

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

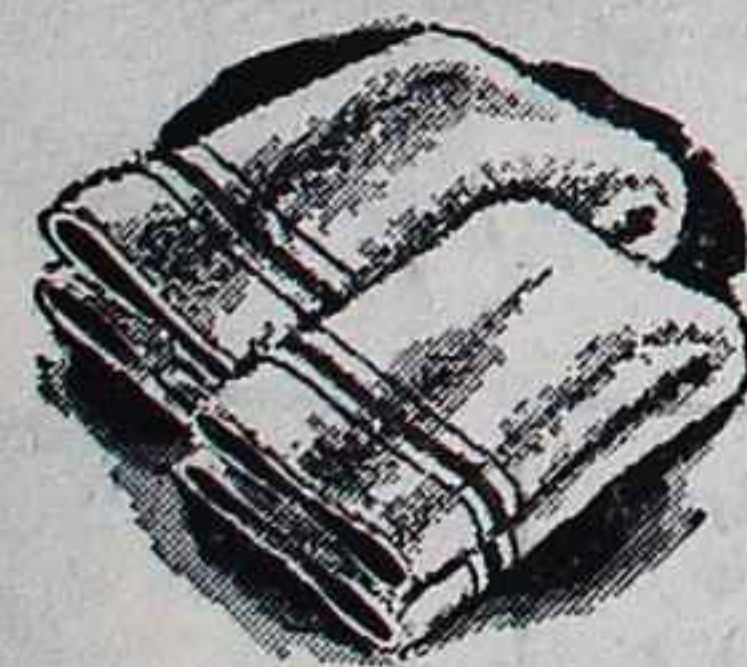
Cotton shirts, sleeveless in many different patterns and colors \$2.95 and \$3.95

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

GEORGE B. FRENCH CO. 37 MARKET STREET PORTSMOUTH

The Beachcomber

VOL. XXVI, NO. 4 Incorporating The Hampton Beach Advocate WEDNESDAY, JULY 15, 1953 FREE DISTRIBUTION



Plan Improvement Program For Beach

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 21

STAN KENTON

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. 4

WEDNESDAY, JULY 15, 1953

FREE DISTRIBUTION

\$1,275,000 Authorized By Legislature For Project

\$30,000 Seabrook Fire Razes 2 Cottages, Threatens Others

Fire last Thursday on ocean-front Atlantic avenue in Seabrook left in charred ruins two cottages and a two-car garage, causing damage estimated by authorities at \$30,000.

300-Pounder



A REAL BIG ONE!

High winds and lack of fire hydrants at the summer colony threatened a beach holocaust as firemen from six surrounding communities fought to contain the flames. A shift in wind, blowing the fire seaward, firemen said, was the saving factor for at least half a dozen cottages. Billowing smoke, visible for miles north and south on the beaches, attracted hundreds of spectators as fire-fighters, struggled for two hours to bring the fire under control.

FIRE Continued on Page Six

Charlie Sullivan of Somerville, Mass., shown holding wheelbarrow with 250-300 pound sunfish landed on Thursday afternoon fishing trip of the "Gannet" of the Smith and Gilmore fishing company of the beach. The skipper Nelson Smith, harpooned this sunfish. Charlie Sullivan handled the "Gannet" while Skipper Smith landed the fish.

The 1953 session of the New Hampshire State Legislature, recently adjourned, has authorized the Governor and Council to make available, by means of a 30-year bond issue, the sum of \$1,275,000 for the construction of extensions to the present sea walls and control of erosion along the waterfront at Hampton Beach.

Hold Second Amateur Night

The second amateur night of the season was held Monday evening at the beach bandstand with junior and senior winners hailing from this state and Mass.

The \$10 first prize was taken by the Duo Tones, the Misses Rose Pope, 20, and Wanda Plummer, 18, of Concord, singing "Make Believe." Second senior prize of \$5 went to a Portsmouth man, Frederick Estey, 21, who did an instrumental solo.

First prize in the junior division went to 4-year-old Phillip LaFlamme of Nashua who captured the \$5 prize with his instrumental solo.

Second prize of \$3 went to little Deborah Hebert, age-5, of Lowell, Mass. who did a singing and dancing routine. Ten-year-old Pete Chapput of Tewksbury, Mass., walked off with third prize for the juniors for a dance act.

HAVE YOU HEARD? That Jackie M. has been flirting with Al P. from Amesbury.

In addition to this State appropriation, a supplementary grant has been recommended by the Federal Beach and Harbors Erosion Board. The erosion project, it is estimated, will cost \$450,000 with the State paying two-thirds and the Federal Government, one-third of the cost. The Federal share is contained in a bill now being considered by the Senate Appropriations Committee.

The State appropriation provides in general for the construction of two additional sections to the present sea wall. The first involves a 3300-foot addition extending from the end of the present boardwalk to Great Boar's Head. This wall will be built slightly out to sea, to provide a parking space for hundreds of cars.

Second Section

The second section provides for an extension of the present sea wall at North Beach along North Shore Boulevard to Great Boar's Head, permitting many more cars to park overlooking the water at that point. The extension of these sea walls, added to the present

PLAN (Continued on Page Four)

