



SQUARE DANCING at the State Park bath house has proved one of the popular attractions at Hampton Beach on Friday nights. The dancing is done to some of the top square dance callers in the New England area. —Staff Photo

Over 10 Million Have Danced At Casino Ballroom

Does one million or five million seem like an enormous number to you? That's nothing to the Casino Ballroom! Because the Ballroom has played host to over TEN million people during the past thirty years.

The Casino Ballroom is getting ready to celebrate its 30th birthday. Reminiscing back thru the years, it was discovered that well over ten million had danced to the greats of the musical world at the Casino Ballroom right here on Hampton Beach.

But that's just part of the story. The ballroom has played "Cupid" to over 40,000 couples. It's plain to see the Casino Ballroom and Hampton Beach create the ideal atmosphere for encouraging romance.

Next Thursday a gala birthday party will take place with famous guest stars and conductors as well as free gifts for everyone. Buddy Morrow and his well known "Night-train" orchestra will be on hand as well as Bob Bachelier, one of New England's most outstanding bands. The entire evening promises to be one of great entertainment and fun. Mark the date on your calendar — next Thursday, August 1st. You're invited to the 30th Anniversary celebration at the beautiful new completed redecorated Casino Ballroom.

Coming Friday, August 9th, the fabulous Glenn Miller orchestra under the direction of Ray McKinley. No doubt about it, it's always a good time when you visit the beautiful Casino Ballroom here at Hampton Beach!

N. H. Maple Syrup Wins Recognition

Cohard, N. H. — More New Hampshire maple syrup and sugar is being sold at stores and souvenir shops inside the state this year. This is partly because 1957 maple production was 18 per cent above average, but also because the high quality of Granite State syrup is becoming increasingly well-known. Clement A. Lyon, director of the N. H. Bureau of Markets and Standards, estimates that 10 per cent more in the identifying New Hampshire cans and containers than formerly. This he hails as a sign that local producers are recognizing that their own product is

ANTIQUES
Specializing in fine China, Glass & Decorating Accessories
Property to be sold and all items to be sold at cost.
NOREEN
Ocean Blvd. at 1st St.
HAMPTON BEACH

PAGE'S Restaurant

Ocean Boulevard
Near The Bridge

Serving from 12 Noon to 9 P. M.

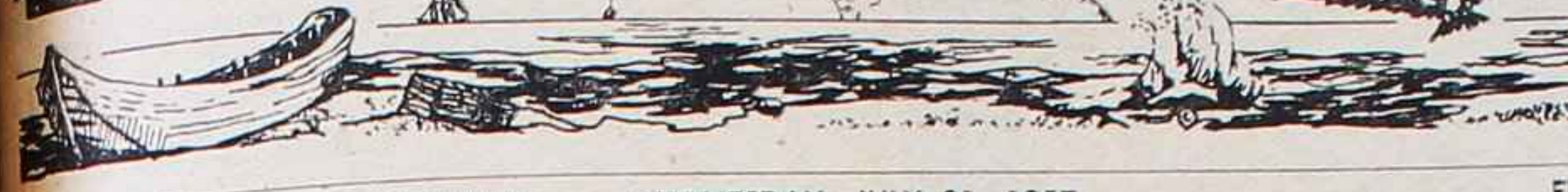
- STEAMED CLAMS
- LOBSTERS
- FISH
- STEAKS
- HAM
- CHICKEN
- FRIED CLAMS

— SPECIAL —
BREADED
Veal Cutlet
Fr. Fr. or Mashed POTATOES
VEGETABLE
TOSSED SALAD
ROLLS & BUTTER
\$1.25

Dinners - Sandwiches - Salads
We Cater To Children



The **Beachcomber**



VOL. XXX, NO. 6

Incorporating THE BEACHCOMBER PHOTO SERVICE

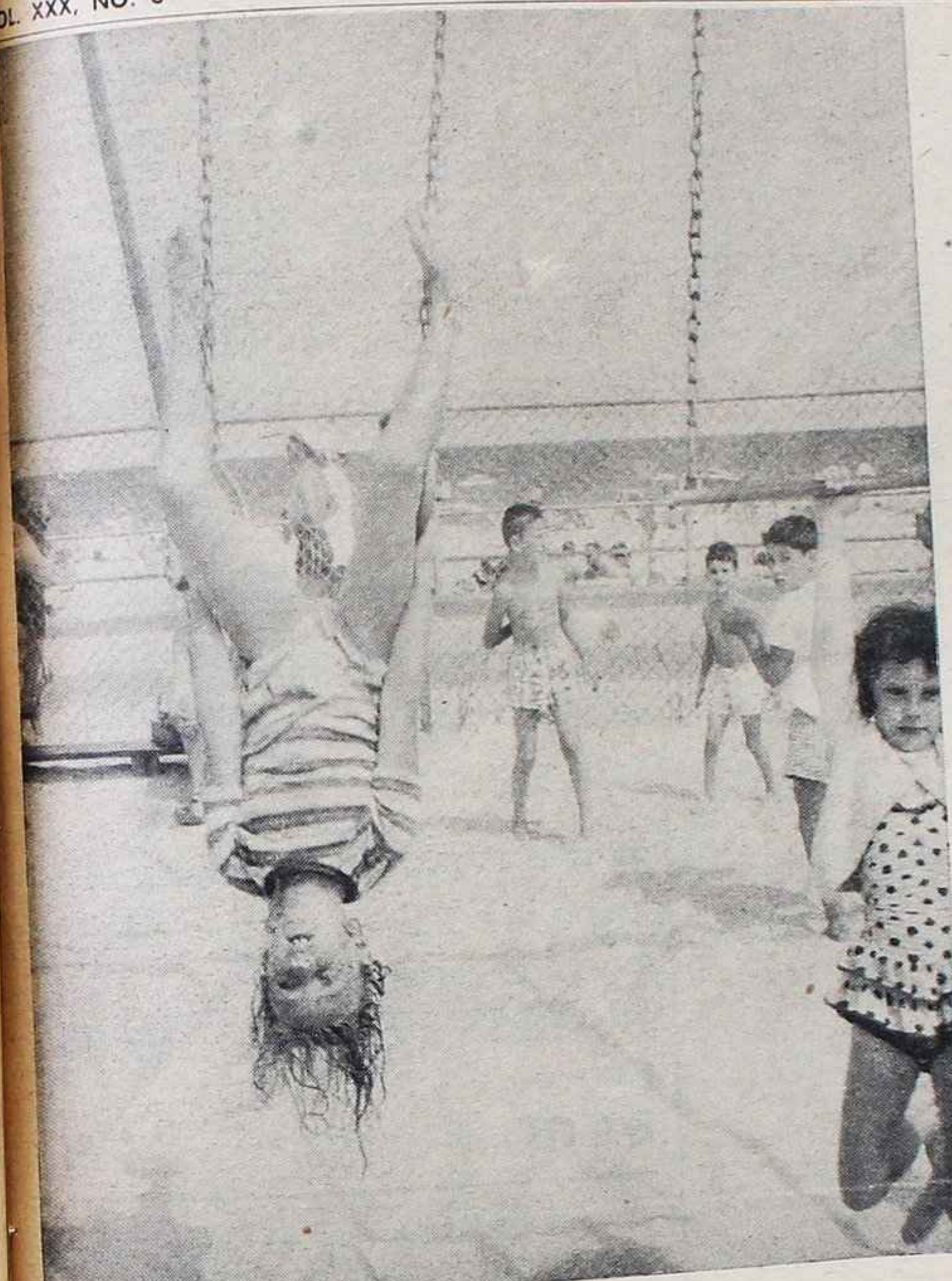
WEDNESDAY, JULY 31, 1957

FREE

Tide Table

(Daylight Saving Time)

Date	A.M.	High	Low
Aug. 1	F.M.	4:00	10:14
2	F.M.	4:30	10:49
3	F.M.	5:00	11:12
4	F.M.	5:30	11:53
5	F.M.	6:04	
6	F.M.	6:32	12:13
7	F.M.	7:12	1:01
8	F.M.	7:37	1:17
9	F.M.	8:29	2:07
10	F.M.	8:38	2:22
11	F.M.	9:20	3:09
12	F.M.	9:35	3:20
13	F.M.	10:15	4:06
14	F.M.	10:26	4:14



KIDS ENJOY PLAY AREA

WHITE MEMORIAL playground, on Ocean boulevard, proves to be one of the most popular play spots for the small fry along the beach front. With its slides, swings, trapezes, monkey jungle, its sandy floor and the pleasant attendants, it is a well populated spot on good days. In the top photo Nancy Flynn of Wakefield, Mass., was caught unexpectedly by the Beachcomber photographer in a precarious position on the trapeze rings as she performed for the admiring youngsters just out of camera range. — Staff Photos



making a name for itself in the face of competition from other states which actually produce more syrup. The New Hampshire crop was 64,000 gallons this year. The average crop is 60,000 gallons.

