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A VALUE SCOOP YOU WON'T WANT TO MISS!

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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'



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



A rare "lump" fish weighing 13½ pounds and measuring 20 inches—only inches short of being the largest one on record—was caught off Hampton shores Friday by Robert Hammond of Ayer, Mass., while fishing on the party boat "Gull" from the Smith and Gilmore pier. This is the first "lump" caught on a hand line within memory of long time fishermen. The last one of its specie was caught in a net off Great Boar's Head in 1913. Shown holding the ugly denizen of the deep is the lovely, Mrs. Joan Ahearne Junkins, "Miss Hampton Beach of 1953." A Colt Photo

Civic Group Studies Erosion Of Boar's Head Landmark

Sixty members and invited guests of the Great Boar's Head Civic association enjoyed a very attractive buffet supper held on the lawn of Mr. and Mrs. Alfred T. Granger at their home on Great Boar's Head, Sunday evening, July 11.

A social hour and a tour of the Head for the invited guests preceded the supper. At the conclusion of the supper President Granger conducted a short business meeting, and spoke of the purposes of the association and mentioned the committees that study its problems and are responsible for its social gatherings and publicity.

He especially thanked the ones who had planned and prepared the delicious buffet supper of the evening. They were: Mr. Frank Turrisi, Mrs. George Marsden, Miss Edith Marsden, Mrs. William Butler, Mrs. Clara Morin, Miss Bertha Flynn, Mrs. Harold Dearborn.

Mr. Granger presented the following guests who spoke to the group: Mr. and Mrs. Chester Merrow, U. S. Representative in Congress; Mr. and Mrs. Frederick Upton, who represented Senator and Mrs. Robert W. Upton; Mr. and Mrs. Wesley Powell, candidate for election to the U. S. GROUP

(Continued on Page Fourteen)

Four Fishermen Qualify At Beach As "Old Salts"

Because of its promise of competition and sports enjoyment, the Old Salts club, newly established beach organization for champion fishermen, has been eagerly received by both vacationists and permanent residents. In its first week of existence four people qualified as charter members.

First to prove himself a real fisherman was Burgess McCracken. FISHERMEN

(Continued on Page Eight)

Family Trio Cops First Prize In Talent Show

Again Hampton vacationists expressed approval with the perennially popular Talent Show held Monday night on the band stand under the direction of Bill Elliot, the Singing Cop, and with the musical accompaniment of Chuck Hill's band.

Winning first prize in the junior group were Carl, Roy, and Mary Lou Benoit of Hartford, TALENT

(Continued on Page 11)

The Store Famous For Quality And Values

KRAY'S WOMEN'S STORE 11 PLEASANT STREET NEWBURYPORT

MID-SUMMER CLEARANCE SALE

SALE ON

COATS

and

TOPPERS

SAVE 1/2 TO 1/3

SALE ON

BEACHWEAR

SAVE 1/2 TO 1/3

Air-Conditioned

For Nearly Half a Century Newburyport's Leading Specialty Shoppe

SALE ON

Juniors' - Misses' - Women's

14.98 - 15.98

SUMMER SUITS

Sale Price \$9.77

SALE ON

Juniors' - Misses' - Women's

DRESSES

Hundreds to choose from
SAVE 1/2 TO 1/3

Shop in Comfort



"That Fascinating Store"

SLEEVELESS

SEMI - TURTLE NECK

ORLON SWEATERS

(Super Nespun by Blairmoor)

\$5.98

Black - White - Pink - Mint - Maize

Other "Different" Styles

The Band Box

32 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 little Al is still going strong?
That Bob G. and Joe P. come from a very large family?

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

Bay State Woman Fatally Stricken

Fatally stricken, July 8, at the beach was Mrs. Mary Blair of 34 Danube street, orchester, Mass. The seventy-one year old woman was vacationing at Hampton with her two sisters when the attack of coronary thrombosis, which resulted in her death, occurred.

Hampton firemen immediately attempted to revive her with the use of an inhalator. But their efforts were unsuccessful and Dr. Roger Blake pronounced her dead upon his arrival at the scene.

Stolen Car Is Soon Recovered

A car was reported stolen from 17 C street to the Hampton police on July 8 by Alexander Finan, a summer resident of the beach.

The car, a 1948 Willys, was recovered undamaged in Malden and the criminals were apprehended and charged with larceny by Massachusetts state police.

Since the two men responsible for the theft were both wanted by Bay State authorities for previous car thefts, they will not be prosecuted in New Hampshire unless first released under bail in Massachusetts.

Chief John Malek states that a warrant for their arrest has been prepared in the event that they are freed under bond.

Beach Youths Prize Winners

The annual Hampton Lion's club Tag Day was held at Hampton Beach Saturday, July 10, with more than 40 youngsters, both summer and year 'round residents participating in the house to house drive for donations.