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

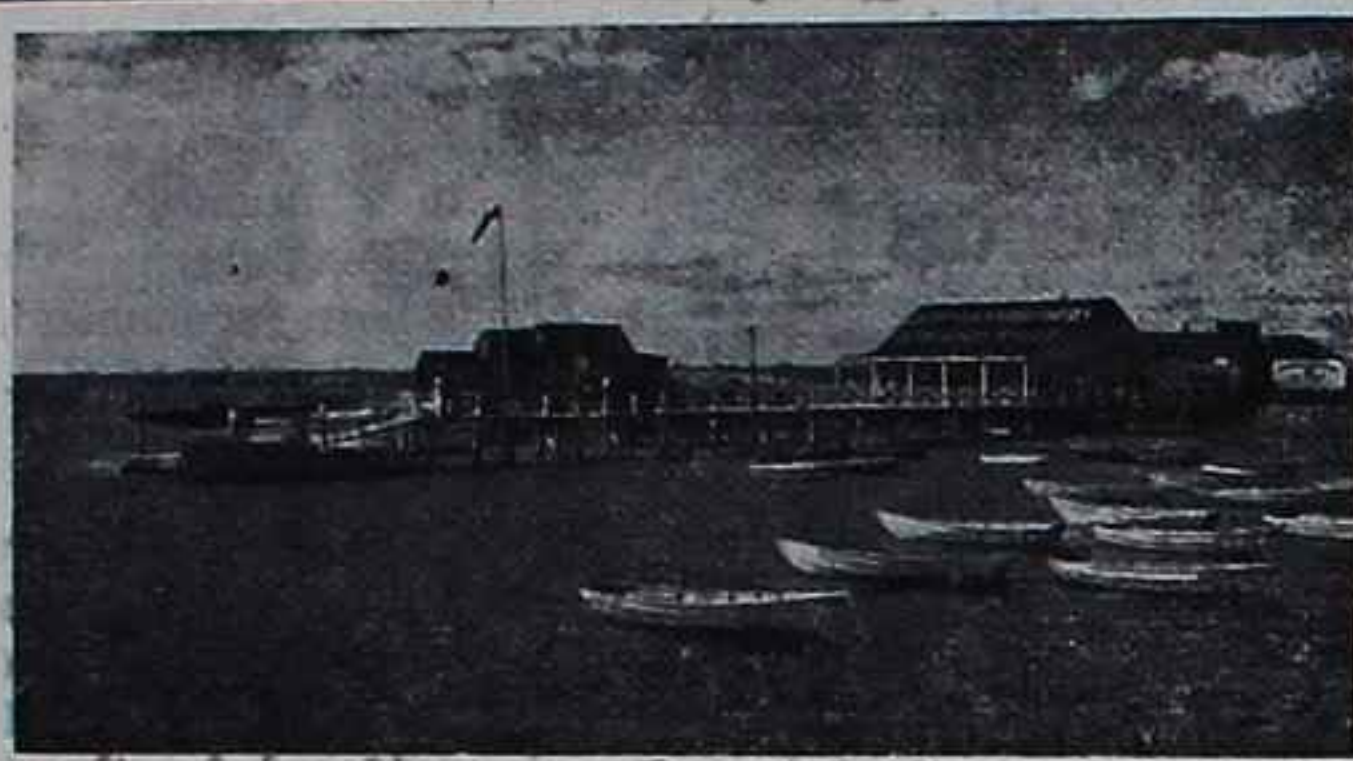
BUSHWAY GRILLE

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 Wearabouts

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

PLAN —
(Continued from Page Three)

installation, will provide a promenade approximately 2½ miles long, and also open up for public enjoyment, a great portion of the area which is now obscured by mounds of stones that have been serving ineffectively as a breakwater.

The protection to the shore which will result from this extensive installation, is another important factor which should not be overlooked. In recent years, particularly during the winter months, storms from the north-east have repeatedly broken through the present bulkhead, resulting in considerable damage to the adjoining sidewalk, State road and adjacent private property.

This has brought about a serious maintenance problem for the State of New Hampshire and from an economic standpoint alone, it appears no longer practical to attempt to confine the ocean with the present installations.

Other Changes

The completion of the sea wall will permit many desirable changes. Aside from the increased parking areas that will be created, perhaps the most important from a motorist's standpoint will be the revisions in the present traffic

PLAN
(Continued on Page Eight)

THE BEACHCOMBER
Incorporating the Hampton Beach Advertiser

A Vacation Digest of all the news information for the summer visitor.

Published
Wednesdays, June 24 to August 1

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 COM
PLETE SHORE DINNERS

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

Ocean Blvd. — North Beach
Opposite Coast Guard Sta.

B I N G O

Every Thurs.
Night
8:00
OUAM Hall
Lafayette Rd.
Seabrook

20 Party Game 20

Door Prizes
Special Games

Auspices
Gov. Weare
Associates

Every Sat.
Night
8:00
Fire Station
Collins Street
Seabrook

30 Party Game 30

Door Prizes
Special Games

Auspices
Seabrook Firemen's
Association





SUMMER VALUES

DRESSES that regularly sell for as much as \$14.95 are now only

\$6.66
Broken size range.

SLEEVELESS BLOUSES

\$2.98

SPUN RAYON with the linen look, fine cotton broadcloth and pima cotton blouses in sizes 30 to 38.

SUMMER BELTS

\$1.00 and \$1.98

STRAW, NYLON, and cinch belts in white and pastels.

DENIM SHORTS

\$1.98

In charcoal and faded blue. Sizes 10 to 18.

PARIS AT A PRICE!

\$3.95

RAYON DRESSES that look as if they should cost twice as much. A good selection of prints and colors in sizes 12 to 20 and 14½ to 24½.

STOLEES

\$1.98

White with gold trim.

JERSEYS

\$1.00

Sleeveless jerseys in both off the shoulder and turtle neckline styles. In small, medium and large.



MANDARIN PAJAMAS

\$2.98

GOLD TRIM TOPS with pants in solid shades of red, green, and royal blue. In sizes 32 to 40.

SEAMLESS MESH KNEE HOSE

\$1.19

Very sheer nylon hose in sizes 8½ to 11. In Magic Glow.

HANDY HELPERS

PLASTIC GOODS FOR EVERY HOUSEHOLD NEED

Covers in colored and clear for

Toasters	\$.25 and \$.50
Mixers	.39 " .79
Grills	.59 " .69
Roasters	1.00 " 1.25
Bowls	.89 " 1.00
Washing Machines	.89 " 1.00
Sewing machines (clear only)	.89

Table Covers
Clear in sizes 54x54 to 54x108 \$.69 to 1.50
Color in sizes 54x54 and 54x72 \$.79 to \$2.98

Garment Bags
Clear and Quilted trim in suit, regular and jumbo \$1.37 and 1.98
Travel bag with quilted brim in dress and suit size \$1.98

PETER PAN BRAS

\$3.50 and \$3.95
Strapless \$5.00

Sizes 32 - 38 A-B cups

BOYS' POLOS

\$.98

POWDER BLUE, green, maize, and white. Sizes 10 - 16.

DOLLS

\$1.00 to \$13.95

A wonderful variety of dolls. Choose from walking dolls, Toni dolls, miniature dolls and rag dolls.

