



A SHALLOW POOL and a group of unsuspecting children in many attitudes of play were all the components needed to make this a typical Hampton Beach vacation picture. —Staff Photo

July 1-7 Named "National Safe Boating Week"

Governor Lane Dwinell designated the week of July 1-7 as Safe Boating Week in cooperation with the National Safe Boating Week. The Governor urged boating enthusiasts to support the U.S. Coast Guard Auxiliary safety campaign.

Governor Dwinell said that all boatmen as well as the general public will benefit from the program of boating safety and inspection of all small craft. The U.S. Coast Guard, through its civilian Coast Guard units are promoting the safety program.

Joni James Is Star Attraction At Ballroom

The seacoast area is in for a real treat this Saturday, July 6th. That's the evening lovely Miss Joni James, M-G-M recording star will make a guest appearance at the Hampton Beach Casino Ballroom.

Chicago-born Joni James, started her career as a featured dancer but an attack of appendicitis turned out to be a blessing in disguise. Stricken just before she was to go on as a featured dancer at the Edgewater Beach Hotel, Joni thought her career was finished. But during a lengthy recuperation she turned her talents to singing.

Months of playing dates in small towns and hamlets thruout the midwest followed till the close of 1951 when she returned to her home town, hooked into the Vine Gardens. But it was a guest spot in a local TV show that made Chicoreans aware of Joni. She sang but one song and overnight the Windy City developed a legion of Joni James fans. A legion that has grown to include popular music fans the world over.

It remained for the record industry to establish her reputation on a national scale. Asked to make some recordings Joni chose "Why Don't You Believe Me" for her first waxing and followed with "Your Cheatin' Heart", "My Love, My Love" and "Have You Heard." That made it 4 million-sellers in a row... a feat unmatched by any female singer in history. Her MGM record sales have topped the 15 million mark in five years! Quite an achievement for a gal who intended to be a ballet dancer!

Joni James will appear in person this Saturday evening at the Hampton Beach Casino Ballroom. Joni's appearance will be the first

of a sensational line-up of top orchestras and recording stars who will be at the Casino Ballroom this summer. Next Friday, July 12th, Lex

Elgart and his orchestra will be on the stand. The Hampton Beach Casino Ballroom is the only ballroom in the area offering name attractions this summer.

AT PORTSMOUTH'S LEADING DEPARTMENT STORE

Jubilee

VERY POPULAR
Knitted Nylon
CAPES
White - Mandarin or Johnny Collar
3.95

SUMMER BAGS
2.95 & 3.95
PLUS TAX

BATES SPREADS
DUNBAR TWIN PATTERN - REG. 17.95
5.95

DRESSES
COTTONS SUMMER **10.95**

GEO. B. FRENCH
COMPANY
37 Market St. Portsmouth, N. H.

WE WASH IT!
A STREET LAUNDERETTE
OPEN UNDER NEW MANAGEMENT
Dry Cleaning Pick-up Station
P. T. OIRDAK

PAGE'S Restaurant

Ocean Boulevard
Near The Bridge



Serving from 12 Noon to 9 P. M.

- STEAMED CLAMS
- LOBSTERS
- FISH
- STEAKS
- HAM
- CHICKEN
- FRIED CLAMS

— SPECIAL —
12-Oz. T-Bone
STEAK
Potatoes — Vegetables
Falls — Butter
Tossed Salad
\$2.25

Dinners - Sandwiches - Salads
We Cater To Children

SPECIALS
BOXED NOTEPAPER
Reg. 1.00 **2 FOR 1.00**
A Box

BATHING SUITS
Catalina and Others **8.95 - 25.00**

COTTON and DACRON PLAY SLIPS
2.95
SIZES 32 TO 40

SUMMER BLANKETS
ORLON — COTTON — RAYON BLEND 72 x 90
4.95
Yellow — Pink — Blue — Rose — Aqua — White

DOUBLE PANNEL COTTON SLIPS
3.95
SIZES 32 - 42

COMBINATION Broken Sizes
Bra - Petticoat GIRDLES
Were 14.95 REG. 8.95 - 15.95
8.95 2.00 TO 8.00
Broken Sizes Broken Sizes

The **Beachcomber**

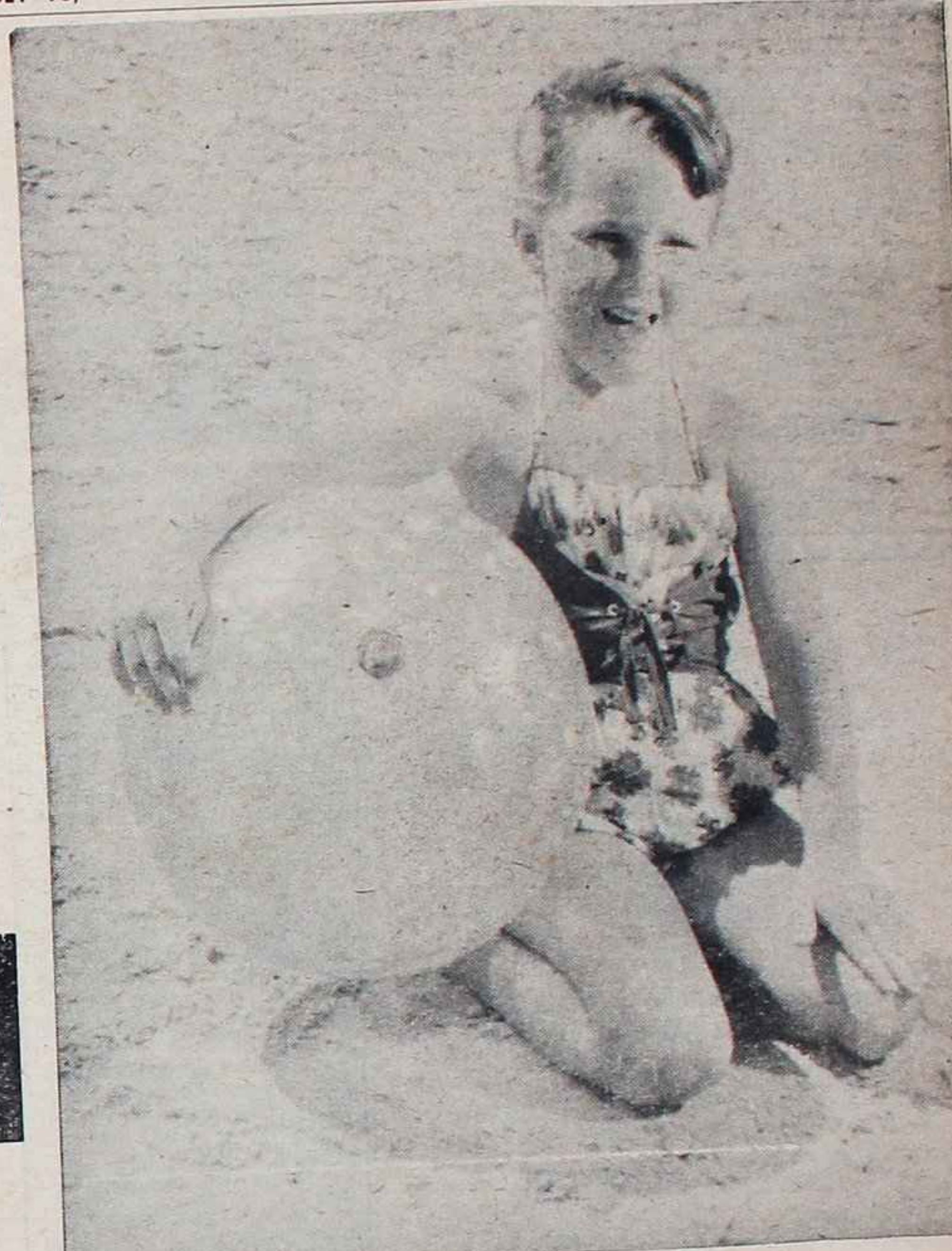
VOL. XXX, NO. 3 Incorporating The WEDNESDAY, JULY 10, 1957

Tide Table
(Daylight Saving Time)

Date	High	Low
July 11 A.M.	12:05	6:58
12 P.M.	12:11	6:40
13 A.M.	12:47	6:43
13 P.M.	12:51	7:15
14 P.M.	1:25	7:21
14 A.M.	1:29	7:55
15 P.M.	2:02	8:02
15 A.M.	2:07	8:30
16 P.M.	2:33	8:41
16 A.M.	2:46	9:06
17 P.M.	3:17	9:23
17 A.M.	3:27	9:44
P.M.	3:58	10:06

BEACH ENJOYS SAFE FOURTH

STORY ON PAGE 3



CUTE MISS — Little Lee Ann Silva, 5, (above) daughter of Mr. and Mrs. Roger Silva of Hudson, Mass., was among the thousands of youngsters who enjoyed the Fourth at Hampton Beach.



NO KIDDIN'! — Did Grandma and Grandad really wear those in swimming?—asked young Brian Kesemon of Brooklyn, N. Y., left and Mary Jane Mehan of Lowell, Mass., right, as they viewed the beach attire of Babe Marshall, Lowell, Mass.; Harry Lave, Arlington, Mass.; Norman Blanchard, Holyoke, Mass.; and Howard Fish, Lexington, Mass., which startled holiday visitors at Hampton Beach on the Fourth.

Traffic in cars traveling the Alaska Highway has increased 500 percent in the last eight years.

THE GRANDVIEW RESTAURANT
Food Served To Your Discriminating Taste
BREAKFASTS
Daily From 8:00 A.M. - 12 Noon
DINNERS
Weekdays 5:00 P.M. - 8:00 P.M.
Sundays 1:00 P.M. - 8:00 P.M.
353 Ocean Boulevard
WA 6-3415 Marion Quinn

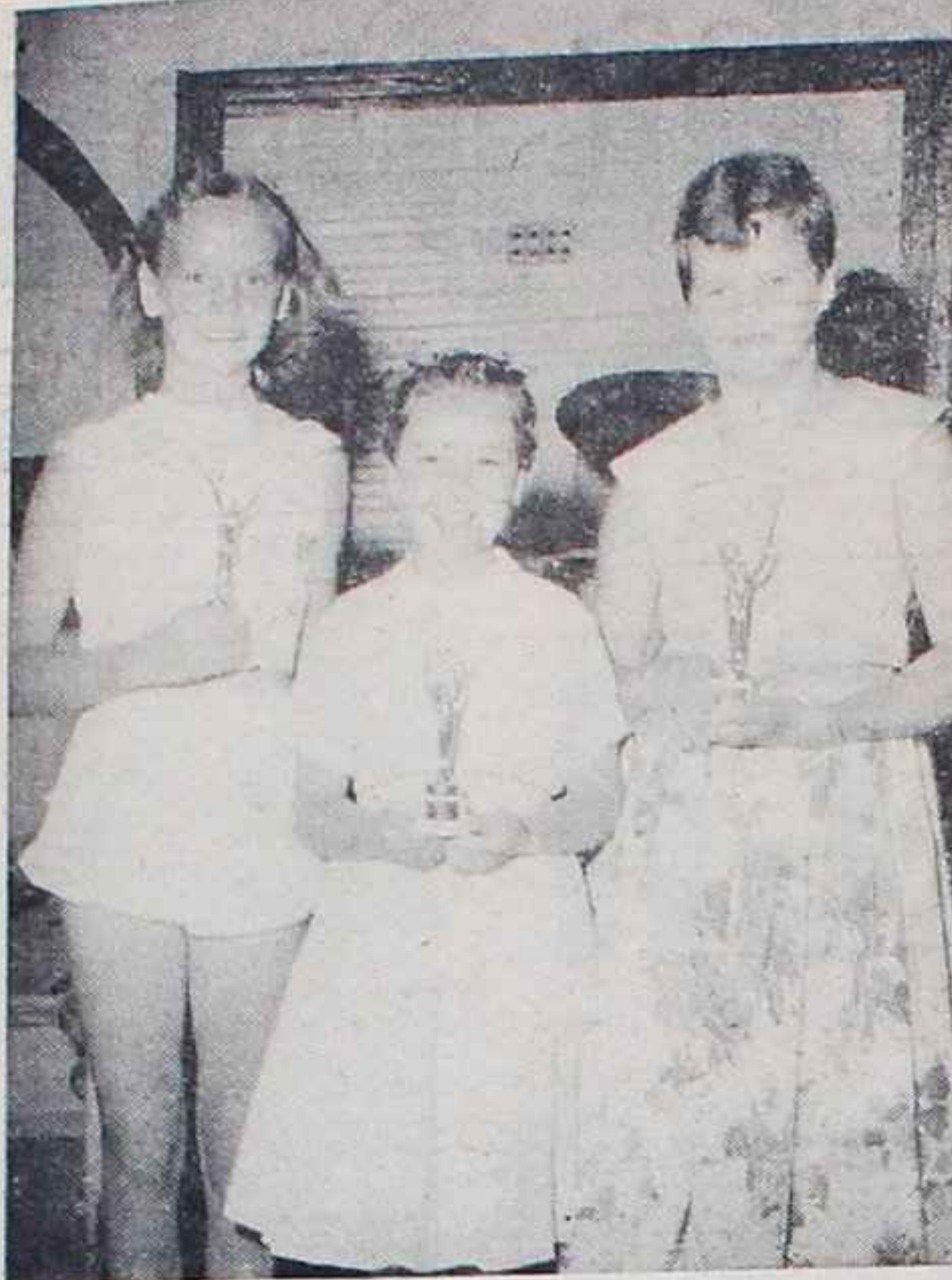
Nelson's Candy
Hampton Beach
Salt Water Taffy
75c lb.
Fruit and Nut
Caramel Kisses
85c lb.
Homemade Fudge and the best Caramel Corn you ever tasted
At
Nelson's
On The Boulevard
NOT TWICE AS MUCH BUT TWICE AS GOOD!

"Over Forty" Now Leads To Added Vacation Fun

It's been said a hundred times... but this summer it takes on a special meaning! The familiar saying, "Life Begins at Forty!" becomes a reality at the Casino Ballroom. Yes, you're extra special at the Casino Ballroom if you confess to being over 39!!

Mr. John Dineen, owner-manager of the Casino Ballroom, has extended a cordial invitation to all of these lucky Hampton Beach guests. Courtesy cards have been given to all Hampton Beach hosts and hostesses. You can obtain yours just by asking. Whether you come to dance or just to listen you'll delight in the music of New England's greatest bands. Recently redecorated the Casino Ballroom has a delightfully festive yet informal atmosphere. Gaily colored summer chairs invite you to relax. Cool splashing fountains amid the lush greenery of potted plants make the Casino Ballroom the most beautiful resort ballroom in the entire country. Dust off your dancing shoes! Ask your host or hostess for "Life Begins at 40" courtesy cards and enjoy a memorable evening of fun and entertainment any evening, Monday thru Friday from 8 'til midnight at the Casino Ballroom.

