

TECHNICOLOR  
SO GAVE SO MAGNETIC!  
SO DIFFERENT!  
SO GREAT!  
Three Daring Daughters  
MARTIN DONOVAN LARRY LORRIE POWELL

EVENINGS CONTINUOUS FROM 7 P. M. MATINEES: SAT. - CLOSED TUESDAY

**PREMIER**  
NEWBURYPORT  
Phone Nybpt. 570

Thurs. - Sat. July 15-17

Tyrone Power - Alice Faye  
Al Jolson  
"ROSE OF WASHINGTON SQUARE"

plus Warner Baxter-Mickey Rooney Wallace Beery

"SLAVE SHIP"

Sun., Mon., July 18 - 19

James Mason  
"THE UPTURNED GLASS"  
and Jerome Cowan  
"ARTHUR TAKES OVER"

Tuesday and Wednesday  
No. 3 On Our Prestige Picture Parade  
Vivien Leigh  
"ANNA KARENIAN"

## Boardwalk Brevities

Charlie Carroll combing the beach for the other sock... "Pete" Peterson getting a binocular view from the State Bath House roof... Barbara and Monty Scarponi enjoying a breeze at the Harrington... Rene Bodie among the Samba crowd at Jenny's... Jean MacDonald and John Hedderman putting in a Sun-day on the beach... 2-year-old Jimbo Fogarty, on the beach, looking for the puddle that "someone took" when his back was turned... Peg Melanson winning a bet by staying in the water for two hours—and having the shakes for another two... Fritz Brannon thinking no one would notice if he backed his car down a one-way street... Chrissie Parks and Joan Harley with bicycles attached, asking the way to Salisbury...

A. and Mrs. J. F. McCarthy of Belmont, Mass.; J. F. Fagan, Fitchburg, Mass.; Alice Hotaling, West Coxsachie, N. Y.; Shirley Leonard and Joan Guertze, Albany, N. Y.; Mr. and Mrs. J. E. Sammain, N. Y.; Vivian Martin, Lawrence, Mass.; Janet L. Nichols and Dorothy J. Mara, East Lynn, Mass.; Mr. and Mrs. Charles Taylor, Pawtucket, R. I. Mrs. Peter Massonett, W. Hartford, Conn.; Alice Bulman and Mary Kirvin, Brockton, Mass., and Mrs. N. J. Barry, Winthrop, Mass.

HAVE YOU HEARD?  
That Bob Carr, one our best-

**Beauty Counselors**  
Personalized Skin Care  
Make up and toilet articles  
Call for free skin analysis  
Select cosmetics for the right look — try colors that will enhance your natural beauty.  
**Sensible Skin Care**  
CALL 2064  
Gertrude Mark  
Hampton Falls, N. H.

### Beach Notes

The many friends of H. A. MacKenzie, owner of MacKenzie Arms Hotel will be delighted to know of his speedy recovery from a serious operation at Mass. General Hospital. He is expected home soon. Guests staying at the Rowell are: Miss Laura Dudos and mother, Exeter, N. H.; Mr. and Mrs. A. Wills, Worcester; Mr. and Mrs. James Firnie, Quincy, Mass.; Mrs. Eva Taylor, Ruth Burgess, Dorchester, Mass.; Miss Laura Abbott and mother, Dover, N. H.; Miss Theresa Pizzaro, Waterford, N. Y.; Mr. and Mrs. McGee, Rochester, N. H.; Miss Josephine Grogan, Chapel Hill, North Carolina and Miss Ann McCarran, Worcester. Among those registered at the Hillcrest are Mr. and Mrs. Joseph F. Van Ness, Albany, N. Y.; Jennie Emery, Helen Bolzan and Sophie Gwozdz of Holyoke, Mass.; Beatrice Fillipon and Anne Turner, Lawrence, Mass.; John F. Robert

looking life guards, is now on duty at North Beach?

