

# Summer Fashions are on Sale

JUST HALF A HUNDRED

OF THE PRETTIEST  
COTTON SUMMER

DRESSES

EVER

TO GO ON SALE!

7 STYLES

SIZES 7 - 15

REG. 10.50

\$6<sup>95</sup>



<p>FAMOUS MAKE Bathing Suits Reduced <math>\frac{1}{3}</math> Children and Teen-Age Sizes</p>	<p>NYLON GOWNS 3<sup>95</sup> &amp; 4<sup>75</sup> Pink Only Sizes 36 - 40</p>	<p>Mattress Toppers FULL TWIN 6<sup>95</sup> 4<sup>25</sup> All the luxury of a foamrubber Mattress. Lifetime wear. Self ventillating.</p>
<p>CHIPPEWA Plaid Shirts \$15<sup>00</sup> &amp; \$17<sup>50</sup> Homespun . . . Virgin Wool, Special Wrinkle Resistant Finish Sizes 12 - 20</p>	<p>Cotton Shirts Long or Short Sleeves 2<sup>95</sup> &amp; 3<sup>95</sup> Sizes 32 - 38 Checks, Stripes &amp; Figures</p>	<p>SUMMER SKIRTS - SUITS REDUCED TO CLEAR</p>

JUST IN!  
KATE GREENAWAY

New Fall Styles!  
back to school fashions

## George B. French Company

37 MARKET ST.

PORTSMOUTH

# The Beachcomber

VOL. XXVIII., NO. 6 Incorporating The Hampton Beach Advocate WEDNESDAY, AUGUST 3, 1955 FREE DISTRIBUTION

## MARINE MEMORIAL TO BE ERECTED AT HAMPTON BEACH



Honoring More Than 300 New Hampshire Heroes  
Who Lost Their Lives At Sea In All Wars

# 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 CONVENIENCE, QUALITY, AND ECONOMY YOU WILL FIND THAT YOUR BEST BET FOR VACATION SHOPPING IS THE CASINO MARKET. THERE'S FREE PARKING TOO, IN FRONT, WHILE YOU SHOP!

### — FRIDAY SPECIALS —

ROPACO ALL MEAT MEATS OF EXCELLENCE

**FRANKFURTS** lb. 53c

ROPACO QUALITY COLD CUTS

Olive Loaf  
Pepper Loaf lb. **49c**  
Veal Loaf  
Chicken Loaf

Manufactured in Lawrence, Mass.

VACUUM PACKED DRIP OR REG.

