

At
Portsmouth's
Leading
Department
Store

BATHING SUITS

FLEXEE

\$12.95 to \$18.95

Tomboy Skirts
Two and Three Piece Bathing Suits

CATALINA

\$8.95 to \$22.95

- Cottons
- Nylon
- Orlon
- Chromespun
- Elastic

Many Styles and Colors
in all Price Ranges

Sizes 30 to 46

GEORGE B. FRENCH CO.

37 MARKET STREET

PORTSMOUTH



The Beachcomber

VOL. XXVI., NO. 3

Incorporating The
Hampton Beach Advocate

WEDNESDAY, JULY 8, 1953

FREE DISTRIBUTION



Record Breaking Season Now In Offing

COPY

DINE AT THE CASINO

Coffee Shop and Restaurant

The Finest Food That Can Be Served At Reasonable Prices

OPEN 8:30 A. M. to 12:30 A. M.

HAMPTON BEACH CASINO

CASINO BALLROOM

TUESDAY, JULY 14

BILLY MAY

AND HIS ORCHESTRA

CASINO GIFT SHOP

Largest on the Atlantic Coast

COME IN AND BROWSE AROUND

CASINO Fried Clam Bar Delicious - Tasty FRIED CLAMS FRENCH FRIES TO TAKE OUT Fried to Your Order

CASINO BATH HOUSE Complete Bathing Facilities BATHING SUITS TOWELS LOCKERS TILE SHOWERS

CASINO LUNCH BAR Serving the Famous Casino Frankfurt Grilled in Fresh Creamery Butter Sandwiches COFFEE - MILK - SODA

The BEACHCOMBER

VOL. XXVI., NO. 3

WEDNESDAY, JULY 8, 1953

FREE DISTRIBUTION

Weather The Big "If" In All Prognostications



THREE HAMPTON GIRLS are on the staff of the Hampton Beach telephone exchange on Ocean boulevard this year. Front to back, left: Ethel Connors, Lowell; Janet O'Leary, Haverhill; Barbara Marston, Hampton; Miss Brooks, Manchester and Marjorie Colt, Hampton. Right: Ann Buckley, Rye Beach; Miss Griffin, Manchester; Helena Manix, Exeter; Norma Marston, Hampton and Miss Powers, Manchester. Men standing are company officials from Portsmouth.

The one big "If" for a record season at the beach this year is the unreliable factor of weather, according to Edward DeFlumere writing in the N. H. Sunday News on July 5.

Ben Butler, executive secretary of the beach Chamber of Commerce has stated, that based on the information and facts he has so far received, that he is convinced that 1953 will be a "record breaker."

Butler also mentioned the vast upsurge of Canadians in the last two seasons. Beach businessmen are in agreement that the Canadian visitors are the healthiest factor in WEATHER

(Continued on Page Nine)

Quietest 'Fourth' Say Local Police

Firecrackers and firewater were the chief causes of consternation for local police over the 4th of July weekend - otherwise one of the quietest on record, according to officials here.

Even arrests for drunkenness hit an all-time low for the holiday, police added, with only 15 arrests reported. About an equal amount of arrests, including several women, were made for discharging fireworks in the beach area without a permit, according to Municipal Court records.

No Dearth Of Talent At First Amateur Night Held Monday

The beach heard and saw its first amateur hour of the '53 season Monday night at the bandstand when several hundred vacationists gathered to enjoy the aspiring singers and dancers.

Winners of the junior group were as follows: first prize—Maureen and Cecil Kennedy from Dorchester, Mass., who are staying at the Rondave cottage and who sang and to "Birth of the Blues"—ages 13 and 11 respectively. 2nd prize—Eight-year-old Pauline Daoust from Nashua, a baton-twirler who is

a majorette for the Nashua High school band. Her summer residence is at Exeter avenue. 3rd prize—11 year-old Sandra McEvoy from Manchester, who danced to "Bye Bye Blues." She stays at the Stanwood Rooms.

Winners of the Senior group were: Guy Rontondo, 19 of Worcester, Mass. a resident at Mrs. Clark's on O street who sang "No Other Love". 2nd prize—Alan Ross, 21, of Worcester, Mass. from the Cinderella Cottage on Brown avenue who sang "Pretend".

Heavy Rains Cause Valve Break Tuesday

Little did one realize that when the rain came down in torrents

early Tuesday morning that at 5:10 the same morning, the Water Department of the town of Hampton would be called to the scene of a broken water main at the Hampton Coast Guard Station.

RAINS (Continued on Page Eight)

Lamie's Tavern

HAMPTON CENTER

FAMOUS FOR FINE OLD NEW ENGLAND COOKING

Breakfast A La Carte

Luncheon Specials \$1.00 up

Dinners \$1.50 up

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

Tel. Hampton 616 For Reservations

AIR CONDITIONED FOR YOUR COMFORT

OPEN 7 A. M. to 11:45 P. M. DAILY

"That Fascinating Store"

Just Arrived From

Ro-Nel of California

Our Final Shipment of

Unusual Cotton

Casual Dresses

\$10.95

The Band Box

32 PLEASANT STREET

NEWBURYPORT

BUSHWAY GRILLE

BREAKFASTS 9 - 11 DINNERS 11:30 - 3:00 SUPPERS 5 - 9

CURB SERVICE 4 P. M. to 12

BILL KENNEDY, Proprietor

North Shore Opposite The Coast Guard Station



Deep Sea Fishing Trips

TWICE DAILY

8:00 A. M. - 12:00 TEL. 503 1:30 - 5:30 P. M.

Lines and Bait Furnished — Open May 10 - October 2

ROW BOATS FOR RENT — FREE PARKING

Smith and Gilmore — Hampton Beach

Vacation Wear-about's

Planned for a **HAPPY HOLIDAY**

SMARTEST SUITS OF THE SEASON
— — READY FOR ACTION

In the mood to be a little saucy or do you prefer to be a siren on the beach? You can "figure" on our swim suits to play up to your every mood . . . whether you sit or swim.

MISSES' and WOMEN'S \$5.95 to \$10.95
CHILDREN'S \$1.98 to \$3.98

FOOTWEAR

FOSTER'S

TEL. 2030 HAMPTON CENTER

Beach Reports
Quietest July
4th In Years

Police and Coast Guard authorities at Hampton Beach reported about the tamest Fourth of July weekend they could recall.

CBM (L) Carlton Scoville, in charge of the beach Coast Guard station, said the only time they were called was late Sunday afternoon when a Jenness Beach, Rye man called the station to report a cabin cruiser in danger of going aground.

The DUKW was dispatched and a line gotten over to the disabled 25-foot boat just before waves would have carried it onto the beach. An ignition failure was given as the source of the craft's trouble. Chief Scoville said that 10 were aboard the boat. No damage or loss was reported. The boat was out of Gloucester and was towed by local authorities to the Kittery Point, Maine lifeboat station.

Though traffic was heavy throughout the holiday weekend, no serious or relatively serious motor vehicle or other type accidents occurred, Chief of Police John Malek reported. There were several cases of heat exhaustion treated at the beach first aid station, but they were released after treatment. The chief said that only 16 cases of drunkenness were handled, a rather low number for the Fourth, he said.

THE BEACHCOMBER
Incorporating the Hampton Beach Advocate

A Vacation Digest of all the news information for the summer visitors

Published
Wednesdays, June 24 to August 26

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.

