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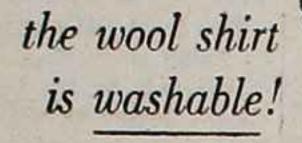
16

in

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 bet-ter-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!" SACONY

The BEACHCOMBER

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NEW THROUGHOUT COMPLETELY For your dining pleasure and comfort we have spared no expense - - - to serve you better with the best food from breakfast to your evening meal. — Come in and enjoy your meals in our New Dining Room

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Enjoy an Evening of - DANCING -At the Beautiful CASINO BALLROOM Featuring TED HERBERT'S ORCHESTRA

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DELICIOUS... TASTY FRIED CLAMS AND FRENCH FRIES FRIED TO YOUR ORDER

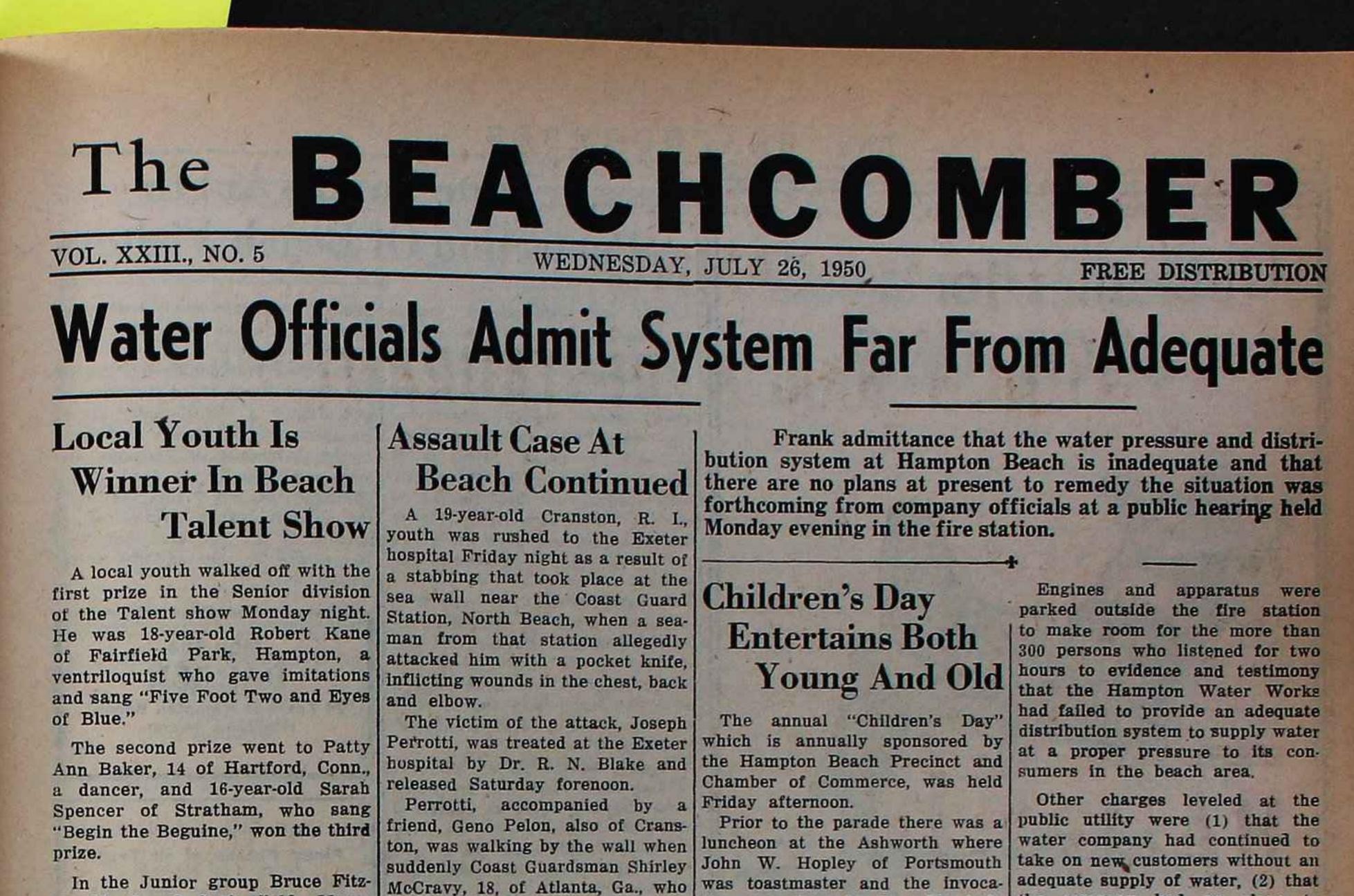


The BEACHCOMBER

CASINO LUNCH BAR & RESTAURANT

- To Take Out -

HAMPTON BEACH CASINO



gerald, 8, of Springfield, Mass., had been drinking on the beach tion was given by Rev. Floyd G. the company had no plans to sang "Mother" for the first award with two companions, is reported Kinsley, pastor of the Hampton remedy the existing dangerous and a baton twirler, Kevin Carri- to have started an argument in Congregational church. gan, 12, of Stamford, Conn., took the second.