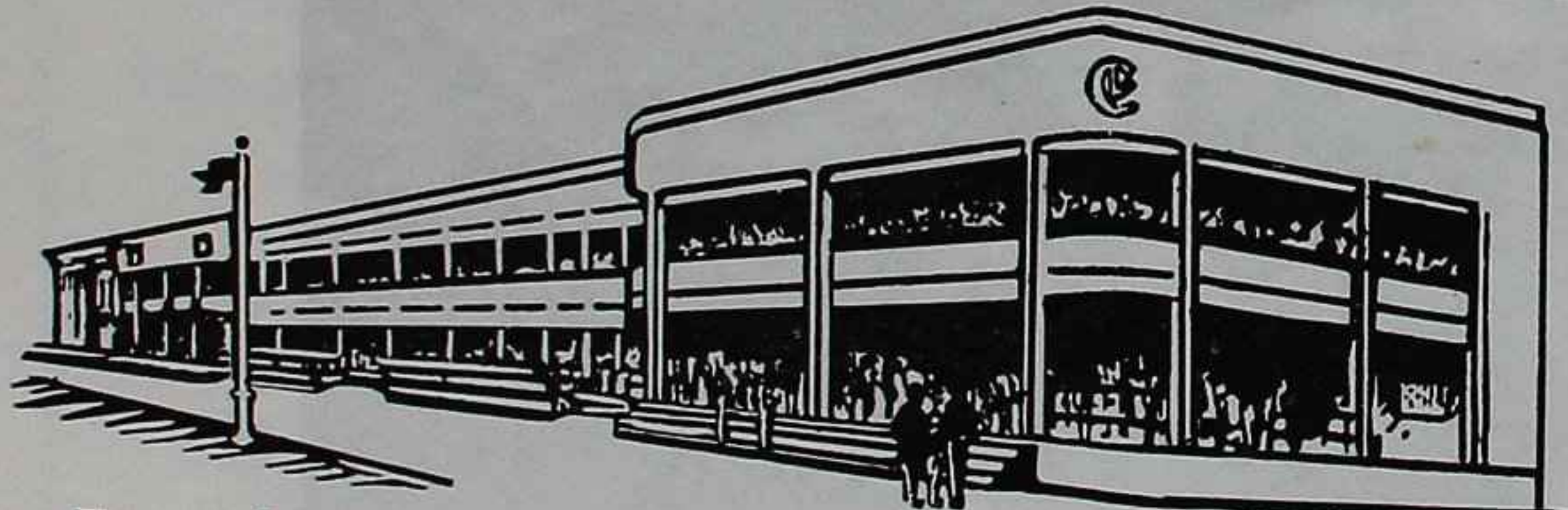
**LaTOURAINÉ COFFEE** 89c

FRESHLY CUT FROM HEAVY BEEF

**CUBE STEAK** lb. 69c

HOME-MADE

**DONUTS** doz. 55c  
HONEY OR JELLY  
CHOCOLATE - PLAIN  
CRULLERS



# 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

THURSDAY AUG. 4th

**Ray Anthony**

and his orchestra

COMING FRIDAY AUGUST 19th

Stan Kenton and his orchestra

# The BEACHCOMBER

VOL. XXVIII, NO. 6

WEDNESDAY, AUGUST 3, 1955

FREE DISTRIBUTION

## Select "Miss August Festival" This Week

### Memorial Drive Gets Underway With Tag Day

Hampton Beach this week is the scene for several fund-raising activities in an all-out drive to boost the current state-wide campaign being waged by the Marine Memorial Commission, whose purpose is to create a permanent memorial in honor of New Hampshire men and women who lost their lives at sea in defense of their country.

Among the special events planned, a beach tag day was

#### MEMORIAL

(Continued on Page Six)

### Seawall Begun At North Beach

As scheduled, the second phase of the \$675,000 Hampton Beach seawall project has begun at North Beach. Barring any unforeseen holdups, officials still designate October 1 as the target date for the completion of the entire seawall program.

Unlike the newly-constructed barrier south of Boar's Head, the North Beach wall will be erected only of steel sheets with no concrete casing. The sheets, engineers stated, will be the specially-designed Z type, specifically suited for that kind of erection.



THE END of the reinforcement steel fence of the southerly Hampton Beach seawall project is in sight as workmen, above, lay a curved form that will turn the sheets' course toward the boulevard. This first section of the two-part \$675,000 seawall work is planned to curve inland, ending approximately off the corner of the Rocky Bend restaurant. The erosion-worn flanks of Great Boar's Head, part of which is seen above, are to be later strengthened with rock and gravel fill costing about \$30,000, made available by the surplus from the seawall appropriation. The concrete seawall is not slated to go around the Head. The second section will run from the north side of the renowned landmark to the existing seawall at North Beach.

They will be painted and capped with a 15-inch steel plate. These sheets, according to Cecil E. Gilman, resident engineer, are 25 feet long and are to be driven 20 feet into the earth, leaving a four or five-foot solid steel fence. The North Beach seawall will

#### SEAWALL

(Continued on Page Eleven)

A full slate of contestants clad in swim suits will vie for the beauty title "Miss August Festival" Thursday night when vacationists meet to select the winner who will reign over beach festivities until Miss Hampton Beach is chosen September 1.

Timing of the applause by beauty officials as each girl parades across the bandstand will determine who will be presented the first prize of a \$100 U. S. savings bond. Runners-up will receive a wide variety of gifts donated by various beach business concerns.

Chamber of Commerce workers report that a total of 24 applications have been filed at their office in preparation for the beauty event and that additional entries will be accepted until the 5 p.m. deadline Thursday.

Promotional Director for the entire August Festival month, Henry Hamel points out that fun, fame, and fortune may be the outcome for the winning contestants and urges vacationists at Hampton Beach to participate.

Among those who will seek the beauty title are: Dorothy Joan Keezer, 17, of Plaisitow; Colleen J. Whitely, 21, of Haverhill, Mass.; Grace Dineen of Springfield, Mass.; Patricia Ann Porter, 22, of Wellesly Hills, Mass.; Marion Dudley, 18, of Lawrence, Mass.; Martha Stathis, 17, of Lowell, Mass.; and Diane Strayton, 16, of Concord, Mass.

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

OPEN WEEKDAYS  
SUNDAYS

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

## "That Fascinating Store"

See Our Window Of  
IMPORTS FROM  
SWITZERLAND

Swiss Embroidered Blouses — Jerkins —  
Children's Dresses — Beanies — Belts —  
Scarfs — Swiss Novelties — And Many  
Other Items

"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 28 to August 31  
 By The  
**HAMPTON PUBLISHING COMPANY**  
 Hampton New Hampshire  
 For Advertising Rates in this Paper  
 Telephone WA 6-3822  
 Communications and Items from  
 readers are welcome at all times.

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

**Kittery-York**  
**DRIVE-IN THEATRE**  
 U. S. Route 1, Kittery, Me.

Now thru Sat., Aug. 6  
**2 BIG FEATURE HITS**  
 Maureen O'Hara  
 Anthony Quinn  
**The Magnificent Matador**  
 CinemaScope and Technicolor  
 2nd Feature Hit  
 Joel McCrea  
**Stranger On Horseback**  
 In Technicolor

Sun. - Tues. Aug. 2 - 9  
**1st Re-released Showing**  
 Gary Copper  
 Broderick Crawford  
**The Real Glory**  
**CO-FEATURE** — Danny Kaye  
 Virginia Mayo - Boris Karloff  
**Secret Life of Walter**  
 Mitty

Wed. - Sat. Aug. 10 - 13  
**2 Hits That The Whole Family**  
**Can See!**  
 Ernest Borgnine - Betsy Blair  
 Marty  
**Co-Feature**  
 Zane Grey's  
**Robbers Roost**  
 In Technicolor  
 George Montgomery



**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

**PLAYLAND**

**Bay Stater Tops  
 In Talent Parade**

Despite the torrid weather conditions a large gathering of spectators witnessed the season's sixth Talent Parade Monday night when a group of talented contestants performed on the bandstand.

