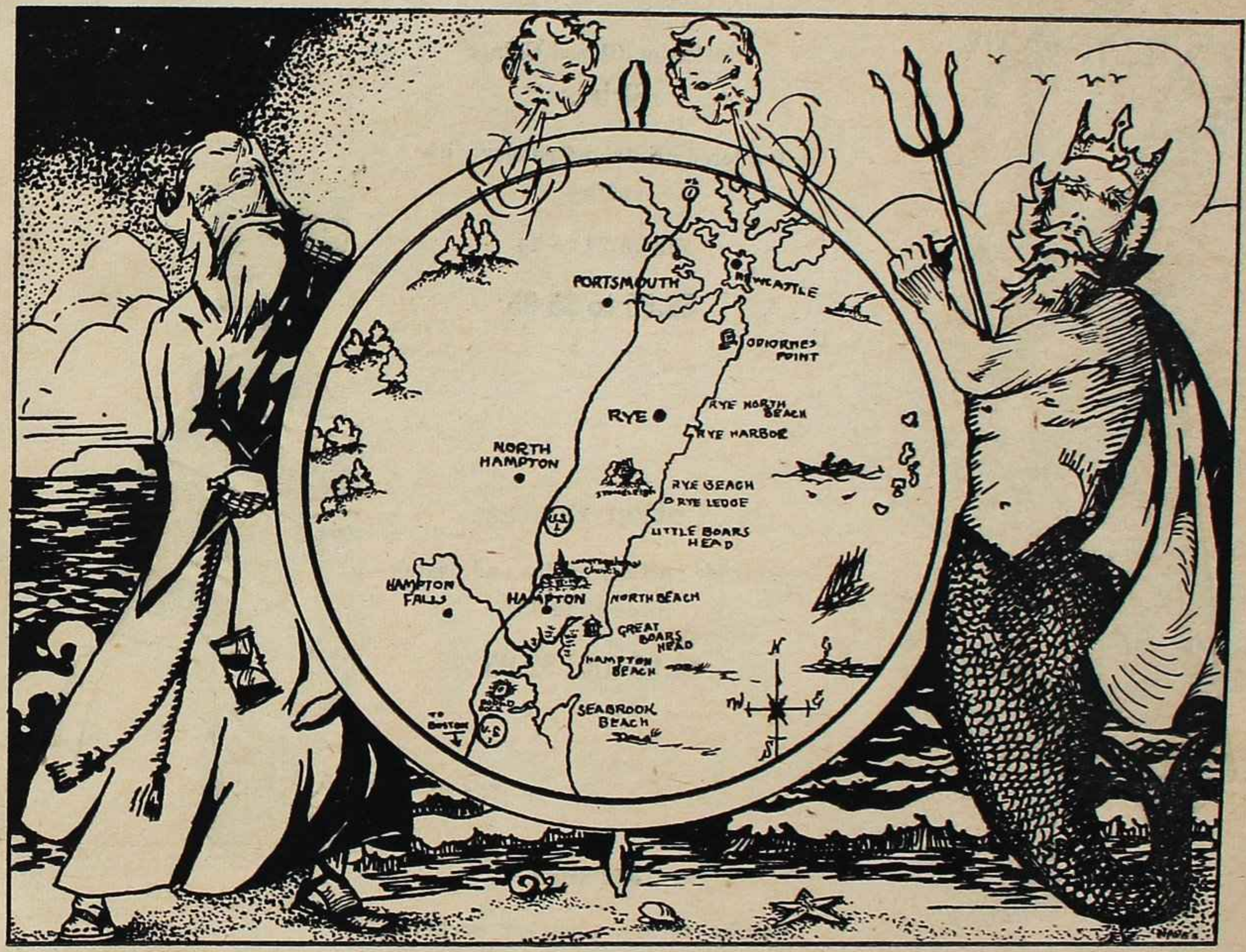


we have this ph

The Beachcomber




VOL. XXIII., NO. 1 Incorporating The Hampton Beach Advocate WEDNESDAY, JUNE 29, 1949 FREE DISTRIBUTION



Beach Prepares For Gala Weekend

From
the Library
of
Tuck Memorial Museum
Hampton, New Hampshire



Firsts on Your Vacation

Casuals for a carefree time - easy-going yet smart!
Carefully detailed yet cool and casual! See them all
in our new vacation collection.



Cotton or Glazed Chintz
Skirts

Bordered prints and paisley with
ruffles

SIZES 24 to 30

\$2.95 to \$5.95

Cotton Bouses

with wide ruffles, whites and pastels

Sizes 32 to 38

\$1.95 and \$2.95

Jerseys

Gauche collars, plunging necklines,
button fronts. Choice of Solid colors,
narrow or wide stripes.

\$1.25 to \$3.75



George B. French Co.

37 - 41 Market Street

Portsmouth, N. H.

The BEACHCOMBER

VOL. XXIII, NO. 1

WEDNESDAY, JUNE 29, 1949

FREE DISTRIBUTION

Travel Editors On NE Tour Visit Beach Tuesday

"Mademoiselle," "Life," and the "Washington, (D.C.) Free Press" were among the publications represented when the New England Vacation Press Tour visited Hampton Beach Tuesday afternoon.

On their way from the Wentworth-By-The-Sea to Poland Springs, Vermont, and back to New York, the 25 news and travel editors were publicly welcomed by Chamber of Commerce president Raymond L. Goding, in a speech delivered from the bus.

Warning

Chief of Police John Malek issued a warning this week that the sale and shooting off of firecrackers is illegal in the State of New Hampshire.

Due to the large crowds and the danger of some unsuspecting person being injured, this law will be strictly enforced at Hampton Beach by the police department.

Many Renovations On Beach Front Greet '49 Vacationists

Annual Banquet Held Friday At Ashworth Hotel

Close to 300 persons attended the joint banquet of the Hampton Beach Village Precinct and Chamber of Commerce held last Friday evening at the Ashworth hotel.

The banquet, which annually opens the beach season, was one of the most enjoyable in recent years with representatives from New Hampshire and Massachusetts state governments in attendance.

Bill Elliot acted as master of ceremonies for the occasion and the guests were welcomed on behalf of the Precinct by Commissioners James W. Tucker, Jr., and Col. George Ashworth.

President Ray Goding welcomed the guests on behalf of the Chamber of Commerce and outlined the program for the summer season which will include a season-long fishing derby, sailboat and motor boat races, annual Children's day

BANQUET

(Continued on Page Fifteen)

Almost before the smoke cleared away from the fire that destroyed Downer's and the Renwood Tea-room last fall, the lunch room and restaurant were in the process of construction and in less than five months both were open for business.

Although in no way connected with the fire, several places along the boulevard have been remodeled, RENOVATIONS

(Continued on Page Ten)

Casino Ballroom Opens For Season

With the official opening of the season marked by the Chamber of Commerce and Beach Precinct banquet, the Casino ballroom featuring Ted Herbert's orchestra, opened its doors for nightly dancing Saturday.

Four band concerts a day will start Saturday with Chuck Hill waving the baton and in addition to the fireworks scheduled for 10 o'clock Monday night, there will be the usual Wednesday night display every week.

Beach Sprayed For Pest Control

It was all bad news for the mosquitos and minges at Hampton Beach this week as the drive to eliminate these summertime pests got underway.

To reduce this winged menace to the comfort of vacationists, the Beach Precinct Commissioners have undertaken a program of spraying the entire beach area. Commissioner James W. Tucker, Jr., states that a very noticeable decrease in the prevalence of flies

BEACH

(Continued on Page Eleven)

Talent Show Gets Underway Monday

The popular Talent Show gets underway Monday night at 7 o'clock when the perennial favorite, Bill Elliot, the "Singing Cop," will once again act as m.c. on the weekly program.

