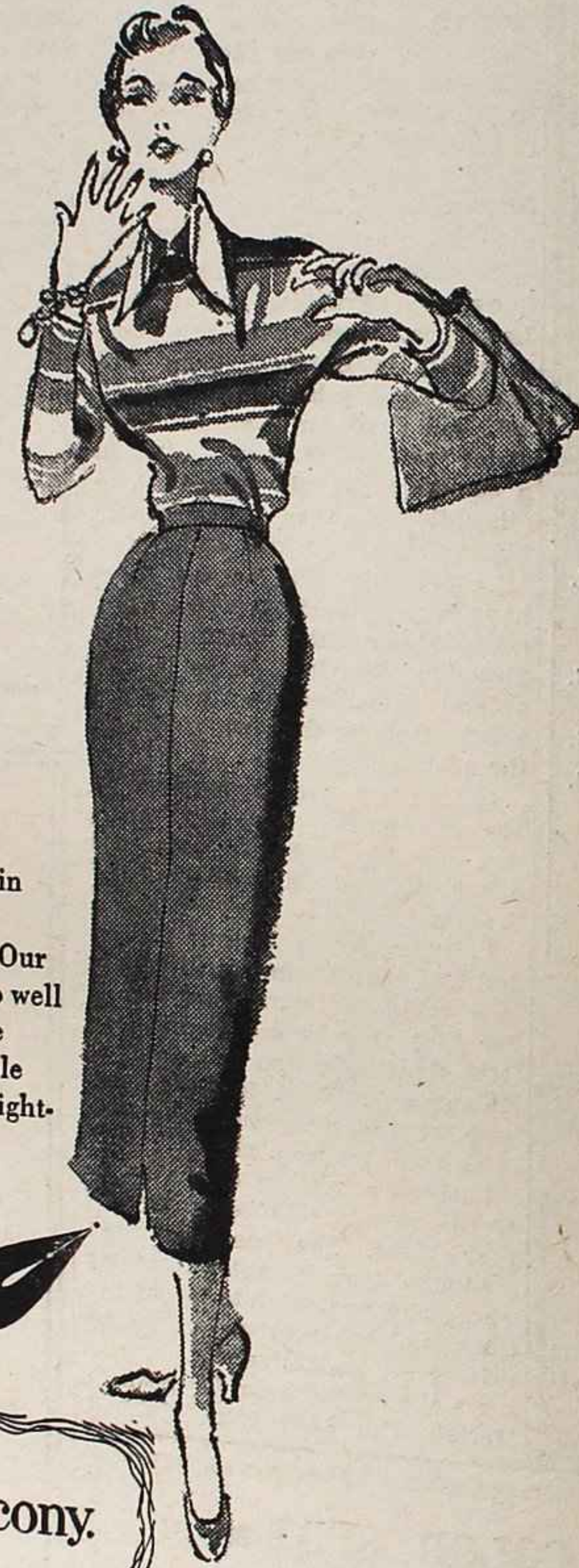




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Well-mated wool separates... yet very independent!

Flannel skirt and washable shirt, each 10.95. See them in MADMOISELLE! Then come in and see for yourself! Our wonderful separates that are so well thought out for you. The pure wool striped shirt is a washable wonder. And the very new straight-line skirt is superbly Sacony tailored in pure wool flannel. Each \$10.95. Misses' sizes. "It's A Wonderful Buy!"



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Portsmouth, N. H.

Scan

The Beachcomber

VOL. XXII., NO.7

Incorporating The Hampton Beach Advocate

WEDNESDAY, AUGUST 10, 1949

FREE DISTRIBUTION



Bathing Beauty Contest August 30

DUDLEY'S HOTEL

JUST RECEIVED
NEW SHIPMENT OF
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1 large house and small bungalow—Exceptional
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Guest House, well established, under same manage-
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well established—Can be bought at a low price.

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Several Cottages for August Rentals
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Quality Vacation Wear
At Reasonable Prices

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Hampton Center Next to First National Store

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CHICKEN
STEAK
SEA FOOD

VISIT
OUR NEW
WAFFLE HOUSE
FOR
BREAKFAST

Boulevard at A Street
HAMPTON BEACH TEL. 718

The BEACHCOMBER

VOL. XXII., NO.7

WEDNESDAY, AUGUST 10, 1949

FREE DISTRIBUTION

Modern Square Dance Becoming Popular At Beach

Hampton Beach has been bitten by the square dance bug this season and the Monday night "Get Acquainted" session at the Casino ballroom has proved so popular that Mr. John Dineen made arrangements last Thursday for Ted Herbert's orchestra to be joined by the famous Pappy Howard and his "Kentucky Kernels."

This seven-piece band from Dallas, Texas, has been giving out country style music for fifteen years all over the forty-eight states, with Pappy, himself, as caller.

Youngsters and oldsters alike had no trouble getting into the spirit of things with twenty-six folk-dance professionals on hand from the University of New Hampshire. This group has gained national acclaim for our state at the festivals held in various parts of the country.

The evening, which included alternate modern and square dancing, was such a success that it is expected that square dancing will become a permanent attraction at the ballroom.

August Festival

The Chamber of Commerce announced this week, the schedule of activities for the week before Labor Day, with some of the dates still tentative.

The boat race will be held Monday, August 29. Three types of boats may be entered—motor, fishing and row boats.

Tuesday, August 30, has been set for the fourth annual bathing beauty contest which will take place at the bandstand in the afternoon.

Anyone is eligible to enter the 3-mile swimming race to be held Wednesday, August 31, from the section in front of the bandstand. The usual trophies will be awarded.

Information on these events is available at the Chamber of Commerce office.

NOTICE

Due to the serious drought conditions The Hampton Water Works Company requests that lawn sprinkling, car washing and other excessive use of water be delayed until this condition is over.

Hampton Water Works Co.
Oscar J. Scammon, Manager

"Miss Hampton Beach of 1949" Will Be Selected August 30

Beach Parking Violations Cause of Police Drive

With the largest influx of cars in the history of the beach, Chief of Police John Malek reported today that an epidemic of illegal parking has broken out and hundreds of warnings have been issued to motorists in the past few weeks.