H. W. PRAY CO.

Telephone 548 71 - 75 State Street AIR CONDITIONED
Newburyport, Mass. FOR YOUR COMFORT

HAVE YOU HEARD?

That Sandra St. G. went roller skating last Tuesday night and had loads of fun with the boys.

The Chesterfield Hotel



Mrs. Bertha Kelley, Prop. C STREET - TEL. 2504

Rooms from \$2.00 up Adjacent to Beach, Restaurants, and Amusements

FIRE —

(Continued from Page Three)

An eight-room cottage, the Greenfield, purchased only two weeks ago by Miss Margaret Cooper of Lawrence, Mass., was completely gutted by flames and an adjoining garage was reduced to a skeleton of blackened timbers.

A six-room cottage, the Camp, the property of Roger and Joseph Whiteford of Cambridge, Mass., had its whole south side burned away. The Whiteford cottage was not occupied at the time of the conflagration, officials reported.

Total Loss Fire Chief Henry Kendrick of Seabrook said that both cottages were a total loss.

At the time of the fire, the Cooper Cottage was under-going repairs from another fire that occurred last March, it was reported. Exact cause of the blaze has not been determined, but is believed

to have somehow started outside the Cooper cottage, where workmen had been doing some remodeling.

Until hose lines could be rigged leading from Route 1-A the blaze had to be fought with tank trucks of the Seabrook department that had to leave the scene to be refilled.

Spectators that flocked to the scene hampered firemen in getting down lines and moving trucks.

Upon his arrival at the fire, Chief Kendrick, realizing his volunteer department could not hope to battle blaze alone and summoned aid. Apparatus from Hampton, Hampton Falls, Amesbury, Salisbury and Newburyport responded. Several vacationing firemen from Lawrence, Mass. and a deputy chief from Nashua volunteered their help.

Volunteer Help

An Amesbury deputy chief suffered bruises when his leg slipped through the fire-weakened roof of the Whiteford cottage. No serious injuries were reported, but it is understood a 60-year-old woman suffered a broken wrist when she tripped over a hose line a block from the fire site. Leonard Mitchell of the Seabrook fire department was taken to the Exeter hospital with a dislocated shoulder.

Credited with discovering and reporting the \$30,000 fire at 3 p.m. was Miss Margaret Cooper who rushed to the home of a Seabrook realtor to give the alarm.

New Hampshire fire officials are investigating the cause of the fire which threatened the entire beach community.

HAVE YOU HEARD?

That Janice B. has her eyes on a certain boy by the name of Buddy F. Good luck, Jan!

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

TRAVEL

THRU BUS SERVICE

Montreal Quebec City Lowell Worcester Springfield Boston New York Airline Steamship

Hotel Reservations

Jackie's Travel Agency

182 Ocean Boulevard Hampton 2393 Dorothy Cate Jackie Jordon

Margaret M. Junkins CANDY SHOP

THE BEST IN SALT WATER TAFFY ONLY 60c LB.

OCEAN BOULEVARD

Established 1920 — Candies Mailed

Donovan & Fallon Drugs SUNBURN RELIEF SOLARCAINE

MARION LEE'S

THIS WEEK

Clothes For Swim or Shore

QUALITY COUNTS

Ocean Blvd at North Shore Hotel

Hampton Beach

Phone 692

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 18

JOHNNIE RAY

plus ALL STAR SHOW

Opening SUNDAY, JULY 19 for one week

BILLY ECKSTINE

THE Frolics at SALISBURY BEACH 2 SHOWS NITELY and SUNDAY 9 & 11:30 NO COVER OR MINIMUM ROUTES 1 and 1A FOR RESERVATIONS: PHONE NEWBURYPORT 250

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

Musical Comedy Tops For Loughs At Playhouse

Remember the "Roaring Twenties"? The era of Scott Fitzgerald — the Stutz Bearcat — the speak-easy — rum running — and the flapper dresses with low slung waistlines and high hung hem lines? Out of this period of weird social history came the famous musical "Oh, Kay" — one of the many successes by the late George Gershwin. At the Hampton Summer Theatre, for a two week stand, "Oh Kay" is being given a revival. It was back in 1926 that blazer clad collegians and short-skirted co-eds were singing, "Do-Do-Do" PLAY

(Continued on Page Eleven)

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

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 . SPECIAL PRICES TO HOTELS AND RESTAURANTS

BUTTER FRESH CREAMERY 69c lb.

Table with 3 columns: Beltsville TURKEYS lb. 59c, Native BROILERS lb. 39c, Spring Lamb Fores lb. 29c

FANCY WESTERN HEAVY STEER BEEF

Porterhouse or Sirloin Steak 99c lb.

Table with 3 columns: Fancy BACON 69c lb., Pot or Oven ROAST BEEF 59c lb., 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'

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
 LUNCHES - 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

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

PLAN —
 (Continued from Page Four)

regulations which will eliminate the cross traffic problems that exist at present, particularly at the north junction of Marsh avenue and Ocean boulevard. To facilitate the movement of traffic and eliminate confusion on busy days, State Commissioner of Public Works, Frank D. Merrill has submitted the following recommendations: (1) One-way traffic on Marsh avenue and Ocean boulevard to relieve the congestion in the center of the beach. Southbound traffic would use Marsh avenue and the northbound, Ocean boulevard. (2) Construction of a four-lane highway from the north junction of Marsh avenue and Ocean boulevard to the present sea wall at North Beach. (3) Resurfacing of Ocean boulevard and Marsh avenue to accommodate increased traffic.

It is becoming more and more evident to those who are responsible for the promotion of recreation at seashore resorts, that nature must be assisted on occasions, to preserve and maintain an inviting bathing beach.

Improvement and maintenance of beaches through the artificial deposition of sand on the shore is rapidly gaining prominence in the field of shore protection engineering. Hampton Beach is conscious of a responsibility in this respect and in connection with the sea wall project mentioned above, it is planned to install a system of groins and jetties designed to trap and hold sufficient sand to double the

PLAN
 (Continued on Page Nine)

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"

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

FERNCROFT
 Recreation Center
 A STREET



SUN CORDS — Tailored to a trim T, these knockabout all-cotton Jantzen cords, with a velvety feel and an affinity for hard play. Adroitly darted for trim waist fit . . . snugly back-zipped, with smart cuffs . . . handy flap pocket, 9 soft new fast-colors, vat-dyed. 10-18 4.95.
 TEE SHIRT . . . smartly collared, 4-toned stripes of finest all-combed twply cotton yarn. 6 color combinations. S-M-L. 3.95.

