

Clearance Sale of Summer Merchandise

Catalina Swim Suits

(2 PIECE LOBSTER STYLE)

We've sold loads of them for \$15.00

OUR LOW SALE PRICE

9.95

OTHER SWIM SUITS WITH SIMILAR
PRICE REDUCTIONS



Catalina

Summer Dresses

Light — Colorful — Cool

Smart women buy now and relax the rest of the summer . . .

All Dresses Priced to Clear . . .

George B. French Co.

37 - 41 Market Street

Portsmouth, N. H.



VOL. XXII., NO. 5

Incorporating The
Hampton Beach Advocate

WEDNESDAY, JULY 27, 1949

FREE DISTRIBUTION



Gala Entertainment Festival Planned

DUDLEY'S HOTEL

Special

JANTZEN BATHING SUITS

REGULAR PRICE \$13.95

Now \$9.95

Pedal Pushers and Shorts

A BEAUTIFUL COLLECTION

COMPLETE LINE OF

Jantzen "T" Shirts

UNIFORMS

Nurses and Waitresses \$4.95 up

Beach Chairs at \$3.49

SHOP AT

DUDLEY'S

AND SAVE

List Your Property

EXCLUSIVE

AUTOMOBILE AGENCY — This is an excellent business opportunity for future.

Due to illness the owner is obliged to sell this very successful business. He has built up an excellent clientele and will sell the business and the good will at a sacrifice.

SEE US

Several Cottages for August Rentals

Let Dudley Write Your Insurance

TEL. 776

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. XXII., NO. 5

WEDNESDAY, JULY 27, 1949

FREE DISTRIBUTION

August Entertainment Festival Being Planned

Beach Visitor Succumbs Monday

Sebastiano Cascoli, 36, of 150 Bow street, Everett, Mass., died suddenly early Monday morning at the Nashaway cottage at 23 North Shore boulevard, where he was vacationing.

Dr. R. N. Blake was called but the man was dead when the physician arrived. Dr. Wendell P. Clare of Portsmouth, medical referee, pronounced death due to a heart attack. Cascoli was employed as a coppersmith at the Boston Naval Shipyard. The body was sent to Everett for services and burial.

SEVERES TWO FINGERS ON CIRCULAR SAW

Albert Hebert, 48, of St. Albans, Vt., was treated by Dr. C. B. Balley and taken to the Exeter hospital after a circular saw he was learning to use cut off two fingers and part of a third.

The accident occurred on River avenue, Hampton Beach, where Hebert was helping his brother, Lucien, build a house.

420 Manchester Orphans To Enjoy Picnic At Beach

One of the biggest picnics of its kind in New Hampshire—an orphans' picnic—will be held at Hampton Beach today for 420 children from Manchester.

The sixth annual picnic for Manchester orphans will highlight swimming sports, contests, and a lunch. Eleven bus loads of children will leave Manchester at 8 a. m. this morning and they are due to arrive at the State Bathhouse at 10 o'clock. The picnic caravan will also include 22 private cars to carry 80 nuns and 36 orphanage workers to the picnic.

Sponsors of the picnic include service clubs in Manchester, the Mayor and Board of Aldermen, and the school committee. A volunteer staff will prepare 2,000 sandwiches for the picnic and there will be bushels of fruit and candy and ice cream and cases of milk for the noon time lunch. The youngsters, ranging in age from 3 to 16 years, will return home at 6:30 p. m.

According to Chamber of Commerce president Raymond L. Goding, plans are underway for a full week of entertainment prior to the traditional Carnival Week.

Included in the schedule for the last week of August are a swimming meet, bathing suit show, bathing beauty contest, and a sailboat and motor boat contest.

Entries are already coming in for AUGUST
(Continued on Page Four)

Bad Check Artist Apprehended By Police Monday

The recently installed two-way radio effected a quick ending to the career of a bad check artist early Monday morning when Allen Hardy, 44, alias J. R. King, alias Mrs. J. R. King, of Staten Island, N. Y., was picked up by state and local police.

Acting on a tip from the Amesbury, Mass., police, Hardy, a beach employee, was apprehended at a Seabrook cabin colony two hours after the complaint was received.

At municipal court probable cause was found on a charge of larceny by check and forgery and, on being unable to post bond of \$1,000, Hardy was remanded to the Manchester jail to await the October superior court session.

After passing five worthless checks totaling \$194, among them one for \$75 at Tobey's North Beach store, and another for \$75 at the E. G. Cole company, Hardy's arrest by Chief Malek and Officers Abbott Young and Pat Ring climaxed a 30-year record.

Youth Sentenced On Morals Charge

After several weeks of unusual quiet, the storm suddenly broke this past week and the Hampton police department went into a continuous round of activity with a variety of cases ranging from automobile collisions to forgery.

Pleading guilty to a charge of lascivious behavior, involving a 7 year old boy, Peter N. Lillios, 19, of Concord, was sentenced to six months in the Brentwood house of correction by Judge John W. Perkins at a special session of the

YOUTH
(Continued on Page Nine)

"Specializing in Hampton Beach Properties for over 15 Years"



HENRY'S

REAL ESTATE AND INSURANCE AGENCY

Hampton Beach, N. H.

TELEPHONES 588 — 2343 — 2279

\$3,750.!!!

BUY NOW!

\$3,750.!!!

This new bungalow (finished last year) is offered at the lowest possible price. Insulated building with tiled floors, venetian blinds, copper screens, electric hot and cold water, cabinet sink, electric refrigerator, and good furnishings.

Combination living room and kitchen, one bedroom, and full bath. Sleeps four comfortably. North Shore section.

\$3,750.!!!

SEE HENRY TODAY!!!

\$3,750.!!!

Largest Real Estate Agency on the New Hampshire Coast

Have You Heard?
What a cute couple Harvey and Joanne made when she was wearing his ring and vice versa?

