

At
Portsmouth's Leading
Department Store

Catalina
SWIMWEAR

USHERS IN THE
SUMMER SEASON

The Catalina
"QUITE TRIM"

Cotton, lastex, and nylon
swim suits that make a big
hit on the beach!

10 95

to

25 00

Wide range of colors. Sizes
30 - 44.

Catalinas
FOR TEENAGERS

6 95 to 12 95

Cotton acetate, lastex fabrics.
Colors and styles to suit to flat-
ter all! Sizes 10 - 14.



Catalina
SAILOR SUIT



Catalina
QUITE TRIM

George B. French Company

37 MARKET ST.

PORTSMOUTH

The Beachcomber

VOL. XXVIII., NO. 2

Incorporating The
Hampton Beach Advocate

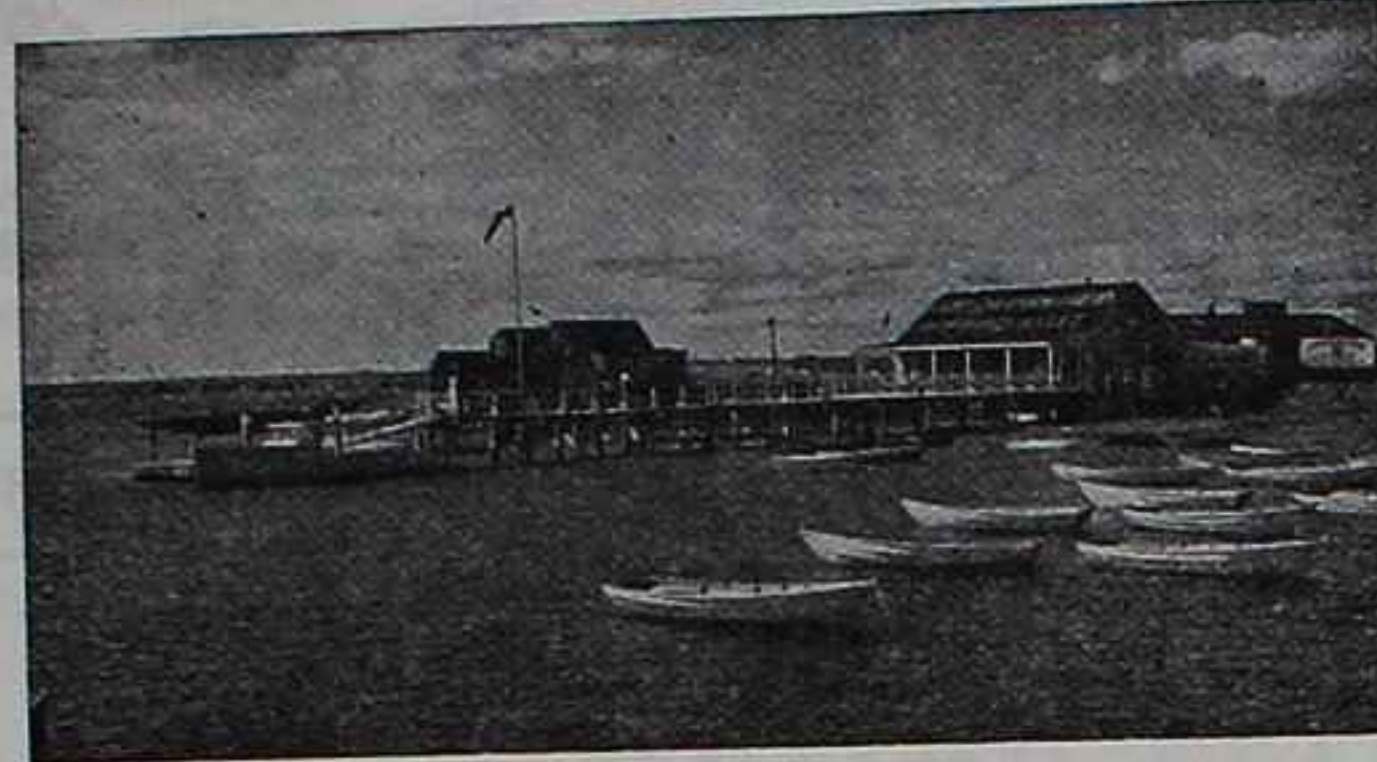
WEDNESDAY, JULY 6, 1955

FREE DISTRIBUTION



Fourth Weather, Crowd Best In Years

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 Restaurant
OUTBOARDS FOR RENT

Smith & Gilmore Pier

Hampton Beach Tel. WA. 6-3503

Casino Market Inc.

Ocean Blvd. Hampton Beach
PHIL J. VALLIERE, Prop.
Food of distinction in incomparable variety for better living. Enjoy their taste thrill at your table.

— FRIDAY SPECIALS —

LG. CANS	46¢
Orange Juice	33¢
LARGE CANS	
Friend's Beans	23¢
LARGE SIZED SKIPPY	
Peanut Butter	43¢
Home Made Bread	16¢
Home Made Donuts	doz 48¢
Jelly - Honey Dip - Plain	
FRESH GROUND	
Hamburg Steak	lb. 38¢



The Hampton Beach CASINO

Everything Under One Roof

- Gift Shop — Dining Room
 - Bowling Alleys
 - Bath Houses — Parking Area
 - Soda Fountain
 - Fried Clam Stand
 - Snack Bar
- The Hub Of Happy Hampton Beach

Nationally Famous Ballroom

AT THE BALLROOM
July 8th thru 21st
BOB BATCHELDER'S
Orchestra
COMING JULY 11 - 16
The CREW CUTS
JULY 6th & 7th
Jerry Vale . . . Ted Herbert's Orch.

