

LUCKY

DOLLAR DAYS

BE LUCKY TWO WAYS!

THURS. - FRI. - SAT. AUGUST 9 - 11

Your change at French's this weekend may include a lucky dollar bill, leading to \$200. in prizes. But better yet, you'll find many, many lucky Dollar Days Bargains this weekend!

10% MARKDOWN

ON ALL MERCHANDISE EXCEPT FAIR TRADE AND PREVIOUS MARKDOWN ITEMS

MARTEX REG. 1.25
Bath Towels
 1.00
 Aqua - Yellow - Pine Green
 Rose - Pink - White - Gray - Blue

WHITE OR PINK SIZES 6-10
Step-In Trunks
 1.00

LACE TRIMMED SIZES 5-8
Briefs & Trunks
 1.00
 White & Pink

ONE RACK ONLY
Summer Dresses
 Values to 10.95
 5.95

MOLDED LASTEX WASHABLE
Toss Cushions
 Zip-Off Corduroy Cover
 2.95

REG. 15.00 WOMEN'S
Wool Shirts
 12.95

TERRY CLOTH FULL LENGTH
Beach Robes
 White & Yellow Reg. 8.95
 7.95

BIG REDUCTIONS IN THE BARGAIN BASEMENT

COTTON
Shorties
 Pink - Yellow - Blue
 3.95

LONG LING
Mardi Bras
 3.50 & 3.00 5.95 & 5.00
 2.00 4.25

BRAIDED RUGS
 2.50—Now 2.00 1.25—Now 1.00
Matching Chair Seats
 Reg. 1.00
 75c

FLOWER PRINT TERRY
BATH TOWELS 1.95
GUEST TOWELS 1.00
FACE CLOTHS 35c

DRASTIC REDUCTIONS ON CHILDREN'S & WOMEN'S BATHING SUITS

George B. French Co.

37 Market Street

Portsmouth, N. H.

The Beachcomber

XXIX, NO. 8 Incorporating The Hampton Beach Advocate WEDNESDAY, AUGUST 15, 1956

FREE DISTRIBUTION

Bay Stater "Miss Sea Nymph"



Despite the chilly breeze of the Atlantic, another large group of attractive and eye-catching contestants vied for the title "Miss Sea Nymph" Thursday night in the second of the weekly beauty contests of August Festival month, again, as in last weeks contest, attired in swim suits.

Trim and pretty Sally Ann Freedman, 16, of Peabody, Mass., runner-up in the "Miss Hampton Beach" contest, out-classed her rivals for first place position by her apparent ease and friendliness before spectators. Miss Freedman was attired in a pale green swim suit which contrasted to her tan.

Securing second place in a white swim suit was Marlane Decoteau, 19, of Haverhill, Mass., and second runner up was Judith Nancy Anderson, 18, of Milford, Conn., in a white suit, also.

Application blanks are now available at the Chamber of Commerce office for those girls who wish to enter the "Miss Mermaid" contest next Thursday evening.

Judges for the contest were, Ira A. Brown, County commis-

SEA NYMPH

(Continued on Page Twelve)

Entries Sought For 'Universe' Contest, Aug. 23

Mr. Henry Hamel, director of all beauty contests at Hampton Beach, requests that all girls who wish to be in the "Miss Universe" beauty contest sign up now at the Chamber of Commerce office.

The contest, to be in place of the "Miss Sunshine" contest will be held from the bandstand on Thursday August 23.

Applicants may be single, separated, divorced or married, but under 28 years of age, and of good character.

Application blanks may be secured now from the Chamber of Commerce office.

MISS STATE BEAUTY, Miss Sally Ann Freedman, 16, of Peabody, Mass., was named "Miss Sea Nymph" this week in the second of the weekly beauty contests held at Hampton Beach. Placed second was Miss Marlane Decoteau, 19, of Haverhill, Mass. (right) and in third spot was Judith Nancy Anderson, 18, of Milford, Conn. —a Colt Photo

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

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

Casino Market Inc.

Ocean Blvd.

Hampton Beach

PHIL VALLIERE, Proprietor

We invite you to shop at one of the seacoasts finest markets. Noted for Quality Meats and Produce, and featuring S. S. Pierce Fine Groceries. Of course, we have our own bakery, too. Come in and save. Free parking while you shop!

FRIDAY AND SATURDAY SPECIALS

12 LB. AVERAGE

TURKEYS

READY TO SERVE

7.98

6 LB. AVERAGE

CHICKENS

READY TO SERVE

2.49

LARGE

CHICKEN PIES

89c

LARGE HOMEMADE

PLAIN DONUTS

DOZ. 39c

HOMEMADE

BREAD

19c

FRESH GROUND CHUCK

HAMBURG

LB. 49c

Annual Children's Day To Be Held Aug. 25th

Beach Visitors Starting Fan Club For Bob Powers

Talented and popular Bob Powers, featured singer with Chuck Powers' orchestra this summer, has his singing career ahead of him. Bob, who is 24 years old and comes from Arlington, Mass., works six days a week at Lamie's Tavern and on Saturday goes in to Boston, where he is cutting records for his album, titled "Easy Come, Easy Go". Bob will make 8 or 12 sides for the Trans-Lamie label which has primarily been a jazz label for 2 years, with Powers being the first vocalist to record for the company.

One of his own arrangements, "It's Heartbreak for You", will be featured in the album, with lyrics and music written by Bob. This fall the young singer will be engaged in night club and television work.

Any person who wishes to sign up with the Bob Powers fan club will find the book at the Chamber of Commerce office. Prior to the album's release pictures will be sent out to those members of the club.

All beach visitors want to wish Bob much success and all the luck in the world.

Chamber of Commerce officials reported this week that they are now accepting floats to be entered in the parade which will be held Friday, August 24 and Saturday, August 25.

There will be prizes awarded for the three best floats entered. The floats may be entered by owners of business establishments on or off Hampton Beach.

Application blanks are now available at the Chamber of Commerce office.

Applications are also being taken for the rolling toys, such as doll carriages which will be featured in the annual Children's Day parade to be held August 25.

There will also be a baby contest following the parade.

Conn. Visitors Win Top Prizes

Beach visitors from the Nutmeg state were among the prize winners Monday evening at the Get Acquainted dance held in the Casino ballroom.

Winners of the spot dances, winning a number of different prizes, were Mary Dennis and Frank Wilson of West Hartford, Conn.; Mr. and Mrs. Arthur Dressen of Bridgeport, Conn.; Mr. and Mrs. J. L. Beiveau of Easton, Conn.; Vinnie Pepe of Amsterdam, N. Y.; Judy Sullivan

VISITORS

(Continued on Page Eleven)

Marine Memorial Will Be Dedicated At Beach In '57

The memorial to be erected at Hampton Beach in memory of New Hampshire's sons and daughters who were lost at sea while in the service of our country will be dedicated Memorial Day, 1957, it was announced today by Shelby O. Walker of Concord, chairman of the New Hampshire Marine Memorial Commission.