Chief Malek has issued an appeal to guest house and business proprietors to pay strict attention to their individual parking areas and to try to keep official no-parking zones clear.

On the side streets home owners are kept busy clearing their driveways and police are waging a no-parking war on heedless motorists with 20 cars in one day being tagged in the section opposite the Nudd Homestead and, in one case, the same car receiving three tags.

Twenty-five illegal parkers were summoned to court last Saturday but this is by no means a large percentage as the majority of tags are just warnings.

With only about three weeks to go, applications for the annual bathing beauty contest to be held Tuesday, August 30, are piling up at the Chamber of Commerce office.

Interest in the event has grown from year to year and now, with the fourth beauty contest coming up, competition promises to be keen with some of the most beautiful girls on the beach vying

CONTEST
(Continued on Page Fourteen)

Youth Winner In Tennis Tourney

Joseph Marios, Jr., left the cool sea breezes of Hampton Beach, Saturday morning to go to Lawrence to take part in the Greater Lawrence Tennis Tournament, but his trip was most successful.

He returned Saturday night the winner of the Greater Lawrence Intermediate class, which includes boys up to 19 yrs. of age. Though but 15 years old, he shows a lot of promise. While at Hampton he has joined the Briar Road Tennis club.

"Specializing in Hampton Beach Properties for over 15 Years"



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STOP PAYING RENT!

Brand new 4 room cottage "in the Pines." Porch, living room with picture window, kitchen, bath, and 2 bedrooms. Knotty pine interior finish. Pure air kitchen with electric range, oven, and monel metal sink. Garage in cellar. Insulated. Deeded land 50 x 100.

DON'T MISS THIS AT \$3,950.00

Largest Real Estate Agency on the New Hampshire Coast

Have You Heard?
That Mike Keefe popular Lowell K. of C. man is vacationing at the Perley on Nudd Terrace?

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

THE CLOTH SHOP
Cotton - Wool - Rayon - Wool Rug Material
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IT'S THE FOOD
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CAN BE BOUGHT
FOR AS LITTLE
18.95 down
and 1.83 per week
IN 24 MONTHLY PAYMENTS
Exeter & Hampton Electric Co.
TEL. EXETER 5916
BEACH OFFICE 191 OCEAN BOULEVARD

Beach Notes

Guests at the Mohawk are Rita O'Brien, Arlene Bauer, Collette Michaud, Alice A. Cote, Helen Louise Carey, Ruth J. Ireland, Elsie and Grace Mardisnslan and Matilda Mobilio, Nashua; Clarie and Elaine Smoske, Boston, Mass., Muriel and Shirley Schlatt Lawrence, Mass., Mr. and Mrs Robert O'Neil, West Concord, Mass., Mr.

and Mrs. Bernard Finnerty, Lawrence, Mass., Muriel Nevins, Thomas F. Gearty, Chase Boudreau, Joe Allen and Joe Breen, Cambridge, Mass., Barbara Ann Young and Mr. and Mrs. Ralph Young, Leominster, Mass., Elaine Henio and Millie Levesque, Manchester; John Ventola, Somerville, Mass., Gloria Sweet, Virginia Daley, Estelle LeBlanc, Jane Cate, Milly Colorio, Worcester, Mass., Lillian and Fran Lafoe, Newburyport, Mass., Henry J. Mahoney, Pat White and R. Whitehurst, No. Billerica, Mass., Lila L. Searels, Westminster, Mass., Jean R. Smith, Groton, Mass., Theresa McGurn and Lillian Natale, So. Boston, Mass., Mr. and Mrs. William Baumgarten, Hartford, Conn., Mayer Berman, Exeter; William Swenson, Paul Watson, Ralph Johnson and John Farrel, Worcester, Mass., Michael A. Zichelle, Fitchburg, Mass., John L. Laverty, Somerville, Mass., James Campion, Philip H. Dyer, Barbara L. Ryan, Marjory R. Hayden, Framingham, Mass., Florence Warren, Willemssett, Mass., R. L. Donohue and K. O. Bellemer, Pawtucket, R. I., Anne Collins, Woburn, Mass., Harry A. Harwood and party, Springfield, Mass., Francis Gryliotti and Brayton Whitney, North Adams, Mass., Louise E. Phaneuf, Lucy C. Sanvie, Manchester; Ann D. Dever, Louise Martin and Anne Scalley, Woburn, Mass.

Mr. and Mrs. John Clancy, North Shore boulevard, have as their guests, Mr. and Mrs. Dan Ahear and daughter, Peggy, of Concord; Clement and Ralph Parkhurst, Mass., Viola Berglund, Boston, Mass., and Mr. and Mrs. George Carrick and sons George and Jack, Nashua.

Among those registered at the Kentville are Mr. and Mrs. W. L. Davies, Troy, N. Y., where Mr. Davies is chief chemist at the Alleghany Ludlum Steel company; Mr. and Mrs. A. R. Horton, Albany, N. Y., Miss Lois Green, Troy, N. Y., and Mrs. Ralph Flint, Springfield, Mass., Mr. and Mrs. J. E. Cunningham, Farnumsville, Mass., the Misses Gertrude and Doris Smith, Slaterville, R. I., Mrs. Edna

Baker and Miss Claire Forbes, both of Springfield, Mass., Mr. and Mrs. Fred W. Martin, Adams, Mass., Mr. and Mrs. Austin O'Toole, Norwalk, Conn., Mary Jane O'Connell, Bangor, Me., Mr. and Mrs. Joseph Cassidy, Pawtucket, R. I., Mr. and Mrs. Edward Larson Hartford, Conn., Miss Alice Tibbetts Washington, D. C., and Mrs Dorothy Staye and family of Windsor, Conn.

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Hampton Beach to Boston
FOR RESERVATIONS
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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

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RETAIL JEWELER
WATCH REPAIRING
Diamonds - Watches Jewelry
Television Portable Radios
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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?

If Peg and Vic made the Isles of Shoals?

About the new hook that Henrietta's got? Wonder what it's used for?