AT PORTSMOUTH'S LEADING DEPARTMENT STORE



big savings!
SPECIAL PRE-SEASON

Cashmere Coat SALE
\$115.00 Value **NOW 95.00**
RED - BEIGE - NAVY - BLUE
SALE ENDS JULY 31st

SUMMER DRESSES
Large Selection of Cottons
VALUES TO 10.95 - 14.95 **7.95**

SPRING SUITS
Regular \$55.00
100% Wool Flannel
Silk or Silk & Worsted **\$39.95**

SUMMER SUITS
Reg. 22.50 **29.95** Reg. 17.95 **25.00**

PEDAL PUSHERS
SMALL SIZES IN WIDE RANGE OF COLORS and MATERIALS
Reg. 3.95 **2.00** Reg. 4.95 **2.50** Reg. 5.95 **3.50**

SKIRT SALE
COTTONS - RAYONS - CHINOS
Prints - Stripes - Solids — 10 - 18
Reg. 3.95 **2.88** Reg. 4.95 **3.88** Reg. 5.95 **4.88**

Home Beautiful Linens SPECIAL \$2.00 SALE

TEA NAPKINS 6 for 2.00
DAMASK CLOTHS or Sets 2.00
CHAIR SETS 2.00
VANITY SETS 2.00

NOTE PAPER
Reg. 1.00 Value
59¢ 2 boxes **1.00**

FINAL CLEARANCE
SPRING & SUMMER COATS
TOPPERS and RAINWEAR
Savings Up To 50%
On Many Items

George B. French COMPANY
17 MARKET ST. PORTSMOUTH, N. H.

AUGUST IS FESTIVAL MONTH

BEACH NOTES

AMBULANCE SERVICE



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

Mr. and Mrs. Philip Nearing of Boars Head Inn, Great Boars Head, celebrated their 20th wedding anniversary on Wednesday, July 24. Their employees presented them with a wooden salad bowl. The guests enjoyed punch and an anniversary cake served by Mrs. Nearing. Mrs. Nearing was invited by some of the guests to attend the theatre.

August is Festival Month

It Pays To Turn The Corner On "C" and "C" THE GIFT BOX "C" STREET - HAMPTON BEACH Unusual Stamps & Gifts Imparted Beach Hats and Jewelry

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. For

1/2 Gal. Ice Cream - Free

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 cosmetics beauty aids

- Ivy League Caps 1.00 Washable Scampees 1.00

Also Visit Our Beach and Sports Wear Department

12-14-16 B STREET AT THE BEACH

COMPARE THESE VALUES!



SURF RIDING is one of the many water sports enjoyed by the vacationing crowds at Hampton. With a good surf running the pleasure of riding the breakers is double fold if you have a float.

Buddy Morrow Dance Band At Casino Tonight



BUDDY MORROW

One of the nation's top bands journey's to Hampton Beach tonight to take part in the gigantic 30th Anniversary celebration of the Casino Ballroom.

Buddy Morrow and his "Night Train" band, having just completed a highly successful engagement at the famous Steel Pier in Atlantic City, will appear tonight at the beautiful Casino Ballroom.

The Buddy Morrow band is relaxed, melodic, extremely listenable as well as danceable. A favorite from coast to coast, the man with the "Golden Trombone" has one of the finest orchestras in the land. They will open September 5 for 17 weeks at the Statler Hotel in New York.

Sharing the spotlight tonight will be Bob Bacheider and his sensational orchestra. Guest conductors will include Ted Herbert, Freddie Saterial and Jerry Kearney, WMUR-TV star. The Hampton Sisters, fabulous singing trio will also make a special guest appearance.

Dancing starts at 8 and continues 'til midnight. There'll be beautiful gifts for everyone. Singles as well as couples are admitted to the

ballroom. Recently redecorated, the Casino Ballroom is America's largest and most beautiful resort ballroom. The 30th Anniversary Celebration is scheduled for this evening 8 'til 12 midnight at the Casino Ballroom in Hampton Beach.

REMNANTS

COTTONS - WOOLENS - SILKS - SYNTHETICS

BUY AT THE MILL AT MILL PRICES!

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

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 Ashworth 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

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

The green turtle of the West sometimes weighs 600 pounds.

Reuter's On The Boardwalk, Near Monument BREAKFAST - LUNCHES TAKE-OUTS In On Forle 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 12:00 - 1:30 Dinner 6:00 - 8:00

SEA TERN Bakery

- Green 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

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.

THEATER HAMPTON PLAYHOUSE - 359 Winnacunnet road - latest Broadway hits - Curtain time 8:40 p.m. - Monday - Saturday.

GOLF COURSES Abenaki, Rye Beach - 6 miles, 18-hole course, open to public. Amesbury 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. ST. PATRICK CHURCH, Church Street (Roman Catholic), Sunday Masses, 6 - 7 - 7:45 - 8:30 - 9:15 - 10:00 - 10:45 - 11:30.

SERVICE CLUBS KIWANIS - Meets every Monday evening, 6:30 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 - Roger Dionne, director - practice sessions as weather permits at the south end of Hampton Harbor.

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. WA 6-3322.

The first land engagement of the Spanish-American War was at Las Guasimas, Cuba, won by the Americans.

DR. L. B. WINKLER Dentist 570 Lafayette Road 1/5 Mile Above Lamie's HAMPTON CENTER WA 6-2368

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

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" & "BIRCOCK" \$2.50 per person Children's Rates

NOW IN 9 LUSCIOUS COLORS OUR SHETLAND (TYPE) SLIPON For Fall '57

THE REAL HE-MAN SWEATER THAT LOOKS EVEN BETTER ON GIRLS THAN ON BOYS!!



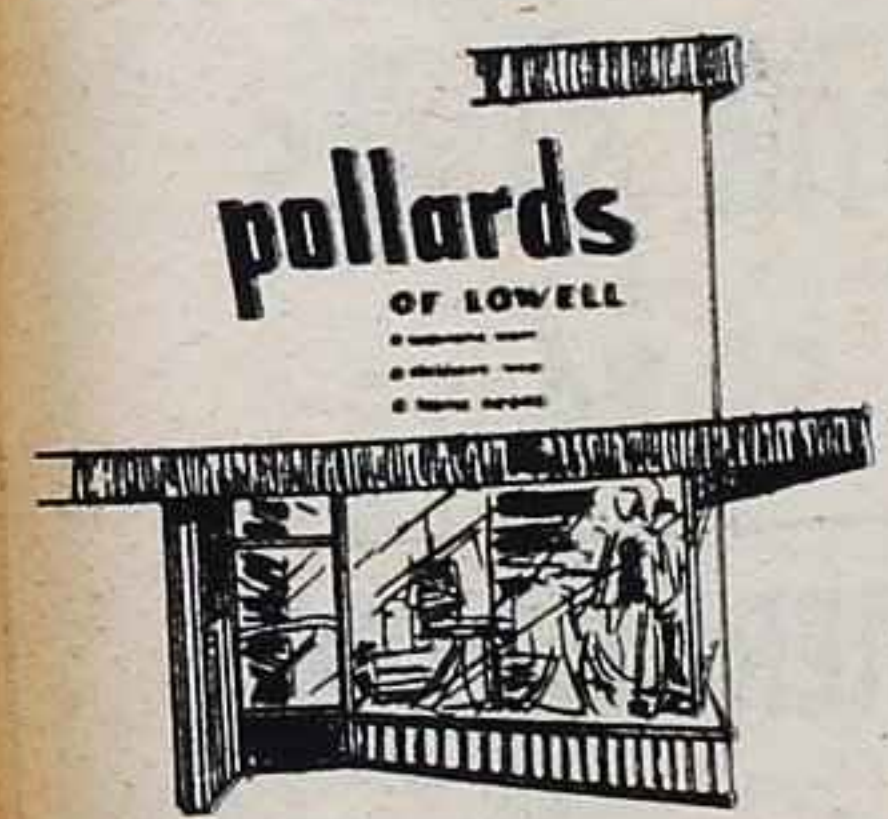
remark Knitwear 100% VIRGIN WOOL

Strictly Ivy In Its Loose Box-Like Fit CATCH THESE COLORS!

- Charcoal Grey, Charcoal Brown, Highland Mist, Maroon Heather, Sapphire Blue Heather, Light Heather Grey, Light Heather Beige, Bonnie Mist, Forest Green Heather

At Your Service 1 to 3 Day Delivery On Items From Our Lowell Store, The Largest Department Store In The Merrimack Valley. Shetland Type Also Available In Boat Neck or V-Neck In Charcoal Grey Only

ONLY 5.98



On The Boulevard Next To Howard Johnsons

Things Real Different

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

Use Your POLLARD Charge Account

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



SUNNY SKIES and a warm day brought large crowds to the Hampton Beach area over the weekend. The throng was estimated as one of the largest mid-season crowds in the history of Hampton Beach.

Former Barber At Beach Dies

J. P. Arthur Gaudreau, 67, of Haverhill, Mass., died last Wednesday at his home after a long illness.

He was a prominent businessman at Hampton Beach, where he conducted a barber shop on C street, until his retirement two years ago.

