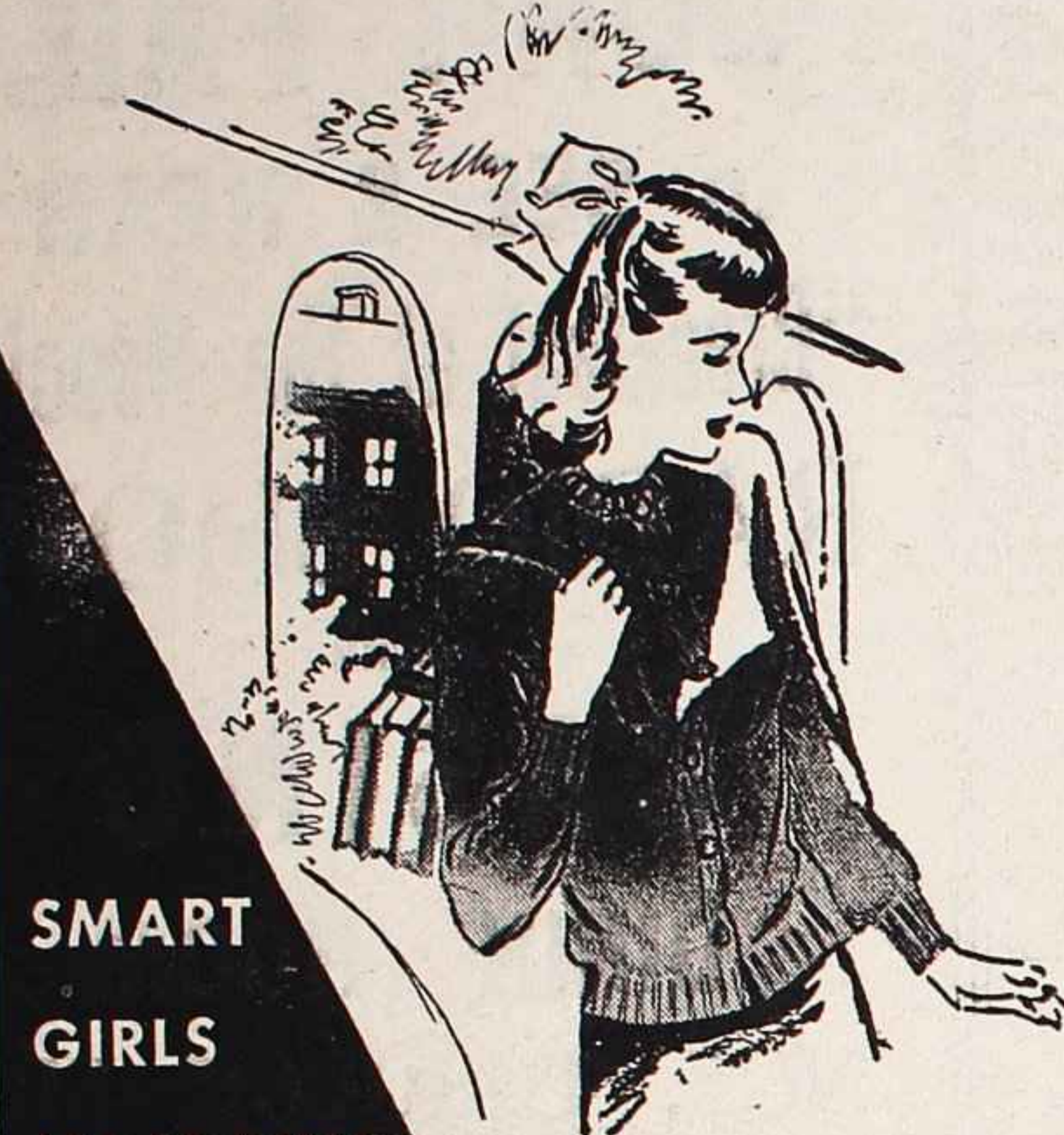


Portsmouth's Leading Department Store



SMART GIRLS MAJORING IN CLASSICS

ELECT

Sheltie-mist  
SWEATERS BY GARLAND

# SWEATERS

## Sheltie Mist

Cardigan \$5.95

Pullover \$4.95

White, Pink, Blue, Yellow, Oxford, Vermillion, Black and Pistachio

## Garlander

SWEATERS BY GARLAND



## Garlander

Cardigan \$6.50

Boxy Pullover \$5.50

In White, Pink, Blue, Yellow, Oxford, Vermillion, Black, Pistachio, Beige, Heather, Baby Blue and Baby Pink.

# George B. French Co.

37 - 41 Market Street

Portsmouth

# The Beachcomber



VOL. XXII., NO. 6

Incorporating The Hampton Beach Advocate

WEDNESDAY, AUGUST 4, 1948

FREE DISTRIBUTION



## Three-Mile Swim To Be Held Aug. 19

# 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**

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|---|---|--|---|
| <b>Sturgis Clothing Store</b><br>Nationally Known Brands<br>Men's and Boys' Clothing<br>Open 9-6 daily - 9-9 Fri., and Sat. | <b>Lamie's Tavern</b><br>Nationally Famous<br>FOR FINE FOODS<br>TEL. 616                                    | <b>Emery The Florist</b><br>Flowers for All Occasions<br>Telegraphed Anywhere —<br>Anytime<br>TEL. 826   | <b>Hampton Publishing Co.</b><br><b>JOB PRINTING</b><br>Service - Quality - Economy<br>Tel. 555                         |
| <b>Hampton Center Garage</b><br>"30 Years Your Ford Dealer"<br>TEL. 941   | <b>Tobey's Drug Store</b><br>PRESCRIPTIONS<br>Carefully Compounded<br>The Rexall Store<br>TEL. 864          | <b>Fearer's Shoe Store</b><br>Depot Square Hampton   | <b>Trofatter</b><br>Electrical Appliances<br><b>CONTRACTOR</b><br>Lafayette Road Tel. 2077                              |
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| <b>S. A. Dow &amp; Son</b><br>Groceries-Grain-Fertilizer<br>Hardware - Paint<br>TEL. 521                                    | <b>Elmer King</b><br>COAL - COKE - WOOD<br>TEL. 581   | <b>Tobey &amp; Merrill</b><br>INSURANCE SERVICE<br>Lafayette Road<br>TEL. 2038   | <b>Marelli's</b><br>Groceries<br>Fresh Fruits - Vegetables<br>TEL. 2156   |
| <b>JOHNNIE ROWE</b><br>Sporting Goods<br>Tackle Office at<br>Smith and Gilmore<br>Fishing Pier                              | <b>Ray F. Lufkin</b><br>Expert Watch and Jewelry<br>Repairing<br>40 Years Experience<br>COLE'S COR. HAMPTON | <b>Hampton Center Barber Shop</b><br>Children's Work a Specialty   | <b>Al Bisson</b><br>Electrical Contractor<br>TEL. 976<br>Exeter Road Hampton<br>Power Oil Burners                       |
| Shop In<br><b>HAMPTON</b><br>And Save   | <b>Hampton Dry Cleaners</b><br>Come in or Tel. Hamp. 529<br>Lafayette Rd. Beyond "Jewell's"                 | <b>The E. G. Cole Co.</b><br>FINE FOODS - HOUSEWARES<br>"The Seacoast Shopping Center"<br>Visit Our New<br>5-10-25c STORE<br>HIGH ST. — HAMPTON CEN. | Shop In<br><b>HAMPTON</b><br>And Save   |

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

# The BEACHCOMBER

VOL. XXII., NO. 6

WEDNESDAY, AUGUST 4, 1948

FREE DISTRIBUTION

## Swim Suit Cavalcade Brings Back Memories

### Port City Miss Wins Top Prize In Talent Show

A 16-year old Portsmouth girl won 1st prize in the Talent Parade Monday night when she sang "One Kiss". The talented Miss was Patricia Gonyer.

