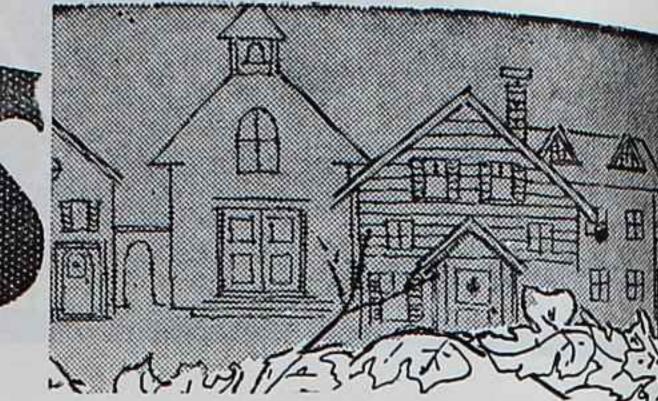
At Portsmouth's Leading Department Store







Debut of "The gingham empire"

for fall

As seen in HARPER'S BAZAAR, August 1st

Fashion editors fell in love with it. So will you and the little girl who wears it. It's that enchanting, enhancing Empire silhouette now with new and unmistakable couturier touches. Loopand-button midriff detail is a shock of white on the so-fashionable blue and green Highland Clan Plaid. Lots of room under the skirt for her very own ruffled petticoats. And tucked away in the skirt seam is the hidden pocket for her treasures. Beautifully washable cotton.

Sizes 3 - 6x \$5.95 — Sizes 7 - 12 \$7.95

For High School and College DRESSES \$10.95 to \$25.00

Sizes 8 - 18 and 9 - 15

Latest fall styles and shades for your back to school wardrobe.

## JACKETS

Leatherette

Milium Lined Wool Lined

\$8.95 \$12.95 Corduroy

All colors and sizes \$12.95 and \$14.95

Poplin "Coolie" Jackets \$12.95

GEORGE B. FRENCH CO.

37 MARKET ST.

PORTSMOUTH





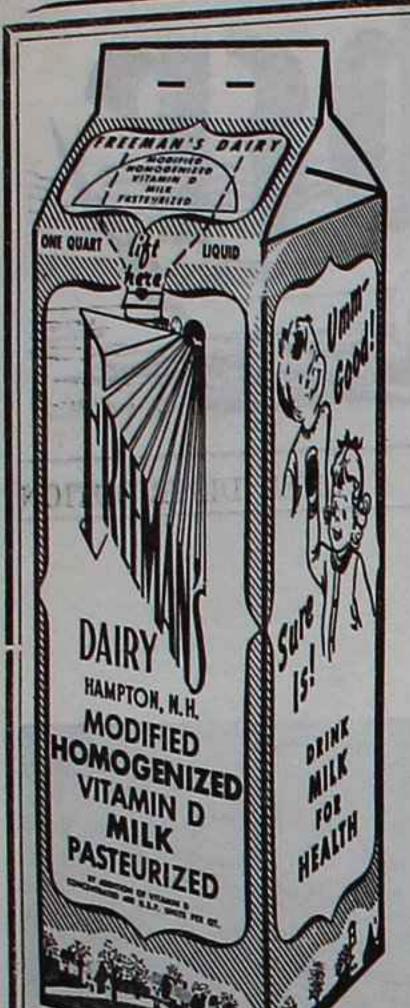
VOL. XXVII., NO. 9 Incorporating The Hampton Beach Advocate

WEDNESDAY, AUGUST 25, 1954

FREE DISTRIBUTION



Final Water Show To Be Held Sunday



It's

New Hampshire

From Hampton's Only Dairy...

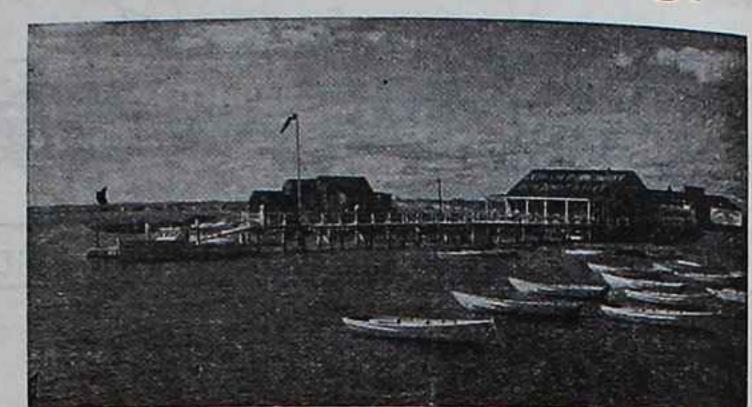
> Ask for it by name at your grocers

Available by retail delivery, also.

### 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

Coffee Bar Tackle Shop OUTBOARDS FOR RENT

Hampton Beach

Telephone 503

## Boys' Back-To-School Savings!

for your boys, sizes 12 to 20

boys' long wearing

rayon - nylon

gabardine slacks

Heavy-weight rayon gabardine

strengthened with nylon. Color: navy, brown, grey

4.99

6.98 value at colorful long sleeved

sport shirts

Rayon gabardines, washable ginghams, rayon fancies. values to 4.98

1.99

for your boys, sizes 4 - 12

jr. boys' double knee

hackmeyer corduroy

trousers

Rugged, thickset corduroy!

Elasticized waist

Colors: green, blue, grey, brown 3.99

4.98 value

pinwale corduroy

sport coats

Long wearing with handsome leather buttons, fully lined 9.98 value

6.99

KRAY'S STORE FOR BOYS

47-49 State Street

Newburyport, Massachusetts

# The BEACHCOMBER

VOL. XXVII., NO. 9

WEDNESDAY, AUGUST 25, 1954

FREE DISTRIBUTION

# Second Beach Water Ski Show Thrills Thousands

### New Hampshire Girl Wins Miss Sunshine Title At Beach | asm for the newly established | beach sport, water skiing.

## Polio Tag Day

the National Foundation for In- blondes emerged in second and was the jumping by the more profantile Paralysis for additional third place position as a result ficient skiers. funds, a tag day will be held at of Thursday night's beauty con-

POLIO (Continued on Page Seven)

## Investigate Break

Carthy's drug store at the North en. Shore intersection of cash and John Malek.

tons of cigarettes.

discovered in the vicinity of the place winner.

