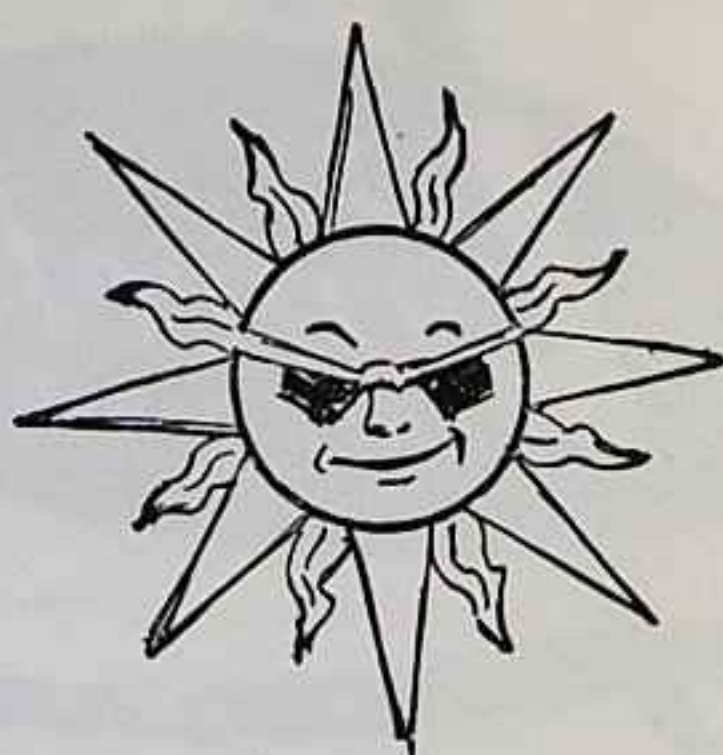


Portsmouth's Leading Department Store

Vacation fashions



Fashion Focuses Back On Summer,
And You'll Be The Beauty Of The Beach
In Any Of Our Lovely To Look At - Lovely
To Wear Vacation Fashions!

Bathing Suits

"BOY SHORTS" SKIRTS,
ELASTIC & COTTON, ONE
OR TWO PIECE, ALL COLORS
AND PLAIDS. SIZES 32-38 AND
40-46. CATALINAS, PAR FORMS
AND OTHERS.

8.95 TO 25.00

Shorts & Slacks

SHORT SHORTS, BERMUDAS,
JAMAICAS, CLAM DIGGERS,
PEDAL PUSHERS, FRONTIER PANTS.
ALL COLORS & PLAIDS, SIZES 10-20

2.95 TO 8.95

Beach Robes

LONG OR SHORT IN
WHITES AND COLORS

8.95 TO 16.95

Polo Shirts

STRIPES, SOLIDS, PLAIDS
ALL COLORS.

1.95 TO 5.95



George B. French

COMPANY

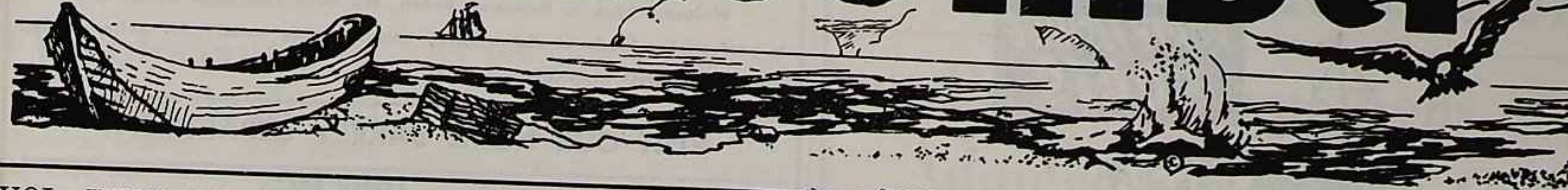
37 Market St.

Portsmouth, N. H.

BEACH SCUFFIES

\$1.00

The Beachcomber



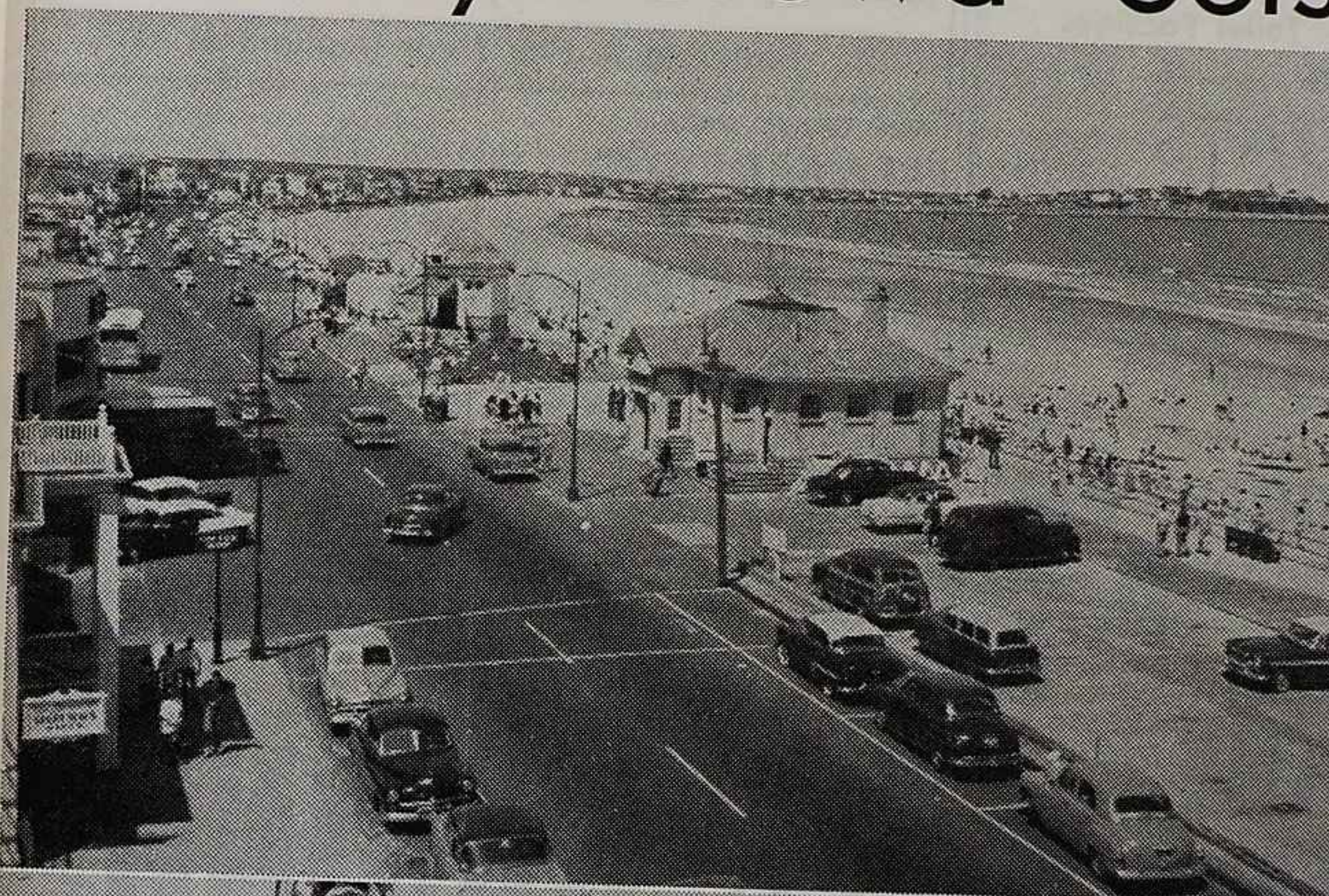
VOL. XXIX, NO. 2

Incorporating The
Hampton Beach Advocate

WEDNESDAY, JULY 4, 1956

FREE DISTRIBUTION

Holiday Crowd Sets Record



Despite the fact that the Fourth of July is a mid-week holiday this year, a record crowd of vacationists flocked to Hampton Beach, taxing all facilities.