## STRAND

NEWBURYPORT  
Phone Nybpt. 919

Wed., Sat. July 14-17

In Dazzling Technicolor  
Esther Williams - Peter Lawford  
"ON AN ISLAND WITH YOU"

Sun., - Tues. July 18-20

Joan Fontaine  
"A LETTER FROM AN UNKNOWN WOMAN"

Starts Wednesday, July 21

Clark Gable - Lana Turner

"HOMECOMING"

AT YOUR BEACH THEATRES  
Shows: Mats. 3:30 - Eves. 7:15 & 9:00  
**CASINO OLYMPIA**

Thurs. - Fri. - Sat. July 15-16-17

DAN DAILY and  
NANCY GUILD  
"GIVE MY REGARDS TO BROADWAY"

Wed. - Thurs. July 14-15

YVONNE DeCARLO and  
TONY MARTIN  
"CASBAH"

Sun. - Mon. July 18-19

ZACHARY SCOTT and  
DIANA LYNN  
"RUTHLESS"

Fri. - Sat. July 16-17

ABBOTT & COSTELLO  
"THE NOOSE HANGS HIGH"

Tues. - Wed. July 20-21

CONSTANCE BENNETT and  
BRIAN AHERNE  
"SMART WOMAN"

Sun.-Mon.-Tues. July 18-19-20

IRENE DUNNE and  
BARBARA BEL GEDDES  
"I REMEMBER MAMA"

REFLECTED SHORTS-NEWS-All Programs

USE  
**GARLAND'S**  
ICE CUBES

The  
**Corner Store**  
LUNCH BAR  
SODA FOUNTAIN  
GROCERIES  
Ocean Boulevard at  
Highland Avenue



HAVE YOU HEARD?  
That Floyd Robbins and Bill Relfe of the State Bath House are cherchezing les femmes?

**Nudd Homestead**  
MISS CHRISTINE CASSIDY  
ROOMS - FOOD SERVICE  
Ocean Boulevard  
Hampton Beach  
Tel. 343

**Sea Foods**

MACE'S  
North Shore  
Fish Market

Lobsters A Specialty

MACE & SON  
Tel. 2377  
North Beach  
Hampton, N. H.

**Lobstermen Say  
'Shorts' Racket  
Still Flourishes**

Charges that the practice of trapping short lobsters is still flourishing along the New Hampshire coast were made at the annual meeting of the N. H. Legal Lobster association held in Community Hall at the beach last Wednesday evening.

One member of the association, who requested to remain unidentified, also charged that no action was being taken relative to the failure of a truck to stop for a conservation officer in this area recently.

The truck, believed to be carrying a substantial amount of undersized lobsters at Rye Harbor, was signaled to stop by the officer but the driver continued on.

The warden said he pursued the

USE  
**GARLAND'S**  
ICE CUBES

**The Jolly Day**

A guidance home for children when you want the day or evening off.

**NOON LUNCHEES**

Ages 4 - 12 - Evening Care on Premises  
Hours 9 A.M. to 5 P. M.

Evening and Daily Irregular Hours by Appointment

MISS BETTY CASSELL 10th & Oceans Blvd. "Natalie"  
Director North Shore  
Tel. 2447 Hampton Beach, N. H.

**OCEAN CRUISES**

Office Tides Hotel Tel. 2384

DAILY COSTAL AND  
ISLES OF SHOALS EXCURSIONS

FREE TRANSPORTATION LEAVES TIDES HOTEL  
PROMPTLY AT 9:30 A. M.

Luncheon Included with Ticket

ALL FACILITIES FOR YOUR COMFORT

ALL TRIPS BY RESERVATION ONLY

CHARTER TRIPS - TUNA FISHING

car about five miles and when he was unable to overtake it he turned in the registration number to the State Motor Vehicle Department. Lobstermen said the investigation apparently went no further.

However the state Motor Vehicle department entered the picture the next day when Commissioner Frederick N. Clarke said he was centering an investigation about a license number which had been forwarded to him that day by Ralph G. Carpenter, 2nd, head of the state Fish and Game Department.

The lobstermen also voted to protest to Fish and Game Director Ralph G. Carpenter, 2nd, the recent transfer from this area of Conservation Officer George Lapin. They said he had been shifted to an upstate region.

They said they had been unable to ascertain reason for the transfer and added that from their observations he had been "doing a good job" here.

At the annual business session Ashton J. Norton of Hampton was reelected president. Other officers named were: Edmund Gauron of Seabrook, Charles Rawding of Rye vice presidents; Chester Gauron, Hampton Beach, secretary; Stanley Lewis, Hampton, treasurer.

**The Cover**

A panoramic view of the construction going on at the south end of the beach was snapped for the Beachcomber cover this week by George Hagopian of Newburyport, Mass.

The new cement and steel structure will soon replace the old wood-

en bridge, so long a landmark at Hampton Beach.

