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VOL. XXIII., NO. 4

Incorporating The
Hampton Beach Advocate

WEDNESDAY, JULY 19, 1950

FREE DISTRIBUTION



Rebuilding Program Gets Underway

Dine at The CASINO LUNCH BAR & RESTAURANT

COMPLETELY NEW THROUGHOUT

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DELICIOUS... TASTY...

FRIED CLAMS AND FRENCH FRIES FRIED TO YOUR ORDER

— To Take Out —

HAMPTON BEACH CASINO

FIRE

The BEACHCOMBER

VOL. XXIII, NO. 4

WEDNESDAY, JULY 19, 1950

FREE DISTRIBUTION

Rebuilding Program Will Modernize Beach Front

Children's Day To Be Held Friday

Chamber of Commerce secretary Charles F. Butler announced that final arrangements are nearly complete for the annual Children's Day to be held Friday afternoon.

In addition to the Forge Village (Mass.) Band and the 62 piece St. Patrick's Drum, Bugle and Majorette Corps from Lynn, Mass., the program will include the "sailor" duo, Patas and Folsom and talented Artie Johnston, the pantomime artist.

Two hundred Lawrence, Mass., orphans will be here for Children's Day as guests of the Bus Drivers' Union of Lawrence.

Following the 12:30 luncheon at the Hotel Ashworth for the invited guests, the parade will start there at 2 o'clock and proceed along the boulevard to the south end of the beach and return to the bandstand.

John W. Hopley of Portsmouth will again be master of ceremonies for the occasion which is annually celebrated on the birthday of Col. George Ashworth, popularly known by the children as "Daddy" Ashworth.



DEDICATION CEREMONY for the new modern business block to be built on the southerly corner of C street and Ocean Boulevard was presided over by Secretary Charles F. Butler of the Chamber of Commerce, left, Mr. Edwin L. Batchelder of the Hampton Beach Improvement company, center, and President Ray L. Goding of the Chamber of Commerce. Present plans call for work to be started on the new building next Monday. Photo by Marston

The indomitable spirit which is in the heart of every Hampton Beach business man was clearly in evidence this week as property owners and proprietors of businesses, wiped out in the \$350,000 fire which ravaged the heart of the shopping district Friday, prepared to rebuild "bigger and better than ever."

Monday afternoon a cornerstone laying ceremony was held at the corner of C street and Ocean boulevard to indicate that work will get underway immediately on a new

FIRE

(Continued on Page Fourteen)

Call Mass Meeting

An open meeting to discuss the water supply situation in the beach area will be held next Monday evening, July 24, in the Hampton Beach Fire Station at 8 p. m.

All property owners, business men, town and precinct officials have been invited to attend this open meeting sponsored by the Chamber of Commerce.

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Varsity Town Sport Coats	\$29.95

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Arthur Armstrong
80 STATE ST. NEWBURY PORT.

A FINE MEN'S STORE

**Vocal Soloists
Take Top Prizes
In Talent Show**

Vocal solos took four of the six prizes awarded Monday night at the Band Stand when the second of the weekly series of Talent Shows was presented by Bill Elliot.

The winning song in the Junior Division was "Lovely Bunch of Coconuts," which won third prize for Peter Graham, 8, of Winchester, Mass. An 11-year-old dancer, Joy Corbett of New York City, was awarded second prize. Her song was "Slow Boat to China."

The winner in the Junior division was accordionist Mary Ellen Gateley, of Waterbury, Mass., who played "Lady of Spain."

In the Senior group Charles Lonscroft, 15, of Lowell, Mass., sang "My Foolish Heart" for the first prize while Michael McDermott, 19, also of Lowell took second place with "You Made Me Love You."

The novelty song, "The Preacher and the Bear," was the choice of the third prize winner. He was Chester A. Whitther, 38 of Marlboro, Mass.

Cash awards are given every Monday night for the six best performances. Anyone who is interested in competing should file an application at the Chamber of Commerce office.

HAVE YOU HEARD?

That Jimmy Griffin of Worcester has been on the beach so much that even the part in his hair is tanned?

HAVE YOU HEARD?
Rosie has been asking the boys out and it isn't even leap Year? Please give us Casino boys a break.

John the BARBER
"24 Years at Hampton Beach"
Highland Avenue 704

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Finest Fabrics of all Types
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For Braiding and Hooking
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MARSH AVENUE
AT THE FOOT OF
N STREET
Hampton Beach, N. H.

BEANO
AMERICAN LEGION HALL
Exeter Road Hampton
EVERY THURSDAY
July 6-13-20-27
8 P. M.

**Big Games . . .
. . . Big Prizes**

Between The Lines . . .

By MARY FOGARTY

There she sat like a queen. And I guess she is a queen. She's been reigning as "the last of the Red Hot Mammams" for a good many years, now and when she was introduced from the floor at the Frolics Saturday night, you could see from the crowd's reaction that there's only one Sophie Tucker.

When I discovered she was sitting near me I went over to her table and asked—cautiously, not knowing what my reception would be—if I could see her some time this week for a small story for the Beachcomber. She surprised me then when she said in a voice about 10 feet below sea level, "What's the matter with right now?"

So, I perched on a chair and about that time lots of people started coming up to speak to her. There was a perfect stranger who invited Sophie to spend the week with her; the Frolics' publicity agent, Harry Paul; the master of ceremonies, Marc Bolero, who came along, introduced himself to the star, and practically sat on my knee while he held Sophie's hand and discussed rehearsals. There were some others, including a very shy attractive girl who was afraid to ask for an autograph but got it eventually.

And all the while Sophie Tucker was settling rehearsal times, etc., her sister, Mrs. Jules Aronson, was sitting there very calmly with only a smile for everything.