Ideal weather enabled the thousands of visitors to enjoy the new, white sandy beaches and the increased parking facilities were kept well filled.

The crowd was estimated by beach officials as comparable to Sunday's when New England's 90-degree heat wave brought one of the largest throngs in many years to Hampton Beach.

Even though the beach has 791 additional parking spaces over last year, every available lot was filled to capacity.

Police Chief John J. Malek reported that many people are still a little in the dark about the parking meters and signs, but he said that violaters will be tagged.

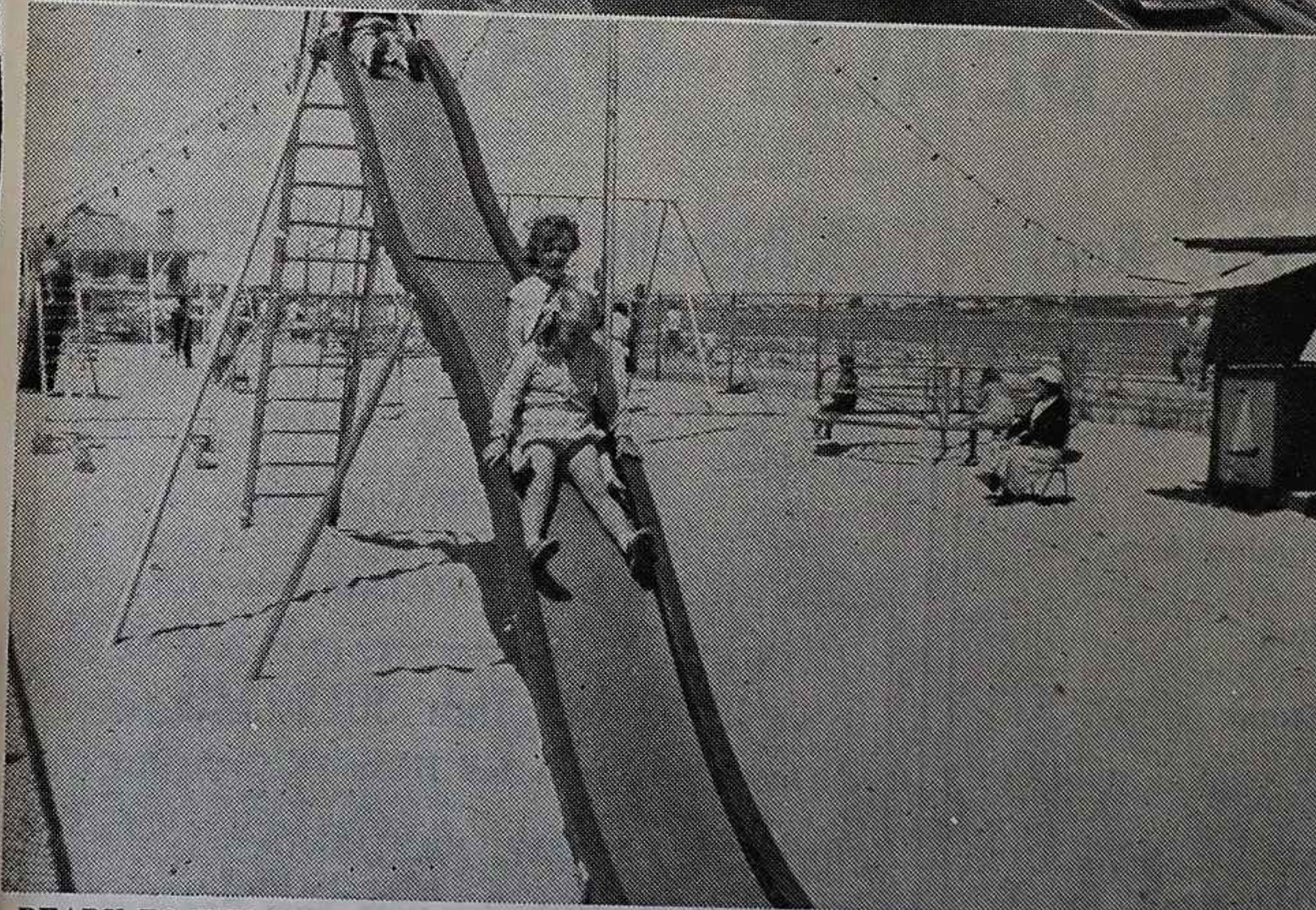
Chief Malek also estimated that the crowd Sunday was the biggest in one day for many years.

The Fourth crowd stayed late into the evening to enjoy the special holiday display of fireworks and band concerts.

The Chamber of Commerce has announced three special events for July in addition to the regular weekly program of band concerts, calisthenics, talent parade, dancing, fireworks and community singing from the band stand.

On July 11 a Salute to the Ground Observer Corps will feature the appearance at the beach of an U. S. Air Force band and a crack U. S. Marine Corps drill team for the dedication ceremony of the local GOC post at Hampton Harbor.

An exhibition of snorkel fishing and skin diving is slated for July 15th and on July 21st the outstanding General Motors concert band will present two evening concerts.



READY TO WELCOME visitors to Hampton Beach this summer are two familiar scenes — top photo shows the recently completed boulevard and enlarged beach areas, while the popular White's Playground for children has been kept on the ocean front for the youngsters.

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 VALLIERE, Proprietor

Welcome back to Hampton Beach. We hope that your vacation season is perfect! For foods of distinction in incomparable variety, for better living, Try The CASINO MARKET.

VISIT OUR HOME BAKERY DEPARTMENT

PLAIN	FRESH BAKED
Donuts Doz. 45c	Bread LOAF 19c
LA TOURAINE	55 PIERCE FRUIT No. 2 1/2 Can
Coffee LB. 98c	Cocktail 39c

Featuring A Fine Meat Department

FRESH GROUND CHUCK	HEAVY STEER BEEF	LB. 59c
HAMBURG	LOIN	LB. 49c
ROAST PORK	CAPONS 6-7 LBS.	LB 49c
ASSORTED COLD CUTS		LB. 49c

SPICE — MINCED HAM — LUXURY — BOLOGNA

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

NOW THRU SATURDAY

The Hampton Sisters
with
Bob Bachelder's Orchestra

JULY 9th Thru JULY 14th

Jerry Vale with Ted Herbert's Orchestra

FRIDAY, JULY 13TH

Billy May's Orchestra with Sam Donahue

COMING JULY 20TH LES ELGART

The BEACHCOMBER

VOL. XXIX, NO. 2

WEDNESDAY, JULY 4, 1956

FREE DISTRIBUTION

Air Force Band To Feature GOC Dedication

TV Entertainer Staying At Beach

Sandra Austin, a well known television entertainer is employed at Hampton Beach for the summer season.

Sandra is the daughter of Mr. Frank Austin of So. Berwick, Me. She appears every Mon. night on Channel 9 during the fall and winter months.

Sandra, a senior at Berwick Academy, does clever record pantomimes, toe and tap dancing and is a majorette for the Dover city band. She appears in school plays, Hutchinson Summer Theatre in Raymond and is a member of the Garison Players.

In school she is a chorus member, debator and vice president of F.H.A.

Child Struck By Car on Boulevard

Struck by a car last Sunday as he was walking across the street with his mother was Richard Gallant, 3, of Gardner, Mass.