Armand W. Lenay, 26, of Lowell, Mass., successfully outdistanced his competitors for first honors in the adult division with his singing of "Caramia" and was then invited to do a repeat at the Get-Acquainted night in the Casino ballroom, which immediately followed the amateur contests.

Placing second, 17-year-old Bradley Cagenello of Hartford, Conn., who has taken piano lessons for ten years, showed his skill on the keyboard by playing "Bumble Boogie".

In the intermediate class, John Cassidy, 13, of Pittsfield, Mass. won applause with his vocal "Unchained". Playing "Five Foot Two" on his clarinet, Jimmy Lyons, 13, of Torrington, Conn. secured second place.

Of the tiny tots competing, Jimmy and Honey Molloy of West Somerville, Mass., attired in pink satin costumes, did a song and dance routine to "Cheating Heart" and "Slu Foot" to gain first place. An elocution reading of "Red Riding Hood" put Mary Ann Coppola, 5, of Marlboro, Mass. in the runner-up spot to finish the evening's entertainment.

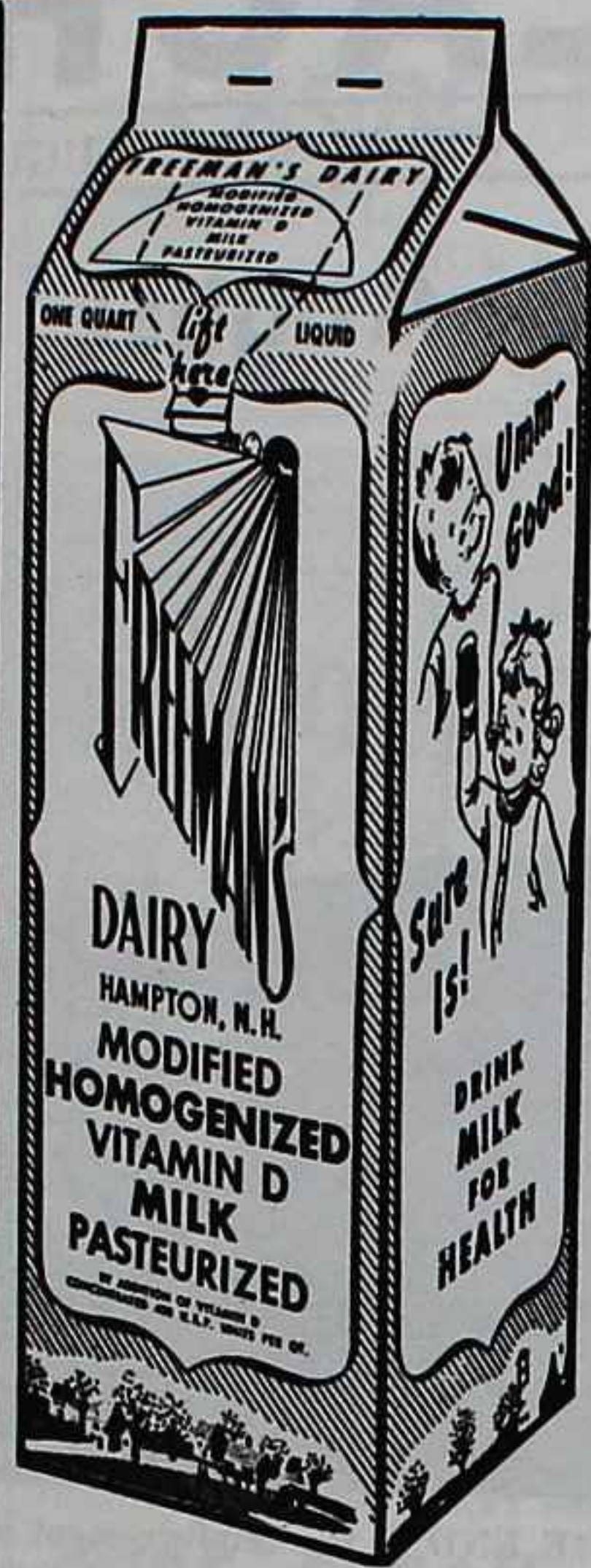
**HAVE YOU HEARD?**

If Dick has stopped blushing since Saturday night?

How Ed and Ray fixed their car?

Daily Film  
 Developing & Printing  
 Service

**GARLAND'S**



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 BUSSES**

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 - Summer Cottons**  
 by *Modern*



**GIRL'S DRESSES**

All fresh new cotton dresses  
 in plaids and solid colors. Start  
 selections early for back to  
 school. Sizes 3 to 6, 7 to 14  
 and 8 to 14 teen sizes.

