

VACATION VALUES

Fitted Nylon Tricot Sheets

WHITE
PINK
MAIZE


DOUBLE

TOPS 7.50
BOTTOMS 6.50

TWIN

TOPS 6.50
BOTTOMS 5.50

CASES ... 1.75 ea.



Summer Blankets

NYLON
RAYON
COTTON

\$4⁹⁵

ALL
COLORS
72 x 90

UMBRELLAS

\$4⁷⁵

Summer Dresses

FROM

5⁹⁵

- Shears
- Cottons
- Cords

A VERY LARGE SELECTION IN SIZES 7 - 15 - 8 - 20 14½ - 24½ - 38 - 44

Terry Cloth Beach Jackets

3⁹⁵ TO 13⁹⁵

Nylon Gowns 3.95 & 4.75 Pink and Blue Sizes 34 - 40	Nylon Panties 1.25 Pink and Blue
GIRDLES "Figure Builder" REG. NOW 5.50 3.00 7.95 4.00 Sizes 24 - 34	SHORTS 2.95 - 5.95 BERMUDA or REGULAR 12 Different Colors Sizes 10 - 18

Catalina Bathing Suits

Sizes 32 - 48
9⁹⁵ - 25⁰⁰

PRINTS, PLAIN COLORS, PASTELS ... MANY STYLES TO CHOOSE FROM

CHILDREN Sizes 2-14
2.95 TO 6.95

TEEN-AGE
3⁹⁵ TO 16⁹⁵
Sizes 8 - 16

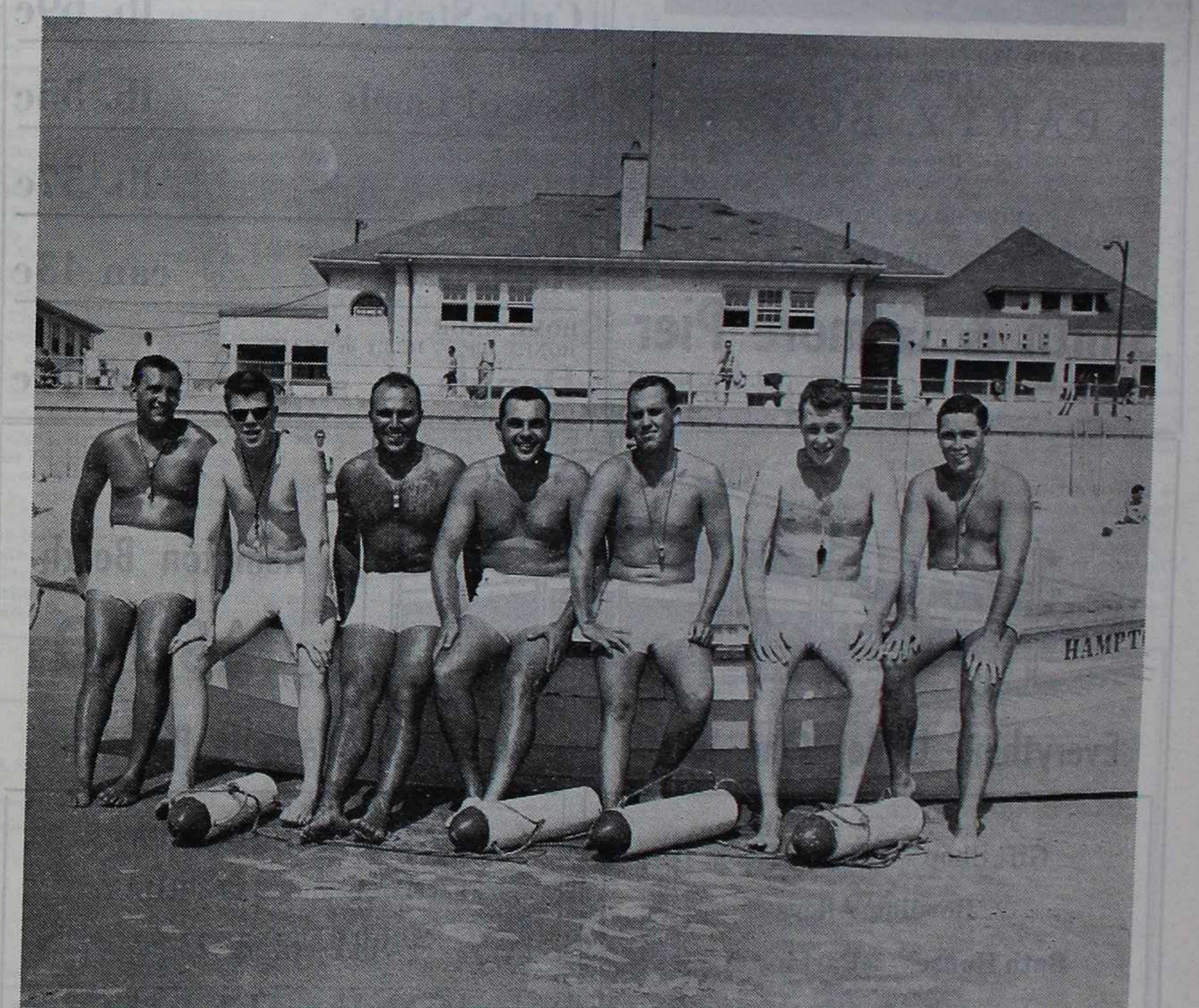


George B. French Company
37 MARKET ST.
PORTSMOUTH

The Beachcomber

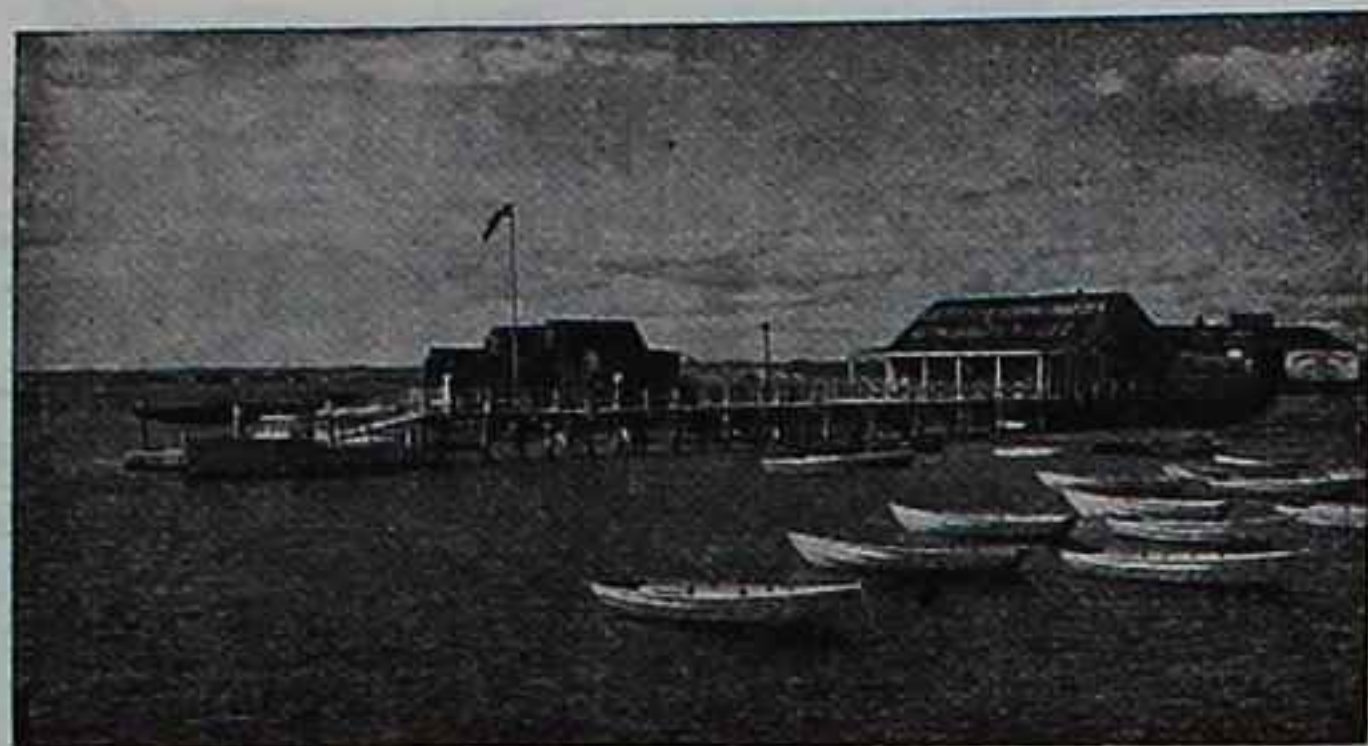


VOL. XXVIII., NO. 4 Incorporating The Hampton Beach Advocate WEDNESDAY, JULY 20, 1955 FREE DISTRIBUTION



Famed Concert Band Here Saturday

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.