Your Haircut as You Want It!
Art Gaudreau - C Street
The largest shop at the beach!
Service & Quality Is Our Motto!
OPEN SUNDAY — ALL DAY

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

Feminine Talent Wins Prizes On Amateur Show

Feminine talent took over Monday night at the bandstand when only one of the six winners in the two classes was a boy. The lone male was 6 and a half year old Tommy Hall of Hampton who took 3rd prize in the junior class when he sang "Clementine."

Other winners were: in the senior group, 1st prize, Ann Gonya, 17, Shrewsbury, Mass., who is staying at the "Bingolo" on Q street. Miss Gonya sang "Shine," and "By the Way"; Sandra Ayala, 14, Fitchburg, Mass., who sang "Forever

and Ever." She is staying at the Phillip cottage, Surfside Park; 3rd prize went to Rosemary Regan, 16, of Lawrence, Mass., for her vocal rendition of "Far Away Places." Miss Regan is staying at the "Mary E" on Nudd Terrace. First and second places in the junior class were won by Anona Getchell, 8, Plainville, Conn., who did "Raggedy Ann" acrobatic dance, and 10-year old Maureen Donohue of Lowell, Mass., a guest at the Mt. Vernon on L street. Maureen did an elocution piece, "What's In a Name?" Bill Elliot was master of ceremonies and music was provided by John Fulford at the piano.

AUGUST —
(Continued from Page Three)

the bathing beauty contest, which has proved to be a popular event the past three seasons. A complete list of requirements will be announced here next week.

This will be the second bathing suit show, with models showing the authentic beach apparel worn during the 19th and 20th centuries.

In addition to these coming events, there has been a great deal of interest shown in the current fishing contest which opened several weeks ago.

No entry fee is required in this contest which is running through the season with trophies to be awarded at the close of the summer. Anyone may enter as many times as he wishes for land, river or deep sea fishing. The catches are being weighed in at the Smith and Gilmore pier where a record is being kept of all entries so that it isn't necessary for contestants to be beach residents at the time awards are made.

Information on all these events is available at the Chamber of Commerce office and further details will be published in the next week or two.

Join the Letter Contest Today!

Have You Heard?
That Ray W. certainly likes that picture of Flosie?

Registered Siamese Kittens - Stud Service
MRS. A. K. CHASE
58 Winnacunnet Road
Tel. 2331 Hampton
One Male Kitten - Reasonable

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

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 Eddie Keefe and Bob Cheney, employed at Christine's are a happy go lucky duo?

Have you heard how many lobsters Eva, Peggy and Florence ate at the Lobster Pound, where was Nettie? Still trying to catch up.

That Nancy Casey the top dancer and a group of musicians were entertaining the guests at the Rossmere this weekend?

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

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

What happened to Helen?

That the Colonel of the Lowell High school Girls' Regiments is at Hampton for the summer? She is charming Miss Connie Peterson.

That Mary F. is the official cigarette tester—even blindfolded.

That Richie Woodbury of Nudd terrace is a regular water dog?

That Jack McGaun and Janet are seen together at the movies holding hands quite often lately?

That Shirley C of Lowell, a weekend vacationist at the beach could easily win the title "Miss Hampton Beach" - so says Bob D?

That Marty S. and Bud D. could easily pass for two young internes in their white uniforms?

That Walter Dunfey and Mary M. were baby sitting a couple of evenings recently?

That Charles G. of Lowell and Alice G. are seeing a lot of each other these days?

Where Norm was going with his golf clubs, up Ocean boulevard at 3 A. M.?

Why Shaver is playing hard to get?

Why Pat was dressed up Wednesday night?

Why did Clair P. and Clair R. get into a fight?

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 Wednesdays, 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.*

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

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

The HILLCREST
 OCEAN BLVD. & H STREET
 For Breakfast, Lunch and
 Full Course Dinners
**THERE IS NOTHING
 FINER AT
 HAMPTON BEACH**
 Breakfast 25c
 Luncheon Specialty Chicken Pie
 Dinner \$1.35
OPEN DAILY 8 AM TO 8 PM
 Our kitchen is always open for
 your inspection