**\$2.98 & \$3.95**

**DARK COTTONS . . . .**

to be worn not only now, but  
 way into the fall. All have the  
 Fresh-Tex finish that resists  
 wrinkles, irons in a jiffy. Prints,  
 plaids and stripes, featuring the  
 new long look, the portrait  
 neckline and the indispensable  
 shirtwaist. You can travel right  
 around the calendar in style in  
 these "Modern" living cottons.  
 Junior, Misses and Half sizes.

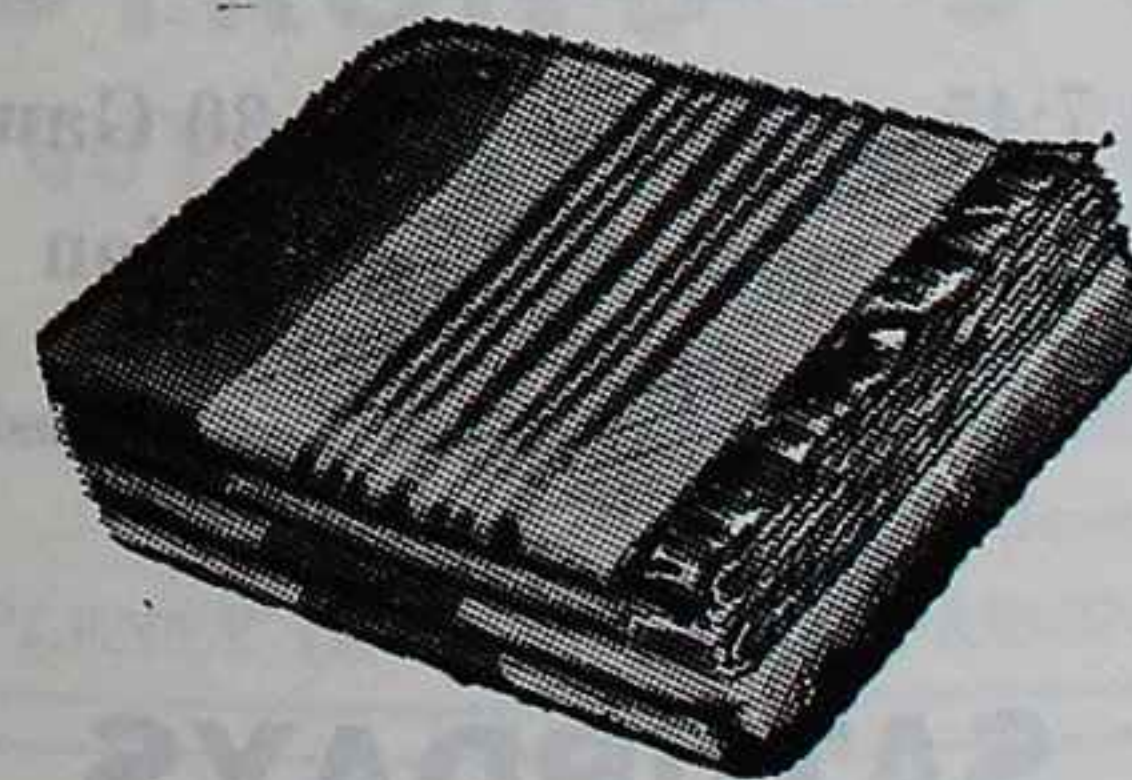
Each, just . . . .

**\$5.95**



**All Wool Blankets**

**\$13.95**



Faribo "Northwood" all wool blankets, full bed size 72 X 90. Colors: Peach, Blue, Rose, Green, Rose-beige, 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**

**SALE OF**

**Pequot Muslin Sheets**

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

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

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.

**HAVE YOU HEARD?**  
How Doris beats Warren at cribbage?

About the bet between David and Barry?

About R.H. and one broken lens in his glasses?

That Mike M. has been seeing a certain Barbara D.?

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

**FLOAT and UMBRELLA**  
Sales — 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.  
• \$2.25 Per Person  
• Equipment Furnished  
• Radiophone for Safety  
• Call Seabrook GRover 4-3461  
Located at the Seabrook End  
of Hampton River Bridge

**Memorial —**

(Continued from Page Three)

completed yesterday under the joint direction of Mrs. Margaret Wingate and Avlin Combs. Music in memory of the patriotic dead was provided by Chuck Hill's band and representatives from the armed services stationed at near-by bases gave solo performances in a salute to them.

Vacationists will be asked to contribute to the drive, which extends through August 6, by contributing in the house to house canvasses being made by committee workers and by disposing coins in boxes located in all beach business concerns. Further donations can be mailed to the Hampton treasurer, Russell Merrill, or to the executive secretary for the state committee, Peter Agraftotis at the Carpenter Hotel, Manchester.

Calling for the generous support of beach residents, the General Chairman for the Hampton vicinity, John Dineen points out that because the monument is to be erected on Hampton Beach sands, Hampton should rightfully assume a major proportion of the cost of construction. The statue also will be an added beach attraction because of both its beauty and purpose, states Mr. Dineen.

Although the total outlay for the monument amounts to \$50,000 the state is responsible for the foundation at an estimated cost of \$20,000 and has also pledged an additional \$10,000 to the project. A remaining sum of \$15,000 is necessary to see the completion of the statue and committee members hope that at least \$5,000 of that goal will be raised in the current Hampton drive.