Although no arrest has been ty contests will be conducted made, the robbery is currently Thursday when girls in beach atunder investigation by the Hamp- tire will compete for the title,

a six foot tall, deeply tanned face and gentle breezes, perform- Elliot, the Singing Cop states At Beach Aug. 28 brunette edged out her competitors to win the title "Miss Sunand slalom skiing by club members and slalom skiing by club members were all of professional caliber. In response to the appeal of shine" while two attractive bers. To complete the program test on the Hampton Beach band-

Marion Jean Kennedy, 20, of West response to dares of bystanders. Swanzey, who was sponsored by Although Bill skied only twice At Beach Store Hudson's restaurant, wept tears of joy as spectators insistently Scott stated that his performance Gaining access by jimmying a pplauded her selection until all now rates him the title, the "Ski- Bay State Woman previous time records were broking Cop".

Second place winner of the merchandise in a night break on Miss Glamor Girl contest return-August 19, reports Police Chief ed this week to again capture the runner-up position. The petite antics on the slabs of wood. One Lawrence, Mass. was seriously in-Owner of the store. Frank Mc and vivacious blonde, Priscilla Carthy, states that the criminals McNally, 20, of Haverhill, Mass absconded with \$27 and four car- was sponsored by Randall's store.

Entered by the Winona hotel, had contained the cash, was later 20 of Montreal was declared third lier of a sheir on that he cash, was later 20 of Montreal was declared third

Box

Newburyport

"Miss Sea Nymph."

proudly announces the

"That Fascinating Store"

exclusive presentation of

HATS

Other Hats — \$3.98 up

Fall Dresses - Suits - Coats

The Band

82 Pleasant Street

The throng-packed ocean front Haverhill Girl last Sunday was convincing proof of Hampton vacationists' enthusi-In the second of three weekly

water exhibitions the Hampton Towering over other candidates Ski Gulls, favored by a calm sur-

fully clothed in gray suit, shirt the water ski club to safety after A native of New Hampshire, and tie, mounted on the skis in it lost its mooring in the rough

> Much to the spectators' amusement several clowns vied vigorsuch clown neatly shed his shis jured Monday when she fell down midway over the jump, choosing a flight of stairs, breaking a hip to complete it with a resounding and both wrists and dislocating belly flop.

ming over the water.

(Continued on Page Seven)

### Wins Top Prize In Talent Show

Although only two winners are selected in the senior divisiorn of

ing of the electric organ and Biggest sensation of the after maneuvers of the Coast Guard, noon occurred when Bill Eliot, who were dragging the raft of TALENT

(Continued on Page Six)

## Injured In Fall

A summer resident of Boar's a shoulder.

Quick to excite admiration was Taken by ambulance to the hos-Last of the regular weekly beau- ingly took his ease while skim- ately placed on the danger list. Among the various club mem- was in a state of shock upon arrvial at the hospital as a result of the fall.

## 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 Doris the hostess fills up booths like a Christmas tree to the waitresses' delight? That "Bath House Dick" is still looking for a girl?"

Starting Your Fall Repairs ...

Your Year-round Hampton Center Hardware Store

Paints Tools Glass Weather Stripping Electrical Supplies

Hampton

Corner of High Street and Lafayette Road

## N. Y. Man Winner

requires much luck, skill, and non-sectarian. know-how to entice a "real" fish, other than pollock, to take the

Although pollock are not held in very high respect by many sportsmen, it nevertheless has been the largest as well as the heaviest catch of the season.

First to reel one in last week was Eugene D. Rafferty of Schenectady, N. Y., and his pollock, topping the scales at 161/2 lbs., won him first place, a \$100 savings bond.

Gerard Gauthier of Manchester almost equaled that record with his catch of 16 lbs., which resulted in the second place award of a glass rod and salt water fishing

In third place was Edmond Labrie, also of Manchester, who hooked a 15 and three-quarter lb. pollock with a handline and now is preparing to try again with the two free tickets for a fishing excursion, which were awarded him.

The grand prize of a cash award of \$200 in addition to other valuable gifts will be presented by Bill Elliot on Sept. 3 to those who have landed whoppers in the 8 A.M. - 11 A.M. final week of the fishing derbies. Fishing enthusiasts predict that then the fish will really begin to

The service at Union Chapel, Of Fishing Derby Little Boar's Head, on next Sun-Pollock again was the prize day, August 29, will be conductcatch of all three winning con- ed by Rev. oseph C. MacDonald, testants in last week's fishing D. D., Minister of the Union derby and old-time fishermen now | Church at Waban, Mass. The serare conceding that this season it vice begins at 11 a.m. and is

> HAVE YOU HEARD? Who celebrated Martha's birth-

About Roy the salad man putting shoes on his sandwiches?

That we are glad to see Mary H. and Carol Mc. back at the beach again?

When the secret schedule won't be a secret any longer? What girl covered the boss with

maple syrup when she bumped in-AT UNION CHAPEL | to him?

### THE BEACHCOMBER

Incorporating
the Hampton Beach Advocate A Vacation Digest of all the news information for the summer visitors Published Wednesdays, June 24 to August 26

By The

HAMPTON PUBLISHING COMPANY
Hampton New Hampshire

For Advertising Rates in this Paper Telephone Hampton 555 Communications and Items from readers are welcome at all times.

