

The Beachcomber



Tide Table (Daylight Saving Time)

25	A.M.	6:23	
	P.M.	6:55	12:38
26	A.M.	7:25	1:15
	P.M.	7:55	1:36
27	A.M.	8:28	2:16
	P.M.	8:53	2:35
28	A.M.	9:28	3:18
	P.M.	9:51	3:33
29	A.M.	10:27	4:16
	P.M.	10:46	4:29
30	A.M.	11:22	5:10
	P.M.	11:38	5:22
July 1	A.M.	12:13	6:01
	P.M.	12:28	6:13

VOL. XXXI, NO. 1 Incorporated in 1927
Hampton Beach Advocate WEDNESDAY, JUNE 25, 1958 FREE



BOAT-O-RAMA OPENS BEACH

(STORY ON PAGE 3)

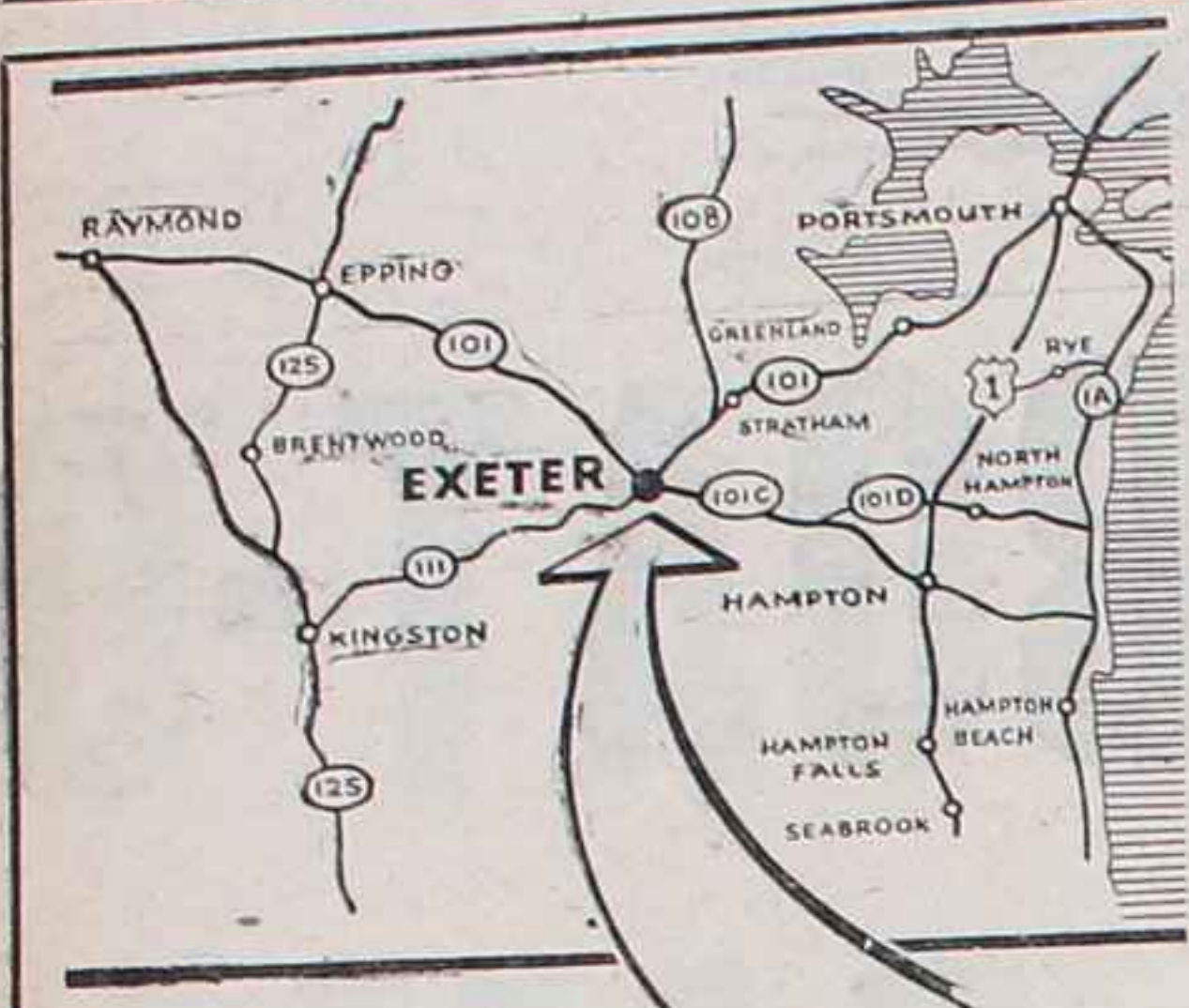
MISS BOAT-O-RAMA of 1958, Sally Ann Freedman of Peabody, Mass., was Miss Hampton Beach of 1957. She will represent Massachusetts next month in the Miss Universe contest at Long Beach, California.



IN THE FIRST annual Boat-O-Rama last week-end, sponsored by the Northeast Boat Show, Inc., and the Chamber of Commerce at Hampton Beach, boats were lined up along the boulevard after the opening parade.

MARGARET'S BEAUTY SALON
 Haircutting — Coffures
 Permanent — Tinting
 TEL. WA 6-5441
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Smith's Pharmacy PRESCRIPTIONS
 Drugs — Cosmetics — Fountain
 OPPOSITE MARINE MEMORIAL
 WA 6-9194



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THE Exeter Banking Company
 PR 2-5971
 Member Federal Deposit Insurance Corp.

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
 Visit Our Sea Life Aquarium, No Charge
 Hampton Beach Tel. WA 6-3503



THE NEW 16-ROOM, three-story addition to the Harris Sea Ranch Motel on the boulevard at Hampton Beach is shown on opening day, June 10, when hundreds of visitors attended an open house and inspected the ultra-modern vacation facility. —Staff Photo

Unique Design Is Feature Of Beach Motel

Open house at the new, three-story addition to the Sea Ranch Motel on the boulevard at Hampton Beach was held by the owners Mr. and Mrs. Ralph Harris on June 16.

In spite of the dismal weather the white balconied addition with Spanish grill work glowed. Because of its unique design, each room has a spacious view of the ocean, and from the roof sun deck there is a full view of ocean and the Isles of Shoals.

The structure has 16 large rooms—giving the Sea Ranch a total of 30 rooms—a spacious lounge on the second floor, and a lobby. The basement of the addition provides under-cover parking for guests.

The many visitors to the open house filed through the pine paneled lobby decked with flowers and signed the guest book, before climbing the glass exposed stairs to the lounge and rooms.

On one wall of the lobby the photographs of both Mr. and Mrs. Harris' mothers are hung. The women, the late Susan F. Collins of Salisbury, and the late Mary E. Harris of Newburyport, were both seventeen when the pictures were taken.

Mr. and Mrs. Harris both feel that their mothers are responsible for a great deal of success on the beach, and that these pictures rightly belong in the lobby of their new addition.

Upstairs the rooms are furnished in rich, solid colors and decorated with murals. Included is a ornate suite.

Open house guests enjoyed refreshments in the second floor lounge which is decorated with murals of gay animals. Helping One of the most famous cannons of the Revolutionary War is "Molly Stark," now the proud possession of the New Boston Artillery Company of New Boston, New Hampshire. Kept in the town library most of the time, the old cannon is fired each year to celebrate Independence Day.

Sugar and Spice Pastry Shoppe
 We are still here and welcome the pleasure of serving you again this year.
 We are in no way connected with any bakery on the beach.
 MAURICE J. LAVIGNE

Welcome to Hampton Beach CASINO MARKET
 Free Parking in Front

MEAT DEPT. Fresh Killed Broilers 3-lb. Avg. lb. 43c	WEEKEND SPECIAL Ready To Eat Turkey - 12-lb. Avg. Stuffed & Gravy \$7.98
Home Made Pastry Doughnuts - Plain and Jelly Cullers Plain Doughnuts - 49c Doz.	HOME MADE BREAD Large Loaf - 22c LA TOURAINE COFFEE lb. 93c
	Ready To Eat Chickens - 3-lb. Avg. Stuffed & Gravy \$1.89

First Boat - O - Rama Opens '58 Beach Season

With some late cooperation from the weatherman, the first annual Boat-O-Rama sponsored by the Northeast Boat Show Inc., in cooperation with the Chamber of Commerce officially opened the 1958 season at Hampton Beach over the week-end.

Highlights of the show included the crowning of Miss Boat-O-Rama of 1958 on Saturday. She is Sally Ann Freedman of Peabody, Mass., who was Miss Hampton Beach of 1957 and will represent Massachusetts in the Miss Universe contest in July at Long Beach, Calif.

The 18-year-old beauty, on the Dean's List at Merrimack college and a talented Hart model, presented trophies to the winners in special Boat-O-Rama events and drew the winning ticket for the 12' aluminum boat given away Sunday.

The boat was won by Robert Nudd, Jr., 11, of King avenue, Hampton, a sixth grade student at the Marston school. It was contributed by the Arkansas Traveler Boat Co., of Little Rock Arkansas.

Credit for the show must be given to the Northeast Boat Show, Inc., formed in 1957 "to promote general education in small boating and the promotion of water safety and better enforcement of existing laws pertaining to boating."

Joseph H. Aspey of Brentwood, president of the corporation and this year's president of the Hampton River Boat club, was instrumental in organizing the week-end show. Other officers of Northeast Boat Show, Inc. include William



SALLY ANN FREEDMAN in front of one of the boats in the weekend show stands with the two soloists at Sunday's concerts, Annette Wardwell (left) and Emogene Libby, both students of Erna H. MacDonald of Brentwood and Boston.

Glennie, Exeter, vice president; and Charles Filley, North Hampton, treasurer.

Safety exhibitions were under the direction of Commander Harold Keene, Hampton, of the U. S. Coast Guard Auxiliary and Commander Warren Killiam, Portsmouth Squadron of the U. S. Power Squadron. Both organizations promote water safety.

The Coast Guard Auxiliary, organized in 1939 as a civilian adjunct of the regular Coast Guard, "promotes safer, cheaper, and more efficient operation of motor boats and fosters better compliance with motorboating laws and regulations."

The object of the U. S. Power Squadrons is to "establish a high standard of skill in the handling and navigation of yachts; to encourage the study of the science of navigation; to co-operate with the

agencies of the U. S. Government charged with the enforcement of the laws and regulations relating to navigation; and to stimulate interest in activities which tend to the upbuilding of our Navy, Coast Guard, and Merchant Marine."

Both organizations set up booths on the boulevard near the Chamber of Commerce and the Casino with pamphlets relating to water safety and education, and there was a display of lifesaving devices, lights, fire extinguishers, etc. approved by the U. S. Coast Guard.

These demonstrations were highlighted by a Coast Guard Helicopter which hovered over the area Sunday afternoon and a gasoline fire in an open vat on the beach used to dramatize the effectiveness of Ansul Dry Chemical extinguishers over the traditional carbon dioxide extinguishers. With the carbon dioxide extinguishers, the fires rapidly broke out again while the dry chemical type extinguisher simply put the fires out quickly and completely.

Representatives for the Ansul Chemical company were Philip Marvel and Everett G. Buxton, and they were assisted by "Bill" Keene, Hampton of the Coast Guard Auxiliary, son of the commander in this area. They also asked Miss Boat-O-Rama to show the ease with which an Ansul extinguisher can be handled and after a few tries, she looked completely relaxed while fighting the fierce gasoline fires on the beach.

Miss Boat-O-Rama's other activities included presenting trophies to the winners in the special events. The sail boat race—from Plaice Cove to the Casino and back — was won by the "Lively Lady" skippered by Tony Goodchild, with Susan Langley as crew. Both are of North Shore, Tony is 15 and Susan 16.

In the motor boat races, the class B (35 h.p.) trophy was taken by John Yemma of Haverhill in his boat "Bar Fly", and in second place was Ray White of Exeter, in charge this year of water skiing at the beach, in his boat "Doll-Fin". Yemma is a recognized expert, having won over 100 motor boat racing titles around New England.

ing demonstration were given to Hampton Beach lifeguards, Charles Butland of Amesbury and Jim Liston of Lowell, Mass.
 The Class A trophy was taken by Charles Savage, Hampton Falls, in Yellow Lightning" with an 18 h.p. Mercury motor. In second place, class A was Richard Robinson, North Hampton, in "The Bullet", a decked-over boat, and in third place was "Red Lightning" piloted by Geary Hurd of Hampton.

In water skiing, a trophy in honor of Philip Toppan was awarded to the 1958 team of Wanda Toppan, Hampton, George and Edward Norberg, Arlington, Mass., and Roland Barnaby, Hampton. This team was able to ski for a short time early Sunday afternoon in the water in front of the Casino but rough water forced the event to continue in the harbor on the other side of the State Bridge. It was also necessary to hold the motor boat races in the harbor.

There was a large display of boats along the boulevard. Most of the boats took part in a parade Friday afternoon, which was led by the Sanborn Seminary band of Kingston. The band played two concerts following the parade, directed by Alfred Engle of Manchester. Soloist for these concert was Emogene Libby of Brentwood.

Miss Libby and Anette Wardwell of Kensington were soloists Sunday afternoon with Eddie Madden's band, which began its scheduled season of concerts from the bandstand. The girls are both studying under Erna H. MacDonald of Brentwood and Boston.

This year's boat show, in spite of the weather, was a success according to Mr. Aspey. The only event that had to be cancelled completely was the skin diving exhibition scheduled by the Kittery Neptunes. It was called off Saturday because of fog and rain. Mr. Aspey feels that with this year's experience, he is in a better position to plan a bigger and more exciting show for next year.

Wee Wash It
 "A" STREET LAUNDERETTE
 Open Under New Management
 Dry-Cleaning Pick-Up Station
Hampton Beach Garage
 9 Marsh Ave. At "A" St.
 INSIDE PARKING
 1 Yr. 30c All Day \$1.25 Week \$4.00
 3 Mths 25c 1 Mth 15c
 FRIENDLY ESSO SERVICE
 ICE

Margaret M. Junkins Candy Shop
 Remember the folks back home with a box of famous Junkins' Candies
 SEE IT MADE!
 OCEAN BOULEVARD

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

OPEN WEEKDAYS AND SUNDAYS	AIR COOLED BOWLING Automatic Pinsetters Good Approaches - Good Pins Juke Box - Pinball Machines 30c PER STRING
BICYCLING OVER 100 BIKES Many New - 20" - 24" - 26" Balloons - 3 Spools - Tandems Equipped With Lights At Night AVAILABLE 8:00 A.M. - MIDNIGHT Strollers & Trikes For Tot's	BILLIARDS IN THE PENTHOUSE OPEN WEEKDAYS & SUNDAYS Well Ventilated Flourescent Lighted 7 Brunswick Pocket Tables
OPEN	WEEKDAYS SUNDAYS 10 A.M. - Midnight 1 P.M. - Midnight Including Billiards

THE HAMPTON BEACH CASINO
 Everything Under One Roof . . . Nationally Famous Ballroom . . .