The Talent Show has given many performers from all over the country their start toward fame and fortune and it has proved one of the biggest attractions for vacationists at Hampton and the surrounding area.

Anyone who can sing, dance or play an instrument is invited to register at the Chamber of Commerce. Prizes of \$10, \$5 and \$3 are awarded each week.

BANQUET

"Specializing in Hampton Beach Properties for over 15 Years"



HENRY'S

REAL ESTATE AND INSURANCE AGENCY

Hampton Beach, N. H.

TELEPHONES 588 — 2343 — 2279

1

POLICY

A Fair Deal

for

Buyer and Seller

3

OFFICES

Winnacunnet Road

197 Ocean Boulevard

Mile Long Bridge

5

SALESMEN

HENRY Dupuis

GEORGE Hall

TOM Waldron

JOE Williamson

JERRY Grenier

Largest Real Estate Agency on the New England Coast

Registered at Ryan Villa are Mr. and Mrs. Charles Stephany of Lady Lake, Florida.

PALMER'S MOTOR COURT
North Beach Hampton, N. H.
Modern Cabins - Hot and Cold Water - Showers.
Good Bathing Beach

Visit Ye Olde Country Auction
at
NORTON'S CABINS
Laf. Rd. North Hampton
Household Furniture, Dishes and Glassware
Goods Sold on Consignment Sale Rain or Shine Lunch
Rye Beach 288-5
H. L. NORTON, Auctioneer

L. A. BIRON
RETAIL JEWELER
WATCH REPAIRING
Diamonds - Watches Jewelry
Television Portable Radios
SALES and SERVICE
C Street Hampton Beach

RESTAURANT WORK
Stainless - Aluminum - Galvanized Iron
Sheet Metal Contracting
Copper and Galvanized
Roofing - Cornices - Gutters
RYE SHEET METAL CO.
Central Road Tel. Ports. 4338-W1 Rye

DUNFEY'S
ON THE BOULEVARD
Grille Clam Shoppe
Between J & K Sts. Cor. Marsh Ave. & Ocean Blvd.
French Fries - Fried Clams
Lobster Rolls - Grilled Frankfurts
Pepper Steaks - Onion Rings
Light Lunches
OPEN 8 A. M. to 1 A. M.

Beach Notes

Twenty Girl Scouts from Winchendon, Mass., with their leader, Mrs. Mary Gilmore, saw the ocean for the first time last week when they spent a few days at the Hotel Irvington. Presently registered at the Irvington are Mr. and Mrs. William LaPointe, Newton, Mass., Miss Ruth Harrington, Mr. Gordon Austin and daughters, Priscilla and Virginia, James Flynn and Arthur Lambos, all of Worcester, Mass.; Mr. and Mrs. Walter Kolodsky, Bellows Falls, Vt.; Mf. and Mrs. John Fisher, Montreal; Mrs. Elizabeth Galligan, daughter, Elizabeth, and Miss Barbara Kellown, Cambridge, Mass.; Mr. and Mrs. E. B. Caswell, Central Falls, R. I.; the Misses Emma and Edith Nichols, Bradford, Mass.; Mr. and Mrs. Arthur Beauview, Nashua; Mr. and Mrs. Raymond Paul and daughters, Joan and Arline, Ashton, R. I.; Mrs. James Freeman, Exeter; Joseph Squires, Cambridge, Mass., and Miss Frances Wall of Boston.

Among those at the Virginia, 13 K street, are the Misses Theresa Adams, Mary Cleary, and Alice Moysan of Worcester, Mass.; Frank McGillan, John Molan and James Keaveney, Manchester; and Miss Mary Majorie O'Connor, Dover.

Mr. and Mrs. Grant R. Sinsabaugh of Irvington, N. J., are managing the Seven Gables. The owners, Mr. and Mrs. J. Walter Hollis and family have moved to Hampton Falls for the summer.

Mr. and Mrs. David G. Tracy of Pawtucket, R. I. and the Misses Lorraine Burns and Kay Leary, Dedham, Mass., are registered at the Roy-Al, Ocean boulevard.

Mr. and Mrs. J. Walter Hollis and family of Seven Gables, Ocean Blvd., moved Monday to the C. L. Wells home at Hampton Falls for the month of July and August.

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

GUYON'S SERVICE STATION

BOAR'S HEAD HAMPTON BEACH

Complete Automotive Service



Electric REFRIGERATOR PRICES ARE THE LOWEST IN YEARS

Exeter & Hampton Electric Co.

TEL. EXETER 5916

BEACH OFFICE 191 OCEAN BOULEVARD

Have You Heard?

That Bunny is back again?
That Jean and Peggy are fishing enthusiasts?
About the girl who thinks that Paul is "just adorable?"
That Jimmy and Connie are still going strong?
That Dick Walsh has quite a following?
That Neil is lost without his girl?
Why the weenie roast fell through?
That it isn't just the machines in the Penny Arcade that attract the girls?

Bessie M. Barber, DC, PhC
CHIROPRACTOR
OFFICE HOURS:
Monday, Wednesday, Friday
Other days by appointment
Winn Rd. Phone 2296 Hampton

BOAR'S HEAD INN
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

EARL'S MARKET
Fancy Fish and Lobsters
FRUITS
VEGETABLES
GROCERIES
Now offering a complete line of
MEATS
TEL. 2209
We Deliver
Boar's Head Hampton Beach

Why Bub Morrissey pretended she couldn't swim and what happened?
That the Standish has some good looking personnel?
That Norm is resting up from a strenuous year at school?
That Phil and Frank own a submarine?
That Dave has suddenly become a Fred Astaire?
Who sent Marge the card from Salisbury?
About the number of people who want to see but not be seen at Jenny's?
About the forest Bunny is growing (?) at the Miami?

