

# 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.<sup>95</sup> to 18.<sup>00</sup>**

**Cardigan Jackets**

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

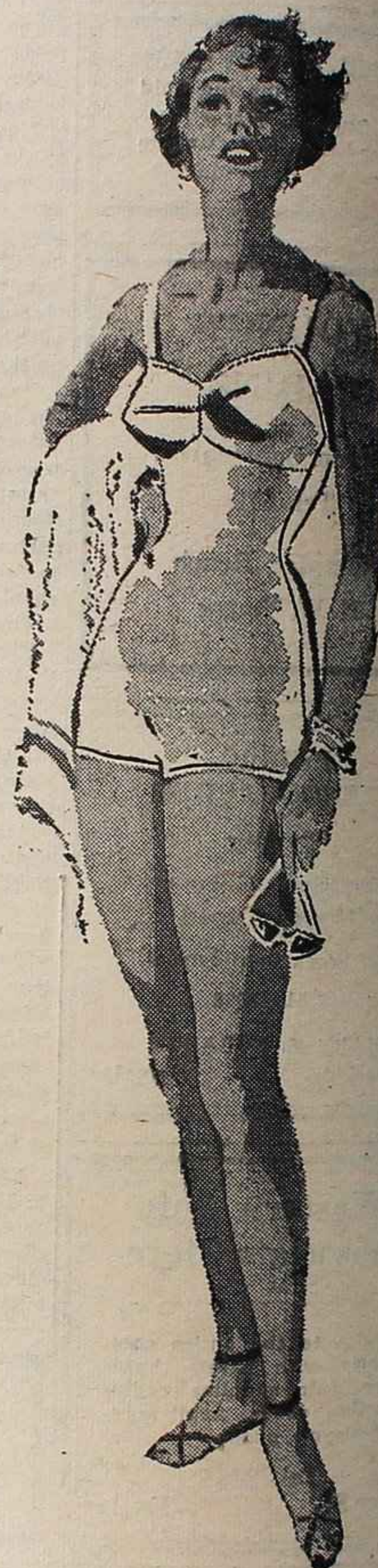
**\$2.95**



**Short Sets**

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**\$2.95 to \$5.95**



**Terry Cloth  
ROBES**

Coachman or Wrap Around  
Styles.

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## George B. French Co.

37 - 41 Market Street

Portsmouth, N. H.

# The Beachcomber

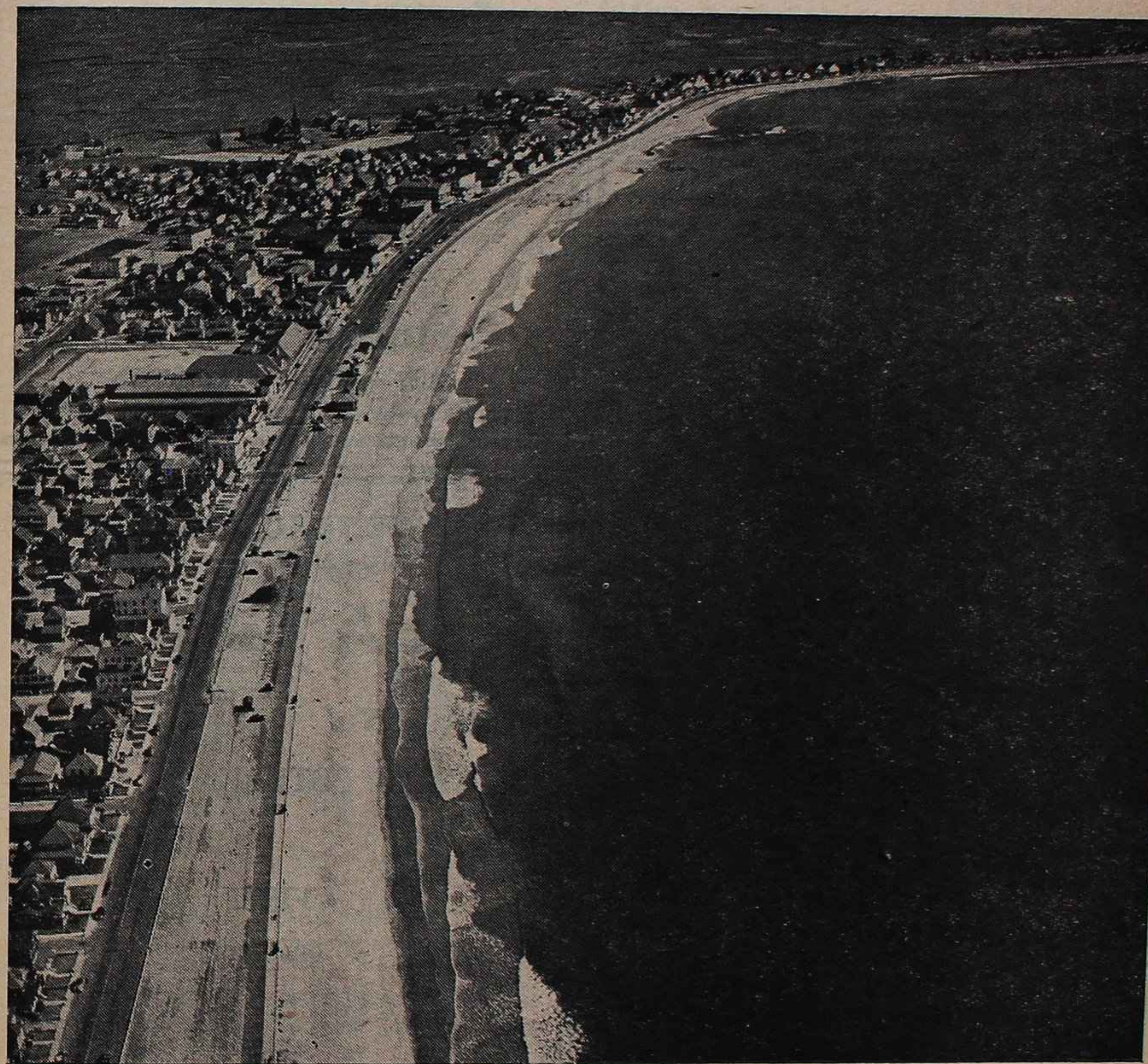


VOL. XXIII., NO. 2

Incorporating The  
Hampton Beach Advocate

WEDNESDAY, JULY 6, 1949

FREE DISTRIBUTION



## Ideal Weather Marks 'Fourth Holiday

**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

**WELCOME TO HAMPTON!**



Quality Vacation Wear  
At Reasonable Prices

**Sturgis Apparel**

MEN — WOMEN — CHILDREN  
Hampton Center Next to First National Store

**MUNSEY'S  
SEA GRILL**

CHICKEN  
STEAK  
SEA FOOD  
VISIT  
OUR NEW

**WAFFLE HOUSE**  
FOR  
BREAKFAST

Boulevard at A Street  
HAMPTON BEACH TEL. 718

The **BEACHCOMBER**

VOL. XXIII., NO. 2

WEDNESDAY, JULY 6, 1949

FREE DISTRIBUTION

**Holiday Weekend Crowd Equals All Record**

**State Fills In  
Bathing Beach**

Due to the efforts of a committee headed by Chamber of Commerce president, Raymond L. Goding, the bathing area has been greatly improved this season.

After contacting Governor Adams personally several times Mr. Goding arranged to have the State fill in and bulldoze several loads of sand to cover the rocks that have been gradually exposed during the past few years, thereby making the beach safer and more comfortable for bathers.

Mr. Goding was assisted by Ralph Harris, Henry Dupuis, John Dineen and Frank Moody.

**C OF C SECRETARY**

**IS RECENT BRIDE**

A recent wedding of interest to many Hampton vacationists took place in Haverhill, Mass., June 29, when Miss Mary Elizabeth Cronin became the bride of Philip Coakley of Norwood, Mass.

Mrs. Coakley was at the information desk in the Chamber of Commerce for several seasons.

