

IT'S JUBILEE WEEK!

The George B. French Co. welcomes all vacationists to Portsmouth's great "Jubilee" Celebration. Thursday, Friday, and Saturday are Merchants Days, and we've slashed many prices to help celebrate the big occasion!

FAMOUS NAME

SUMMER SUITS

Reg. 25.00

NOW 18.00

All Sizes
Summer Shades

BASEMENT SALE

Every item in the Basement

JUBILEE PRICED!

Lamps - Gowns - Dresses - Bathing Suits

MANY OTHER ITEMS

SKIRTS

3.95 to 8.95

\$1.00
Off For Jubilee!

Reg. 2.95 Straw

HANDBAGS

1.95

JUBILEE DAYS

NYLON TRICOT SHEETS

Double 6.50 & 7.50
Twin 5.50 & 6.50

White, Maize, Pink
SPECIAL FOR JUBILEE DAYS

Famous Catalina

BATHING SUITS

3-6x	7-14	30-46
1.95-5.95	5.95-12.95	10.95-\$25.

NYLON

GOWNS

3.95 to 4.95

Pink and Blue
A JUBILEE SPECIAL

NYLON

PANTIES

1.25

Pink and Blue
A JUBILEE SPECIAL

FLEXEE BRAS

Reg. 1.95	Now 1.00
Reg. 3.95	Now 2.59

Special For Jubilee Days

SUMMER SPREADS

Pastel Seersucker

3.75

Doubles

George B. French Company
37 MARKET ST. PORTSMOUTH



VOL. XXVIII., NO. 3 Incorporating The Hampton Beach Advocate WEDNESDAY, JULY 13, 1955 FREE DISTRIBUTION



Harbor Project Viewed By Officials

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 —

MEAT SPECIALS

UNDER CUT
Pot Roast lb. 59c

SWIFT'S PREMIUM
Bacon lb. 59c

LARGE CANS (2½)
Glorietta Peaches 43c

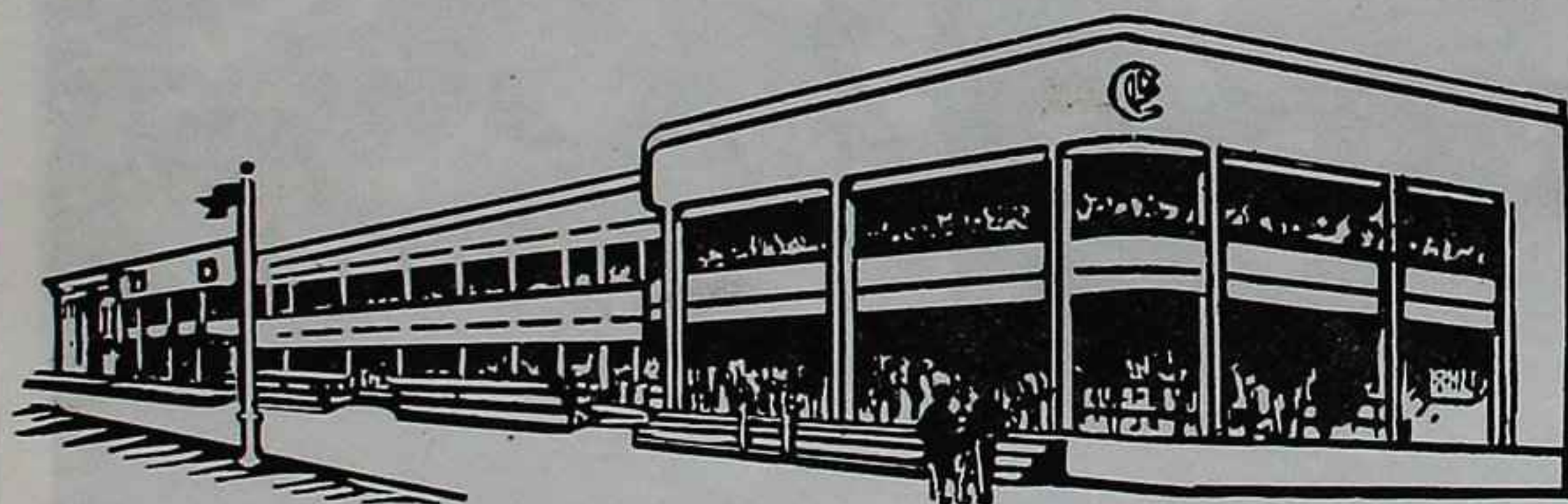
100'S
Tetley Tea 93c

LARGE PLAIN
Home Made Donuts dz. 40c

— READY TO SERVE! —

Roast Lamb Legs lb. 69c

WITH GRAVY — 7 - 8 lb. AVG.