FILMS AT
Garland's

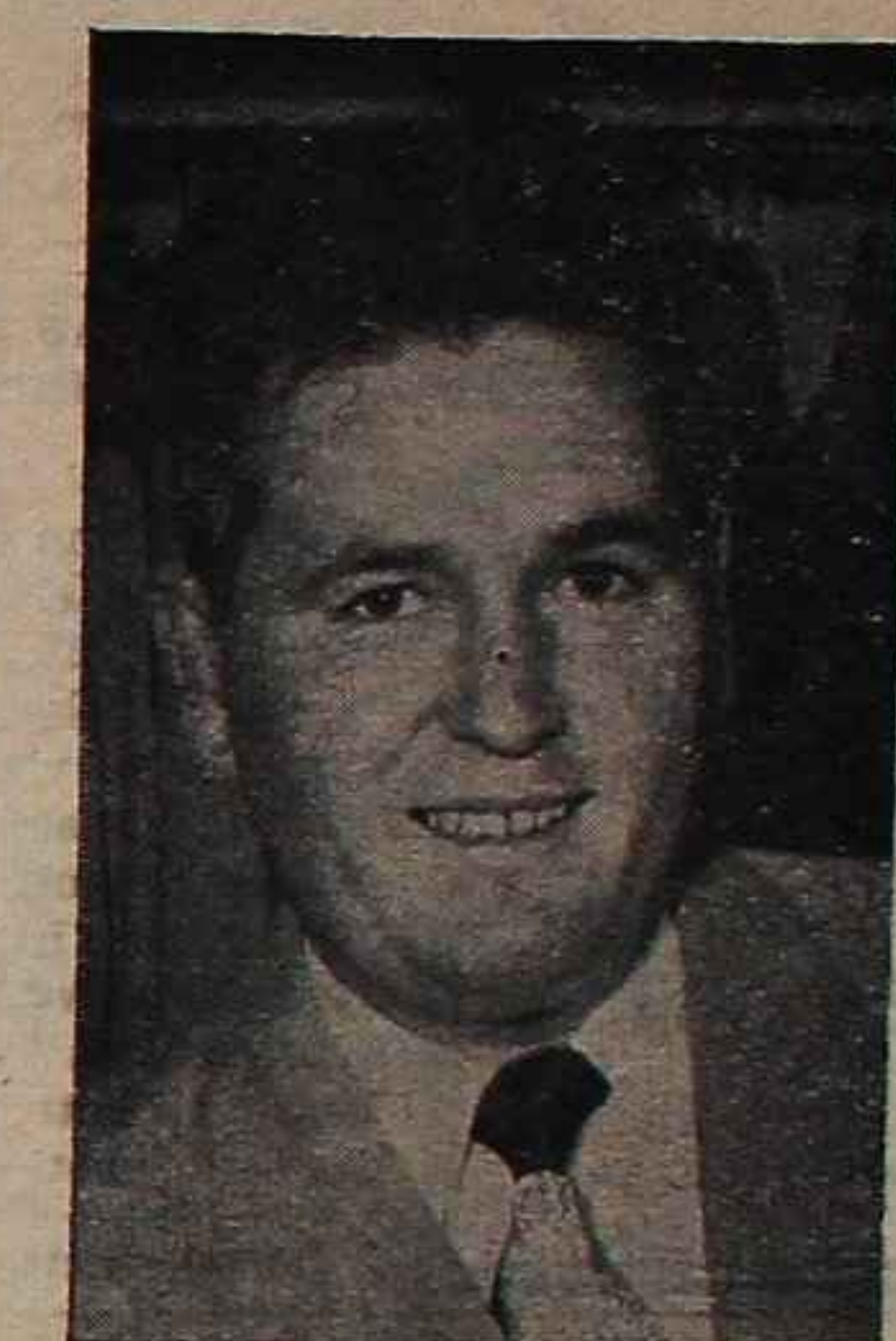
When At Hampton Beach
Visit
PLAYLAND

Phil McGowan

HOME OF
HART - SCHAFFNER - MARX

HAMPTON BEACH, N. H.
Lowell, Mass. Magnolia, Mass.

Featuring the Finest
IN MEN'S and BOYS' WEAR



MARTY CONNER, Manager

McGregor Sportswear

Wilson Brothers Faultless

Pajamas
Shirts
Neckwear
Hosiery
Underwear

Northcool Suits

The Tropical that Breathes Fresh Air

THE BEACHCOMBER
 Incorporating the Hampton Beach Advocate
 A Vacation Digest of all the news
 information for the summer visitor
 Published
 Wednesday, June 29 to August 31
 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.

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

MILDRED E. CHASE
 TYPEWRITERS
 ADDING MACHINES
 Sold, Rented or Repaired
 Tel. 500
 45 State St. Newburyport

Building - Roofing
Remodelling
 INSIDE and OUT
Carroll Blackden
 CONTRACTOR
 Mill Road Hampton
 TEL. 748



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 relax-
 ation, picnic tables and other facilities
 EXCELLENT SUN AND SURF BATHING

**Fishing Contest
 To Be Sponsored
 During Season**

Chamber of Commerce president, Raymond L. Goding, announced this week that a fishing contest will open within the next two weeks. Divided into six classes, the contest is open to everyone, the only requirement being that the fish be caught in Hampton waters. The six types of fish to be considered are tuna, striped bass, cod, haddock, mackerel, and pollack. To enter this contest, simply weigh your fish in at the Hampton Harbor Yacht club where a record will be kept through the summer. Remember, no registration fee is necessary and you may enter as often as you like. Further information is available at the Chamber of Commerce office. Don't let that big one get away.

**LADIES' AID
 COMMUNITY CHURCH**

The Ladies' Aid of the Hampton Beach Community church, held their annual election Tuesday evening, June 21. The following officers were elected: president, Ida Whitehouse; vice-president, Evelyn George; treasurer, Elsie Osborne; secretary, Viola Carlton. After the business meeting refreshments were served by Edith Ederton with Vina Ross assisting. Eloise Lamott will be hostess at the next meeting.

Join the Letter Contest Today!

**Sisters Return
 To Beach After
 Winter In Cuba**

Virginia and Marilyn Stubbs are back at Hampton Beach again for the season after spending a studious winter in Havana, Cuba, their home of three years. Marilyn is a student at Candler College and Virginia singing with the Philhamonic Orchestra of Havana, along with her musical studies. Virginia is working in Elsie's Dress Shop on the Casino and Marilyn at Margaret Junkin's candy store on Ocean boulevard. The two sisters are looking forward to a wonderful summer at Hampton Beach, just as they have in their previous years. Many people have asked why they come to Hampton Beach and they answer there's no place as wonderful as this beach, even Miami Beach can't compete in their estimation.

Join the Letter Contest Today!

**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

FILMS AT
Garland's

Bella's Market

GROCERIES
VEGETABLES
BAKERY GOODS
MEATS . . .
FROZEN FOODS
 Blvd. Between J & K Streets

**Margaret
 M.
 Junkins**
 The Best In
Quality Candies
 We Mail Anywhere

WELCOME TO HAMPTON!



**Quality Vacation Wear
 At Reasonable Prices**
Sturgis Apparel
 MEN - WOMEN - CHILDREN
 Hampton Center Next to First National Store

**Record Crowd Is
 Expected For Long
 Holiday Weekend**

One of the largest crowds in history is expected to invade Hampton Beach this weekend, taking advantage of the long three-day Fourth of July weekend. Officials believe the combination Monday holiday and the increasing

custom of manufacturing plants closing down the week of the Fourth, will bring about one of the greatest influxes of vacationists Hampton has seen in many years.

Already there is a large crowd on the beach and many hotels and rooming houses are reported booked to capacity for the coming weekend. The opening band concert of the season, featuring Chuck Hill and his famous Hampton Beach Concert Band, will be given Sunday afternoon, July 3, and from then on there will be the regular program of four concerts daily from the band stand.

The first fireworks display of the season is slated for the gala holiday crowd on Monday evening, July 4th, at 10 o'clock.

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

Have You Heard?
 That George Harth has taken quite an interest in the playground?
 Why Polly came back after all?



The COLOR SPOT says:

HELLO!

You don't know how you really look,

'Till you have your picture took.

(It's Not Tinted - It's on Color Film)

10 C STREET

HAMPTON BEACH

**25th
 LINCOLN'S
 YEAR**

Sale MISSES' - WOMEN'S
**COOL Summery
 RAYON CREPE
 DRESSES**
3.98

New feathery cool lightweight monotone on prints and polka dots with all the details of more expensive dresses such as keyhole, V or round necklines . . . over 20 new styles all at a low \$3.98 . . . ideal for vacation or hot weather dress-up occasions. All sizes 9 to 15 - 12 to 20 - 38 to 44 and 18½ to 24½.

PLEASANT ST. NEWBURYPORT
 Open Fridays Till 9 P. M.

**Vacation
 Cotton
 Bolero
 DRESSES**

AND PINAFORES

FOR
 MISSES
 and
 WOMEN

2.98

The bolero jackets come off when you want more sun in your life . . . dainty, cool, and refreshingly neat . . . Polka dots with lace print borders . . . Scallop prints, striped sun suits, etc. Sizes 12 to 20. The Pinafores come in coin or polka dots or rose prints with eyelet or ruffled trim. Sizes 14 to 52.

