

# 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.

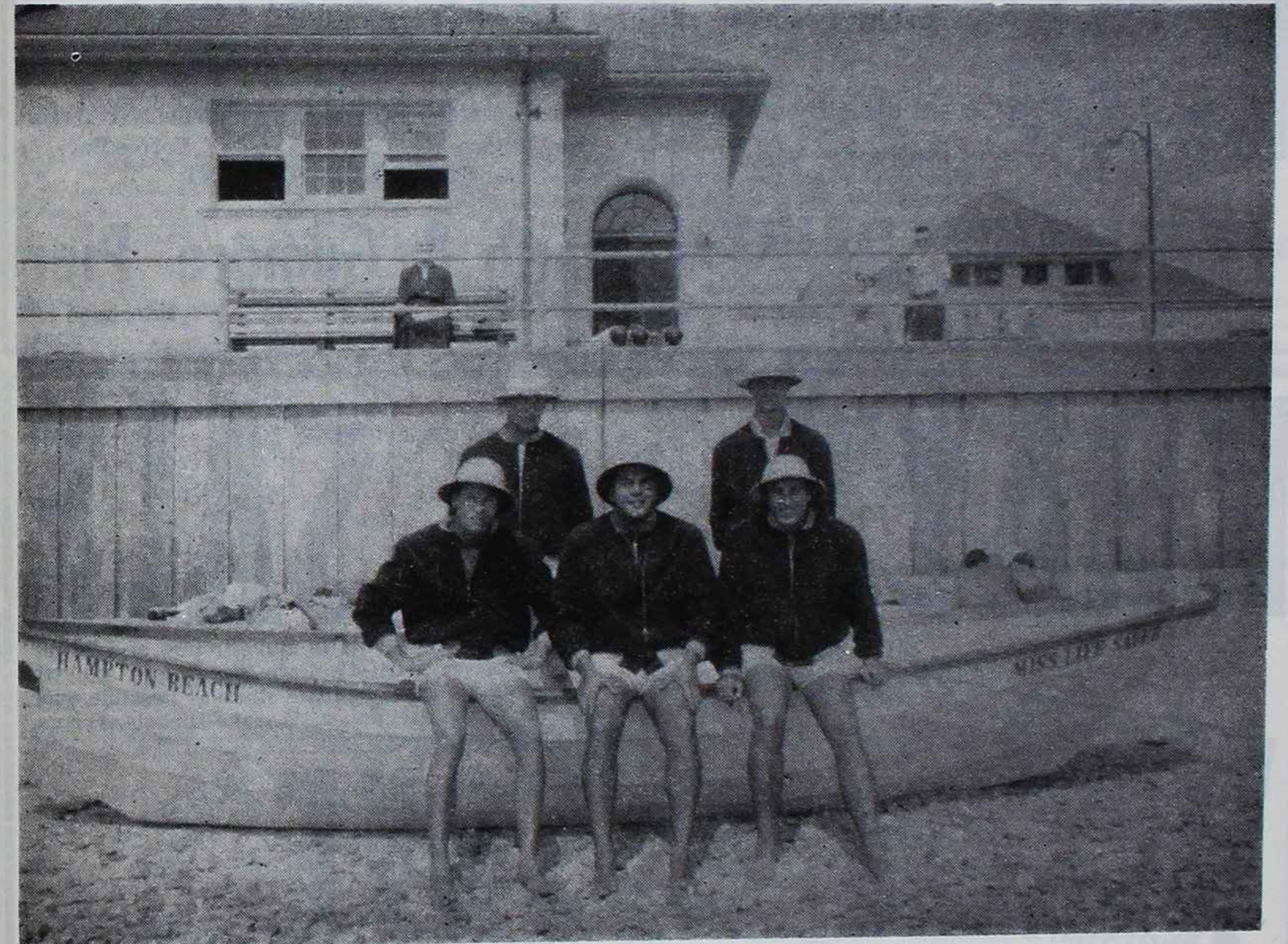


AT  
PORTSMOUTH'S  
LEADING  
DEPARTMENT  
STORE

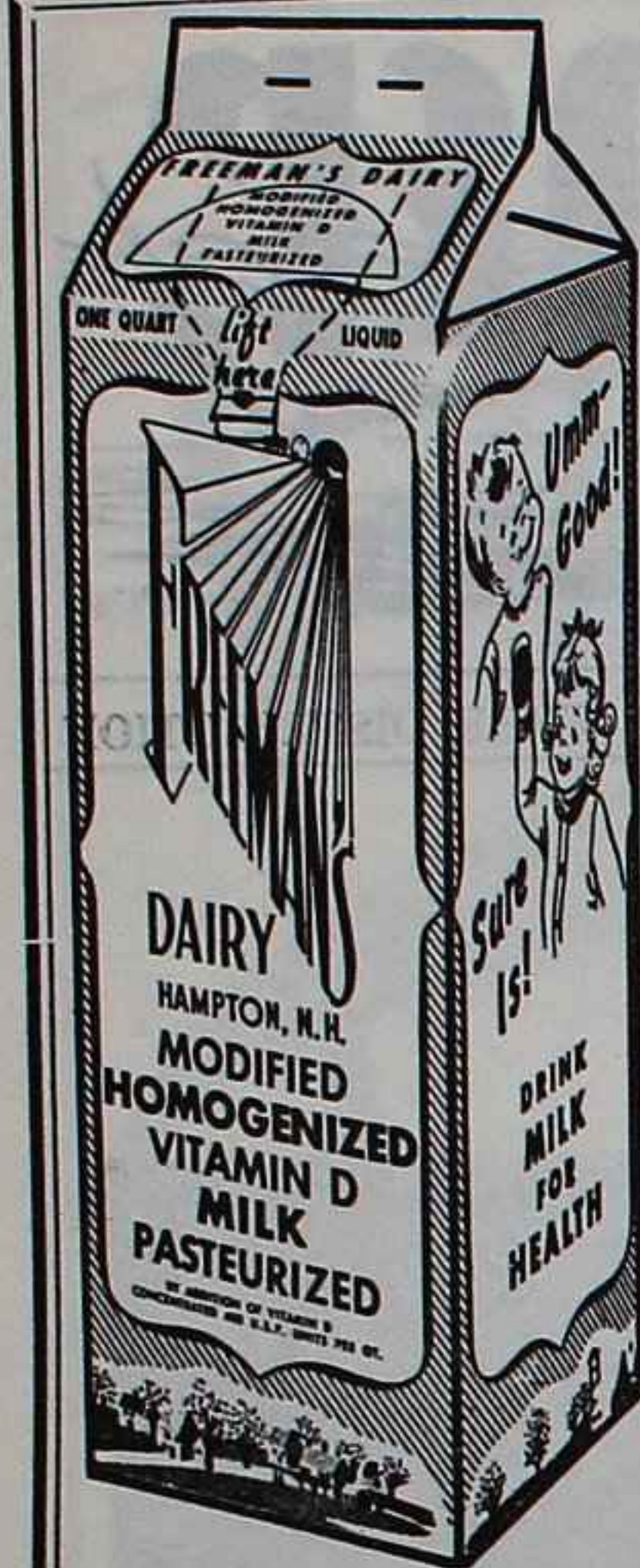
**Geo. B. FRENCH CO.**  
37 MARKET ST. PORTSMOUTH

# The Beachcomber

VOL. XXVII., NO. 4 Incorporating The Hampton Beach Advocate WEDNESDAY, JULY 21, 1954 FREE DISTRIBUTION



## Gala August Festival Plans Underway



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 504

# The BEACHCOMBER

VOL. XXVII., NO. 4

WEDNESDAY, JULY 21, 1954

FREE DISTRIBUTION

## Fishing, Photo Contests Feature August Festival

### Hampton Beach Lifeguards

#### Hang Up Envious Record

Since there hasn't been a drowning in 14 years, the lifeguard corps of Hampton can take justifiable pride in their record of public service.