The Hampton Beach CASINO

Everything Under One Roof

Nationally Famous Ballroom

Gift Shop — Dining Room

Bowling Alleys

Bath Houses — Parking Area

Soda Fountain

Fried Clam Stand

Snack Bar

The Hub Of Happy Hampton Beach

AT THE BALLROOM

Now thru July 16th

The CREW CUTS

Now thru July 21st

BOB BATCHELDER'S
Orchestra

The BEACHCOMBER

VOL. XXVIII., NO. 3

WEDNESDAY, JULY 13, 1955

FREE DISTRIBUTION

Army Engineers Inspect Harbor Development

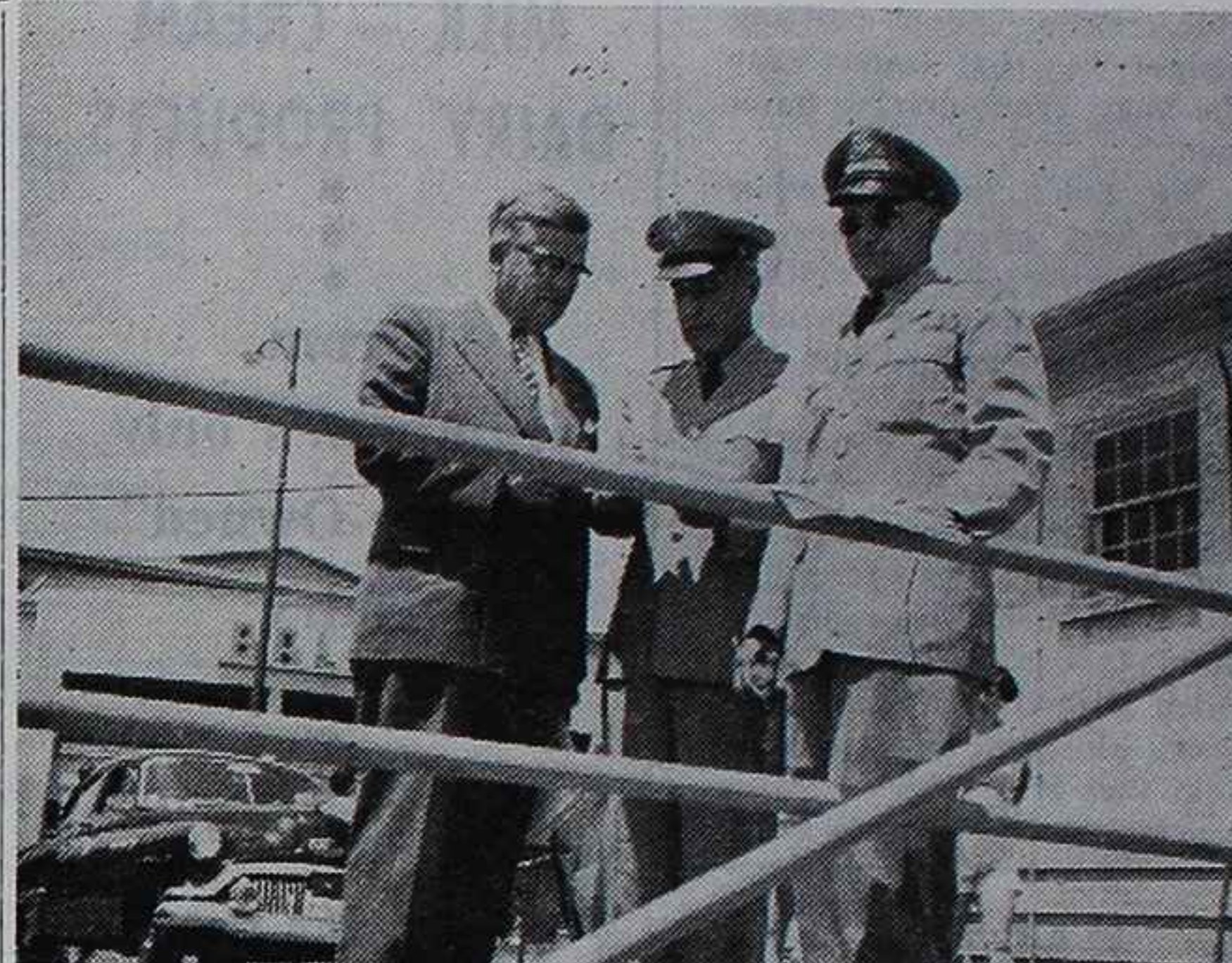
Bay Staters Top Talent Parade

Topping the full slate of contestants at Monday's Talent Parade was popular Robert Powers, 23, of Arlington, Mass., with his vocalizing of "Tired of Dreaming." Bob's face was already familiar to many beach residents before mounting the bandstand, since he took an active part in last season's water ski exhibition and is currently involved in preparations for the August water shows.

A duet, "Let's Take An Old-Fashioned Walk" by Richard Le Clair, 20, of Henniker and Wanda Plummer, 19, of Concord provided stiff competition for Bob Powers and resulted in their placing second.

In the intermediate division Mary Jane Plecinoga, 14, Salem, Mass., copped first place with her rendition of "Tweedle Dee". Another duet by Muriel Bedard and Madeline Bergeron, both of Salem Depot, who sang "Cherry Pink and Apple Blossom White", took runner-up position.

A sole contestant emerged winner in the Tiny Tots division, since there were no other competitors on hand. Three-year-old Dolly Jean Rice of Waltham, Mass. won applause with her singing of "Dark Town Strutters Ball" to round off the evening's entertainment.



INSPECTION TOUR of the Hampton Beach shore area, which is to be sand-filled to correct the erosion problem, was made Friday by, left to right, U.S. Rep. Chester E. Merrow and U.S. Army Corps of Engineers officials, Gen. Emerson C. Itschner and Col. Robert J. Fleming Jr. Estimated cost of the project is \$420,000 with the state contributing \$280,000 and the other remaining third, \$140,000, coming from federal funds.

An inspection team of a congressman and two high U. S. Army Corps of Engineers officials during their Seacoast Regional tour last Friday, stopped to look at the progress being made at the Hampton Beach seawall and to review the plans already formulated to dredge Hampton harbor entrance and anchorage.

At the same time it was announced by the group that the sand taken up from the ocean bottom in the dredging operation would be pumped on both Hampton and Seabrook beach shores to curtail erosion and to replace much of the shore that has been eaten away.

HARBOR
(Continued on Page Seven)

Erosion Control Will Improve Bathing Beach

When you return to Hampton Beach next season you will find, among many vast changes and improvements, a much wider, higher beach area between the seawall and ocean.

Sometime this fall, after the bathers take their final dips and bid farewell to the beach, powerful dredgers will be stationed offshore to suck up sand from the ocean floor and then pump it onto the beach.

This should give you and the other beach lovers much more room for relaxing, strolling and lolling.

Boat owners and fishermen will benefit from this dredging project, also, as at the same time sand will be taken up from the entrance and within the harbor to make deeper water. This sand will be placed on the encroached harbor shores. Better fishing and boating facilities are expected as a result of this deepening operation.

The erosion control work is part of the over-all \$3 million-dollar plan including the beach seawall and road work on Ocean boulevard. The state, aided by federal funds, seeks to restore much of the beach front washed away by erosion.

Bowling — Bicycling — Billiards

Ferncroft Recreation Center

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

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

Bicycling Billiards

OVER 80 BIKES
MANY NEW 20" — 24" — 26" Balloons — 3 speeds — Tandems
Equipped with lights at night.
Available 8 a.m. to Midnight
Bikes and Trikes for Tots
IN THE PENTHOUSE
Well Ventilated
Fluorescent Lighted
7 Brunswick Pocket Tables

WEEKDAYS 10:00 a.m. — MIDNIGHT
SUNDAYS 1:00 p.m. — MIDNIGHT
OPEN including Billiards

"That Fascinating Store"

Cool Summer Cottons

Juniors - Misses - Half Sizes

\$ 8.95 up

Transitional Cottons
Sportswear

Velvet Hats Are Arriving!

