



THE PORTRAIT OF A BOY is being done by Winnie Rumble at the sidewalk studio in the Casino. The youngster posing for his picture is Robert Sullivan, while his dad, Mr. Robert Sullivan of Naugatuck, Conn., tries to pacify him.

**Bay State Driver Escapes Injury**

Chief of Police John J. Malek reported one accident over the past weekend with a Bay State man escaping injury early Sunday morning when he lost control of his car while traveling south on North Shore boulevard.

Christopher M. Nally, 24, of Fitchburg, struck the island opposite 5th street and skidded sideways 182 feet onto the lawn at 67 North Shore boulevard before coming to a halt.

His vehicle was extensively damaged and several signs and mailboxes were knocked down. Nally is being held on motor vehicle charges.

Fire Chief George Lamott reported two fires over the weekend.

At 4:30 p.m. on Saturday a grass and old lumber fire was reported at Curtis Fields on Exeter road and quickly extinguished.

A fire on the land fill at the beach dump was reported at 11:55 on Sunday and battled for a few hours before it was finally controlled.

**Vocalists Again Top Talent Show**

Once again, vocalists won the majority of the top places in Monday night's Talent Parade on the bandstand.

In the senior division, Beverly A. Nolan, 19, of Malden, Mass., sang "Danny Boy" to top first prize.

Second prize was taken by The Galls, a group of six teenagers from Holyoke, Mass., who sang "Blue Moon".

Sheila Jenness, 15, of North Conway, N. H., sang and played the guitar to "When You're Blue Just Yoddlle" to come in a close third.

Kathy Duncan, 10, of Lynn, Mass., and Patty Danahy, 11, of Saugus, Mass., danced to "Sunny Side of the Street", "The Johnson Rag", and "Whispering" to run off with first place in the junior division.

Two twin sisters, Kathleen and Eileen O'Brien, 8, of West Newton, Mass., sang "Around the World" and finished second.

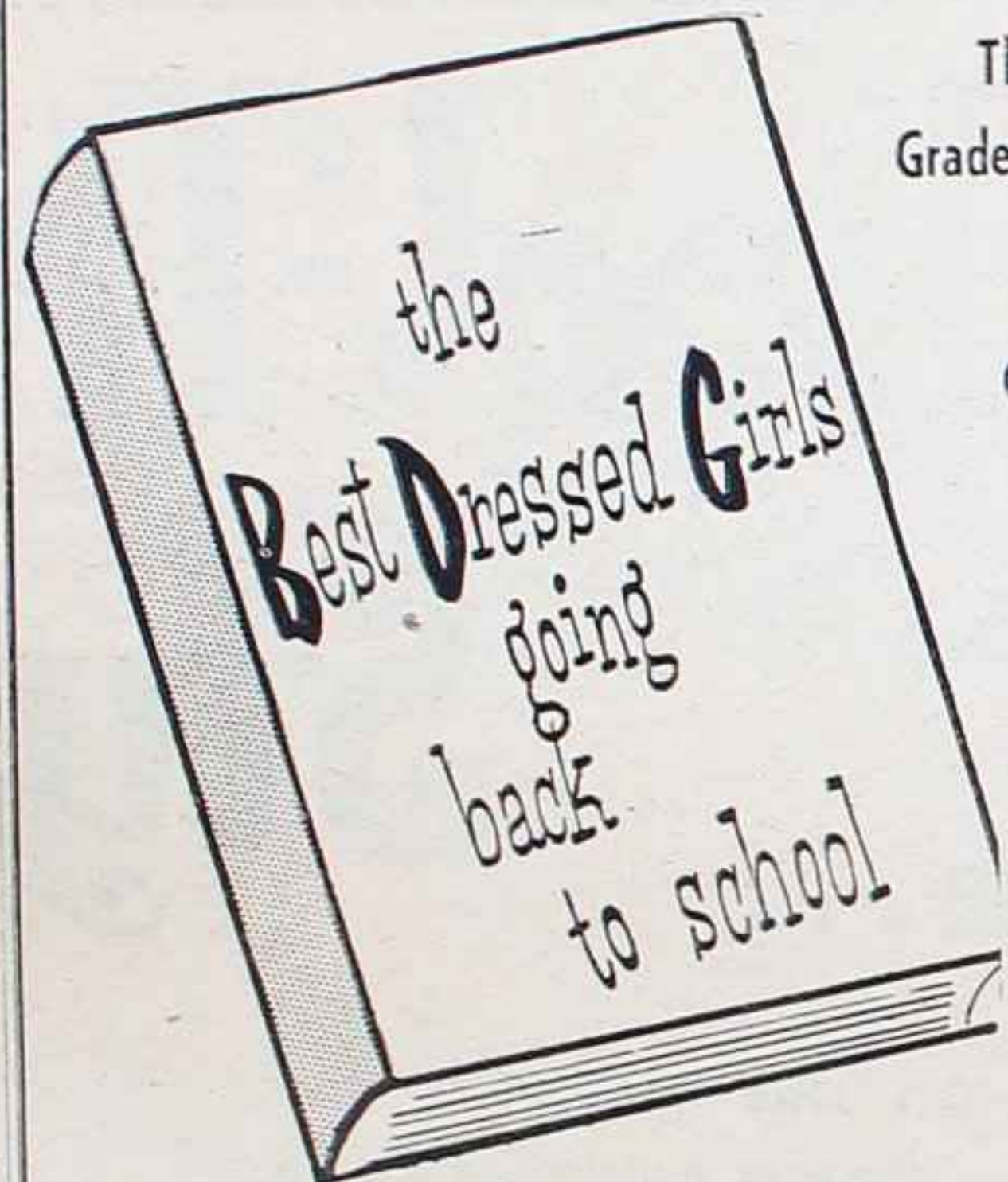
There was a tie for third place between Joy Grainger, 10, of Haverhill, Mass., and Kathleen Donovan, 7, of Lawrence, Mass. Joy sang "Cinco Robles" while Kathleen sang "Let the Sun Shine In" and danced an Irish jig to the "Irish Washerwoman".

Next Monday night will be the final talent contest of the season.

**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

with all the previous winners re- as top talent contestant of the turning to try for the grand prize year at Hampton Beach.

AT PORTSMOUTH'S LEADING DEPARTMENT STORE



**GEO. B. FRENCH CO.**

37 MARKET STREET

**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  
Rolls — Butter  
Tossed Salad  
**\$2.25**

Dinners - Sandwiches - Salads  
We Cater To Children

The Back to School Belle is Ringing. From First Graders to the College Girls You'll Find the Latest In Styles for 1957 School Days . . .

**Coordinates**

A Wide Choice of Smartly Styled Coordinating Shirts

3.95 - 5.95

**SKIRTS**

3-6x 7-14  
5.95 - 10.95



**DRESSES**

New Fall Cottons  
Plaids, Stripes, Plain Colors & Prints  
Kate Greenaway's

3.95 - 8.95

SUB TEEN DRESSES 7.95 - 10.95

**SWEATERS**

Shetland Type Jr., Misses in All Shades

5.95 - 6.95

CARDIGANS 7.95

**LODEN COATS**

Boys' and Girls' 3-6x and 7-14  
Poplin Jacket, Nylon quilted linings  
Red - Navy Trim

12.98 - 13.95

ALPINE JACKETS 14.95



PORTSMOUTH

The **Beachcomber**



VOL. XXX, NO. 10

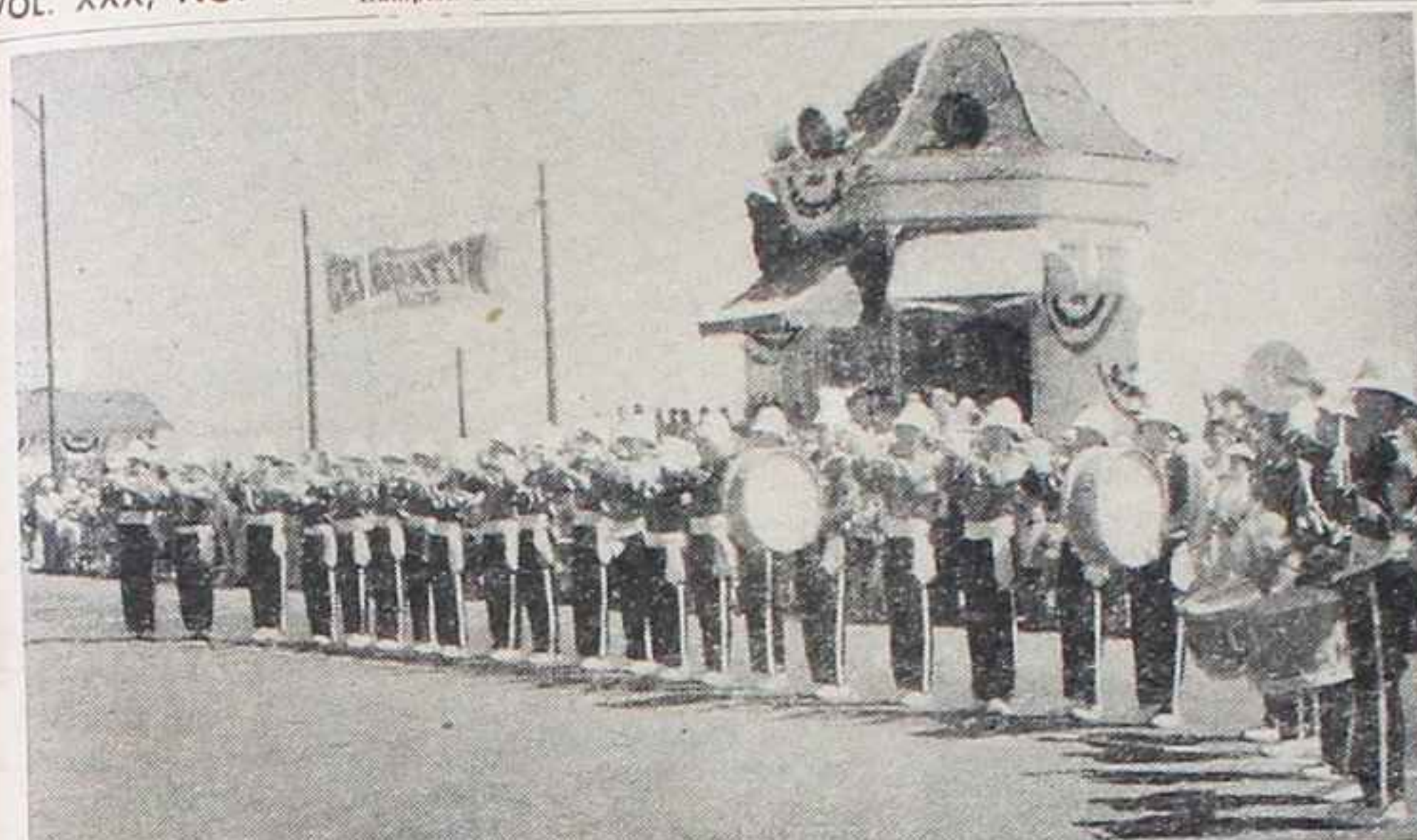
Incorporating The Hampton Beach Advocate