Final approval of the statue was given by the members of the the Marr and Gordon granite Commission following a visit to works in Barre, Vt., to view the full-sized model. The statue, in plaster, is at the Barre plant and will be carved during the fall and winter months in New Hampshire granite, which will be shipped to Vermont shortly.

The unique memorial — it is the only one in the United States created especially to honor service men and women from every branch of the armed forces who were never recovered — is being financed by contributions from hundreds of New Hampshire people and from many organizations. The state as well as a number of cities and towns have also

MEMORIAL

(Continued on Page Seven)

Many More Join Old Salts Club

The Old Salts club further increased its membership this week as many Hampton Beach vacationists proved they were good fishermen.

The following prize catches were recorded: Roy Shikrallah, Lawrence, Mass. with an 8 lb. haddock; Erwin Bean, Putney, Vermont, with a 17 lb. pollock; Robert McCormick, Albany, N.Y., with a 16 lb. pollock; Joseph Boucher, Greenville, with a 28 lb. pollock; Henry LaFond, Gardner, Mass., with an 18 lb. pollock; Don Roy, Fitchburg, Mass., with a 16 lb. pollock; Lloyd Ring, Hampton Beach, with an 18 lb. pollock; T. W. Holcomb, Brattleboro, Vt., with a 16 lb. pollock; and Peter Pindoro, Thompsonville, Conn., with a 27 lb. pollock.

Mr. Frank G. Wilson, president of the West River Basket Corporation in Putney, Vermont chartered the Annie & Josephine from the Smith & Gilmore Fishing Pier for forty of his employees on Saturday, August 11. They enjoyed a perfect day of fishing and took more than half a ton of haddock, cod, and pollock. Many of the pollock weighed 18 lbs. or more.

BOWLING — BICYCLING — BILLIARDS

Ferncroft Recreation Center
TELEPHONE WA 6-3410
HAMPTON BEACH
Open Year 'Round

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

Bicycling
OVER 80 BIKES
MANY NEW . . . 20" — 25" — 28" Balloons — 3 speeds — Tandems
Equipped with lights at night
AVAILABLE 8:30 a.m. to MIDNIGHT
Bikes and Trikes for Tots

Billiards
OPEN WEEKDAYS AND SUNDAYS
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

If It's NEW and DIFFERENT . . .
Millinery . . . Sportswear . . . Dresses
Jewelry . . . Accessories
featuring this week

FINAL CLEARANCE

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

NOREEN ANTIQUES

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

Another Comedy For Playhouse

The lunatic comedy, "Bachelor's Honeymoon" ("Lullaby"), coming next week to the Hampton Playhouse is all about a mother-in-law who decides her newly married son needs feeding up, and who promptly plants herself at the family table so that she can salt his salad, butter his bread, and shove the basic necessities down his throat.

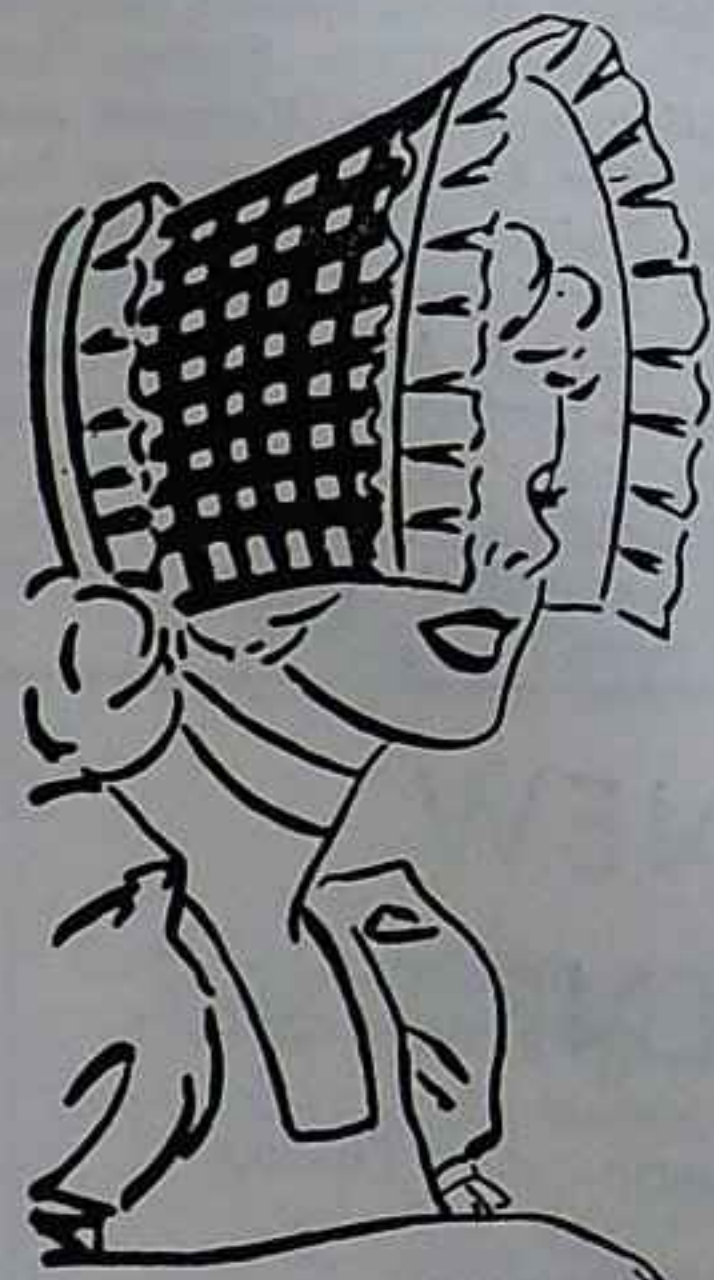
Such aggressive tactics are not well-calculated to please a new daughter-in-law, and the comedy unfolds a series of hilariously funny situations, complicated by the fact that the daughter-in-law is a night club entertainer with a mind (and voice) of her own that she is not afraid to exercise.

How the hilariously-beleaguered young couple find their special solution to their more than usually intense mother-in-law problem is the cheerful story related in "Bachelor's Honeymoon" without a psychoanalyst anywhere in sight.

August is Festival Month

PLAYLAND

Ocean Boulevard Hampton Beach



Now you may enjoy the freshest!

WHITING'S MILK • CREAM

and other dairy products from WHITING'S, the only dairy located in HAMPTON . . . service throughout Hampton, Rye and Portsmouth

Daisy Meadows

All WHITING delivery trucks have ELECTRIC REFRIGERATION to bring you the finest, freshest products in clean, dry containers untouched by ice. Another reason why we say in WHITING'S there IS a DIFFERENCE.

WHITING MILK CO. Start home delivery service now . . . call WAverly 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 returns same route after game.

Plenty Of Free Parking

Little fashion plates get the big savings here! Girls' wear fresh from regular stock . . . now at extraordinary low, low prices.

Summer

CLEARANCE

Girls' Fashions

at the

H. W. Pray Company

Slips and Panties

COTTON SLIPS

Straight and full styles. Plain and fancy. Sizes 4 to 14 and sub-teen sizes 10 to 14.

1.29 to 2.98

RAYON PANTIES

Solid colors — pink, blue, maize and White. Sizes 4 - 14.