"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

Catch Fish with EASTMAN
 TWO TRIPS DAILY
 8 A. M. - 1 P. M.
 • \$2.25 Per Person
 • Equipment Furnished
 • Radiophone for Safety
 • Call Seabrook GOver 4-3461
 Located at the Seabrook End
 of Hampton River Bridge



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

Thursday thru Saturday July 14 - 16
 Rory Calhoun - Piper Laurie
 "AIN'T MISBEHAVEN"
 2nd Hit
 Edward G. Robinson - Jean Parker
 "BLACK TUESDAY"

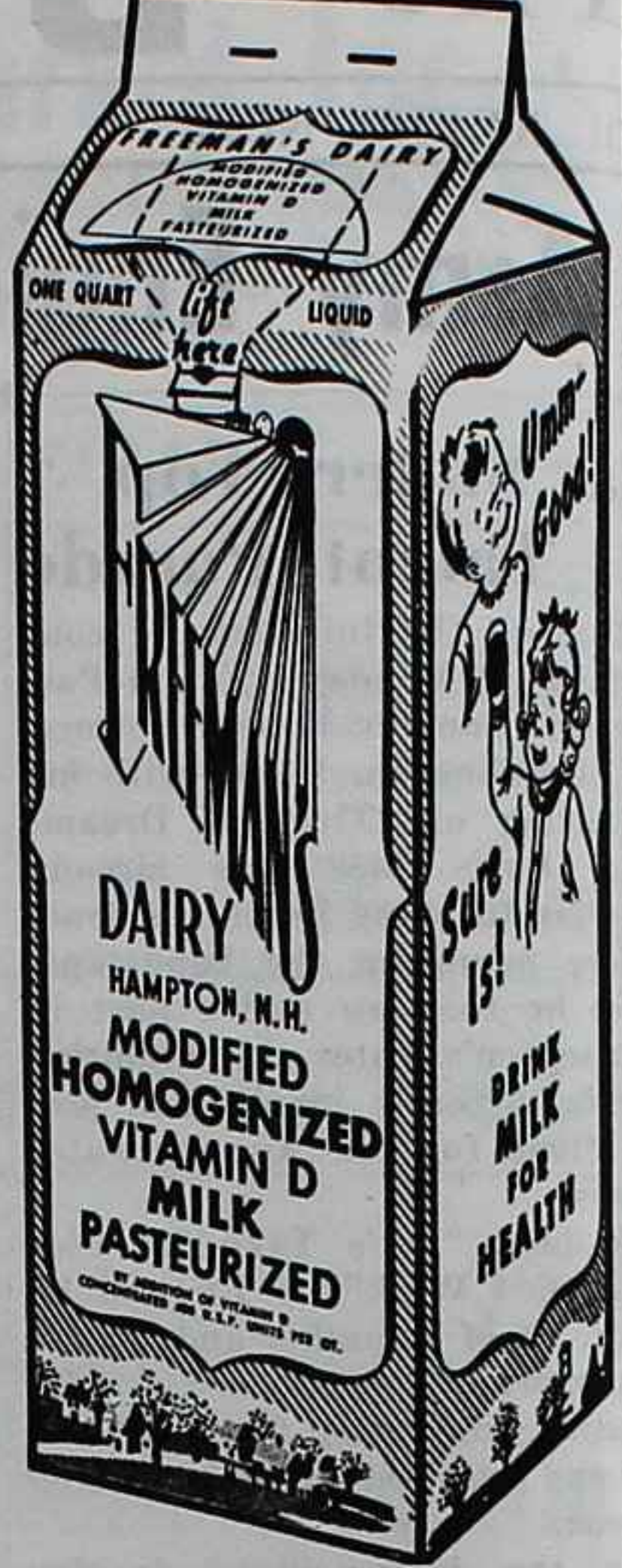
Sunday thur Tuesday July 17 - 19
 Fred Astaire - Leslie Caron
 "DADDY LONG LEGS"
 IN CINEMASCOPE
 2nd Hit
 Paul Henreid - Patricia Medina
 "PIRATES of TRIPOLI"

Coming Wednesday thru Saturday July 20 - 23
 Van Johnson - Deborah Kerr
 "THE END OF THE AFFAIR"
 2nd Hit
 Randolph Scott - Jocelyn Brando
 "TEN WANTED MEN"

PLAYLAND

Just Hot Air
 Unless you're one of the better informed sidewalk superintendents keeping an eye on the progress of the Hampton Beach seawall construction, you may have guessed inaccurately what that sizeable, white, steam-emitting gadget was that stands near the huge, crane-driving hammer.
 We don't know whether your first guesses were as far off as ours, but it's neither a jet-driven washing machine nor a super-charged hot dog boiler.
 It is a steam generator that manufactures steam power for the operation of the hammer driving the heavy steel sheetings into the ground. It is fired by oil supplied directly from a tank truck alongside and we were told that it provides greater working pressure than air.

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 boulevard. Last stop at Casino at 7:15. Route to Legion Hall via Winnacunnet road. Bus returns same route after game.
 PLENTY OF FREE PARKING

Mid-Year Clearance Sale!

Really Wonderful Buys In These Beautiful Dresses!

Here is your chance to buy stunning outfits at tremendous savings. Linens, Shantung, Sheers, Pongee, Cottons and many, many others are going on sale to make room for our fall collection. Sundresses, two-piece, Bolero suits, unlined suits . . . all must go!
 Come in today while our selection of sizes is still complete and get in on the Biggest Bargains of the year.

In sizes 9-11 10 to 18 and half sizes.

