

At Portsmouth's Leading Department Store

# All Bathing Suits REDUCED



### Women's & Misses

Wide range of colors and latest styles

WERE	NOW
12.95	9.95
15.95	10.95
19.95	14.95

Get them now while there's plenty of hot weather fun still coming!

### Tots & Teens

Styles, colors and sizes to fit most any taste and age!

SIZES	WERE	NOW
3-6x	5.95	4.50
	6.95	5.00
7 - 14	4.95	3.95
	5.95	4.50
Teens	7.95	6.00
	12.95	9.50

Others reduced accordingly

## Martex Towels

Just right for beach or home use.

### Bath Size

Reg. 1.25 22" x 44"

79c

Reg. 1.00 22" x 44"

69c

### Guest Size

Reg. 89c value

59c



\* Slight Irregulars

BLUE, GRAY, YELLOW, AQUA, AND HUNTER GREEN COLORS

### Martex Face Cloths

Reg. 35c values Now 24c

Many Matching Choices Available

### Cotton Jerseys

Short sleeve and sleeveless cotton jerseys that usually sell for \$4.95

only 1.69

# Geo. B. FRENCH CO.

37 MARKET ST.

PORTSMOUTH

# The Beachcomber



VOL. XXVII., NO. 6

Incorporating The Hampton Beach Advocate

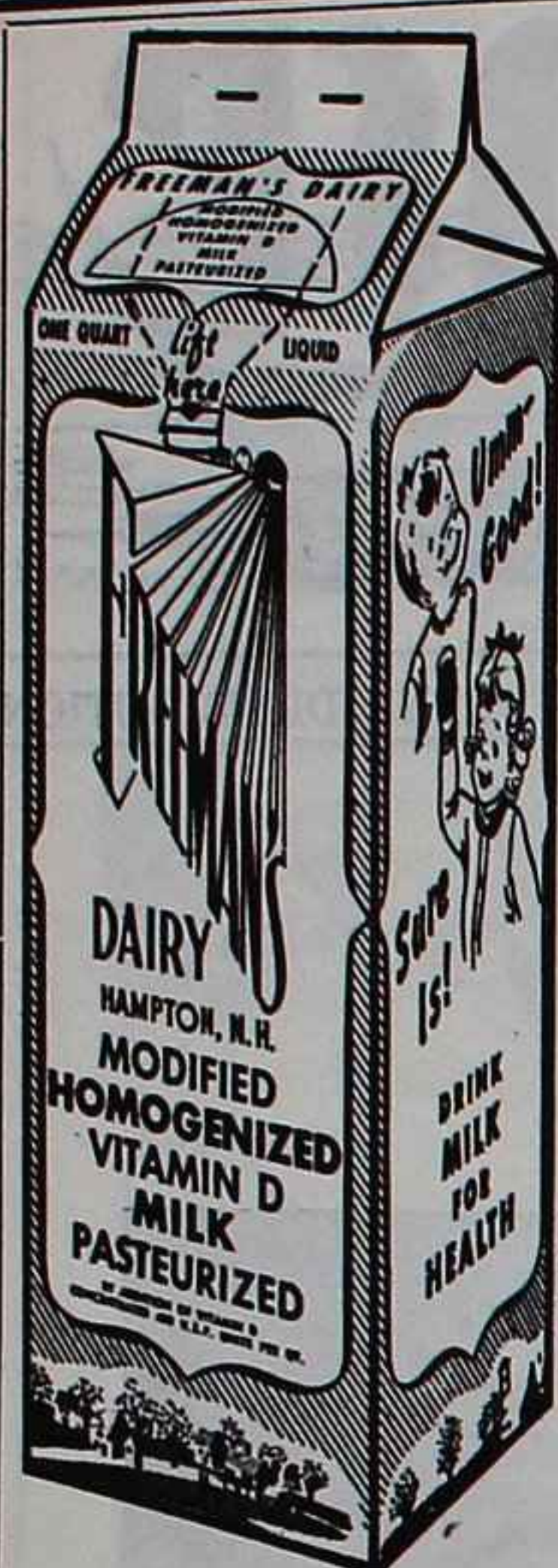
WEDNESDAY, AUGUST 4, 1954

FREE DISTRIBUTION



## August Festival Program 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 Store Famous For Quality and Values

**KRAY'S WOMEN'S STORE** 11 PLEASANT ST. NEWBURYPORT

Presents An **EXPANSION SALE**

**Thurs., Fri., Sat. — August 5 — 6 — 7**

In the near future we will take over the store now being vacated by Kray's Men's Store. This move will allow us a greater floor area, on one floor, eliminating our mezzanine and basement, for the convenience of our thousands of patrons.

BLOUSES	Reg. 3.98	NOW \$2.00
BLOUSES	Reg. 5.98	NOW \$3.00
BATHING SUITS	Reg. 3.98-5.98	NOW \$3.00
BATHING SUITS	Reg. 7.98	NOW \$5.00

TO MAKE ROOM FOR OUR NEW FALL APPAREL WE ARE SACRIFICING OUR ENTIRE STOCK

**SAVE UP TO 50%**

On High Grade  
Suits - Dresses  
Coats - Toppers  
Coats - Toppers

JERSEYS	Reg. 1.98	NOW \$1.00
JERSEYS	Reg. 2.98	NOW \$1.50
SHORTS	Reg. 1.98	NOW \$1.00

RUSH TO THIS SALE FOR GREAT SAVINGS!

**"Miss Personality" To Be Chosen Tomorrow**

**Electrical Storm Saturday Keeps Police Dept. Busy**

Usually you have to get arrested to really see the police department in action but there are exceptions. Here is what happened during the very severe electrical storm last Saturday night. The Chief was on duty at the desk and Officer Eastman was there too. The storm started with a bang. In a few minutes the lights failed. Officer Eastman then went down to the basement and in a few minutes had the auxiliary power going. Hallstones pelted against the windows, the wires outside swayed and the storm seemed much worse in that small police station since it is unsheltered by trees and buildings.

**Moving Along**

Cong. Chester Merrow has notified the Beachcomber that the House of Representatives passed the omnibus rivers and harbors bill Monday, July 26.