39c



Hurry in . . . see for yourself. Our Summer Clearance features many things the girls love to wear . . . and stars budget-wise buys that thrifty mothers are sure to appreciate.

Blouses

Plain and prints. Fancies and Tailored. Long and Short Sleeves. Sizes 3 - 6X and 7 - 14.

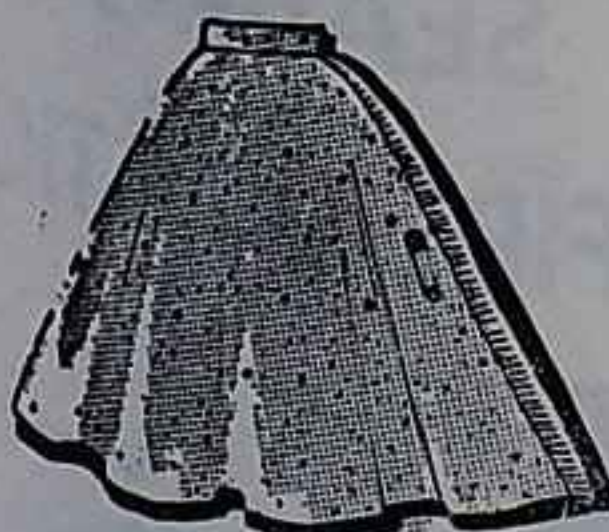
1.98 and 2.98



Skirts

Washable flannel, reversible quilted and washable felt. Sizes 3 - 6X and 7 - 14.

1.98 - 2.98



H. W. PRAY CO.

71 STATE ST.

NEWBURYPORT

AIR CONDITIONED OPEN FRIDAY NITES TIL 9:00

August is Festival Month

Right

WHEREVER YOU GO



ASHER SLACKS

If you like real stand-out styling, Asher slacks are for you. They're cut for comfort, built for wear . . . but that's not all. Every pair has the fine tailoring, the custom-detailed "extras" you generally find only in much higher-priced slacks. Come and see for yourself . . . you'll find a wide choice of styles and fabrics, in all your favorite fashion-right colors.

SUMMER SALE PRICE \$4.99 UP

kray's

47-49 State Street Newburyport

Wee Wash It

"A" STREET LAUNDERETTE Open Under New Management Dry-Cleaning Pick-Up Station TEL. WA 6-9195

Hampton Beach Garage

9 Marsh Ave., 6-9195 At "A" St. INSIDE PARKING 4 hrs. 50c All Day 1.25 Week 6.00 \$20 Month \$50 Season FRIENDLY ESSO SERVICE ICE

COLONIAL

DIAL Geneva 6-2605

NOW! ENDS SAT., AUG. 18

ALLIED ARTISTS presents WALTER WANGER'S

Navy Wife starring JOAN BENNETT GARY SHIRLEY

Gary Merrill CO-HIT! Robert Ryan & Big Cast

THE PROUD ONES The Gun-fighting Marshals of Frontier America! CINEMASCOPE COLOR BY DE LUXE

SUN. - SAT., AUG. 19 - 25

THIS is the most scandalous "Foreign Affair" in laugh history!



OLVIA de HAVILLAND JOHN FORSYTHE-MYRNA LOY ADOLPHE MENJOU the Ambassador's Daughter in CINEMASCOPE

A Vacation "MUST" . . .

Visit The

Vanity Case

BACK TO SCHOOL

We Carry Healthtex BOYS' CLOTHES

"Things That Please At Prices You Like To Pay"

JERSEYS & Long Sleeve Shirts	1.19 & 2.98
Boxer Corduroy Longees	2.98
Corduroy Pants 2 - 8	2.98
2 - 6X Shirt & Pant Sets	2.98 & 4.50
2 - 6X Jersey & Pant Sets	2.98 & 3.98
WE ALSO CARRY HEALTHTEX IN OUR BABY DEPARTMENT	
Jerseys & Long Sleeve Shirts	98c & 1.39
Cotton & Corduroy Overalls	1.98
Short Pant & Jersey Set	2.98
Crib Sets	2.98 & 3.98

IN HAMPTON CENTER

2 Good Games

JACKPOTS — SPECIAL GAMES BIG PAYOFFS — DOOR PRIZES

B TUESDAYS 7:30 30 GAMES SEABROOK FIRE STATION

SATURDAYS 7:45 30 GAMES SEABROOK FIRE STATION

August is Festival Month At Hampton Beach

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

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

Shorts — Bermudas Underwear

BIGGEST LINE OF TOYS ON THE BEACH

FOOTWEAR FOR THE FAMILY

100% MORE SPACE - MANY NEW LINES

ALWAYS SHOP STAPLES!

Memorial —

(Continued from Page Three)

contributed. More than \$25,000 has been raised to date. Additional contributions are being accepted by the commission, with the funds going to make a more impressive memorial.

The names of over 200 men and women, whose records have been checked by the Commission, will be carved into the memorial, a lasting reminder that they gave their lives for their country.

The Commission is making every effort to obtain all eligible names of persons lost at sea during active warfare. The cooperation of the public is requested, in order that no name which should be inscribed on the memorial will be omitted.

Names, as well as contributions, should be addressed to N. H. Marine Memorial Commission, The Carpenter, Manchester, N. H.

WARREN'S NEW SUPER MARKET



LOCATED ON LAFAYETTE ROAD

1/2 MILE NORTH OF TRAFFIC LIGHTS

PLENTY OF FREE PARKING

Newest - Largest Store In The Beach Area

COLUMBIA LEAN - MEATY

Smoked Shoulders 5-7 LB. AVG. LB. 33c

COMBINATION SALE

ONE LB. PKG. FOSTER'S

FRANKS ROLLS Both For Only 55c

KRAFT OIL QT. 49c

Bennett's Mayonnaise PT. 29c

U. S. NO. 1 LONG ISLAND

POTATOES 10 LBS. 45c

CRISP LONG GREEN

CUCUMBERS 3 FOR 10c

Seedless GRAPES 2 LBS. 29c

Coffee Time SYRUP 12 oz. 29c

BORDEN'S

Instant COFFEE 6 oz. Jar 1.19

JELLO

Instant PUDDINGS 2 FOR 19c

Spry, Fluffo, Crisco 3 LBS. 95c

BETTY CROCKER

CAKE MIXES PKG. 29c

TIDE LG. 27c GIANT 67c

KRAFT, REG. 5c

Caramel SUCKERS 6 FOR 10c

HOLLAND SOLIDS

BUTTER LB. 63c

STRICTLY FRESH NATIVE

MEDIUM EGGS DOZ. 49c

Niagara Falls is the No. 1 honeymoon spot for Canada as well as for the United States.

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

**GRANDVIEW HOTEL
BEAUTY SALON**

Individual Haircutting
By
Margaret Cummings

PERMANENT WAVES
TINTING MANICURES

353 Ocean Boulevard
TEL. WA 6-3415

EVELYN and PAUL

MEATS — GROCERIES — PRODUCE

24 HOUR
FILM SERVICE

HOME BAKERY

QUALITY 1ST
PRICE 2ND

At The Sign Of The Baker
Kings Highway At 3rd Street

Beach Notes

Mrs. H. M. Cri Henden and Mrs. Alice M. Tingey recently created a sensation at the Colonial Inn by their midnight escapade.