Dennis Royal, 94 Marsh avenue, who won 1st prize for the second consecutive year, received a portable radio donated by the Cadarette Appliances of Hampton. Second prize was won by Sandra Degnan, Sunset Lane, and in a three way tie for 3rd place were; Frank Conway, 8 J street; Betty Hamilton, 21 Nudd avenue;

and Kenneth Royal of 94 Marsh avenue.

THE BEACHCOMBER
Incorporating the Hampton Beach Advocate
A Vacation Digest of all the new 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.

ICE CUBES AT GARLAND'S

THIS WEEK'S STAR GUEST AT THE HOTEL ALLEN Charlie Applewhite



Appearing at The Bowery

OTHER GUESTS: Mr. and Mrs. Hayden Stars at Copa, also — Mrs. Denise Joinville, Miss Janice Welcher, Miss Denise Joinville, Miss Simone Baril, Jean - Paul Currier, Mr. and Mrs. Gould and son Frank, Miss Denise Fauteur, Miss Suzanne Taupin, Mr. and Mrs. Claude Bewdoin, Miss Jeannine Desain, Miss Goland Blouin Doyou, Mrs. Anna Stensky and son John, Mr. and Mrs. White, Mr. and Mrs. Arthur Damon, Misses Cecile and Germaine Cloutier, Mr. Don Labelle, Miss Joan Pugh, Miss Olive Sporton, Misses Long, Mr. Henry Martyn, Mr. Donald Montavo and Mr. and Mrs. P. J. Guest.

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

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

-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!

--- for your MID-SUMMER Values
Shop at **H. W. PRAY'S**



Summer Dresses

A group of summer dresses that will see you right into fall—Broken sizes and colors that include rayons, bembergs, and cottons.



Swim Suits

in soft or radiant hues you will be wearing for the rest of the season. Suits that do such flattering things for you Cotton dressmakers—one piece shined cottons, faille's or lastex.



Sizes from 32 to 46
5.95
Other suits up to 25.00

Rack of dresses for 11.00
Values to \$19.95

Rack of dresses for 7.00
Values to 12.95

H. W. PRAY CO.

71 State Street Newburyport

HAVE YOU HEARD
Who Sleepy and the Parson
are?

**The Chesterfield
Hotel**



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

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

The Cover

ONE OF THE MANY private pleasure craft in Hampton Harbor makes out to sea for a day's fishing or just cruising and sight-seeing as passengers give the customary friendly wave as they pass under the toll bridge span.

Pleasure craft and party fishing boats have greatly increased the interest in deep sea fishing over the past decade until today it is one of the main attractions at Hampton Beach with hundreds of enthusiastic amateur fishermen vying to become members of "Old Salt's" club. See story this issue.

HAVE YOU HEARD
That Freddy expresses preference for Woburn?

**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

**Lost Children
Create Problems
For Busy Police**

The problem of lost children on crowded weekends is currently providing the working staff at the Chamber of Commerce office and the Hampton Police dept. with their biggest headache. Between 20 and 30 children are lost on an average Sunday estimates Bill Elliot, Secretary of the Chamber of Commerce.

This not only creates extra work and worry for beach officials but also limits their efficiency in performing other public services. Quite often they do not even receive the courtesy of a thank you from the parents. In one instance, three children remained for over one hour in the Chamber of Commerce office and were finally recovered by parents who left without a word of gratitude.

This was not the case when 4 yr. old Donald Anderson of Framingham, Mass., became lost last Sunday. Fortunately for him the life guards and police officers were able to devote their full attention to the search upon notification of his disappearance by his parents. However, it would have been quite possible for them to be engaged in other routine cases CHILDREN

(Continued on Page Ten)

**MARSH AVENUE
BARBER SHOP**
Marsh Ave., Opposite P Street
"The Family Barber Shop"
Open Every Day 8-8 Sun. 9.
Charles DeNichols Tel. 221

HAZEL'S
At Cozy Corner
FRIED FRENCH
CLAMS FRIED
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
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 wait

— 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.

**Ski Club Holds
Practices For
Water Shows**

Latest information from the Hampton Water Ski club is that practice for water shows in August is already underway and an election of officers was held at the first business meeting of its existence.

Elected president was Larry Scott, who has had considerable experience in water-skiing throughout the United States.

Acting as vice president will be Pat Wainwright, a Lawrence, Mass., girl residing for the summer on Atlantic avenue. Priscilla Anderson of Hampton will serve in the capacity of secretary-treasurer for the club.

Yearly dues were fixed and members briefly discussed proposed designs for the emblem, which will bear the club's name, the Hampton Sea Gulls.

The jump was completed and placed in the south end of Hampton harbor, which is away from the channel area and yet still visible from the bridge and fishing piers.

Swim suits for the girls are being furnished by Dudley's department store.

In addition to individual contributions and funds allocated by the Chamber of Commerce, Town Manager John S. True and Hampton selectmen have made possible

the purchase of a 25-horsepower motor for use by water skiing enthusiasts.