With thousands of people seeking relief from one of the longest heat waves New England has ever known, Hampton Beach celebrated one of the safest "Fourth's" in its history, according to Chief of Police John Malek.

Only two minor accidents were reported, neither of which resulted in personal injuries, and with the usual ban on fireworks, only one boy was injured when a firecracker that was tossed over the seawall landed on his chest, as he was lying on the beach, resulting in a 1 1/2" laceration on his face.

According to business men one of the largest holiday crowds in history invaded the beach for the long Fourth of July weekend.

An electric power failure at 8:40 p. m. Saturday night threw the beach into a state of confusion which lasted until nearly midnight when lights were restored.

Many business places were forced to close their doors due to the length of the power shut-down and merchants reported a tremendous loss of business.

Mr. Charles E. Caldwell, manager of the Exeter and Hampton

**HOLIDAY**

(Continued on Page Fifteen)

**U. S. Coast Guard Proposes  
Closing Of Beach Station**

**Bay State Youth  
Wins First Prize  
On Talent Show**

The first Talent Show of the season took place at the bandstand Monday night when seven entries competed for honors.

Winner of the first prize of \$10 was Jack Norwood, 19, of Lawrence, Mass., a guest at the Le-Roy on K street, who sang "Prisoner of Love."

Joseph Roaghan, 25, of Worcester, Mass., who has gained popularity in previous years at the beach, took second prize of \$5 when he sang "Ol Man River," and 15-year-old Mary Empey of Montreal won the third award of \$3 for her piano rendition of Haydn's "Concerto in D Major."

Bill Elliot, the Singing Cop, conducted the program with John Fullford at the piano.

A wave of protest spearheaded by beach residents and fishermen is mounting over the proposed discontinuance of the Hampton Beach lifeboat station by U. S. Coast Guard officials.

Announcement was made Saturday by F. J. Sexton, commander, First Coast Guard District, that a public hearing is to be held Monday, July 11, at 11 a. m., at the North Beach station for consideration of discontinuance of the Hampton Beach life boat station.

The Coast Guard headquarters in Boston said the principal reason for proposed action was the "lack of activity" around the station.

Meanwhile Ray L. Goding, president of the Hampton Beach Chamber of Commerce stated that the organization would do everything in its power to see that the local lifeboat station remained open.

Telegrams have been sent to U. S. COAST GUARD  
(Continued on Page Six)

"Specializing in Hampton Beach Properties for over 15 Years"



**HENRY'S**

**REAL ESTATE AND INSURANCE AGENCY**

Hampton Beach, N. H.

TELEPHONES 588 — 2343 — 2279

**BUY NOW — Your Summer Income Will Reduce the Cost of These Properties!**

8 room. house. on North Shore Boulevard with 4 room apartment, downstairs. A-1 condition. Furnished. Easy terms

\$14,500

Deeded lots on Beach Road 50 x 100 near Ocean Boulevard. Few left at

\$750

Year round house on deeded land, extra lot, very near beach, unfurnished small repairs. Special buy at

\$5,950

13 Room house with 1 car garage on L street. Furnished, in operation. Take over for

\$11,500

2 in 1 year round home and rooming house on L street. Electric hot air heat. 2 stall garage. Beautifully furnished. 8 rooms.

\$10,500

**Largest Real Estate Agency on the New Hampshire Coast**

**Beach Notes**

Among those vacationing at the Standish are Mr. and Mrs. G. E. Youngberg, Needham, Mass., Dr. and Mrs. S. R. Carbelli, Arlington, Mass., Miss Eleanor McLaughlin, Brockton, Mass., Mr. and Mrs. Alton Reynolds, No. Attleboro, Mass., Mr.

and Mrs. Arthur Smart, Haverhill, Mass., Miss Mary C. and Miss Helen Foster, Randolph, Mass., and Mr. and Mrs. Arthur G. Johnson, Gloversville, N. Y.

At the Lawrence House are Mr. and Mrs. O. A. Van Eyck and daughter, Ann, of Saranac Lake, N. Y., Mr. and Mrs. John V. Powell, Malden, Mass., Mrs. Clara Bettey, Manchester; Mr. and Mrs. A. L. McNulty and family of Quincy, Mass., the Misses Gretchen Meier and Catherine Condon, Whitman, Mass., Mr. and Mrs. Frank Sinel, Verdun, Que., Mr. and Mrs. Ralph Coppola, Marlboro, Mass., Mr. and Mrs. J. R. Sproson and Mr. Sproson's mother, Mrs. J. Sproson, of Montreal; the Misses Ann Kaenias, Kiki Jemos and Alice Spico, Manchester; Mr. and Mrs. E. Durand and daughter Muriel, Southbridge, Mass., Mr. and Mrs. W. A. Ready, No. Andover, Mass., Miss Alice J. Carroll, Woburn, Mass., and Miss Louise M. Bercume, Spencer, Mass.

Whitinsville, Mass., is represented at the Fairview by the Misses Eleanor Spratt, Florence Blunt, Peggy and Jane Spratt, Nonie Leonard and Connie Wood; Mr. Edward Brown, Mr. and Mrs. Fred Cowborn, Mr. and Mrs. William Lawson, and Mr. and Mrs. Fred Garnett. Other guests at the Fairview are Mr. and Mrs. F. J. Marshall of Toronto, Mr. and Mrs. Leo Johnson, Baltimore, Md. Mr. and Mrs. A. J. Chartier, Holyoke, Mass., Mr. and Mrs. A. Brassard, also of Holyoke, Mr. and Mrs. Edward Bibeau, Southbridge, Mass., Mr. and Mrs. James F. Leary, Holliston, Mass., Mr. and Mrs. Randolph Cochrane, Providence, R. I., the Misses Arline and Marie Sullivan also of Providence, and Miss Violo Torro and party of Berlin.

Among those spending the Fourth of July week at the Avon are the Misses Evelyn Ray, Beth Alesier, Lila Helskie, all of Brockton, Mass., Kathleen Baker, Fall River, Mass., Pauline Flaherty, New York City, Mr. and Mrs. A. Coates, Springfield, Mass., Mr. and Mrs. Walter Johnson, Worcester, Mass., Shirley Khandjian, Watertown, Mass., Lillian McKertich, Alice Margelan, also of Watertown, the Misses Rosemary L. Connell, Frances Buslow

and Betty Martin, Waterbury, Conn., Virginia M. Smith, Goffstown; Sophia Lysianka, Franklin; Alfred Timas and Josephine and Dolores Timbas, Roxbury, Mass., Julie Prestawa, Manchang, Mass., Patricia Duggan, Whitinsville, Mass., Grace Provazza, Seekonk, Mass., Clair Provazza, Seekonk; Irene Ptah, Pawtucket, R. I., and Ann Bellore, Patricia Whiteley, Patricia and Corine O'Brien and Emma Morse all of Hartford, Conn.

Registered at the Wigwam are Gloria Duquette and Janet Aucoin of Spencer, Mass., Ann Callahan and Stasia T. Lupinski, Danvers, Mass., Virginia Daly and Mary Lavin, Worcester, Mass., Mr. and Mrs. J. F. Foley and sons Bruce and Bobby, also of Worcester, Jane Lougher, Shrewsbury, Mass., Carol Russell, Mr. and Mrs. Richard Rushford, Mr. and Mrs. Raymond Smith, Ruth E. McCarthy, A. Marie McCarthy, Mary C. Kelly, Doris A. Kelliher, Rose Schrovone, all of Worcester; Mr. and Mrs. George W. Branaghan, Attleboro, Mass., Olga Costa and Cleo Costa, Pennacook,

Thomas Dolan, Lowell, Mass., and Lita E. Pavletti, May Dutram, Hilda Benvenuti and Rita Daniels, all of Webster, Mass.