The measure contains authorization for the expenditure of \$952,000 for the Portsmouth harbor and Piscataque river project and \$140,000 for erosion control at Hampton Beach.

The bill now goes to the Senate where Sen. Styles Bridges has assured local officials of favorable action.

**State Winner Invited To Enter Beach Contest**

Recently chosen Miss New Hampshire, lovely Mae Allen of Epping has been invited by the Chamber of Commerce to take part in the August festivities at the beach.

If she accepts the invitation she will participate either in the actual Miss Hampton Beach contest or the coronation ceremonies.

Beach officials generally agree that Miss Allen, a blue eyed blonde, will be an added attraction to an already full slate of entertainment.

Next the phone started to ring, a call came from the Esso station in Hampton saying that a large tree had fallen across the road at Whittier Corner.

Officer Ring who was on duty at the center called on the two way radio about rerouting traffic which had become very congested. The Chief called Sergeant Marston and sent Officer Eastman and Officer Noyes to help reroute traffic. Northbound cars were sent

**POLICE**  
(Continued on Page Seven)

It is not too late for those wishing to participate in the fun and frolic of Festival month here at Hampton to enter the many and varied activities which are being sponsored by the Chamber of Commerce for vacationists' pleasure.

Deadline for entries in the first weekly photography contest is 5:00 p.m. on August 6. Judging will be based on clarity, pertinence, and originality and the awards of \$100 saving bonds will be made by Bill Elliot from the bandstand the next evening.

Only a few requirements exist in entering this contest. Although the competition is open to anyone, the photo must be recent and the subject must originate at Hampton. Each contestant is limited to three prints, in black and white only, in the number he submits.

All winning entries become the property of the Chamber of Commerce and may then be used for publicity without further consent of the owner. Entry blanks are available at the Chamber of Commerce office or in the Recreational Handbook, which is distributed at all beach business places.

These weekly photo contests provide amateur photographers with an excellent opportunity to display their skill, since the prize selections will later be displayed to the public view on the stand

**FESTIVAL**  
(Continued on Page Fourteen)

**Bay State Man Dies Suddenly At Beach Home**

Daniel J. Casey, 60, of 5 Upland avenue, Haverhill, Mass.; owner of the D. J. Casey Paper company, civic leader and sportsman, died suddenly on July 30 at his summer home, 125 North Shore boulevard, Hampton Beach, of a heart attack.

Mr. Casey resided for many summers at Hampton Beach and was well known among beach inhabitants for his interest in amateur baseball teams.

He is survived by his wife, the former M. Bernice Walsh; a daughter, Margaret, and three brothers, Thomas F., William, and John P. Casey.

**Water Ski Club Acquires Boat**

The Hampton Ski Gulls, only ocean water ski club now in existence in America is on a sound financial basis reports president Larry Scott.

In addition to funds allocated by the Hampton Beach Chamber of Commerce, many sums have been donated by enthusiasts of the sport. Membership fees also

**CLUB**  
(Continued on Page Six)

"That Fascinating Store"

Annual Mid-Summer  
**CLEARANCE**  
of  
Dresses - Sportswear  
Summer Suits - Blouses  
Millinery - Coats - Jewelry

— All Sales Final —

**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**  
 About "Joe the Walrus" from Arlington, dating "Hildegard the Porpoise" daily in front of the Ashworth?

**AT Hampton Hardware**

•  
•  
**Clothes Drying Racks**  
•  
•

**Hampton Hardware**  
 Corner of High Street and Lafayette Road

**Outdoor Writers Guests of C of C For Beach Tour**

About forty members of the New England Outdoor Writers' association yesterday enjoyed a day's outing at the beach as guests of the Chamber of Commerce with tours of the beach, lobster stew at the firehouse, and deep sea fishing trips among the events of the day.

Various members of the Chamber of Commerce acted as guides and displayed the various recreational activities existing for vacationists at Hampton.

Many photography editors present made use of the opportunity to photograph many of the interesting landmarks and scenery of Hampton.

Various guests included: representatives from leading Boston newspapers, the Post, Traveler, Herald, and Globe; Phil Coolidge of the NBC television network; and Hal Lyman, publicity director of the magazine, "Water Sportsman."

**HAVE YOU HEARD**

Why the girls adore Trailways?  
 That Margaret S. is as light as six feathers when she dances at the Casino?  
 That little "Gene" is banking his shillings from baby sitting to go over to see his "three little lassies" from Banyon?

**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

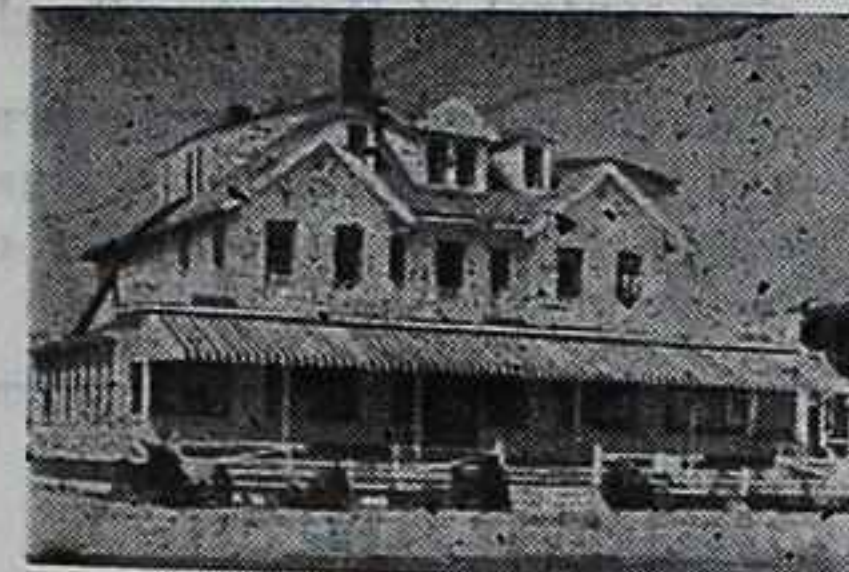
**LADIES' AID**

The Ladies' Aid of the Hampton Beach Community church met Tuesday evening, July 26. Mrs. Edith Ibbotson, chairman of the food sale, which was held on Wednesday, July 21, reported that it was a very successful sale in spite of the rain. It was also decided to hold the annual Fair and supper on Thursday, August 19. There were two guests from Canada in attendance who enjoyed the fellowship extended them.