Dunny's Market

GROCERIES
MEATS - FISH
CLAMS - LOBSTERS

Tel. 2308

Open Year 'Round

FELLOWS AVE. OPP. "P" ST.

At North Beach It's
YANKEE BUOY
Sea Grille

Featuring
FRIED CLAMS AND COMPLETE SHORE DINNERS

Breakfast at 8 A. M.
Dinners 'Til 9 P. M.

Ocean Blvd. — North Beach
Opposite Coast Guard Sta.

B

Every Thurs.
Night
8:00

OUAM Hall
Lafayette Rd.
Seabrook

20 Party Game 20

Door Prizes
Special Games

Auspices
Gov. Weare
Associates

I

Every Sat.
Night
8:00

Fire Station
Collins Street
Seabrook

30 Party Game 30

Door Prizes
Special Games

Auspices
Seabrook Firemen's
Association

N

G

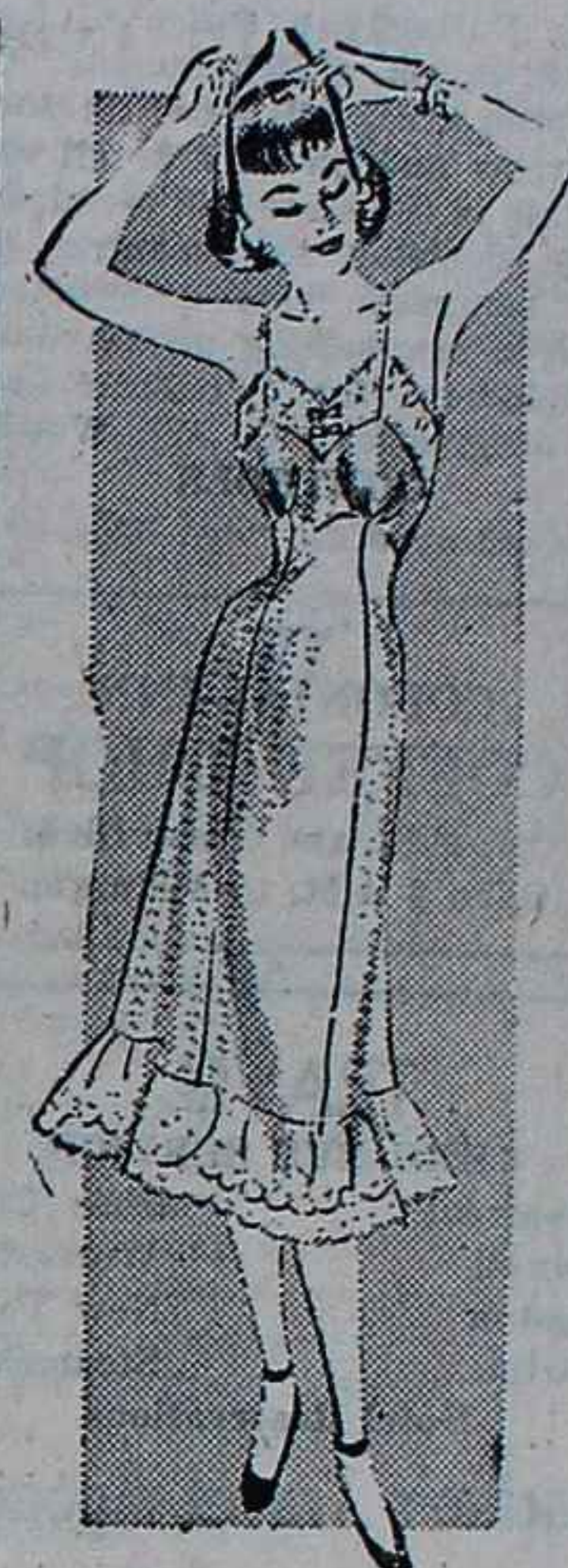
O

VACATION TIME IS HERE



Girls' Bathing Suits
\$1.98 to \$3.95

One piece suits in solids and prints. Cotton or elasticized in sizes 2 to 6 and 7 to 14.



WASH, DRY, PACK-IN-A FLASH SLIPS
\$2.98

Cool cotton plisse fits so beautifully into every summer lingerie wardrobe. These beauties require nothing more than a gentle sudsing and a quick flick of your iron to keep their crisp, fresh feel. With nylon trim. Sizes 32-44.



PAJAMAS
\$1.98

Keep them cool in these plisse wonders that never need to see an iron. In figured pastels. Two pair pants that button on. Sizes 2 to 4.

WHITE SUMMER JEWELRY
\$.48 plus tax

Earrings, necklaces, bracelets, and chokers.

PLASTIC TABLECLOTH SETS

Wipe plasticraft clean with a damp cloth.

54 x 54 4 denim matkins \$2.98
54 x 72 6 denim matkins \$3.95

In gold, red, green, and chartreuse.

FANCY PILLOW CASES
\$1.98

Novelty embroidered cases.



HERE'S THE STRAIGHT
and narrow on Bermuda shorts stories. Figure flattering lines that trim you — with a zipper closing for snug hip fit. Sizes 10 to 20.

\$3.95 to \$5.95

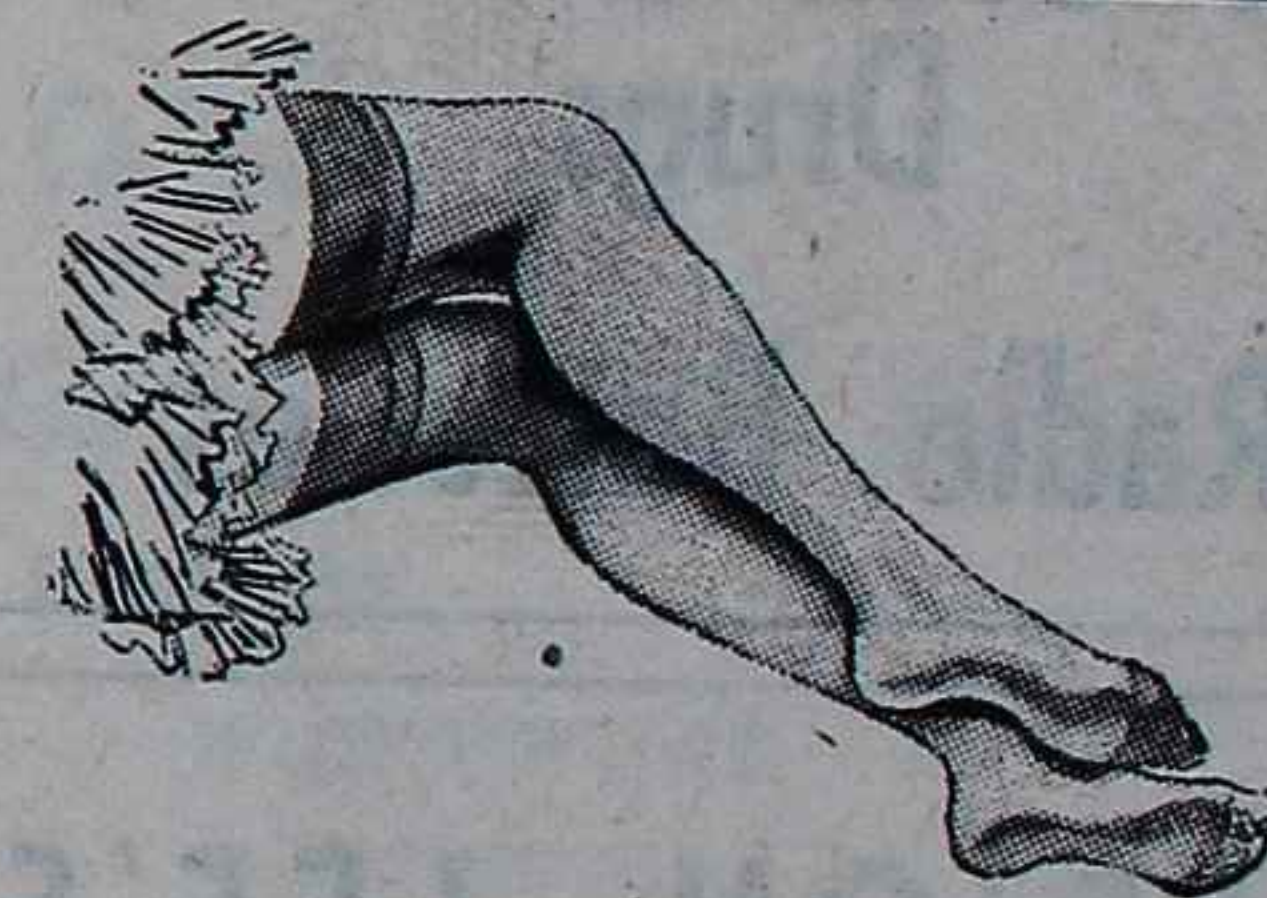
All our sleeveless, washable blouses \$1.98 to \$2.98. In sizes 30 to 38