Second and third prizes went to William J. Deignan, 20, Lowell, Mass., who sang "Boy of Mine," and Joseph Petuicci, 26, of Providence, R. I., for his rendition of "Because." Nine performers competed for awards of \$10, \$5, and \$3. Bill Elliot is the master of ceremonies for the show which takes place at the bandstand every Monday night at 7 o'clock.

#### HAVE YOU HEARD?

That the T. M. girls are staying on the beach: Mac, Rozie, Maddy and Patsy?

**SEEKS TITLE** — Lovely Dolly Cascone of Lawrence, Mass., will be among the contestants for the title of "Miss Hampton Beach" at the beauty contest to be held Wednesday, August 25 under the auspices of the Chamber of Commerce. Entries to the contest may be left at the Chamber office.



Last Wednesday the Hampton Beach Chamber of Commerce presented a spectacle and parade that approached in its magnitude and interest and presentation, a real Hollywood production. It was the "Cavalcade of Swim Suits" by Catalina.

The Cavalcade started at the Coast Guard Station at North Beach and slowly headed for the bandstand two miles away where it arrived promptly at 2 P. M.

It consisted of several convertibles, station wagons, Jeeps led by chief John J. Malek of Hampton on his "out of this world" motorcycle. All horns including air-CAVALCADE

(Continued on Page Fourteen)

### Swim Meet

Entries are pouring in for the annual swimming meet to be held Thursday afternoon, August 19.

Four trophies will be awarded by the Chamber of Commerce in the 3-mile race, which is open to men and women, 15 years of age and over.

The committee in charge includes Ernest Underwood, Douglass Hunter and Pat Fuller.

## 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?  
Why Peggy Morris has such an interest in Boston College Boys?

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

**Beach Notes**

Guests at the College Inn on Marsh Ave., are:  
Helen Marcotte and Gilda Notanam, Pawtucket, R. I.; Dorothy Hixon and Louise Dickinson, Springfield; Mr. and Mrs. John Donovan, Lynn; Mary Shine, Francis Rinda, Jeanne Cartier, Claire and Priscilla Richard and Patricia Lagasse, Haverhill; Flora Gaulin,

Lawrence; Margaret Connolly, Warren, Mass.; Mary Kenny and Mary Johaig, Manchester; Corine Collette, Jean Sangster, Leominster; Mrs. Donovan, Mrs. Waldron, Central Falls, R. I.; and the Jacquer family from Nashua.

Among the guests registered at Twin Gables, L street are: Mr. and Mrs. James McGowern, Mrs. Jeanne Matthews and daughter, Janice, Mr. and Mrs. Lewis McMann of Woburn, Mass., Mr. and Mrs. Russell Jaynes Mr. and Mrs. James Earley and family, Mr. and Mrs. Melvin Rugg and family, Mr. and Mrs. Robert Gloward and family, Mr. and Mrs. Newhall of Worcester, Mass., Mr. and Mrs. James Burdick and daughter, Miss Ella Mae Burdick of Springfield, Mass., Attorney and Mrs. Charles McSweeney of Belmont, Mass., and the Misses Irene and Evelyn Deschamps of Hartford, Conn.

Mr. and Mrs. Herbert S. Hooper of Ocean Boulevard Hotel, North Shore, were recent visitors at Camden Maine.

Herbert S. Hooper of Ocean boulevard attended the three day convention of The American Society of Piano Tuners and Technicians held in Boston last week.

Mr. and Mrs. James Simpson and daughter, Mrs. Robert Cutler of Kingston, N. Y., are spending two weeks vacation, staying at Lucky Cottage on O street.