**HAVE YOU HEARD**

That Bob has discovered a new source of beautiful girls but hasn't had any success so far?  
 That Sally C. isn't writing to David M. anymore?

**THIS WEEK'S STAR GUEST AT THE**



**HOTEL ALLEN**  
**Kitty Kallen**  
 Appearing at The Bowery

Mr. Granoff and son Jonath. OTHER GUESTS ARE: Miss Irene Johnson, Mr. and Mrs. Gaston Michard, Mr. and Mrs. Dranfield, Mr. and Mrs. Charles Main, Mr. and Mrs. V. Brost, Mr. and Mrs. Fred Russell and son Mike, Mr. and Mrs. C. S. Wakefield and daughter Alice, Connie Bartone, Mrs. Frank DeMaio, Mrs. Grace Vencis and daughter, Mr. and Mrs. Hunter, Mr. and Mrs. Moriarty, Mr. and Mrs. H. Seely, Miss Edith Keizer, Miss Wainers, Mr. and Mrs. MacIntosh, Mr. and Mrs. Eckstein, Mr. and Mrs. Frank Sawin, Phemie DeDoris Imnes, Mrs. N. R. Whitthall and daughter Nancy, Mr. and Mrs. Smatic, Mrs. Thomas Cronin, Mrs. P. Trungik and son Paul.  
**THE HOTEL ALLEN PUBLIC DINING ROOM OPEN**  
 8 A.M. — 11 A.M. OCEAN BOULEVARD 5 P.M. — 8 P.M.

**HAVE YOU HEARD**  
 About Diane and Billy Burdick

**THE BEACHCOMBER**  
 Incorporating the Hampton Beach Advocate  
 A Vacation Digest of all the best information for the summer visitor  
 Published  
 Wednesdays, June 24 to August 2  
 By The  
**HAMPTON PUBLISHING COMPANY**  
 Hampton New Hampshire  
 For Advertising Rates in this Paper Telephone Hampton 556  
 Communications and Items from readers are welcome at all times

**Five Barbers "C" STREET**

OPEN DAILY 8 am - 7 pm  
 We speak French  
 Arthur Goudreau

**-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!**



It's never too late in the season for colorful cottons — or an extra swim suit.

Better hurry on in and choose yours from this Reduced Collection.

Dresses	7.00 - 11.00	Shorts	1.00 - 2.29
Blouses	2.00	Jerseys	1.39 - 2.55
Skirts	2.00 - 3.33	Fancy Pants	2.00 - 3.33

**Bathing Suits**

13 <sup>00</sup>	10 <sup>00</sup>	6 <sup>00</sup>	5 <sup>00</sup>	3 <sup>88</sup>
------------------	------------------	-----------------	-----------------	-----------------

**H. W. PRAY CO.**

71 State Street

Newburyport

HAVE YOU HEARD  
The rumor that Pat and little Al are married?

### The Chesterfield Hotel



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

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

### The Cover

This week's Beachcomber cover features something a little different which might be titled "Contemplation." Spotty, a small Beagle belonging to Peter Carey of Hampton, pauses at North Beach to study the Selectmen's order that the beach area is strictly "off bounds" to canine vacationists. It's things like this that are responsible for the complaint of leading "a dog's life" says Spotty.