Have You Heard?

That Betty wants to take a slow boat to China—with a life guard rowing?

Join the Letter Contest Today

The North Shore's New Luxury Theatre

The PORT

NEWBURYPORT Phone 2287

Starts Friday July 1 FOR 1 WEEK ONLY!

Monumental Best Seller! Towering Screen Triumph! The Startling New Drama Destined to Rock The Theatre World!

GARY COOPER PATRICIA NEAL in

"THE FOUNTAIN HEAD" from Ann Rand's best-seller

Selected Short Subjects

Cont. Shows Sat., Sun., Mon.

AIR Conditioned



Letter Contest Planned For Beach Vacationists

Why do you come to Hampton Beach? Is this your first visit or your twenty-first?

Hampton Beach has headed the list of New England resorts for nearly a century and there are almost as many reasons for its popularity as there are visitors. We'd like to know those reasons. We're interested in why this is your first vacation here or why you return year after year.

The merchants along the Boardwalk feel that you have many

HAMPTON BEACH PLAYHOUSE

Winnacunnet Road

Now Playing thru Sunday

Beverly Artz
Richard P. Schneider
Arthur Cunningham
in Norman Krasna's
"DEAR RUTH"
with
Betty MacFarland
Bernard O'Rourke

For Tickets Call 651
Mrs. Garnett at E. G. Cole Co.
\$1.80 — \$1.20

NEXT
"PORTRAIT IN BLACK"

interesting observations to make on Hampton, so they're offering prizes for the best answers submitted to the questions: "Why Do You Spend Your Vacation at Hampton Beach?"

Here are the rules:
1. Letters must not exceed 200 words and must be signed fully in your own handwriting, including home and beach address.

2. Address all letters to: Editor Beachcomber, Hampton, N. H.

3. Letters will be judged on basis of sincerity, originality and neatness.

4. The editor reserves the right to edit all material with regard to grammar, spelling and punctuation.

5. All material becomes the property of the Beachcomber and will neither be returned nor acknowledged.

6. Each week is a new and separate contest and all letters received by the judges after the deadline will be disregarded. Each winner will be eligible for the grand prize to be announced later.

7. All letters must have a Hampton postmark, dated not later than midnight the Sunday before each issue.

8. Each week the best letter received will be printed.

9. The writer of the winning letter must call in person at the Hampton Publishing Company, Lafayette Road, where on identification, he will be given merchandise certificates, exchangeable at the beach stores.

10. You may enter as often as you wish until your letter is published.

ished. No winning participant will be considered in another contest in this series.

11. This contest opens today—the first letters to be published the week of July 6, 1949 and the last to be published the week of August 31, 1949.

First government explorer to penetrate Utah was John Charles Fremont, in 1843.

USE
GARLAND'S
ICE CUBES

STRAND
AMESBURY

Thurs. to Sat. June 30-July 2
Cliffton Webb

Shirley Temple - Tom Drake
"MR. BELEVEDERE GOES TO COLLEGE"

Sun., - Mon. July 3-4
Robert Ryan - Audrey Totter
"THE SET UP"
co-hit

"Tarzan's Magic Fountain"
with Les Barker

Tues., - Wed. July 5-6

Katherine Hepburn - Cary Grant
"HOLIDAY"
and Ingrid Bergman
"ADAM HAD FOUR SONS"

Next Thursday July 7
Randolph Scott - Jane Wyatt
"CANADIAN PACIFIC"
co-hit
George Raft - Marie Windsor
"OUTPOST TO MOROCCO"


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

LET'S GO!

FROLIGS

SALISBURY BEACH, MASS.

Make your reservations now for our
Nite Before the Fourth
Celebration
TEL. NEWBURYPORT 250



IOKA DIAL 2271
Theatre EXETER

MATINEE EVERY DAY AT 2:15
SATURDAY 1 P. M.

Friday, Saturday July 1 - 2

VIRGINIA MAYO — ZACHARY SCOTT
"FLAXY MARTIN"

JON HALL — ADELE JERGENS
"THE MUTINEERS"
Continuous Show Saturday

Children's Show Saturday, 1 P. M.

GENE AUTRY
"GOLD MINE IN THE SKY"

Sunday, Monday July 3 - 4

BETTY GRABLE — CAESAR ROMERO
RUDY VALLEE

"THE BEAUTIFUL BLONDE FROM BASHFUL BEND"
(In Technicolor)

Continuous Show Sunday and Monday from 2:15

Join the Letter Contest Today

MARSH AVENUE
BARBER SHOP
Corner "P" Street
Open 9 a. m. to 9 p. m.
OPEN ALL DAY SUNDAY
Chas. deNichols

STRAND
NEWBURYPORT
Phone Nbypt. 919

Now Playing Ends Saturday
Just Somebody's Lucky Break
Barbara Stanwyck
"THE LADY GAMBLES"
plus Jimmie Davis
"Mississippi Rhythm"

Sun., Mon. Only July 3-4

Special Holiday Attraction
Beery's the Boldest Brashest
Biggest-Hearted Bandit Ever
Main's his two gun moll who
cooks up the laughs
Wallace Beery-Marjorie Main
"BIG JACK"
plus

His First American Picture
James Mason
Barbara Bel Geddes
Robert Ryan
"CAUGHT"

Starts Tuesday for Five Days
The Greatest true love story ever
told

James Stewart - June Allyson
"THE STRATTON STORY"

Boardwalk Brevities

At the Frolics opening—Mr. and Mrs. Jim Smith, Mary McKenna, Myrtle Kearney, Carmella Garfee and Earl Olmsted; George Callahan, Mrs. Carolyn Van Bokkelyn of NYC . . . Larry Hughes, now a weekender, on the beach . . . Mr. and Mrs. Joe Mallahan boardwalking . . . Ann Marie Flanagan enjoying a movie with a handsome escort . . . Eddie "The Bird" Canary and Dan Donahue cooling off at Maizie's . . . Ernie Rainey and Bunny O'Hearn having an early morning breakfast at the Colonial Inn bar . . . Honk Kelley on the beach with Jiji . . . Dot and Don Murphy taking in a show . . . Kathy Batchelder racing up the boulevard . . . Pat Sellers renewing old romances on the beach . . . Betty McLane showing more than a business interest in a good looking bowler . . . Gwen Paul in many places—usually with a different man . . .

ite . . . Colors of the skin in their various stages, pink-white, red, tan, chocolate brown . . . Popular rainy evening spots—movies, penny arcades and dancing.

Have You Heard?
That flowers take care of everything but a stood-up date?

BENDIX
SEL-SERVICE
LAUNDRY
HOURS 8 to 5
SUNDAYS 8 to 12
5 Washers
1 Drier (Quick)
50c PER MACHINE
up to 9 lbs. Dry Clothes
C. ST. JENNEY STATION
COR. MARSH AVE.

The gift-buying for those at home — would Helen like these, does she like this color? . . . A black and white kitten wandering the streets — does it have a home? . . . Radios from the beach cottages all on different stations—with the ball game proving to be the favor-

USE
GARLAND'S
ICE CUBES

Join the Letter Contest Today

West Newbury
SUMMER THEATRE
Rt. 13 Between Haverhill and Newburyport

3 More Times - Thurs., - Sat.

MILDRED BAKER in
the hilarious farce-comedy
"THE VINEGAR TREE"

Opening Monday for 1 full week

The Prize-Winning Play
— Right off Broadway —
"THE HEIRESS"

Matinee Wednesday
Evening at 8:40 P. M.