### Five Barbers "C" STREET

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

THIS WEEK'S STAR GUEST AT THE



HOTEL ALLEN

Snooky Lanson Appearing at The Bowery

Mrs. Snooky Lanson and children ARE: Mr. and Mrs. L. W. Gallager and daughters Janus and Jennie, Mrs. Appleby, Mr. and Mrs. Crees and Jane, Mr. Alfred Cook, Mr. and Mrs. Donnelly, Mr. and Mrs. George Davids, Mr. and Mrs. William Lee, Mr. and Mrs. Borus, Mr. and Mrs. Pritchard, Mrs. Seeney and daughter, Mr. and Mrs. F. Moriarty, Mr. and Mrs. Sangenb, Miss Carole Maxfield, Mr. and Mrs. Dilworth, Mrs. Pierson, Miss Pierson, Mr. and Mrs. Hunter, Miss Pauline Boire, Miss Lorraine Lecasbeau, Mrs. Elizabeth Winterbourne, Miss Dot Sullivan, Mrs. Stevens a Miss Stevens, Miss Marilou Petroff, Miss Joan Winters, Mr. and Mrs. McIntosi. THE HOTEL ALLEN PUBLIC DINING ROOM OPEN

Jackpots Special Games — Door Prizes

- 30 GAMES UESDAYS 7:45 SEABROOK FIRE STATION

Sponsored by American Legion Post 70

HURSDAYS - 8:00 - 20 GAMES OUAM HALL, SEABROOK Sponsored by Gov. Weare Association

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

BIG PAY OFFS!

**NEW DRESSES** 1.98 - 4.95 2.98 - 4.95 Sub Teen 3.95 - 9.95 Chubettes 5.95 - 8.95

What are little girls made of ... bright cotton dresses, feminine little blouses, dainty white lingerie . . . all important imitations of mother's favorite styles. Why not bring your young deb into our special Girl's Corner and help her choose a back-to-school wardrobe from our complete selection. You'll love the distinctive styling and the exceptional budget prices.

IN AWARD-WINNING FASHIONS FROM

OUR CHILDREN'S DEPARTMENT

PLEATED SKIRTS

2.98 to 7.95

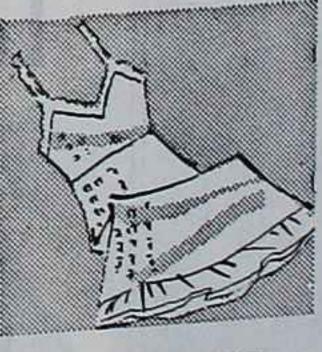
SWEATERS

1.98 to 3.95

LEATHER JACKETS 3 - 20 18|95



COTTON SOCKS Solid Colors White Crew Socks and Nylon Socks .29 - 79c



PLISSE SLIPS Tots to Teens 1.00 to 2.98



COTTON BLOUSES and SHIRTS Short and long Sleeve 1.98 - 3.95

H. W. PRAY CO.

State Street

Newburyport

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 (Prices subject to change) OPEN 6 A. M. to 8 P. M.

DRUGS

BURKE'S

DINER and DINING ROOM

Hampton Center

Operated by Ida E. Trask

HAVE YOU HEARD That R. B. is no lightweight?

### The Chesterfield Hotel



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

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

### The Cover

Three lovely young ladies who copped the top prizes in the third beauty contest to be staged at Hampton Beach during the month of August adorn the Beachcomber cover this week.

chosen "Miss Sunshine" (cenon the right by Miss Bernice of "Here." Brocklehurst of Montreal, third place winner.

HAVE YOU HEARD

Bell and Evie's quartet? Why Woody's muffins have become so famous?

If Ray cut off part of his finger to give to one of his sweethearts?

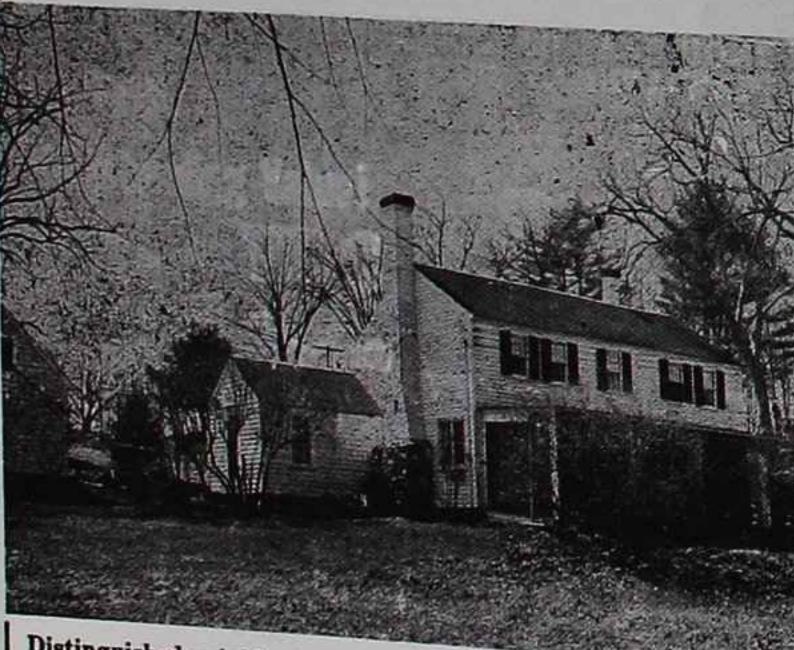
The

"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. PRASE, 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 surround-

SHOWN BY APPOINTMENT ONLY THRU

Hollis Associates, Realtors 696 LAFAYETTE ROAD

Telephone 802 or 2582 HAMPTON 2 Blocks North of Lamie's Tavern

### Talent -

(Continued from Page Three)

surf, failed to distract the spectators from choosing the winners. Ranking first with her rendition of "Through The Years", Carole Marie Trefethen, 18, of Miss Marion Jean Kennedy, Haverhill, Mass., announced her 20, of West Swanzey, N. H., intention to continue voice study.