So in the few seconds' talkin' time I had, Miss Tucker told me she's staying at the Farragut in Rye with her family, which includes her brother, Moe McAbuza, and that she's going back to the West Coast after her week's engagement at Salisbury. She's quite pleased with this part of the country, this being her first trip north of Revere even though she was born in Boston's North End.

Of course, with Sophie is her pianist, Ted Shapiro, who's been with her for 29 years.

It may seem trivial, but actually, the only small thing about it is the action of the person who stole the caution signs placed at the Greenland's Trailer Camp to protect the children from traffic.

The Greenlands is a very congested area where umpteen children run around all day and after dark, Mr. and Mrs. Albert Fanning, proprietors of the colony, can't understand—and I don't know who can—why anyone would endanger the children's lives by removing the two signs. They aren't worth any money (they're the kind you see in school zones) but the Fannings are offering a \$5 reward for information leading to the arrest of the thief.

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GROCERIES
FISH LOBSTERS
King's Highway Foot of 15th St.

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RESTAURANT
HOTEL OWNERS
Place Mats
Gay Border Designs
9 3/4 x 14 1/2
3 - Patterns - 3
To Choose From
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Publishing Co.
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CANDY SHOPPE
SEE IT MADE
Established 1920 Candies Mailed
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OCEAN BLVD., BETWEEN P and Q STREETS
All Pastry Kept under Sanitary Refrigeration
A Few of Our Specialties Are
ECLAIRS — NAPOLEONS — CREAM PUFFS — PIES
HOME BAKED BEANS — CAKES
(BAKED ON PREMISES)

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Rooms with Hot and Cold Running Water
Mr. and Mrs. R. L. Goding
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Ocean Blvd at A Street

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Antiques, China, Glass
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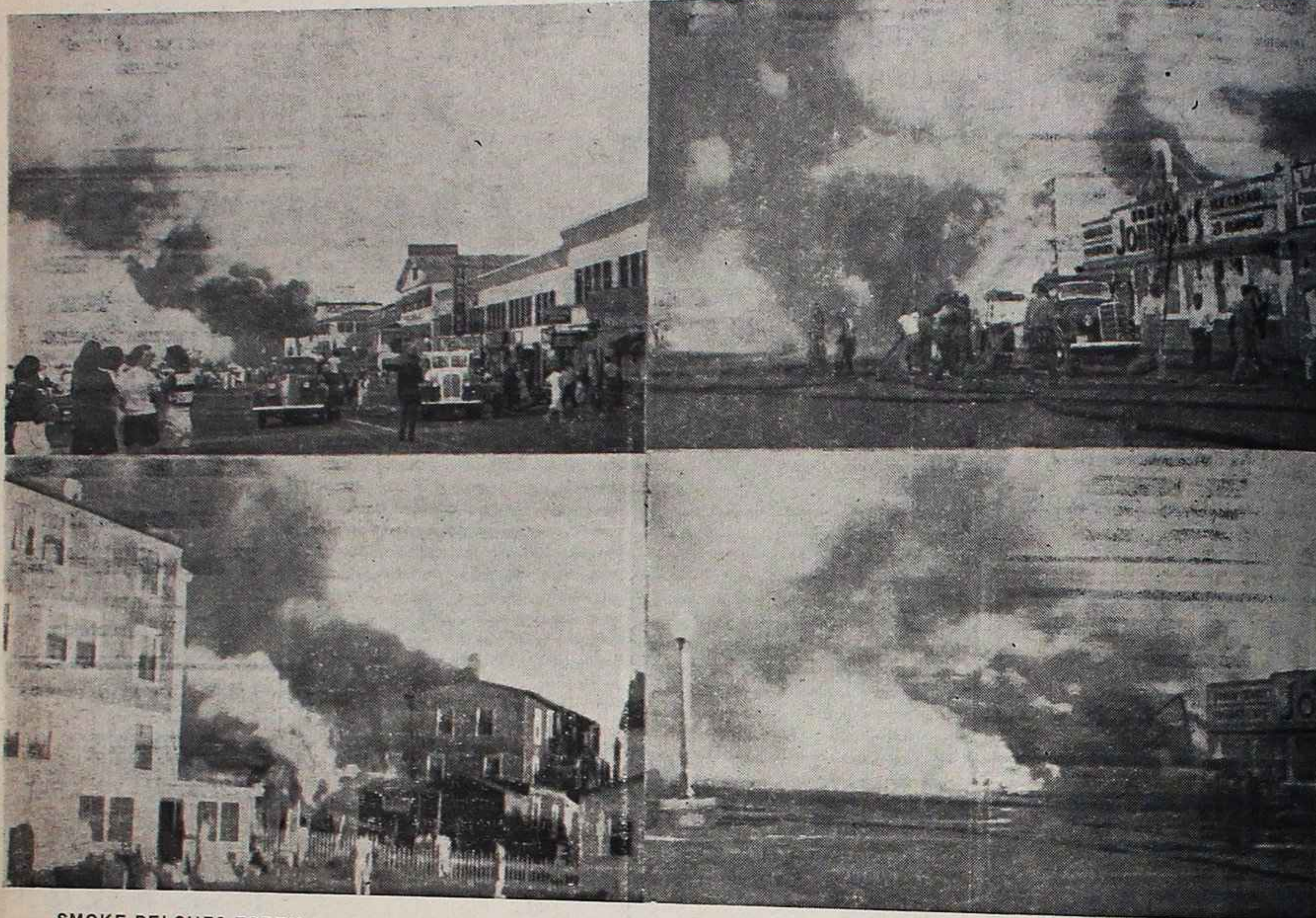
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MARSH AVENUE BARBER SHOP
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Open 9 a. m. to 9 p. m.
OPEN ALL DAY SUNDAY
Chas. deNichols 713

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Ocean Boulevard
Tel. 670
Hampton Beach
H. W. Young 710

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ON THE BOULEVARD
Grille Clam Shoppe
Between J and K Sts. Cor. Marsh Ave & Ocean Blvd.
Famous For Our
FRIED CLAMS
French Fries — Lobster Rolls
Pepper Steaks — Onion Rings — Frankfurts
Light Lunches
OPEN 8 A. M. to 1 A. M.