The BEACHCOMBER

OL. XXVIII, NO. 2

WEDNESDAY, JULY 6, 1955

FREE DISTRIBUTION

Ideal Weather Favors Record 'Fourth Crowd

Beach Parking Meters To Be Discussed At Hearing

Preliminary discussions are being conducted pertaining to the installation of parking meters at Ocean boulevard, Hampton Beach, following completion of the sea-wall and highway projects there. Monday afternoon local officials met in the town offices with the state Public Works Department resident engineer Cecil E. Luman and a representative of parking meter firm to obtain ideas on various meters.

It was suggested that approximately 1,200 meters would be installed from C street north to the Coast Guard station. However, it has as yet not been decided whether a two or four-hour meter is better suited for the beach or whether it is more desirable to have a combination of both.

Beach merchants may have the final word in what type parking meters, if any, are to be used on Ocean boulevard from street south, it was reported. They are to be given an opportunity to be heard at a meeting to be arranged soon by the Chamber of Commerce, it was understood.

According to one town official, meters from C street north

No Fish Story

This is claimed to be no fish story, although it is a whale of a yarn. It happened Saturday, July 2, when Charles Sanborn was ferrying his 30-foot cabin cruiser "Charline", over the ocean route, from his Lynn residence to his family's summer cottage at Hampton Beach where they stay on Island Path. Several miles south of Hampton Beach Sanborn reported that he looked back past the stern of his craft and discovered what he claimed was a whale following in his wake. When asked what he did then, Sanborn replied, "Do? Man, I just kept on going, hoping the monster wouldn't get beneath the boat and upset it. The whale finally gave up trailing me and my heart went back where it belonged."

would be installed and maintained by the state with the town's law department policing them. A portion of the revenue METERS (Continued on Page Ten)

Countless thousands escaped to Hampton Beach during the long Fourth weekend to gain relief from broiling city temperatures. Despite cooling coastal breezes on both Sunday and Monday in this area, torrid inland conditions forced a continued mass exodus and vacationists flooded all existing highways to this beach resort.

Chamber of Commerce officials stated that the supply of rooming accommodations was exhausted by 10 a.m. Saturday and they were deluged with innumerable requests for aid in securing shelter. Many stranded without rooms either slept on the beaches or in cars parked along the ocean front. Others returned to their homes only to reappear the next day.

Long waiting lines in front of restaurants gave simple evidence that beach establishments did a thriving business. Recreational facilities were equally in full-scale use as supplements to the holiday program scheduled by the Chamber of Commerce.

At no time was police control over the congested traffic seriously threatened, although there was a record number of motor vehicles on the road stated Police Chief John Malek. With every available man on duty, police moved thousands of cars at a slow but steady pace through the beach. By Monday evening most vacationists had returned to the city and Hampton resumed normal activity.

Trio Face Court Action In Brawl With Lifeguards

Hampton Beach life guards often find their job of protecting lives not only a thankless task but also one which subjects them to occasional abuse.

Take the case, for instance, of life guard Arthur Crowley of Lowell, Mass., last Sunday at 1:30 a. m.

Crowley, stationed at the head of A street, spotted a swimmer going out into deep and restricted waters. He sounded his warning

TRIO (Continued on Page Fourteen)

Record Breaking Heat Takes Toll

New England's record shattering 90-degree plus heat wave last Saturday marked its toll of prostrate victims at Hampton Beach with no less than 22 cases being treated.

Despite attempts to keep cool with ocean dips, heat patients kept male nurse George Leslie on the go all day with the majority receiving first aid between 1 and 5 p.m.

Two Bay State visitors at Hampton Beach succumbed from heart attacks during the peak of HEAT (Continued on Page Six)

Bowling — Bicycling — Billiards

Ferncroft Recreation Center

Street Telephone WA 6-3410 Hampton Beach
Open Year 'Round

OPEN	BOWLING
WEEKDAYS	AUTOMATIC PINSETTERS
AND	Try 'em! You'll Like 'em
SUNDAYS	8 Good Clean Alleys
	Good Pins — Clean Balls
	Pinball Machines — Juke Box
	25¢
	PER STRING

Bicycling	Billiards
OVER 80 BIKES	IN THE PENTHOUSE
ANY NEW . . . 20" — 24" —	Well Ventilated
Balloons — 3 speeds — Tandems	Fluorescent Lighted
Equipped with lights at night.	7 Brunswick Pocket Tables
Available 8 a.m. to Midnight	
Bikes and Trikes for Tots	
WEEKDAYS	10:00 a.m. — MIDNIGHT
OPEN	1:00 p.m. — MIDNIGHT
SUNDAYS	including Billiards

"That Fascinating Store"

BERMUDAS
Black Watch - Doeskin Chino
\$5.98
CALIFORNIA SPORTSWEAR
Special! "Hot Weather"
Blouses Reg. \$5.98 \$3.98
"Right In The Heart of the City"
The Band Box
55 STATE STREET NEWBURYPORT

THE BEACHCOMBER
 Incorporating
 the Hampton Beach Advocate
 A Vacation Digest of all the news
 information for the summer visitors
 Published
 Wednesdays, June 29 to August 31
 By The
HAMPTON PUBLISHING COMPANY
 Hampton New Hampshire
 For Advertising Rates in this Paper
 Telephone WA 6-3322
 Communications and Items from
 readers are welcome at all times.