Richard and his mother, Ailine, were crossing the boulevard at Highland avenue when a car operated by Eli Dejivian, 69, of Manchester struck little Richard and pulled him away from his mother's grasp.

He was treated at the scene for head lacerations by Dr. Roger Blake.

Representatives of the GOC Filter Center of New Hampshire met this week at the Douglass hotel at Hampton Beach and formulated final plans for the July 11th celebration and dedication of the Hampton GOC tower.

The Ground Observer Corps tower located in Hampton at the Neil Underwood Memorial bridge at Hampton Harbor, has been designated as the symbol of all such towers in the state of New Hampshire.

A program has been planned from the bandstand at Hampton Beach to include musical selections by a U. S. Air Force band and remarks by outstanding Air Force, civilian and political personnel.

Admiral Brinkman of the New Hampshire Filter Center will present the GOC plaque and Mrs. Elmer Eldredge, Americanism chairman of the Hamptons' Unit 53 American Legion Auxiliary, the colors. Presentation of wings to local Sky Watchers will be made by the Supervisor of the local GOC unit. Brigadier General Emmett Felix Yost, commander of the 85th Air Division, Andrews Air Force base, in Washington, D.C., will make the major address.

The Reserve Air Force Unit from Manchester, New Hampshire, will send Jet's over the area in a breathtaking demonstration.

GOC
(Continued on Page Fourteen)

New Parking Regulations Adopted For Beach, Town

Vocalist Tops In Talent Show

The second Monday night talent show, with Bill Elliot doing the introductions and John Fullford's organ doing the accompanying, got underway with two winners in the senior division and three in the junior.

Christina Corbin, 19, of Manchester, placed first in the senior division with her vocal of "Whatever Will Be, Will Be."

Scoring a second place was Deanna Dustin, 18, of Malden, Mass., with her rendition of Serenade from the "Student Prince."

In the junior division Charles Paul Petalas, 13, of Fitchburg, Mass., won first place with his accordian instrumental of "Rock-a-Beatn Boogie."

Placing second was Jacquelyn Unis, 10, of Hudson, Mass., with her song and rhythm tap dance routine to "Moments to Remember."

Third place winners were the duo of Mary Gray, 9, of Hampton Beach and Carol Kennedy, 10, of Worcester, Mass., singing "The Bible Tells Me So."

New regulations governing parking in town and beach areas and officially establishing one-way streets in the center of the beach were adopted at last Friday's meeting of the Board of Selectmen.

Under the new ordinances live parking areas with a ten-minute limit are provided at the beach on the westerly side of Ocean boulevard from N street north to F street and from D street north to Gayon's corner at Great Boar's Head.

Also designated as live parking areas were the westerly side of Ocean boulevard from Great Boar's Head north to Dumas corner and the westerly side of Ocean boulevard from Dumas' corner north to 19th street.

Parking has been prohibited in front of the Casino between F and D streets and on the easterly side of Ocean boulevard from the police station north to the Chamber of Commerce building.

There will also be no parking on the easterly side of Ocean boulevard from Ashworth corner north to 5th street, except in designated parking meter areas.

Parking will also be prohibited
PARKING
(Continued on Page Fourteen)

BOWLING — BICYCLING — BILLIARDS

Ferncroft Recreation Center

A STREET TELEPHONE WA 6-3410 HAMPTON BEACH
Open Year 'Round

OPEN WEEKDAYS AND SUNDAYS	BOWLING Automatic Pinssetters Try 'em! You'll Like 'em! 8 Good Clean Alleys Good Pins — Clean Balls Pinball Machines — Juke Box	25c Per String Before 7:00 P.M.
---------------------------	---	---

Bicycling OVER 80 BIKES MANY NEW . . . 20" — 25" — 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 10:00 a.m. - MIDNIGHT
SUNDAYS 1:00 p.m. - MIDNIGHT including Billiards

If It's NEW and DIFFERENT . . .

Millinery . . . Sportswear . . . Dresses
Jewelry . . . Accessories

you'll find it at

"That Fascinating Store"

The Band Box

. . . of Newburyport

THE BEACHCOMBER
 Incorporating
 the Hampton Beach Advocate
 A Vacation Digest of all the news
 information for the summer visitors
 Published
 Wednesdays, June 27 to August 29
 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

McDormand's MEN'S WEAR
 • Sport Clothes
 • Beach Wear
 • Work Clothes
HAMPTON CENTER

NOREN ANTIQUES
 Ocean Blvd. & First St.
 Rt. 1A Hampton Beach
 Specializing in Old China & Glass
 Figurines - Bisques - Dresden
 And Lamps

**Joins Old Salts'
 Club At Beach**

Mr. John Foote of 3 Ocean boulevard has recently become a member of the OLD SALT'S CLUB of Hampton Beach. This club in its third year, is sponsored by the Hampton Beach Chamber of Commerce and was formed to honor fishermen and fisherwomen landing a "real fish." The fishing fleets go out twice a day from each of two piers and some fish are brought in just by casting from the jetty.

Mr. Foote won his membership in the club by catching a 6 lb. haddock from one of Smith and Gilmore's boats and is proudly displaying his membership card, a red and gold emblem and a certificate of achievement.

This catch puts him into the 1956 Hampton Beach fishing Derby. Awards will be made the evening of August 31st for the prize fish caught in the Hampton area waters.

August is Festival Month

PLAYLAND
 Ocean Boulevard Hampton Beach

**WHITING
 MILK COMPANY**
 HAMPTON BEACH

Offering year 'round retail and wholesale service. A complete dairy line which is in its 2nd century, now has Frank B. Freeman, formerly owner of Freeman's Dairy, as the Local Manager.

THERE IS A DIFFERENCE

TRY WHITINGS

TEL. WA 6-2050

Deep - Sea Fishing

TRIPS TWICE DAILY AT 8 A.M. & 1:30 P.M.

AL GAURON

STATE PIER
 TEL.
 WA 6-2469



LINES
 and
 BAIT
 FURNISHED



CHARTER PARTIES

- Toilet Facilities

BINGO

30-GAME PARTY

EVERY THURSDAY

AT 8:00 P. M.

LEGION HALL

Exeter Rd.

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 turns same route after game.