Both a singer and a member ter) is flanked on the left by of the Water Ski Club, Bob Pow-Miss Priscilla McNally, 20, of ers, 22, of Arlington, Mass., cap-Haverhill, Mass., second; and' tured second place with his vocal

The surprisingly mature voice of Diana Scott, 12, of Portsmouth, singing "Tennessee Waltz" gained first place in the junior division of the program.

Four sisters of Springfield, Mass., who have titled themselves "The Wig-Walkers," did a song and dance routine to the "Tennessee Wigwalk" and secured second place by a wide margin.

In third place position was Carol Dowry, 14, of Concord, Mass., who sang "Chapel in the Moon-

Although this marked the end the regular weekly talent shows, the biggest Talent Parade | America's Most Beautiful of the season will occur August 30 when all first place winners Tropical Aquarium will compete for the grand prize and honors as the best all-round

HAVE YOU HEARD That Joe has a tricky habit of

scaring everyone to death when

KENMORE RESTAURANT

Home Cooked Food Breakfast-Lunch-Dimer Near Castao

HAZEL'S At Cozy Corner Featuring Corn on the Cob

Daily Film Developing & Printing Service

VISIT ... Ashmont Clearance Sale Tropiquarium MERRIMAC, MASS. BEAR HILL ROAD

EVELYN & PAUL Tel. 3251 King's Highway at 3rd St. 1st Right Beyond Trailer Park

That the steam table boys like | Show -

HAVE YOU HEARD?

Hotel Standish

Boardwalk at "A" St.

MOST MODERN REASONABLE RATES

ICE CUBES

1954

Groceries

AND

Paint

15.98 - 22.95

CORDUROY SHORTS

of the Old Salts club?

(Continued from Page Three) Who goes dancing every night?

day's events were: Sally Carbon- ly needed and an appeal is being That Barbara McNeil caught a neau; Pat Brindle; Pat Spring; made to the Legion Auxiliary, That Barbara Merican Abbie and Mary Parsons; Phil Mother's Circle, Kiwanaides and hearsing every day for the Talent and Wanda Toppan; Bev Brinda- Lionesses and any mother in show? mour; Pat Wainwright; Priscilla Anderson; Pat Crissy; Irv Strout; Bob Powers; Al Langley; Pete Perreault; Steve Norris; Jay Kelley; and Ken Tobey.

Last of the scheduled aquacades will occur Sunday, August 29, at 2 p.m. when new stunts and feats will be attempted to end the first season of water skiing at Hampton.

### Polio -

(Continued from Page Three)

Hampton Beach on Saturday, Aug ust 28, under the directions of the Hamptons' Lions club.

The emergency drive for funds to fight Polio is being conducted on a nation-wide basis because the coffers of the National Foundation are empty and money is urgently needed to carry on research and aid to victims of the dreaded disease.

Hampton Chairman Joseph Pellegrino stated today that although "We view with alarm an offseason drive, we face the fact that National Foundation funds

all help."

The BEACHCOMBER

Volunteer workers to sell tags at Hampton 738. Who goes dancing workers to sell tags
Why Betty wants a "candy bers who participated in Sun- at the beach Saturday are urgent-

are exhausted and if their valu- | Hampton and the beach who is able work is to continue, we must wiling to donate some time selling tags to contact Mr. Pelegrino

HAVE YOU HEARD?

If it's Polly T. who is heard re-

# Marsh Avenue

Roland and Doris Bragg, Proprietors 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



### HARBOR HAMPTON

Our Lobsters are the Best and Lobster Mest Quality Unsurpassed

Here at the Lobster Pound is where you can have the lobe taken out of the water and boiled in seawater — while you water

— Visitors Welcome At —

Hampton Beach, N. H. (at the Bridge) TELEPHONE HAMPTON 424



8.00

2.98

Next to Howard Johnson's On the Boulevard

> **Fashion Find For** Fall!

corduroy blazers

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

wool flannel

blazers

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

Reg. 3.98

### 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 Ocean Blvd.

### Horseshoe Crab Termed Predator

DEEP SEA

Trips Twice Daily

8 a.m. - 1:30 p.m.

Tuna Trips Charter Parties

together with the date and loca-Of Clam Flats tion of the recovery, to the address printed on the discontinuous The horseshoe crab, Limulus directly to the Newburyport Of-The horseshoe crab, Limulus directly to the Newburyport Of. | Why Kay, Joan and Peg have polyphemus, one of the major check for 50c will be sent to the records of Spiles I predators of the soft-shell clam, check for 50c will be sent to the the subject of a population finder for each pair of tags restudy by the U. S. Fish & Wild turned. Since the summer of 1952, life Service Clam Investigations when the tagging program began, More than 1700 adult horseshoe 70 tagged horseshoe crabs have crabs have been tagged each with been recovered from the beaches 2 plastic disc tags bearing a serial and tidal flats in an area from number and the words "Fish & Gloucester, Massachusetts to Wildlife Service, Washington, D. Hampton Beach, New Hampshire.

The horseshoe crabs invade the beaches and clam flats in the early summer to spawn. They feed on clams and worms until fall, when they retreat to deep water to await the following sum mer for the next inxasion. By tagging and recovering many of these predators, it is possible to learn much about their life history. The population under study is estimated at more than 1/4 million individuals, on the basis of recovered tags. The problem of special interest, however, is whether the horseshoe crabs re turn to their "native bays" to spawn — as Salmon do — or whether they move in and out of bays and estuaries at random. The answer, of course, will have an important bearing on possible Telephone 2469 control methods.

The studies are being conduct-

C. (or Boothbay Harbor, Me.), ed by Fishery Biologists Osgood C. (or Boothbay Indicas.) R. Smith (In Charge), John P. Reward, Send both discs. Find- R. Smith (In Charge), John P. ers are urged to mail the discs, Baptist and John W. Ropes,

HAVE YOU HEARD?

records of Spike Jones?