For Your Convenience, Parking Is Available In Front Of The Casino Market While You Shop

You may do your shopping with confidence at the Casino Market. We sell only those brands of groceries and meats that we can sell to you with pride! We will gladly cut your meats & roasts to order.

— FRIDAY SPECIALS —

FRESH CUT
Hamburg lb. 39c

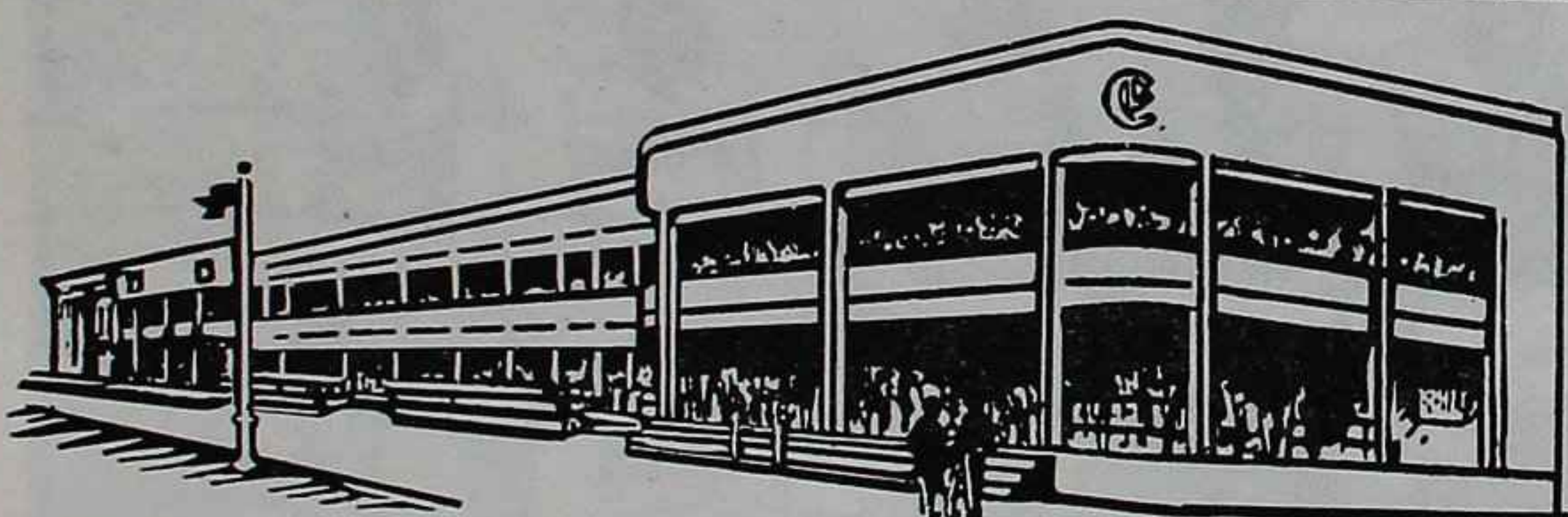
CHOICE CUT
Cube Steaks lb. 69c

GENUINE SPRING
Leg of Lamb lb. 55c

FRESH RATH
Bacon lb. 57c

BUTONI
Ravioli can 43c

HOME MADE
HONEY DIP — JELLY or PLAIN
Donuts doz. 49c



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
FRIDAY and SATURDAY
JULY 22 & 23
JONI JAMES
— TED HERBERT —
And His Orchestra
JULY 22 - 30

The BEACHCOMBER

VOL. XXVIII., NO. 4

WEDNESDAY, JULY 20, 1955

FREE DISTRIBUTION

North Beach Seawall To Be Started August 1

Texan Tops In Talent Parade

All the way from Dallas, Texas, to top all other contestants in Monday night's Talent Parade was twenty-five year old Charles Cox. Wowing spectators with his song rendition of "Sunshine of Your Smile", he later remarked upon receiving the cash award for first prize that he had never had any voice training despite the professional calibre of his performance.

A tie for the runner-up position and a consequent recount resulted in the win of Dorothy Akien, 18, of East Boston, Mass., with "Little Things Mean A Lot." In the intermediate group Beverly Simmons and Dorothy Davis of Troy, N. Y. formed a duet to take first place with "I Get So Lonely."

Placing second and third respectively were Patricia Edwards, 13, of Pelham singing "Chicken Song" and Nancy Collins, 9, of Winchester with her song "The Man Upstairs."

Gloria Ryan, 7, of Ocean Blvd., who danced the "Hula Hula," received first honors in the Tiny Tots division. Tiny Louise Cote, 4, of Canada sang "Ma Poupee" and took the runner-up spot, while John Zunhagen, 3, of Clinton, Mass., singing the children's favorite, "Davy Crockett" took third place.



BORROWING STONE FILL from the protective banking north of Great Boar's Head, at the head of 5th street, a scoop shovel is pictured above loading a truck. The material is hauled to fill the cavity between the finished concrete seawall and the highway south of the Head. Seawall construction in the above-pictured section is expected to start early next month.

The second and concluding phase of the \$675,000 Hampton Beach seawall project, extending from the north side of Great Boar's Head to the existing seawall at the head of 5th street, is expected to get underway by August 1, authorities have stated. This report quelled rumors circulating at the beach this week that the second part of the project was to be left unfinished through the winter.

Affirmation that the entire seawall work was to be completed somewhere near the target date, October 1, was made this week by Cecil E. Gilman, Concord, resident engineer for the Public Works department, in charge of SEAWALL
(Continued on Page Six)

Bids Received For Beach Roads

Bids for the paving of about four miles of road at Hampton Beach were received by the State Public Works Department this week with the deadline set for 2 p.m. today.

Included in the paving work at the beach are 1.45 miles of hot asphaltic concrete for new construction, 2.2 miles of resurfacing and .55 miles for parking facilities within new construction.

According to officials the road project will begin early in the fall with only a rough finish being placed then, followed by resurfacing with a smoother, permanent coat next spring.

Plans call for a wider, four BIDS
(Continued on Page Eleven)

Senate Approves No. Beach Project

Passed by the State Senate last week was a measure appropriating \$30,000 for construction of rest rooms at Hampton's North Beach.

The originator of the bill, a Manchester lawmaker, declared that comfort station facilities should be made available to visitors at North Beach to augment the resort's sole public rest rooms at the police station on the opposite end of the beach.

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
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

Billiards
IN THE PENTHOUSE
Well Ventilated
Flourescent Lighted
7 Brunswick Pocket Tables

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

OPEN

"That Fascinating Store"

MID - SUMMER CLEARANCE OF DRESSES

"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



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

SALISBURY DRIVE-IN ROUTE 1-A BEACH RD

Tel. Newburyport HO. 5-0952

Thursday thru Saturday July 21 - 23

Deborah Kerr - Van Johnson
"THE END OF THE AFFAIR"
 2nd Hit

Randolph Scott - Jocelyn Brando
"TEN WANTED MEN"

Sunday thru Tuesday July 24 - 26

James Stewart - June Allyson
"STRATEGIC AIR COMMAND"
 Co-Hit

"CONQUEST OF SPACE"

Coming Wednesday thru Saturday July 27 - 30

Julie Harris - James Dean
"EAST OF EDEN"
 (In CinemaScope)

2nd Hit
 Joel McCrea - Mari Blanchard
"BLACK HORSE CANYON"

PLAYLAND

**Outstanding Band
 Will Present Two
 Beach Concerts**

Rated as one of the top three industrial bands in the nation, the AC Spark Plug division of General Motors' Concert Band of Flint, Michigan, will present two full hour concerts Saturday evening, July 23, at 7 and 8:30 p.m. on the bandstand.