Were 19.95 to 12.95
 Now \$10.00

Were 10.95 to 8.95
 Now \$6.00

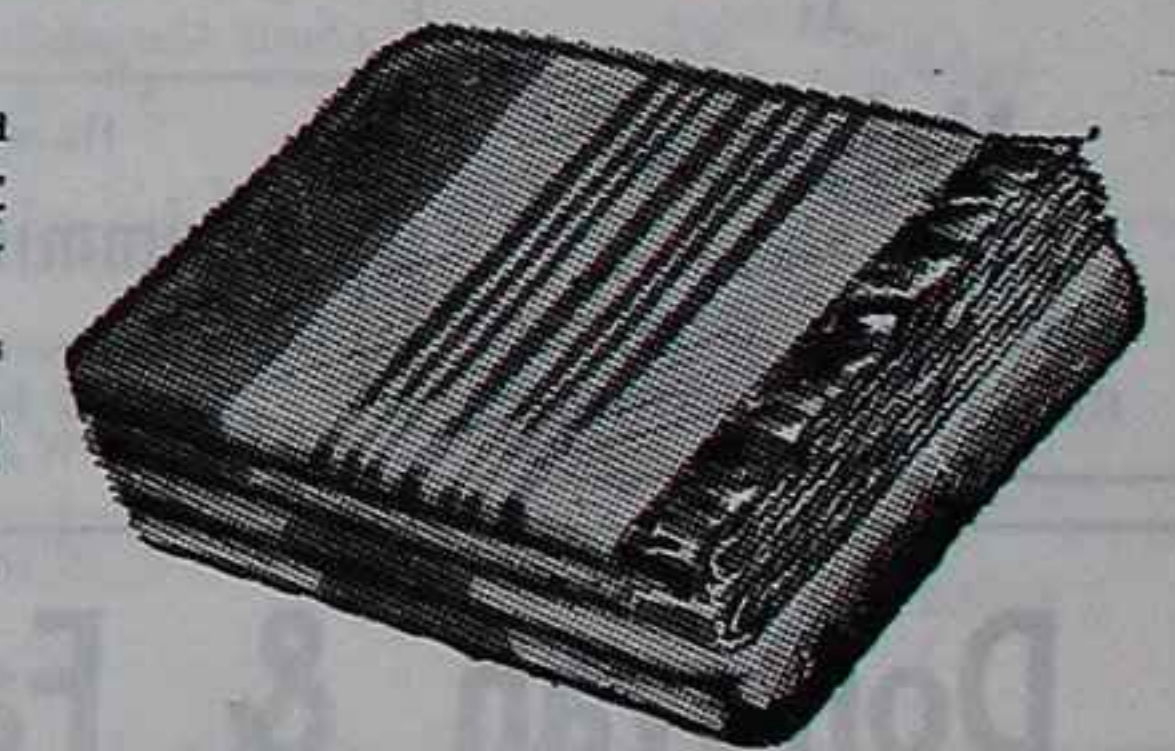


Sheer Nylon Hose
 \$1.00
 Robert Lawrence sheer nylon stockings with dark seams. 51 gauge, 15 denier. Color "Town Beige" — Sizes 8½ to 11.

GIRL'S DRESSES
 Half Price Sale

One rack of children's dresses, including chubbette sizes and sub-teens. 3 to 66x — 7 to 14 and 10 to 14.
 All current styles in popular colors. Originally priced from \$2.98 to \$10.98

ALL WOOL BLANKETS
 \$13.95
 Faribo "Northwood" all wool blankets, full bed size 72 x 90. Colors: Peach, Blue Rose, Green, Rosebeige, White, Dove Grey and Lime. Regular \$16.95 value. Start a club, or Lay-a-way Plan, pay \$1.00 down, \$1.00 per week
 Colored, durable quality muslin sheets by this famed maker.
 Size 81 x 108 Reg. \$3.69 Now \$3.10
 Size 42 x 38 cases Reg. .79 Now .69
Sale of Pequot Muslin Sheets
 Colors are Blue, Mint, Rose and Peach. Just this one size sheet and pillow case in this lot.
 White Pequot Muslin Sheets with colored borders of Green, Blue, Peach and Rose.
 Sizes: 81 x 108 Reg. \$3.69 Now \$3.09
 Sizes: 72 x 108 Reg. 3.45 Now 2.99



H. W. PRAY CO.
 71 STATE ST. NEWBURYPORT

WANTED TO BUY

Wanted to buy, a beach cottage. Must be near beach in Hampton, Reasonable. Send full details to: Apartment 9, 660 Huntington Ave., Boston, Mass. adv.

LOST

LADY'S GOLD HAMILTON WATCH with black band. Lost Monday noon near Coast Guard Station. Call WA 6-2363. adv.

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

"DIVAIR"
Aqua Lungs
And Professional Skin
Diving Equipment
COME IN AND SEE THEM
Floats & Umbrella
RENTALS
RADIO BATTERIES
TOYS — BEACH SUPPLIES
GUYON'S Boar's Head
MOBILGAS STATION
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

Shell Collection Provides Interest

An extensive shell collection numbering in the hundreds of specimens is receiving much comment these days from dozens of vacationists, who recognize it on display in the Beach Shop as an interesting but educating introduction to sea lore.

Owners of the collection, Mr. and Mrs. Lindley Pease, have commissioned divers on deep sea expeditions to preserve for them any unusual sea curios found in the ocean depths, but they insist upon only live shells, which retain a natural color and luster.

Most prized among their possessions because of its size and color is a huge Triton removed from the China Sea. Measuring sixteen inches in length, it is enhanced by the same distinct shadings that characterize the average eight inch shell. This is unusual, noted Mrs. Pease, since the larger ones almost invariably lose their delicate coloring.

Spectacular in its elaborate and detailed construction is a 36 inch lamp display made from the same piece of coral, which is illuminated by nine separate light bulbs.

Another sea treasure of Pacific origin is the orange and violet tinted Spiny oyster with long, fragile tentacles adding to its beauty and value.

In addition to their decorative use, Mrs. Pease points out that shells serve a practical purpose in every-day living. A unique arrangement for fruit can be achieved by adapting the shell of a man-eating clam for a container. Ashtrays, dolls, and earrings all can be constructed from a shell base. A hand-carved cameo shell fashioned into a lamp shade by Italian artists draws attention to the mounting commercial worth of the ocean relics.

Mrs. Pease invites any fellow collectors vacationing here to drop in and exchange information about the shells with her.

Hampton Bay
Swimming School
Lessons \$1.00
Call Bill Gilligan
WA 6-3400

A Vacation "MUST"...

Vist the

Vanity Case

For

"Things That Please At Prices You Like To Pay"

APPAREL
AND
VACATION ITEMS
FOR
WOMEN - MISSES
AND CHILDREN

IN HAMPTON CENTER

B 2 GOOD GAMES JACKPOTS

Special Games — Door Prizes

I TUESDAYS

7:45 30 Games

N Seabrook Fire Station
Sponsored by American Legion Post 70

G SATURDAYS

7:45 30 Games

O Seabrook Fire Station
Sponsored by Seabrook Firemen's Ass'n.

BIG PAYOFFS

Harbor —

(Continued from Page Three)

Flying from Washington to make the inspection visit were U. S. Rep. Chester E. Mellow and Brig. Gen. Emerson C. Itschner who were later joined by Col. Robert Fleming of the Corps of Engineers with headquarters at Boston, Mass.

Accompanying the group on the Hampton Beach tour were

A
Hampton Hardware
SPECIAL

BEACH
UMBRELLAS
9.50

Hand Tools
Paints
Kitchen Utensils
Sports Equipment
Pic-Nic Supplies

Hampton
Hardware
Corner of
High Street and
Lafayette Road

BYRON'S 5 & 10
GUYON SHOPPING CENTER
BOAR'S HEAD

Complete 5 & 10 Assortments and
All Beach Needs
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

Secretary Alvin F. Redden of the Seacoast Region Development association and Hampton Beach Precinct Commissioner Seth Junkins.

Funds for dredging Hampton harbor and the restoration of sand on Hampton and Seabrook beaches have already been allocated with the state providing two-thirds, or \$280,000, and federal agencies allowing \$140,000, the remaining third.

Preliminary plans call for deepening the harbor entrance and also a part of the harbor itself. It was said that sand taken from the channel would be pumped onto the Seabrook beach shore and that dredged from inside the harbor would be piped onto Hampton Beach.

The work reportedly was to begin in mid July, but a later announcement revealed that the dredging and erosion control project would be delayed for at least a month.