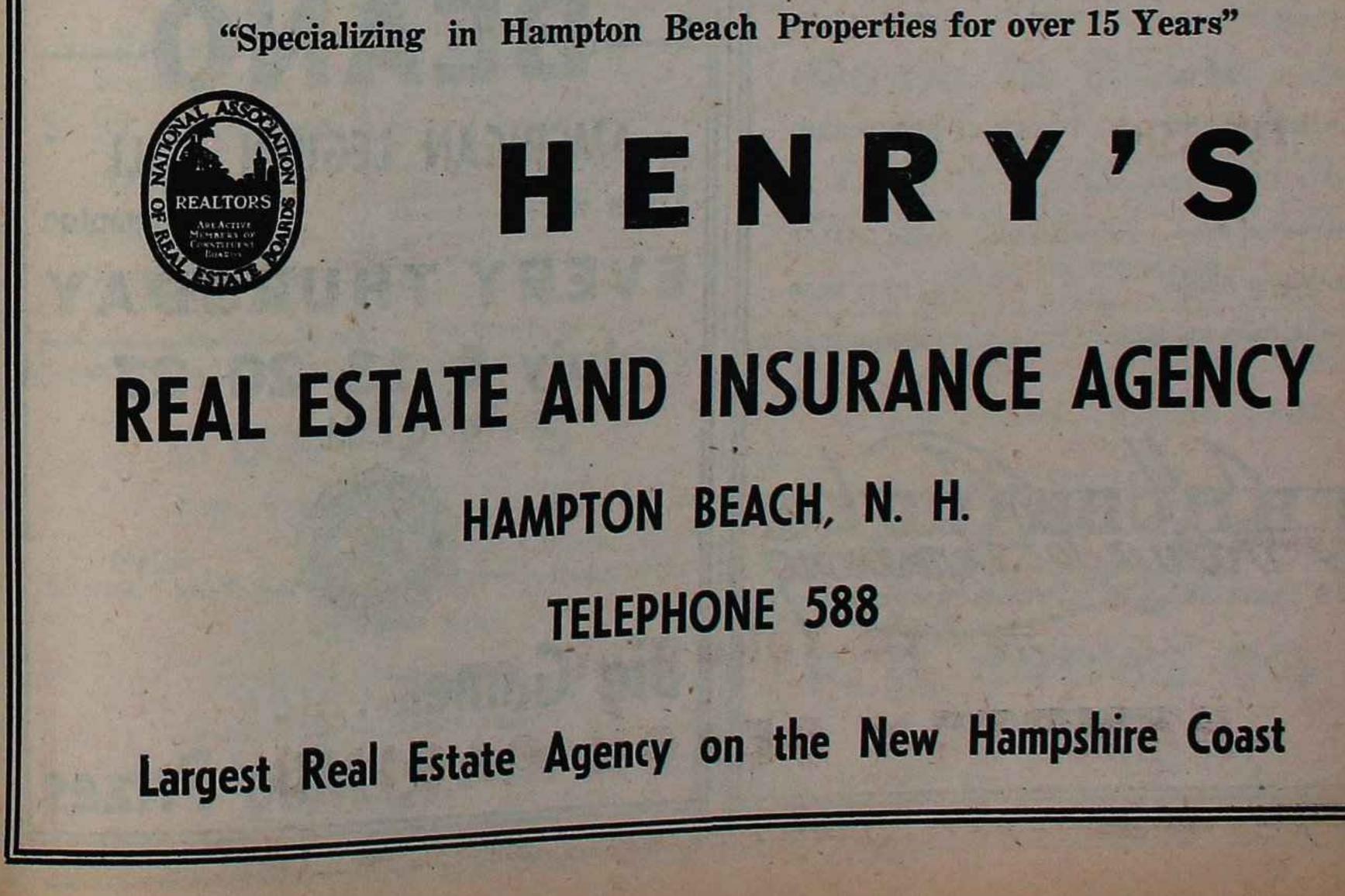
of Stoneham, Mass., was in third Police Officers Arthur Heard and place with the "Pajama Song."

Applications are available at the Chamber of Commerce for anyone interested in this weekly contest.

the course of which the stabbing took place. McCravy was arrested Dick Murphy of Haverhill, Mass., of the salt water system by four Six-year-old Geraldine Murphy near the scene of the assault by Joseph MacArdle,

ASSAULT (Continued on Page Six)

HENRY'S



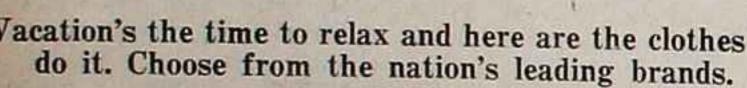
At a special session of Hampton where an entertainment was held ber of fresh water hydrants. CHILDREN'S DAY

(Continued on Page Seven)

situation, and (3) that the public The parade, led by baton twirler utility had delayed the installation started at the Ashworth, travelled months trying to get assurance to the south end of the boulevard from Precinct officials that there and returned to the bandstand would be no decrease in the num-WATER

(Continued on Page Six)





McGregor Sport Shirts McGregor Swim Trunks **McGregor** Sweaters Hathaway Shirts Van Heusen Shirts Jockey Underwear Interwoven Hose Cool Rayon Slacks Cotton Wash Slacks



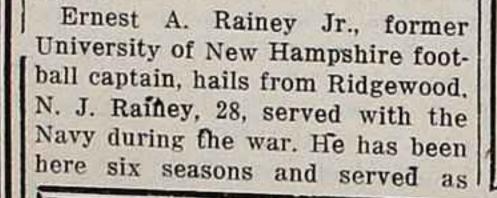
The BEACHCOMBER

\$2.95 to \$6.95 \$2.95 to \$5.95 \$5.95 to \$10.00 \$4.95 \$3.65 to \$3.95 85c to \$1.85 55c to \$1.50 \$5.95 to \$8.50 \$3.95 to \$5.00 Granite State Youths Aid In **Protection Of Beach Visitors**

chosen to patrol Hampton Beach thenics instructor. this season.