**The Wesley**  
C. ST. TEL. 527  
Pleasant Rooms  
Hot Showers  
JUST OFF THE Blvd. & Beach  
Miss H. Thurlow and  
Mrs. R. Davis

**Western Auto  
Associate Store**

Service to the entire community with paints, hardware, auto supplies, radio, sporting goods, appliances, and bicycle goods.

Tel. 992  
Water St. Exeter

**Hamel  
Dry Cleaning**

2 Day Service

O P E N

9 A. M. to 8 P. M.

3 1/2 C STREET

**COOL OFF  
YOUR DRINKS**

with

**GARLANDS  
ICE CUBES**

25c A BAG

**RAYMOND STURGIS**  
Ambulance Service  
Tel. 657  
High St., Hampton, N. H.

**SEA TERN  
BAKERY**  
Pies  
Rolls  
Cakes  
Quality Products Only  
E. NUTTALL, Prop.  
Ross Acres & Ocean Blvd.

**YOUNG'S  
CABINS**  
Ocean Boulevard  
Tel. 670  
Hampton Beach  
H. W. Young

**First Aid Rooms,  
Lifeguards Kept  
Busy By Crowds**

With the sun blazing down on this resort and the water temperature reported to be in the low sixties, the post-holiday crowd was only slightly smaller than over the record-breaking week-end.

All week after the Fourth, parking spaces were filled to near capacity and sun-bathers got early starts to find places on the beach.

The sudden heat wave kept soft-drink stands and ice cream counters going constantly and people sat on their porches and steps until after midnight.

The first aid room at the police station reported at least 20 cases of severe sunburn and heat exhaustion Sunday, while at the State Recreational area 8 first aid cases were handled over the weekend.

According to assistant manager John Cushing at the State Bath House, two rescues were recorded. Sunday a man and woman swimming beyond the rocks were caught

in the current and pulled in by life guards Richard Salvail and Roland Beaudoin. No injuries were incurred.

The day before a girl who had been repeatedly warned, was caught in the same place. When Salvail went to her rescue, she became panicky and in the struggle

the guard was thrown against the rocks, sustaining several bruises.

**Boar's Head  
Service Station**

GAS - OIL

GREASING

TIRES - ACCESSORIES

Batteries Quick Charged

OPEN 7 AM to 12 PM

Hamburgs  
**THE MARGUERITE**  
Helen Marguerite Hupper  
C STREET  
Sandwiches  
Open 8:30 am to Midnight

**The ASHWORTH  
DINING ROOM**

**LUNCHEONETTE**

Under the Management of  
Ralph A. Moulton and Son

USE  
**GARLAND'S**  
ICE CUBES

**YES, -- we have a SHOW!!**

The manner in which we SHOW all others HOW TO PREPARE fine cooked meals to anyone's satisfaction and delight

SO -- the very next time you desire 'THE BEST' in eating pleasure ... dine at FOLEY'S Yes... for the best, try the test; it is there at

**Foley's Restaurant on**

B STREET  
HAMPTON BEACH



**INSURANCE**

**JOHN SISE & COMPANY**

●

**SPECIAL OFFER**

\$2,500 Protection — MONEY POLICY — Broad Form

30 Days	\$13.50 Premium
60 Days	20.25 Premium
90 Days	27.00 Premium

●

**All Kinds of Insurance**

●

3 Market Square      Telephone  
Portsmouth, N. H.      19

**High Tides**

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

Eastern Standard Time

THURSDAY	6:30 am	7.7
	7:00 pm	8.6
FRIDAY	7:30 am	7.4
	7:45 pm	8.7
SATURDAY	8:30 am	7.2
	8:45 pm	8.7
SUNDAY	9:30 am	7.2
	9:30 pm	8.8
MONDAY	10:15 am	7.2
	10:30 pm	8.8
TUESDAY	11:00 am	7.3
	11:00 pm	8.9
WEDNESDAY	11:45 am	7.4
	11:45 pm	8.8

HAVE YOU HEARD?  
That Ruthie and Carl are married?

USE  
**GARLAND'S**  
ICE CUBES

**INFORMATION GUIDE**

**CHURCH SERVICES**

Community Church  
(Protestant)  
D Street

Rev. Oliver Northcott of Kensington. Guest Soloist Kirby Higgins. Morning worship service 10:30.

**ST. PATRICK'S**  
(Roman Catholic)  
Church Street

Masses 6, 7, 7:45, 8:30, 9:15, 10, 10:45, 11:30.