**Silhouettes and Sketches**  
**Lillian G. Clarke**  
Casino veranda, facing stairway  
17 YEARS  
AT HAMPTON BEACH  
Children a Specialty  
Open Day and Evening

**DIRECT BUS**  
Hampton Beach to Boston  
FOR RESERVATIONS  
CALL AT  
**Jackie's Travel Agency**

**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

**Electric REFRIGERATOR**  
**PRICES ARE THE LOWEST IN YEARS**

**Exeter & Hampton Electric Co.**  
TEL. EXETER 5916  
BEACH OFFICE 191 OCEAN BOULEVARD

**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

**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

**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.

**Have You Heard?**

That Ray Goding's recently renovated Kentville hotel is one of the most attractive on the beach?

Who the friends were Ralph stayed with Saturday night?

That Dunfey's new luncheonette is one of the brightest spots on the beach?

Of anyone who wants to buy a sand box?

That Bob and Joe are looking for two cribbage (female) partners?

That Pat and Ann are still two of the cutest girls on the beach?

Whq Joan didn't dance with the "guy what brung her?"

That Ruthie is writing poetry these days?

That Dick's father delivered the keys personally, via the train, so that Dick could drive the car home?

That the owner of the Casino and Olympia theatres, Joe Flynn, and Mrs. Flynn are the proud parents of a daughter, Helen Susan?

That singer, Bill Morrissey, has been "serenading" Betty Johnson over at Rice Lodge?

That Gregg can be seen on his way to or from work almost any time of the day?

That Dick Keville is back on the job at the Olympia?

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

**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

FILMS AT  
**Garland's**

**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

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 CONNOR, Manager

**McGregor Sportswear**

**Wilson Brothers Faultless**

Pajamas

Shirts

Neckwear

Hosiery

Underwear

**Northcool Suits**

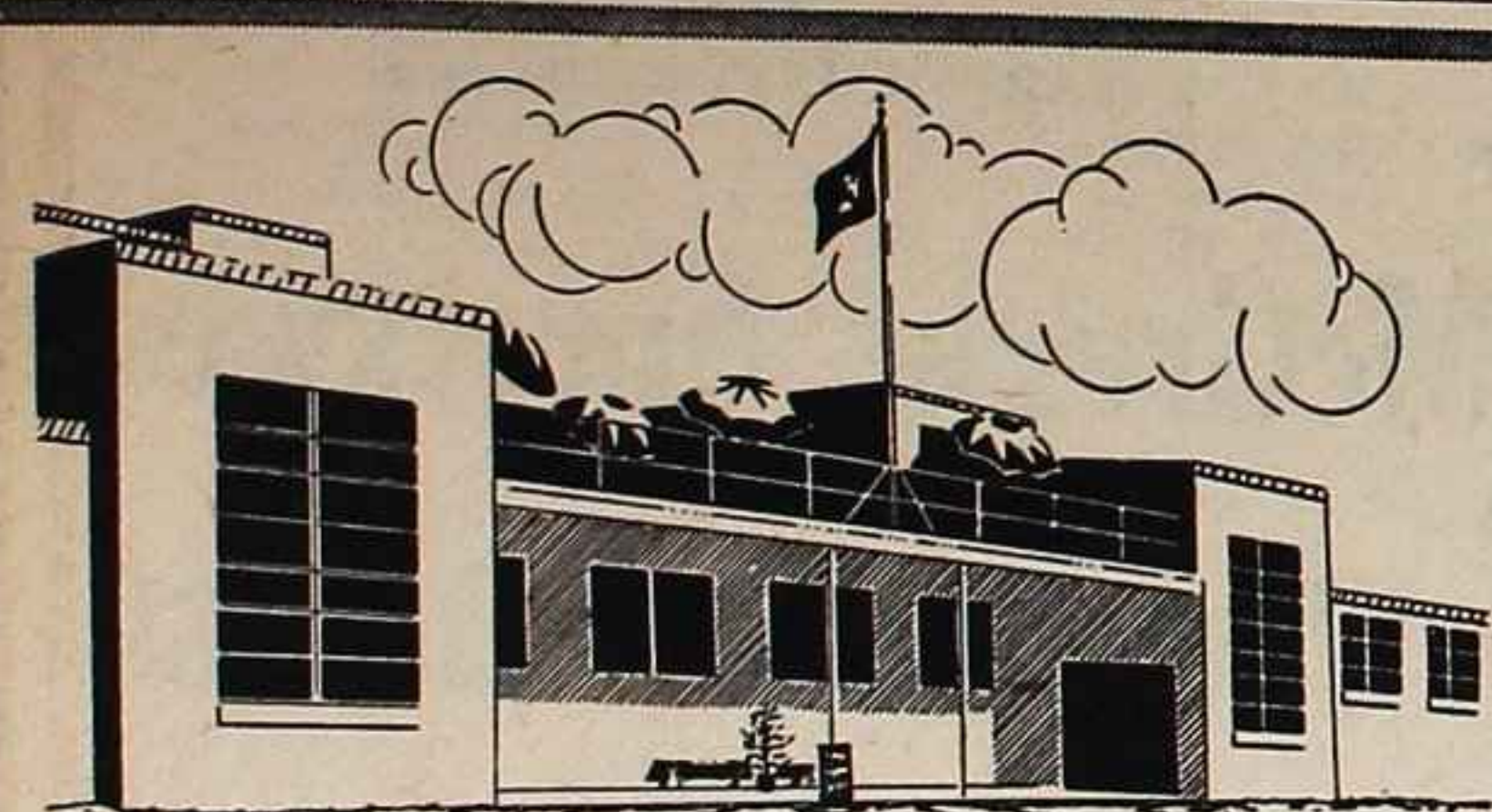
The Tropical that Breathes Fresh Air

**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

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 Sold, Rented or Repaired  
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 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 relaxation, picnic tables and other facilities  
 EXCELLENT SUN AND SURF BATHING

**COAST GUARD —**  
 (Continued from Page Three)

S. Senators Styles Bridges and Charles W. Tobey, and Representative Chester E. Merrow, seeking their assistance in keeping the local station open.

Alvin F. Redden, secretary of the Seacoast Regional association, said he expected the proposed closing would "arouse a storm of protest all along the New Hampshire coast." Mr. Redden said that getting the stations reopened after the war was won with the assistance of New Hampshire congressmen. He contended that instead of cutting down its coast protection the Coast Guard was supposed to increase the strength of its units.

A delegation representing the Chamber of Commerce and the commercial fishermen will attend the hearing Monday which is being held for the purpose of affording all interested parties an opportunity to present their view with respect to the closing.

All interested parties are invited to be present or to be represented at the hearings. Oral statements will be heard, but for accuracy of record, all important facts and arguments should be submitted in writing. Parties unable to appear or to be represented at the hearings may submit written statements to Officer-in-Charge, Hampton Beach Lifeboat Station, Hampton, New Hampshire, before the date of the hearing.

**PSC Grants Gas Company Increased Rates At Beach**

Increased rates for gas consumers at Hampton Beach were allowed this week by the New Hampshire Public Service Commission following a hearing held June 14 at the Beach fire station.

The decision of the PSC, however, was not all bad news for beach consumers, since it modified a previous order which restricted the General Gas Service rates to the towns of Exeter and Hampton. Henceforth the same rates will be available to users of gas at Hampton and Seabrook beaches.

Earlier in the spring at a hearing in Concord, the PSC granted the Allied New Hampshire Gas Company's request for an increase in rates throughout this area with the exception of the General Service Seasonal rate for the Exeter division which includes Hampton Beach.

At the second hearing requested by representatives of the Chamber of Commerce held June 14 at the fire station, opposition to the increase in rates was voiced by Precinct Commissioner Charles F. Butler.

Commissioner Butler led the attack on the seasonal rate which applied only to beach consumers, claiming that the utility was discriminatory in its rate schedule.

The supplemental report issued this week by the Public Service Commission as a result of the June 14th hearing is as follows:

"Our report of April 15, 1949, with its accompanying Order No. 5478, authorized the Allied New Hampshire Gas Company to put into effect with all meter readings taken on or after April 15, 1949, certain new and increased rates for gas service.