WEDNESDAY, AUGUST 28, 1957

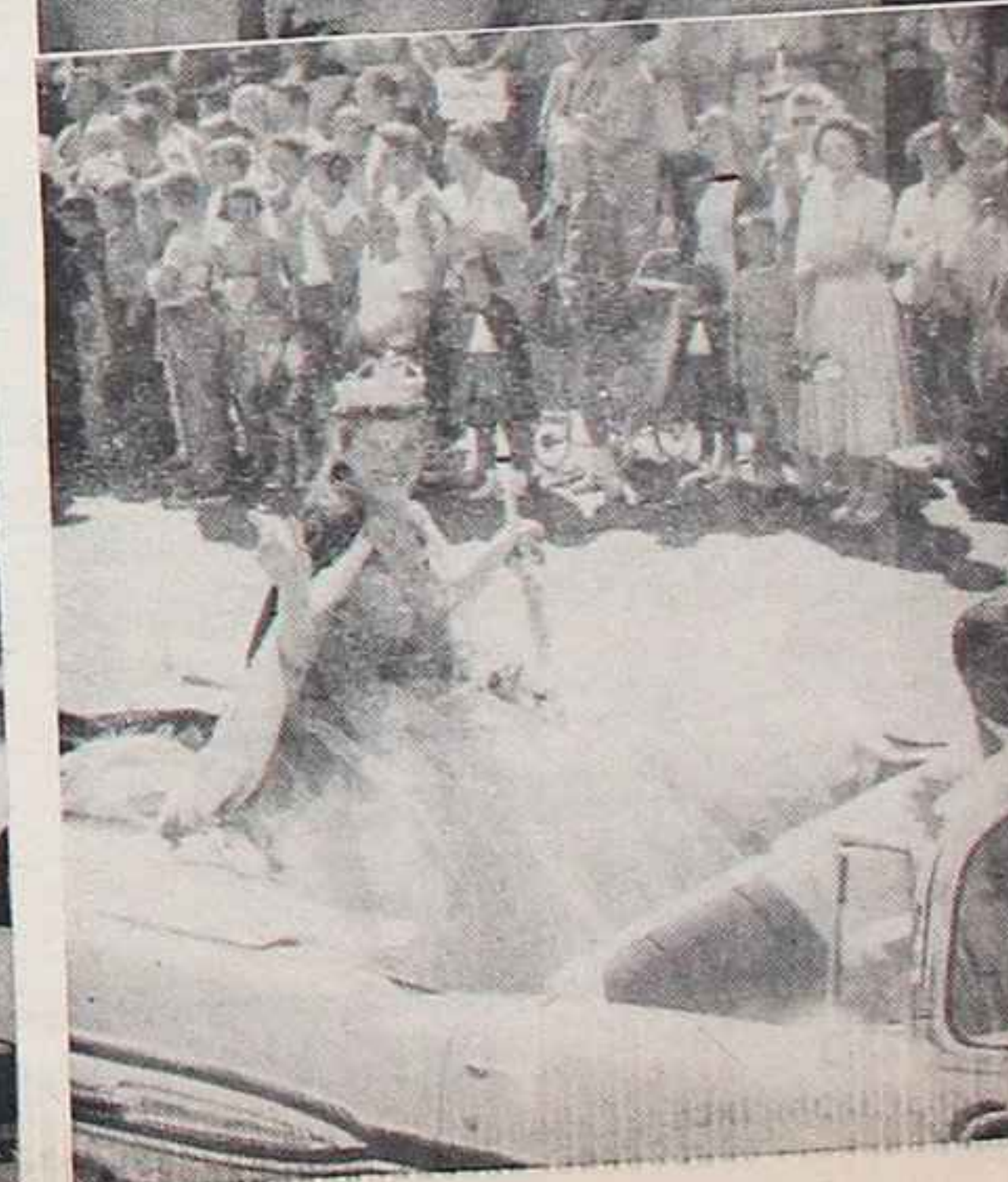
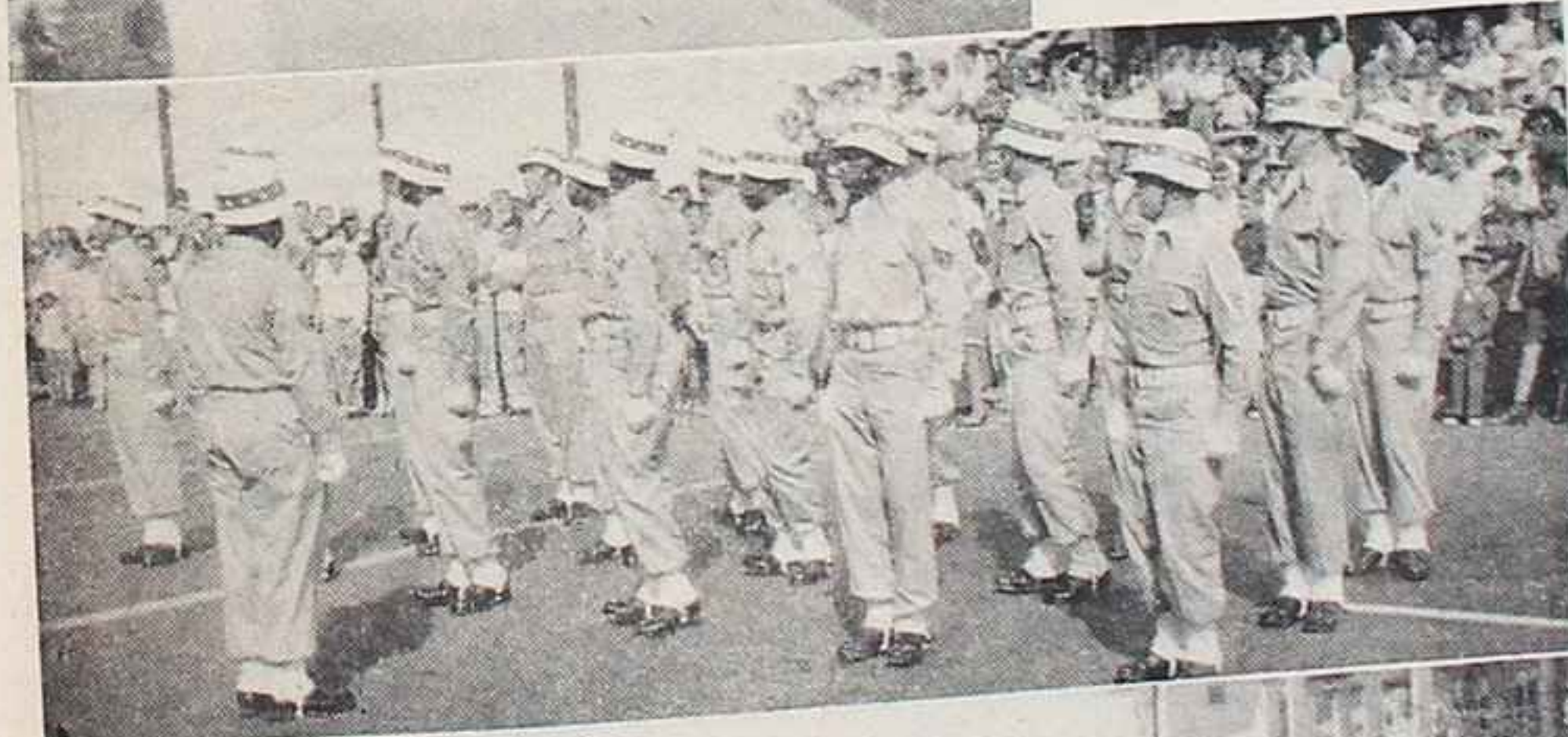
FREE

**Tide Table**  
(Daylight Saving Time)

Aug.	A.M.	2:44	8:57
29	P.M.	3:09	9:26
30	A.M.	3:40	9:59
	P.M.	4:04	10:28
31	A.M.	4:40	10:47
	P.M.	5:03	11:31
Sept.	A.M.	5:45	11:49
1	P.M.	6:07	
2	A.M.	6:52	12:38
	P.M.	7:13	12:55
8	A.M.	7:59	1:45
	P.M.	8:17	2:01
4	A.M.	9:00	2:48
	P.M.	9:15	3:01



HIGHLIGHTS of the finest Children's Day parade in recent years at Hampton Beach last Saturday included at left, top to bottom — Royal Lancers Drum Corps of Boston; Miss Hampton Beach, Sally Ann Freedman of Peabody, Mass., the crack Air Force drill team; and cranking contest staged by members of the Profile antique car club. At right, two of the winners in the rolling toy contest are shown along with Miss New England, Maureen Burke of Methuen, Mass.





Colorado's fourth congressional district is the leftiest in the U. S. There are about 50 mountain peaks lying within the area.

**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!**



ONE OF THE MANY COLORFUL FLOATS in the children's day parade at Hampton Beach over the weekend was this commercial entry depicting a family resting on their lawn. — Staff Photo

August 15 Festival Month  
**EILEEN'S**  
 COFFEE SHOP  
 LAUNDRY-MAT  
 Agents For 20th Century Cleaners  
 Ashworth Ave. at "C" Street

**Baby Contest**

**Held At Beach**

The annual Hampton Beach baby contest was held on the bandstand following the Children's Day parade Saturday. The judges were Mrs. Bobbie Cann, Mrs. George Ryan and Mrs. Stanley Dydo.

Winners in the first age group, birth to one-and-a-half years, were Lawrence E. Hartnett, 6 months, of Woburn, Mass., best all around; Kathryn Green, 5 months, of Somerville, Mass., cutest; Regan P. McCarthy, 3 months, of Haverhill, Mass., healthiest; Gary Peter Mall, 8 months, of Hampton, N.H., fattest; Anne Mary Battcock, 3 months, of Hampton Beach, N.H., prettiest hair; and Lois Ann McDonald, 2 months, of Wakefield, Mass., youngest.

In the second age group, one-and-a-half to two-and-a-half, winners were Kathleen Ann Campion, 2 years, 2 months, of Hampton, N.H., best all around; Jean Canterbury, 2 years, 6 months, of Springfield, Mass., cutest; Christine Marie Leary, 2 years, 3 months, of Brighton, Mass., healthiest; William Cronin, 2 years, of Newburyport, Mass., fattest; and Deborah Shea, 1 year, 9 months, of Wakefield, Mass., prettiest hair.

In the last group, age two-and-a-half to three-and-a-half, the winners were Gary Dupuis, 3 years, 1 month, of Hampton Beach, N.H., best all around; Patricia Jackson, 3 years, of Lawrence, Mass., cutest; Barbara Leverane, 3 years, 2 months, of Arlington, Mass., healthiest; David K. O'Brien, 3 years, 1 month, of West Newton, Mass., fattest; and Sheila Henderson, 3 years, 1 month, of Westwood, Mass., prettiest hair.

August 15  
 FESTIVAL MONTH

August 15  
 Festival Month  
**HARBOR GRILL**  
 Ocean Blvd. Near Bridge  
 SERVING EXCELLENT FOOD  
 Breakfast - Lunch - Dinner  
 OPEN 7 A.M. - 8:00 P.M.

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

**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

August 15 Festival Month  
**COTTAGE LISTINGS WANTED**  
**ROCKY'S REAL ESTATE**  
 499 Winnicunnet Road  
 TEL. WA 6-2402

**Casino Market Inc.**

OCEAN BOULEVARD HAMPTON BEACH  
 PHIL J. VALLIERE, Proprietor

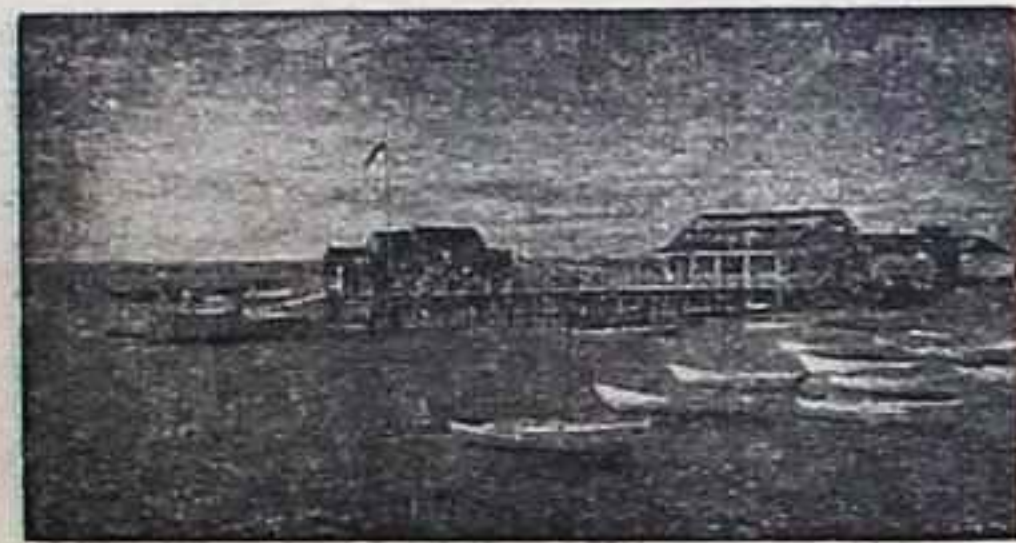
As the summer draws to a close, we wish to thank our many friends for their patronage during the season. For your convenience, we will remain open until mid-September. For those leaving, we wish a pleasant winter, and a speedy return next Spring!