Plenty Of Free Parking

**All White Plastic
 Summer**

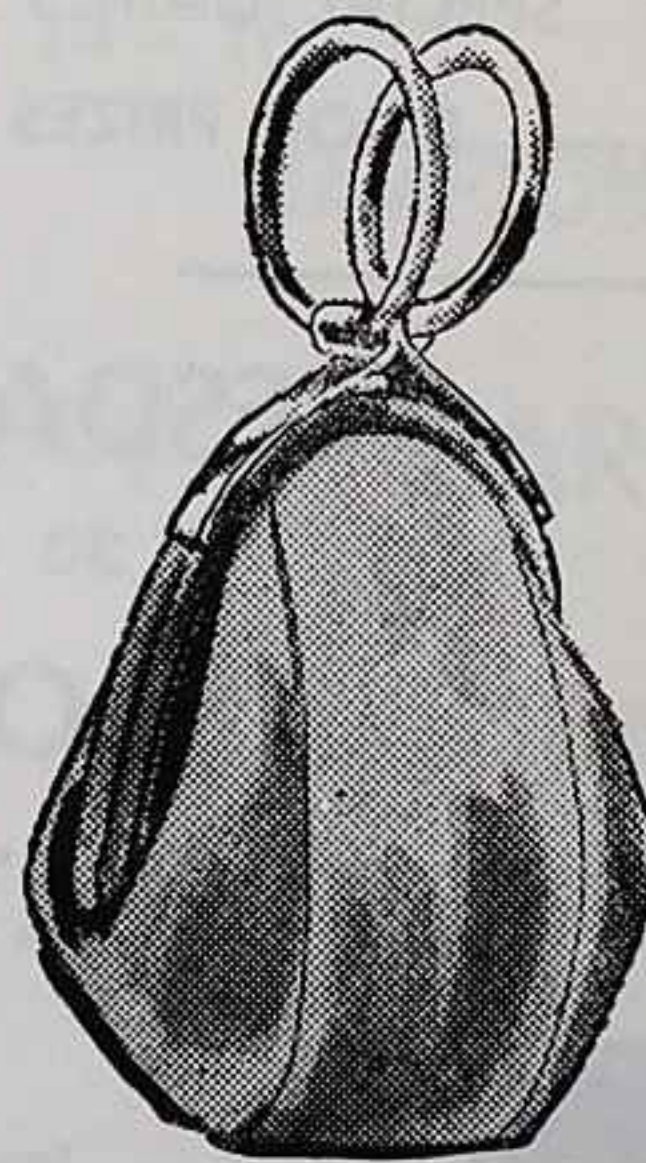
Handbags full of fashion

2.98
 plus tax



TOTE BAGS — CARRY-ALLS — DRESS BAGS

We've scooped a huge group of light and delightful Summer Handbags at a price! And, as usual, we're passing the savings right on to you! See these styles and many more.



ALSO...

White Summer Jewelry

EAR RINGS 48c & \$1.00
 POPPITS 59c

H. W. PRAY CO.

71 STATE ST.

AIR CONDITIONED
 OPEN FRIDAY NITES TIL 9:00

NEWBURYPORT

Smith's Pharmacy

PRESCRIPTIONS
FILMS SUNDRIES
Opposite Marine Memorial

PLAY

All New Machines
Standish Arcade

HARBOR GRILL

Ocean Blvd. Near Bridge
SERVING EXCELLENT FOOD
Breakfast - Lunch - Dinner
OPEN 7 A.M. - 8 P.M.

FLOAT & UMBRELLA RENTALS

"DIVAIR" Aqua Lungs And
Professional Diving Equipment

COMPLETE LINE OF
RADIO BATTERIES
COLOR FILM — MOVIE FILM
TOYS — BEACH SUPPLIES

Swim Trunks.....1.98 up

GUYON'S

Boar's Head Mobilgas
Station
LUBRICATION
Your Service Sta. Away From Home
WA 6-9111

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!



King's H'way at 3rd St.

Lost Children - Hints To Parents

It's summer and vacation time - the time for lost and found children. And Hampton Beach, like any other favorite resort, has its share of youngsters who get the "wander lust" in their veins.

This not only creates extra work and worry for beach officials, but also limits their efficiency in performing other public services. Quite often they do not even receive a word of thanks from the parents.

If you miss your child don't go dashing about the beach or streets in a panicky search. Call the police immediately and let the Chamber of Commerce know, also.

Also be prepared to give them a concise, but clear description of the lost child.

If you are one who has found a lost child, don't wait to see whether someone will be around soon looking for him. Call the police immediately.

Police phone: WA 6-3334,
Chamber of Commerce 6-3700

Airmen Prove Good Fishermen

Let no one reflect upon the fishing talents of the airmen now stationed at the nearby Portsmouth Air Force base which was officially opened last Saturday.

Last week a group from the 350th Bomber Squadron chartered a party boat from Smith & Gilmore and set forth on the ocean blue, which proved no more a problem for them than the blue of the skies above.

A few hours later the airmen returned to port with 93 entries for the Old Salts club. Included in their catch were 69 Pollock weighing over 18 pounds, 16 Cod-fish over 10 pounds apiece, and 8 haddock over 8 pounds.

Local fishermen report the best fishing in many years for haddock, pollock and cod. Flounder fishing in the river is also reported excellent.

King Saud of Saudi Arabia takes top honors for elegance on wheels. He has a fifty-foot mobile palace, made by a U. S. trailer concern, for visiting distant subjects. Dominating the perambulating throne room is an American-made rose-colored carpet.

EVELYN & PAUL

HOME BAKERY

Meats and Groceries

We Don't Just Talk Prices,
We Have Them!

A Vacation "MUST"

Visit The

Vanity Case

For

"Things
That
Please
At
Prices
You
Like
To
Pay"

FASHIONS
AND
VACATION ITEMS
FOR
WOMEN - MISSES -
CHILDREN & INFANTS

IN HAMPTON CENTER

SEE OUR
SUN AND SURF SHOP
IN THE BASEMENT

2 Good Games

JACKPOTS — SPECIAL GAMES
BIG PAYOFFS — DOOR PRIZES

B **I** **N**
TUESDAYS
7:30 30 GAMES
SEABROOK
FIRE STATION

Sponsored By
SEABROOK FIREMEN'S
ASSOCIATION

Sponsored By
AMERICAN
LEGION
POST NO. 70

SATURDAYS
7:45 30 GAMES
SEABROOK
FIRE STATION

G **O**

August is Festival Month

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

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

Beach Visitor Is Heart Victim

A vacation at Hampton Beach for two weeks with his wife proved fatal for William McNamara last Sunday.

McNamara, 55, from Charlestown, Mass., was stricken in the water opposite C street. First to notice him was Gerald Crossman of West Minister, Mass., who pulled him from the water and summoned police, who in turn notified the doctor.

Fire department officials and Dr. Roger N. Blake worked over the victim using the resuscitator from the Hampton Beach Fire Station, for more than an hour, but in vain.

Dr. Wendall P. Clare, medical examiner of Rockingham county, attributed death due to a coronary thrombosis, or heart failure.

MARGARET M. JUNKINS Candy Shop

The Candy Store By The Seashore

Remember the folks back home
with a box of famous Junkin's Candy
OCEAN BOULEVARD

SEE IT
MADE!

STAPLES 5c To \$1.00

12 - 14 - 16 B STREET
HAMPTON BEACH

NEW ENLARGED STORE

featuring
Beach Wear

For
All The Family

50% MORE SPACE
MANY NEW LINES
ALWAYS SHOP STAPLES!

WARREN'S NEW SUPER MARKET



LOCATED ON
LAFAYETTE ROAD

1/2 MILE NORTH OF TRAFFIC LIGHTS

PLENTY OF FREE PARKING

Largest
Newest Store
In
The
Beach Area

All
Departments
100%
Self Service

Huge
Parking Lot

Shop
In Comfort
In
WARREN'S
Air Conditioned
Super Market

August is Festival Month

Smith's Pharmacy PRESCRIPTIONS

DRUGS FOUNTAIN
Portable Radio Batteries
Opposite Marine Memorial

Buzzell's FAMOUS Fresh Made Candies

FEATURING
KISSES — FUDGE
CAMEL CORN

The Oldest Candy Shop on the Beach
ESTABLISHED 1917
NEXT TO POST OFFICE
Surf Hotel

THE SURFSIDE SUPERMARKET

Free Customer Parking

... It has been a pleasure to welcome back so many old friends during the past few days. We are now open daily and feature ...

- Meats
- Groceries
- Fresh Fruits
- Fresh Vegetables
- Bar-B-Q Chickens

... May we have the pleasure of serving you again?

GUYRON'S SHOPPING CENTER

Foot of Boars Head

DOWNER'S APPLIANCE CO.

17 HIGH STREET WA 6-2340 HAMPTON, N. H.

Television and Radio Sales and Service

Electrical Appliances

Headquarters For Portable
Radios and Batteries

Harbor Survey OK'd

Federal approval of a survey of Hampton and Rye harbors was given Monday in Washington, according to a telegram received today from Cong. Chester E. Merrow.

The preliminary examination report on the local harbor projects was approved by the Board of Engineers for Rivers and Harbors with the recommendation that survey be made.