"At a hearing on the Company's rate filing, held on December 15, 1948, representatives of Hampton Beach interests asked that action

with respect to the Company's proposed General Service Seasonal Rates be deferred until such time as Hampton Beach business men, then not in this section, could be heard. This request was granted, and a continued hearing was held on these proposed rates on June 14, 1949, at Hampton Beach.

**GAS**

(Continued on Page Ten)

FILMS AT  
**Garland's**

**Bella's Market**  
 GROCERIES  
 VEGETABLES  
 BAKERY GOODS  
 MEATS . . .  
 FROZEN FOODS

Bld. Between J & K Streets

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

Join the Letter Contest Today!

**GUYON'S SERVICE STATION**  
 BOAR'S HEAD HAMPTON BEACH  
 Complete Automotive Service



**Belmont Girl Wins Prize For Letter In First Week's Contest**

The prize winning letter in the first week of the Beachcomber's letter contest on, "Why I Spend My Vacation at Hampton Beach," was written by Audrey "Sandy" Murphy of 35 Trapelo road, Belmont, Mass., who wins one of the valuable merchandise prizes offered by Hampton Beach merchants.

Miss Murphy's interesting letter which won in a close decision over that of Mrs. Josephine Keefe of Lowell, Mass., follows:

Contest Editor:  
 Ask most any boy or girl on the beach why they continue to spend

their vacations at Hampton Beach, and they will no doubt look at you aghast, and hurriedly refer you to "Digger O'Dell." Why, you haven't lived until you have spent a summer at New England's favorite resort, and the proof positive is the fact that once you have vacationed at Happy Hampton, you are completely aware that life can be beautiful.

The entirety of my twenty one years has been spent at Hampton Beach, and I unhesitatingly state that no amount of money would suffice for all the fun and wonderful memories of my summers at Hampton Beach. Young and old alike find enjoyment on the sandy shores and in the refreshingly cold water. The many shops and stores accommodate every whim and desire. If you are in the mood to dine out for a change, you are in for a sure treat, for here too the many hotels and restaurants are able to sate your appetite. Perhaps you would prefer to stroll along the newly constructed boardwalk, watch the fireworks, listen to the band concert, or visit the Penny Arcade. The younger set finds many an enjoyable evening while dancing at the beautiful

Join the Letter Contest Today

**The Remnant Shop**  
 Embroidered Pique  
 36" wide - ass't. colors  
 Reg \$1.98 - sale price \$.98 yd.  
 Combed Broadcloth  
 with gold stripe  
 reg. \$2.98 - sale price \$1.10 yd.  
 Percale \$.19 and up  
 Mrs. L. A. Smith  
 SURFSIDE PARK  
 OFF WINNACUNNET RD.

Casino Ballroom. In brief, Bill Elliot sums it all up when he sings the popular Hampton Beach song—  
 "Whenever you go in the day or the night  
 Everything there is just bound to be right.  
 So let's all go down to Hampton Beach  
 Let's go — go — go."  
 Sincerely,  
 Sandy Murphy

P.S. This is why I spend my vacation at Happy Hampton.  
 The letter contest is open to anyone who spends their vacation at Hampton Beach. Consult the rules as printed elsewhere in this paper and send in your letter today!

Join the Letter Contest Today

**HYMN SINGS EVERY THURSDAY AT BEACH**  
 There will be Thursday night "Hymn Sings" starting Thursday, July 14, 8 p. m., at the Hampton Beach Community church, Marsh avenue and D street, every week with the Graniteers Male quartet assisting.  
 Everyone is invited who enjoys singing hymns.

**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



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

**NOW**

**Genuine Printed Sheer Bemberg DRESSES**

SIZES 12 to 44

**\$3.55**

REGULARLY \$5.00

**LINCOLN STORES**

Pleasant Street

Open Friday Till 9 P. M.

Newburyport

### Enter The Letter Contest Today!

Everyone is urged to join the Beachcomber's letter contest on "Why I spend My Vacation at

Hampton Beach," today. The following rules apply:

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: Contest 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

The North Shore's New Luxury Theatre

# The PORT

NEWBURYPORT Phone 2287

Air Conditioned Comfort  
Every Seat a Cool Retreat

Entire Week  
Starting Friday - July 8

Warner Bros. Brand New  
Laugh Hit!  
An Ocean of Fun . . .  
Beachful of Beauties . . .  
Happier Than A Dozen  
Vacations!

"THE GIRL FROM  
JONES BEACH"  
Ronald Virginia Eddie  
Reagan Mayo Bracken

News - Cartoon - Travelogue

Applications Accepted for  
weekly mailing list of  
coming attractions!



# IOKA

DIAL 2271

Theatre EXETER

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

Friday - Saturday July 8 - 9  
WILLIAM GARGAN — VIRGINIA WELLES  
"DYNAMITE"  
CHARLES STARRETT — SMILEY BURNETTE  
"EL DORADO PASS"  
Continuous Show Saturday

Children's Show Saturday 1 P. M.  
LAUREL & HARDY  
"SONS OF THE DESERT"

Sunday, Monday July 10 - 11  
MARJORIE MAIN — PERCY KILBRIDE  
"MA AND PA KETTLE"  
Continuous Show Sunday

Tuesday - Wednesday - Thursday July 12 - 14  
RAY MILLAND — JEAN PETERS  
"IT HAPPENS EVERY SPRING"

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 a merchandise certificate, exchangeable at the beach stores.
10. You may enter as often as you wish until your letter is published. No winning participant will be considered in another contest in this series.

### A PARTIAL LIST OF CONTEST PRIZES

Elizabeth Dining Room, J St., dinner for 2 from 5 to 7; Smith & Gilmore, fishing trip for 2; A. K. Chase, speedboat ride for 2; Ferncroft Alleys, 5 strings for 2; Ferncroft Taxi, trans. for 2 from beach to depot; Ferncroft, bicycle ride for 2.

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

West Newbury  
SUMMER  
THEATRE  
Rt. 113 Between Haverhill and  
Newburyport  
Last 3 Times - Thurs., Fri., Sat.  
"THE HEIRESS"

Opening Mon., July 11  
—Through Sat., July 16—  
"FOR LOVE OR MONEY"  
—Delightful Comedy—  
Matinee Wednesday  
Phone—West Newbury 160

LET'S GO!  
**FROLIGS**  
SALISBURY BEACH, MASS.  
WATCH FOR OUR  
HEADLINE ACTS  
Each Week  
OPEN SUNDAYS  
TEL. NEWBURYPORT 250  
BIGGEST, MOST MODERN NITE SPOT IN NEW ENGLAND

### The Cover

The white sands of Hampton Beach were far more crowded over the past weekend than they appear in the cover picture of this week's issue taken earlier in the season. The air view shot by George Hagoepan graphically illustrates the beautiful strip of bathing beach extending the length of Happy Hampton with the cool, blue Atlantic lapping the shore line.

