

The Beachcomber

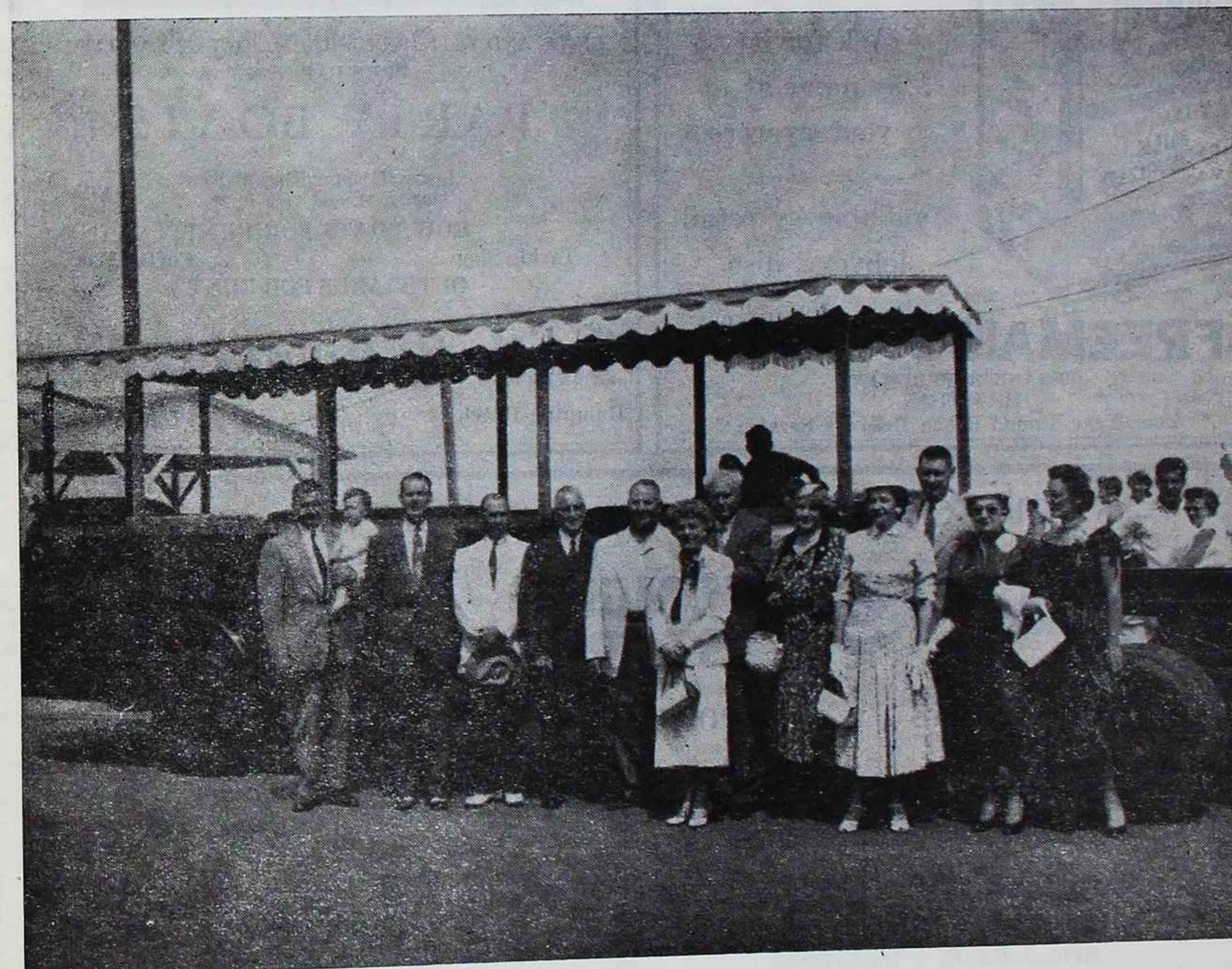


VOL. XXVII., NO. 1

Incorporating The
Hamp'on Beach Advocate

WEDNESDAY, JUNE 30, 1954

FREE DISTRIBUTION



An innovation in beach transportation was unveiled Saturday afternoon when the Bus-Mobile made its inaugural run from the State Bathhouse to

the Coast Guard Station.

State and local dignitaries attending the launching ceremony are shown on the front cover alongside the gaily col-

ored vehicle. Among the guests were State Sen. Margery Graves, former Mayor Thomas McIntyre of Laconia, Selectman Donald A. Ring, Selectman

Lawrence Hackett, Precinct Commissioner Charles F. Butler, Mrs. Helena Fuller, Pat Fuller and owner, Leroy Leonard.

Beach Reconstruction Program Set



It's
New Hampshire
FRESH
From Hampton's
Only Dairy...

Ask for it
by name at
your grocers

Available by retail
delivery, also.

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FRANK B. FREEMAN
HAMPTON
Your Year 'Round Beach Delivery Service

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SUNNY - CAPE 3.98 to 7.90	BLOUSES 1.98 to 5.98 COTTON SKIRTS 2.98 and up	SUMMER SUITS 14.98

Hundreds of **DRESSES** to choose from
JUNIORS — MISSES — WOMEN'S — PRICED TO SUIT YOUR BUDGET

Air-Conditioned For Your Shopping Comfort

'57 Set As Goal For Beach Face Lifting Program

Water Skiing Program
Highlights Beach Season

Completion of a \$2½ million reconstruction program for Hampton Beach by the summer of 1957 was outlined by Governor Hugh Gregg at the annual Chamber of Commerce and Beach Precinct banquet last week at the Hotel Ashworth.

New Secretary
Hampton Beach's famous Sing Cop, "Bill" Elliot, will do double duty this summer. In addition to his Sunday evening appearance on the bandstand, Bill will serve as secretary of the Chamber of Commerce, replacing Charles F. Butler who resigned at the close of the '53 season. Always popular with the crowds at Hampton Beach, Bill is looking forward to making new friends in his post at the C of C office, where he will be assisted by Mrs. Genevra Eastman and Miss Barbara McNeill.

Great preparations are being made by the Hampton Beach Chamber of Commerce for the summer activities at Hampton Beach to please the young and the old. A Talent Parade will be presented every Monday at 7:00 p.m., originating from the bandstand. Fireworks will be held every Wednesday throughout the summer at 9:30 p.m., with a special display on Monday July 5. Once again Chuck Hill and his famous Hampton Beach Band will entertain from the bandstand in four concerts each day. Chuck feels that he has a big surprise in store for guests at the beach in the person of a new and magnetic singing star.