**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

featuring

Jantzen

Dudley's Basement now Open

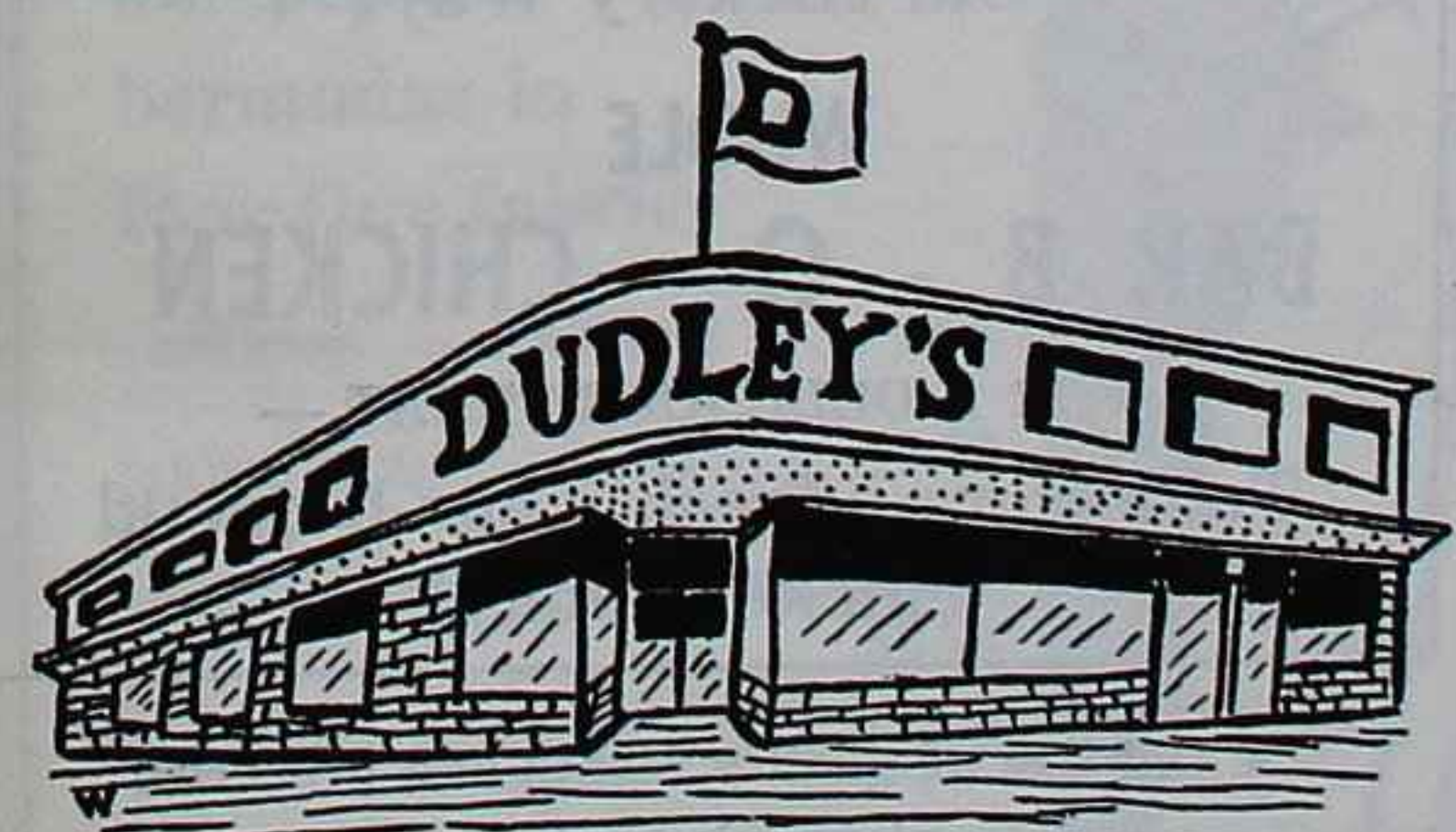
MEN'S
Trunks
Gifts
Footwear

BEACH
Umbrellas
Chairs - Balls
Accessories

YOUNGSTERS
Suits - Swimsuits
Play & Sun suits
Hats & Bonnets

DRESSES
Juniors
Misses
Women
5.95 up
Half Sizes
14 1/2 - 24 1/2
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

HAVE YOU HEARD
About Danny Boy of Buzzell'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.

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DEEP SEA FISHING
Trips Twice Daily
8 a.m. - 1:30 p.m.
Tuna Trips
Charter Parties
AL GAURON
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LOOKING FOR A GOOD CAMERA TO TAKE HOME FROM YOUR VACATION TRIP? CAMERACRAFT SUGGESTS ---



ARGUS C-4
AT
\$99.50
With flash attachment and carrying case.