An official of a Hampton real estate agency pointed out later that possibilities existed at this time to have much of the marsh land in the vicinity of the harbor filled.

He said that a move should be initiated by the town right now to approach proper state officials with a request for such a marsh-filling project. He said also that he was familiar with the harbor and that there was a sufficient quantity of easily available sand there to fill in a substantial amount of marsh with an eye toward future development.

Following the Hampton Beach trip the party proceeded to Portsmouth to look over that city's harbor, citing improvements planned there which include removal of the dangerous shoals at

Gangway Rock and also removal of Boiling Rock, further up the harbor.

According to Brig. Gen. Itschner blasting of Gangway Rock would commence sometime in January 1956 with work on Boiling Rock scheduled for next summer with the entire \$952,000 project to be completed in the fall of 1956.

Expressing enthusiasm for the possibility of industrial expansion at Portsmouth with the planned harbor improvements, Secretary Redden of the Seacoast Region Development said he knew definitely that firms were interested in a Portsmouth location, pending the harbor improvement work.

Also speaking of the bright prospects for additional industry in the Port city was Rep. Mellow who said that a major benefit would be derived from the Harbor Improvement program approved recently by the Senate.

From Portsmouth the group went on to Farmingham to study flood control measures proposed for that area.

Colored and
Polaroid Films
AT
GARLAND'S

SURFSIDE
SUPER - MARKET

At the Guyon's Shopping Center

Sugar Cured Bacon lb. 49c	Swift's Cellopack Franks lb. 59c
8 oz. Pkg. Sandwich Steaks lb 59c	For a Quick Meal MORTON'S FROZEN PIES 3 - 89c CHICKEN - BEEF TURKEY

FRESH DONUTS EVERY DAY

Fresh Oven Ready Broiler lb 59c

Home Made Potato or Macaroni Salad

Plenty of Parking for Shoppers

HAVE YOU HEARD?
About A. and S. and a certain R. J.?


That Don K. has been showing his true character?

When the big party is going to come off?

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

YARNS GIFTS
The Dan-Allen Shop
HAND MADE GIFTS
Atlantic Ave. No. Hampton
Yarns for Soles
Argyles - Plaids - Blocks
Crochet Cottons
Stamped Goods
Crestwick Greeting Cards
MON.-FRI. 10 A.M.-5 P.M.
Closed Saturdays & Sundays

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



Meats - Groceries
Home Bakery
Frozen Foods
OPEN DAILY 7 A.M. - 10 P.M.

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


23rd YEAR
THRU
AUG. 6



ROCK INGHAM

RACING DAILY
Post time 2 p.m.
(Sat. 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

DEEP SEA
FISHING



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

AL GAURON
State Pier
Tele. WA. 6-2469

Heat Wave Cause of Record Water Consumption

A record-breaking 1,980,000 gallons of water in one day were consumed during the scorching July 4th holiday in the Hamptons and Rye area, Hampton Water Works figures disclose.

It was indicated the figure represented 180,000 more gallons used this year than the same day of 1954, covering the areas of Hampton, Hampton Beach, North Hampton, Rye and Rye Beach.

Particular heavy water consumption was noted at the beaches which accommodated over-flowing crowds, retreating to the seashore to seek heat relief.

Although July 4 held the record of water usage for a single day period the other days of the four-day holiday period came close to the top amount of water used.

According to Water Works Superintendent Oscar Scammon, the normal average of water consumption during the cooler, off-beach season is about 500,000 gallons.

Even though the amount of water used over the holiday was high, Mr. Scammon said, a 55-pound water pressure was maintained in all areas. He added that the water department, aided by the recently-installed two additional 12-inch water lines to Hampton Beach, had no difficulty in keeping substantial water levels in the water tanks at Boar's Head and Glade path.

The water works official revealed also that an 800-foot stretch of six-inch water pipe was lately laid along North Shore road, increasing the water supply there.

Included in the same project was the installation of one fire hydrant near Smith's Grove which it was said, will provide a substantial decrease in fire insurance

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

rates to home owners in that vicinity.

Hampton Beach Fire Chief George H. Lamott expressed great satisfaction that a steady 55-pound water pressure was constantly held on the water works fire mains during the holiday period despite considerable public water use.

The fire chief pointed out that the precinct-owned salt water fire-fighting system was also in a state of readiness to handle any conflagration emergency.

HAVE YOU HEARD?
If Barb is going to take that bet?

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



on the boulevard
Next To Howard Johnson

things real different

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

This Week's Special!
Corduroy Blazer Jackets
WIDE COLOR RANGE ALL SIZES **\$6.99**

HAVE YOU HEARD?
Why Dan F. never goes dancing?

Smith's Pharmacy
PRESCRIPTIONS
FILMS SUNDRIES
Ashworth Hotel

MOVIES!
8 mm - 16 mm For Rent
Also Complete Projection Service

BEN'S FOTO SHOP
130 Water St. Exeter
Next to Police Station
Tel. PR 2-2571

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

BEACH SUPPLIES

FOLDING BEACH CHAIRS	PICNIC GRILLS	2.69
	SWIM FINS	1.50
	ICE CHESTS	12.10
COMPLETE BARBECUE SUPPLIES		

\$3.25

Special Reductions!

Mens' and Boys' Swim Trunks and Short Sleeve Sport Shirts Reduced 33 1/3 %!

Swim Trunks		Sport Shirts	
WERE	NOW	WERE	NOW
4.95	3.30	4.95	3.30
3.95	2.64	3.95	2.64
2.95	1.97	2.95	1.97
1.95	1.31	1.95	1.31
1.00	.67	1.00	.67

YOUNG
HARDWARE COMPANY
Water St. Exeter

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

HAVE YOU HEARD?
That Patsy S. and Cindy J. have stopped being friends?
About Pat Q. and Tom B.?
Whether Merrill G. is enjoying the band concerts?

Why Frannie likes a certain hotel so much?
What happened to Bob G. and Jack K. the other night?
Who Rance takes for rides in his motor boat?

Shoe Repair Service
24-HOUR SERVICE
Daily Pick-Up
Staples Hardware
B STREET

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

CASINO SURF

Thursday - Saturday July 14 - 16



Jane's got Jeff
...living every passionate page of Anya Seton's Best Seller!

UNIVERSAL-INTERNATIONAL Presents
JANE RUSSELL · JEFF CHANDLER
FOXFIRE
CO-STARRING **DAN DURYEA** COLOR BY *Technicolor*

Friday - Saturday July 15 - 16

THREE Cheers FOR THE SHOW!