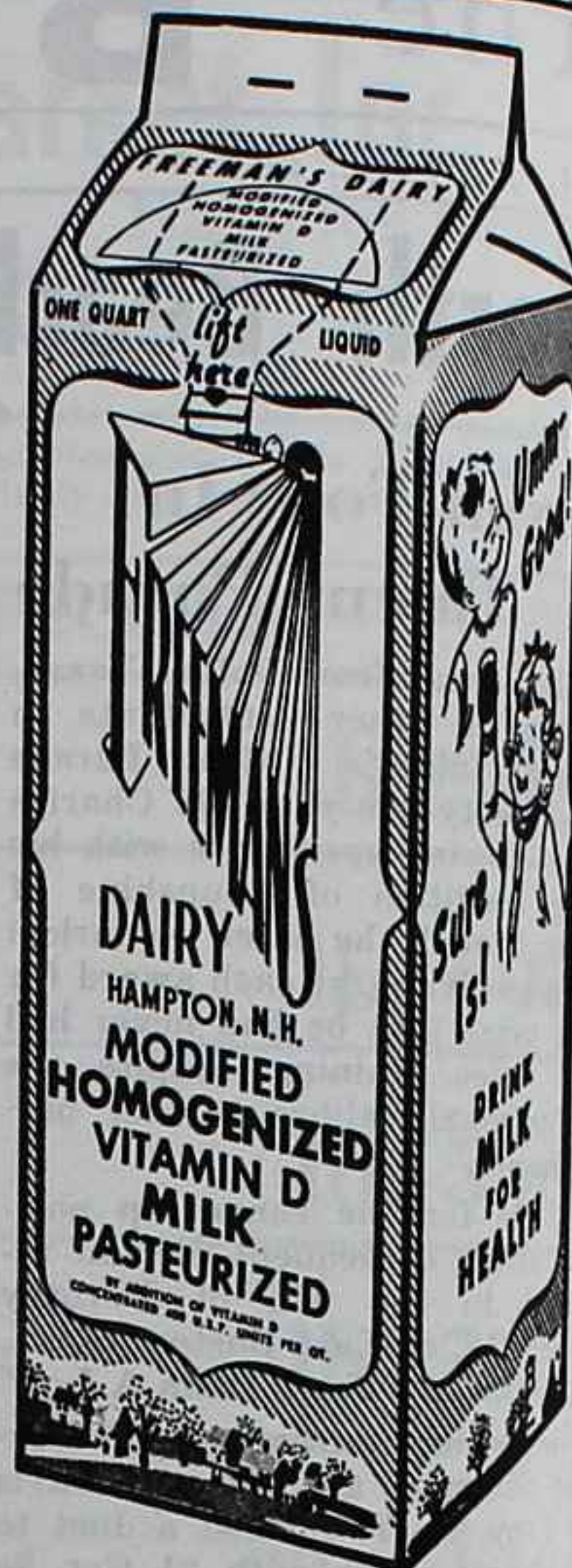
The band of 35 pieces is especially versatile for an all brass band, and their program will

BAND
 (Continued on Page Twelve)

The Cover

Regular members of Hampton Beach's fine lifeguard crew are shown on the front cover this week, left to right,—Arthur Crowley, Horace Lyndes, Charles George, Pete Sotos, Dave Stone, Jack Barry, and Jack McCarthy. A Colt Photo

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

VACATION VALUES

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

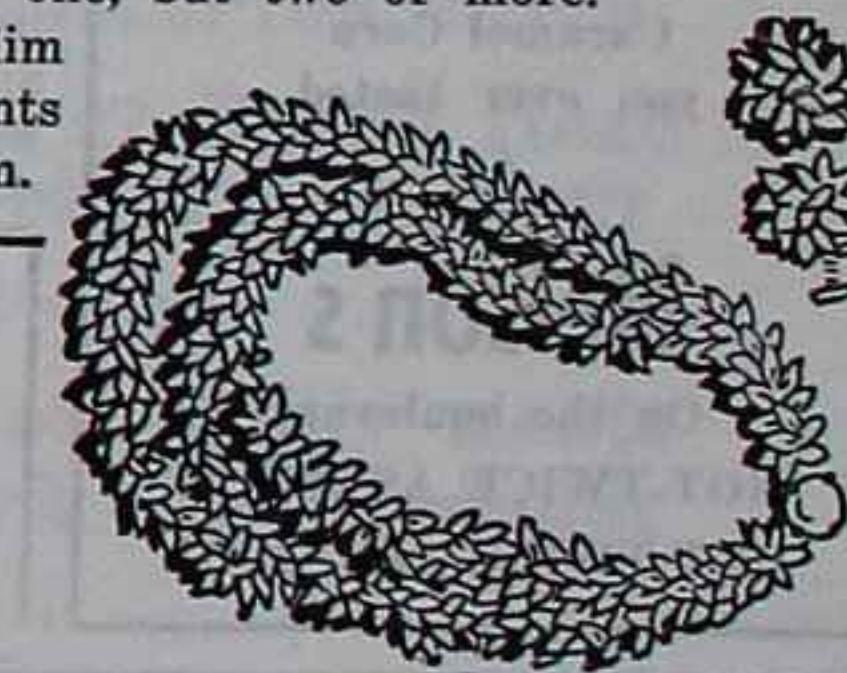


A Really Great Selection Of Summer SKIRTS

\$5.95 to \$7.95 Values — Now \$3.88

\$3.95 to \$4.95 Values — Now \$2.88

Now is the time to really get a tremendous buy in summer skirts. We have all kinds, styles and sizes at prices so low that you'll be able to afford, not one, but two or more. Whether you prefer the slim look, or the wide circle, prints and solid colors, we have 'em.



Summer Jewelry

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

48c and \$1.



MEN'S SPORT SHIRTS

\$2.98 & \$3.95

Wonderful short sleeve sport shirts for extreme comfort during these hot sultry days. Iron-free cotton

plisse's, lino cottons and broadcloths in solid colors and fancy prints. — Sizes: Small - Medium - Large.

Air Conditioned **H. W. PRAY CO.** Air Conditioned
 OPEN FRIDAY TILL 9:00 P. M. 75 STATE ST.—NEWBURYPORT OPEN FRIDAY TILL 9:00 P. M.

Seawall —

(Continued from Page Three)

the seawall construction program. The unbased reports that the northerly seawall was to be left incomplete through the winter created anxiety among many beach residents in that area. Additional worry arose when workmen were seen removing tons of the protective stone bank-

ing from that vicinity north of Great Boar's Head. Home owners there along the ocean front depended upon the stone barrier for protection against the sea during storms.

The "borrow" stone material was hauled by trucks to the south seawall where it was used to fill the gaping hollow between the completed wall and the highway. Further information from the engineer's office disclosed that the northerly seawall will not be encased with concrete as is the south wall under construction and the other existing seawalls at the beach.

The north seawall, instead, will be built solely of extra-heavy steel sheets similar to those used for reinforcement purposes in the concrete-jacketed south seawall, the project engineer stated.

These steel sheets are to be 25 feet long, said Mr. Gilman, and will be driven approximately 20 feet into the ground leaving an exposure of four feet above ground level, providing a solid fence. The steel fence will be painted, he added, both for protection against corrosion and beautification purposes. Topping the steel sheeting will be a 15-inch-wide steel channel, making a smooth finish appearance.

The south concrete seawall, in conformity with the adjacent existing barrier will be at boardwalk level and fenced with a steel railing.

Plans call for the northerly seawall to be broken by four concrete stairways, spaced at 700 or 800 yards apart, to allow access to the ocean shore. The seawall construction plans show that both walls will end at Great Boar's Head but will not extend to any part of the landmark. However, substantial protection against the encroaching sea will be given the Head in the form of rock and sand fill to be placed around its entire sea-bordering area.