The Hampton Harbor project would include the removal of ledges at the entrance to the harbor and the extension of the north jetty to prevent the basin from filling with sand.

THE Trading Post VARIETY STORE

King's Highway

- GROCERIES
- NOVELTIES
- PAPERS
- MAGAZINES

DONUTS
FRESH
DAILY

WE FEATURE
KEMPS
Fresh Roasted Nuts
By The Pound

KING'S HIGHWAY
AT TRAILER PARK

Another Comedy For Playhouse

One of the top stage successes of 1955 in New York, Chicago, and other cities, and more recently a delightful MGM comedy hit starring Frank Sinatra and Debbie Reynolds, "The Tender Trap" will open a week's engagement at the Hampton Playhouse on Monday, July 9.

"The Tender Trap" is a comedy about a modern bachelor so pursued by attractive and clever business-girls aiming to make him a husband, that he gets confused in juggling his dates and various promises and becomes engaged to not less than two girls in the same evening — a procedure that proves embarrassing and highly uproarious.

But for all the comedy's railery at matrimony as a trap, it really is a powerful pitch for marriage as an institution . . . a persuasive piece of propaganda for marriage and a normal family life, even if it reveals women as the most persistent devotees to it, and shows them as the pursuers and the males as the pursued.

Board Grants Trailer Permit

A petition to make a permanent installation of a house trailer on Cora avenue in the Leavitt Island section of Hampton Beach was granted this week by the Zoning Board of Adjustment of the town of Hampton.

The permit was sanctioned for Raymond J. Jacobs of Natick, Mass., in accordance with the recently amended Zoning Ordinance which allows house trailers in General Zoning areas, subject to full compliance with the regulations governing trailers approved by the Board of Selectmen of Hampton on March 18, 1955.

The unanimous decision of the Board of Adjustment followed a public hearing on the petition held June 21 before Carl M. Lougee, Kenneth W. Langley, Ray L. Goding and D. Malcolm Hamilton, regular board members, and William N. Lee, appointed to fill a vacancy at this hearing.

Marsh Avenue Barber Shop
168 MARSH AVENUE
Ladies' Hair Cutting
Tel. WA 6-2214 Joe Kerr, Prop.

Hotel Standish

Boardwalk at "A" Street
MOST MODERN
REASONABLE RATES

We Will Be

GLAD

to go over your case carefully and give you a thorough explanation of the science of

Chiropractic

WITHOUT COST OR OBLIGATION TO YOU.

Countless numbers have regained their health through the aid of this wonderful science. Let us help you solve your health problems. Phone today for appointment.

DR. W. J. LaBARRE
CHIROPRACTOR
151 Winnicunnet Rd., Hampton
WA 6-2754



ENJOY YOUR VACATION

Let Us Do Your Cooking For You

Ashworth Delicatessen & Bakery

- COMPLETE FAMILY DINNERS
- CHICKEN and BEEF PIES
- ROASTS COOKED TO ORDER
- ASSORTED SALADS
- COMPLETE LINE OF PASTRIES

All Cooked In The Famous Ashworth Kitchen

Ocean Boulevard

BYRON'S 5 & 10

GUYON SHOPPING CENTER
BOAR'S HEAD

JERSEYS — BERMUDAS — TEE SHIRTS
HAMPTON BEACH SWEATSHIRTS

PLENTY OF FREE CUSTOMER PARKING

THE BRIDGE MARKET

Formerly Page's
Located At The Bridge
TEL.

WA 6-9120 or 6-2512

WE DELIVER!

100% Pure Beef



ducator Crax . . . bx. 35c

OUR OWN
DONUTS & PASTRY
FRESH DAILY

Wally Robinson, Prop.

Top Dance Bands Listed For Casino

The summer season of dancing every evening got underway Monday night in the big Casino ballroom. The early season schedule of dancing Saturday evenings only ended last Saturday night with the return appearance of Freddie Sateriale and his popular band.

On Monday Bob Batchelder brought his outstanding orchestra to the Casino for the whole week, and featured with his band are the increasingly popular Hampton Sisters.

This week, also, there was the big celebration at the Casino of the gala night-before-the-Fourth dance, when dancing was continuous from Tuesday evening through to dawn on the Fourth.

Next week, starting July 9, should lure big attendance, with Jerry Vale, one of the nation's top vocalists, singing every evening, and on Friday, July 13 providing a double attraction with Billy May's famous band. Other "name" bands will follow during the rest of the season; Les Elgart on July 20, the Dorsey Brothers on the 27th, followed by Buddy Murrow, Ralph Flanagan and others.

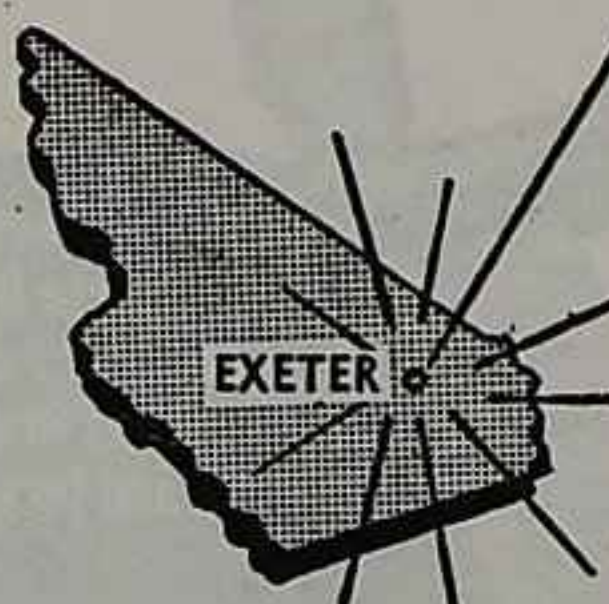
August is Festival Month
At Hampton Beach

Banking Services

IN ALL DIRECTIONS

. . . . Limited neither by lack of foresight nor desire to serve. We invite you to profitably use the modern facilities of this strong and progressive bank.

- CHECKING ACCOUNTS
- SAVINGS ACCOUNTS
- TRUST AND AGENCY DEPARTMENT
- PERSONAL CREDIT DEPARTMENT
- COMMERCIAL LOANS
- MORTGAGE LOANS
- SAFE DEPOSIT VAULTS



The Exeter Banking Company

ESTABLISHED 1894 • EXETER, NEW HAMPSHIRE

pollards OF LOWELL



on the boulevard next
to Howard Johnsons
things real different

- IN SPORTSWEAR
- IN DRESSES
- IN CHILDREN'S WEAR
- IN DOMESTICS
- IN TOYS
- WOMEN'S ACCESSORIES

use your Pollard
charge account



the best
of the big 3

Catalina
Rose Marie Reid
JEWELS OF THE SEA

Jantzen

the top selection
on the Boulevard
at the price you
want to pay . . .

A terrific selection . . . bloomer suits, hour glass suits, prints . . . two piece suits . . . suits for the athlete, for the sun tanner . . . buy early to avoid disappointments.

EILEEN'S
Marsh Ave. At "C" Street
COFFEE SHOP
LAUNDRY-MAT
Agents For 20th Century Cleaners

Beach Notes
Vacationing at Hampton Beach this week are the following residents of Holyoke, Mass.
Dr. and Mrs. S. A. LaBelle and daughter, Claire, Roland and

Richard Stebbin, Mrs. Lairoux and daughter, Cecile, Mr. and Mrs. Ernest Davignon and family, Mr. and Mrs. Conrad Chouinard, Mr. and Mrs. H. Roberge, Mrs. A. J. Bourgeault and Miss Bernadette Lavallie.