Mr. Gaudreau also owned barber shops in Haverhill and Merrimack, Mass., and Kingston and Hampstead, N. H., besides the one at the beach.

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

Seacoast Area Also Boasts Important Industrial Assets

New Hampshire, to the average seacoast vacationist is an 18-mile strip of frenzied summer activity which, according to popular conception, goes into 9 months of hibernation the day after Labor day. Visitors whose stay at the beach allows for side trips of morning or afternoon duration will find, however, that a wealth of interesting and important industrial activity is available for inspection, and guided tours of many manufacturing plants can be easily arranged.

With only four or five states in the nation having a smaller population, and ranking 43rd in area, New Hampshire, surprisingly

enough, is the eighth most industrialized state in the Union on the basis of per capita income from manufacturing. Many products of national fame are manufactured either in their entirety or in part by the more than 1,300 industrial firms located within the 185 mile length and 90 breadth of the state. Industrialization in New Hampshire is nothing new. For years nearly every town large enough to be called a town boasted a shoe factory. Scattered remnants of this once basic New Hampshire industry still remain. In Hampton only the Greenman Company, a counter and sole concern is still active, but, within an hour's drive, however, are located the beautiful new plant of the Bar-Bloomfield company in Seabrook, the Newmarket home of nationally famous "Little Yankies" shoes, and several firms in Exeter and Portsmouth. Portsmouth, largest community in Rockingham county, could be called the industrial center of the area. In addition to the Navy yard with its thousands of employees, located in Portsmouth are the Morely Co., button manufacturers, Fibertex Corporation, fiber and leatherboard makers, a plant of the National Gypsum Company, Simplex Wire and Cable, and several other smaller but important industrial concerns.

Other cities close enough to be visited in a half day trip or less include Dover, home of Kitter Press, Clarostat, Judson-Dunaway and other nationally known concerns; and Manchester with its Habitant Soup Company, Cott Bottling, Caron Box, Foster Beef, and diversified industries.

Many of New Hampshire's 1,300 industries openly encourage visitors. Tours in most instances can be arranged by contacting the plants in advance. Many of the larger firms are listed with the New Hampshire Planning and Development commission, and information including plant name, location, representative to contact, length of tour, and preferred hours is available.

Not to be overlooked, however, are hundreds of smaller companies sprinkled throughout southern New Hampshire, featuring a varied number of interesting lines from handicraft to precision manufacturing. Old or new, these concerns for the most part blend so well with the scene that the average vacationist is completely unaware of the year-round activity that goes on in New Hampshire, 43rd of the 48 in size, 8th of the 48 in manufacturing per capita income, and 1st of the 48 as a summer vacationland.

The sherbert, a popular hot-weather refreshment the world over, originated in Turkey. The Turks serve it while it is still liquid rather than freezing into ice.

Top Dance Bands To Feature Casino Anniversary

Tonight is the gala 30th Anniversary celebration of the famous Casino Ballroom right here on Hampton Beach. Owner-manager John Dineen has announced that nothing has been spared to make this a memorable evening. Buddy Morrow and his "Night Train" band will head the list of entertainers. Morrow has just completed a successful engagement at the Steel Pier in Atlantic City. His latest album "Golden Trob-bone" is topping best seller lists throughout the country. The Buddy Morrow orchestra is one of the nation's outstanding dance bands and gaining more and more success with each engagement.

Bob Bachelder and his orchestra will share the spotlight. And rumors are they're planning a sensational "Battle of Music!"

Guest conductors will include Ted Herbert, Freddie Saterial and Jerry Kearney, WMUR-TV star. There's an extra treat, too. The fast rising young stars, The Hampton Sisters will make a special guest appearance. But that's not all. There'll be free gift for everyone. Gorgeous Hawaiian orchids and perfume for the ladies and handsome mementoes for the gentlemen.

It's sure to be an evening of prizes and surprises. There'll be a good time had by all tonight at the 30th Anniversary celebration of the Casino Ballroom. Dancing from 8 'til midnight. Couples or singles.

AUGUST IS FESTIVAL MONTH

No. Shore Super Market

Winnicunnet, Rd. At The Traffic Circle
GROCERIES - MEATS - TONIC - ICE CREAM
FROZEN FOODS - BAKERY PRODUCTS - CHIPPED ICE
Featuring The Largest Selection Of Fruits And Vegetables On The North Shore
PLENTY OF PARKING SPACE

Grad's of Haverhill Haverhill \$ DAYS THURS. - FRI. - SAT.

WIN A NEW FORD FREE!
Free Chances To Every Customer

Bargains In Every Dept.
Famous Make California SWIM SUITS
(All With Original Labels)
\$9.94

SUMMER DRESSES
Values To \$16.95
2 for \$13.
(\$6.88 Each)

SUMMER BLOUSES Values to \$5.98 \$1.99
SUMMER SKIRTS Values to \$10.98 \$2.99

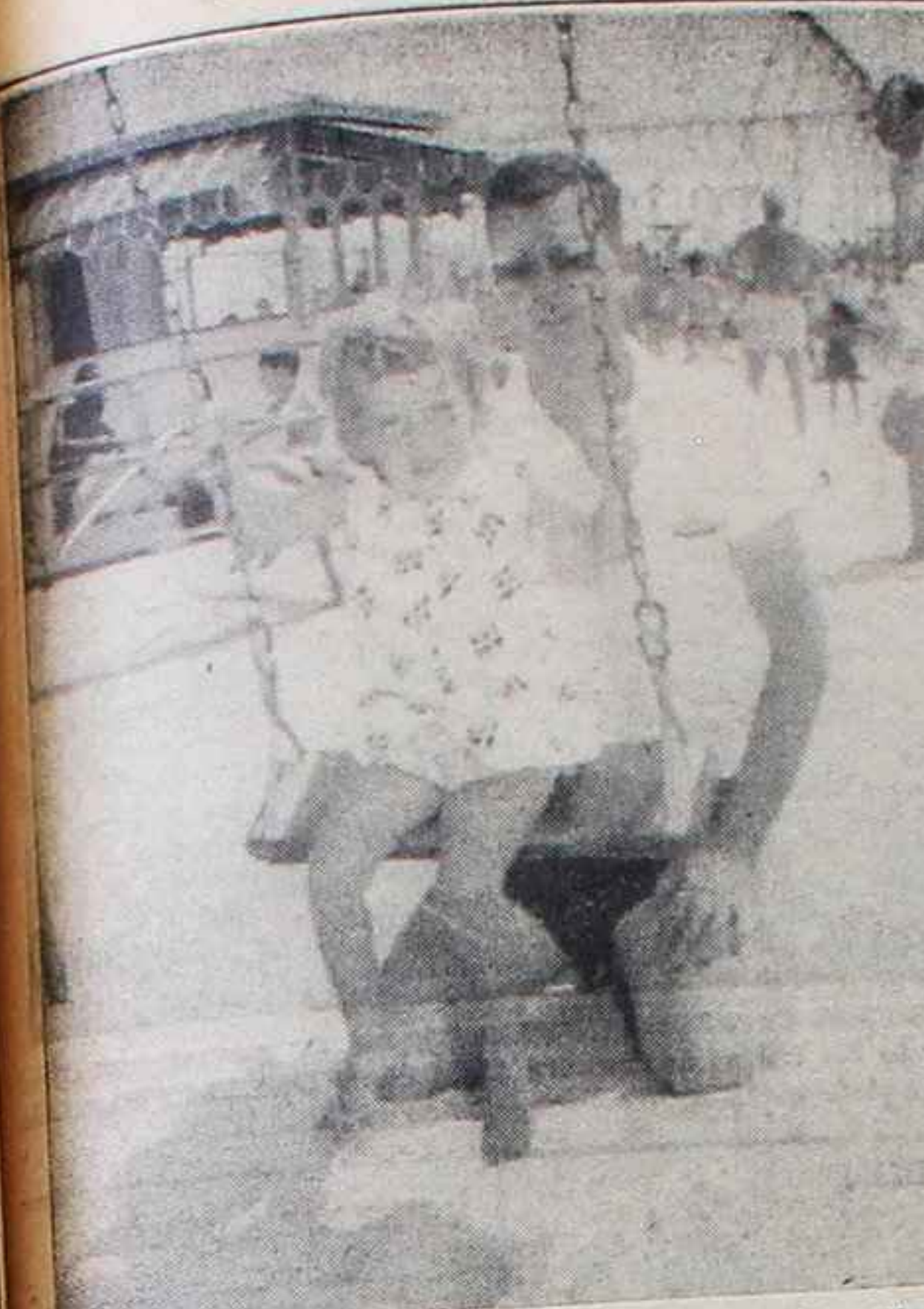
COATS — Val. to \$50. \$19.00
TOPPERS — Val. to \$29.50 \$9.00
CAR COATS — Val. to \$14.95 \$9.00

BUY YOUR WINTER COAT NOW!
FORSTMANN COATS, \$98.50 Val. \$58.
WORUMBA COATS, \$89.50 Val. \$48.
O'LLLEGRO (Man-Made Fur) \$89.50 Val. \$65.