<ul style="list-style-type: none"> • GIFT SHOP • DINING ROOM • BOWLING ALLEYS • BATH HOUSES • PARKING AREA • SODA FOUNTAIN • FRIED CLAM STAND • SNACK BAR 	<p>AT THE BALLROOM / SATURDAY NIGHT</p> <p>TED HERBERT</p> <p>Nightly Dancing Starts Monday</p> <p>— 7 Hours Of Dancing Night Before —</p>
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The Hub Of Happy Hampton Beach

Distinctive Apparel
 for the Woman Who Cares
 Exclusive . . . but not expensive
The Band Box
 "That Fascinating Store"
 . . . of Newburyport

Swimming medals for a lifesaver

Coastline Survey Urged To Combat Erosion

Speaking before the annual banquet of the Hampton Beach Precinct and Chamber of Commerce, June 18, New Hampshire's Governor Lane Dwinell promised action by state and federal agencies in protecting New Hampshire's coastline against erosion and storm damage.

The governor stated that pending the approval by the council

NOW OPEN
ASHWORTH
DINING
ROOM
 and
DELICATESSEN
 ON OCEAN BOULEVARD
 Opposite Monument

later this week a sum of \$12,500 from the state's emergency fund, matching a similar amount from the federal government would be earmarked for a coastal survey to be conducted by the army engineers.

Immediately following the banquet the governor "pulled the switch" to turn on the new lights along the boulevard, officially opening the 1958 summer season at Hampton Beach.

About 265 beach business people, beach, town and state officials enjoyed the baked lobster dinner at the Ashworth hotel.

Highlighting the evening's program was the presentation of the annual athletic awards sponsored by the beach organizations to Karlam Lindahl and Cynthia Vanderpool.

The governor told the Chamber of Commerce and dinner guests that he was convinced such a study was justified "to determine the best methods of protecting our shoreline, and to determine how much Federal assistance would be warranted in shore protection project involving benefits to the general public."

The proposal recommending the erosion control study was made to Dwinell by the Engineers N. E. Division Headquarters after consultation with representatives of the Beach Erosion Board in Washington, the Public Works and Highways department, the N. H. Recreation Division, and representatives from the affected communities.

"I have been very much concerned," the governor told his Hampton audience, "with the severe damage caused by the recent storms and the need for the best possible planning for future protection. The Attorney General has advised me that use of emergency funds for this purpose is permissible under the law. I intend to suggest to the Council that funds from this source be used to supplement the money available in the Recreation Division so that we can proceed at once with this survey."

wards this study would be a wise investment in the future conservation and development of our short but very important coastline. I am sure that all residents of Hampton and our other seacoast communities, especially those who have suffered frequent property damage from storms, will welcome this joint federal-state effort to protect our assets and increase their value both to property owners and the public who visit our beaches."

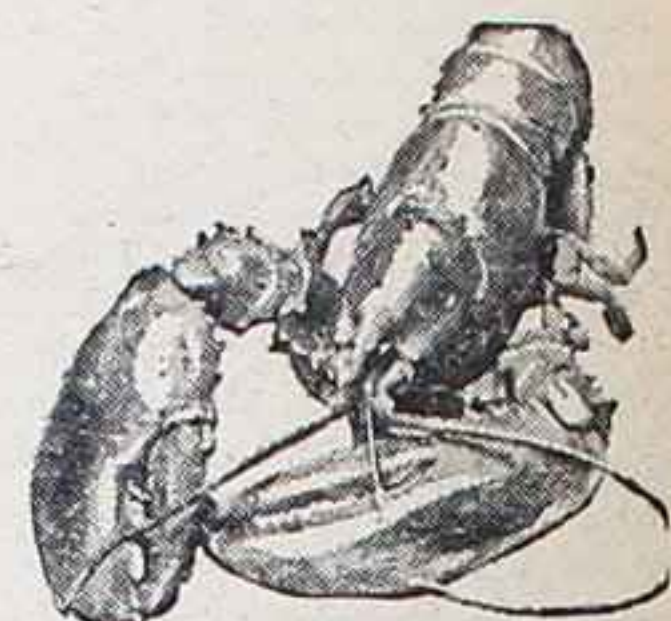
MACE'S North Shore FISH MARKET

NEAR COAST GUARD STATION

IF IT SWIMS WE HAVE IT!

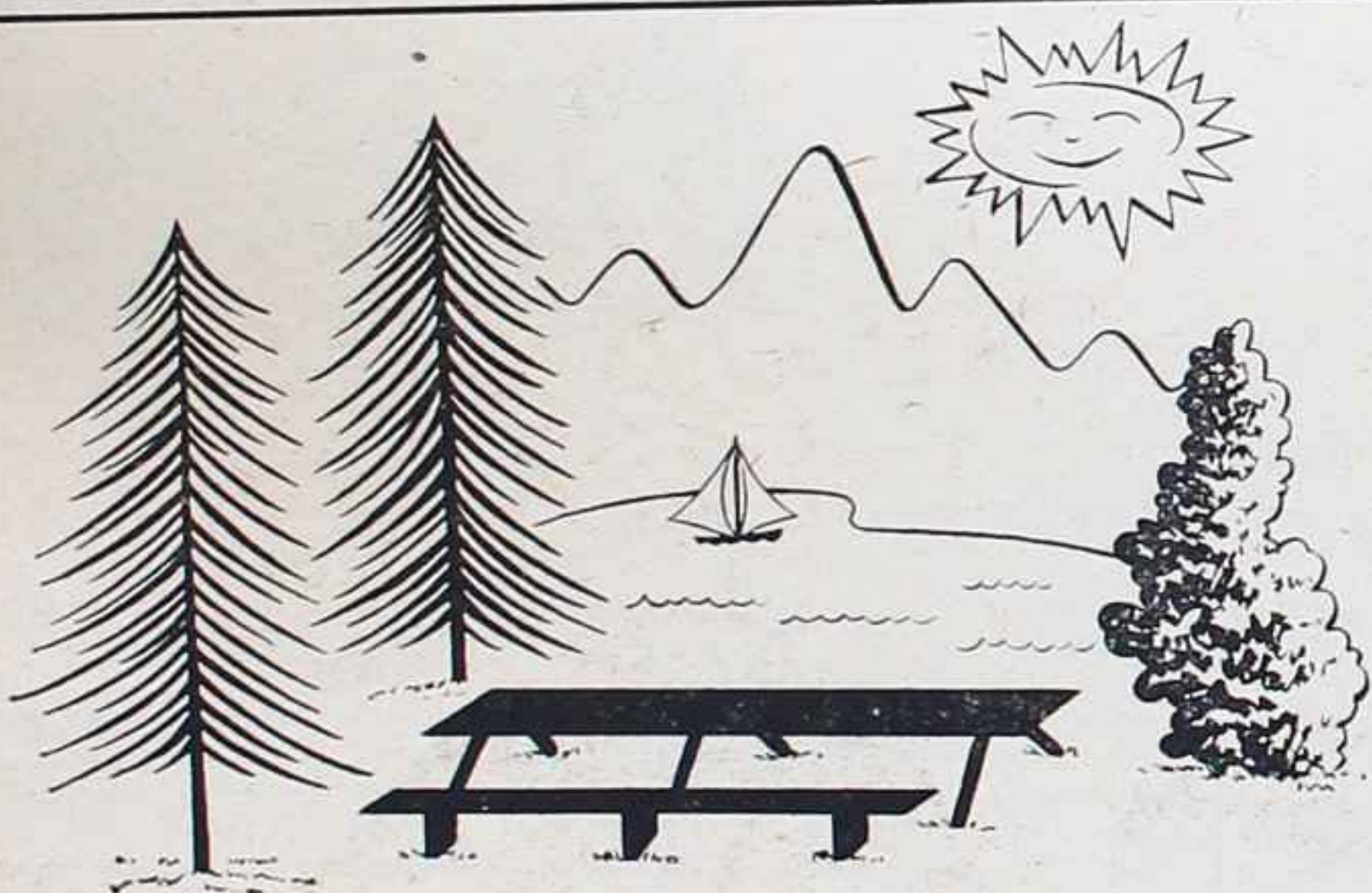
Lobsters

LIVE or BOILED



- LOBSTER ROLLS - FISH - CLAMS
- LINE of MONARCH FOODS
- OLD VERMONT CHEESE

Now... Open for the Season



HAVE MORE FUN AT NEW HAMPSHIRE STATE PARKS

Twirl and Whirl by the Surf. Wonderful square dancing held every Friday night at the State Park Bathhouse.

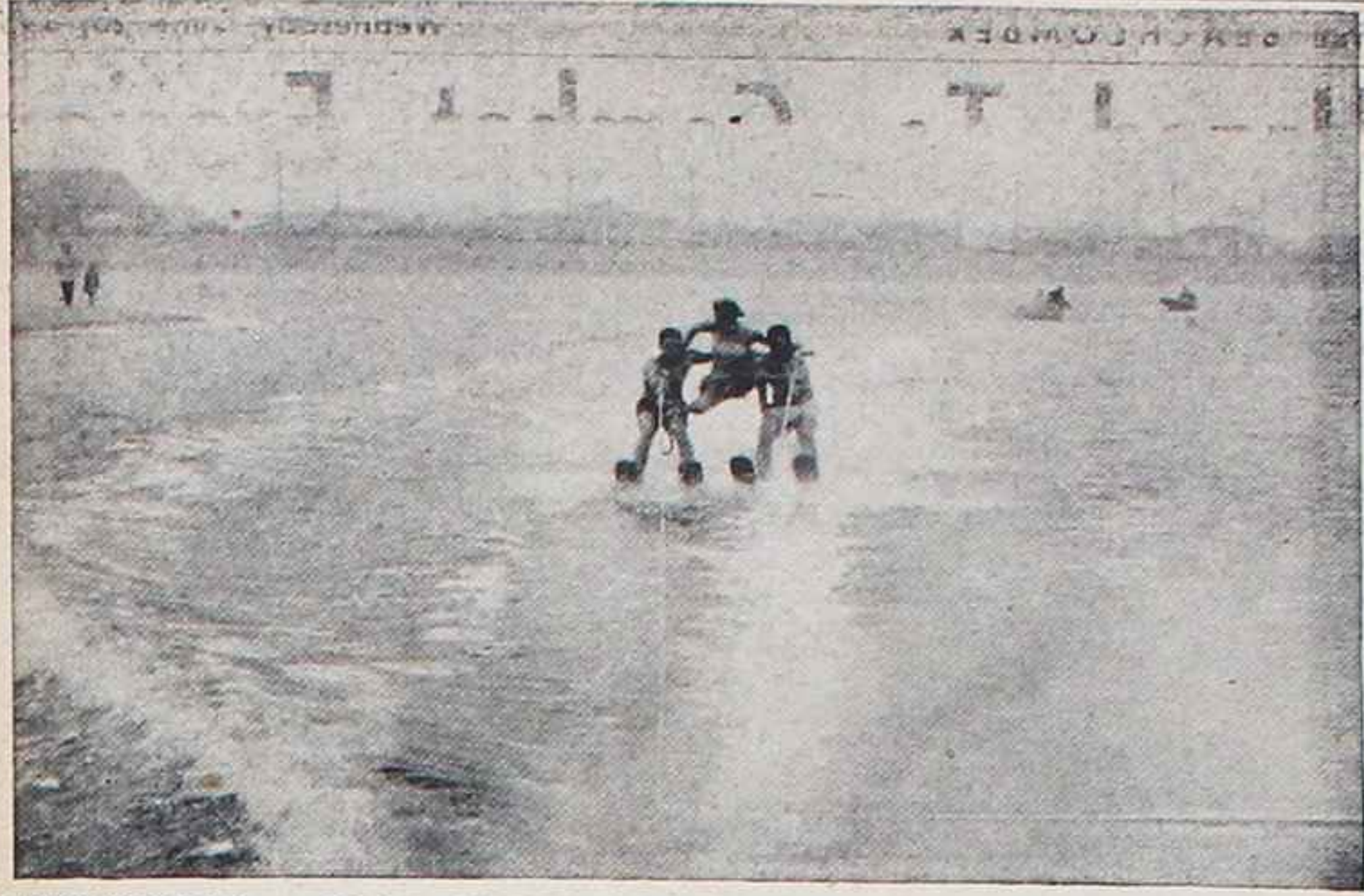
Located at the Southern tip of Hampton, just off Route 1A

Every Friday Evening Refreshments

Acres of Free Parking Admission 75c

This Week's Gala Dance

Called By Mal Hayden



WATER SKIERS George Norberg, Wanda Toppan, and Roland Barnaby are about to execute a pyramid in Hampton Harbor as a part of the weekend Boat-O-Rama.



CLASS A OUTBOARDS (foreground) are shown on the beach in the harbor before racing. "Yellow Lightning" in center won with Charles Savage, pilot.

Welcome, Vacationists!

The summer season is now well under way, having opened last week-end with the first annual Boat-O-Rama and Regatta sponsored by the Northeast Boat Show Inc. in cooperation with the Chamber of Commerce.

In spite of early weather disappointments, the sun is finally out — for the rest of the season, we hope.

A really big and exciting summer at Happy Hampton is planned by the Chamber of Commerce and all of those at the beach concerned with vacationing pleasure.

A great deal has happened since last Labor Day. Plans are under discussion on a project of marsh reclamation that

would transform the area of unused marsh land. And precinct officials have bought a possible site for a beach convention hall.

And the governor has promised state and federal support of a survey to preserve the famous coastline of New Hampshire — a coastline well worth preserving.

India will ask the World Bank for funds to expand its ports of Calcutta and Madras.