**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**

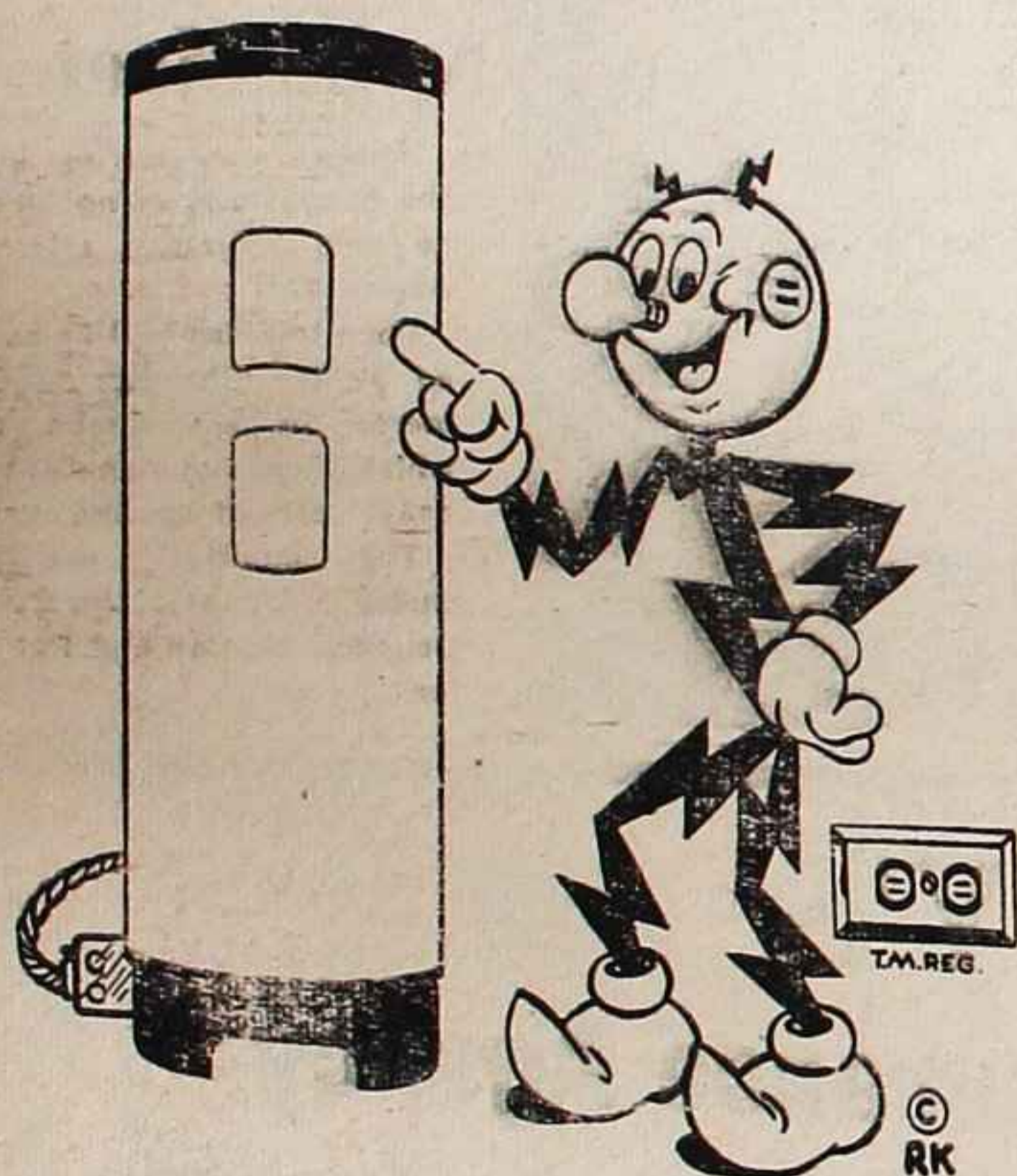
**PALMER'S DINING ROOM**

**Open**  
Fried Clams a Specialty  
Lobster All Style  
Opp. Coast Guard Station  
North Shore 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 Hampton Beach, N. H.



**ELECTRIC WATER HEATING**

Thrifty --- economical --- all-automatic.  
We have efficient electric water heaters for fast installation Budget terms.

**Exeter & Hampton Electric Co.**

Tel. 690



**Bathing Trunks**

STYLES AND SIZES FOR ALL

MEN

\$2.50 to \$5.00

BOY'S

\$2.95 and \$3.95

GET IN THE SWIM!

**Flander & Swanton**  
INCORPORATED

65 Water Street

Exeter

"Near the IOKA Theatre"

That Jo and Patty are trying to decide which Dunfee is the cutest?

USE **GARLAND'S ICE CUBES**

"C" 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

Bld. Between J & K Streets

**Have You Heard?**

About Dicks intense desire for Ginny—and Ginny, too?

How Tom got his hair caught in a string of pearls?

That Aram Katchutarian (better known as George O'Brien) has gone home?

That Ginny would enter the Talent Parade if someone would "persuade" her?

That Sally Gorman likes Eddie, Jimmie and Dick?

That Thursday and Friday are red-letter days for Marie?

About the girl who had to buy her own lunch after her date took her home?

That Frank, Harry and Phil finally launched their boat Sunday night?

Why Barbara won't say where she lost her shoes?

That Jim wishes he could have just one lesson from Adam Lazonga?

That Dick had 'em rolling in the aisle?

That the Silly Seven are silly? They're nuts.

That Joe doesn't know what he's eating when that cute redhead waits on him?

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

**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 SEEN IT ???

**Michael's Luncheonette**  
A STREET  
Specializing in  
**SKYLARKS — the New Frankfurt**  
MEX. CHEESEBURGER  
Breakfasts  
Light Lunches

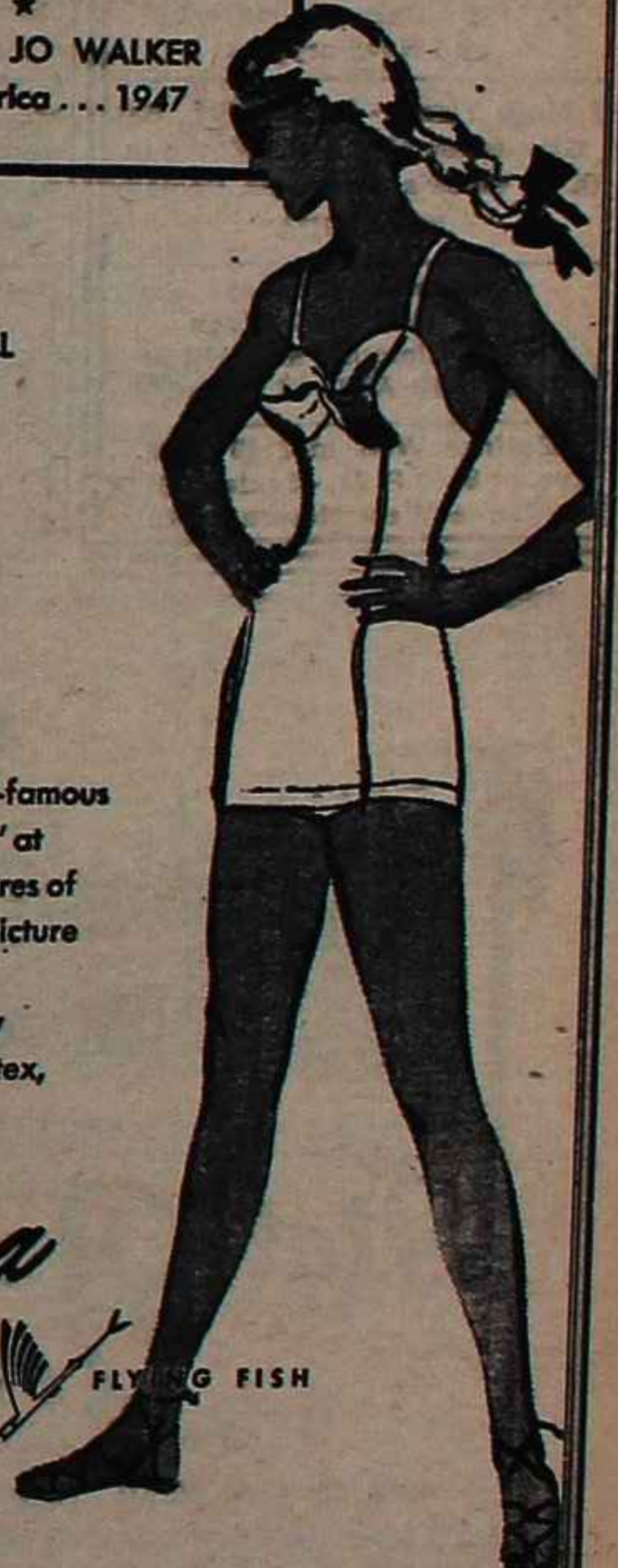
as featured in life • mademoiselle • charm • seventeen  
**FIRST CHOICE of America's Loveliest Women!**  
★ BARBARA JO WALKER  
Miss America . . . 1947

**catalina's "OFFICIAL SWIM SUIT OF THE ATLANTIC CITY miss america PAGEANTS!"**

"Official swim suit of the world-famous Miss America Beauty Pageants" at Atlantic City . . . favorite of scores of glamorous Hollywood motion picture actresses—Catalina's sure-fire figure-flattering suit. A beauty of a suit in Celanese and Lastex, in brilliant California colors.

**Catalina**  
LOOK FOR THE FLYING FISH

**RANDALL'S DEPARTMENT STORE**  
ESTABLISHED 1931  
ON THE BOULEVARD — Between "A" and "B" Streets  
Hampton Beach, N. H.



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 NEW HAMPSHIRE

FOR ADVERTISING RATES IN THIS PAPER TELEPHONE HAMPTON 555

Communications and Items from readers are welcome at all times.

HAVE YOU HEARD?