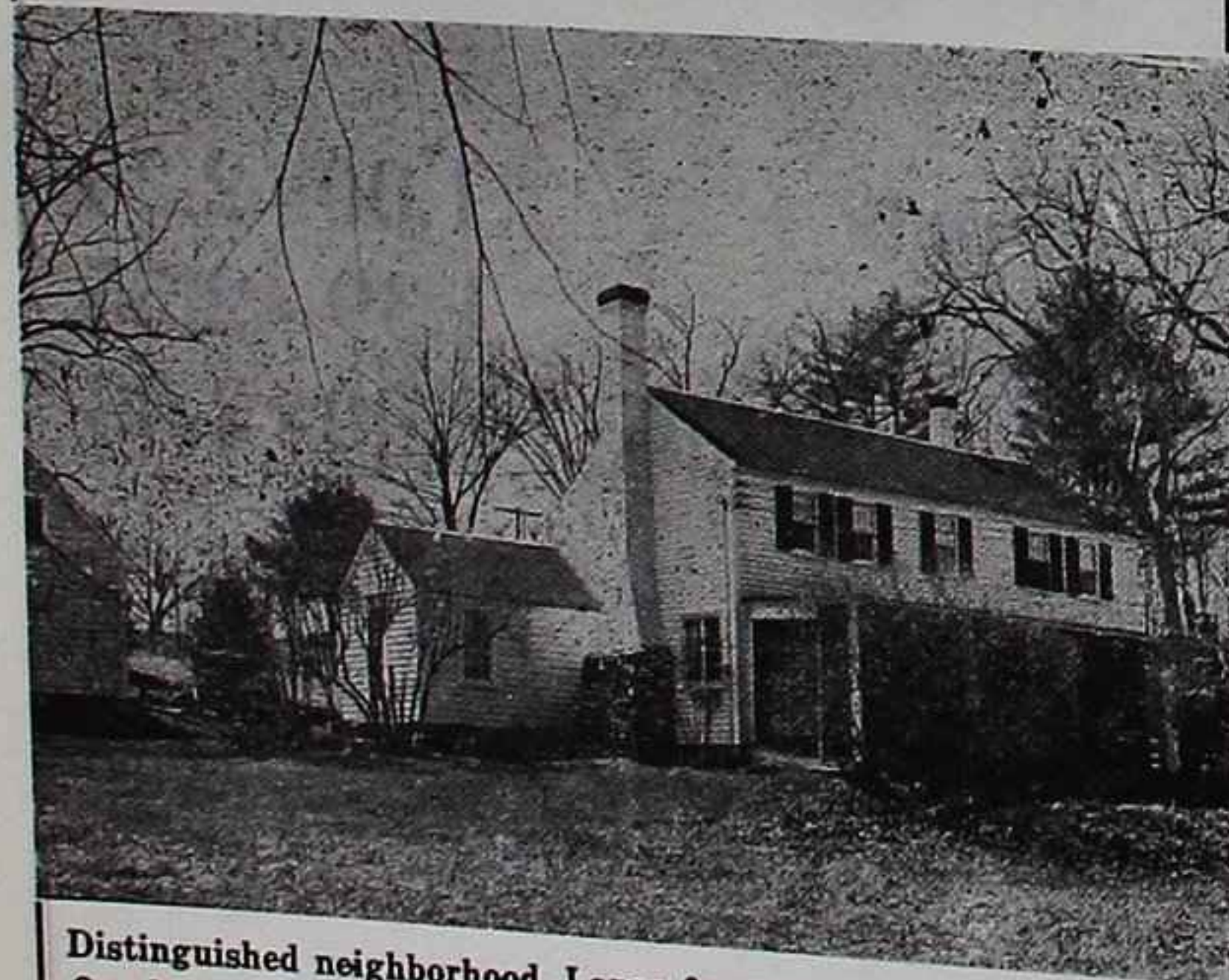
### HAVE YOU HEARD

Why Donnie E. frequents the Corner Store so regularly? That Joan of the Surf has won the title of Man-hater of the Year?

## 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

### 'Quake Causes Little Damage - Much Excitement

A loud noise like an explosion and earth tremors caused much excitement and curiosity on the beach last Thursday at 4:00 p.m. Fire alarms and a deluge of inquiries caused the Hampton Police department to investigate. Since phone calls to Portsmouth and surrounding towns failed to establish the origin, Chief Malek contacted the Harvard Observatory which classified the mysterious explosion as a earthquake of moderate velocity affecting this local area. Although dishes were shattered, no serious damage occurred as a result of the unusual event.

### Club -

(Continued from Page Three)  
have been collected from the 50 club members. A boat, purchased with club money, is in the process of construction by Smith's of Amesbury to add to the 25 horse power Evinrude motor which was acquired from Filley's Marine Mart in North Hampton. All equipment will be used — the forthcoming water shows on August 15, 22, and 29.

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

HAZEL'S  
At Cozy Corner  
Featuring  
Corn on the Cob

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 watch

— Visitors Welcome At —

**Smith & Gilmore Fishing Pier**  
Hampton Beach, N. H. (at the Bridge)  
TELEPHONE HAMPTON 424

### HAVE YOU HEARD

What Casino waitress has a tall glass of prune juice every other morning in the Dogcart? That the Lone Ranger is working at the Renwod? Why Dacey tries to get the waitresses in the icebox? That Ed M. and Brenda have learned about vitamin E. That Joe yells out orders so loud that the restaurant next door puts up the orders? That John's french fries are coming out better?

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

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

ICE CUBES  
AT  
GARLAND'S

### Boar's Head Civic Group To Meet

The Great Boar's Head Civic association will hold a meeting on Sunday, August 8 at 3 p.m. at which time plans will be made for the annual meeting to be held on August 29. A good attendance of members and property owners are needed to help these plans. You will note that the time has been changed to 3 p.m.

### Police -

up Towle avenue to High street and then back to the Lafayette road. Southbound traffic was able to continue as usual. The fire alarm box 92 was rung in. Officer Ring called stating that there appeared to be a short circuit which caused the alarm to be rung in. The Chief called Exeter Power company by radio to say that all electricity was out in Hampton. Exeter then replied by radio saying that they had sent a crew down. The Chief called Homer Johnson to get a crew to remove the tree. Officer Ring called by radio and reported that a crew had arrived. Lighting struck the transformer back of Colonial Block resulting in power failure below the

Casino. Fire alarm box 13 was rung in and the fire truck rushed by. Lightning had struck a Television antenna and demolished a television set but did not set fire. All this happened between 5:38 p.m. and 7:51 p.m. On the police log after the report of the storm happenings was written by Chief

Malek "miraculously no one was injured". To the observer it seems that the phone was constantly ringing and the two way radio was very active. Most people hate to answer the phone during an electrical storm but to the Chief it was all in a days work.

## Marsh Avenue LAUNDERETTE

Roland and Doris Bragg, Proprietors  
PLENTY OF FREE PARKING  
Foot of N Street — Tel. 858  
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

Next to Howard Johnson's  
On the Boulevard

Fashion Find For  
Fall!

corduroy  
blazers  
7.99

These come in black, red,  
green, camel. Sizes 10 - 18.

wool flannel  
blazers

10.99

100% wool flannel in white,  
red, royal, green and char-  
coal. Sizes 10 - 18.

Our Big  
Bathing Suits  
Drastically  
Reduced!

Regular	NOW
7.98 - 10.98	6.99
12.98 - 15.98	9.99
16.98 - 25.00	12.99

HAVE YOU HEARD  
That Tony I. needs a girl?

**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.

### Comedian Scores Second Win On Talent Parade

Another full slate of talented contestants appeared on the bandstand in Monday night's Talent Parade with a previous first prize winner in the adult division returning to again capture first place.

Comedian Roger Olson, 35, of North Grafton, Mass., scored spontaneous applause of the audience in his hill billy version of

the song "Lucky Old Sun" and equally well received was his juvenile rendition of "Chocolate Ice Cream Cone."

Although it was more difficult for the audience to select the second place winner because of the exceptional performances of all the contestants, Mary Ellen Gately, 16, of Watertown, Mass., proved to be the favorite with her accordion playing of "Lady of Spain."

In the junior division Roland Poirier, 13, of Gardner, Mass., placed first with the intricate foot work of his tap dancing to "Istanbul." Richard Cummings, 6, of 184 Princeton St., North Chelmsford, Mass., won second prize with his song, "Walking My Baby Back Home." Finishing third was Mary Jane Turcott, 10, of Manchester who sang "Oh, My Papa."

This year contestants have also been rewarded for their participation and sportsmanship with boxes of candy kisses donated by the Casino candy owners.