USE  
**GARLAND'S**  
ICE CUBES

**STRAND**  
AMESBURY

Thurs. to Sat. July 7 - 9  
William Holden-William Bendix  
"STREETS OF LAREDO"  
in technicolor  
2nd Smash Hit  
George Raft - Marie Windsor  
"OUT POST TO MOROCCO"

Sun., - Tues. July 10-12  
A True Story  
From the Secret Service Files  
"THE UNDERCOVER MAN"  
starring  
Glenn Ford  
also on the same program  
Linda Darnell - Rex Harrison  
"Unfaithfully Yours"

Wed. thru Sat. July 13-16  
Randolph Scott - Jane Wyatt  
"CANADIAN PACIFIC"  
color by cinecolor  
and  
Dan Dailey - Celeste Holm  
"CHICKEN EVERY SUNDAY"

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 Nbyport 919

Now Playing, Ends Sat. July 9  
The Season's Greatest True  
Love Story  
James Stewart - June Allyson  
"THE STRATTON STORY"

Sun. - Tues. July 10-12  
Photo-Play Magazine says  
"The Year's Outstanding Action Film"  
"EL PASO"  
with  
John Wayne - Gail Russell  
Sterling Hayden - Dick Foran  
George "Gabby" Hayes  
plus  
Maureen O'Hara  
Melvyn Douglas  
"A WOMAN'S SECRET"

Starts Wed. July 13  
Giant Gorilla - A Powder Keg  
Pet of Night Club Society  
"MIGHTY JOE YOUNG"  
A Strange Story of a Girl and  
a Gorilla  
Also  
Tom Brown  
"DUKE OF CHICAGO"

**OLYMPIA**  
THEATRE  
HAMPTON BEACH - SHOWS 230-715-9

Fri., Sat. July 8 - 9  
JEANNE CRAIN — GEORGE SANDERS  
"THE FAN"

Sun., Mon., Tues. July 10 - 12  
"THE DIRSY-DOODLE DANDY OF THE YEAR!"  
RAY MILLAND  
JEAN PETERS  
PAUL DOUGLAS

IT HAPPENS EVERY  
SPRING 20  
Directed by LLOYD BACON • Produced by WILLIAM PERLBERG

Wed., Thurs. July 13 - 14  
BETTY GRABLE  
"Beautiful Blonde from Bashful Bend"

### TOP COMEDY PLAYING AT WEST NEWBURY

Drenched to the skin and shaking with hysterics, a native young dental receptionist invades the Long Island residence of Broadway's top matinee idol—and the laughs begin in "For Love or Money," the West Newbury Summer Theatre's 1949 comedy successor to "John Loves Mary." Starring the rising young Broadway actress, Kathleen McGuire, opposite Edwin Christie and Van Williams, "For Love or Money," will run through the week of July 11th at the West Newbury Summer Theatre, with a matinee presentation, Wednesday.

It's more hilarious fun from F. Hugh Herbert, the author of "Kiss and Tell," as young "Janet Blake" seeks shelter from a storm, only to find a new storm brewing in actor "Preston Mitchell's leading lady, and a storm of protest from the outraged neighbors.

Direction will be by Boris Marshalov. A matinee presentation will be given Wednesday afternoon at 2:40.

### SUMMER PREACHERS AT UNION CHAPEL

The list of summer preachers at Union Chapel, Little Boar's Head is as follows:

USE  
**GARLAND'S**  
ICE CUBES

list of summer preachers is as follows:

- Sept. 4, Rev. Herbert Hitchen, D.D., West Newton, Mass.
- Join the Letter Contest Today!
- July 10, Rev. Dana McLean Greeley, Boston, Mass.
- 17, Rev. Morrison Russell Boynton, D.D., Newton, Mass.
- 24, Rev. Wallace Witmer Anderson, D.D., Portland, Me.
- 31, Rev. Vaughan Dabney, D.D., Newton, Mass.
- Aug 7, Rev. Dan Huntington Fenn, Boston, Mass.
- 14, Rev. Douglas Horton, D.D., New York, N. Y.
- 21, Rev. William Weston Patton, D.D., New York, N. Y.
- 28, Rev. Joseph C. MacDonald, Waban, Mass.

Join the Letter Contest Today

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

Week of July 8 - 13  
"THE PHILADELPHIA STORY"  
Starring Peggy Loft, Mahlon Naill and George Blake  
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.  
NO SHOW TUES. AND THURS.

**CASINO**  
THEATRE  
HAMPTON BEACH - SHOWS 230-715-9

Thurs., Fri., Sat. July 7 - 8 - 9  
IF YOU THOUGHT "THE PALEFACE" WAS FUNNY

Wait'll you see this HONEY!  
Hope... with a horse who needs psychoanalyzing... and two cute dolls...  
Paramount Presents  
**BOB HOPE**  
**JUCILLE BALL**  
in Damon Runyon's  
**"SORROWFUL JONES"**  
with BRUCE THOMAS  
WILLIAM DEMAREST-CABOT-GOMEZ  
and introducing  
MARY JANE SAUNDERS  
Powered narrated by WALTER WINCHELL  
who need a lot of lovin'!  
In Damon Runyon's comedy classic!

Sun., Mon. July 10 - 11  
DOROTHY LAMOUR — DAN DURYEA  
"MANHANDLED"

Tues., Wed. July 12 - 13  
LARAIN DAY  
"MY DEAR SECRETARY"

### New Bridge To Be Open This Summer

Superintendent John F. Kinter announced this week that the toll bridge over Hampton river, connecting Hampton and Seabrook, will be open for travel in the middle or late summer.

With the concrete laid on the

roadway, the machinery for the draw is now being installed and the toll house is practically finished.

The general contractor on the project is the Phenix Bridge corporation of Phenixville, Pa., with the concrete subcontract being handled by the Berke-Moore Co., Bocton, Mass.

### Suffers Injuries In Swim Accident

Daniel Marino of East Boston suffered back injuries Monday afternoon when he dove into the water and struck his head on the sandy bottom. He was brought to the police station on a stretcher where he was given first-aid. Dr. Roger N. Blake was called.

Chief of Police Malek and several of his officers were called to the scene of the accident.

Join the Letter Contest Today!

**"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.

**NOW OPEN New Yarn Shop**  
HILLCREST HOTEL  
Ocean Boulevard at H Street  
BOTANY — FLEISHER — SPINNERIN  
COMPLETE STOCK OF KNITTING SUPPLIES  
Films, Cameras, Developing and Printing  
24 Hour Cleaning and Pressing Service - Men's Shirts a Specialty

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.

### GAS —

(Continued from Page Six)

"At the hearing in Hampton Beach the Company submitted again that part of the testimony and exhibits relating to its Exeter Division, that it presented at the earlier hearing. This evidence was discussed in our original report in this proceeding and there appears to be nothing to be gained by repeating it herein. The time lapse between the two hearings had allowed the Company an opportunity to submit at the Hampton Beach hearing, figures showing actual operating results for the year 1946, for comparison with the figures submitted at the earlier hearing, which were for seven months actual, and five months estimated, for 1948. The actual results showed an operating income for 1946 (before Federal Income Taxes) of \$2,714, less than the estimate for the same period.

"Protestants at the Hampton Beach hearing represented that they were desirous that the Company's service continue to be available at the Beach, but were fearful that the rates proposed would cause the loss of present Company customers to tank gas service to such an extent that the Company might eventually have to give up its Hampton Beach service. This objection is dismissed by the Commission on the grounds that it is a calculated risk which the Company has elected to take, a decision of management with which this Commission feels it has no right to interfere.

"Some objection was presented to the prepayment feature of the Company's service prevailing at the Beach, but protestants were apparently satisfied with the Company's explanation that this type of service was introduced at the request of, and for the protection of, landlords of leased property.

"The only other specific objection offered to the proposed rates was that there was an apparent discrimination against Hampton Beach in that the rate for General Gas Service was available to the Towns of Exeter and Hampton, but was not available to Hampton Beach. This protest was satisfactorily adjusted by the Company's offer to make this class of service available to Hampton Beach.

"Our order authorizing the rates as filed by the Company, and making rates for General Gas Service available to Hampton Beach, will issue accordingly."

Edgar H. Hunter,  
Edward R. Thornton,  
Harold L. Barnard,  
Commissioners.