This low fatality figure in itself is proof of the calibre of men patrolling the beaches and safe-  
**LIFEGUARDS**

(Continued on Page Eight)

### Outdoor Writers

#### At Beach Aug. 5

The New England Outdoor Writer's association will enjoy a day's outing at the beach as guests of the Chamber of Commerce on August 5.

Scheduled events include a tour of the beach, lobster stew at the firehouse, and a deep sea fishing excursion.

Many well-known newspapermen will attend and all the leading Boston newspapers will be represented. Among those accepting Hampton hospitality will be: Pat Hardy of the Boston Globe; Phil Coolidge of the N.B.C. television network; and Hal Lyman, publicity director of the magazine, "Water Sportsman."

### Bay Staters

#### Break Talent

#### Show Record

Two Haverhill teenagers tied for first place in the adult division of Monday night's Talent Parade each breaking the long standing record of audience applause of 36 seconds which a drummer, who later joined Gene Krupa's band, had formerly received.

For 42 seconds spectators applauded the performances of Paul Gosselin and his accordian playing of "Two Guitars" and "St. Louis Blues" and the singing of "Little Things Mean A Lot" by Ann Georgian. Because of the audience's inability to decide the winner, Bill Elliot declared a tie between the two talented contestants.

Equally competitive was the junior division of the contest and a re-count was necessary to determine the winner. Little Debbie Hebert, 5 of Lowell, Mass. sang and danced to the tune, "Donny Gal" to take first prize. A close

#### TALENT

(Continued on Page Four)

Because of the varied schedule of events and its promise of gaiety and pleasure, August can literally be termed "Festival Month" at Hampton Beach.

Among the highlights will be weekly awards for the best photo and for the largest edible fish excepting tuna. Weekly prizes consist of \$100 Savings bonds and a grand prize of \$200 cash will be given by the Chamber of Commerce in the final week of the contest, August 29.

Winning fishermen must use either rod and reel or a handline and must land their catch in the Hampton sea area. Although no age limit has been established and both men and women are equally welcome to enter, it is necessary first to have the fish weighed by the clerk at the State or Smith-Gilmore pier and then to file an application at the Chamber of Commerce office by 7:00 p.m. on the day of the award. Recognition of the smallest fish of the year and of the largest mackerel and flounder caught will also be made by contest officials.

Weekly winners are automatically eliminated from further contests until August 28, when everyone again becomes eligible.

Amateur photographers are provided with an excellent opportunity to display their skill in the photography contest. Only three

#### FESTIVAL

(Continued on Page Fourteen)

### Former Talent Winner Makes Godfrey Show

A former winner in the Hampton Beach Talent contest, Al Ross, 21, of Worcester, Mass., will obtain a wider audience when he appears on Arthur Godfrey's Talent Scout show Monday, July 26, at 8:30 p.m.

Al previously won first prize in the beach contest on June 28 by singing "Little Things Mean A Lot." Capturing the attention of scouts, he has been asked to attend rehearsals for the Monday night show, when he intends to do a repeat of his Hampton performance.

### Women Invade Old Salts Club

Evidence that membership in the Old Salts club isn't confined to males only and that women are equally proficient in the sport is apparent in the club's acceptance of the latest applicants, all women.

To establish her competence in fishing, Mrs. James L. Grimaldi of Springfield, Mass. caught a 15 lb. cod by handline. Mrs. Dorothy Drew of Somerville, Mass. and Johanna Stadlinden of Nashua also landed cods in qualifying as "Old Salts."

# KRAY'S REMOVAL SALE

Here are just a few examples of the bargains!  
Come early!

Reg. \$35.00 Cord  
**SUMMER SUITS**

\$26.99

Reg. 32.50  
**PALM BEACH SUITS**

\$24.99

Reg. \$49.50  
**SPRINGWEAVE SUITS**

\$35.99

Reg. \$50.00  
**CLIPPER CRAFT SUITS**

\$39.99

Reg. \$29.00  
**WOOL SPORT COATS**

\$17.99

Reg. \$26.50-\$29.98  
**Boys' Suits sizes 13-20**

\$12.99

Reg. \$18.98 Sizes 4-12  
**BOYS' SUITS**

• We're getting set to move to new and larger quarters at 47-49 State Street . . . and we want to move as little stock as possible over to our new home. So . . . to make it easier for us, we're clearing out!

# SAVE

20%

30%

40%

and more!

- EVERYTHING GOES IN EVERY DEPT.!
- SAVE ON FINEST QUALITY MEN'S WEAR!
- TREMENDOUS BUYS IN BOYS' CLOTHING!

# KRAY'S

9 Pleasant St.  
Newburyport  
Open Friday Until 9

Store for Men and Boys

### "That Fascinating Store"

Our 1954 Mid-Summer

## Dress Sale

\$10.95 Dresses	.....	\$7.54
\$12.95 Dresses	.....	\$8.54
\$14.95 Dresses	.....	\$9.54
\$17.95 Dresses	.....	\$11.54
\$24.95 Dresses	.....	\$16.54

## 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 D. G. has certain reputation for closing a certain place in Salisbury every night?  
How Sheila J. got to Salisbury the other day?

**AT  
Hampton Hardware**

**Waffle Irons  
Deep Fat Fryers  
Toasters  
Electric Irons**

**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

**Beach Youths  
Will Celebrate  
Ensign's Return**

A party which promises to be one of the largest and most successful of the season will take place Saturday, July 24, at Rye Beach, celebrating the return from active duty overseas of Ensign Robert Porter.

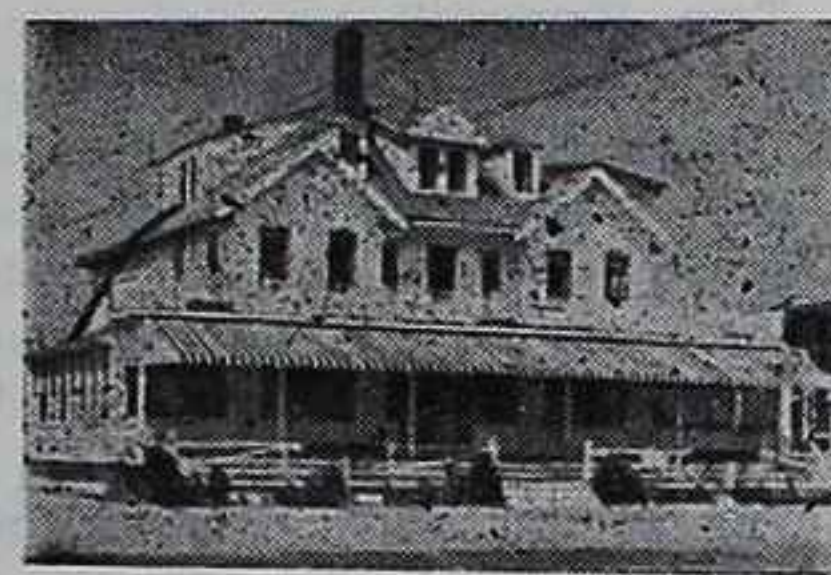
Among the invited guests are: Robert Hansen of Donovan & Fallon; Brian Scully of the Casino; Peter of Howard Johnson's; Joseph Madigan, Francis Haymens, and Dave Perault of the Promenade; Paul O'Brien, Robert Ross, and Larry Holdsworth from Playland; Rocky Deschemes, William McCormick, and John Slattery of Lea's; Jack Gillesie, Jack Pierce, Bill and Edward Kelly, William Gilligan, and James Day of Dunfeys; Ted Flaherty of Casino bowling alleys; Dave Hunt of the

**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.

Ashworth; Fred Morris of the Hillcrest; Paul Doherty of Lappen's; William Carr and Richard Anderson of Lindy's; Danny Sullivan, Al and Jim of the Standish; Phil McGowan, Jim Constantine of McGowan's; and Marty Fitzgerald of Weymouth, Mass.  
Guests needing transportation will meet behind the Chamber of Commerce office at 9:00 p.m.