DUDLEY'S On the Boardwalk
 At the Beach

HAVE YOU HEARD?
 That Janice B. is running after
 a new man (sorry Rance).

PLAN —
 (Continued from Page Eight)

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

present bathing beach areas.
 Pump Sand
 To supplement this operation, sand will be pumped from Hampton Harbor directly onto the main bathing beach, permitting an extension of the beach in a northerly direction. This project will serve a dual purpose, as it will not only enlarge the beach, but remove sand from the harbor channel, permitting larger boats to enter the harbor in safety.

Hampton Beach, according to a recent survey made by Andrew M. Heath, Research Director of the New Hampshire State Planning and Development Commission, is now by a substantial margin, the largest resort center in New Hampshire, a State which is widely known as a Vacation State. Hampton Beach proposes to retain its position as a leader in the recreational field, and the extensive improvement program, which has been outlined in this article, offers assurance that this objective will be achieved.

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 WITH BIG
 LESS THAN **\$10** 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

new
 shipment!

catalina's

best sellers!

Come and get 'em while we have 'em . . . the top selling numbers of the year . . . featuring Catalinas Middy Pleats . . . the hottest number we've seen in years. Our last shipment of the season has arrived . . . get yours while the stock lasts.

Middy Pleats, baby-batiste lastex, long-torso in navy, brown, white.
 \$15.95

pollards
 OF LOWELL
 8 minutes walk
 8 children walk
 8 home access

Rainbow Village CABINS
Ideal Location
P Street Tel. 380

TO HOLD LAWN FAIR WEDNESDAY
A Lawn Fair will be held Wednesday afternoon July 22, on the Hampton Baptist Church parsonage lawn, Winnicunnett road. The fair held under auspices of the

Loyal Workers will feature Home Cooked food, candy, and fancy work. Tea will be served.
HAVE YOU HEARD?
That the girls think Jerry K. is very cute.

THE COLONIAL INN COFFEE SHOP
Cor. F St. and Ocean Blvd.
Open 8 A.M. to Midnight

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

Thursday, Friday, Saturday July 16-17-18

Dig those CRAZY Spook-Busters!
DEAN MARTIN AND JERRY LEWIS
LIZABETH SCOTT - CARMEN MIRANDA
HAL WALLIS' PRODUCTION
SCARED STIFF
with GEORGE DOLENZ - DOROTHY MALONE - WILLIAM CHING
Directed by GEORGE MARSHALL - Screenplay by HERBERT BAKER and WALTER CALEON - Additional Dialogue by ED SIMMONS and NORMAN LEAR - Based on a play by Paul Dickey and Charles W. Goddard

Sunday, Monday July 19-20

Loretta YOUNG · John FORSYTHE
IT HAPPENS EVERY THURSDAY
WITH FRANK McHUGH · GLADYS GEORGE · EDGAR BUCKNAN · PALMER LEE · REGIS TOOMEY · JANE DARWELL
A UNIVERSAL PICTURE

Tuesday, Wednesday July 21-22

AGING KING OF PREHISTORIC SEA-GIANTS
"The Beast From 20,000 Fathoms"
WARNER BROS. sensation of the nation!
The Thrill-Picture You've Been Hearing About on TV and Radio!
STARRING PAUL CHRISTIAN · PAULA RAYMOND · CECIL KELLAWAY · KENNETH TOBEY · JACK PENNICK · LOU MORHEIM and FRED FREIBERGER
Screen Play by RAY BRADBURY's sensational story in the SATURDAY EVENING POST
Photography by Jack Russell, A.S.C. - Associate Producer BERNARD W. BURTON
Special Effects Created by RAY HARRYHAUSEN - Music by David Buttolph - Directed by EUGENE LOURIE
Produced by HAL CHESTER and JACK DIETZ - Distributed by WARNER BROS.

Wednesday, Thursday July 15-16

STANLEY KRAMER PRODUCTIONS presents
GARY COOPER
in **"HIGH NOON"**
RELEASED THRU UNITED ARTISTS

Friday, Saturday July 17-18

DORIS DAY and **GORDON MACRAE**
BY THE LIGHT OF THE SILVER MOON
FROM WARNER BROS. IN COLOR BY TECHNICOLOR
WRITTEN BY BILLY GRAY · ROBERT O'BRIEN and IRVING ELINSON · MUSICAL DIRECTION BY MAX YERGAN · DIRECTED BY DAVID BUTLER

Sunday, Monday, Tuesday July 19-20-21

EXCLUSIVE
THE ONLY FULL-LENGTH FEATURE OF THE **CORONATION OF QUEEN ELIZABETH II**
IN COLOR BY **Technicolor**
THE J. ARTHUR RANK ORGANIZATION presents
"A QUEEN IS CROWNED"
COLOR BY **Technicolor**
NARRATED BY **LAURENCE OLIVIER**

HAMPTON SUMMER THEATRE
A HIT!
George Gershwin's Musical Comedy
"OH KAY!"
Now thru July 25
Curtain at 8:40
Adm. \$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
A zestful musical
Jane Wyman - Ray Milland
"LET'S DO IT AGAIN"
plus
"SIREN OF BAGDAD"

Sunday thru Tuesday
3-DIMENSION
EXCITEMENT... ACTION... ROMANCE!

Men and Women Who Live Dangerously!
ARENA
starring **GIG YOUNG · JEAN BERGEN · BARBARA LAWRENCE · HENRY MORGAN · ROBERT HORTON**

plus Johnny Sheffield
"SAFARI DRUMS"
Starts Next Wednesday
Robert Taylor - Ava Gardner
"RIDE VAQUERO"

PLAY —
(Continued from Page Seven)

and now 27 years later Mary Hutchison and Louis Beachner, as Kay and Jimmy, are bringing back this catchy tune to theatregoers along with the equally lasting "Maybe" and "Someone To Watch Over Me."
Styles in humor changes as much as the styles in fashion. This becomes apparent as Raymond Johnson, playing the role of Shorty, rips off the corney humor of the "Golden 20's" with side-splitting results. In his first appearance at the Hampton Summer Theatre, Ray Johnson's comedy is one of the outstanding features of

the revival. The sophisticated humor of present playwriting gives way most successfully to the pun and smackeroo type of joke. It is a refreshing turn-about!
Do not go to the Hampton Summer Theatre expecting an extravagant Broadway musical complete with full orchestra and lines of chorus girls. The Gershwin songs are still there. The P. G. Wodehouse humor is still funny and the revival of "Roaring Twenties" is entertainment in itself.