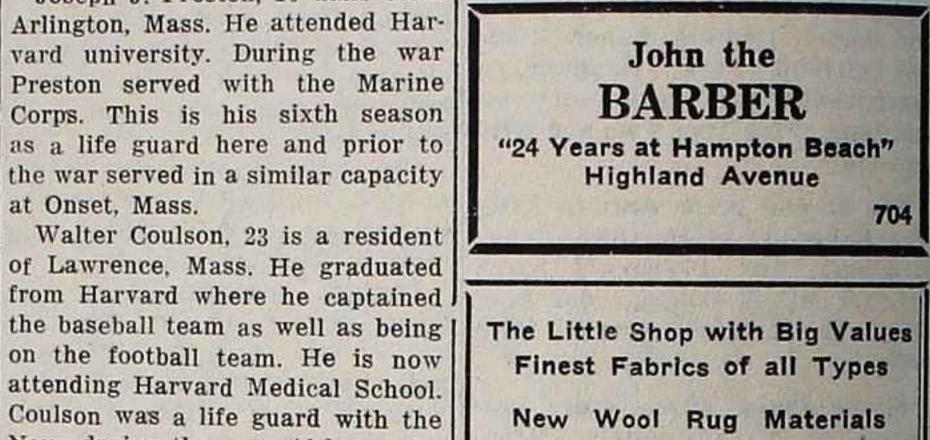
Joseph J. Preston, 26 hails from Arlington, Mass. He attended Harvard university. During the war Preston served with the Marine Corps. This is his sixth season as a life guard here and prior to the war served in a similar capacity at Onset. Mass.

Walter Coulson, 23 is a resident of Lawrence, Mass. He graduated from Harvard where he captained on the football team. He is now attending Harvard Medical School. Coulson was a life guard with the Navy during the war. Although he has served several years as a life guard in pools in his home city, this is his first season at Hampton Beach.



Two New Hampshire youths head life guard two years. For are among the six life guards several years he was also calis-

The New Hampshire life guards William E. Glynn, of Spring- are Henry Stone, 23, of Manchester, field, Mass., former captain of and James J. McDonnell, 21, of the West Point swimming team, Hampton. Stone, who is a student is head life guard. Glynn is 27 at the University of Vermont, has and a graduate of the U. S. Mili- been a member of the staff of life tary academy in 1945. He served guards at the beach from 1944 until as life guard here from 1939 to the current season. McDonnell, a 1942 and also was head life guard student at the University of New in 1941 and 1942 in addition to this Hampshire, is having his initial season here.