**Children Enjoy
 'Special' Day At
 Beach Thursday**

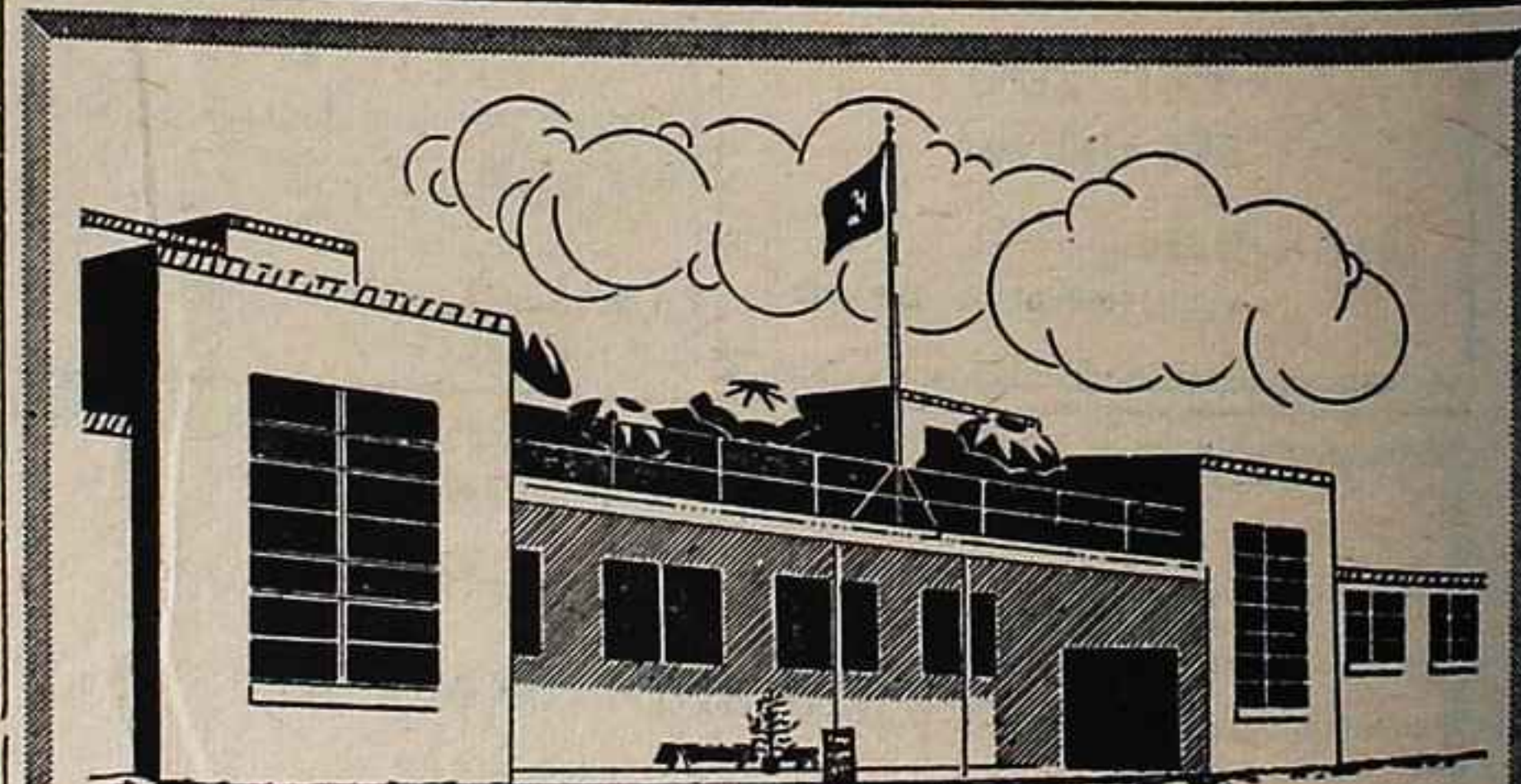
Some 5,000 youngsters and some not so young, enjoyed the annual Children's Day at Hampton Beach last Thursday, sponsored by the Precinct Commissioners.
 Col. George Ashworth, founder of the Children's Day program nearly 30 years ago, was feted on his "85th" birthday which occurred on the same day, July 21. At a luncheon for invited guests at the Hotel Ashworth, the venerable Precinct Commissioner was presented with a birthday cake in honor of the occasion.
 Following the luncheon there was a parade led by the Abbott Worsted band of Lowell, Mass., which included floats, decorated bicycles, and the U. S. Coast Guard amphibious "Duck" loaded with pinwheels, balloons and children. About 150 Boy Scouts were also in the line of march which ended at the bandstand.
 Richard Murphy of Haverhill gave an exhibition of baton twirling and there were vocal solos by Joseph Roughan of Worcester and Robert Gauthier of Haverhill.
 There was no speaking program, but John W. Hopley of Portsmouth, master of ceremonies, presented Col. George Ashworth with a birthday cake in recognition of his birthday.
 Following an entertainment pro-

gram there was the usual distribution of ice cream, lolly pops and pin wheels.

Join the Letter Contest Today!
HOTEL KENTVILLE
 Rooms with Hot and Cold
 Running Water
 Mr. and Mrs. R. L. Goding
 Telephone Hampton 950

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

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



State Recreation Area
 Hampton Beach State Park
 ROUTE I-A, NEAR HAMPTON RIVER BRIDGE
 STATE SUPERVISED MODERN BATHHOUSE
 LARGE PARKING AREA
 QUIET ATMOSPHERE
 BEACH SAFETY PATROL
 OCCASIONAL MUSIC
 REFRESHMENTS AVAILABLE
 Tennis, Shuffleboard, Horseshoe Pitching, Croquet
 And Other Games
 Spacious bathhouse with observation deck for relaxation, picnic tables and other facilities
 EXCELLENT SUN AND SURF BATHING

**Bay State Driver
 Held In Hit-Run
 Accident Sunday**

Police are holding Thomas E. Robb, 24, of Framingham, Mass., after an accident involving five cars took place on the Mile Bridge Sunday night at 9:40.
 Struck by the Robb vehicle just north of the draw, the car operated by Mary F. Donovan, South Groveland, Mass., was forced against the steel wall, pinning Mrs. Donovan behind the wheel.
 Travelling about 980 feet, the Robb car smashed into a parked truck owned by Clinton Durant of Hampton, and ran into two more cars before veering off and coming to a stop about 40 feet to the left. After escaping from the toll

house, where he was instructed to wait by Officer John Marston while the latter and two bystanders extricated Mrs. Donovan, Robb was found hiding in the marsh by Chief Malek after an hour and 20 minute search by state and local police.

The operators of the two other vehicles involved were James A. DeWolfe, Westford, Mass., and Lawrence W. Dangelo, Framingham, Mass.

Mrs. Donovan suffered shock and bruises and Mrs. Aagot Herlund, a passenger in the Robb car, was also treated by Dr. R. N. Blake for facial lacerations.

Charged with driving under the influence, leaving the scene of an accident and causing personal injury, Robb pleaded not guilty at municipal court Monday afternoon and the case was continued until 4:00 p. m. today.

Two 19-year old youths, William J. Tracey and Vincent Orisello, both of Stoneham, Mass., were picked up on the beach in back of the bandstand early Sunday morning when it was reported they had stolen two blankets from a cottage on L street owned by Leonard A. Byron.

When found by Officers Hurd and Dunbrack, Tracey put up a struggle. They will appear in court Saturday on the count of petty larceny, in addition to Tracey's charge of striking an officer and resisting arrest.