Supporting funds for this work were made available by the savings derived from the seawall appropriation. The amount stated was about \$25 or \$30 thousand dollars.

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!

Catch Fish with EASTMAN
TWO TRIPS DAILY
8 A. M. - 1 P. M.



Located at the Seabrook End
of Hampton River Bridge

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

PHONE 6-2624 or 6-3568
Dr. Mason W. Carpenter
Chiropractor
373 Lafayette Road
WED. & SAT. BY APPOINTMENT
Mon. - Tues. Thurs. - Fri. 2 - 5, 7 - 9

A Vacation "MUST"...

Vist the

Vanity Case

For

APPAREL
AND
VACATION ITEMS
FOR
WOMEN - MISSES
AND CHILDREN

IN HAMPTON CENTER

"Things
That
Please
At
Prices
You
Like
To
Pay"

B 2 GOOD GAMES JACKPOTS

Special Games — Door Prizes

I TUESDAYS

7:45 30 Games

Seabrook Fire Station

Sponsored by
American Legion Post 70

N SATURDAYS

7:45 30 Games

Seabrook Fire Station

Sponsored by
Seabrook Firemen's Ass'n.

O BIG PAYOFFS

HAVE YOU HEARD?
That Fred and Marge are not talking?

That Maureen would like to be friends with Red?

About the riot at Kay's over Paul O'B?

HELP WANTED

Good, reliable cashier for Super-market. Apply Matts Super-Market, B Street, Hampton Beach. Adv

**Fill Your
Needs At The
Store With
Over 17,000 Items**

Sports Goods
Wall Papers
Electrical Fixtures

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

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

KNOWLES LOBSTER POUND

LOBSTERS - WHOLESALE - RETAIL

CLAMS - FISH - LOBSTER MEAT

Open Daily From 8:30 A. M.

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

Harbor Dredging Project Will Get Underway Soon

The combined federal-state project calling for dredging of the Hampton river channel and harbor and widening of the beach is expected to get underway any time now, state authorities have revealed.

Originally, the dredging and filling work, estimated to cost \$354,000, was set to begin in mid-July, but a brief delay may be seen, officials stated.

The improvement of Hampton Beach and harbor has been initiated by the State of New Hampshire as part of the state-wide \$1,275,000 program designed for the development of recreational areas.

For this particular phase of the program the state contribution of \$280,000 has already been made and the federal one-third share of \$140,000 is expected to be made into law shortly.

Federal funds for the Hampton Beach project are part of a bill appropriating nearly \$554 million dollars for the planning and construction of flood control and navigation work in the next 12 months.

Included in the appropriation was \$6,397,000 for use in New England. In all, \$700,000 of this sum is directed toward New Hampshire with a \$400,000 chunk going to Portsmouth harbor and Piscataqua river; \$160,000 for the planning of Otter Brook Reservoir and the remainder, \$140,000, slated for Hampton Beach.

As a step toward carrying out the Hampton Beach work, the state on May 12 of this year contracted the North Atlantic Dredging company to conduct the dredg-

ing operations. Plans show that one mile of beach will be filled and increased to a 150-foot width with an additional width of 25 feet to be made along the northerly quarter mile. This sand fill, about 340,000 cubic yards, will come from the scooped material from Hampton harbor, plans show.

This same contract also provides for dredging a harbor entrance channel eight feet deep to the toll bridge and a south channel six feet deep to the Seabrook side of the harbor.

Although not seen on the plans, it is understood that some of the fill taken from the Seabrook side of the harbor entrance will be placed on the part of Seabrook

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

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-QUE'D
CHICKEN TODAY!

Plenty of Parking for Shoppers

Beach badly affected by erosion.

The estimated cost of the dredging contract work is \$354,000 of which \$273,000 would apply to the cost of the federal-state project for beach improvement, with the federal funds amounting to one-third of the cost.

HARBOR

(Continued on Page Eleven)

**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



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

Beach Lifeguards Strive To Maintain Fine Safety Record

Out to maintain the same outstanding record which has distinguished Hampton life guards in the past, only one drowning fatality in fifteen years, are the eleven men on duty this season.

Relinquishing the position of head guard which he has held for five previous years and returning instead as weekend man is Pete Sotos, 30, of Brighton, Mass., who works weekdays for the Industrial Papers Inc.

In command as head lifeguard Dave Stone, 21, of Manchester has had six years of experience as a guard at Hampton. A graduate of Middlebury college, he will enter the service with a commission in October.

Back for another season of duty are: William Fortin, 20, of Manchester, a pre-medical student at St. Anselm's college; James Liston, 19, of Lowell, Mass., an undergraduate at Boston college; John McCarthy, 22, of Lowell, Mass., a 1955 graduate of Boston college; and Horace Lyndes, 24, of Rochester who is majoring in mechanical engineering at the University of New Hampshire.

Five new guards have been added to round out the squad which includes: Charles George, 24, of Worcester, Mass., formerly a member of the Coast Guard and now attending Clark University; Arthur Crowley, 22, of Lowell, Mass., a Greek major at Curry college; Donald Blin, 25, of Durham who attends the University of New Hampshire; George Donovan, 23, of Lawrence, Mass., a graduate of Holy Cross; and John Barry, 21, of Lawrence, Mass., a recent graduate of Suffolk Law school who will be married in September.

Each lifeguard acts not only in preventing drownings but also serves as a beach policeman in enforcing various ordinances which exist for the beach-goer's safety and comfort. Only controlled ball

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

Donovan & Fallon
DRUGS
Radio Batteries

playing is allowed; intoxicating beverages are strictly prohibited; and both animals and bicycles are barred when the beach is inhabited. Anyone who violates beach regulations is liable to prosecution by law.

To make easier their task of providing maximum water protection the lifeguards ask the public's cooperation. They also like to issue the reminder that their primary wish for vacationists is a safe and happy summer.

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!

Assorted Colors
BELTED SHORTS 2.98
Pastel Color
DUSTERS 3.99 & 5.98
CHILDRENS' DRESSES 1 - 6X - 7 - 14

mary wish for vacationists is a safe and happy summer.

Smith's Pharmacy
PRESCRIPTIONS
FILMS SUNDRIES
Ashworth Hotel

Come In And Hear
The New
BELL & HOWELL

"2000" TAPE
RECORDERS

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

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

BEACH SUPPLIES

FOLDING BEACH CHAIRS	PICNIC GRILLS 2.69
\$3.25	SWIM FINS 1.50
	ICE CHESTS 12.10
	COMPLETE BARBECUE SUPPLIES

YOUNG
HARDWARE COMPANY
Water St. Exeter

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

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

Mid Summer Sale
A Value Event You Won't Want To Miss, Buy Them
While There's Time To Wear Them!

MEN'S WASHABLE \$5.00 Values	MEN'S WALKING \$4.00 Values
SLACKS 2.99	SHORTS 2.49
MEN'S & BOYS' SPORT SHIRTS 1/3 Reg. Price	MEN'S & BOYS' SWIM TRUNKS 1/3 Reg. Price
LADIES' CARDIGAN \$4.00 Values	MEN'S DRESS REDUCED
Sweatshirts 2.99	SLACKS 1-3
LADIES' SUMMER REDUCED	ASSORTMENT MEN'S Sport Shirts 99c

MANY ITEMS REDUCED 1/3 - 1/2 OR MORE
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

Beach Notes

A buffet lunch was served on the lawn, games were played, and an impromptu songfest held. The party ended with a variety show by the guests.

HAVE YOU HEARD?

Who the two boys are who cruise around in the black and white convertible?

Who is giving dancing lessons on the beach? Could it be Stan?

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 21 - 23

CLARK GABLE · SUSAN HAYWARD



SOLDIER OF FORTUNE
From 20th Century-Fox in **CINEMASCOPE**
COLOR by DELUXE
In the wonder of STEREOHONIC SOUND

Sunday - Wednesday July 24 - 27

A Swindler-A Strangler

A Safecracker

Turn Tenderhearted

The Most Terrific Comedy In Years!