**HAMPTON CENTER BARBER SHOP**  
Year 'Round Expert Service  
Next to the A & P Store

**Grand View Beauty Salon**  
Located At Grand View  
353 Ocean Blvd. Hampton Beach  
Open Every Day  
Sun. & Eves. by Appt.  
Tel. 2186

FILMS AT  
**Garland's**

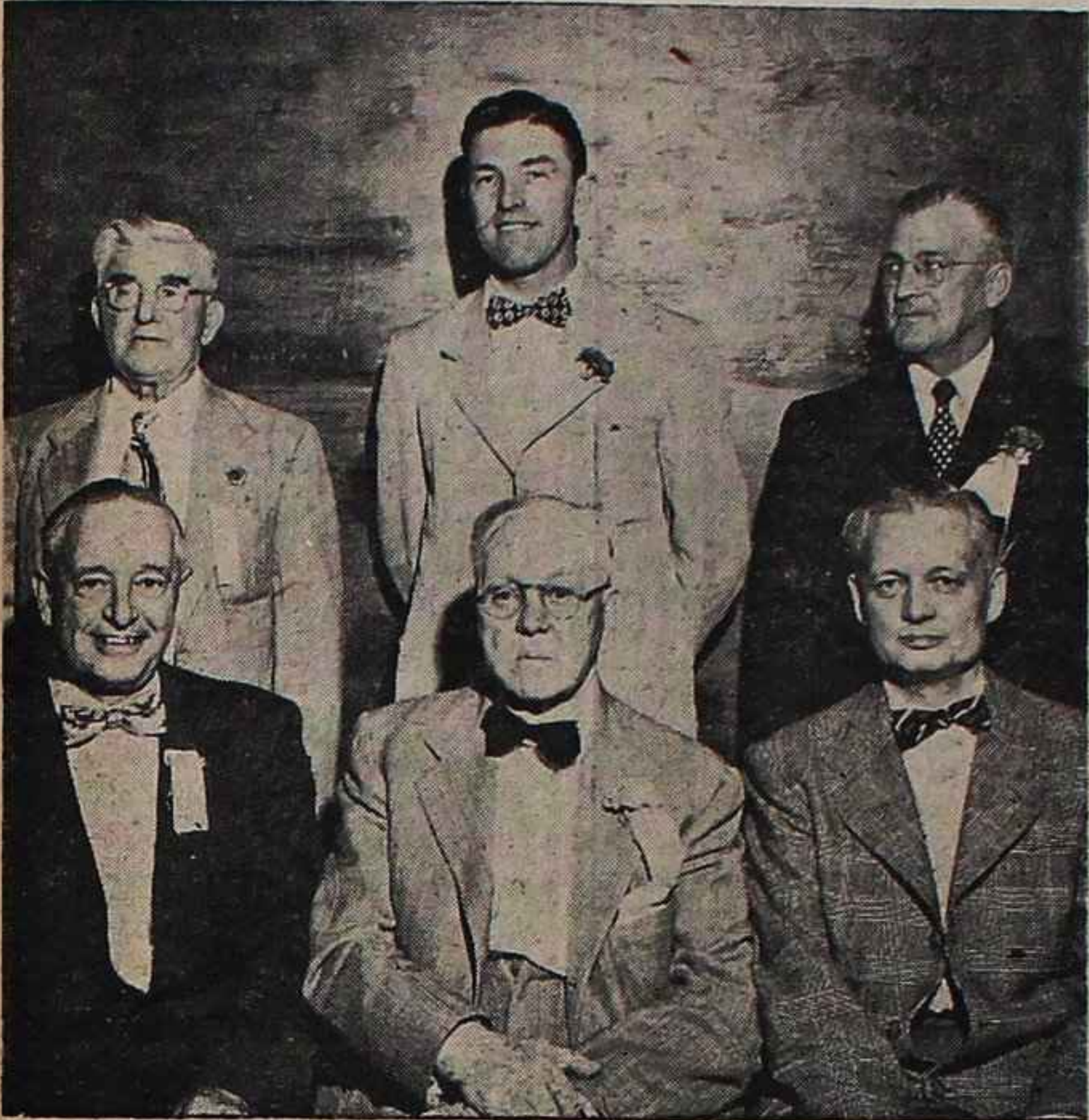
COMPLETE  
Bookkeeping Service  
PAYROLLS — TAX REPORTS  
STATEMENTS

Seacoast  
Business Service  
Martin E. Gunther Tel. 2382  
Hunter Bldg. Hampton, NH

**BENDIX SELF-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.

**ALLIED N. H. GAS CO.**  
Ranges  
Water Heaters  
Servel Refrigerators  
"The Clean Fuel"  
Exeter, N. H. Phone 2111  
Beach Office  
Marsh Avenue  
Tel. 401

### Prominent At Beach Banquet



Prominent officials attending the annual banquet of the Hampton Beach Precinct and Chamber of Commerce are: Front row, left to right, Ray L. Goding, president of Chamber of Commerce, Col. George Ashworth, Precinct Commissioner; Sherman Adams, Governor of State of New Hampshire. Back row, left to right, Edmund Langley, Sr., banquet co-chairman; Executive Councilor Cornelius J. Toomey, Lawrence, Mass.; Precinct Commissioner Charles F. Butler, banquet co-chairman.  
Photo by Hagoplan

### Local Lions Club To Hold Tag Day

On Saturday, July 9, the Hampton Lion's Club will conduct its third annual Tag Day. This drive will benefit the Sight Conservation and Blind Fund. The Lions will sell tags in both the town and at the beach. A house to house canvas will also be made. All monies collected will be placed in the Blind Fund for use for some one who is unable to raise necessary funds for eye operations or similar eye treatment.

Noel Salomon, chairman of this year's drive, is aided by Gene Trenchholm, Fred J. Rice, Marsh Trafton, Don Murray, Joe Pelligrino, Tom Waldron, J. Walter Hollis, J. William Regan and Ralph Moulton, Jr. This committee will have charge of the donations from merchants

and the house to house canvas. Cards will be given to the merchants donating, stating that they have supported the Lions Club Tag Day.

Be home when a fund solicitor calls—your donation will be appreciated whether large or small. The funds collected will be used to help some youngster whose eyesight isn't as good as our own . . . You may send your donations to the Blind Fund, Box 26 Hampton. Remember the two most precious things you have are your eyes. Give a little to help someone whose eyes need help.

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

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

### High Tides

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

THURSDAY	8:45 am	7.9
	9:00 pm	9.6
FRIDAY	9:45 am	8.0
	10:00 pm	9.7
SATURDAY	10:30 am	8.0
	10:45 pm	9.7
SUNDAY	11:30 am	9.1
	11:30 pm	9.6
MONDAY		
	12:15 pm	8.0
TUESDAY	12:15 am	9.4
	1:00 pm	8.0
WEDNESDAY	1:00 am	9.1
	1:45 pm	7.9

### Boardwalk Brevities

The early morning scene along the boardwalk and North Shore: tousled, rumpled boys arising from a night in "airy accommodations, directly on the ocean" . . . feet hanging out of car windows, and in the Salisbury beach square, those who preferred a more country-like atmosphere, reclining on the grass under a convenient tree . . . former manager of the Olympia theater, Tim Sheehan, en route to Hartford from N. Y., enjoying the coolness of the lounge at the Ocean Wave with attractive Connie Lynch of

Lawrence . . . everyone there enjoying the piano interpretations of Phil Coyne who dropped in for an hour with his date . . . Marilyn Saunders losing a bet and walking into the briny fully clothed . . . George Ryan strolling in very attractive company . . . Pete Flynn almost losing a leg as well as an eye when the blond in the pink bathing suit went by as he crossed the boulevard . . . John Dineen taking time out from Casino duties to take a dip in a large wave . . . Bill Jones and Joe Spratt demonstrating the rhumba to a very attentive female audience . . . the chorus of "ohs" and "ahs" every time the lights came on for a second or two during the power failure.

**IT'S THE FOOD**

**MAHONEY'S LUNCH**

"As Famous As the Beach Itself"

OCEAN BOULEVARD AT B STREET

Tel. 2103 Hampton Beach, N. H.

Join the Letter Contest Today!

USE  
**GARLAND'S**  
ICE CUBES

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

*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.

### INFORMATION GUIDE

**CHURCH SERVICES**

Community Church (Protestant)  
D Street

The Graniteers Male Quartet of Hampton will render two selections during the morning service. Mrs. Wayne Bowie of Hampton will be the organist. The Graniteers will assist in a Thursday night song fest, July 7, all the old favorites.

**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: George H. Sumner, Chairman; Elroy G. Shaw, Harry D. Munsey. 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, James W. Tucker, Jr., Charles F. Butler. Treasurer, Roland Bragg. Chamber of Commerce: President, Raymond L. Goding; Vice President, John Walsh; Treasurer, Ralph T. Harris; Secretary, Loreta 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.

