

AT PORTSMOUTH'S LEADING DEPARTMENT STORE



Catalina

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

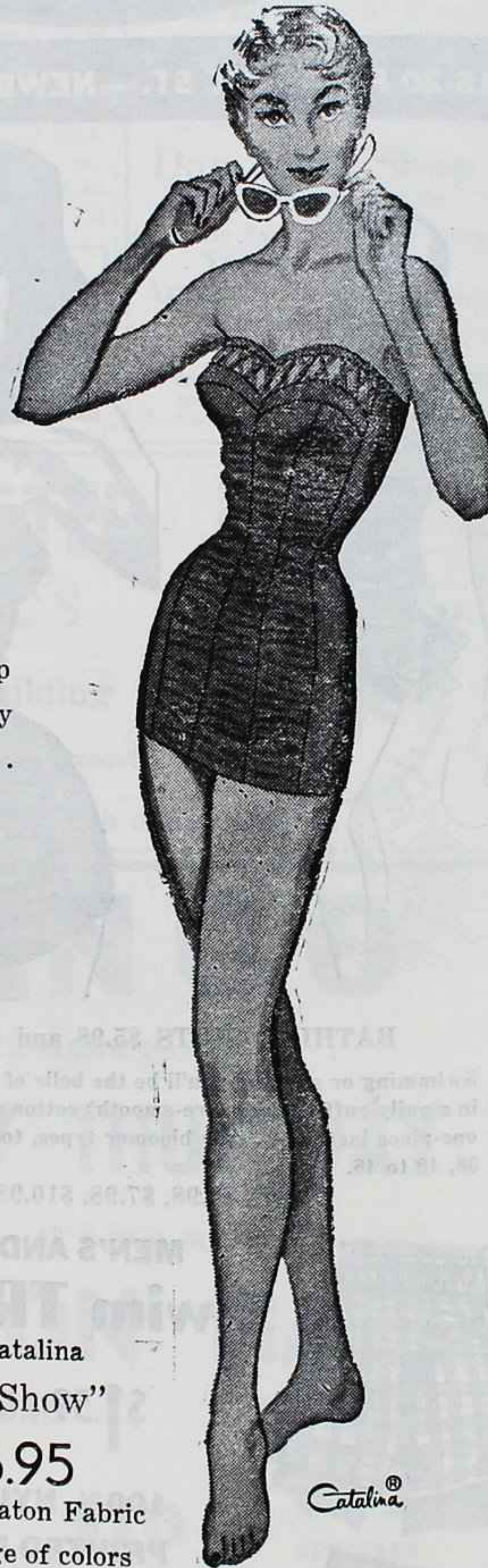
Here are two Catalinas from a crop of beauties, each with its own way of doing nice things for your figure . .

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

The Catalina "Success Story"