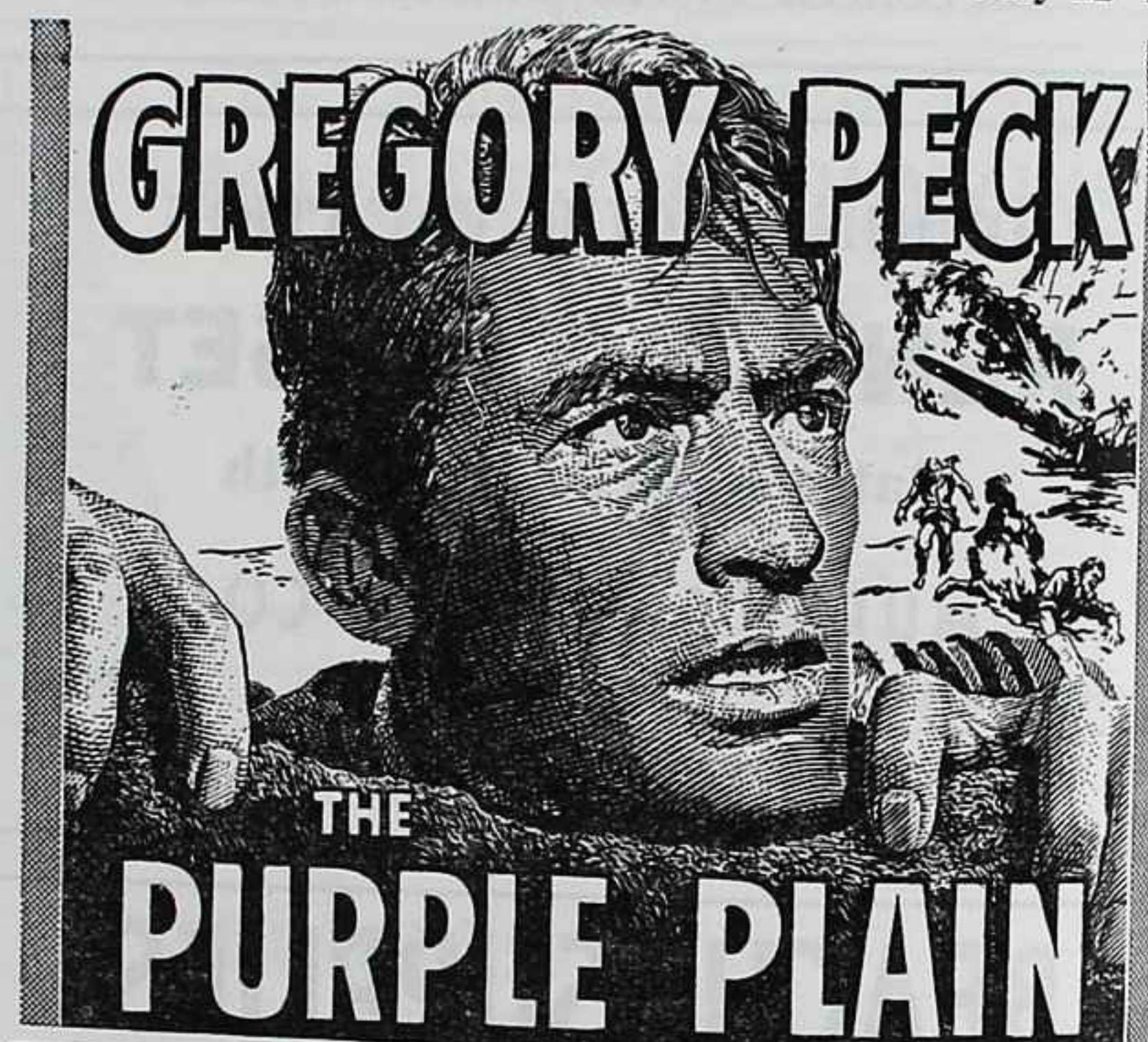
Humphrey Bogart

Aldo Ray Peter Ustinov

"WE'RE NO ANGLES"

Friday - Saturday July 22 - 23

GREGORY PECK



THE PURPLE PLAIN

Sunday - Tuesday July 24 - 26

DORIS DAY · JAMES CAGNEY

AS "SONGBIRD" RUTH ETTING AS "THE GIMP"

"Love Me Or Leave Me"

FROM M-G-M IN **CINEMASCOPE** AND IN COLOR!

Co-Starring **CAMERON MITCHELL** With **ROBERT KEITH · TOM TULLY · DANIEL FUCHS** and **ISOBEL LENNART**

Screen Play by **CHARLES VIDOR** · Photographed in EASTMAN COLOR · Directed by **CHARLES VIDOR** · Produced by **JOE PASTERNAK**

Wednesday - Thursday July 27 - 28

JOHN WAYNE · LANA TURNER



"The Sea Chase"
PRESENTED BY WARNER BROS.

Vari - Christie's

Hampton Playhouse

On Winnacunnet Rd. Beach Rd.
LAST 4 DAYS

Sabrina Fair By Samuel Taylor

OPENS MONDAY JULY 25 - 30



"PICNIC"

The PULITZER PRIZE Comedy By WILLIAM INGE
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

IOKA PHONE PR 2-2222
Theatre EXETER

Matinee Every Day at 2:15 — Saturday 1:15 p.m.
ON OUR GIANT SCREEN
Wednesday thru Saturday July 20 - 23

In VistaVision
JAMES STEWART · JUNE ALLYSON
"STRATEGIC AIR COMMAND"
(In Technicolor)

KIDDIE SHOW
Every Saturday at 1:15 P. M.
CLYDE BEATTY in
"PERILS OF THE JUNGLE"
Plus Our Regular Program

Sunday thru Tuesday July 24 - 26
Astounding Spectacle of The Last Days
Of The City of Shame
"SINS OF POMPEII"
— PLUS —
CinemaScope At Its Best—
4-Track Magnetic Stereophonic Sound
ANNE RAXTER · STEVE FORREST
"BEDEVILED"
(In Technicolor)

Wednesday thru Saturday July 27 - 30
In VistaVision
BOB HOPE · MILLY VITALE
"THE SEVEN LITTLE FOYS"
(In Technicolor)

Bids —
(Continued from Page Three)

lane highway along Ocean boulevard between the Marsh avenue and Winnacunnet road junctions with a center island separating two lanes of one-way traffic.

Metered packing facilities have not been determined as yet, but both beach and state officials have been reported to favor center island parking. Location of additional metered parking spaces are under ponderance now along with the decision as to how long a parking period the meters were to cover.

A beach merchant group was also asked by the state to bring in a report concerning the sentiments of the businessmen in regards to parking along various sections of the westerly side of Ocean boulevard.

PORTSMOUTH'S
COLONIAL Theatre
TEL. 847

NOW! Ends Sat., July 23rd

WALT DISNEY'S DAVY CROCKETT
"KING OF THE WILD FRONTIER!"
COLOR BY TECHNICOLOR

Plus; Disney's
"ARIZONA SHEEPDOG"

7 DAYS! Sun. thru Sat.
July 24th thru July 30th

HOWARD HAWKS'
LAND OF THE PHAROHS

FROM WARNER BROS. IN **CINEMASCOPE**
WARNERCOLOR

THE BARBARIC LOVE THAT LEFT THE GREAT PYRAMID AS ITS LANDMARK!



Spectacularly filmed in Egypt with a cast of thousands!

LEARNING JACK JOAN DEWEY ALEXIS
LAWKINS · COLLINS · MARTIN · MINOTTIS
WITH BY WILLIAM FAULKNER · HARRY KURNITZ · HAROLD JACK BLOOM

HAVE YOU HEARD?
Jack A. and Bob L. are traveling between the Ashworth and the Somerset very steadily?
About R. E. and J. K.?

PORT
Nebypt. Homestead 2-4801
★ FREE PARKING!
★ CINEMASCOPE!
★ STEREOHONIC SOUND!
★ AIR CONDITIONED ★

NOW! Ends Tuesday

Walt Disney's Lady AND THE TRAMP
"THE FIRST all-cartoon feature in CINEMASCOPE"

Starts July 27
IN CINEMASCOPE
Henry Fonda - James Cagney
"MISTER ROBERTS"

SPECIAL KIDDIE MATINEE
Every Tuesday & Saturday
Doors Open 1 P. M.