**It Pays To Turn
 The Corner On
 B STREET**
 The LOUISE DRESS SHOP
 Hampton Beach

Tobey's
 North Beach
STORE
 582 WINNACUNNET ROAD
 Sundries Toiletries
 Patent Medicines Cigarettes
 Films and Cameras
 24 HOUR PHOTO SERVICE

Your Host
 OPERATED
SODA FOUNTAIN
 and
LUNCHEONETTE
ICE CREAM BY THE POUND
 50c

Have You Heard?
 Irene is on the make?
 Have You Heard?
 About Clare and Whitey?

The COLOR SPOT says:
 "You don't know how you REALLY look,
 Till you have your COLOR-picture took."
 A beautiful photograph on COLOR-FILM for only \$1.00 with this coupon.
 "At the sign of the Blinking Camera"

10 C STREET HAMPTON BEACH

As Worn by BEBE SHOPP—MISS AMERICA, 1949

**FIRST CHOICE
 OF AMERICA'S
 LOVELIEST
 BEAUTIES!**

CATALINA'S
 "OFFICIAL SWIM SUIT
 OF THE
 ATLANTIC CITY
 MISS AMERICA
 PAGEANT"

This is the suit you always see on Figures with a Futural in California—this is the suit you see on Hollywood's most glamorous star! At Atlantic City—it's the suit worn by America's outstanding beauties—who compete for the coveted title of "Miss America"! And on you—it will be the most figure-flattering swim suit you've ever worn! A sleek Catalina in Celanese and Lantex 2-way stretch knit boucle—in inspired California colors. 0.00

Catalina
 LOOK FOR THE FLYING FISH

RANDALL'S DEPT. STORE
 Hampton's Leading Store
 On The Beach Front Between A and B Street

HAMPTON BEACH PLAYHOUSE

Winnacunnet Road
 Now Playing thru Sunday
 Matinee Sat. 2:30
 Muriel Brown in
 J. B. Priestly's
"AN INSPECTOR CALLS"
 Tickets \$1.80 - \$1.20
 at E. G. Cole Co., Tel. 651
 NEXT WEEK
"MEET THE WIFE"

High Tides

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

THURSDAY	12:30 am	9.8
July 28	1:15 pm	8.8
FRIDAY	1:30 am	9.8
July 29	2:00 pm	9.0
SATURDAY	2:30 am	9.5
July 30	3:00 pm	9.1
SUNDAY	3:15 am	9.1
July 31	3:45 pm	9.1
MONDAY	4:15 am	8.5
Aug. 1	4:30 pm	9.0
TUESDAY	5:15 am	8.0
Aug. 2	5:30 pm	8.9
WEDNESDAY	6:15 am	7.6
Aug. 3	6:45 pm	8.9

Have You Heard?
 That Apaca apologized to Leanne?

Relax in cool
 comfort in
 Newburyport's
 only air-condi-
 tioned theatre!



LOOK FOR THE SILVER LINING

IT WILL
 BE SHINING IN
 TECHNICOLOR

at PORT
 Newburyport
 Entire Week
 Starts Fri. July 29

NEW WONDERS FROM WARNER BROS!

IOKA DIAL 2271

Theatre EXETER

MATINEE EVERY DAY AT 2:15

Friday, Saturday July 29 - 30
 LARRY PARKS — MARGUERITE CHAPMAN
"THE GALLANT BLADE"

In Technicolor
 CHESTER MORRIS — MAYLIA
"BOSTON BLACKIE'S CHINESE ADVENTURE"
 Continuous Show Saturday

Children's Show Saturday 1 P. M.
 WILLIAM TRACY in
"YANKS AHOY"

Sunday, Monday July 31 - Aug. 1
 MARK STEVENS — COLEEN GRAY
"SAND"
 In Technicolor
 Continuous Show Sunday from 2:15

Tuesday, Wednesday, Thursday August 2 - 4
 DOUGLAS DICK — STEVE BRODIE
"HOME OF THE BRAVE"

Beach Girl Is Feted Wednesday At Bridal Shower

Miss Tillie McCool, K street, was guest of honor Wednesday night at a bridal shower given by Mrs. Harry Youngman and Mrs. John Fagan at the Youngman home, Surfside Park.

Among those present were Mrs. Joseph McDonald and daughter, Marie, Mrs. Rita Deronde and daughter, Janet, and Mrs. Helen Garside, all of Cambridge, Mass.; Mrs. Frances Sears and daughter, Mrs. Dorothy Murphy, Mrs. Betty Caron, Miss Beth Caron, Mrs. Muriel de Azevedo, Exeter; Mrs. Helen Hart and Mrs. Marshall B. Hall, both of Rye; Mrs. Hazel Dwyer, Somerville, Mass.; Miss Ann Flanagan, Miss Louise Mantegani, Mrs. John Shay, Miss Bunny McCool, Mrs. Katherine Robidow, Ashland, Mass.; Brian and Miss Mary E. Fogarty.

Those sending gifts but unable to attend were Miss Shirley Burbridge, Mrs. Esther O'Dea, Miss Helen Dolan, Mrs. Lucille Crowe, Mrs. Addie Grandmaison, Mrs. Edith Kimball, Mrs. Eva Vincent, Mrs. Doris Swift, Exeter, Mrs. Constance Murray, Mrs. Frank Freeman, Mrs. Richard Powers, Mrs. Margaet Junkins, Mrs. Harry Coyne and Mrs. Yvonne Keefe.

In addition to the attractively decorated bride's cake, made by Mrs. Nuttal of the Sea Tern bakery, there was a large assortment of

homemade candy, arranged on a festive tray by Margaret Junkins. Miss McCool, the daughter of James McCool, is to be married next month to Mr. Harry Youngman.