AUGUST IS FESTIVAL MONTH



TALENT SHOW winners this week in the junior division featured Beth Reidel, Holyoke, Mass., second; Kathy Moynihan, Lawrence, Mass., first and Mary Louise Spain, Manchester, third. — Staff Photo

Motorized gondolas now predominate on the Grand Canal in Venice, Italy.

MARGARET'S BEAUTY SALON
Haircutting — Coiffures
Permanents — Tinting
TEL WA 6-5441
15 B St., Hampton Beach

HARBOR GRILL
Ocean Blvd. Near Bridge
SERVING EXCELLENT FOOD
Breakfast - Lunch - Dinner
OPEN 7 A.M. - 8:00 P.M.

THE CHESTERFIELD HOTEL



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

Few Accidents Reported Over Long Fourth Of July Weekend

Only two serious accidents were reported by Police Chief John J. Malek over the long holiday weekend.

On July 4th, Pamela Kendall, 9, of Hartford, Conn., was struck by an auto at 4:50 p.m. According to police, she ran from between parked cars into the path of the car operated by Philip Chartier, 17, of Manchester, N. H.

Suffering from lacerations about the head and face and a slight concussion, she was held overnight at Exeter Hospital and released.

A Georgetown, Mass., woman,

Ruth L. Goodwin, 43, suffered a compound fracture of the leg on Sunday, July 7th, when she fell on the rocks south of the State Bath House tennis courts. She was taken to Exeter Hospital in the Police department ambulance.

Other minor occurrences over the Fourth of July week-end were: A brawl on B St. resulting in the apprehension of two Springfield, Mass. men, Gary A. Scott, 19, and Frank G. Tongue, 20, were arraigned in Hampton Municipal court with Scott being fined \$25 for drunkenness and \$10 for disorderly conduct and brawling while Tongue was fined \$25 for drunkenness.

The loss of a wallet containing \$200 by Mrs. Fred Madel of New Haven, Conn. Lost somewhere on the beach, the wallet has not been returned.

The huzzing of the beach on Sunday by two yellow bi-planes. Police said the planes flew over the



A MAD DASH from the surf resulted as these girls found the water a little too chilling for their comfort. The girls are Marian Pleakas of Nashua; Bessie Scirlikas of Columbus, Ohio; Elaine Pleakas and Helen Kotopoulos, both of Nashua, N. H. — Staff Photo

to find out the identity of the owners and operators of the planes. Fire Chief George Lamott also bathers and people on the beach at low altitudes of approximately 20-25 feet. Efforts are still being made

reported a rather quiet holiday in the woods. week-end with only two calls, both on Sunday, July 7th. At 1:21 p.m. firemen were summoned to the site of the old Casino Ice House on Winnacummett road to extinguish a blaze of brush and sawdust caused by children playing

Electric cords left in the oven of an electric stove in an Ashworth Avenue cottage caused smoke at 6:25 p.m. The fire department was called and put out the blaze in the cottage owned by Leo F. Manley of Arlington, Mass.

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

Do You Remember?

Summer guests at Hampton Beach make it a habit to return year after year. These happenings of past years, taken from issues of the Hampton Union, and the Beachcomber may be remembered by many. You're a long time Hampton Beach visitor if you can recall...

Twenty-five years ago this week at the beach when the Bektash Temple, New Hampshire Order of the Mystic Shrine, held its annual outing. Thousands of visitors lined the streets as the colorfully costumed shriners paraded to the beat of a crack 100 piece drum and bugle corps.

Or, 20 years ago when the State Bath House at Hampton Beach was opened. The 338'x72' building was erected in just 40 days at a cost of \$75,000.00.

And long time summer residents will recall that fifteen years ago a record 200,000 persons were estimated to have visited the beach over a long Fourth of July week-end.

You're not so old if you can remember ten years ago when "flying saucers" were sighted at the beach.

And five years ago this week the Boston fishing vessel Pat-Ex-G lo was rescued by a Coast Guard cutter just five miles southeast of Hampton Harbor.

Casino Market Inc.

OCEAN BOULEVARD HAMPTON BEACH
PHIL J. VALLIERE, Proprietor

For your convenience, parking is available in front and on the side of the Casino Market, while you shop.

SPECIAL FRIDAY and SATURDAY

READY TO SERVE STUFFING and GRAVY

TURKEYS 10-11 Lb. Average **\$5.98**

READY TO SERVE STUFFING and GRAVY

CHICKENS 5-6 Lb. Average **\$3.98**

HEAVY STEER BEEF

TOP ROUND STEAK LB. **98c**

VEGETABLE DEPARTMENT

POTATOES 2 LBS. **15c**

CELERY BUNCH **39c**

HOMEMADE PASTRY

COOKIES DOZEN **39c**

DOUGHNUTS DOZEN **49c**

Fresh Twice Daily - Early & Late - Honey - Chocolate - Jelly
COFFEE ROLLS, COFFEE RINGS, COFFEE BREAD, BLUEBERRY, CORN,
AND BRAN MUFFINS - FRESH DAILY

For Cool Evenings

at the Beach;
at the Summer
Theatres;
for so many
occasions.

STOLES
\$5.98

Others at \$3.98

Shrugs - Reg. & Decorated
Decorated Sweaters
Scarfs - Sun Tops
Eyelet Blouses
Scuffs



"That Fascinating Store"

The Band Box

of Newburyport



SOUTH BOSTON beauty, Jacquelyn Ford, declares she found Hampton Beach an excellent resort for a vacation. — Staff Photo

BOWLING — BICYCLING — BILLIARDS
Ferncroft Recreation Center
A Street WA 6-3410 Hampton Beach
OPEN YEAR 'ROUND

OPEN WEEKDAYS AND SUNDAYS
ESSICK AIR COOLED
BOWLING
Automatic Pinsetters
All Alleys Newly Resurfaced
New Approaches - Good Pins
Juke Box - Pinball Machines
30c PER STRING

BICYCLING
OVER 100 BIKES
Many New - 20" - 24" - 26"
Balleons - 3 Speeds - Tandems
Equipped With Lights At Night
AVAILABLE 8:00 A.M. - MIDNIGHT
Bikes & Trikes For Tots

BILLIARDS
OPEN WEEKDAYS & SUNDAYS
IN THE PENTHOUSE
Well Ventilated
Fluorescent Lighted
7 Brunswick Pocket Tables
All Newly Levelled And Resurfaced

OPEN WEEKDAYS SUNDAYS
10 A.M. - Midnight
1 P.M. - Midnight
Including Billiards

PETER'S BEAUTY SALON

Dumas Building

WA 6-2431

At The Rotary

Largest, Most Modern Shop At Hampton Beach

MR. PETER CAZA

- HAIR STYLING
- HAIR CUTTING
- HAIR DYEING
- HAIR BLEACHING

Lamp Hair Cuts For Naturally Curley Hair

- Hair Dyeing & Bleachings Exclusively Done By Peter



LILLIAN M. HARRIS

COLD WAVE PERMANENTS

STARTING FROM **10.00** up

Complete

ALL HAIR STYLINGS DONE AT PETER'S ARE STYLES RIGHT FROM PARIS

THE HAMPTON BEACH CASINO

Everything Under One Roof . . .

Nationally Famous Ballroom . . .

- + GIFT SHOP
- + DINING ROOM
- + BOWLING ALLEYS
- + BATH HOUSES
- + PARKING AREA
- + SODA FOUNTAIN
- + FRIED CLAM STAND
- + SNACK BAR

AT THE BALLROOM
JULY 8th JULY 13th

FREDDIE SATERIALE
FRIDAY, JULY 12th
LES ELGART
Tuesday - Gentlemen's Night - Free Gifts
Thursday - Ladies' Night - Free Gifts
Couples or Singles

The Hub Of Happy Hampton Beach

AUGUST IS FESTIVAL MONTH



Modern, comfortable equipment, courteous, efficient attendants.
RAYMOND STURGIS
HAMPTON
Call WA 6-3657

Hampton Valuation Is Second Highest Among NH Towns

Property valuations in Hampton rocketed to a record \$33,509,550 — second highest among New Hampshire's 224 towns — as a result of state legislation "to establish a new appointment for the assessment of public taxes" recently signed into law by Governor Lane Dwinell.

The only other township in the state to surpass Hampton was the north country town of Littleton which recently added the valuation of the new hydroelectric dam on the Connecticut to its property assessments.

Hampton also exceeds two of the state's 12 cities in valuation — Somersworth and Franklin — as well as such other larger population towns as Exeter, Derry, Milford, Hudson, Newport, Lebanon, Lancaster, Hanover and Conway.

This community, according to the state's figures, now has the second highest valuation in Rockingham county being topped only by the city of Portsmouth.

Evidence of the tremendous growth in the seacoast area in the past decade is the fact that the town of Rye now ranks fifth in valuation among Rockingham

county towns, exceeded only by Hampton, Exeter, Derry and Salem, in that order.

Rockingham county ranks second highest among New Hampshire's ten counties with a total valuation of \$321,378,472, topped only by Hillsborough county which contains the state's two largest cities — Manchester and Nashua — and has a valuation set at \$493,884,952.

The state's valuation figure for Hampton of \$33,509,550 should not be confused with the figure of \$3,092,938 announced in last week's Union, which is the valuation used under the state's equalization formula for school aid and cost proration.

The breakdown of valuations and the proportion which each town shall pay of every thousand dollars of public taxes for Rockingham county is as follows:

Hampton	\$2,841,769	\$1.19
Atkinson	3,939,865	2.00
Auburn	1,955,772	1.00
Brentwood	2,721,818	1.39
Candia	2,735,200	1.39
Chester	1,437,521	.73
Danville	3,017,939	1.54
Derry	18,534,179	9.43
East Kingston	1,844,120	.94
Epping	5,659,215	1.88
Exeter	26,284,323	13.38
Fremont	1,795,889	.91
Greenland	3,184,338	1.62
Hampstead	4,332,602	2.20
Hampton	33,509,550	17.06
Hampton Falls	3,063,757	1.56
Kensington	2,069,272	1.05
Kingston	4,733,446	2.41
Londonderry	5,559,208	2.83
New Castle	3,724,182	1.90
Newfields	1,588,394	.81
Newington	8,118,706	4.13
Newmarket	8,607,444	4.38
Newton	2,818,760	1.43

North Hampton	9,561,465	4.87
Northwood	4,047,488	2.06
Nottingham	2,298,602	1.17
Plaistow	7,531,283	3.83
Portsmouth	69,888,716	46.00
Raymond	4,492,398	2.29
Rye	14,624,602	7.44
Salem	18,169,398	9.25
Sandown	1,797,013	.91
Seabrook	8,119,465	4.13
South Hampton	8,119,465	4.13
Stratham	2,844,112	1.43
Windham	4,784,697	2.44

If Pays To Turn The Corner On "C" and "C"
THE GIFT BOX
"C" STREET — HAMPTON BEACH
Unusual Straws & Gifts
Imported Beach Hats and Jewelry

CANADIAN VISITORS

Premium on Canadian Currency 5 PER CENT

J. J. Newberry COMPANY
Portsmouth
"Seacoast's Largest Department Store"

AUGUST IS FESTIVAL MONTH

Ashworth Avenue Barber Shop
168 ASHWORTH AVE.
Ladies' Hair Cutting
Joe Kerr, Prop.

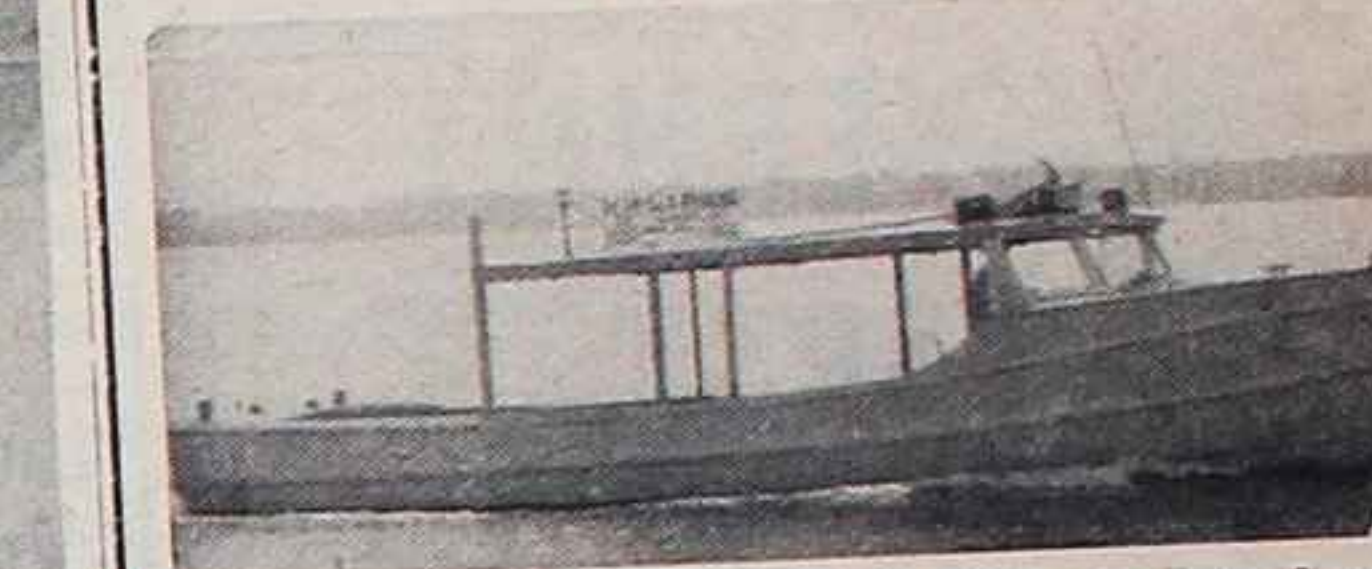
Dr. Alexander Graham Bell, inventor of the telephone, was experimenting with jet-powered flying propellers, which he called "Winged fly-wheels," more than a decade before the Wright Brothers made their first successful flight at Kitty Hawk.

PLAYLAND

Ocean Boulevard Hampton Beach

DEEP SEA FISHING

TRIPS TWICE DAILY



The Alice G, 40-Ft. Party Boat, Walter Sturgis, Capt.

AL GAURON

State Pier WA 6-2469

LINES AND BAIT FURNISHED
CHARTER PARTIES
TOILET FACILITIES

Morning Trip 8:00 A.M.
Afternoon Trip 1:30 P.M.

TWO BOATS: "ALICE G" & "RIGROC"
Children's Rates \$2.50 per person

Panama City was called the "Jewel of New Spain" in pioneer days because so much gold and jewels came through there from South America to be sent to Spain.