In the final contest of the year on August 30, all first place winners have been invited to return for a repeat performance and then winners for the season will be selected on the basis of audience approval. Since competition has been especially keen, the finals should be one of the highlights of August Festival Month.

HAVE YOU HEARD  
That Carol S. had her hair cut!

**OLD BOOKS**  
Second Hand Books  
**Ring's Island Bookshop**  
7 - 2nd St. Newburyport, Mass.  
Rings Island is directly across the Merrimack from Newburyport.

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

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

**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.

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

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

The Seacoast's Most Complete Photographic Store

Summer Special  
All Leather  
Gadget Bags  
\$9.95

## 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

HAVE YOU HEARD  
That Alice K. misses Billy K.

**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

### State Park Is Proving Popular Beach Attraction

Many more visitors to Hampton have made use of the Hampton Beach State Park and its facilities this season than ever before reports the supervisor, John Peterson.

However, he maintains that since there is ample parking space for 1500 cars and since the bathhouses can accommodate 4000 people, a capacity crowd is rarely reached except on holiday weekends.

The State Park offers bathers thirty acres of sandy beach and an equally wide expanse of salt water which is at all times under the observance of three life guards.

Other recreational facilities for visitors' enjoyment are snack bars, tennis court, shuffleboard courts, and a children's playground. There is a spacious observation deck equipped with chairs and sun umbrellas for relaxation and music is broadcasted over loud speakers.

Mr. Peterson states that is an ideal location for family picnics and excursions, since there is ample room for privacy and yet they can still enjoy swimming and sun bathing.

### Bus Service To Canada Includes Daily Schedule

Latest special transportation services to be secured for convenience of Canadian vacationists are the Boston and Maine buses, which make daily trips direct from Montreal and Quebec to Hampton Beach in about 10 hours with return trips also.

Because of the great influx of Canadian tourists to this beach and the consequent need of a more satisfactory and direct means of transportation, Jackie's Travel Agency together with the cooperation of the Boston and Maine Bus Co., furthered the travel facilities of the beach.

Since the new services have been put into progress, an average of 100 Canadian visitors ar-

rive here daily with approximately two or three hundred entering on busy weekends.