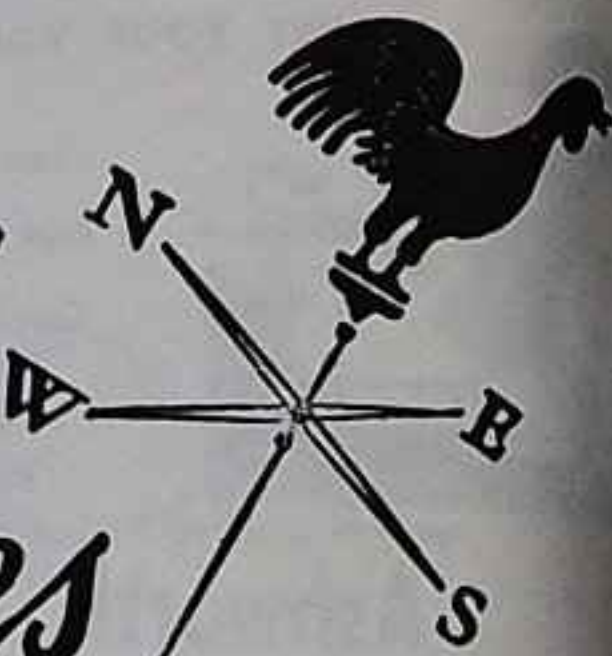
The two ladies were seen in the coffee shop enjoying tea and crumpets and were the last ones to turn in that evening.

Nothing so unusual about this except that these grand ladies have been coming to Hampton Beach for nigh onto 20 years and they still have a good time regardless of their 80 odd years. More power to you ladies!

Mr. and Mrs. Norman Calando, Peter, Paul and Madeline Calando, have returned to Providence, R.I. after a pleasant stay at the Bromfield Guest House.

Miss Margaret Bogue and Mrs. Paul Noble of Providence, R.I. have returned home after a stay at the Bromfield Guest House on G street.

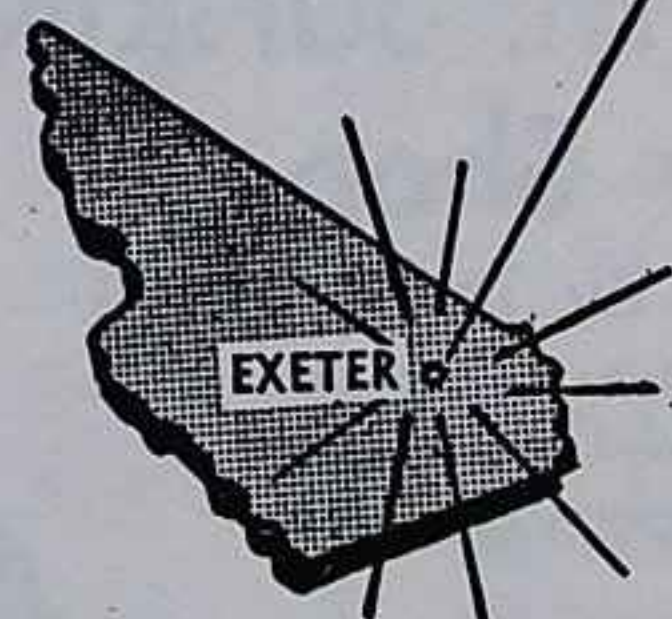
*Banking
Services*



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

**SPECIAL PURCHASE
Car Coats**

USUALLY 10.98
SIZES 8 - 10

\$7.99

BIEGE, EMERALD, PUMPKIN,
CORAL, LILAC

Summer Reductions on Playwear

Reg. 4.98	
SHORTS & BLOUSES	2.77
BERMUDAS & SKIRTS	3.77
BATHING SUITS	20% OFF

single plant located at Belle, produces from coal every more than 150,000 tons of fertilizer, or enough to fertilize 4,000,000 acres of land under cultivation.

Kuwait will build 15 new schools. Michigan's constitution was the first in the United States requiring the establishment of public libraries.

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

CASINO SURF

WED. - FRI. AUG. 16 - 17

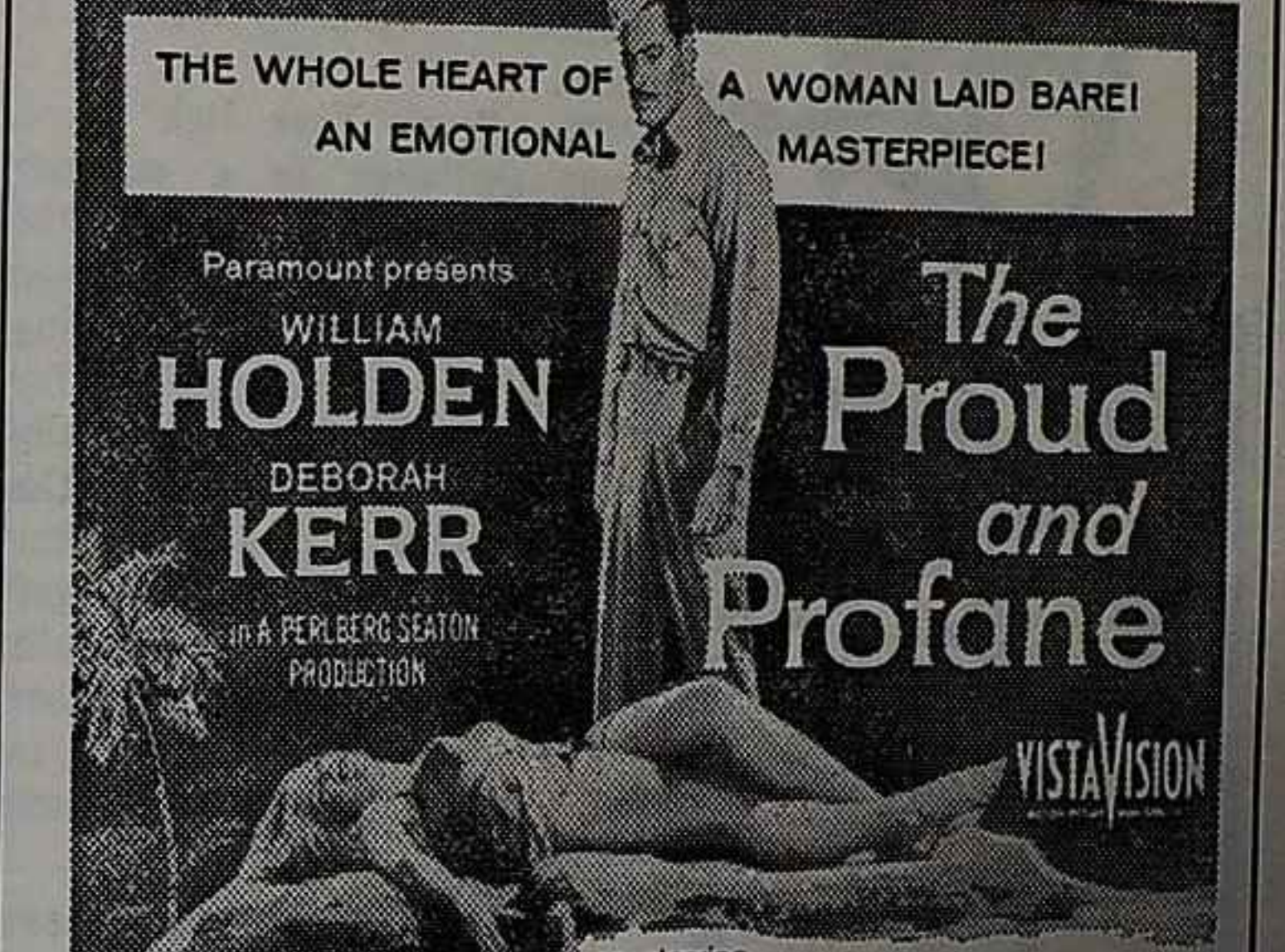
THE LOVES OF THE BOLD... THE GLORY OF THE BRAVE!