John The Barber

HIGHLAND AVENUE
 Same Price — Same Place
 32nd Year
 AT HAMPTON BEACH

Garland's

Ocean Boulevard and 'B' Street

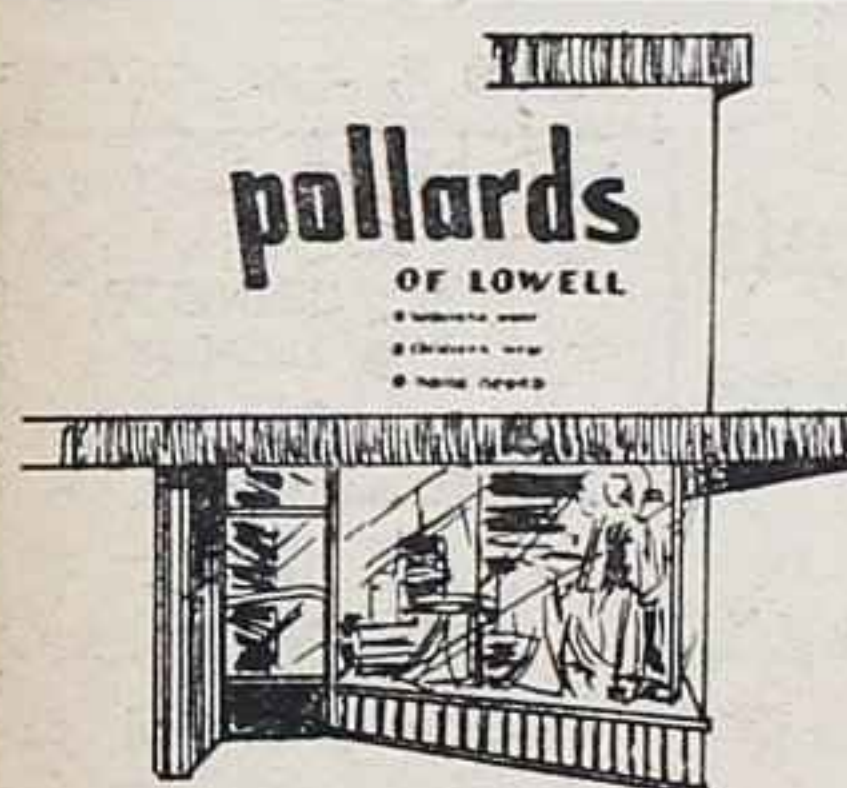
OPEN YEAR 'ROUND

- 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



ARRIVING
 SATURDAY, JUNE 28 ---
 SUMMER FASHIONS

BY

Betty Barclay

SEE OUR NEW ENLARGED STORE

Only

\$5.99

- Infants Wear
- Boys Wear
- Mens Wear
- Juniors — Misses — Womans
- Sportswear
- Bathing Suits
- Dresses
- Raincoats
- Jackets
- Home Needs
- Toys

20 Styles To Choose from in Sizes

5 - 15

At One Low Price



SKETCHED...

Dacron and Pima

Dress That Needs

No Ironing.

In Blue, Pink,

Maize and Sweet Pea



Hughes Market

Kings Highway at 15th Street
 FANCY MEATS - FRUITS and VEGETABLES
 BIRDS EYE FROZEN FOODS
 GROCERIES BY S. S. PIERCE
 MONACH - LIBBY - DELMONTE
 Kodak Films - Beauty and Health Needs
 Daily and Sunday Papers

TWO FINE STORES TO
 SERVE YOU -

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**
- first aid needs**
- beach toys**
- cosmetics**
- beauty aids**

HEADQUARTERS FOR
 MOCCASINS and BEACH FOOTWEAR
 FOR ALL THE FAMILY

Featuring JEANIES Line Of

- Bermudas
- Jamaicas
- Shorts
- Pedal Pushers

Also Visit Our Beach and Sports Wear
 Department

12-14-16 B STREET AT THE BEACH

COMPARE THESE VALUES!



MISS BOAT-O-RAMA presented the water ski trophy to Wanda Toppan of Hampton, for the 1958 Hampton water ski team. Looking on (left to right) are Mr. Aspey; Sarah Cutts, of the C of C Office; Phil Toppan, and "Bill" Elliot.



WINNERS OF TROPHIES in the special events of Boat-O-Rama and Mr. Joseph H. Aspey are shown above with Sally Ann Freedman, Miss Boat-O-Rama of 1958.

List Full Schedule Of Events As '58 Summer Season Opens

A full summer of events at happy Hampton Beach began last weekend under the guidance of the Chamber of Commerce.

The Hampton Beach Concert Band under the direction of Eddie Madden for the second year, opened its seven-day-a-week schedule June 22. There are many new faces in the band this year. Also, on Sunday the "Old Salts Club", honoring those catching the big ones, opened for memberships, and the Chamber of Commerce will award certificates and "jacket patches" as membership identification.

The first fireworks display will be July 4th, and there will be a display each Wednesday during the remainder of the season.

Children's Day with prizes for decorated rolling toys and a baby show is scheduled for the afternoon of Thursday, August 14th, and the adult parade of floats and horrors will be held Saturday afternoon, August 23.

The Chamber of Commerce expects the Antique Car clubs of the area to open parade day in the morning with their exhibitions and contests and this has always drawn the interests of thousands of old car fans as well as the curiosity of the younger generation who know these "kings of the dirt roads" only by picture and story.

The crowning event of the 1958 season will be held in the Casino Ballroom on Aug. 27th when MISS HAMPTON BEACH is crowned and honored at a Coronation Ball

where more than 100 beautiful girls will act as her court. These beauties in evening gowns, carrying flowers to harmonize, make a fitting grand finale as they lead the grand march to open general dancing.

- GINNY
- JEFF
- GINETTE
- JIMMY
- JILL

VOGUE DOLLS AT THE
SURF HOTEL
GIFT SHOP
 Ocean Boulevard

THE CHAT DELICATESSEN

"C" STREET
 HAMPTON BEACH

- BAR-B-Q CHICKENS TO GO 2 1/2 lbs. \$1.69
- JEWISH CORN BEEF • BAKED HAM
- FRENCH ROLLS & BREAD • LIGHT & DARK RYE
- COTT and ROYAL CROWN BEVERAGES
- NEW YORK PASTROMI
- MR. BRAND PRODUCTS
- CIGARS and CIGARETTES By The Carton

Exclusive Distributors of "ENCHANTE"
 Perfumes and Colognes In This Area

- ITALIAN GLASSWARE
- SPANISH PITCHERS
- STUFFED ANIMALS
- SHIRTS Styled by Bayard
- OILS by Audrey Hempen
- SENGA-GLOW by Raphael
- MOROCCO and WHITE CHRISTMAS by Saravel
- SEDUCTIVE by Tandy

THE GIFT BOX

UNUSUAL STRAWS AND GIFTS
 "C" STREET
 HAMPTON BEACH

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

Summer Reading Hours For Children Planned

The Lane Memorial Library on Winnicunnet road, Hampton, will hold a children's reading hour every Saturday morning from 9 - 10 beginning June 28. The hour is designed for children in grades 1 thru 6.

Readers for the first hour this Saturday will be Mrs. Juliet and Mrs. Meneghin. These hours are sponsored by Friends of the Library.

Operation Fish Drop Completed In State

People in New Hampshire are no longer astounded to see it "raining fish" for the state Fish and Game department has for ten years conducted a program of aerial stocking of trout in remote ponds.

Designed to maintain natural fishing in hard-to-reach waters, the stocking of fish by use of an airplane has proved both economical and effective. The one to two inch trout are transported by a Cessna 170 airplane, owned and operated by Richard Stone of Newport, in which an especially designed four compartment fish tank is installed making it possible to stock as many as four ponds in a single flight. Average flying time for the 1958 plantings was approximately thirty minutes for each pond. The tiny fish are kept alive in flight through aeration with canned oxygen.

During the recently completed spring aerial plantings, thirty-two remote ponds received some 90,000 one to two inch fingerling trout. It is anticipated that this size fish will reach six to eight inches in a year's time, thus assuring next year's supply of catchable trout in these waters.

Additional aerial plantings of other remote waters are planned for this fall. Fall plantings of four to six inch brook trout are made in those ponds where slightly heavier fishing pressure can be anticipated.

Shopping Center Plans Awaits P. O. Decision

Construction of the Hampton Plaza Shopping Center, to be built just north of Lamie's Tavern, has been temporarily delayed and bids have been held up pending a decision on the part of the U. S. Post Office authorities concerning whether or not the Plaza Shopping Center will contain new post office accommodations for Hampton.

The Hampton Plaza Corporation has offered to provide ample space for these facilities in the new building, in accordance with specifications to be furnished by the United States Post Office department. In the absence of a definite decision and knowledge concerning government space requirements, the Corporation has held its plans in abeyance for some time.

However, work in preparing the grounds is proceeding and part of the excavation work has been accomplished. With a definite decision on the part of federal officials expected momentarily, it is hoped that construction work may begin in July with a fall completion date, according to Mr. John Dunfee, president of the Dunfee Corporation.

Mt. Cheocoma, in the White Mountains of New Hampshire, is said to be the most photographed mountain in America.

CESSPOOL CLEANING
 SEPTIC TANKS INSTALLED
RICHARD RICE
 Back Hoe Work
 WA 6-3306 Hampton

LINCOLN'S ...WEEKLY

SPECIALS



regular 3.98
 washable
 Summer
 dresses
 \$3.33
 Sizes 12 to 20
 and 14 1/2 to 24 1/2

- Sleeveless summer cottons in all the wanted styles
- Stepins, button to waist and coat styles
- Colorful prints, checks, stripes and colors



regular 2.98
 Dacron-nylon
 and cotton
 slips
 and petticoats
 1.66

- Lace trimmed ruffle bottoms
- Schiffler embroidered bottoms
- Semi tailored lace inserts
- Shadow panelled-opaque
- Sizes 32 to 40 in white only
- Drip-dry—no iron
- Petticoats to match S-M-L

Summer dress shirts



comfortable
 short sleeve
 styles for men
 1.77
 regular 2.98

- Skip Dents and Batiste fabrics
 - White, blue and tan
 - Regular soft collar with perma stays
 - Sizes 14 1/2 to 17
- A special purchase of a manufacturer's over production makes this low price possible.

children's polo shirts



at practically
 half price ...
 save 41c ...
 59c
 regular 1.00

- Fine combed cotton in novelty stripes, weaves and patterns
- Washable, colorfast
- All first quality
- Reinforced at all points of strain
- Sizes 1 to 4; 3 to 6x



colorful
 ranch
 curtains
 1.12
 regular 1.59

sizes for any window in the house

Super-wide 66 inches overall novelty kitchen print ranch curtains of fine quality sailcloth. Machine washable. Red, turquoise and green. 30" wide.

- Matching valance 77c
- 36" reg. 1.79 1.32 54" reg. 2.29 1.82
- 45" reg. 1.98 1.52 63" reg. 2.59 2.12
- 72" reg. 2.98 2.52



children's
 tennis
 oxfords
 1.55
 regular 1.99

Genuine Goodyear rubber, canvas oxfords from a famous maker! Every pair first quality and made to take hard wear. Limited quantity at this low sale price.

- Sizes 5 to 3 in red or blue
- Full arch cushion insole
- Long wearing rubber soles
- Sturdy canvas uppers

August Is Festival Month

FROLICS SALISBURY BEACH

OPENS JUNE 27th

Friday and Saturday

MARTHA RAYE

JUNE 29 thru JULY 5

EYDIE GORME & STEVE LAWRENCE

WHOLESALE and RETAIL Tel. WA 6-3022



SHYERS LOBSTER POUND

FEATURING -

- LIVE or BOILED LOBSTERS
FRESH FISH
PARKER RIVER CLAMS
503 Ocean Boulevard
At Guyons Shopping Center

ALSO IN SEABROOK - SO. MAIN STREET

Open Daily - 10:00 A.M. - 6:00 P.M.

at HAMPTON BEACH CASINO SURF

THURSDAY - SATURDAY JUNE 26 - 28

Who will be his Bride... tonight? Hammer Film Productions, Ltd. Presents

HORROR OF DRACULA THE TERRIFYING LOVER WHO DIED...YET LIVED! ALL NEW! TECHNICOLOR

SUNDAY - TUESDAY JUNE 29 - JULY 1

MARLON BRANDO AND AN EXQUISITE NEW JAPANESE STAR. IN SAYONARA

Produced by Warner Bros. Sayonara with Marlon Brando and Yumei Hanayagi

COMING The Bravodos



TERI SCOTT, enjoying the sun in the open backstage doors of the Hampton Playhouse...

Playhouse Opens 10th Season Saturday Night With Comedy

The tenth season of the Hampton Playhouse directed by John Vari and Alfred Christie opens June 28 with a comedy 'Will Success Spoil Rock Hunter'...

In the lead role, made famous by Jayne Mansfield, will be Terri Scott. A top New York fashion...

tion in the physical setup of the theater. National attention has been drawn to the theater...

Three Pulitzer Prize winning plays will be presented this year, a comedy, 'Teahouse of the August Moon'...

Three more comedies will fill out the season, 'The Happiest Millionaire', Aug. 4 - 9; George Bernard Shaw's witty 'Misalliance'...

Among the players Maggie Owens will be back and also Rowena Burock, Tom Wilson, and Jeanette Clift as well as many new faces.

The scenic designer will be Robert Winkler, winner of two awards from the Metropolitan Museum of Fine Arts in New York in the past two years.

The opening play, 'Will Success Spoil Rock Hunter' by George Axelrod ran 56 weeks on Broadway. It is a mixture of satire, sex, and gags...

The Hampton Playhouse production will be under the direction of David Doyle, whose most recent directing assignment was with Marie Wilson in the same show.