HUNDREDS OF OTHER SPECIALS TOO!

Grads 87 Merrimack St. Haverhill, Mass.

FREE CUSTOMER PARKING REAR OF STORE



A GENTLE PUSH by her dad, William O. Gorman, kept Kathy Ann quite happy as she enjoys the swings in the Hampton Beach children's playground. — Staff Photo

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.



Open Friday Nite 'Til 9

PLEASANT STREET

Newburyport

MID-SUMMER SPECIALS

BEACH TOWELS

Regular \$1.69

Colorful Candy and Roman Stripes

\$1.00

24" x 48"

IRONING BOARD PAD & COVER SET

Burnproof & Scorch Proof

54" Size - Reg. \$1.98

Fiberglass & Silicone

98^c

BED PILLOWS

Full Size

Made of Crushed Chicken Feathers
Colorful Ticking In Blue and Rose
IDEAL FOR CAMP or COTTAGE

\$1.66

Disc Jockey Will Have Beach Show

Radio station WTSN, in Dover, will have a disc jockey show direct from the bandstand at Hampton Beach every day from 1:05 to 1:50 p.m.
Ray Dunphy and Tracy Cole, two of the areas top disc jockeys, will handle the 45-minute show, the first of its kind at the beach.

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. Junkins; treasurer, John P. Dunphy; secretary, William "Bill" Elliot.

NOW THRU SEPT. 28

25th YEAR

ROCKINGHAM RACING DAILY

POST TIME 1:45 p.m. (Sat. 2 p.m.)
DAILY DOUBLE CLOSING 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.

2 GOOD GAMES

JACKPOTS — SPECIAL GAMES

BINGO
TUESDAYS 7:30 — 30 GAMES
Sponsored By American Legion Post No. 70
FREE BUSES BOTH NITES

SATURDAYS 7:30 — 30 GAMES
Sponsored By Seabrook Firemen's Association
Leaves Near Co-C Building At 6:30 Returns After Games

BIG PAYOFFS — DOOR PRIZES
SEABROOK FIRE STATION

Q—Is the Comptroller General's office a part of the Treasury Department?
A—No. The Comptroller General and his agency is an adjunct of the Congress rather than the executive branch of the government. He is named for a 15 year term and can not be reappointed. Also both the comptroller General and his assistant must be compulsory retired on reaching age 75.



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



GET ACQUAINTED NIGHT WINNERS Chuck Castellano of Portsmouth and his partner, Jean Casella of Medford, Mass., received two tickets to the Casino anniversary night dance from Ted Herbert, John Dineen, operator of the ballroom is on the left and Mrs. Woolston, Casino publicist, right.

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

Carrier Pigeons Solve Problems of Shoals Feeding

Two carrier pigeons have solved the problems of a restaurant on the Isle of Shoals. The restaurant is responsible for feeding the people who make the excursion to the island from Geres Wharf in Portsmouth, the boat, the "Kiboko." However, it was always a mad rush when the boat docked since no one knew just how many people had to be served.

This is where the pigeons came to the rescue. When the "people sign up" for the trip to the Isle of Shoals, they now tell whether they wish to eat or not. When the number of people to be fed is known, the pigeons immediately take off with the message so that when the boat arrives presto, the food is waiting.

August Is Festival Month

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

WED. - SAT. JULY 31 - AUG. 1

BITA HAYWORTH - ROBERT MITCHELL
JACK LEMMON

FIRE DOWN BELOW
A MARION PRODUCTION
A COLONIAL PICTURE
TECHNICOLOR CINEMASCOPE
2ND BIG HIT!

AUDIE MURPHY
THE GUNS OF FORT PETTICOAT

SUN. - TUES. AUG. 4 - 5

JAMES CAGNEY
PAT O'BRIEN
DENNIS MORGAN
THE FIGHTING 669TH

GEORGE BRETT - ALAN HALE
WILLIAM KENNEL
2ND SMASH HIT!
Gary Cooper - Jane Wyatt
"TASK FORCE"

COMING WEDNESDAY, AUG. 7
Burt Lancaster - Kirk Douglas
"GUNFIGHT AT O.K. CORAL"

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

Now Thru Tues. Aug. 6

THE SAGA OF THE McLAINE BROTHERS AND THE SAVAGE FURY OF THEIR BLOOD-FEUD!



Starts Wed. Aug. 7
LAST FRONTIER OF THE REAL WITCH DOCTOR!



Now Thru Sat. Aug. 3

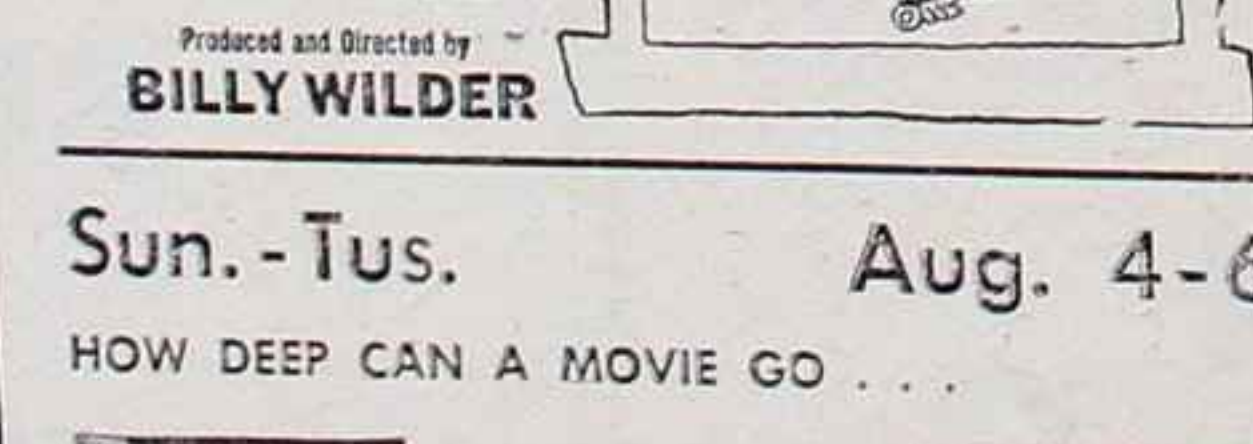
Some people fall in love at first sight...
—but nobody in Paris can wait that long!



ALLIED ARTISTS Presents
**GARY COOPER
AUDREY HEPBURN
MAURICE CHEVALIER**
Produced and Directed by
BILLY WILDER

Sun. - Tus. Aug. 4-6

HOW DEEP CAN A MOVIE GO...



"What kind of rooms do they have upstairs?"
Bachelor Party
by the man who made "MARTY"
Released thru United Artists

AUGUST IS FESTIVAL MONTH

GINNY
GINNETTE
JILL
VOGUE DOLLS AT THE

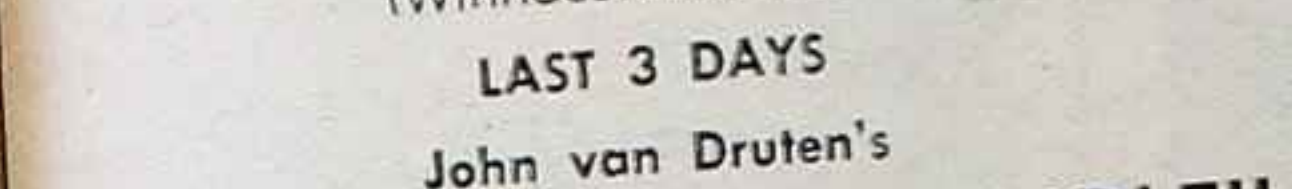
SURF HOTEL GIFT SHOP
Ocean Boulevard



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

VARI - CHRISTIE'S
Hampton Playhouse
(Winnacunnett Road)
LAST 3 DAYS
John van Drueten's

"BELL, BOOK & CANDLE"
Opening Monday, August 5 - August 10
The Pixilated Comedy Hit



The SOLID GOLD CADILLAC
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
"Tribute To A Bad Man"
James Cagney - Irene Papas
PLUS
"ISTANBUL"
Errol Flynn - Cornell Borchus

FREE TREAT FOR THE KIDDIES FRIDAY NIGHT
AUGUST 4 - 6

SUNDAY - TUESDAY
"20 Million Miles To Earth"
— ALSO —
"27TH DAY"
Valerie French - George Vaskovic

MAIN FEATURE SHOWS FIRST SUNDAY thru THURSDAY
COMING WEDNESDAY, AUGUST 7
"ABANDON SHIP"
and
"THE LAST HUNT"
News Show Starts At Dusk Cartoons



Dianne Foster tries to tell James Stewart that he has no chance in the coming battle in a scene from NIGHT PASSAGE now playing at the Casino theatre, Hampton Beach.

Record Hop For Beach Teenagers At Ballroom

The youngsters at Hampton Beach will now have their own dance at the Casino Ballroom.