### 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

### 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

## DUDLEY'S

THE LARGEST RESORT DEPARTMENT STORE

featuring

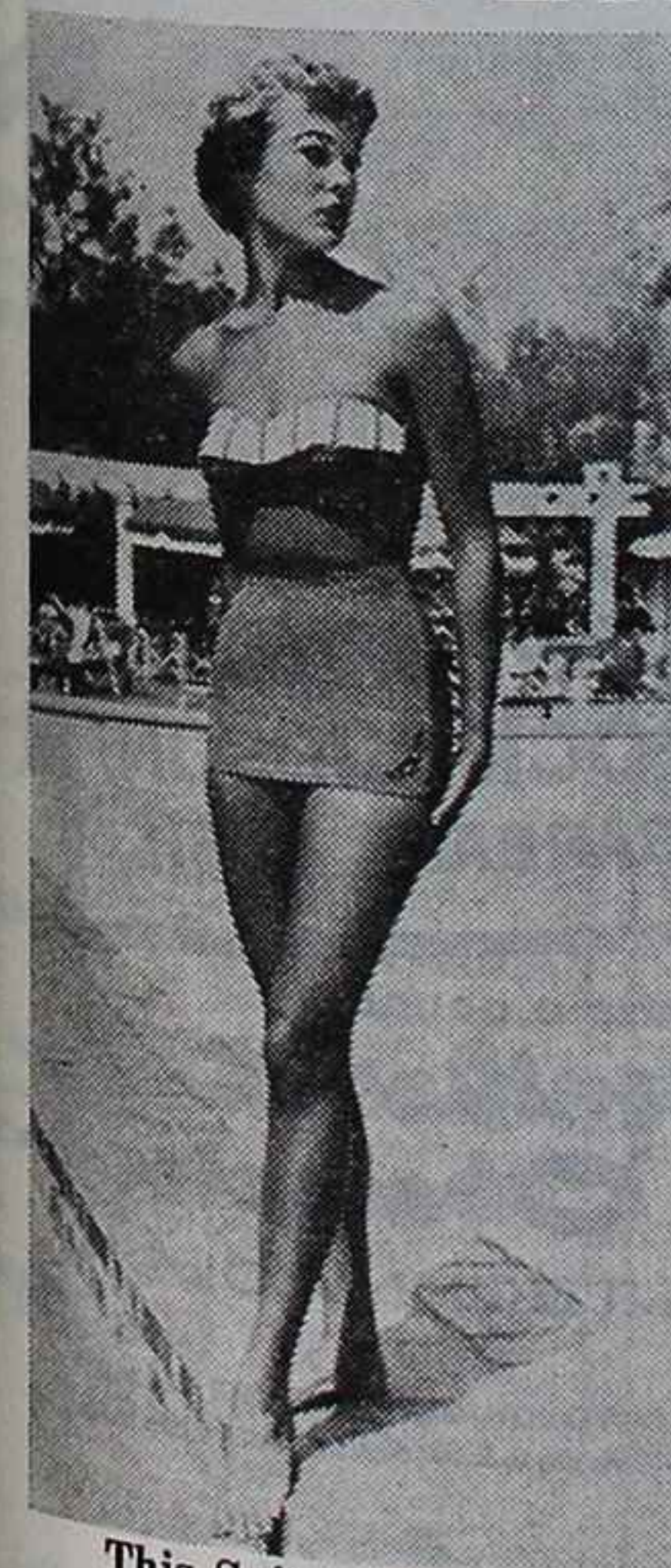


The Largest Selection of Dresses  
on the Beach

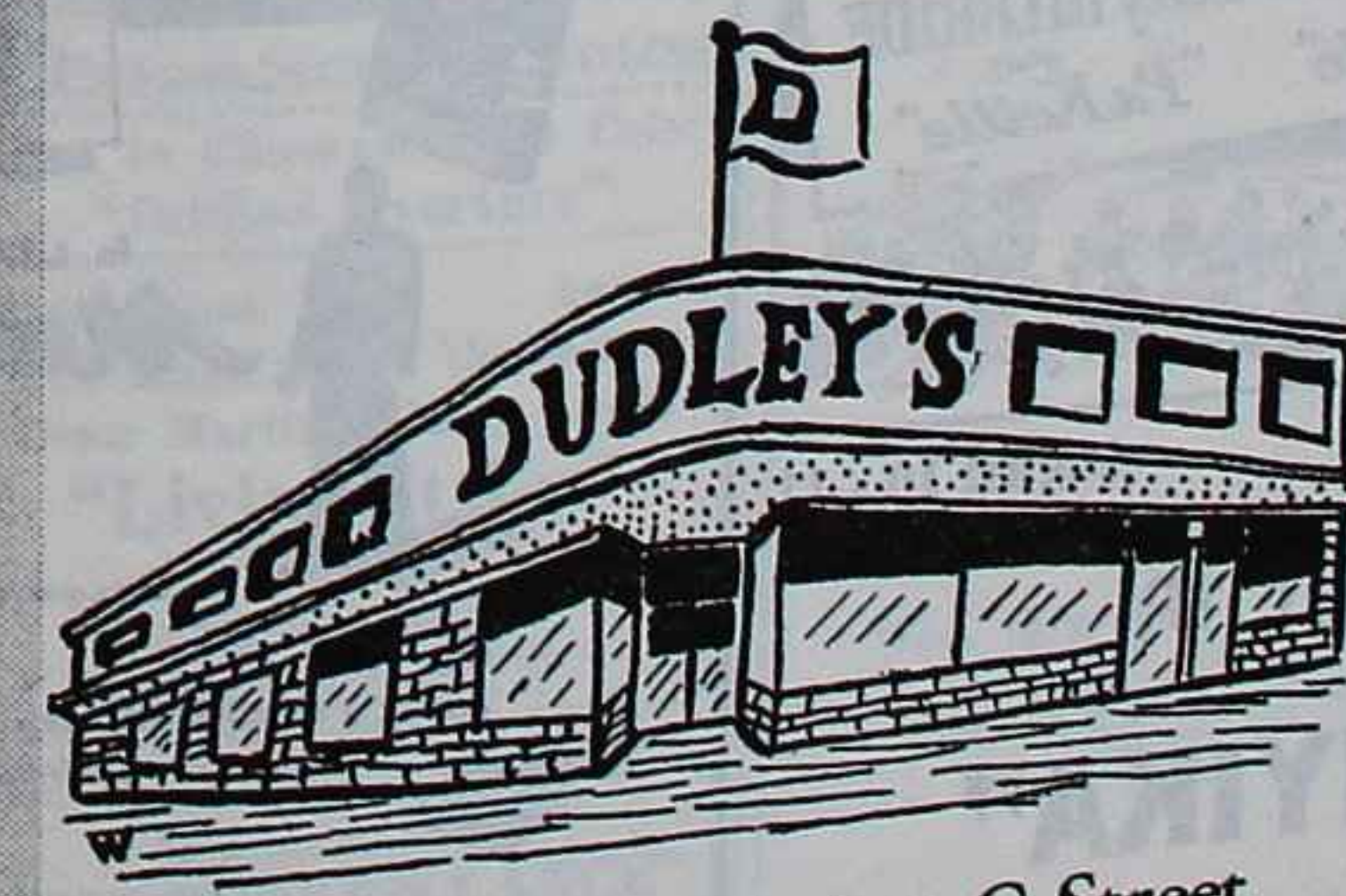
SHEERS, SUNBACKS FOR THE HOT AUGUST DAYS TO COME

\$5.95  
UP

Sizes 7 - 20 — 14½ - 24½



This Suit as Pictured  
\$14.95



Ocean Boulevard at C Street

A Visit Thru  
The  
Gift Dept.  
Is A Treat  
Indeed!

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

**HAVE YOU HEARD**  
 That Joe C. of Lowell visits Pat Q. of Boston ave. often?  
 That the bright spot is Carol's life is named Ray S.  
 That Jimmy is popular with all the girls?  
 That Barb C. has just apologized for the umpteenth time in the playground is finally going to tie the knot with L. B.?  
 How all the boys at the Res. wud got lipstick on them?  
 That Carolyn McCoy's hen peck blew away in the recent storm!

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

**CASINO SURF**

Wednesday thru Saturday August 4 - 7

**THAT Picture! THAT Dance!**  
 — you've heard so much about!

HOWARD HUGHES presents  
**JANE RUSSELL**  
**THE FRENCH LINE**  
 color by **TECHNICOLOR**  
 co-starring GILBERT ROLAND · ARTHUR HUNNICUTT · MARY McCARTY  
 An EDMUND GRAINGER Production



Sunday - Monday August 8 - 9

**Back Again! Because you asked for it!**

Universal International presents  
**CLAUDETTE COLBERT · FRED MacMURRAY**  
**"The EGG and I"**  
 co-starring Marjorie MAIN · Percy KILBRIDE  
 as "Ma Kettle" "Pa Kettle"



Tuesday - Wednesday August 10 - 11

Van Heflin in  
**"TANGANYIKA"**

Friday thru Tuesday August 6-7-8-9-10

**MAGNIFICENT!**

... in all that made the book a memorable best-seller!  
 ... and in all that can make a motion picture an unforgettable experience!



Universal International presents  
**JANE WYMAN**  
**ROCK HUDSON**  
**BARBARA RUSH**

In LLOYD C. DOUGLAS' **Magnificent Obsession**  
 COLOR BY **TECHNICOLOR**  
 with AGNES MOOREHEAD · OTTO KRUGER · GREGG PALMER  
 Directed by Douglas Sirk · Screenplay by Robert Brees · Produced by Ross Hunter

**HAVE YOU HEARD**  
 That one of the girls in the playground is finally going to tie the knot with L. B.?

THE HOME OF HITS  
**STRAND**  
 NEWBURYPORT

Ends Saturday  
 Now Robert Taylor-Eleanor Parker  
**"Valley of the Kings"**

Sunday thru Tuesday  
 Blonde, beautiful, smart

**PUSHOVER**  
 Cleo MOORE · Hugo HAAS

plus Phil Carey  
**"OUTLAW STALLION"**

Starts Next Wednesday

A GREAT NEW DRAMATIC STORY!