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HIGH STREET
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SMOKE BELCHES FORTH from the center of the business district at Hampton Beach (top left) as thousands of vacationists jam Ocean Boulevard to view the conflagration. Top right, firemen seek shelter behind doors to pour water into the Playland which was turned into an inferno. Lower right, flames and intense heat spread across the boulevard as the Playland building collapses, driving firemen back. Lower left picture shows the raging flames as they spread down C street to engulf the Wesley and gut out the rear of the Avon Hotel on B street.

(Staff Photo)

State Recreation Area
 Hampton Beach State Park
 ROUTE 1-A, NEAR HAMPTON RIVER BRIDGE
 STATE SUPERVISED MODERN BATHHOUSE
 LARGE PARKING AREA
 QUIET ATMOSPHERE
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 Tennis, Shuffleboard, Horseshoe Pitching, Croquet
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 Spacious bathhouse with observation deck for relaxation, picnic tables and other facilities
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THE BARN
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 For Reservations Phone Salisbury 135
JOE 'The Happy Funster' DORIS
 Johnny Fulford's Orchestra
 REASONABLE PRICES

FIRE

THE BEACHCOMBER
 Incorporating the Hampton Beach Advocate
 A Vacation Digest of all the news information for the summer visitor.
 Published
 Wednesdays, June 28 to August 30
 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.

\$350,000 Fire Is Third In History Of Hampton Beach

Although Hampton Beach has previously experienced two disastrous fires which swept over a larger area than last Friday night's fire, records of the Fire Department show that the weekend fire was far more costly than any other fire at the resort.

On Sept. 23, 1915, the area between B street and Highland avenue, including 1,000 feet of the ocean front and extending back 500 feet to Marsh avenue, St. Patrick's church, a theatre, Ashworth hotel and numerous other hotels, rooming houses and cottages were destroyed at a loss of \$250,000.

In July, 1921, there was a similar fire which leveled the area between E street right up to the Ashworth hotel and damage then was also estimated at \$250,000. In the period since these fires each property has been modernized to account for the increased valuation.

PUBLIC AUCTION

SATURDAY, JULY 22

10:00 A. M.

At the Catholic Church Rte. 1 Hampton, N. H.

Household Furniture, Glassware and Dishes, and Hundreds of Interesting Articles

Lunch H. L. NORTON Auctioneer

LADIES' AID COMMUNITY CHURCH

The Ladies' Aid of the Community Church met Tuesday at 7:30 p. m. After the business meeting Mrs. Edith Ibbotson and Violet Carlton served refreshments. This week Mrs. Clark and Mrs. Merrill will be the hostesses. A drive is on for new members, any one wishing to join will be very welcome.

The Ladies Aid of the Hampton Beach Community church, D street and Marsh avenue, will hold a food sale Wednesday, July 26, 2:00 p. m., at the church.

HAVE YOU HEARD?

That Kay and Jack S. make a good looking pair?

The Cover

The blackened hole in the beach front was as apparent from the air as it was to the estimated 100,000 persons who flocked to the beach over the weekend to view the ruins.

Clearly visible is the gap between the Casino building and Ocean House where the fire was stopped on the south, to the Howard Johnson ice cream stand 200 feet north.

The aerial picture was taken for the Beachcomber by Paul E. Marston from a Portsmouth Flying Service plane.

HAVE YOU HEARD?

What the "K" stands for? (Kieth)

GUYON'S SERVICE STATION

Complete Automotive Service



BOAR'S HEAD

HAMPTON BEACH 706

You Can't Beat --
ELECTRIC WATER HEATING!

GENERAL ELECTRIC
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Exeter & Hampton Electric Co.

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HAMPTON CENTER

Famous For Fine Old New England Cooking

Luncheon Specials 90c up

Dinners \$1.50 up

Your vacation won't be complete until you have dined at this famous Hampton restaurant.

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NORTH SHORE SHOPPING CENTER

HAVE YOU HEARD?

How "Squaw Haven" is making out over on M street?

Who are noted for the Hoodies? Could it be Claire and Helene?

Painted with Touraine Paints by
NAT YOUNG
Painting • Paper Hanging

Cash 'N Carry Store
ICE — WOOD — OIL

SIM'S
Department Store
Swim Suits by Campus
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Beach Notes

Guests at the Ocean House this week are Martin and John Quinn, Lowell, Mass., Martha-Ann and Anne Quinn, E. Chelmsford, Mass., Arline Mahoney, Dorchester, Mass., Beverly Farrell, Springfield, Mass., Mr. and Mrs. G. E. Savard, Woonsocket, R. I., Jean Cormier, Gardner, Mass., Mr. and Mrs. R. G. Wood, Haverhill, Mass., Mrs. G. Lawler, Springfield, Mass., Vincent T. Cox, Lawrence, Mass., Elsie J. Slack, Lowell, Mass., Mr. and Mrs. George W. Esten, No. Grafton, Mass., Mr. and Mrs. Christie Foto, also of North Grafton, Emma DePalma and Ann Arqua, Waterford, N. Y., Robert Salley, Jeanne Eccles and Mildred Davis, Attleboro, Mass., Mr. and Mrs. Norman Mathier, Waterville, Me., Mollie McSherry, Mae Moran, Mrs. C. McNamara and Jane Butler, New Haven, Conn., R. DeGrandfee, Springfield, Mass., Mr. and Mrs. J. A. LaCasse, Pittsfield, Mass., Harry C. Smith, Lincoln, R. I., Mary D-Avilla, Cambridge, Mass., Earl E. Waterman, No. Adams, Mass., Mr. and Mrs. Hayden Amidon, Hinsdale, John O'Connor, John P. Goodwin, Michael Kane and Thomas B. Sheehy, Holyoke, Mass., Mrs. Hope Lund and Mrs. Mary Doucette, Mrs. Ethel Wynott and Mrs. L. Shaw, Providence, R. I., Mr. and Mrs. D. E. Wiley and son, Montreal, Mrs. W. Adrian McClusky, New Brunswick, Canada, Jean M. Nassif, Ruth