\$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

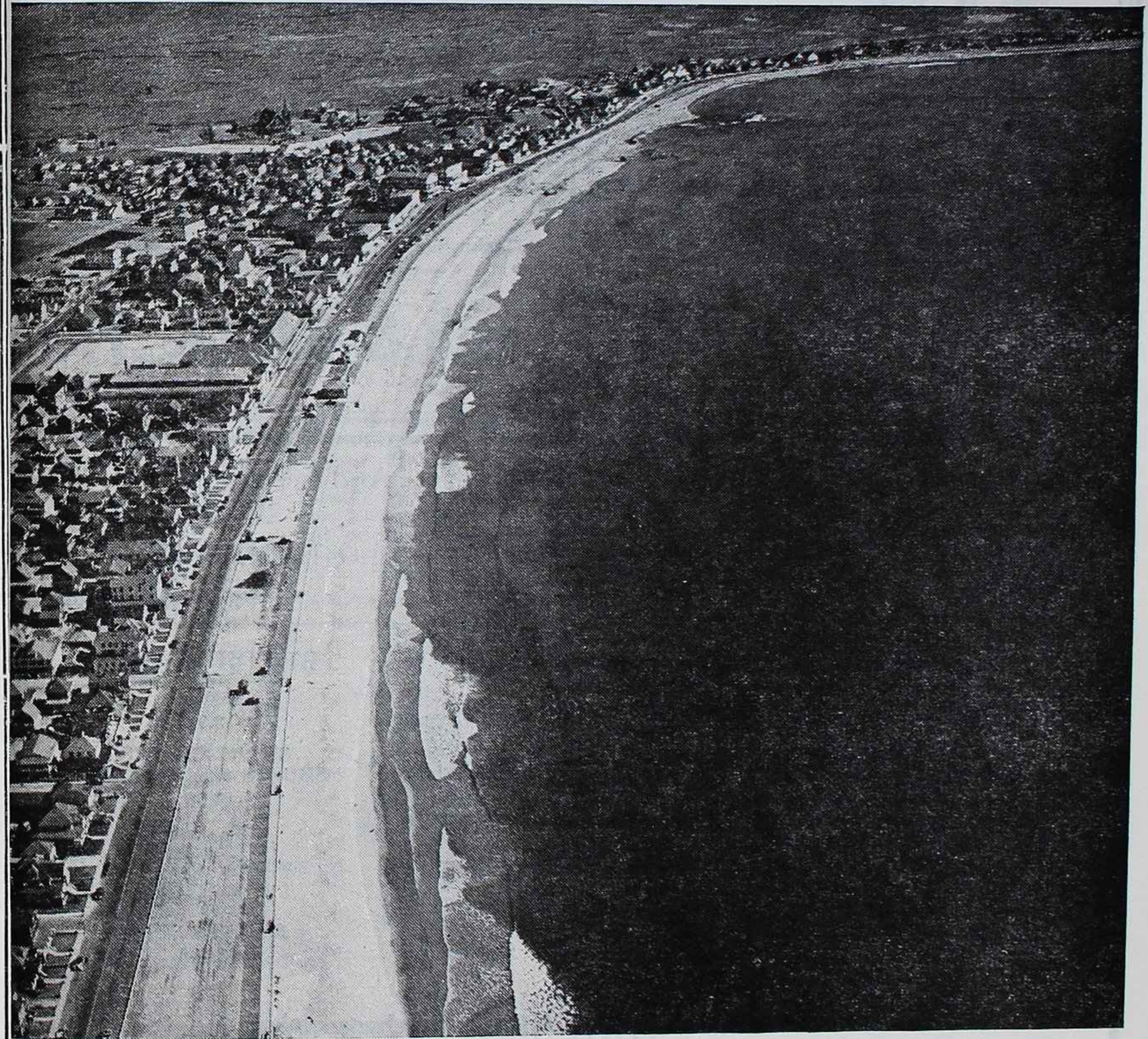


VOL. XXVII., NO. 2

Incorporating The Hampton Beach Advocate

WEDNESDAY, JULY 7, 1954

FREE DISTRIBUTION



Record Crowd At Beach Over 'Fourth



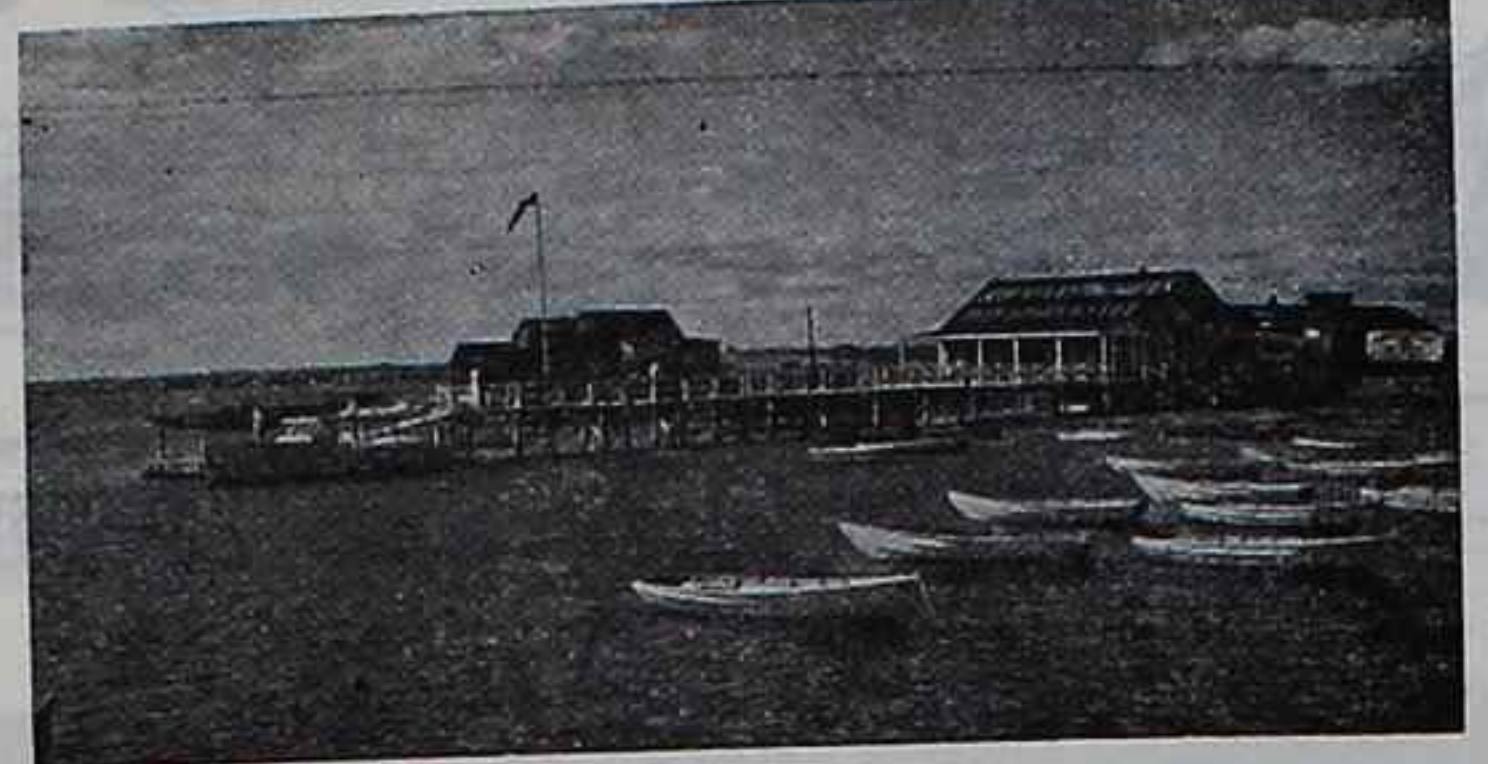
It's
New Hampshire
FRESH
From Hampton's
Only Dairy...

Ask for it
by name at
your grocers

Available by retail
delivery, also.

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

DEEP SEA FISHING



LINES AND BAIT FURNISHED — TOILET FACILITIES
FREE PARKING

PARTY BOATS

Leave Hampton River Daily
8:00 A. M. and 1:30 P. M.

ROW BOATS FOR RENT
Tackle Shop Coffee Bar
OUTBOARDS FOR RENT

Smith & Gilmore Pier
Hampton Beach Telephone 503

The Store Famous For Quality And Values

KRAY'S WOMEN'S STORE

11 PLEASANT STREET
NEWBURYPORT

BATHING SUITS	SPORTSWEAR	BEACH WEAR
SEA MOLDS 12.95 to 19.95	SLACKS 3.98 to 7.98	ROBES 3.98
JONATHAN LOGANS 7.98 to 10.98	SHORTS 1.98	TERRY-CLOTHS SHORTS and HALTERS 3.98
SUNNY - CAPE 3.98 to 7.90	PEDAL PUSHERS 2.98 and up	<i>Four Favorite Suit</i> <i>Jane Andree</i> SUMMER SUITS 14.98
	BERMUDA SHORTS 2.98 and up	
	BLOUSES 1.98 to 5.98	
	COTTON SKIRTS 2.98 and up	

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

Air-Conditioned For Your Shopping Comfort

Air Force Jets Surprise Event On 'Fourth Program

Only Minor Accidents Mar 'Fourth Holiday Weekend

Comparatively few accidents occurred as heavy traffic infiltrated Hampton Beach over the long Four of July holiday weekend.

A total of eleven accidents were listed on the police blotter but only two of these resulted in medical treatment for the injured.

On July 2, Dr. Roger Blake of Lafayette road, Hampton, was blinded by the sun while traveling on Winnacunnet road and collided with the rear end of a truck owned by Lawrence G. White of Portsmouth, N. H. All-

WEEKEND
(Continued on Page Nine)

Banner Vacation Season Predicted

The two promotion agencies in New Hampshire, namely the State Planning and Development commission and the private agency, This Is New Hampshire, Inc. are looking forward to maintaining New Hampshire's lead in the volume of travel business done by any New England state on a per capita basis.

Conducting a joint advertising campaign this spring the two agencies were able to carry more lineage on behalf of New Hampshire than has been carried in the past three years. Results so far indicate that N. H. will enjoy a banner season.

Ped capita income from travel and vacation business in N. H. is higher than in any other New England state. The last survey, made two years ago, shows the following figures: New Hampshire \$235, Vermont \$198, Maine \$153, Massachusetts \$53, Rhode Island \$32 and Connecticut \$30.

SEASON
(Continued on Page Eight)

New Singer Is Latest Addition To Beach Band

For the eighth consecutive year Chuck Hill has returned to Hampton Beach to provide summer residents and tourists with music enjoyment.

Newest addition to the band

SINGER
(Continued on Page Fourteen)

The holiday weekend provided vacationists at Hampton with varied entertainment.

Regularly scheduled band concerts by Chuck Hill were played to huge audiences. A midnight dance from 12-4 a.m. took place in the Casino ballroom with Ted Herbert's orchestra on July 5. And on Monday evening a fire works display on the beach was held.

Perhaps the most popular event of the weekend was the surprise air show Saturday afternoon over the beach by the Thunderbirds, Air Force jet pilots, who also participated in the ground-breaking ceremonies at the Portsmouth-Newington Air Base.

As the Air Forces' precision formation jet flying team performed in their red, white and blue F-84 fighters, Bill Elliot broadcasted a dinterpreted their actions over the speaking system.