BOARS HEAD INN Dine Directly On The Ocean In A Quiet, Friendly Atmosphere

HOME COOKED FOOD A SPECIALTY BREAKFAST 8:00 - 10:00 DINNER 5:30 - 8:00

IOKA Theatre - Exeter Phone PR 2-2222 AIR CONDITIONED

WED. - SAT. JUNE 25 - 28 Gary Cooper - Diane Varsi Suzy Parker 'TEN NORTH FREDERICK'

SPECIAL KIDDIE SHOW Every Saturday At 7:15 P.M. CARTOON CARNIVAL Plus Our Regular Program

SUN. - WED. JUNE 29 - JULY 2 Yul Brynner - Maria Schell 'THE BROTHERS KARAMAZOV'

COMING! 'THE YOUNG LIONS' 'FRAULEIN' 'THE BRIDGE ON THE RIVER KWAI'

BOAT RENTALS

14 Foot Skiffs 7 1/2 H.P. Evinrude Motors Open 9 to 9 Daily Filley's MARINA U. S. 1 - SOUTH OF HAMPTON

Donovan & Fallon

DRUGS

FILMS - NEWSPAPERS FOUNTAIN SERVICE BEACH NEEDS - PRESCRIPTIONS RADIO BATTERIES OCEAN BOULEVARD

E. M. LOEW'S CIVIC

N-O-W Thru TUESDAY At 2:00 - 4:20 - 6:45 - 9:10 James Stewart - Kim Novak In Alfred Hitchcock's 'VERTIGO' In Color

Continuous Daily

STARTS WEDNESDAY, JULY 2 At 2:05 - 4:25 - 6:45 - 9:10 Walt Disney Organizations 'PROUD REBEL' Alan Ladd - David Ladd In Color

COMING - JULY 9 - 22 'AROUND THE WORLD IN 80 DAYS' 3 SHOWS DAILY

Hampton playhouse

New England's Finest Summer Theatre On WINNACUNNET ROAD (Beach Road)

Opening Saturday, June 28

John Vari & Alfred Christie present The Scintillating Sex Comedy

Will Success Spoil Rock Hunter?

June 28th thru July 5th

Won't you join us for our Annual Opening Night Champagne Party on the lawn after the show?



RESERVATIONS: WAverly 6-3073

Tickets: Mon. - Fri. Eves: \$2.40, \$2.00, \$1.50 - Sat. Eves: \$2.80, \$2.25, \$1.75 CURTAIN AT 8:40 ALWAYS FREE PARKING

PORTSMOUTH'S COLONIAL NOW thru TUESDAY

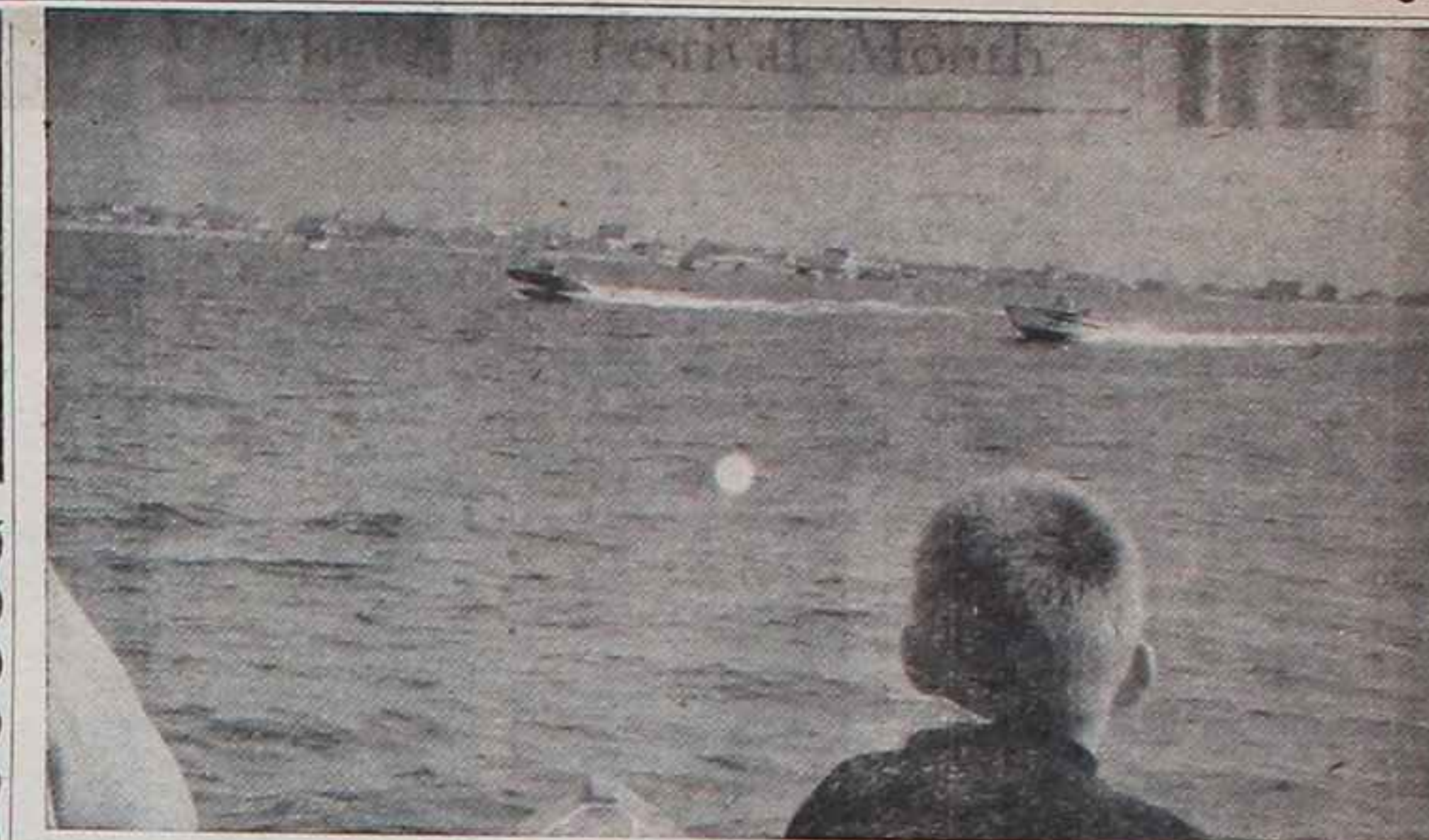
It's on the screen! NOW you can see the best-selling novel of all time! God's Little Acre

Aldo Ray - Tina Louise - Robert Ryan SHOWN WEEKDAYS: Matinees at 2:00; Eves. at 6:30 - 9:30 Shown SAT. and SUN.: (Continuous) at 3:10 - 6:20 - 9:30 CO - HIT! 'THUNDERING JETS'

2 Weeks Starting WEDNESDAY, JULY 2nd 'BEST PICTURE OF THE YEAR!'

THE BRIDGE ON THE RIVER KWAI CINEMASCOPE • TECHNICOLOR A SAM SPIEGEL PRODUCTION • A COLUMBIA PICTURE

CONTINUOUS SHOWINGS DAILY FROM 2:00 P.M. FEATURE PRESENTED EVERY DAY AT 2:20 - 5:10 - 8:00



RUNNING ALMOST EVEN are the Class B outboards 'Doll Fin' piloted by Ray White (left) and 'Bar Fly' with John Yemma, who came in first.

Weather Conditions Affect Bass Fishing

What the weather is like around a particular lake during several crucial days in May or June may have a tremendous influence on the quantity of bass fishing that lake will produce three or four years hence.

Under suitable temperature conditions the eggs will hatch in 3 to 4 days, the transparent young remaining on the bottom several more days, finally to rise as a swarm of black fry - generally 7 to 14 days from the time the eggs were laid.

For many years it was supposed that bass were best managed through various restrictions as to size of bass taken, time of year, and method of taking them.

SALISBURY DRIVE-IN THEATER

Route 1A - Beach Road TEL. HO 3-0952 SALISBURY

WED. - SAT. JUNE 25 - 28 Rock Hudson - Jennifer Jones 'A FAREWELL TO ARMS'

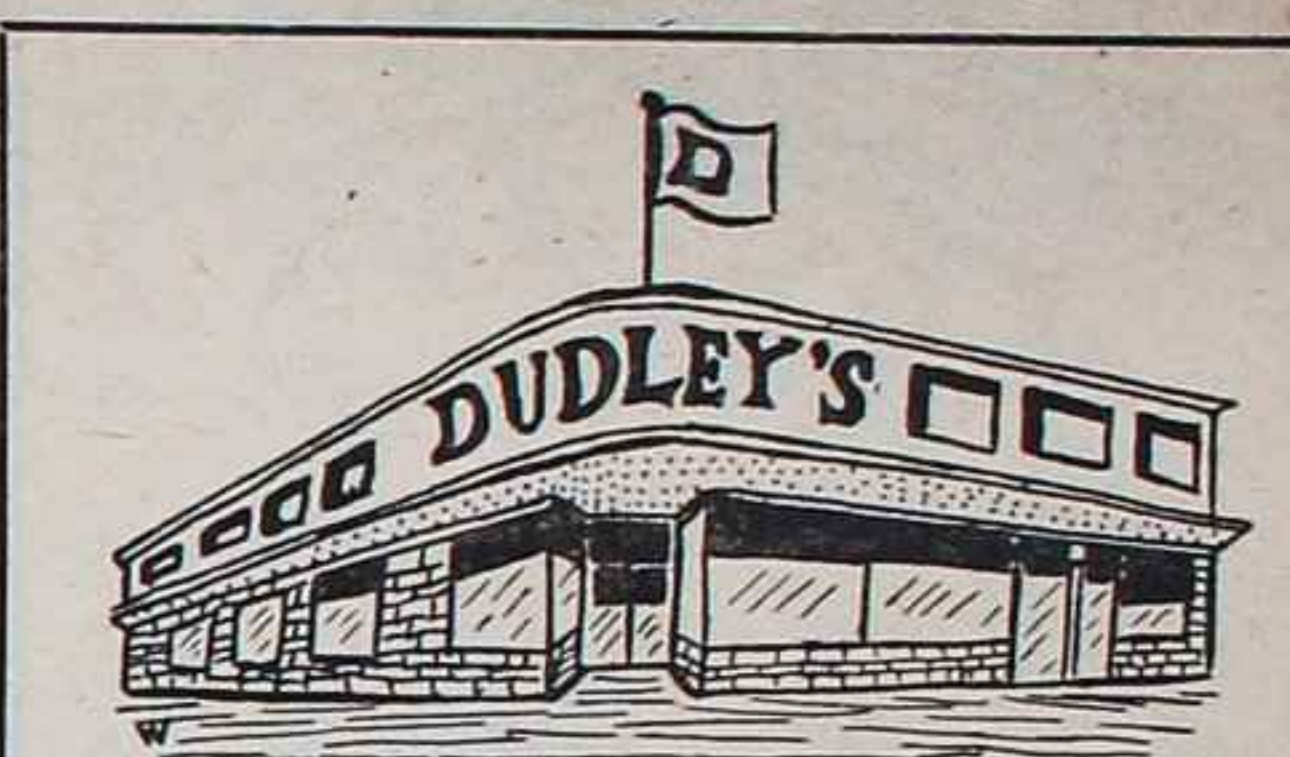
2ND HIT! Scott Brady - Margia Dean 'AMBUSH AT CIMARRON PASS'

SUN. - TUES. JUNE 29 - JULY 1 Shirley Booth - Anthony Quinn 'HOT SPELL'

2ND HIT! Nat 'King' Cole - Eartha Kitt 'ST. LOUIS BLUES'

WED. & THURS. JULY 2 - 3 Dean Martin - Jerry Lewis 'JUMPING JACKS'

And 'SCARED STIFF'



DEPARTMENT STORE Corner C Street - Ocean Blvd.

CONFIDENTIALLY

WE HAVE THE FINEST BERMUDA'S ON THE BEACH

August Is Festival Month

MITCHELL'S

MERRIMACK STREET HAVERHILL, MASS.

For Summer Comfort . . .

4-Position Adjustable

ARM CHAIR \$9.98



In Plain Red canvas with galvanized hardware. Strong, reinforced footrest. Large fringed adjustable canopy. Chair adjusts to 4 positions, upright to full reclining while seated. Without Canopy and Footrest.

\$6.98

DRAPERIES



TERRY Covers!

DOUBLE FACED TERRY CLOTH with elastic to hold cover in place. Covers fit snugly over the mattress. In pleasing colors of Royal Blue, Lt. Blue, Brige, Hunter Green, Lt. Green, and Yellow. Rubber Chair or Glider Covers \$4.99. Figured Plastic Chair or Beach Rolls \$3.98. Innerspring Chair Mattresses in Figured or Green — \$15.98. Telescope Folding Yacht Chairs \$3.98.

For Cottage Color . . .

GIANT SIZE COLOR PRINTS

\$1.00 ea.

Each Larger Than This Entire Page! Ready For Framing. Published at \$3.00 to \$15.00.

Special purchase. Rush in early for these decorator favorites. Breathtakingly beautiful reproductions of famous paintings from the world's leading museums and private collections . . . by such famous artists as Degas, Van Gogh, Utrillo and others. Japanese Panels, Authentic Bull Fight Posters, Decorative Maps and other subjects. Beautify every room in your home or office at this sensational price. Limited quantities.



AS A SAFETY DEMONSTRATION, in the Boat-O-Rama program, a gasoline fire at Hampton Beach, extinguished by Miss Boat-O-Rama, with a dry chemical extinguisher. Looking on are Philip Marvel of Ansul Chemical Co. and Bill Keene of the U. S. Coast Guard Auxiliary.

Beach Square Dances To Feature NE Callers

The seventh year of old-fashioned country square dances will feature three well-known New England callers this year. The dances are held every Friday at 8:30 p.m. in an open pavilion of the Bath House at Hampton Beach State Park.

Park manager John Peterson feels that these dances are an important part of the beach season. Interest in them has increased every year among vacationists who find pleasure in this traditional American art.

Starting off the season on June 27 will be Mel Hayden of Rochester. Mel will also call the dances on July 11, July 21, and August 15, and the final dance Aug. 29. On July 4 and Aug. 8, Hal Mattson of Northboro, Mass. will be the caller. And on July 18 and Aug. 22 the caller will be Joe Perkins, the "Country Caller" from Topsfield, Mass.

Marine Memorial Enhanced By Lights

The installation of new mercury-type lights was completed during the week of May 19 for the Marine Memorial at Hampton Beach adding greatly to the beauty of the statue at night.

The memorial was dedicated May 30, 1957 in honor of New Hampshire members of armed forces who were lost at sea. The unique memorial is the work of Mrs. Alice Cosgrove of Concord, N. H.

Funds for the lighting project were given by the Marine Memorial Commission which had \$600 remaining in the fund following completion of the project last year.

The work was done under the direction of the State Forestry and Recreation commission following a joint session with town and beach officials.