John The Barber
HIGHLAND AVENUE
Same Price — Same Place
30th Year
AT HAMPTON BEACH

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

NOW THRU MON. JULY 9

It happens there in mid-air... In all its fire, flesh and fury!

HECHT and LANCASTER present
BURT LANCASTER · TONY CURTIS
GINA LOLLOBRIGIDA

TRAPEZE

TUE. JULY 10

ONE BIG DAY!

A Boy... And His Horse... Yet their story of Courage...Devotion...and Suspense...is one you will never forget!

Walt Disney's The Littlest Outlaw
TECHNICOLOR

COMING. WED. JULY 11

BOB HOPE
"THAT CERTAIN FEELING"

Wed. - Sat. July 4

Live it up! Fall in love!

I'LL CRY TOMORROW
The frank, revealing story of Lillian Roth's life! Best-seller now a film sensation!

STARRING **SUSAN HAYWARD** · RICHARD CONTE · EDDIE ALBERT · JO VAN FLICK · DON TAYLOR · RAY DANTON · AN M-G-M PICTURE

SUN. - TUE. JULY 8

Where there's **TIGER TROUBLE** there's **TROUBLE** (and **LAUGHTER**)

TOY TIGER
STARRING **JEFF CHANDLER** · **LARAINÉ DAY** · **TIM HOVEN**

That hilarious little boy who drove "Major Benson" crazy!

WED. THUR. JULY 11

EDMUND GRAINGER presents
GREAT DAY IN THE MORNING
STARRING **VIRGINIA MAYO** · **ROBERT STACK** · **RUTH ROMAN** · **ALEX NICOL**
SUPERSCOPE

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Theater Exeter
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WED. - SAT. JULY 4 - 7
Betty Davis - Ernest Borgnine
Debbie Reynolds

THE CATERED AFFAIR
Howard Duff - Maggie Mahoney

BLACKJACK KETCHUM, DESPERADO
(In Technicolor)
Continuous Show Fourth of July!

SPECIAL KIDDIE SHOW
Every Saturday at 1:15 P.M.

CARTOON CARNIVAL
Plus Our Regular Program

SUN. - WED. JULY 8 - 11
CinemaScope At Its Best —
4-Track Magnetic Stereophonic Sound

Jane Russell - Richard Egan
THE REVOLT OF MAMIE STOVER
(In Technicolor)

COMING!
SAFARI COCKLESHELL HEROES
BHOWANI JUNCTION

STRAND
NEWBURYPORT
ENDING THURSDAY

BETTE DAVIS ERNEST BORGNINE DEBBIE REYNOLDS BARRY FITZGERALD
The Catered Affair

— PLUS —
Mark Stevens
"TIMETABLE"

5 DAYS - STARTING FRIDAY
HOPE · SAINT · SANDERS



That CERTAIN FEELING
STARTING WEDNESDAY, JULY 11

BHOWANI JUNCTION
CINEMA SCOPE color
AVA GARDNER STEWART GRANGER

NORTH HAMPTON DRIVE-IN THEATER
Route 1 Between Yoken's & Lamie's

FREE Kiddies Treat — Friday Night

NOW THROUGH SATURDAY
In Colorful VistaVision

ARTISTS and MODELS
Dean Martin - Jerry Lewis
— PLUS —

In Color
"MOHAWK"
Scott Brady - Rita Gam

SUN.-MON.-TUES. JULY 8, 9, 10

In Colorful VistaVision

TO CATCH A THIEF
WITH Cary Grant - Grace Kelly
— PLUS —

In Color
"APACHE WOMAN"
WITH Lloyd Bridges - Joan Taylor

COMING WED., JULY 11TH
THE COURT JESTER HELL ON FRISCO BAY

Meadowbrook
Dining Room & Lounge

Featuring
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Portsmouth, N. H.

VARI - CHRISTIE'S
Hampton Playhouse
(Winnicunnet Rd. - Hampton, N. H.)

LAST 3 DAYS
The Sparkling Comedy Hit

"Champagne Complex"
OPENING MONDAY JULY 9 - 14

THE TENDER TRAP
A New Comedy by
MAX SHULMAN & ROBERT PAUL SMITH

CONFIDENTIAL!!
Inside Stuff On
Every Woman's
Favorite Sport...
Bachelors!!

RESERVATIONS: WA 6-2902 CURTAIN: 8:40
TICKETS: \$2.20; \$1.85; \$1.25 Always Free Parking

The world's third largest telescope belongs to the University of Texas' McDonald observatory, located atop Mt. Locke in the Davis Mountains of western Texas.



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- Deliveries In The Hampton Area
694 LAFAYETTE RD.
 WA 6-2446 Days - 6-3030 Nights

Seek Entries For Beauty Contest

Mr. Henry Hamel is at the beach again as promotion director for the Chamber of Commerce. Starting his 11th year as assistant to the Chamber, Mr. Hamel is already looking for beauty prospects for the Miss Hampton Beach contest to be held August 2nd. Application blanks will be available shortly and any member of the Chamber of Commerce is entitled to sponsor any young lass of their choice.

August is Festival Month

GRANDVIEW HOTEL BEAUTY SALON

Individual Haircutting By Margaret Cummings

PERMANENT WAVES TINTING MANICURES

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Diner and Dining Room

LAFAYETTE ROAD HAMPTON, N. H.
 Breakfasts — Lunches — Dinners
 Daily Specials Seafood Dinners
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 OPEN DAILY

Now Open

Don Langley's

YANKEE Lobster House

On North Shore Boulevard At Yankee Village

Near Hampton Beach Coast Guard Station

SPECIAL THIS WEEK

BOILED LOBSTER

Melted Butter - Crispy Potato Chips

\$1.35

HOURS: 12 - 3 — 5:30 - 8:30
 ALL DAY SUNDAY CLOSED MONDAY

"Fred Lorenz" the Chef

Church Guild Will Hold Bazaar July 7

On Saturday, July 7th, an all day bazaar will be held by the Congregational Women's Guild on the church lawn from 10 a.m. to 5 p.m.

Beside the refreshment stand having grilled frankfurts and rolls, coffee and tonic, there will be seven large tables laden with handcrafted articles, gifts and decorations for the early Christmas shopper.

Also available will be home-made breads, candies and pastries. A "White Elephant" booth and appropriate decorations will contribute to the bazaar's circus theme.

In case of bad weather, the bazaar will be held in the church dining room.

Bay State Woman Hit By Umbrella

One of the few freak accidents to happen at "Happy Hampton" took place last Sunday afternoon. Stella Kmon of Holyoke, Mass., vacationing at the beach, was struck in the left leg by the spike tip of the pole of an umbrella which had been torn away from its mooring in the sand by a strong gust of wind.

She was treated by Dr. Gauron and had to have nine stitches taken to close the wound.

PORTSMOUTH'S



DIAL GENEVA 6-2605

N-O-W ENDS SAT., JULY 7TH!



Extra! Award-Winning Featurette "MEN AGAINST THE ARCTIC" In Technicolor

7 DAYS! SUN. thru SAT. JULY 8TH thru JULY 14TH A WONDERFUL Comedy!



PLUS This Extraordinary Co-Hit!



you'll find the largest selection of PALM BEACH sport coats and slacks at KRAY'S



KRAY'S Store For Men & Boys 47 - 49 State Street NEWBURYPORT

About 2,500,000 people now live in mobile homes. This housing population is enough to make it the third largest U. S. city, ranked only by New York and Chicago.

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BEAUTY SALON Specializing In All Types Of Beauty Culture Hotel Delancey WA 6-3215 Highland Ave. Ocean Blvd.