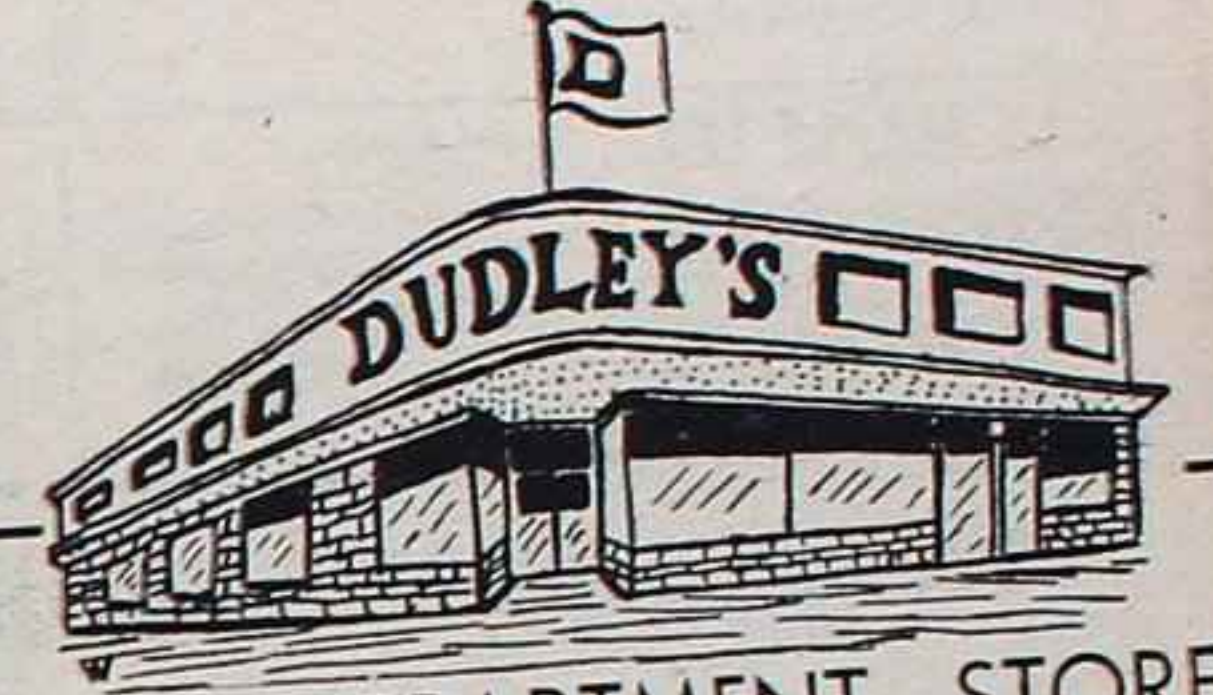
Boys and girls between the ages of 9 and 16 have shown enough interest in such a dance to have John Dineen, owner of the Casino, open the ballroom each Tuesday afternoon for a Record Hop.

At last count, 145 signatures had been received as a token of the interest in such a dance, so



"THIS ONE DIDN'T get away", according to Miss C. Dale Rossiter of Schenectady, N. Y., as she holds her 19 pound pollock, the biggest one of the week from the Smith and Gilmore boats. The one in her other hand is a mere 9 pounder!

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



DEPARTMENT STORE
Corner C Street — Ocean Blvd.

Children's Beachwear

Swimsuits 2.29 to 5.98
3 to 6X 7 to 14

Swimsuits For The Young Set. Pretty prints in ruffle and plain styles. Some with matching robes in styles and color of your choice

Terry Robes 2.98
3 to 14

White terry beach robes. Wonderful for the beach.

ANIMAL FARM
Visit Dudley's Stuffed Animal Farm, On The Balcony. Dogs & Kittens, Autograph Hounds, Monkeys, Bears. Come Large or Small, The Perfect Toy For At Home or Away!

This Week's Special Value
Women's and Misses
BLOUSES
Sizes 30 to 38 \$2.66
Reg. \$3.95 SLEEVELESS ASSORTED COLORS

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

IN HAMPTON

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!

WITH A COMMON PURPOSE ...
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.

TO SERVE YOU

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.

SWIMMING LESSONS
BILL GILLIGAN
\$1.00
Start Anytime
50 Street - Hampton Beach
TEL. WA 6-3270

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

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

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

MARY ANNETTE
Beauty Salon
Specializing in
ALL TYPES OF BEAUTY CULTURE
Opp. Statue
Opp. Statue
HOTEL DELANCEY
WA 6-3215

DOWNER'S APPLIANCE
APPLIANCES TELEVISION



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.

F. B. CROWE VARIETY



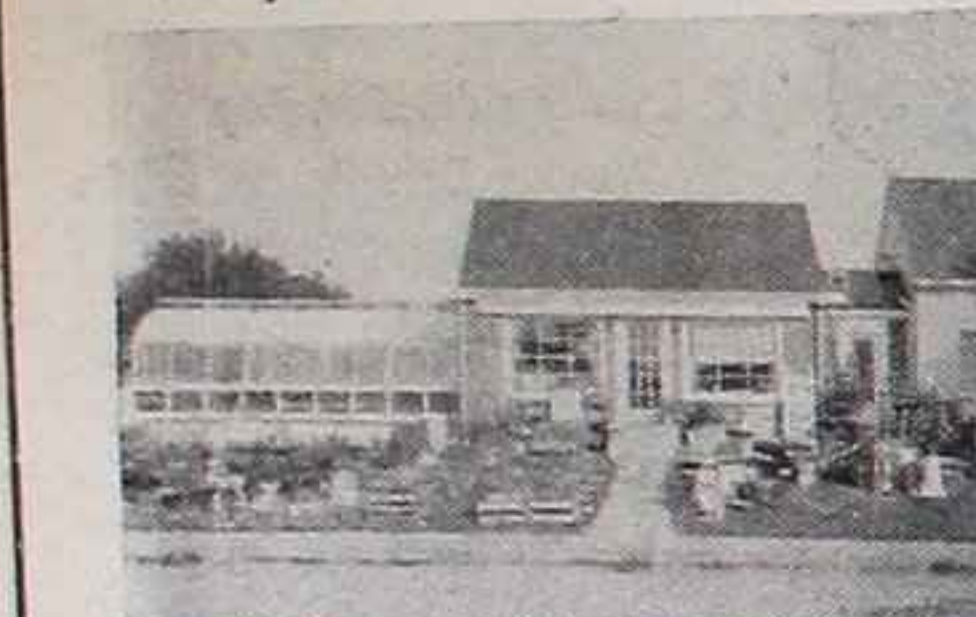
8 HIGH ST. HAMPTON CTR.
... You'll find practically all of your vacation needs at Crowe's. Clothing, gadgets, beach supplies, toys and games, all at prices that make "values to Crow about".

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.

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 Automobile and Real Estate Insurance Lafayette Road offers a complete Fire, Protection service.

HAMPTON COOPERATIVE BANK



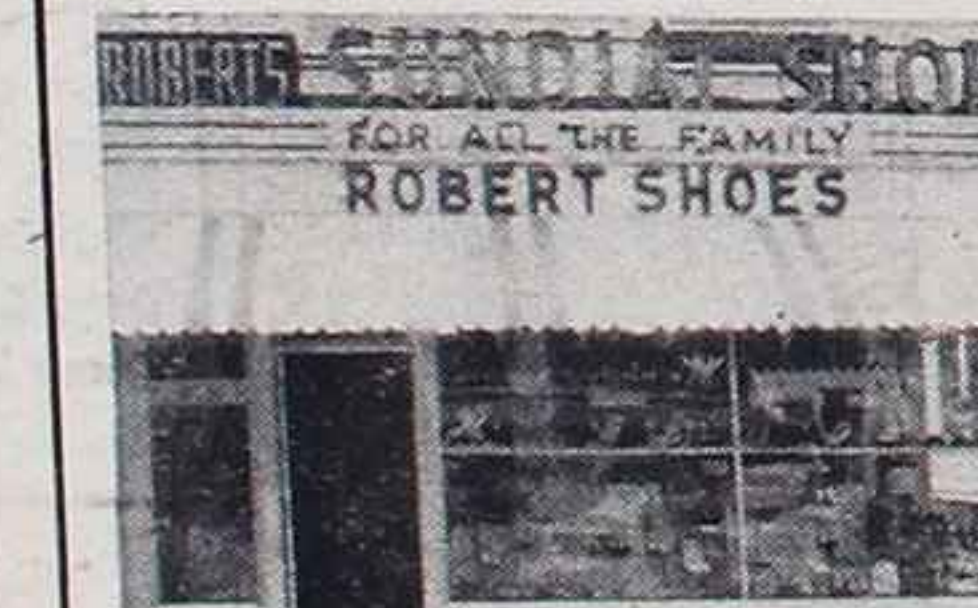
423 LAFAYETTE RD. HAMPTON CTR.
... Hampton Co-operative Bank "under the clock". Offering a 3% current dividend — plus courteous, convenient and friendly service.