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Franchised Dealers For
Bolex Zeiss
Bell & Howell
Anso Kodak
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Linex Polaroid
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If It's Photography Needs
You'll Find It At Cameracraft

The Seacoast's Most Complete Photographic Store

Church Group Elects Officers

The Ladies' Aid of the Hampton Beach Community church met last Tuesday evening, July 6, in the church vestry. Officers elected were Mrs. Evelyn George, president; Mrs. Mary Felch secretary; Mrs. Elvena Ross, treasurer; Mrs. Alice Ray, assistant treasurer; and Miss Phyllis Stickney, publicity. Plans were discussed for a food sale to be held Wednesday, July 21 at 2 p.m. The sale will be held on the church lawn.

Fishermen -

(Continued from Page Three)
en of Seabrook, who caught an 8½ lb. blue hake by handline on July 10. In quick succession three others obtained membership by their catches. On vacation here, Shirley Schmidt of New York City proved her competence in this sport by landing a 4 lb. haddock on July 12, thus becoming the second initiate of the club. Again on July 12, William McKenna of Hampton and Sumner Dodge from Greenville, N. H., each caught a 4 lb. haddock by handline and also were recognized as charter members. Many sportsmen will be interested in the weekly prize of \$100 U. S. Savings Bond being awarded each Friday evening from the bandstand during August, Festival Month at the beach, to the person catching the biggest yet eatable fish, with the exception of tuna, during the preceding week. A \$200 cash award will be given also in the final week of the contest. For the convenience of contest entrants, fully equipped fishing boats with qualified captains in charge will leave each pier in Hampton river at 8:30 a.m., and at 1:30 p.m. daily. Winners of the weekly contests

will be eligible for membership in the Old Salts club.

MAY 31 22nd JULY 31



ROCKINGHAM

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

will be eligible for membership in the Old Salts club.

SURFSIDE Super Market

Ocean Blvd. at Boar's Head

THE LARGEST AND MOST COMPLETE MARKET AT HAMPTON BEACH

HAVE YOU TRIED THE ORIGINAL "Old Hickory Way" **WHOLE BAR B - Q - CHICKEN**

FOR A DELICIOUS TREAT — Take home a freshly bar-b-queud chicken today!

A full line of quality meats and groceries at popular prices

Plenty of Parking for Shoppers

HAVE YOU HEARD
About Moose's nightly station?

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.

Plumber Brown Solves Problem Of Beach Traffic

Everyone will agree that a plumber is second in importance only a to doctor in the routine of daily life. Without him our modern existence would be impossible. Like the doctor he is always on call to perform the necessary operation on plugged drains and treat sudden disturbances of water systems. Such was the case with Winthrop Brown, Hampton plumber, when he received a hurry call for assistance from the Avon hotel on B street, July 4. Contrary to his personal belief that the best vacation of all is a restful day at home, he discovered that a large percentage of the population of New Hampshire and Massachusetts were attempting to invade the beach all at one time with a traffic bottleneck on Winnacunnet road as the result. When he had only advanced a few hundred yards within 15 minutes, he decided that quicker action was needed. Luckily he is the owner of a 12 ft. speed boat which is kept anchored at the Hampton River Boat club located on Landing road, a cutoff of Winnacunnet road in Hampton Center. This, then, was the solu-

tion to his transportation problem. With ease and comfort Mr. Brown piloted his way down a creek to a landing behind the Hampton firehouse and quickly arrived at his destination in sufficient time to eliminate the complications in the water facilities of the hotel. What would otherwise have required at least two hours if he had commuted by car was accomplished in 40 minutes. Perhaps the use of boats is the answer to Hampton's current congested traffic conditions.

HAVE YOU HEARD
That Lea and George have a little boy, Skipper, to provide company for Cindy?
That Roger is adding to his harem with every smile?
That Brad, the Menace, is publicity shy?

HAVE YOU HEARD
About a certain house warming?

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

On the Boulevard
Next to Howard Johnson's



pollards
OF LOWELL

our popular bermudas in four fine fabrics

corduroy . . . shrimp . . . red, maize, blue . . . \$5.98
twill . . . navy, red, blue, white . . . \$3.98
kahki . . . \$3.98
worsted flannel . . . charcoal and oxford grey . . . \$5.98

for cool nights wear year round our fabulous corduroy blazer

7.99 sizes 10 - 18

A smash value . . . fully lined, with simulated leather buttons in exciting colors . . . red, black, green with white piping . . . beige with brown piping. Don't miss this buy.