Good Seats at \$1.20
Phone West Newbury 160

SHOWBOAT PLAYHOUSE
WENTWORTH BY THE SEA PORTSMOUTH, N. H.

Opening July 1
With
"BLITHE SPIRIT"
A Gay Improbable Farce by Noel Coward

PHONE PORTSMOUTH 1360
FOR RESERVATIONS
OR WRITE P. O. BOX 600
SEATS \$1.20 \$1.80 \$2.40

EVENING PERFORMANCES - 8:40
FRI., SAT., SUN., MON., WED.
MATINEE SUNDAY 2:45
NO SHOW TUES. AND THURS.

CASINO THEATRE

HAMPTON BEACH, N. H. TEL. 2233
Shows 7:15 and 9:00

Thursday, Friday, Saturday June 30 - July 1-2

Cliffton WEBB
Shirley TEMPLE
Mr. Belvedere Goes To College
Tom DRAKE - Alan YOUNG
Directed by ELLIOTT NUGENT - Produced by SAMUEL G. ENGEL

Sunday, Monday July 3-4
BIG MIDNITE SHOW SUNDAY NITE!
SUSAN HAYWARD — ROBERT PRESTON
"TULSA"

Tuesday, Wednesday July 5-6
DOROTHY LAMOUR
"THE LUCKY STIFF"

OLYMPIA THEATRE

HAMPTON BEACH — SHOWS 7:15 and 9:00

Friday, Saturday July 1-2

Action Packed Drama!
JENNIFER JONES — JOHN GARFIELD
"WE WERE STRANGERS"

Sunday, Monday, Tuesday July 3-4

MIDNITE SHOW SUNDAY NITE!

UNIVERSAL-INTERNATIONAL presents
The **LIFE OF RILEY** Starring **WILLIAM BENDIX**
Written and Directed by Jerry Bruckheimer

Wednesday, Thursday July 5-6
In Color
JOHN PAYNE — GAIL RUSSELL
"EL PASO"

Have You Heard?
That Bobby Keville is in love
with a girl from Worcester?

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

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

YOU ARE INVITED TO VISIT
THE DANA SHOPPE
Mill Ends — Remnants — Yard Goods
New Wool Rug Materials for Braiding and Hooking
"Gabardines Our Specialty"
TREMENDOUS SAVINGS IN OUR BARGAIN ANNEX
25 MIDDLE STREET
OFF STATE STREET
NEWBURYPORT
TEL. 2455
OPEN FRIDAYS TILL 9:30 P. M.

**MUNSEY'S
SEA GRILL**
CHICKEN
STEAK
SEA FOOD
VISIT
OUR NEW
WAFFLE HOUSE
FOR
BREAKFAST
Boulevard at A Street
HAMPTON BEACH
TEL. 718

Beach Notes

Mr. and Mrs. William Scott of Manchester, the new owners of Rice Lodge, F street, have as their guests, the Misses Dorothy and Betty Johnson and Mr. Herbert Riley of West Warwick, R. I.; Mr. and Mrs. Carroll Collins and son, Bill, Milton, Mass.; Mr. and Mrs. Timothy Murray, Somerville, Mass.; William Morrissey, Peabody, Mass.; George Sylvester, Beverly, Mass.; Miss Annette McKenna, Melrose, Mass.; Miss Roberta Foster, also of Melrose, and Mrs. Betrice Manning, Medford, Mass.

RENOVATIONS —
(Continued from Page Three)

among them Randall's Department store, with a new front and lighting; the Surf Luncheonette, for-

merly Daigle's and now owned by Harry Hromada, featuring a horse-shoe bar; the Kodak store, for many years operated by Al Corning as the Grason Shop and now owned by Herbert Casassa and Hazel Simonds as a gift and card shop with complete photographic equipment.

Mahoney's luncheonette looks bigger and brighter with new side windows, Henry's real estate office has an attractive front, and on the corner of F street, the Colonial Inn, its restaurant and the adjoining Li-Ro-Lu shop have been completely remodeled.

During the winter months, Page's market changed hands and is now owned by James J. Sullivan, who came from Andover, Mass., to live here and operate the store on a year round basis. Now known as Sullivan's market it, too, has been enlarged and modernized.

Perhaps the most startling changes and certainly something new for Hampton Beach, are the penthouses atop the Tides and Dudley hotels, owned by Kenneth Langley and Mr. and Mrs. Arne Auto, respectively.

First on the scene was the Auto menage where the owners spent the winter. Here the two bedrooms and spacious living room open onto the deck and from the dining table with nothing but ocean in sight, one has the impression of being on a ship. Outstanding in the living room is an oriental lamp purchased from a horseshoe of dollar bills presented the Autos by friends who attended the housewarming several months ago.

Tobey's Drug Store at Hampton Center has the reputation of being one of the most attractive of its type in New England and this year Alton Tobey has opened an annex at the entrance to the North Shore, in what was Henry's furniture store.

With the opening of his new garage and filling station Armas Guyon who has been in business at the foot of Boar's Head over thirty years, has improved the north entrance to the beach 100 percent, and with the new toll bridge at the south end nearing completion,

Hampton Beach is living up to its tradition of being one of the country's cleanest and most modern resorts.

**FILMS AT
Garland's**

FOR SALE
Hampton, New Hampshire
1 Mile North of Center
Recently Renovated
Price Reduced to \$11,259
3 ACRES 200' FRONTAGE
LAF. HIGHWAY

Attractive RANCH-TYPE — 7 1/2 room house. Entrance hall, reception room (bedroom or office), living room, bath, dining room and kitchen. The modern kitchen has a double sink, combination oil and electric range and walls are covered with linoleum. Adjacent to kitchen are two unfinished rooms, could be used as office space, a home machine shop, printing room, etc. Connecting these two rooms is a huge garage with plenty of storage space.

In the cellar is a new thermostatically controlled Esso - oil steam heating unit with Aquastat.

There are two large attractive chambers on the second floor with loads of closet space.

GOOD BUSINESS LOCATION
Doctor, dentist, chiropractor, insurance agent, excellent cabin site, farming, etc.