**Talent —**  
(Continued from Page Three)  
second was Gale Rita Partington, 6, also of Lowell who danced to "Glow Worm." Placing third, James Foley, 12, of Newburyport

**THIS WEEK'S STAR GUEST AT THE  
HOTEL ALLEN  
Jack Carter  
Appearing at  
The Bowery**



Ruth Rogers and Bennie Hayden Stars at the Copa. OTHER GUESTS ARE: Miss Lorine Buescher, Miss Barbara McDougall, Mr. and Mrs. Yess Larauche, Mrs. Gilda Brosh, Mrs. P. Smith, Miss Janice Welcher, Miss Denise Joinville, Monyque Joinville, Mary Owsianko and nephew Walter Dulak, Mr. and Mrs. Edward L'antiqua, Misses Ruth and Helen Genis, Miss Paula Mangafisi, Miss Mary Savin, Mrs. M. Sullivan and Miss Helen Sullivan, Gladys Crook, Lucille Lefebvre, Misses Roy and Georgiana Stitt, Mr. and Mrs. John Smith, Mrs. B. R. Love and daughters Marion and Joyce, Mr. and Mrs. Arthur Damon.  
**THE HOTEL ALLEN PUBLIC DINING ROOM OPEN**  
8 A.M. — 11 A.M. OCEAN BOULEVARD 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!**

played "Make Love To Me" on his trumpet.

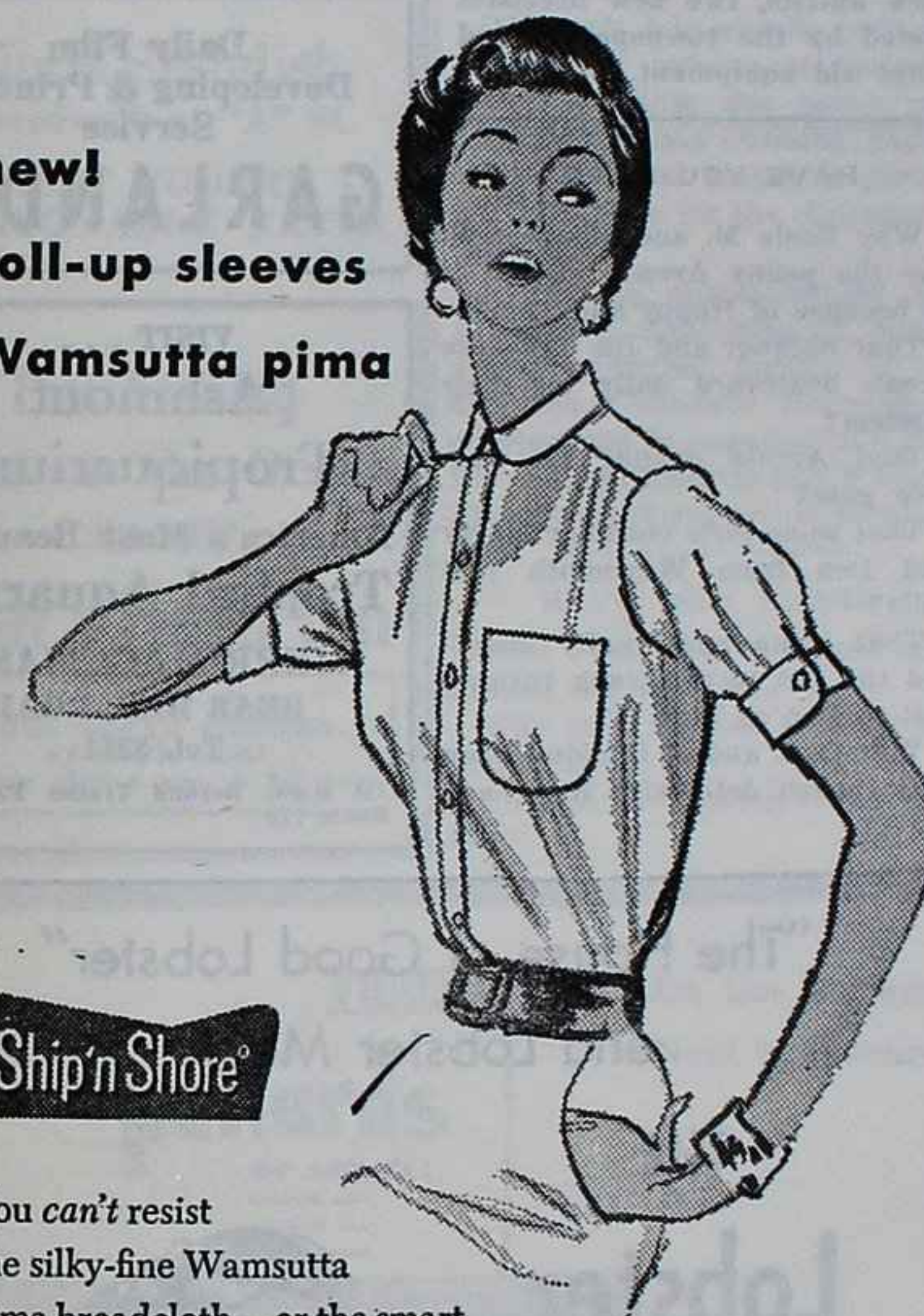
**THE BEACHCOMBER**  
Incorporating  
the Hampton Beach Advocate  
A Vacation Digest of all the news  
information for the summer visitors  
Published  
Wednesdays, June 24 to August 21  
By The  
**HAMPTON PUBLISHING COMPANY**  
Hampton New Hampshire  
For Advertising Rates in this Paper  
Telephone Hampton 555  
Communications and Items from  
readers are welcome at all times.

**ICE CUBES  
AT  
GARLAND'S**

**Whatever Your Summer Needs . . . .  
Shop at H. W. PRAY'S**

it's a **Ship'n Shore** blouse

**new!  
roll-up sleeves  
Wamsutta pima**



*ah to be  
young—  
and wear  
these new  
children's  
blouses!*

**Ship'n Shore**

**\$198 and  
\$250  
sizes 7 to 14**

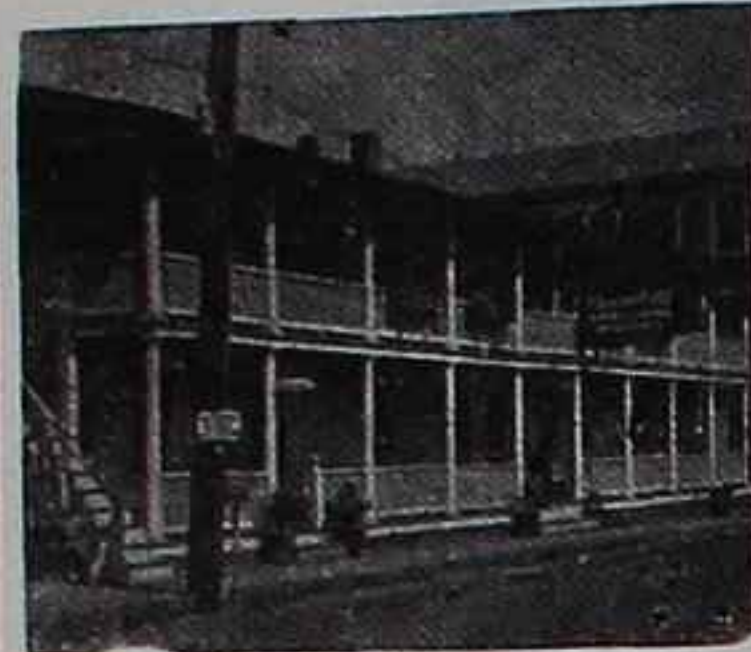


For the young set's summertime — fine-fitting, tiptop-tailored SHIP'N SHORE'S for playtime, parties, camp! Best combed cotton broadcloths, woven gingham, fine-yarn liny rayons... ever lovely, ever washable. Action backs 'n deep shirt tails... soft collars 'n tiny pearl buttons... pretty plackets 'n pockets. Come for three, four or more!