The Play's the Thing

and these productions will get you nothing but rave notices. Now a classic suit, the fabric is Lastex — snug molding and smooth fitting. The foundation type bra is jersey lined and the elasticized halter strap is removable for sun tanning. Many shimmering new colors. Sizes 32 - 38.

\$5.95 up



Seamless Mesh
\$.79

Here's your key to warm weather comfort. Seamless nylon mesh stockings that even look cool. Rose lustre. Sizes 9 to 11.

H. W. PRAY CO.

Telephone
548

71 - 75 State Street
Newburyport, Mass.

AIR CONDITIONED
FOR YOUR COMFORT

HAVE YOU HEARD?

It still is a mystery as to whom P. S. gets her phon calls from every morning 'round about 10?

The Chesterfield Hotel



Mrs. Bertha Kelley, Prop. C STREET - TEL. 2504 Rooms from \$2.00 up Adjacent to Beach, Restaurants, and Amusements

BEACH CHURCH SERVICE SUNDAY

Rev. Mark Strickland of Manchester will be the minister at the Hampton Beach Community church Sunday, July 12. Services are at 10:30 a.m. All are welcome. Ladies Aid of the Church will meet at 8 p.m., Tuesday evening, July 14.

YARN GIFTS The Dan-Allen Shop HAND-MADE GIFTS

Atlantic Ave. No. Hampton "Bernat" Trio Sock Pack Argyles - Plaids - Blocks Crochet Cotton Stamped Goods Crestwick Greeting Cards MON-FRI 10 A.M TO 5 P.M. CLOSED SATURDAYS & SUNDAYS

Seacoast Area Rent Controls End July 31

The Portsmouth Office of Rent Stabilization, which includes the Hampton area, will close its doors tomorrow and on July 21 all rent controls in the state will terminate. The decision to decontrol the area stemmed from a new government law setting up standards of judgment for a critical housing designation, C. W. Woodes, CONTROLS (Continued on Page Eleven)

YE COLONIAL INN COFFEE SHOP

Cor. F St. and Ocean Blvd. Open 8 A.M. to Midnight

TRAVEL

THRU BUS SERVICE Montreal Quebec City Lowell Worcester Boston New York Airline Steamship Hotel Reservations Jackie's Travel Agency Hampton 2393 Dorothy Cate Jackie Jordon

NEWINGTON OUTDOOR THEATRE Portsmouth-Dover Road

Just Released for first showing Thurs. thru Sat. July 9-11



"BELOW THE SAHARA"

Just Released for first showing Sun. thru Tues. July 12-14



"PORT SINISTER" James Warren - Lynne Roberts Just Released for first showing 7 Big Days July 5 Starting Wed. July 5 "DANGEROUS WHEN WET" Esther Williams Fernando Lamas - Jack Carson

Marsh Avenue LAUNDERETTE

Roland and Doris Bragg, Proprietors PLENTY OF FREE PARKING Foot of N Street - Tel. 585 156 Marsh Ave. Hampton Beach

Tonight thru Saturday, July 11 MICKEY ROONEY plus ALL-STAR SHOW

OPENS SUNDAY, JULY 12 FOR ONE WEEK JOHNIE RAY



BEEN DEEP SEA FISHING YET?

Trips twice daily - 8 A. M. and 1:30 P. M. Also Tuna Trips and Charter Parties

AL GAURON State Pier Tel. 2469

Donovan & Fallon Drugs Radio Batteries

MARION LEE'S

THIS WEEK Featuring Yellow Play Clothes For Your Hampton Suntan Ocean Blvd at North Shore Hotel Hampton Beach Phone 692

MARSH AVENUE BARBER SHOP

Marsh Ave., Opposite P Street "The Family Barber Shop" Open Every Day 8-8 Sunday 9-1 Charles DeNichols Tel. 2214

Dinner Reservations Suggested for Boar's Head Inn

"NOT NEAR THE OCEAN, BUT ON IT" 12:30 - 2:30 6:00 - 8:00 TEL. 911

DEEP SEA FISHING Art-Mar \$2.25 Per Person No Tickets Sold Pay On Boat

LEAVE STATE PIER DAILY 8 a. m. & 1:30 p. m. Capt. Arthur L. Greene 11 N St. Hampton Beach Tel. Hampton 2020

High Tides COAST GUARD STATION

Table with 3 columns: Day, Time, Tide Height. Rows include Thursday, Friday, Saturday, Sunday, Monday, Tuesday, Wednesday, and July 15.

HAVE YOU HEARD? That Issie is coming from Canada again? Oh, Bob! That Betty L. will be back on the job again soon?

OUR OWN HOME BAKERY Evelyn & Paul King's Highway & 3rd St.

Emily's Beauty Salon Specializing in hair cutting and styling, including the new lamp cut. Permanent Waving. Telephone 415 353 Ocean Blvd. Hampton

MATT'S NEW SUPER MARKET

At busy B St., next to 5 & 10c Store

ATTENTION MEAT TROUBLERS... Housewives when you have heart trouble you go to a heart specialist... Eye trouble, an eye specialist, feet trouble a foot specialist... when meat is the trouble "MATT", after specializing in meats for 45 years is proud to assist you!!!

The Store For Hampton Beach

Table with 3 columns: Product, Price. Rows include BUTTER (69c lb.), FRESH CREAMERY (69c lb.), TURKEYS (lb. 59c), Native BROILERS (lb. 39c), Spring Lamb Fores (lb. 29c).

Table with 3 columns: Product, Price. Rows include FANCY WESTERN HEAVY STEER BEEF Porterhouse or Sirloin Steak (99c lb.), Fancy BACON (69c lb.), Yacht Club TOMATOES (3 cans \$1.00), Yacht Club PEACHES (3 cans \$1.00).