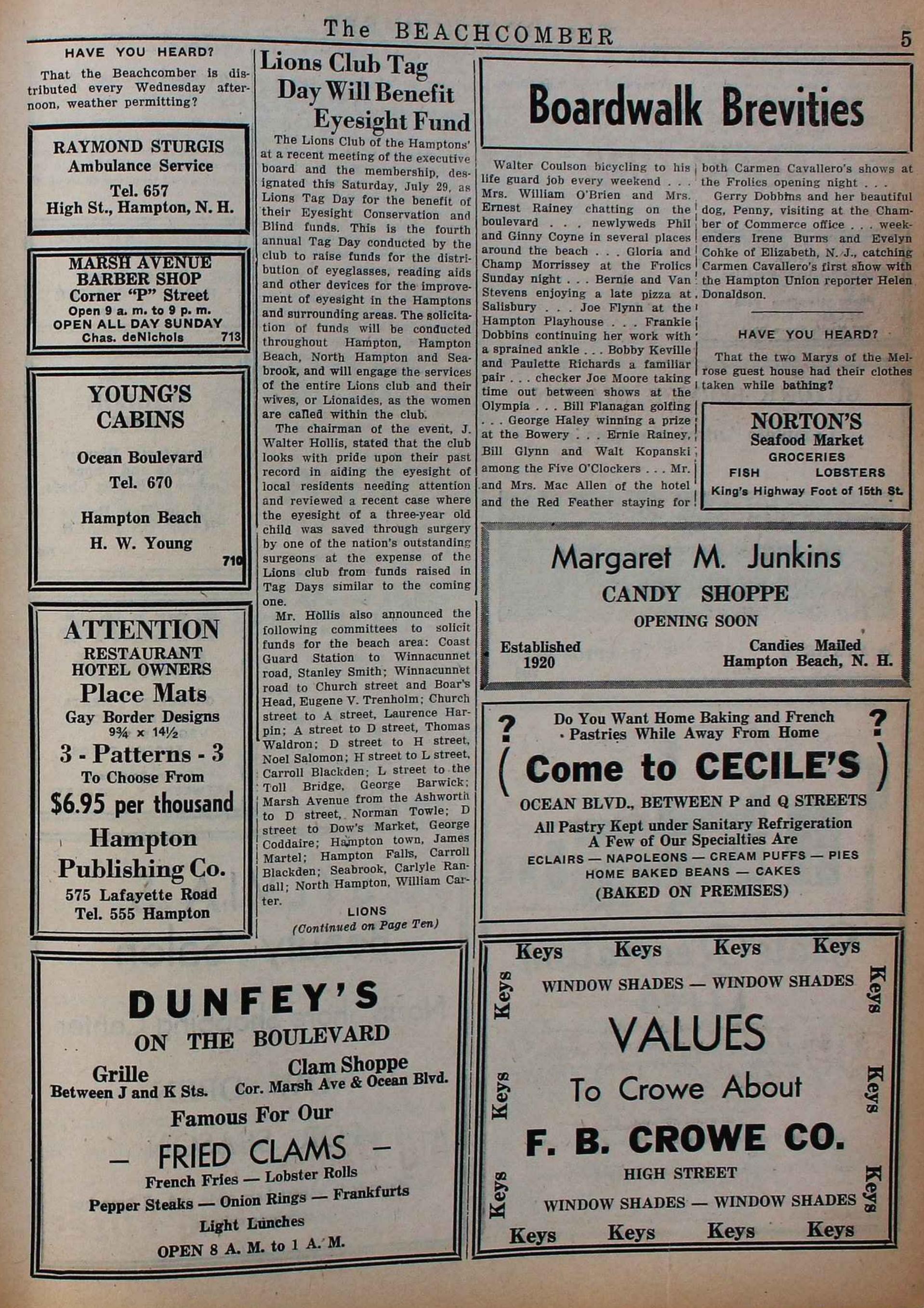


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-BEANO. **AMERICAN LEGION HALL** Exeter Road Hampton EVERY THURSDAY July 6-13-20-27 8 P. M. dig Games





history of the conflict between the ASSAULT beach and the water company to secure an adequate supply and stated that in March 1948, the Precinct had voted to build a sal

Mr. Allen M. Symonds of Ded-Hampton Water Works company, ings held in 1938-40 the value of the water company was determined and rates set to allow a proper balance between income and expenses to furnish a company a six percent profit, but since that time the company had made (several additions to the system which were non-revenue producing. Specifically he pointed to the aying of a 10 in. main on High street and a 12 inch main on Winnacunnet road in 1948 at cost of \$40,000.

The utility officials also pointed out that the company had just recently sunk a new well off Little River road in Hampton and that the new source of supply would develop a million gallons of water a day, which would be twice the amount now available and which should prove adequate to fill the tandpipe at Great Boar's Head and keep it full.

Mr. Symonds admitted that the two 8 inch mains from the standpipe to the center of the beach were not large enough to supply the present needs and that the WATER

(Continued on Page Eleven)

(Continued from Page Three)

was continued until Friday to per-



SYLVIA'S Beauty Salon North Shore Shopping Center NOW OPEN FOR SEASON

Specializing in expert hair style and all branches of beauty culture

The BEACHCOMBER



The members of the Lions Club will hold their

Ath TAG DAY SAT. JULY 29th

All the money collected during this Tag Day is placed in the Sight Conservation and Blind Fund and is used wherever necessary to help any deserving person to get proper care of their eyes.

We wish to thank all who have made our drives the success that they have been in the past and hope they will be in the future

Sight Conservation and Blind Committee CHILDREN'S DAY -

(Continued from Page Three)

for the children.

Takin part in the parade were viewing stand. the Abbot Worsted band of Forge and Theresa Mello, all of Lowell day Friday. High school.

in the parade.

ard Berglund of the Wilmor on children. F street. Major is a young dog Members of the Southeastern mer here.

The other dog, was Skippy, a ed in the program. wire-haried terrier of the Starlight een O'Brien and Jean Tilden of the heat at first.

the Beverly on Marsh Avenue Skippy has spent 14 summers here, and lest some might think him too decrepit to walk, he left the carriage, to show he could walk in a parade, as he approached the re-

At the bandstand Mr. Hopley, Village, Mass., and the drum corps who has been master of ceremonies of St. Patrick church of West Lynn, for 21 years, introduced Col. George Mass. Included in the drum corps "Daddy" Ashworth, founder of exhibition were three majorettes, Children's Day over 30 years ago Shirley Santos, Dorothy Brodeur and who was celebrating his birth-

The children were entertained There were two canine entries by comedy act of Potas and Folsom and by the pantomine artist, Artie One was Major, a St. Bernard, Johnston. Free ice cream and driven by his young master, Leon- candy were distributed to the

and was harnessed to a carriage. District, Boy Scouts of Daniel Web-Major is enjoying his first sum- ster Council from Portsmouth, Hampton, Stratham and Rye assist-

on F street. Skippy rode in a doll | Broil chicken over very moderate carriage of his young friends, Mar- heat with the skin side away from