Why Rosemary didn't sing "Far Far Away," instead of "Far Away Places"?

About the two Amesbury boys who kept Maureen and Jean waiting??? Hours!

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

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Fancy Fish and Lobsters
FRUITS

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GROCERIES

Now offering a complete line of
MEATS
TEL. 2209
We Deliver

Boar's Head
Hampton Beach

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Stainless - Aluminum - Galvanized Iron
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Copper and Galvanized
Roofing - Cornices - Gutters
RYE SHEET METAL CO.
Central Road Tel. Ports. 4333-W1 Rye

When At Hampton Beach
Visit
PLAYLAND

About the summer romance that's been going on for three years now, between certain parties from Worcester and Newton.

Why the boys all sing "The Too Fat Polka" when they see Joan and Rosemary?

That Hinky H. has a new business at night? Windows!

Where does Sandy hide her new car at night? We're still looking.

Why Joanie and Ruthie are wondering who's really in Room 11?

It seems as tho lately the Sog Sisters are traveling in pairs, not groups?

"M" - we're still trying to figure how your boy lost his teeth.

That Betty has forgotten Dick completely - thank to Billy?

That Dotty has met her match in Rusty?

Why Evy always perks up like a ray of sunshine when Chad is around?

Why Lee is making those frequent trips to Salisbury Beach? Could it be one of the lifeguards?

That Connie L. is causing quite a sensation at the Renwood?

Why Janice always goes up to the Surf after work and why she always waits for that certain someone to come in for a cup of coffee?

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

20% OFF

ALL BOYS' WEAR

Sport Shirts - Sweaters

Basque Shirts

Swim Trunks

YOU MUST MENTION THIS
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TO RECEIVE THIS DISCOUNT

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
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Communications and Items from
readers are welcome at all times.

Have You Heard?
Who Shirley's favorite custom-
ers are?

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

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

Caution Necessary
To Prevent Fires

Due to the vigilance of Fire
Chief Lamott and his department,
many possible fires have been pre-
vented and the few slight fires that
occurred this week have
driven home the necessity of ex-
treme caution in this congested
area.

Downer's restaurant, having just
been rebuilt after being complete-
ly burned out last fall, was the
scene of an early morning fire
this week when a fryolator caught
fire. Engine 4 and Ladder 1 re-
sponded to the call and there was
no damage.

Tuesday at 5:42 p. m. firemen
extinguished an oven blaze at
Patsy's restaurant, operated by
Edgar Lessard in the Avon hotel,
B street, and this morning at 6:45
Engines 2 and 3 were called to
a sawdust fire in the town on Bear
Swamp road.

'Sea Horse' With
Escapist Mood
Rescued At Beach

It was probably the hottest part
of the hottest day of the hottest
month.

In that one small area where
grown-ups and children were
crowded along the shore trying to
get some relief, there were perhaps
50 children splashing around, dig-
ging holes, jumping up and down
and playing with boats and rubber
tubes.

Suddenly above the children's
laughter and the steady murmur
that constantly mingles with the
slap of the waves, a child's cry
was heard.

A sudden silence enveloped the
crowd while all eyes turned to
see a little girl, tears running down
her cheeks, make a dash for the
waves and start swimming farther
and farther out.

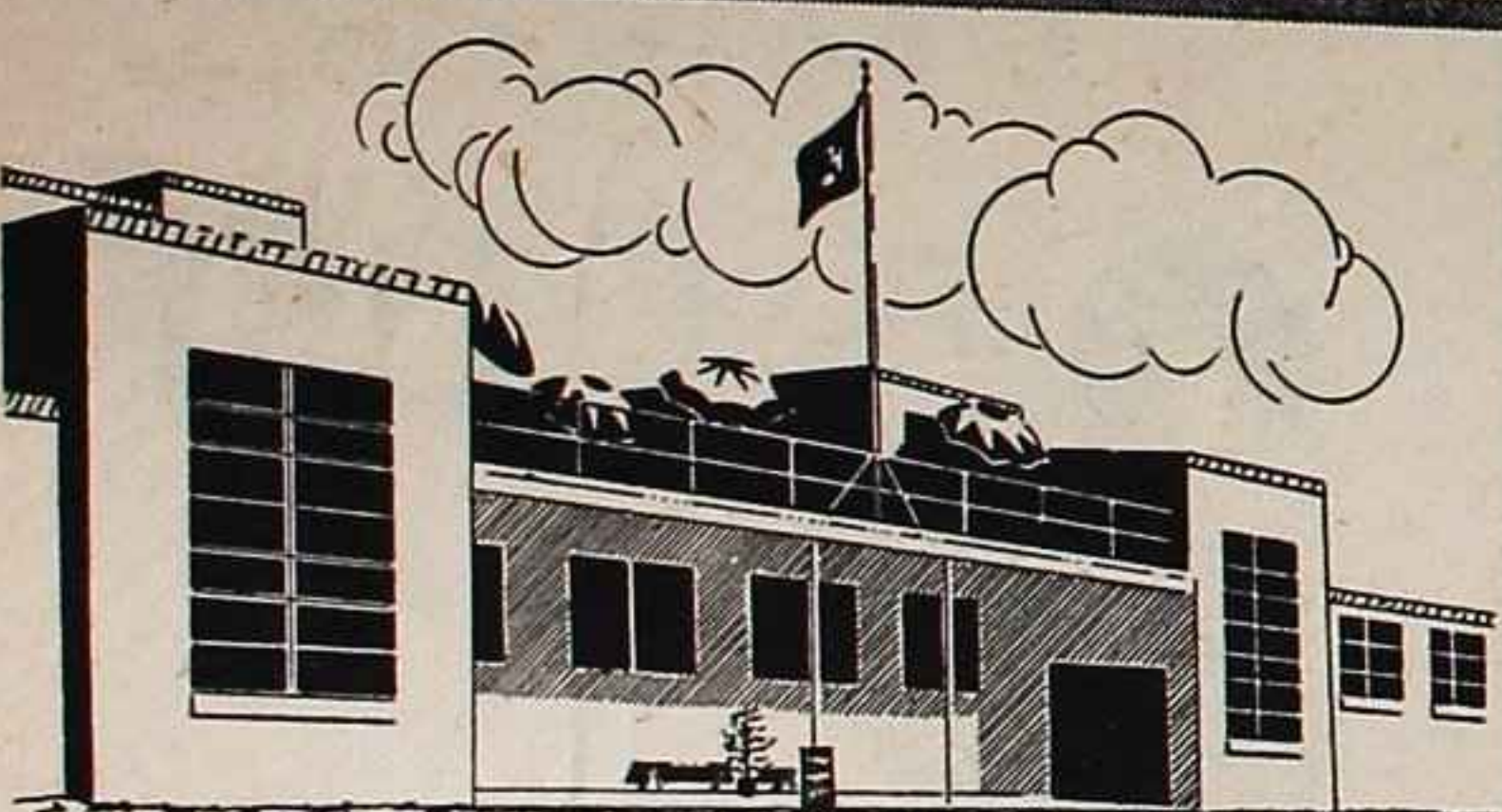
Quickly several in the group fol-
lowed the child into the water and
as they made out the figure that
was getting smaller and smaller,
the onlookers ran closer to the
shore.