Reuter's
On The Boardwalk, Near Monument
BREAKFAST - LUNCHEONS TAKE-OUTS
Ice On Parle Francois

John The Barber
HIGHLAND AVENUE
Same Price — Same Place
31st Year
AT HAMPTON BEACH

BOAR'S HEAD INN
DINE ON THE OCEAN

Breakfast 8:00 - 10:00
Luncheon Dinner
12:00 - 1:30 6:00 - 8:00

SEA TERN Bakery
Ocean Blvd. Hampton Beach
Finest Bakery On The Coast

- Bar-B-Que Chickens
- Home Style Baked Beans
- Home Style Br. Bread
- Frozen Foods
- Fresh Pork Pies
- Fresh Chicken Pies
- Irish Bread

DELICATESSEN
Butter — Bacon — Milk & Cream
Ice Cream — Cold Tonic



WATER SKIING started at Hampton Beach over the weekend and pretty Florence Chisholm of Stratham put herself through the paces for the staff photographer. The Hampton Ski club is open to the public.

THE BEACHCOMBER
Incorporating
The Hampton Beach Advocate — A Vacation Digest of all the news information for the summer visitors.
Published Wednesdays, June 26 to August 23
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.

FREE PRIZE EVERY WEEK

EVELYN and PAUL HOME BAKERY
Meats — Groceries — Novelties
KING'S HIGHWAY AT 3rd STREET
Just Write Your Name On Ad & Deposit At Our Store
Drawing Wednesday P.M.
— This Week 1 lb. Coffee, 2 lbs. Sugar —

TWO FINE STORES TO SERVE YOU —

BYRONS STAPLES
5 & 10c STORE At Rocky Bend
5 & 10c STORE On 12-14-16 B Street

BYRON'S

COMPLETE 5 & 10c ASSORTMENTS AND ALL BEACH NEEDS

GUYON SHOPPING CENTER BOAR'S HEAD
— Plenty of Free Customer Parking —

STAPLES

Featuring A Complete Assortment Of 5c to \$1.00 Merchandise & Beach Needs

sun tan aids beach supplies
sun glasses beach toys
first aid needs beauty aids
cosmetics

Also Visit Our Beach and Sports Wear Department

SPECIAL PORTABLE RADIOS WITH BATTERY 19.95

12-14-16 B STREET AT THE BEACH
COMPARE THESE VALUES!



PETITE VISITOR from Canada, Claudette Coupal, who is from Montreal, says that she found Hampton Beach and the people who come here most hospitable.
— Staff Photo

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 BUSES

Plenty Of Free Parking

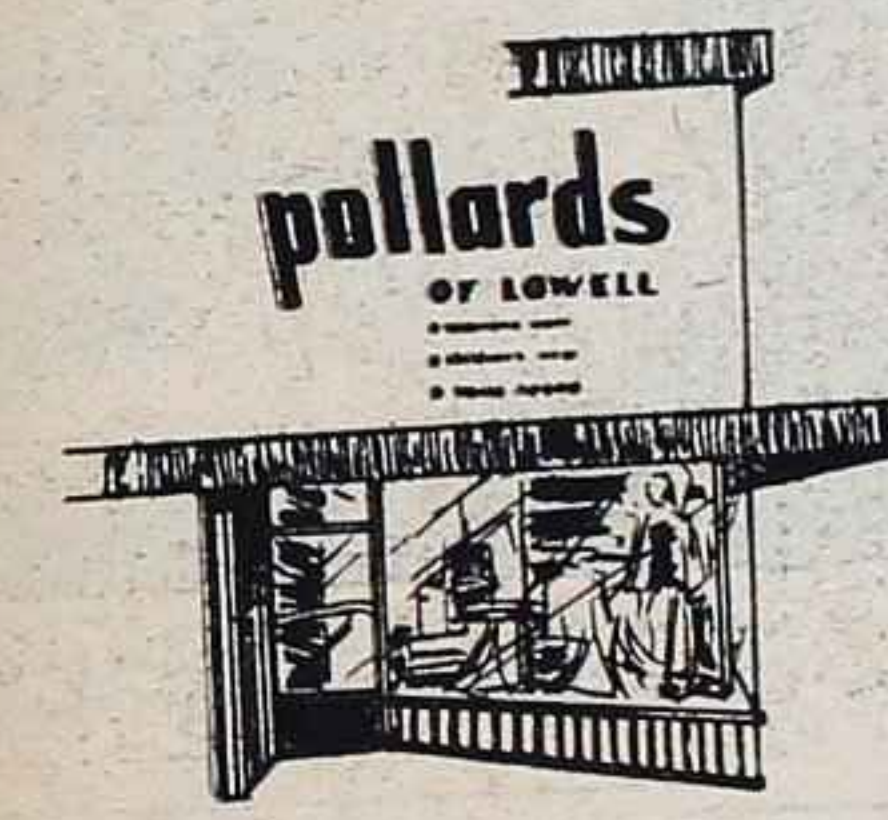
Leaves Casino at 7:00, circles beach via Ashworth avenue and boulevard. Last stop at Casino at 7:15. Route to Legion Hall via Winnacunner road. Bus returns same route after game.

WARREN'S SUPERMARKET

Largest In The Seacoast Area

HUGE PARKING LOT AIR CONDITIONED S&H GREEN STAMPS

Located 1-2 Mile North of Hampton Center ON LAFAYETTE ROAD



On The Boulevard Next To Howard Johnsons

FEATURING

Ivy Stripes 'n Plaids

Shorts	2.98 - 4.98
Jamaicas	3.98 - 5.98
Clamdiggers	5.98
Skirts	5.98 - 6.98

Sizes 22-30 waist

Things Real Different

- in Sportswear
- in Dresses
- in Children's Wear
- in Domestic
- in Togs
- in Accessories

At Your Service

1 to 3 Day Delivery On Items From Our Lowell Store, The Largest Department Store In The Merrimack Valley.



OUR Shetland (type) Slipon

The latest thing girls — all wool in Oxford grey and heather tan

Sizes 32-40

5.98

August Is Festival Month

REMNANTS

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

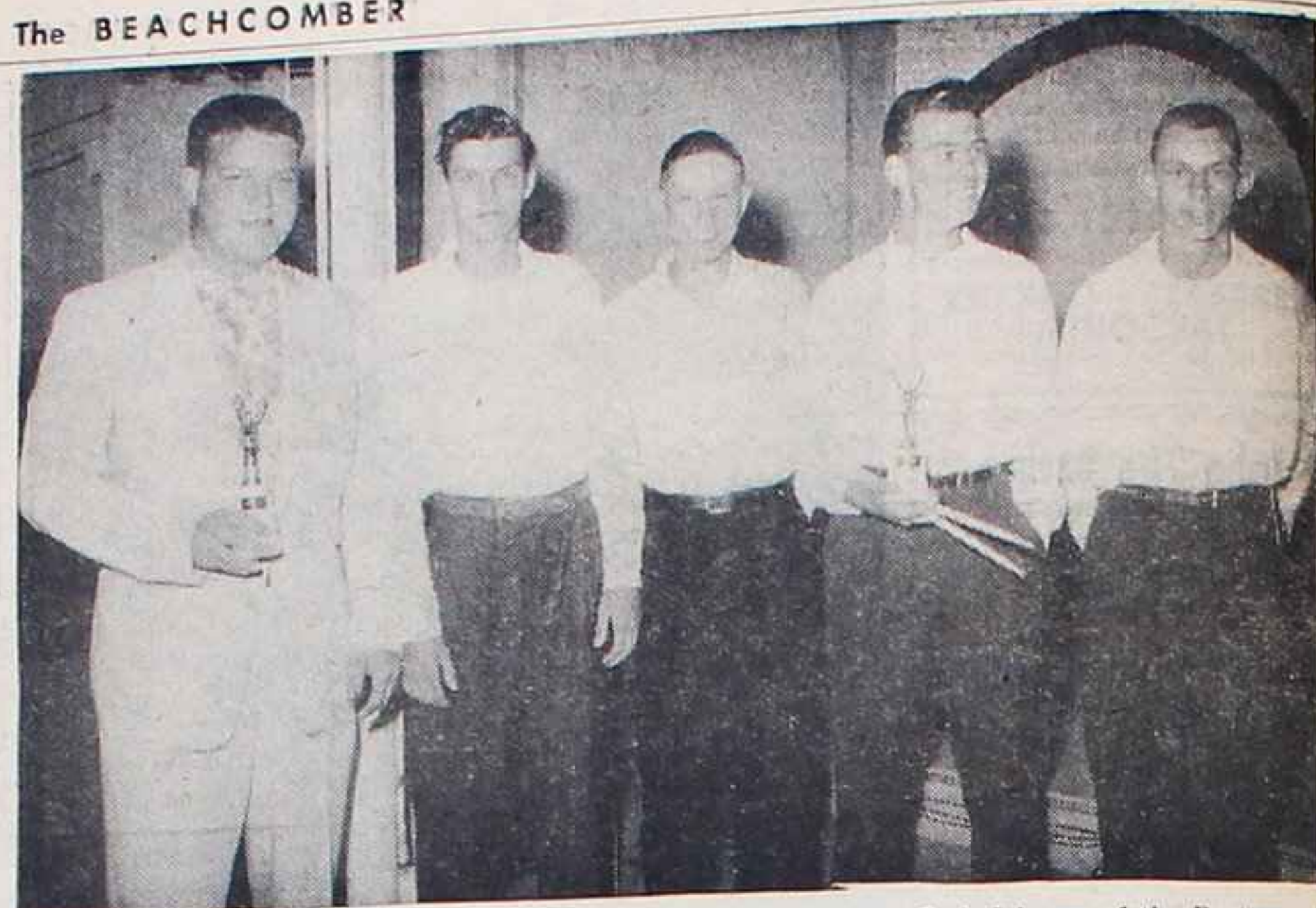
Exeter Handkerchief Co.
Near B. & M. R.R. Station, Lincoln St., Exeter

SHOP HAVERHILL FIRST

- For Genuine Values
- For A Wide Choice Of Merchandise
- For Ease In Shopping
- For A Friendly Atmosphere
- To Be One Of Many Satisfied Customers

— HAVERHILL —
THE NORTHEAST SHOPPING CENTER
17 Miles from Hampton Beach

RETAIL TRADE DIVISION
GREATER HAVERHILL
CHAMBER OF COMMERCE
HAVERHILL, MASSACHUSETTS



SENIOR DIVISION TALENT SHOW WINNERS included, left to right, Jack Johnson of the Portsmouth Air Force Base, first place, and David Clark, Glenro Wolfson, Robert Merrill, and George Sumner, a combo all from Hampton, in second spot. — Staff Photo

Talent Winners To Appear On TV

Talent show contestants on Monday nights will have more than just a trophy to aim for this summer. According to "Bill" Elliot, secretary of the Hampton Beach Chamber of Commerce and talent show master of ceremonies, arrangements have been made for the top performers of each week's show to appear on the Gerry Kearney television program of WMUR-TV, Channel 9, in Manchester, N.H. Those contestants lucky enough to be chosen to perform can be seen the following Monday between 4:30 and 6 p.m.

MACE'S
NORTH SHORE
Fish Market
Near Coast Guard Station

LOBSTERS
LIVE OR BOILED

IF IT SWIMS WE HAVE IT!
LOBSTER
ROLLS
FISH
CLAMS



A NOVELTY — a girl out of the standard beach attire — the young lady so attractively dressed in a blouse and shorts is Barbara Connolly of Norwood, Mass. — Staff Photo

Grad's of Haverhill

For Those Who May Have Missed It — We Are Repeating Our "After-The-4th"

what's the scoop on summer?

DRESS SALE AT GRAD'S

This Is The Sale Everyone Waits For! — Everyone Will Be Here, So Get Here Early For Best Selection! Regular Values To \$17.95. Sizes To Fit Everyone! Styles To Satisfy The Most Discriminating!

PRICED FOR ACTION!

\$6.99

2 FOR \$13

Grads

87 MERRIMACK ST., HAVERHILL



Open Friday P.M. Till 9

FREE CUSTOMER PARKING REAR OF STORE

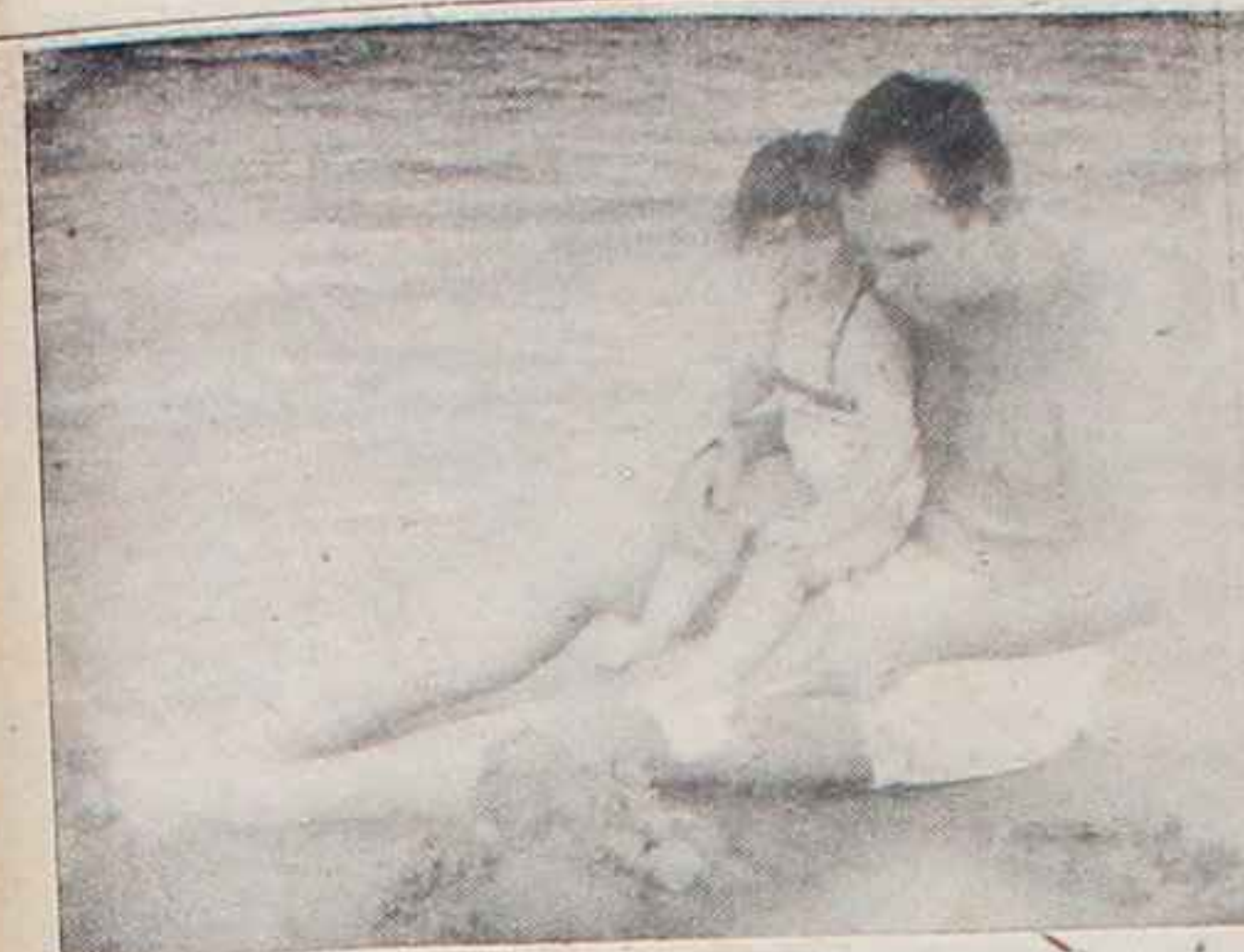
Atlantic Proves Good Fishing For Favorite Species

Salt water-wise anglers along New Hampshire's seacoast claim the Atlantic Ocean is a "good provider." Favorite rod and reel fish include striped bass, mackerel, pollock, and tuna, all of which take artificial lures. Cod, haddock, cusk and hake are also plentiful, and there are flounders in the harbors and rivers. Cutters, which are abundant along the whole coast, are a favorite of youngsters and make an excellent chowder.