STRAND

Amesbury Phone 919

Now Playing Ends Saturday

A Picture You Will Remember
"THE FOUNTAINHEAD"
 starring Gary Cooper
 Patricia Neal

on the same program
 Marla Montez
 Jean Pierre Aumont
"SIREN OF ATLANTIS"

Sun., Tues. July 21 - Aug. 12
 William Bendix (as Riley)
"THE LIFE OF RILEY"
 with James Gleason

added feature
"UNAFRAID"
 with

Burt Lancaster-Joan Fontaine

Next Wednesday Aug. 3

Claudette Colbert
 Fred MacMurray
"FAMILY HONEYMOON"

2nd outstanding hit
 Joel McCrea - Virginia Mayo
"COLORADO TERRITORY"

SHOWBOAT PLAYHOUSE

WENTWORTH BY THE SEA PORTSMOUTH, N. H.

Week of July 29 - August 3

LENOX ROBINSON'S IRISH COMEDY
"THE FAR OFF HILLS"
 WITH VIRGINIA SUTTON — DONALD TESCHER

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

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

LET'S GO!

FROLIGS

SALISBURY BEACH, MASS.

WATCH FOR OUR
 HEADLINE ACTS
 Each Week
 OPEN SUNDAYS
 TEL. NEWBURYPORT 250

BIG NEW YORK FLOOR SHOW
 75 FOOT COCKTAIL BAR

BIGGEST, MOST MODERN NITE SPOT IN NEW ENGLAND

STRAND

NEWBURYPORT
 Phone Nbypt. 919

Now Playing Ends Saturday
 What A Character with A
 Baseball

What A Dame with Curves
 Ray Milland - Jean Peters
 Paul Douglas

"IT HAPPENS EVERY SPRING"
 plus

Leo Gorcey - The Bowery Boys
"FIGHTING FOOLS"

Sun., Mon. Only July 31-Aug. 1
 Thrill Swept Epic of a Flaming
 Frontier

Guy Madison - Rory Calhoun
"MASSACRE RIVER"
 On the Same Program
 It's Startling - Savage - True!
 Lloyd Nolan - Jane Wyatt
 James Gleason
"BAD BOY"

5 Days Starting Tues., Aug. 2
 So - o - o - o - o Funny
 Even "The Paleface" Pales by
 Comparison

Bob Hope
 and his new sweetheart
 Lucille Ball
"SORROWFUL JONES"

Origin Of Coast Guard Station In 1896 Recalled

The origin of the U. S. Coast Guard lifeboat station at North Beach was graphically described this week in a letter appearing in a Boston paper and sent along to this paper by former State Senator R. Robert Matheson of Goffstown and a summer resident of Hampton Beach for many years.

The Bay State writer, who must have been a former resident or native of these parts, writes:

"I was interested in your article about the opposition to the projected closing of New Hampshire's Hampton Beach life boat station. This station was obtained by the late Congressman "Cy" Sulloway, who was also known as the 'New Hampshire Pine,' on account of his great height. This station was established after the total wreck of the big three-masted schooner Glendon on Feb. 9, 1896. The only help to be obtained was from the stations at Wallis Sands and Straw's Point. The captains hired four horses from a farmer to pull the heavy surf boat many miles on a back road. The north-easter, with snow, was so bad they could not use a coast road. I had George

F. Haynes drive me to the wreck with his fast trotter, Monte Carlo. We made the 10-mile trip from Exeter and arrived ahead of the lifesavers. Conditions were tough and I could hear the crew on the Glendon calling: "For God's sake, get us out a line; we're breaking apart." After several hours work they got the big hawser rope out and the breeches-buoy began its trips to bring in the seven men. The first man to land was an optimist, as he said: "Hello, boys, great night out."

HARRY V. LAWRENCE.
 Boston.

on the bathing beach and arrested by Chief of Police John Malek.

PALMER'S DINING ROOM

Open

Fried Clams a Specialty

Loyster All Style

Opp. Coast Guard Station
 North Shore Hampton Beach

YOUTH —

(Continued from Page Three)

Hampton municipal court last Thursday.

A native of Argerokastro, Albania, Lillios has been in this country about two years and at the time of his arrest was employed on the beach.

Within a half hour after receiving a description from the child involved, Lillios was apprehended

John the BARBER

'23 Years at Hampton Beach
 NEW C ST. LOCATION

west newbury
SUMMER THEATRE
 Route 115 — Between Haverhill and Newburyport

3 MORE TIMES

Hilarious Comedy

"MY SISTER EILEEN"

Phone—West Newbury 160

CASINO THEATRE

HAMPTON BEACH SHOWS 230.715.9

Thursday, Friday, Saturday July 28 - 30

The **Girl from Jones Beach**

WARNER BROS. LAUGH HOLIDAY

Even the Waves are Roaring!

REAGAN * MAYO * BRACKEN

directed by PETER GODFREY

Sunday, Monday July 31 - Aug. 1

OUTPOST IN MOROCCO

Starring **GEORGE RAFT**

AND A CAST OF THOUSANDS Released thru United Artists

Tuesday, Wednesday August 2 - 3

CLAUDETTE COLBERT — FRED MacMURRAY
"FAMILY HONEYMOON"

OLYMPIA THEATRE

HAMPTON BEACH SHOWS 230.715.9

Wednesday, Thursday July 27-28

Randolph SCOTT
The DOOLINS of OKLAHOMA

Friday, Saturday July 29-30

NOW! WARNER BROS. NEW TRIUMPH!

THE FOUNTAINHEAD

Starring **GARY COOPER** and **PATRICIA NEAL**

Sunday, - Tuesday July 31 - Aug. 2

"HOME OF THE BRAVE"

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

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

Nudd Terrace Associates Meet

The Nudd Terrace Associates will hold their regular meeting next Monday at the home of Mrs. Leroy Dunfee where plans for the annual get-together to be held in August at one of the hotels will be discussed.

Mrs. Woodbury, President, requests all members be present. The meeting will be followed by a luncheon and entertainment.

Join the Letter Contest Today!

FLAMEPROOF BEDDING
From FACTORY to YOU
\$39.00 Hotel Innerspring Mattresses \$24.95

FLAMEPROOF covering USED in HOTELS and HOSPITALS

Also

We can REBUILD your old mattress like NEW.