MCCARTHY'S BEACH STORE
 Winnicunnet Road Hampton Beach
 Luncheonette — Toys — Beach Supplies
 Periodicals — Film Service — Sundries — Candy

Children —
 (Continued from Page Six)
 where children wandered away because of the negligence of parents, as they often do. Even with the main strength of

the police force concentrated on his recovery, it was a full four and a half hours before he was safely restored to his parents. It was feared by his parents that he had drowned, since he had
CHILDREN
 (Continued on Page 11)

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

Thursday, Friday, Saturday July 15 - 17

Every Woman
 WILL WANT TO SEE
JOAN CRAWFORD
as the woman who loves...
JOHNNY GUITAR
 A REPUBLIC PICTURE
 presented by HERBERT J. YATES



Sunday, Monday, Tuesday July 18 - 20

Mickey Spillane's
"The LONG WAIT"
 IT RAPS YOU WITH GUN-BUTT FURY!
 Starts Wednesday July 21



no man ever loosed such fury... no woman ever felt such fire!

BURT LANCASTER
APACHE
JEAN PETERS
 IN COLOR BY **TECHNICOLOR**



Wednesday, Thursday July 14 - 15

FROM HERE TO ETERNITY
 FROM THE GREATEST BEST-SELLER!
 Starring **BURT LANCASTER - JOAN CRAWFORD**
 DEBORAH FRANK DONNA KERR - SINATRA - REED
 Screen Play by DANIEL TARADASH - Based upon the novel by JAMES JONES - Produced by BUDDY ADLER
 Directed by FRED ZINNEMANN



Friday, Saturday July 16 - 17

COLUMBIA PICTURES presents
JENNIFER MONTGOMERY JONES - CLIFT
"INDISCRETION of an American Wife"
 Produced and Directed by VITTORIO DE SICA



Sunday - Tuesday July 18 - 20

DON'T FIGHT IT, BABY... you love me... real bad!
CARNIVAL STORY
 starring **ANNE BAXTER - STEVE COCHRAN - LYLE BETTGER - GEORGE NADER**
 Print by **TECHNICOLOR**



HAVE YOU HEARD
 That Connie McCarthy, Jr. from Boston is back on the beach?

THE HOME OF HITS STRAND
 NEWBURYPORT

Now Ends Saturday
 Lana Turner
Flame and the Flesh

Sunday and Monday

JOHN WAYNE - GAIL RUSSELL
WAKE of the RED WITCH
 A RE-RELEASE FROM GARLAND ROARK'S BOOK THAT SOLD A MILLION COPIES!

plus
"SANDS OF IWO JIMA"
 5 Days Starting Tuesday

DANNY KAYE
 TECHNOLOR
"KNOCK ON WOOD"
 with MAI ZETTERLING



Children —
 (Continued from Page Ten)

recently taken diving lessons and liked to demonstrate his skill. Actually the child had walked the distance from Hampton to Seabrook, amusing himself by gazing at the boats and fishermen.

When Mr. and Mrs. Anderson had given up hope and a water search was in the initial stages of organization, Chief John Malek and Officer Richard Kidd arrived in a police cruiser with a tired, but unharmed Donald. And his relieved parents had great difficulty in expressing their deep appreciation to the rescuers.

Donald's case is of significance to all parents, for what happened to him could easily occur to any child. Each father and mother can best do his part by carefully guarding against possible disappearances and consequently preventing the possibility of water accidents.

Talent —
 (Continued from Page Three)

Conn. Dressed in old-fashioned costumes and using a miniature car as their conveyance to the stage, the trio alternately sang and danced to the tunes of "Daisy, aisy" and "When You Wore A Tulip."

Placing second, Carol and Mary McLaughlin from Cambridge, Mass., sang "Honeysuckle Rose."

In third place were Maureen and Cecille Kennedy of Dorchester, Mass., who sang and danced to "Birth of the Blues."

Only two awards were made to members competing in the senior group.

Charles Lincoln of Boston captured first place with his singing of "Tura-Lura-Li."

A Westminster, Mass., girl, Diane Riviers, played her accordion to take second place in the contest.

TONIGHT THRU SATURDAY PATTI PAGE

PLUS OUTSTANDING SHOW
 No Minimum Charge

Opening Sunday for one week
TONY BENNETT

2 SHOWS NITELY and SUNDAY 9 & 11:30

THE Frolics at SALISBURY BEACH

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 14-15-16-17
JENNIFER JONES — MONTGOMERY CLIFT
"INDISCRETION OF AN AMERICAN WIFE"
 2nd Hit — **ROBERT STACK — JOAN TAYLOR**
"WAR PAINT"

Sunday, Monday, Tuesday July 18-19-20
MITZI GAYNOR — KEEFE BRASSELE
"THREE YOUNG TEXANS"
 2nd Hit — **WENDELL COREY — EVELYN KEYES**
"HELL'S HALF ACRE"

Coming Wednesday thru Saturday July 21-22-23-24
BARBARA STANWYCK — GEORGE SANDERS
"WITNESS TO MURDER"
 2nd Hit — **AMANDA BLAKE — GEORGE NADER**
"MISS ROBIN CRUSOE"

IOKA DIAL 2222
 Theatre EXETER

Matinee Every Day at 2:15

Saturday 1:15 P. M.