Among the various stunts staged at speeds in excess of 500 m.p.h. were barrel rolls, loops, clover leaf turns and the finale, a "Bomb Burst" in which four of the jets dive and then meet simultaneously from four directions at 540 m.p.h.

Interesting is the fact that while in the diamond formation, Captain McCormick's head is only three feet below a jet stream that has a temperature of 1200 de-

JETS
(Continued on Page Twelve)

Holiday Business Is Reported Good - But No Record

Beach establishments reported general satisfaction but not elation over the volume of holiday business.

Most veteran beach owners conceded that uncertainty over the weather delayed vacationists until Saturday and an attempt to escape heavy traffic caused their early departure Monday.

Both Pat Fuller and Jack

BUSINESS
(Continued on Page Twelve)

Old Salt's Club Organized For Beach Fishermen

A new organization, the Old Salt's club, has been founded by the Hampton Beach Chamber of Commerce with the purpose of honoring any fisherman landing a "real fish" in the Hampton sea area.

Anyone, regardless of age or sex, is eligible to join. However, certain rules have been established by its originators which provide that the fish must be caught by either handlining or rod

CLUB
(Continued on Page Ten)

FOR YOUR VACATION!

Fitted
Cosmetic Cases
4 Styles and Sizes
\$1.75 - \$3.75 plus tax

Leisure Mocs
Of Imported Glove Leather
With Matching Carrying Bag
\$3.95

SPORTSWEAR — DRESSES — ACCESSORIES

"That Fascinating Store"

The Band Box
34 Pleasant Street Newburyport



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 Barb McNeil is back at the Chamber of Commerce office after a year of school teaching in Malden?

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

Hampton Hardware
 Corner of
 High Street and
 Lafayette Road

Donovan & Fallon
DRUGS
Radio Batteries

BURKE'S
DINER and DINING ROOM
 Hampton Center

ONE OF THE BEST DINERS IN AMERICA
 (As recommended by Argosy Magazine)

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

NH Recreational Calendar Issued

Ten and a half pages of concentrated and very useful up-to-date data for New Hampshire vacationists was issued recently by the State Planning and Development Commission.

The summer-autumn edition of the New Hampshire Recreational Calendar, while winning no prizes for beauty since it contains no scenic photographs, is an indispensable part of the literature "kits" mailed to prospective vacationists and made available in the literature racks of the tourist information booths, the Commission said.

Data between the covers of the little folder ranges from closing dates of all the popular tourist attractions, schedules of the twelve summer theatres, sports events, Old Home Days and local celebrations, to arts and crafts exhibitions and opportunity for summer study. Dates of the twelve principal agricultural fairs are listed, and there is data on concerts, square dancing, and closing dates of New Hampshire state parks.

A drawing of the attractive New Hampshire youngster, "Chippa Granite," on water skis dresses up the front cover.

The folder will also be distributed from literature outlets outside the state, such as AAA clubs, etc., the Commission added.

Beach Notes

Miss Thelma Stickney of Highland avenue has been spending her vacation with her parents, Mr. and Mrs. William Stickney. She will resume her duties at Boston Lying In Hospital on July 9.

Dr. and Mrs. Oscar Bourgeault and children, Paul and Lynne, of Holyoke, Mass. are staying at Hampton for five weeks at the Happy Day cottage on Ocean avenue.

Mrs. A. J. Bourgeault of Holyoke, Mass. is at the White Rock House for the month of July.

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
Frances Langford
 Now appearing
Frolics - Salisbury



APPEARING AT THE FROLICS
 Jimmy Randolph, Gary Reynolds,
 Van & De Rovant, at the Copa.
 Monroe Seaton at the Bower.

OTHER GUESTS ARE: Mrs. Laballe and family, Mrs. Bock and daughters, Dr. Davis and Mrs. Davis, Mr. and Mrs. Gould and son, Misses Goffrey, Miss Drown, Miss Doyou, Mr. and Mrs. Fred Schnireder, Mr. and Mrs. George Buell, Mr. and Mrs. John Panek and daughters, Mr. and Mrs. A. H. White, Miss Helen Dalgety, Miss Nina Gott, Mr. and Mrs. Henry, Alice Gregory and niece Linda, Linda Foddes, Mrs. Christolm and nephew Frank, Miss Shirley Watson, Mrs. Hurley, Donald Facey, Mrs. Demopoulos, Mr. and Mrs. Dranfield and son, Misses Long, Mrs. Lucy, Mrs. Helen Graves, Grace Graces, Mrs. J. Frongillo, Mr. and Mrs. P. Tounguk, Mr. and Mrs. John Durette, Mrs. and Miss Yates.

THE HOTEL ALLEN PUBLIC DINING ROOM OPEN
 8 A. M.-11 A. M. 5 P. M. - 8 P. M.
 OCEAN BOULEVARD

-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!

STOP—
LOOK—
 and **LISTEN . . .**

FOR A LONG LOW WHISTLE
 for the mermaid — the siren — the Lorelei in you,
 see worthy swim suits by Jantzen or Lee.



5L-60 WONDER GIRL — What a doll you are in a Jantzen contrived to do so much for a girl. Nothing but flattery is found in the front shirring . . . from top to bottom! Jantzen fits the figure with a bra that's shirred and boned . . . adjustable for strategic shape-making . . . it curves the way you'd like to! Sun Taffeta is the fabric . . . practical combination of Acetate and Laton . . . it'll dry amazingly fast . . . amazingly light weight, too! In 10 sun-wonderful colors.
 Sizes 10-18

\$15.95

- JERSEYS
- SHORTS
- FANCY PANTS
- SLACKS
- BATHING CAPS



The ever-float safety swim
 suit by Lee!

No gadgets to adjust!
 Nothing to inflate!

\$19.95

The only swim suit with an invisible swimming air built right in! Permanent and invisible panels of buoyancy in each ever-float. Gives you new freedom and assurance in the water — with strategic girdle action to sleek and slim your figure.

H. W. PRAY CO.

71 State Street

Newburyport

HAVE YOU HEARD
That Whipper has an eye for all the girls?

The Chesterfield Hotel



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

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

MT. WASHINGTON TV CONSTRUCTION PROGRESSES

A foundation constructed to withstand wind velocity capable of moving 18 million pounds is being built at the top of Mount Washington. It would take much more than the highest wind velocity ever recorded, 231 mph, to do even slight damage.

This foundation will safely hold the building housing the engineers and transmitting facilities of Mt. Washington TV atop the 6,288 foot mountain, highest in New England. Operating on VHF Channel eight, WMTW is expected to start commercial telecasting in August.

HAVE YOU HEARD

That a letter arrived at the Chamber of Commerce office addressed to: The Manager of the Hotel, Hampton Beach, N. H.

The **BEACH SHOPPE**

"SHELLS FROM ALL OVER THE WORLD"
Hotel Delancy Building
OCEAN BOULEVARD, AT HIGHLAND AVENUE

Next Door to Our
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.

SHOWN BY APPOINTMENT ONLY THRU

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

Portsmouth Man Given Sentence On Check Charge

A Portsmouth resident, Arthur L. Roberge, was given a 90-day sentence in Hillsborough county jail, Manchester, sentence suspended with mittiment to issue at call of chief of police, on a bad check charge by Judge John W. Perkins at the Saturday session of Hampton Municipal Court.