10 LB. AVG. READY TO SERVE  
**Roast Turkey** Stuffed Gravy ea. **5.98**

**American Cheese** By Slice or Pc. lb. **39c**  
**Spaghetti** Franco American **2 Cans 25c**  
**Miracle Whip** JAR **49c**

WONDERFUL — HOME STYLE  
**DONUTS** Plain or Cinnamon Doz. **49c**

**DEEP SEA FISHING**



Lines and Bait Furnished — Toilet Facilities  
**FREE PARKING**

**PARTY BOATS**

Leave Hampton River Daily  
 8:00 A.M. and 1:30 P.M.

**ROW BOATS FOR RENT**

Tackle Shop Restaurant  
**OUTBOARDS FOR RENT**

**Smith & Gilmore Pier**

Hampton Beach Tel. WA 6-3503

**THE HAMPTON BEACH CASINO**

Everything Under One Roof . . . Nationally Famous Ballroom . . .

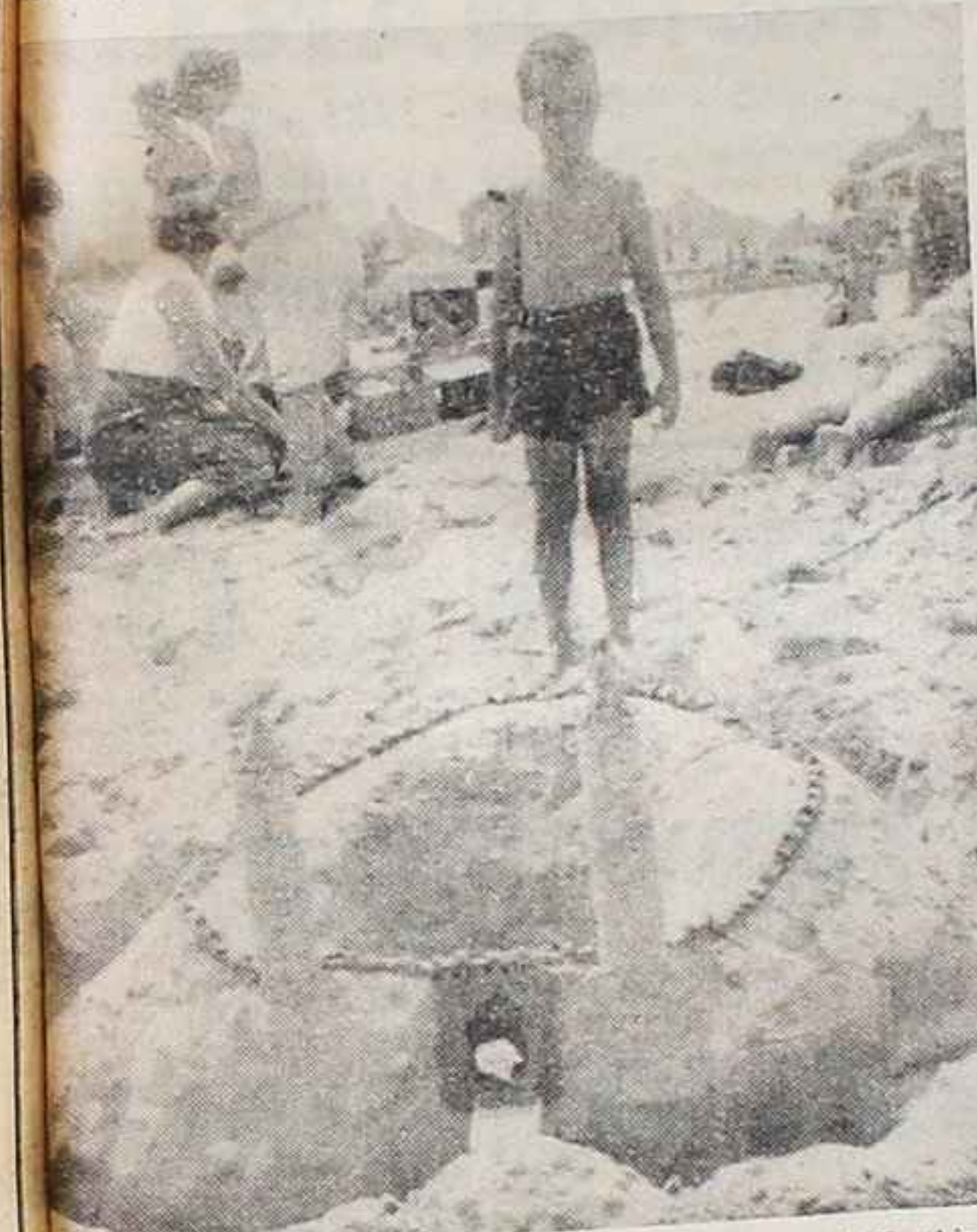
- + GIFT SHOP
- + DINING ROOM
- + BOWLING ALLEYS
- + BATH HOUSES
- + PARKING AREA
- + SODA FOUNTAIN
- + FRIED CLAM STAND
- + SNACK BAR

AT THE BALLROOM  
 AUGUST 25th AUGUST 31st  
**BOB BACHELDER**  
 And His 16-Piece Orchestra  
 Coming  
 Saturday, August 31st Battle of Music  
 Featuring Ted Herbert and Bob Bachelder's Orchestras  
 MONDAY, SEPTEMBER 2 — 12:01 A.M. HOLIDAY MIDNIGHT DANCE  
 Friday, September 6th  
**FRANKIE LAINE**  
 There Will Be Dancing Week-Ends In September!!

The Hub Of Happy Hampton Beach



SEARS AUTO BUGGY, the earliest model car to take part in the parade Saturday is owned by Joseph Harvey of South Lee. The hard top two cylinder air cooled vehicle originally cost \$400 but today it's worth \$1,000. — Staff Photo



AND CASTLE complete with towers and a moat was built by this ending youngster from Utica, New York. David Conti is the son of Mrs. David Conti, who are spending their vacation at Hampton Beach. — Staff Photo



MISS NEW ENGLAND OF 1957 is Maureen Burke, 16, of Methuen, Mass., (center) who was chosen last night at Hampton Beach from a field of 26 girls representing the New England states. Miss Burke recently placed second in the Miss Hampton Beach beauty contest. Runners up in the contest were: Maureen Donahy, 18, of Lawrence, Mass., second, (right) and Dianna Mae Wallace, 17, of Peabody, Mass., (left) who placed third. Miss Wallace also placed third in the Miss Hampton Beach contest.

**Home Residents Have Beach Outing**

Twenty-seven residents of the Odd Fellows home in Concord had an all day outing at Hampton Beach, Wednesday. The trip being made by bus and private cars. Their headquarters were at the summer home of Gertrude Kudrick, conductor of the Rebekah Assembly of New Hampshire. Dinner was served by the IOOF home committee, Mrs. Dorothy Nickless,

chairman: Ethel Hanscom and Elizabeth Pitman.  
 Guests in attendance were Mrs. Martha Greene of Hampton Beach, president, and Agnes Dalziel, warden of the Rebekah Assembly of New Hampshire.  
**LOST**  
 Ladies' Wide Gold Wedding Band And Diamond Solitaire Ring. Reward. Write Box 20, Hampton Union, Hampton, N. H.

**Margaret M. Junkins Candy Shop**

The Candy Store By The Seashore  
 Remember the folks back home with a box of famous Junkins' Candies  
 SEE IT MADE!  
**OCEAN BOULEVARD**

**BOWLING — BICYCLING — BILLIARDS**  
**Ferncroft Recreation Center**  
 WA 6-3410 Hampton Beach  
 A Street  
 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"  
 Balloons — 3 Speeds — Tandems  
 Equipped With Lights At Night  
 AVAILABLE 8:00 A.M. - MIDNIGHT  
 Bikes & Trikes For Totals

**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

Your New **FALL HAT** Is Here!  
**\$3.98 to \$20.00**  
 Daily Arrivals In All Fall Merchandise  
**Blouses - Skirts - Suits**  
**Sportswear - Accessories**  
 "That Fascinating Store"  
**The Band Box**  
 of Newburyport



HORRIBLES were also participants in the Children's Day parade Saturday at Hampton Beach. This year there was no special horribles parade on Friday night. — Staff Photo



**AUGUST IS FESTIVAL MONTH**

**AMBULANCE SERVICE**



Modern, comfortable equipment, courteous, efficient attendants.

**RAYMOND STURGIS**  
HAMPTON  
Call WA 6-3657

**AUGUST IS FESTIVAL MONTH**

**DON'T MISS THE Fashion Show**  
At The **BANDSTAND**  
**AUG. 30 — 8-9**  
MISS HAMPTON BEACH and MISS NEW ENGLAND Will Model The Latest Fall Fashions from

**Eileen Ash Of Hampton**  
High Street Hampton, N. H.  
Just Below Merrill Lumber Yard

**EVELYN and PAUL HOME BAKERY**  
Meats — Groceries — Novelties  
KING'S HIGHWAY AT 3rd STREET

**PRICES REDUCED FOR CLEARANCE**

**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

SPECIAL CLOSE OUT ALL **CIGARET LIGHTERS** 79c

**beach supplies**  
**beach toys**  
**beauty aids**

SHOP STAPLES FOR **Back To School Items**

**QUODDY LOAFERS \$4.39**

12-14-16 B STREET AT THE BEACH

Staples 5&10 Will Remain Open Thru Sun., Sept. 6 DAILY 9-5 SAT. UNTIL 10



Smith & Gilmore for an all day trip. They brought in a 24 lb. Catfish, a 16 lb. Pollock, a 10 lb. Cod, some Haddock, Flounders, and three Conger Eels.

On Monday the weather man was good to the farmers but not the fishermen. The sea was too rough for the party boats to operate. On Tuesday, August 27, a party of twenty-two men from the Grenier Air Force Base in Manchester, chartered the "Gull" for an afternoon of fishing and reported a more than satisfactory trip.

A special prize of a sebago spinner was awarded to Joseph Talabach, of Boston, Mass., who topped all contestants in the Old Salts Club contest with his catch of a tremendous 29 lb. 7 oz. cod bass. Since Mr. Talabach was not fishing from one of the party boats, he was given the spinner as a special award.

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

**GLAD ACRES ANTIQUES**

ROUTE 107 — NORTH OF RAYMOND, N. H.

China, Glass, Bric-A-Brac and Furniture

GLADYS and MARCUS BEEBE  
TEL. RAYMOND TWIN OAKS 5-2777

**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 BUSES**

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

New Hampshire state law requires that NO minors under the age of 18 years are allowed in the Hall while Bingo is being played.

INDIAN complete with war paint, was one of the horribles taking part in Saturday's parade.

**Fishing Contest Prizes Awarded**

Winners of the weekly contest with fish caught from the Smith & Gilmore Party Boats are as follows: Roger Lydon, Billerica, Mass., with a 17 lb. Pollock won the Spinning Rod and Reel equipped with monofilament line and a Golfish spoon. Rory Kemmerer, Poughkeepsie, N.Y., won a tackle box for second prize with a 14 lb. Pollock. Jack Tuttle won third prize, a box of fishing equipment, with a 12 lb. Pollock. In fourth place was Tom Shufelt who won a set of spinners with a 6 1/2 lb. Haddock.