ON OUR GIANT SCREEN

Charlton Heston
 Nicole Maurey
"Secret Of The Incas"
 (In Technicolor)
 plus
Marciano vs Charles Fight

Thurs. thru Sat. July 15 - 17

KIDDIE SHOW
 Every Saturday at 1:15 P. M.

Cartoon Carnival
 6 Cartoons
 Plus Our Regular Program

Sunday thru Wednesday July 18 - 21
 In CinemaScope with High Fidelity Stereophonic Sound

CINEMASCOPE VIOLENCE... LOVE... ADVENTURE... BELOW THE BORDER!
Gary COOPER Susan HAYWARD Richard WIDMARK
GARDEN OF EVIL
 with CAMERON MITCHELL HUGH MARLOWE
 COLOR BY **TECHNICOLOR**
 A 20th CENTURY-FOX PICTURE



Mary Annette BEAUTY SALON
Specializing in all types of Beauty Culture.
Highland Ave. Ocean Blvd.
Hotel Delancy Tel. 2145

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

For Your Vacation Pleasure

BAND CONCERTS
Four Daily—Afternoons 2-3, 4-5 p.m. Evenings 7-8, 8:30-9:30

FIREWORKS
Every Wednesday — 9:30 p.m. (weather permitting)

BEACH CALISTHENICS
Classes on beach behind bandstand every morning 10:30 a.m. (except Saturdays, Sunday and Holidays)

TALENT SHOW
Every Monday evening — 7 p.m. — at the bandstand.

SQUARE DANCING
Every Friday evening at State Bathhouse

GOLF COURSES
Abenaki, Rye Beach — 6 miles, 18-hole course, open to public.
Amesbury Country club, Amesbury — 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

CHURCH SERVICES
COMMUNITY CHURCH, D Street, (Protestant, Non-Sectarian)
Sunday morning 10:30 a.m. Visiting pastors. Ladies Aid, Tuesday 7:30.

ST. PATRICK CHURCH, Church Street (Roman Catholic), Sunday Masses, 6 - 7 - 7:45 - 8:30 - 9:15 - 10:00 - 10:45 - 11:30.

SERVICE CLUBS
KIWANIS — Meets every Monday evening, 6:30 p.m., Lamie's Tavern, Hampton Center. Visitors welcome.

LIONS — Meets 1st and 3rd Wednesday, 6:15 p.m., Lamie's Tavern, Hampton Center. Visitors welcome.

WATER SKIING
Water Ski Club — Larry Scott, director — practice sessions as weather permits at Hampton River Boat club, Hampton Center.

JOHN THE BARBER
28 Years at Hampton Beach
Highland Avenue

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! **Bowling** **FOR FUN!**
Candlepins and Duckpins. 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 - mid-night. 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

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FASHIONABLE FROCKS AND BEACHWEAR

Be Individual with a Personalized Cotton Tailleur


\$8.95

Detachable Pocket-Tab. Initialed in your choice of color.

MISSES and HALF SIZES

Elegance Plus Economy

Ocean Boulevard at North Shore Hotel
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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

Special Reductions

Men's Swim Trunks		Men's Sport Shirts	
WERE	NOW	WERE	NOW
4.95	3.71	4.95	3.71
3.95	2.96	3.95	2.96
2.95	2.21	2.95	2.21
		1.95	1.46
1.95	1.46	1.69	1.27
		1.49	1.12
Ladies' Play Shoes		BOYS'	
REGULAR VALUES	1.95		1.46
To \$3.95 Now \$2.49	1.49		1.12

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

HAVE YOU HEARD
That Pat Fuller is most quoted for his practical advice, "Keep calm"?

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

ICE CUBES AT GARLAND'S

2 Minute Walk to Beach
Evergreen Lodge
18 Marsh Ave.

Clean Airy Rooms-Television
Reasonable Rates Day or Week

BEACH HELP
\$7.00
Weekly, per person,
double occupancy

CASINO BARBER SHOP

Open Daily 8 a.m. - 7 p.m.
Saturdays 8 a.m. - 7 p.m.

PHILIP DOYON
of St. Petersburg
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DAIGLE'S
Take-out and Counter Service
— SPECIALIZING IN —
ITALIAN SANDWICHES
HAMBURGERS
BREAKFASTS
Located on the North Shore Boulevard

Guests Enjoy Bus Mobile Ride

The guests of the Ray-Al took advantage of the new Bus Mobile this week and several parties took the ride from the Coast Guard station to the State Bathing beach. A dinner party was also held at Lamie's Tavern.

The following guests were registered for the holiday, and took advantage of both parties:

Mr. and Mrs. J. Reilly, Watervliet, N. Y.; Miss Marian, Burke, Watervliet, N. Y.; Mr. and Mrs. Slaiman, Pawtucket, R. I.; Mr. and Mrs. W. Hardy, Providence, R. I.; Mr. and Mrs. Bucklin, Valley Fall, R. I.; Mr. and Mrs. Armstrong, Pawtucket, R. I.