THE HOME OF HITS
STRAND
NEWBURYPORT

NOW — End Saturday

Moonfleet COLOR
CINEMASCOPE
Starring STEWART GRANGER · GEORGE SANDERS
JOAN GREENWOOD · VIVECA LINDBLAD

Sunday - Tuesday

The Purple Mask
CINEMASCOPE

TECHNICOLOR
Starring **TONY CURTIS**
COLLEEN MILLER
A UNIVERSAL INTERNATIONAL PICTURE

— Also —

Ma and Pa Kettle AT WAIKIKI
Marjorie MAIN Percy KILBRIDE

Coming Wednesday
CAME FROM BENEATH THE SEA
Kenneth TOBEY · Faith DOMERGUE

Mary Annette
BEAUTY SALON
 Specializing in all types of Beauty Culture.
 Hotel Delancey WA 6-9145
 Highland Ave. Ocean Blvd.

GARLAND'S
ICE CUBES

EILEEN'S
 Marsh Ave. at "C" St.
COFFEE SHOP
LAUNDRO-MAT
 Agents for 20th Cent. Cleaners

PLAY
All New Machines
Standish Arcade

BERRY'S
CARPENTERING
and Electrical Work
A STREET
 Wee-Wash-It Launderette

TRAVEL
THRU BUS SERVICE
 Montreal Quebec City
 Lowell Worcester Springfield
 Boston New York
 Airline Steamship
 Hotel Reservations
Jackie's Travel Agency
 182 Ocean Boulevard
 WA. 6-2393
 Dorothy Cate Jackie Jordan

WEEK of JULY 17
JOHNNIE RAY
 Plus outstanding Show
 NO MINIMUM CHARGE
 COMING — WEEK OF JULY 24th
PATTI PAGE
THE Frolics
 at
SALISBURY BEACH
 2 SHOWS
 NITELY and
 SUNDAY
 9 & 11:30
 ROUTES
 1 and 1-A
 For Reservations, Call Jerome at HOMestead 5-7063

Harbor —
 (Continued from Page Seven)

The schedule of operations shows that the dredging of the entrance-channel and the south channel to Seabrook is expected to be completed prior September 1, 1955.

Then immediately dredging work is expected to begin in the mooring basin on the Hampton side of the harbor which will provide about 134,000 cubic yards of material to be placed upon Hampton Beach. The remaining 176,000 cubic yards of beach fill required will be dredged from a borrow area about 2,000 feet north of the mooring basin. It is hoped that the entire work will be completed by December 30 of this year.

This project, although a part of the overall state development scheme, should not be confused with the other Hampton Beach work consisting of the current seawall construction and the highway project to begin this fall. These come under separate fund appropriations.

Looking forward to the deepening of the harbor entrance and mooring area are fishermen and boat owners who have been heard in the past to utter criticism about the shallowness there at lower tides.

Considered as an encouraging sign that the Hampton Beach and harbor improvement work is to get underway shortly was the visit at those spots two weeks ago, by an official inspection team.

The reviewing group consisted of U. S. Rep. Chester E. Mellow and U. S. Army Corps of Engineer top officials Brig. Gen. Emerson C. Itchner and Col. Robert J. Fleming, Jr.

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

Band —
 (Continued from Page Four)

include a variety of marches and strictly brass band numbers. To add variety to the Hampton Beach program, Arthur Wilson, conductor, is arranging several specialty numbers. Among these will be one or two numbers by the band's cornet trio of Roy Swift, Joseph Edwards, and Richard Comer. Gloria Nowlin, youthful soprano, will appear as soloist and will do a total of five songs consisting of: "Will You Remember?"; "The Bells of St. Mary"; "Always"; "Moonlight and Roses" and "Bless This House".

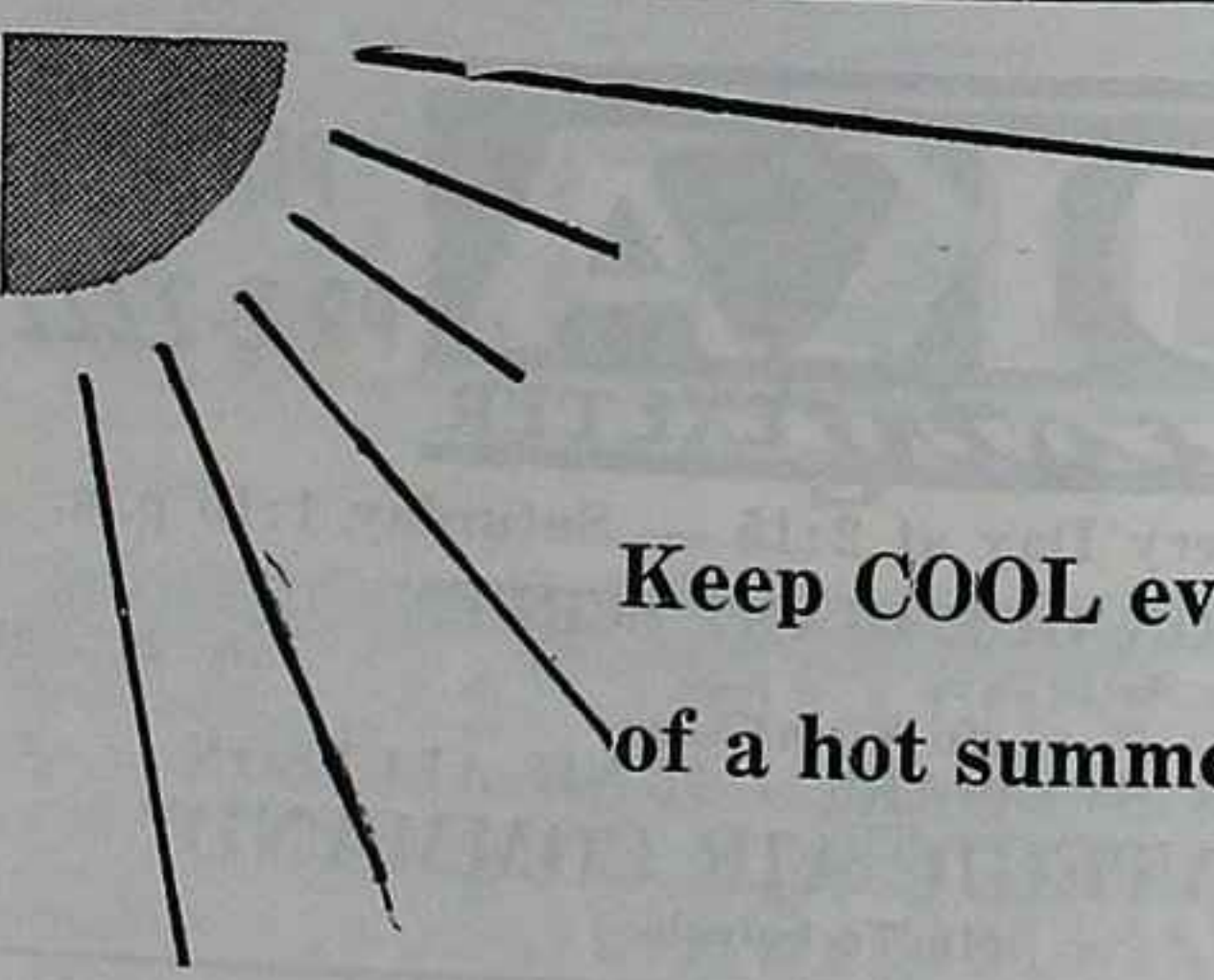
The AC band was organized in 1934 and has been in continuous existence since that time. During World War II it was cited by the U.S. government for its contribution to industry. More recently

it has captured numerous honors in Canadian Band conclaves. One of the special events scheduled on the beach program of activities, the concert will undoubtedly prove to be one of the season's highlights for entertainment.