Gardner Mattress Corp.

Canal Street Extension
Salem, Mass.
Tel. Salem 1810

South American Game Introduced As Beach Sport

Peteka Rio, the popular South American game is being introduced this season to residents of North Beach, Hampton and Little Boar's Head district and has gained much popularity among summer visitors.

The new sport which lends itself to beach play is being taught by Mr. James Brush, a former University of Pennsylvania football star.

The game employs the use of a Peteka Leo, somewhat similar to a badminton shuttlecock, which is kept in the air by use of the hands. Two teams generally play the game, with ten persons on each side not uncommon.

Summer visitors are welcome to participate in the game at Seaside Village, where Mr. Brush is also teaching all phases of ocean swimming.

Have You Heard?

That a certain someone made up with Slim last Thursday night?

How smart the waiters at Munsey's look?

Join the Letter Contest Today!

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

Hamel

Dry Cleaning

2 Day Service

3 Day Shirt Service

OPEN

9 A. M. to 8 P. M.

3 1/2 C STREET

Have You Heard?

Why Leo of the Penny Arcade was walking down Nudd avenue at 10:15 Thursday night?

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

The Little Shoppe With Big Values!

We invite you to come in and look around. All new wool rug material for Braiding and Hooking.

DRESSMAKING ESSENTIALS
REMNANTS - MILL ENDS
YARD GOODS

DANA SHOPPE

25 Middle St., Tel. 2455 Nbypt.
off State St. Open Fri. till 9 PM

TRY THE HARBOR GRILL

Breakfasts, Dinners
Steaks and Chops

Cooked By Expert Chefs
Near the Mile Long Bridge
HAMPTON BEACH

Get-Acquainted Party Enjoyed By Greenlanders

A "Hello Neighbor" party was held at the Greenland Camp Grounds Saturday July 23, with Mr. Harold Bailey of Lawrence as master of ceremonies.

Sandra and Bobby Wolcott of Braintree, danced and sang "Why Does It Have To Rain on Sunday" and Beth Conrad was delightful with her toe dance number.

Jack Clark of Methuen won a cash prize for naming the new pup "Sport."

Richard-Martin, Brighton, Jerry Ryan, Andover, and Billy Curtin, Wilmington, were very amusing in a bubble gum contest that ended in a tie.

Mabel Gilman, Methuen and Gus Coskren, Lawrence won over Mae Murray, Saugus, and Frank Drenth, Haverhill in a balloon hugging match.

Mr. and Mrs. Bill Barton of Greenfield Park, Canada, came from the most distant place.

Mr. and Mrs. Henry Ouellett tied in an honesty contest with Ray Sheehan and Jerry McGrail, Lawrence.

Mrs. Joseph White, Lawrence bought a sealed package for 50c and was pleased to find a dollar bill inside.

Winnie Fisher of Haverhill and Loretta Craven had no difficulty in describing each other after seeing each other for only 15 seconds.

A very amusing stunt passing an orange by their chins, was won by

Bob Constantineau, Wally Curran, Bill Curtin, Betty Clark, Esther White, and Yvonne Curran.

The couple camping for the longest number of years at "The Greenlands" are Mr. and Mrs. Peter Nilsen of Marlboro and the youngest camper present was Pamela Jean Welch, Lawrence, 4 months old. Mrs. Alfred Constantineau, Lawrence was presented an Amory orchid for the most children - 8.

Mr. and Mrs. Richard Martin of Hyde Park were also given an Amory orchid as they are the couple present married the longest, 49 years, and 8 months. Refreshments were served.

Have You Heard?

Why Johnny wore shoes last Thursday?

That Munsey's has one of the best hostesses to be had?

HAMPTON CENTER BARBER SHOP

Year 'Round Expert Service
Next to the A & P Store

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.

The COLOR SPOT asks:

"What color were your baby's eyes and hair a year ago?"

"What color was that favorite suit or dress?"

Save the Color with a PHOTO on COLOR FILM

"At The Sign of the Blinking Camera"



10 C STREET

HAMPTON BEACH

NOW

at the FRY KETTLE

CORNER OF 'A' STREET & MARSH AVENUE

R. H. SAWYER'S

ICE CREAM

BULK

CONES

MADE ON THE FARM

SULLIVAN'S

AT THE MILE BRIDGE

Featuring the FINEST In

Fresh Fish and Lobster

Complete Line Of

Meats and Vegetables

Have You Heard?
That June waits for Wednesdays and Fridays to see her John?
That Mary Jane is getting older day by day?

Louise Dress Shop
B STREET
The Beach Shop
with
City Prices

Boardwalk Brevities

Red Kennedy and party enjoying the Farragut . . . Mike Coughlin going around and around on his rounds . . . John Hedderman and his Jean driving on the boulevard . . . Olympia manager, Eddie Glynn, chatting with his family . . .

George Harth frolic-ing with Mary Ann Dunn . . . Mary Reynolds on the beach with her baby . . . Snatch Kylie, ex of the Hot Dog Stand, dashing up the boulevard . . . a huge dog dragging Pat Murray up the boardwalk . . . Jim McGrath and his aunt, Mrs. Harry Coyne, strolling along the front . . . Bob McGranahan visiting with friends in Ted Herbert's band . . . Jean Simard, Mary Hall, Peter Riley and Beth Smith enjoying Claudia at the Hampton Beach Playhouse. Dick Keville baby-sitting while the baby's mother attends the show . . . Terese O'Brien and Bill Moriarty visiting with Tom Collins before going to the dance . . . Mary Rebus with her Paul at "Flamingo Road."

HOTEL STANDISH
Hampton's Friendliest Hotel
Modern, Reasonable Rates.
Ocean Blvd at A Street

NORTON'S SEA FOOD MARKET

Fresh Fish Lobsters
Magazines — Groceries — Ice Cream — Tonic
PHONE 2103
KING'S HIGHWAY FOOT OF 15th ST.