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Bernat Yarn For Socks — Sweaters — Stoles Crochet Cotton

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The Dan - Allen Shop Atlantic Ave., North Hampton STARTING JULY 6th SHOP OPEN Mon. - Wed. - Fri. 10 A.M. - 5 P.M. And By Appointment TEL. WO 4-8786 or WO 4-5957

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THRU BUS SERVICE

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Jackie's Travel Agency 182 Ocean Boulevard WA 6-2393 Dorothy Cate Jackie Jordan

THE CHESTERFIELD HOTEL



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In The Center of The Beach ROOMS SPOTLESSLY CLEAN Rates Very Reasonable

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COTTONS — WOOLENS — SILKS — SYNTHETICS BUY AT THE MILL AT MILL PRICES!

Exeter Handkerchief Company

Near B. & M. R.R. Station, Lincoln St., Exeter
 OPEN: Monday thru Thursday 9 a.m. to 4:30 p.m.
 Friday 9 a.m. to 8:30 p.m.
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Under The New Management of Francis Jacques

PRE - SEASON CLEARANCE SALE STARTING SOON

- Quick Service Lunch Counter
- Beach Supplies
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A Thousand and One Different Items!

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Heating & Air Conditioning

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2 - 5, 7 - 9 And By Appointment

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DRUGS

RADIO BATTERIES
BEACH NEEDS
NEWSPAPERS

FOUNTAIN SERVICE
PRESCRIPTIONS
FILMS

OCEAN BOULEVARD

GOC -

(Continued from Page Three)

stration of maneuvers and the official precision unit of the U. S. Marine Corps from the Portsmouth Naval Base will give a ground demonstration.

Following the features at the bandstand, there will be an impressive ceremony at the tower when the plaque presented by Admiral Brinkman will be placed in position and the flag will be raised.

Parking -

(Continued from Page Three)

on both sides of Ocean boulevard from Rocky Bend to the northerly side of Great Boar's Head.

Further parking regulations at the beach provide that no vehicle, except a bus or other public conveyance, shall park in the designated area on the easterly side of Ocean boulevard just north of the Chamber of Commerce building and no such bus or public conveyance will be allowed to park in that area for more than 15 minutes.

The Board of Selectmen also adopted provisions in the new ordinances designating one-way traffic on the cross streets between Ocean boulevard and Marsh avenue from A street through Q street in alternating directions.

Uptown regulations provide for no parking at any time on the northerly side of High street from Dearborn avenue to Mill road and on the southerly side of High street from Dearborn avenue to the Downer block.

Penalties for any violation of the provisions of these ordinances has been set at not more than ten dollars for each offense.

Although the law provides for a maximum fine of \$10 for each parking violation, Police Chief John J. Malek stated today that the fine for a parking violation without going to court is three dollars and the fine for a parking meter violation is one dollar.

Chief Malek reported that following the first few days of operation, the number of parking meter violations has dropped to six or eight a day.

August is Festival Month

Beach News Wanted

Being dedicated towards making your vacation at Hampton Beach a little more pleasant besides providing visitors with information of what's taking place and previews of future events, the Beachcomber welcomes news of parties, socials or any interesting event in our beach life during the summer.

Items of interest, contributions to The Boardwalk column may be left at the Chamber of Commerce office or be mailed to Beachcomber office, Hampton Center, Tel. 6-3322.

SALISBURY DRIVE-IN ROUTE 1 BEACH R

Tel. Newburyport HO. 5-0952

WEDNESDAY - SATURDAY

In CinemaScope

JOSE FERRER - TREVOR HOWARD

"COCKLESHELL HEROES"

CO-HIT!

JOHN LUND - KEEFE BRASSELLE

"BATTLE STATIONS"

SUNDAY - TUESDAY

In CinemaScope

VICTOR MATURE - JANET LEIGH

"SAFARI"

CO-HIT!

CLEO MOORE - RICHARD GRENNA

"OVER-EXPOSED"

COMING WEDNESDAY - SATURDAY

BARBARA STANWYCK - BARRY SULLIVAN

"THE MAVERICK QUEEN"

2ND HIT!

HUGH MARLOWE - NANCY GATES

"WORLD WITHOUT END"

BE COOL AND THRIFTY!

SAVE 75% OF

Air Conditioning Costs

... Enjoy cool comfort in your home or business at low cost... Send length, width, and height of area to be cooled. Literature and estimate of cost will be sent.

ROOM COOLERS \$94

John P. O'Brien

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VACATION TIME IS

BARELEG NYLON TIME
10,000 pairs Popular Famous Brand
SEAMLESS BARELEG NYLONS
Slight Irregulars of \$1.35 Quality

NOW 55c PAIR

NYLON STRETCH SOCK-EEZ 3 PR. \$1.00



Sudden Drop in Price Temperatures on

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ROMPERS

Combed cotton in plaids, checks, stripes.
Small, medium, large.

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Beautiful Galatea Playsheen in Ivy League Short-
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Sizes 10 - 18.

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1.59 each

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POLO BLOUSES

Small - Med. - Large
Italian Stripes

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SUNBACKS - 2-PC. SUITS - GOLFERS

- Nylon & Cotton
- Woven Sheers
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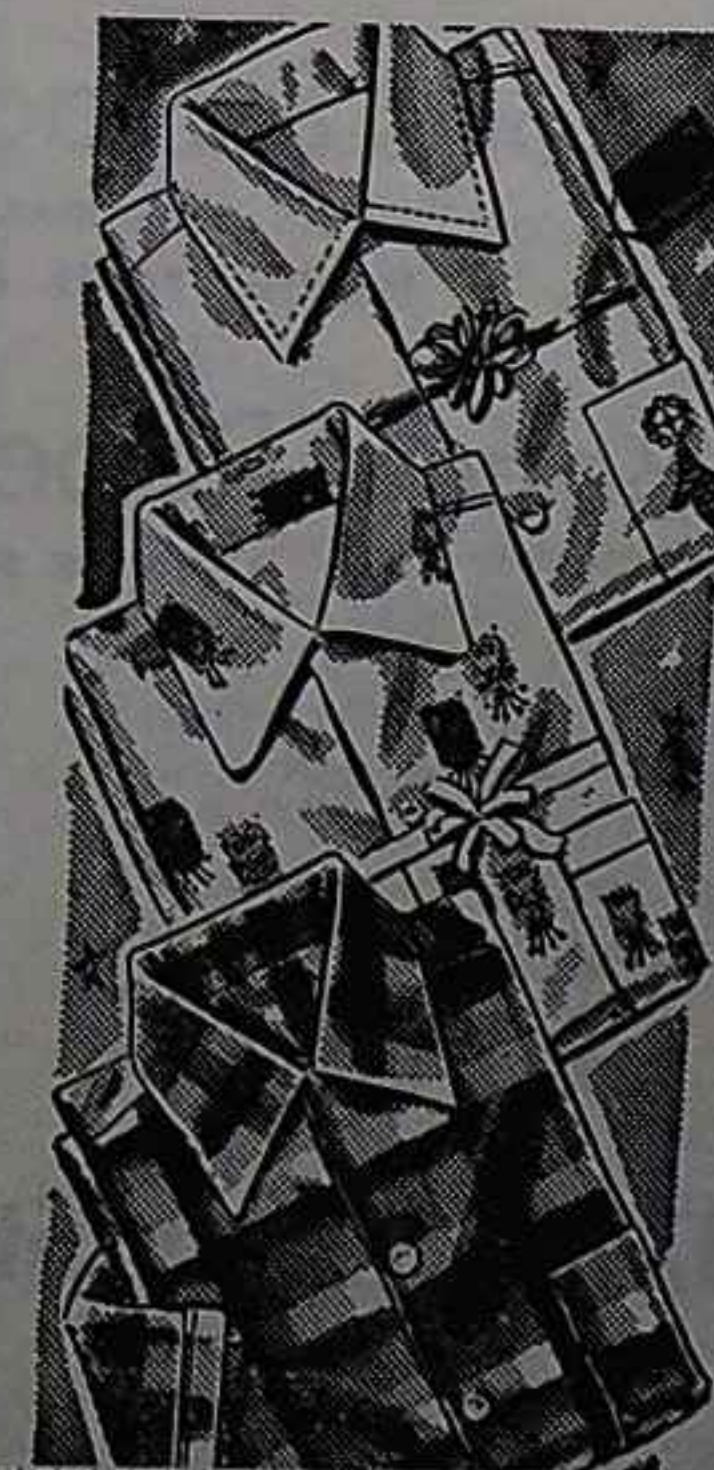
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Men's Short Sleeve Sport Shirts