Suddenly in the distance, some-
one spied a motor boat coming
closer and closer to the bobbing
figure and when it picked up speed,
zoomed along side and strong hands
came to the rescue, the crowd
cheered and kept on cheering
while Gerry Dobbins, her face
beaming, came ashore with her
run-away rubber horse.

The Cover

Just to prove that the feminine
sex have no monopoly on Beach-
comber covers, George Hagopian,
official shutter-man for the Cham-
ber of Commerce snapped the
Seven lifeguards which patrol the
sands of Hampton Beach for this
week's issue.

Shown in the front row, left to
right, are Fred Polcari, Belmont;
Ernest Rainey, Miami; Joe Pres-
ton, Arlington; top row, same
order, Don Connors, Burlington;
Bill Gillegan, Boston; Sam Hoyt,
Hampton and Henry Stone, Man-
chester.



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

GUYON'S SERVICE STATION

BOAR'S HEAD - HAMPTON BEACH

Complete Automotive Service



Why Neil C. stayed an extra
day in Lowell?

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

The Remnant Shop
Russian Cord .89 yd.
Yellow only
For shorts - skirts - suits
Heavy Shantung .98 yd.
In fall colors
Junior Crepe 45" wide .75 yd.
Frosted Organdy .59 yd.
reg \$1.29

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GROCERIES
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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.

Beach Notes

Mr. and Mrs. Paul F. D'Amour
of Great Boars Head quietly cele-
brated their fifteenth wedding an-
niversary last Saturday.

Vacationists this week at Seven
Gables, Ocean boulevard, are
Albert Blanchette and Adrien
Oliver, Central Falls, R. I., Ray-
mond A. Guest; Mr. and Mrs.
Frank Bonneau, Worcester, Mass.,
Mr. and Mrs. Eugene Bischoff,
Neward, N. J., Edward Guire and
party, Cohoes, N. Y., Mr. and Mrs.
A. R. Daigle, Gorham; Napoleon
Fabasse, Pawtucket, R. I., C.
Lucien Messier and family, Mont-
real; Marian Ketchum, Detroit,
Mich., George R. Lajole, Windsor
Locks, Conn., Mr. and Mrs. George
Dunlavy, Lowell, Mass., George
B. Fleming, Somerville, Mass., Mr.
and Mrs. Charles P. Savage, Med-
ford, Mass., Mr. and Mrs. Peter
J. Kliarsky and family, Manches-
ter, Conn., Mr. and Mrs. Leo Lab-
bie, Jr., Verdun, Montreal; Mr.
and Mrs. W. D. Kimberly, Eliza-
beth, N. J., Doris Whowell, Taun-
ton Mass., John J. Cashin and
Peter F. Ford, Brooklyn, N. Y.,
Mrs. William Glover, Framingham,
Mass., Mr. and Mrs. O. M. Super-
chi, Holyoke, Mass., Armand Rous-
seau, Crawford House; Simone
LaFond, Manchester; Mr. and Mrs.
John Murphy, Chicago, Ill., Mr.
and Mrs. Albert Lapan and Mr.

and Mrs. Harvey Frechette,
Springfield, Mass., and Norine
Williams, Watervliet, N. Y.

Mr. and Mrs. Ralph Sinsabaugh
of Binghamton, N. Y., are spend-
ing part of their vacation at Seven
Gables. Mr. Sinsabaugh is a broth-
er of Grant Sinsabaugh, manager
of the cabin colony.

Join the Letter Contest Today

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

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

As Featured in LIFE - MADEMOISELLE - SEVENTEEN - GLAMOUR



Figure-Magic
by Catalina!

Typically California - this
Catalina swim-creation
applied with a dramatic
"Leaf" motif Fashioned
of famous Elast-A-Q . . . with
a graceful flare that does
wonders for your figure!

Catalina
LOOK FOR THE FLYING FISH

RANDALL'S Department Store

Hampton's Leading Store
ON THE BEACH FRONT BETWEEN A & B STS.

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

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. 914

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CABINS
Ocean Boulevard
Tel. 670
Hampton Beach
H. W. Young

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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? That Marion had the thrill of a lifetime last Sunday night?

That Paul D. makes wonderful brownies? So say three Lowell girls.

STRAND

Amesbury Phone 919
Now Playing Ends Saturday
The Hilarious couple of "The Egg and I"

Marjorie Main Percy Kilbride
"MA AND PA KETTLE" added hit

Ray Milland - Audrey Totter
"ALIAS NICK BEAL"

Sun. Mon. Aug. 14-15
John Payne - Gail Russell
Sterling Hayden
"EL PASO"

2nd smash hit
Maureen O'Hara

Melvyn Douglas
"A WOMAN'S SECRET"

Tuesday 1 Day Only Aug. 16
Bud Abbott - Lou Costello
"IN THE NAVY"

2nd big hit
Donald O'Connor - Gloria Jean
"MR. BIG"

Next Wednesday August 17
Ray Milland - Jean Peters
"IT HAPPENS EVERY SPRING"

added feature
Wayne Morris - Janis Paige
"THE YOUNGER BROTHERS"

New Director To Assume Duties At Beach Playhouse

The Hampton Beach Playhouse went into its seventh successful week Thursday night with a hold-over of "Meet The Wife", the comedy that delighted capacity and near-capacity audiences six consecutive nights last week. In the absence of a resident director, this essential part of the production was more than capably taken over by actor Bernard O'Rourke, who, in addition to the direction, turned in a wonderful performance as Harvey.