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 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.

Children's Day Parade, Features Draw Large Crowd

one of the most of Children's Day at the riages and bicycles in addition to Hackett's Chevrolet; Casino-Surf Beach in many years was held the grotesque heads provided add- theatres; Seahorse Inn; Mahon-Beach in many your great description of the numer- ey's Restaurant; the Casino; the cream, clowns and floats all mak- ous spectators who crowded the Marilyn-Montreal hotel; the ing it a festive occasion.

parade which progressed to the for the youngsters was the pres- nard's bus-mobile; and the Exemusical accompaniment of four ence of the Boston Post clown, ter and Hampton Electric Co.

POLAROID FILMS

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 APPOINAMENT

One of the most successful cele- toll bridge. Multi-colored doll car- Hotel Douglass; Moulton Hotel; boardwalk and ocean front.

bands along Ocean blvd., to the convulsing with laughter both young and old alike by his antics. ults occurred in addition to hordes

As the procession reached the of youngsters present, it may be the bandstand, Warren's Indian supposed that Children's Day alband took possession of it to pre- ways means fun for both the parsent a varied program of songs, ents and children. dancing and comedy routines.

To complete the days' events, ice cream was dispensed and rapidly consumed by the youngsters. Prizes were also awarded for the prettiest, funniest, most original, and best entries in the doll carriage contest.

Arousing much comment because of its detailed workmanship and beauty the Chamber of Commerce float, trimmed with pink and white rosettes and colorful gladioli, consisted of a platform with elevated thrones for the juvenile King and Queen, James Ash Sullivan and Norma La Riviere, whose royal attire was composed of crimson and white capes and gilt crowns. Other members of

ers, Holly Elliot and Melissa ing to make life interesting? Mott; staff bearer, Donner Lee Partin; and the flower girls.

The BEACHCOMBER

Other floats which contributed to the success of the affair were sponsored by the following beach concerns: The Cottage Grill; the Hampton Villa; Foley's Restaur-Over twenty floats were in the A special and surprise treat ant; Staples Five and Ten; Leo-

Since a record turnout of ad-

HAVE YOU HEARD? Whether Jean and Tom really

the entourage were crown bear- are feuding or are they just try-

### Nelson's Candy

Hampton Beach Salt Water Taffy 65e Ib.

Fruit and Nut Caramel Kisses 80e lb.

Homemade Fudge and the best Caramel Corn you ever tasted

### Nelson's

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

BREAKFASTS 9-11

DINNERS 11:30-3:00

SUPPERS

Car Service 4 p.m. - 12 p.m.

North Shore

Opposite the Coast Guard Station

SALE!

The only car hop on the beach

## CAMERACRAFT

GAURON

PLAYLAND

88 Fleet St.

State Pier

Portsmouth

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

### Outstanding Value! TDC



Positive micro-tilt adjustment.

Changer for all 2 x 2 mounts

### SPECIAL OFFER!

With purchase of a TDC Projector

You will receive absolutely free

\$9.30

• Anastigmat 5" f/3.5 coated lens. Worth of selector trays or T.D.C. Tray-loading Selectron-Semimatic Presto Mats

This offer ends September First

The Seacoast's Most Complete Photographic Store

## SURFSIDE Market

Ocean Blvd. at Boar's Head

THE LARGEST AND MOST COMPLETE MARKET AT HAMPTON BEACH

HAVE YOU TRIED THE ORIGINAL "Old Hickory Way"

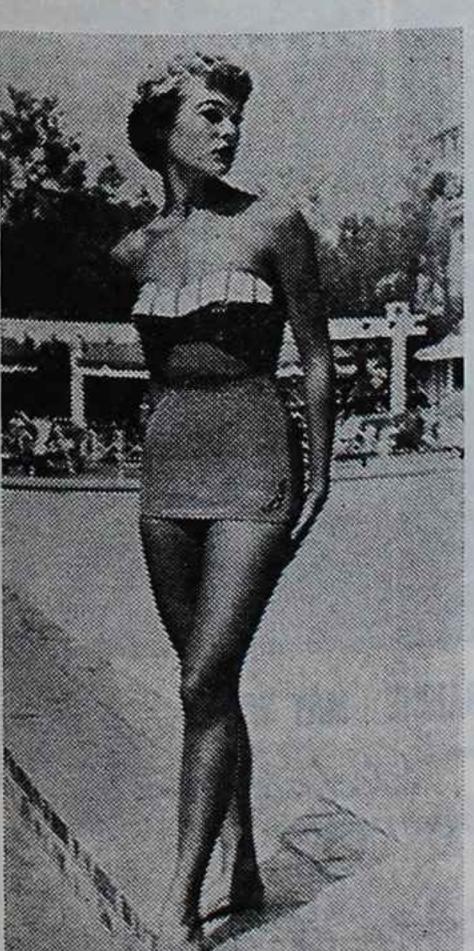
WHOLE BAR B

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

## SALE!



This Jantzen Suit as Pictured Was \$14.95 NOW \$11.31

SALE! DUDLEY'S off every Bathing Suit and Dress

Sale on Beach Umbrellas and Chairs

Ocean Boulevard at C Street



DUDLEY'S

GIRL

Chief Black Hawk

WRESTLERS

Mon. Nite, Aug. 30, 8:30 p.m.

YORK BEACH CASINO

Slave Girl Moolah & Lady Angel

Children 58c - Tel. 717-W

BOX OFFICE OPEN MON.

Dancing Saturdays

Durling Dugmar & Duisy Mae

McCARTHY'S BEACH STORE

Winnicunnet Road

Hampton Beach

Luncheonette - Toys - Beach Supplies Periodicals - Film Service - Sundries - Candy LADIE'S AID COMMUNITY CHURCH

The Ladies Aid of the Hamp- it was voted to go to Yoken's ton Beach Community church met on Wednesday, September 8, Mrs. Tuesday evening, August 24. A Elsie Osborn will make arrange. very successful report was given ments. The last meeting will be

which was held on Thursday, August 20. A discussion was held on where to hold the annual banquet, on the Annual Fair and Supper held on Tuesday, August 21.