The memorial consists of a base with the inscription "Breathe soft, Ye winds, Ye waves in silence rest" and the statue proper which is an eight feet high figure of a woman gazing across the waters and laying a wreath in memory of the sea dead onto the incoming waves.

PHONE 6-2624 or 6-3566  
**Dr. Mason W. Carpenter**  
Chiropractor  
373 Lafayette Road  
WED. & SAT. BY APPOINTMENT  
Mon. - Tues. Thurs. - Fri. 2-5, 7-9

**BACK - TO - SCHOOL DRESSES**

ARE IN

We invite you to come in and make your selections early for the best choice of these dresses selling . . .

from 2.98 to 4.98

Also, we have a new shipment of Women's **SLACKS** 598 - 7.98

in corduroy, gabardine, wools and wool nylons.

Wool and Wool Nylon **BERMUDAS** in plaids \$7.98

Oh yes . . . we still have **SWIM SUITS**

**The Vanity Case**

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**

**HAVE YOU HEARD?**  
What Mike was doing Tuesday night?

If Dick received a birthday present from Linda P.?

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

**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**  
Cosmetics — Bathing Suits — Novelties — Toys  
Beach Balls & Floats — Jewelry  
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

**Zoning Board Denies Petition On 'Outside' Bathing Lockers**

The Zoning Board of Adjustment, after three hours of deliberation last week following a public hearing, has denied a North Beach couple continued use of their outside rental bathing locker business, ruling that it is non-conforming with the Zoning Ordinance accepted by the town March 8, 1949.

Proprietors Mr. and Mrs. John G. Clancy of 79 North Shore boulevard, who conducted their outside locker business for the past three years at their home in the Residence B section of North Beach, appealed to the Zoning Board after the Board of Selectmen ordered them to halt operations.

At the same time the notice to discontinue business was given Mr. and Mrs. Clancy, a similar order was handed to another party in that area conducting a like operation. Both, claimed the Selectmen Board, were in violation of the Zoning Ordinance.

In the Zoning Board decision, it was ruled that Mr. and Mrs. Clancy may continue their non-conforming inside bathing locker rentals, the Board accepting the testimony that the inside locker enterprise had been in operation prior adoption of the zoning code.

According to Mr. and Mrs. Clancy, it was three years ago that they moved their rental lockers from inside their home to the four newly-built lockers abutting their dwelling. They contended that a verbal permit to build the lockers had been granted them by the town's building inspector.

The Zoning Board of Adjustment ruled that the outside lockers were constructed in violation of the Zoning Ordinance which

specifically prohibits any expansion, enlargement or alteration of business in that area. It was also pointed out that a written, not oral, permit must be had to make the building permission binding.

Strength of this was seen when the Adjustment Board allowed Mr. and Mrs. Clancy to continue the use of their outside toilet facilities which had been recently constructed under an official building permit. These outside toilet facilities were looked upon as accommodations for an existing permissible business, mainly the inside lockers.

It was learned that the other bathing locker rental business

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

ordered closed by the Selectmen Board was being represented by an attorney, but it was not disclosed whether or not an appeal will be made to the Zoning Board. If such an appeal is forthcoming, it must be made 20 days before the regular session of the Zoning Board which meets every third Friday of the month.

**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

**SURFSIDE SUPER - MARKET**

At the Guyon's Shopping Center

**SPECIAL VALUE SALE**  
Planters

**Cocktail Peanuts** **Peanut Butter**  
FREE SAMPLES **3 for \$1.00** FREE SAMPLES

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

**HAVE YOU HEARD?**  
That Jack and the boys are getting pretty good at golf?  
If Ruth K. from Lowell has been here to see W. C.?



**Meats - Groceries  
Home Bakery  
Frozen Foods  
25 Cases of Large  
Cold Tonic on Ice  
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 CLOSERS  
15 MIN. BEFORE POST TIME  
ADMISSION (Tax Inc.)  
... GRANDSTAND \$1  
... CLUBHOUSE \$2  
No Minors Admitted  
Air-Conditioned Clubhouse and  
Grandstand Dining Rooms

**End Burning  
At Beach Dump**

Hampton Beach firemen and dwellers in the vicinity of the Island path beach dump breathed a long, collective sign of relief when word came from the town offices this week that no more rubbish would be burned at that refuse depositing center.  
Dumping would be continued there, said Town Manager John W. True, but the rubbish would be immediately covered with gravel instead of setting fire to it as has been the past practice.  
It had been necessary to burn much of the collected waste before, Mr. True reported, because it could not have been properly spread by the bulldozer.  
The town has now rented a skid-shovel machine which does an adequate job and dispenses with the rubbish burning, said Mr. True. He expressed satisfaction with the land-fill method as applied to the five acres of dump land.

It is expected that the entire dump area will be completely covered by summer's end, he said, upon which time a land-fill operation will be resumed behind the beach fire station to fill in marsh land there owned by the town. This is in anticipation of increasing parking facilities at the Marsh avenue lot, as one benefit he stated.

Needless to say, beach firemen wholeheartedly endorse the fireless land-fill method as their log shows almost countless calls in the past to subdue misbehaved dump blazes.  
Beach residents applaud the move, also, relieved by the thought of no more smoke nuisance.