Now in rehearsal for "Rope," the Players were fortunate in securing the versatile W. Lawrence Baker, who, as managing director, will work with the group for the remainder of the season.

A native of Brookline, Mass., Mr. Baker has brought with him a solid background of experience as a producer-writer-director.

Presently a member of the Board of Directors of the Boston Tributary Theatre, he has, at various times in his career, been connected in his 3-way capacity with Lever Brothers company, George Washington University,

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

the University of Virginia, the Brookline Amateurs, station WC-HV in Charlottesville, Va., "Youth On Parade," over WEEI, Boston, and lately in television work out of Boston.

In the past Mr. Baker also had his own theatre in Charlottesville, called "The Cavalier Players," where he was producer-director.

An architect by profession, he was educated at Harvard and the University of Virginia.

Contacted by the Playhouse publicity director and popular actor, Arthur Cunningham, who worked with him at the Somerville (Mass.) Community Theatre, Mr Baker comes to Hampton

directly from the Boston Tributary Theatre.

Have You Heard? What happened to Louise?

HAMPTON BEACH PLAYHOUSE

Winnacunnet Road

Tuesday thru Sunday HELD OVER

By Popular Demand For a 2nd Big Week

The Whole Town's Talking About The Outstanding Performances of BETTY MACFARLAND ARTHUR CUNNINGHAM

In "MEET THE WIFE"

TICKETS

HAMPTON BEACH: Jackle's Travel Agency, Tel. 2393

HAMPTON CENTER E. G. Cole Co., Mrs. Garnett, Tel. 651

AT OUR BOX OFFICE

Make your reservations early EVERYBODY will want to see "ROPE"

west newbury SUMMER THEATRE
Route 113 - Between Haverhill and Newburyport

Now thru Saturday "LIGHT UP THE SKY"

Starts Monday, August 15 "ALL MY SONS"

Phone West Newbury 160

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

Week of August 12 - 17

"THE GLASS MENAGERIE"

DIRECTED BY DONALD TESCHER

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

EVENING PERFORMANCES - 8:40 P.M. 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

IOKA Theatre EXETER

MATINEE EVERY DAY AT 2:15

Friday, Saturday August 12-13
DOROTHY LAMOUR - BRIAN DONLEVY
"THE LUCKY STIFF"

WALTER ABEL - MARGARET GRAHAM
"FABULOUS JOE"
Continuous Show Saturday

Children's Show Saturday 1 P. M.
HOPALONG CASSIDY In
"LUMBERJACK"

Sunday, Monday August 14-15
BOB HOPE - LUCILLE BALL
"SORROWFUL JONES"
Continuous Show Sunday from 2:15

Tuesday, Wednesday, Thursday August 16-18
MEL FERRER - BEATRICE PEARSON
"LOST BOUNDARIES"

STRAND

NEWBURYPORT Phone Nbypt. 919

Now Playing—Ends Sat. Aug. 13

The Broadway Stage Hit! Now on the Screen

Spencer Tracy

"EDWARD MY SON"

Sun. thru Tues.—August 14-16

Wait'll You See Those Joy Boys In A Jungle Jam

Abbott & Costello

"AFRICA SCREAMS"

Plus

Joe Palooka

"THE BIG FIGHT"

Starts Wednesday—August 17

Gable Plays Rough . . . But The Girls Love It . . .

Clark Gable

"ANY NUMBER CAN PLAY"

with Alexis Smith

"ALL MY SONS" TO PLAY AT WEST NEWBURY

"All My Sons," Arthur Miller's great prize-winning predecessor to "Death of a Salesman," will open at the West Newbury Summer Theater, Monday evening, to run through the week of August 15th. The current presentation, Moss Hart's comedy of back-stage errors, "Light Up the Sky" will continue its laugh-winning ways through Saturday evening, with Maurice Shrog and Nodas Metcalfe as the Broadway couple who resemble Mr. and Mrs. Billy Rose.

More exciting even than "Home of the Brave," "All My Sons" is the play that out-distanced Eugene O'Neill's "The Iceman Cometh," as winner of the Critics' Circle Award, and hurtled Arthur Miller to the forefront as the most talented young playwright since the early days of Odets, Sherwood, and Maxwell Anderson.

Heading the all Broadway cast is Howard Caine, who has the most powerful role of the season as the war-manufacturer, who sacrifices other men's sons to his goals for his own. Van Williams, the Town Hall Players' talented leading man, also has his best part of the summer.

Jean Sincere, the young Broadway star of "Brigadoon," who has

already piled up a record fan following in "Light Up the Sky," will have the feminine lead in this production. Maurice Shrog will be seen in the dramatic role of her embittered brother, and Anita Grannis will play the gentle "Mrs. Keller." Direction will be by Boris Marshalov. The play will run through the week with a matinee performance Wednesday at 2:40.

THE NORTH SHORES NEW LUXURY THEATER
WARNER BROS. PORT NEWBURYPORT 2287
NOW SHOWING - ENDS SATURDAY AUG. 13
ALAN LADD
"THE GREAT GATSBY"
Ladd AT HIS ACTION BEST!
Macdonald Shelley Barry
CAREY • WINTERS • SULLIVAN
Coming Sun. Aug. 14—For 3 Days
Robert Mitchum - William Bendix
in "THE BIG STEAL"

OLYMPIA THEATRE HAMPTON BEACH SHOWS 230-715-9

Wednesday, Thursday August 10-11
DAVID O. SELZNICK

Portrait of Jennie

JENNIFER JONES • JOSEPH COTTEN
ETHEL BARRYMORE

Friday, Saturday August 12-13
THE TURBULENT FURY OF A WORLD GONE MAD!