Hicks and Doris Francis, North Adams, Mass., Fred Flanagan, Worcester, Mass., Mr. and Mrs. William Field, Portland, Me., Dolores M. Foster, Claire Gill, Ruth A. Foster and Norma Cabral, Providence, R. I., Rita Pilotti, Gardner, Mass., Mr. and Mrs. Frank Moriarty, Roxbury, Mass., Mrs. S. W. Gamble, D. W. Gamble and Mrs. H. Y. Frisselle, Boston, Mass., Regina Whitehead, Manchester, Mr. and Mrs. Harry T. Burns, Nashua, Mrs. James M. Clancy, Newton, Mass., Gloria M. Kelly, Norwood, Mass., Mr. and Mrs. Charles W. Alexander, Augusta, Me., Mr. and Mrs. Henry J. Lolumier, Haverhill, Mass., Margaret E. Martin and Dorothy F. Ham, Taunton, Mass., Helen Olcott, New Britain, Conn., Albert Howland, Pawtucket, R. I., Mr. and Mrs. Charles O'Donnell, Waltham, Mass., Mrs. Rosemary Kelly, Norwood, Mass., Germaine Melanson, Alma Melanson, Gardner, Mass., and Mrs. A. Duquette and son, Springfield, Mass.

Mr. and Mrs. John M. Fogarty and children Ann, Kathleen, Timothy and Helen, of Methuen, Mass., are spending the summer at the "Shelburne" on K street.

A large group of relatives and friends gathered at the Irvington hotel recently to celebrate the 58th wedding anniversary of Mr. and Mrs. Prosper Shevenell of Georgetown, Mass., and Dover.

Sylvia's
BEAUTY SALON
SYLVIA BOULEA PHILBRICK

Colonial Gift Shoppe
The Gift for Every Occasion
Solve Your Gift Problems Here

Paul E. LaFreniere
Jewelry & Watch Repairs
All Work Electronically Tested
SALES — SERVICE

THE PATTEE SHOP
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Pressing Whil-U-Wait at Our Main Plant
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Tobey's No. Beach Store
Drugs - Sundries - Suntan Oil

Your Host Luncheonette
Sodas - Ice Cream - Sandwiches
JUMBO FRUIT DRINK 5c

DEARBORN'S EXPRESS
and Moving Service
Refrigerated Service Daily
Boston to Hampton
TELEPHONE 2537

CORSET SHOP
Registered Spencer Corsetiere
Knitting Yarns - Hosiery
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11 Ann's Terrace Hampton
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North Shore Fish Market
Lobsters — Fish — Clams
FRESH DAILY

SMITH'S
Remnant Shop

RING'S BAKERY
and Delicatessen
Home Style Pies - Cakes
Rolls - Doughnuts

North Shore Launderette
Automatic Bendix Laundry
Attendant on Duty at All Times

FIRE

Boardwalk Brevities

Ken Russell at Henry's open air real estate office chatting with Tommy Waldron... the farewells, "Good-bye soda jerker," "Good-bye chamber maid," exchanged by Stretch Kennedy and a cute brunette customer at the Colonial Tea Room... Frank Murphy of the burned-out pop-corn stand next to Playland buying a hot dog for the little misplaced 4-year old waiting at the Chamber of Commerce for her parents to pick her up... drug store owner Al Tobey among those on hand for Hazel Scott's last night at the Frolics... also Frolic-ing Saturday night Helen and John Donaldson, Esther and Bill Kibble, Mary and Frank Fogarty... Bill

Swartzwelder — fro mMunsey's to Maisie's... at the Chez Wen room after the fire — the bare-foot man with coat of tan — and a bathrobe, period — one of many who lost everything but what they were wearing at the time... Walt Hollis at the fire area talking with Mrs. Doug Hunter, one of the heaviest losers... Muriel Brown and Phil O'Brien of the Hampton Playhouse in costumes from "Peg O' My Heart" attracting much attention Sunday p. m. riding a bicycle around the beach.

HAVE YOU HEARD?

That H. Mc. and Marie R. are having trouble?

OUR FAMOUS CARMEL CORN

Is Tops in Pop Corn Confections
15c and 35c A BAG
Drop Around and Watch Us
Put the Butter in

BUZZELL'S

The Oldest Candy Shop on Hampton Beach
Established 1917

Ahoy There!
Men - Women
Children's
VACATION WEAR

SPORT TOGS
SWIM SUITS

In fact wonderful summerwear for every member of the family. Start your shopping tour here and you'll be sure to get what you want... at reasonable sea level prices.

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Lafayette Rd. Hampton Center

FOR SALE...

Comfort & Convenience

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JEWELL'S SERVICE

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HOT WATER HEATERS

GAS — OIL or ELECTRIC

RANGES

OIL — GAS — ELECTRIC — WOOD — COAL

REFRIGERATORS

INTERNATIONAL HARVESTER
HOT POINT — DEEP FREEZE

WASHERS

AUTOMATIC — WRINGER TYPE
BABY WASHER

DRIERS

WHIRLPOOL—HAMILTON—HOTPOINT

YOU'LL RECOGNIZE

All the Names on Our Appliances

HOTPOINT — GLENWOOD — ATLANTIC
HARDWICK — CHAMBERS — RUUD
DUO-THERM

S E E **MITCHELL** **S E E**
Room Air Conditioner
Our Demonstration unit will make you want one in your home or business.