EXTRA SPECIAL FRANKFURTS 39c lb. Monarch Coffee 89c Oleo 27c lb. MATT'S POTATO SALAD 33c lb. Fancy Home Made Chicken Pies 49c ea. STORE HOURS Monday thru Saturday 7 AM to 9 PM, Sunday 7 AM to 6 PM

AVARD'S of NASHUA

Formerly Campion's At Hampton Beach Casino

MEN'S CLOTHING - FURNISHINGS - BEACH WEAR

NATIONALLY KNOWN BRANDS

- CLOTHING KUPPENHEIMER TIMELY CLOTHES DON RICHARDS GLENWICK SHIRTS ARROW HATHAWAY

- SPORTSWEAR MCGREGOR HATHAWAY ARROW PENDLETON RAINWEAR ALLIGATOR BARACUTA

Sport Slacks and Trousers - Palm Beach, McGregor, Botany, Don Richards. Wash slacks and Kast Iron Chino trousers.

**Mary Annette
BEAUTY SALON**
Tel. 2145
Hotel Delancey
Highland Ave. Ocean Blvd.

KENMORE
Fountain and Grille
BREAKFASTS
LUNCHEONS - SNACKS
F Street Opposite Casino

GIFTLAND
Headquarters
For
Headwear
GIFTS - NOVELTIES
SOUVENIRS
Ocean Boulevard at C Street

**North Shore
Jewelry Shop**
"C" Street
Seth Thomas Watches
WATCH REPAIRING
— Immediate Service
— Repairs tested
Electronically
— GIFT ITEMS —
"Something Different
in Ceramics"
COLONIAL
GIFT SHOP LINE

PLAYLAND

**Margaret M. Junkins
CANDY SHOP**
THE LARGEST ASSORTMENT OF HOMEMADE
CANDIES ON THE ATLANTIC COAST
OCEAN BOULEVARD
Established 1920 — Candies Mailed

**BEACH'S ONLY
WOMAN BARBER**
A fifth grade teacher at the Centre school will never want for a job. Come the end of the school year and Miss Ruth Sakovich simply polishes up scissors and clippers and takes up barbering.
Miss Sakovich is one of the very few licensed women barbers in the New England states. This summer she is working in the Casino barber shop that is being run during the summer season by Joe Pellegrino.

RAINS —
(Continued from Page Three)

The heavy rain that hit North Beach and the Hampton area at 12:45 a. m. weakened the main water valve with such force that it broke. The Water Dept. remedied the mishap by digging a large hole around the water main in order to replace the broken valve. On the job for many hours were the Water Dept., the head of the Coast Guard Station, Carlton Scoville, and the Police Department who directed traffic around the area where water was gushing out.

Falling rubber prices — and wages — may bring widespread strikes to Malaya, experts say.

**Rainbow Village
CABINS**
Ideal Location
P Street Tel. 380

Groceries At
Supermarket Prices
Evelyn & Paul
King's Highway & 3rd St.

BICYCLING

Over 75 Bikes — Many New
Regular - 3 Speed - Tandem
Lites for Nites
Trikes and Autos for Tots



BOWLING

8 Good Alleys
Candle and Duck Pins
New approaches and balls
Good pins and pinboys

BILLIARDS OPEN SUNDAYS
"In The Penthouse"

7 New Brunswick Tables
Florescent Lighting
Well Ventilated
OPEN
Weekdays, 10 am to Mid.
Sundays 1 pm to Mid.

FERNCROFT

Recreation Center
A STREET



You'll be the toast of the beach in this Jantzen one-piece maillot with shirred front. Eight colors, sizes 9 to 15 \$14.95

DUDLEY'S

On the Boardwalk
At the Beach

The population of the United States is increasing at a rate of 7,000 persons a day.

WEATHER —
(Continued from Page Three)

BUZZELL'S
KISSES - FUDGE - KORN
The oldest Candy Shop
on Hampton Beach
ESTABLISHED 1917
We also feature
Candy Cupboard Candy

**MRS. NELSON'S
CANDY
HAMPTON BEACH**
Real Salt Water Taffy
65c LB.
Fruit and Nut Filled Kisses
70c LB.
Peanut Butter Kisses
70c LB.
Delicious Caramel Corn
25c bag 50c and 80c boxes
Nelson's Famous Home
Made Fudge
90c LB.
SEE IT MADE ON THE
OCEAN BOULEVARD
Two Doors from H. Johnson's

the beach economic scene. Butler says that the increased advertising north of the border is the key to the situation.

Butler added that many new housing and rooming units had been made available and that several new restaurants had been added to the beach and that would indicate, he believed, that entrepreneurs weren't too fearful of not making their money back. Another addition has been a \$44,000 novelty shop on the boulevard.

"We are definitely going to be pressed in July," Butler said. He noted that, while a certain number of accommodations would be available for the month, a close search would be necessary to locate them. "But our August bookings aren't as yet completed," he added, indicating the latecomer will not find himself against a blank wall.

HAVE YOU HEARD?
What a good job the boys working for Elmer King are doing in cleaning the Beach each day?

**JOHN THE
BARBER**

27 Years at Hampton Beach
Highland Avenue

BINGO

30-GAME PARTY

EVERY THURSDAY

At 8:00 P. M.

LEGION HALL

EXETER ROAD HAMPTON

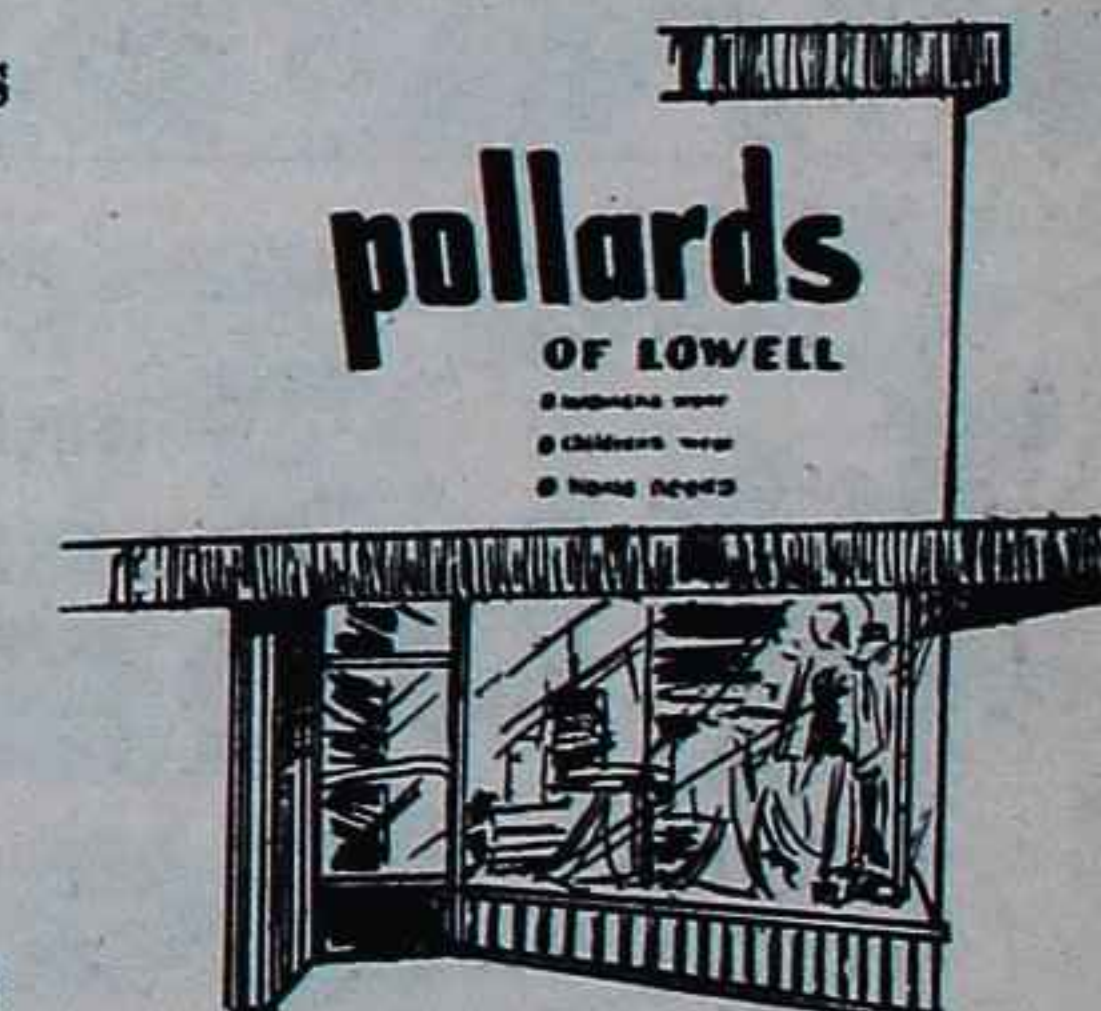
NO GAME PAYS
LESS THAN **\$10** WITH BIG
SPECIALS