Eileen Ash OF HAMPTON

Exclusive But Not Expensive

Copies Of Better Bathing Suits \$5.98 to \$8.98

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Open Daily 9-6 Fri. Eve. Till 9

KENNEDY'S DRIVE-IN and RESTAURANT

Opposite Coast Guard Station Open Until 2 A.M. 60. Shore Boulevard Hampton 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

\$2.25

The Exeter Inn is Owned and Operated By Phillips Exeter Academy

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

2 GOOD GAMES

JACKPOTS — SPECIAL GAMES

Tuesdays 7:30 30 Games Saturdays 7:30 30 Games

Sponsored by American Legion Post #70

BIG PAYOFFS — DOOR PRIZES

SEABROOK FIRE STATION

Free Bus Leaves Tobey's Drug Store, Hampton Center At 6:30 and Hampton Beach At 6:50

Marsh Development Key To Growth Of Beach

Hampton citizens paved the way development of the vast marsh just to the west of Hampton as they voted \$10,000 for planning, engineering, and title work at the annual town meeting March. The assembly readily approved, after hearing a report of reclamation plans by Alfred Greiner, chairman of the committee, \$5,000 to investigate and institute an organizational method of accomplishing the marsh reclamation. The voters also approved an additional \$5,000 of a proposed \$10,000 for the formation of more definite preliminary plans, engineering data, cost estimates, data for regulatory organization, etc. The initial research for the project was done by the Anderson Nichols Co., architectural and engineering division, Concord. In their report, the conclusion was that "development of marsh land (in Hampton area) to residential, commercial, and public areas was economically feasible and desirable."

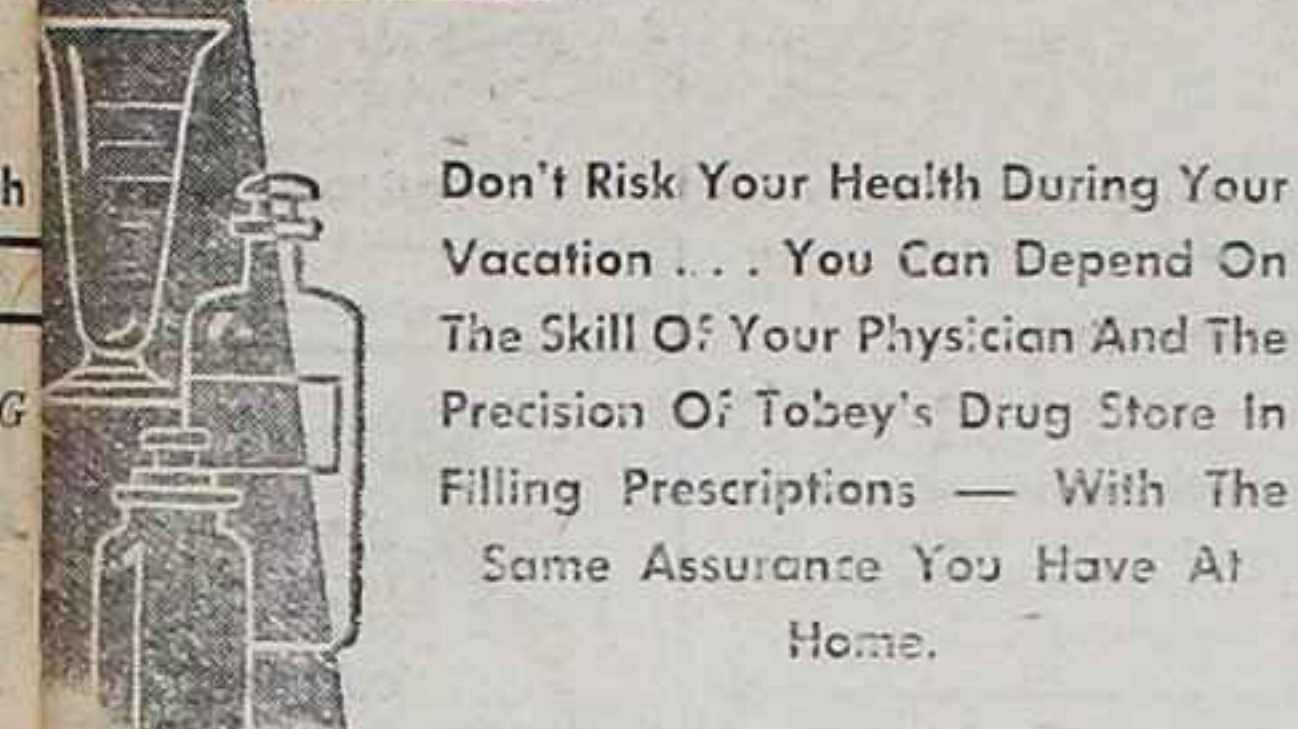
The reclamation committee is headed by Alfred Janvin and includes Selectman Donald A. Ring, John W. Perkins, Douglass E. Hunter, Howard C. Page, Norman F. Royal, Alton P. Tobey, Walter R. Clark, Vernon B. Dennett, George S. Downer, Edward G. Greiner, James E. Rush, and Walter F. Vanderpool. The object of planning in this project is to enhance the beauty of the unused land which is naturally picturesque with its winding creeks and background of rolling hills. Such planning might eventually result in reclaimed land available for private ownership. While the town of Hampton has tended in recent years toward private, reclaimed owned property, the beach, lacking available sites and having the added complication of leased land, has tended toward non-resident owned property. An integral part of the plans now under discussion at the monthly meetings of the Reclamation committee are plans for a second access road to the beach as an improvement over the now badly crowded Route 101 from Manchester. This would tie in with the bypass to be built around Exeter. The other idea is for an airport on the west side of the marsh lands. At their next meeting, June 25, the committee will discuss a letter from the Anderson - Nichols Co. suggesting that the committee seek official approval of the airport site. Also to be discussed will be the advisability of seeking federal funds in the form of an interest free loan to help with the tremendous cost of simply planning the

engineering of this project. An idea of its size can be gained from the fact that there are about 7,000 acres of undeveloped marsh land in the area.

engineering of this project. An idea of its size can be gained from the fact that there are about 7,000 acres of undeveloped marsh land in the area.



Always Ready With What Your Doctor Orders



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

Tobey's Drug Store

HAMPTON CENTER

Prescriptions — Not A Sideline, But A Profession

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THE Northeast Shopping Center FIRST

Haverhill Merchants Have Everything You Need At The Prices You Like

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17 MILES FROM HAMPTON BEACH FREE AND METERED PARKING

RETAIL TRADE DIVISION Greater Haverhill Chamber Of Commerce Haverhill, Massachusetts

Information Guide

MUNICIPAL OFFICERS

TOWN—Board of Selectmen: Lawrence C. Hackett, Donald A. Ring, Harry D. Munsey. Town Manager, John P. Batchelder. Town Clerk, Helen W. Hayden. Tax Collector, George H. Sumner. Treasurer, Norman N. Merrill. Office hours: 9-5 Monday-Friday except tax closed 11:30-12:30 and Town Clerk closed 12:30-1:30; and 9-12 Saturday. Chief of Police, John J. Malek. Chief of Fire Dept. George Lamott; Deputy Fire Chief, Perley George. Town manager at beach Chamber of Commerce Thursdays 12:30-5 p.m.

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

PUBLIC LIBRARY, Hampton — Mrs. Margaret Noyes, librarian. Hours 2:30-5 and 7-9 p.m. Monday, Wednesday, and Saturday.

RUBBISH COLLECTION—Beginning July 1:

Monday—all stores and restaurants, F street to bridge. North shore from Winnacunnnet road to North Hampton line. Tuesday—Beach stores and restaurants, D street to Winnacunnnet 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 Winnacunnnet road and the North shore from Winnacunnnet 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 Winnacunnnet road and the uptown area east of Moulton road.

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., 11:15 a.m., 4:00 p.m. Mails Dispatched: 8:30 a.m., 11:15 a.m., 4:00 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; 1st vice president, Seth Jenkins; 2nd vice president, Ralph Moulton; treasurer, John Dunfee; secretary, William "Bill" Elliot.

KERR'S BEAUTY SALON

170 Ashworth Ave., WA 6-2214 Mrs. Joseph Kerr, Prop., Formerly Of Jordan Marsh Beauty Salon

Thinking of Living In Hampton?

For The Widest Selection Of Desirable Properties

CALL

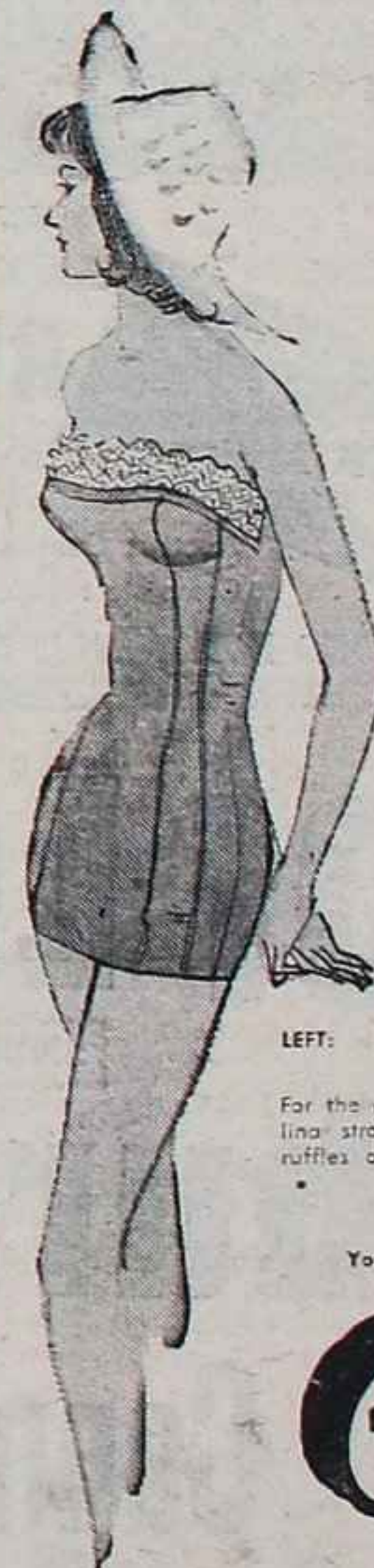
HOLLIS ASSOCIATES REALTORS

724 Lafayette Road HAMPTON Tel. WA 6-3802

IN HAVERHILL, IT'S GRAD'S for SWIM SUITS

by

Catalina LOVELIER BY DESIGN



jet stream

The effect is electric when you're in round and round stripes of latex knit with cotton, punctuated by perky bows. \$15.95

LEFT:

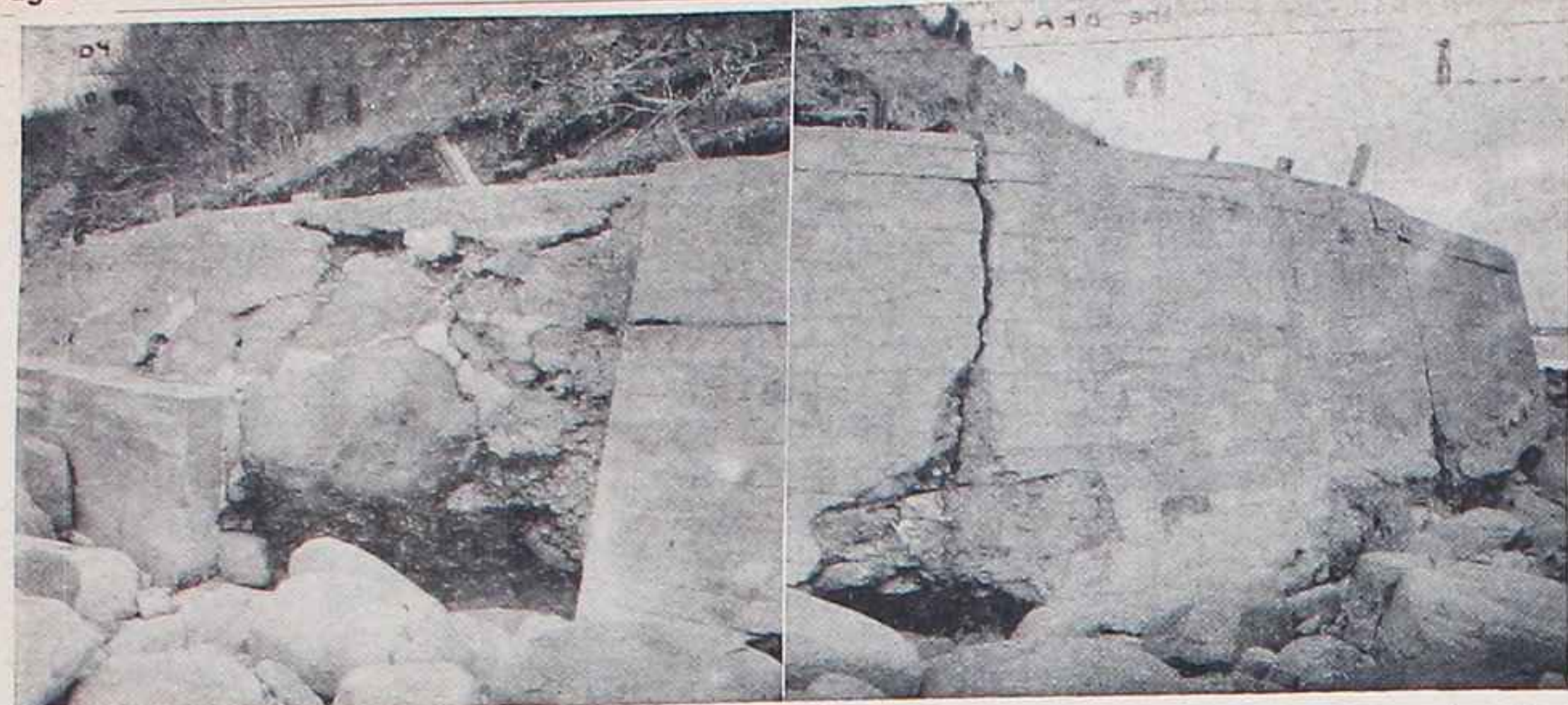
new love

For the eternally feminine girl, Catalina strokes tulle latex, with crisp ruffles of white eyelet embroidery. \$16.95

You'll Find Catalina And Other Famous Fashions At

Grads

87 Merrimack Street HAVERHILL



GRAPHIC EVIDENCE of the destruction of the Great Boar's Head seawall caused by the northeast storms this spring is shown above. Concern is expressed that the erosion and undercutting of the cement buttress will cause it to topple over unless repairs are made immediately.