Confessions heard on Saturday night beginning at 7:30 P. M.

**ST. TERESA'S — RYE**

Masses 6:30, 8, 9, 10.

**BAND CONCERTS**

4 Daily — 2-3, 4-5, 7-8, 8:30-9:30.

**FIREWORKS**

Every Wednesday — 9:30 P. M.

**CHAMBER OF COMMERCE**

Office Hours:  
9 A. M. - 9:30 P. M., Daily

**U. S. POST OFFICE**

Hours: 8 A. M. - 6 P. M. Daily.

**GOLF COURSES**

ABENAQUI, Rye Beach — 6 miles, 18 Hole course, Open to public.

AMESBURY Country Club, Amesbury, Mass. — 15 miles, 9 hole course. Open to public.

EXETER Country Club, Exeter — 11 miles, 9 Hole course. Open to public.

PORTSMOUTH Country Club, Portsmouth — 16 miles, 18 Hole course. Open to public.

**MUNICIPAL Town Officers**

Selectmen: Harry D. Munsey, Chairman; George H. Sumner, Elroy G. Shaw, Town Clerk; William Brown, Office Hours, 9-12, 2-5, Monday - Friday. Chief of Police: John Malek. Chief of Fire Department: George Lamott.

**Beach Officers**

Precinct Commissioners: Col. George Ashworth, Chairman, Ernest R. Underwood, James W. Tucker, Jr., Treasurer, Roland Bragg.

Chamber of Commerce: President, Raymond L. Goding; Vice President, John Walsh; Treasurer, Ralph T. Harris; Secretary, Loretta K. White.

**RUBBISH COLLECTION**

From Mile Bridge to F street, Tuesday and Friday.

North Shore Hotel to Nudd avenue, Wednesday.

Have rubbish out and in containers.

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

The Home of  
**PHILLIPS EXETER ACADEMY**

*A Typical New England Shire Town - Founded 1638*

12 MILES — ROUTE 101 C

**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.

**Margaret M. Junkins**

The Best In  
**Quality Candies**

**PALMER'S DINING ROOM**

Open

Fried Clams a Specialty  
Lobster All Style

Opp. Coast Guard Station  
North Shore Hampton Beach

Rhapsody in Brew

**Foley's Famed Cup of Coffee**

B. St. Hampton Beach

**TRY THE HARBOR GRILL**

Breakfasts, Dinners  
Steaks and Chops

Cooked by Expert Chefs  
Near the Mile Long Bridge  
**HAMPTON BEACH**

**KELLY'S GRILL**

OCEAN BOULEVARD AT C STREET

Open 6 a. m. to 1 a. m.

**THE BEST FOODS SERVED**

**Beach Notes**

Daniel C. Fogarty of North Adams, Mass., spent the weekend with his father, Daniel E. Fogarty of K Street.

Guests at the Beach View House on the Boulevard at I street are Virginia and Betty O'Neil, Beverly Willsey and Muriel Carter, all of Schenectady, N. Y.; Janet Taparas, Jane Gilman, Constance Kapoulous, Clair Pellerin, Anita Lavigne of Manchester; Mary Kay and Elizabeth Byrne, Katherine Kennedy and Marylyn Derlach of Pittsfield, Mass.; Mr. and Mrs. H. E. Hebert and son of Auburn, Mass.; Joseph and John Flaherty, Lowell, Mass.; Mr. and Mrs. L. Lunburg, Alston, Mass.; Mr. and Mrs. Reginald Maynard, Central Falls, R. I.; Mr. and Mrs. Rosario Grouard, Pawtucket, R. I.; Mr. and Mrs. Charles Catains, Boston, Mass.; and Richard Hefferman and Thomas G. Morria, Salem, Mass.