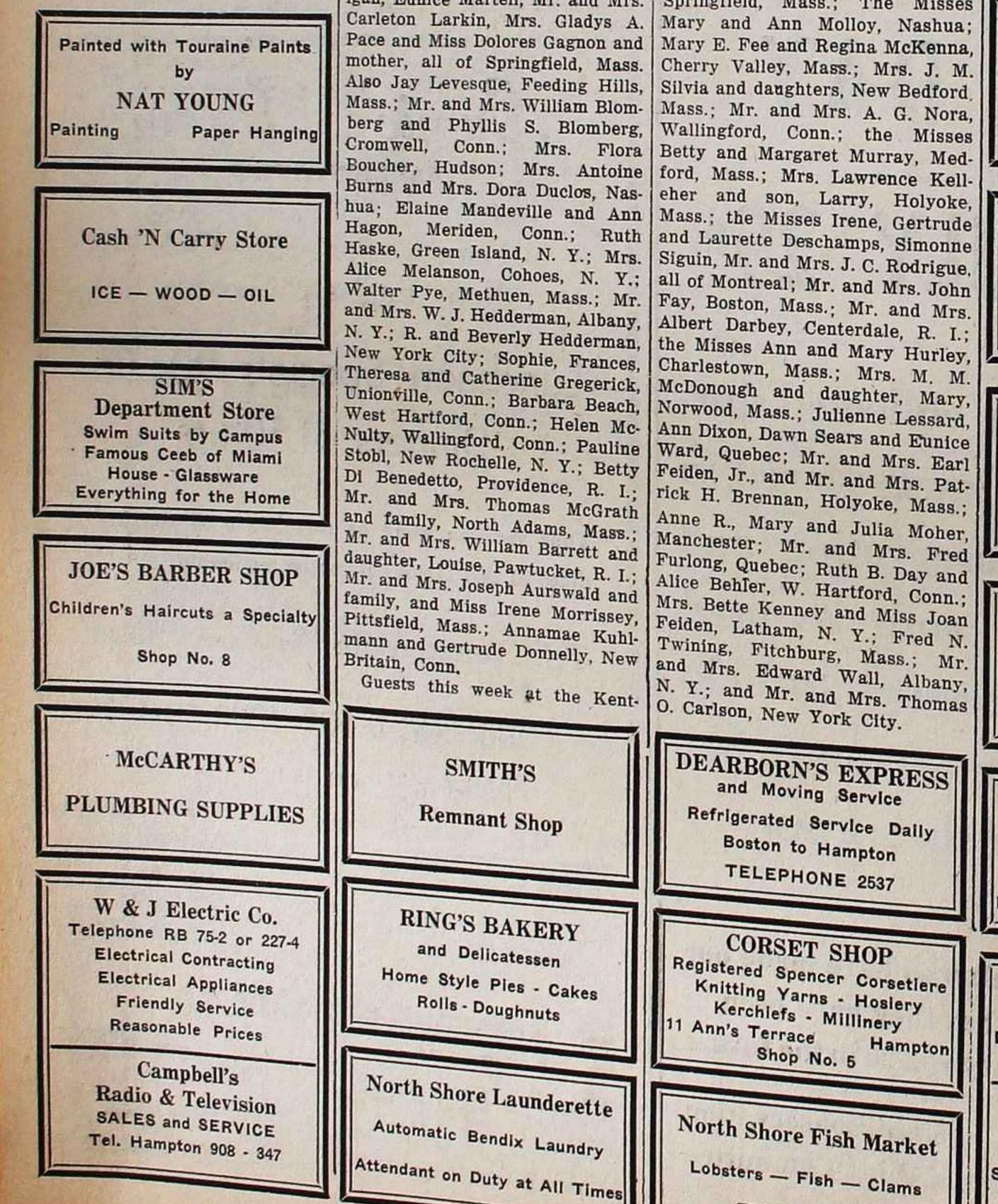




NORTH SHORE SHOPPING CENTER

HAVE YOU HEARD?

That a one-inch ad in the Beachcomber costs about .0003c per paper? What better and more inexpensive way to reach the vacationists at the beach.



Beach Notes

ville are Mr. and Mrs., William L. Daves, North Troy, N. Y.; Mr. and Among the guests at the Pelham | Mrs. S. J. Smith, Dorchester, Mass.; hotel are Mr. and Mrs. Fred Bur- Mr. and Mrs. Raymond Johnston, gess, Holliston, Mass.; Al La- Mr. and Mrs. D. N. Ackerman, Mary France, June Hartwell, Peggy Cad- Tonello and Helen Coleman, all of igan, Eunice Martell, Mr. and Mrs. Springfield, Mass.; The Misses Carleton Larkin, Mrs. Gladys A. Mary and Ann Molloy, Nashua; Pace and Miss Dolores Gagnon and Mary E. Fee and Regina McKenna, mother, all of Springfield, Mass. Cherry Valley, Mass.; Mrs. J. M. Also Jay Levesque, Feeding Hills, Silvia and daughters, New Bedford, Mass.; Mr. and Mrs. William Blom- Mass.; Mr. and Mrs. A. G. Nora, berg and Phyllis S. Blomberg, Wallingford, Conn.; the Misses Cromwell, Conn.; Mrs. Flora Betty and Margaret Murray, Med-Boucher, Hudson; Mrs. Antoine ford, Mass.; Mrs. Lawrence Kell-Burns and Mrs. Dora Duclos, Nas- eher and son, Larry, Holyoke, hua; Elaine Mandeville and Ann Mass.; the Misses Irene, Gertrude Hagon, Meriden, Conn.; Ruth and Laurette Deschamps, Simonne Haske, Green Island, N. Y.; Mrs. Siguin, Mr. and Mrs. J. C. Rodrigue, Alice Melanson, Cohoes, N. Y.; all of Montreal; Mr. and Mrs. John Walter Pye, Methuen, Mass.; Mr. Fay, Boston, Mass.; Mr. and Mrs. and Mrs. W. J. Hedderman, Albany, Albert Darbey, Centerdale, R. I.; N. Y.; R. and Beverly Hedderman, the Misses Ann and Mary Hurley, New York City; Sophie, Frances, Charlestown, Mass.; Mrs. M. M. Theresa and Catherine Gregerick, McDonough and daughter, Mary, Unionville, Conn.; Barbara Beach, Norwood, Mass.; Julienne Lessard, West Hartford, Conn.; Helen Mc- Ann Dixon, Dawn Sears and Eunice Nulty, Wallingford, Conn.; Pauline Ward, Quebec; Mr. and Mrs. Earl Stobl, New Rochelle, N. Y.; Betty Feiden, Jr., and Mr. and Mrs. Pat-Di Benedetto, Providence, R. I.; rick H. Brennan, Holyoke, Mass.; Mr. and Mrs. Thomas McGrath Anne R., Mary and Julia Moher, and family, North Adams, Mass.; Manchester; Mr. and Mrs. Fred Mr. and Mrs. William Barrett and Furlong, Quebec; Ruth B. Day and daughter, Louise, Pawtucket, R. I.; Alice Behler, W. Hartford, Conn.; Mr. and Mrs. Joseph Aurswald and Mrs. Bette Kenney and Miss Joan family, and Miss Irene Morrissey, Feiden, Latham, N. Y.; Fred N. mann and Gertrude Donnelly, New and Mrs. Edward Wall, Albany, Guests this week at the Kent- O. Carlson, New York City. N. Y.; and Mr. and Mrs. Thomas