BETTY GRABLE ★ **MARGE and GOWER CHAMPION** ★
JACK LEMMON

THREE FOR THE SHOW
with MYRON McCORMICK
CINEMASCOPE Technicolor A COLUMBIA PICTURE

Sunday - Monday July 17 - 18

RANDOLPH SCOTT
as the
TALL MAN RIDING

WARNER BROS. IN COLOR BY WARNERCOLOR
ALSO STARRING **DOROTHY MALONE** That Battle Cry girl! **PEGGIE CASTLE**
SCREEN PLAY BY JOSEPH HOFFMAN · PRODUCED BY DAVID WEISBART · DIRECTED BY LESLEY SELANDER

Tuesday - Wednesday July 19 - 20

2 1/2 YEARS IN THE MAKING!

THIS ISLAND EARTH

IN OUT-OF-THE-WORLD COLOR BY **TECHNICOLOR**

Sunday - Tuesday July 17 - 19
A MUSICAL TREAT

20th Century-Fox presents
Fred Astaire **Leslie Caron** **Daddy Long Legs**

CINEMASCOPE co-starring **TERRY MOORE · THELMA RITTER**
Color by DeLuxe In the wonder of STEREPHONIC SOUND

Wednesday - Thursday July 20 - 21

They stared too long... Saw too much!

JAMES STEWART
ALFRED HITCHCOCK'S
REAR WINDOW

co-starring **GRACE KELLY · WENDELL COREY · THELMA RITTER**
with RAYMOND BURR · Directed by ALFRED HITCHCOCK · Screenplay by JOHN MICHAEL HAYES
BASED ON THE SHORT STORY BY CORNELL WOOLRICH · A PARAMOUNT PICTURE

Vari - Christie's
Hampton Playhouse
On Winnacunnet Rd. Beach Rd.
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By Anita Loos

OPENS MONDAY, JULY 18 - 23



Sabrina Fair
The Romantic Comedy by SAMUEL TAYLOR
Featuring an all Broadway Cast
Tickets and transportation available at Jackie's Travel Agency on the Beach
Reservations: WAverly 6-3990 Always Free Parking
Tickets: \$2.20; \$1.65 \$1.10 Curtain at 8:40

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Matinee Every Day at 2:15 — Saturday 1:15 p.m.
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THURSDAY thru SATURDAY July 14 - 16

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"THE PURPLE MASK"
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JOHNNY WEISSMULER - JEAN BYRON
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KIDDIE SHOW
Every Saturday at 1:15 P. M.
Cartoon Carnival — 5 Cartoons
Plus Our Regular Program

SUNDAY thru TUESDAY July 17 - 19
BROUGHT BACK BY POPULAR DEMAND
ROBERT TAYLOR - GRETA GARBO
"CAMILLE"
WEDNESDAY thru SATURDAY July 20 - 23
In VistaVision
JAMES STEWART - JUNE ALLYSON
"STRATEGIC AIR COMMAND"
(In Technicolor)

Ladies Aid Elects Officers
The Ladies' Aid of the Hampton Beach Community church met recently electing the following officers for the year: Mrs. Evelyn George, president; Mrs. Mary L. Felch, secretary and Mrs. Elvina Ross, treasurer. The annual food sale will be held Wednesday, July 20 at 2 p.m. on the church lawn. Any women visiting the Beach

are cordially invited to attend these meetings which are held every Tuesday evening at 8 p.m. in the church vestry.

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That Bill got there too late?

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PEGGIE CASTLE SCREEN PLAY BY JOSEPH HOFFMAN
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Directed by **ROSIAN FOSTER**
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MAUREEN O'HARA
ANTHONY QUINN

— Plus —
Victor McLaglen
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Starts Wednesday

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2 SHOWS NITELY and SUNDAY 9 & 11:30
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Playhouse To Stage "Sabrina"

The New York comedy success, "Sabrina Fair", by Samuel Taylor, is announced as the next stage attraction for the Hampton Playhouse. This play, about the chauffeur's daughter who sets agog the whole wealthy family her father works for, which has been made into a movie, will open Monday, July 18, for an engagement of one week.

Laine Gardner will be seen in the central role of the high-spirited girl from the garage, who as a child had wistfully watched the gay parties of her father's employers from "the other side of the tracks" of their splendid estate, and, after a stint in a government job in Paris, comes back to turn the heads of both the sons of this family.

Alex Reed and John Vari will have the roles of these two brothers, one of them ruefully amiable and willing to marry the chauffeur's handsome daughter if he can, and not particularly upset if he can't, the other a hard-driving tycoon, little handicapped by conscience in increasing his family's wealth or his own personal power.

James Arenton will appear as the aristocratic father of the family, who has retired from business affairs to concentrate on his hobby of attending funerals, and Marie Donnet has been cast in the role of his wife who can unbend enough to be "nice" to her chauffeur's daughter, but not enough to welcome her as a daughter-in-law. Chester Grady has the role of the bookworm-chauffeur who has secretly amassed a fortune by investing his savings per the stock-market tips he has overheard from his employers, and Rowena Burack is to be in the role of the old family friend who drops in for

week-ends and wise-cracks. Albert Ackel will be seen as a French nobleman who is Sabrina's suitor from her Paris days.

"Sabrina Fair" — was one of the biggest stage hits of the 1953-54 season in New York, running there for forty weeks, with Margaret Sullivan as the chauffeur's daughter, and Joseph Cotten as the cynical older son of the rich family. It was written by Samuel Taylor, who made the successful dramatization of "The Happy Time", and it was produced by the Playwrights' Company as one of its great trio of hits that year, which also included "Tea and Sympathy" and "Ondine".

The production here is being directed by Alfred Christie, and its scene depicting a splendid terrace overlooking Long Island

Sound is being designed by Sonia Lowenstein.

HAVE YOU HEARD?
Why Jim runs at the sight of a girl?
What makes Joe's friends so angry?

MARSH AVENUE Barber Shop
UNDER MANAGEMENT OF JOE KERR
168 Marsh Avenue

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At Cozy Corner
Clams & French Fries
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HAVE YOU HEARD?
What scheme Jim has for becoming a millionaire?

That Lee had her hair cut?

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Smoked Shoulders .39c
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Kiwanis Auction, Barbecue, Sat.

The real old-fashioned chicken barbecue will highlight the annual Hamptons' Kiwanis club auction which will be held Saturday, July 16, at Tuck Field in Hampton center.

The barbecue will be put on by Nichols Poultry Farm, Inc., outstanding chicken growers in the east and will be but one feature of the day long program designed to aid the Underprivileged Children's fund of this local service club.

The Kiwanides will hold a food sale and there will be pony rides for the children with plenty of prizes for all.

The auction will include household goods, rare books, dishes, lamps, etc., plus some genuine antiques and any homeowner in the Hamptons willing to donate some article for the auction is asked to call the club president Raymond Sturgis by Friday evening or early Saturday morning. The auction will start promptly at 10 a.m. Saturday.