FREE BUS

Leaves Casino at 7:20, circles beach via Marsh avenue and boulevard. Last stop at Casino at 7:30. Route to Legion Hall via Winnacunnet road. Bus returns same route after game.

PLENTY OF FREE PARKING

on the beach next to Howard Johnson's



the
terry cloth
story!
Pollard's
has more at
popular prices!

Come to Pollard's and see the selection of fashions in terry cloth. We have beach robes, colorful reversible robes, shorts, sweaters, jackets, bras, everything you would want, and the big news . . . all at popular prices. Shop Pollard's and compare . . . and save.

HAVE YOU HEARD?
 Pray tell, who is known as the "numbhead"?
 That Beverly V. is highly pleased with her visit to Hampton Beach. Is it the beach or boys?
 That HGW is going mountain climbing — after he loses 10 pounds.
 That P. S. and C. B. say they are working too hard. No time for the beach.

That David G. visits the beach six times daily.
 That Maxwell B. has a fondness for Gertrude Y.
 That some of the best fireworks at the beach don't always go off on Wednesday nights.
 That Janice B. is as much a part of the beach now as the sand.
 It's been hot? ? ?

At the **HAMPTON BEACH Theatres**
CASINO SURF
 SHOWS 2:00 7:00 9:00

Thursday, Friday, Saturday July 9-10-11
PICKUP ON SOUTH STREET
 RICHARD WIDMARK
 JEAN PETERS
 THELMA RITTER

Sunday, Monday July 12-13
THE NEW DESERT SONG
 ALL ITS SPECTACLE AND MATCHLESS MELODY!
 M-G-M
 COLOR BY TECHNICOLOR
 KATHRYN GRAYSON
 GORDON MACRAE

Tuesday, Wednesday July 14-15
POWDER RIVER
 TECHNICOLOR
 RORY CALHOUN - CORINNE CALVET - CAMERON MITCHELL
 COMING — Martin and Lewis in "SCARED STIFF"

Wednesday, Thursday July 8-9
"CHOICE OF THE YEAR" — TIME MAGAZINE listing
BURT LANCASTER SHIRLEY BOOTH
 Hal Wallis' PRODUCTION
 Come Back, Little Sheba
 Co-starring TERRY MOORE
 with RICHARD JAECKEL
 Directed by DANIEL MANN
 Screenplay by KETTI FRINGS
 Based on the original play by William Inge - Produced on the stage by the Theatre Guild
 A PARAMOUNT PICTURE

Friday, Saturday July 10-11
YOUNG BESS
 JEAN SIMMONS - STEWART GRANGER
 DEBORAH KERR - CHARLES LAUGHTON
 TECHNICOLOR
 M-G-M
 DOES IT AGAIN!
 Now a NEW dramatic spectacle brought to the screen. The flaming love story of a Queen!

Sunday, Monday, Tuesday July 12-13-14
CARY'S FUNNIEST COMEDY ROMANCE!
CARY GRANT - DEBORAH KERR
 WALTER PIDGEON
Dream Wife
 M.G.M.'s
 with BETTA ST. JOHN

HAVE YOU HEARD?
 Does anyone know who the two girls are that Bob J. has his eyes on down at H. B.

CONTROLS
 (Continued from Page Six)

acting area rent director indicated yesterday.
 The Seacoast area and other communities, including Dover, Rochester and Manchester cannot be called critical areas under the terms of the law, Woodes added.
 The acting area rent director, emphasized yesterday that the closing of the Portsmouth office will not mean an end to rent control here until the July 31 date. Until that time, the regional office at 600 Washington Street, Boston, will handle all claims and inquires for the area normally covered by the Portsmouth office.
 Woodes also pointed out that a tenant's right to contest a rent violation will not terminate July 31, although controls will no longer

be in effect in this state.
 Any tenant may file an action up to one year from the date of the alleged violation, although it would have to be carried on by a private attorney due to loss of ORS attorney's in the decontrol, he explained.

OUR PRICES CAN'T BE BEAT ON THE BEACH!
Evelyn & Paul
 King's Highway & 3rd St.

COLONIAL
 TEL. 847 PORTSMOUTH
 Now! Ends Sat., July 11
THE BLUE GARDENIA
 ANNE BAXTER
 RICHARD CONTE
 ANN SOTHEBY
 PRESENTED BY WARNER BROS.
 Introducing the new mood melody "BLUE GARDENIA"
 Plus this Co-hit Shocker!

