

HAMPTON BEACH

NEW HAMPSHIRE



ON THE ATLANTIC OCEAN



FOR HEALTH AND HAPPINESS



HAMPTON BEACH is everything the average vacationist desires. It entertains more than a million guests each season. Fifty miles north of Boston and three miles east of U. S. Route 1, it is easily accessible by motor, train or bus. It offers every modern city convenience, yet its restful seaside simplicity is retained. Air-conditioned by cool ocean breezes Hampton Beach brings health and happiness to its countless patrons.

You will like Hampton's hotels, cottages and restaurants and enjoy its theatres, ballroom and places of amusement; you will be delighted with its surf bathing. Plan for a Healthful Vacation at Hampton.

For Detailed Information Write to the Secretary

Hampton Beach Chamber of Commerce and Development Council

HAMPTON BEACH, NEW HAMPSHIRE



Looking North toward Little Boar's Head

HAMPTON SETTLED IN 1638

MANY POINTS OF HISTORIC INTEREST

Looking South from Hampton Beach



Every City Convenience at Hampton Beach

Although Hampton Beach is a Summer Resort, and right on the Atlantic Ocean, it has all the advantages of a clean, large city.

- Well Paved Streets and Highways.
- Gas and Electric Service.
- Well Equipped Modern Fire Department.
- Efficient and Courteous Police Department.
- Sanitary Sewage Disposal Plant.
- Regular Collection of Paper and Garbage.
- Unfailing Supply of Pure Spring Water.
- Splendid Harbor for Small Craft.
- Catholic and Protestant Churches.
- Bus and Taxi Service.



BIRD'S EYE VIEW OF HAMPTON BEACH

THIS AIRPLANE PHOTO gives just a sketchy idea of Hampton Beach and its surroundings—like a map drawn to scale. In the foreground at the right is the new State Bath House with its acres of auto parking facilities, while above it stretches away the broad, white sand of Hampton, the cleanest beach on the Atlantic coast.

At the upper right Boar's Head extends out to the east, pointing to the open sea and making a marker to limit the northern boundary of Hampton Beach. Faint in the north stretches the town of Rye and in the distance the harbor of Portsmouth.

The left center shows the business center of Hampton Beach, crowded with hotels, shops, amusement centers, theatres, restaurants and tourist places.

Route 1A comes from the bridge at the south of the picture, bears to the right and passes up the waterfront, around to Boar's Head and on to Portsmouth and Portland, Me.

Here is the location of New England's finest beach vacation resort—the mecca of hundreds of thousands of happy visitors every season. Come to Hampton for rest and recreation.



BATHING AT HAMPTON BEACH

Probably no other single feature of Hampton Beach appeals to so many vacationists as the glorious bathing beach at Hampton. This beach is noted among the finest beaches in the world—miles of clean, white sand with sparkling, foam-crested waves rolling in from the broad open Atlantic Ocean. There is no nearby pollution and the Beach itself with its silvery white sand is really clean—and is kept so. Hampton Beach is a glorious summer vacation spot—particularly the cleanest bathing beach on the Atlantic coast.



BATHING IS CLEAN, SAFE AND HEALTHFUL AT HAMPTON BEACH

The New Hampshire State Bath House

The New Hampshire State Bath House, newly constructed of cement and steel, is the most modern and sanitary structure of its kind on the New England coast. It is located at the southern end of the main beach, near the Hampton end of the toll bridge. Near it is a large free parking area with room for thousands of cars.

The bath house is equipped with lockers, showers, rest rooms, etc., and is large enough to accommodate thousands of bathers daily.