REO Power and Hand Lawn Mowers
PLANET JR. Garden Equipment

JEWELL'S SERVICE

COMPLETE OIL BURNER SALES & SERVICE

611 Lafayette Road

Hampton

SAVE • THE • BEACHCOMBER

Beach Notes

Margaret Mary MacAleer and Patricia A. Cummings from Worcester, Mass., are guests at The Corinne, 21 I street.

The Rev. Phillip King of Belmont, Mass., is a guest of Mrs. Mary B. Lord, B street. With Fr. King are his parents. Mr. and Mrs. Lester King and brother Paul.

Other guests at the Lord guest house are Sally Smith, Dedham, Mass., Peggy McCafferty, Belmont, Mass., Rita Nelligan and Stephanie Stanicing, Roxbury, Mass., Janie Martin and Jeanette Hudson, Cambridge, Mass., Mrs. Mary Williams, Brighton, Mass., and Loretta Proulx of Epping.

Seasonal guests at Rice lodge, F street, are Bill Kennedy, Exeter, Mary Lawlor, Manchester, Lorraine

McEachern, Newmarket and Leon Yeaton of Exeter.

Other guests at Rice Lodge are Barbara Anne Bisset, Hudson, Mass., Ann F. Wallace, Charlestown, Mass., Isabel Vega, Pauline Rossi and Laura Berini, Barre, Vt., Mrs. Estelle Marier, Montreal, Que., Mrs. Foley, Worcester, Mass., Andrew Walack, Berkshire, Mass., Anna L. Davis, Providence, R. I., Mr. and Mrs. William C. Mullin,

Watertown, Mass., Irene Klinck, Worcester, Mass., Beverly and Thea McCann, Lowell, Mass., Mr. Charles Colvin, Bangor, Me., and Mrs. William Hargraves, Providence, R. I., and Rita Eddy of Webster, Mass.

Prof. Perrin, the graphologist and Lillian Clarke, the Silhouette artist, are now at Narragansett Race Track attending the Shrine circus until July 23.

AT THE BEACH THEATERS

OLYMPIA HAMPTON BEACH SHOWS 2:30 7:00 9:00

Wednesday, Thursday July 19-20

STICKUPS GET \$9 LOOT VAULT MILLION CASH OF \$1,000,000 THAT \$1,500,000 BOUNTY \$1,500,000 IT'S THE STORY BEHIND THE STORY OF A MILLION DOLLAR ROBBERY

UNIVERSAL-INTERNATIONAL presents OUTSIDE THE WALL co-starring RICHARD BASEHART MARILYN MAXWELL SIGNE HASSO DOROTHY HART

Friday, Saturday July 21-22

JOAN CRAWFORD DAVID BRIAN "The Damned Don't Cry!" WARNER BROS. with STEVE COCHRAN DIRECTED BY VINCENT SHERMAN PRODUCED BY JERRY WALD

Sunday, Monday, Tuesday July 23-25

RONALD COLMAN LOVES CELESTE HOLM! HARRY M. POPKIN presents RONALD COLMAN in "Champagne for Caesar" co-starring CELESTE HOLM with VINCENT PRICE

CASINO HAMPTON BEACH SHOWS 2:30 7:00 9:00

Thursday, Friday, Saturday July 20-22

TERRORS AND TORMENTS OF GIRLS IN PRISON! WARNER BROS. "Caged!" starring ELEANOR PARKER PRODUCED BY JERRY WALD WRITTEN BY VIRGINIA KELLOGG AND BERNARD C. SCHOENFELD DIRECTED BY JOHN CROMWELL

Sunday, Monday July 23-24

RANDOLPH SCOTT RUTH ROMAN WARNER BROS. BIG-GUN IN SCREEN ADVENTURE! COLT 45 DIRECTED BY EDWIN L. MARIN WRITTEN BY THOMAS BLACKBURN

Tuesday, Wednesday July 25-26

KILLING A MAN IS ONE THING... LOVING HIS WIFE IS ANOTHER... both are DYNAMITE! LEW AYRES - TERESA WRIGHT in NIVEN BUSCH'S production "THE CAPTURE" featuring VICTOR JORY • JACQUELINE WHITE and introducing EDWIN RAND

FOR • YOUR • THEATER • GUIDE

I O K A

EXETER Dial 2222 EXETER Matinee Every Day at 2:15 Saturday 1 P. M.

Friday, Saturday July 21-22 ROY ROGERS — DALE EVANS

"TWILIGHT ON THE SIERRAS" (In Color)

LEON ERROL — JOE KIRKWOOD "HUMPHREY TAKES A CHANCE" Children's Show Saturday 1 P. M.

TED DONALDSON in "RUSTY LEADS THE WAY" In Addition to our Regular Show Listed Above

Sunday, Monday July 23-24 MARJORIE MAIN — PERCY KILBRIDE

"MA & PA KETTLE GO TO TOWN" Continuous Show Sunday

Tuesday, Wednesday, Thursday July 25-26-27 YVONNE DeCARLO — PHILIP FRIEND

"BUCCANEER'S GIRL" (In Technicolor)

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BEACH ROAD - ROUTE 1A - SALISBURY Telephone Newburyport 2410-W

OUR MOTTO ALWAYS A GOOD SHOW

Program Now thru Saturday July 20-22

The Year's Most Honored Movie Walter Winchell says this one is a must see "PAISAN" co-hit DONALD O'CONNOR and PEGGY RYAN "THE MERRY MONAHANS" A Swell Musical Production

Program Sunday, Monday, Tuesday July 23-24-25

LARRY PARKS and EVELYN KEYES "RENEGADES" (in technicolor) 2nd Big Hit — CORNEL WILDE and JOSETTE DAY "FOUR DAYS LEAVE"

Coming Wednesday thru Saturday July 26-27-28-29

A Drama of Real Life Which Happened Right Around Us Here BEATRICE PEARSON and MEL FERRER "LOST BOUNDARIES" 2nd Hit — BUD ABBOTT and LOU COSTELLO with PHIL SPITALNY HOUR OF CHARM ALL GIRL ORCHESTRA "HERE COME THE CO-EDS"

The ... Hampton Playhouse

ON WINNACUNNET ROAD Featuring A Professional Broadway Company

THIS WEEK — JULY 18 - 23

"Tonight At 8:30"

BEGINNING JULY 25 - 30

"The Late Christopher Bean"

RESERVATIONS Hampton 2146 Tickets may also be purchased at JACKIE'S TRAVEL AGENCY, Hampton Beach and COLT NEWS STORE, Hampton Center.