Roberge was apprehended by local police at Hampton Beach following a tip-off by a local merchant whose suspicions were aroused when the Port City man attempted to cash a check in his store.

Two Bay State youth, Henry L. Demarias and Richard J. Schena, both of Haverhill, Mass., defaulted bail on charges of disorderly conduct and breaking bottles on the beach during a private pre-Fourth celebration.

Several other drunkenness charges arising out of the holiday celebration were heard and fines assessed, in addition to the usual assortment of motor vehicle violations of speeding, crossing yellow lines and no license.

HAVE YOU HEARD

What girl's lipstick was seen on a certain young man's shirt the day after the night before?

MARSH AVENUE BARBER SHOP
Marsh Ave., Opposite P Street
"The Family Barber Shop"
Open Every Day 8-8 Sun. 9-1
Charles DeNichols Tel. 2214

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

Daily Film
Developing & Printing
Service
GARLAND'S

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

"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 lobster 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

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.

Familiar Faces Greet Customers At Mahoney's

Habitual summer residents of Hampton often comment on the unusual length of tenure of the employees at Mahoney's restaurant.

Since it was first bought by Carl McKeon 18 years ago, many of the counter boys and chefs have returned year after year to establish a beach record for good working relationships.

In a tie for longest service to customers are head counter man, Vinnie O'Leary, and chef, Leo Mandry. They have each worked at Mahoney's for 18 seasons.

Chef, Abie Marchand, places second with 11 years and counter boys, Paul Clouthier and Bob Towler, are tied for third with nine years each. Although Dave Ferguson has only 5 years to his credit, he maintains that he will live to equal other employees' records.

Each working member of the staff also has the firm intention of returning to Mahoney's in future summers, if circumstances permit.

Beach Notes

Guests enjoying cool ocean breezes at the Pelham include:

Mr. and Mrs. Fred Flynn of Montreal; Mrs. Irene Barron and Mrs. Shea of Oxbridge, Mass.; Mr. and Mrs. Charles Robinson of Chicopee, Mass.; Miss Violet MacManus and Miss Betty Reedy of Worcester, Mass.; Mr. Earl Simpson of West Hartford, Conn.; and Mr. Raymond Carlson of Rockfall, Conn.

HAVE YOU HEARD
That B. K. seems to be doing quite well?

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

DUDLEY'S
THE LARGEST RESORT DEPARTMENT STORE

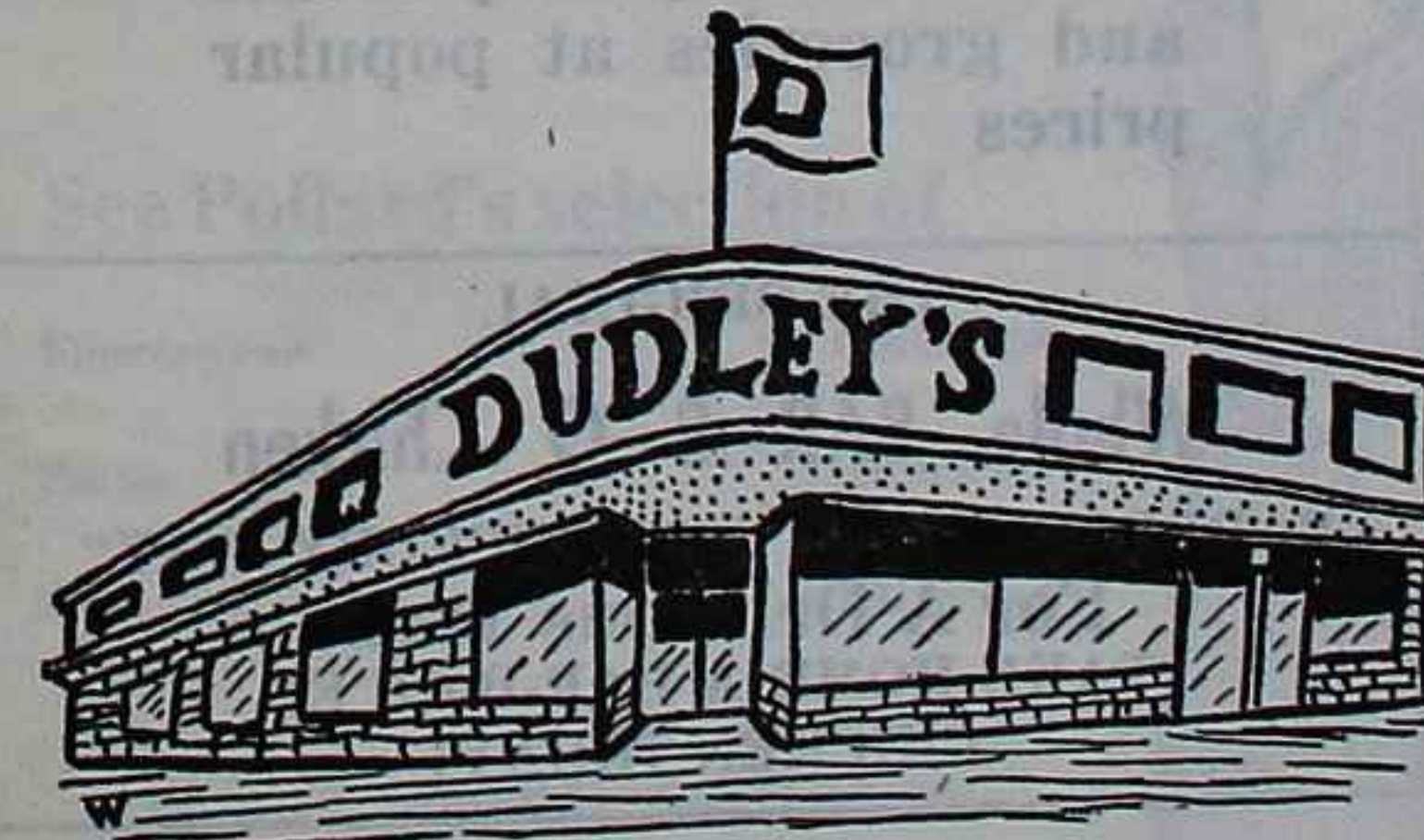
MEN'S
Trunks
Gifts
Footwear

BEACH
Umbrellas
Chairs - Balls
Accessories

YOUNGSTERS
Suits - Swimsuits
Play & Sun suits
Hats & Bonnets

DRESSES
Juniors
Misses
Women
5⁹⁵ up
Half Sizes
14½ - 24½
Sizes 7-20

Hampton's Most Complete
Gift Shop
Come in and browse around



Ocean Boulevard at C Street

Uniforms
Skirts
Blouses
Sweaters
Footwear
Accessories



For Real Estate See Dudley's

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

LOOKING FOR A GOOD CAMERA TO TAKE HOME FROM YOUR VACATION TRIP? CAMERACRAFT SUGGESTS ---



AN ARGUS

AT \$99.50

With flash attachment and carrying case.