BOLD AND THE BRAVE



FRI. - TUES. AUG. 17 - 21

THE WHOLE HEART OF A WOMAN LAID BARE! AN EMOTIONAL MASTERPIECE!



WED. - TUES. AUG. 18 - 21



STARTS WED. AUG. 22



STARTS WED. AUG. 22

COLUMBIA PICTURES presents **TYRONE POWER KIM NOVAK**



COMING



Potato chips are gold. Twelve per cent of the potato production in U. S. was sold as potato chips.

Smith's Pharmacy PRESCRIPTIONS SUNDRIES Hearing Aid Batteries Ashworth Hotel Block

Rockingham RACING DAILY NOW THRU SEPT. 22 24th 7-11 P.M. POST TIME 1:40 P.M. (Sat. 2 P.M.) DAILY DOUBLE CLOSES 15 minutes before post time ADMISSION GRANDSTAND \$1 CLUBHOUSE \$2 NO MINORS ADMITTED YOU'LL ENJOY THE NEW million-dollar clubhouse... glass-enclosed dining terrace... escalator... clear-vision viewing... air-conditioned clubhouse and grandstand dining rooms.

'Seven Year Itch' Highly Amusing

There is an old vaudeville song that used to roll them in the aisles back in the dim, dark ages that started "My wife's gone to the country, Hooray, Hooray!" Actually, this is probably the secret dream of many a husband, who at some period in his life day-dreams about what conquests he could make if he were on the loose once more.

This is the basic theme of the current comedy success playing at the "Hampton Playhouse" this week — "The Seven Year Itch". It was a riotous hit on Broadway but a flop in the Marilyn Monroe movie version because censors shears trimmed the best lines and situations down to nothing. The Hampton Playhouse version is uncut.

"The Seven Year Itch" is a great challenge to a summer stock company such as The Hampton Playhouse. The lead role is a Herculean task calling for one man to be on stage for the entire play and saying fully 70 percent of the lines. But the acting problem is dwarfed by the technical duties assigned to Fred Sammut. The setting itself calls for an off-stage on-stage terrace and a stairway to nowhere in addition to a clever living room scene.

Plus that the lighting effects and off stage "voice of conscience" called for over 90 separate technical plays

(Continued on Page Fourteen)

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

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 the Beachcomber office, Hampton Center, Tel. 6-3322.

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

Buzzell's FAMOUS Fresh Made Candies FEATURING KISSES — FUDGE CARAMEL CORN The Oldest Candy Shop on the Beach ESTABLISHED 1917 NEXT TO POST OFFICE Surf Hotel

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

SURFSIDE SUPER MARKET

LOCATED AT

GUYON'S SHOPPING CENTER

Foot of Boars Head Free Customer Parking

MEATS — GROCERIES — FRUITS FRESH VEGETABLES — MAGAZINES BAR-B-QUE CHICKENS

TRADING POST

VARIETY STORE KING'S HIGHWAY

BAKERY GOODS FRESH DAILY

KEMP'S FRESH ROASTED NUTS

GROCERIES — NOVELTIES PAPERS — MAGAZINES — BREAD

KING'S HIGHWAY AT TRAILER PARK

SALISBURY DRIVE-IN ROUTE 1-A BEACH RD

Tel. Newburyport HO. 5-0952

WEDNESDAY - SATURDAY AUGUST 15 - 18 HUMPHREY BOGART - FREDRIC MARCH 'THE DESPERATE HOURS' Co-Hit MARLA ENGLISH - KATHLEEN HUGHES 'THREE BAD SISTERS'

SUNDAY - TUESDAY AUGUST 19 - 21 ROBERT WAGNER - VIRGINIA LEITH 'A KISS BEFORE DYING' Co-Hit ROBERT MITCHUM - JAN STERLING 'MAN WITH THE GUN'

COMING WEDNESDAY - SATURDAY AUGUST 22 - 25 BURT LANCASTER - GINA LOLLOBRIGIDA 'TRAPEZE' 2nd Hit RICHARD BASEHART - PHYLLIS KIRK 'CANYON CROSS ROADS'

Meadowbrook Dining Room & Lounge

Featuring



Rib Roast Steaks Sea Foods

Tel. GE 6-5728

Interstate Traffic Circle

Portsmouth, N. H.

VARI-CHRISTIE'S

Hampton Playhouse

(Winnacunnet Rd. - Hampton, N. H.)

Last 3 Days

The Riotous Comedy Hit

THE SEVEN YEAR ITCH

Opening Mon., Aug. 20 - 25

The 'Lunatic' Comedy



Bachelor's Honeymoon

Featuring An All Equity Cast

RESERVATIONS: WA 6-2902

CURTAIN: 8:40

TICKETS: \$2.20; \$1.85; \$1.25

Always Free Parking

Desmarais of Lawrence, Mass. Winners of the prize Waltz receiving gift certificates were Judy Zaches of Carvintree, Conn. and Edwin Mitchell of Portsmouth; Mr. and Mrs. Henry Lason of Brighton, Mass., and Mr. James Bullock of Cambridge, Mass.

DR. L. B. WINKLER Dentist 570 Lafayette Road 1.5 Mile Above Lamie's Hampton Center WA 6-2368

STRAND-Newburyport NOW PLAYING — ENDS SATURDAY

Joan CRAWFORD Autumn Leaves Co-starring CLIFF ROBERTSON A COLUMBIA PICTURE

SUNDAY THRU TUESDAY

GIRLS IN PRISON DOUBLE SOCK ... ROCK and THRILL SHOW! HOT-ROD GIRL

COMING NEXT WEDNESDAY

'THE EDDY DUCHIN STORY'

NORTH HAMPTON DRIVE-IN THEATER

Route 1 Between Yoken's & Lamie's

NOW THRU SATURDAY

In Colorful CinemaScope

'THE LAST FRONTIER'

With VICTOR MATURE - GUY MADISON

— ALSO —

'ROCK AROUND THE CLOCK'

With BILL HALEY - JOHNNY JOHNSTON

STARTS SUNDAY THRU TUESDAY

'DIABOLIQUE'

With SIMONE SIGNORET

— ALSO —

'THE GIRL RUSH'

With ROSALIND RUSSELL - FERNANDO LAMAS

STARTS WEDNESDAY

'THAT CERTAIN FEELING'

'THE HARDER THEY FALL'

FREE Kiddies Treat — Friday Night

The largest art department in the world is that of Hallmark Cards which employs more than 250 full-time staff artists to paint greeting card designs.