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

**Donovan & Fallon  
DRUGS  
Radio Batteries**

**HAVE YOU HEARD?**  
How Pete and Carol got acquainted finally?

What happened to that meal that K. Y. and R.D. were going to cook?

What makes Johnny run to work so fast every morning?

How Sally played a joke on Dick?

Who Jean meets every night after work?

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

What two boys are competing for Pat's attention?

**Smith's Pharmacy**  
**PRESCRIPTIONS**  
FILMS SUNDRIES  
Ashworth Hotel

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

**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
- Domestic
- Cosmetics

**This Week's Special!**  
GREYSTONE Cardigan Sweaters MEDIUM & LARGE 1.99  
WIDE RANGE OF COLORS X LARGE 2.99  
JANTZEN Sport Briefs 2.95  
SMALL, MEDIUM, LARGE & X LARGE

**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 Any 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

**AUGUST SALE!**

Plastic Reg. 6.95	Heavy Duty Charcoal
<b>HOSE</b> 5 95	<b>GRILL</b> 12 95
10 Year Guarantee	Reg 19.95 A Fine Buy

**LAWN CHAIRS**  
Were From \$6.15 Now From \$4.95  
Rotary Lawn Mowers Now \$74.95

**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 REDUCED
<b>SLACKS 2.99</b>	<b>Shoes 2.99 4.99</b>
MEN'S & BOYS' SPORT SHIRTS 1/3 Off Reg. Price	MEN'S & BOYS' SWIM TRUNKS 1/3 Off Reg. Price
LADIES' CARDIGAN \$4.00 Values	MEN'S DRESS REDUCED
<b>Sweatshirts 2.99</b>	<b>SLACKS 1-3</b>
LADIES' SUMMER REDUCED	ASSORTMENT MEN'S Sport Shirts 99c

**Shoes 1.99-3.99**

**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

**Woman Injured In Church Mishap**

A Bay State woman was conveyed to the Exeter hospital in the police department cruiser-ambulance Sunday noon after she

fell from the steps of the St. Patrick's church and fractured her shoulder.

According to police, who were called to the scene, Anna Nolan, 66, of Winchester, Mass., tumbled on the stairway upon leaving the church after attending mass.

**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**

NOW thru SATURDAY August 3 - 6

the seven year itch

starring  
Marilyn Monroe  
Tom Ewell

SUNDAY - TUESDAY August 7 - 9

**THE PRIVATE WAR OF MAJOR BENSON**  
STARRING CHARLTON HESTON · JULIE ADAMS  
— WILLIAM DEMAREST · TIM CONSIDINE and TIM HOVEY  
A UNIVERSAL-INTERNATIONAL PICTURE

STARTS WEDNESDAY August 10

JAMES STEWART  
**"THE MAN FROM LARAMIE"**

FRIDAY - SATURDAY August 5 - 6

COLUMBIA PICTURES presents  
A DAVID E. ROSE PRODUCTION  
DEBORAH KERR · VAN JOHNSON  
JOHN MILLS  
was this...  
**The End of the Affair**  
- or just the beginning?

SUNDAY - TUESDAY August 7 - 9

"A WONDERFUL LOVE STORY" — Hedda Hopper  
in COLOR and CINEMASCOPE  
M-G-M's DRAMATIC ROMANCE!  
**"INTERRUPTED MELODY"**  
STARRING GLENN FORD · ELEANOR PARKER

STARTS WEDNESDAY August 10

"SUPERB, WARM, RICH!"  
... Cue  
HECHT-LANCASTER presents  
**MARTY**  
starring ERNEST BORGNINE and BETSY BLAIR  
Story and Screenplay by PADDY CHAYEVSKY  
Directed by DELBERT MANN - Produced by HAROLD HECHT

Vari - Christie's

**Hampton Playhouse**

On Winnacunnet Rd. Beach Rd.

LAST 4 DAYS

**Dial M For Murder**  
By Frederick Knott

Opens Monday, August 8 - 13

**"Time Out For Ginger"**  
By Ronald Alexander  
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

**Bathers Complain On Water Skiing**

Coast Guardsmen at the Hampton Beach station report numerous complaints from bathers at Hampton harbor who say that water skiing close to shore endangers swimmers there.

A Coast Guard official said that his station answers the complaints whenever possible, but feels that the problem must be met by local and state officers. He added that the popularity of water skiing is spreading rapidly and suggested a specially designed area for that sport.

The local water ski club has been seen using the harbor in practice sessions for the coming water ski program in conjunction with the Hampton Beach festival. It is believed that the harbor is also a favorite spot for other water ski enthusiasts.

Seabrook town officials recently reported that they are looking into complaints by bathers concerning water skiing close to the Seabrook beach.

According to the Coast Guard, water rules of the road state that all motor powered boats must remain at least 300 yards off shore.

**Seawall**

(Continued from Page Three)

have four concrete stairways for excess to the shore, engineering plans show. These will be spaced 700 or 800 feet apart.