Franchised Dealers For

- Bolex
- Bell & Howell
- Ansco
- Leica
- Linex
- Graflex
- Zeiss
- Kodak
- Dupont
- Polaroid
- Revere
- Keystone

If It's Photography Needs You'll Find It At Cameracraft

OR A Leica No. IIC



ONLY \$185.00

The Seacoast's Most Complete Photographic Store

Season —

(Continued from Page Three)

The total income from vacation travel last year in New Hampshire was some \$150,000,000 and this year a 7% increase is anticipated.

According to David Heald, Executive Director of TINH, this estimated 7% increase is not based on guesswork. He stated, "The trend nationally shows about the same increase — 7% being spent for travel. Disposable income has tripled in the last 14

years and savings have doubled. In 1939 only 2% of the families in the U. S. had income spending units of \$4000 a year or more. In 1953 — 26% of the families had spending units of over \$4000 . . ." Heald went on to say, "Another big factor in growth of travel is the new labor contracts being written. Last year 1064 Labor-Management contracts, covering 5,230,000 employees, show 95% providing vacations with pay and over one-half of these are eligible for two or more weeks. There are now in this country a total of 42,000,000 wage and salary earners, including both union and non-union who are eligible for vacations with pay."

Ernest Sherman, Director of the State Planning and Development commission, commenting on this year's activity, said "The only way we can 'cash in' on this growing travel market is to constantly advertise and promote the assets that are ours in New Hampshire. The increased advertising program carried on this spring and the new state Tourist map, picture book and guide book, plus other literature pieces published by Planning and Development are selling New Hampshire now more than ever before."

HAVE YOU HEARD

That Betty and Tom seemed to be enjoying their date the other night?

HAVE YOU HEARD That pearl-diving can be fun?

MAY 31 THRU JULY 31



ROCK
ingham

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

Whose theme song is "Cross over the Bridge?"

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.

Weekend —

(Continued from Page Three)

though Dr. Blake required medical assistance, he was not seriously injured.

Another accident in which the passengers suffered minor injuries took place Sunday, July 4, opposite the Hampton Playhouse. In the collision were James Walker of Hampton and Mr. and Mrs. William Zellman and their 9 month-old-son from Dorchester, Mass. Mrs. Zellman and the boy were treated by Dr. Gauron and subsequently released.

In spite of the congested highways, Hampton police adequately controlled the situation with cars steadily if slowly moving. Chief John Malek estimated the holiday crowd as 100,000 with the greatest number of vacationists concentrated in the period between Saturday noon and Monday morning.

A special policeman was designated to the North Beach area by the Hampton precinct to maintain traffic regulations and prevent violations of the law or unruly behavior.

The usual percentage of small children became lost and were later recovered at the Chamber of Commerce office by their parents.

Miss Nellie O'Connor, 81, wandered from her home on Marsh avenue but was later discovered

at the toll bridge by Hampton police.

Although no swimming accidents occurred, the U. S. Coast Guard, stationed at North Beach, answered several calls for assistance from ocean craft. The cruiser, "Air Flyte," from Winthrop, Mass., ran aground on a sand bar at the south end of Hampton river Sunday night. It was towed to safety in Hampton Harbor by the Coast Guard.

Late Monday afternoon the "Yankee Pasha," owned by Don Langley of Hampton, slipped its mooring and drifted out to sea. It was later rescued by the Coast Guard and towed to Hampton Harbor.

A Canadian auxiliary yacht, caught in a squall early Monday evening, became lost and was directed to Merrimack Harbor, since its size prevented entrance into Hampton River.

HAVE YOU HEARD That Jean C. is back at Randall's and is engaged?

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

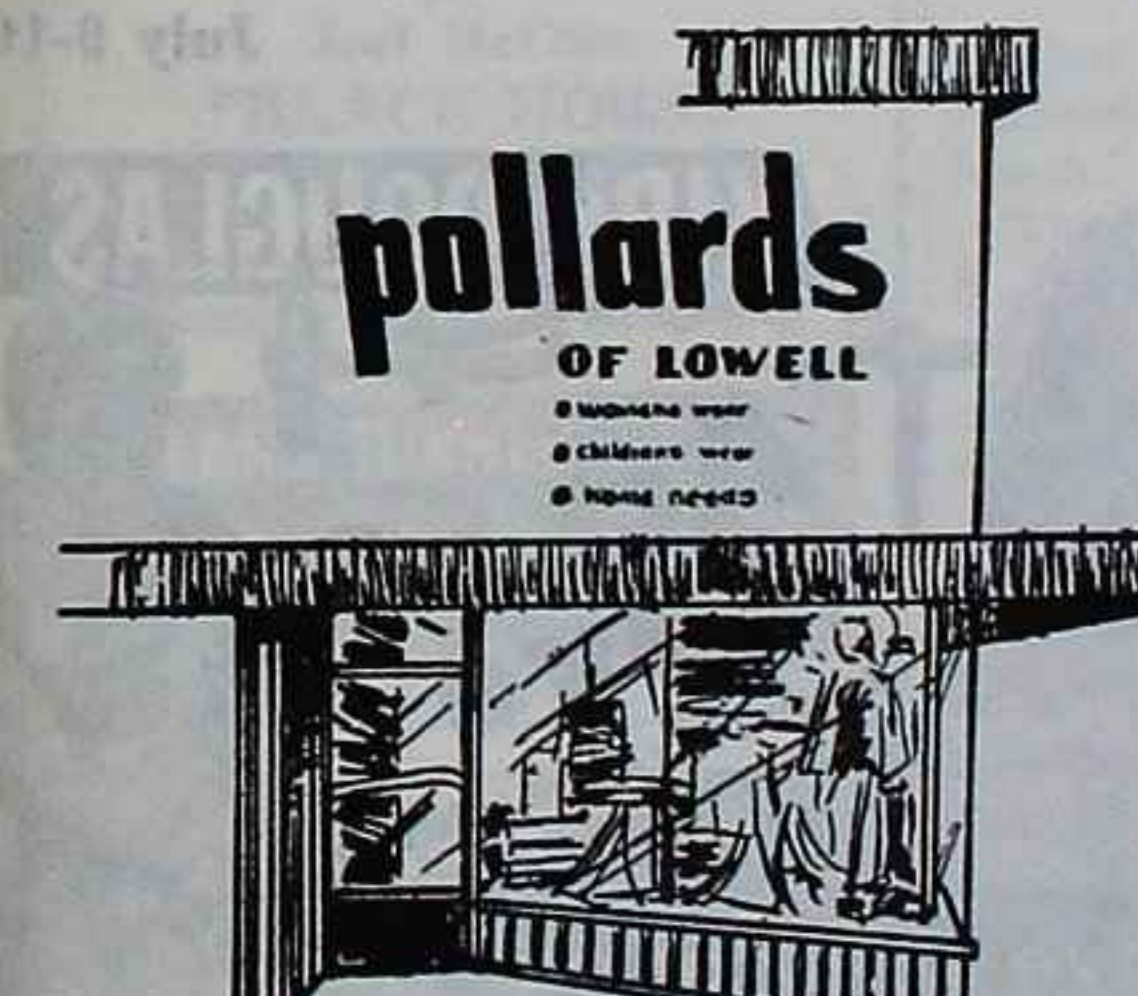
THE ORIGINAL

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

On the Boulevard next to Howard Johnson's



pollards
OF LOWELL

See Pollard's selection of

- * Sportswear
- * Childrens
- * Teens
- * Accessories
- * Toys
- * Underwear

The most complete resort store on Hampton Beach . . .



our baby cord separates are the sensation of the beach

In Dan-River wrinkle-shed cord that washes so easily, needs no ironing, quick drying, wrinkles smooth out in a jiffy. Sizes 10-18 in tan, blue and pink.