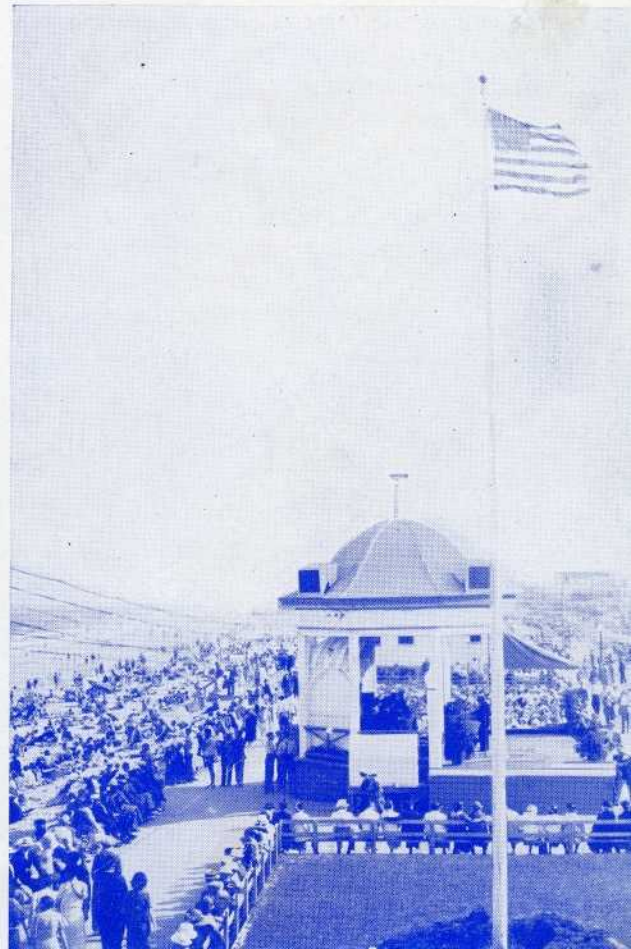
OUR LIFE GUARDS

And Hampton Beach is safe for everyone. Dependable, really husky young men are on the alert all the time—on the beach and in life boats. They are guardians of your safety, protecting you and the children from possibility of accident. They have every sort of equipment ready for immediate use in case of need. No precaution for safety is overlooked at Hampton Beach.



Happy Orderly Crowds

You will feel at home at Hampton Beach. Hampton has an enviable reputation for orderly good times and the elimination of all objectionable features. The right sort of people form the habit of spending their vacation days at Hampton.





THE CHILDREN ENJOY HAMPTON BEACH

THE CHILDREN ALL LIKE to come to Hampton Beach, where the Chamber of Commerce has made special arrangements for their entertainment. The John C. White Memorial Free Playground is their own amusement center, under the direction of a trained graduate of the famous Sargent School. Every device is available to make youngsters happy and to keep them busy.

Tired mothers seeking rest and relaxation, may leave their children here and know that they will be carefully looked after. No vacation better for the youngsters who can enjoy the clear air and sunshine and gather strength for school days in the fall. And for the

time mother is relieved of responsibility and happy that the little ones are in expert hands—enjoying advantages they could not get anywhere else.

Bring the little ones to Hampton Beach—bring them often. They will like it and thrive on the healthful, invigorating days at the Beach.



THE HAMPTON BEACH CHAMBER OF COMMERCE

Located right on the Beach, in the midst of all activities, the Hampton Beach Chamber of Commerce maintains full time offices, where trained attendants courteously will give any information requested. Guests may register here their Beach address and visitors are cordially welcomed. Public announcements and events of importance are broadcast over the Public Address System.

HAY FEVER RELIEF

Because of the absence of rag-weed and other similar plants, most hay fever sufferers find themselves greatly relieved at Hampton Beach. The sun and the cool, salt-laden breezes are splendid tonics for vacationists.

CHURCHES ARE AT THE BEACH

Two churches, the St. Patrick's Roman Catholic Church and the Protestant Community Church, centrally located, are centers for the religious life of the community.

A HEARTY WELCOME

Whether you visit Hampton for a day, a month or a longer period, you may be assured of a hearty welcome and courteous service and attention on the part of every person who goes to make up the community of Hampton Beach. Hampton will bring you health and happiness.





HAMPTON BEACH is New England's finest vacation spot. Here is the clear invigorating air of the open ocean; here endless lines of foam-tipped waves march steadily up on two miles of broad white sand. Nature has done her best to provide the perfect setting. The Chamber of Commerce and those interested in the development of this resort have overlooked no chance to improve on the beginnings here afforded.

CLEAN AND ORDERLY

The beach and the streets are always clean. They are patrolled by courteous officers. The beach is clean—and the people who come here are the type of people you would choose as associates. Your family and their friends will be happy at Hampton.

WATER AND SANITATION

Your health is carefully safeguarded and none of the dangers are present so often found in seaside resorts. The water supply is ample and of unquestioned purity. A \$200,000 modern Imhoff tank system of sewage disposal eliminates the possibility of the pollution of the bathing waters. Refuse and garbage are collected regularly. Every care is taken to maintain the highest standards in every service rendered our guests.