"They called me BAD ... spelled M-E-N!"
BARBARA PAYTON
BAD BLONDE

7 Days! Sun., thru Sat. July 12th thru 18th
 Nothing on the screen you've ever heard about - or seen - can compare with this sensational attraction!
WARNER BROS.' ASTOUNDING FEATURE IN NATURAL VISION
3 DIMENSION
HOUSE OF WAX
 COLOR BY WARNERCOLOR
 Vincent Price - Frank Lovejoy
 Phyllis Kirk

HAMPTON SUMMER THEATRE
 Now Playing Evenings at 8:40
"I AM A CAMERA"
 July 13 - 25
 Two-Week Revival of George Gershwin's Musical
"OH KAY!"
 Prices Eves. \$2.40-\$1.80-\$1.20
 Box Office Tel. 2146
 or
 Jackie's Travel Agency
 On the Beach

STRAND
 NEWBURYPORT THE HOME OF HITS
 Now Ends Saturday
 In Luscious Technicolor
 Esther Williams
"DANGEROUS WHEN WET"
 Sunday - Tuesday
 Greer GARSON
 Walter PIDGEON
SCANDAL AT SCOURIE
 TECHNICOLOR
 also
 starring Mickey ROONEY
 Eddie BRACKEN
 Etta
 Starts Wednesday
 Jane Wyman - Ray Milland
"LET'S DO IT AGAIN"

SALISBURY DRIVE-IN ROUTE 1-A BEACH RD.
 Tel. Newburyport 2410W
 Wed., Thurs., Fri., Sat. July 8-9-10-11
 FRED MACMURRAY — VERA RALSTON
"FAIR WIND TO JAVA"
 JANE RUSSELL in
"MONTANA BELLE"
 co-starring GEORGE BRENT in tricolor
 Sun., Mon., Tues. July 12-13-14
 ROBERT MITCHUM — JEAN SIMMONS in
"ANGEL FACE"
 WALT DISNEY'S STORY OF
"ROBIN HOOD"
 RICHARD TODD — JOAN RICE
 Wed., Thurs., Fri., Sat. July 15-16-17-18
 DAN DAILEY — JUNE HAVER — DENNIS DAY in
"THE GIRL NEXT DOOR"
 Technicolor
 ROBERT NEWTON — LINDA DARNELL — WM. BENDIX
"BLACKBEARD THE PIRATE"
 Technicolor

IOKA Theatre EXETER
 DIAL 2222
 Friday, Saturday July 10 - 11
 CHARLTON HESTON — RHONDA FLEMING
"PONY EXPRESS"
 PENNY EDWARDS — ROBERT CLARKE
"STREET BANDITS"
 SATURDAY MATINEE — GIANT KIDDIE SHOW
 At 1:00 P. M. Doors Open At 12:30
 COME EARLY! AVOID THE RUSH!
 MAXIE ROSENBLUM in
"3 OF A KIND"
 Cartoon "Fool Courage"
 REGULAR PROGRAM FOLLOWS THIS MATINEE
 Sunday, Monday July 12 - 13
 CARY GRANT — DEBORAH KERR
"DREAM WIFE"
 Continuous Show Sunday
 Tuesday, Wednesday, Thursday July 14-15-16
 DANNY KAYE — FARLEY GRANGER
"HANS CHRISTIAN ANDERSON"
 Prices for this Engagement Only!
 Mat. 50c inc. tax — Eves. 74c inc. tax
 Children (All Shows) 35c inc. tax

Information Guide

CHURCH SERVICES
COMMUNITY CHURCH
 (Protestant)
 D Street
 Morning service 10:30 a.m. Guest speaker every Sunday. All are welcome.

ST. PATRICK'S
 (Roman Catholic)
 Church Street
 Masses 6, 7, 7:45, 8:30, 9:15, 10, 10:45, 11:30. Confessions heard on Saturday beginning at 7:30 p.m.

ST. TERESA'S - RYE
 Masses 9:30, 10:30.

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

FIREWORKS
 Every Wednesday - 9:30 p.m.

U. S. POST OFFICE
 Hours: 8 a.m. - 6 p.m. Daily

CAY'S Corner of Ocean Bvd. & K St.
 SERVING
 Breakfasts - Lunches
 Dinners - Snacks

RECONDITIONED BICYCLES
 \$15
CARL BRAGG
 24 Mill Road, Hampton

CHAMBER OF COMMERCE
 Office hours: 9 a.m. - 9:30 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: Douglass Hunter, chairman, Harry D. Munsey, Lawrence Hackett, Town Clerk, John Creighton, Tax Collector, John Berry, Office Hours 9-12, 2-5, Monday - Friday. Chief of Police, John Malek. Chief of Fire Department, George Lamott.

BEACH OFFICERS
 Precinct Commissioners: Fred V. Gagne, Charles F. Butler, Seth M. Junkins, 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 containers.

TRAVEL AGENCY
 Jackie's Travel Agency
 Dorothy Cate Jackie Jordon
 Hours 8 a.m. - 9 p.m.

HAVE YOU HEARD?
 That Kathie H. and R. S. are visiting Hampton Beach.
 That Rance St. G. is flirting with Mary S.
 That Jerry F. got a job at Kelley's Grill on account of Mary S. Keep it up Jerry.

HAMPTON BEACH CASINO BARBER SHOP

Featuring
MISS RUTH SAKOVICH
 Joseph Di Prima
 Joseph Pelligrino
 Open 8:00 to 8:00
 Sundays 8:00 to 1:30

Frankfurters Sandwiches Hamburgers
THE MARGUERITE
 B Street, Hampton Beach, N. H.
 Formerly of C Street
HAMBURGERS OUR SPECIALTY
 Hot & Cold Drinks Open 8:15 A. M. To Midnight

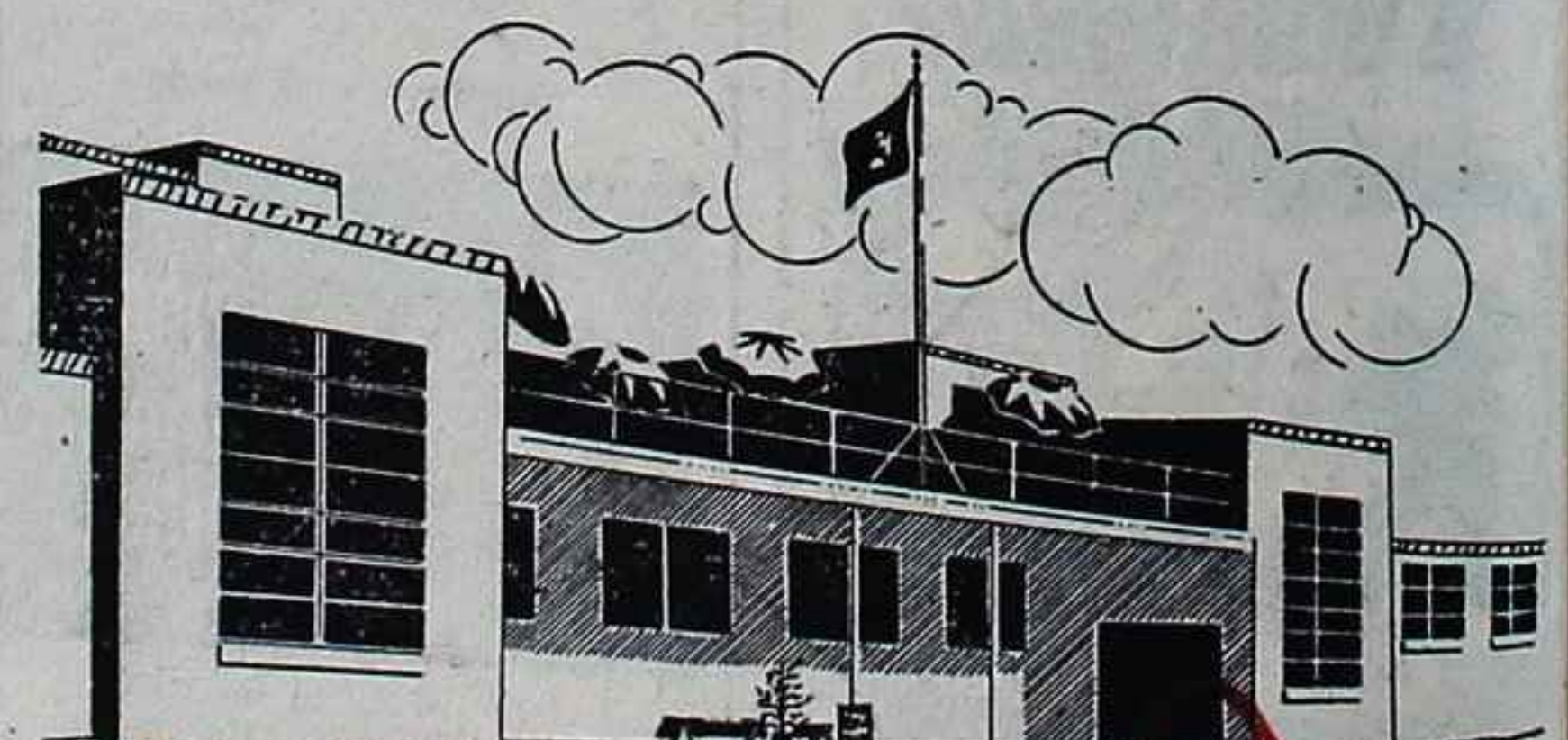
THIS WEEK'S STAR GUESTS AT THE
HOTEL ALLEN
Mickey Rooney
 NOW APPEARING
 FROLICS - SALISBURY