HAVE YOU HEARD?
That Audrey A gave Richard a portable radio — no it's not a birthday gift just Christmas in July.

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

ROUTE 1-A DRIVE-IN
NORTH HAMPTON DRIVE-IN THEATRE
NORTH HAMPTON, N. H.
PORTSMOUTH-HAMPTON ROAD

Fri. - Sat. July 17-18

THE STARS ARE SINGING
COLOR BY **TECHNICOLOR**
ROSEMARY ANNA MARIA LAURITZ CLOONEY ALBERGHETTI MELCHIOR
plus
"HANGMAN'S KNOT"
Randolph Scott - Donna Reed

Sun. - Mon. July 19-20

First Drive In Showing In The Area
JOSE FERRER
in **John Huston's MOULIN ROUGE**
plus
"THE GLASS WALL"
Vittorio Gassman
Gloria Grahame

Tues. - Thurs. July 21-23

RICHARD WIDMARK
JEAN PETERS
THELMA RITTER
Pickup ON SOUTH STREET

plus
"STOP YOU'RE KILLING ME"
Broderick Crawford-C. Trevor

SALISBURY DRIVE-IN ROUTE 1-A BEACH RD.
Tel. Newburyport 2410W

Wednesday, Thursday, Friday, Saturday July 15-16-17-18

"BLACKBEARD THE PIRATE"
Color by Technicolor
ROBERT NEWTON — LINDA DARNELL — WM. BENDIX
"AMBUSH AT TOMAHAWK GAP"
JOHN HODIAK — JOHN DEREK — DAVID BRIAN
Color by Technicolor

Sunday, Monday, Tuesday July 19-20-21

"THE BEAST FROM 20,000 FATHOMS"
Starring PAUL CHRISTIAN — PAULA RAYMOND
"JAMAICA RUN"
RAY MILLAND — ARLENE DAHL — WENDELL COREY
Color by Technicolor

Wednesday, Thursday, Friday, Saturday July 22-23-24-25

"SCARED STIFF"
DEAN MARTIN and JERRY LEWIS
"SWORD OF VENUS"
ROBERT CLARKE — CATHERINE McLEOD

IOKA **DIAL 2222**
Theatre EXETER

Friday - Saturday July 17 - 18

MICKEY ROONEY — ELAINE STEWART
"A SLIGHT CASE OF LARCENY"
LEX BARKER — HELEN WESTCOTT
"BATTLES OF CHIEF PONTIAC"

SATURDAY MATINEE — GIANT KIDDIE SHOW
At 1:00 P. M. Doors Open At 12:30
COME EARLY! AVOID THE RUSH!

ABBOTT & COSTELLO in
"IT AIN'T HAY"
Cartoon "Whacky Wigwam"

REGULAR PROGRAM FOLLOWS THIS MATINEE

Sunday - Monday July 19 - 20

RICHARD BURTON — JAMES MASON
"THE DESERT RAS"
Continuous Show Sunday

Tuesday - Wednesday - Thursday July 21 - 22 - 23

PAUL CHRISTIAN — PAULA RAYMOND
"THE BEAST FROM 20,000 FATHOMS"

Information Guide

CHURCH SERVICES
COMMUNITY CHURCH
 (Protestant)
 D Street
 Morning service 10:30 a.m. Guest speaker Rev. Walter S. Oddy of Hampton. 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.

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

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

"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



FIREWORKS
 Every Wednesday - 9:30 p.m.

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

CHAMBER OF COMMERCE
 Office hours:
 9 a.m. - 9:30 p.m. daily

GOLF COURSES
ABENAIQUI, 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 Rudd Avenue, Wednesday. Have rubbish out and in containers.

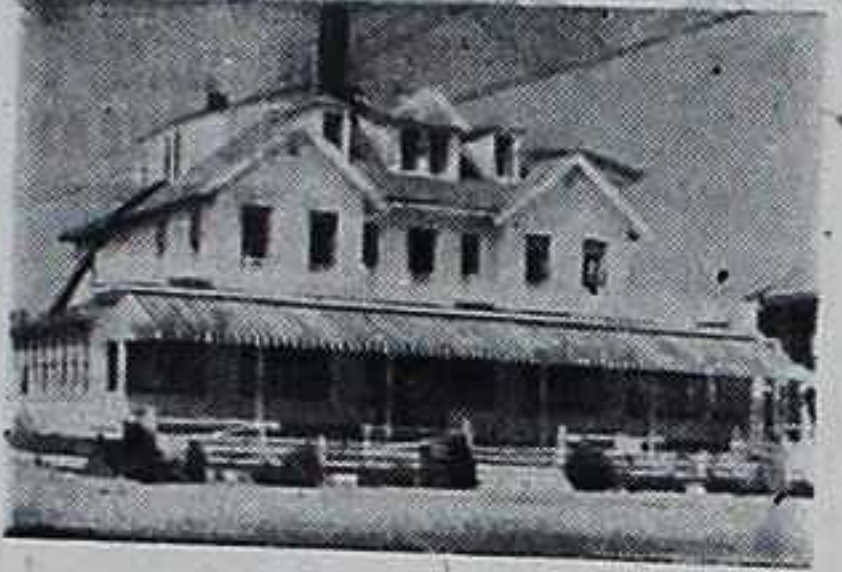
TRAVEL AGENCY
 Jackie's Travel Agency
 182 Ocean Boulevard
 Dorothy Cate Jackie Jordan
 Hours 8 a.m. - 9 p.m.