"REIGN OF TERROR"

ROBERT CUMMINGS in
ARLENE DAHL - RICHARD BASEHART - RICHARD HART

Sunday, Monday, Tuesday August 14-15-16
Too thrilling for words...

so they set it to Music, Romance and Song!
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Thursday, Friday, Saturday August 11-13

M-G-M'S TRUE LOVE-STORY

JAMES JUNE STEWART-ALLYSON

The Stratton Story



Sunday, Monday, Tuesday August 14-16

The "BABY, IT'S COLD OUTSIDE" Technicolor Hit!
M-G-M's Neptune's Daughter

ESTHER WILLIAMS - RED SKELTON
RICARDO MONTALBAN - BETTY GARRETT
KEENAN WYNN - XAVIER CUGAT

WALTER WINCHELL says the song hit "BABY, IT'S COLD OUTSIDE" is "different and clever!"

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5 Barbers

**Drought Closes
N. H. Woodlands**

A complete closing of South-eastern New Hampshire's woodlands went into effect at midnight Monday as the condition of bone

dry timber and grass lands reached the critical stage.

The action to close the wooded areas of Hillsborough, Rockingham and Strafford counties indefinitely was taken by Acting Gov. Perkins Bass of Peterborough, after he received reports from the State Forestry and Fish and Game Departments.

Meanwhile weather bureau officials predicted, "no rain in sight," to relieve one of the longest periods of drought in New Hampshire's history. Garden and orchard crops are reported to be cut in half by the extreme dry conditions.

In addition to the full closure of the southern part of the state, Bass, Senate president who is serving in the absence of vacationing Gov. Sherman Adams, imposed a partial restriction on woodlands use in all other sections of the state except Coos county. Officials said there was no danger of forest fires in that northern tip of the state.

State Forester John H. Foster termed conditions extremely serious, and likened them to those of two years ago when forest fires swept this state and Maine. He said that Hillsborough, Rockingham and Strafford counties were worst hit by the extended drought and that the only factor lacking which might touch off extensive fires, was a high wind. He asked residents and tourists to cooperate in preventing the outbreak of fire.

In the three southern counties the hunting and fishing is "closed until further notice." The only exception is permission to fish on ponds or lakes which do not have to be entered through woodlands.

The ban does not effect the operation of the state parks at Kingston lake, Pack Monadnock mountain, North Rye Beach and Hampton Beach. Officials said there was adequate supervision at these recreation sites and as a result they will not come under the ban.

It is the first time this year that it has been found necessary to completely close the woods. On two previous occasions the "no smoking" signs have been posted. The proclamation defines woodlands as any cut-over land, slash

and other land, bearing a sufficient amount of wood growth, weeds, grass, or other growth as to be likely to be burned over. Its violation carries a \$25 fine.

Have You Heard?

That Nellie is queen of the fly-swatter?

About Dick Tobin's engagement?

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EXETER BARGAIN

DAYS

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SUMMER SUITS

SUMMER PANTS

GREATLY REDUCED

Boy's Tee Shirts

Were \$1.50 NOW 98c

Straw Hats

1/2 PRICE



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INCORPORATED

Andover, Mass.

Exeter, N. H.

**Granite Stater Wins Weekly
Contest With Unique Verse**

For the first time since its inception the weekly letter contest on, "Why I Spend My Vacation at Hampton Beach", was won by a resident of the Granite State, Helen Warren of Derry, N. H., who spends her summers at the Bay View Cabins on Marsh avenue.

The unique bit of verse has some meter which, as yet, has been unidentified, but which, evidently, expresses the writer's opinion of Hampton Beach as a vacation spot.

The prize winning verse follows:

Do you know the reason I come to Hampton year after year?

It's just because I like it here.

Now I'll tell you why I like it best,

Better than any of the rest.

It's quiet and restful and always clean,

Good enough for king and queen.

Not being a poet and now you know it,

There's lots of reasons, but

How to show it?

When you come to Hampton do as you please,

Lie on the Beach in a cool breeze.

Go in the water and take a swim,

And look at the shapes in the suits so trim.

If you came for the day and forgot your suit,

Go in wading, who gives a hoot.

In other words to make a long story short,

I like Hampton Beach if its cool or hot.

It's a poor man's haven or a rich man's,

It's a boost to anybody's soul.

I like Hampton Beach because its cool

Lovely

Entertaining

And

Not too expensive

Have You Heard?

That Foley's restaurant should be called Kelly's?



**The COLOR SPOT asks:
"Can You Keep A Secret?"**

Take home beautiful natural-color photo (on color film) of yourself or the children—to hide away for gifts or Christmas.

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ONLY \$1.25

"AT THE SIGN OF THE BLINKING CAMERA"

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HAMPTON BEACH

SULLIVAN'S

AT THE MILE BRIDGE

Featuring the FINEST in

Fresh Fish and Lobster

Complete Line Of

Meats and Vegetables

Have You Heard?
Why Barbara is so blue lately?
Could it be that Rusty is going to Bermuda?

Just around the corner
to the Clearance Sale.

Louise Dress Shop
B Street

Boardwalk Brevities

Betty McCarthy and Bill Cronin and Terese O'Brien and Bill Moriarty frolic-ing . . . Eleanor Ryan and company at Kearney's in Salsbury . . . Red Sox pitcher, Maury McDermott, also at Kearney's with a group of friends . . . Elaine and Jimbo Fogarty on the beach enjoying our cool 90-degree temp. after the heat in New Orleans . . . John Dolan discussing cars and their ailments with neighbors . . . Randy Jenness and Peg Martin watching the chef at Mun-

sey's . . . Rita and Fred Kentz, Hilda Couture, Rita and Irene Griffin and Mrs. William J. O'Brien enjoying "Meet the Wife" at the Hampton Beach Playhouse . . . Pat Feeney, Joe Johnson, Mary Sweeney, and Judy Smith looking very serious while reciting the pledge at the square dance Thursday night.