That Bob suddenly loves children?

west newbury SUMMER THEATRE Rt. 113 - Between Haverhill and Newburyport

3 More Times - Tonight, Fri., Sat. Glamorous Henrietta Moore in G. B. Shaw's Romantic Comedy "CANDIDA"

Opening Monday For One Full Week The Riotous Farce Hit "ARSENIC AND OLD LACE"

Matinee Wed. at 2:40 P. M. Eve. at 8:40 P. M. - Seats at \$1.00 Phone West Newbury 160

Beach Notes

Mr. and Mrs. Emil Soucy and daughter, Jane Hazel, of Hartford, Conn., were guests this past week of Mrs. Soucy's parents Mr. and Mrs. Henry Bailey of the North Shore.

Mr. and Mrs. Albert Dumbrack of Marsh avenue are entertaining Miss Ernestine Boynton of Wakefield, Mass., and Mr. John Steger of Nashua for the week.

Mr. and Mrs. Alfred Gallant and family of Springfield of Springfield, Mass., are vacationing with Mrs. Gallant's parents, Mr. and Mrs. Bernard Dumbrack of Marsh ave. Mr. J. Walter Hollis of the Seven

DOT'S YARN SHOP Botany - Ayrsun and Armstrong - Argyle Sock Packs Needles - Instruction Books MRS. FRED WIGGIN Just South of Winn. Rd. on Lafayette Highway

Gables motored to Troy, N. Y. Friday, July 30. Mr. and Mrs. Ralph Pollock, friends of the Hollises, made the return trip on Saturday with him and will spend two weeks at Seven Gables.

Mr. and Mrs. Roy Gillmore of the North Shore Blvd., are enjoying a 10-day boat trip up the Saguenay River in Canada.

Kenneth Manthorn of the Bailey Cottage is spending the month of August in California.

Among the guests at the Elizabeth on J street are Lillian Miller, Barbara Holland and Pat Dolber of Cambridge, Mass.; Dorothy Martin and Mr. and Mrs. Thomas Martin, Pawtucket, R. I.; Pat Crompton, Central Falls, R. I.; Mr. and Mrs. Timothy J. Corbett, Mr. and Mrs. Charles Dann and Mr. and Mrs. Festus Funnane, Everett, Mass.; Dorothy Stoelke, Bristol, Conn., and Teresa LeVacoer, Forestville, Conn.

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

Western Auto Associate Store

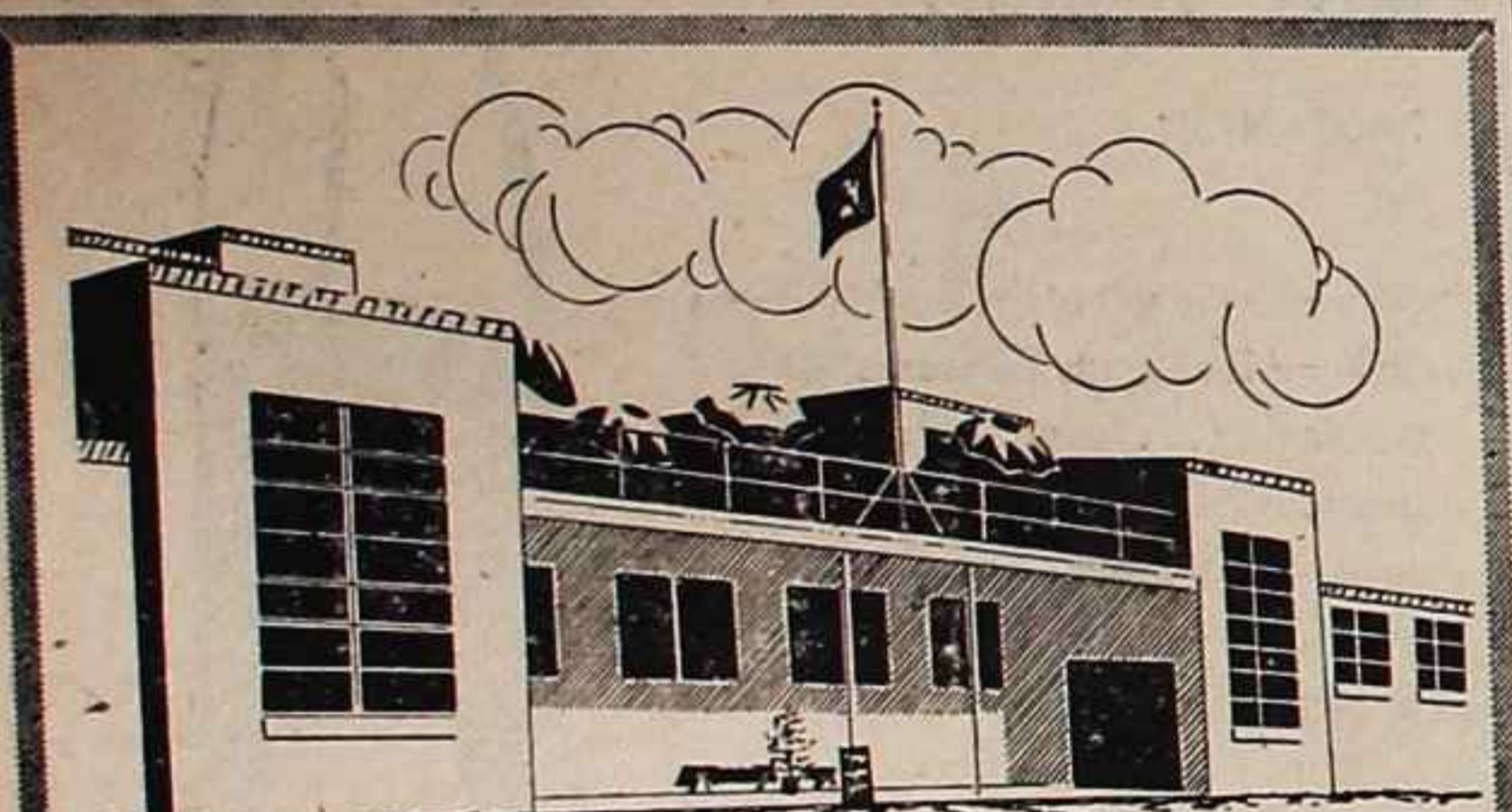
Service to the entire community with paints, hardware, auto supplies, radio, sporting goods, appliances, and wheel goods.

Tel. 992 Water St. Exeter

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

For MEN WOMEN CHILDREN TEL. 2030 HAMPTON CENTER



State Recreation Area

Hampton Beach State Park ROUTE I-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

USE GARLAND'S ICE CUBES

Child Injured By Saw At Beach

Four-year old Eric Francis "Rickey" Linscott, son of Mr. and Mrs. Francis R. Linscott of King's Highway, Hampton Beach, was taken to

the Exeter hospital recently for treatment to an injured finger. Rickey accidentally pulled over a saw table and the metal portion shattered the bone and split the finger open. The finger had to be amputated between the first and second joint.

gettable tour of duty in Japan.

HAMPTON CONGREGATIONAL CHURCH BAZAAR AT HAMPTON BEACH (Next to Bandstand) ALL DAY

Friday, August 6

ALL ARTICLES HAND MADE Hand painted trays, boxes, Novelties—Hand made children's dresses, sunsuits, hand knit articles.