- Blouse — \$3.98
- Shorts — \$2.98
- swing skirt — \$5.98
- 16 gore skirt — \$5.98
- bermuda shorts — \$3.98
- hat — \$1.98

Club —

(Continued from Page Three) and reel and that the fish must then be certified by the weighing clerk at the Smith-Gilmore Pier or the State Pier.

Candidates can immediately apply for a membership card, a certificate, and an emblem at the Chamber of Commerce office, if they have landed one of the following: a 9 lb. cod; a 6 lb. pollock; a 7 lb. blue hake; a 4 lb. haddock;

or any size bass. Although the club is sponsored by the Chamber of Commerce, Armand Gauron, chairman of the committee on fishing contests, is mainly responsible for its becoming a reality.

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

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

Wednesday, Saturday July 7-10

DANNY KAY in KNOCK ON WOOD with MAI ZETTERLING. HIS FUNNIEST PICTURE YET! Songs: "KNOCK ON WOOD", "ALL ABOUT YOU", "MONROE O' HAN". Color by TECHNICOLOR. A Paramount Picture.

Wednesday, Thursday July 7-8

GREGORY PECK AUDREY HEPBURN give you the happiest film time ever! WILLIAM WYLER'S PRODUCTION OF "ROMAN HOLIDAY" with EDDIE ALBERT. Produced and Directed by WILLIAM WYLER. Screenplay by VAN McLELLAN HUNTER and JOHN DIGHTON. Story by Ian McLellan Hunter. A PARAMOUNT PICTURE.

Sunday, Monday July 11-12

SECRET OF THE INCAS COLOR BY TECHNICOLOR starring CHARLTON HESTON · ROBERT YOUNG NICOLE MAUREY · THOMAS MITCHELL · YMA SUMAC. Produced by MEL EPSTEIN. Directed by JERRY HOPPER. Screenplay by RAYNALD MACDOUGALL and SYDNEY BOEHM. Story by SYDNEY BOEHM. A Paramount Picture.

Friday, Saturday July 9-10

KIRK DOUGLAS IN Act of Love Released thru United Artists. The great love story of our time!

Tuesday, Wednesday July 13-14

CRAWL-AND-CRUSH GIANTS SO TERRIFYING THERE WAS NO WORD TO DESCRIBE THEM! THEM! STARRING JAMES WHITMORE · EDMUND GWENN · JOAN WELDON · JAMES ARNESS. Screen Play by TED SHERIDMAN. Music by Bronislau Kaper. Directed by GORDON DOUGLAS.

Sunday, Tuesday July 11-12

BARBARA STANWYCK GEORGE SANDERS GARY MERRILL in WITNESS TO MURDER Topping The Thrills of "DOUBLE INDEMNITY" and "SORRY, WRONG NUMBER!"

Boar's Head Civic Group To Hold Supper

At the first meeting of the season of the Boar's Head Civic association, held June 20th, it was voted to hold a buffet supper on Sunday, July 11, at 6:00 p.m. on the lawns facing the ocean of the properties of Mrs. Harold Dearborn, Mr. Alfred T. Granger, Mr. Frank Turissi, Mr. Ralph Moulton, and Mr. William Butler. Those planning to attend are asked to notify one of the following:

ing of the Entertainment Committee as soon as possible as we need to know for how many to prepare: Mrs. Harold Dearborn, 27 Beacon St., Concord; Mrs. George Marsden, Great Boar's Head, Hampton; Mr. Frank Turissi, Great Boar's Head, Hampton; Mrs. William Butler, Great Boar's Head, Hampton; Miss Bertha Flynn, Great Boar's Head, Hampton.

At The Theaters...

IOKA — Beginning where "The Robe" left off Twentieth Century-Fox has carried on the magnificence of the Lloyd C. Douglas story in Demetrius & The Gladiators, a spectacular CinemaScope production, color by Technicolor, which comes to the Ioka Theatre, Friday, Saturday, Sunday, Monday, Tuesday & Wednesday, July 9-10-11-12-13-14, and has fashioned an absorbing and often thrilling screen play built around the life of Demetrius, the Greek slave, who found the Christian faith in "The Robe". In this new story, which expands the theme of Douglas' novel, the faith acquired is on trial and how Demetrius rejects and then reaffirms it makes compelling entertainment. Starring in this spectacular production are Victor Mature, Susan Hayward, Michael Rennie, Debra Paget, Anne Gancroft and Jay Robinson.

THE HOME OF HITS STRAND NEWBURYPORT

Now Ends Saturday Van Johnson-Walter Pidgeon

"Men Of The Fighting Lady"

Sunday thru Tuesday

JOHNNY DARK with Tony Piper Curtis Laurie. A UNIVERSAL INTERNATIONAL PICTURE. plus Joel McCrea "BLACK HORSE CANYON" Coming Next Wednesday LANA TURNER "Flame and the Flesh" TECHNICOLOR

plus Joel McCrea "BLACK HORSE CANYON" Coming Next Wednesday

LANA TURNER "Flame and the Flesh" TECHNICOLOR

HAVE YOU HEARD That Helene B. and Paul G. are currently the cutest couple on the beach? That Jan Z., Rosie M., and Babs S., have really arrived in a big way at Hampton? About Bob's favorite red-headed visitor? About the red stuff on Fred's collar? About Richard's fondness for phone calls?

TONIGHT THRU SATURDAY FRANCES LANGFORD and the Fellas plus outstanding show — NO MINIMUM CHARGE — Opening Sunday for One Week PATTI PAGE

THE Frolics at SALISBURY BEACH 2 SHOWS NITELY and SUNDAY 9 & 11:30 ROUTES 1 and 1-A FOR RESERVATIONS: PHONE JEROME • NEWBURYPORT 250

SALISBURY DRIVE-IN ROUTE 1-A BEACH RD.

Tel. Newburyport 2410-W Wednesday thru Saturday July 7-8-9-10 ALAN LADD — LEO GENN "PARATROOPER" 2nd Hit — Forrest Tucker — Vera Ralston JUBILEE TRAIL Sunday, Monday, Tuesday July 11-12-13 JAMES WHITMORE — JOAN WELDON "THEM" 2nd Hit — RICARDO MONTALBAN — BETTA ST. JOHN "THE SARACEN BLADE" Coming Wednesday thru Saturday July 14-15-16-17 MONTGOMERY CLIFT — JENNIFER JONES "INDISCRETION OF AN AMERICAN WIFE" 2nd Hit — ROBERT STACK — JOAN TAYLOR "WAR PAINT"

IOKA Theatre EXETER 2222 Matinee Every Day at 2:15 Saturday 1:15 P. M. ON OUR GIANT SCREEN

Fri., Sat., Sun., Mon., Tues., Wed. July 9-10-11-12-13-14 In CinemaScope with High Fidelity Stereophonic Sound IT BEGINS WHERE "THE ROBE" LEFT OFF!