High Tides

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

THURSDAY	12:45 am	8.8
August 11	1:15 pm	8.1
FRIDAY	1:15 am	8.6
August 12	1:45 pm	8.1
SATURDAY	2:00 am	8.2
August 13	2:30 pm	8.1
SUNDAY	2:45 am	7.8
August 14	3:15 pm	7.9
MONDAY	3:30 am	7.4
August 15	3:45 pm	7.8
TUESDAY	4:15 am	6.9
August 16	4:45 pm	7.6
WEDNESDAY	5:15 am	6.6
August 17	5:30 pm	7.6

NORTON'S SEA FOOD MARKET

Fresh
Fish Lobsters
Magazines — Groceries — Ice Cream — Tonic

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EXETER BARGAIN DAYS

Starts Fri., Aug. 5 Ends Sat. Aug. 13

OPEN FRIDAY AND SATURDAY
EVENINGS DURING THIS EVENT

Exeter Stores are Offering Savings as
Great as 50%

THIS IS A COOPERATIVE PLAN TO
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Patronize Exeter Merchants AND SAVE

REMEMBER --- 8 FULL SHOPPING DAYS
AUGUST 5 TO AUGUST 13

SPONSORED BY THE EXETER CHAMBER OF COMMERCE

INFORMATION GUIDE

CHURCH SERVICES

COMMUNITY CHURCH (Protestant)
D Street
10:30 Morning services. Rev. Edwin Schuman of the Baptist Church, Exeter, guest pastor. Wayne Higgins, soloist. Thursday 8:00 P. M. hymn singing service. All are welcome.

ST. PATRICK'S (Roman Catholic)
Church Street
Masses 6, 7, 7:45, 8:30, 9:15, 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, Loretta K. White.

RUBBISH COLLECTION
From Mile Bridge to F street, Tuesday and Friday.
North Shore Hotel to Nudd avenue, Wednesday.
Have rubbish out and in containers.

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.
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Standish Gift Shop
Largest and Finest
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BEACH
CHAMBER OF
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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

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; Casino Associates, pass for 2 for a feature band at the Casino Ballroom. Shampoo and wave at the Grandview Beauty salon.

Have You Heard?
That Bob M. lost his key?

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

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PRIZES PRIZES PRIZES
A 50c Breakfast will be served before
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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, AUGUST 25
VAUGHN MONROE
AND HIS
Orchestra

Join the Letter Contest Today!

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Hight St., Hampton

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Markdowns
BATHING SUITS
MEN'S**

All wool trunks, solids
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\$2.95 \$1.49

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1 and 2 pc. — All Types
and Colors — Sizes 32 - 38

REG. NOW
\$3.95 \$2.95
\$4.95 \$4.95
\$6.95 \$4.95
\$10.95 \$6.95

CONTEST —
(Continued from Page Three)

for the title of "Miss Hampton Beach of 1949."
As in previous contests, the winner of the pulchritude parade will be presented with many gifts, including cash and merchandise, from the beach merchants.
The simple rules governing the contest are:
1. Applicant must be 16 years of age or over.
2. She must be single.
3. She must be a resident of the beach or a beach employee.

Have You Heard?
That Phyllis and the dishwasher make out on the miniature train?

**PALMER'S
DINING ROOM
Open**
Fried Clams a Specialty
Lobster All Style
Opp. Coast Guard Station
North Shore Hampton Beach

**Septuagenarian
Wins Top Prize
In Talent Show**

Seventy-six-year old Mrs. Lily Kenney of Charlestown, Mass., walked off with first prize in the adult class of the Talent Show Monday night at the bandstand. A favorite by far, Mrs. Kenney sang "The Laughing Song."
Second prize went to Michael Clynes, 14, of New Britain, Conn., for his vocal rendition of "Galway Bay," and third prize was won by a Lawrence, Mass., singer, Salvatore Zongri, 19, who sang "Ay. Ay. Ay."
In the junior group the prizes went to three young ladies.
Taking first prize was eight-year-old Nancy Leal of Worcester, Mass., who played the accordion and sang "I'm Back In The Saddle Again."
Second prize was awarded Carol Ann Doucet, 4, of Manchester, who did a waltz clog to the tune of the "Bowery," and the third prize winner was a Lowell, Mass., Miss, Ann Shugrue, 13, who sang "You're Breaking My Heart."
Bill Elliot and Johnny Fulford did the honors as master of ceremonies and pianist, respectively. There were thirteen contestants.

Have You Heard?
That Kay and Louise have allergies?

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Hampton Beach

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LINCOLN'S

25th Aug. Mill End Sale

STARTS

FRIDAY AUGUST 19

Distribution of Eight Page Illustrated Circular begins Monday, August 15. Keep an eye on your doorstep for your copy.

This sale comes just in time for you to really save on back to school clothing.

Every department in the store has brand new fresh crisp stocks bought especially for this event and put on our counters for the first time Friday, August 19.

OPEN FRIDAY TILL 9 P. M.

LINCOLN STORES

NEWBURYPORT

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

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

**"MEET THE WIFE" HELD
OVER AT PLAYHOUSE**

After having played to record-breaking crowds last week, The Hampton Beach Playhouse producers have decided to extend the run of "Meet The Wife" for another full week, by popular demand. Night after night, audiences have left the Playhouse holding their sides with laughter over the hilarious comedy antics of this weeks cast.

Sharing honors for "best-acting" are Betty MacFarland and Arthur Cunningham. Miss MacFarland portrays Gertrude Lennox (the role created on Broadway by Mary Boland). Mr. Cunningham plays Victor Staunton, the "artiste," (the role made famous on Broadway by Clifton Webb.) They both give the outstanding performances to date.

Richard Mason, well-known young Boston actor, has been signed by the producers of the Hampton Beach Playhouse to guest-appear in their next week's production of Patrick Hamilton's Melodrama "Rope". Mason will play Brandon, and William Moresy will play Rupert.

The company is now playing Tuesday through Sunday of each week, with curtain at 8:30 nightly. There is bus service from all points to the Playhouse.