BUY NOW FOR CHRISTMAS In Case of Rain Sale Will Be Held Following Friday

HAVE YOU HEARD?

That Larry Hughes is now singing "Watch Out For That First Step—It's a Wow?"

That "old" Connie S is thinking of signing up for another unfor-

FOR SALE

1940 NASH SEDAN, \$895.00 Can be seen at the entrance of The Greenlands, North Shore Or Write Box 293, Exeter.

The GRASON Shop GIFTS - SOUVENIRS - TOYS

Where You Buy The

- Hampton Newburyport Haverhill Lawrence Lowell Manchester Boston Worcester New York PAPERS

The Lawrence House DINING ROOM

For Fine Food

FREE PARKING FOR GUESTS

A STREET HAMPTON BEACH

Ernest R. Underwood



North Shore Headquarters

FOR

Bathing Goods Play Clothes Mens Wear

Home Furnishings

SPECIALS Friday and Saturday BARELEG NYLONS 69c COTTON DRESSES \$1.88

Pleasant Street

OPEN FRIDAY TILL 9 P. M.

Newburyport

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

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

Saturday 1:00 P. M.  
Special Show For Children and Parents  
WALT DISNEY'S  
"BAMBI"  
(In Technicolor)  
BAMBI screened at 1:07 - 3:57 - 6:27 - 9:17

Friday, Saturday August 6-7  
Walt Disney's  
"BAMBI"  
(In Technicolor)  
PENNY SINGLETON — ARTHUR LAKE  
LARRY SIMMS — MARJORIE KENT  
"BLONDIE'S REWARD"  
Continuous Show Saturday

Sunday, Monday August 8 - 9  
MERLE OBERON — ROBERT RYAN  
CHARLES KORVIN — PAUL LUKAS  
"BERLIN EXPRESS"  
Continuous Show Sunday

Tuesday, Wednesday, Thursday August 10-11-12  
BING CROSBY — JOAN FONTAINE  
RICHARD HAYDN — LUCILE WATSON  
ROLAND CULVER  
"THE EMPEROR WALTZ"  
(In Technicolor)

**Prizes Offered In Striper Contest**

Johnnie Rowe, proprietor of the Rowe Sporting Goods Store and operator of the New Tackle shop at the Smith and Gilmore Fishing Pier, Hampton Beach, announced this week that he is offering a Penn Squidding reel for the largest striper caught in the Hampton River during August and September. The official weighing-in station will be at his tackle shop at the fishing pier.

This is the second contest which Mr. Rowe has sponsored and offered prizes. Any further details on this contest may be had, either at his store in North Hampton or the new tackle shop at the beach. Here is the chance for the many anglers to win themselves a valuable prize while enjoying a fishing trip in and around Hampton River.

**SHERWIN WILLIAMS PAINTS**  
Kem-Tone

**GREGORY'S**  
Lafayette Rd. Hampton  
TEL. CONN.  
Cliff Lindsey, Representative

HAVE YOU HEARD?  
What Eddie and Frankie can do with a handkerchief?

**STRAND**  
AMESBURY

Thurs., - Sat. Aug. 5-7  
Dan Duryea - Yvonne DeCarlo  
"BLACK BART"  
in technicolor

Sun., Mon. Aug. 8-9  
Veronica Lake-Barry Fitzgerald  
"SAINTED SISTERS"  
also  
"CAGED FURY"  
with Richard Denning

Tues., Wed. Aug. 10-11  
"ARE YOU WITH IT"  
Donald O'Connor-Olga San Juan  
plus  
"DEVIL SHIP"  
Richard Lane

Next Thurs. Aug. 12  
Peggy Cummins-Charles Coburn  
"GREEN GRASS OF WYOMING"  
In technicolor

**When At Hampton Beach**

Visit

**PLAYLAND**

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

HAVE YOU HEARD?  
About Connie and Alice entertaining in their room at the bar-racks?

**HAMPTON THEATRE**  
HAMPTON CENTER  
TELEPHONE 339

WED., THURS., AUG. 4-5  
"APRIL SHOWERS"  
FLOODING THE LAND WITH SUNSHINE  
STARRING JACK CARSON  
ANN SOTHERN

FRI., SAT., AUG. 6-7  
"THE TRUE STORY OF THE TREASURY'S TOUGHGUYS!"  
DENNIS O'KEEFE  
"MEN"

SUN., MON., AUG. 8-9  
"THE BIG CLOCK"  
RAY MILLAND CHARLES LAUGHTON  
MAYNARD DUNN GEORGE MACKREY  
EVENINGS CONTINUOUS FROM 7 P. M.  
MATINEES: SAT. — CLOSED TUESDAY

**Boardwalk Brevities**

The Lincoln House gals at Malze's . . . Bunny O'Hearn and Mal Eaton at the theater . . . Mr. and Mrs. Joe Reynolds adding to their tans . . . Bob Keville running along the beach to keep in training . . . Shane Devine with an attractive brunette on the beach—keeping in training, too . . . Ruth Haley meeting her date in back of the bandstand . . . Tom Noyes saying that the line, "I can get you into the movies," has been replaced by, "I can get you a new car." . . . Marie Sussman and Frank Mallahan in front of the Casino . . . the police raiding a beaching party . . . Mr. and Mrs. Tom Buckley in Buzzell's . . . Ellen Breen looking very attractive on the sand . . . Add boardwalkers Charlie Green and Sally Dickerson, followed by Dan Richards and Mary Bowen . . .

**COMMUNITY CHURCH LADIES AID**

At the business meeting Tuesday evening, arrangements were completed for the food sale to be held Thursday afternoon at the church and the annual supper and lawn party to be held in August. Several members joined the group and a very pleasant social hour followed. Mrs. Whitehouse, Mrs. Whittier, and Mrs. Combs served the refreshments. Hostesses for the next meeting will be Mrs. Eva Coleman and Mrs. Minnie Goodwin.

Something New to Hampton!  
**ANN'S Home Made Ice Cream**  
"Come and See It Made"  
Special Orders Filled  
**All Flavors**  
Georgie - Ann's  
C Street and Marsh Ave.

**The Cover**

Bathing beauties reminiscent of yesteryear paraded in their bloomer suits and sunbonnets last Wednesday in the Cavalcade of Swim Suits by Catalina before a large and appreciative crowd.

Modeling the bathing suit styles from 1870 to 1931 as shown on this week's cover are left to right: Lee Kelly of Watertown, Jayne Mauke of Worcester, Irene Beaudett of Fitchburg, Phyllis Stone of Worcester, Alice Mullane of Salem, Barbara Champagne of Worcester, Lois Somers of Portsmouth, Jackie Nickles of Lowell, June Koehler of Lawrence, Kay Costello of Boston, Beth Caron of Hampton Beach and Dot LaRiviere of Bradford. The photo is by George Hagopian of Newburyport, Mass.

**PREMIER**

NEWBURYPORT  
Phone Nybpt. 570

Thurs., - Sat. Aug. 6-7  
Arturo de Cordova  
Lucille Bremer  
"ADVENTURES OF CASANOVA"  
plus William Bishop  
"PORT SAID"

Sun., Mon. Aug. 8-9  
Joyce Reynolds-Robert Hutton  
"WALLFLOWER"  
and Michael Duane  
"RETURN OF THE WHISTLER"

Tues., Wed. Aug. 10-11  
The Outstand'g Prestige Picture  
"THE TAWNY PIPIT"  
COMING NEXT WEEK  
"HENRY V"

HAVE YOU HEARD?  
Who is called the weasel?