Mr. and Mrs. J. H. Lefebvre and Mr. and Mrs. J. E. Lalonde of Montreal were recent guests at the Constance. Among those registered there are Thomas J. Carlisle and Edwin J. Finnerty, Clinton, Mass.; Mr. E. Sullivan, New York City; John G. Freeman and Mr. and Mrs. Beauden Powers, Cambridge, Mass. Helen and Patricia Norton, Dorchester, Mass.; Mr. and Mrs. Wm. A. Horkins, Allston, Mass.; John Rue, Westfield, N. J.; Wm. J. Mickie and Gerard J. Greene, Amsterville, N. Y.; Mr. and Mrs. J. W. Brooks, Lowell, Mass.; Mrs. C. Sillinger, Billerica, Mass.; Lois Brooks and Jacqueline Sidelinger, Chelmsford, Mass.; John W. Kirwin, M. Gilmore, Shirley A. Johnson, Mary B. and Patrick Conley and Mrs. M. Gorton and children, all of Providence, R. I.; Mr. and Mrs. Ralph A. Corey, Worcester, Mass.; Alvin F. and Florence Splers, Somerville, Mass.; Mr. and Mrs. Kenneth A. Devine and Frederick E. Cook, Springfield, Mass.; Henry W. Wong, also of Springfield; Louise O'Meara, Juliette Rus-

sell and Dorothy Hickey, Boston; nis of Montreal; Esther, Robert and Mass.; Gloria Gavin and E. A. Den- Edward Broderick, Clinton, Mass.

Gifts      Toys

**Dudley's**

SINCE 1895

**INSURANCE**

Service the Year 'Round

OCEAN BOULEVARD AT C ST.      TEL. 776

**MUNSEY'S SEA GRILL**

CHICKEN      STEAK      SEA FOOD

"If it swims, we have it"

**TELEVISION**

Boulevard at A Street

HAMPTON BEACH      TEL. 591



HAVE YOU HEARD?  
Mary Mac cry?

**Schaake  
Sandwich Shoppe**

FINEST Silex Coffee  
Sandwiches  
Hot Dogs

Breakfast Served

OPEN UNTIL 2 A. M.

LOVELY EVELYN FLYNN of Jamaica Plain, Mass., one of the leading contenders for the title of Miss Hampton Beach to be chosen in the annual Cover Girl contest of the Beachcomber in August is shown at right. Miss Flynn stands five feet, seven inches and weighs 123 pounds, without wetting the bathing suit she is wearing.

HAVE YOU HEARD?

That little Johnny is now a track star—particularly when Chuck is behind him?

A snail may have as many as 40,000 teeth, but it has only one foot.