Police Added For South End

The increased weekend traffic at the extreme south end of Hampton Beach has necessitated stationing an extra patrolman there on traffic duty, a police official said this week.

According to police, a large stream of vehicles has been seen passing to and from the state bathhouse and highway travel is also said to be thick around the state fishing pier during the weekend.

Police say they want to guard against possible traffic tie-ups around the Hampton Beach end of the toll bridge where a continuous flow of cars enter and exit.

HAVE YOU HEARD?
How Jean remembers what day it is?
About Susie's date with a life-guard?
What Johnny's favorite sport is?
About Judy F. and Ward D.?

Obeys Signs

A word to the motorist wise at Hampton Beach should be sufficient.

Of the 100 speed violators appearing at Hampton Municipal court last year, a large number came from Hampton Beach. Be a safe and smart driver, enjoy your vacation or visit at the beach. Observe the speed signs you see posted at various points.

Also, watch those yellow highway lines. It is against the traffic laws to drive across them. Stay on your side of the yellow markers and stay on the right side of the law.

HAVE YOU HEARD?
If B. T. ever met L. M. after all the confusion?

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Open Daily 8 A.M. - 7 P.M.
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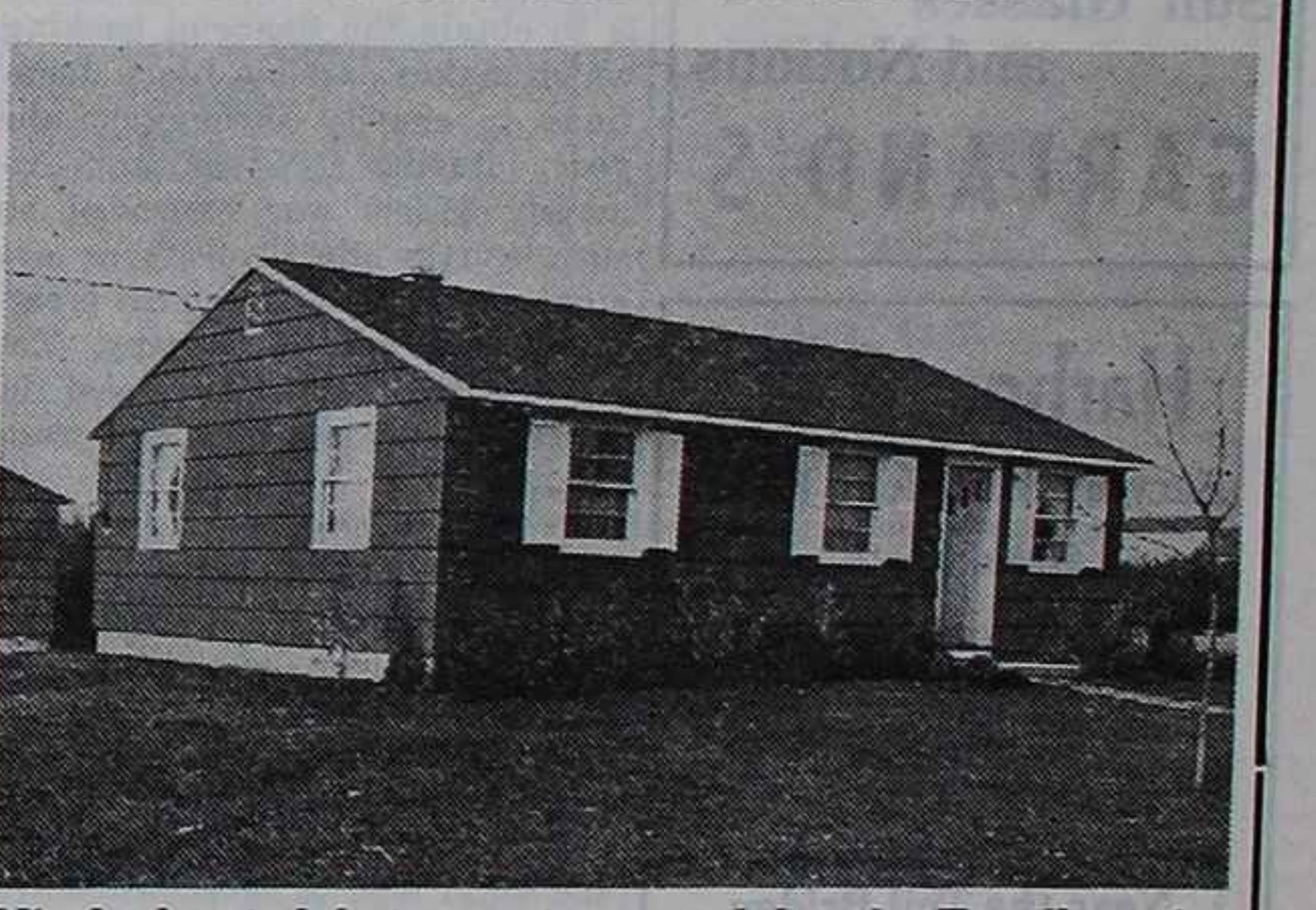
MISS RUTH SAKOVICH and Emma Fortin
EXPERT BARBERS

Why Dick likes to talk with the girls on B street?

Ray F. Lufkin
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OPEN YEAR 'ROUND
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Seeks Police Aid For Shore Front

A town official reported that the town received last week an unprecedented request from a woman owning seaside property at the Hampton Beach section on the Seabrook side of Hampton river.

The woman, according to the town spokesman, asked the town to provide a patrolman to keep the public off her property which, she claims, runs to the ocean.

She was advised, said the official, that the area in reference is a public beach right to the high water mark and that the town would not provide a police patrol as she had requested.

ATTENTION GIRLS
Girls Dormitory for beach help. At Cutler Motel, rear of Hotel Allen, Hampton Beach. \$7.00 weekly. adv.

Standish Gift Shop
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DINER and DINING ROOM
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Open 6 a.m. - 12 p.m.
Operated by Don Stewart

Boardwalk Brevities

Paying one of their scarce visits to this area are A2/c and Mrs. Warren E. Cann, Jr. of Randolph Air Force Base, San Antonio, Texas, who are staying with his parents, Mr. and Mrs. Warren E. Cann, Sr. of 10 I street.

Bill Elliot is keeping in shape these days by working out with the calisthenics class which he conducts daily.

In case you've been wondering what that wooden tower is at Hampton Harbor near the Hampton entrance to the toll bridge, it's the Hampton Civil Defense Ground Observation spotting station, which will be manned by volunteers as soon as the necessary equipment arrives.

Seen enjoying the cool sea breezes and listening to the band concert were Mr. and Mrs. Gilbert Robinson of Lawrence, Mass.