**H. W. PRAY CO.**  
**71 State Street Newburyport**

**HAVE YOU HEARD**  
Whether Alec is going steady with Sally?

**The Chesterfield Hotel**



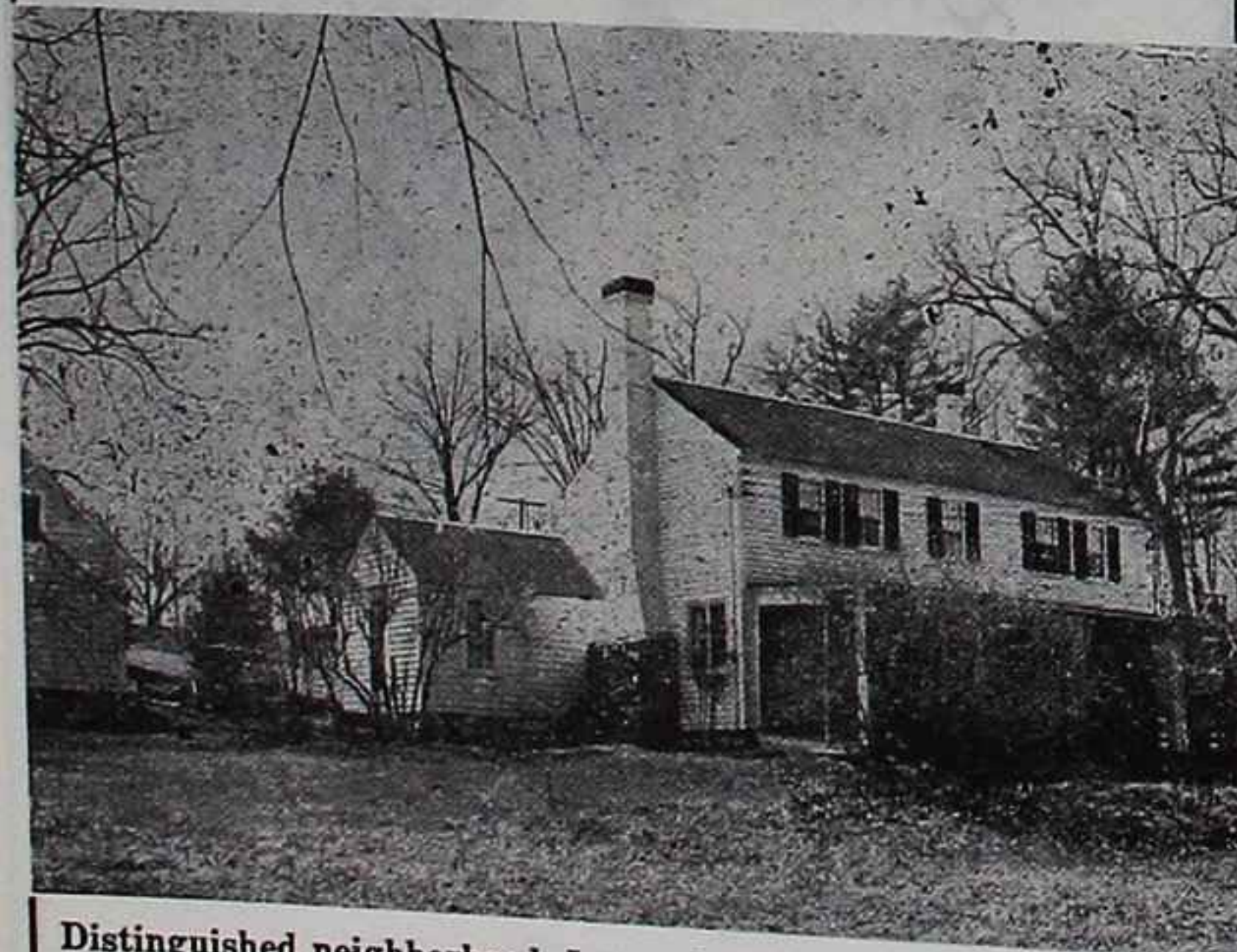
Mrs. Bertha Kelley, Prop.  
C STREET - TEL. 2504

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

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

**Beach Notes**

Mrs. Sally Fairbanks of 12th street has lost her pet parakeet. If anyone finds it, she would appreciate being notified.

Edward Moreschi of Somerville, Mass. is spending his vacation with his grandparents, Mr. and Mrs. Edward Culliton, at their cottage in North Beach.

The Catholic Women's Benevolent association of Jamaica Plain and Dorchester, Mass., enjoyed a day's outing at the beach and a banquet at the Ashworth hotel on July 11 with approximately 60 members attending.

**HAVE YOU HEARD**

About Friday night's beach party? If not, see Roger.

Why Joe Wright makes daily excursions to Salisbury?

**The Cover**

The "regulars" of Hampton Beach's fine Lifeguard crew are shown on the front cover of this week's Beachcomber.

Attired in their natty bright red jackets and white helmets for ease of identification on the crowded sands are front row, left to right, Matt Nastasia, Peter Sotos (captain), Jack McCarthy; rear Pete Smith and Jack LeBlanc.

The lifeguard unit was given a "new look" this year by the Board of Selectmen with their new outfits, two new lifeboats voted by the townspeople and first aid equipment.

**HAVE YOU HEARD**

Why Rosie M. and Maureen S. like the penny Arcade? Could it be because of Happy and Tom?

That Skinner and Joe Traverse Ocean boulevard daily on their tandem?

That Archie opened the pasture gate?

That some girls consider Marty and Don from Weymouth real dolls?

That some one finally identified the girl in the black bathing suit to Don as Barb S?

Why D. C. and G. P. didn't keep their beach date with R. S. and B. D.?

**LADIES' AID**

The Ladies' Aid of the Hampton Beach Community church met Tuesday evening, July 13, in church vestry.

Final plans were discussed for the food sale to be held Wednesday, July 21, along with other regular business.

**HAZEL'S**  
At Cozy Corner  
FRIED FRENCH  
CLAMS FRIED FRENCH  
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

**Beach Notes**

Vacationing at Waldron's Guest home on 18th street are: Mr. and Mrs. Edward Meehan of Lowell, Mass.; Mr. and Mrs. Robert Johnson of Toronto, Ontario; Mr. and Mrs. Henry Hartwell of Putnam, Conn.; Mr. and Mrs. C. Lee and their daughter, June, of Stamford, Conn.; and Mr. and Mrs. Charbonneau of Fitchburg, Mass.

Miss Mary Culliton is visiting her parents for two weeks at their beach cottage on Ocean boulevard.

**Hotel Standish**  
Boardwalk at "A" St.

MOST MODERN  
REASONABLE RATES

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.

**HAVE YOU HEARD**

About the boys at the penny arcade?

That the lifeguards are B. J.'s secret delight?

That Dick F. is having girl trouble?

That dark, handsome man who

listens to the band concerts every night is a woman-hater?

**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

"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

**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

On the Boulevard  
Next to Howard Johnson's



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.

HAVE YOU HEARD  
Why Bill is called Bobo?