CURTAIN 8:45 P. M.

Tuesday, Wednesday, Thursday \$1.80 and \$1.20 tax incl. Friday, Saturday, Sunday \$2.00 - \$1.80 - \$1.20 tax incl.

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NEWBURYPORT
Phone Nbypt. 919

Wed. Thru Sat. July 19-22

In Scintillating Technicolor
Esther Williams-Van Johnson

"DUCHESS OF IDAHO"

Sun., thru Tues. July 23-25

The roaring story of the gun
that made the golden west . . .
James Stewart-Shelly Winters

"WINCHESTER 73"

In Luscious Technicolor

Starts Wednesday July 26

The son of Robin Hood rides
forth to fame and glory . . .
John Derek - Diana Lynn

"ROGUES OF
SHERWOOD FOREST"

In the Rainbow Hues of
Technicolor

**Youth Injured
As Car Rams Fire
Truck At Beach**

A 12-year-old boy was hospitalized as the result of a freak accident Friday night during the fire. Charles Brindamour, son of Mr. and Mrs. Charles P. Brindamour, 1 street, suffered serious injuries to his right leg when a car ran into the Rye Fire Truck onto which he had jumped as the engine was traveling along Marsh avenue.

After receiving preliminary treatment by Dr. R. N. Blake, the accident victim was taken to Anna Jacques hospital in Newburyport where it was at first doubtful the torn leg could be saved.

According to a member of the family the boy will remain in the hospital for some time.

**Terrace Group
Plans Excursion**

With thirty members present, the regular meeting of the Nudd Terrace associates was held Thursday evening at the home of Chub-ber Spillane.

After a brief business meeting during which plans were made for a deep sea fishing trip, a delightful entertainment was presented. Members who took part in the program were Paul M. Gaunn, Bob Dunfey, Marty Sefre, Eleanor Dunfey and Ann Hurrell.

Next meeting at the home of Mrs. Sarah Latta at which time Marty Sefre will show two films of colored

movies which he took on a recent vacation.

HAVE YOU HEARD?

Where Claire, Joyce and Helene went Sunday nite?

STRAND

Amesbury Phone 919

Tues., Thurs. July 18-20

Margaret Sullivan
"NO SAD SONGS
FOR ME"

plus John Garfield
"UNDER MY SKIN"

Fri., Sat. July 21-22

MacDonald Carey-Shelly Winters
"SOUTH SEA SINNER"

plus
Scott Brady
"UNDERTOW"

Sun., Mon. July 23-24

In Scintillating Technicolor
Audie Murphy - Wanda Hendrix
"SIERRA"

and
James Mason
"ONE WAY STREET"

Starts Tuesday July 25

Marie Wilson
"MY FRIEND IRMA
GOES WEST"

also Johnny Weismuller
"MARK OF THE
GORILLA"

**AIR
Conditioned
PORT**

Newburyport, Mass. Tel. 711

Now Playing



UNIVERSAL-INTERNATIONAL presents
BUD ABBOTT and LOU COSTELLO
in The
FOREIGN LEGION

Plus Jim Davis in
"HI-JACKED"

Sun., Mon., Tues. July 23-25

In Beautiful Technicolor
"THE WHITE TOWER"

Glenn Ford - Valli
Also

"PASSPORT TO
PIMLICO"

Special Kiddies Matinee
TUES., JULY 25 at 2:00

Western - Comedies - Cartoons

IT'S THE FOOD

MAHONEY'S LUNCH

"As Famous As the Beach Itself"

OCEAN BOULEVARD AT B STREET

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Hampton Beach, N. H.

THE OASIS



New England's
Most Beautiful
Night Club

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FLOOR SHOW
DANCING

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TED SHAPIRO AT THE PIANO
- Plus ALL STAR SHOW -
THE Frolics
at SALISBURY BEACH
FULL COURSE DINNERS from \$2.00
OPENS SUN.
CARMEN
CAVALLARO
and his ORCH.

HAMPTON
BEACH
CHAMBER OF
COMMERCE

**THE SIGN
OF THE
RED GULL**

EMBLEM
OF
COOPERA-
TION

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. 712

Fire

Have You Heard?

Why Jerry and Billy feuded?
Who has to keep watch over Eddie while Miriam is in Lowell?
Where Betsey went Sunday nite with a blanket?
Bobby gave Adeline, the set-up girl at Munsey's, the brush-off?

That Barbara W. looks very lonesome since Bill left for Springfield?

What Brad and Jim were doing down by the State Bath House the other day? Those two Brookline boys are doing all right this year. What are they teaching them at B. H. S.?

That Claire and Mac are the lone sharples?

Why Mark of Bradford was so keen about the little nurse from New York?

That Joyce and No. 4 on the string are very well known?

Why purple and yellow and blue and white are sharp colors?

Why did the three girls leave the dance hall so early Thursday night? It was an awful blow to one of the girls who traveled a long way to come here for her vacation.

That Lowell High stands behind the band stand?

That Beverly R. has finally made up her mind?

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Hotel
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Fitchburg - Worcester
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or Billiards at the

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RECREATION
CENTER**

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anywhere . . . Cool - Airy - Restful.