Work on the North Beach wall has begun at the head of 5th street and will end on the north side of Great Boar's Head. Plans do not call for any part of the Head to be provided with the seawall. However, a sum of \$25 or \$30 thousand dollars has been laid aside for rock and gravel fill around the sea-encroached landmark.

**HAVE YOU HEARD?**

What D. S. and B. think about M.?

About the big romance between Bill G. and Janice S.?

Why Bob G. and Carol O. aren't speaking to each other?

When H. K. and M. B. are going to celebrate their anniversary?

THE HOME OF HITS  
**STRAND**  
NEWBURYPORT

NOW — End Saturday  
Jack Kelly - Hilda Park  
**NIGHT HOLDS TERROR**  
— PLUS —  
Dennis Morgan  
**GUN THAT WON THE WEST**

Sun. - Tues. Aug. 7 - 9

SAMUEL GOLDWYN presents  
**GARY COOPER**  
**"THE REAL GLORY"**  
BRODERICK JOHNSON · DAVID NYER · ANGELA LEEDS · REGINALD OWEN  
Directed by ROBERT M. LEONARD  
From the novel by CHARLES L. BRIDGES

— PLUS —  
Danny Kaye  
**SECRET LIFE OF WALTER MITTY**  
COMING — Wednesday

Marilyn MONROE  
Tom EWELL  
**The Seven Year Itch**  
IN COLOR  
20th Century-Fox Pictures CINEMASCOPE

WEEK of JULY 31st

**Georgia Gibbs**

Plus outstanding Show  
NO MINIMUM CHARGE

COMING — WEEK OF AUGUST 7th

**TONY BENNETT**

2 SHOWS  
NITELY and  
SUNDAY  
9 & 11:30

**THE Frolics**  
at  
**SALISBURY BEACH**

ROUTES  
1 and 1-A

For Reservations, Call Jerome at HOMestead 5-7063



**COMMUNITY CHURCH  
LADIES' AID**

The Ladies' Aid of the Hampton Beach Community church met Tuesday evening, July 26. Mrs. Edith Ibbotson chairman of the recent food sale gave a very successful report on the sale.

Plans were discussed for the annual fair and supper. It was decided to hold it on Wednesday, August 17.

**Smith's Pharmacy**  
**PRESCRIPTIONS**  
DRUGS  
Hearing Aid Batteries  
Ashworth Hotel

Sun Glasses  
and Notions  
**GARLAND'S**

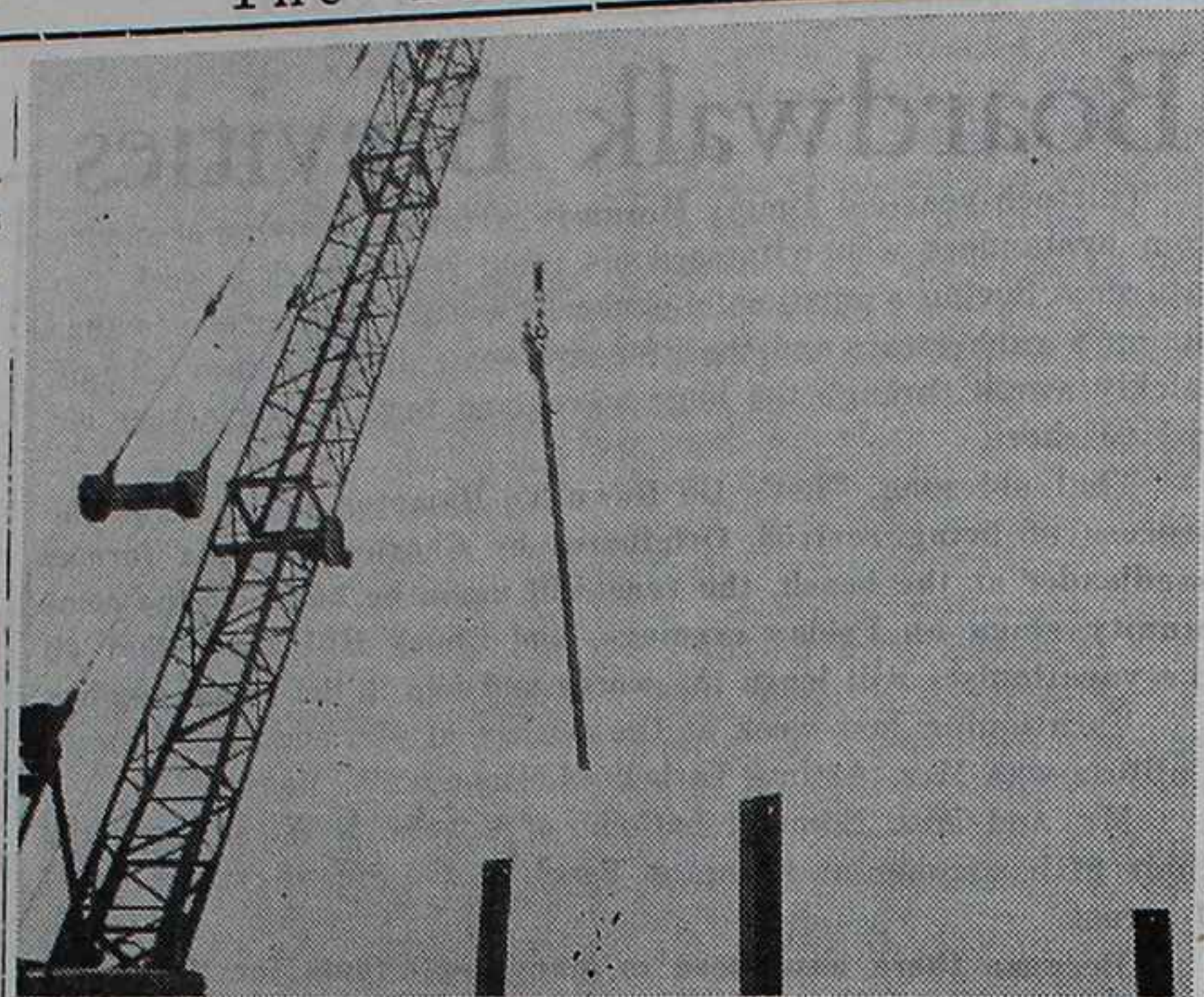
Don Langley's  
**Yankee  
Lobster  
House**