**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

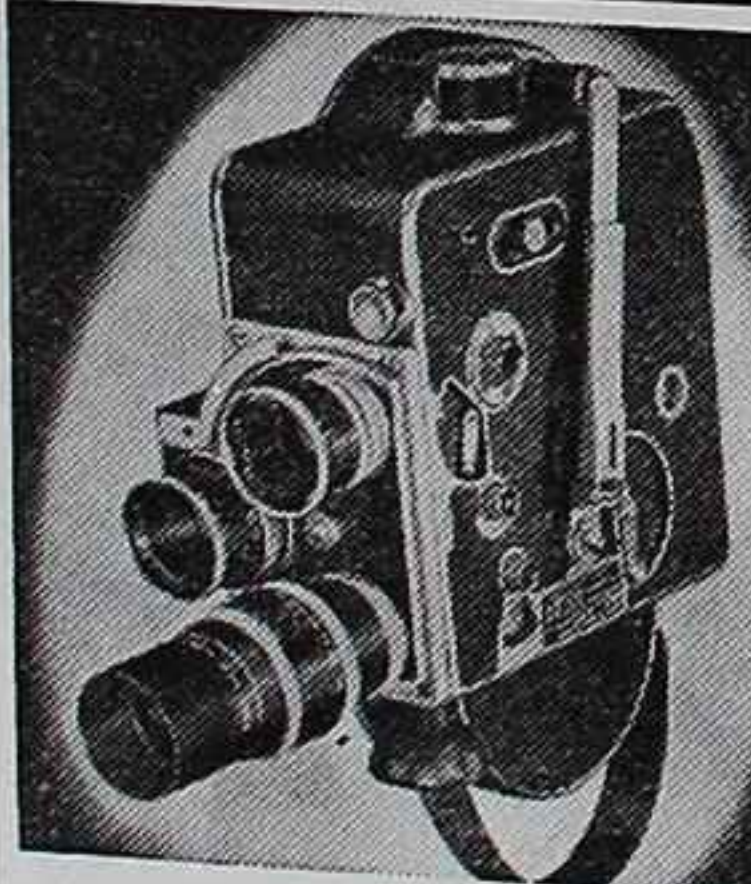
88 Fleet St.

Portsmouth

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



LEICA from 132.



BOLEX H-16  
\$269.50

Franchised Dealers For

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

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

The Seacoast's Most Complete Photographic Store

## Lifeguards -

(Continued from Page Three)

guarding lives the, nucleus of which is shown on this week's Beachcomber cover.

Acting as head lifeguard for the fifth consecutive year is Pete Sotos, 29, of Brighton, Mass. Pete attended the University of New Hampshire where he was a member of Kappa Sigma fraternity and later served in the U. S. Navy on the ship, the U.S.S. Caperton. He possesses the distinction of

having served in every major naval campaign, 14 in all, during World War II.

A total of six first-year guards have been added to the beach force this season. Included among these are: Horace Lyons, 21, of Rochester who was only recently released from the Army and is planning to enter UNH in the fall; Matthew Nastasia, 19, of Lawrence, Mass., a pre-med. student at St. Michael's college; Dan Quinlan, 25, of No. Andover, Mass. who is employed as a guard on weekends only; John LeBlanc, 20, of Haverhill, Mass. who joins the armed forces in September; Pete Smith, 18, of Exeter and a Kimball-Union student; and James Liston, 17, of Lowell, Mass., a senior at Lowell High school.

Returning for another year of service are: John McCarthy, 21, of Lowell who is studying business administration at Boston college; Gil Ross, 20, of Rochester in his third year as weekend lifeguard; and Wilfred Fortin, 19, Manchester, a sophomore pre-

### LIFEGUARDS

(Continued on Page Nine)

**Dr. L. B. Winkler**  
DENTIST

570 Lafayette Road  
1-5 Mile above Lamie's  
Hampton Center Tel. 2368

HAVE YOU HEARD  
That Jean has a tan?

**MAY 31** *22nd*  
**THRU**  
**JULY 31**

**ROCKingham**

**RACING DAILY**  
Post time 2 p.m.  
DAILY DOUBLE CLOSING 1:45

ADMISSION GRANDSTAND \$1  
CLUBHOUSE \$2

No Minors Admitted  
No-Conditioned Clubhouse and Grandstand Dining Room

HAVE YOU HEARD  
About Cy B. and Barbara L. Y.?

**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

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

**POLAROID FILMS**  
at  
**GARLAND'S**

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

## Beach Notes

Mr. and Mrs. J. A. Roberts; Joanne, Edward, and Ryan Roberts; and Pierre Desjardins of Montreal, Canada visited the home of Charles de Nichols on Marsh avenue for a week.

## Lifeguards -

(Continued from Page Eight)

med. student at St. Anselm's college.

To make their task of providing the maximum protection easier the corps have received new equipment, first-aid kits, and boats this year.

Each lifeguard acts not only in saving lives but also in the capacity of beach policeman, enforcing various ordinances which exist for the public's safety and comfort. Only controlled ball playing is allowed; intoxicating beverages are strictly prohibited; and both animals and bicycles are barred when the beach is inhabited. Anyone who violates beach regula-

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

tions is liable to prosecution by law.

However, the lifeguards like to issue the reminder that their foremost wish is a safe and happy summer for vacationists and they will gladly offer any help or advice needed. At Hampton man can rely on one good friend, the lifeguard.

HAVE YOU HEARD  
That Nancy C. made a big hit with Bim?

## 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!

## Lobster Supper

JULY 23, 5 - 7 P.M.

Adults \$1.25 Children 75c

Fellowship Hall

Middle St. Baptist Church

PORTSMOUTH

Formerly Historic Pierce Manion  
Served by Anne Judson Fellowship

## KENNEDY'S RESTAURANT

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

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-queued chicken today!