Plenty Of Bugs Develop In Toll Taking Device
Hailed as the latest word in toll talking, the "fool-proof" automatic collection system now on trial at the Hampton Harbor toll bridge has been hailed with considerably less complimentary words puzzled and irate motorists. Briefly, the new system developed by State Highway Commissioner Frank D. Merrill and his en-

A five-point program of beach restoration, harbor dredging, seawall and highway construction was detailed for beach business operators by Governor Gregg who flatly asserted that the plan of reconstruction and development did not depend on receiving federal assistance. The governor was referring to a Federal appropriation of \$140,000 now before Congress for participation in solving the erosion problem along the beach front which grows more serious each year. With the assistance of John Morton, Deputy Commissioner of Public Works, Governor Gregg unfolded the completed plans for the project which will include: (1) Checking erosion along the beach front by the construction of two seawalls extending from the end of the present seawall at the Ashworth hotel north to Great Boar's Head and from the end of the present seawall at North Beach south to Great Boar's Head. (2) Dredging of Hampton Harbor by the removal of 340,000 BEACH

Bus-Mobile Has Inaugural Run Amid Ceremony
The latest innovation in beach transportation was unveiled to the public Saturday afternoon when the Bus-Mobile made its inaugural run following a christening ceremony.

Daily calisthenic classes are held under the direction of head life guard Pete Sotos. These classes have proven to be both interesting and enjoyable to both old and young. Bill Elliot, Hampton's famous singing cop, will be on the bandstand every Sunday evening to sing favorite requested songs of the past.

Square Dances Will Be Resumed At State Park
Old-fashioned square dances will be resumed Friday night as a regular weekly summer season attraction at Hampton Beach State Park, John Peterson, supervisor, announced today.

With the assistance of John Morton, Deputy Commissioner of Public Works, Governor Gregg unfolded the completed plans for the project which will include: (1) Checking erosion along the beach front by the construction of two seawalls extending from the end of the present seawall at the Ashworth hotel north to Great Boar's Head and from the end of the present seawall at North Beach south to Great Boar's Head. (2) Dredging of Hampton Harbor by the removal of 340,000 BEACH

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Invites You
To Inspect Its Unusual
Collection of
California and Eastern
Sportswear — Dresses
Summer Suits
Blouses — Millinery
Costume Jewelry

The Band Box
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Lamie's Tavern
HAMPTON CENTER

FAMOUS FOR FINE OLD
NEW ENGLAND COOKING

Breakfast A La Carte
Luncheon Specials \$1.25 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

HAVE YOU HEARD
That Fannie still has her mad
crush on Bob?
That a popular couple at Pres-
ton's is Nancy and Bill?

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Hampton Hardware
SPECIAL
2 Cell
Flashlights
49c
Hand Tools
Paints
Kitchen Utensils
Sports Equipment
Pic-Nic Supplies

Hampton Hardware
Corner of
High Street and
Lafayette Road

Leavitts Hold Beach Outing

A Melrose, Mass., woman, Mrs. Caroline H. Scott, was elected president of the National Association of Leavitt Families, Inc., at the 21st annual reunion held Saturday at the Hotel Ashworth.

Other officers chosen were: Russell H. Leavitt, Concord, Leon N. Leavitt, Fresno, Calif., and John S. Leavitt, Dorchester, Mass., vice presidents; Mrs. Lena Leavitt Fatlow, Woburn, Mass., secretary; Mrs. Mary St. Onge, Warwick, R. I., treasurer; Mrs. Alice Bumpus, Pawtucket, R. I., historian; Mrs. Emily L. Noyes, Tilton, genealogist; Miss Kathleen M. Leavitt, Natick, Mass., and Mrs. Julia Berndt, Pawtucket, associate genealogists.

Miss Sylvia P. Leavitt of Methuen, Mass., received a corsage for not having missed being present at all of the 21 reunions. Mrs. Charles F. Leavitt, 97, of Woburn, mother of Mrs. Fatlow retiring president, was the oldest member present.

The group is composed of descendants of John and Thomas Leavitt who came here from England and settled in Hingham, Mass., and Exeter in the early 1600's.

HAVE YOU HEARD
That a steady two-some around
the beach is Flip and Mac?
Who's been slinging water a-
round the water fountain?

Donovan & Fallon
DRUGS
Radio Batteries

BURKE'S
DINER and DINING ROOM
Hampton Center

ONE OF THE BEST DINERS IN AMERICA
(As advertised in Argosy)

BREAKFAST SERVED ANYTIME
DINNERS FROM 75c
SPECIALS EVERY DAY

TRY OUR FAMOUS STEAKS
SWIFT'S SELECTED BEEF \$1.50
(Prices subject to change)
OPEN 6 A. M. to 8 P. M.
Operated by Ida E. Trask

Dances —
(Continued from Page Three)


Sponsored by the New Hampshire Recreation Division, the square dances are held every Friday at 8 p.m., during July and August in an open pavilion at the state bathhouse.

Callers and the dates they will appear are as follows: Mal Hayden of Rochester, July 2, 16, 30, August 13 and 27; Harold Mattson of Northboro, Mass., July 9 and August 6; Johnny Trafton of Kensington and Arthur Tufts of Exeter, July 23 and August 20.

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.

ICE CUBES
AT
GARLAND'S

THIS WEEK'S STAR GUEST AT THE
HOTEL ALLEN
Julius LaRosa
Now appearing
Frolics - Salisbury



Tim Herbert and Don Saxon (Comics at Frolics); Jackie Leonard, TV Star (Comic at Copa, Salisbury Beach); Van and de Rovart (Dance team at Copa).

OTHER GUESTS ARE: Mrs. Tim Herbert and sons, Mr. Paul Bock and family from Montreal, Mrs. and Miss Yates from Montreal, Misses Simone and Bernadette Morin from Montreal, Mrs. Henry French, Springfield, Mass., Mr. and Mrs. Shoemaker and family from Ohio, Mr. and Mrs. Snow and daughter from Montreal, Mr. and Mrs. S. Nortorie, Hartford, Conn.

THE HOTEL ALLEN DINING ROOM OPEN
Ocean Boulevard Hampton Beach
8 A. M.-11 A. M. 5 P. M. - 8 P. M.

-BINGO-
3 GOOD GAMES

Jackpots
Special Games — Door Prizes

TUESDAYS — 7:45 — 30 GAMES
SEABROOK FIRE STATION
Sponsored by American Legion Post 70

THURSDAYS — 8:00 — 20 GAMES
OUAM HALL, SEABROOK
Sponsored by Gov. Weare Association

SATURDAYS — 8:00 — 30 GAMES
SEABROOK FIRE STATION
Sponsored by Seabrook Firemen's Ass'n.

BIG PAY OFFS!



You ... on vacation

The fashionable approach to pleasurable days and evenings . . . our vacation collection for cruise, country, far-away places and near-by fun spots, Sportswear, date fare, casuals — every one lovely.

- Cotton dresses, full skirts or slim skirts \$5.95 - \$19.95
- Action-styled shirts — shorts — skirts \$2.98 - \$7.95
- Seersucker walking suit — trim Bermuda shorts and smart boxy jacket \$2.98 - \$5.95

H. W. PRAY CO.
71 State Street Newburyport

HAVE YOU HEARD
That Sue H. is going steady?

**The Chesterfield
Hotel**



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

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

Bus-Mobile

(Continued from Page Three)

ing ceremony at the Hampton Beach bandstand.

State Senator Margery Graves gave the official send-off greeting with Bill Elliot serving as master of ceremonies. State and local dignitaries including Sen. Graves, former Mayor Thomas McIntyre of Laconia, Selectmen Donald A. Ring and Lawrence C. Hackett, Precinct Commissioner Charles F. Butler, were passengers on the inaugural run.