Scheduled party boats and charter boats for deep sea fishing are available at Hampton Harbor, and a number of liveries have small boats for hire. Fishing for mackerel and harbor pollock with spinning lures and streamer flies has become very popular in recent years.

Vegetables may be seasoned with a little very finely minced onion and melted butter.

Smith's Pharmacy
PRESCRIPTIONS
Drugs — Cosmetics — Fountain
OPPOSITE MARINE MEMORIAL
WA 6-9194



DON'T BE AFRAID, the water won't hurt you said Kathy's father, Everett Ashe of Haverhill, Mass., as he took his two-year-old daughter into the waters at Hampton Beach over the weekend. — Staff Photo

AUGUST IS FESTIVAL MONTH

• Light Trucking
• Painting - Jobbing
• Shingling
CELLARS — ATTICS — YARDS
CLEANED
No Job Too Small or Large
CLAY'S
DO-IT SERVICE
(You Name It We Do It)
WA 6-3141 85 Mill Rd.

SPECIAL CLEARANCE!

MEN'S SPORT SHIRTS
Long and Short Sleeves
\$1.00 OFF REG. PRICE
NOW WERE
3.95 \$4.95
2.95 \$3.95
1.98 \$2.98

— ALSO —
\$1.00 Off Regular
Price Of
WOMEN'S & CHILDREN'S
SUMMER SHOES

MOODY'S
133 Water Street
EXETER

2 GOOD GAMES

JACKPOTS — SPECIAL GAMES

BINGO
TUESDAYS
7:30 — 30 GAMES

Sponsored By
American Legion Post No. 70

SATURDAYS
7:30 — 30 GAMES

Sponsored By
Seabrook Firemen's Association

BIG PAYOFFS — DOOR PRIZES
SEABROOK FIRE STATION

voters of the town of Hampton present and voting on the question shall signify their approval of the issuance of the said license the Liquor Commission shall be advised that the voters have so approved said issuance and the commission may then issue said license.

The bill is to go into effect upon its passage.

Iowa grows better than 500,000 bushels of corn in an average year, one-sixth of the entire U.S. crop.

FOR FLOWERS DURING VACATION
DIAL PR 2-3391
Dot's Flower Shop
DAILY DELIVERY AT THE BEACH
Member of F.T.D.



21 Lincoln Street
EXETER

Lincoln's

Open Friday Nite Till 9
PLEASANT STREET
Newburyport



31c savings!
favorite cotton knit polos
69c

Your chance to buy several! Tee-shirts in wide choice of necklines, boat, classic or crew. All colors. Misses' and women's small, medium, large.

Regular 1.98!
colorful shorts
1.59

Sudden purchase at a most advantageous price! Many styles in stripes, checks, plaids, flow, sheer. All colors. Fine quality. Sizes 10 to 18.

Popular CLUTCH BAGS



Clear vinyls, printed laminates, grain embossed plastics in clasp, fold-over and washable slip cover styles. White, pink, blue or gold and silver vinyls.

SALE PRICED
84c PLUS TAX
Regular \$1.00

CHILDREN'S TENNIS



Regularly \$1.99
1.55

Made of genuine Good-year rubber with full cushion insoles. Washable colorfast. Blues or reds. Sizes 5 to 12 and 12 1/2 to 3.



save a big 71c on boys' short-sleeve sport shirts
88c
reg. 1.59

boys' Ivy League chinos
Reg. 2.98. Polished cotton chinos. Washable. Tan or grey. Sizes 6 to 18. **2.66**

August Is Festival Month

FILLEY'S MARINE MART
 OPEN 7 DAYS WEEKLY
 U.S. Route One WO 4-8522 North Hampton
 • EVINRUDE OUTBOARDS • SEBAGO BOATS
 • PEMBROKE CRUISERS • AQUAFLEET BOATS
 White Clinker-Bilt Boats
 10% Down 10% Down



The Trading Post
 KINGS HIGHWAY AT 7th ST.
Meats Groceries Beachwear
 FROZEN FOODS — ICE CREAM
 TOY AND NOVELTIES
 NEWSPAPERS — MAGAZINES
 HAMPTON BEACH SWEATSHIRTS
 Film and 24-Hour-Developing Service

The BEACHCOMBER

"Desk Set" Is Madcap Comedy

The parade of laughter keeps marching along this week at the Hampton Playhouse with a lively performance of the refreshingly different comedy success, "The Desk Set" which combines the stellar acting of Maegre Owen and Joel Thomas with a host of fine supporting players. The result is an evening of madcap entertainment.

"The Desk Set" departs from the usual norms that hold up the modern, sophisticated comedy — sex, gutter language and cheese-cake. It is cheering to watch a comedy that relies on humor alone to make it a hit. No one steals anyone else's wife — no one uses eye-brow lifting words — and the comic lines are void of double entendre.

The scene is the Reference Department of a radio and television broadcasting company. For efficiency, an electric brain is being installed to ostensibly replace the staff. Maegre Owen, as Bunny Watson who manages the department, tries to "out-brain" the electronic brain to save her job and the positions of her loyal staff.

Miss Owen measures up able to her role giving it real sincerity that brought out the humor of the lines. Joel Thomas, as Richard Sumner — the methods engineer who wants to install the electric brain, gives a brilliant performance playing the human robot with exceptional ease and understanding.

Great credit for success of the play goes to a host of supporting players who contributed greatly to the action of the plot with brief walk-on roles that brought spontaneous applause from an appreciative audience.

Joe O'Brien, as Abe Cutler, and Rhett Cone, as Pete Costello, did a fine job on the major support along with Betsey Greene and Marie Del-larso, as Sadel Meyer and Ruthie Saylor respectively, as members of the research staff.

Bob Korchak was amusing as Kenny, the mail-boy, and Alisa Dawson, as Miss Warriner — the



A LIFE PRESERVER and a pretty New Hampshire girl in the person of Miss Dorothy Mainias of Concord makes one think that the scenery at the Beach might be improved with female lifeguards. — Staff Photo

"mother" of the electric brain, demonstrated her versatility with a riotous interpretation of the female-type robot. Betty Bock in a "line-less" walk-on created a memorable character that delighted the audience while Alfred Christie in a short spot on stage produced the same amusing result with his few lines.

Ruby Lynn, playing Elsa, the secretary to the president's secretary, really turned on the heat as the luscious siren thrown as wolf

into the arms of the human robot. She had that look and that walk!

Others in the cast were Foster Greene, Tom Moody, Sally Cooke, Albert Ackel, Fred Hoskins and Jerry DeSilva.

As a show with leads of entrances and exits — lots of movement and action — and an abundance of desks, files, water coolers, electric brains, and other properties on a limited stage, great credit must go to Dennis Drew for his direction of "The Desk Set" which went off with unusual smoothness for an opening night performance. There were minor hitches but nothing that a second night will not smooth out and speed up.

Fred Sammut met the challenge of a three level set and was able to squeeze it creditably within his proscenium arch.

"The Desk Set" is an evening of good, good fun. To watch "Emmy", the electric brain in action is worth the price of admission alone. The Hampton Playhouse has come up with another hit. — H.L.P.

FESTIVAL MONTH AUGUST IS
DR. L. B. WINKLER
 Dentist
 570 Lafayette Road
 1/2 Mile Above Lamie's
 HAMPTON CENTER WA 6-2368

HEALTH Through Chiropractic
Dr. W. J. LaBarre
 151 Winnicunnett Road
 WA 6-2754
 Hampton

GINNY
 • GINETTE • JILL
 VOGUE DOLLS AT THE
SURF HOTEL GIFT SHOP
 Ocean Boulevard



BEAUTY PAGENT aspirant, Sandi Stewart of Manchester, has enrolled as an entrant in both the Miss Hampton Beach and Miss New England contests to be held at Hampton Beach in August. — Staff Photo

VARI-CHRISTIE'S
Hampton Playhouse
 (Winnacunnett Road)
 LAST 3 DAYS
 The Hilarious Office Comedy Hit
"THE DESK SET"
 by WILLIAM MARCHANT

Opening Monday, July 15 - July 20
 The Wildest Farce-Comedy You'll Ever See



RESERVATIONS: Waverly 6-3073
 Tickets: Mon.-Wed.: \$2.20, \$1.85, \$1.25 — Thurs.-Sat.: \$2.40, \$2.00, \$1.50
 Curtain At 8:40 Free Parking

NORTH HAMPTON DRIVE-IN THEATRE
 North Hampton, New Hampshire
 TELEPHONE RYE BEACH WO 4-5442

NOW thru SATURDAY, JULY 13
 All Colorful CinemaScope Show
"Gun For A Coward"
 ALSO
"Shark Fighters"

With Victor Mature and Karen Steele

FREE TREAT FOR THE KIDDIES FRIDAY NIGHT

STARTS SUNDAY, JULY 14
 Don't Miss These 2 Big Hits of The Year —
 In Color and CinemaScope

"I Am A Camera"
 With An All Star Cast
 ALSO THE DELIGHTFUL COMEDY
"The Ambassador's Daughter"
 Starring Olivia de Havilland

Show Starts At Dusk — Box Office Opens At 7

SALISBURY Drive-in Theater
 ROUTE 1A BEACH ROAD
 SALISBURY, MASS.

Wed. thru Sat. July 10-13

UNIVERSAL-INTERNATIONAL PRESENTS
 ESTHER WILLIAMS - NADER
THE UNGUARDED MOMENT
 and its shocking aftermath!
 2nd Hit
TEXAS
 William Holden - Evelyn - Ford
 A COLUMBIA RE-RELEASE

Great Dram. of the West!
TEXAS
 William Holden - Evelyn - Ford
 A COLUMBIA RE-RELEASE

Sun., Mon., Tues. July 14-15-16

AVA STEWART DAVID GARDNER - GRANGER - NIVEN
 in that spicy stage comedy in blushing color!
THE LITTLE HUT
 2nd Hit

Van JOHNSON Ann BLYTH Steve COCHRAN
 in M-G-M'S **SLANDER**
 featuring MAUREN HARRIS and RICHARD EYER
 A WOODS BAKET (EPIC!)
 Produced by IRVING ALLEN and ALBERT R. BROCCOLI - A WARNICK PRODUCTION - A COLUMBIA PICTURE

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

CASINO SURF

Wed. - Sat. July 10 - 13

THE STORY OF NEW YORK'S FABULOUS SON!
 He gave up his great career for the love of a beautiful girl!
BEAU JAMES
 The Story of Fabulous Jimmy Walker... Mayor of New York
BOB HOPE - VERA MILES - PAUL DOUGLAS
 ALEXIS SMITH - DARREN MCGAVIN - GEORGE JESSEL - WALTER CATLETT
 Produced by JACK ROSE. Screened by HERSCHEL SHAWEN. Story by JACK ROSE and HERSCHEL SHAWEN.
 Based on the book by Gene Tracy. Songs and Music by Robert Taylor. A PARAMOUNT PICTURE

Sun. - Wed. July 14 - 17

JERRY LEWIS
 ...funnier than ever in one of the funniest pictures ever
 as **THE DELICATE DELINQUENT**
 DARREN MCGAVIN - MARTHA HYER - featuring ROBERT IVERS
 HODACE IMMAHON - produced by JERRY LEWIS - written and directed by DON MCGUIRE

Now Thru Tues., July 16

The people, the events of the international best-seller are on the screen!
 DARRYL F. ZANUCK'S
ISLAND IN THE SUN
 by Alec Waugh
 directed by ROBERT ROSSEN
 James MASON - Joan FONTAINE - Dorothy DANDRIDGE - Joan COLLINS - Michael RENNIE
 Color by DE LUKE
 CINEMA SCOPE DARRYL F. ZANUCK - ALFRED HAYES

Starts Wed., July 17

THREE OF THE BIGGEST IN ONE OF THE BEST
RITA HAYWORTH - ROBERT MITCHUM - JACK LEMMON
FIRE DOWN BELOW
 Produced by IRVING ALLEN and ALBERT R. BROCCOLI - A WARNICK PRODUCTION - A COLUMBIA PICTURE

DINE AT
The Oasis



Specializing in
CHINESE and AMERICAN FOOD
 FLOOR SHOW WEEKENDS
 Open 7 Days a Week
 11 A.M. to 1 A.M.
Bridge Road, Salisbury
 (Between Salisbury and Newburyport)
 For Reservations
 Phone HO 5-9852

Beach Resident Seriously Hurt In Candia Accident

Mabel A. Combs, 60, of Highland avenue, Hampton Beach, was seriously injured in an automobile accident in Candia, N. H., early Tuesday morning.

Still in poor condition at Sacred Heart hospital in Manchester, Mrs. Combs lost control of her car on Route 101A and crashed into Soldiers monument, demolishing the monument and causing considerable damage to the car.