### Cover Girl of 1948?

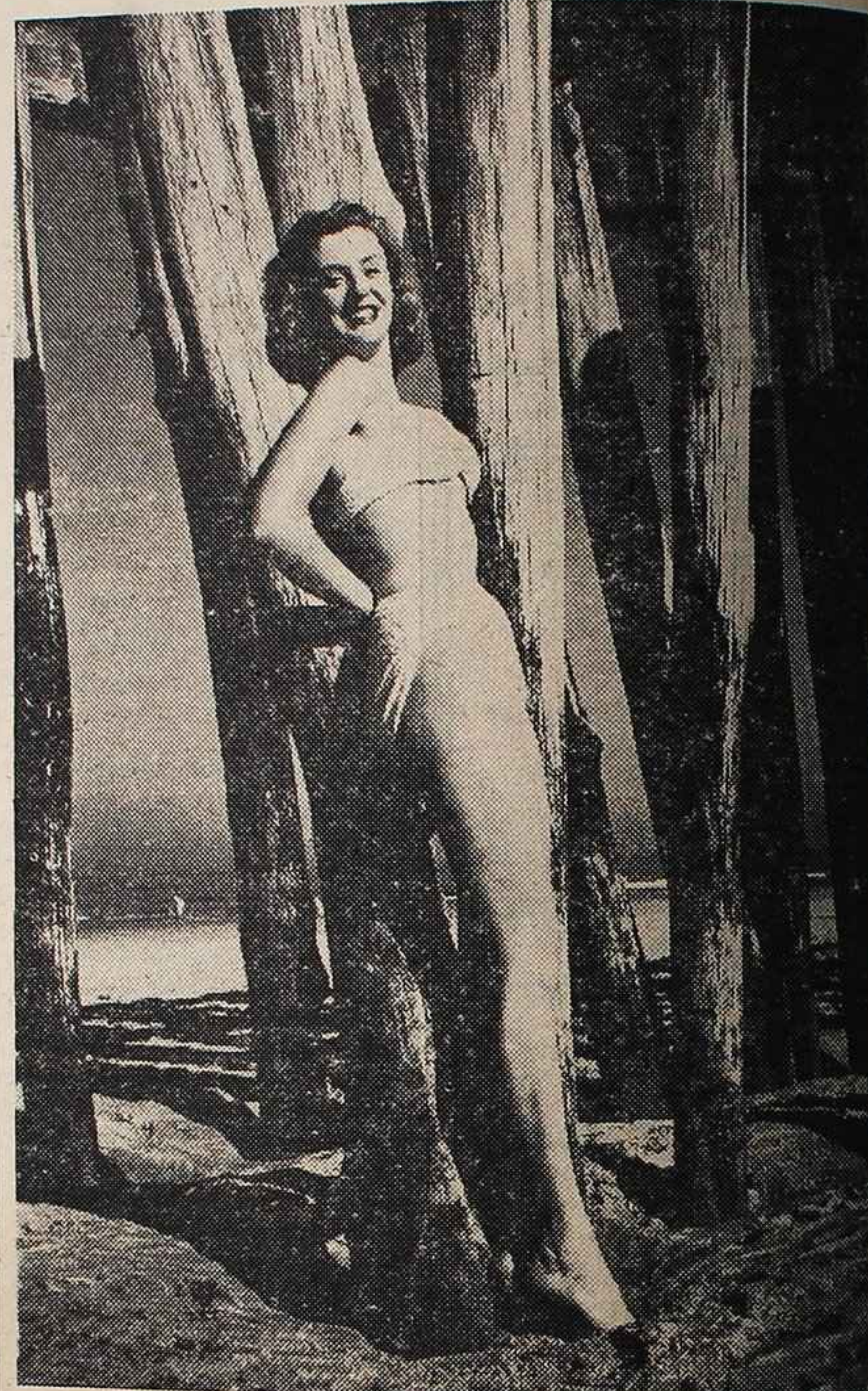


Photo By George Hagopian

### NORTON'S SEA FOOD MARKET

Fresh

**Fish Lobsters**  
Fried Clams — French Fries — Groceries — Ice Cream  
Tonic

New Location

KING'S HIGHWAY FOOT OF 15TH ST.

### ALLIED N. H. GAS CO.

Ranges

Water Heaters

Servel Refrigerators

"The Clean Fuel"

Exeter, N. H.  
Phone 173.

Beach Office  
Marsh Avenue  
Tel. 401

## The Hampton Beach

# 5 @ 10

ON B STREET

# 1001 Items

Owned and Operated  
by C. H. Staples

**Mildred E. Chase**  
Typewriters - Adding Machines  
SOLD — RENTED — REPAIRED

45 State Street Tel. 500



Newburyport

HAMPTON  
BEACH  
CHAMBER OF  
COMMERCE



EMBLEM  
OF  
COOPERATION

Those hotels, rooming houses, restaurants and other places of business which display the RED GULL help pay for your entertainment by contributing to the Chamber of Commerce. Most certainly they deserve your patronage. So the next time you engage a room or make a purchase look for the sign of the RED GULL. It is the Emblem of Cooperation.

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

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**GARLAND'S  
ICE CUBES**

**HOLLIS  
Real Estate**

Specialists

in

RECREATIONAL AREA

PROPERTIES FOR

Business or Pleasure

COTTAGES - CABINS - HOMES  
Built To Your Specification

05 OCEAN BLVD.  
HAMPTON BEACH

### Summer Estate

#### Being Divided

The term "sub-division" took on a new meaning in North Hampton this week when relief of the housing shortage received a big impetus.

Two large buildings on what is known as the Judge DeCourcy estate at Little Boar's Head will be carved up into four smaller dwellings and then all four will be moved to two different locations.

The two smaller sections will be trundled on rollers about a half mile to locations on Atlantic avenue; the two larger sections are in for a comparatively short haul—1800 feet up the road towards the Farragut Hotel.

After they have finished their respective treks, the buildings will be remodeled into year-round single dwellings.

This mobile housing project, undertaken by Rockledge, Inc., of Seabrook Beach, was delayed until completion of the governor's conference so that the road could be left open.

Our Haircuts are A-1  
Come in and C-1-

If you're not a customer B-1  
ART GAUDREAU'S - C St.  
5 Barbers

### To Your Pattern

If you yourself, planned the daily menu at Foley's, chances are it would match pretty closely the one we use . . . It's made up for you.

FOLEY'S RESTAURANT B. STREET

You're Invited to the

**WILLIAM JAMES**

**DINING ROOM**

TELEVISION

At The Beginning Of The Boardwalk

FOLLOW THE NEWS

OF HAMPTON BEACH

ALL YEAR 'ROUND IN

**THE HAMPTON UNION**

ONLY \$2.50 PER YEAR WITHIN U. S.