FIVE BARBERS
 "C" Street
 We Speak French, too
ARTHUR GAUDREAU

Daily Film
 Developing & Printing
 Service
GARLAND'S

SALISBURY DRIVE-IN ROUTE 1-A BEACH RD
 Tel. Newburyport HO. 5-0952

Thurs. - Fri. - Sat. July 7 - 8 - 9

VICTOR MATURE - SUZAN BALL
"CHIEF CRAZY HORSE"

In Cinemascope
 2nd Hit

JOHN DEREK - DIANA LYNN
"ANNAPOLIS STORY"

Sun. - Mon. - Tues. July 10 - 11 - 12

BRODERICK CRAWFORD - RALPH MEEKER
"BIG HOUSE U.S.A."

2nd Hit

STERLING HAYDEN - YVONNE DeCARLO
"SHOTGUN"

Coming Wed. thru Sat. July 13 - 14 - 15 - 16

RORY CALHOUN - PIPER LAURIE
"AIN'T MISBEHAVIN'"

2nd Hit

EDW. G. ROBINSON - JEAN PARKER
"BLACK TUESDAY"

Catch Fish with EASTMAN

TWO TRIPS DAILY

8 A. M. - 1 P. M.

- \$2.25 Per Person
- Equipment Furnished
- Radiophone for Safety
- Call Seabrook GRover 4-3461



Located at the Seabrook End
 of Hampton River Bridge

PLAYLAND

**Boar's Head Ass'n
 To Meet Sunday**

The Great Boar's Head Civic association will meet Sunday, July 10, at 3 o'clock, at Mr. Granger's. A cordial invitation to attend is extended to all property owners and residents of the head, and also to any other interested persons. It is hoped that the membership of the association will increase so that it may better achieve its purposes as well as to become acquainted with each other. Plans for the coming season will be made at the Sunday meeting.

HAVE YOU HEARD?

Why Willis prefers to go to the movies alone?

What Tom's favorite recreation is?

If Ted ever got that haircut?



New Hampshire
 FRESH
 MILK - CREAM
 DAIRY PRODUCTS
 :
 From
 Hampton's only
 "Home-Owned"
 Dairy
 :
Freeman's

Reach or ask for Freeman's when at your Grocers, or for retail delivery
 Tel. WAverly 6-2050

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 BUSES

Leaves Casino at 7:00, circles beach via Marsh avenue and boardwalk. Last stop at Casino at 7:15. Route to Legion Hall via Winton cunnet road. Bus returns same route after game.

PLENTY OF FREE PARKING

**YOUR SEASON TICKET
 TO A
 FASHIONABLE VACATION**

New Designed

**SWIM
 SUITS**

Casting such pretty adows on the sand . . w design suits in a t of sunstruck colors. ach with those very portant figure flat- ing touches . . mold- waist, curving bras, o minimizing lines. urs in many, many nderful styles for ace- swimming or pretty nning.
 sizes 32 to 46



**\$5.95
 to
 \$18.95**

NYLON DUSTERS

They make wonderful travel companions when it comes to choosing the perfect traveling companion. You just can't top the colorful duster. More exciting than ever this season because of the new wonder fabric . . wrinkle-proof, no ironing.

Sizes 10 to 20

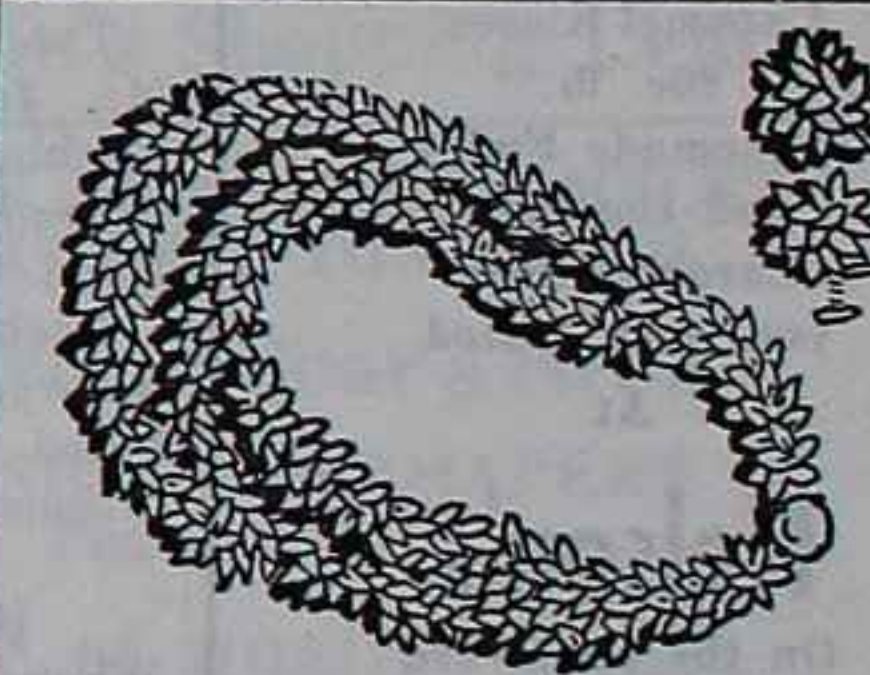
5.95



**Pert'n Pretty
 Cotton Blouses**

Blouses to whirl you through the rest of summer—prints, checks—solid colors—Pima's, Batiste and Broadcloth. Here are Blouses you'll love to own and you'll love the prices too!

2.98 3.95



Summer Jewelry

To accent your summer clothes . . in the season's pastels and white. Earrings, chokers, ropes, pins, etc.

48c and \$1.

Air Conditioned **H. W. PRAY CO.** Air Conditioned

71 STATE STREET

NEWBURYPORT

Hold Rites For Beach Resident

Hundreds of Rockingham County residents paid final tribute Tuesday afternoon to Thomas Brewitt, 66, prominent Epping and Exeter funeral director who died Saturday afternoon at his summer residence on North Shore, Hampton.