A full line of quality meats and groceries at popular prices

Plenty of Parking for Shoppers

## DUDLEY'S THE LARGEST RESOR DEPARTMENT STORE

Visit Our  
Bargain Basement

A COMPLETE LINE OF  
BEACH SHOES FOR THE  
WHOLE FAMILY \$1.75 up

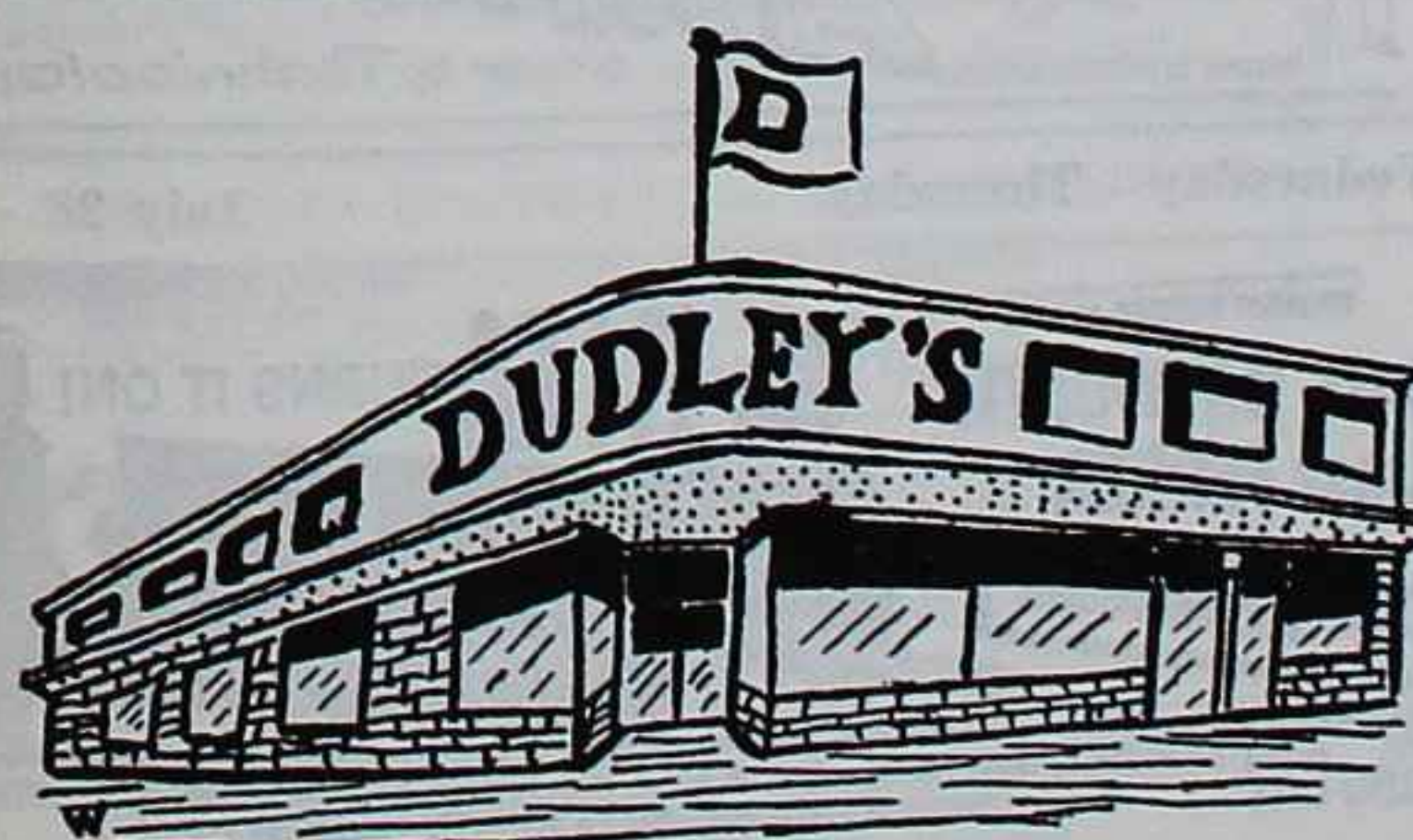
featuring  
*Jantzen*

The Largest Selection  
Of DRESSES On The  
Beach

\$5.95  
UP

Sizes 7 - 20  
14 1/2 - 24 1/2

Dressy Dresses  
to Sunbacks



Ocean Boulevard at C Street

For Real Estate See Dudley's

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

**Former Beach Lensman In Mts.**  
 George Hagopian, widely known publicist-photographer of Newburyport, Mass., was recently named public relations director

by the Bethlehem Resort association, Bethlehem, N. H. He was formerly employed the beach Chamber of Commerce as a photographer and public work and was well known in beach area.

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

Wednesday - Saturday July 21-24

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



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

Sunday, Monday, Tuesday July 25-26-27

**THRILLING and TERRIFIC!**

M-G-M presents  
**"MEN OF THE FIGHTING LADY"**

STARRING  
**VAN JOHNSON**  
**WALTER PIDGEON - LOUIS CALHERN**  
**DEWEY MARTIN - KEENAN WYNN - FRANK LOVEJOY**


IN EXCITING COLOR

Starts Wednesday July 28

**MARTIN & LEWIS**  
**"Living It Up"**

Wednesday - Saturday July 21-24

ALFRED HITCHCOCK'S  
**"dial M for Murder"**



FROM WARNER BROS. IN 3 DIMENSION · WARNERCOLOR  
 STARRING  
**RAY MILLAND · GRACE KELLY · ROBERT CUMMINGS**  
 WITH JOHN WILLIAMS · FREDERICK KNOTT who wrote the International Stage Success · DIRECTED BY ALFRED HITCHCOCK  
 MUSIC COMPOSED AND CONDUCTED BY DINAH TOMLINSON

Sunday - Tuesday July 25-27

**GREGORY PECK** pulls the Comedy Surprise of the year...as  
**MARK TWAIN'S**  
**"Man With A Million"**



Released thru UNITED ARTISTS In Color By Technicolor

Wednesday - Thursday July 28-29

COLUMBIA PICTURES presents  
**RITA HAYWORTH**  
**JOSE FERRER**  
**RITA TURNS IT ON!**  
**Miss Sadie Thompson**



with **ALDO RAY**  
 Screen Play by HARRY KLEINER · Based on a story by W. SOMERSET MAUGHAM · A JERRY WALD PRODUCTION  
 Directed by CURTIS BERNHARDT · A BECKWORTH CORPORATION PICTURE.

Coming! "MAGNIFICENT OBSESSION"

**HAVE YOU HEARD**  
 That Jerry K. and Barb S. often go to Boar's Head to throw rocks? That Terry B. is available at the carpet golf course?

**FOR SALE**  
**12-ft Rowboat - \$65**  
 New last year, excellent condition. Carl C. Bragg, 24 Mill road, Hampton.

**PORT**  
 NEWBURYPORT 2287A  
 \* AIR CONDITIONED!  
 \* FREE PARKING!  
 \* CINEMASCOPE!  
 \* STEREOPHONIC SOUND!

Now Showing Ends Saturday  
**BURT LANCASTER**  
**IN APACHE**  
 IN COLOR BY Technicolor  
**JEAN PETERS**  
 co-hit  
 Tab Hunter-Dawn Addams in  
**"Return to Treasure Island"**

Sun. - Tues. July 25-27  
 Gregory Peck in  
**"MAN WITH A MILLION"**  
 plus  
**"Capt. Kidd and the Slave Girl"**  
 With Eva Gabor in color

Wed. - Sat. July 28-31  
 In CinemaScope  
 Stereophonic Sound and Color  
**"RING OF FEAR"**  
 Clyde Beatty - Mickey Spillane  
 Pat O'Brien  
 Special Kiddie Show Every Tuesday  
 Feature - Comedy - Cartoons  
 Doors Open at 1:15  
 Show Starts 2 p.m.

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

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

Sunday, Monday, Tuesday July 25-26-27  
**ALEC GUINNESS — YVONNE DE CARLO**  
**"CAPTAIN'S PARADISE"**  
 2nd Hit — **VAN HEFLIN — WANDA HENDRIX**  
**"THE GOLDEN MASK"**

Coming Wednesday thru Saturday July 28-29-30-31  
**ROD CAMERON — JOANNE DRU**  
**"SOUTHWEST PASSAGE"**  
 2nd Hit — **WENDELL COREY — MARGARET LOCKWOOD**  
**"LAUGHING ANNE"**

**MANCHESTER MAN DIES AT BEACH**  
 A sudden death at the beach occurred when Morris O'Connor, 46, of Manchester suffered a severe asthma attack and died of coronary thrombosis on July 17. He was the manager of McQuade's Clothing store in Manchester and is survived by a wife and four children.

**HAVE YOU HEARD**  
 That Rance St. C. is on the move? That R. asked C. to a certain party much to somebody's disappointment? About R. E. and J. K.'s experience last week?

THE HOME OF HITS  
**STRAND**  
 NEWBURYPORT  
 Now Ends Saturday  
 The one and only  
**DANNY KAYE**

**"Knock on Wood"**  
 Sunday thru Tuesday  
 The show for all from 6 to 6  
 Cecil B. DeMille's

**"Greatest Show On Earth"**  
 plus  
**"The Final Twist"**  
 Starting Next Wednesday

**ALAN LADD** with JOAN TETZEL  
**HELL BELOW ZERO**

**"Wimpy" Latest Beach Attraction**

Newest addition to the beach is a life-size Wimpy, which is usually stationed on a bench in front of the Cavalier Coffee shop on Ocean boulevard.

Wimpy was constructed by Howard Woodward from papier-mache and took an entire year to build. Closely resembling the comic strip Wimpy, he even clutches a hamburger in his hand.

Many vacationists have done a double-take when it appears that Wimpy has spoken to them. Actually Woody has a strategically placed microphone which he uses to startle passers-by.

On her recent stay at the Hotel Allen, immediately adjacent to the coffee shop, Frances Langford was momentarily speechless when Wimpy loudly admired her attributes and vocally complimented her.

Besides furnishing fun and laughter, he has attracted many customers and provided valuable

publicity. Without a doubt Wimpy is here to stay.