HAMPTON CENTER PHONE 555

# DON'T FAIL to SEE and HEAR "Breakfast at the Beach" RADIO SHOW

AT THE

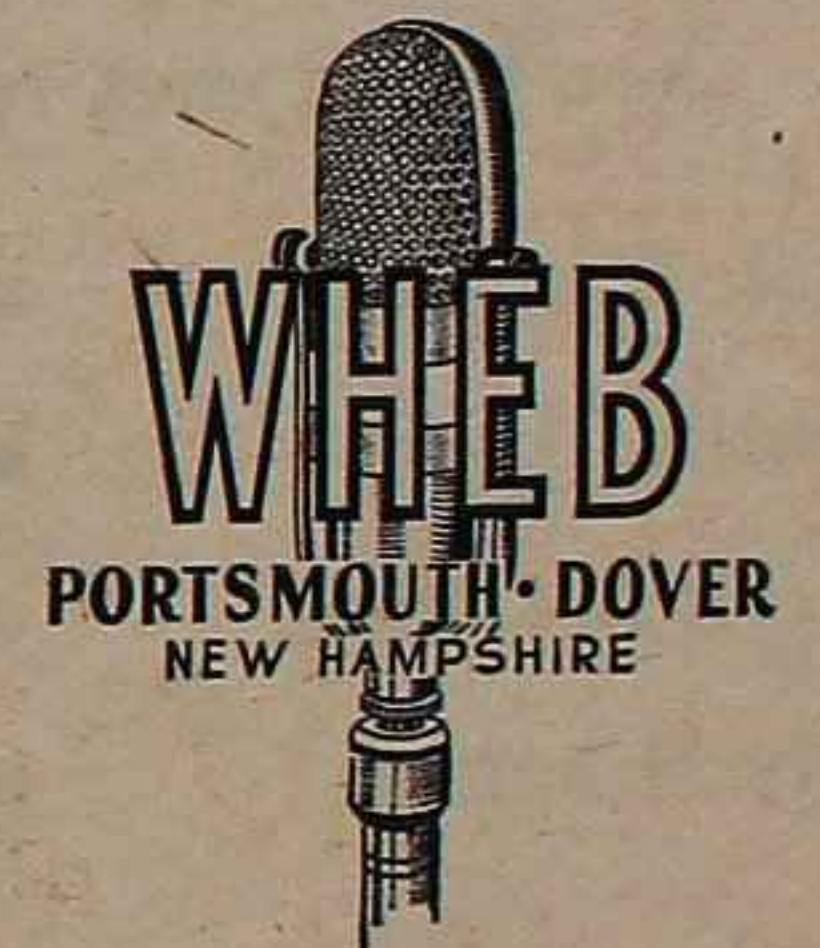
## CASINO

## DINING ROOM

MON. THROUGH FRI.

9:30 TO 10 AM

Over



750 On Every Dial

FEATURING

## Bill Elliot

"The Singing Cop"

MASTER OF CEREMONIES

### PRIZES PRIZES PRIZES

A 50¢

Breakfast Will Be Served

Before and After the Show



Portsmouth's Leading Department Store

# Summer Dresses

... Cool, comfortable, up-to-the-minute Summer Dresses in many styles, fabrics and colors. Lovely seersuckers, pretty shantung, cheerful cottons and many others in simple good taste. These are the kind of dresses that are indispensable to your summer wardrobe ... and the kind you love to wear.



You'll find such favorites as —

- Carole King
- Dorothy Hubbs
- American Golfer
- Betty Hartford
- Georgiana
- Trudy Hall
- Martha Manning
- Johnnye, Jr.

Colors include: Blue, aqua, yellow, rose, gray, tan, pink, coral, green and black.

Sizes 9 to 15, 10 to 20, 38 to 44, 16½ to 24½

**\$8.95 to \$19.95**

HUNDREDS OF DRESSES TO CHOOSE FROM

Remember! We are open Wednesday afternoons for your shopping pleasure.

## George B. French Co.

37 - 41 Market Street

Portsmouth

**SUMMER  
COATS  
REDUCED!**

# The Beachcomber

VOL. XXII, NO. 4

Incorporating The  
Hampton Beach Advocate

WEDNESDAY, JULY 21, 1948

FREE DISTRIBUTION



## Annual Children's Day Tomorrow