Shirley BOOTH  
 Robert RYAN  
**About Mrs. Leslie**

Ron & Gig Are Back  
 Honoring All Passes

ROUTE 1  
**NORTH HAMPTON DRIVE-IN THEATRE**  
 PORTSMOUTH - HAMPTON ROAD

Open Nightly-Dusk to Midnite

Fri. - Sat. Aug. 6 - 7  
 Cornel Wilde - Rita Gam  
**"Saadia"**

plus  
**"The Man From The Alamo"**  
 Glenn Ford - Julia Adams

Sun. - Mon. Aug. 8-9  
**"Take The High Ground"**  
 Richard Widmark-Karl Malden

plus  
**"Gypsy Colt"**  
 Ward Bond-Donna Corcoran

Tues. - Thurs. Aug. 10-12  
 Marjorie Main  
 Percy Kilbride  
**"Ma and Pa Kettle At Home"**

plus  
**"The Great Sioux Uprising"**  
 Jeff Chandler-F. Domergue

MR. ALLEN TO PREACH  
 AT UNION CHAPEL

The services at Union Chapel, Little Boar's Head on Sunday, August 8, will be conducted by Rev. Charles T. Allen, of Worcester, Mass. The service begins at 11 a.m., and is non-sectarian.

**HAVE YOU HEARD**

That F. E. and L. S. walk the boardwalk every night?  
 Who was discovered in the Surf theatre holding hands?  
 That the fishing improves daily says J. B.?

India has a Literary Workshop group training writers to write for neo-literates.

**WRESTLING**  
 YORK BEACH CASINO

MON. NITE AUG. 9

**GIRL**

WRESTLERS  
 featuring the

**LADY ANGEL**

4 — Big Bouts — 4

Res. 1.65 — Gen. Adm. 1.10  
 Children 50c

DANCING SATURDAYS

**PORT**

NEWBURYPORT Phone 2287

★ AIR CONDITIONED!  
 ★ FREE PARKING!  
 ★ CINEMASCOPE!  
 ★ STEREOPHONIC SOUND!

Now! Ends Saturday

M-G-M's Youthful, Beautiful Musical

**"THE STUDENT PRINCE"**

ANN BLYTH · EDMUND PURDOM · MARIO LANZA

**CINEMASCOPE in COLOR**  
 Also in Cinemascope & Color  
**"Jubilee Overture"**

Starts Sun. Aug. 8

The laugh riot of the season  
 Dean Martin - Jerry Lewis

**"Living It Up"**

plus Charles Coburn  
**"ROCKET MAN"**

Coming Friday August 13

In CinemaScope  
**"THE BROKEN LANCE"**

Kiddie Matinee Every Sat.

**SALISBURY DRIVE-IN ROUTE 1-A BEACH RD.**

Tel. Newburyport 2410-W

Wednesday thru Saturday August 4-5-6-7  
 TONY CURTIS — FRANK LOVEJOY  
**"BEACHHEAD"**

2nd Hit — YVONNE DE CARLO — CARLOS THOMPSON  
**"FORT ALGIERS"**

Sunday, Monday, Tuesday August 8-9-10  
 The Academy Award Winner  
**"ROMAN HOLIDAY"**

2nd Hit — HERBERT MARSHALL — MARTHA HYERS  
**"RIDERS TO THE STARS" in technicolor**

Wednesday thru Saturday August 11-12-13-14  
 ELIZABETH TAYLOR — DANA ANDREWS  
**"ELEPHANT WALK"**

2nd Hit — ANTHONY DEXTER — JODY LAWRENCE  
**"CAPTAIN JOHN SMITH AND POCAHANTAS"**

**IOKA** DIAL 2222  
 Theatre EXETER

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

Anne Baxter-Steve Cochran  
**"Carnival Story"**  
 (In Technicolor)  
 Scott Brady-Rita Moreno  
**"El Alamein"**

Wed. thru Sat. August 4 - 7

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

**CARTOON CARNIVAL**  
 6 Cartoons

Plus Our Regular Program

Sun. thru Tues. August 8 - 10  
 Gregory Peck  
 Jennifer Jones

**"Duel In The Sun"**

Danny Kaye  
 Mai Zetterling

**"Knock On Wood"**  
 (In Technicolor)

Wed. thru Sat. August 11 - 14

**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. 2427

**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**  
Abenaqui, 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 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** **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

**MARION LEE'S**  
Fashionable Frocks and Beach Wear  
**Everything Reduced**  
**25%**  
Ocean Boulevard at No. 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

**CLEARANCE SALE**  
Men's and Boys' Sport Shirts and Swim Trunks **33 1/3%** OFF REG. PRICE  
Men's Dress Slacks **50%** OFF REG. PRICE  
Men's and Boys' Sport Coats and Jackets **35%** OFF REG. PRICE  
LADIES' Values to \$4.00 | MEN'S Values to \$12.00  
Play Shoes \$2.49 | Dress Shoes \$6.99  
THESE ARE JUST A FEW OF THE MANY WONDERFUL VALUES YOU WILL FIND DURING OUR ANNUAL SUMMER CLEARANCE SALE.  
**MOODY'S**  
133 Water Street Exeter  
OPEN FRIDAY EVENINGS 'TIL 9 P. M.

HAVE YOU HEARD

About Roger Provost's new hair style?

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

ICE CUBES AT GARLAND'S

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.

CASINO BARBER SHOP Open Daily 8 a.m. - 7 p.m. Saturdays 8 am - 8 pm 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) where the car to be raffled is also placed. On July 31 the stiff competition for fishing honors began among the many sports enthusiasts on the beach. Several entries have already been listed and fishing excursions are daily acquiring more and more hopeful passengers.

Competition is limited to fish taken in the Hampton area; the catches must be weighed in by certified clerks at Smith and Gilmore's or Gauron's offices; and the method of fishing is restricted to a hand line or rod and reel. Applications must be filed by 7:00 p.m. at the Chamber of Commerce office in order to be eligible for the awards. However, no age limit has been set and both males and females may compete. Prizes will be awarded for the largest edible fish with the exception of tuna. Weekly winners are eliminated from further contests until the final week of August 29 when everyone automatically becomes eligible again.