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

Open Nightly-Dusk to Midnite

Wed. thru Sat. July 21-24  
**"RIDING SHOTGUN"**  
 Randolph Scott-Wayne Morris

plus  
**"FIGHTER ATTACK"**  
 Sterling Hayden - Joy Page

Sun. Monday July 25-26

**"DANGEROUS MISSION"**  
 Victor Mature-Piper Laurie

plus  
**"BRANDED"**

Tues. - Thurs. July 27-29

**"PETER PAN"**  
 plus  
**"GERALDINE"**

**IOKA** DIAL 2222  
 Theatre EXETER

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

Mitzi Gaynor  
 Keefe Brasselle  
**"The Young Texans"**  
 (In Technicolor)  
 Thurs., Fri., Sat. July 22-24  
 Robert Stack - Ursula Theiss  
**"The Iron Glove"**

**KIDDIE SHOW**  
 Every Saturday at 1:15 P. M.  
 Robert Paige in  
**"Red Stallion"**  
 Plus Our Regular Program

Walt Disney's  
 Tru-Life Adventure  
**"The Living Desert"**  
 (In Technicolor)  
 Sun. thru Wed. July 25-28

**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**

Pins and Needles Shop  
Formerly the Remnant Shop  
104 Congress Street  
PORTSMOUTH 3794  
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 LUNCHES 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**  
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 - 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  
Dawdle in  
Denim  
Separates  
Elegance  
plus  
Economy

Ocean Boulevard at No. Shore Hotel  
HAMPTON PHONE 69

**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

**JULY CLEARANCE**

Men's Sport Shirts and Swim Trunks	<b>33 1/3</b>	% OFF REG. PRICE
Men's Dress Slacks	<b>50%</b>	OFF REG. PRICE
Men's Sport Coats	<b>35%</b>	OFF REG. PRICE
LADIES' Values to \$4.00	MEN'S Values to \$12.00	
Play Shoes \$2.49	Dress Shoes \$6.99	
LADIES' Values to \$5.00	MEN'S Reduced	
Loafers \$2.99	Jackets 35%	

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

**HAVE YOU HEARD**  
That Joe O. came from Florida to see Doodie but no one knows the results?

**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  
MISS RUTH SAKOVICH  
Manager

**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

**Festival —**  
(Continued from Page Three)

different prints in black and white may be entered in one contest and the subject must originate from Hampton but again any individual is free to enter. Judging will be based on pertinence, clarity, and originality.

On September 2, the Miss Hampton Beach contest will climax the weekly contests, although the same rules apply for all. Regulations specify that the contestants must not be married or professional models, and the minimum age level is set at 16. Timing of the audience applause determines the winner, who is then disqualified as a future entrant until the final one on Sept. 2. However, those not winning may compete any number of times.

What distinguishes the weekly beauty contests from others of similar nature is the varying attire which the girls must wear.

**WORDS or Just Being Human**  
by Brad Anderson **THOUGHTS**

JUST LIKE MOTHER USED TO MAKE, DEAR



BUT LET'S FACE IT...

Mom was a lousy cook, too



Those competing for the title, Miss Personality, will wear cotton or sun-back dresses in contrast to the evening or cocktail gowns of Miss Glamour Girl. Likewise Miss Sunshine and Miss Nymph will wear outfits appropriate to their category.

In addition to these many competitive events, fireworks, band concerts and talent shows will continue at the regularly scheduled times. Water ski shows will also be conducted under the direction of Larry Scott each Sunday in August. The prediction is an August, memorable for fun, laughter, and festivity.

**HAVE YOU HEARD**  
That Barbara C. and Mike M. are back together again this year?  
That Teddy F. is fast losing ground with his doll?  
That Bill and Bud are the best

fishermen on the beach, though they don't catch any

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

**YARNS**  
The **Dan-Allen Shop**  
HAND MADE GIFTS  
Atlantic Ave. No. Hampton  
Yarns for Stoles  
Argyles - Plaids - Blooms  
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  
60c  
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**



18-20 PLEASANT ST. — NEWBURYPORT, MASS.

**Bucks Work Harder When Taken to Lincoln's at Dollar Day Time!**

3-6x SHIRTS and **Dungarees**  
Regular \$1.69  
**1.00**  
Shirt Matches  
Dungaree Cuffs

Navy blue denim boxer waist dungarees, cuffs lined with red/white percale or plisse. Matching checked shirt.

TYPE 128 MUSLIN **Pillow Cases**  
49c if 1sts  
**3 for 1.00**  
Fully Bleached  
42" x 38" Size

Slight irregulars, will not affect wearing qualities. Heavy duty. White.

40-QT. ROUND **Waste Basket**  
Regular \$1.49  
**1.00**  
All metal construction.  
21" high.

Ideal for kitchen. Baked enamel finish. Red, green, blue, white, yellow or black.

PRINT PLASTIC **Drapes**  
**2 pr. for 1.00**  
Regular 79c ea. pr.

For camps - cottages - motels - homes.  
3 Styles — "Modern Stripe," "Basket" and "Leaf". Panels 18" x 81" each with center valances. Full color range.

1-3, 3-8 SHORT SLEEVE **Polo Shirts**  
Regular \$1.00  
**2 for 1.00**  
Great Savings! Washable - Attractive

Sizes 1 to 3 have button shoulders, sizes 3 to 8 have crew necks. Solids and stripes.

Sensational Savings **Women's Panties**  
Values to 39c  
**5 pr. 1.00**

A wide selection of styles  
2-bar tricot Hollywood briefs, mesh and circular knit rayons. Sizes 5, 6, 7. White, pastels.

24 x 36, 24 x 39 PIECED **Cotton Rugs**  
Values to \$2.00  
Special! **1.00**

Fringed on both ends.  
Non-skid back  
Smart, colorful design in assorted bedroom and bathroom colors. Choice of sizes.

63" and 72" RAYON **Tailoreds**  
\$1.79 if 1sts  
**1.00**

82" wide overall. 1 1/4" double stitched side hems, 5" bottom hem. Eggshell. Slight irregulars. 81" length 1.17.

BOYS' 100% NYLON **Sport Shirts**  
Regular \$1.79  
**1.00**  
Easy to Wash! Dries Fast! No Ironing!

Cool puckerette weave. Colorful prints or solid colors of white, blue, tan, maize or green. 6 to 16.

MEN'S "DELMAR" **Underwear**  
**2 for 1.00**  
All 69c Values  
All First Quality

Sanforized gripper boxer stripe broadcloth shorts . . . 30-44 white T-shirts . . . S-M-L. Knit briefs . . . 30-44. Athletic shirts . . . 36-46.

OVAL RUBBER **Utility Mats**  
24" x 36"  
Regular \$1.19  
**1.00**  
Non-Skid. Completely Washable.

Use in a dozen places. Smart design in red, green, blue or gray.

16 x 27 TURKISH **Guest Towels**  
SPECIAL!  
**4 for 1.00**  
Solids in Pastels or Deep Tones

Smart cam border. Some slight irregulars. Famous Cannon quality. Assorted colors.

BOYS' VARSITY **Jackets**  
Regular \$5.98  
**3.00**  
Stripe Knit Inserts on Shoulder and Bottom

Sturdy rayon and pima cotton, rayon lining. Zipper front. 2 pockets, button cuffs. Red or gray.

Men's 100% NYLON **Sport Shirts**  
**2 for 3.00**  
Regular \$1.98

Small Puckerette. No Ironing. Fast drying! Cool short sleeves. Solid colors of blue, green, tan, gray or yellow. Sizes S, M, and L.

12-QT. ROUND **Waste Basket**  
Regular 49c ea.  
**3 for 1.00**

Straight Sided for Bedroom or Bathroom

Colorful pansy design in soft pastels of rose, blue or yellow.

EXTRA LARGE **Bath Towels**  
**2 for 1.00**  
22" x 44" — Solid Color

Fluffy, absorbent Cannon towels. Smart cam border. Peach, yellow, aqua, blue or green. Slight Irregs.

OPEN FRIDAY NIGHTS UNTIL 9 P. M.