### Beach Notes

Guests at the Ocean House include Mr. and Mrs. Harmon H. Wheeler, No. Brookfield, Mass., Christine G. Spillane, E. Braintree, Mass., Russell L. Soule, Jr., Bridgewater, Mass., the Misses Mary and Helen Damais, Southbridge, Mass., Mrs. Thomas F. McGovern and mother and daughter of Worcester, Mass., Ruth Pecord and Lillian Lamagdelaine, So. Hadley Falls Mass., the Misses Betty Richardson and Lorraine Luneau, Manchester; Dorothy Rivard, Margaret M. Bruno and Ada McLagon, North Adams, Mass., Mrs. John Wholey and Carol Letoyle, Haverhill, Mass., Gabriello Gingras and Rita B. Bourgeois, Lowell, Mass., Mr. and Mrs. Clarence E. Kies, Manchester; the Misses Jeannette Halde, Loraine Halde, Estelle Labonte and Constance Gadbois also of Manchester; Mr. and Mrs. Joseph Barredo, Torrington, Conn., Mrs. Annie Richardson and Mrs. Crowley, Manchester; and Miss Agnes Brady, Pawtucket, R. I. Vacationists at the Dudley hotel are Miss Mary Klueher, Jamaica Plain, Mass., Mr. and Mrs. Henry Hallos, Glastonbury, Conn., Mr. and Mrs. Norman George, Woonsocket, R. I., William McNally, Southbridge, Mass., Mr. and Mrs. Harry Downs, Laconia; Paul Gregoire and Roger Caouette, Manchester; Mr. and Mrs. Wilfred H. Lagacy, Dover; Mr. and Mrs. Fred Barnes, Winchendon, Mass., Mr. and Mrs. Wilson Theromy, also of Winchendon, Miss Alice E. Henderson and mother of Wilmington, Mass., Mr. and Mrs. William Payeur, Dover; Mr. and Mrs. Bernard Godlewski, North Hampton, Mass., Anthony D. Sacca-vado, Boston, Mass., James J. Olive, Hyde Park, Mass., Mr. and Mrs. F. Devine, Worcester, Mass., and Mr. and Mrs. A. T. Lynch and two daughters of Pawtucket, R. I.

Join the Letter Contest Today!

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

**FOOD SALE**  
**CASINO PIAZZA**  
Hampton Beach  
Saturday, July 9, 11:00 am

sponsored by  
**Catholic Women's Club**

*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

USE  
**GARLAND'S**  
ICE CUBES

**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.

### GIFT SHOP

Visit Our New  
**Beach Wear and Sun Wear**  
Department

Featuring

*Jantzen*

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

**Bay State Youths Injured Monday In Cycle Crash**

Joseph W. Millet, 16 years old, of Amesbury, operator of a motorcycle, and his rider, Louis Bibaud, also of Amesbury, were injured Monday evening at 11:53 p. m. when their motorcycle, going west on Winnacunnet road, failed to make the curve at Elmwood corner and struck a tree. The pair were taken to the Amesbury hospital by the Sturgis ambulance. According to police, Bibaud was placed on the danger list with head injuries and a broken collarbone. Millet received burns on the chest and legs from the hot motor and several bruises. He was treated for shock, but was to

have been released from the hospital Tuesday. Chief of Police Malek and officer John Marston are investigating the accident.

In spite of the heavy amount of northbound and southbound traffic along the highway and to the beach over the weekend, only one small traffic accident was reported. Three cars were involved in a rear end collision with such small damage that, according to the police, no action was taken.

**Beach Notes**

Several calls were responded to by firemen and apparatus over the holiday weekend, with the "Mile Bridge" calls coming in for its usual share. Fires were as follows: July 2nd, 5:35 p. m., Mile Bridge; 6:09 p. m. flooded oil burner on Exeter avenue; 10:09 p. m., Mile Bridge; July 3, 6:25 p. m., Mile Bridge; 9:16 p. m., grass fire on Church street, caused by fireworks; 11:45 p. m., false alarm at the Bradford Shoe Co.; July 4th, 2:13 a. m., Mile Bridge; 9:35 a. m., grass fire at Brown's Bridge; 1:54 p. m., grass fire on Ocean Boulevard; July 5th, 8:10 a. m., auto fire in the Hampton Beach Casino parking lot. There was no serious damage at any of the calls answered.

Join the Letter Contest Today!

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

**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**

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

**HAMPTONS' LIONS CLUB**  
3rd ANNUAL  
**TAG DAY**  
SAT., JULY 9th  
Benefit of  
Sight Conservation and **BLIND FUND**

FILMS AT  
**Garland's**

**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

**Speedboat Rides**  
75c  
**SMITH & GILMORE**  
Fishing Pier  
Hampton Beach  
**AL CHASE**  
SPORTS CENTER

**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

CALL HAMPTON 2038  
Tobey & Merrill Insurance  
HAMPTON CENTER  
Hampton Co-operative Bank  
HAMPTON CENTER

**MOVIE CLOCK**  
Starting Times For Features At The Theatres

**HAMPTON —**  
Fri., Sat., Undercover Man, 7:15 9:03. Last complete show 8:40.  
Sun., Mon., Enchantment, 7:00 9:00. Last complete show 8:45.  
Wed., Thurs., Rachel & The Stranger, 7:15 9:03. Last complete show 8:48.

**STRAND, NBYPT. —**  
Tues., Fri., The Stratton Story, 2:32 6:30 8:47. Sat., The Stratton Story, 2:02 4:22 6:39 8:59. Sun., El Paso, 2:01 5:23 8:45. A Woman's Secret, 3:42 7:04. Mon., Tues., A Woman's Secret, 1:45 7:08. El Paso 3:18 8:41.

**COLONIAL —**  
Fri., The Crooked Way, Mat. 2:35; Eve. 7:05 9:10. Sat., The Crooked Way, 2:45 4:50 6:55 9:00. Sun., Home Of The Brave, 2:40 4:45 6:45 8:50. Mon., Tues., Wed., Home Of The Brave, Mat. 2:30; Eve. 7:00 9:00.

**STRAND, AMES. —**  
Thurs., Sat., Streets Of Laredo, 3:36 6:20 9:28. Out Post To Morocco, 2:00 7:56. Sun., Unfaithfully Yours, 1:20 4:34 7:44. Undercover Man, 3:09 6:19 9:33. Mon., Tues., Unfaithfully Yours 1:45 7:00. Undercover Man, 3:34 8:59. Wed., Thurs., Fri., Sat., Chicken Every Sunday, 2:00 7:54. Canadian Pacific, 3:38 6:15 9:28.

**PORT, NBYPT. —**  
Tues., Wed., Thurs., Fountainhead 2:20 6:30 8:50. Fri., Girl From Jones Beach, 2:35 7:00 9:05. Sat., Sun., Girl From Jones Beach, 2:25 4:35 6:50 9:05. Mon., Tues., Wed., Thurs., Girl From Jones Beach, 2:35 7:00 9:05.

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

Electric company stated today that company officials were conducting an investigation of the power failure and would make a full report as soon as possible. First investigation revealed that the interruption of service was due to overloaded circuits which took on a 50 percent load increase between Friday and Saturday nights.

Electric company crews worked all day Sunday rebalancing circuit loads and the utility official stated that there is no reason to anticipate any further trouble.

Mr. Caldwell reported that the long delay in restoring power to the business area at the beach was caused by the traffic jams which hindered company trucks in moving about the area to check power lines.

It was nearly midnight before lights were restored to all sections of the beach and business conditions restored to normal.

With 40 cases of heat prostration at the First Aid room Sunday, only 8 required medical attention and there was just one swimming accident when Daniel Marino of East Boston suffered head injuries after diving into a breaker. He was attended by Dr. R. N. Blake.

Chief Malek also stated that there were less arrests for drunkenness than at any time during the past two years.