John The Barber
Highland Avenue
Same Price — Same Place
29th Year
AT HAMPTON BEACH

"DIVAIR"
Aqua Lungs
And Professional Skin
Diving Equipment

Floats & Umbrella RENTALS
RADIO BATTERIES
TOYS — BEACH SUPPLIES
GUYON'S Boar's Head
MOBILE GAS STATION
Washing - Lubrication
"Your service sta. away from home"

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!

Donovan & Fallon DRUGS
Radio Batteries

Mr. Brewitt operated funeral more than a year and had been making his home at North Beach. A native of Dover, where he was born Jan. 16, 1889, Mr. Brewitt was a graduate of Austin-Cate academy in Strafford and New England Institute of Anatomy in Boston.

Mr. Brewitt operated funeral homes in Epping and Exeter. He was a member of the Epping community church and the following organizations: St. John's lodge, F and AM, of Boston, of which he was a life member; Orient chapter, F and AM, of Exeter; Olivet council of Exeter; DeWitt Clinton commandery of Portsmouth; Bektash Temple of Concord and its band, the Bandoliers; Exeter Brass band; Wehanownowit tribe, IORM, of Exeter; Queen Esther chapter, OES, of Epping; Juanita lodge, IOOF, of Raymond Lamprey lodge, K. of P. of West Epping; and the N. H. Funeral Directors association, of which he was a past president.

Mr. Brewitt is survived by his wife, Mrs. Elva (Stiles) Brewitt; one daughter, Mrs. John Liberator of Newfields; two sons, Richard of Epping and Carl of Exeter; eight grandchildren; two sisters, Mrs. Lida Nadey of Sierra Madre, Calif. and Mrs. T. Wesley Ham of Portsmouth; and several nieces and nephews.

Heat —

(Continued from Page Three)

Saturday afternoon's torrid heat wave.

Mr. William S. McKenzie, 65, of Lowell, Mass., was said by police to have been stricken ill at the shore at 3 p.m. and then shortly later died at his cottage at North Shore boulevard.

The other heart fatality was Mr. John F. Stedeford, 63, of Fitchburg, Mass., who, according to police, died at his cottage at Nudd terrace.

Rockingham County Medical Referee Wendell P. Clare attributed both deaths to heart conditions.

HAVE YOU HEARD?
When B.G. and E.T. are going to become friends?
Why Liz keeps forgetting to write?

LOOK YOUR VERY BEST — AND BE COOL

IN OUR NEW

Real - Form Soft Skin GIRDLES

the fastest selling warm-weather girdle Made to be worn under a bathing suit or summer apparel

You can buy them at

The Vanity Case

B 2 GOOD GAMES JACKPOTS

Special Games — Door Prize

I TUESDAYS

7:45 30 Games

Seabrook Fire Station

Sponsored by American Legion Post

G SATURDAYS

7:45 30 Games

Seabrook Fire Station

Sponsored by Seabrook Firemen's Assn

O BIG PAYOFFS

BRIEF GIRDLE or PANTS only \$2.95

Beach Lessees Appeal Zoning Enforcement

Following letters of warning from the town offices, at least two North Shore householders leasing town land there have suspended business as a result of zoning ordinances being enforced. Both parties reside in the Residence B area, restricted to homes. One of the parties affected are Mr. and Mrs. John G. Clancy of North Shore boulevard who have secured four outside bathing lockers and have returned to lease company a number of bicycles they had planned to rent this summer.

DINE On The Ocean Boars Head Inn

BREAKFAST 8 a.m. - 10 a.m.
LUNCHEON 12 - 1:30
DINNER 6 - 8 p.m.
EXCELLENT FOOD

ARNS GIFTS

The Dan-Allen Shop

HAND MADE GIFTS
Atlantic Ave. No. Hampton
Yarns for Soles
Rugles - Plaids - Blocks
Crochet Cottons
Stamped Goods
Westwick Greeting Cards
MON.-FRI., 10 A.M.-5 P.M.
Closed Saturdays & Sundays

BYRON'S 5 & 10

GUYON SHOPPING CENTER

BOAR'S HEAD

Bermuda & Jamaica Ladies' Shorts 2.98
Hampton Beach Sweatshirts, Berkshire Hose
PLENTY OF CUSTOMERS PARKING SPACE

KNOWLES LOBSTER POUND

LOBSTERS - WHOLESALE - RETAIL
Alive or Boiled
CLAMS - FISH - LOBSTER MEAT
Open Daily From 8:30 A. M.

Boar's Head Tel. WA. 6-2252 Hampton Beach

Mr. and Mrs. Clancy, who state that they have been conducting a bathing locker business on their same premises since 1932, have appealed to the town Adjustment Board for a hearing to be conducted July 15.

The complaint against Mr. and Mrs. Clancy lies in the assumption that they have expanded their business since 1952 as they have moved their bathing lockers from their cellar to the outside.

Mr. and Mrs. Clancy declare that it is not an expansion of business, but a continuation of it, allowing better and easier accommodations for the bathers.

Also surrendering her bathing locker business next door is Mrs. Yvonne E. Keefe of 81 North Shore boulevard.

Mrs. Keefe said that she was made to understand by the realtor upon purchase of the property in 1952 that she would be allowed to carry on the business of bathing lockers which already had been installed and used by previous owners.

Mrs. Keefe also added that the income from the lockers was a substantial part of their livelihood as Mr. Keefe is retired and presently unemployed.