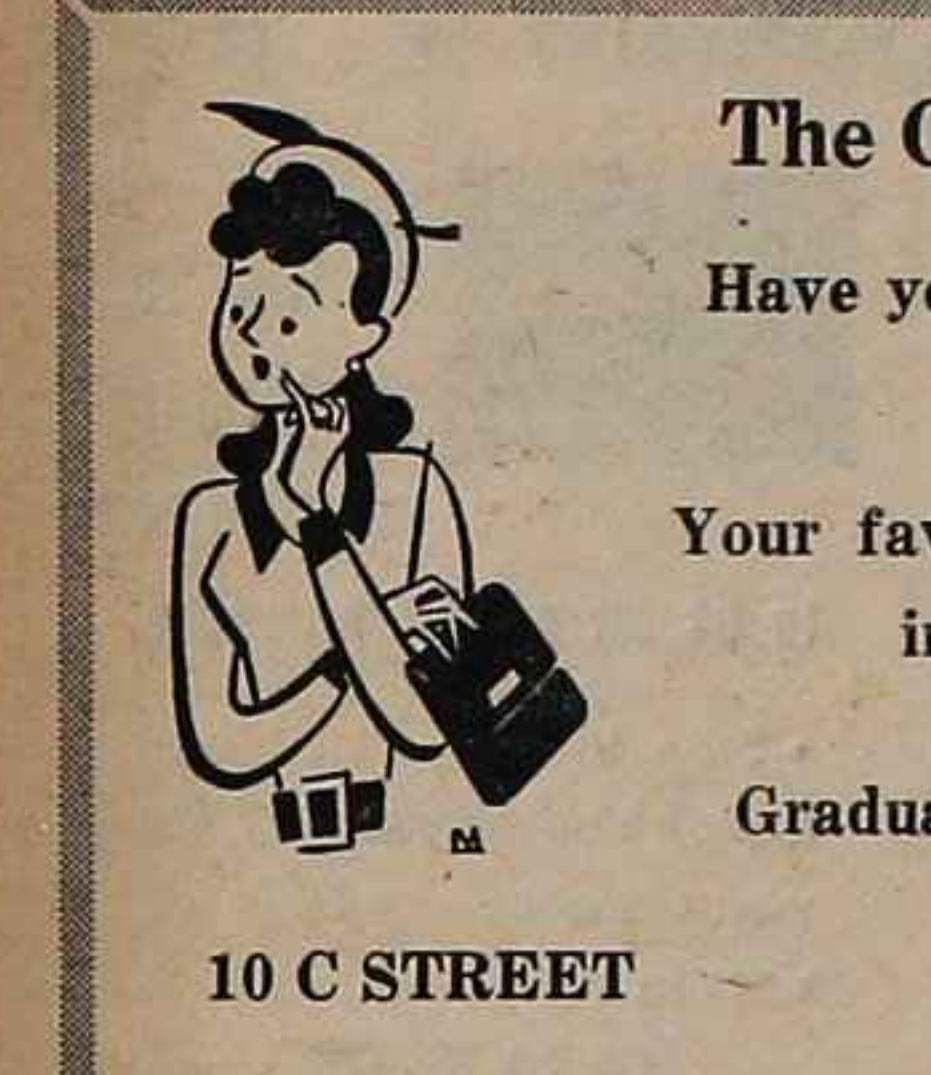
RILEY
Real Estate and Insurance Agency
411 Ocean Boulevard
HAMPTON, N. H.
Office Tel. 988 Home Tel. 876

10,000 MATTRESSES Sold in HAMPTON BEACH Area
BUY DIRECT FROM FACTORY — No Commissions No Salesmen
Famous Hotel Innerspring Mattresses — \$21.95
(308 Coils, ACA ticking, overstuffed, reinforced).
Closeout and Cancellation Innerspring Mattresses
METAL and WOODEN BEDS - COTS - SPRINGS
HOLLYWOOD BEDS
Your Old Mattress Sterilized and Rebuilt Like New
Please call or write direct to factory, or you may leave your orders at Henry's Real Estate Agency, Beach Road, Hampton.
GARDNER MATTRESS CORP.
Canal St. Ext. Tels Salem 1810-6310 Salem, Mass.

BEACH —
(Continued from Page Three)

and mosquitos has been reported. To be effective the area will have to be sprayed at regular intervals and it is expected that the beach will be covered at least twice more during the season. The initial application was made last Friday and for the first time air spraying was utilized for the entire precinct marsh area from

**USE
GARLAND'S
ICE CUBES**



The COLOR SPOT says:
Have you seen our newest modern miracle.
Your favorite snap shot reproduced in color on lampshade
Graduation Pictures A Specialty
10 C STREET
HAMPTON BEACH

North Beach to Hampton River with Sky Sprays of Portsmouth doing the spraying.

The streets and houses in the precinct area were sprayed by a turbine mist blower mounted on a truck. The gun shoots a fine mist spray of DDT in kerosene about 300 feet in still air and about 1000 feet in the wind. The DDT solution used is approximately 3% and is said to be completely harmless to pets, plants and vegetables, etc.

Although some types of mosquitos are known to fly upwards of 40 miles, the average hop is about 100 feet and it is hoped that by covering the breeding places with DDT and criss-crossing the community with it, that the insect nuisance will be reduced. The effect of the spray lasts from four to six weeks depending on the weather.

Join the Letter Contest Today!

Have You Heard? can be left at the Chamber of Commerce? That news for the Beachcomber merce?

See our swim suits election first
**Trunks by
McGregor**
In Plain Color
Gabardines
Poplins, woolens, lastex.
Some figured . . . some with matching sport shirts.



\$2.95
Jantzen Trunks
\$3.95 and up

Flander & Swanton
INCORPORATED
65 Water Street Near Ioka Theatre Exeter

SULLIVAN'S
AT THE MILE BRIDGE
Featuring the **FINEST** in
Fresh Fish and Lobster
Complete Line Of
Meats and Vegetables

Guests at the Alma, 15 G street, are Mr. and Mrs. Thomas Meighan, Brighton, Mass.; Rev. William Keo-

hane, O.M.I., from South Dakota and his mother, Mrs. J. Koehane, Lowell, Mass.; Miss Dorothy Layne, West Roxbury, Mass.; and Thomas Welby of Jamaica Plain, Mass.

Join the Letter Contest Today!

IT'S THE FOOD

MAHONEY'S LUNCH

"As Famous As the Beach Itself"

OCEAN BOULEVARD AT B STREET

Tel. 2103 Hampton Beach, N. H.

ALLIED N. H. GAS CO.

Ranges

Water Heaters

Servel Refrigerators

"The Clean Fuel"

Exeter, N. H. Phone 2111 Beach Office Marsh Avenue Tel. 401

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

The Exeter Inn The Pavilion Old Garrison House

The Home of PHILLIPS EXETER ACADEMY

A Typical New England Shire Town. Founded 1638

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 Qaint 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 Friday Night.

Excellent Bus Service Between The Beach and Exeter.

Former Beach Business Head Dies At Exeter

EXETER — John Coleman, 83, a resident of this town for 58 years, died Monday at his home, 47 Columbus avenue.

He was a native of Belfast, Eire, the son of John and Eliza (Baxter) Coleman. For many years he operated Coleman's Ice Cream parlor on Ocean Boulevard, Hampton Beach, and at the time of his retirement, three years ago, was one of the oldest business men on the beach.

Survivors include three brothers, George of Kingston, William of Haverhill, Mass., and Matthew of Lynn, Mass.; also two sisters, Mrs. Archie McCuish of Haverhill, Mass. and Mrs. William McPhail of Lynn. Funeral services will be held at the home Thursday afternoon under the direction of Jenkins and Sons Funeral service.

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

For Better Snapshots

Load your camera with Kodak Verichrome Film



then... bring your exposed rolls to us for expert finishing

• Stop in today and get Kodak Verichrome Film for your camera—we have all sizes in stock.

COLT News Agency

BET. A & B STS. Ocean Boulevard

8 - 16mm Silent - Sound FILM RENTAL

8mm Castle, Official Films, 200', 50c each, 3 for 1.00

16mm silent, Castle, Official, 400', 75c each, 3 for 2.00

16mm sound Comedies, Cartoons, Musicals, 1.50 each, 4 mounted on 1600' reel, 5.00

16mm sound Feature Films, Special rates — 7.50 up

8 - 16mm PROJECTORS FOR RENTAL Complete with screen — 8.00

SOUND MOVIE SERVICE

NEW ENGLAND Movie PRODUCTIONS

88-85 Winter St., Exeter, N.H. — Open Evenings — TEL. EXETER 2571

Join the Letter Contest Today!



Beautifulize your House... use "Moore" Paint for DEPENDABLE PROTECTION

It has been used for years to protect America's homes in every section of the country. New smart colors now available.