BEACH NOTES

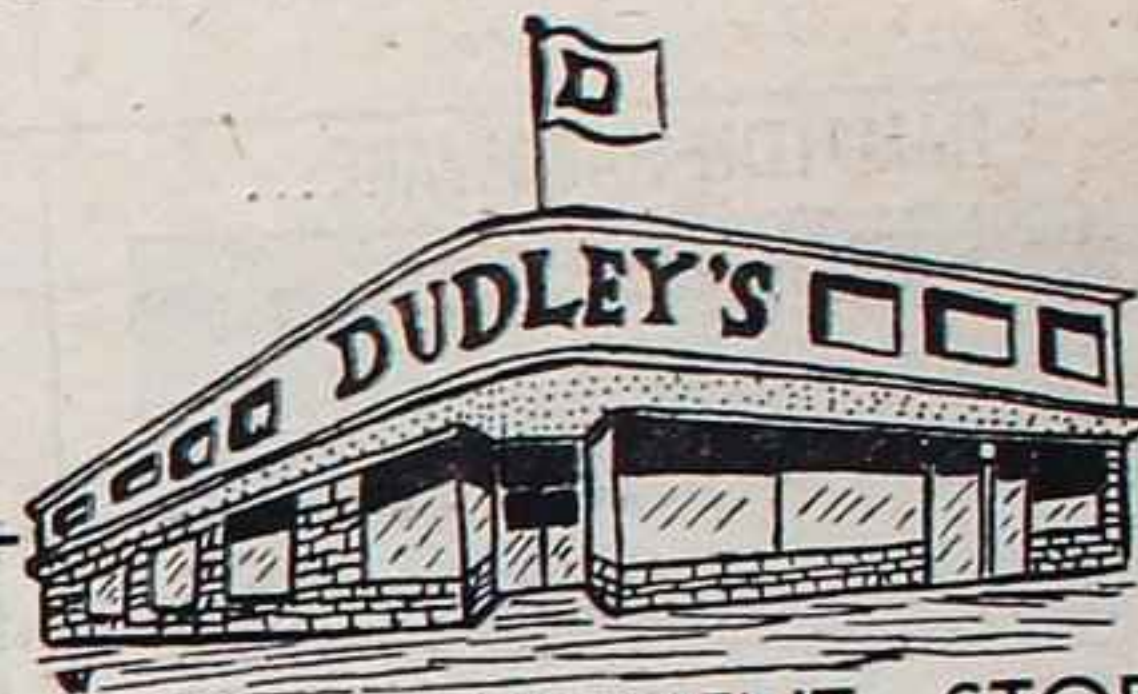
Mr. and Mrs. Francis E. Haynes of Chelsea, Mass. and Mr. and Mrs. Samuel Hornanian of Lowell, Mass. are spending their annual vacation with Mr. and Mrs. John E. Sullivan at the Bromfield Guest House on G street for the eighth consecutive year.

Irene Lambert and Dolores Martin of Chelmsford, Mass. are spending the summer at the Surf Hotel.

Mr. and Mrs. Amidee Garmon of Collinsville, Mass. are vacationing for four days at the Hollingworth Hotel, formerly the Lawrence House.

American carpets are truly international. It is possible for a single carpet to contain fibers from Argentina, New Zealand, Iran,

India, Scotland and North Africa since the wool produced in these countries stands wear better than that from U. S. sheep.



DUDLEY'S
 DEPARTMENT STORE
 Corner C Street — Ocean Blvd.



Cotton Casual Dresses
 5.98
 Sizes 10 to 20
 14 1/2 to 24 1/2

Cotton summertime dresses in gay prints. The perfect casual for vacation time or just shopping around town.

GIFTS
 Something To Remember

A Gift To Remember Your Stay At Hampton. You'll Find The Gift To Suit Your Taste and Need. A personal Touch To Climax An Eventful and Happy Time.

Our Weekly Special Value!
JEWELRY

2 FOR 1.19 Regular 1.19 ea.
 Assorted Summer Jewelry in Frosty White and Cool, Cool Pastels. For Dress or Casual Wear. Necklace, Earrings, Bracelets

OPEN EVERY EVENING TILL 11 P.M. Including SUN.

IN HAMPTON

... WITH A COMMON PURPOSE ...

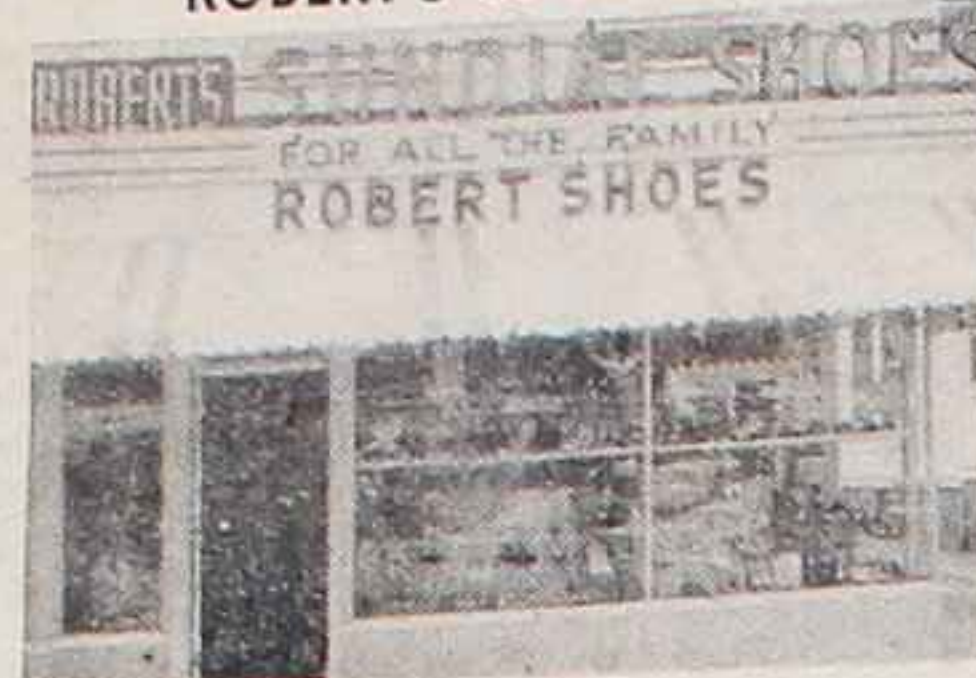
TO SERVE YOU

MCDORMAND'S MEN'S WEAR



443 LAFAYETTE RD. HAMPTON CTR.
... A modern men's clothing store, featuring Van Heusen, Brookfield, Carters, and other nationally advertised furnishings. Prices often lower than in city shops.
Air Conditioned

ROBERT'S SHOE STORE



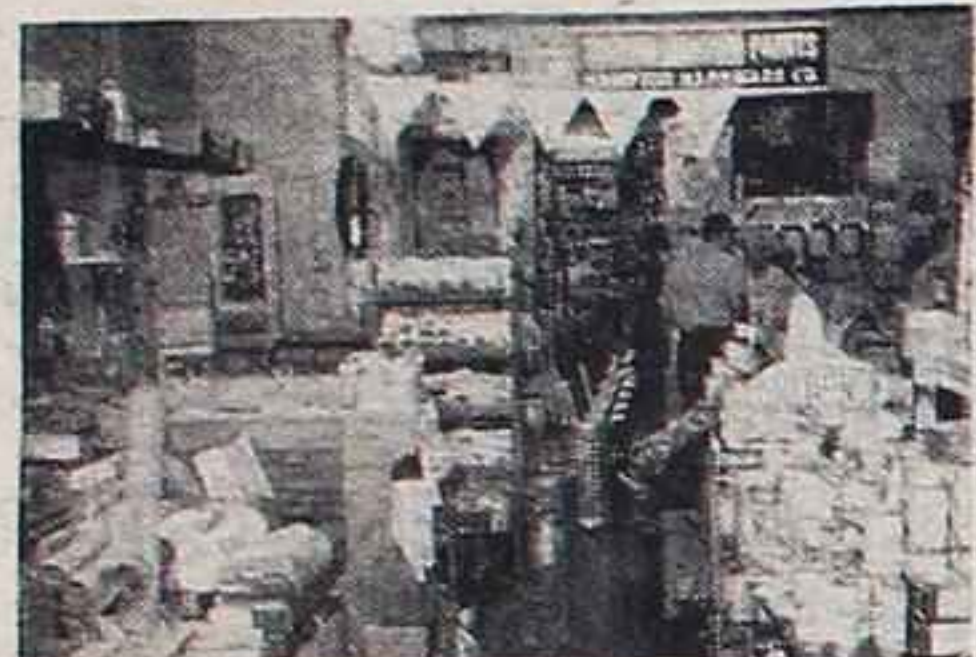
441 LAFAYETTE RD. HAMPTON CTR.
... Sundial Shoes for all the family. Quality footwear for men, women, and children. Beach or year-round styles. 15 years of experience.

ST. GERMAIN'S JEWELRY



461 LAFAYETTE RD. HAMPTON CTR.
... Gift items, watches, clocks. Guaranteed watch repairing. All done on the premises. Zenith hearing aids and batteries. A jeweler of years of experience.

HAMPTON HARDWARE...



CORNER OF LAFAYETTE RD. & HIGH ST.
... Paints, kitchen needs, hardware, sporting goods, lawn and garden needs. Featuring picnic and campers' supplies. A friendly store to shop in!

COTTAGE WASH SHOP



HIGH STREET HAMPTON CTR.
... Fast service wash and dry laundry. Don't waste your precious vacation days hand washing dirty clothing. Leave them on your way to do the shopping. Pick them up washed and dried later in the day.

HAMPTON AUTO WASH



603 LAFAYETTE RD., NO. OF TRAFFIC LTS.
... Cars washed the Auto Magic way. It's fast, saves the finish on your car from salt and sun damage. Your car washed and cleaned inside and out in 15 minutes. \$1.50, whitewalls 50c extra.

MAPLE LEAF CLEANERS



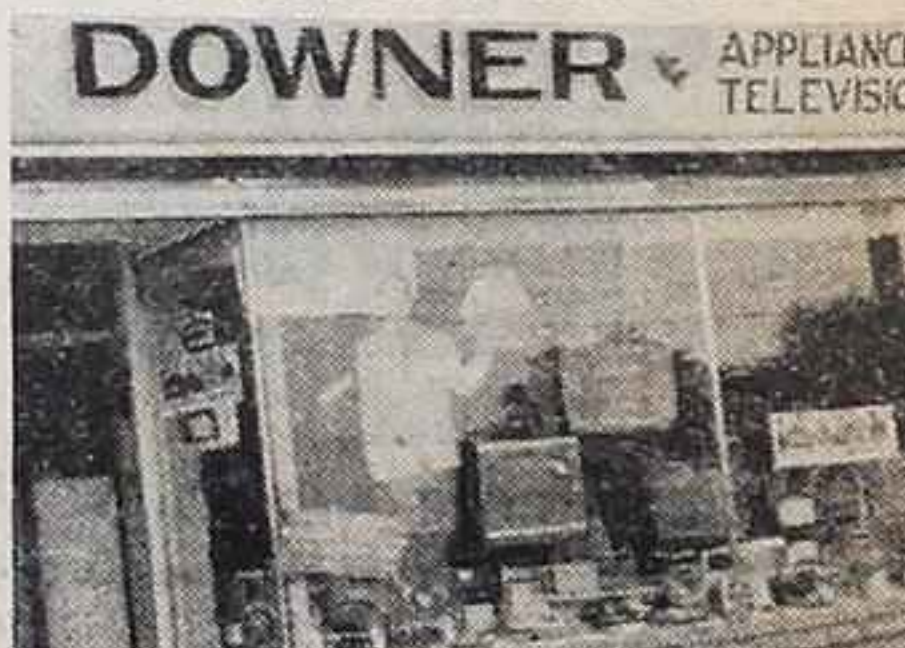
595 LAFAYETTE RD., NO. OF TRAFFIC LTS.
... Featuring four hour dry cleaning service, and pressing while you wait. A cleaner of years of experience. Drive-in window service.

F. B. CROWE VARIETY



8 HIGH ST. HAMPTON CTR.
... You'll find practically all of your vacation needs at Crowe's. Clothing, gadgets, beach supplies, toys and games, all at prices that make "values to Crow about".

DOWNER'S APPLIANCE



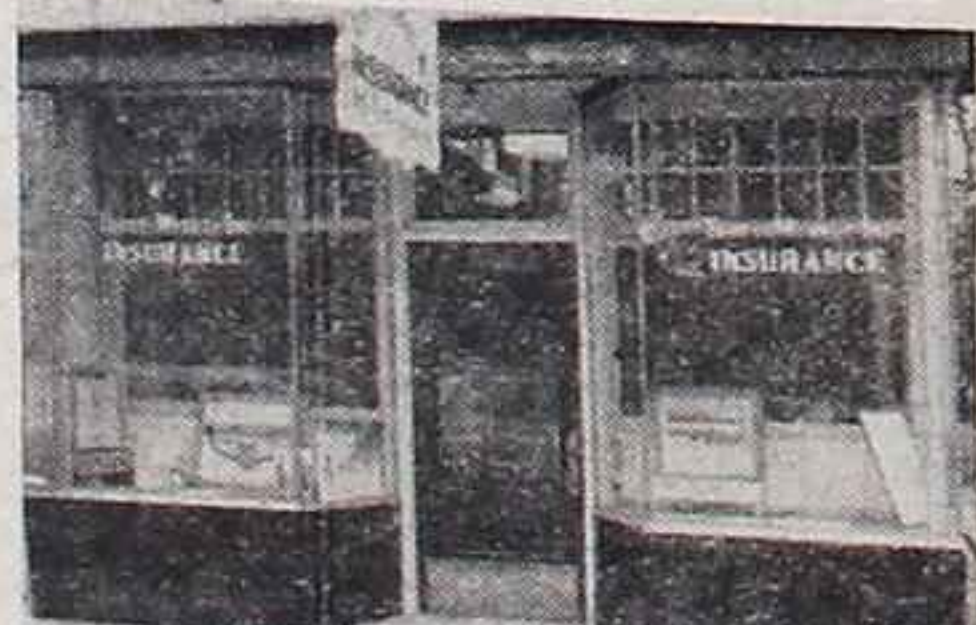
LAFAYETTE RD. HAMPTON CTR.
... Headquarters for radio and television sales and service. New and used T.V. portable & table model radios, large and small appliances. Factory trained service personnel. Record players & records.

Hampton Flower & Garden Shop



694 LAFAYETTE RD., NO. OF TRAFFIC LTS.
... Flowers, Plants, gardening supplies and needs. Table arrangements, corsages, bouquets. Wedding and funeral flowers. Garden tools, hose, fertilizers.

TOBEY & MERRILL INSURANCE



430 LAFAYETTE RD. HAMPTON CTR.
... Tobey and Merrill, Inc., at 430 Lafayette Road offers a complete Fire, Automobile and Real Estate Insurance Protection service.

HAMPTON COOPERATIVE BANK



428 LAFAYETTE RD. HAMPTON CTR.
... Hampton Co-operative Bank "under the clock". Offering a 3% current dividend — plus courteous, convenient and friendly service.

Free Parking - Avoid Congestion - Shop Hampton Center - Free Parking

August Is Festival Month



"We Have Everything & Everything Is The Finest"

- COLUMBIA PROVISIONS
- SWIFT'S CHOICE STEER

SWEET OR HOT ITALIAN SAUSAGE lb. 89c

- BONELESS HAMS All At Popular Prices
- FRESH FRUITS
- FRESH VEGETABLES
- DONUTS FRESH DAILY
- FRESH FISH

JUMBO BANANA SPLIT 35c

Bridge Market

Cor. Ocean Blvd. & Ashworth Ave. WA 6-9120

WE DELIVER

Abant Named Fisheries Head

The annual meeting of the Hampshire Marine Fisheries Association held recently at Hampton Beach, Edward Brabant, lobster dealer, was elected president. Officers elected for the year were: Irving Jones, fisherman, first vice president; Percy Perkins, lobster fisherman, second vice president; Lewis, lobster fisherman, treasurer; and Al Gauron, operator of boats, secretary.