Hampton Flower & Garden Shop

- Flowers For All Occasions
 - Garden Needs & Tools
 - Power Lawnmowers
 - Corsages - Bouquets
- Deliveries In The Hampton Area
694 LAFAYETTE RD.
WA 6-2446 Days - 6-3030 Nights

Lifeguards Busy As Heavy Surf Pounds Beach

The life guards at Hampton Beach reported three rescues during the past week.

Norma Moreid of Providence, R. I., was carried out into deep water Tuesday by a riptide and was rescued by two lifeguards.

On August 10th, two rescues were made. In the morning, Joan M. O'Connell and Eileen Kane, both of New York, were carried out into deep water by a riptide in the water at "D" street.

In all, five lifeguards went out for the rescue.

In the afternoon Paula Clark, 21, of Melrose, Mass., dove into a breaker and as she was walking back up the beach, she collapsed. She was rushed to the Exeter hospital in the Sturgis ambulance where it was found she suffered a possible fractured vertebra of the neck.

EILEEN'S

Marsh Ave. At "C" Street
COFFEE SHOP
LAUNDRO-MAT
Agents For 20th Century Cleaners

BURKE'S

Diner and Dining Room

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

BYRON'S 5 & 10

GUYON SHOPPING CENTER BOAR'S HEAD

JERSEYS — BERMUDAS — TEE SHIRTS
HAMPTON BEACH SWEATSHIRTS
PLENTY OF FREE CUSTOMER PARKING

Donovan & Fallon DRUGS

RADIO BATTERIES
BEACH NEEDS
NEWSPAPERS
FOUNTAIN SERVICE
PRESCRIPTIONS
FILMS
OCEAN BOULEVARD

Parking Booth Wrecked By Car

Only one accident was reported this week by Police Chief John J. Malek.

Sunday, a car operated by Mary Kelleher, 46, of Brighton, Mass., ran into the ticket booth at the Hampton Municipal parking lot on Ocean boulevard.

According to police, Mrs. Kelleher was waiting to park her car in the lot, when her attention was distracted and her foot slipped off the brake and onto the accelerator, sending the car lurching forward into the booth.

The booth was pretty nearly demolished, but Mrs. Kelleher sustained no injuries.

Sea Nymph —

(Continued from Page One)

sioner of Rockingham county; Alvin Reddin, executive secretary of Seacoast Region, John Leary, Mayor of Portsmouth, Lt. Roland Davis, Information services officer and Lt. Hank Schlosbery, legal officer, both stationed at the Portsmouth Air Force base.

August is Festival Month

HOUR 4 SERVICE

Maple Leaf Cleaners

595 Lafayette Road
HAMPTON
TELEPHONE WA 6-2559

HOWARD JOHNSON'S

OCEAN BOULEVARD HAMPTON BEACH

... Why spend hours of your vacation cooking? Howard Johnson's Heat & Eat Frozen Specialties will please your family.

FROZEN FOODS

- SHIMP
- LOBSTER
- SCALLOPS
- FRIED CLAMS
- OYSTER SOUP
- CLAM CHOWDER
- MACARONI & CHEESE

... These and many other Heat & Eat Treats are available daily at our Ocean Boulevard Stand.

LISTINGS OF HOTELS FOR SALE AT HAMPTON BEACH

Richard Feeley & Sons
23 Main St. Amesbury, Mass.

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.

Ray F. Lufkin WATCH & CLOCK REPAIRING OPEN YEAR 'ROUND

40 YEARS EXPERIENCE
HAMPTON CENTER
Corner of Lafayette Rd. and High Street
TEL. WA 6-2427

Selling Out At COST! GUYON'S SERVICE STATION

505 Ocean Blvd.
Everything Goes Including FLOATS UMBRELLAS BEACH CHAIRS SALE!

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!

Garland's

Boulevard and B Street

Under The New Management of Francis Jacques

TABLES OF CLEARANCE ITEMS PRICED TO SELL

- Quick Service Lunch Counter
- Beach Supplies
- Films and Developing Service
- Cameras & Equipment
- Magazines & Newspapers
- Cosmetics
- Patent Medicines

A Thousand and One Different Items

THE

Hampton Metal Shop

Lafayette Highway Tel. WA 6-2098

Custom Sheetmetal Work



Heating & Air Conditioning

CUSTOM MADE

- Kitchen Hoods
- Shelves & Counters
- Custom Made Sinks
- Chimney Caps
- Ventilation Systems
- Shower Stalls & Bases

If It's Metal Work, or Metal Stock — Try Hampton Metal Shop

Bay Staters Again Top Talent Show

Although the weather looked unfavorable, Monday night's Talent Parade went off on schedule with two prizes being awarded in the senior division and three in the junior.

Pauline Middleton, 24, of Malden, Mass., outclassed her nearest competitor in the senior division with her vocal rendition of the "Italian Street Song."

Securing second place was Armand Lemay, 27, of Lowell, Mass., with his vocal selection to "Autumn Leaves."

In the junior division, five-year-old Paul O'Keefe of Everett, Mass., came out on top with his singing of "Where Do You Work-a-John". Second was Paul Guerin, 13, of Rochester with his trumpet instrumental to "Life Could Be A Dream," and Lorraine Gordon, 10, of Wethersfield, Conn., captured third place with her song and rhythm tap dance to "Red, Red Robin."

Beach Notes

Mr. and Mrs. Raymond L. Sergeant of Newington, Conn., are celebrating their 25th wedding anniversary and are staying at the Hotel Allen for two weeks.

Mr. and Mrs. Joseph Perkins, formerly of Lowell, Mass., now residents of St. Petersburg, Fla., have been married for 67 years and have spent the last 20 summers at Hampton Beach.

Bessie Cooper & Hand Reading

MARSH AVENUE
Opposite "C" Street
for screened summer house

Mary Annette

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

CARDS

Bernat Yarn For Sweaters — Stoles Crochet Cotton

The Allen Shop

112 Atlantic Ave., North Hampton
STARTING JULY 6th SHOP OPEN
Wed. - Fri. 10 A.M. - 5 P.M.
And By Appointment
WA 4-8786 or WA 4-5957

TRAVEL THRU BUS SERVICE

Quebec City
Worcester Springfield
New York
Steamship

Jackie's Travel Agency

182 Ocean Boulevard
WA 6-2393
Jackie Jordan

THE CHESTERFIELD HOTEL



Bertha Kelley, Prop.
112 STREET TEL. WA 6-2504
The Center of The Beach
ROOMS SPOTLESSLY CLEAN
Rates Very Reasonable

REMNANTS

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.
Saturday 9 a.m. to 4:30 p.m.