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. Fast, guaranteed watch repairing. All work done on the premises. Zenith hearing aids and batteries. A jeweler of years of experience.

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

August Is Festival Month



"We Have Everything & Everything Is The Finest"

- COLUMBIA PROVISIONS
- FRESH MEATS

WHILE THEY LAST!
Swim Rings 49c
Kiddies

MONARCH VAC TIN
Coffee 99c

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

FREE NYLONS
with every \$15.00 Order
(Cigs & Tobacco Excepted)

WE DELIVER

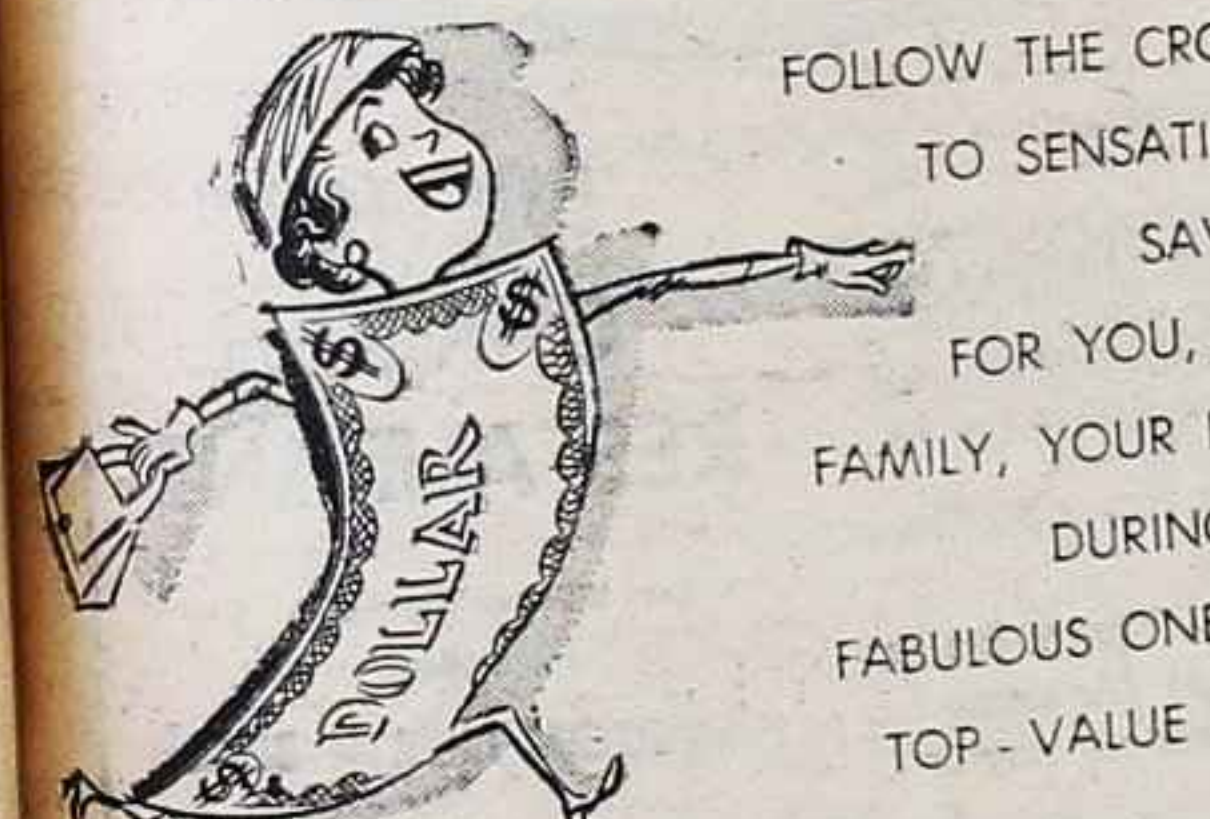


ON THE WAY IN as the sea roughened up and spoiled the party boat fishing for the day, two of the fishing fleet make their way into Hampton Harbor.

TUESDAY AUGUST 6th!

Dollar Day

IN DOWNTOWN LAWRENCE, MASS.



FOLLOW THE CROWDS TO SENSATIONAL SAVINGS FOR YOU, YOUR FAMILY, YOUR HOME DURING THIS FABULOUS ONE-DAY TOP-VALUE EVENT!

- Ample Parking
- Wide Selection
- Lucky "Gift" Dollars
- Free Bus Rides!

STORES OPEN 9 a.m. to 9 p.m.

THE EXETER INN

- 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

N. H. Landmark To Get Face Lift

CONCORD, N. H. — Major repairs to New Hampshire's storied landmark, the Old Man of the Mountains in Franconia Notch, are scheduled to start in early June next year, the New Hampshire Recreation Division announced today.

Governor Dwinell yesterday signed a bill authorizing the division, custodian of the Great Stone Face, to expend \$25,000 to fill in cracks and seams on the huge stones forming the profile and brace ledges supporting it.

Director Russell B. Tobey of the Division said it was impractical to start the work this year because there is insufficient time between now and fall to draw up final specifications, advertise for bids and complete the project before the arrival of inclement weather.

"Winter comes early in Franconia Notch," he explained, "often heralded by the appearance of frost in early September. Since frost means moisture, it would hamper and possibly nullify any work extending into September," he added.

Following the awarding of bids for the project, the work will be supervised by the State Public Works and Highways Department under the direction of Harold E. Langley, bridge engineer, working in liaison with Robert E. Sullivan, superintendent of New Hampshire's state parks.

Among several proposals under consideration is one to supply men and materials by helicopter to Profile Mountain where the Old Man hangs 1,200 feet above Profile Lake. Overland, the Profile is reached by riding the aerial passenger tramway up Cannon Mountain, walking down from 4,100 feet elevation over a narrow foot trail, then through heavy underbrush for a total distance of about one mile.

A new solar furnace that concentrates the sun's rays to produce temperatures nearly two-thirds as hot as the sun's surface was demonstrated recently.

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

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

Call

HOLLIS ASSOCIATES

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

August Is Festival Month

Ashworth Dining Room

SPECIALS THURS., AUG. 1ST.

NEW ENGLAND PRIME ROAST
Boiled Dinner Sirloin of Beef
1.45 2.45

SPECIALS MONDAY, AUG. 5TH.
BAKED STUFFED DOUBLE TENDERLOIN
Pork Chop Steak
Apple Sauce — Dressing Mushroom Sauce
1.25 2.45

VEGETABLES, POTATOES, ROLLS & BUTTER SERVED WITH ABOVE

Delicatessen Specials

At Ashworth On Ocean Boulevard
SAT. & SUN.
FRI., AUG. 2ND. AUG. 3 & 4
1-9 LB. ROAST STUFFED

Lobster Turkey
HOT OR COLD BOILED With Hot Gravy
59c ea. 3.99

PARKER HOUSE ROLLS 19c DOZ.
With purchase of \$1.00 or more — Reg. 25c — on Sat. and Sun.

Garland's

Ocean Boulevard and 'B' Street
OPEN YEAR ROUND

- Lunches - Fountain Service
- Beach Supplies
- Cosmetics
- Polaroid & Kodak Films
- Cigarettes & Tobacco
- 24-Hr. Film Service
- Magazines - Tonic

RALPH J. ROWELL
Proprietor
55 YEARS AT HAMPTON BEACH

Hampton Metal Shop

1 LAFAYETTE ROAD HAMPTON
Any Sheetmetal Work

LENOX

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

21 Lovely Girls Sign Up For Annual Beauty Contest

Twenty-one girls have already signed up for the "Miss Hampton Beach" beauty contest, which will be held Tuesday night, August 5th. Production Manager Henry Hamel is still looking for more beautiful girls to enter this elegant and expects the final number of contestants will reach at least 30.

An added incentive to enter, besides the 10-dollar savings bond, trophy, flowers, and other prizes, should be the experiences of two 1956 contestants.

Lyla Moran, of Boston, Mass., last year's runner-up, recently returned from the "Miss Universe" contest in California, where, as "Miss New Hampshire," she finished 15th.

Sandra Ramsey, of Haverhill, Mass., another contestant, was later chosen "Miss Massachusetts" and finished as one of the first 11 in the "Miss Universe" contest. Four of last years prize winners have indicated they will compete again this year, according to Mr. Hamel.

Incidentally, the trophies to be awarded are on display in the Electric Light Company office window next to the Ocean House.

Witchery Takes Over Playhouse

Ailsa Dawson will be seen in the role of a beautiful twentieth century sorceress who falls in love with a debonaire, unsuspecting publisher in "Bell, Book and Candle," the next play to be presented by the Hampton Playhouse Theatre, for six performances beginning July 29. The part of the young publisher who becomes so infatuated with the seductive witch that he forgets his fiancée, will be played by Joel Thomas. These are the roles created on the Broadway stage by Rex Harrison and Lilli Palmer.