Storms Cause Extensive Damage To Boar's Head

An appeal for state assistance in preserving the point of Great Boar's Head was made this week in Concord by Representatives Douglass E. Hunter and Carl Lougee of Hampton and George Carter of North Hampton.

In a conference Tuesday with Governor Lane Dwinell, it was pointed out that the extreme point of the Head suffered considerable damage during the spring storms and unless the existing breakwater is repaired, this famous landmark faces destruction. According to Mr. Hunter, nearly \$40,000 has been put into maintaining the cement and stone abutment by Mr. Charles E. Greenman, resident-owner of the land to the high-water mark, during recent years. However, the estimated cost of repairing this year's damage is considerably more than in previous years and financial relief from the state is necessary. High tides whipped by the force of the northeast winds, washed over the breakwater and undermined it to an extent that it is on the verge of toppling over, which would leave the banks unprotected.

Smith's Pharmacy
PRESCRIPTIONS
Ashworth Hotel Block
WA 6-9194

EVELYN and PAUL
Home Bakery
MEATS — GROCERIES
NOVELTIES
DOUGHNUTS & BREAD
• Daily Film Service
• Home Town Papers
King's Highway At 3rd Street

PLAYLAND
Ocean Boulevard
Hampton Beach

the damage to the rest of the beach as far south as the casino. The governor expressed deep concern for this erosion problem and indicated that through the Attorney General's office a state of emergency, endangering other state property, might be established, which would make the necessary funds available from the state's Emergency Fund.

It is estimated that \$9,500 will be needed to pile heavy rock against the breakwater around the point to reinforce it and to repair the areas in the wall which have been broken away.

Besides being recognized as a famous landmark, the Representatives pointed out that Great Boar's Head juts out far enough into the ocean to take the brunt of all the northeast storms, thus minimizing

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

Leavitt Families Plan Reunion At Beach

Descendants of John Leavitt, settled in Hingham, Mass. in 1638, and those of Thomas Leavitt, settled in Hampton, in 1638, held their annual reunion and picnic at Hotel Ashworth, Hampton, on Saturday, June 28, 1958. Mr. Russell H. Leavitt of North Hampton is president of the Association of Leavitt Families and Mrs. Lena Leavitt Fahlow of Woburn, Mass., is secretary.

One-Way Traffic Plan In Effect At Beach

Police Chief John Malek is making the following announcements today concerning vehicular traffic movements in Hampton and at the beach.

One way traffic on the Boardwalk (north) and Ashworth Avenue (south) and on the side street at Hampton Beach will be enforced beginning June 25. Live parking at the beach will also be enforced beginning that day. Concerning bicycles, Chief Malek said that they must be registered now for the 1958 - 59 period.

DR. L. B. WINKLER
Dentist
570 Lafayette Road
1/5 Mile Above Lamie's
HAMPTON CENTER WA 6-2121

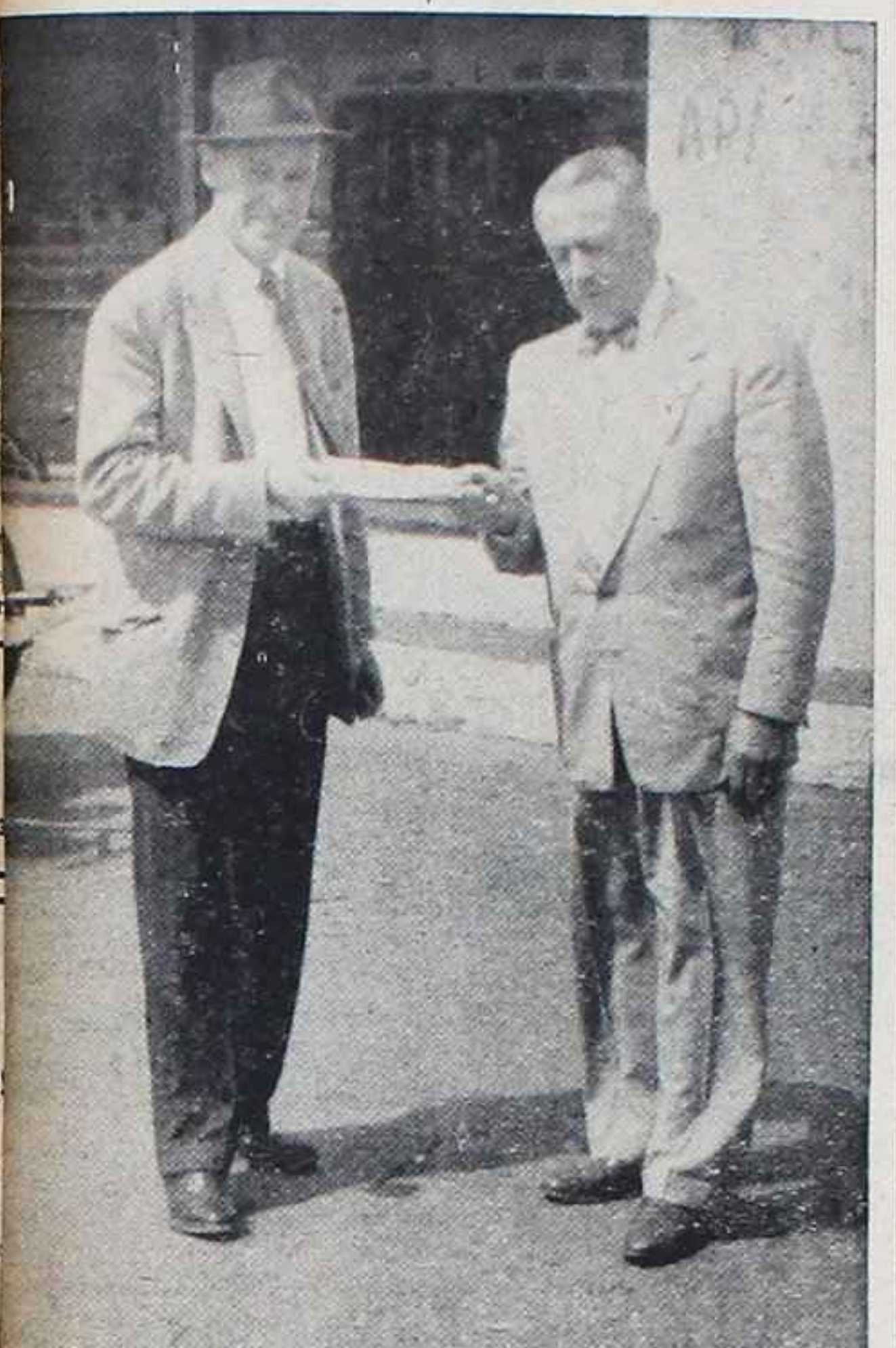
Buzzell's
FAMOUS
Fresh Made Candies
FEATURING
KISSES — FUDGE
CARAMEL CORN
The Oldest Candy Shop on the Beach
Established 1917
NEXT TO POST OFFICE
Surf Hotel

Precinct Purchases Beach Convention Hall Site

The Hampton Beach Precinct acquired the Walters Garage property, adjacent to the fire station, on Saturday, June 28, 1958. Precinct Commissioner Ralph Harris transferred a check for \$30,000 to Robert E. Walters owner of the property.

Beach Convention Hall Site

Harris proposed at last year's Precinct meeting that a committee investigate the possibility of purchasing the property as the possible site for a proposed convention hall. He announced last spring that an option had been signed specifying a price of \$30,000 for the



\$30,000 CHECK is handed over by Precinct Commissioner Ralph T. Harris (left) to Mr. Robert E. Walters, owner of the Walters Garage property on Ashworth Avenue, which has been purchased by the Hampton Beach Precinct for a future convention hall site. — Staff Photo



BOBBIE NUDD of King Ave., Hampton, sits in an Arkansas Traveler boat, like the one he held the winning ticket on, drawn by Sally Ann Freedman, shown right. Mr. Joseph H. Aspey, president of the Northeast Boat Show Inc. stands at left.

DEEP SEA FISHING
TRIPS TWICE DAILY

The Alice G, 40-Ft. Party Boat

AL GAURON
ACROSS FROM THE STATE PARK ON STATE PIER
BILL MAHONEY and WALTER STURGIS, Skippers
LINES AND BAIT FURNISHED
CHARTER PARTIES
TOILET FACILITIES

Morning Trip 8:00 A.M.	Phone WA 6-2469	Afternoon Trip 1:30 P.M.
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TWO BOATS: "ALICE GG" & "RIGROC"
\$2.50 per person Children's Rates

Champagne's SUPER MARKETS **WISHING WELLS**

now! DATED MEATS ANOTHER "CHAMPAGNE" EXTRA "DATED MEATS"

BACKED BY BOND QUALITY
June 26, 1958
GRAND UNION
YOUR GUARANTEE OF COMPLETE FRESHNESS

Another Guarantee from Champagne's That the Meat You Buy Is Sure to Please. Your Guarantee of Complete Freshness. Look for the Dated Slip in Every Meat Package—You Know It's Fresh!

BONDED FOR QUALITY — PRICED TO SAVE YOU MONEY — DATED TO INSURE FRESHNESS!

Leg of Lamb DELICATE FLAVOR — TENDER "WHOLE" CHOICE SPRING **59¢**

Hamburg 100% CHOICE HEAVY STEER BEEF FRESHLY GROUND (SAVE 25¢) **2 POUNDS 79¢**

Canned Ham 1 1/2 Lbs. No Waste **\$1.59**

RATH'S BONELESS

EXETER SHOPPING CENTER PORTSMOUTH AVE., EXETER, N. H.

REMNANTS
COTTONS - WOOLENS - SILKS - SYNTHETICS
- FUN on a RAINY DAY -
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

BIG DOOR SPECIALS PRIZES

FREE BUSSES

Plenty Of Free Parking

First Talent Show Of Season Held Monday

In the first talent show of the season Monday night sponsored by the Chamber of Commerce, all contestants were in the junior division. Taking the trophy for first place was Waino Kailhonen, Jr., 11, of Beverly, Mass., who played an accordion. Debbie Lou Langley, 5, of Gosport, N. H., took second place with a ballet to "Pretty Baby". Eddie Madden, director of the Hampton Beach Concert Band was the M.C. for the show. Registrations for these shows held every Monday are open until Aug. 25. At that time finals for the first place winners during the summer will be held.

COLONIAL PINES
Pine Reproductions OF Early American Furniture
• HAND RUBBED SALEM PINE
• BLACK DECORATED
• UNFINISHED

Open Daily Except Tuesday
1:00 - 5:30 7:00 - 9:30 P.M.

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NO. HAMPTON, N. H.

Lamie's invites you to accept its hospitality for New England Cooking at its best

• Breakfast
• Lunch • Dinner

DINING ROOM LIQUOR LICENSE

U. S. 1 HAMPTON, N. H.
only a few minutes from the beach
OPEN 7 A. M. to MIDNIGHT

"YOUR VACATION IS NOT COMPLETE UNTIL YOU HAVE DINED AT FAMOUS LAMIE'S"

Photo Highlights Of First Annual Boat-O-Rama



MEMBERS OF THE SANBORN SEMINARY BAND that played two concerts Friday as part of the Boat-O-Rama enjoy hot dogs at the Hampton Beach Fire Station.



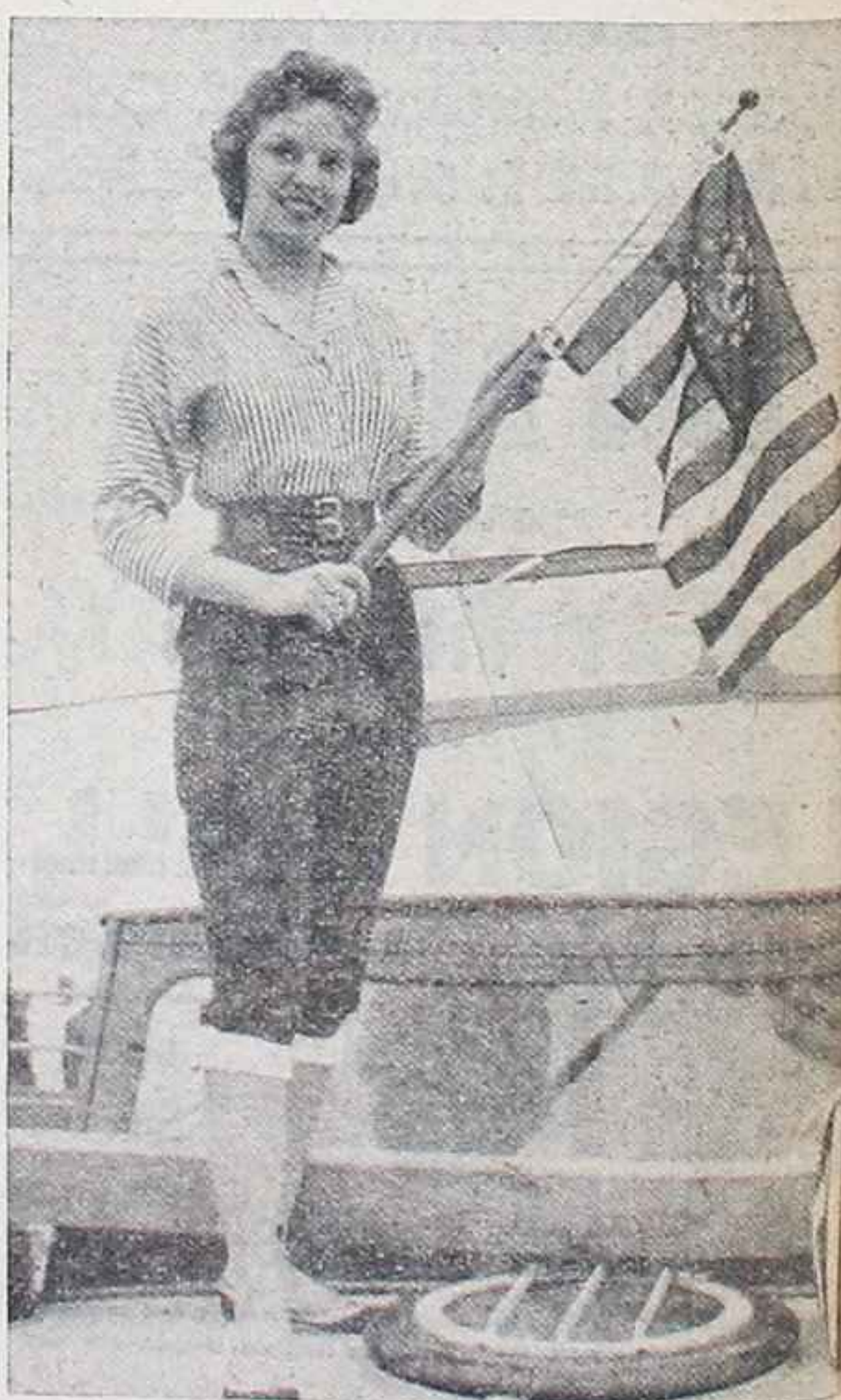
SALLY ANN FREEDMAN in a crown, as Miss Boat-O-Rama, accepts her honors. The cape designed by Eileen Ash of Hampton, is seen in background. In background is director of the Hampton Beach Concert.