More and more Canadians are finding Happy Hampton a good vacation spot, if you take into consideration all the French accents prevalent along Ocean Boulevard.

General consensus of opinion is that the Get-Acquainted nights are proving to be one of the most popular and well-attended events on the summer holiday program.

Biggest favorite among the kids on the beach these days is Henry Hamel who dishes out the candy kisses on the Monday night talent show.

Chatting on the boardwalk were Mary Martin and Mr. and Mrs. O'Connor of Lawrence, Mass.

Water-skiing has become firmly entrenched as part of Hampton's recreational schedule. The greater part of the vacationists seem to be taking to the skis or at least giving it a try.

Lions To Hold Beach Tag Day

Workers on behalf of the Hampton Lions club will hold their annual Tag Day drive along the beach front Saturday, July 16.

Purpose of the drive states chairman Dr. Lawrence Saulden is to obtain the financial backing which makes possible Lions donations to charity throughout the year. During 1954-55 approximately \$1,500 was expended on such worthwhile projects as eye sight conservation, medical treatment, and speech therapy. The goal for this year is to exceed the contributions of previous campaigns.

Children wishing to participate in the Tag Day are requested by the Lions club to meet at 9 a.m. in the band room of the Casino where collection boxes will be distributed. Each volunteer worker will receive a gift, and a portable radio is the reward going to the child who is most successful in selling the tags.

How Jake avoided getting caught on the boardwalk?

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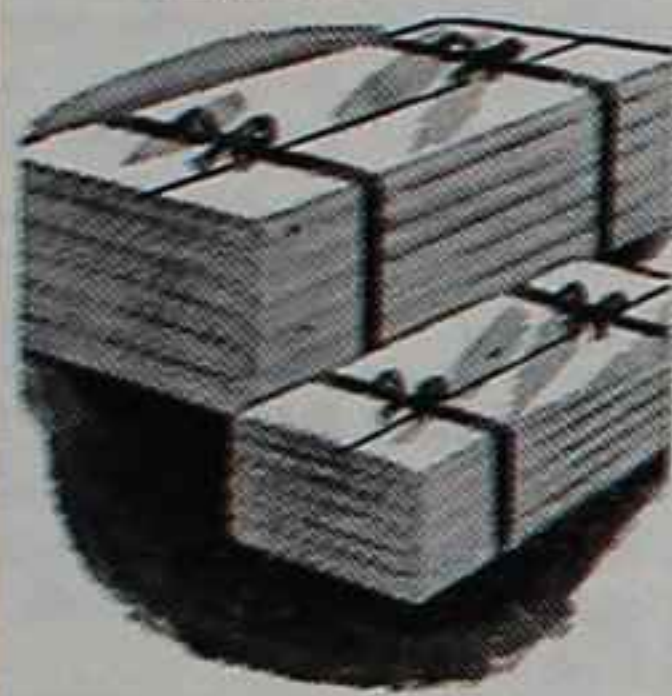
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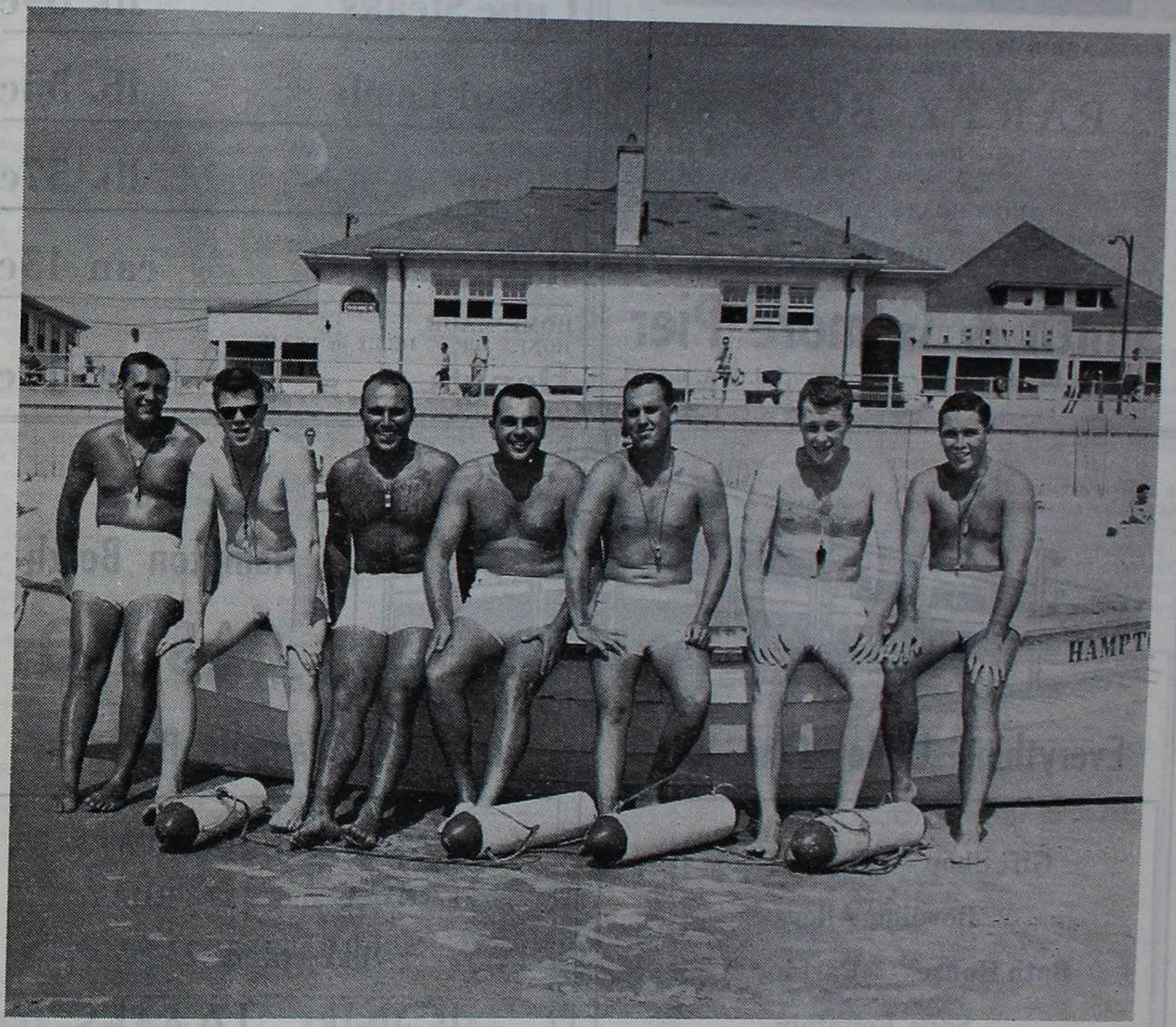


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