DEARBORN'S EXPRESS SMITH'S and Moving Service Remnant Shop Refrigerated Service Daily Dry Cleaning & Shirt Service Boston to Hampton Pressing Whil-U-Wait at TELEPHONE 2537 Our Main Plant Lafayette Rd. Tel. 529 Hampton RING'S BAKERY CORSET SHOP and Delicatessen Registered Spencer Corsetiere Home Style Pies - Cakes Knitting Yarns - Hoslery Rolls - Doughnuts Kerchiefs - Millinery Tobey's No. Beach Store 1 Ann's Terrace Drugs - Sundries - Suntan Oli Hampton Shop No. 5 North Shore Launderette North Shore Fish Market Automatic Bendix Laundry Your Host Luncheonette Attendant on Duty at All Times Lobsters - Fish - Clams Sodas - Ice Cream - Sandwiches FRESH DAILY JUMBO FRUIT DRINK 50







The BEACHCOMBER

Between The Lines . . .

By MARY FOGARTY

what she looks like but she sounded anyway for drinking water. awfully cute - and, believe it or not, very intelligent. Her name's a busman's holiday - up at the getting along. Hampton Union exploring all the By now, many of you have beabout how you get a paper out.

session held Monday night.

The something funny is just about anything re the Water Company and the something good is the fact that there's hope that the tax-paying victims can sue the company. What will probably become the famous "Section 33" of the company's rule book is also included in the story and says in general that the company is not responsible for the kind or amount of water we have. So, if you should suddenly be poisoned from it one

Met a girl. It was a telephone of these days, it's your own hard "Light Up The Sky," a m introduction so I can't tell you luck and it's good enough for you played with wonderful under

Ends Tuesday Rosemary McPherson and she's Guess it's about half-way time editor and star reporter on the at the Playhouse on Winnacunne News-Enterprise in Hudson, Mass. road - this being their fourth Right now, the Theater Gui She's staying at the Wilshire week. Since I introduced them to a six-month's option on his at Boar's Head for a week or two. you here in the beginning, just play. I met her because she was enjoying thought I'd check to see how you're

> presses and the machines, and, by come regular attendants at the the way, showing the boys that summer theater and maybe some she really knows a few things of you have been fortunate in Saturday, July 29 - 10:00 & at Buzzell's? getting to know some of the company. They get around as much as Tornrose Estate, Atlantic An That Joannie had quite a time on their full schedules will allow and If you want to read something from all reports they really like it funny and something good, read the story in this paper on the water here — this being the first New Hampshire appearance for most of Table, 3 Chests of drawers, &

> > confused when you see that Muriel Wide Pine Boards, Clocks, I Brown isn't Muriel Brown any Baby carriage, Small bell Brown isn't Muriel Brown any Coffee grinder, Copper longer. She's Muriel Foster now - Brass hinges, Butterfly table simply because Equity discovered types, Divan, Easy chairs, that they already had a Muriel chilla rug, Bates bed sp Brown.

> > Just as an example of how ser- Enamel cook stove, Breakfasi iously this company takes their Block and tackle, Lawn mot job and how exact they are in Wheelbarrow, Garden and car learning their roles, Phil O'Brien, who is playing the son in "Glass interesting articles. Menagerie" next week, has rented Sale Rain or Shine. a room away from the house where Lunch the whole company lives - just so

he can study his part with distractions. John Vari who manager

theater with Al Christie artist in this week's "The Christopher Bean." He w seen as the young playwright ing. I'm sorry I didn't kn then because it would have interesting for you to kny the time that he is a playwin and has a very promising h

> HAVE YOU HEARD! That Bob's kisses are wond

PUBLIC AUCTION At The

North Hampton, N. H. 1/4 mile off route No. 1 3 Porcelain Tables, Black W Electric Lamps, 4 Board Pine By the way, you might be a little old Hall lamps, Artist Ma Kitchen cabinet, mirrors, ter tools, 2 wheel lawn cart, and screens and hundreds of H. L. No Aucu

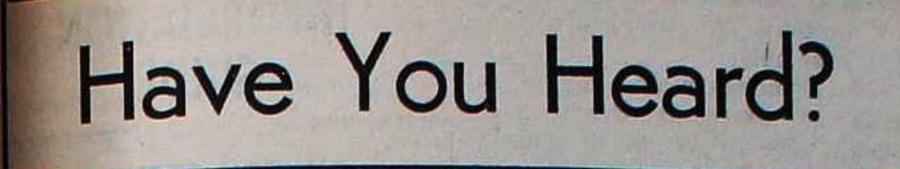


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The BEACHCOMBER



that Claire Roberts is a little That Johnnie should be a stock

That Hinds Hand Lotion came handy one night recently?