Other guests of Mr. Leroy Leonard, owner, were Mrs. Helena Fuller, Pat Fuller, John Dineen, Mrs. Leonard and her brother.

Following the first trip the Bus-Mobile was operated free of charge the rest of the day to all persons desiring a ride.

The 28-passenger vehicle, designed by its owner, Leroy Leonard, will operate a shuttle service between the Casino and the Coast Guard station at North Beach and the State Bathhouse at the south end of the beach during the summer months.

Designed to help facilitate the flow of passenger traffic to various points along the Hampton Beach shoreline, the Bus-Mobile will operate on no time schedule but will give continuous service between the Coast Guard station and the State Bathhouse area.

Although only one unit will begin the regular summer service Mr. Leonard plans to add more vehicles as patronage warrants. Additional work on the Bus-Mobile will delay the start of the service until July 3.

The Bus-Mobile will make a colorful addition to beach life since it will be painted a brilliant red, with a bright yellow canopy and trimmings.

Permission to operate the vehicle has been granted by the N. H. Public Utilities Commission.

HAVE YOU HEARD
That Lucy put her shoes on?

HAZEL'S
At Cozy Corner
FRIED FRENCH
CLAMS FRIES
Submarine Sandwiches

Ray F. Lufkin
WATCH & CLOCK
REPAIRING
OPEN YEAR 'ROUND
40 YEARS EXPERIENCE
HAMPTON CENTER
Corner of Lafayette Rd. and
High Street
TEL. 2457

VISIT . . .
Ashmont
Tropiquarium
America's Most Beautiful
Tropical Aquarium
MERRIMAC, MASS.
BEAR HILL ROAD
Tel. 3251
1st Right Beyond Trailer Park on
Route 110

Daily Film
Developing & Printing
Service
GARLAND'S

The
BEACH SHOPPE

"SHELLS FROM ALL OVER THE WORLD"

Hotel Delancy Building
OCEAN BOULEVARD, AT HIGHLAND AVENUE

Next Door to the
CORNER GROCERY STORE

Fountain Service
Breakfast and Luncheon Specials
L. T. PEASE, Prop. MRS. PEASE, Boss

Make this lovely estate only five miles
from the ocean your new Seacoast Region
residence.



Distinguished neighborhood. Large frontage on fresh water lake. One hour from Boston. Year round home with beautiful surroundings.

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Hollis Associates, Realtors
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Telephone 802 or 2582
2 Blocks North of Lamie's Tavern

"The House of Good Lobster"
and Lobster Meat

THE
**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

HAVE YOU HEARD
That R. O. got married?

Hotel Standish
Boardwalk at "A" St.
MOST MODERN
REASONABLE RATES

Enjoy your vacation by staying
healthy with chiropractic

DR. W. J. LABARRE

Chiropractor

443 Lafayette Road
Hampton, N. H.
Telephone 2754
OFFICE HOURS
2-4 P.M. AND 7-8 P.M.
MON. TUES. WED. & FRI.
AND BY APPOINTMENT

THIS EVENING
Dine on the Ocean
AT THE
BOAR'S HEAD INN

EXCELLENT FOOD
COOL OCEAN BREEZES
AT YOUR SIDE!
Serving 12:00-2 p.m. & 6-8 p.m.

Skiing

(Continued from Page Three)

One of the most outstanding features ever organized by the Chamber of Commerce is the new Water Ski club. Mr. Larry Scott of Hampton and Fort Myers, Florida, has been hired to organize and supervise the club made up of summer and winter residents. Mr. Scott has a new jump nearly completed which is being constructed at the Hampton Boat club. Practices will start afternoon and evenings within the next week. The Chamber of Commerce has purchased five pairs of skis and a working raft. During the week the club will meet to elect officers. From the membership Mr. Scott will select fifteen members to perform during the August festival week. The Ski Shows, which we believe to be the first presented by an ocean water ski club in the United States, will be held August 15, 22, and 29.

Many guests may remember the spectacular experimental show presented by the Hampton Boat club and Mr. Scott last year. Interest in this club has grown to such an extent that Mr. Scott feels that these shows will be bigger and better.

The Chamber of Commerce extends to all a very hearty welcome and has confidence that the activities presented will make

Hampton a better and happier vacationland.

HAVE YOU HEARD
That F. E. is back again this year at the beach?
That Pat is here at Hampton to stay?
Why certain girls frequent the Corner Store?

HAVE YOU HEARD
That the twins are back?

GROCERIES
At Prices That
Can't Be Beat
EVELYN & PAUL
King's Highway at 3rd St.

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

Margaret M. Junkins
CANDY SHOP
Remember the folks back home with a box of
Junkins famous candy
OCEAN BOULEVARD
Established 1920 — Candies Mailed

PIROUETTE

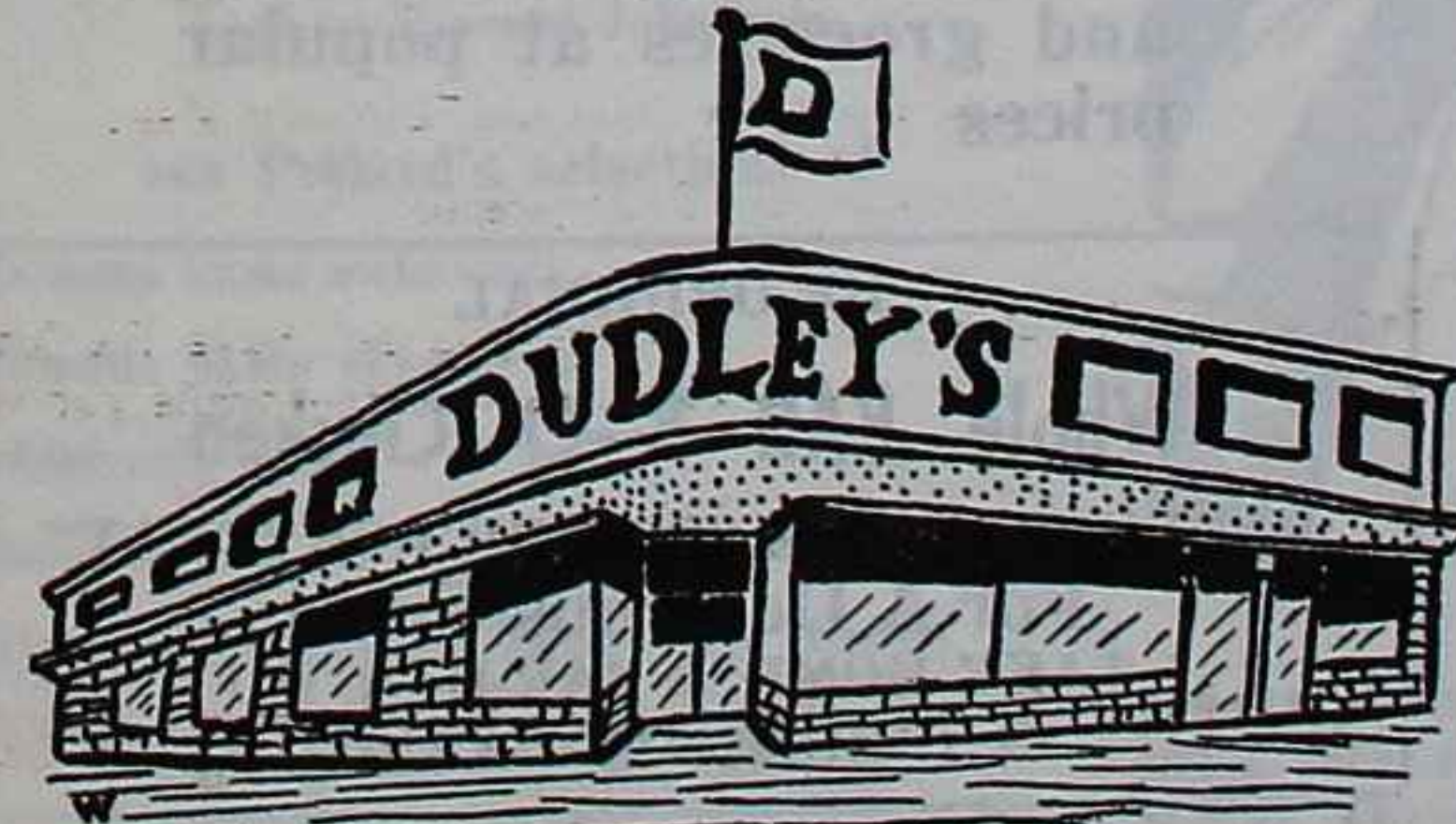
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A Suit Cut For
Action and Admiration