Play -

(Continued from Page Ten) nical cues to be timed perfectly with the line cues on stage, as the action would flow from conscious to sub-conscious - from reality into dream sequences without a hitch.

Considering all the problems to be solved in less than a week of rehearsal - all the lines to be learned - all the technical business to be coordinated, the open-

The Reason Why So Many People In This Community Are So Thoroughly

SOLD

ON

Chiropractic

is because of the splendid results they have received from this wonderful science.

ASK OUR PATIENTS

No Cost To Investigate

DR. W. J. LaBARRE

CHIROPRACTOR

151 Winnicunnet Rd., Hampton WA 6-2754

IOKA

EXETER, N.H.

NOW SCIENTIFICALLY

AIR CONDITIONED

Phone PR 2-2222

WED. - SAT. AUG. 15-18

Deborah Kerr - Yul Brynner

"THE KING AND I"

In CinemaScope & Color

SPECIAL KIDDIE SHOW

Every Saturday at 1:15 P.M.

CARTOON CARNIVAL

Plus Our Regular Program

SUN. - TUES. AUG. 19-21

Olivia deHavilland - John Forsythe
Myrna Loy

"THE AMBASSADOR'S DAUGHTER"

In CinemaScope & Technicolor

ing night performance could be considered creditable. The play dragged in spots because of the overpowering problems to be handled but as has been said in column before - these hard-working thespians will have all these minor difficulties ironed out by midweek.

Alex Reed did a fine piece of work as Richard Sherman - the bachelor husband who wonders if he can still charm a young and beautiful girl. He makes the pitch - seduces the girl - and then wonders what to do about it. Between his conscience and his dreams, he finds himself in a riotous dilemma.

Ailsa Dawson does a clever and very convincing piece of acting as The Girl and Betty Bright does a most amusing portrayal of the psychiatrist. Maggie Owens gives her usual solid performance as the wife and Albert Ackel as Tom MacKenzie.

The bevy of beautiful girls in the dream sequences add greatly to the performance. Nancy Fields does the hip-swinging stenographer - Ann Verilli plays the seducing Elaine - Betsy Speller is the French gal who likes to swim without a bathing suit - and Kay Vance is the nude across the way.

A local youngster gave a very cute performance as the son, Ricky. With plenty of animation and a good strong voice, he was one of the little gems of the show. "The Seven Year Itch" is a highly amusing, sophisticated comedy with many unusual bits of stagecraft that will provide a fine evening of fun. -H.L.P.

THE BRIDGE MARKET

Formerly Page's Located At The Bridge WA 6-9120 or 6-2512

GIGANTIC End of Season SALE 50%

ON NAME BRAND GROCERY ITEMS

Columbia Gem All Beef FRANKS

WE DELIVER!

Wally Robinson, Proprietor

August is Festival Month At Hampton Beach

DR. L. M. SALDEN
Optometrist
COMPLETE VISUAL SERVICE
Tel. WA 6-3395
HAMPTON CENTER

August is Festival Month At Hampton Beach

Dr. Mason W. Carpenter
CHIROPRACTOR
373 Lafayette Road
TEL. WA 6-2624 or 6-3568
HOURS: Mon. - Tues. - Thur. - Fri. 2 - 5, 7 - 9 And By Appointment
X-Ray & Neurocaldmeter Available

"Don" Langleys On North Shore Blvd. at Yankee Village near Hampton Beach Coast Guard Station

YANKEE Lobster House

SPECIALS THIS WEEK

CLAM BROTH
BOILED LIVE LOBSTER
MELTED BUTTER
CRISPY POTATO CHIPS

\$1.35

Hours: 12 Noon to 8:30 P.M. - Closed Monday

Special - Daily Double
CLAM BROTH - STEAMED CLAMS
TWIN (2) BOILED LOBSTERS
CRISPY POTATO CHIPS
SALAD and BEVERAGE

\$2.75

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

244 CONCORD WAY
PORTSMOUTH 65, NEW HAMPSHIRE

Dealer Inquiries Invited

DRESSES
IN WASHABLE FALL FABRICS

\$2.66

Regularly \$2.98

3 to 6x

Gingham plaids or solid colors; also combinations of both. Dainty eyelet trims. Gathered skirts and torso styles.

7 to 14

Gingham plaids, cotton tweeds, stripes and combined fabrics. Novelty collar trims. Gathered skirts, princess and empire styles.

7-14
100% ORLON
SWEATERS
CARDIGAN

\$2.64

Reg. \$3.98

Short Sleeve
PULLOVER

\$2.24

Reg. \$2.98

Quick drying and shape retaining with no need for blocking. All fall color tones.

Reversible
QUILTED COTTON SKIRT

\$2.79

Reg. \$3.98

Attractive safety pin print on black ground. Red or turquoise on reverse side. Washable.



3-6x
BLOUSES

Broadcloth and dacron, button-front or back. Eyelet embroidery and lace trims.

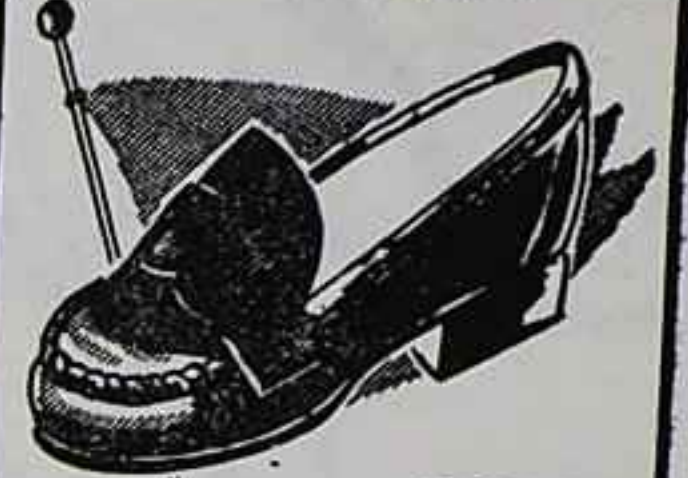
\$1.44

Reg. \$1.98

2-8 Corduroy
SLACKS

Boys' or girls' washable, sturdy boxer style. Back pocket. Navy, charcoal, brown, red.

BACK-TO-SCHOOL
SHOES
Bouncy Crepe Soles FOR MISSES



reg. \$2.99
\$3.99

LOAFERS in black suede, black and brown leather. Sizes 11 to 3.



reg. \$2.99
\$3.99

SADDLES in brown and white in sizes 8 1/2-12 and 12 1/2-3.



reg. \$3.99
\$4.99

WHITE BUCKS in oxfords with wanted Red Cross Crepe soles. Sizes 11 to 3.



reg. \$3.99
\$4.99

BLACK SUEDE OXFORDS with white saddle piping, crepe soles. Sizes 12 1/2 to 4.

SUPER-VALUES IN
BOYS' SHIRTS

Wash & Wear

FLANNEL

\$1.77

reg. \$2.29

Sanforized suede flannellette in assorted fall prints and colors. Two pockets. Sizes 6-18.