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A STREET

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FIRST QUALITY
FULL FASHIONED

Audrey

51 gauge 15 denier

NYLONS
88¢

Don't miss this sale of our famous
Audrey nylons in summer shades of
Visa and Light Beige to complement
your sheer prints and cottons. 8 1/2-
10 1/2.



**Strapless
RAYON SATIN
bra's
\$1**

Also fine broadcloth. Bon-
ed for proper uplift. Elas-
tic backs. White . . . A
and B cups, 32 to 38.

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Pleasant Street

Newburyport

OPEN FRIDAY NIGHTS TILL 9 P. M.

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That Dan is here?

MILDRED E. CHASE
TYPEWRITERS
ADDING MACHINES
Sold, Rented or Repaired
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SEA FOOD & STEAK DINNERS
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Approved by Duncan Hines
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Hampton Beach Tel. 911
714

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Sport Fisherman
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LOBSTER — GROCERIES — MEAT
Specializing in Fish
Opposite the New Bridge Hampton Beach, N. H.

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SUNDAY

OPENS FOR THE

THE BARN
at SALISBURY BEACH, MASS.

For Reservations
Phone
Salisbury 135

JOE (The JERK) Happy
DORIS Funster

Johnny Fulford's
Orchestra

REASONABLE PRICES

FIRE —
(Continued from Page Three)

block for that area. The razed building, which was occupied by Kelly's Grill, Henry's Real Estate office and Gendron's Ice Cream parlor, was owned by the Joseph O. Hobbs estate of North Hampton. Two sons of the deceased owner, Paul W. Hobbs of North Hampton and Leon Hobbs of Somerville, Mass., were present Monday at the ceremony which was conducted by Mr. Edwin L. Batchelder, representing the Hampton Beach Improvement company, and Ray L. Goding, president of the Chamber of Commerce and Charles F. Butler, secretary.

The Hampton Beach Improvement company has a 99-year lease from the Town of Hampton on all the land from the Ocean House property north to the Ashworth Hotel and in turn leases the land on a 10-year basis to the property owners.

New Fireproof Block
Mr. Hobbs indicated Monday that the new block will be of cement, steel, and brick fireproof construction, and will extend for 50 feet on C street. All three tenants in the old building leveled by the fire have indicated that they will occupy the same position in the new building.

Other property owners to consider rebuilding as soon as in-

urance adjustments can be made are John Walsh and John Hines, popularly known as "The two Jacks", owners of The Playland which was completely destroyed and the Howard Johnson building, which sustained considerable damage.

In all 19 businesses were wiped out by the fire which at one time threatened to spread through the entire business section of the beach due to the lack of water pressure in the hydrant system. It is generally conceded that the only thing that saved the center of the beach was the emergency use of the new salt water hydrants along Marsh avenue.

Pump Salt Water
Although the new salt water system is not yet in operation, fire department officials were able to station a pumper in the town parking lot and fill the salt water mains. An adequate water supply was then available from two hydrants at the foot of B and C streets to halt the spread of the blaze.

Beach officials, although acutely aware of the lack of adequate water pressure in the fresh water mains, hastened this week to assure all vacationists that the emergency hook up of the salt water hydrant system will be kept in use, thereby assuring an adequate supply of water for fire fighting purposes.

Fire Chief George H. Lamott declared that if the new \$60,000 salt water fire main along Marsh avenue had been completed on schedule, the beach front "fire loss would be much less than it is."

Launch Investigations
Chief Lamott pointed out that the salt water fire system was nearly complete except for installation of pumps and motors which contractors were unable to deliver on schedule.

This main would supply 2,000 gallons per minute and would have instantly supplied all water necessary to extinguish the fire in its first stages.

Investigations of the costly fire were launched Saturday by state and local fire officials as well as representatives of the National Board of Fire Underwriters to determine the starting point and cause of the blaze.

State Fire Marshal Aubrey Robinson and L. E. Pendleton of the National Board of Fire Underwriters, joined Fire Chief Lamott, Police Chief John J. Malek and Deputy Sheriff Floyd I. Gale in a probe of the disastrous fire.

\$350,000 Loss Estimated
Although there were several theories rumored about the beach as to the cause of the blaze, Chief Lamott stated Tuesday that it was apparent that the fire started in a storage shed in the rear of Dudley's Hotel and Gift Shop, but that so far it has been impossible to learn the cause.

The fire chief also stated that it was next to impossible to esti-

FIRE
(Continued on Page Fifteen)

INFORMATION GUIDE

CHURCH SERVICES

COMMUNITY CHURCH
Non-Sectarian
Rev. Edwin Shuman, guest minister. Music by Graniteers. Service at 10:30 a. m.

OUR LADY OF THE MIRACULOUS MEDAL
Masses 6:30, 7:30, 8:30, 9:30, 11:30 a. m.
Confessions Saturday 4:00, 7:00, 8:00 p. m.

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
Mass 6:30, 8:30, 10:00 and 11:30 a. m.

BAND CONCERTS
4 Daily — 2-3, 4-5, 7-8, 8:30-9:30

FIREWORKS
Every Wednesday — 9:30 P. M.

CHAMBER OF COMMERCE
9 A. M. - 9:30 P. M. Daily
Office Hours:

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: Elroy G. Shaw, Chairman; Harry D. Munroe, George H. Sumner, Town Clerk; William Brown, Office Hours, 9-11:30, Monday - Friday. Chief of Police: John Malek. Chief of Fire Department: George Lamott.

Beach Officers

Precinct Commissioners: 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, Charles F. Butler.

RUBBISH COLLECTION

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

FIRE —
(Continued from Page Fourteen)

mate the amount of damage, but that the fire loss would probably reach \$350,000 and "might go even higher."