**HAVE YOU HEARD?**  
Why Jane refuses to have her hair cut?

**Handwriting Analysis**  
by Professor Perrin  
Come and get a scientific **CHARACTER CHART**  
Located on Boulevard next to Ocean Inn

**SHIRT SALE**  
Famous Brands  
Men's Shirts  
and Sport Shirts  
\$3.65 Values  
\$1.95  
Swim Trunks  
McGREGOR \$2.50 and JANTZEN \$8.95  
to  
**Elander & Swanton**  
INCORPORATED  
Andover, Mass. Exeter, N. H.



**SPECIAL**  
Extraordinary Purchase



Exclusively at FRENCH'S

at this low price!

SHAR-ELLE

BUR-MIL RAYON CREPE

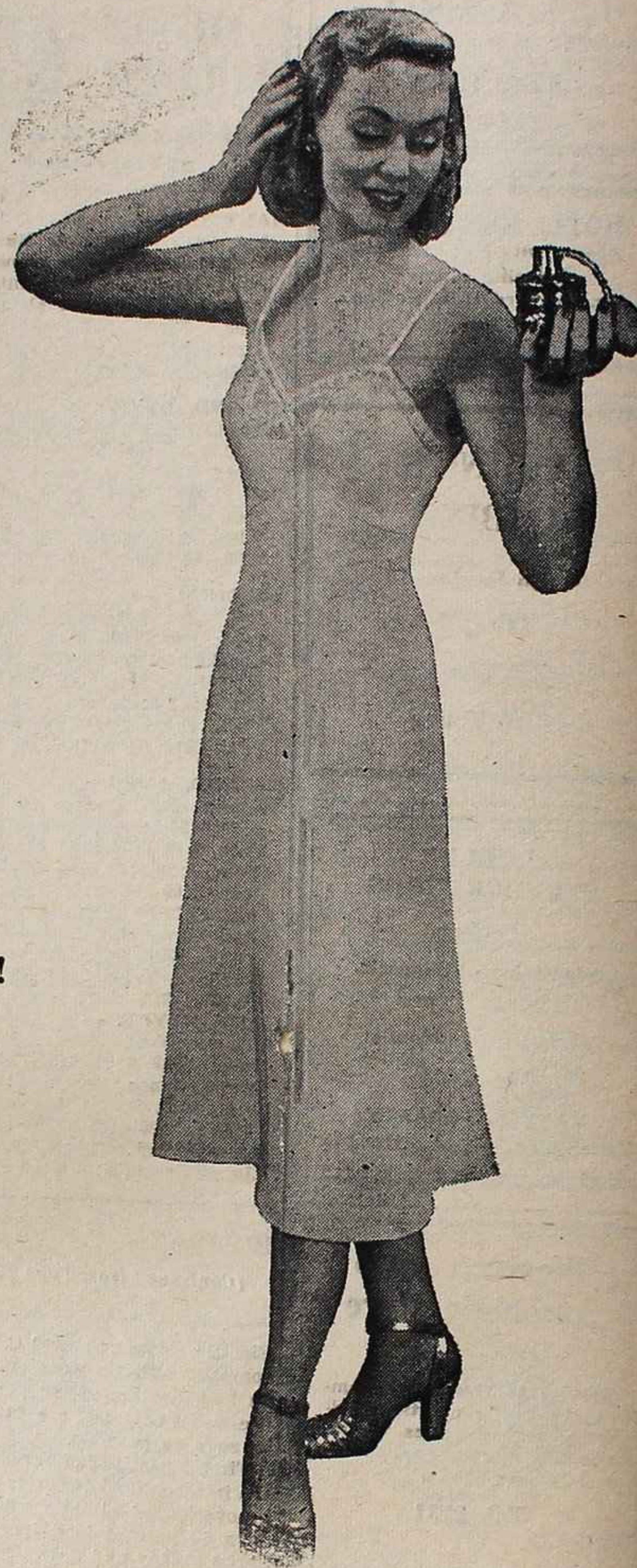
**LUXURY  
SLIPS**

In The Style of Your Choice —  
Tailored or Lace-Trimmed!

**\$2.98**

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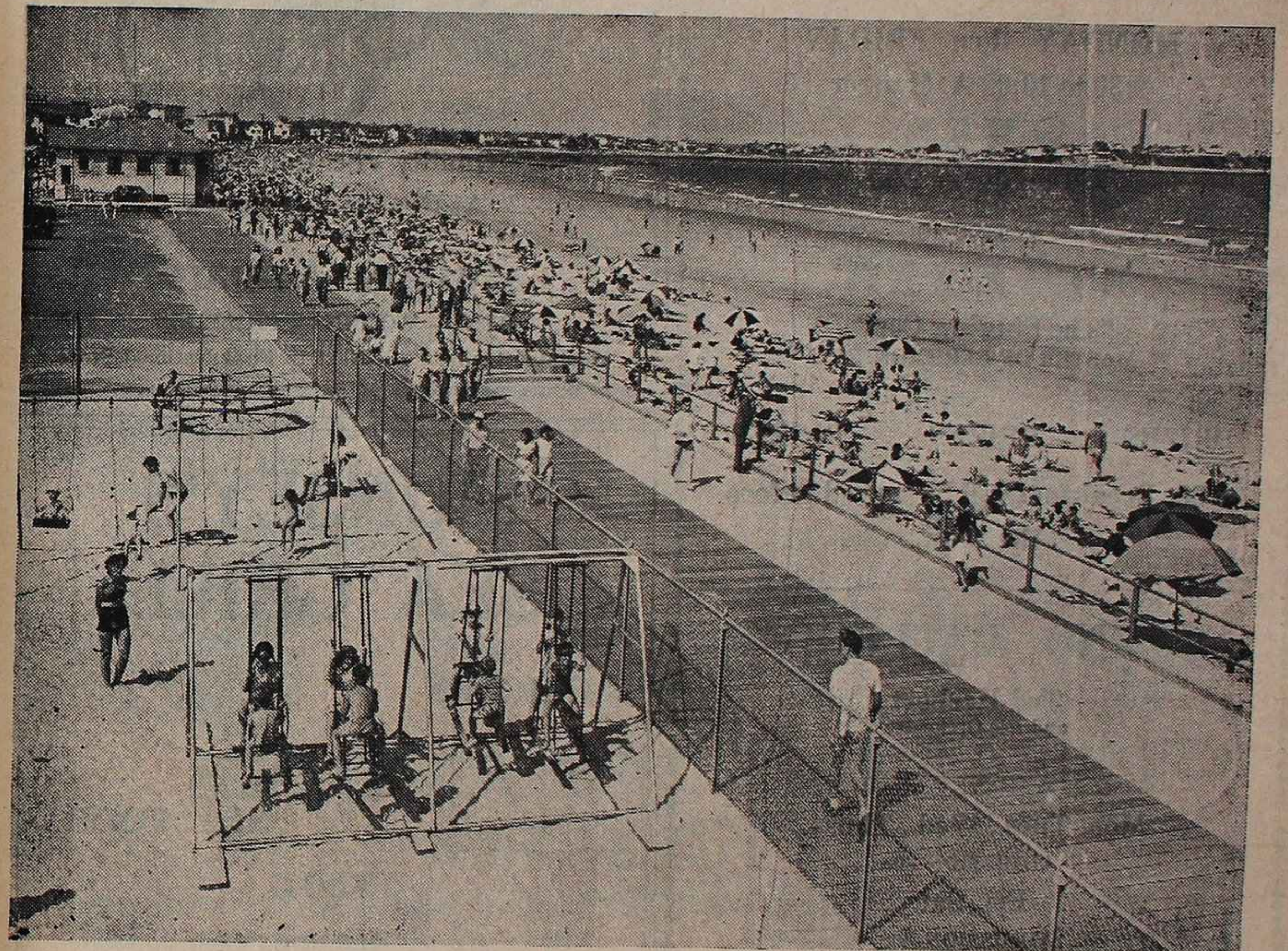
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**Children's Day To Be Held July 21**