Mr. and Mrs. E. Jost, North Attleboro, Mass.; Mr. and Mrs. E. Moore, Pawtucket, R. I.; Mrs. Edna Barlow, Pawtucket, R. I.; Miss Judith Torton, Pawtucket, R. I.; Mr. and Mrs. Wm. McAuliffe, Haverhill, Mass.

Mrs. L. St. Laurent, Winchendon, Mass.; Miss Ruth Russell, Winchendon, Mass.; Miss Melissa Gardner, Saylesville, R. I.; Miss Ethel Gardner, Saylesville, R. I.; Mrs. J. Bennett, Saylesville, R. I.; Mrs. Leroy E. Loomis, Pawtucket, R. I.; Miss Peggy Bartley, Lawrence, Mass.

Group —
(Continued from Page Three)

Senate; Mr. and Mrs. Alvin Redden, Ex. Sec. N. H. Seacoast Regional Development Association; Mr. and Mrs. Harry Jackson, Deputy Secretary of State; Mr. and Mrs. John True, Town Manager of Hampton; Mr. and Mrs. Thomas H. Keenan, Mayor of Dover.

Each speaker expressed real interest and awareness of the erosion conditions around the Head, and offered suggestions as to the proper procedures for legalizing assistance from town, state, and federal authorities for correcting them as is going to be done on either side of the Head.

Their suggestions and offers of assistance were very encouraging to the members of the association who represent a large group of tax-payers and valuable property owners in the town of Hampton, and who wish to save this beautiful part of the New Hampshire

seacoast from further loss and destruction.

Congressman Merrow requested that a complete report as gathered by the Erosion committee of the association be sent to him so that he would be able to know what future steps might be taken in Washington. Mr. Powell, as a native of the seacoast who is very well aware of existing conditions pledged his support if elected to the Senate. All other speakers were very cognizant of the need for action and complimented the Association for trying to secure it, as soon as possible. Mr. Ralph Moulton, vice-president of the association, and Mrs. Marion Dearborn, secretary, also spoke on the erosion problem.

A rising vote of thanks was given to Mr. and Mrs. Granger for their very gracious hospitality.

The next meeting of the associa-

tion will be held at Mr. Granger on July 25, at 2 o'clock.

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

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The Dan-Allen Shop
HAND MADE GIFTS
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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!
60c

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



WHERE YOUR DOLLAR BUYS MORE!

THE LARGEST AND MOST COMPLETE DEPARTMENT STORE IN THIS AREA.

18-20 PLEASANT ST. - NEWBURYPORT, MASS.

Tots' 1 to 6
Sunsuits
Boys' & Girls' Styles
55c

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

Boys' 4-6
Knit Shirts
1.33
Regular \$1.98

Mesh, interlock and heather cotton. 2 button plaque, contrast trim collar.

Dish Towels
28c
25% Linen colorful prints. Sizes 17x20

Florals, fruits, geometrics, novelties. Red, blue, green, yellow, aqua, orchid.

Sheet Blanket
2.33
Save 1/3! Double size. Closeout lot.

Fluffy bleached white cotton stitched edges. Slight irregrs. 81 x 108.

Size 1 to 3
Dresses
79c
Regular \$1.19

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

Men's
Sport Shirts
1.59
No-Iron Cotton Plisse

Squares, checks, nautical floral and hairline patterns. S-M-L-XL. Reg. \$1.98.

Canister Set
59c
Regular \$1.00
Non-rust interiors

4 pieces. Snug fitting covers. Colorful floral check on white.

Plastic Chair Cushion
77c
Reg. \$1.00

"Mother of Pearl" pattern. Heavy durable plastic. Many uses. Red, blue, green, yellow, grey.

Sanforized
SLEEVELESS
Blouses
1.59
2 for 3.00
Regular \$1.98

Misses' and Women's
Styled
Pullovers
1.59
2 for 3.00
Regular \$1.98

Dutch Style Tops 3/4 Ruffled Sides, Red or Green.

63" Welt Edge Tailoreds
1.69
72" — \$1.88
81" — \$2.09

"Welt Edge" rayon marquisettes. 5" bottom hem for straight hanging. 82" wide to panel. Eggshell.

Misses' & Women's
Bathing Suits
2.98 to 7.98
Values to \$10.98

Smart White Handbags
88c PLUS TAX
Regular \$1.00
Plastics — Linens

Smooth grain washable plastic and stunning beaded linen drawstring bags. Many styles.

Plastic Cottage Set
77c
"Gingham Medley" Barn and Sunflower design.
Regular \$1.00

Tops - 50x42... Sash - 36 long. Ruffle valance. Red, green, gold.