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- What a buy!
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- Wrinkl-shed fabrics
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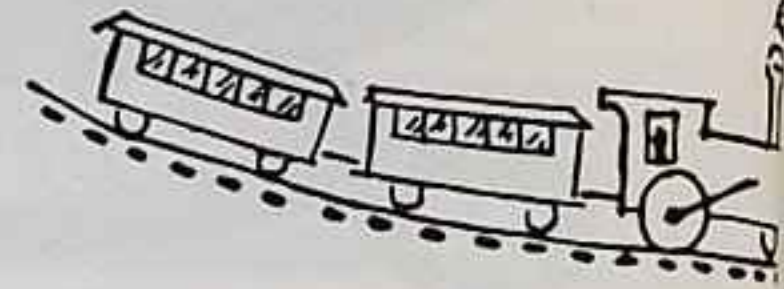


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ALL COLORS AND PLAIDS. SIZES 32 - 38 and 40 - 46. CATALINAS,
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Beach Robes 8.95 - 16.95

LONG OR SHORT IN WHITES AND COLORS.

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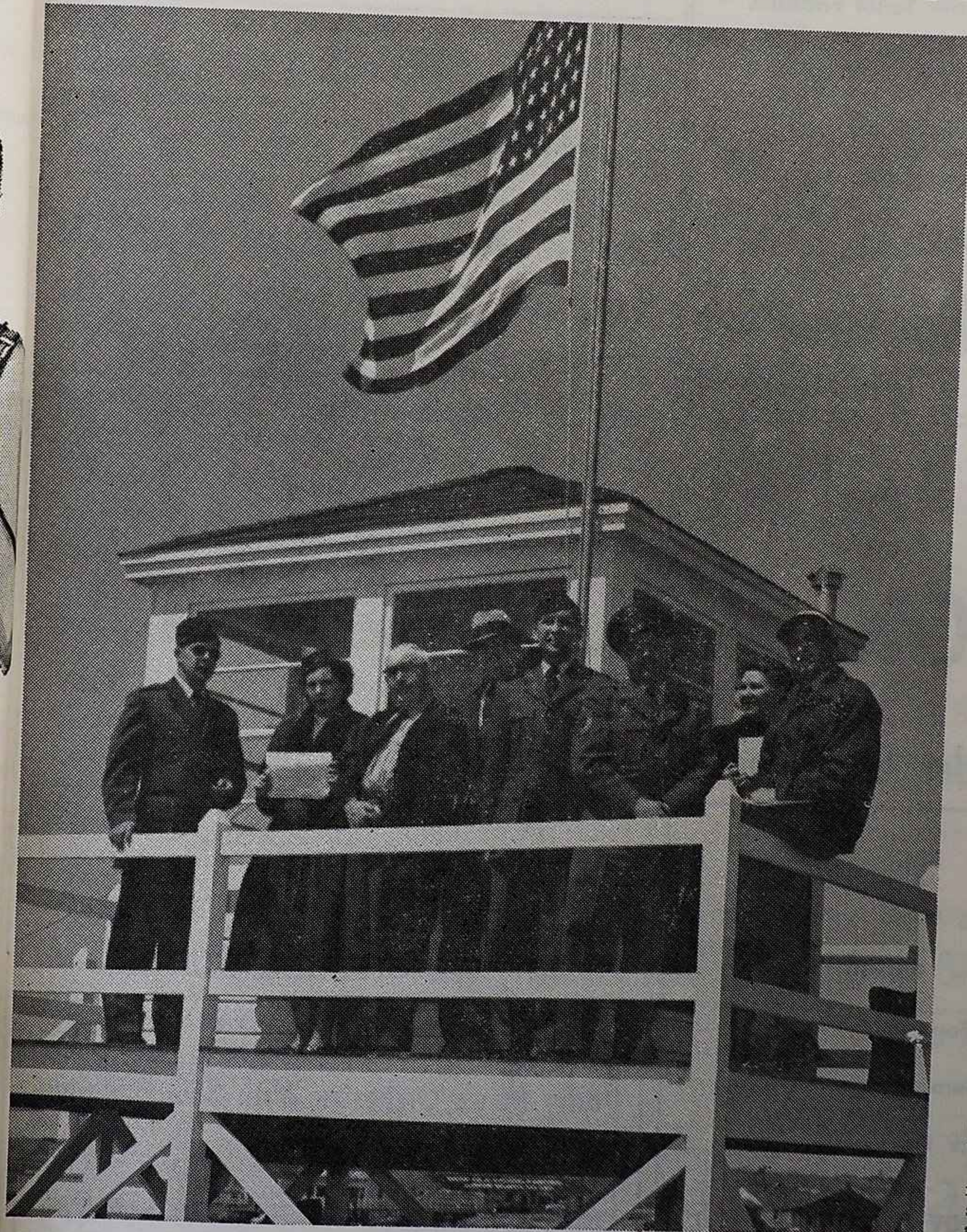


VOL. XXIX, NO. 3 Incorporating The Hampton Beach Advocate

WEDNESDAY, JULY 11, 1956

FREE DISTRIBUTION

Dedicate GOC Tower Today



TOP AIR FORCE OFFICIALS and civilian personnel will participate today in the dedication of the Ground Observer Post at Hampton Harbor. —Photo by Robie M. Beckman

Top Air Force and civilian government officials will participate in the dedication of the new watch tower of the Ground Observer Corps this afternoon at Hampton Beach.

Symbolic of all such towers in the state of New Hampshire, the dedication of the GOC post at the entrance to Hampton Harbor will also mark the fourth anniversary of the Ground Observer Corps here in the Granite State.

The exercises will be held on the bandstand at Hampton Beach, and will be followed by a parade to the watch Tower at the Hampton river bridge. The officers and other guests will be escorted by units of the Air Force, Marine Corps from the Portsmouth Naval Base and American Legion headed by Eastern Division, U. S. Air Force band.

The ceremonies will open with an invocation by Capt. Bradley T. Morse, Protestant chaplain at the new Portsmouth Air Force Base, and will close with benediction by Maj. Roland C. Remy, Catholic chaplain at the same base.

Bill Elliot, executive secretary of the Hampton Beach Chamber of Commerce, will be master of ceremonies, introducing Brigadier General Emmett Felix Yost, commander of the 85th Air Division, Andrews Air Force base in Washington, D. C., who will make the major address of the day, as well as other military and civilian notables.

During the exercises a ground Observer plaque will be presented to Mrs. Harry Parr by Admiral Cornelius A. Brinkman and a flag will be presented to her by Mrs. Elmer Eldredge of the American Legion auxiliary. Mrs. Parr is chairman of the Ground Observer Corps committee at Hampton.

The Reserve Air Force Unit from Manchester, New Hampshire, will send Jet's over the area in a breathtaking demonstration of maneuvers.

TOWER

(Continued on Page Nine)