COME IN AND LET US DISCUSS YOUR PAINTING PROBLEMS

F. B. CROWE CO.

High Street HAMPTON CENTER

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 at the Ashworth this week are Mr. and Mrs. Edward DeSaulnier and daughter, Vera, from Lowell, Mass., who are spending the season there; Mr. and Mrs. J. J. Boutewell, Worcester, Mass., Mr. and Mrs. Henry Reinhold, Lawrence, Mass., Frederick O'Brien, Arlington, Mass., Miss Pauline Jameson, Bruer, Me., Miss Helen Barnicle, Fitchburg, Mass., Miss Constance Ahern, West Roxbury, Mass., and the Misses Ivy and Ellen Dunn of Springfield, Mass.

With their new home on Atlantic avenue, North Hampton nearing completion, Mr. and Mrs. Harry Coyne and son, Phillip, of Belmont, Mass., have sold their cottage on 8th street and expect to move within a week.

The Regis register includes the Misses Dorothy and Evelyn Murrrough, Jamaica Plain, Mass., Miss Irene Pearl, Lawrence, Mass., Mrs. Katherine Regan and daughter and Miss Shaw, Pittsfield, Mass., Mrs. Hannah Parker, Milford; Mr. and Mrs. Arthur O'Brien, Wollaston, Mass., and Mr. and Mrs. John Keene, Brookline, Mass.

Mrs. James K. O'Callaghan, sons, Brien, Desmond and Kiernan, and daughter, Mary Rita, of Great Neck, L. I., are spending the summer with Mrs. O'Callaghan's mother, Mrs. William J. O'Brien, at the Rita on J street.

Edward Glynn, a teacher at Lawrence, Mass., is the new manager of the Olympia theater.

Miss Virginia Arnold and her mother, Mrs. Arnold of Hartford, Conn., are at their cottage in the Colony, North Beach for the summer.

Mr. Ralph Parkhurst of Newton, Mass., is a guest of Mr. and Mrs. John Clancy, North Shore boulevard.

USE **GARLAND'S** ICE CUBES

GIFT SHOP

Visit Our New Beach Wear and Sun Wear Department

Featuring



BATHING SUITS — SHORTS — TEE SHIRTS

Sailing Blue Denims

Sun Dresses \$2.98 up Beach Chairs \$3.49

Beach Umbrella

\$9.95 Value

\$7.95



DUDLEY'S

Established 1895

Real Estate and Insurance

NORTH SHORE

Beautiful Six Room, year 'round home — Ocean View — Corner lot — Garage — House in excellent Condition.

GUEST HOUSE & HOTEL

Locted in the South end. Eighteen rooms, 5 baths with showers. Recently remodelled. Excellent business opportunity. Will take care of 60 people.

New 5 1/2 Room Bungalow near the Catholic Church — All knotty pine screen in porch — deeded land — ready for occupancy — all furnished.

ROOMS BY THE DAY or WEEK at the New DUDLEY HOTEL and Penthouse

Let Dudley Write Your Insurance

TEL. 776

FILMS AT
Garland's

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

**Beach Girl Is
Bride Saturday
At Nuptial Mass**

The Church of Our Lady of the Miraculous Medal was the scene Saturday morning of the marriage of Kathleen Mary Stickels, daughter of Mr. and Mrs. William Stickels of J street, and Leon Lussier, Jr., son of Mr. and Mrs. Leon Lussier of Billerica, Mass. Rev. Matthew

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

NORTON'S SEA FOOD MARKET

Fresh Fish Lobsters
Magazines — Groceries — Ice Cream — Tonic
Location
KING'S HIGHWAY FOOT OF 15th ST.

J. Casey, pastor, celebrated the nuptial mass.

Wearing a white suit and picture hat and carrying a white prayer book adorned with roses, the bride was given in marriage by her father. The maid of honor, Miss Margaret Henry of Keene, carried a bouquet of pink and white flowers, to match her hat and suit. Joseph Lussier was his brother's best man. The altar was decorated by a committee from the Catholic Women's club.

Accompanied by Mrs. Margaret Damour at the organ, Mrs. John Hayes of Billerica, a sister of the groom, sang "Pangus Angelicus" and "Mother At Your Feet Is Kneeling" and, with Miss Katherine Burns of Keene, a cousin of the bride, "On This Day, O Beautiful Mother."

Following a family breakfast at Ye Cocke and Kettle, Mr. and Mrs. Lussier left for a trip through the White Mountains, and for the summer will reside on J street.

A graduate of Keene Teacher's college, Mrs. Lussier taught last year in Nashua and has accepted a teaching position for next year in Billerica which will be their permanent residence.

Mr. Lussier, a veteran of the recent war, is a student at Boston College where he is majoring in psychology.

Join the Letter Contest Today!

BOARD and ROOM
Working mother desires board and room on the beach for 3 1/2 yr. old daughter.
CALL HAMPTON 308

**Septic Tank
Cleaning**
Sand - Gravel
Loam
Lawns Built
General Trucking
Richard Rice
Tel. 306 - Hampton

**TRY THE
HARBOR
GRILL**
Breakfasts, Dinners
Steaks and Chops
Cooked By Expert Chefs
Near the Mile Long Bridge
HAMPTON BEACH

Hollis Associates
LAFAYETTE RD. HAMPTON
REALTORS
TEL. 802

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

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

**PUBLIC
STENOGRAPHER**
Typing
Addressing - Billing etc.
Theses Typed
All Work Confidential
TEL. 2382
MARY E. FOGARTY
Hunter Bldg. Hampton

**Western Auto
Associate Store**
Service to the entire community with paints, hardware, auto supplies, radio, sporting goods, appliances, and bicycle goods.
Tel. 2731
Water St. Exeter

BANQUET —
(Continued from Page Three)

festivities, a proposed American Legion drum corps contest in August and the Carnival Week program.

Governor Sherman Adams brought the greetings of the state of New Hampshire and paid tribute to the people of Hampton for their cooperative efforts. Gov. Adams pointed out that more and more people were looking to the state and federal government for help, but that the burden of putting through local projects should rest with the community itself and not on the state.

Executive Councilor Cornelius J. Toomey of Lawrence, Mass., represented Governor Dever and extended the greetings of Massachusetts on the Governor's behalf. Councilor Toomey stated that Massachusetts and New Hampshire have many common problems and should vie together for the tourist business.

The Bay State councilor stated that Massachusetts had recently appropriated 100 million dollars for a super toll highway connecting the Connecticut toll road with New Hampshire's to attract tourists to this area.

Among the state dignitaries present were Hon. Harold Killen, North Walpole; Col. Charles Morse, Haverhill, Mass.; Councilor Guy Smart, Durham, State Sen. Harold Pierce, Walpole; and Wesley Powtice assistant to Senator Styles of Hampton Falls, administrator of Bridges.

Following the banquet and speeches there was an excellent entertainment program by professional talent.

Edmund Langley, Sr., and Charles F. Butler were co-chairmen of the event assisted by members of the Chamber of Commerce and Precinct Commission serving on committee assignments.

FILMS AT
Garland's

CALL HAMPTON 2038

Tobey & Merrill
Insurance
HAMPTON CENTER

**Hampton
Co-operative
Bank**
HAMPTON CENTER

DON'T FAIL

To See and Hear

**"Breakfast at the Beach"
Radio Show**

at the

CASINO DINING ROOM

MONDAY thru FRIDAY

9:30 to 10:00 A. M. over

W H E B

750 on every dial

FEATURING

BILL ELLIOT

"The Singing Cop"
MASTER OF CEREMONIES

PRIZES PRIZES PRIZES

A 50c Breakfast will be served before
the show

CASINO BALLROOM

**Ted Herbert
and His Orchestra**

Mon. Tues., Wed., Thurs.,

ADMISSION 60c

Fri., Sat.