Winners from the Al Gauron boats were: Nelson G. Carlson, of Worcester, Mass., who caught a 16 1/2 lb. pollock to win the glass rod as first place winner. George D'Auteriel, also of Worcester, won the second place net with a 16 lb. 1 oz. pollock. Arthur Arnold of Concord, Mass., was third with a 14 lb. codfish, and won a box of lures. Last, but not least, Milton R. Landry, of Shrewsbury, Mass., won a sebago spinner with his 12 lb. blue hake.

On Tuesday, August 20, forty three girls from Camp CeCaMaCa in Raymond, N. H. went fishing in the "Gannet" and the "Annie & Josephine" from 6:30 to 9:30 in the evening. They had an excellent trip and a very good catch of Haddock.

On Sunday the Tetreault family from Exeter avenue, Manchester, with some of their friends chartered the "Gull" from the Smith & Gilmore Fishing Pier for an all day fishing trip. This was their fifth annual trip and they always manage to bring in a good catch.

Also on Sunday, a party from the Nichols Poultry Co. in Kingston chartered the "Swan" from

The population of Argentina is 18,228,836, latest figures reveal. This is double the 1914 population.

**Reuter's**  
On The Boardwalk, Near Monument  
**BREAKFAST LUNCHES TAKE-OUTS**  
1st 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  
1:00 - 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  
Ice Cream — Milk & Cream  
Ice Cream — Cold Tonic



THREE FUTURE BEAUTY QUEENS and a future life guard depicted by these children won an award in the Children's Day parade. The youngsters include Richie, Maureen, Joan and Eleanor McClusky of 27 Highland avenue, Hampton Beach.

**BEACH NOTES**

Mrs. Mary Kelly, of Watertown, Massachusetts, is vacationing at Byrd cottage, North Beach, and has as house guests, Mrs. Lillian Welch, of Waltham, Mass., and Mrs. Anne Boyle, of Newburyport, Mass.

Mr. and Mrs. Edward Kulik and family returned home Saturday after spending a week at the Glen Eden cottage.

Mexico's oil resources were taken over by the Mexican government in March, 1938.

**AUGUST IS FESTIVAL MONTH**

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

**AUGUST IS FESTIVAL MONTH**

**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**

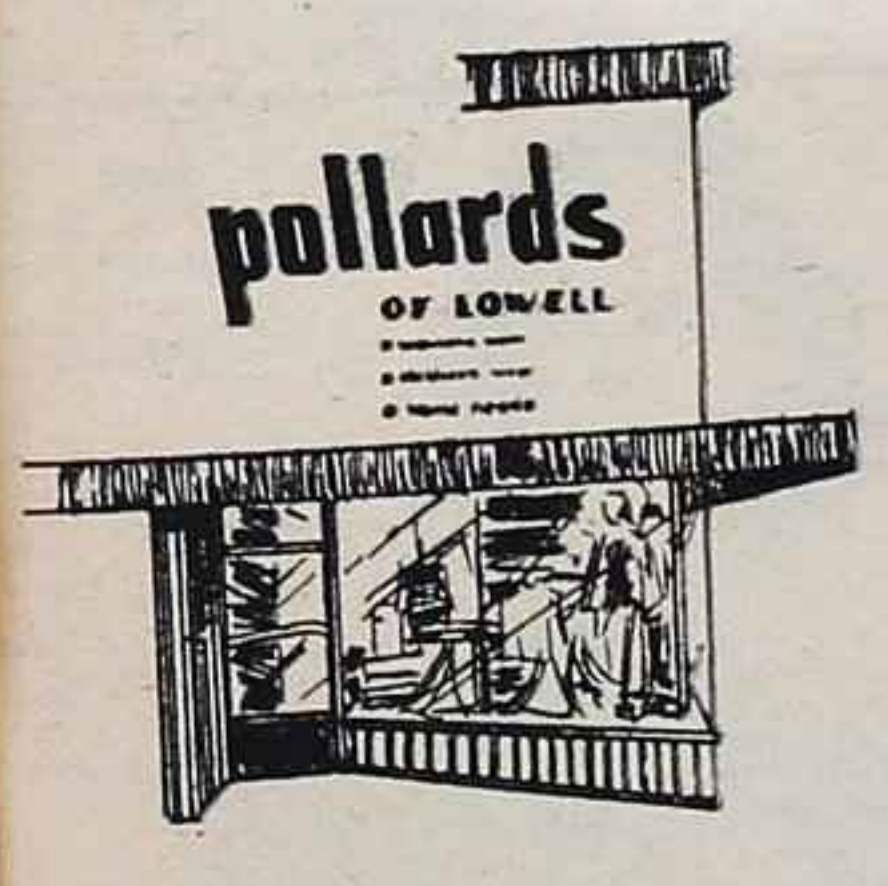
State Pier WA 6-2469

LINES AND BAIT FURNISHED  
CHARTER PARTIES  
TOILET FACILITIES

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

TWO BOATS: "ALICE G" & "MICROC"

Children's Rates  
\$2.50 per person



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.

**End Of Summer MARKDOWNS**

Juniors, Misses, Women and Teens

• SKIRTS	Reg. 5.98 - 8.98	NOW 3.00
• SHORTS	Reg. 2.98 - 4.98	NOW 2.00
• BLOUSES	Reg. 2.98 - 3.98	NOW 2.00
• DRESSES	Reg. 8.98 - 14.98	NOW 5.00
• BERMUDAS	Reg. 4.98 - 6.98	NOW 3.00

Further Reduced

**SWIM SUITS**

Reg. \$ 5.98 - \$ 8.98	NOW \$ 4.99
Reg. \$ 9.98 - \$ 16.98	NOW \$ 6.99
Reg. \$ 17.98 - \$ 19.98	NOW \$ 9.99
Reg. \$ 22.98 - \$ 35.00	NOW \$ 12.99

**Children's Wear**

Reg. 2.00 to 2.50	NOW 1.00
Reg. 3.00 to 4.00	NOW 2.00
Reg. 4.00 to 6.00	NOW 3.00

**BACK TO SCHOOL & COLLEGE CLOTHES NOW IN STOCK**

- SKIRTS
- DRESSES
- SWEATERS
- SLACKS
- BERMUDERS
- BLOUSES

**SHETLAND** (type)

Slipon **5.98**

Sizes 32 - 40



FASHIONED BY **remark** Knitwear 100% VIRGIN WOOL

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



August Is Festival Month

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

August Is Festival Month

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

**No. Shore Super Market**  
Winnicunnett 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  
George Goodreau, Manager

BAKED STUFFED LOBSTER  
STEAKS - CHICKEN - CHOPS  
SEA FOOD

**COLTON'S**  
Restaurant and Drive - In

WHERE YOU CAN ENJOY  
**COCKTAILS with your MEALS**

ON THE SHORE LINE DRIVE  
Seabrook Beach — Route 1A  
HALF MILE FROM HAMPTON RIVER BRIDGE  
Open Every Day Til Midnight GRover 4-3561

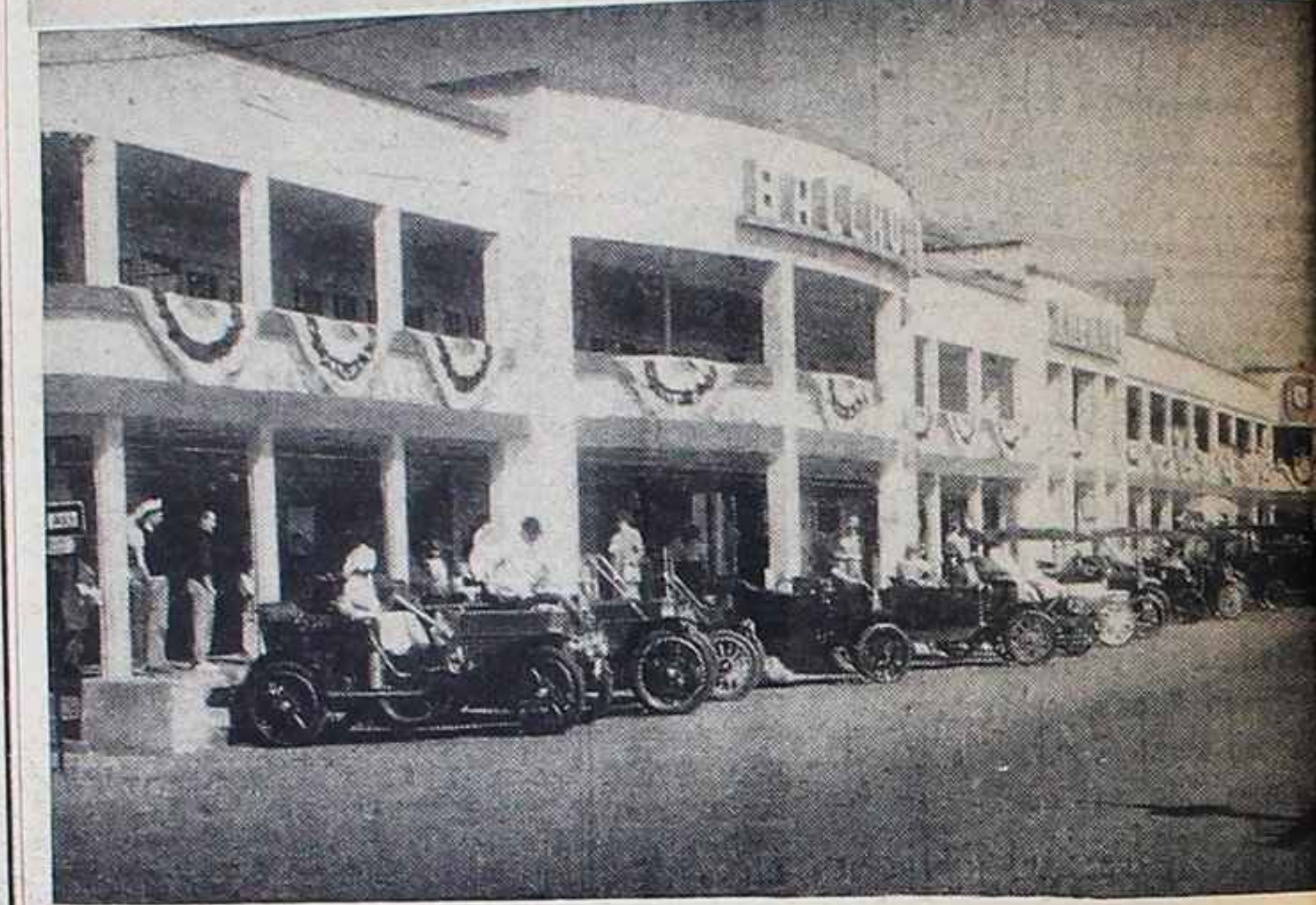
**SHOP HAVERHILL FIRST**

- 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

FREE AND METERED PARKING



THEN AND NOW — Antique car enthusiasts put on a real show Saturday at Hampton Beach with models of 1905 vintage and later adding greatly to the Children's Day parade. At top is a reproduction of an old time photo of Hampton Beach, circa 1915-20, which members of the Profile Automobile League, New Hampshire duplicated in the lower photo last Saturday. Only the open street car, which operated the tracks of the Exeter, Hampton and Amesbury Street Railway, was missing. — Staff Photo

artfully designed to wear two ways -

**Reversible Skirt**  
plaided - pleated - new

It's really 2 skirts in one. Turn it inside out for a different effect. The plaid shows dark on one side, light on the other. Sizes 10 to 18.