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

HAZEL'S
 At Cozy Corner
Clams & French Fries
 Corn on the Cob
3D Sandwiches

Marjorie's
Wee - Wash - It
LAUNDERETTE
 — A Street —
30
MINUTE
SERVICE
 \$3.00 PRIZE EACH
WEEK IN WASHING . . . LET
US DO YOUR LAUNDRY!
 Mapleleaf Cleaners Agency . . . Daily Pick-up


 Keep COOL every minute
 of a hot summer's day . . .
 at kray's . . .
 shop in air-conditioned comfort for news-making styles — in fresh smart colors!
 a brand new shipment of walking shorts, trousers, bathing suits . . . just in time for you to round out your summer wardrobe.
kray's
 Store For Men 47 - 49 State Street, Newburyport
 Store For Boys

HAVE YOU HEARD?
 That Joe was badly bruised one night?
 That Milda loves night swimming?

Dr. L. M. Salden
 Optometrist
Complete Visual Service
 Tele. WA 6-3395
HAMPTON CENTER

Dr. L. B. Winkler
 DENTIST
 570 Lafayette Road
 1-5 Mile above Lamie's
Hampton Center WA 6-2368

Get Your
Lunch and Suntan
Lotion at
GARLAND'S

MATT'S
SUPER MARKET
 B St., Hampton Beach
 NEXT TO 5 & 10 STORE

Special For
FRIDAY ONLY
 FANCY EASTERN SHORE
Potatoes 5 LBS. 23c
 LARGE CALIF. SUNKIST
Lemons 6 FOR 33c
 EXTRA SPECIAL M&M SQUIRES
Franks LB 39c
 NO BONE NO WASTE!
Hams LB 69c
 PRE-COOKED
 EXTRA SPECIAL
Hamburg LB 39c
 Educator CraX Pkg. 39c

Downer's Appliance Co.
 17 HIGH STREET WA. 6-2340 HAMPTON
Television Sales and Service
Electrical Appliances
Headquarters for Portable
Radios and Batteries

"Picnic" Next On
Playhouse Stage

"Picnic", the Pulitzer-Prize winning comedy-drama about the conquests of a Kansas Casanova, is scheduled as the next play to be presented at the Hampton Playhouse.

With John Merlin and Laine Gardner in the leading roles (of Hal and Marge) this B'way hit by William Inge, author of "Come Back Little Sheba," will be directed by Albert Ackel and will be given for one week beginning Monday, July 25.

The setting for "Picnic" is the backyard of a house a bit too near the railroad tracks and grain elevators of a small Kansas town, where a group of women, in the placidity of a hot Labor Day, are preparing for an evening picnic to liven up the monotony of their lives.

Into this quiet atmosphere there suddenly erupts a former college football star, a handsome heel little better than a tramp, who upsets the routine of the drowsy neighborhood with his blatant masculinity.

John Merlin has the part of the hulking athlete who bumps his way to the Kansas town to have a fraternity brother pull him out of a scrape, and Miss Laine Gardner will be seen as the groping, beautiful girl who has the misfortune to fall headlong in love with him. Marie Donnet will be seen as the fading school-teacher who throws away the last vestige of her pride to snare a middle-aged merchant into marrying her, and Alex Reed will portray this reluctant bridegroom.

Florence Anglin will appear as the solicitous mother of the town beauty, and of the gangling tom-boy daughter, to be acted by Rowena Burack, who is also transformed by the roustabout athlete. Alfred Christie has the role of the well-mannered rich suitor of the pretty girl whose kindness to his vagrant fraternity brother is ill-repaid; and Madeline Meredith the role of the next-door neighbor who made the mistake of giving the tramp a handout.

HAVE YOU HEARD?
 Who is currently being called "Mr. Sunshine"?
 That Alan and Grace finally got down for a swim?

HAVE YOU HEARD?
 That Mary C. has a "secret admirer?"

That Margie S. received a letter from Dick this week?

That Betty McD., the girl from Florida, has a southern boy friend?

That Beverly B. is expecting to see Ralph this weekend?

How the twins made out on their first try at water-skiing?

Why Bob can't manage to stop laughing every time he sees B. C.?

That Janie C. forgot everything when she met H. N. on the boardwalk?

That Pete and Sue finally got introduced?

CASINO
BARBER SHOP
 Open Daily 8 A.M. - 7 P.M.
 Saturdays 8 A.M. - 8 P.M.


Ruth Sakovitch - Emma Fortin
EXPERT BARBERS
 We Speak French and Russian

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

Ray F. Lufkin
WATCH & CLOCK
REPAIRING
OPEN YEAR 'ROUND
40 YEARS EXPERIENCE
HAMPTON CENTER
 Corner of Lafayette Rd. and High Street
 TEL. WA. 6-2457

Analytical Instruments X-rays
Chiropractor
Dr. W. J. LaBarre
 (Palmer graduate)
OFFICE HOURS:
 10-12 a.m. 2-4 p.m. & 7-9 p.m.
 daily except Thurs. & Sun.
 Sat. 10 a.m. to 2:30 p.m.,
 and by appointment
 Hampton Center, N. H.
 Phone WA 6-2754

Chiropractic is a study of health, and its maintenance. It is a positive approach to the problem of removing bodily disorders.

Modern Ranch

 Nicely located between town and beach. Excellent for retirement! 2 Bedrooms, Den, Living Room and Youngstown kitchen. Forced Hot Water heat. Range and refrigerator included for only \$9500.00 — \$750.00 Down. \$60.00 per month for all charges.

HOLLIS ASSOCIATES
REALTORS
 U. S. Route No. 1
 2 Blocks North of Lamie's
 Tel. Hampton WA. 6-3802 — 6-2582

**BEACH FIREMEN
ANSWER CALLS**

Fire fighters from the Hampton Beach station were called out at 11:05 p.m. Thursday, July 14, on a still alarm to extinguish a minor grass fire at the junction of Winnacunnet road and Ocean boulevard.

Sunday afternoon the beach fire department responded to Box 312 to take care of an overheated electric motor at Page's restaurant on Ocean boulevard.

Flying embers from the beach dump fire prompted residents in that vicinity to summon firemen to halt the threat of a possible spreading blaze. The call came in on a still alarm at 7:35 p.m.

HAVE YOU HEARD?

Dickie would rather watch girls than work?

About R. Mc. and B. B.?

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

Smith's Pharmacy
PRESCRIPTIONS
DRUGS
Hearing Aid Batteries
Ashworth Hotel

Sun Glasses
and Notions
GARLAND'S

Harbor Grill
Serving Excellent Food
Breakfasts
Lunches
Dinners
OPEN 7 a.m. to 8 p.m.
Ocean Boulevard
Near the Toll Bridge

"They All Stop At Burke's"
BURKE'S
DINER and DINING ROOM
HAMPTON CENTER
Open 6 a.m. - 12 p.m.
Operated by Don Stewart

Boardwalk Brevities

Entertained by Mr. and Mrs. Daniel O'Leary of 15 Charles street over the weekend were Dr. and Mrs. Robert Clark of Niagara Falls, Ontario.

Rushing business during the past heat spell has had many beach business owners voicing the hope that the soaring temperatures continue.

More films showing the various features of Hampton Beach appeared on television Monday night thanks to Dick Hand of station WBZ who took so many pictures last season.

Oldest couple at the Get-Acquainted dance Monday night was Mr. and Mrs. Joseph Perkins of St. Petersburg, Fla. Married for 66 years, Mrs. Perkins can recall the day 22 years ago when the Casino clock was dedicated.

Prompt action by the Coast Guard averted a near tragedy Tuesday evening when they rescued three youngsters who were held by the tide beyond their depth at the North Shore.

Hampton's service clubs welcome any summer visitors who care to attend their meetings. The Lions meet the second and fourth weeks of every month, while the Kiwanis club conducts their meetings every Monday. Both organizations meet at Lamie's Tavern in the Goody Cole room.

Winners of the two spot numbers at the Get-Acquainted Night were Mr. and Mrs. A. J. Woodcome of Dalton, Mass., guests at the Lawrence House, and Mr. and Mrs. William Collins of Billerica, Mass., who are spending their vacation at Young's Cabins.

Beach Notes

On July 11 a surprise birthday party was given Judy Davison of Manchester in honor of her eleventh birthday at the summer home of Mr. and Mrs. Aubrey T. Quinlan on North Shore road.