USE **GARLAND'S ICE CUBES**

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

HAVE YOU HEARD?  
Where Penny turned up?

**STRAND**  
NEWBURYPORT  
Phone Nybpt. 919

Wed., Sat. Aug. 4-7  
This Season's Greatest Howl!  
RED SKELTON  
"THE FULLER BRUSH MAN"

Sun., Mon. Only Aug. 8-9  
The One and Only  
Margaret O'Brien  
"THE BIG CITY"

Starts Tues. Aug. 10  
For A Five Day Engagement  
Judy Garland - Fred Astaire  
"EASTER PARADE"  
In Scintillating Technicolor

**AT YOUR BEACH THEATRES Shows: Mats. 2:30 - Eves. 7:15 & 9:00 CASINO OLYMPIA**

Thurs., Fri., Sat. Aug. 5-7  
Prison Break in Colorado!  
Not Fiction! Based on Facts!  
"CANON CITY"  
Introducing Scott Brady

Sun., Mon., Tues. Aug. 8-10  
Cary Grant - Myrna Loy  
Melvyn Douglas  
"MR. BLANDINGS BUILDS HIS DREAM HOUSE"

Sun., Mon., Tues. Aug. 8-10  
Cary Grant - Myrna Loy  
"MR. BLANDINGS BUILDS HIS DREAM HOUSE"

Wed., Thurs. Aug. 4-5  
A New Star!  
LOIS BUTLER  
"MICKEY"  
Bill Goodwin - John Butler

Fri., Sat. Aug. 6-7  
At Regular Prices  
Gregory Peck - Jennifer Jones  
"DUEL IN THE SUN"

SELECTED SHORTS-NEWS-All Programs

**HAVE YOU HEARD?**  
About Henry's Specials at Patsy's  
— food or waitresses?

**THE JOLLY DAY**  
A guidance home for children  
when you want the day or evening  
off.  
**NOON LUNCHE**  
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 and Ocean Blvd., "Natalie"  
Tel. 2447 Hampton Beach

**Beach Telephone Center  
Handles Many Varied Calls**

A child of 7 who is lost — a grandmother of 80 who can't express herself clearly in English — a mother who, in emergency, is too confused to give the necessary information to a telephone operator — all these are typical examples of those who have found the Telephone Exchange on the boulevard more than a convenience.  
The time-saving system put into

effect to cope with the increasing number of Hampton Beach enthusiasts has been a boon to the Newburyport plant (through which local calls go) as well as to the vacationists, themselves.  
Without having to struggle through a strange directory, or stand in line an hour just to get "information," or find a booth and with it an unfamiliar dial staring at those whose localities have yet to use it — one may just step up to a counter and give his information to the recorder. He is given a card bearing a number and asked to sit down. In a very few moments a pleasant voice announces over the P. A. system that number 89 may take his call in booth 11. When the call is completed the person presents his card to the cashier who tells him the exact amount he owes.

In this efficient manner the Telephone Center now handles an average of 600 calls a day.  
With a staff of 21, including supervisors and the chief operator, Dorothy Hodgdon, the Exchange is open from the end of May to about the second week in September, seven days a week from 10 a. m. to 10:30 p. m.  
Miss Hodgdon, who comes from TELEPHONE  
(Continued on Page Eleven)

You're Invited to the  
**WILLIAM JAMES  
DINING ROOM**

TELEVISION  
At The Beginning Of The Boardwalk

**KELLY'S GRILL**  
OCEAN BOULEVARD AT C STREET  
Open 6 a. m. to 1 a. m.  
THE BEST FOODS SERVED

**OCEAN CRUISES**  
Captain Ken Langley  
OFFICE: TIDES HOTEL  
Hampton Beach Tel. 2384  
DAILY COASTAL AND  
ISLES OF SHOALS EXCURSIONS  
FREE TRANSPORTATION LEAVES TIDES HOTEL  
PROMPTLY AT 9:30 AM and RETURNS AT 2:30 PM  
Free Luncheon Served Aboard  
ADULTS \$5.00 CHILDREN \$3.50  
CHARTER TRIPS — TUNA FISHING

**Leonard Biron  
Retail Jeweler**  
DIAMONDS - WATCHES  
JEWELRY  
Watch Repairing  
ALL WORK GUARANTEED  
Traymore Hotel  
20 G ST. Hampton Beach

**Hamel  
Dry Cleaning**  
2 Day Service  
OPEN  
9 A. M. to 8 P. M.  
3 1/2 C STREET

**Sea Foods**  
MACE'S  
North Shore  
Fish Market  
Lobsters A Specialty  
MACE & SON  
Tel. 2377  
North Beach  
Hampton, N. H.

USE  
**GARLAND'S  
ICE CUBES**

**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

**Miniature Train  
SPECIAL**  
Friday, August 6  
3 RIDES - 25c  
MARSH AVENUE  
BETWEEN B AND C STREETS

**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

TELEPHONE —  
(Continued from Page Ten)

Newburyport, has been in charge of the Center since its opening three years ago.

The majority of operators are students from Hampton High school who underwent a two-week training period at the Center before the season. With the intensive training necessary for this 'an-week job, these young operators are now qualified to accept regular full-time positions in city telephone exchanges.

The local Center, one of only a few in New England, contains a seven position switchboard with direct trunklines to many of the large cities to expedite calls. The 14 booths have seats and hand sets. An extra booth outside may be used when the Exchange is closed. In the rear is a comfortable rest room with showers for the employees' use during relief periods.

USE  
**GARLAND'S  
ICE CUBES**

The operators and supervisors are May Johnston, Agatha Powers, Marilyn Berard, Phyllis Blake, Carol Brown, Joy Clark, Marjorie Cuss Eileen Janvin, Carol Jones, Mary Kuntz, Ethel Magrath, Norma Marston, Jane McGaw, Pauline Moore, Jane Moulton, Gwen Paul, Elizabeth Rollins, Betty Stonesetter, Mary Williams and Jeanne O'Brien.