Mrs. Keefe said she is undecided whether or not she will ask for a hearing before the Adjustment Board. As the request for such an appeal must be made in writing 20 days before the Board's meeting date, the third Friday of each month, Mrs. Keefe would not be able to present her case until August 19.

The question arose whether the Adjustment Board or the Selectmen Board has the final say on the matter as the district in issue is town-leased property and not privately owned.

In answer to this, Board of Selectmen Chairman Lawrence Hackett said, "I think it's only right and proper that people may have the right of appeal if they feel their rights have been denied and some hardship has been inflicted."

"I feel that the Selectmen Board has the privilege of overruling the Adjustment Board if they (the Adjustment Board) disapprove the appeal. The Selectmen Board, upon overruling, would then send the matter back to the Adjustment Board for reconsideration."

The letters from the town offices to the two parties involved, explaining the zoning ordinance as accepted in 1949, stated in part: "Any non-conforming use which you operated prior to March 8, 1949 may be continued but may not be expanded or enlarged. The ordinance contains a penalty of \$20 per day for each violation."

Land lying north of the center of 1st street is included in the Residence B zoning area, a zoning map shows.

Colored and Polaroid Films AT **GARLAND'S**

HAVE YOU HEARD?
What happened between F.H. and E.P.?

A **Hampton Hardware SPECIAL**

2 Cell **FLASHLIGHTS**

59c
Hand Tools

Paints
Kitchen Utensils
Sports Equipment
Pic-Nic Supplies

Hampton Hardware

Corner of High Street and Lafayette Road

SURFSIDE SUPER - MARKET

At the Guyon's Shopping Center

THE LARGEST AND MOST COMPLETE MARKET AT HAMPTON BEACH

Ocean Blvd. at Boar's Head

THE SURFSIDE SUPERMARKET Features

A full line of quality meats and groceries at popular prices

THE ORIGINAL

Whole **BAR-B-Q** Chicken
BARBEQUED THE "OLD HICKORY WAY"

For A Delicious Treat

TAKE HOME A BAR-B-QU'ED CHICKEN TODAY!

Plenty of Parking for Shoppers

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



Meats - Groceries
Home Bakery
Frozen Foods

Evelyn & Paul
King's Highway at 3rd St.

23rd YEAR



THRU
AUG. 6

ROCK INGHAM

RACING DAILY
Post time 2 p.m.
(Set. 2:10 p.m.)
DAILY DOUBLE CLOSES
15 MIN. BEFORE POST TIME
ADMISSION (Tax Inc.)
... GRANDSTAND \$1
... CLUBHOUSE \$2
No Minors Admitted
Air-Conditioned Clubhouse and
Grandstand Dining Rooms



AL GAURON
State Pier

**Bay Stater Joins
Old Salts Club
With 49lb. Cod**

At the start of its second season of existence, the Old Salts club has already been increased by twelve new members who have landed "big ones", all either cod or haddock.

Largest was a 49 lb. cod exhibited by Gustave G. Ploss of Manchester and Barbara Hodgdon of Framingham, Mass., snared the biggest haddock of the lot with a 9 1/2 lb. catch.

Rules for eligibility are simple. The would-be master fisherman must land any one of the following: a 9 lb. codfish; a 16 lb. pollock; a 4 lb. haddock; or any size bass. The fish must then be weighted and certified by an authorized clerk at either of the two fishing piers or the Chamber of Commerce office. Especially important is the fact that the catch must be taken from waters in the Hampton vicinity.

No age limit is placed on club membership and both men and women alike are welcome to compete. Although no dues are exacted and no meetings are conducted, a red and gold certificate in the shape of a fish, a gold certificate and a card of membership are the rewards for club qualification.

**'Get Acquainted'
Night Enjoyed**

The first of many such "Get-Acquainted" nights to be held during the summer occurred Monday night when a sizeable crowd gathered in the Casino ballroom to dance to Ted Herbert's music.

A special welcome was extended to the vacationists by Bill of Commerce, who encouraged a general atmosphere of informality and friendliness.

Ted Herbert conducted special dances, such as a "Paul Jones" and a "Grand Right and Left", to

Handwriting Readings
At Love, Marriage, Business
and Speculation
Special 50c
MADAME PAULINE
C St. Opposite Douglass Hotel

**DEEP SEA
FISHING**

Trips Twice Daily
8 a.m. - 1:30 p.m.

Tuna Trips
Charter Parties

Tele. WA. 6-2469

promote more beach acquaintances.

A prize was awarded to the oldest of the old-timers participating in the waltz contest, and additional prizes went to couples in the "spot" dances.

Tickets for subsequent "Get-Acquainted" nights may be secured by registered guests at beach hotels and rooming houses, while others can gain admittance at the regular price by purchasing tickets at the door.

HAVE YOU HEARD?
What gray-haired Miami sports-

Emily's Beauty Salon
New Location
AVON HOTEL
B ST. TEL. WA. 6-2250
Latest Styling - Lamp Cutting

The Candy Store by the Seashore
MARGARET M. JUNKINS
CANDY SHOP
Remember the folks back home
with a box of famous Junkin's Candy
Ocean Boulevard
- SEE IT MADE -

pollards
OF LOWELL
• Summer wear
• Children's wear
• Home needs

on the
boulevard
Next To Howard Johnson

things real different

- In Summerwear
- In Sportswear
- In Children's Wear
- Accessories
- Domestic
- Cosmetics

This Weeks Special!
Uniforms at Budget Prices

- Cotton Seersucker
- Cotton Poplins
- Nylon Seersucker

2.98 up.
Use Your Pollard Charge Account

man has shown interest
Katny?