7:00 SHOWS



August 27 - 28

COLUMBIA PICTURES BREES GLENN GLORIA

BRODERICK **CRAWFORD** 

WITH EDGAR BUCHANAN

Screen Play by ALFRED HAYES . Based on a novel by EMILE ZOLA . Produced by LEWIS 1. RACHMIL . Directed by FRITZ LANG

Sunday - Wednesday

August 29 - September 1



Starts Thursday

September 2



COLOR BY TECHNICOLOR

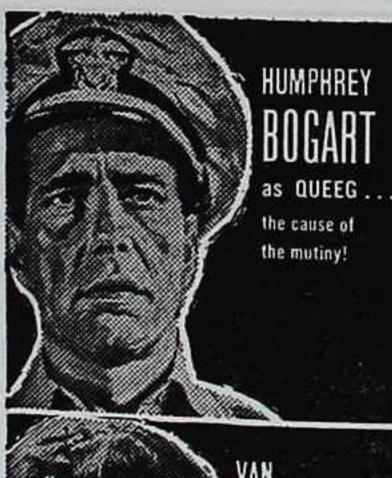
GRACE KELLY · WENDELL COREY · THELMA RITTER with RAYMOND BURR - Directed by ALFRED HITCHCOCK - Screenplay by JOHN MICHAEL HAYES

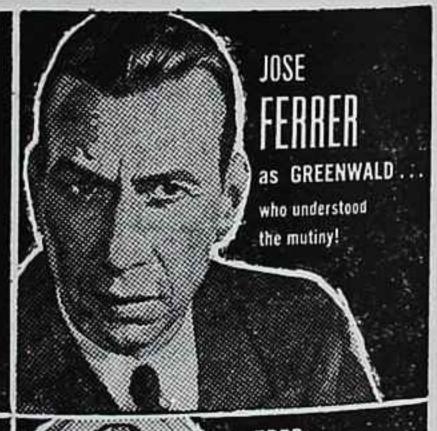
Wednesday - Tuesday

August 25 - 31

MEET THE MEN OF THE CAINE!

THE









ROBERT FRANCIS - MAY WYNN Streen Play by STANLEY ROBERTS
Based upon the Pulitzer prize winning novel
by HERMAN WOUK
Greeted by EDWARD DMYTRYK

A COLUMBIA PICTURE · A STANLEY KRAMER PROD.

Coming: "ON THE WATERFRONT"

HAVE YOU HEARD?

When Dick F. is going to start remembering names like Sally C? That B. B. and M. B. no longer like chicken?

If those rumors of a big party for J. M. are true?

THE HOME OF HITS

NEWBURYPORT

Thursday thru Monday SUPREME SUSPENSE! James STEWART Grace KELLY Wendell

TECHNICOLOR !!

was Thelma RITTER - Raymond BURR

Starts Next Tuesday

constant

WITNESS



Sept. 1-3 Nicholas Monsarrat's famed novel

... now a memorable motion picture!

EVA MARIE MALDEN . SAINT . COBB

Tel. Newburyport 2410-W Wednesday thru Saturday

Mickey Spillane's Hottest Story 2nd Hit — TAB HUNTER — DAWN ADDAMS "RETURN TO TREASURE ISLAND" in color

Sunday, Monday, Tuesday ALAN LADD — JOAN TETZEL "HELL BELOW ZERO"

2nd Hit — ROBERT STACK — URSULA THEISS "THE IRON GLOVE" September 1-2-3-4

FRED MacMURRAY - KIM NOVAK Coming Wednesday thru Saturday "PUSHOVER"

2nd Hit — BRETT KING — BARBARA LAWRENCE "JESSE JAMES VS. THE DALTONS"

Collect \$70 For be presented to Mr. Coster, chairman of the Jimmy Fund organization, by Bill Elliot on Bob Emery's television show for children Saturday, August 28.

HAVE YOU HEARD?

Who forgot to introduce D. W.

and P. L. even though it didn't

What happened when R.

tried to cook dinner for Frank?

That T. W. is a crazy driver?

FOR SALE

12-ft Rowboat - \$65

New last year, excellent condi-

tion. Carl C. Bragg, 24 Mil

Thurs. thru Sat.

August 26 - 28

road, Hampton.

really matter?

Over \$70 was contributed by vacationists to the Jimmy Fund as a result of the special collection which was held on Children's day under the direction of the Hampton Boy Scouts.

The entire sum in addition to the proceeds of the containers, which have been placed in the Chamber of Commerce office, wil

> Ron & Gig Are Back Honoring All Passes



Open Nightly-Dusk to Midnite Aug. 27-28

GEORGE SANDERS GARY MERRILL.

MURDER

"Angel And The Badmen"
John Wayne - Gail Russell

Aug. 29-31

TAYLOR - GRANGER - BLYTH

"She Couldn't Say No" Tues. - Thurs.

"Border River"

Matinee Every Day at 2:15

Saturday 1:15 P. M. ON OUR GLANT SCREEN

> Joan Crawford Sterling Hayden "Johnny Guitar" (In Technicolor)

Dead End Kids Evelyn Ankers

"Keep 'Em Slugging'

KIDDIE SHOW Every Saturday at 1:15 P. M. Bud Abbott - Lou Costello

"Abbott & Costello In Society"

Plus Our Regular Program

August 29 - September 1 Sunday thru Wednesday

CinemaScope At Its Best — 4-Track Magnetic Stereophonic Sound

EDIDING FACTIONS ON THE ROARING FRONTIER! SPENCER



Thurs. thru Sat. Sept. 2 - 4

PETERS - WAGNER

A 20th CONTRACT FICTURE

Robert Taylor-Eleanor Parker "Valley Of The Kings" (In Technicolor) Richie Andrusco in "Little Fugitive"

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.