The bra treatment . . . cuffed with petals . . . combined with the patented Stay-Bra construction plus bra lining open for "Accents" . . . the Jantzen way of figure-building! This and the youthful bloomer silhouette make up a Jantzen totally terrific! In Lustrous Faille, a fine wearing fabric union of Acetate and Lastex . . . Sizes 10-16.

\$16.95




Ocean Boulevard at C Street



EILEEN'S
Marsh Ave. at "C" St.
COFFEE SHOP
LAUNDRO-MAT
Agents for 20th Cent. Cleaners

Emily's Beauty Salon
Latest Hair Cutting
and Styling
GRAND VIEW HOTEL
Tel. 415 Ocean Blvd.

PLAYLAND



DEEP SEA FISHING
Trips Twice Daily
8 a.m. - 1:30 p.m.
Tuna Trips
Charter Parties
AL GAURON
State Pier Telephone 2469

CAMERACRAFT
88 Fleet St. Portsmouth



Vacation Special
All Leather
Gadg-it Bag
\$9.95

Franchised Dealers For

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Anseo	Kodak
Leica	Dupont
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Graflex	Revere
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New argus a-four
The most exciting new 35mm camera in years
\$39.50

If It's Photography Needs You'll Find It At Cameracraft
The Seacoast's Most Complete Photographic Store

Meter —
(Continued from Page Three)
giners employs the use of a coin box containing electronic gadgets designed to prevent anyone passing the toll collection point without depositing the fee.
Driving close to the box the motorist deposits his coin and when the flashing signal board changes from red to green, proceeds on his way. Should the driver attempt to go through without depositing a coin, a horn blows

and an electric eye camera snags a picture of the car and the registration plate. The electronic works also detects slugs and is so discriminating that it will not take Canadian nickels — an item which may well prove embarrassing to vacationing guests from across the border.
Although designed to speed up traffic and reduce toll collection costs by 60 percent, the automatic system has succeeded only in creating the worst traffic conditions since the opening of the new bridge and developing ulcers among the toll takers attempting to make the gadgets work.

As a matter of fact traffic conditions got so bad Sunday that the toll takers had to abandon the automatic system and resort to the old method to unsnarl the traffic tie-up.

Bags were placed over the "fool-proof" collection boxes as veteran toll takers went to work to clear up the line of traffic which at several times reached way back over the bridge to the State Bathhouse area.

Complaints soon reached the ears of town officials and Monday afternoon Selectman Donald A. Ring, Town Manager John True and your inquiring reporter, paid a visit to the toll house to observe the operation.

Everything happened that could

METER
(Continued on Page Nine)

HAVE YOU HEARD
About Roger and all his girls?

MAY 31 THRU JULY 31 *22nd Year*



ROCKingham
RACING DAILY
Post time 2 p. m.
DAILY DOUBLE CLOSES 1:45
ADMISSION
... GRANDSTAND \$1
... CLUBHOUSE \$2
Tax included
No Minors Admitted
Air-Conditioned Clubhouse and Grandstand Dining Rooms

HAVE YOU HEARD
That Bev and Bill are for real?

POLAROID FILMS
at
GARLAND'S

Dr. L. M. Salden
Optometrist
Complete Visual Service
Telephone 395
HAMPTON CENTER

Dr. L. B. Winkler
DENTIST
570 Lafayette Road
1-5 Mile above Lamie's
Hampton Center Tel. 2368

STUDLEY'S
Gift & Flower Shop
9 Centre St. Exeter
Just off Water Street
"A NICE PLACE TO BROWSE IN ON A RAINY AFTERNOON."
Unusual Gifts — Flowers
A FEW FINE ANTIQUES
Miss Alice Stuart Hickey, Prop.

Meter —
(Continued from Page Eight)

have happened, according to all reports received with drivers (mostly women) not getting close enough to the coin box to be able to reach the slot, and having to get out of their car to deposit the dime, which at other times was dropped on the pavement in attempting to find the slot. Some drivers, not having the correct coin had to stop for change and then drove by the box before being hailed by the attendant to deposit a dime of their change in the slot.

The "fool-proof" gadget itself failed to operate correctly four times within a matter of ten minutes. Trucks proved to be the best depositors, truck drivers being well accustomed to close driving operations, although one misjudged the distance Monday morning and knocked the box off its base necessitating some quick repairs and wiring.

The town officials were told that a clocking of the elapsed time in clearing a car through the toll house by the old and new methods showed that the automatic method takes nearly five times as long.

Stop watches showed that it now takes as much as 15 seconds to clear a car (provided everything goes right) as against ap-

proximately 3 seconds the old way.
The second feature of the automatic system — a saving of 60 percent on toll collection — was equally hard to perceive since it still required two men to make change and help the lazy drivers with too-short arms and to collect the tickets, which are sold in books to persons frequently using the bridge facility.

Following an half-hour observation of the new system. Selectman Ring stated that "if similar conditions exist on busy days as they did on a slow day as today (Monday) the system will prove anything but satisfactory."

As a matter of fact the only benefit derived by the motorist so far from the new system was the automatic reduction of tolls from 15 cents to 10 cents, which was granted to Commissioner Merrill in order to give the ma-

chines a fair trial. This benefit will also be erased Thursday when the tolls go back to 15 cents.

Nelson's Candy

Hampton Beach
Salt Water Taffy
65c lb.

Fruit and Nut
Caramel Kisses
80c lb.