OTHER GUESTS ARE:
 Mrs. Bel. Miss Alice Gregory, Mr. and Mrs. Gould and Son Frank, Mrs. Johnston and Son Bobby, Mr. and Mrs. Gratien, Mr. and Mrs. Arthur Damon, Mr. Jacques Pelletier, Mrs. Alice King, Miss Margaret Kenton, Mrs. James Goffrey, Mrs. Etta Twian, Mr. and Mrs. Bues, Mrs. Anna Stemskey, Mr. and Mrs. Nevison, Mrs. De Petro and Son and Daughter, Mr. Hailer, Mr. and Mrs. Fred Russell, Miss Marion Small, Miss Mary Downing, Miss Kathleen Byrne, Miss Mary Landate, Miss Grace Ventura, Miss Keizon, Miss Eileen Kanvanough, Miss Catherine Driscoll, Mr. and Mrs. Lawrence Brosh, Misses Ora May and Mary Adams, Miss Pauline Laine and Mr. and Mrs. Mantel and Family.

PUBLIC DINING ROOM
 Open 8 am to 11 am - 5 pm to 8 pm
 OCEAN BOULEVARD HAMPTON BEACH

Enjoy a day at
State Recreation Area
 Hampton Beach State Park
 ROUTE 1-A. NEAR HAMPTON RIVER BRIDGE

"The House of Good Lobster"
Lobster Pound
 AT
HAMPTON HARBOR
 Our Lobsters are the Best and Lobster Meat Quality Unsurpassed
 Here at the Lobster Pound is where you can have the lobsters taken out of the water and boiled in seawater - while you watch.
 - Visitors Welcome At -
Smith & Gilmore Fishing Pier
 Hampton Beach, N. H. (at the Bridge)
 TELEPHONE HAMPTON 424



SHOP IN HISTORIC EXETER, N. H.

Located only nine miles from the Beach, Exeter is your most convenient vacation shopping center. Modern stores and centrally located free parking feature the Exeter shopping district. Take Rte. 101-C at Hampton Center.

SPAULDING'S

Greeting Cards
 Gifts & Toys
 Costume Jewelry

167 Water Street



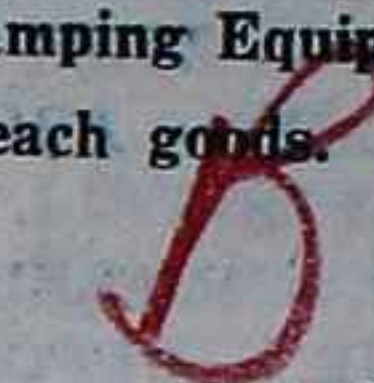
For the Best For Less
 Shop at Your

Western Auto Associates Stores

Full line of Sporting and Camping Equipment
 Including inflatables and beach goods.

137 Water Street
 AL FERRON, OWNER

Exeter
 TEL. 2731



S. S. Pierce Associate

Fruits
 Groceries
 Vegetables

166 Water Street

Exeter



WE CARRY A COMPLETE LINE OF

Swim Suits by Jantzen, Catalina, Sea Mold
 Underwear by Barbizon, Vanity Fair, Blue Swan

JUNIOR, MISSES AND HALF SIZE DRESSES

For the best selection shop at
THE WOMEN'S SHOP

Exeter

\$ - T - R - E - T - C - H YOUR VACATION DOLLARS

At MOODY'S of Exeter where you will find an outstanding selection of summer merchandise for men and boys as well as casual shoes for the entire family at very attractive prices.

Sport Shirts
 SHORT SLEEVES
 \$1.49 - \$5.95

LADIES' Play Shoes
 \$1.98 to \$3.95

Swim Trunks
 MEN'S \$2.95 - \$4.95
 BOYS' \$1.00 - \$2.95

Men's Casual Shoes
 \$4.95 to \$9.95
 Sandals \$2.98

Dress Slacks
 \$4.95 up

Walking Shorts
 \$2.95 to \$3.95

WASHABLES
 \$2.98 to \$4.95

Polo Shirts
 \$1.00 to \$2.95

Also Tee Shirts - Shorts - Sox - and Sweaters

MOODY'S

133 Water Street

Exeter

OPEN FRIDAY EVENINGS 'TIL 9:00
 Closed Wednesday Afternoons

Make the most of your vacation dollars!
 Shop in Young's at Exeter

HOUSEWARES - We handle the largest assortment of housewares and gadgets north of Boston.

APPLIANCES - All well known brands
 Hot Plates from - \$3.95 to \$12.95
 Electric Toasters - \$3.15 to \$27.95
 New and Used Refrigerators

GIFTS - An unusual assortment of gift items for one and all.

SPORTING GOODS - A complete line of deep sea fishing tackle, life jackets, beach balls, frogmen sets, plastic and canvas pools, beach umbrellas, etc.

Canvas - Wood - or Steel Chairs
 \$3.49 to \$7.95

YOUNG HARDWARE

Water Street

Exeter



To entice women smokers, British cigar makers will make blue, green and pink cigars.

Cameracraft Shop Inc.

Dealers of the finest Cameras and Photographic Supplies made.

- KODAK — ANSCO
- GRAFLEX — LINHOF
- LEICA — ZEISS
- ROLLEIFLEX — ARGUS
- BELL & HOWELL
- BOLEX — REVERE
- KEYSTONE — DUPONT
- SYLVANIA
- GENERAL ELECTRIC
- and many others

Come and shop in the most complete photographic store in the area.

88 Fleet St., Portsmouth
Tel. 4016

George Gershwin Musical Opens At Summer Theatre

Louis Beachner turns from the comedy-drama of "I Am A Camera", now in its second week at the Hampton Summer Theatre, to singing the male lead in Gershwin's musical, "Oh, Kay!"

Now in rehearsal for a two-week run beginning July 13, "Oh Kay!" is the first musical to be presented at the Hampton Theatre. With the P. G. Wodehouse-Guy Bolton book being directed by Dennis Gurney and the score and choreography under the supervision of Donald Marsh, the production will be staged exactly as it was done originally in 1926, with sets by Koester.