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

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

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

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. Visiters welcome.

WATER SKIING

FOR FUN!

per string

Water Ski Club - Larry Scott, director - practice sessions as weather permits at the south end of Hampton Harbor.

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

Headquarters Headwear

GIFTS - NOVELTIES SOUVENIRS

Ocean Boulevard at C St.

Everything

FOR HEALTH!

Bowling

Candlepins and Duckpins. 8 newly resurfaced alleys. New approaches and clean balls. Good pins and pin boys. Courteous and friendly service.

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

Recreation Center

Telephone 410

Fashionable Frocks and Beach Wear

Ocean Boulevard at No. Shore Hotel A Street HAMPTON PHONE 692

## Spaulding's

**Greeting Cards** Costume Jewelry Gifts and Toys

Exeter 167 Water St.

Exeter

HALEY'S IGA

FOODLINER

Choice Meats and Groceries

ALL KINDS OF COLD BEVERAGES

Shop Haley's

OPPOSITE STATE LIQUOR STORE

Save Money

31 Portsmouth Ave.

Save Time

SHORE - STEAK - and SPECIAL DINNERS LIVE and BOILED LOBSTERS STEAMED and FRIED CLAMS 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 AL FERRON, Owner

Exeter TEL. 2731

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 Toasters from \$3.15 Hot Plates from \$3,95 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

WATER ST.

MOODY'S Of Exeter....

Just a short 8 mile hop to your biggest



Back To School Values

At Moody's you will find extensive selections of Boys' and Men's furnishings, and a complete family shoe department. Do your back to school shopping now during your vacation leisure.

OPEN FRIDAY EVENINGS 'TIL 9 P. M.

time evenings, smiling at Cindy?

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

### ICE CUBES GARLAND'S

This Evening Dine on the Ocean AT THE

Boar's Head Inn

EXCELLENT FOOD 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 Springield Boston New York Airline Steamship / Hotel Reservations

Hampton 2393

## That Jackie spends his whole Conn. "Feud" Subsides Over Temperature Of Beach Water

Since the temperature hit the pated in the controversy. mid-eighties yesterday afternoon, looked with mixed emotions of overcoat, ear muffs, and overshoes vitation. ventured into the water. General consensus of opinion was that the water wasn't quite that cold.

closely scrutinized by lifeguards lest he succumb to the cold water, was the culmination of much enjoyed "feud" over a Hartford, Conn., radio station several weeks ago.

What started as an innocuous comment on the part of substitute disc jockey, Floyd Richards, on the Morning Watch program over station WTIC, boomeranged into a public controversy between the radio announcer and Bob McKenton waters.

ed upon contact in the "refriger- Pool of the Battalion. ated water" of Hampton.

Staunchly defending Hampton, Bob in a lengthy letter explained that the word "invigorating", meaning to give life, best described Hampton's rather cool waters and slyly inferred that perhaps Floyd was too old to enjoy youthful pursuits. (He is a young 34 with only a slightly re-| Ceding hairline.)

To augment his contention that Floyd was unduly hasty in his decision, Bob invited Mr. Richards and his wife and three children, for a week's vacation at his Hampton Beach hotel.

As the dispute gained city-wide proportions mail poured into the station with listeners divided in Jackie's Travel Agency | opinion. A large percentage of Hartford's population has at some time visited Hampton as evidenced by the great response con-Dorothy Cate Jackie Jordan cerned with personal experience and some city editors even partici-

# Take-out and Counter Service

- SPECIALIZING IN -

ITALIAN SANDWICHES

HAMBURGERS BREAKFASTS

Located on the North Shore Boulevard

An unrehearsed and surprise most bathers at Hampton Beach | meeting between the two principals of the "feud" over the stapity, astonishment and disbelief | tion a week later ended in Floyd's when a man garbed in a heavy acceptance of Bob's generous in-

After Floyd's second plunge into the water yesterday with the protection thoughtfully provided him Actually his dip, which was by Bob, he readily concedes that it can possibly be termed "invigorating" and at last look the two were amiably conversing. Apparently the "feud" is ended.

### Hampton Men At Camp Drum

Hampton has two men with the National Guard Units, now in training at Camp Drum. Connected with Company, B237th Military na, owner of the Connecticut Police Battalion of Portsmouth is House here at Hampton, in a dis- Sgt. William A. Sherwin of High pute over the frigidity of Hamp- street, and Pvt. Donald A. Taccetta of Locke road.

On his way to work, Bob was Sgt. Sherwin has been a meman unhappy listener when Floyd | ber of this unit since its formastated that in contrast to his tion in October 1951, currently experience in the warmer waters he is a platoon leader. Pvt. Tacof the Cape he was literally numb- cetta is connected with the Motor

Seek Youths In Beach Thefts

HAMPTON — Local police are on the lookout for a 16-year-old Florida boy, who has been charged with grand larceny here.

Police said the youth whose home is in St. Petersburg, Fla. stole a \$225 trumpet, a camera and a few articles of clothing from a guest house on H street, where the youth had been staying.

The youth, who worked the hotel circut in Florida last year, was reported to be looking for work around the Old Orchard Beach section of Maine.

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 - Blocks Crochet Cottons Stamped Goods Crestwick Greeting Cards MON.-FRI., 10 A.M.-5 P.M. Closed Saturdays & Sundays

# BINGO

30-GAME PARTY

AT 8:00 P. M.

EXETER ROAD

HAMPTON

NO GAME PAYS LESS THAN

WITH BIG SPECIALS

FREE BUS

Leaves Casino at 7:20, circles beach via Marsh avenue and boule vard. Last stop at Casino at 7:30. Route to Legion Hall via Winns cunnet road. Bus returns same route after game.