As relatives of the Manhattan witch, Albert Ackel will portray a "warlock", a male witch who shocks the family by getting a job instead of witching for his livelihood, and Madge West, a fluttery aunt who lives in a witches' household.



PERT, VIVACIOUS beach beauty, Eva Hamlin of Lowell, Mass., demonstrated good form in making a grab for the beach ball that was tossed to her. — Staff Photo

Hollingworth 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 Hollingworth of The Detroit Red Wings

ket, the "familiar," or pet, of the comedy's leading witch.

August 1st
Festival Month

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

A Treat For You And Yours —

FREEMAN'S ICECREAM

We Make Our Own

LIGHT LUNCHES ALSO 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 beach.

BEST CHICKEN

you ever ate!

NICHOLS CHICKEN RESTAURANT

Mmm; mmm — what a flavor. Tender, juicy chicken that tastes just exactly 1000% better than any you've ever had before. And it's only \$1.30 for a big half broiler with french fries, rolls and honey. Children's portion 65c Try it ONCE and we know you'll be back. You'll enjoy our ocean-fresh lobsters, too.

8 a.m. - 9 p.m. Daily Except Monday ALSO TAKE-OUT SERVICE

Yankee Village, near Coast Guard Station
HAMPTON NORTH BEACH

Under Management of NICHOLS INCORPORATED, Exeter, N. H., Leaders in The Development of Modern Meat Type Chickens

SQUARE DANCE

Suey 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 doin' the Call! Grab your partners every Friday P.M. The moon's shinin' bright and the ocean's a pem! Jus' 50 cents admission! Refreshments galore! An' the best danced gamin' on an old pine floor!

CALLERS:
MAL HAYDEN - Aug. 2, 16, 30
HAL MATTSOON - August 9
JOE PERKINS - 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

— BEACH NOTES —

Mr. and Mrs. Peter Marchese, of Brockton, Mass., parents of former heavyweight boxing champion Rocky Marciano, were recent guests of Mrs. Clivia at 87 Ocean Blvd., North Beach.

They were both very pleased with their first visit to Hampton Beach and hope to return again in future years.

Mrs. D. Rhaua of Astoria, L. I., is spending the rest of the summer at Hampton Beach.

A birthday celebration was held at the Fitchburg guest house for Mrs. Peter L. Heureux of Meridan, Conn., by their friends, Mr. and Mrs. Russell Crump of Meridan, Conn., who are staying at the Fitchburg guest house, have enjoyed their vacation so much that they have made reservations for next year. Mrs. Crump claims that she did not gain weight but that her bathing suit shrank!

A combined wedding anniversary and birthday celebration was held last week at the Fitchburg house on Bradford avenue. Mr. and Mrs. Alexander Russell of Verdum, Que., were feted on their 32nd wedding anniversary while Mrs. Violet Bell, also of Verdum, celebrated a birthday.

A good looking fellow from the North Shore recently celebrated his birthday. He's a familiar person on the boardwalk with a radio under one arm and a recorder under the other. There's a lot of music in that part of the beach where Robert Radwan of King's Highway lives. Happy Birthday and many more to come to you, Robert.

A birthday cake and refreshments were served and Mr. and Mrs. L'Heureux thanked their guests by entertaining them with songs and tap dancing.

The supporting cast for this entertaining comedy was strikingly exceptional. Madge West, playing Miss Holroyd, stole each scene in which she appeared. This was no easy task in the face of such outstanding leads. As a second-class witch, she has her frustrations trying to move into the "big time" and her portrayal was a delight to watch.

The warlock (or male witch), Nicky Holroyd, was efficaciously handled by Albert Ackel, who breezed through the droll role with caprice and humor adding a great deal to the quality of the production.

The alcoholic author, Sidney Redlitch, was carried by Edward Cullen. His first scene, when he is trying to explain witchcraft unwittingly to veteran practitioners of the black magic, was a scene to remember. Cullen earned the spontaneous applause he received on exit.

An error in the "cast of characters" fails to give credit to the witches familiar, Pyewacket, played by Madge West's wide-eyed black cat. He (or she) performed very effectively and they did not even give Pyewacket a curtain call. For shame!

"Bell, Book and Candle" is a play with wide audience appeal and practically guarantees an evening of good fun and good theatre. Don't miss this one — or since statements like this should be made positive and not negative, perhaps, one should say, "See this by all means." H.L.P.

NEWBURYPORT
Hubbard Co. Inc.
10 STATE STREET
THE FINE STORE FOR MEN

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

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PResident 2-5971

Christmas In July!

25% to 40% OFF

SHOP FOR CHRISTMAS NOW AND SAVE

TOYS DOLLS
Electric & Wind CLOCKS
Ladies & Men's WATCHES
JEWELRY RADIOS TOASTERS

COFFEE MAKERS PIPES
WALLETS PROJECTORS LAMPS COSMETICS

STATIONERY ELECTRIC BLANKETS
PHONOGRAPHS IRONS
ELECTRICAL APPLIANCES LIGHTERS

TOBEY'S NO. BEACH STORE

Corner Winnacunnet Road and Boulevard
OPEN 9:00 A.M. TO 10:00 P.M.

LOST

Man's Diamond Ring

\$50.00 REWARD
JOHN CRAND
Pleasant Rd., Enfield, Conn.

MacKenzie Arms

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

MITCHELL'S

80 MERRIMACK STREET HAVERHILL, MASS.

DOLLAR DAYS

THURSDAY - FRIDAY - SATURDAY
READY-TO-WEAR SPORTSWEAR

Junior Miss Cotton Dress

\$1.00 OFF EVERY \$5.00
Regardless Of Previous Markdowns

Corsets, Girdles, Foundations

\$1.00 OFF EVERY \$5.00
Unless Fair-Traded ON THE FRONT COUNTER

"Kelray" VESTS - PANTIES

STEP-INS — BRIEFS
2 FOR \$1.00
Locs-Trimmed, Made Of Fine Quality, Durable Rayon Tricot. All Sizes Including Large, Pink or White. IN OUR DOMESTICS DEPARTMENT "SPRING-KNIGHT"

SHEETS - PILLOW CASES

72x108, 81x99 81x108 42x36
1.98 ea. 2.14 ea. 44c ea.

New Sta-White Bleach — Fine 128 Thread Count
PEQUOT PERCALE

SHEETS - PILLOW CASES

72x108 81x108 42x38 1/2
2.54 ea. 2.74 ea. 68c ea.

Type 180 — Combed Yarns

"Cannon" BATH TOWELS

2 FOR \$1.00
Values To 69c — Size 20x40" — Colorful Stripes or Plaids

"Gordon" Nylon Stockings

59c Pr. 3 PAIRS FOR 1.75
Slight Irregulars Of \$1.35 Quality, Walking & Dressy Sheer. Stretch Top. All Full-Fashioned Popular 5T and 60 Gauge. HOSIERY DEPARTMENT

— TRAVEL WISE BUYS —
Just 30 Pieces WEEK-END CASES
\$3.95 plus Tax
PLUS HUNDREDS OF OTHER OPPORTUNE ITEMS

House Defeats Hampton Liquor Measure

Fiery debate marked the defeat by the House of Representatives in Concord, Tuesday, of a bill which would have required a referendum vote before any hotel type liquor license could be issued in Hampton.

The measure, introduced by Rep. Douglas Hunter of Hampton through the Public Works committee, which substituted it for a bill naming a bridge in memory of Franklin D. Roosevelt, was the center of a bitter political debate along party lines.

Rep. Hunter told the UNION today that "opponents of the bill threw up so many smoke screens, that the main issue never did get to the floor."

The showdown came when the House voted to kill the bill and its accompanying amendments and minority reports. There were four such reports.

Originally, this bill proposed that any future bridge over the Merrimack river should be named in memory of Franklin D. Roosevelt. It was sponsored by Rep. James Christy, Manchester Democrat.

However, when no one appeared at hearings to support the bill, the Public Works committee decided to use it as a vehicle to enable the representatives from Hampton to introduce legislation which would require a referendum vote by the town before any liquor license could be granted in Hampton.

The bill was then sent to the Liquor Laws committee and a majority voted against its passage. But no less than four minority reports were filed, which would (1)



HURRIED EXODUS from the sands of Hampton Beach took place Sunday afternoon as the first rain-drops started to fall. The shower, lasting only a few minutes, did not deter most of the bathers from staying at Hampton until the shower passed over. — Staff Photo

make it illegal for anyone in Hampton to "possess or transport" liquor; (2) ban hotel licenses in any town that votes "dry;" (3) restore the original intent of the bill to honor FDR, and (4) pass the bill in its revised form.

Rep. Hunter told his colleagues that the only purpose of the bill was to guarantee that Hampton remains "dry" and that there was "no intent to injure anyone."

He was referring to the Dunfey family, owners and operators of Lamie's Tavern, who last year petitioned unsuccessfully for such a special hotel license. Other speakers said the legislation was aimed at them.