Homemade Fudge
and the best
Caramel Corn
you ever tasted

At

Nelson's

On the boulevard
NOT TWICE AS MUCH
BUT TWICE AS GOOD!

KENNEDY'S RESTAURANT
BREAKFASTS 9-11 DINNERS 11:30-3:00 SUPPERS 5-9
Car Service 4 p.m. - 12 p.m.
North Shore Opposite the Coast Guard Station
The only car hop on the beach

SURFSIDE Super Market
THE LARGEST AND MOST COMPLETE MARKET AT HAMPTON BEACH
Ocean Blvd. at Boar's Head
THE SURFSIDE SUPERMARKET FEATURES —
A full line of quality meats and groceries at popular prices
THE ORIGINAL
Whole BAR-B-Q Chicken
BARBEQUED THE "OLD HICKORY WAY"
For A Delicious Treat
TAKE HOME A BAR-B-QU'ED CHICKEN TODAY!
Plenty of Parking for Shoppers

pollards OF LOWELL



on the boulevard next to Howard Johnson's
see Pollard's selections of

- famous name swimwear
- famous name sportswear
- children's wear
- Accessories
- Dresses for Juniors, Misses and Women
- Teens
- Domestic

Shop Pollard's and Save
Use your Pollard's Charge Account

Waitresses Nursemaids Beauticians
Largest Selection
Of Uniforms
At Budget Prices
COTTON SEERSUCKER
Sizes 10 - 20
38 - 44 **\$2.98**
COTTON POPLIN
Sizes 10 - 20
38 - 44 **\$2.98**
NYLON SEERSUCKER
Sizes 10 - 20
38 - 44 **\$5.99**
NYLON TAFFETA
Sizes 10 - 20 **\$5.99**



Your popular classic style, notched collar, short sleeves. White only. Pre-shrunk, guaranteed by Good House-keeping.

Junkins Not To Seek Solon Post

Seth M. Junkins of 11 G street, Hampton Beach, announced today that he would not be a can-

didate for Representative to the General Court from Hampton in the September primary.

Although he had previously announced his intention of seeking one of the two posts to be filled in the fall elections, Mr. Junkins

said today that after careful consideration he felt that he would not be able to devote the time necessary to doing a good job in Concord. At present he is completing his law studies at Boston University and feels that he

could not serve the people of Hampton in the legislature as their best interests demands.

HAVE YOU HEARD

That Pat F. is tired of being happy, so she's getting married!

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

Thursday, Friday, Saturday July 1-3

M-G-M's TREMENDOUS TEN-STAR DRAMA!

EXECUTIVE SUITE

STARRING
WILLIAM HOLDEN · JUNE ALLYSON · BARBARA STANWYCK
FREDRIC MARCH · WALTER PIDGEON · SHELLEY WINTERS
PAUL DOUGLAS · LOUIS CALHERN
— DEAN JAGGER · NINA FOCH

SHOCKING BEST-SELLER ON THE SCREEN!

Sunday, Monday, Tuesday July 4-6

A WHALE OF AN ADVENTURE!

COLUMBIA PICTURES presents A WARWICK PRODUCTION

ALAN LADD HELL BELOW ZERO

Color by TECHNICOLOR with JOAN TETZEL · Basil Sydney Stanley Baker
Directed by MARK ROBSON

Starting Wednesday July 7

HIS FUNNIEST PICTURE YET!

DANNY KAYE

Songs: "KNOCK ON WOOD", "ALL ABOUT YOU", "MONKMAN O' HAN"

Color by TECHNICOLOR

Choreography by Michael Kidd
Words and Music by SYLVIA FINE
Written, Produced and Directed by NORMAN PANAMA and MELVIN FRANK

Wednesday, Thursday June 30 - July 1

Marlon BRANDO

is the only man who could play

That "Streetcar" Man Has A New Desire!

The WILD ONE

plus Disney's "OLYMPIC ELK"

Friday, Saturday July 2-3

Color by TECHNICOLOR

THE NAKED JUNGLE

starring ELEANOR PARKER and CHARLTON HESTON

Produced by GEORGE PAL
Directed by BYRON HASKIN
Screenplay by PHILIP YORDAN and RANALD MACDOUGALL
Based on a story by Carl Stephenson
A PARAMOUNT PICTURE

Sunday, Monday, Tuesday July 4-6

Elephant WALK

Color by TECHNICOLOR

starring ELIZABETH TAYLOR, DANA ANDREWS, PETER FINCH

Directed by IRVING ASHER
Screenplay by JOHN LEE MAHIN · Based on the Novel by Robert Stendish · A Paramount Picture

Historical Spots Prove Popular

CONCORD, N. H. — History is a favorite subject of many New Hampshire summer vacationists if the popularity of historical attractions which are open to the public is an indicator, observes the the State Planning and Development Commission.

In many parts of the Granite State, museums and well-preserved Colonial houses which illustrate early days are open to the public from mid-June to mid-September. A few are open all year. A historical tour of the stout old "Ninth State," (ninth to ratify the Federal Constitution) could well begin in the Seacoast Region where, at Portsmouth, eight Colonial houses, each in its day the finest to be had, illustrate the rise in wealth and importance of the Colonies.

At Dover, the Woodman Institute, open afternoons all year, houses a museum and preserves the Dame Garrison House, believed to have been built in 1675.

News Wanted

The Beachcomber would like to introduce to its readers, Miss Helen R. Burchell, a summer resident of the North Shore for many years, who will be handling the news columns of the Beachcomber this summer.

Although no stranger to Hampton Beach, having worked at several local business places the past few seasons, Miss Burchell will need the assistance of you vacationists to completely cover the news of beach events.

Being dedicated towards making your vacation at Hampton Beach a little more pleasant besides providing visitors with information of what's taking place and previews of future events, the Beachcomber welcomes news of parties, socials or any interesting event in our beach life during the summer.

Items of interest, contributions to Have You Heard column, may be left at the Chamber of Commerce office or be mailed to the Beachcomber office, Hampton Center, Tel. 555.

Checked Passers Nabbed At Beach

Three persons — one a juvenile — were apprehended in Hampton yesterday on charges of allegedly passing worthless checks.

Arthur L. Roberge of Elwyn road Portsmouth passed a bad check at the Beach on Wednesday morning and the juvenile passed a bad check in Hampton on Tuesday and John R. MacLaughlin of 227 Miller avenue, Portsmouth, who was turned over to Salisbury Police for the same charge there.

They were picked up when the beach proprietor became sus-

picious and called police giving them a description of the men.

When picked up they had eight checks on their person all made out with fictitious names on them and a stolen check book. The checks were in the amounts of \$10, \$15 and \$20.

HAVE YOU HEARD

That Brad will be here for weekends only? The good news that Nancy is still living?

KENMORE RESTAURANT

Home Cooked Food
Breakfast-Lunch-Dinner
5 F St. Near Casino

IOKA Theatre

DIAL 2222

Matinee Every Day at 2:15

Saturday 1:15 P. M.