Saturday 9:30 - 5:30



AT  
PORTSMOUTH'S  
LEADING  
DEPARTMENT  
STORE



# Week-End Wonderfuls For Your Summer Wardrobe!



## Jerseys

Short Sleeve or Sleeveless Styles

\$1.95 to \$2.95

## Dresses

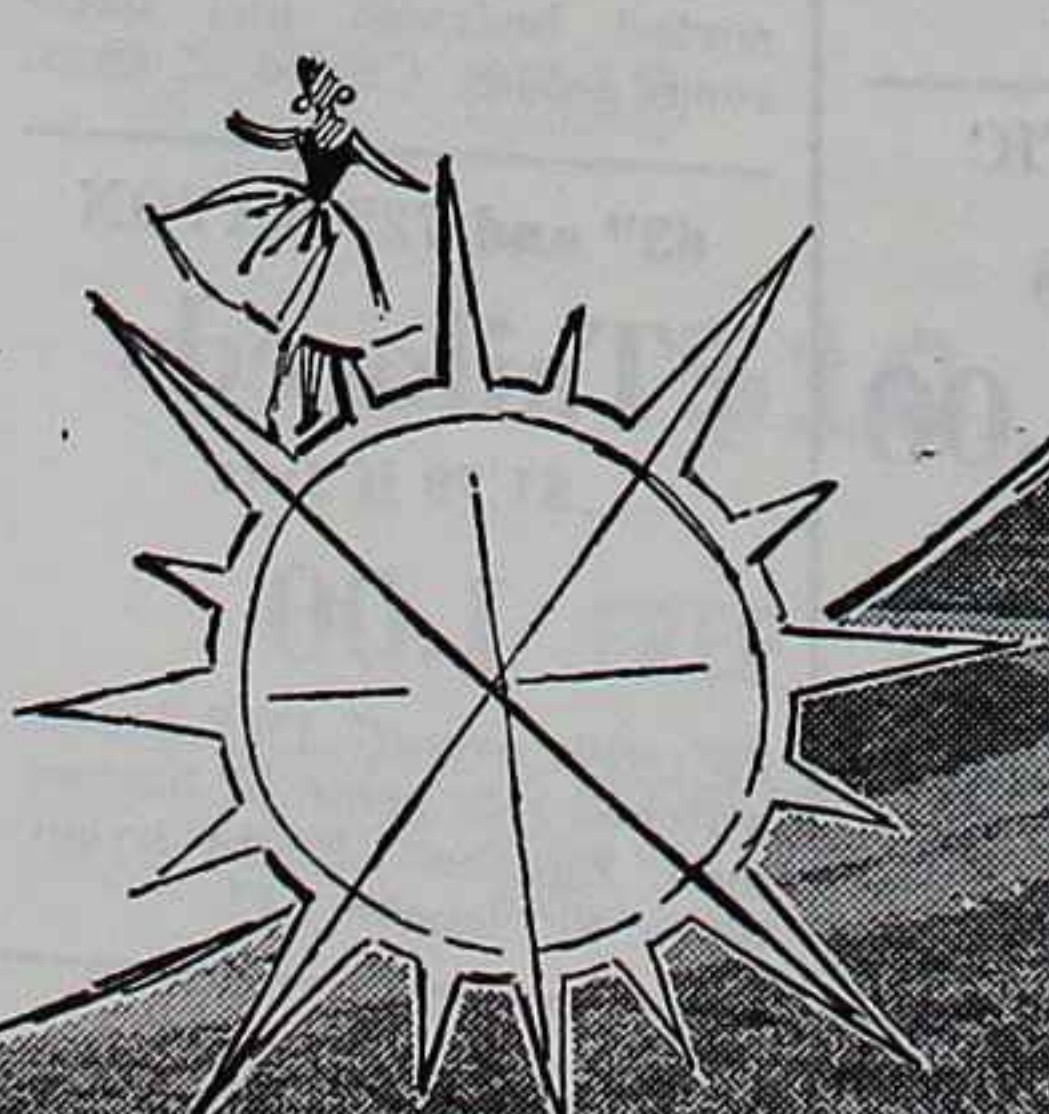
Cotton Casuals  
in a wide range  
of summer colors

\$8.95 to \$19.95

## Skirts

Semi Flare or Pleated Styles  
Poplin, Denim, Corded Cotton,  
Cotton Prints. Plain and Assorted Colors

\$3.95 - \$6.95



**Geo. B. FRENCH Co.**  
37 MARKET STREET  
PORTSMOUTH, N. H.

# The Beachcomber

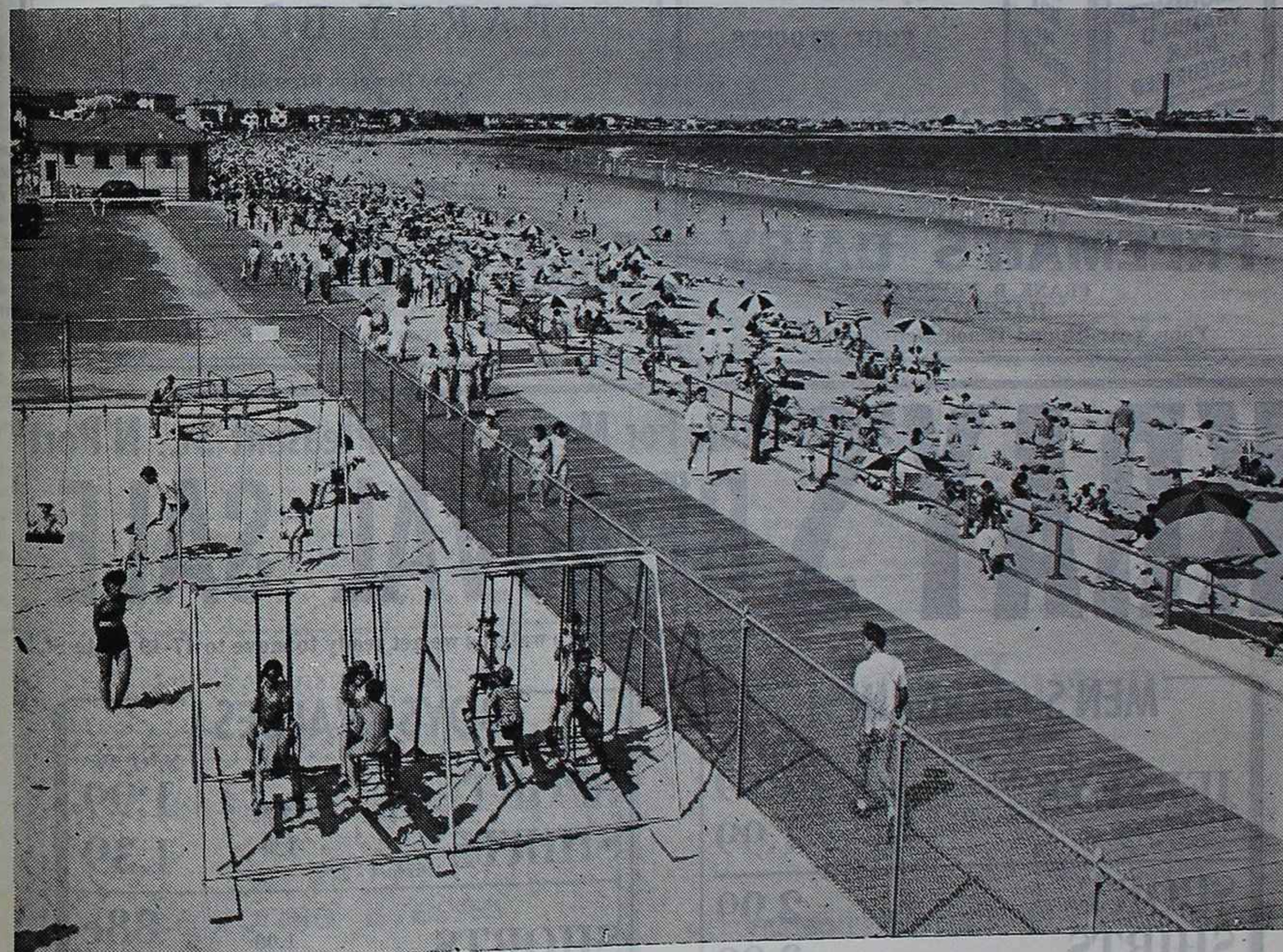


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WEDNESDAY, JULY 28, 1954

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## Beauty Contests Start Next Week