Have You Heard?
About Doris Zocchi's Bruce and his frat pin?
That Jim Canning, Dot Kelly, Bill McSweeney, Mary Lawlor, Joe Canistraro and Shorty Otis have returned to the Auntie, some for the fourth or fifth year?

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 Quaint Old Town.

You'll Enjoy and Profit by a Visit to Exeter

CORDIAL MERCHANTS WILL GLADLY SERVE YOUR NEEDS WITH UP-TO-THE MINUTE MERCHANDISE FOR BEACH WEAR AND BEACH HOUSE.

Exeter Country Club
Sporty 9-Hole Course

MODERN THEATRE DELIGHTFUL SHOPPES
AMPLE PARKING FACILITIES IN SHOPPING DISTRICT

Most Stores Closed Wednesday Afternoon — Open Friday Night.
Excellent Bus Service Between The Beach and Exeter.

Join the Letter Contest Today!

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

COMPLETE
Bookkeeping Service
PAYROLLS — TAX REPORTS
STATEMENTS
Seacoast Business Service
Martin E. Gunther Tel. 238
Hunter Bldg. Hampton, N.H.

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

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

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

Join the Letter Contest Today!

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

Standish Gift Shop
Largest and Finest
in New England
Ocean Blvd at A Street

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

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.

THE
NEWS AGENCY
Between A & B Streets
Ocean Boulevard

THE SIGN
OF THE
RED GULL
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.

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 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.

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; Casino Associates, pass for 2 for a feature band at the Casino Ballroom.

Have You Heard?
Art saw the light?

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
WHEB
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

CALL HAMPTON 2038

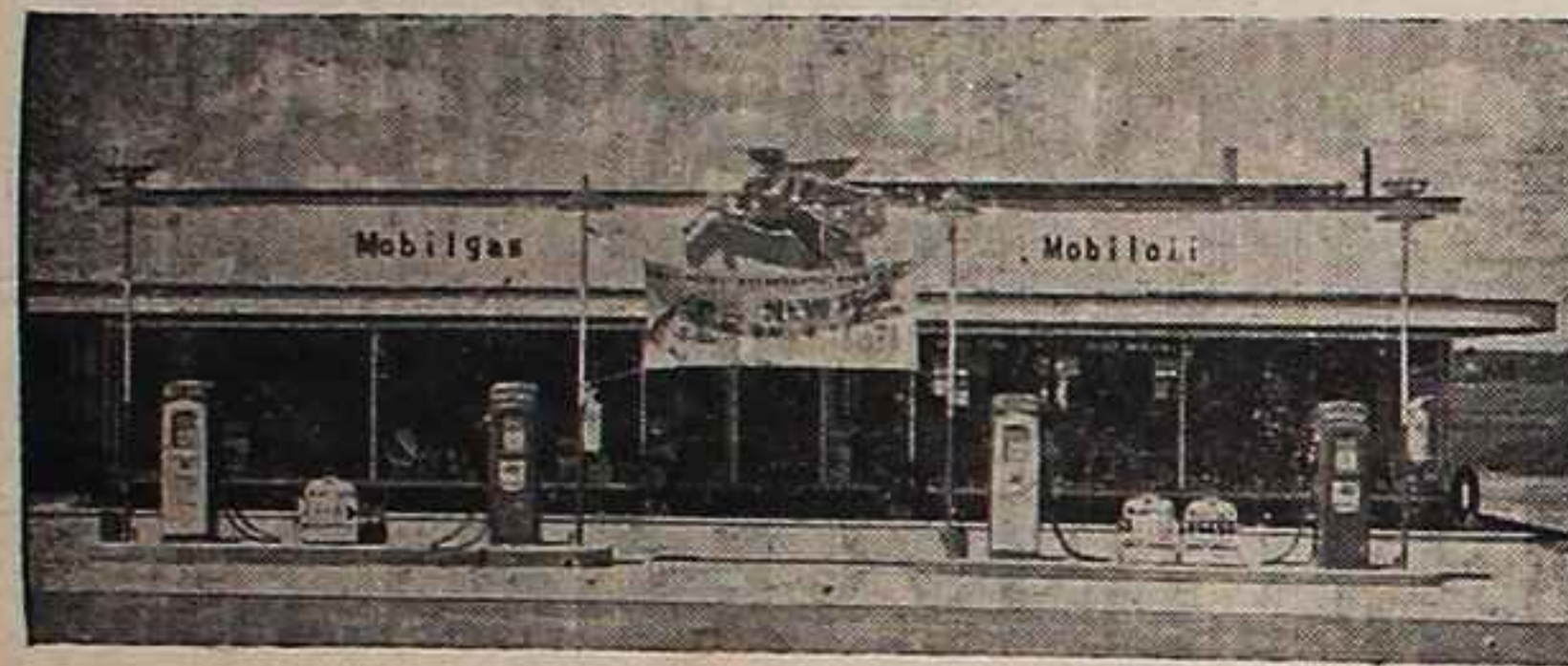
Tobey & Merrill
Insurance
HAMPTON CENTER

Hampton
Co-operative
Bank
HAMPTON CENTER

GUYON'S SERVICE STATION

BOAR'S HEAD HAMPTON BEACH

Complete Automotive Service



Beach Resident
Feted At Shower

Over 20 guests were present at a nursery shower given by Mrs. Jessie Tharin for Mrs. John J. Caron, Ocean boulevard, Monday night at the home of Mrs. Anthony Morcall, 23 K street.

Among those present were Mrs. Margaret Ross, Miss Marsha Morcall, Mrs. Bertha Dullea, Mrs. James Kane, Mrs. Roy Wightman, Mrs. W. B. Kimball, Mrs. Yvonne St. Cyr, Mrs. Eva Dubois, Mrs. Elise Ouellette, Mrs. A. Morcall, Mrs. Blanche Remillard, Miss Grace Adie, Miss Claire Lessard, Mrs. Hazel Dwyer, Miss Tillie McCool, Miss Beth Caron, Miss Mary Jane Wilson, and Mrs. L. A. Caron.