Hamburgs  
**THE MARGUERITE**  
Helen Marguerite Hupper  
C STREET  
Sandwiches

**Boar's Head  
Service Station**  
GAS — OIL  
GREASING  
TIRES — ACCESSORIES  
Batteries Quick Charged  
OPEN 7 AM to 12 PM

**THE ASHWORTH  
DINING ROOM**  
**LUNCHEONETTE**  
Under the Management of  
Ralph A. Moulton and Son

**MAN, OH MAN  
WHAT PASTRY!**  
Light, delicious and tempting! You'll discover why Foley's  
has that 15 year reputation for fine foods when you try our  
pastry fresh from our own ovens.  
**Foley's Restaurant**  
B STREET  
HAMPTON BEACH

**INSURANCE**

**JOHN SISE & COMPANY**

Serving the Seacoast Region

Since 1836

●

All Kinds of Insurance

●

3 Market Square      Telephone  
Portsmouth, N. H.      19 or 20

**High Tides**

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

|                       |          |      |
|-----------------------|----------|------|
| Aug. 5 through Aug 11 |          |      |
| THURSDAY              | 11:15 am | 8.7  |
|                       | 11:45 pm | 10.3 |
| FRIDAY                | 12 Noon  | 9.1  |
| SATURDAY              |          |      |
|                       | 12:30 am | 10.4 |
|                       | 1:00 pm  | 9.3  |
| SUNDAY                | 1:15 am  | 10.2 |
|                       | 1:45 pm  | 9.4  |
| MONDAY                | 2:15 am  | 9.7  |
|                       | 2:45 pm  | 9.3  |
| TUESDAY               | 3:00 am  | 9.1  |
|                       | 3:30 pm  | 9.0  |
| WEDNESDAY             | 4:00 am  | 8.4  |
|                       | 4:30 pm  | 8.8  |

**HAVE YOU HEARD?**  
Why are those cute Pelham waitresses sporting new hairdos? Some say that Frank in the kitchen is the target, while others are laying bets on Ken who pays those week end visits. Any way, we like the results!

USE  
**GARLAND'S**  
ICE CUBES

*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**

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 Indians to Establish this Quaint Old Town.

**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.

**INFORMATION GUIDE**

**CHURCH SERVICES**

**Community Church**  
(Protestant)  
D Street  
Rev. Jack Boozer, minister, Mrs. Mary Janvrin LaGuardia, soloist.

**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.

**HAVE YOU HEARD?**  
That Tim was at the Coast Guard station that night too?

**Margaret M. Junkins**

The Best In  
**Quality Candies**

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**

**Mildred E. Chase**

Typewriters - Adding Machines  
SOLD — RENTED — REPAIRED

45 State Street      Tel. 500      Newburyport

**THE SIGN OF THE RED GULL**

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.

**Beach Notes**

Guests registered at The Driftwood, 4 Nudd Avenue, operated by Louise J. Miller of Springfield were Eva Charpentier, Springfield, Mass.; Mary Meaney, Springfield, Mass.; Mr. and Mrs. Harry Bourke, Springfield, Marie O'Gara, Springfield, Mass., Ruth Shirley Barson, Springfield, Anna M. West, East Boston, Ruth E. Anes, Roxbury, Frances Phil, Roxbury, Mary Byrne of Lawrence, Mass., Marie O'Connor, Lawrence, Mass., Dorothy Foote, Salem, Mass., Janice Kneeland, Salem, Mass., Mr. and Mrs. E. J. McCarthy, Springfield, Mr. and Mrs. J. Kiely, Springfield, Mrs. Edward McDermott and daughters Dorothy, Barbara of Dorchester, Mass., Mrs. Irene Manville and daughter Shirley of Holyoke, Mass., Mrs. E. Courser, Greenfield, Mass., Miss V. Courser, Greenfield, Mass.

Guests at the Rossmere this week are: Mrs. K. Charlton, Mrs. Rita Routhier, Fitchburg, Mass.; Mrs. James Cuniff, Shrewsbury, Mass., Mrs. R. Degnan, Framingham, Mass.; Mr. and Mrs. F. A. Fitzgerald, Fitchburg, Mass., Mr. and Mrs. Cummins and daughter, Somerville, Mass.; Mr. and Mrs. J. E. Howard, Miss June Howard, Worcester, Mass.; Robert and Jack Porter, Stratford, Conn.; Miss Sylvia

USE  
**GARLAND'S**  
ICE CUBES

Reed, Meriden, Conn.; Mr. and Mrs. J. Fitzgerald, Manchester, Conn.; Mr. and Mrs. J. Newton, Montreal, Canada.

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?  
About J. Boucher's photo album?

**Schaake Sandwich Shoppe**  
FINEST Silix Coffee Sandwiches Hot Dogs  
Breakfast Served  
OPEN UNTIL 2 A. M.

CAVALCADE —

(Continued From Page Three)

ens of the participating cars made a din heard almost to Seabrook. When the calcade reached its destination at the band stand it was welcomed by Mr. Ray Goding, president of the Chamber of Commerce. The committee men in charge of the affair, John Dineen, Al Randall and James Foley were introduced to the crowd which looked like the largest afternoon gathering ever

at the band stand. Mary viewed the show from the roof of the Casino because of the jammed packed crowd on the roadway utilizing every inch.

While Chuck Hill, band leader, played old time songs, and Bill Elliot sang, the show began.

One by one the models, which were all Hampton Beach girls who volunteered, paraded on stage in old bathing suits dating back to 1870 and up to 1931.

It was amusing to actually see what Grandma wore in the years gone by, the long skirts, pantaloons, and sleeves and low and behold; black stockings to hide the dimple in her knee. Every entrance brought howl after howl from the throng.

After presenting the old time suits Jim Cuff, a well known beach vacationist with an old time bathing suit, a handle bar mustache and top hat came forward with little 2 year old Gretchen Swartzwelder in his arms. Little Gretchen wore a little white diaper affair fastened by two huge safety pins. The crowd roared.

Next came pretty Dolly Cascone surrounded by a barrel — Yes, wearing a barrel with the figures 1960 painted on it and a large question mark. Asking the question of what will the girl of 1960 wear at our beaches. A barrel? Everybody wondered.

While Irene Beaudette and Jim Cuff rode a bicycle built for two, Bill Elliot sang the song of the same name.

Cameras of all descriptions, including moving pictures were shooting from every direction. It was a field day for the camera fans too.

After presenting the suits of yesteryear the swim suit style show of 1948 got underway. Each model, one at a time, showing the very latest in swim wear. One after another they paraded by to the ah's and oh's of the viewing thousands. It was a gala day to say the least.

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

HAVE YOU HEARD?  
About Jimmy and the double barreled slingshot?

MARSH AVENUE BARBER SHOP  
Corner "P" Street  
Open 8 a. m. to 8 p. m.  
Tel. 2214 Chas. deNichols

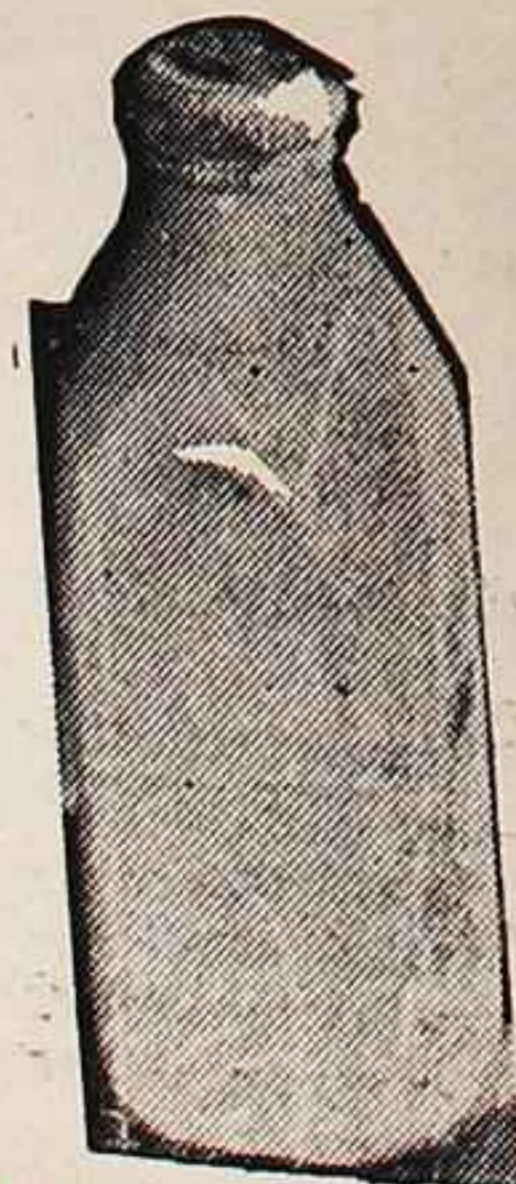
Nudd Homestead  
MISS CHRISTINE CASSIDY  
ROOMS - FOOD SERVICE  
Ocean Boulevard Hampton Beach  
Tel. 343