Have You Heard?
That Sandy is more than just interested in a certain football player from Portchester, N. Y.?

Have You Heard?
That Mary C. and Marie O'H. were dolled up for a special reason Friday night?

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NOW is the time to BUY!
Prices are Lower!

HOTEL
CENTER OF BEACH
TEAROOM ATTACHED
HOT & COLD WATER IN ALL ROOMS
INNERSPRING MATTRESSES
Excellent Condition

NEW HOME
CHURCH SECTION
NICELY FURNISHED
Fireplace — Bath — Good Mortgage

4 COTTAGES
NEAR OCEAN — FURNISHED
Haven't had a vacancy in 15 years
Annual Income
\$1,475.00
Down Payment only \$5500.

2 APT.
PLASTERED HOUSE
CENTER OF BEACH
Always Rented
\$8,500.00

THIS WEEK'S BUY!
13 Room Guest House — Good Street — Near Center
Nicely Furnished — Fireplace — Year Round Home
\$10,500.

RALPH T. HARRIS

Real Estate & Insurance
"ON THE BOULEVARD" — COR. "P" STREET
Largest Agency on Hampton Beach



Two tones
of pure wool
flannel \$25

There's a subtle shade of difference in the soft muted colors of skirt and jacket. And a world of difference in the Sacony master tailoring! Such evident elegance in the cut, fit, and needle work in this fine wool flannel. The set of the shoulders is neat and positive. Everything's high fashion but the price . . . a considerate \$25. It's a wonderful buy! Misses' sizes.



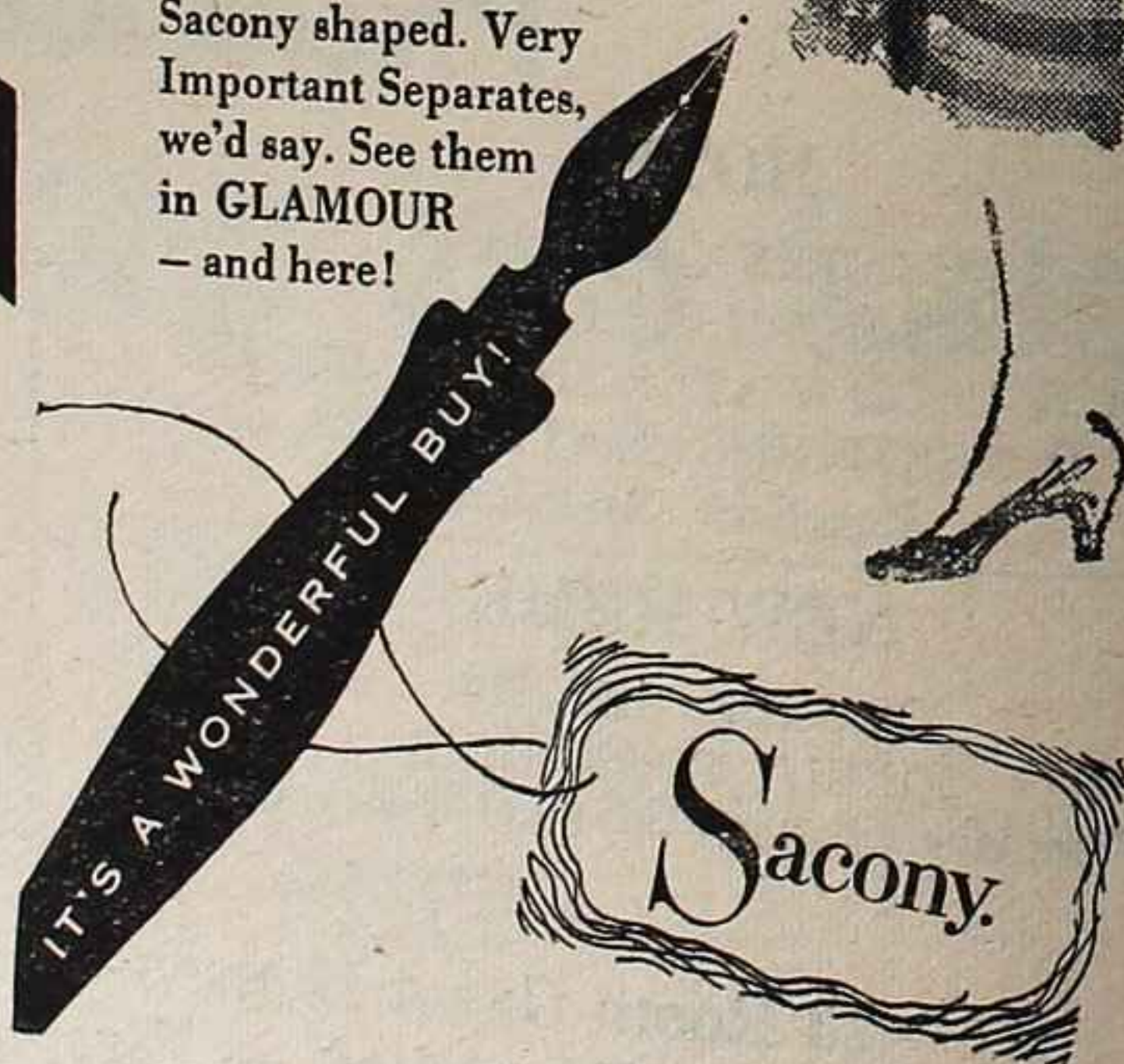
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WASHABLE WOOL BLOUSE 8.95
COLOR-BLENDED SKIRT . 12.95



Circling
the
campus!

Wonderful color blending! Wonderful buys! The softly tailored wool blouse picks up a color from the bold, soft falling skirt. And no worries! For the blouse is really washable - stays color fresh, texture soft and Sacony shaped. Very Important Separates, we'd say. See them in GLAMOUR - and here!



George B. French Co.

37 - 41 Market Street

Portsmouth, N. H.

The Beachcomber



VOL. XXII., NO. 8

Incorporating The
Hampton Beach Advocate

WEDNESDAY, AUGUST 17, 1949

FREE DISTRIBUTION



Sports Week Planned For August 29