ON OUR GIANT SCREEN

Bob Hope - Joan Fontaine
"Casanova's Big Night"
(In Technicolor)
Richard Conte-Joan Bennett
"Highway Dragnet"

KIDDIE SHOW
Every Saturday at 1:15 P. M.
Roy Rogers in
"Sunset in the West"

Plus Our Regular Program
Flash Camera Courtesy Roberge Photo Shop to Lucky Patron Saturday Afternoon

Sunday, Monday, Tuesday, Wednesday, Thursday July 4-8

CINEMASCOPE

Three worldly American girls in Rome...and the men they meet...the men they want...the men they get!

THREE COINS IN THE FOUNTAIN

Color by TECHNICOLOR

Clifton WEBB
Dorothy McGUIRE
Jean PETERS · Louis JOURDAN
Maggie McNAMARA · Rossano BRAZZI
Continuous Show Sunday and Monday

SALISBURY DRIVE-IN ROUTE 1-A BEACH RD.

Tel. Newburyport 2410-W

Wednesday thru Saturday June 30 - July 1-2-3
CHARLTON HESTON — NICHOLE MAUREY
"SECRET OF THE INCAS"
2nd Hit — VINCENT PRICE — MARY MURPHY
"THE MAD MAGICIAN"

Sunday, Monday, Tuesday July 4-5-6
GUY MADISON — JOAN WELDON
"THE COMMAND" in technicolor
2nd Hit — DENNIS O'KEEFE — PATRICIA MEDINA
DRUMS OF TAHITI"

Coming Wednesday thru Saturday July 7-8-9-10
ALAN LADD — LEO GENN
"PARATROOPER"
2nd Hit — VERA RALSTON — FORREST TUCKER
"JUBILEE TRAIL" (both pictures in technicolor)

TONITE thru SATURDAY JULIUS LaROSA

plus outstanding show — NO MINIMUM CHARGE —
Opening Sunday, July 4 for One Week
FRANCES LANGFORD and the Fellas

THE Frolics at SALISBURY BEACH

2 SHOWS NITELY and SUNDAY 9 & 11:30

ROUTES 1 and 1-A

FOR RESERVATIONS: PHONE JEROME • NEWBURYPORT 250

Beach —

(Continued from Page Three)
 been allocated from the regular cubic yards of sand for parking area fill.

(3) Construction of a four-lane highway from the Ashworth hotel north to Winnacunnet road which is the northerly traffic entrance to the beach proper.

(4) Construction of two new

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

**Home Bakery
 Evelyn & Paul**
 King's Highway
 At 3rd Street

Standish Pokerino
 in the
Standish Hotel

FOR HEALTH! **FOR FUN!**

 **Bowling**
 Candle pins and Duck pins. 8 newly resurfaced alleys. New approaches and clean balls. Good pins and pin boys.
 Courteous and friendly service. **25c** per string

Bicycling
 About 100 bikes — many new 20" - 24" - 26". Singles, balloons and lightweights. 3 Speeds and tandems. Equipped with lights at night. Available 8 am - midnight. Bikes and trikes for tots.

 **Billiards**
 7 new Brunswick tables
 Fluorescent lighted
 Well ventilated.
 Open Sundays.

**In The
 Penthouse**

Open — WEEKDAYS 10 A.M. - MIDNIGHT
 SUNDAYS 1 P.M. TO MIDNIGHT
 INCLUDING BILLIARDS

FERNCROFT
 Recreation Center **A Street**
 Telephone 410

parking areas on the beach front adjacent to the new seawalls north and south of Great Boar's Head, with a combined capacity of 2300 automobiles which will be metered and are expected to amortize the long-term construction bonds.

(5) Construction of a new road across the Blackwater bridge in Seabrook linking Route 1A on the southerly side of Hampton Beach with Routes 1 and 110 at the Smithtown traffic circle.

Three-Year Program
 Governor Gregg indicated that the timing of the construction program has been spread over a three year period to eliminate the necessity of interfering with the summer vacation season at the beach.

At the present time there is a ten-man crew at work on the beach making preliminary plans and underwater surveys. Much of the design work will be completed by the spring of 1955 when contracts will be let and the actual construction started in the fall of 1955.

Two fall and spring work seasons of '55-'56 and '56-'57 will be necessary to complete all phases of the operation.

Some of the interesting highlights of the program as presented by Gov. Gregg was the revelation that the state intends

to widen the beach area above the high tide mark from its present 75 feet to a width of 150 feet for a distance of 5,200 feet north of Haverhill street with the remaining 1,250 feet south of Boar's Head to be widened to 175 feet.

Sand for the new beach area and for the parking areas next to the new seawalls will be dredged from Hampton Harbor, thereby developing an excellent harbor for fishing boats and pleasure craft.

The harbor area has long been one of the most valuable undeveloped resources of Hampton Beach and it is expected that this restoration of the harbor will prove a great boon to New Hampshire's largest recreational area.

New Traffic Plan
 Tying in with the construction of a four-lane highway along the beach front will be a plan to convert Ocean boulevard and Marsh avenue to one-way thoroughfares with southbound traffic using Marsh avenue and north bound, Ocean boulevard. Cross streets will be alternating one-way streets to facilitate the flow of traffic.

The federal government will share in the cost of the erosion program to the tune of \$140,000 while the state's appropriation for this seawall project is \$1,275,000. Another \$400,000 has

BEACH
 (Continued on Page Fourteen)

**MARSH AVENUE
 Barber Shop**
 OPEN 8 am-7 pm Daily
 Sundays 9-1
 Charles deNichols 2214

**Daily Film
 Developing & Printing
 Service**
GARLAND'S

Pins and Needles Shop
 Formerly the Remnant Room
 104 Congress Street
PORTSMOUTH 3795
 Fabrics - Notions - Jewelry
 Trimmings

GIFTLAND
 Headquarters
 for
 Headwear
**GIFTS — NOVELTIES
 SOUVENIRS**
 Ocean Boulevard at C St.

MARION LEE'S

Elegance plus Economy

Fashionable Frocks
 and
 Beachwear

Dresses from \$4.00

Ocean Boulevard
 at North Shore Hotel

HAMPTON PHONE 692

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.

**HALEY'S IGA
 FOODLINER**
 Choice Meats and Groceries
 ALL KINDS OF COLD BEVERAGES
Save Money Save Time
 Shop Haley's
 31 Portsmouth Ave. Exeter
 OPPOSITE STATE LIQUOR STORE

Tula's Lobster House
 SHORE — STEAK — and SPECIAL DINNERS
 LIVE and BOILED LOBSTERS
 STEAMED and FRIED CLAMS
 All Orders Put Up to Take Out
 SPECIAL LUNCHESES DAILY
 Open 10 A. M. to 1 A. M. Every Day
 TEL. EXETER 2559 FOR RESERVATIONS

STRETCH VACATION DOLLARS
 Shop At Young's
 Rockingham County's Leading Hardware and Sporting Goods Store
Housewares and Gadgets
 We handle the largest assortment of Housewares and Gadgets north of Boston.

Appliances
 All Well Known Brands
 Hot Plates from \$3.95 Toasters from \$3.15
 New and Used Refrigerators

Gifts
 An unusual assortment of gift items that will be perfect for one and all.