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

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

THIS WEEK'S STAR GUESTS AT THE
HOTEL ALLEN
Johnny Ray
 NOW APPEARING
FROLICS - SALISBURY



OTHER GUESTS ARE:
 Mr. and Mrs. Cy Kirkman, Mr. Gary Morton, M. C., Mr. Bernie Lang, Manager, Mr. Sam Fede the drummer, other guests are: Mr. and Mrs. Gould and son Frank, Mr. and Mrs. White, Mr. and Mrs. McCommack, Mr. and Mrs. Damon, Mr. and Mrs. McVey, Mrs. and Miss Yates, Mr. and Mrs. John Smith, Mr. Alen Smith, Mrs. Dooly, Mr. and Mrs. Brost, Mr. and Mrs. Waywell, Mr. and Mrs. McElwaine and Son, Mr. and Mrs. Firth, Mr. and Mrs. Wilson, Miss Shirley Wilson, Mr. and Mrs. Spanos, Mr. and Mrs. Thornley, Miss Mary Dillon, Miss J. Champion, Miss Joyce Doughty, Miss Bailey, Miss Barbara Tyskowski, Miss Gloria Diomedea, Miss Mary Foley, Mr. and Mrs. Anderson, Mr. and Mrs. Normikz.

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

ENJOY A DAY AT



HAMPTON BEACH STATE PARK
 Plan a trip to the seashore . . . soak up the glorious sun . . . and swim the exhilarating Atlantic waves!
 Our clean, modern bath house, one of the finest anywhere, has spacious open air dressing courts with private booths and showers. Our picnic area, secluded in the sand dunes, has tables, charcoal grills, tennis courts, horseshoe pit and shuffleboard. Everyone in your family will enjoy themselves at Hampton Beach State Park this summer!
Square Dancing Under The Stars
Every Friday Nite
 Located on U. S. Route 1A, on South end of Hampton Beach
STATE OF N. H. - RECREATION DIVISION

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 Exeter

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 Exeter
 AL FERRON, OWNER TEL. 2731

S. S. Pierce Associate
 Fruits
 Groceries
 Vegetables
L. P. CRESPI
 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

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

VACATION
VALUES
 At MOODY'S of Exeter 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
Swim Trunks
 MEN'S \$2.95 - \$4.95
 BOYS' \$1.00 - \$2.95
Dress Slacks
 \$4.95 up
 WASHABLES \$2.98 to \$4.95
 Also Tee Shirts - Shorts - Sox - and Sweaters
LADIES' Play Shoes
 \$1.98 to \$3.95
Men's Casual Shoes
 \$4.95 to \$9.95
 Sandals \$2.98
Walking Shorts
 \$2.95 to \$3.95
Polo Shirts
 \$1.00 to \$2.95
MOODY'S
 133 Water Street Exeter
 OPEN FRIDAY EVENINGS 'TIL 9:00
 Closed Wednesday Afternoons

HAVE YOU HEARD?
That Peter B. has his heart set
on dating Shirley C.

**Cameracraft
Shop Inc.**

Dealers of the finest Cam-
eras and Photographic Sup-
plies 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

**Wanted: Weather
Prophet, Apply
At Beach C of C**

The Hampton Beach Chamber of
Commerce is attempting to contact
a weather prophet who can pre-
dict with a reasonable degree of
accuracy, the moisture content of
the air during the three and a half
hours immediately preceding the
scheduled time for the fireworks
display on Wednesday evenings.

Since fireworks are allergic to
moisture in any form, whether it
be a sudden shower, or a water-
laden searun, it is important to
know what the weather is going to
be during the interval between
6:00 p.m. when the operator starts
to set up the display, and 9:30
p.m., the scheduled time for the
shoot.

Thunderheads sometimes ap-
pear out of a clear sky during that
interval and the accompanying de-
luge results in a total loss of the
setpieces. On other occasions,
threatening storms, which have
prompted a cancellation, do not
materialize. Obviously, this poses

White Rock Grocery

HOME MADE DONUTS
FRESH DAILY
Cor. River and Concord Sts.

a problem for the Chamber of Com-
merce. If they guess the weather
is going to be good, and during
the interval it turns sour, they
lose a shoot of fireworks. If the
weather clears after a decision
has been made to cancel, it be-
comes necessary for a certain per-
son in the Chamber of Commerce
office to make many apologies.

So, if you are a prophet, or even
remotely related to a prophet,
please step into the Chamber of
Commerce office at Hampton Beach
the next time you are down this
way.

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 Stylist
Oldest Established Beauty
Shop on the Beach
RENEE BULGER BODER
Hours 9-9 Tel. 23

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

You can always park in front or on F street while you do your shopping.

LOOK AROUND AND CHECK THE MEAT PRICES THAT MR. SUTHERLAND, OUR MEAT CUTTER WILL GIVE YOU —

FRESH KILLED		THE TASTE TELLS	
Near By		Colonial Brand	43c
Chicken	49c	Franks	
Fowl	39c	92 Score	67c
Broilers	38c	Fresh Butter	
		Tender	49c
Sugar Cured		Stew Meat	
Bacon	75c		

GROCERY SPECIALS			
Buitoni Foods		Fairmount	
1 Lb. Can		Frozen Valencia	17c
Ravioli	45c	Orange Juice	
Concentrated		Libbey's 2 1/2 Can	41c
Mushroom Sauce	37c	Sliced Peaches	

IF YOU WANT THE BEST IT'S THE
Casino Market — Phil Valliere, Prop.