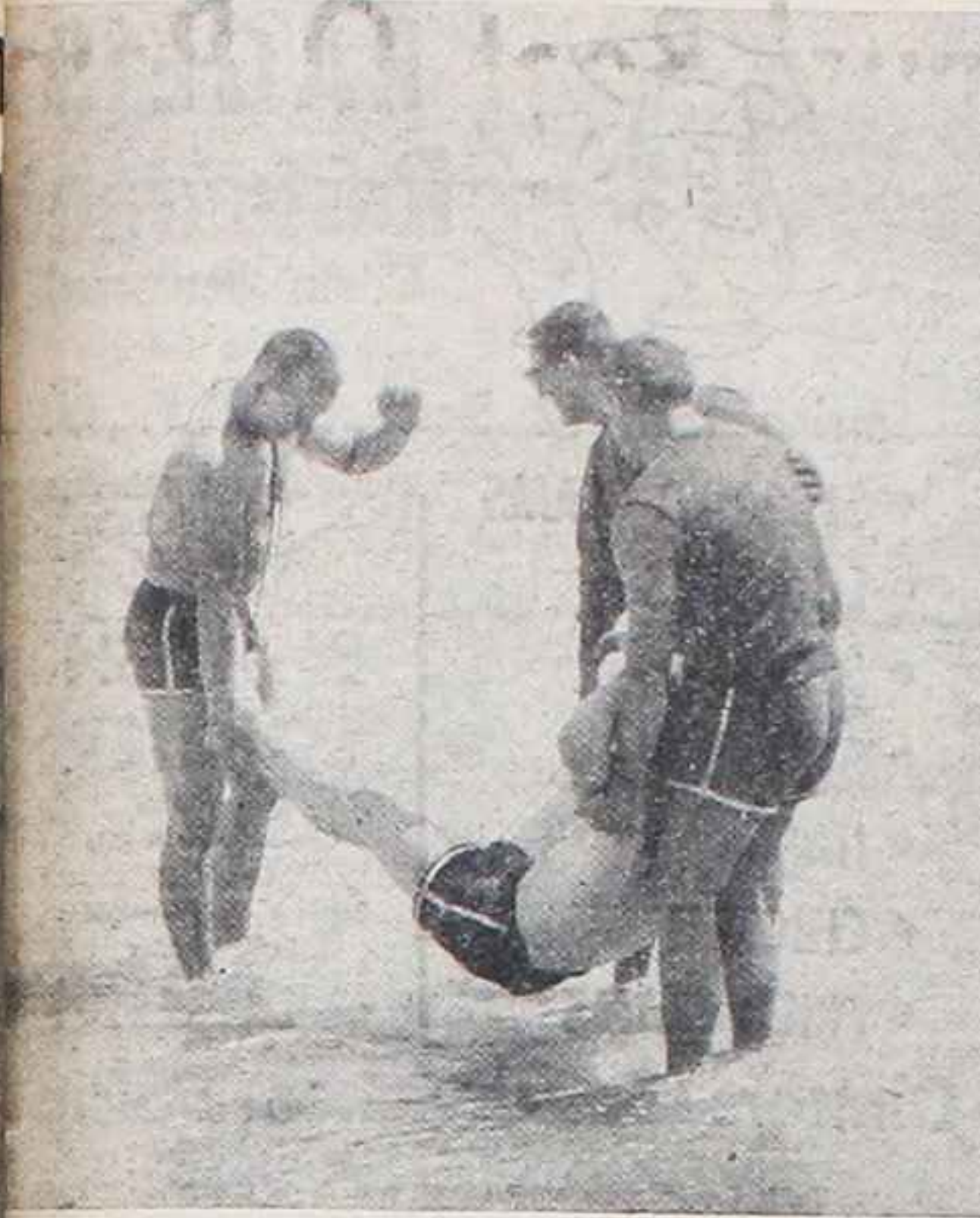
THE MOST UNUSUAL BOAT of the weekend allegedly belonging to Filley's Marine Mart is being rowed by Paul Stegg of Boston. The life preserver is worn by Harold Bailey, Hampton Falls.



SALLY ANN FREEDMAN, Miss Hampton Beach, Miss Massachusetts, Miss Boat-O-Rama, has many fans of all ages at Happy Hampton.



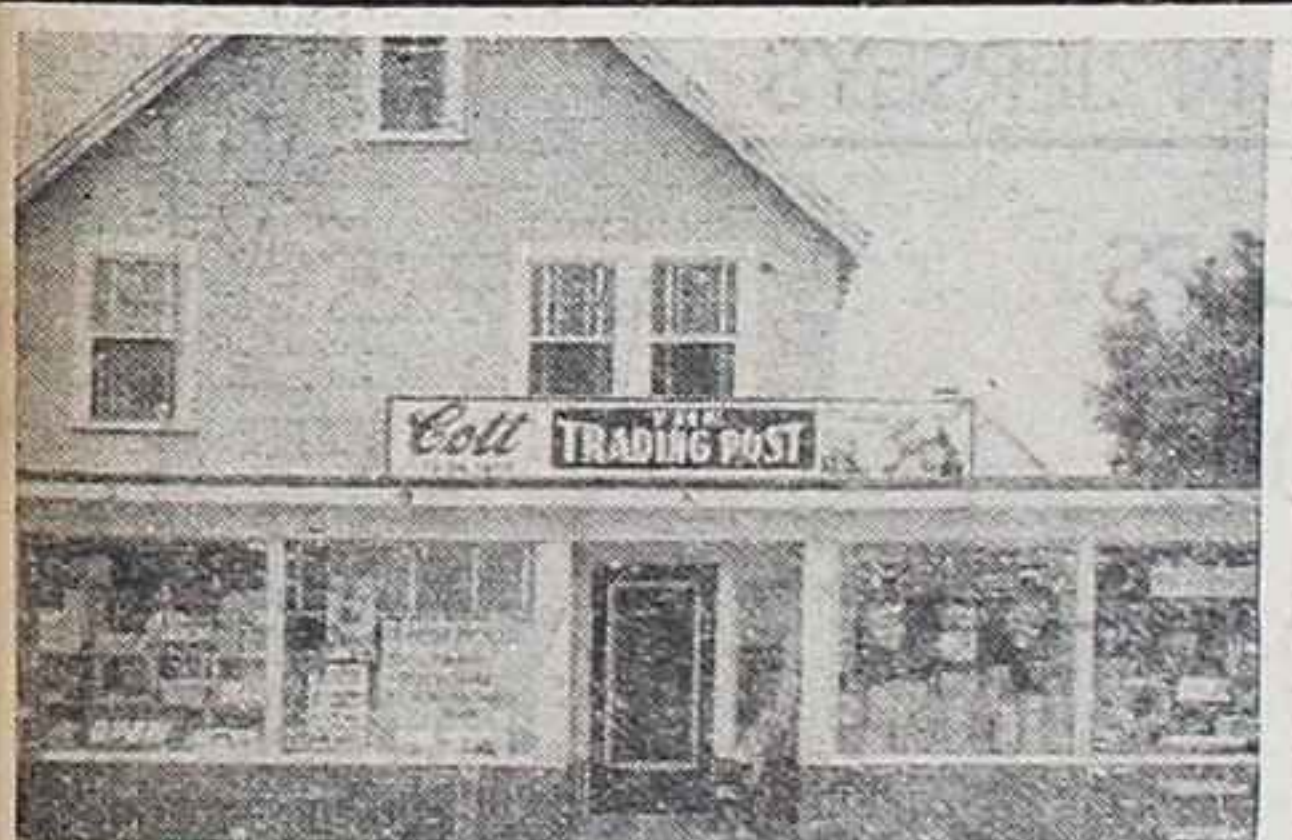
BOATING COSTUME was presented to Miss Freedman by Dress Shop of Hampton Beach. She models it from the bow of the many boats on display over the weekend.



REGUARDS Charles Butland and James Butland, in suits, put on a life saving demonstration Sunday afternoon as part of the Boat-O-Rama. They are being assisted by ex-life guard Arthur Crowley and guard Roy Leonardson.



VALUABLE TROPHIES to be awarded during the first annual Boat-O-Rama staged by the Northeast Boat Show, Inc., marking the opening of Hampton Beach summer season this coming weekend were on display this week. Awards in water-skiing, skin diving, outboard motor boat races plus swimming medals will be presented.



The Trading Post

KINGS HIGHWAY AT 7th ST.
Meats Groceries Beachwear

- FROZEN FOODS — ICE CREAM
- TOYS AND NOVELTIES
- NEWSPAPERS — MAGAZINES
- HAMPTON BEACH SWEATSHIRTS

Film and 24-Hour Developing Service

Back For Another Season



WIMPY, COMIC CHARACTER of hamburger-eating fame, is back again for another season at Hampton Beach and occupies his seat within easy reach of the hot plate at Woody's Snack Bar on the boulevard. This life-size dummy is becoming a landmark on the beach and has caused many a visitor to cast a second amazed glance as they drive by.

Town Manager Plans Beach Office Hours

Summer and year 'round beach residents will have their own summer town office at the Chamber of Commerce building this year. Town Manager John P. Batchelder will be at the Chamber of Commerce office Thursday afternoons from 1:30 to 5 p.m., and if the volume of business increases, Tuesday afternoon may also be added.

Batchelder, who stated he felt need for closer contact with the problems of the large summer operation at the beach, said this unusual step in municipal government would bring his office nearer to the center of population, eliminating the need for making a ten-mile round trip to have a simple question looked at or answered.

"With the large influx of population during the 10 week summer season it is essential for a public official to be able to quickly satisfy if possible, the demands of these summer visitors and year 'round residents," said Mr. Batchelder.

The location of the Chamber of Commerce building was the logical spot for the summer office to be located, according to the Town Manager. The large membership of the organization and the number of inquiries in municipal services that the Chamber handles was also a deciding factor, claimed Batchelder.

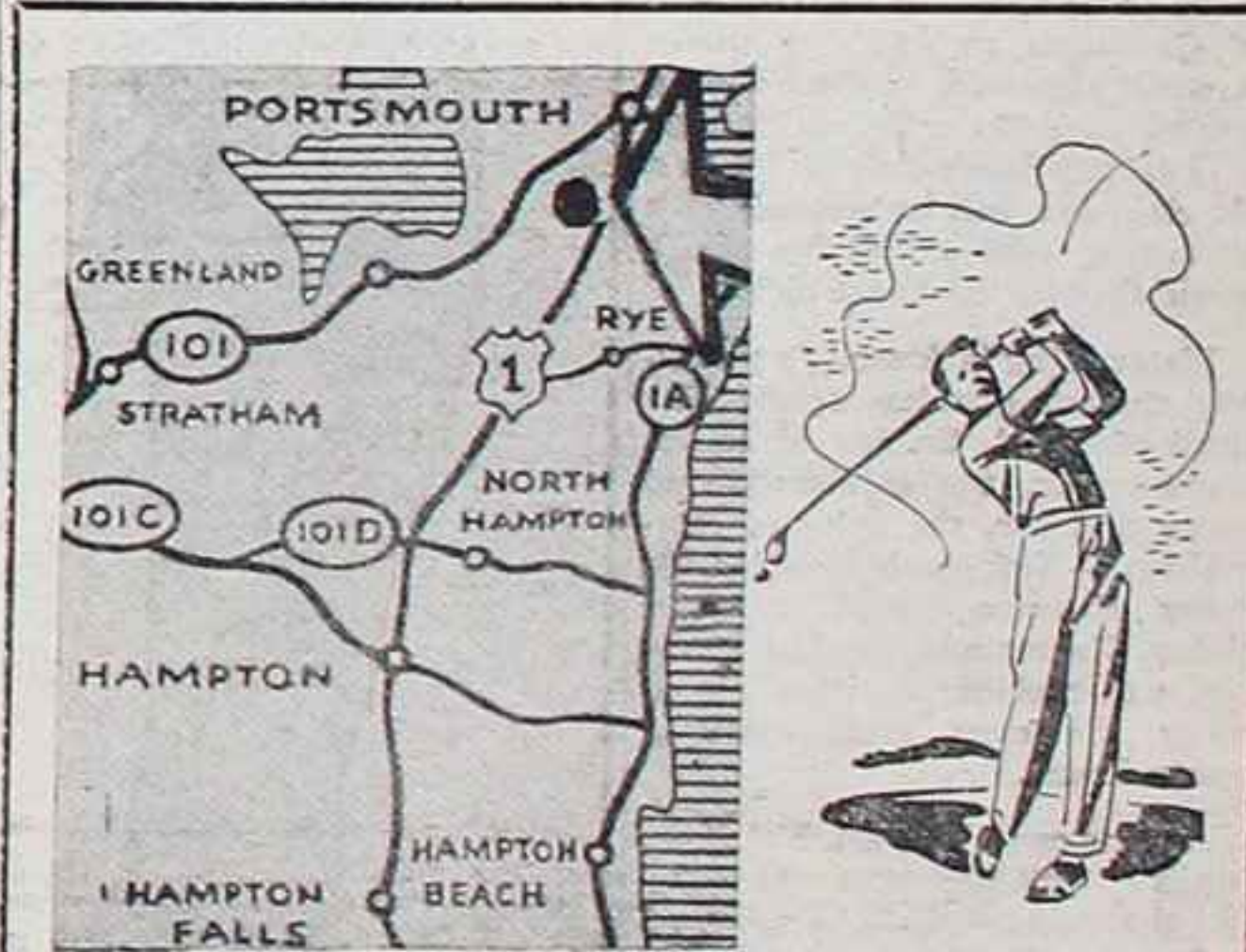
Chamber of Commerce officials

have agreed to make appointments for persons wishing to see the town manager and to handle phone calls pertaining to municipal matters, of Commerce office.