Sporting Goods
 A complete line of deep sea fishing tackle, life jackets, beach balls, frogmen sets, pools, umbrellas, etc.
 Canvas — Wood — Steel or Aluminum Chairs
 \$3.49 to \$9.95

YOUNG HARDWARE
 WATER ST. EXETER

Spaulding's
 Greeting Cards
 Costume Jewelry
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 167 Water St. Exeter

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

**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 reasonable prices.

Men's Short Sleeve Sport Shirts \$1.49 to \$4.95	SWIM TRUNKS Men's \$2.95 - \$4.95 Boys' from \$1.00	
Men's Washable Cotton Slacks Chino — Denim — Cord \$2.98 to \$3.98	MEN'S Polo Shirts \$1.00 to \$3.95	
Ladies' Casual PLAY SHOES \$2.98 to \$5.45	Men's Casual SHOES From \$3.95	Ladies' Rubber BATHING SHOES \$1.45

MOODY'S
 133 Water Street Exeter
 OPEN FRIDAY EVENINGS 'TIL 9 P. M.



SUMMER VISITORS at Hampton Beach will find plenty of sand on which to relax and acquire a healthy tan as a result of dredging operations now nearing completion. Sand washed out to sea by winter and spring storms is being hauled back by the ton during periods of low tides to replenish Hampton's famous sandy shoreline.

Beach —

(Continued from Page Twelve)

state highway department budget for the construction of the four-lane highway.

The \$1,275,000 bond issue is expected to be amortized from parking area revenues along the beach front.

An additional \$500,000 will be required to construct the new highway across Blackwater bridge in Seabrook and this re-

quest will be presented to the 1955 General Court.

Prefacing his remarks on the beach construction program, Governor Gregg cited figures of an eight percent increase in N. H. traffic count in March, the 2nd highest in the nation, plus the increased use of white space advertising by state agencies as indicative of a big season at Hampton Beach this summer.

Previous to Gregg's speech, addresses of welcome were given by Ray Goding, president of the Chamber of Commerce and Charles F. Butler, Precinct Commissioner, Cong. Chester E. Merrow also spoke briefly before leaving to return to Washington.

Bill Elliot, newly appointed Chamber of Commerce secretary served as master of ceremonies and vocal solos by Miss Betty Gauron added to the entertainment. Community singing was led by Bill Elliot with Elmer Heneka at the piano.

Head table guests included Gov. and Mrs. Gregg, State Senate President and Mrs. Lane Pwinnell, Governor's Councilor John Chandler, U. S. Rep. and Mrs. Chester Merrow, Deputy Highway Commissioner John Morton, President and Mrs. Ray Goding and Precinct Commissioner and Mrs. Charles Butler.

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DAIGLE'S
Take-out and Counter Service

— SPECIALIZING IN —
ITALIAN SANDWICHES
HAMBURGERS
BREAKFASTS
Located on the North Shore Boulevard

Autio Receives
Harvard Degree

Dudley Autio, son of Mrs. Mildred Dudley Autio of Hampton Beach and the late Arne Autio graduated last Thursday, June 17, from Harvard University.

He graduated from Hampton Academy and High school class of 1949 and in 1950 from Phillips Andover Academy, Andover, Mass.

He is a junior partner of Dudley's department store, real estate and insurance business at Hampton Beach where he is

working for the summer months and in the fall he plans to further his education.

Standish Gift Shop
Largest and Finest
in New England
Ocean Blvd. at "A" Street

YARNS GIFTS

The
Dan-Allen Shop
HAND MADE GIFTS
Atlantic Ave. No. Hampton
Yarns for Stoles
Argyles - Plaids - Blocks
Crochet Cottons
Stamped Goods
Crestwick Greeting Cards
MON.-FRI. 10 A.M.-5 P.M.
Closed Saturdays & Sundays

YE OLDE COUNTRY
AUCTION
Every Saturday
Rte. 1 No. Hampton
H. L. Norton, Auctioneer

LOBSTER ROLL
Jackie's

Hillcrest Building

H St. Opposite Playground

Made from fresh native lobsters!



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 Winnacunnnet road. Bus returns same route after game.

PLENTY OF FREE PARKING



18-20 PLEASANT ST. - NEWBURYPORT, MASS.

WHERE YOUR DOLLAR
BUYS MORE!
THE LARGEST AND
MOST COMPLETE
DEPARTMENT STORE
IN THIS AREA

PLAY CLOTHES

Here Are The Best On The Beach

BRAS & HALTERS

59¢ to \$1.98

SHORTS

\$1.00 and \$1.98



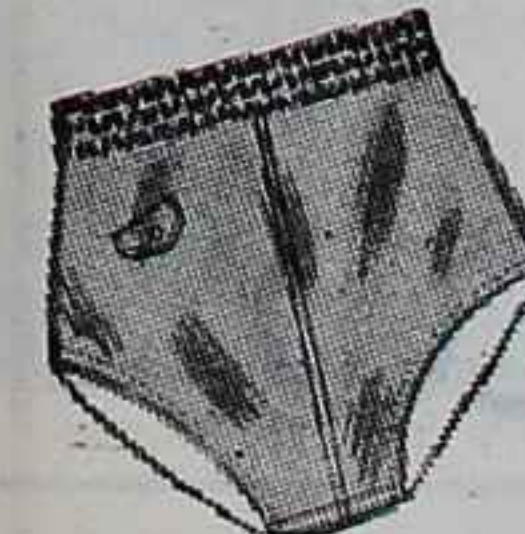
Everything imaginable in HALTERS, BRAS and MIDRIFFS. White and bright summer colors. Sizes S-M-L.

SHORTS that are "long" in style and comfort! Sanforized denims, twills, poplins, Nu Tone chambray and Dan River plaids. 10 to 20 and large sizes.

BATHING SUITS \$5.98 and \$8.98

Swimming or sunning you'll be the belle of the beach... in a gaily-ruffled (or curve-smooth) cotton or a flattering one-piece lastex... cute bloomer types, too! Sizes 32 to 38, 40 to 46.

Others \$3.98, \$7.98, \$10.98



MEN'S AND BOYS'
Swim TRUNKS

\$1.59 to \$2.49

100% NYLON
PRINTED POPLIN
Solid Color ACETATE

Boxer waists in solid colors or in novelty prints. All with one pocket. Sizes S-M-L.

PEDAL PUSHERS \$1.98 and \$2.69
WHITE BLOUSES \$1.59
"DAN RIVER" JACKETS \$2.98
WHITE DENIM JEANS \$2.98
VISOR HATS \$1.00

MEN'S SPORT SHIRTS

• No-iron plisse
Print on white \$1.69
• Leno mesh
• Solid color
Slub Linenes Sizes S - M - L - XL

MEN'S SPORT SHIRTS

• 100 Percent Nylon
• Dan River Cottons \$1.98
• Chromespuns
• Nylon and Rayon Acetates
• Solid Color and Printed Rayons Sizes S - M - L - XL

OPEN FRIDAY NIGHTS UNTIL 9 P. M.

Saturday
9:30 - 5:30

AT PORTSMOUTH'S LEADING DEPARTMENT STORE



Catalina

hugs you where it counts and gives your curves the go-ahead signal!