TECHNICOLOR CINEMASCOPE DEMETRIUS and the GLADIATORS All the Glory that was Rome! starring VICTOR MATURE SUSAN HAYWARD MICHAEL RENNIE DEBRA PAGET

KIDDIE SHOW Every Saturday at 1:15 P. M. Laurel & Hardy in "Movie Struck" Plus Our Regular Program Flash Camera Courtesy Roberge Photo Shop to Lucky Patron Saturday Afternoon Thurs., - Fri., - Sat. July 15-16-17 Charlton Heston Nicole Maurey "Secret of the Incas" (In Technicolor) plus Marciano vs Charles Fight

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

Home Bakery
 Evelyn & Paul
 King's Hwy and 3rd St.
 Hrs. 7 a.m. to 10 p.m.

Standish Pokerino
 in the
Standish Hotel

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

Beach Notes

Dr. and Mrs. LaBelle and their daughter, Claire, from Holyoke, Mass. are vacationing in the cottage, Sheila K., on Dover street for the month of July.

Miss Janet O'Leary, of 15 Charles street graduated from Trinity college, Washington, D. C. in June and is working as head telephone operator at the beach office, while making arrangements for her approaching wedding in September.

Jets —

(Continued from Page Three)

degrees fahrenheit and a velocity of 2000 feet per second.

Inspiration for the jet display came at a dinner given for the pilots Friday evening by Ernest R. Underwood, owner of the Lawrence House on A street, and a member of the staff of Senator Styles Bridges.

Since it is necessary for a warm-up before every performance, Ben Butler, former secretary of the Chamber of Commerce, initiated the idea that it should occur at Hampton for the benefit of vacationists.

Official consent was obtained through the efforts of Mr. Underwood and the result was the impressive demonstration of the strength and maneuverability of jet fighter planes.

Business —

(Continued from Page Three)

Hines, experienced men in the amusement field, predicted early in the weekend that business would prove to be profitable, although it would not be record-breaking.

Action of the Massachusetts State Police temporarily threatened financial loss to the beach when they requested television and radio stations to announce traffic bottlenecks at Amesbury and Newburyport, the consequent re-routing of cars on alternate roads, and the advice to steer clear of these localities.

Prompt action was taken by Secretary of the Chamber of Commerce, Bill Elliot. Calling the same radio and television stations, he explained the importance of the holiday trade to beach owners and then asked for immediate public announcement when the congested situation was alleviated. Broadcasting networks complied and little or no effect was observable in the progress of the weekend.

Although the Bus-Mobile was able to operate on Saturday, it was necessary to suspend its run Sunday afternoon because of the crowded highways. However, Leroy Leonard, owner, expressed pleasure with the public reception of the vehicle and the intention to resume operations as soon as traffic conditions permitted.

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.

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

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

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

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

FOR HEALTH! FOR FUN!



Bowling

Candle pins and Duck pins. 8 newly re-surfaced 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.



In The Penthouse

Billiards

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

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

FERNCROFT

Recreation Center Telephone 410 A Street

MARION LEE'S

Fashionable Frocks and Beachwear

This week's feature
SWIMSUITS

70
 Styles

To
 Choose
 From

6⁹⁵ AND UP

Elegance Plus Economy

Ocean Boulevard

at North Shore Hotel

HAMPTON

PHONE 692



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

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.

Church Fair To Have Pony Rides

The Hampton Methodist church lawn fair July 15 will feature pony rides and a "fish pond" for the children, and will be entertaining for both young and old alike. Fortunes will be told in a special tent and all kinds of foods and handiwork will be available at the different tables.

The affair will wind up with a public supper of ham, salads, beans, and pies served by the men of the church at 5:30 p.m. It is hoped that this old-fashioned, outdoor party will attract many tourists as well as local friends of the Methodist church.

HAVE YOU HEARD

That Jerry K., Phil R., Phil M., and Russell B., are prowling the beach these days, looking for Hampton beauties?

JOHN THE BARBER

28 Years at Hampton Beach
Highland Avenue

YE OLDE COUNTRY AUCTION

Every Saturday
Rte. 1 No. Hampton
H. L. Norton, Auctioneer

ICE CUBES AT GARLAND'S

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 Jordan

DAIGLE'S

Take-out and Counter Service

- SPECIALIZING IN -

ITALIAN SANDWICHES
HAMBURGERS
BREAKFASTS

Located on the North Shore Boulevard

Beach Office Of N.H. Employment Has Busy June

The local office of the New Hampshire State Employment Service placed 409 persons in employment during the month of June it was announced today by Andrew C. Graves, manager.

Of the 409 placed, 26 were in construction, 116 in manufacturing, 234 in wholesale and retail and service industries, 30 in domestic service, and 3 in agriculture. Included in the number placed were 182 placed through the branch office at Hampton Beach which opened on June 1st.

During June 1207 persons filed applications for work including 417 women and 355 veterans. The active file as of June 30 contained 1333 applications, including 604 women and 247 veterans. The drop in active applications from last month resulted from closing the branch office in Newington June 10th and cancelling the applications taken in that office.

4006 claims for unemployment insurance were processed during June, including 796 in Exeter, 168 in Epping, 352 in Raymond, 83 in Hampton, 327 in Seabrook and 525 in Newmarket.

Singer -

(Continued from Page Three)

is singer, Charles Cooney, who was recently discharged from the U. S. Army Air Force. A bachelor and native of Portsmouth, he intends to make singing his career. Although he is a versatile performer, he specializes in ballads and has received enthusiastic applause for his renditions of "Stranger In Paradise" and "Secret Love."

Helping to make this year's band better than ever are other newcomers. Cass Brosky from Haverhill, Mass., not only plays the trombone but also does the vocal in "jump tunes."

Current favorite among jazz lovers is "A Good Man Is Hard To Find" and George Penniman leaves his drums to do the lyrics. Saxophonist, Merrill Bodge, and organist, Paul Bolick, also fill vacant positions in Chuck Hill's organization.

Baptist Church Fair July 14

The annual Summer Sale and Fair of the Loyal Workers society of the Hampton Baptist church will be held Wednesday, July 14, beginning at 1 o'clock, on the church lawn.

There will be many items of interest, new and old to meet the desires and wishes of those who attend: aprons, fancy and plain; novelties, a fine array; fancy work, beautiful and varied; food, home made cakes, pies, cookies, and a White Elephant table. Tea will also be served.

In case of rain, the fair will be held inside the church.

HAVE YOU HEARD

That R. M. has been receiving letters from a certain boy?

The rumor that Jerry M. and Billy C. are engaged?

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

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 Winnacunnet road. Bus returns same route after game.

PLENTY OF FREE PARKING



THRIFT DAYS

18-20 PLEASANT ST. - NEWBURYPORT, MASS.

Summer Dresses
\$3.55
Regular \$4.98

- Cottons
 - Sheers
 - Bembergs
- 9-15, 12-20, 16 1/2-24 1/2, 46-52

Cool White Jewelry

Val. \$3.00
Earrings **48c**
Chokers Plus Tax
Bracelets

Frosty white porcelain and beautiful pastels. Buy several... Save!