6 x 6 "Swan Lake"
Plastic Shower Curtain
1.77

Rose, blue, green, white, peach. Reg. 1.98

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Saturday
9:30 - 5:30

Playclothes

that win a favored spot in the sun...



TEE SHIRTS

A Value That You Can't Afford To Miss

REGULAR \$2.95 and \$3.95

GARLAND TEE SHIRTS

\$1.69

Corduroy Jackets

You'll look casual, but so attractive . . .

\$6.95 to \$14.95

Styles and colors to match most any ensemble you have. So nice for those cool summer evenings. Sizes 10-20.

Shorts

Catalina Playabouts in Bermuda or regular styles

\$2.95 to \$4.95

You'll find a wide - wide choice of colors in Catalina's beauty enhancing styles. Sizes 10-20. Matching tops available for some models.

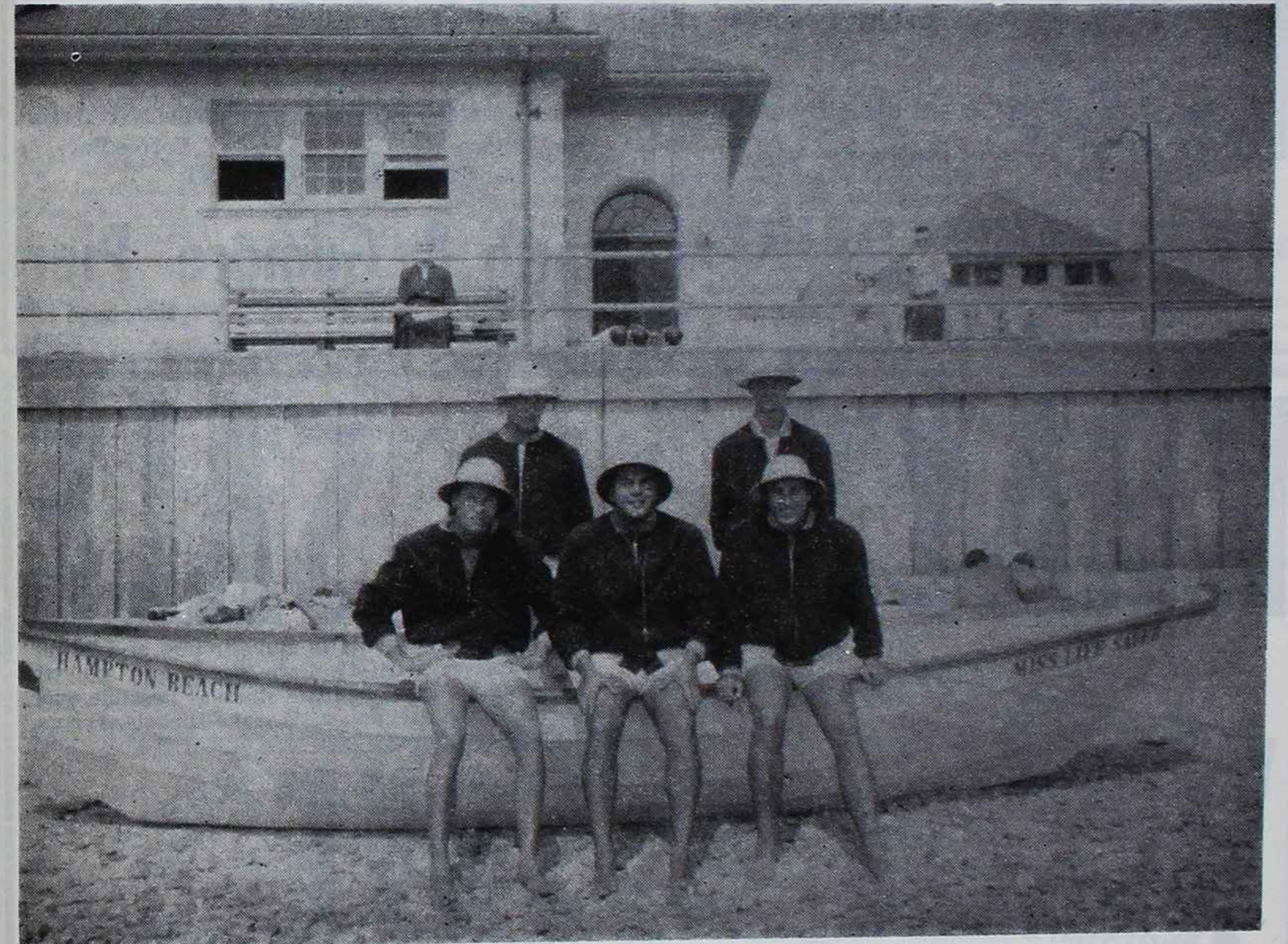


AT
PORTSMOUTH'S
LEADING
DEPARTMENT
STORE

Geo. B. FRENCH CO.
37 MARKET ST. PORTSMOUTH

The Beachcomber

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Gala August Festival Plans Underway