ASSORTED PLAIDS — AS SKETCHED  
**\$17.98**

**TYCORA**  
The Magic Name In Sweaters  
Now Available in 15 Colors

Short Sleeve Slipon	\$5.98
Long Sleeve Slipon	\$6.98
Matching Cardigan	\$7.98

**Grads**  
87 MERRIMACK STREET  
HAVERHILL, MASS.

OPEN  
FRIDAY  
NIGHTS



ST DECORATED doll carriage award went to Deborah and Patricia of North Grafton, Mass., as the two young ladies made a pretty parade dressed alike in the parade. — Staff Photo

NOW THRU SEPT. 28

25th YEAR

**Rockingham**

RACING DAILY

POST TIME 1:45 P.M. (Sat. 2 P.M.)  
DAILY DOUBLE CLOSERS  
15 minutes before post time

ADMISSION  
GRANDSTAND \$1  
CLUBHOUSE \$2

NO MINORS ADMITTED

YOU'LL ENJOY THE NEW  
... 100% ...

**State Parks Open For Fall Visitors**

Concord, N. H., Aug. 29 — Four New Hampshire state parks close Labor Day for the season but most others in the system will remain open in the foliage season for residents and tourists, the New Hampshire Recreation Division announced today.

Closing September 2 will be Forest Lake in Whitefield, Hampton Beach in Hampton, Rhododendron in Fitzwilliam, Wadleigh in North Sutton and the Wallis Sands State Beach in Portsmouth.

Four other parks ceasing seven-day operation on that date but re-opening for weekends are as follows: Wentworth in Wolfeboro and Wellington in Bristol, picnicking only to September 29; Miller in Peterboro and Mt. Kearsarge in Warner, picnicking only to October 13.

Milan Hill State Park in Milan closes September 3 but will re-open on the weekends of September 14 and 21, weather permitting. Moose Brook in Gorham after September 2 is open only for camping to September 29.

Parks which will remain open into October are Bear Brook in

**2 GOOD GAMES**  
JACKPOTS — SPECIAL GAMES

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

**GO**  
SATURDAYS  
7:30 — 30 GAMES  
Sponsored By Seabrook Firemen's Association  
Leaves Near Caf. C Building At 6:30 Returns After Games

BIG PAYOFFS — DOOR PRIZES  
**SEABROOK FIRE STATION**

Allenstown; Cardigan in Canaan; Crawford Notch in Hart's Location; Echo Lake in North Conway; Franconia Notch (including the aerial tramway and the Flume); Kingston in Kingston; Mt. Prospect in Lancaster; Mt. Sunapee in Newbury; Silver Lake in Hollis; White Lake in Tamworth; and Winslow Site in Wilton.

Pillsbury State Park in Washington and Rye Harbor in Rye will remain open to September 15 and 22, respectively. Monadnock in

Jaffrey traditionally closes November 11 (Veteran's Day). State historic sites — the Daniel Webster Birthplace in Franklin, the Franklin Pierce Homestead in Hillsboro and the Wentworth-Collidge Mansion in Portsmouth — will close October 13 along with five wayside picnic areas.

Weather conditions will determine closing dates for beaches of state parks located on fresh water lakes and ponds.

**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.

**LINCOLN'S**  
Pleasant St., Newburyport

girls' school dresses  
Dainty washable cottons that require little or no ironing; Sissy fronts, Hi-Low waists, short sleeves and 3/4 push-up sleeves. Solids, stripes, Dan River plaids in red, gray, blue, grays and greens. Sizes 7 to 14.

big and little sister cardigans  
All 100% orlon  
Sizes 3 to 6x  
Hi-bulk orlon that washes easily, dries quickly and retains its shape. Shank buttons. Pastels and dark colors.

skirts and blouses  
7 to 14  
Santorian washable wool skirts in solids and tweeds with many expensive details. Blouses in broadcloth, polished cotton or dacron in white, pastels. Ivy League stripes and prints.

398  
298  
398  
198  
598  
198

**NEW WOOL SKIRTS**

- Menswear flannels
- Smart pinstripes
- Fibrene tweeds, plaids
- Herringbone tweeds
- Cashmere & wool flecks

back-to-school shirts by "Karello" and "Lady Sutton"

- Ivy League stripes - woven Madras stripes - fancies - checks.
- Oxford cloth, Pima-glo broadcloths
- Long sleeve French cuffs - or new roll-up sleeves.

Misses' sizes 30 to 36 with button-down collars - club collar, mitered convertible collars. White, pink, blue, maize, mint, tan and black.

Matching Cuff Links ..... 1.00 plus tax

598  
198



BEACH NOTES

Mr. and Mrs. F. L. Burton, their son, Randy, and Richard Cram, of Miami, Fla., and Franklin Bigwood, of Long Beach, Calif., recently visited with Mr. and Mrs. Phil Valliere of Hampton Beach.

The group held a family reunion at the Hamilton, Mass. home of Mr. and Mrs. Allan Ward last week. Mr. and Mrs. Fred Wilson of Montreal, Canada, guests at the Miramar on Nudd avenue for many years, are spending their holidays there this week.

FOR FLOWERS DURING VACATION

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



A UNIQUE REPLICA of the 40 et 8 engine of the La Voiture 70 of Rockingham county took part in the children's day parade Saturday at Hampton Beach.

The Trading Post
KINGS HIGHWAY AT 7th ST.

August 29, 1957

DEAR FRIENDS:

With the final issue of the 1957 Beachcomber, we wish to take this opportunity to thank you for your patronage during the past season.

We sincerely hope that the fall and winter months will be pleasant ones for you, and that we will have the pleasure of seeing all of you again next spring!

THE MERCIERS

Note: For the convenience of those whose vacations do not end with Labor Day, this store will be open 'til further notice.

Rolling Toy
Winners Named

Winners in the rolling toy contest during Saturday's Children's Day parade were Richie, Maureen, Joan, and Eleanor McCluskey, Kiddy Boat car; Jean and Jacquelyn Holleran of Cambridge, Mass., and Laurie Weidlich of Baldwinville, Mass., wagon float; Robert Nudd of Hampton, N. H., old-fashioned train; Jo-ann Brislan of Quebec City, P. Q., a pull toy; Danny Clifford, tricycle; Paula Holleran, Samuel Pettibone, Bruce Sanborn, Claire Donovan, Ann Fitzgerald, Debby Getrost, Linda Peterson, Johnny Peterson, John Sullivan, Timothy Kittredge, Giftland and Lobsterman, all with bicycles; Tim Hanson of Medford, Mass., Maura O'Laughlin of Lawrence, Mass., Dshora Jeanne Foto and Patricia Elizabeth Foto of North Grafton, Mass., and Norwood cottage, all with baby carriages; and Eileen Murphy of Hampton, N. H., dancing dolls.

The Federal Government maintains five game refuges in Arkansas.

Beach Poetry

HAMPTON BEACH MEMORIES
By Sam Cote, Exeter, N. H.

That I could but relive
Those so sweet happy days
Where we played on the shore by the sea.

Happy days, Golden days
Tell me, Tell me, O where have you gone
I will never forget
Those sweet moments of bliss
When life was a laugh and a song
Just to love, once again.

Just to meet just once more

As we did on the shore
Of Old Hampton Beach down by the sea.
Just to be young again
As in days that are gone
When each moment was heaven to me.
When we thought happiness
Would forever endure
And our love would be true and for aye
Just to be young once more
As in those days of yore
When we played on the shore by the sea.

SALISBURY
Drive-in-Theater

ROUTE 1A BEACH ROAD
SALISBURY, MASS.

WED. - SAT. AUG. 28 - 31

SMOOTH AND JOYOUS!
FRED ASTAIRE
CYD CHARISSE
Silk Stockings
JANIS PAIGE PETER LORRE

2ND SMASH HIT!

James CAGNEY
in M-G-M's
TRIBUTE TO A BAD MAN

DON DUBBINS STEPHEN VICE
MORROW
and introducing Irene P.

SUN. - TUES. SEPT. 1 - 3

This, too, is JEANNE EAGELS!

KIM NOVAK
JEFF CHANDLER
in GEORGE SEYMOUR'S

Jeanne Eagels
AGNES MOOREHEAD A COLUMBIA PICTURE

2ND HIT!

BULLET-HOT STORY!

Only one man lived to tell the tale!

THE PHANTOM STAGECOACH
BISHOP CROWLEY
WEBB
A COLUMBIA PICTURE

COMING - WED. SEPT. 4
"BACHELOR PARTY"

Do You Remember?

Summer guests at Hampton Beach make it a habit to return year after year. These happenings

- GINNY
GINNETTE
JILL
VOGUE DOLLS AT THE
SURF HOTEL
GIFT SHOP
Ocean Boulevard

of past years, taken from issue 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 Hampton Beach when the area was one of the few places in the state at which the long awaited total eclipse of the sun was visible.

Five years ago when for the second year in a row a visitor from north of the border carried off top honors in the annual Hampton Beach Beauty Pageant. The Canadian Miss was redheaded Gaynor Jenkins.

August 1st Festival Month



FILLEY'S
MARINE MART

OPEN 7 DAYS WEEKLY

U.S. Route One WO 4-8522 North Hampton

- EVINRUDE OUTBOARDS
PEMBROKE CRUISERS
White Clinker-Bilt Boats

10% Down 10% Down

VARI-CHRISTIE'S

Hampton Playhouse

(Winnacunnett Road)

NOW PLAYING
Aug. 26 - Aug. 31

TOBACCO ROAD
AMERICA'S GREATEST COMEDY

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

"Spirit Of St. Louis"
"CANYON RIVER"

George Montgomery - Marcia Henderson
STARTS SUNDAY - SUN. - MON. - TUES.
HOLIDAY SPECIAL - 3 BIG FEATURES

THE TRUE STORY OF JESSIE JAMES
PLUS
THE STORY OF THE FABULOUS JIMMY WALKER
- MAYOR OF NEW YORK

"Beau James"

Bob Hope - Vera Miles

"Fire Down Below"

NEWS 2 CARTOONS SHOW STARTS AT DUSK

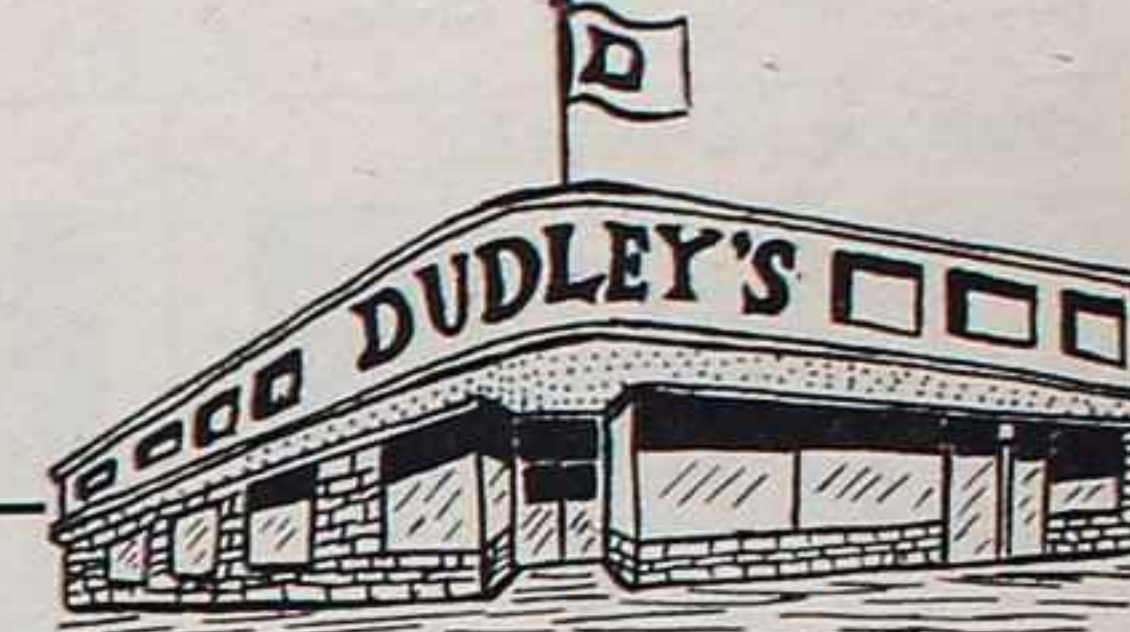


CUTEST BABY in the birth to one and one-half year old class was five month old Kathy Greene, daughter of Mr. and Mrs. Joseph Greene of Somerville, Mass.