Long-Sleeve

SPORTS

\$1.55

Reg. \$1.98

Fancy woven solid gabardines, double prints or chest stripes. Sizes 8-18. All fall tones.



PLEASANT STREET
NEWBURYPORT

LINCOLN ANNUAL August SALE

off to school...

... Here it is, almost school-time again, and very definitely time to get those lovely sub-teens ready for first day classes. At FRENCH'S you'll find a choice selection of back to school clothes for your pretty school misses.



CAR COATS

The Tops In Fashion For The Young Set.
A Beautiful Jacket That Will Take Plenty Of
Hard Wear.

Quilt Lined
Sizes 10 - 12 - 14 **10.95**

Alpaca Lined
Sizes 12 - 14 **16.95**



LOVELY
Kate Greenaway

DRESSES

Jumper Dress In
Sizes 5 - 7 - 8

Many, Many More
Dress Styles To
Choose From.



BLOUSES

A Wonderful Selection Of Charming
Blouses. Long or Short Sleeve Cottons.
Sizes 8 - 14 in Plaids or Plain Colors.

3.95

MATCHING WOOL SKIRTS
By Tween Talk

7.95

MAKE
FRENCH'S
YOUR BACK TO SCHOOL
HEADQUARTERS

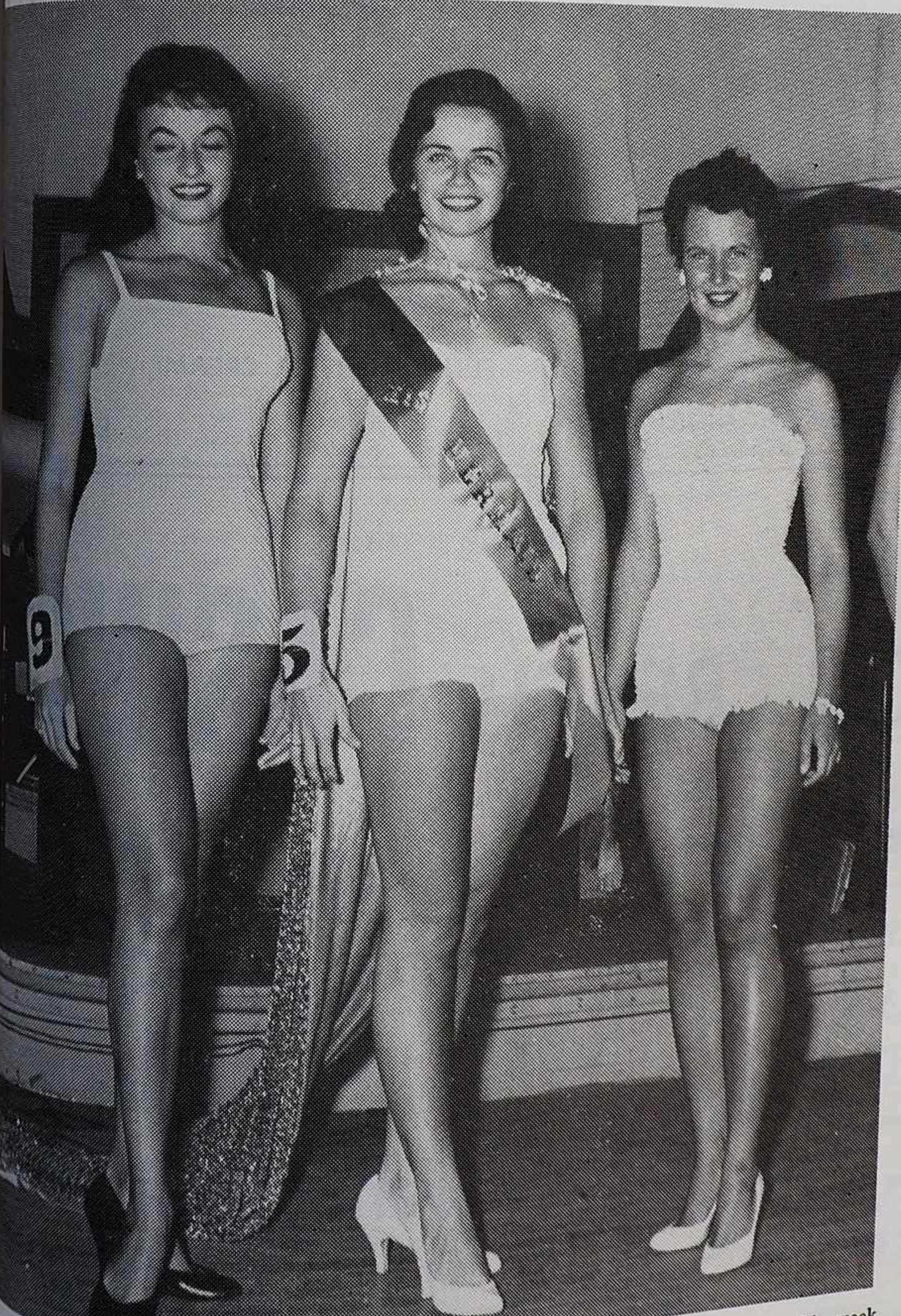
Geo. B. French Co.
37 MARKET STREET
PORTSMOUTH, N.H.

The Beachcomber

XXIX, NO. 9 Incorporating The Hampton Beach Advocate WEDNESDAY, AUGUST 22, 1956

FREE DISTRIBUTION

Haverhill Girl Is 'Miss Mermaid'



By far the most difficult problem that the judges and tellers encountered last week was the selection of the girl who was to win the title of "Miss Mermaid" in the third of the weekly beauty contests.

Capturing first place with her sparkling smile and vivacious actions were Marlane Decoteau, 19, of Haverhill, Mass., who was attired in a white swim suit.

Miss Decoteau previously placed second in the Miss Sea Nymph contest.

Placing second was demure Sonya Rae Minks, 20, of Chester, with her ease and friendliness in a white swim suit, and in third spot was Lyla Moran, 17, of Boston, Mass., in a blue and white striped swim suit. Miss Moran was second place winner in the Miss Hampton Beach contest.

Unquestionably one of the most successful events of the season, as evidenced by the record turnout of both contestants and spectators, another contest is scheduled for this Thursday evening. This time, girls will vie for the title of Miss Universe.

Juvenile Held In Beach Thefts

Police Chief John J. Malek reported that a 13-year-old juvenile, who has been stealing watches and wallets from blankets along the beach, was apprehended Sunday morning.

According to police the 13-year-old from Hunton, Mass., has been stealing the articles for the past week or ten days. More than \$250 in money and watches has been recovered. Chief Malek reported also that they boy slept under a building for the two nights previous to his apprehension.

The youth will appear in a session of Juvenile court at a later date.

STATE GIRLS continued to dominate the beauty contests at Hampton Beach this week when Miss Marlane Decoteau, 19, of Haverhill, Mass., was chosen "Miss Mermaid". A close runner up in second spot was Miss Sonya Rae Minks of Chester, N. H., (right) while Miss Lyla Moran, 17, of Boston, Mass., (left) placed third.
Photo by Elbert McConnell