In the title role created by Gertrude Lawrence is the versatile actress, Mary Hutchinson; and sharing the billing in the part formerly done by Victor Moore is Raymond Johnson, known here and abroad for his Shakespearean as well as modern comedy characterizations.

White Rock Grocery

HOME MADE DONUTS
FRESH DAILY

Cor. River and Concord Sts.

BEANO

EVERY
TUESDAY NIGHT

EXETER TOWN HALL

Games Start at 7:45

Free Buses Leave the Beach at 7:00

o'clock — Hampton at 7:15

JACKPOT GAME

Some of Gershwin's best tunes came from the 1920's musical comedy; among them, "Do-Do-Do," "Maybe" and "Someone to Watch Over Me."

"The Daughters of the Late Colonel," scheduled for this week will be presented later in the season.

Marilyn Hackett, daughter of Mr. and Mrs. Lawrence Hackett of Hampton, and Sandra Pinkham, daughter of Mr. and Mrs. Maurice Pinkham of South Berwick, Me., will make their first appearance on the Hampton professional stage in this comedy which has the largest cast ever seen here.

Dr. L. M. Salden

Optometrist

Complete Visual Service
Telephone 395
HAMPTON CENTER

DR. LOUIS B. WINKLER

Dentist

570 Lafayette Rd.
1-5 Mile above Lamie's
HAMPTON CENTER.
TEL. 2368

Phone 3830

Dr. Wm. A. Doyle

CHIROPODIST - PODIATRIST
Over Woolworth Building
Congress St. Portsmouth

CASINO BEAUTY SHOP
Experienced Hair Styling
Oldest Established Beauty Shop on the Beach
RENEE BULGER BODIN
Tel. 4016
Hours 9-9

Harbor Grille

SERVING EXCELLENT FOOD

Breakfasts
Lunches
Dinners

OPEN 7 A. M. to 9 P. M.

Ocean Boulevard
Hampton Beach

NEAR TOLL BRIDGE

Ray F. Lufkin

WATCH & CLOCK
REPAIRING

OPEN YEAR 'ROUND
40 YEARS EXPERIENCE
HAMPTON CENTER

Corner of Lafayette Rd. and
High Street
TEL. 2457

CASINO MARKET, INC.

Ocean Blvd. Hampton Beach, N. H.

Phil and Vera Valliere, Props.

For a Happy and Healthy Vacation come to the Hampton Casino Market where you will always find a large variety of meats and vegetables plus a fancy selection of S. S. Pierce groceries at low prices. You can park your car in front or on the side long enough to shop. Canadians welcome. We take Canadian money.

GROCERY SPECIAL

Blueberry jam	Apple Jelly
Guava jelly	Chocolate flavor sauce
Try a pound of S. S. Pierce Coffee	Walnut Sauce
Friend's Beans	.89 a lb.
	.15 a can

MEAT SPECIAL

Sugar cured Shoulder Ham	.40 a lb.
Boneless Heavy Steer beef for oven roast	
"The taste will tell the difference"	
Broilers	Turkeys
	Porterhouse Steak
	Chickens

Bakery Department

Homemade Donuts cooked in special ingredients
large size plain .49 doz.



WHERE YOUR DOLLAR BUYS MORE!
THURSDAY - FRIDAY - SATURDAY

Open Friday Night Until 9 P. M.

18-20 PLEASANT ST. - NEWBURYPORT, MASS.



PANTY PARADE

RAYON BRIEFS
5 for \$1.29c pr
Hollywood elastic legs band legs and lace trims
Sizes S-M-L.

Nylon Trimmed RAYON BRIEFS
39c pr.

Cool, smooth-fitting with extra "flex" appeal. 5-6-7.

Feather-light Sheer NYLON BRIEFS
With expensive nylon trim.
2 for \$1.59c pr
Beautifully made. 5-6-7.

Double Panel Back Rayon PANTIES or BLOOMERS
2 for \$1.59c pr
Long wearing - Extra sizes

COOL COTTON BRIEFS
3 for \$1.39c pr.
Cool, absorbent, smooth fitting.
Elastic waist, ribbed cuffs.
S-M-L.

SLEEVELESS COTTON DRESSES

Guaranteed Washable!
\$1.66 Reg. \$1.98

Several styles in famous Dan River wrinkled solid color chambray and fine 80 square percale prints. 12-20, 14 1/2-24 1/2.



• NEOLITE SOLES
• FABRILITE UPPERS
White - Wheat - Dark and Pastel Multi-Colors
Children's 6 to 3 - Women's 4 to 9

SUMMER DRESSES

Sale-priced at only

\$3.98

Values to \$4.98



- Cottons
- Rayon Sheers
- Bemberg Rayons
- Jr. Butcher Rayons

Complete your summer wardrobe now! Tailored, casual and dressy styles. 9-15, 12-20, 16 1/2-24 1/2, 46-52.

Step with an air of gayety
Women's - Children's

CALIFORNIA CASUALS

Reg. \$1.98
\$2.98

At Portsmouth's Leading Department Store

ALL YOU NEED FOR A PERFECTLY Wonderful Vacation



COTTON JERSEYS

A special purchase of \$2.95 - \$3.95

Cotton Jerseys and Tee Shirts to retail at

\$1.69

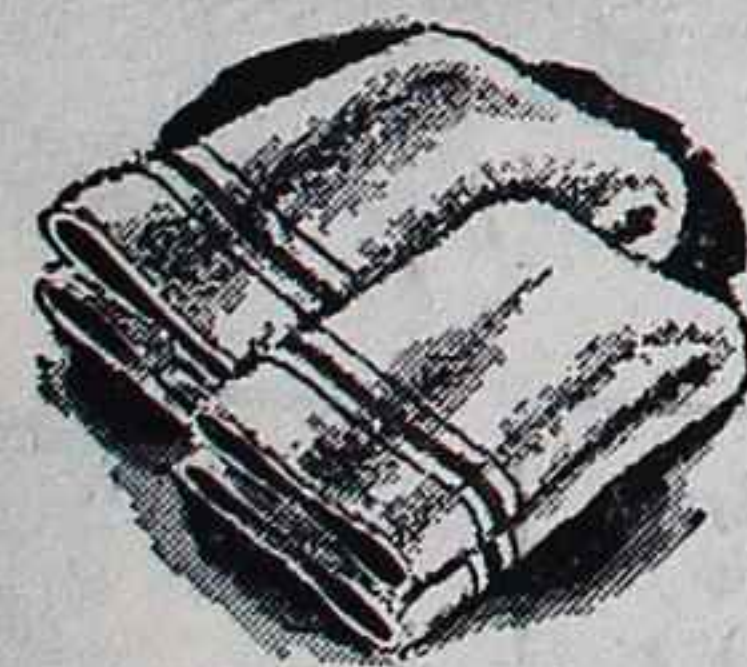
Cotton shirts, sleeveless in many different patterns and colors \$2.95 and \$3.95

SHORTS \$2.95 & \$3.95 CORDUROY, DENIM and COTTON

COTTON SKIRTS

PRINTS STRIPES SOLID COLORS

\$1.79 - \$7.95



BEACH TOWELS \$1.79 & \$7.95 ALL COLORS

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The Beachcomber

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Plan Improvement Program For Beach