ADMISSION 80c

MONDAY NIGHT IS

"Get Acquainted Night" at the
Casino Ballroom

COMING

Thursday, July 14th
LES BROWN
and his orchestra

5c and 10c **F. B. CROWE CO.** \$1.00 and up

HIGH STREET TEL. 444 HAMPTON CENTER



"Values to
Crowe About"

Towels
Sheets
Pillow Cases
Plastic Table
Covers

Paper Drapes
Curtain Rods
Window Shades
Venetian Blinds

Glassware
Dinnerware
Kitchenware
Oil Cloth

KEYS MADE

While You Wait
20c ea.
2 FOR 35c

**SPECIAL
PAPER DRAPES**

59c a Pair

SPECIAL
1000 Sheet
TOILET TISSUE
2 FOR 25c

Kittay's Champ

The New Modern Boxer Shorts
Size 4 to 16
49c

CHAIR SEATS

For All Size Chairs

25c

Swim Time Lovelies

Catalina

Seamold by Flexees

Sea Gull by Mureel

One and two-piece suits in wool, cotton, rayon, jersey, lastex, gabardine taffetas. All colors including California Handprints. Sizes 32 to 46.

3.⁹⁵ to 18.⁰⁰

Cardigan Jackets

White, Red, Navy or Yellow
Small, Medium, and Large

\$2.95

Short Sets

Blue, Maize, Green, Yellow and Gray

\$2.95 to \$5.95

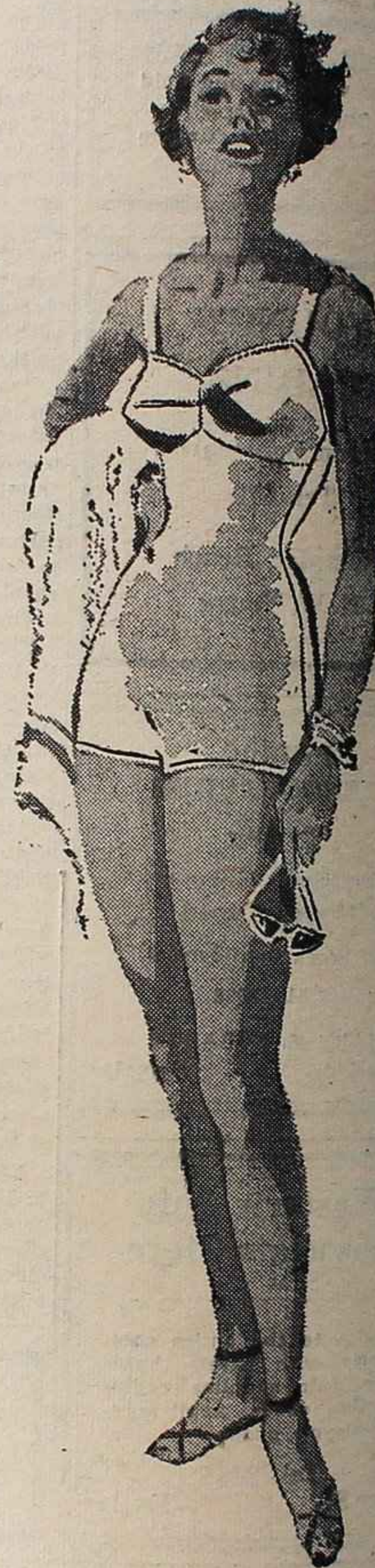
Terry Cloth ROBES

Coachman or Wrap Around Styles.

\$8.95

Shortie Style

\$5.95



George B. French Co.

37 - 41 Market Street

Portsmouth, N. H.

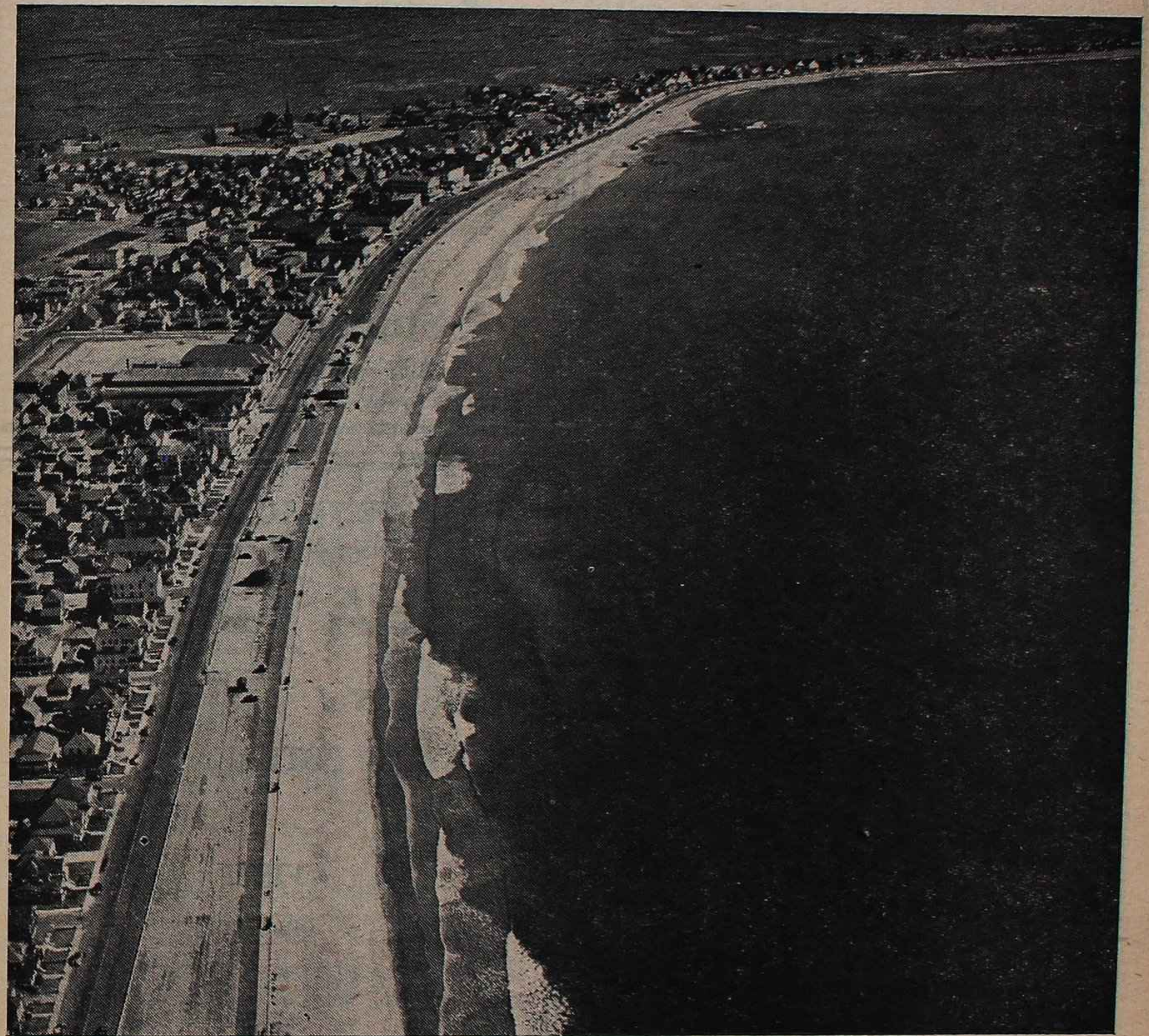
The Beachcomber

VOL. XXIII., NO. 2

Incorporating The
Hampton Beach Advocate

WEDNESDAY, JULY 6, 1949

FREE DISTRIBUTION



Ideal Weather Marks 'Fourth Holiday