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.

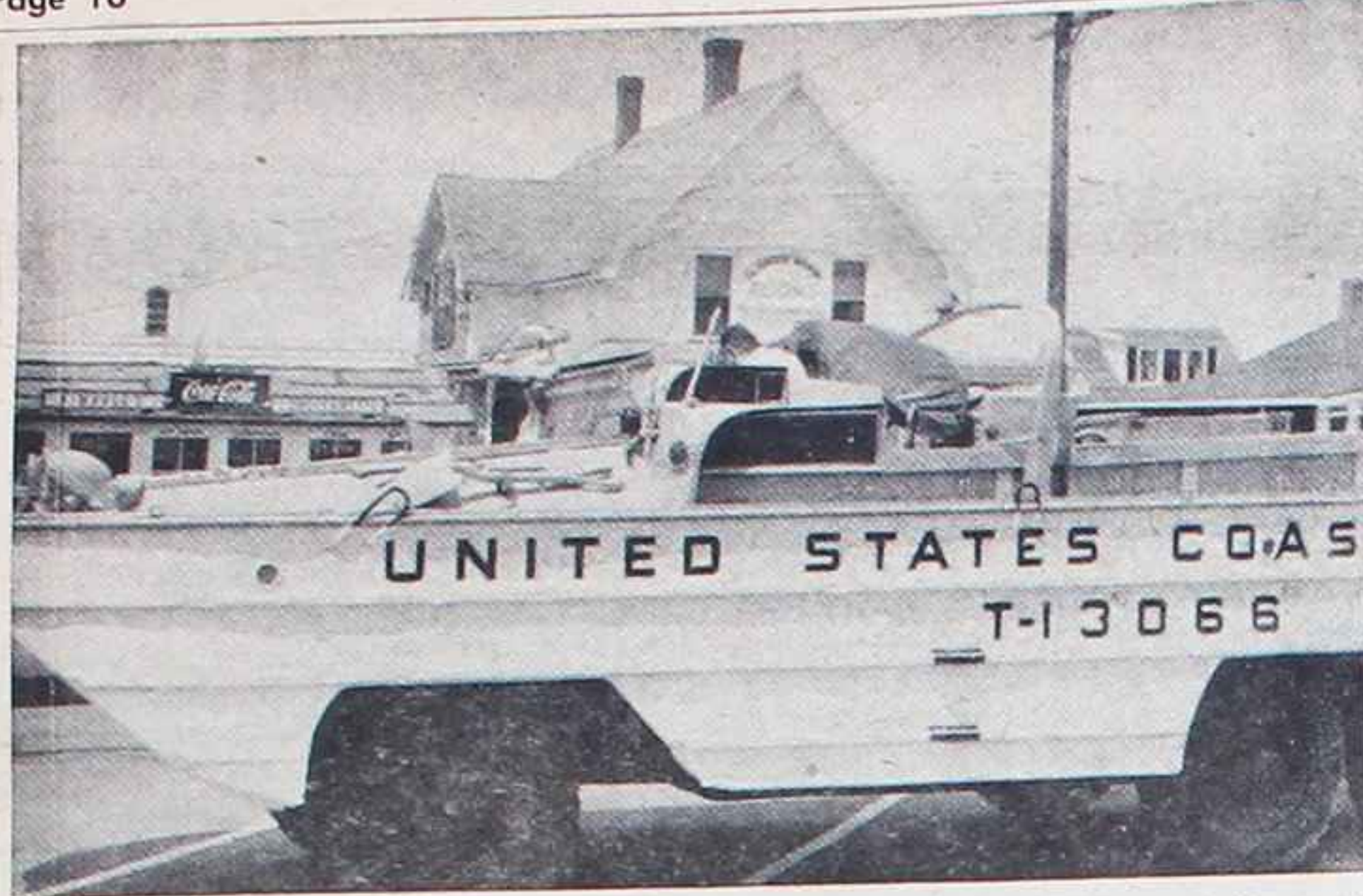


TEE-OFF Driving Range

New England's Newest Golf Driving Range
LAFAYETTE ROAD U. S. ROUTE 1
PORTSMOUTH, N. H.

Doug's Cleaners

"C" Street
HAMPTON BEACH
2 Day Service
DRY CLEANING
FINISHED LAUNDRY
Doug Hunter, Jr., Owner



COAST GUARD DUCK with smashed windshield after it plowed down two light poles at the intersection of the boulevard and Winnacunnet road, Sunday morning, is being cleaned out by a guardsman.

Coast Guard Duck, Car Damaged In Mishap

Two boat mishaps and a Coast Guard Duck auto accident marred the Boat-O-Rama regatta over the weekend at Hampton Beach.

Robert Ellis of Ashworth avenue was rescued from the Hampton river Sunday morning after his outboard skiff capsized at 11:45 a.m. Irving Jones, a lobsterman, saw the mishap and pulled Ellis into his lobster boat, according to Coast Guard officials.

The Coast Guard Duck, rushing to the rescue of the overturned boat, went out of control in the traffic circle, at the North Shore intersection, jumped a traffic island, knocked down two light poles, and just missed a car it was trying to avoid. Four persons escaped injury.

One of the light poles knocked over by the duck fell across the rear of a car operated by Miss Elizabeth V. McGinn, 60, 21 Westminster st., Worcester, Mass. She was accompanied by her sister Miss Mary A. McGinn, 62, also of Worcester.

Water Skiing Proves Fast Growing Sport

Water skiing under the direction of the Hampton Beach Ski School will be available during the summer daily 8 a.m. to 8 p.m. on the southwest side of the Hampton River State Bridge.

The school will be directed by Ray White and reservations may be made by telephoning the Chamber of Commerce at Hampton Beach. A small sign with banners will be erected to indicate the skiing site. If enough interest is shown in a ski club, one will be formed, with an agreed upon initial fee, which would then belong to the club.

Water skiing is America's youngest, fastest growing sport. The thrill of speed, the joy of skilled maneuvering, the exhilaration of water and sun, the spice of competition — few sports combine the many pleasures found in water skiing. Understandably fast growing, water skiing devotees are among the most enthusiastic of sports lovers.

Anyone can water ski. Not every beginner will become a champion, but the old idea that the sport requires great athletic ability has been proven wrong. From children to persons in their sixties, people have learned to ski well enough to really enjoy themselves.

Skiing is not dangerous. Actually, serious injuries are few — and these do not occur in conventional, non-competitive skiing.

Water skiing is a team sport, calling for partnership thinking by skier and driver. Be sure to select a dependable boat driver. Conventional signals eliminate guesswork at critical moments. The American Water Ski association has set up standard hand signals.

Police officials said both vehicles were extensively damaged. CBM John E. Fisher, also reported that the motor boat "April" owned and operated by Arthur April, Seabrook, was towed in late Sunday afternoon after the boat developed engine trouble about one mile off shore, near breaking rocks bouy.



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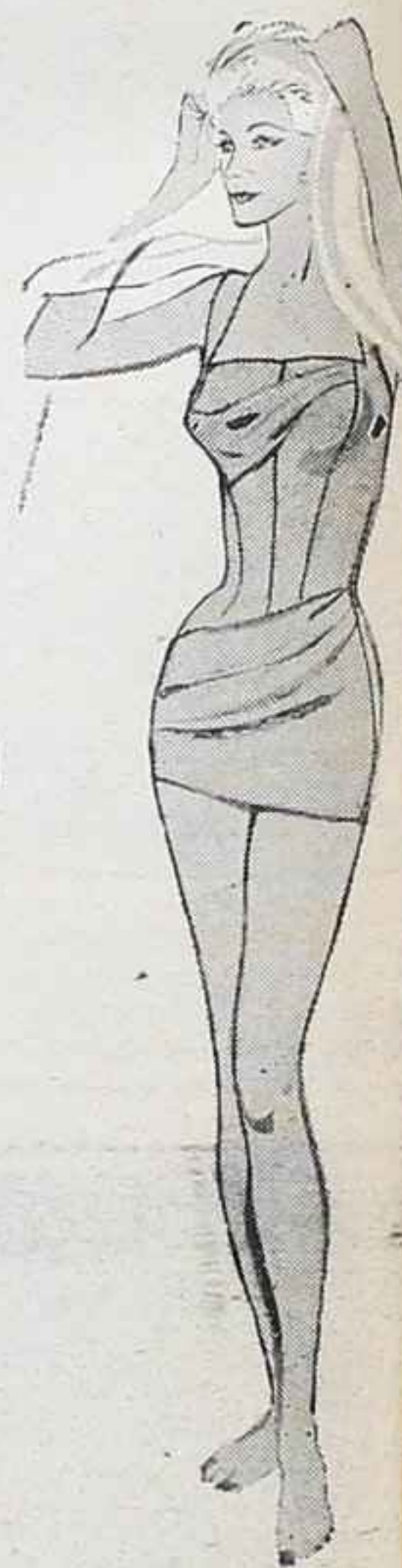
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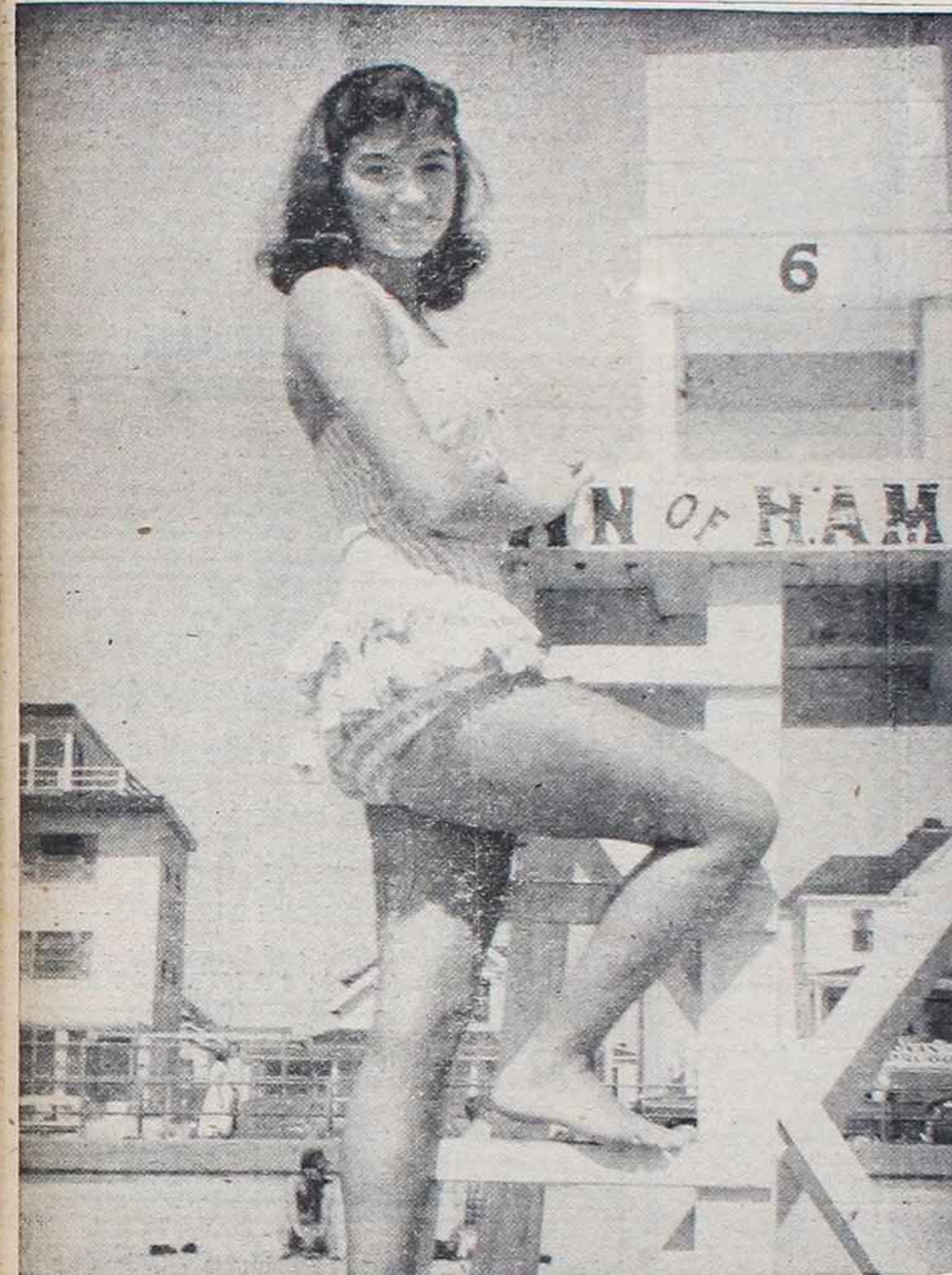
Incorporating The Hampton Beach Advocate

WEDNESDAY, JULY 2, 1958

FREE

Tide Table
(Daylight Saving Time)

2 A.M.	1:02	6:50
P.M.	1:07	7:02
3 A.M.	1:15	7:37
P.M.	1:49	7:59
4 A.M.	2:02	8:22
P.M.	2:36	8:37
5 A.M.	2:48	9:05
P.M.	3:21	9:25
6 A.M.	3:34	9:51
P.M.	4:07	10:13
7 A.M.	4:21	10:37
P.M.	4:54	11:03
8 A.M.	5:11	11:25
P.M.	5:42	11:56



SURVEYING BEACH from lifeguard tower is Carole Hannaford, 20, of Merrimack, N. H., a Keene Teachers college student, working at the beach this summer.

FIRST HOT SPELL of the summer brought a huge crowd to the beach over the weekend to enjoy the cooling easterly breezes.

STARTS THIS WEEK!

Beachcomber Poll To Pick TOP TWELVE TUNES

See Dick Sanson's New Column All About Music on Page 14

EXPECT RECORD FOURTH CROWD

(STORY ON PAGE 3)