Visit Ye Olde Country Auction at  
NORTON'S CABINS  
Laf. Rd. North Hampton  
SAT., JULY 31, 10:00 AM  
Household Furniture, Dishes and Glassware  
GOODS SOLICITED  
Sale Rain or Shine Lunch  
H. L. Norton, Auctioneer

V. W. Porter Real Estate

Largest Listing on N. H. Coast  
Cottages, Guest Houses, Hotels  
Camps, Cabins, Stores, Land,  
Business Properties  
13 No. Shore Blvd. Tel. 2224  
HAMPTON BEACH  
JULY and AUGUST RENTALS

FREEMAN'S DAIRY  
Your Local Dealer



Serving HAMPTON BEACH HAMPTON FALLS HAMPTON

Call Hampton 2050

Beach Notes

The Pelham hotel employees under the direction of Dick Walsh, held a wienie roast Sunday night beyond the Coast Guard station, with about 25 attending.

Mr. and Mrs. James K. O'Callaghan and family who have been spending several weeks with Mrs. O'Callaghan's mother, Mrs. Wm. J. O'Brien on J street, returned Monday to their home in Great Neck, L. I.

Mr. and Mrs. Harold Mullen and family of Boston are spending two weeks at the Virginia on K street.

PLACED ON PROBATION FOR BEACH BREAKS

The last of the trio recently charged with the burglaries at Hampton Beach of the James Grille and Page's Market last month, appeared in Superior court in Exeter Friday, July 16.

Pleading guilty to breaking and entering and larceny, John Burke, 18, of Brighton, Mass., was put on probation for three years and ordered by Justice Stephen Wheeler to make restitution.

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

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

USE GARLAND'S ICE CUBES

HOLLIS Real Estate

Specialists in RECREATIONAL AREA PROPERTIES FOR Business or Pleasure

COTTAGES - CABINS - HOMES  
Built To Your Specification  
405 OCEAN BLVD.  
HAMPTON BEACH



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

DON'T FAIL to SEE & 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 50c

Breakfast Will Be Served Before and After the Show



Portsmouth's Leading Department Store

# Clearance SALE

OF

# SUMMER DRESSES

COTTONS - RAYONS - SHEERS

SIZES 9 to 15, 10 to 20, 12 1-2 to 24 1-2, 38 to 50

**LOW PRICES Especially For  
This CLEARANCE**

George B. French Co.

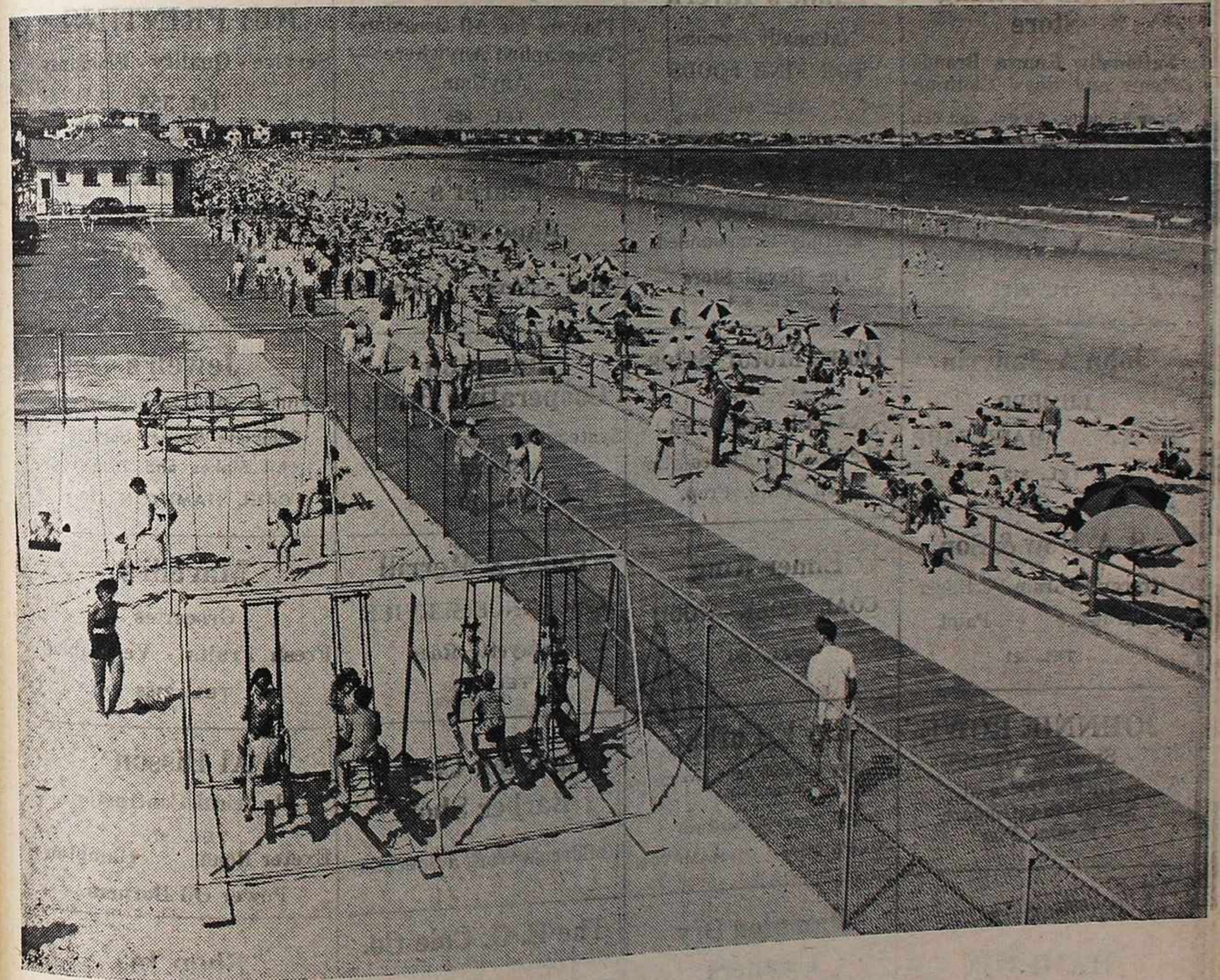
37 - 41 Market Street

Portsmouth



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FREE DISTRIBUTION



**Beauty Contest Will Be Held Aug. 25**