Smith's Pharmacy
PRESCRIPTIONS
FILMS SUNDRIES
Ashworth Hotel

BEN'S FOTO SHOP
130 Water St. Exeter
Next to Police Station
Tel. PR 2-2571
BELL & HOWELL
Sales and Services
Cameras and Projectors
Tape Recorders
FILMS FOR RENT

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

STUDLEY'S
Flower and Gift Shop
CENTRE STREET EXETER
Just Off Water Street
"A Nice Place to Browse in on A Rainy Afternoon"
UNUSUAL GIFTS A FEW FINE ANTIQUES FLOWERS
Miss Alice Stuart Hickey, Prop Vacationists Welcome

DURING YOUR VACATION
RENT A T. V. SET
Rates by Week or Month
MURPHY - LAVOIE CO.
140 Water St. Exeter
TEL. PR. 2-2352

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. PR 2-2731

20%
OFF ON B.P.S.
PAINTS
SPECIAL CLOSE-OUT
OF NEW AND USED
REFRIGERATORS
YOUNG
HARDWARE COMPANY
Water St. Exeter

VACATION
VALUES
At MOODY'S of Exeter you will find an outstanding selection of summer merchandise for Men and Boys, as well as casual shoes for the entire family at reasonable prices.

SPORT SHIRTS Both long and short sleeves		SWIM TRUNKS Boxer or Brief Styles	
Men's	1.69-4.95	Men's	1.98-4.95
Boys'	1.49-2.95	Boys'	1.00-2.95

— Also A Wide Assortment of —

Slacks	Sweaters	Beach Shirts
Jackets	Moccasins	Bathing Shoes
Headwear	Men's and Women's Casual Shoes	

Men's and Boys' Walking Shorts — Keds or P.F. Sneakers

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

KENMORE RESTAURANT

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

Meters -

(Continued from Page Three)

derived from meter collections would go to the town, it was dis-

closed. Upon completion of the beach highway project, plans call for Ocean boulevard to be one way from the Hampton Harbor toll bridge north, while a one-way southern route is mapped for Marsh avenue from the Ashworth hotel. A two-lane avenue, separated by a center island with parking facilities, is expected to run from near the Ashworth hotel north to the North Shore hotel where a cloverleaf traffic rotary is to be constructed.

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

Thursday - Saturday July 7 - 9

MEN KNEW HIS FURY... BUT NOT HIS FACE!
WOMEN KNEW HIS LIPS... BUT NOT HIS NAME!

UNIVERSAL-INTERNATIONAL presents
TONY CURTIS COLLEEN MILLER

IN CINEMASCOPE
The Purple Mask
PRINT BY Technicolor

CO-STARRING
GENE BARRY · DAN O'HERLIHY
ANGELA LANSBURY with GEORGE DOLENZ
JOHN HOYT · MYRNA HANSEN

Sunday - Wednesday July 10 - 13

JOIN THE AIR FORCE !!!

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

co-starring **FRANK LOVEJOY · NICOL BARRY · SULLIVAN · BENNETT**
ALEX · BRUCE · JAMES · JUNE
STEWART · ALLYSON

Produced by SAMUEL I. BRISKIN
Directed by ANTHONY MANN
Screenplay by VALENTINE DAVIES and BEIRNE LAY, Jr. Story by Beirne Lay, Jr. - A Paramount Picture

Strategic Air Command
Color by **TECHNICOLOR**

Friday - Saturday July 8 - 9

LESLIE CARON!
Out of "Lili" and into your heart again! **COLOR**

M-G-M's
"The GLASS SLIPPER"

Leslie starring Michael **CARON · WILDING**

On WIDE-VISION SCREEN!
STEREOPHONIC SOUND!

Sunday - Tuesday July 10 - 12

A HILARIOUS NEW LOOK AT LIFE!

PRINT BY **TECHNICOLOR**

AIN'T MISBEHAVIN'

STARRING **RORY CALHOUN · PIPER LAURIE**

NEW HIT TUNES!

Wednesday - Thursday July 13 - 14

Universal-International presents
JANE WYMAN ROCK HUDSON BARBARA RUSH

THE GREAT LOVE STORY BY THE AUTHOR OF "THE ROBE"

LLOYD C. DOUGLAS
Magnificent Obsession

Vari - Christie's
Hampton Playhouse

On Winnacunnet Rd. Beach Rd.

New England's most distinctive Summer Theatre

Seventh Gala Season !!!

The naughty comedy that skyrocketed Audrey Hepburn to fame

Gigi

The Comedy by ANITA LOOS adapted from COLETTE'S Novel

FEATURING AN ALL BROADWAY CAST!

Dates - July 11 - 16

Tickets and transportation available at Jackie's Travel Agency on the Beach
Reservations WA 6-3990 Always Free Parking
Admission 2.20, 1.65, 1.10 Curtain 8:40

JULY 18 - 23 SABRINA FAIR

IOKA Theatre EXETER PHONE PR 2-2222

Matinee Every Day at 2:15 - Saturday 1:15 p.m.
ON OUR GIANT SCREEN

THURSDAY thru SATURDAY July 7 - 9

CinemaScope At Its Best -
4-Track Magnetic Stereophonic Sound
CLARK GABLE - SUSAN HAYWARD
"SOLDIER OF FORTUNE"
(In Technicolor)

DAN DURYEA - JARMA LEWIS
"THE MARAUDERS"
(In Technicolor)

KIDDIE SHOW
Every Saturday at 1:15 P. M.
Carton Carnival Plus Our Regular Feature

Sunday thru Wednesday July 10 - 13

CinemaScope At Its Best -
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DORIS DAY - JAMES CAGNEY
"LOVE ME OR LEAVE ME"
(In Technicolor)

Thursday thru Saturday July 14 - 16

CinemaScope At Its Best -
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TONY CURTIS - COLLEEN MILLER
"THE PURPLE MASK"
(In Technicolor)

JOHNNY WEISSMULLER - JEAN BYRON
"JUNGLE MOON MEN"

Playhouse To Present "Gigi"

A glimpse into the "family" life of three Parisian women of the Toulouse-Lautrec period who for generations have overlooked marriage in favor of another kind of alliance with rich boulevardiers will be offered when the Hampton Playhouse presents "Gigi" beginning Monday, July 11.