FIVE BARBERS

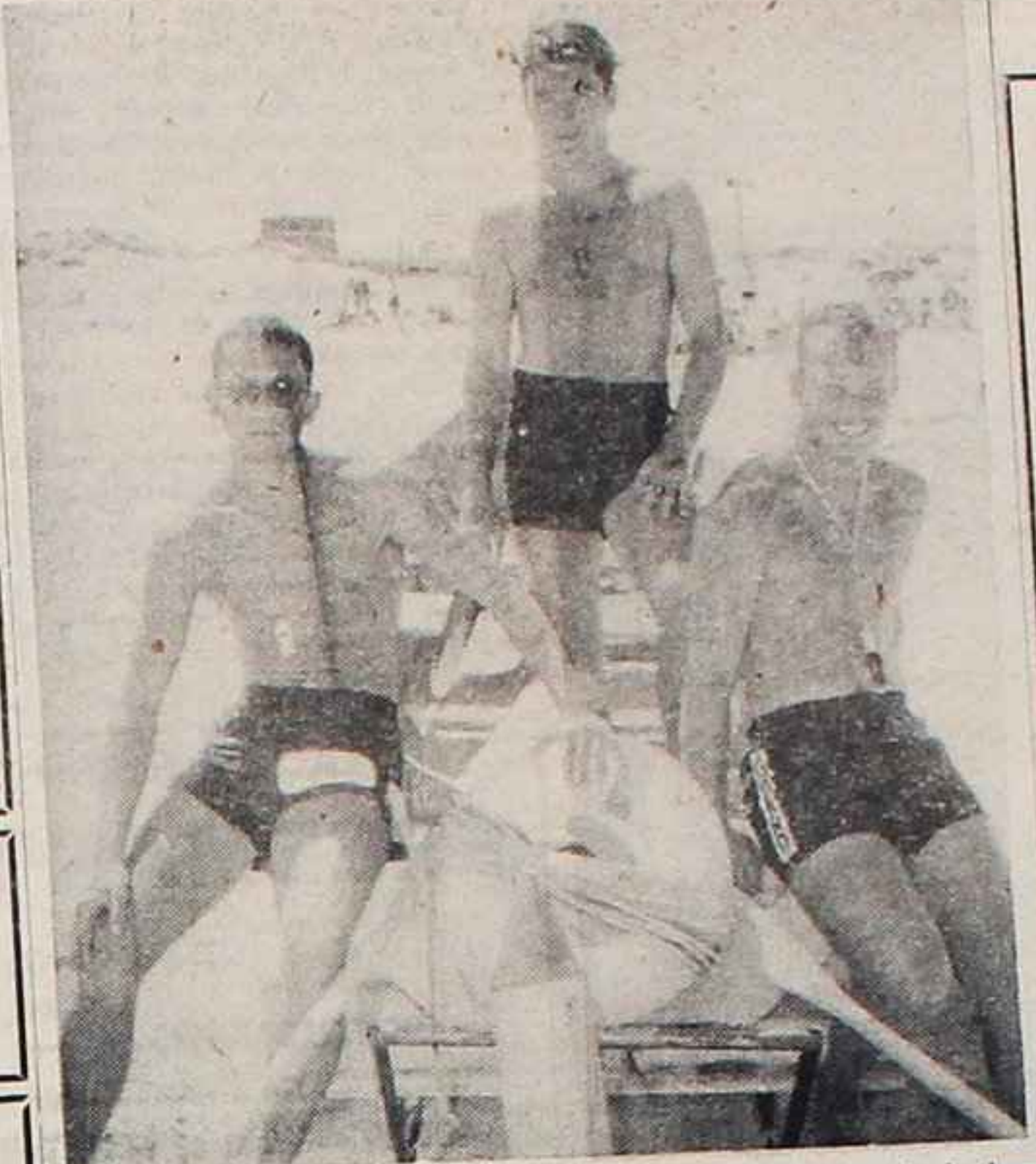
"C" Street
We Speak French, Too
EUGENE CER ANNI

Standish Gift Shop

Largest and Finest In New England
Ocean Blvd. of "A" Street

MARY ANNETTE Beauty Salon

Specializing in
ALL TYPES OF BEAUTY CULTURE
Opp. Statue
100 Boulevard
WA 6-3215
HOTEL DELANCEY



STATE PARK LIFEGUARDS maintain a close watch over the bathers in the waters of the State Bathhouse area, under the direction of head guard, George Tansey (center). His two assistants are, Steve Wheeler, left, and Don Narkis.

THE EXETER INN

FRONT STREET, EXETER

- OUTDOOR DINING TERRACE
- SUNDAY NIGHT BUFFETS
- DINING ROOM BEVERAGE LICENSE

SUNDAY NIGHT BUFFET

- BEEF — HAM — TURKEY
- COLD BOILED LOBSTERS — LOBSTER NEWBURG
- SHRIMP — CRABMEAT
- ASSORTED SALADS — ASSORTED ROLLS
- BEVERAGE — DESSERT

\$2.00

The Exeter Inn Is Owned and Operated By
Phillips Exeter Academy

Dial PR 2-5901 - A Local Call From Hampton Beach

BEACH NOTES

Mr. and Mrs. Fred Lloyd of Hampton Beach, Mr. and Mrs. Harry Mack of Lexington, Mass., and Mr. and Mrs. Ralph Clark of Maynard, Mass. enjoyed dinner at the Red Coach Grill in Saugus, Mass. last Wednesday night to celebrate several occasions. It was the date of the Lloyd's 33rd wedding anniversary, and Mr. Mack's 53rd birthday.

Information Guide

U. S. POST OFFICE
Located — 271 Ocean Boulevard
Lobby Open:
8 a.m. - 5 p.m. Monday - Friday
8 a.m. - 12 noon Saturday.
Window Service:
8:30 a.m. - 5 p.m. Monday - Friday
8:30 a.m. - 12 noon Saturday.
Mails Arrive:
8:30 a.m., 10:15 a.m., 3:00 p.m.
Mails Dispatched:
8:30 a.m., 10:15 a.m., 3:00 p.m.
All Collection Boxes Collected
At 8 a.m. every day.
Mails Dispatched:
Main Office — Hampton Center
Weekdays — 9 a.m., 11 a.m., 2 p.m. and 5 p.m.
Sundays — 4 p.m. only.
CHAMBER OF COMMERCE
President, John J. Dineen; vice president, Seth M. Jenkins; treasurer, John P. Dunfay; secretary, William "Bill" Elliot.

MUNICIPAL OFFICERS
TOWN — Board of Selectmen:
Harry D. Munsey, Lawrence C. Hackett, Donald A. Ring, Town Manager, John W. True, Town Clerk, Helen W. Hayden, Tax Collector, John B. Berry. Office hours 9-12, 2-5 Monday - Friday, 9-12 Saturday. Chief of Police, John J. Malek. Chief of Fire Department, George Lamott.

BEACH PRECINCT — Commissioners, Ralph T. Harris, John J. Foley, Alfred V. Gagne, Treasurer, Roland Bragg.

RUBBISH COLLECTION
Monday — all stores and restaurants, F street to bridge; North shore from Winnacunnet road to North Hampton line.

Tuesday — Beach stores and restaurants, D street to Winnacunnet road and the uptown area to Moulton road.

Wednesday — All stores and restaurants, uptown area east of Moulton road and F street to the bridge.

Thursday — Beach stores and restaurants, D street to Winnacunnet road and the North shore from Winnacunnet road to the North Hampton line.

Friday — Beach stores and restaurants, F street to the bridge and the uptown area to Moulton road.

Saturday — all stores and restaurants, D street to Winnacunnet road and the uptown area east of Moulton road.



Don't Risk Your Health During Your Vacation ... You Can Depend On The Skill Of Your Physician And The Precision Of Tobey's Drug Store In Filling Prescriptions — With The Same Assurance You Have At Home.

Tobey's Drug Store

HAMPTON CENTER

Prescriptions — Not A Sideline, But A Profession

If You Are A Vacationing

FORD OWNER

... YOU WILL BE PLEASED TO KNOW THAT THE FORD DEALER IN THE HAMPTON AREA IS ADEQUATELY STAFFED AND EQUIPPED TO OFFER YOU THE SAME SERVICE AND COURTESIES TO WHICH YOU ARE ACCUSTOMED AT HOME.

HAMPTON CENTER GARAGE

INCORPORATED
Depot Yard — Hampton
TEL. WA 6-3941

Thinking of Living in Hampton?

For The Widest Selection of Desirable Properties

HOLLIS ASSOCIATES

Realtors
695 Lafayette Road — Hampton, N. H.
TEL. WA 6-3802

August Is Festival Month

Let Us Do Your Cooking - WE DO THIS... YOU LIVE!!



THE ASHWORTH

Delicatessen — Bakery
OCEAN BOULEVARD

- POTATO SALAD
- COLD SLAW
- CHEESE
- CHICKEN PIES
- HAMBURG LOAF
- FRIED FISH
- SOUPS

- BAKED STUFFED OR BROILED
- LOBSTER
- FRENCH FRIES
- HOT, READY TO EAT, PACKED IN ALUMINUM BAGS
- ROAST STUFFED CHICKEN, sizeable gravy
- BARBQ CHICKEN
- ROAST BEEF
- BAKED HAM
- SPECIALTY OF THE HOUSE

All Kinds Of Delicatessen Sandwiches & Pastries
OPEN 7 A.M. to 11 P.M.

ALL ABOVE FOODS PREPARED IN THE ASHWORTH KITCHEN

For Fast Service Dial WA6-3854 To Order

Garland's

Ocean Boulevard and 'B' Street
OPEN YEAR 'ROUND

- Luncheons
- Beach Supplies
- Cosmetics
- Cigarettes & Tobacco
- 24-Hr. Film Service
- Magazines

RALPH J. ROWELL
Proprietor

55 YEARS AT HAMPTON BEACH

Hampton Metal Shop

1 LAFAYETTE ROAD HAMPTON
Any Sheetmetal Work

LENNOX

Heating and Cooling

WE MAKE AND INSTALL

- Kitchen Hoods & Fans
- Shelves & Counters
- Sinks Of Any Size
- Chimney Caps
- Ventilation Systems
- Shower Stalls & Bases
- Planter Boxes & Trellises

These and other items available in aluminum, copper, galvanized or stainless steel.

AT YOUR SERVICE — HAMPTON METAL SHOP
WA 6-2098



ROGER DIONNE of Seabrook, one of the ardent water skiers in the area practices the art of salaloming as a member of the Hampton Beach Water Ski club. — Staff Photo

Lions Tag Day At Beach July 13 To Aid Charities

The Hampton Lions club will hold its annual Tag Day along the beach front Saturday, July 13th. Edward McKeever and Norman McNeerney have been appointed by Dr. Eric W. Simmons to serve as co-chairmen of the Tag Day. They will be assisted by the entire club membership in an all-out effort to attain the 1957 goal of \$2,000.

Dr. Laurence Salden, chairman of last year's drive, announced that with the unprecedented growth of the Hamptons, the call upon the Lions club for assistance has been greater than ever before.

Children wishing to participate in the Tag Day are requested by the Lions club to meet at 9 a.m. in the band room of the Casino where collection boxes will be distributed. Each volunteer will receive a gift, and several radios are being offered as prizes for the collectors.

The purpose of the Tag Day is to obtain the financial backing which makes possible Lions donations to charity throughout the year. During 1956-57 approximately \$1,500 was expended on such worthwhile projects as eyesight conservation, medical treatment, and speech therapy.

"Desk Set" Now At Playhouse

"The Desk Set," a New York comedy hit about a group of office workers whose jobs are suddenly threatened by the installation of an electronic brain in their happy headquarters, will be presented at the Hampton Playhouse for the week beginning July 8 through 13.

Hollingsworth Hotel

(Formerly The Lawrence House)
A St., Hampton Beach

PUBLIC DINING ROOM

BREAKFAST: 8:30 A.M.—11:00 P.M.
DINNER: 5:00 P.M.—7:30 P.M.
Operated By Bucky Hollingsworth of The Detroit Red Wings

Written by William Marchant, "The Desk Set" enjoyed a run of 37 weeks on Broadway during the 1955-56 theatrical season with Shirley Booth as the star. The film version, made in 1957, starred Katharine Hepburn and Spencer Tracy.

In the Hampton Theatre's presentation of "The Desk Set," Maggie Owens will appear as the head librarian with the retentive brain, while Betsy Green, Rhett Cone and Marie Dellarso are cast as her encyclopedic associates. Joel Thomas will play the heartless efficiency expert, Ailsa Dawson will portray the coy and confused operator of the electronic brain with Joe O'Brien in the role of a harried network executive in love

A Treat For You And Yours —
FREEMAN'S ICE CREAM
We Make Our Own
ALSO
LIGHT LUNCHEONS — COLD DRINKS
Just A Nice Drive Out Into The Country
400 Yds. West of N.H. Toll Gate On Rte. 101C
Many will remember Frank from his years in the dairy business on the

**CHICKEN
AT ITS BEST**
**Nichols
Chicken Restaurant**
Yankee Village
Near Coast Guard Station
HAMPTON NORTH BEACH
Open Daily Except Mondays, 8 A.M. - 8 P.M.
BREAKFASTS - LUNCHEONS - DINNERS
— SPECIAL PRICES FOR CHILDREN —
Also Take-Out Service
Under Management of NICHOLS INCORPORATED, Exeter, N. H., Leaders
The Development Of Modern Meat Type Chickens.

**SQUARE
DANCE**
Suzy and Sam — go HAMPTON BEACH!
The State Bath House is so easy to reach!
It's right near the toll bridge and they're parkin' for all.
With top-flight New Englanders join the Call!
Grab up your partners every Friday P.M.
The moon's shinin' bright and the ocean's a gem!
Jes' 50 cents admission! Refreshments galore!
An' the best dancin' on an old pine floor!