French Onion Soup  
Choice of  
Grilled Chopped Sirloin  
**STEAK**  
BROILED HALF SPRING  
**CHICKEN**  
BAKED STUFFED  
**LOBSTER**  
Parsley Potatoes or French  
Fried Potatoes  
Fresh Garden Salad  
Rolls Creamery Butter

**\$1.45**

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

"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



AIR BORNE POGO STICK is what the above photo seems to indicate as a giant crane swings a workman perched atop a steel sheet toward other driven metal uprights where he will guide the lifted sheet into place. Built around the steel sheets will be wooden forms into which concrete is to be poured to make the seawall at Hampton Beach. Below may be seen tops of other sheets already located and awaiting to be sunk into the ground by the steam pile driver. Doing the seawall work is the Massachusetts Northern Construction company of Lawrence, Mass.

**Elliot Declines  
Dover CC Post**

Quelling rumors currently circulating that he would accept another job offer in addition to his present position as Secretary of the Hampton Beach Chamber of Commerce, Bill Elliot announced today that he has refused the post of Secretary of the Chamber of Commerce in Dover. Although the Board of Directors of the Chamber of Commerce met several weeks ago and gave their sanction to the plan that Mr. Elliot would devote the three summer months to work at Hampton Beach and spend the remaining nine months in Dover, Mr. Elliot indicated that a more attractive offer from the insurance company with whom he has been associated for the past five years, caused him to decline the Dover offer.

Mr. Elliot also reported that he is not contemplating any other business changes at this time but will continue to divide his efforts between the Hampton Beach Chamber of Commerce office and his insurance business.

**SILVER SEA  
ART-MART**  
Audrey Hempen (Cyr) Artist  
C Street Hampton Beach  
ORIGINAL OIL PAINTINGS

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

HAVE YOU HEARD?  
If Jim's cooking has improved

**Jacobs' Taxi**  
3 CARS TO SERVE YOU  
WA 6-3884 or 6-3989  
158 High Street

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Individual Haircutting  
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Tinting Manicures  
333 OCEAN BLVD.  
TEL. WA 6-3415

**HANDWRITING**  
PALM and CARD READING  
Special Readings 50c  
Advice In All Affairs  
MADAME PAULINE  
C Street Hampton Beach  
Opposite Douglas Hotel  
Open 9 a.m. - 12 p.m.



Pleasant St.  
Newburyport

**THE LARGEST AND  
MOST COMPLETE  
DEPARTMENT STORE  
IN THIS AREA**

**DRASTIC REDUCTIONS**

ON ALL

**SUMMER  
MERCHANDISE  
SAVINGS UP TO**

**50%**

OPEN FRIDAY NIGHTS UNTIL 9:00



# Kate Greenaway's

Sailor with a new silhouette



As featured editorially in Woman's Home Companion, August

Newest edition of a great classic now takes on the fetching long-torso shape. But everything else has the traditional charm: the Sailor's Knot Tie, the deep collar, the white braid trim Full knife pleated skirt spreads wide below the cuffed neckline, conceals her indispensable pocket. In beautiful Bates Disciplined cotton Poplin that resists creases and soil, stays crisp after washing, needs little pressing. Deep Navy Blue, with Bright Red tie.



3 - 6X  
5.95

7 - 12  
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Toddlers  
4.50



the most perfect fitting stockings ever made!

## Hol-Flex

SHEER S-T-R-E-T-C-H NYLONS

BY *Holeproof*

MOLD TO YOUR EXACT LEG SIZE

\$1.65 60 gauge — 15 denier  
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An unbeatable combination of custom-sized comfort, sheer beauty, long wear! Their stretch knit adjusts to any foot... curves to every leg contour. Guarantees a perfect fit that never feels tight... never constricts. Try one pair... you'll wear them forever! In the newest fashion shades.

size A—covers 8 to 10 short  
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size C—covers 10 to 11½ medium and 9½ long  
size D—covers 10 to 11½ long

# George B. French Company

37 MARKET ST.

PORTSMOUTH

# The Beachcomber



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## Ten Water Ski Shows For Aug. Festival