Ted Herbert and Bob Bacheider will stage a gigantic Battle of Music this Saturday, August 31st. Both of these orchestras are beach favorites and their many devoted fans won't want to miss this challenge. At one minute past midnight, Sunday, (actually Monday morning) the annual Labor Day midnight dance will take place. Ted Herbert and his 16-piece band will provide the music. An extra special event is planned for Friday, September 6. Frankie Laine will appear at the Ballroom. This will be his only appearance in New England. He will return to California almost immediately after being at the Casino Ballroom.

Because of the fine reception the public has given the newly redecorated Casino Ballroom, manager John Dineen has announced that during the month of September several name attractions are ber there will be dancing weekends being planned.

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
For Reservations
Phone HO 5-9852



DEPARTMENT STORE
Corner C Street - Ocean Blvd.

SUMMER SALE

- Bathing Suits
Sportswear
Dresses
Handbags
Children's Wear

25 to 33 1/3% OFF

SPECIALS FOR FALL

- QUILT LINED STORMCOAT Full Length 17.98
QUILT LINED CAR COAT 14.98
SKIRTS IN FLANNEL AND TWEEDS 5.98
LAMBS WOOL AND ORLON SLIPON SWEATERS 5.98
WOOL FLANNEL BERMUDA SHORTS 5.98

OPEN EVERY EVENING TILL 10 P.M. Including SUN.

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

CASINO SURF

Now thru Tues., Sept. 3

You have never seen its like -and may never see its equal!
CARY GRANT
FRANK SINATRA
SOPHIA LOREN

THE PRIDE and THE PASSION
TECHNICOLOR - VISTAVISION

Interlude
CINEMA SCOPE-TECHNICOLOR
MARIANNE COOK - FRANCOISE ROSAY - KEITH ANDERSON - FRANCES BERGEN - JANE WYATT

Ends Thurs., Aug. 29

"Written On The Wind"

Fri. - Tues. Aug. 30 - Sept. 3

a story of Love...for Lovers!
JUNE ALLYSON
ROSSANO BRAZZI
Interlude
CINEMA SCOPE-TECHNICOLOR



**IN HAMPTON**

... WITH A COMMON PURPOSE ...

**TO SERVE YOU**

HAMPTON COOPERATIVE BANK

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.



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

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



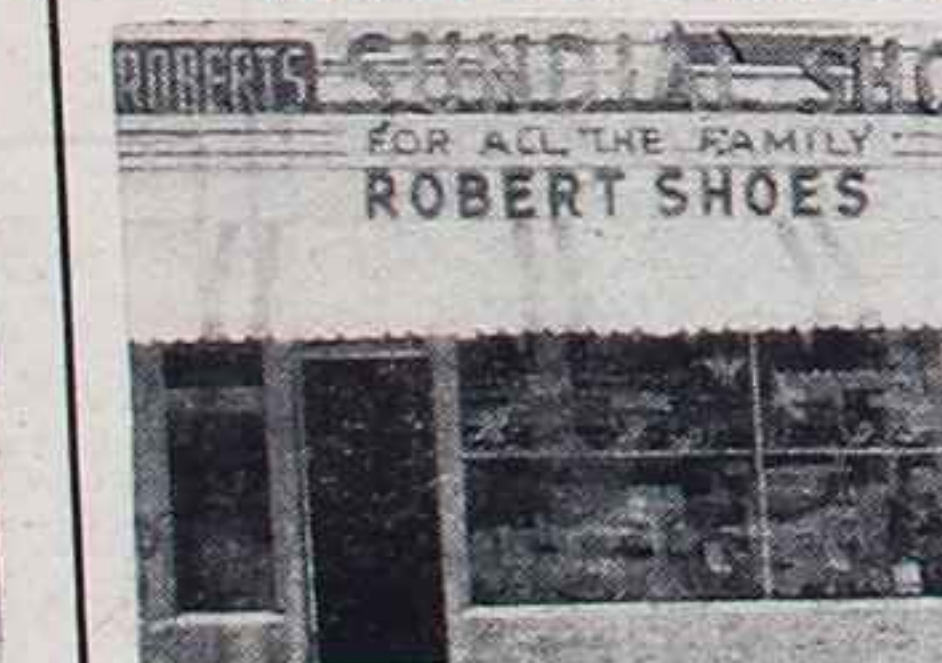
LAFAYETTE RD. HAMPTON CTR.  
... Headquarters for radio and television sales and service. New and used T.V. portable & table model radios, large and small appliances. Factory trained service personnel. Record players & records.

McDORMAND'S MEN'S WEAR



443 LAFAYETTE RD. HAMPTON CTR.  
20% Off SALE 20% Off  
ON ALL MEN'S SUMMER CLOTHING

ROBERT'S SHOE STORE



441 LAFAYETTE RD. HAMPTON CTR.  
— SALE —  
25% Off On Summer SHOES

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 Donuts Daily  
**Hat Sale 50% Off**  
JELLO 5 PKGS. 25c  
BABY FOOD 3 JARS 25c  
**Toys 20-50% Off**  
Bridge Market WE DELIVER  
Cor. Ocean Blvd. & Ashworth Ave. WA 6-9120  
For Your Convenience — Open thru September



FLAMES BURST from a north window of the Windmill hotel on Ashworth avenue, Hampton Beach, early Saturday morning as the three-story structure was completely gutted by fire. Mrs. Mary Ball was severely burned in the blaze and had to leap from a second story window to escape. — Staff Photo

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

**WEE WASH IT!**  
A STREET LAUNDERETTE  
OPEN UNDER NEW MANAGEMENT  
Dry 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  
Ocean Boulevard Opp. Statue WA 6-3215 HOTEL DELANCEY

**Woman Seriously Burned in \$30,000 Beach Hotel Fire**

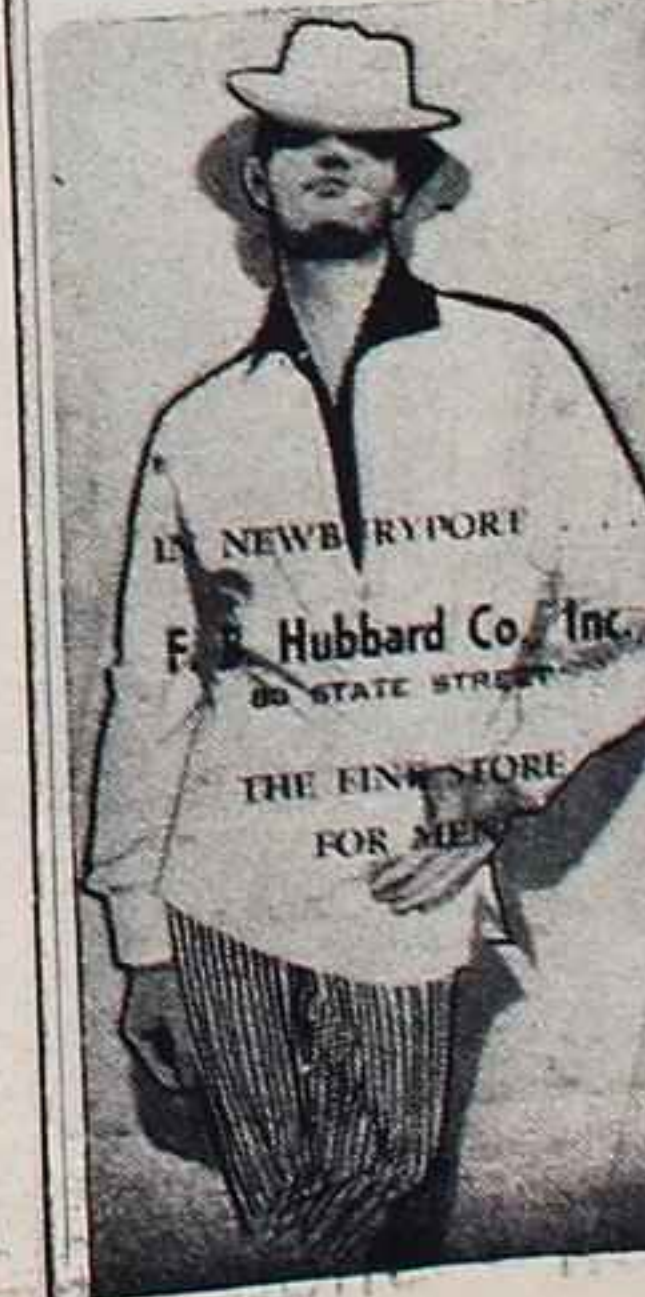
A two-alarm fire at Hampton early Saturday morning drove eight persons to the street and severely burned one woman who had to jump from a second story window to escape the flames. The fire, which destroyed the

Windmill hotel on Ashworth avenue, was reported by Fire department officials to have started shortly before 4:30 a.m. when the alarm was turned in. Injured in the fire was Mrs. Richard Ball, wife of the hotel owner, who received second degree burns over better than 50 percent of her body. Mrs. Ball also had lacerations of the head and face that occurred when she was forced to jump from the second story bedroom window.

Twenty-five to thirty vacationists were forced to flee from adjoining cottages and motels as the fire raged. Residents in nearby homes took the evacuees into their homes and provided shelter and hot coffee until it was safe for them to return to their cottages.

Fire department officials and the owner have not as yet completed estimates of the damage but unofficial sources believe that the cost of repairing the building would exceed \$30,000.

According to Fire Chief George Lamott, 32 call and regular fire men answered the alarm. He also stated that four pieces of equipment were used to keep the blaze from spreading in this thickly settled portion of the beach.



DISTINCTIVE DINING IN A COLONIAL SETTING  
**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

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 Delicatessen**  
 WEED-END SPECIALS  
**Boiled Lobsters** Hot or Cold ea. **63c**  
 8-9 LB. Stuffed - Hot Gravy ea. **4.49**  
 HOT ROLLS DAILY AT 4:30 P.M.

**Ashworth Gift Shop**  
 SALE! SALE! SALE!  
 ALL PRICES CUT 20 - 33-3%  
 GIFTS OF ALL TYPES  
 SAVE ON YOUR XMAS BUYING!

**Ashworth Dining Room**  
 FINEST FOOD ON THE BEACH!  
 OPEN TO SEPTEMBER 8th  
 PRIVATE PARTIES TO OCTOBER 1st

## 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

INCORPORATED  
 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



SIX MONTH OLD Lawrence E. Hartnett, son of Mr. and Mrs. Lawrence Hartnett of Woburn, Mass., was chosen by the judges as the best all-round baby in the birth to one and one-half year class, at the Children's Day baby show held Saturday at the beach.



WINNER of the prettiest hair award in class two of the baby contest was Deborah Shea, daughter of Mr. and Mrs. Edward Shea of Wakefield, Mass. — Staff Photo



HEALTHIEST BABY in class one was eight month old Regan P. McCarthy, son of Mr. and Mrs. Terence McCarthy of Haverhill, Mass.

AUGUST IS Festival Month  
**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

AUGUST IS 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 ICE CREAM**  
 We Make Our Own  
 ALSO  
 LIGHT LUNCHESES — 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!*

Mmm, man - what a flavor. Tender, juicy chicken that tastes just exactly 1000% better than any you've ever had before. And it's inexpensive 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

**NICHOLS CHICKEN RESTAURANT**  
 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

Susy 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 up your partners every Friday P.M. The moon's shinin' bright and the ocean's a gem! Jus' 50 cents admission! Refreshments galore! An' the best danced dancin' on an old pine floor!