THE WEATHER IS IDEAL

Cool invigorating breezes prevail most of the season. Fogs are rare indeed and bright sunshine is the rule. The average summer

Hampton Beach — New England's Vacation Resort

temperature at Hampton Beach is around 73 degrees and while nearby cities and towns swelter in summer heat, Hampton is swept by cool ocean breezes.

TRANSPORTATION

While the greater proportion of Hampton's guests come by auto, the visitor will find good bus and train service available from any point. Buses arrive on frequent schedules from Haverhill, Lawrence, Amesbury, and Exeter, connecting with railroad and long distance bus services at all of these places as well as the railroad station at Hampton itself.



For the autoist Hampton is on Route 1A from Boston to Portland and is served by a network of first class highways leading in from every direction. It is easy to get to Hampton Beach from anywhere.

POSTOFFICE AND WIRE SERVICES

There is a branch postoffice on the beach and wire and telephone services are as modern as if you were at home or at your own desk.

THE BUSINESS SECTION

Well-appointed shops, stores and refreshment stands cater to the varied wants of the thousands who visit them. Souvenirs, novelties or staple necessities—they are waiting your selection at busy Hampton shops.

AMUSEMENT CENTER

Almost every type of amusement you can think of is near at hand. The big Casino houses bowling alleys and a grand ballroom, where famous bands lure you to trip the light fantastic in the cool fragrance of ocean breezes. Moving picture theatres, penny arcades, and many other attractions will help to keep you interested.

REGULAR ENTERTAINMENT PROVIDED

Band Concerts are given four times daily in the band stand in front of the Casino. The band stand is equipped with the best type of sound amplification and special lighting facilities add to this. A famous concert band of distinction engaged for the season, assisted by an able corps of soloists and entertainers, makes these programs a highlight in the days at Hampton.

Radio and record programs, as well as announcements and news features are broadcast daily from the sound amplifier at the Chamber of Commerce building. This can be heard clearly up and down the boulevard and on a large portion of the beaches.

There are weekly evening displays of fireworks that draw thousands from a radius of many miles. The displays vary from week to week and never fail to receive enthusiastic approval.

Many special features round out a program that fills every week in the whole season. Pageants, parades, vaudeville shows, special conventions and visiting delegations make every day full. There is never a dull moment at Hampton Beach.





Come to Hampton Beach for Your Vacation

There is every sort of amusement, sport and entertainment at Hampton Beach—something doing for everyone from early morn till late evening. The Chamber of Commerce plans a varied daily program of events lasting throughout the whole summer season. A headline military and concert band makes headquarters at the Beach for the entire season and renders music for all special occasions as well as furnishing four band concerts daily. Vaudeville, musical and other features are added to round out a complete daily entertainment program.

The special features are too numerous to mention in detail: Weekly Wednesday evening display of fireworks, continuous radio and record programs broad-

OUR HOTELS and other accommodations for the Vacationist

Over fifty first-class hotels, hundreds of clean, modern guest houses, over a thousand comfortable apartments, cottages and bungalows completely furnished, for rent by the week, month or season at reasonable prices—modern tourist cabins and trailer parks are available and ready for the fortunate vacationists who come to Hampton Beach.

Difficult to please would be those who could not find suitable accommodations to suit their tastes and meet the requirements of their budgets.

In our hotel dining rooms, restaurants, tea rooms and other eating places, you will be served with food actually cooked to order—steaks, chops, chicken, fresh Northern lobsters, steamed or crisp-fried Hampton River clams. Fish and clam chowders made as only New Englanders know how, without the outrageous tomato and assortment of various vegetables and real, honest-to-goodness home made bread, cakes and pies.

With an appetite sharpened by the fresh salt air of the Atlantic Ocean—you will find a real gastronomical adventure in Hampton Beach.



cast from the great public address system, moving picture entertainments, dancing to the strains of great orchestras in one of the largest, best equipped and most beautiful ballrooms on the New England coast, shopping for curios, mementos and necessities in Hampton's unique shops and stores. All these and many more—or you'll enjoy just strolling along the walks and watching the happy crowds or you may prefer to just absorb the fresh sea air and sunshine of healthful Hampton Beach.