Among those present were: Susan and Betsy Gonzelman of Arlington, Mass.; Nancy and Betsy Dorr of Melrose, Mass.; Beverly Chase of Westchester, N.Y.; Cathy Dennison of Poughkeepsie, N.Y.; and the Misses Susan Halloran, Dottie Ellis, Jean-Marie, Deane and Cheryl Quinlan, all from Wakefield.

Mr. and Mrs. Charles Stratton of Reading, Mass., celebrated their 64th wedding anniversary July 15th at their summer home at Surfside Park with a family party. Present were Mr. and Mrs. Willard Stratton of Springfield, Mass., Mr. and Mrs. Charles Stratton Jr., of Reading, Mass., Mrs. Gertrude Ballou and Mrs. Frances Snyder of Reading, Mass.

On Thursday eleven members and three guests of Mrs. Stratton's church group presented them with flowers.

Jacobs' Taxi

3 CARS TO SERVE YOU
WA 6-3884 or 6-3989
158 High Street Hampton

HAVE YOU HEARD?
That Ronnie and Billy are going steady?

**GRANDVIEW
Beauty Salon**

Individual Haircutting
By
Mrs. Mal Hallett
Permanent Waves
Tinting Manicures
333 OCEAN BLVD.
TEL. WA 6-3415

**Don Langley's
Yankee
Lobster
House**

Boiled Live Lobster
Drawn Butter
French Fried Potatoes
\$1.35

Near Coast Guard Sta.
No. Shore Blvd.
HAMPTON BEACH
WA 6-2420

First

With Complete Banking Service

For The

Businessman . . . Visitor . . .

Year Round Resident . . .

We invite you to visit and use the most modern Banking facility in the Seacoast Region.

**THE
EXETER BANKING COMPANY**

154 WATER STREET — EXETER, N. H.

PResident 2-5921

Take advantage of our new Center Street entrance.
Only steps from the Free Parking Area.



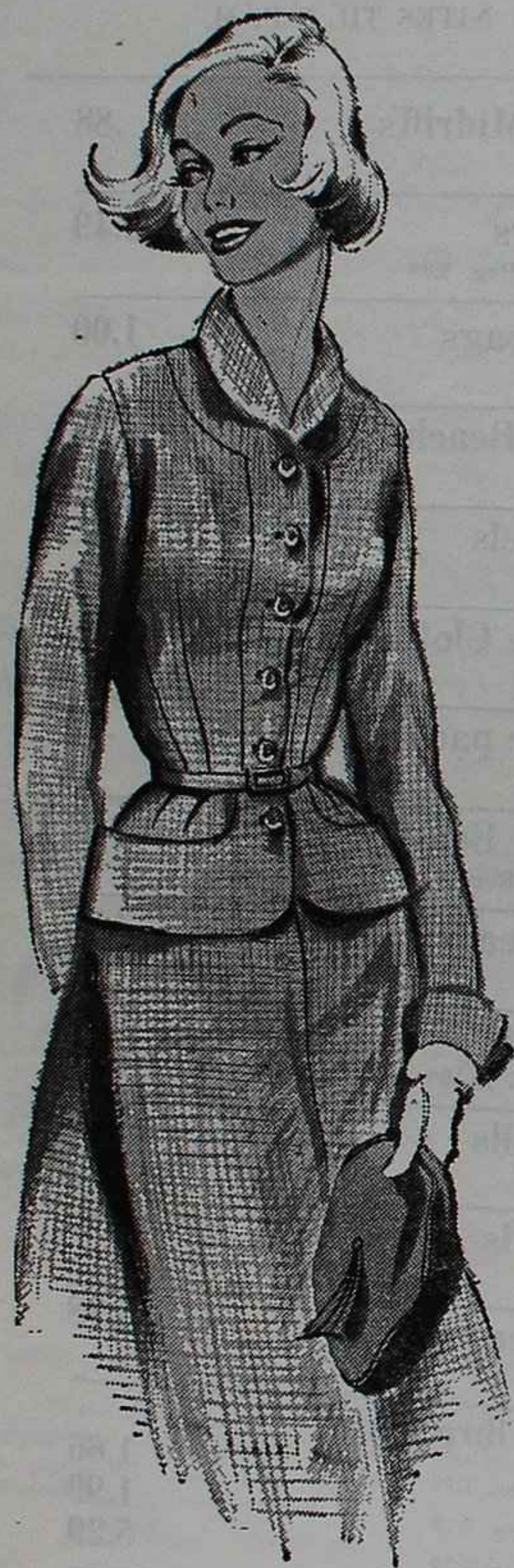
**THRIFT
SALE**

Pleasant St.
Newburyport

OPEN FRIDAY NITES TIL 9 P. M.

Summer Dresses 4.98 Value	3.55	Halters and Midriffs Reg. 1.00	.88
Children's 3-pc. Play Suits Reg. 1.98	1.77	Pedal Pushers Solid Print Reg. 2.98	2.49
2-pc NoIron Cabana Reg. 1.00	.88	Raffie Handbags Reg. 1.98	1.00
Coplin Shirts & Slack Set Reg. 2.98	1.99	Floral Print Beach Bags Reg. 1.00	.88
Sun Suits Reg. 1.00	.88	Cannon Towels 20 X 40	.48
2-pc. NoIron Sun Suits Reg. 79c	.59	Cannon Face Cloths Reg. 19c	.16
Boys' Sport Shirts Reg. 1.59 Short Sleeve	1.22	Plastic Chair pads with Backs Reg. 1.00	.77
100% Nylon Sport Shirts Reg. 1.98 Solid & Print	1.49	Silicone Iron Board Cover With Pad Reg. 1.98	1.00
Boys' Polo Shirts Reg. 69c	55c or 2 for 1.00	Chenille Spreads Full or Twin Reg. 4.98	3.98
Short Sleeve Polo Shirts Reg. 1.98 — Collar Model	1.29	Muslin Sheets 81 X 99 72 X 108	1.49
Men's 100% Nylon Sport Shirts Reg. 2.98 Short Sleeve Small, Medium & Large	1.99	Portable Grills Reg. 1.98	1.44
Men's Knit Sport Shirts Reg. 2.98 — Collar Type Small, Medium & Large	2.59	Garbage Pails Reg. 1.19	1.00
Famous Maker's Knit Sport Shirts Values to 3.98 Small, Medium, Large & XLarge	1.99	20-Qt. Canners Reg. 2.49	1.98
Men's Short Sleeve Sport Shirts Reg. 2.98	2.59 — 2 for 5.00	Reversible Fibre Rugs	1.66
Nylons, slight irregulars 51 Guage 15 Denier Self and Dark Seam	48c pr.	27 X 54 Reg. 1.98	1.99
Cotton Blouses Reg. 1.00	.88	36 X 63 Reg. 2.29	5.29
Tailored and Dressy Blouses 2 for 3.00		54 X 90 Reg. 5.59	1.00
		Sheet Blankets 60 X 70 Reg. 1.29	6.98 ea. 2 for 13.00
		Aluminum Chairs	4.98 ea. 2 for 9.00
		Tubular Chairs	

A Summer Full of Fashion GOES ON SALE!



Summer Suits

A Famous Manufacturers Regular \$25.00 Summer Suits . . . Many colors, styles, and fabrics to choose from. Sizes 10-20 and 12½ - 20½.

**NOW
\$1800**

Summer Skirts

Marked Down With Still Plenty of Time For Summer Wearng . . . Prints, Solids in a wide choice of colors.

REG. 3.95	REG. 4.95 - 5.98	REG. 6.95 - 8.95
2⁵⁰	3⁹⁵	5⁹⁵

Summer Dresses

A Special Purchase!

These are close-outs of summer dresses from a famous manufacturer. Hurry in while there's still a wide choice of colors and sizes.

REG. 8.95	REG. 12.95
Now 5⁹⁵	Now 8⁹⁵

George B. French Company

37 MARKET ST.

PORTSMOUTH



VOL. XXVIII., NO. 5 Incorporating The Hampton Beach Advocate WEDNESDAY, JULY 27, 1955

FREE DISTRIBUTION



August Festival Starts Next Week