CALLERS:  
**MAL HAYDEN - August 30**

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

### Bay State Girl Wins Top Honors In Talent Finals

In the final talent show of the season, comprised of the previous weeks' winners, a young Bay State girl once again repeated as the top summer contestant in the

junior division. Beth Reidel, 12, of Holyoke, Mass., gave an excellent exhibition of baton twirling to walk off with top honors just like last year. Second place went to Paul Floyd, 10, of East Lynn, Mass., who sang and danced to "Rock-a-Bye" and "Bye Bye Blues". A close third was taken by Kathy Duncan, 10, of Lynn, Mass.,

and Patty Danahy, 11, of Saugus, Mass., who tap danced to "Sunny Side of the Street", "The Johnson Rag", and "Whispering". In the senior division, "The Seven Sharps", an instrumental group from Bradford, Mass., who range in age from 12 to 15, captured first place in a close decision, over Beverly A. Nolan, 19, of Malden, Mass., who sang "Danny Boy".

**Christmas In August!**  
**25% to 40% OFF**



SHOP FOR CHRISTMAS NOW AND SAVE

- |   |   |  |
|---|---|--|
| TOYS<br>DOLLS<br>Electric & Wind CLOCKS<br>Ladies & Men's WATCHES<br>JEWELRY<br>RADIO'S<br>TOASTERS | COFFEE MAKERS<br>PIPES<br>WALLETS<br>Movie & Still CAMERAS<br>PROJECTORS<br>LAMP'S<br>COSMETICS | STATIONERY<br>ELECTRIC BLANKETS<br>PHONOGRAPHS<br>IRONS<br>ELECTRICAL APPLIANCES<br>LIGHTERS |
|---|---|--|

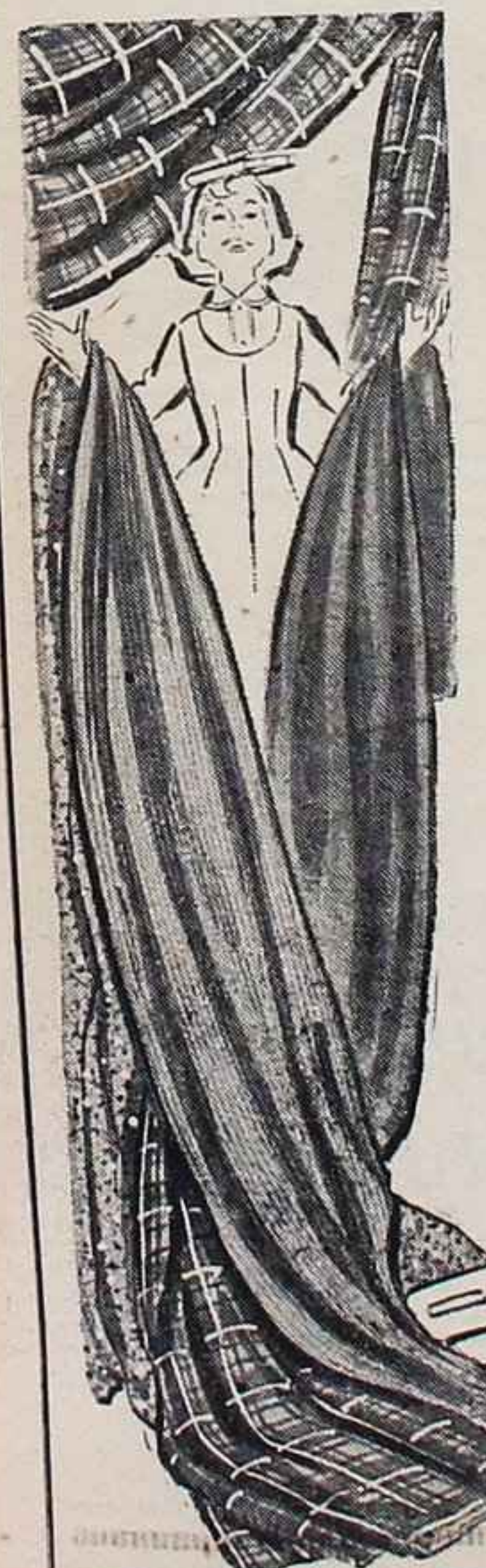
**TOBEY'S NO. BEACH STORE**  
 Corner Winnacunnet Road and Boulevard  
 HAMPTON BEACH

— OPEN 9:00 A.M. TO 10:00 P.M. —

## Mitchell & Company

80 MERRIMACK ST.

HAVERHILL, MASS.



**sew-wonderful FABRICS**  
 for fall  
 SALE - PRICED

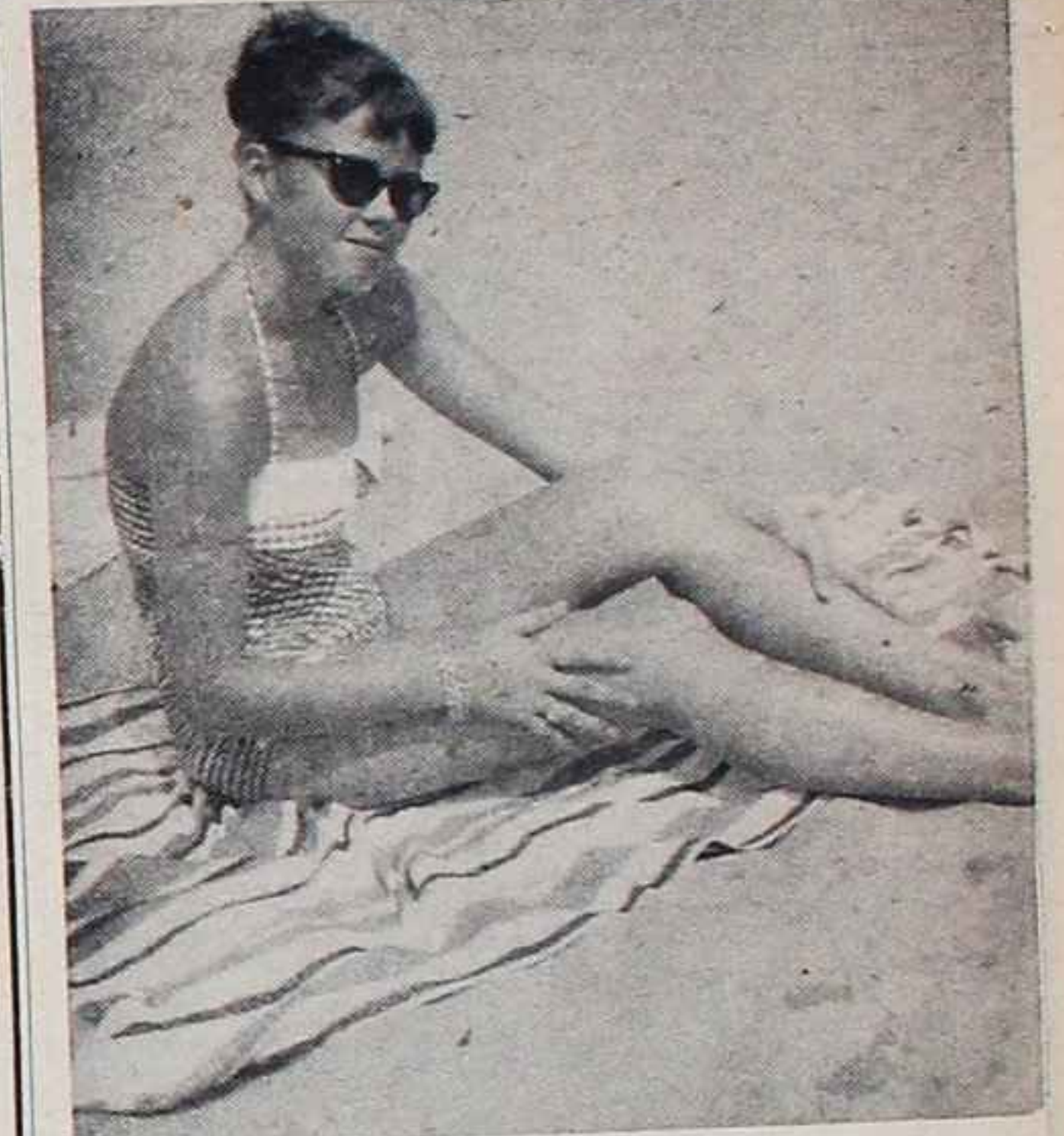
A thrilling event for you who like to sew and save. Here, at wonderfully low sale prices, are top quality wool fabrics and cottons, fabrics with the rich, lovely look of fall... fabrics for dresses, coats, suits.

Special Purchase of WOOLS  
 TWEEDS — Plains - Checks  
 60 Inches Wide **1.98** yd.  
 Other Wools **2.98** and **3.98** yard  
 FELTS — 72 inches wide **2.59** yard  
 THE FINEST IN CORDUOYS  
 "Crompton's" Pinwale  
**\$1.19** yard

We carry a complete line of "Vogue" and "Simplicity" Patterns.  
 Rayon Yard Goods  
 — Street Floor



A DOGS LIFE at Hampto Beach is demonstrated by Tippy as he wears his kerchief and sunglasses and relaxes in a beach chair. Tippy is owned by Babe and Ethel Marshall of Lowell, Mass. — Staff Photo



PERT, PRETTY BAY STATER, Betty Kinsey of Fitchburg, Mass., was found sunning herself on the sands of Happy Hampton Beach over the weekend by the staff photographer in his wanderings over the sand.

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### None Injured In Sunday Mishap

No injuries resulted from a three-car collision that occurred on Ashworth avenue Sunday afternoon according to Police Chief John Malek.

The drivers of the vehicles involved were T. E. Conran of East Hartford, Conn., Allan T. Devault of Clinton, Mass., and Sarkis Pash of Riverside, R. I.

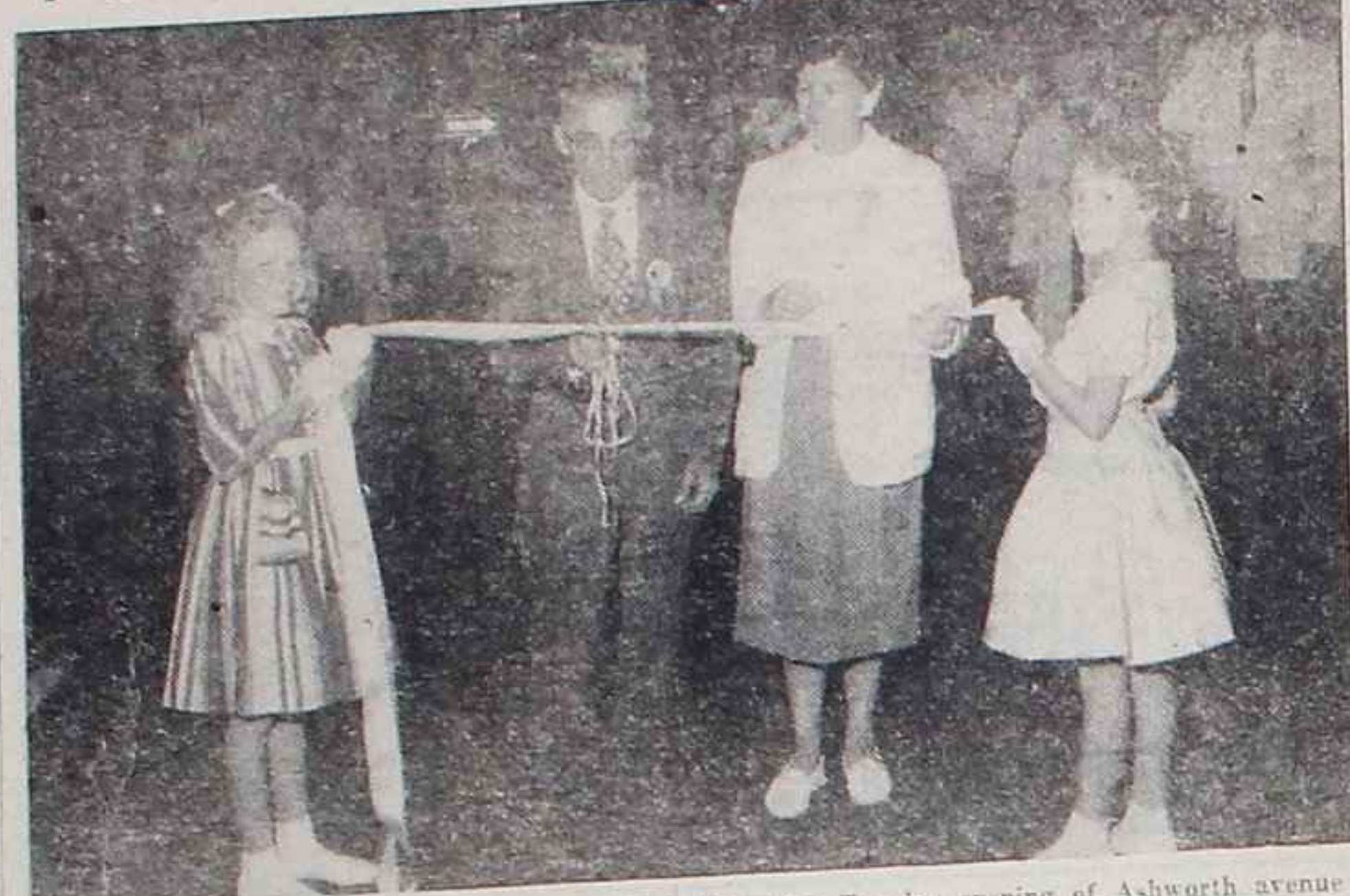
Chief Malek stated that the accident occurred when the car driven by Polian was coming down Q street the wrong way as Devault attempted to make a left turn from the right hand lane and Conran was passing the Devault vehicle.