The comedy, originally a famous novel by Colette, one of France's greatest writers, was adapted for the English theatre by Anita Loos, the author of "Gentlemen Prefer Blondes."

The Gigi of the play's title, to be played here by Ailsa Dawson, is a skittish and elfin schoolgirl who is being coached for a career in disreputability by her relatives, Marie Donnet as her aunt, who has known the favor of kings; Florence Anglin as her grandmother; and Rowena Burack as her mother. The women's plans for the sixteen-year-old girl take concrete form when a debonair playboy, portrayed by Albert Ackel, shows up between mistresses. When he begins to negotiate for Gigi's future "protection" with her aunt, it turns out something very different is in the air. The clan of demi-mondaines is horrified to see that their young protegee is to be their first member in generations to enter an alliance with benefit of clergy.

This tale of topsy-turvy mor-

ality was a great success during its New York run in 1951-52, bringing to stardom the young Audrey Hepburn who played its title role, and it was also a hit during a long road tour in 1952-53.

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Boardwalk Brevities

About this time of year the major headache of Chamber of Commerce workers is the ever increasing number of children lost each week. Parents are urged to keep a constant watch on their offspring.

Genial Pat Fuller looks as tanned and happy as ever after wintering as usual in Florida.

Hampton is certainly attracting the younger set as evidenced by the predominance of teenagers at Sunday's band concerts.

Jack MacCarthy of Lowell, Mass., is back at his post of life-guard for a second year.

Plans are in the making for some moonlight boat rides with community sings say Secretary of the Chamber of Commerce, Bill Elliot.

The fireworks Monday were visible all the way to the northern section of the beach.

Accompanist for the Amateur Night is Dick Lamphier.

Lions' Tag Day

To meet the growth of various contributions to worthwhile charities, the Hampton Lions club has set its annual Tag Day project, July 16, at \$1,200.

Heading the 1955 Lions drive is Larry M. Salden, aided by David Garland, co-chairman who have already announced that collection boxes will be set out and tags are to be sold in Hampton, Hampton Beach, North Hampton and Hampton Falls.

Administrating and operating xpenses of the club itself, pointed out the drive chairmen, are covered solely by membership dues. Some of the expenses include Lions International District 44, Lions magazine, convention fund, bulletins, pins, paper material, mail, etc.

Both chairmen Salden and Garland expressed gratitude for the public response of the Lions Tag Day drive in previous years and ask again for support in the reach for the \$1,200 goal.

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Water Safety Rules Issued By Coast Guard

Approximately 80 per cent of all drownings can be avoided by the application of ten basic safety rules states Chief Fisher of the Hampton Beach Coast Guard station at North Hampton.

Although both the lifeguards and Coast Guard are responsible for rescuing dozens from the sea annually, lives are often needlessly lost because of carelessness and panic.

Captain Fisher lists the following rules as those fundamental to water safety.

1. Don't go out in bad or threatening weather.
2. Wear your life preserver.
3. Tell people when and where you are going — don't go elsewhere.
4. Equip your boat properly. You should have aboard an anchor, a life preserver, oars, spare gas, spare line, and a flashlight.
5. Avoid excessive or sudden bursts of speed.
6. Know how to swim.
7. Tell your relatives that if you don't return within a reasonable time to notify the Coast Guard.
8. If you capsize, hang on to the boat.
9. Think! Don't panic.
10. Don't overload the boat.

of Commerce office and furnish them with similar information. Then, having made sure someone is to be home in case a "found" message is to come, you may go out and take up the search in the neighborhood, making sure you have informed someone where you may be located.

If you are one who has found a strayed child, don't wait to see whether someone will be around soon in their search. Call the police immediately.

Police station phone: 6-3334, Chamber of Commerce: 6-3700.

HAVE YOU HEARD?

When the girls are going to let Bob in on the joke?

About the party held in honor of Sally last Saturday night?

If Jack ever got straightened out about his blind date?