That Rosemary is taking up

hout the hard time the girls e Mrs. Lambert with the kisses?

That Betsey, Joyce and Mac are on Wednesday night? ters? Why?

Who's the "Happy Go Lucky

her day off?





The Little Ritz MARSH AVENUE AT THE FOOT OF N STREET

Hampton Beach, N. H.

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car driver? Who are the two new fellows

working at Pokerino this year? That Jim Churchill still remembers a year old date?

That Tommy always meets Barbara after work?

That Ronnie nearly walked home

Why Billy G. goes for Cynthia? That Eileen M's heart is really

in Lowell?

That Mrs. C. would rather play Michigan than eat?

That Vera D. has a new thrill whose initials are J. J. C.?

How the girls of Patsy's saved the pies at the fire?

That Mary C. has found a new friend whose initials are D. S.?

The episode of the missing elever dollars? Ask Gerry D. about it.

That Bill G. is Beverly's new heart throb?

That Mona, Fran and Ann are very sharp?

The Cover

IT'S THE FOOD

MAHONEY'S LUNCH

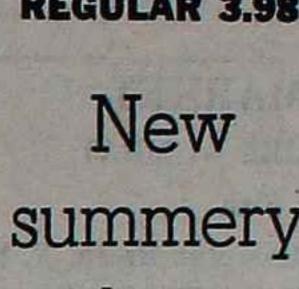
"As Famous As the Beach Itself"

The lifeguards at Hampton Beach went into action with a bit of lifeboat drill for the benefit of George Hagopian, official cameraman for the Chamber of Commerce.

Patroling the shores is only one of the many duties of these young men who daily watch over the safety of vacationists enjoying the sun and surf at Happy Hampton.

Shown on the cover are, left to right, Ernie Rainey, Bill Glynn, head lifeguard, and Walter Coulson.

Hampton Beach, N. H.



Just what your vacation needs and what a marvelous assortment of styles. Plenty of dark tones with contrasting effects. In all sizes, too.

Because we believe that it is but a small percentage of the buying public who are foolishly hording, we have decided to run our regular July \$ days this



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OF LAST WEEK'S SELLOUT

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AT THESE LOW PRICES Buy what you need But not more than you need.

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The BEACHCOMBER

area, a statement which brought an outburst of disapproval from ! the assembly.

Mr. Symonds stated that a full tank of water at Boar's Head should give 70 pounds of pressure And when further asked if he did at the Fire Station and when connot believe the distribution system fronted with the pressure readings grossly inadequate, the utility taken July 2 and 3 at the fire station showing 16 and 17 pounds Still answering pointed questions pressure on these days, the compby the Dover attorney, Mr. Sym- any official admitted that such a onds stated that the company would low pressure was ineffective and need \$30,000 in additional revenue when further questioned about the per year, a figure that was based amount of water in the Boar's Head on a 15 percent gross return on the tank, he stated that "it must have

Further questioning by Judge Confessions Saturday 4:00 John W. Perkins, counsel for the The utility official also stated town of Hampton, revealed the that the company had no immediate fact that the company had a 25 ities at Boar's Head or the dis- the past five years and that in one tribution system in the business large year over 400 customers were Confessions heard on Se

Based on the company's own figure of an average water bill of Mass 6:30, 8:30, 10:00 and 11; [\$23 per annum for its 3,000 consumers, Judge Perkins pointed out that the utility had increased its 4 Daily - 2-3, 4-5, 7-8, 8:30-9:30. available capitalization funds by \$125,000 during the same period, but had spent only \$40,000 for improvements to the system.

In answer to Judge Perkins questions it was learned that 12 new hydrants had been added to the system in the past five year Office Hours: period at \$90 per annum and that the town of Hampton now paid \$9,000 a year for hydrant service. This sum would give the company Hours: 8 A. M. - 6 P. M. Daily. additional capitalization funds of \$30,000 for a total of \$155,000 in capitalization funds for new con- ABENAQUI, Rye Beach - 6 mile

the fact that the water works had bury, Mass., - 15 miles, 9 hold entered into contracts with de- course. Open to public. velopment companies to put pipe EXETER Country Club, Exeterlines in new housing projects at 11 miles, 9 Hole course. Open the expense of the development public. company, further extending its mains and lines with no additional source of supply.

town counsel that since the water is metered to consumers that an increased supply would increase the amount of water used and add materially to the company's rev- Chairman; Harry D.