Golfing at Hampton

If you enjoy Golf you can have that too at Hampton. There are several attractive golf courses within short automobile distance from Hampton. Golf courses and companions to your liking await you. You will soon get acquainted.

Auto Trips to Scenic New England

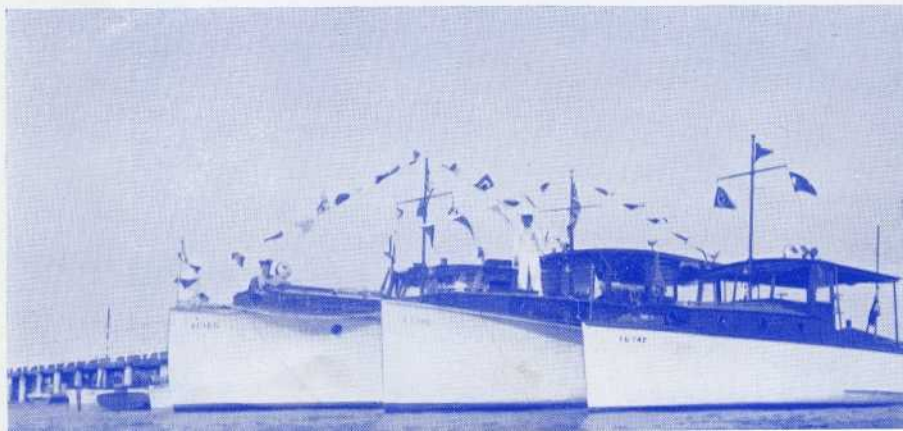
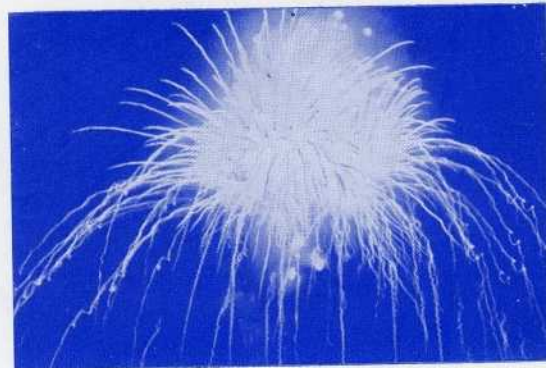
Hampton Beach is a center of New England's Wonderland—rich in glorious scenery and historic interest. Most of Hampton's visitors come by auto. During their stay at Hampton there is an unlimited number of trips for their choice in every direction. The lakes, mountains and shrines of New England's historic interest are easily reached from Hampton. Information may be secured at the Beach for whatever trips you may select.

There are innumerable roads off from the congestion of the trunk line highways, which offer delightful drives through farming country with each day new scenery.

Nearby is the Coast Guard Station where the visitor may witness weekly boat, signal or apparatus drills.

Other Outdoor Sports

Whatever you enjoy for summer sport, you can find it in or near Hampton Beach. Bicycling, hiking, riding, tennis all take on added enjoyment in the cool ocean breezes.





Yachting and Boating at Hampton Beach

The clear blue sparkle of the New England Atlantic invites you to leave the heat and dust of summer days and come out where the salt tang of ocean air is freshest and where you are master of your own destiny. Small wonder those who have become familiar with this sport love it beyond all others.

Hampton can give you all sorts of salt water vacation pleasures. Sailing craft and cabin cruisers, or sturdy motor boats may be requisitioned for your enjoyment with competent skippers—or if you come to Hampton by sea, everything is ready to receive you and make your stay pleasant. Hampton has a splendid harbor for small craft near the center of the business section.

Hampton Beach is not just a bathing beach—but a vacation resort offering the widest variety of attractions and amusements. There's always something doing at Hampton.



Come to **HAMPTON BEACH**

By AUTO
BUS
RAILROAD
CRUISER
or
YACHT

*There is a Welcome
and a Good Time
for All.*

Hampton Offers Attractions for Fishermen

Fishing is an outdoor sport enjoyed by a great number of people, both young and old. Deep sea fishing off the New England coast, in the haunts of the giant tuna and sword fish and where lurk halibut, cod and many other smaller varieties, has a lure all its own. Any day during the summer vacation season thousands enjoy this sport, while others spend quieter hours fishing from the rocks, piers or from small boats near shore. Fish are plentiful and there is fun for everyone.