Sizes 1 - 3
Dresses
88c
Regular \$1.19

Strap shoulder sun dresses in seersuckers and embossed cottons. Contrast trims.

Men's T-Shirts
55c
Regular 69c

White, nylon, reinforced collar-ette for better fit, longer wear. S-M-L.

Sleeveless Blouses
88c
Regular \$1.00

- Cottons
 - Washable
 - Scoop & High Neck
- Sizes 32-38

Smart White Handbags

Reg. \$1.00
Plastics **88c**
Liners
Many styles

Smooth grain washable plastic and stunning beaded linen draw-string bags. Many styles.

Boys' 3 - 8
Cabana Sets
\$1.18
Regular \$1.59

Elastic weight shorts, short sleeve shirts, plisses, broad-cloths.

Men's Mesh Polos
77c
Regular \$1.59

Short sleeve, cool, mesh knit, white, blue, yellow, gray. Small, medium, large.

Cotton Skirts
\$1.88

- Styles and Fabrics Galore
- Straight
 - Flared Styles
 - Solids & Prints
- Sizes 24-28

Tots 1 - 3
Sunsuits
55c

Boys' and Girls' Styles

Bib front, closed or button sides. Plain or prints. Cute trims.

Size 3 - 6
Shorts
55c
Regular \$1.00

Girls' or boys'. Band front, elastic waist or all round boxer. Trimmed.

Boys' Knit Shirts
\$1.33
Regular \$1.98

4-16. Mesh interlock and weather cottons. 2 button plaque, contrast trim collar.

Nylon Hosiery
55c pr.

Famous make irregulars (Values to \$1.50)
45 gauge
51 gauge
60 gauge

Size 3 - 6x
Sunsuits
55c

Solid Colors and Prints
Broadcloths or seersuckers. Bib fronts.

Children's Panties
55c
3 Pairs \$1.00

2-8 pastel, rhumba-rays and 4-15 white cotton mesh.

Nylonized Rayon Briefs
29c
4 Pairs \$1.00

Women's and Misses' panty savings. Terrific values at low, low budget prices.

OPEN FRIDAY NIGHTS UNTIL 9 P. M.

Saturday
9:30 - 5:30

At Portsmouth's Leading
Department Store

•
•
•

A VALUE SCOOP YOU
WON'T WANT
TO MISS!

•
•
•

GARLAND TEE SHIRTS
Regular 2.95 - 3.95

SPECIAL
ONLY \$1.69

We were lucky and we are passing along our good fortune to you . . . the manufacturer needed space so he sold these shirts to us at way below his wholesale price. Values like this will be picked up fast, so hurry in and take your pick!

- Small - Medium - Large Sizes
- Blue, Gray, Black, Yellow
- Navy, White, Stripes, Cream
- Wide range of styles
- Turtleneck, Peter Pan collars
- V-Neck, Sleeveless, Short Sleeves.

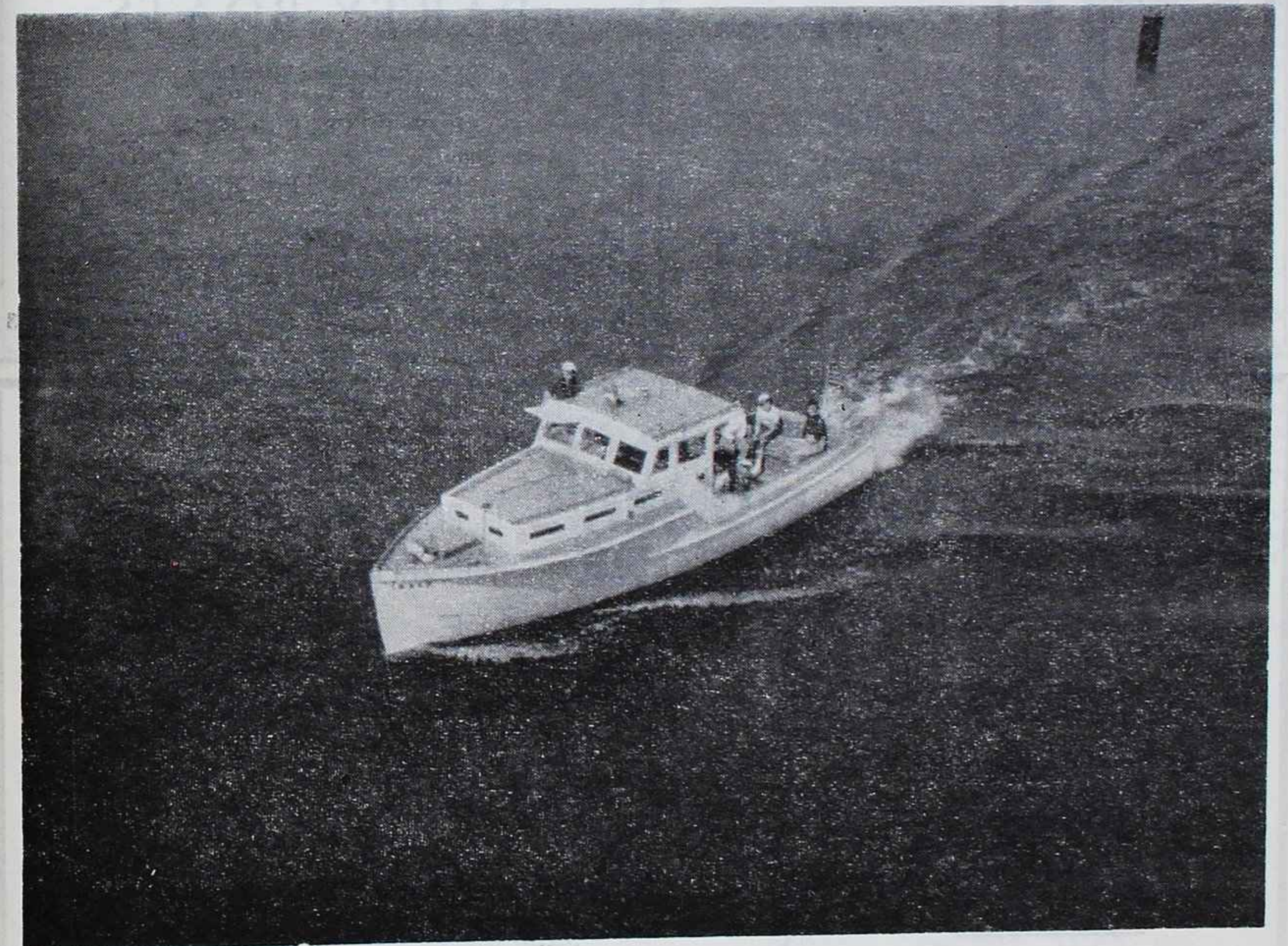
Buy several for your sun and fun wardrobe at this low — low price.

GEORGE B. FRENCH CO.
37 MARKET ST. PORTSMOUTH



The Beachcomber

VOL. XXVII., NO. 3 Incorporating The Hampton Beach Advocate WEDNESDAY, JULY 14, 1954 FREE DISTRIBUTION



Four Fishermen Qualify As 'Old Salts'