CALLERS:
MAL HAYDEN - July 12, 19, Aug. 2, 16, 30
HAL MATTSON - August 9
JOE PERKINS - July 26; August 23

PARKING FOR NEARLY 1,700 CARS!
AT HAMPTON BEACH STATE PARK
Picnicking, Surf Bathing,
Showers, Snacks, PLUS
30 acres of clean sandy
beach — take the
whole family!
STATE OF N. H. RECREATION DIVISION
Concord, New Hampshire



STATE BEAUTY, Barbara Litchfield of Hinsdale, Mass., found sands of Hampton Beach an excellent spot to frolic and get that sought after sun tan. — Staff Photo



BEACH BEAUTIES — Carol Disrocher of Andover, Mass., Linda Fisher, also of Andover and Diana Samaris of Amesbury, try out the State Park lifeboat for seating capacity as lifeguards Don Narkis, Steve Wheeler, Billy Samaris, Mrs. Zoie Samaris and Head Guard Tansey look on. — Staff Photo

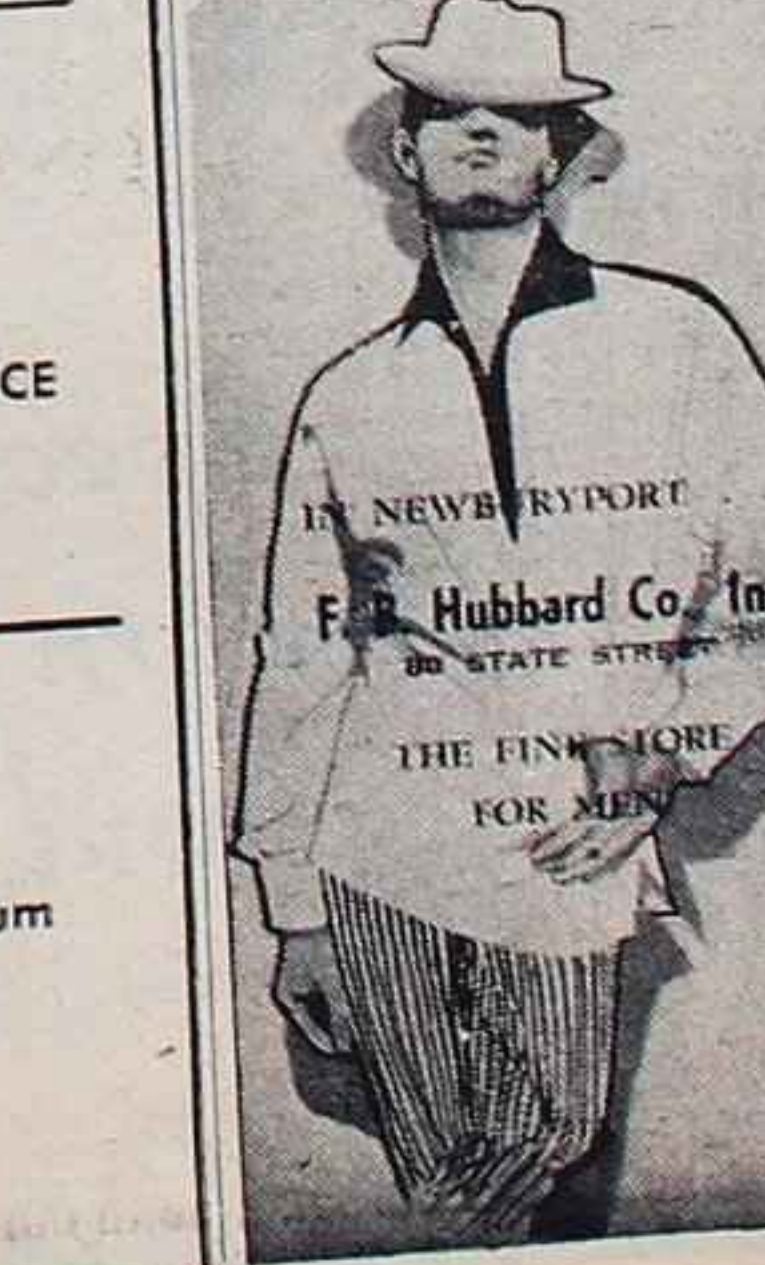
For Your Vacation Pleasure
BAND CONCERTS
Four Daily — Afternoons 2-3, 4-5 p.m. Evenings 7-8, 8:30-9:30
BEACH CALISTHENICS
Classes on beach behind bandstand every morning 10:30 a.m. (except Saturdays, Sunday and Holidays)
TALENT SHOW
Every Monday evening — 7 p.m. — at the bandstand.
FIREWORKS
Every Wednesday — 9:30 p.m. (weather permitting)
SQUARE DANCING
Every Friday evening at State Bathhouse.
GOLF COURSES
benauqi, Rye Beach — 6 miles, 18-hole course, open to public.
mesbury Country Club, Amesbury — 15 miles, 9-hole course, open to public.
Exeter Country Club, Exeter — 11 miles, 9-hole course, open to public.
portsmouth Country Club, Greenland — 12 miles, 18-hole course, open to public.
CHURCH SERVICES
COMMUNITY CHURCH, D Street, (Protestant, Non-Sectarian) Sunday morning 10:30 a.m. Visiting pastors. Ladies' Aid, Tuesday 7:30.
T. PATRICK CHURCH, Church Street (Roman Catholic), Sunday Masses, 6 - 7 - 7:45 - 8:30 - 9:15 - 10:00 - 10:45 - 11:30.
SERVICE CLUBS
TIVANIS — Meets every Monday evening, 8:30 p.m., Lamie's Tavern, Hampton Center. Visitors welcome.
LIONS — Meets 1st and 3rd Wednesday, 6:15 p.m., Lamie's Tavern, Hampton Center. Visitors welcome.
WATER SKIING
Water Ski Club — Larry Scott, director — practice sessions as weather permits at the south end of Hampton Harbor.

Port City Airman Talent Parade Winner Monday

A large gathering of spectators witnessed the season's third Talent Parade Monday night under the direction of Bill Elliot. Jack M. Johnson, 22, an airman from the Portsmouth Air Force Base, walked off with first prize in the senior division with his rendition of "Because". Placing second was the quartet of Dave Clark, Glenroy Wolfson, George Sumner, and Bob Merrill with their instrumental versions of a medley consisting of "Dark Town", "Five Foot Two", and "Bye Bye Blues". The boys are all and Walter Petty of Detroit, Mich. In the junior division, Kathleen Moynihan, 7, of Lawrence, Mass., danced an Irish jig to "Turkey in the Straw" and "Irish Washerwoman" to capture first place. Beth Reidel, 12, of Holyoke, Mass., placed second with a fine exhibition of baton twirling. Taking a close third place was Mary Lou Sparr, 13, of Manchester, N. H., who sang the popular ballad, "I Believe".

BEACH NOTES

Mr. and Mrs. Francis Jacques of the Springfield Hotel gave a party for 50 of their guests last Friday night consisting of lobster and steamed clams. Mr. and Mrs. Jacques' daughter, Lorraine, was given a party on Monday to celebrate her seventh birthday. Mr. and Mrs. Fred Maxfield of Rochester, N. H. are spending a two-week vacation at the Tides Hotel. Miss Margaret Peacock of Kansas City, Mo. and Mr. and Mrs. Joseph Herder of New York City are visiting the Coral Sands at 2 K Street.



MITCHELL'S

80 MERRIMACK STREET, HAVERHILL, MASS.
Cool Ideas for
Summer Enjoyment
Cookout
GRILLS
from 3.49 and up
Large Roll-Away
Cookout GRILL
By Durham
Regular 18.95
NOW 12.95 Complete
3.49 Large Picnic BAGS
in assorted plaids, fibre-glass insulated which keeps
foods or beverages hot or cold.
A "must" for any picnic. 2.49
— Kitchenwares

For Gracious Living
IT'S THE "MONOGRAMMED"
IGLOO ICE CUBE
RETAINER
4.95
• Keeps Ice All Day
• Won't Break
• Beautiful Color
Combinations

Lightweight "Falco"
Folding TABLES
24x48 8.98
24x60 9.98
30x60 14.98
24x72 12.98
30x72 17.98
The only folding table with exclusive dropleaf features. Folds easily. Has handle for carrying. Top made of duolox with aluminum. Not heavy.
30" Bench 4.98
36" Bench 5.98

ONLY
The
Exeter Banking Company
ESTABLISHED 1894
OFFERS YOU SO MANY CONVENIENT
BANKING HOURS
MAIN BANK AND SIDEWALK TELLER SERVICE
8:00 A.M. - 4:30 P.M. Mon. - Tues. - Thurs.
8:00 A.M. - 2:00 P.M. Wed.
8:00 A.M. - 8:00 P.M. Friday
COMPLETE BANKING SERVICE
Latest Savings Rate 3% Per Annum
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION
184 Water Street, Exeter, N. H.
PResident 2-5971

Page 14

Kurtz RESTAURANT
 WATER ST. EXETER, N. H.
 Next To Municipal Parking Lot
 Try Our Tasty
Tenderloin Steak
 \$1.35
 Dining Room Open 8 A.M. - 8 P.M.
 AIR CONDITIONED

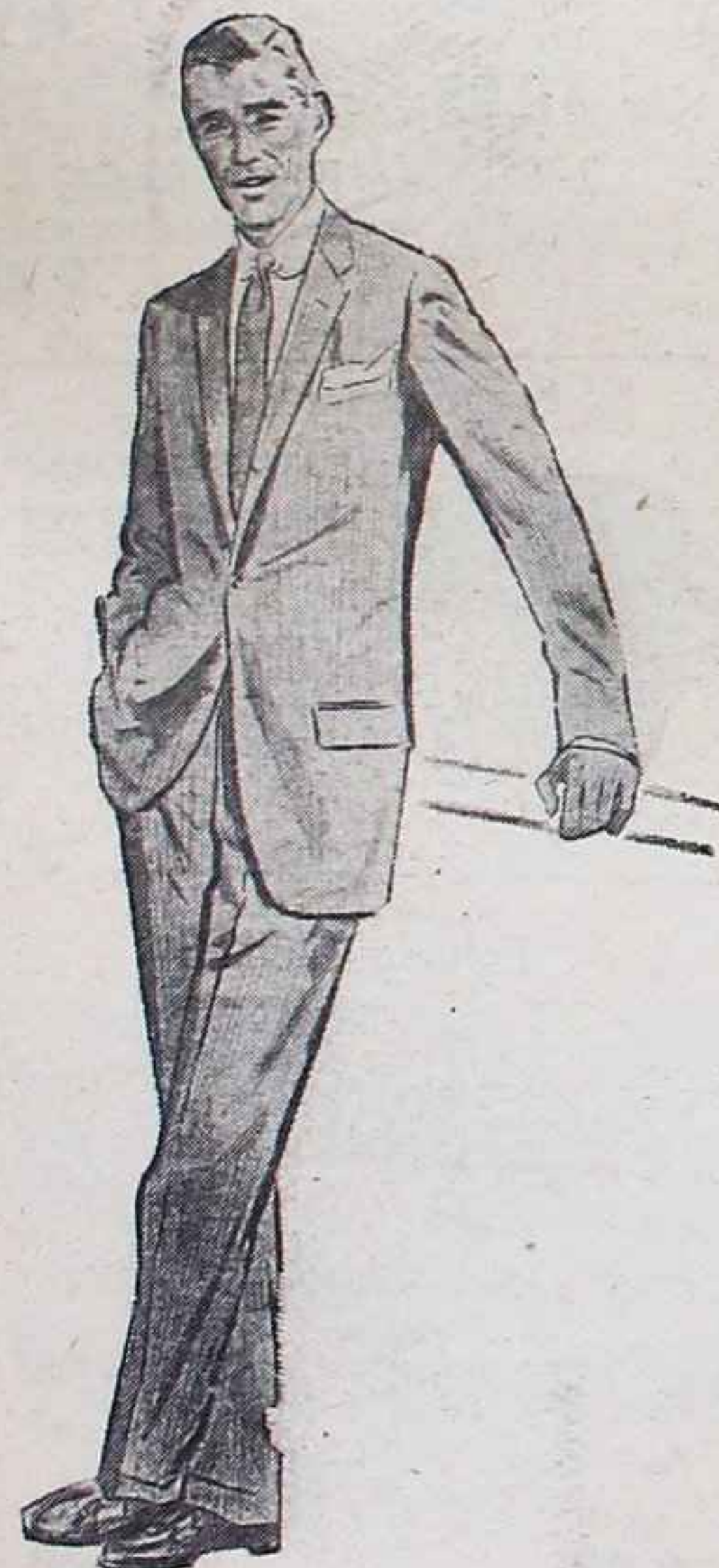
GOLD STAR MOTHERS VISIT BEACH MEMORIAL
 Thirty-five Gold Star mothers were guests at a luncheon held recently at the Ashworth Hotel. The purpose of their visit to Hampton Beach was to view the new memorial on Ocean Boulevard to those heroes who lost their lives at sea in defense of our country.
AUGUST IS FESTIVAL MONTH

PALM BEACH*
 gives you the look you like... in cool, correct Ivy Fashions

The slim, trim Ivy look authentically interpreted by "Palm Beach" with all the traditional "Palm Beach" coolness and comfort. You'll find the famous wrinkle-shedding fabric in handsome new patterns, the important new medium-tone colors. And throughout there are the famous-fit tailoring details including the patented contour-cut collar that assures perfect fit. See our complete selection of Ivy models today.



\$3995



KRAY'S STORE FOR MEN
 Air Conditioned For Your Shopping Comfort
 47 - 49 STATE STREET — NEWBURYPORT, MASS.
 OPEN FRIDAY NIGHTS

The BEACHCOMBER



HOT AND BUTTERED to just the right degree is the sentiments of these two youngsters, Debbie and Georgianna Rajter of Amherst, Mass., as they proceed to make short work of their pop corn. — Staff Photo



DIG IN AND DEEP was the 'Fourth theme as these two youngsters, Norman, age 2, and Gary Paracis, 9, of Manchester find the sands of Hampton Beach just right for constructing foxholes. — Staff Photo

— BEACH NOTES —
 On July 2nd the guests at the Crawford House celebrated the birthday of Mrs. F. W. Vigneault, Sr. of Charleston, W. Va.
 Cake and ice cream were served and an evening of entertainment was put on by the children, Sandra and Walter Petty of Detroit, Mich. and Beatrice Loderico of Bristol, Conn.

Donovan & Fallon DRUGS

RADIO BATTERIES FOUNTAIN SERVICE
 BEACH NEEDS PRESCRIPTIONS
 NEWSPAPERS FILMS
 OCEAN BOULEVARD

—NOW OPEN—
LOOKING GLASS COIFFURES

17 HIGH ST. • FREE ALL DAY PARKING ADJACENT OUR SALON • HAMPTON
 • Waiverly 6-2921 for Appointment

Specializing in Modern Hair Styling and Coloring

Open Daily and Friday Evenings By Appointment Only
 MISS JOANNA CLEARY MRS. MARY CLEARY
 Manager Proprietor

REFRESHINGLY AIR-CONDITIONED FOR YOUR COMFORT!

COLONIAL COFFEE SHOP
 Ocean Blvd. at
 Breakfasts - Lunches

DR. L. M. SALVENDY
 Ophthalmologist
 COMPLETE VISUAL EXAMINATION
 Tel. WA 6-3395
 HAMPTON CENTER

Hotel Standard
 REASONABLE PRICES
 MOST MODERN
 Boardwalk at "A"

Smith's Pharmacy
 PRESCRIPTIONS
 Hearing Aid Batteries
 Ashworth Hotel Building
 TEL. WA 6-9194

Hampton Beach Garage
 9 Ashworth Ave. of
 WA 6-9195
 INSIDE PARKING
 Hourly - Daily - Weekly
 and Seasonal Rates

WASHING - GREASING
 Diesel Fuel
 Hampton Beach Apartments

CESSPOOL CLEANED

FAST CLEAN SERVICE
 SEPTIC TANKS INSTALLED
RICHARD RICHARDSON
 Contractor
 WA 6-3306

Elgart Band Beach Casino Friday Evening



LES ELGART
 The "Band with the Dancing" that steps into the spotlight tomorrow, Friday, July 12th, Casino Ballroom, Hampton

Elgart, Columbia Records orchestra, makes a guest appearance at the Casino Ballroom week. Known as "the trumpet player's trumpet player", Les Elgart is the creator of Sophisticated Swing. Elgart's collection of dancers reflects the tastes of dance America.