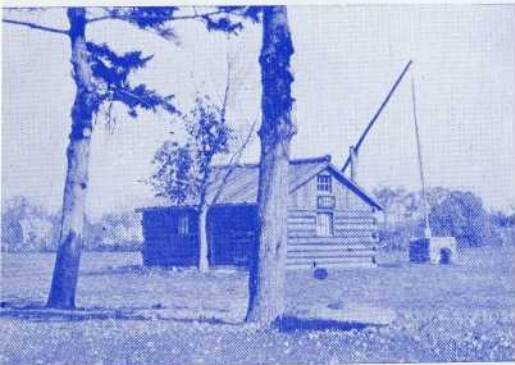
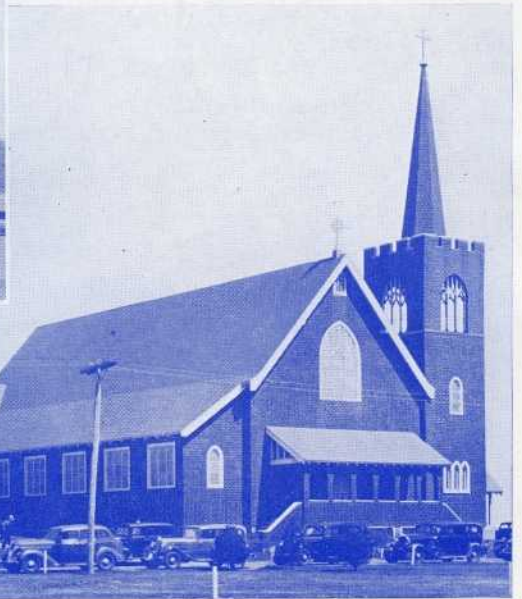
At Hampton there are available opportunities for this grand sport in any style you prefer. Join the parties leaving daily under expert direction—rent a small boat and go "on your own"—or try your luck from shore or any vantage point you may select. You'll find good sport and good fishing at many places near Hampton. And it is easy to get detailed information for the kind of sport you prefer.

Come to Hampton Beach and enjoy some real fishing sport. Bring your own tackle or you can find those who will outfit you nearby.



**There is
Sport
and
Fun
for
Every-
one
at
Hampton**





Top left—Comfort and Police Station; next below, replica of Hampton's first Meeting House in Tuck Memorial Field. Eunice "Goody" Cole may be buried near stone in foreground; next, U. S. Coast Guard Station; right, Community Church, Protestant.



Top right — St. Patrick's Roman Catholic Church; next below, Central Fire Station at Hampton Beach.

PLENTY OF PARKING ROOM AT HAMPTON

THOUSANDS of motorists visit Hampton Beach daily during the vacation season and most careful attention has been given to make available plenty of room for parking. Traffic is handled efficiently and with a minimum of delay and inconvenience by a competent squad of officers. There are large free parking places with ample space even for the many thousands of cars which come to Hampton on week-ends and holidays.

Tourists visiting New England should not miss a stay at Hampton Beach. It is easily reached by first class trunk line highways from every direction. Garage accommodations, tourist cabins and hotels are all available for the comfort and convenience of the tourist visitor. A glance at the road map on this page shows how easy it is to reach Hampton Beach from any part of New England—or to stop over at Hampton Beach en route to Maine resorts or to the White Mountains.

Plan Your Convention or Summer Outing at Hampton Beach

HAMPTON BEACH is the ideal spot for Conventions and Business, Club, Lodge, Social or Political Gatherings. There are halls available to suit the requirements of any size of audience; ample accommodations are near at hand for providing food and lodging; there are spaces available for large tents if you wish to plan for large gatherings. The central location makes it easy to reach from any part of New England. People like to gather at Hampton Beach because of the bathing and additional attractions afforded.

The Chamber of Commerce staff actively assists in preparation of events of this sort. Write us your convention or outing date, the number of visitors you expect, and our representatives will give you information about the advantages we can offer. Very special inducements can be offered to larger parties on early or late dates.



How to Reach Hampton Beach by Auto



HAMPTON BEACH

NEW HAMPSHIRE



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FOR REST AND RECREATION