PLENTY OF FREE PARKING



DAYS

Of Our Famous Annual

18-20 PLEASANT ST. - NEWBURYPORT, MASS.

Here are just a few samples of the buys to be had in the largest department store in this area.

Men's Long Sleeve ACETATE

### SPORT SHIRTS \$1.88

has a crisp, luxurious finish for Fall. Sturdily made for long Perfect jacket for in-between which resists wrinkling. Hand- wear. somely styled with saddle stitch- Washable rayon gabardine or Made for plenty of wear! Fam- quard weaves. 5" satin binding. ing on collar edge and 2 pocket corduroy boxer slacks. Contrast ous Dan River Poplin — water \$3.98 values. tops. Solid tones of white, blue, tops of solid and check gabar- repellent zipper front jacket. green, grey or maize. Sizes S-M- dine with check corduroy, some Warm flannelette novelty plaid

### MEN'S WHITE DRESS SHIRTS 1 Pocket - Sanforized

\$1.88

Sanforized white broadcloth lars, 1 pocket. Neck sizes: 14 to Can be washed in Washing yoke backs. Wear necks open or lon tricot top with flouncy 3-tier 17, sleeves 32 to 35.

MISSES' & WOMEN'S LEATHER

PLAY SHOES Regular \$3 and \$4 \$1.99

Black, Brown, Green, Navy, 2-Tones and Ombre.

The season's smartest styles for foam cushion insoles for extra Luscious velvet for the most White, pink, blue or maize. Sizes comfort. Sizes 4 to 9.

25% WOOL BLANKETS

> \$3.99 (Reg. \$4.98)

and the balance cotton and rayon. 5" satin binding. Same colors as nylon.

Heavy gauge steel with smooth chip resistant enamel finish. 3 chip resistant enamel finish. 3 large shelves plus towel rack on large shelves plus towel

Boys' 2 to 4 and 3 to 7 WASHABLE

### SLACK SETS \$2.66

This shirt, while cool as a julep, Smart, warm and comfortable

o 4 have suspenders.

Navy - Brown - Green - Red

OLON - the magic word in. SWEATERS

### Orlon Cardigans \$2.88

Holds its shape.

Blue, Maize, Mint. SALE! Velvet Hats

Fashion Extravagance at Tremendous SAVINGS!

> \$2.00 \$3.98 Values!

glamorous hat a gal can wear! 5, 6 and 7. Tailored or captivatingly gay sequins, self trims or winged with feathers and plumes.

> SAVE \$1 Flexible Bridge Lamp

Girls' 3 to 6x & 7 to 14 Flannelette LINED Dan River

**Poplin Jackets** 

\$2.66

check flannelette shirts. Sizes 2 lining. 2 Pockets. Contrast triple stitching. Red, navy or green.

> NO-IRON COTTON PLISSE DUSTERS

> > \$3.55

Values to 5.98 Machine - Dries quickly - closed. Launder in a jiffy - No paper nylon taffeta skirt. White. need to iron. Cotton plisse al-White, Pink, Beige, Lilac, Red ways stays fresh and pretty. 5 colorful prints.

Rayon Briefs

Heavy Quality, 2-bar Tricot. this quality usually at 39c

Band or Hollywood elastic legs. A, B, C cups.

Save Space! Save \$2! ALL STEEL **Utility Cabinets** Special Now!

\$4.99

36 x 50 WASHABLE Crib Blankets \$1.98

Pink - Blue - Maize - Mint Terrific savings. (Slight irregulars hardly noticeable.) Warm, fleecy cotton in solids and jac-

> Girls' 4 to 14 BOUFFANT 3-TIER

NYLON SLIPS Reg. \$1.98

No Ironing

\$1.77

Pretty under party dresses and Sizes 10 to 18. Free-flowing full skirts! Dainty lace trim ny-

> EXTRA SPECIAL! Famous Make

> > BRAS

99c Values to \$2.00

Lavishly embroidered cotton bra with elastic center insert for Unusual quality at this price! perfect separation. 32 to 40 . . .

Famous CANNON 22x14"

Bath Towels

All First Quality Reg. 1.00 Extra large jumbos, so thirsty and luxuriously thick, yet soft on your skin. Dainty dobby bor-Heavy gauge steel with smooth ders. All richly toned in petal

Open Friday Nites Until 9 P. M.

Back To School Fashions From Portsmouth's Leading Department Store

Sweaters



Lovely Cardigans, tailored from the wonder fabric Orlon. Colors to match any ensemble. Sizes 34-40.

6.95 - 7.95

Skirts



The latest in fall styles and colors. 100% wool, wool-orlon mixes. Flares, semi-flares. Sizes 10-20, 9-15, 30-38.

5.95 - 14.95

Sweaters



Firmly knit pull-overs, in a choice of colors that will allow you to match any en-

4.95 - 5.95

Jerseys



100% wool jerseys in all the latest styles and colors for the fast nearing fall season.

5.95

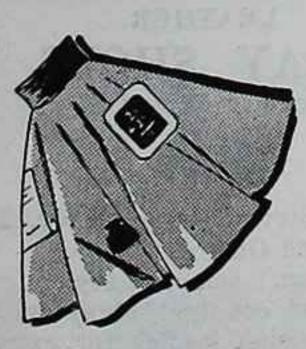
Blouses



Children's blouses in nylon, cotton or rayon fabrics. Sizes 3-6x, 7-14, and teen age.

1.95 - 3.95

Skirts



A wide choice of pretty skirts for 3-6x and 7-14 size back to school set.

2.95 - 8.95

GEORGE B. FRENCH CO.

37 MARKET ST.

PORTSMOUTH

VOL. XXVII., NO. 10 Incorporating The Hampton Beach Advocate

WEDNESDAY, SEPTEMBER 1, 1954

FREE DISTRIBUTION



Hurricane "Carol" Winds Up Festival