Before he started his own band, Elgart experienced the operation and pitfalls of the big bands in the country. He has this as a featured trumpet player with Bunny Berigan, Charlie Parker, Harry James, Woody Herman, Hal McIntyre and Billy Eckstine. He was featured in movie "Wintertime", with a Henie, and played with Ray Scott on CBS. He was heard on the Eddie Cantor Show with Gene Boswell and on many other radio programs.

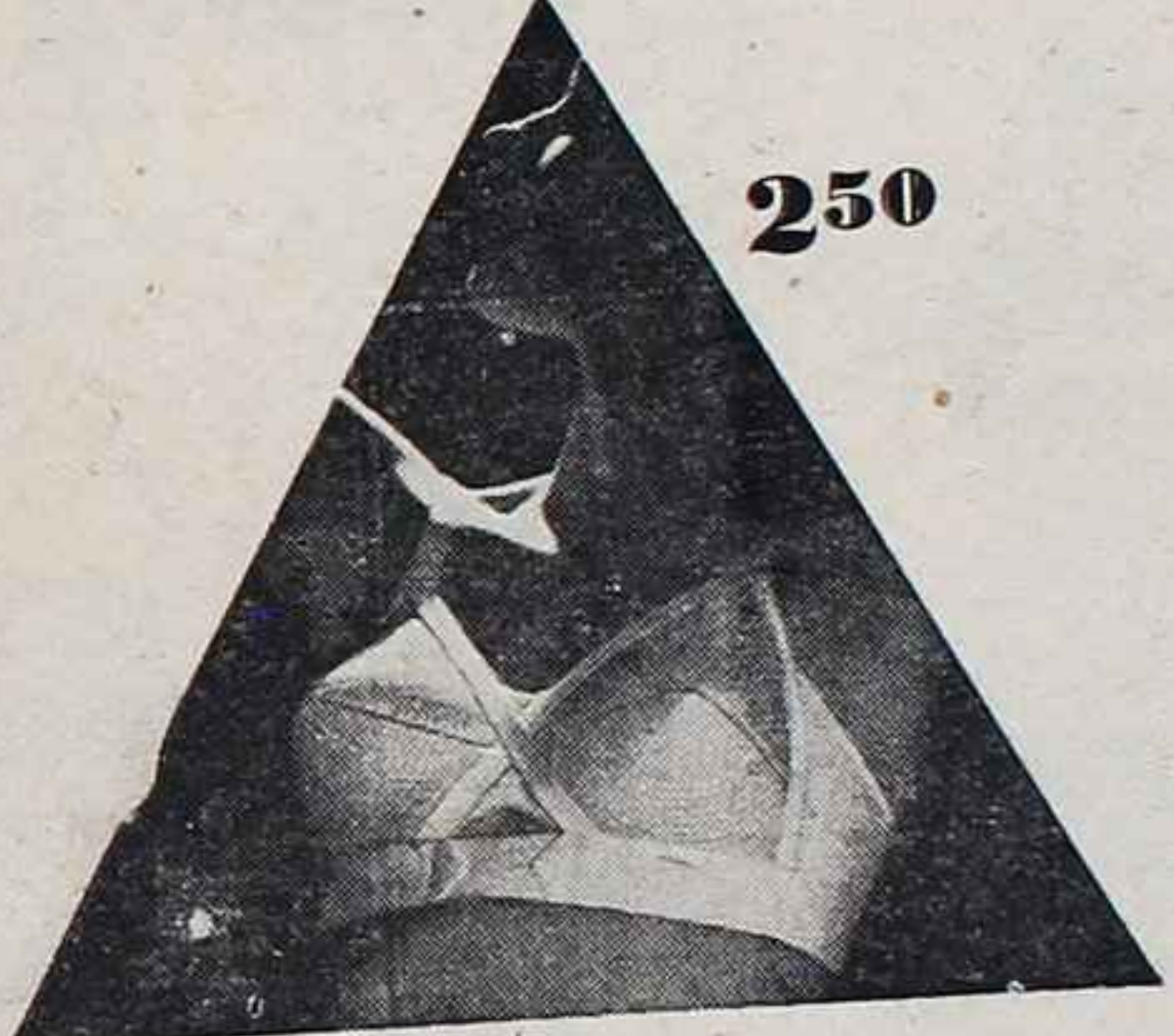
During Les' association with the groups he gathered his own ideas on how a band should be plus a definite conception of "sound" it should make. Of these, these ideas changed as impressions were accepted by the public and a fresh approach was conceived by Les. However, he kept pace with the public in popular music, and eventually discovered that his attitudes were highly anticipated theirs. This is the Les confidence and he always led forward to the day when he would get the musicians he wanted order to present his own orchestra to the public, with a fresh popular style.

Les introduced his orchestra in 1937 and has been captivating audiences from coast to coast ever since. "Sophisticated Swing" created by Elgart is "the thing" the sound of the Elgart band is unmistakable.
 The seacoast area is indeed fortunate to be host to this top band. Elgart will appear tomorrow evening, Friday, July 12th at the Casino Ballroom. Dancing starts at 8 p.m. and continues until midnight.
 Tomorrow evening will be the only New England appearance of Les Elgart and his orchestra, in person. Les Elgart at the Casino Ballroom, tomorrow, Friday evening, July 12th.



THE DIGGING'S GREAT at Hampton Beach as the excavation that these two youngsters have made will readily testify. The two children, Billy and Diana, with their father, Soc Samaris of Amesbury, Mass., were among the thousands of holiday visitors over the long weekend. — Staff Photo

Look like a dream...live like a dream



new **maidenform**
CHANSONETTE TRI-LINE

When beauty and comfort blend in a bra, it must be Chansonette Tri-Line! Because Maidenform has added 3-point miracle straps to Chansonette, fashion's favorite bra. Now this exciting spoke-stitched bra that rounds as it accentuates also gives you undreamed-of action-free comfort... floats away every hint of shoulder tension or under-band tightness. Don't wait a minute to own one! White cotton broadcloth, A, B, C cups 2.50

Ship'n Shore
 Touch 'n Go seersucker in pastel plaids!



The blouse for day-long smartness! Joins shorts or skirts with ease. Newly-rounded Italian collar closes or opens up for coolness. Suds-easy woven seersucker, needs no ironing. In beautiful color blendings... sizes 28 to 38. See our entire new Ship'n Shore collection!

Summer Special! **SLIPS** Multi-Crepe Lace & Tailored Styles White Only Sizes 9-15 Values to 3.98 **1.98**

H. W. PRAY CO.
 71 STATE ST. AIR CONDITIONED OPEN FRIDAY NITES TIL 9:00
 NEWBURYPORT

Eileen Ash OF HAMPTON CLEARANCE SALE
 On Summer Hats 1-2 PRICE DRESSES STRAIGHT and HALF SIZES \$5.98 up Sportswear
 92 High St., Hampton
 Next To Merrill Lumber
 Open Thurs. & Fri. Even Til 9

Hampton Girl Is Beauty Finalist

Janette Barbeau, 18, daughter of Mr. and Mrs. Bernard A. Barbeau of 179 Little River road, Hampton, was one of the six finalists in the beauty contest staged Saturday as the windup of the Portsmouth Jubilee celebration.

Miss Barbeau is a student at Virginia Intermont Junior college in Bristol, Va., where she is taking a general course in Home Economics. She formerly attended Hampton High school.

Janette is 5'7" tall, weighs 122 pounds, and besides possessing a pleasing personality, she also has a most attractive 34"-22"-34" figure. Her favorite sports are horseback riding, water skiing, and swimming.

She left with the five other contest winners on Wednesday for an expense paid trip to New York City.

Fishing Reported Good Off Beach

Party boat skippers at Hampton Beach report that fishing parties have been catching a lot of large haddock, pollock and hake, while flounders have been plentiful in the harbor.

Mackerel have just started to put in an appearance and it is expected that any day now they will be arriving in full force.

One of the larger fish reported as being caught during the week was a catfish weighing over 20 pounds.



A PRETTY GIRL, plus an old wooden breakwater seemed just the right components for a beach picture. The girl is Miss Helen Donovan of Norwood, Mass.

WEE WASH IT!
A STREET LAUNDERETTE
OPEN UNDER NEW MANAGEMENT
Dry Cleaning Pick-up Station
P. T. O'ROAK

MacKenzie Arms
HAMPTON NORTH BEACH
PUBLIC DINING ROOM
Breakfasts and Dinners
UNSURPASSED CUISINE
WA 6-9130



SIXTEEN YEAR OLD pretty Sandi Stewart of Manchester has entered the two beauty pageants to be held at Hampton Beach in August.

PAGE'S Restaurant

Ocean Boulevard
Near The Bridge
Serving from 12 Noon to 9 P. M.
• STEAMED CLAMS
• LOBSTERS
• FISH
• STEAKS
• HAM
• CHICKEN
• FRIED CLAMS
Dinners - Sandwiches - Salads
We Cater To Children



— SPECIAL —
FRIED BREAST OF
SPRING
CHICKEN
Potatoes — Vegetables
Rolls — Butter
1.35

AT PORTSMOUTH'S LEADING DEPARTMENT STORE

SPORTSWEAR at PLAY at home or away

Shorts
Authentic Tartan Plaids
Sizes 10-18

Bathing Suits
By Catalina - Bradley
WIDE RANGE OF COLORS IN COTTONS, COTTON PLAIDS, KNITS, ORLON & NYLON KNITS, LASTEY SUITS, SOLIDS, STRIPES, PRINTS 32-38 — 40-45.
10.95 TO 25.00

Bathing Caps \$1.00

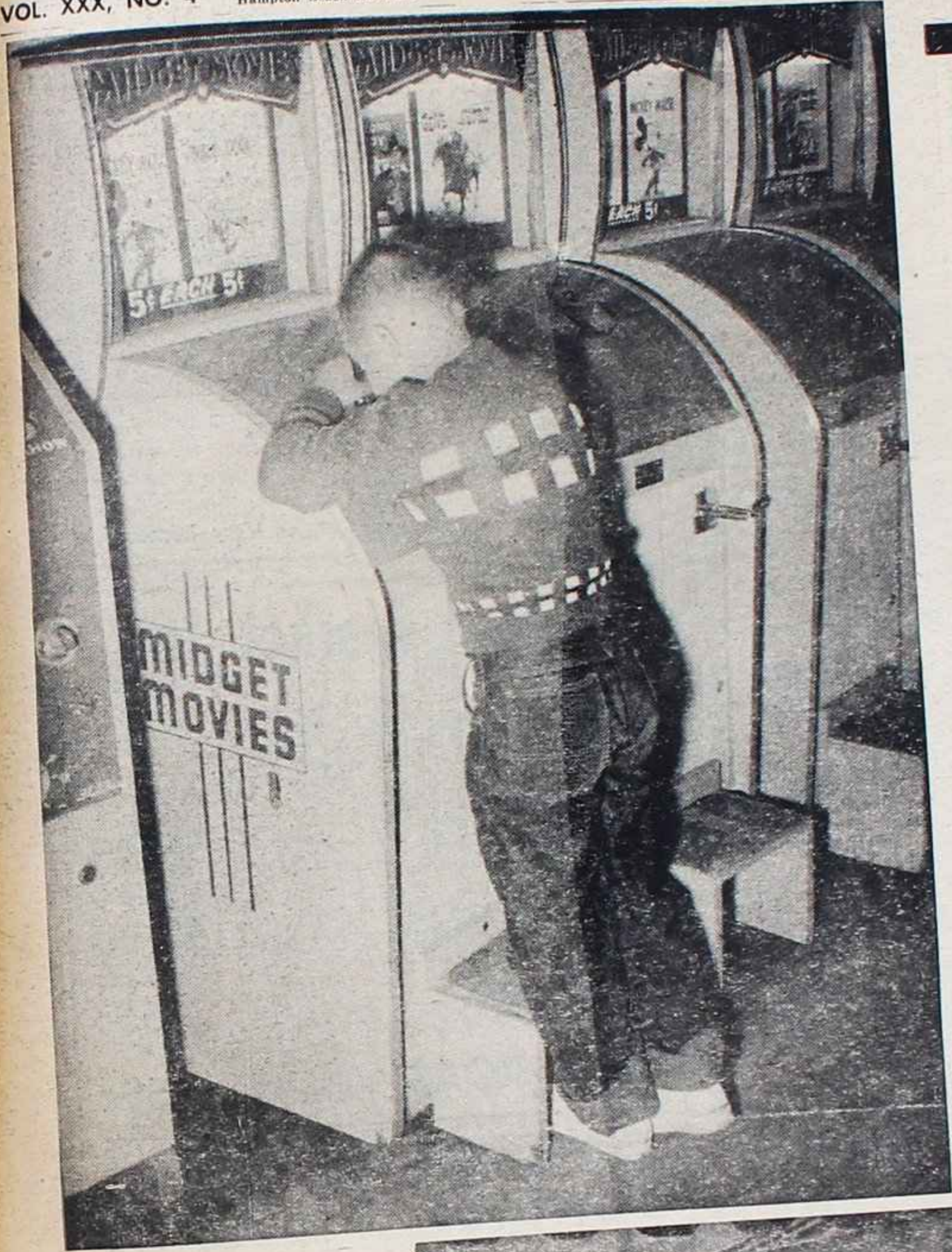
495 & 595
GEO. B. FRENCH
COMPANY
37 Market St. Portsmouth, N. H.

The **Beachcomber**

VOL. XXX, NO. 4 Incorporating The Hampton Beach Advocate WEDNESDAY, JULY 17, 1957

Tide Table
(Daylight Saving Time)

July	A.M.	4:11	10:24
18	P.M.	4:41	10:53
19	A.M.	4:57	11:08
	P.M.	5:28	11:44
20	A.M.	5:48	11:55
	P.M.	6:16	
21	A.M.	6:43	12:33
	P.M.	7:08	12:46
22	A.M.	7:41	1:35
	P.M.	8:02	1:40
23	A.M.	8:38	2:32
	P.M.	8:55	2:35
24	A.M.	9:33	3:27
	P.M.	9:49	3:30



TALENT SHOW DRAWS CROWD

STORY ON PAGE 3

NOT ALL MOVIES are shown on big screens as Jimmy Crowley, 8, (above) son of Mr. and Mrs. Charles Crowley of Holyoke, Mass., can testify as he views the old nickelodeon type of movie still popular with many youngsters today.



LARGE CROWDS gather Monday evenings at Hampton Beach to watch the weekly Talent Shows. Shown at right is Don Desrosier of Worcester, Mass., who drew a big hand for his rendition of "Stardust" at Monday night's show.