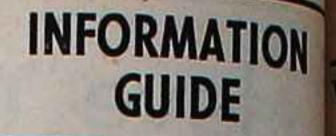
the New Hampshire Public Service 2-5, Monday - Friday. Chief of Police Commission, the next speaker, John Malek. Chief of Fire Depart stunned the audience when he said ment: George Lamott. that the new pump, which was to WATER

(Continued on Page Fifteen)

Tuna Fishing Sport Fisherman

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PRIVATE CHARTER 1 Ocean Blvd. at the Bridge | Tuesday and Friday.



CHURCH SERVICES

COMMUNITY CHURCH Non-Sectrian

Rev. Floyd Kinsley will be guest minister. Music by

OUR LADY OF THE MIRACULOUS MEDAL Masses 6:30, 7:30, 8:30, 9:30, 1 11:30 a.m.

ST. PATRICK'S

(Roman Catholic) Church Street

10:45, 11:30.

night beginning at 7:80 P. ST. TERESA'S - RYE

BAND CONCERTS

FIREWORKS Every Wednesday - 9:30 P. M. Marsh Avenue Hampton Beach

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

U. S. POST OFFICE

Judge Perkins also brought out AMESBURY Country Club, Ame

PORTSMOUTH Country Portsmouth - 16 miles, 18 H Mr. Symonds also agreed with course. Open to public.

MUNICIPAL **Town Officers**

G. Chairman Edgar F. Hunter of William Brown. Office Hours, 94 George H. Sumner. Town Clerk

Beach Officers

Precinct Commissioners: George Ashworth, Chairman, James W. Tucker, Jr., Charles F. Bull Treasurer, Roland Bragg.

Chamber of Commerce: Pre dent, Raymond L. Goding; President, John Walsh; Treasure Ralph T. Harris; Secretary, Charles F. Butler.

RUBBISH COLLECTION From Mile Bridge to F street CAPT. WALT STURGIS ue, Wednesday. North Shore Hotel to Nudd ave Have rubbish out and in conta

ATER antiqued from Page Fourteen)

at the earliest.

companys records this week report to the commission. ealed that the pump had not Secretary Butler read Paragraph ee weeks delivering date.

re of all customers in its fran- cause beyond its control." se area, but that the local water

BOUDREAU'S

Groceries - Meats

BEA'S

REAL ESTATE

August Rentals

Available Now

company had not met the demands of Hampton Beach.

The state official promised that as soon as the pump is in operation about August 15, that the PSC been installed by July 1st. would order an independent engind not be available until August eering survey of the beach proper at the expense of the company and e PSC head said that the that a resident engineer would er company officials had stated | be at Hampton Beach to take daya letter to the Commission, that to-day readings of the pressure and pump had been ordered the supply from August 15th to the at of April, but that a search of end of the season and make a

ordered until June 21, nearly 33 of the company's tariff regulamonths later, and then from tions which states that, "the compcompany in Los Angles with a any shall not be liable for any damage or inconvenience suffered Hunter deplored the "sad by the customer as a result of ate of time," on the part of interruption of service, quantity of mpany officials and stated that supply, inadequate or changing mublic utility is required to take pressure, quality of water or any

Nearings Feted On Anniversary

Mr. and Mrs. Philip Nearing of the Boar's Head Inn, celebrated their thirteenth wedding anniversary Monday, July 24.

The Hampton Beach couple received gifts and flowers from many of the guests and their employees presented them with a large cake.

One of the guests, Mr. A. O. Coggershall, musical director at sta-Marsh Ave. Hampton Beach tion WGY, played the piano for singing and dancing.





items for you to choose from. All new, this summer stock - Exciting new styles, colors and materials in swim and sportswear, for the whole family. First quality merchandise, at BELOW bargain basement prices.

LADIES' SWIM WEAR pc. Lastex, Part Nylon, Smart Colors Were \$7.98 NOW \$5.98 pc. part Nylon, Sail Cloth, Boned Bra-Top. Semi-Dress Maker Were \$9.98 NOW \$6.98 1 pc. Lastex Dress Maker. All Sizes & Colors Were \$9.98 **NOW \$6.98** 2 pc. Rayon Knit Lastex Pastel Colors. Were \$3.98 **NOW \$2.98** 1 pc. All Nylon Dress Maker. Boned Bra Top. Full Zipped (By Ceeb)

You saw it in "Seventeen" Were \$13.98 NOW \$9.98 2 pc. Boned Bra, Shirred Back All Nylon by Ceeb Were \$10.98 NOW \$7.98

2 pc. Cotton Prints. Full Lined Bra, Matching Pants Button and Bow Style Were \$4.98 1 pc. Dress Maker Style Black, Blue, White Large Sizes up to 50 Were \$6.98 GIRLS' SWIM WEAR 2 pc. Shirred Front, Clown Style Very Cute, for your Kiddles Were \$1.98 2 pc. Cotton Prints, Scalloped Skirts, Matching Pants. Were \$1.98 All Shorts, Pedal Pushers, Slacks, Poplins, Gabs, Corduroy, Denim 25 Percent Off

16

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Mid - Summer SWEATER SALE

Sheltie Mist All Colors

White, Pink, Light Iris, Oxford, Baby Blue, Baby Pink, Yellow, Copper Brown, Cream, Coral Blush, Aqua, Vermillion, Scotch Green, Black.

Sizes 36 to 40

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\$4.95 to \$6.00	\$4.00
\$6.95 to \$8.95	\$5.00
\$9.95 to \$10.95	\$7.00
\$12.00 to \$15.95	\$9.00
Take advantage	

ke advantage of these terrific values —