The blaze broke out shortly before six o'clock and soon mushroomed up through the wooden frame structures. Although the actual fire was contained in the buildings on the north side of C

street at the onset, the wooden structures across the street broke out in flames soon afterwards from the intense heat of the burning buildings which turned C street into an inferno.

Outside Towns Respond
Aid was summoned from twelve surrounding towns and cities as the fire threatened to spread throughout the entire business section.

Departments which assisted the beach fire department included those from Portsmouth, Exeter, North Hampton, Hampton Falls, Rye Beach, Seabrook, Newington, Portsmouth Naval Base, Salisbury, Newburyport, Amesbury and Lawrence, Mass.

The North Hampton Fire Department pumper was driven onto the beach and pumped water from the ocean. A wrecker stood by gradually pulling the pumper onto higher ground as the tide rose.

Another pumper was placed in the municipal parking lot at the end of G street and pumped water from the marshes.

Call Out National Guard
The flames were finally brought under control when they reached the building housing Margaret M. Junkins Candy Shop. A concrete wall between it and the Ocean House hotel stopped the progress of the flames which would have enveloped the Casino block had they broken through the Ocean House.

On C street the flames were halted at the Southview Manor rooming house which was partially destroyed. The Edgewater cottage next to the manor was soaked with garden hose and was untouched by fire.

The Portsmouth National Guard unit, Headquarters Co., First Battalion, 195th Infantry, was called out shortly after midnight and posted as a guard at the fire damaged area to avoid looting, several owners having reported that large sums of money were contained in safes among the rubble.

Scarcely before the ruins had stopped smouldering Saturday morning workmen were on the scene to erect a fence around the blackened area. The National Guard units patrolled the area throughout Saturday.

Firemen Injured
An estimated 50,000 persons flocked to the scene. Parked cars extending for about four miles along Route 1A and left only a

narrow lane for arriving fire apparatus.

Doctors and nurses set up volunteer first aid stations at the police and fire stations. They treated about 25 persons for cuts and bruises, and smoke inhalation. None was seriously hurt.

Several firemen and volunteer firemen were injured, but none seriously. Treated at Exeter hospital were Delbert Sawyer, Jr., 19, Salisbury Beach, Mass., smoke inhalation; Robert DeGraff, 24, Hampton Beach, smoke inhalation and exhaustion; Lt. Howard Heath, 40, Lawrence, Mass., Fire Department, smoke inhalation.

Two local call men were injured by flying glass. Eugene Parker received cuts on the hand and Precinct Commissioner James W. Tucker, Jr. was also cut by glass and suffered a broken nose.

Businesses Lost

In all nineteen businesses were completely destroyed or badly gutted including Dudley's Gift Shop and Hotel owned by Arne Antio, Hampton Beach; Elleen's Sandwich Shop, Charles Bradford, Portland Maine.; Junkins Candy Shop, Margaret M. Junkins, Hampton Beach; Exeter and Hampton Electric Light office; Playland, Walsh and Hines, Lynn, Mass.; Lea's Tea Room, Lea and George Downer, Hampton; Kelly's Grill, Paul Kelly, Hampton; Henry's Real Estate, Henry Dupuis, Hampton; Wesley Rooming House, Miss Hel-

ena Thurlow and Mrs. Ruth Davis, Newburyport, Mass., Gandreau's Barber Shop, Art Gandreau, Haverhill, Mass.

Color Spot, Arthur Van DerKam, New York; Bar-X Barbeque, Mrs. Roberta Winkler, Exeter; Marguerite's lunchroom, Helen M. Hupper, Lynn; John's Barber Shop, John Gregory, Hampton Beach; Hamel Dry Cleaners, Henry J. Hamel, Nashua; Gendron's Ice Cream parlor, Fred and Arthur Gendron, Connecticut; Crew Hats concession, Robert M. Crapo; popcorn stand, Francis Murphy; and the Burnham Guest House.

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Ocean Blvd. at A Street

BELLA'S Market
GROCERIES - MEATS
BAKERY FOOD
VEGETABLES
FROZEN FOODS
Ocean Boulevard
BETWEEN J & K STREETS

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Shop at **SIM'S Two Stores**
High St. Hampton No. Shore Shopping Center Hampton Beach

Fresh and Salt Water
Fishing Reels and Equipment 49c to \$5.95
BOYS WESTERN STYLE
Dungarees - Biltwell - Sizes 6-16 \$2.19
8.2 ARMY CHINO PANTS—SUN TAN — 29 to 42 3.19
8 oz. SUMMERWEIGHT DRILL—Sun Tan Pants 29 to 42 2.95

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BATHING SUITS
BOOTH - CEEB - SPITZER
1 piece or 2 piece
All Colors - Sizes & Styles
From \$3.98 to \$13.98

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BATHING SUITS
SAME MAKE & KIND AS THE LADIES
Sizes 7 to 14
From \$1.98

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LARGE ASSORTMENTS

SIM'S DEPARTMENT STORE, INC.
HIGH ST. HAMPTON NORTH SHORE SHOPPING-CENTER HAMPTON BEACH

BOUDREAU'S
Groceries - Meats
Marsh Avenue Hampton Beach

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REAL ESTATE
August Rentals Available Now
100 Marsh Ave. Hampton Beach

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two part harmony
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They go together because Sacony coordinates them in color, in texture, in design, in toto! Come and see how beautifully this pure wool washable shirt blends with the tinsel-striped master-blended skirt. Both — even better-looking than the glowing pictures you'll see in MADAMOISELLE. Sacony wonder-priced: the shirt \$8.95; the skirt, \$12.95.
"IT'S A WONDERFUL BUY!"

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37-41 Market Street
PORTSMOUTH, N. H.

The Beachcomber

VOL. XXIII., NO. 5

Incorporating The
Hampton Beach Advocate

WEDNESDAY, JULY 26, 1950

FREE DISTRIBUTION



Water Supply Hearing Draws Crowd