BEANO

EVERY
TUESDAY NIGHT

EXETER TOWN HALL

Games Start at 7:45

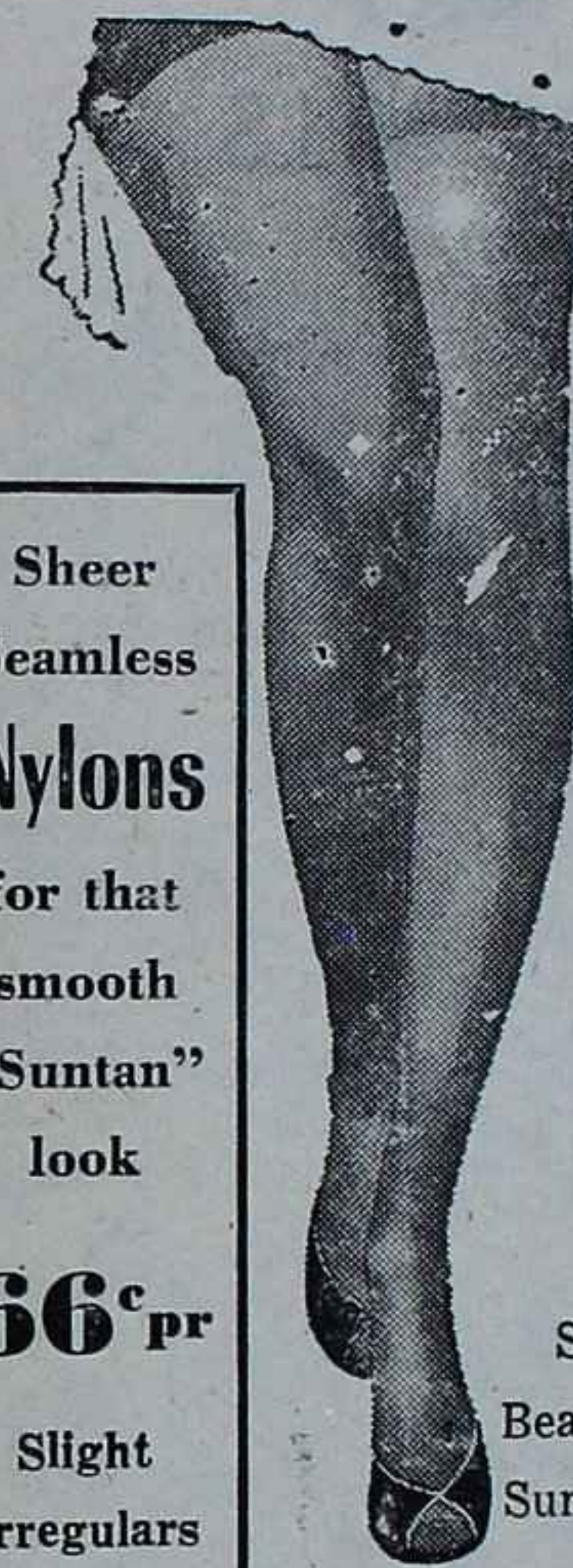
Free Buses Leave the Beach at 7:00

o'clock — Hampton at 7:15

JACKPOT GAME



18-20 PLEASANT ST. — NEWBURYPORT, MASS.



Sheer
Seamless
Nylons
for that
smooth
"Suntan"
look
66¢ pr.
Slight
Irregulars

Slight Irregulars
of our own
Famous Brand

51 Gauge, 15 Denier
DRESSY SHEER

NYLONS
66¢ pr.

Still in their original boxes!
Beautiful Summer shades of
Sunny Beige and Beige.
Sizes 8 1/2 to 11

**THRIFT
SALE**



Last 3 Days!

**THURSDAY, FRIDAY
and SATURDAY**

MEN'S Long Sleeve
Washable Rayon

**SPORT
SHIRTS**



Made to sell at \$2.98 \$2.49

How about a smart 3-color pincheck in blue, green, brown or grey color combinations . . . or 2-color window panes in red and blue on white, black and red on oyster or black and red on white. All comfortably tailored and COOOOL!!!
Small (14-14 1/2) • Med. (15-15 1/2) • Lg. (16-16 1/2) • XL (17)



MUSLIN SHEETS

81x99 (\$2.29 if 72x108 (First Quality) \$1.68
68x99, \$1.38 - 72x99, \$1.48 - 81x108, \$1.78
Save over 60c on each snowy white fine combed muslin sheet.

TYPE 128 Our Top Seller at \$4.98
Multi-Color on White

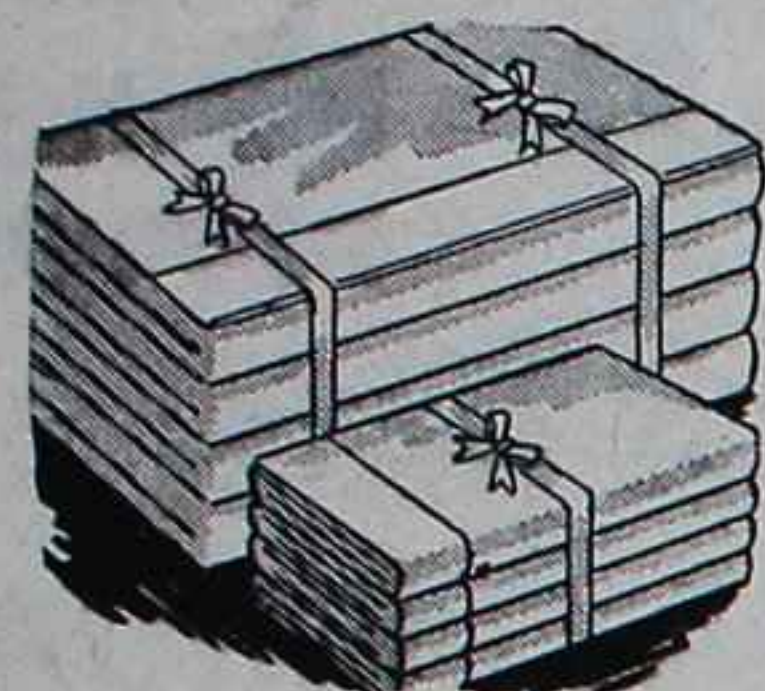
**CHENILLE
SPREAD**
\$4.44

Dramatic and
downy soft in
rose, blue, gold
or green on white
background.