Gifts were also received from Mrs. Rita Bufford, Miss Bunny McCool, Mrs. Richard Gobin and the employees of Johnnie's, the restaurant operated by the guest of honor and her husband.

Refreshments were served.

Have You Heard?

That Butch is back?

Who the girl is Nature Boy takes out constantly?

That Howard, the B.T.O. of Hampton Beach, who is only 18 (just a juvenile) thinks that a 16 year old girl is "jail bait?"

Hollis Associates
LAFAYETTE RD. HAMPTON
REALTORS
TEL. 802

Septic Tank
Cleaning

Sand - Gravel
Loam
Lawns Built
General Trucking

Richard Rice
Tel. 306 - Hampton

Speedboat Rides
75c

SMITH & GILMORE
Fishing Pier
Hampton Beach

AL CHASE
SPORTS CENTER

Beach Notes

Mr. and Mrs. Phillip Nearing of Boar's Head Inn celebrated their 12th wedding anniversary Sunday, July 24. They received many flowers from guests. Mrs. Nearing's cousins, Mr. and Mrs. C. O. McLanb of Kenly, North Carolina, are visiting the Nearings for several days.

Mr. Daniel N. Casey, Secretary of the Chamber of Commerce of Harrisburg, Pa., is staying at the Crawford, 9 L St.

Mr. and Mrs. John A. Simpson, daughter, Mrs. Robert Fuller, and son, Kenneth, of Kingston, N. Y., are spending two weeks at the Lucky cottage, O street.

Among those registered at the Grand Manor, Ocean boulevard, are Mr. and Mrs. Henry Joyal and Mrs. Lillian Foley, Suringfield, Mass. Mrs. Joyal and Mrs. Foley are twins. The Misses Rose and Clair LaVallee, also twin sisters, of Providence, R. I., were also recent guests. Others are Priscilla Conti, Milford; Joan Anderson, also of Milford; Mr. and Mrs. George Chase, Providence, R. I.; Mr. and Mrs. Charles Burns, Methuen, Mass.; Beatrice Mayo, Concord; Mr. and Mrs. Gale Haigh, Mr. and Mrs. Raoul Sauve and family of Montreal; Emma Surette, Waltham, Mass.; and Richard Ford of Malden, Mass.

Join the Letter Contest Today!

LOST
Exposed 35mm Kodachrome
Film in depot yard or on Winnacunnet rd. 9 AM Fri. July 22.
REWARD
WM. D. HOLMAN, Tel. 953
263 Mill Rd. Hampton

The Remnant Shop
Flocked pongee reg 1.98 .98 yd.
Stardust gingham reg 1.98 .98 yd
Sharkskin .79 assorted colors
Taffeta .79
Juvenile prints, cowboy prints
and others suitable for childrens
sport shirts and slack suits at
29c yd.

Mrs. L. A. Smith
SURFSIDE PARK
OFF WINNACUNNET RD.

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

ELANDER & SWANTON'S
VACATION TIME

SALE

STRAW HATS 1/2 PRICE

WORSTED or GABARDINE
SUITS

Were \$45.00 and \$60.00 - NOW \$29.50 and \$39.50

BOY'S TEE SHIRTS \$1.95
Were \$1.15 to \$1.50

PAJAMAS were to \$6.95 NOW \$2.95 up


Elander & Swanton
INCORPORATED Exeter, N. H.
Andover, Mass.

SIM'S

DEPARTMENT STORE

C
L
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SALE

PRICES

SLASHED

1-5 to 1-2

HIGH STREET
HAMPTON CENTER

LINCOLNS STORES

END OF THE MONTH OLD FASHIONED

BARGAIN BEE

AT LINCOLN'S

FRI. & SAT. JULY 29 - 30

Here are 3 samples of what we mean

Sheets Full and Twin Size Slight Irregulars \$1.49	Haevy Silver Plated Flatware 7 pcs. for \$1.00	Cotton Crinkle Spreads \$1.99 Full Size
-------------------------------------------------------------	------------------------------------------------------	-----------------------------------------------

PLEASANT STREET

OPEN FRIDAY TILL 9 P. M.

NEWBURYPORT

MID SUMMER

Clearance

SUMMER DRESSES

Replenish your summer wardrobe with these cool, crisp dresses. Prints and solids — all sizes.

REG. \$9.95 to \$10.95

NOW \$5.95

Another group in sizes 9 to 17, 10 to 20, 38 to 44, 12½ to 24½.

REG. \$8.95

NOW \$4.95

Georgianna and Trudy Hall

DRESSES

JUNIORS, REGULARS and HALF SIZES

NOW ½ PRICE

ONE GROUP OF DRESSES formerly up to \$29.95 REDUCED TO CLEAR

One Rack of Evening Dresses MARKED DOWN

BAR HARBOR SETS Prints and Plain Colors REG. \$2.95

NOW \$1.95

George B. French Co.

37 - 41 Market Street

Portsmouth, N. H.

ALL BEACHWEAR

JERSEY GOWNS

Selection of yellow, pink, green or blue. Sizes 32 to 40.

REG. \$2.95

NOW \$1.95

SWIM SUITS

One and two piece styles — nationally famous

REDUCED TO CLEAR

COTTON PAJAMAS

Tiny - Regular - Tall - Broken Sizes

WERE \$5.95

NOW \$2.95

One Rack of Suits

REDUCED TO CLEAR

GROUP OF SLIPS

Odd Sizes CLEARANCE PRICED



VOL. XXII., NO. 6

Incorporating The Hampton Beach Advocate

WEDNESDAY, AUGUST 3, 1949

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Gala Entertainment Festival Planned