Devault struck the Conran vehicle and Conran struck the Polian car which was proceeding out of Q street the wrong way on a one-way street.

According to police officials the three cars were extensively damaged and required towing from the scene of the accident.

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## Ashworth Avenue Dedicated



RIBBON CUTTING ceremonies marked the official dedication Tuesday evening of Ashworth avenue at Hampton Beach. Precinct Commissioner Alfred V. Gagne cut the symbolic ribbon held by Carol Shine (left) and Gale Partington (right). Assisting Mr. Gagne in the ceremony is Mrs. Beatrice Boudreau, (left) and Gale Partington (right). Staff Photo

August 1st  
Festival Month

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### Ashworth

(Continued from Page Fourteen)

ical aspects of a healthy, well integrated community and a rare appreciation of grace and beauty in buildings. He loved America, and everything for which this country stands, with a fervor which few people knew or even suspected.

"George Ashworth liked children because he saw in them, all the latent possibilities for good citizenship in a future generation which would take over control of the country's destinies after he had gone. He was interested in Scouting because he fully appreciated that the training involved in the Scout program today, would make for better citizens, physically and mentally, tomorrow. He knew the value of education in preparing youth for full acceptance of its coming heavy responsibilities in a troubled world. And our Beach playground was but a means to an end, and the end was an increased measure of health for all boys and girls through exercise — exercise which was more enjoyable because it was essentially play.

"George Ashworth came to Hampton Beach 59 years ago in 1898, the year before the north half of the Casino was built. He hired a cottage on the front, just a rooming house which he called "The Avon". He served clam chowders on the veranda and entertained theatrical troupes like the Alabama Troubadours which played regularly each summer season in the Casino Theatre. That was the humble beginning of the man who became one of New Hampshire's best known hotel proprietors.

"In 1901 he built the New Avon on B Street which he sold in 1906. He then began the erection of the first Ashworth Hotel on a piece of farm land which he purchased from Charles W. Ross. He personally designed his new hotel, just as he had designed the Avon, using the tall Greek fluted columns as the chief decorative motif.

"The first Ashworth had been erected but a few years when it was destroyed by fire, only to be rebuilt and burned flat again during the conflagration which, on Sept. 28, 1915, destroyed the whole beach between B Street and Highland Avenue. The Ashworth barely escaped destruction in another great conflagration on June 26, 1921.

"But a burned hotel did not quell the spirit nor dim the quiet courage of George Ashworth. Each hotel he rebuilt was some larger, a little better and a bit more beautiful than its predecessor. All of us know that the present Ashworth has an air of dignity, charm and spaciousness that has brought pleasure to home folks and to summer visitors alike. And the hotel was always conducted by Colonel Ashworth — he was commissioned a full-fledged Kentucky Colonel by former Governor Ruby LaFoon — conducted in a manner which was highly appreciated by a conservative, discriminating clientele of cultured vacationists. And while he was demonstrating his inherent genius as a hotel man, Col. Ashworth was not shirking his citizenship responsibilities.

"He helped, in 1916, to form the old Board of Trade, out of which grew the present Hampton Beach Chamber of Commerce. He was elected a Precinct Commissioner in 1925 and served continuously until 1951, when he refused to run for re-election because of poor health. As a Commissioner, he

ASHWORTH  
(Continued on Page Sixteen)

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WATER ST. EXETER, N. H.  
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Try Our Tasty  
**Tenderloin Steak**  
\$1.35  
Dining Room Open 8 A.M. - 8 P.M.  
AIR CONDITIONED



OLD FASHIONED LADY depicted by Maura O'Laughlin of Lawrence, Mass., won first place for the rolling toys in the Children's Day parade Saturday.

### August 1st Festival Month

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Your child's name imprinted **FREE** on HANES sleepers



No delay! Names imprinted when purchase is made. Your choice of any name!  
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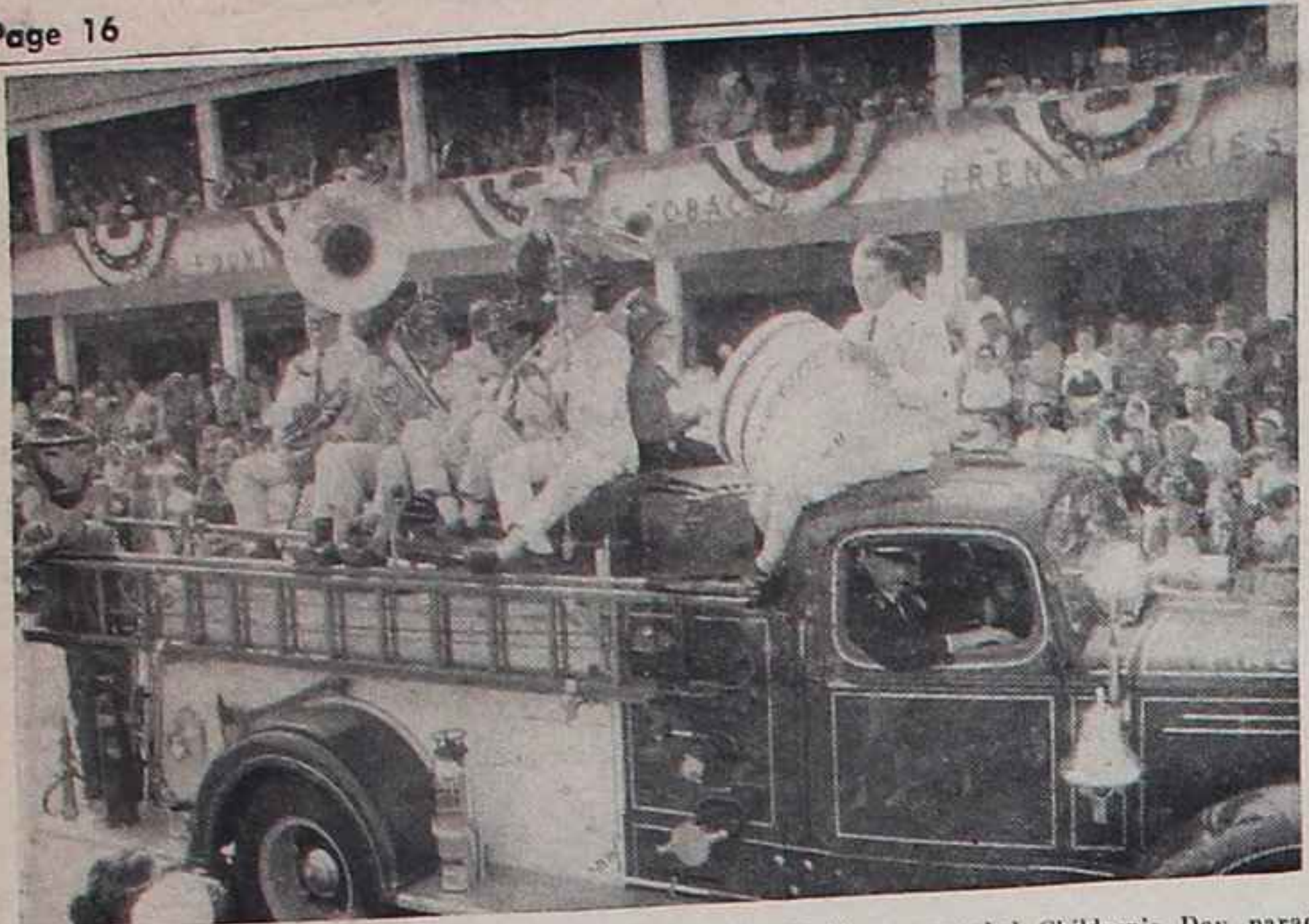
And Hanes two-piece sleepers are long wearing, suds-fast, shrink-resistant. They're springy-knit of softest cotton with practical gripper snap fasteners, sturdy double-soled feet, and double-stitched shoulders.  
Personalized with your child's name free . . . Hanes Sleepers, a thrifty bargain buy!

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STATE STREET

NEWBURYPORT





HAMPTON CONCERT BAND under the direction of Eddie Madden, serenaded Children's Day parade onlookers from the top of a fire truck along the Ocean boulevard and Ashworth avenue route Saturday.

Ashworth —

(Continued from Page Fifteen)

fathered the Manning Plan, proposed by one of the nation's foremost city planning engineers as a pattern for the future development of Hampton Beach; he assisted in organizing the Hampton Beach Development Council which helped to put the Manning Plan into effect; he was prominent in securing the legislation of 1933 under which the State of New Hampshire took title to the beach front and became responsible for its protection — a responsibility which, by the way, has cost the state better than eight million dollars thus far; and he made 'Children's Day' a yearly event of outstanding importance.

"He was prominent in the fight for beach zoning, which was lost and at the forefront in the long and successful campaign to abolish the unsanitary and obsolete system of out-fall ocean disposal of sewage and to secure a modern, sanitary system of disposal which leaves the bathing waters of Hampton Beach as clean and as pure as any that can be found from Maine to Florida.

"Col. George Ashworth was born in Haverhill, Massachusetts on July 21, 1864, the son of Peter and Sarah (Butterworth) Ashworth. He had a brother and two sisters, Mary and Alice. He was educated in the public schools of Haverhill and he also attended a commercial school. His father, Peter Ashworth, a native of England, was Superintendent of the Stevens Woolen Mill on Winter Street in Haverhill. Peter was a staunch Episcopalian and this probably accounts for the fact that his son, George, was largely instrumental in building the first church on Hampton Beach — St. Peters by the Sea, located on Highland Avenue near the Boulevard. The church was dedicated on July 21, 1912 and destroyed by fire on Sept. 23, 1915. It never was rebuilt.

"Mr. Ashworth married Grace A. Paul of Saurus, Massachusetts in 1914. She died in 1944 at Ashworth Pines, the new home on High Street to which the Ashworths had moved, following the sale of the hotel to Mr. Ralph Moulton. Mr. Ashworth died in St. Petersburg, Florida on January 25, 1962 at the age of 87.

"We can not do much in this community to add to his stature, but we can perpetuate his name as a testimonial of our appreciation of his service to Hampton Beach. So, tonight, we shall honor this unusual citizen by dedicating in his memory an important Beach thoroughfare which parallels Ocean Boulevard, one block to the west, and runs from the hotel he built,

southward, to Hampton harbor. That street, legally named at the Annual Hampton Town Meeting, held on March 12, 1957, is herewith officially dedicated as ASHWORTH AVENUE."

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- HAM
- CHICKEN
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