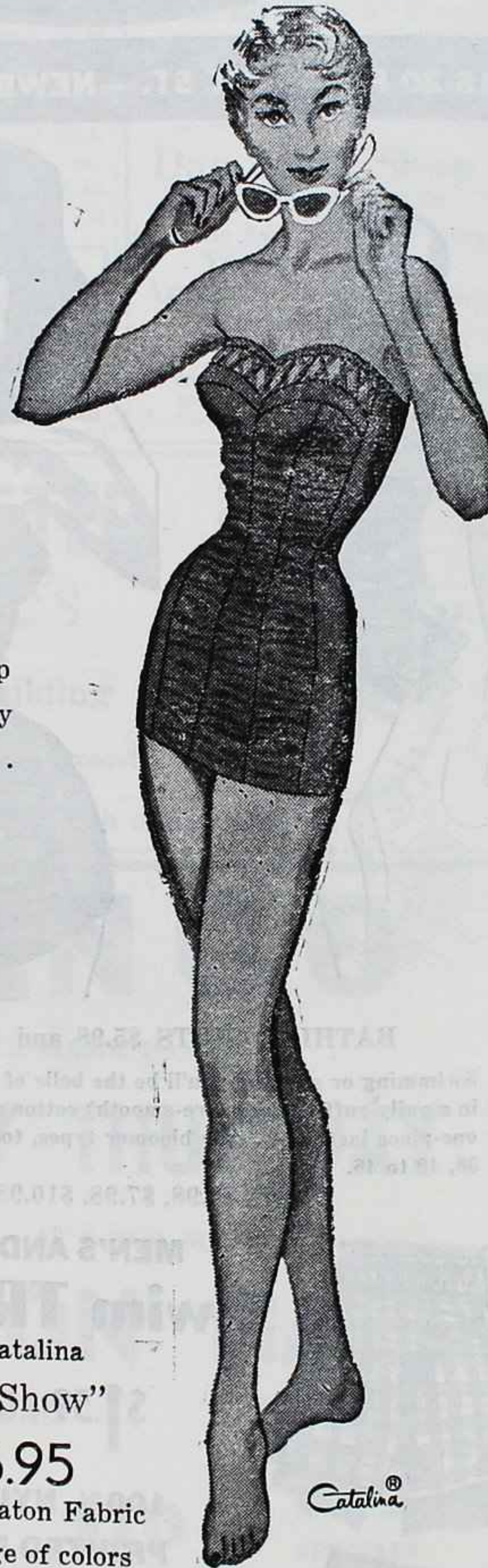
Here are two Catalinas from a crop of beauties, each with its own way of doing nice things for your figure . .

FOR REAL FIGURE FLATTERY — PICK A SWIM SUIT BY CATALINA!

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\$19.95
Aqua and Navy

Catalina®



The Catalina "Peep Show"

\$16.95
Acetate - Laton Fabric
Wide range of colors

Catalina®

GEORGE B. FRENCH CO.

37 MARKET ST.

PORTSMOUTH

The Beachcomber

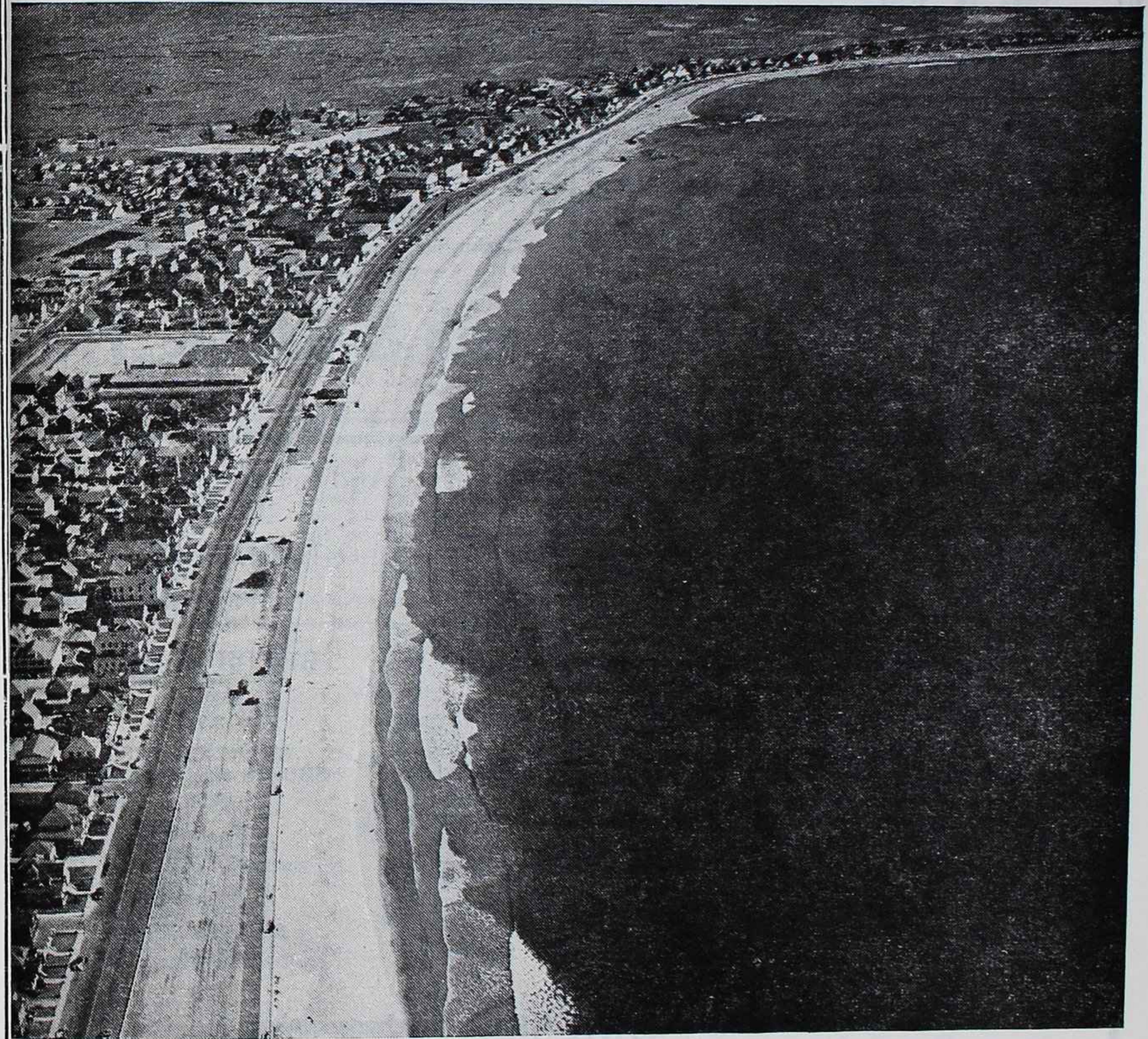


VOL. XXVII., NO. 2

Incorporating The Hampton Beach Advocate

WEDNESDAY, JULY 7, 1954

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Record Crowd At Beach Over 'Fourth