Full or Twin Sizes



At Portsmouth's Leading Department Store

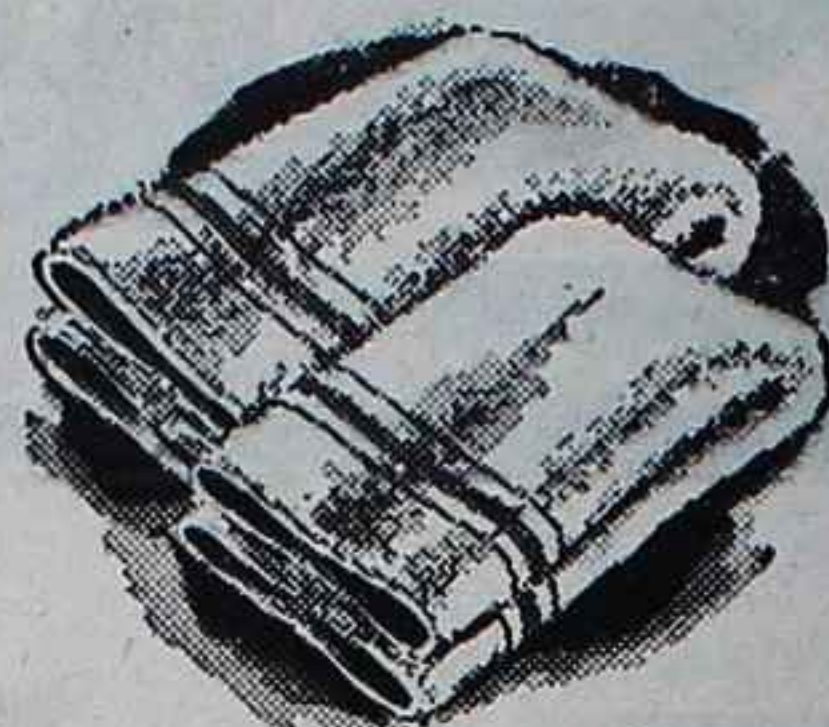


UTICA SHEETS

SIZE 54 x 99

Regular \$2.69

Sale Price \$1.95



MARTEX TOWELS

(IRREGULARS)

Rose — Yellow — Blue — Pink

\$1.00

SUNSHINE PILLOW CASES

80 - 80, 42 x 36 Size before hemming

- Consumer Guaranteed
- Bleached White
- Rigidly Inspected
- Balanced Weave
- 160 Thread Count

\$.49 ea.

SHEER DRESSES

BEMBERGS AND NYLON

MISSES AND 1/2 SIZES

Regularly \$8.95

Now only \$6.95

Luxite Nylon Gowns

\$14.95 Regular

Now \$8.95

SUMMER HAND BAG SALE

All Leather Pouch Bags

White or White with Brown or Navy Trim

BOX BAGS, WHITE OR BEIGE

\$5.95 to \$7.95 Values

Now \$3.95 to \$4.95

WHITE JEWELRY SPECIAL 2 for \$1.00



GARLAND'S

COTTON JERSEYS

Regular \$2.95

Now \$1.69

GEORGE B. FRENCH CO.

37 MARKET STREET

PORTSMOUTH

The Beachcomber

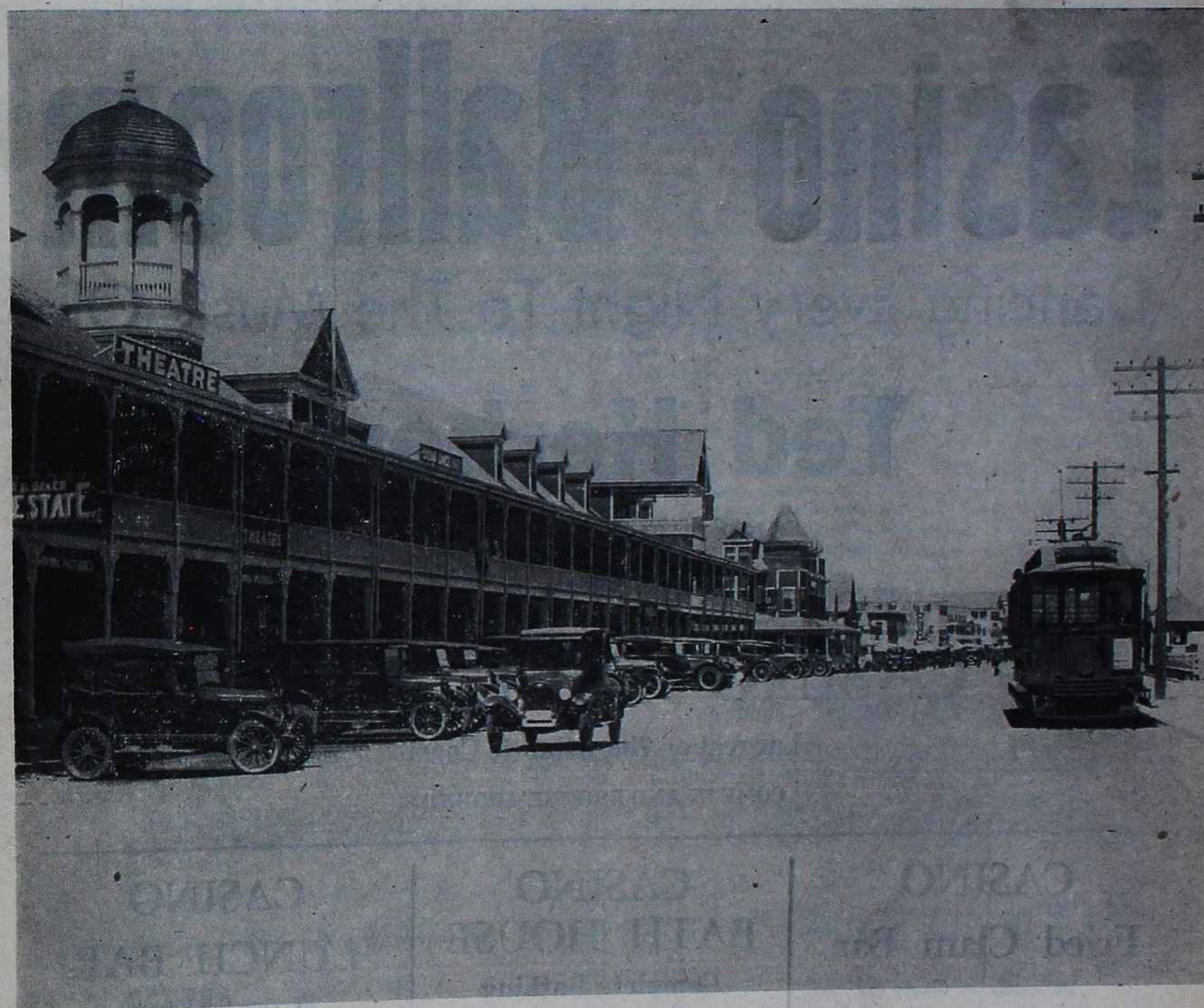


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