Rep. John Pilsbury of Manchester, another supporter of the bill, said there was "no reflection" intended on the memory of Franklin D. Roosevelt whom he described as "a great American." He insisted there was no sentiment in Hampton for the town to go "wet." Pilsbury denied that it was a "Republican-Democrat issue" and said: "But if there were any Democrats in Hampton they would also vote 'dry.'"

Rep. John J. Kearns of Manchester, a summer resident of Hampton Beach, denied the charge that a license at Lamie's Tavern would "open up" Hampton Beach and said that because of existing restrictions in 99-year leases at the beach no more than three hotels would be eligible for a license — if they applied.

Rep. Carl M. Lougee of Hampton, produced statistics to show that Hampton had voted better than 70 per cent "dry" ever since 1934 and that Hampton Beach was "the cleanest beach on the Atlantic ocean, and we want to keep it that way."

He flatly denied that there was any "feeling" between the town and the Dunfey family and described the Dunfey's as "a fine, reputable family and a credit to the town of Hampton."

When all the bitter debate was over the House killed the measure, 191 to 119 on a standing vote.

As a result, there is no change in the status of Hampton as far as hotel liquor licenses are concerned. Any application must still be ap-

proved by the Liquor Commission, which voted 2-to-1 last year against issuing such a license to Lamie's Tavern.

The decision of the Liquor Commission was contested by the Dunfey's in Superior Court which upheld the SLC decision.

An appeal of the Superior Court finding is now pending.

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 28 By The HAMPTON PUBLISHING CO.

Hampton, New Hampshire For Advertising Rates in this Paper Telephone WA 6-3322 Communications and Items from readers are welcome at all times.

Donovan & Fallon DRUGS

RADIO BATTERIES BEACH NEEDS NEWSPAPERS FOUNTAIN SERVICE PRESCRIPTIONS FILMS

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17 HIGH ST. • FREE ALL DAY PARKING ADJACENT OUR SALON • HAMPTON

Specializing in Modern Hair Styling and Coloring

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

REFRESHINGLY AIR-CONDITIONED FOR YOUR COMFORT!

COLONIAL INN COFFEE SHOP Ocean Blvd. at "F" Street Breakfasts - Lunches - Dinners

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

Hotel Standish REASONABLE RATES MOST MODERN Boardwalk at "A" Street

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

Hampton Beach Garage 9 Ashworth Ave. at "A" St. WA 6-9195

CESSPOOLS CLEANED FAST CLEAN SERVICE SEPTIC TANKS INSTALLED RICHARD RICE Contractor WA 6-3306 Hampton



TALENT SHOW WINNERS in the Junior division this week were, front row, Maryanne Coppola, Marlboro, Mass., 2nd; and Paul Floyd, Lynn, Mass., first. Back row are the Kent sisters who came in a unanimous third. From left are Patsy, Nancy, Janie and Betty.

Record Catch

Deep sea fishermen reported good catches for the past several days with Haddock and large Pollock the most plentiful. The Pollock caught from the Smith and Gilmore boats during the past three days have been from eight pounds to the nineteen pounder caught by Miss C. Dale Rosstter of Schenectady, New York who fished from the Annie & Joseph-

On Wednesday, July 24, guests at the Hollingworth Hotel chartered the "Gull" from the Smith and Gilmore Fishing Pier for a four hour fishing trip. Thirty-five guests from the Montreal and the Marilyn Hotels enjoyed a fishing trip on the "Gull" on Thursday afternoon.

The West River Basket Corporation (of Putney, Vermont) chartered three boats from the Smith and Gilmore Fishing Pier for an all day fishing trip on Saturday, July 27. They brought a group of good fishermen and took home a good catch of Haddock, Pollock and Cod.

The outboard motor boat fishermen are catching some large mackerel and large flounders. The rowboat fishermen can have interesting catches of flounder and harbor pollock in the Hampton River.

BEACH NOTES

Spending the summer at the Maycliff cottage on Nudd Ave. are Mr. and Mrs. Valmore Vigeant with their son and family, Mr. and Mrs. Norman Vigeant, Michelle and Paul. They are all from Lowell, Mass. Deepest sympathy from all their North Shore friends go to Mr. and Mrs. Joseph Radwan of 181 King's Highway, who recently lost their beloved father, Frank. The late Mr. Radwan was a steady visitor to the beach for many years.

Eileen Ash OF HAMPTON DRESSES STRAIGHT & HALF SIZES NOW ONLY 3.98

92 High St., Hampton Next To Merrill Lumber Open Thurs. & Fri. Even Till 9

Hotel Allen Has House Party For Summer Guests

The Hotel Allen presented a gala House Party last Tuesday for the entertainment of their guests.

Mr. and Mrs. Sigouin, the host and hostess, provided an orchestra for dancing and refreshments were also served. Everyone seemed to enjoy themselves and made new friends. Some of the guests helping to make the party a success were: Mr. and Mrs. Carl Smith, Mr. and Mrs. John McWilliams, Mr. Frank Ferrier, Mr. and Mrs. Christie, Mr. and Mrs. Emmonds, Mr. and Mrs. Prevost, Mr. and Mrs. LaPorte, Mr. and Mrs. Canson and family, Mr. and Mrs. Berger, Mr. Dan Dilworth, Mr. and Mrs. McVey and family, Mr. and Mrs. Berthiaume and son, Miss Kennedy, Miss Ella Demers, Miss Morell, Miss Lydia Butler, Miss Lavallee, Miss Alice Meehan, Mrs. Morton, and Mrs. Trotter.

August Is Festival Month

EILEEN'S COFFEE SHOP LAUNDRO-MAT Agents For 20th Century Cleaners Ashworth Ave. at "C" Street

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SUN, SAND AND SURF are things liked best by the small fry on a picnic at the beach. This group at the North Hampton beach includes, (left to right) Lind Smith, Mrs. Peggy Goodrich, Jay and Mark Goodrich, Butch Pike and Robert Smith, all of Exeter, N. H. — Staff Photo

Parking Revenue Up

Income from the municipally owned parking lots and comfort station at Hampton Beach have taken an upward swing this year, according to Town Manager John W. True.

Revenue from the parking lots has surpassed last year's income for the same period by \$489. The income last year in the period ending July 31st was \$3,874 and this year it has reached \$4,363 during the same period.

Public facilities at the beach comfort station have returned \$1,647 up to July 17. Last year during the same period the return was \$1,430, for a gain of \$217.

Longtime Visitor Suggests Fence For Memorial

Editor of The Beachcomber: We are very much interested in the Memorial Articles in the July 17th Beachcomber. My husband and I were for 16 years, summer visitors to Hampton Beach, stopping on C street, Hotel Malcolm. Mrs. Belle Carleton, the owner and manager, now has a smaller guest house, corner of O street. Then I was too lame to walk far, so found an available place nearer the band stand, with a family that had two rooms to rent. The last two years I was there, could do little but sit on the veranda. But my husband would come down for week ends, and some evenings, and take me around in the car.

Fishing is his hobby, going from Gilmore's Pier. Now he is retired by age and ill health, on social security, but gets down once in a while, a day at a time. For six years I have been confined to the house, except once in a while out in a wheel chair.

A friend sends me the Beachcomber. She spends all her vacations and summer week ends at Hotel Pelham, where her husband has been chef nearly 20 years.

If I may presume, I would suggest fencing the Memorial with a good strong fence, so sturdy it would discourage most of the public. Here in Massachusetts, Plymouth Rock had to be enclosed, to keep the souvenir fiends from chipping it away entirely. Not as many cars or tourists then either, as now.

If a fund should be started, we would gladly add our small bit. I contributed toward the chimes in the Community Church while I was a summer guest, and had the pleasure of hearing them a few

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times. Shall always think and remember the restful, happy weeks we spent at the beach.

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The **Beachcomber**

VOL. XXX, NO. 7

Incorporating The Hampton Beach Advertiser

WEDNESDAY, AUGUST 7, 1957

FREE

Tide Table
(Daylight Saving Time)

Aug.	A.M.	11:03	4:55
8	P.M.	11:12	5:01
9	A.M.	11:45	5:38
	P.M.	11:53	5:44
10	A.M.		6:16
	P.M.	12:23	6:23
11	A.M.	12:30	6:51
	P.M.	12:57	7:00
12	A.M.	1:06	7:25
	P.M.	1:31	7:36
13	A.M.	1:40	7:57
	P.M.	2:04	8:12
14	A.M.	2:16	8:30
	P.M.	2:40	8:49



MASS. GIRL WINS TITLE

STORY ON PAGE 3

★ ★
MISS HAMPTON BEACH of 1957 is pretty Sally Ann Freedman, 17, of Peabody, Mass., (center, top photo). Runners up were, left, Maureen Burke, 16, of Methuen, Mass., and Diane Mae Wallace, 17, of Peabody, Mass., who placed third in the judging. In the bottom photo Hampton Police Chief John Malek assisted Miss Hampton Beach of 1957, Sally Ann Freedman, from the Queen's car following the regal ride around the Beach celebrating her victory over 32 entrants in the contest held Tuesday night. — Staff Photos



★ ★

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