Secretary of the Chamber of Commerce, Bill Elliot, reports that many new prizes have been donated by business firms in addition to the \$100 savings bond and grand prize of \$200. Runners-up will be awarded each week ocean glass rods and salt water fishing reels, courtesy of the Smith and Gilmore fishing pier, and three sets of Sebago master spinners. Secondary prizes for the final contest, a Cortland fish line for surf trolling, which is of water resistant nylon and has withstood a pressure test for 27 lb. fish, and a year's subscription to the magazine, "Salt Water Sportsman".

Miss Personality of 1954 will be selected from a bevy of attractive girls on the bandstand Thursday evening whose attire will consist of sun-back or cotton dresses and the audience determines the winner with the aid of a stop watch held by chairman of the committee, Pat Fuller.

Entrance rules specify that candidates must be at least 16 years of age, unmarried, and of good character. Girls may enter as

many contests as they wish until they become winners, which temporarily bars them from further competition until the Miss Hampton Beach contest, open to anyone. Final entries must be completed and filed at the Chamber of Commerce office by 5:00 p.m. this Thursday for the first beauty event and applicants to qualify must report again at 7:30 preparatory to their public appearance.

Fun and laughter, requisites of a successful vacation, are ensured with participation in the numerous scheduled events of the August Festival. Bill Elliot issues the reminder that it still isn't too late - all are welcome to join in the festivities.

HAVE YOU HEARD

Why Paul inhabits a certain booth at Dunfey's every night? When John and Jean are going

A-U-C-T-I-O-N Antiques - Art Objects - Rugs Household Furnishings WEBBER'S AUCTION BARN 495 Lafayette Rd. Rte. 1 Hampton Wednesday-Thursday-Friday-Saturday August 11-12-13-14 - 10:30 A. M. EACH DAY -

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.

Drastic reductions in all summer type mdse. Listed below are just a few of the outstanding values.

Regular \$1.98 Boys' Bathing Trunks 1.29 Solid colors and prints Sizes S-M-L

Regular \$2.49 Men's SKIP-DENT Shorttee Pajamas 1.59 Sizes S-M-L Novelty prints and solid color knits.

ALL Bathing Suits Drastically Reduced 2.98 to 6.00 Values to \$11.98

Regular \$1.98 Boys' 100 Percent Nylon No Iron Short Sleeve Sport Shirts 1.29 Sizes 6 - 14 Solid color pastels

Values to \$2.49 Men's Short Sleeve Sport Shirts 1.59 Dozens of styles to choose from. Sizes S-M-L-XL.

Regular \$1.98 Boys' Famous Makers Short Sleeve Polo Shirts 1.19 Two button models. Sizes 8-14

Values to \$3.98 Men's Famous Maker's Short Sleeve Polos 1.59 2 for \$3.00 Sizes S to XL Many styles

Skirts DENIM - COTTON 1.88 Regular \$2.98

Clearance SUMMER Millinery 1.00 Values to \$3.98

Regular \$1.98 Boys' NO-IRON PLISSE Pajamas 1.77 Sizes 6 to 12 Solid colors and novelty prints.

Values to 49c MEN'S NOVELTY Shin Sox 29c Slight Irregulars in assorted colors and styles.

White Denim Jeans 1.99 Regular \$2.98 Navy and Red Stitching Sizes 10 to 18

Regular \$2.29 CHILDREN'S Leather Barefoot Sandals 1.29 White, red and brown

Values to \$4.98 Children's 2 Pc. Wrinkle Shed Coordinates 1.99 Sizes 3 - 6x Sizes 7 - 14 - \$2.99

Values to \$4.98 Women's Summer Dress DRESS Shoes 1.99 Cuban and Spike heels. Leathers, linens and mesh

Regular \$1.98 Women's Novelty Mesh SUMMER Casuals 1.00 Pastel colors, wedgie heels

Saturday 9:30 - 5:30

OPEN FRIDAY NIGHTS UNTIL 9 P. M.



At Portsmouth's Leading Department Store  
...it's Nylon Week

see yourself in *Luxite's*



Nylon Hosiery  
\$1.00 to \$1.95  
Sizes 8 to 11

Nylon Bras  
\$2.50 to \$3.00  
Sizes 32 - 38  
Long Live Bra \$4.00  
Sizes 36 - 42

Nylon Blouses  
\$5.95 to \$7.95  
Sizes 32 - 38

Nylon Half Slips  
\$4.95 to \$5.95

Nylon Panties  
\$1.50 to \$2.95



Nylon Slips  
\$6.95 to \$12.95

Nylon Girdles  
\$8.95 to \$13.50  
Sizes 26 - 32

fashion-famous "charm" slip  
in all nylon tricot  
now priced lower than ever before!

6.95

First in the hearts of  
the loveliest women —  
the fabulous "Charm"  
slip. You'll find it your  
favorite too, with its  
frosty icing of shirred  
nylon net . . . its dainty  
Val lace . . . all on  
matchless nylon tricot.

in  
proportioned  
lengths



- SHORT LENGTH — Sizes 32 to 38, Montego White, Calypso Pink, Voodoo Black. \$6.95.
- REGULAR LENGTH — Sizes 32 to 42, Montego White, Calypso Pink, Bahama Blue, Haiti Straw, Trinidad Navy, Biscayne Beige, Voodoo Black, Jamaican Rum, Grenada Green. \$6.95.
- Sizes 44 to 46, Montego White, Calypso Pink, Voodoo Black. \$7.95.
- Sizes 48 to 50 in Montego White, Calypso Pink, Voodoo Black. \$8.95.
- LONG LENGTH — Sizes 32 to 42, Montego White, Calypso Pink, Haiti Straw, Voodoo Black, Maline Mocha. \$6.95.
- Sizes 44 to 46 in Montego White, Calypso Pink. \$7.95.

GEORGE B. FRENCH CO.  
37 MARKET ST. PORTSMOUTH

# The Beachcomber

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Miss Glamour To Be Chosen Tomorrow