CASINO
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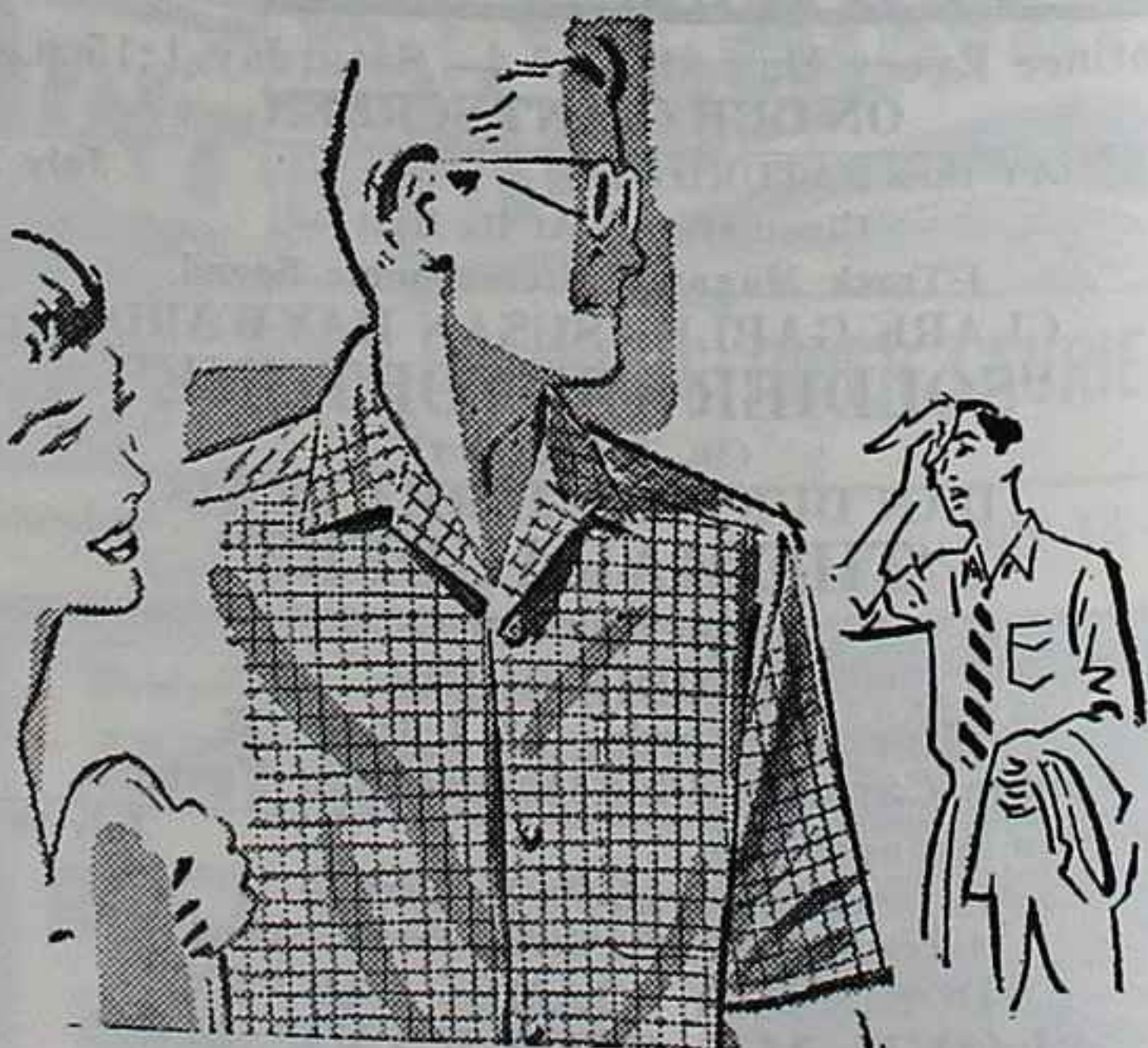
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Beach Notes

Guests at the Triangle are Mr. and Mrs. Gerald Roberge and Mr. and Mrs. Conrad Chouinard of Holyoke, Mass.

Vacationing with Dr. and Mrs. Oscar Bourgeault of Holyoke, Mass., at the Happy Day cottage on Ocean avenue are Mr. and Mrs. Howard Robinson and their sons of North Carolina.

Mr. and Mrs. Roland Bergeron of Pawtucket, R. I., are presently staying at the White Rock house, along with Miss Bernadette Lavallee and Mrs. Amanda Bourgeault of Holyoke, Mass.

Dr. and Mrs. S. A. LaBelle and daughter, Claire, and Mr. Roland Stebbin of Holyoke, Mass., are guests at the Belleville motel.

HAVE YOU HEARD?

That someone refuses to run errands for Dick S.?

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Boardwalk Brevities

The fine weather certainly provided beach merchants with one of the most profitable Fourth weekends in many seasons.

New addition to the Chamber of Commerce staff is Jeanne MacKenzie, a teacher in the West Swanzeay school system.

Bruce Morrell, recent graduate of Tilton Academy, is working here for the summer before entering Yale in the fall.

The colored lights on the playground add a certain festive note to the beach's appearance, thanks to the precinct commissioners.

Current plans of Bev Brindamour, one of the major performers in last season's water ski shows, include an August wedding to Gordon Hollingworth, hockey player for the Detroit Redwings.

Ray Perrone of Lowell, Mass., is staying again this year on 12 street.

The rapid progress on the beach reconstruction is an encouraging sign. Perhaps by June '56 traffic bottlenecks will be past history.

Trio -

(Continued from Page Three)

whistle, but the swimmer gave no indication of hearing it, continuing to swim further out.

After repeated blasts on the whistle proved futile, Crowley launched the surf lifeboat and rowed out to the swimmer who, Crowley later told police, was swimming with a can of beer in his hands.

Crowley said, "I ordered him to throw away the can and offered to row him back ashore. He finally disposed of the can and headed toward shore. I followed him all the way in just in case he tired."

Crowley stated that when he was hauling up the boat in shallow water the swimmer approached and swung on him, missing and falling down. When another life guard, Hobby Lyons of Rochester, arrived on the scene and attempted to lift the alleged assailant to his feet he received one or two punches for his efforts he told police.

Then two companies of the swimmer joined in and a fracas developed before police interceded, according to Crowley.

The attacking trio, police said, were taken to the station and arrested.

Hampton Beach Police Chief John J. Malek identified the swimmer as James R. Barnett, 27, of Somerville who was arrested said Chief Malek, for disorderly conduct, engaging in a

brawl and drunkenness.

The two companions arrested for disorderly conduct and engaging in a brawl were reported by police to be Robert Merrill, 20, of Roxbury and Paul B. Smith, 24, of Dorchester.

Police said all were released on \$25 bail and are scheduled to appear in court Saturday.

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