



WITH A LITTLE HELP from daddy, the water is a fascinating thing. Preston Garbee and his little daughter of Canaan, Conn., take to the shallow surf.

The BEACHCOMBER

Wednesday, July 16, 1958

Beach Water Ski Club Planning Show July 23

At the formation of the new Hampton Beach Water Ski Club last Thursday at the Fire Station, plans were made to hold a show in the water in front of the Casino.

It was stressed by newly elected president, Roland Barnaby, that the show depends entirely on weather and water conditions. It has been tentatively scheduled for early evening on Wednesday, July 23.

Next meeting of the club will be Friday, July 18, at 8 p. m. at the Fire Station. Further plans for a show will be made at that time.

Officers elected at the last meeting include: Roland Barnaby, Hampton, president; George Norberg, Arlington, Mass., vice president; Wanda Toppan, Hampton, secretary; and James Willey, Hampton, treasurer.

LAURETTA'S BEAUTY SALON Shampoo & Wave \$2.00 SURFIDE PARK HAMPTON Call WA 6-2274



Serving from 12 Noon to 9 P. M.

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



Dinners - Sandwiches - Salads

Under The Management Of Jack and Argie Bresnahan

The Beachcomber

Vol. XXXI, No. 5

Incorporating The Hampton Beach Advocate

Wednesday, July 23, 1958

FREE

Tide Table (Daylight Saving Time)

Table with 3 columns: Time, Tide, and another Time column. Rows show tide levels for various times from 5:04 AM to 5:06 PM.

Swim Classes Held At Beach

Swimming classes, sponsored by the American Red Cross, for children in the Hampton and Seabrook area are being held, with about 100 registered, in the Hampton River, and the Seabrook side of the toll bridge.

A spokesman for the Red Cross in Exeter reported that the classes are full. Paul L. Bouchard of Exeter, instructor for the classes, divided the swimmers into four groups according to their ability. They will meet Tuesdays, Thursdays, and Saturdays in July and August at 9, 10, 11, and noon at the cove just north of the toll station.

The classes will be cancelled only in case of predicted continuous rain, Bouchard said, and will be held if only showers are forecast.

The Rev. Walter Brockway and Mrs. Jean Gove of Seabrook organized the classes to meet with Red Cross requirements.



CAUGHT BY THE SURF is Janice McKenna, 17, of Windsor Locks, Conn.

Doug's Cleaners

211 C Street HAMPTON BEACH 2 Day Service

DRY CLEANING FINISHED LAUNDRY Doug Hunter, Jr., Owner

Mid-Summer Sale

Large Selection Of HOUSE DRESSES Reg. \$3.98 Now \$2.98

DRESS SALE Values to \$14.95 Now \$5.99 to \$9.99 Broken Sizes

UMBRELLAS Values to \$5.95 Now \$2.50

HANDBAGS Large Selection Of Patents, Straws & Plastics Values to \$3.98 \$2.19 Plus Tax

SHORTS Drip Dry Cotton & Dacron Reg. \$7.95 NOW \$5.95



GLOVE SALE 1/2 PRICE Size 7 1/2 Only

BLOUSES 10% OFF ON ALL SUMMER BLOUSES & SHIRTS

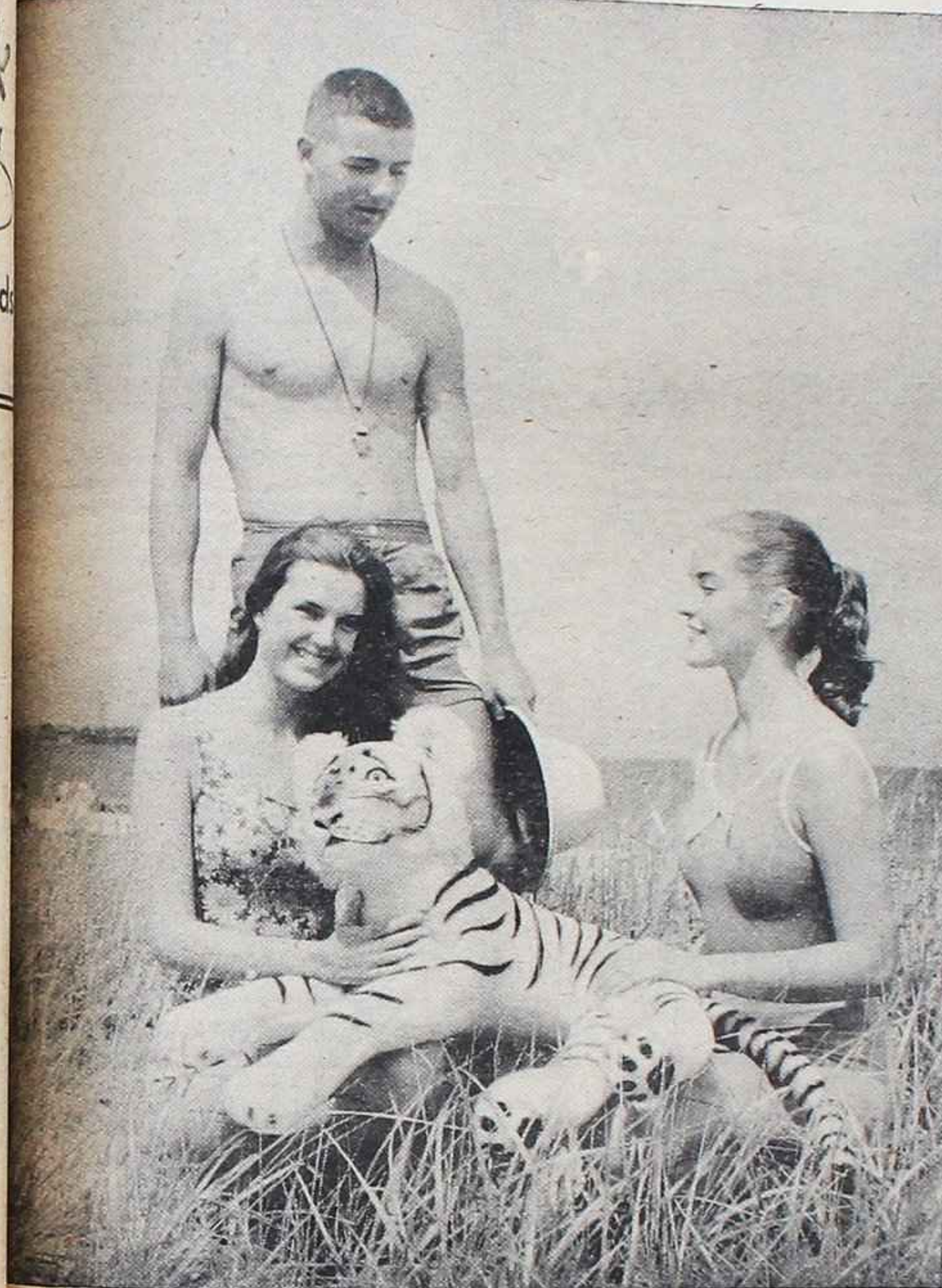
PRE-SEASON SALE OF FAMOUS NAME CASHMERE COATS Values to \$115. Now, \$88.



George B. French Co.

37 Market Street

Portsmouth, N. H.

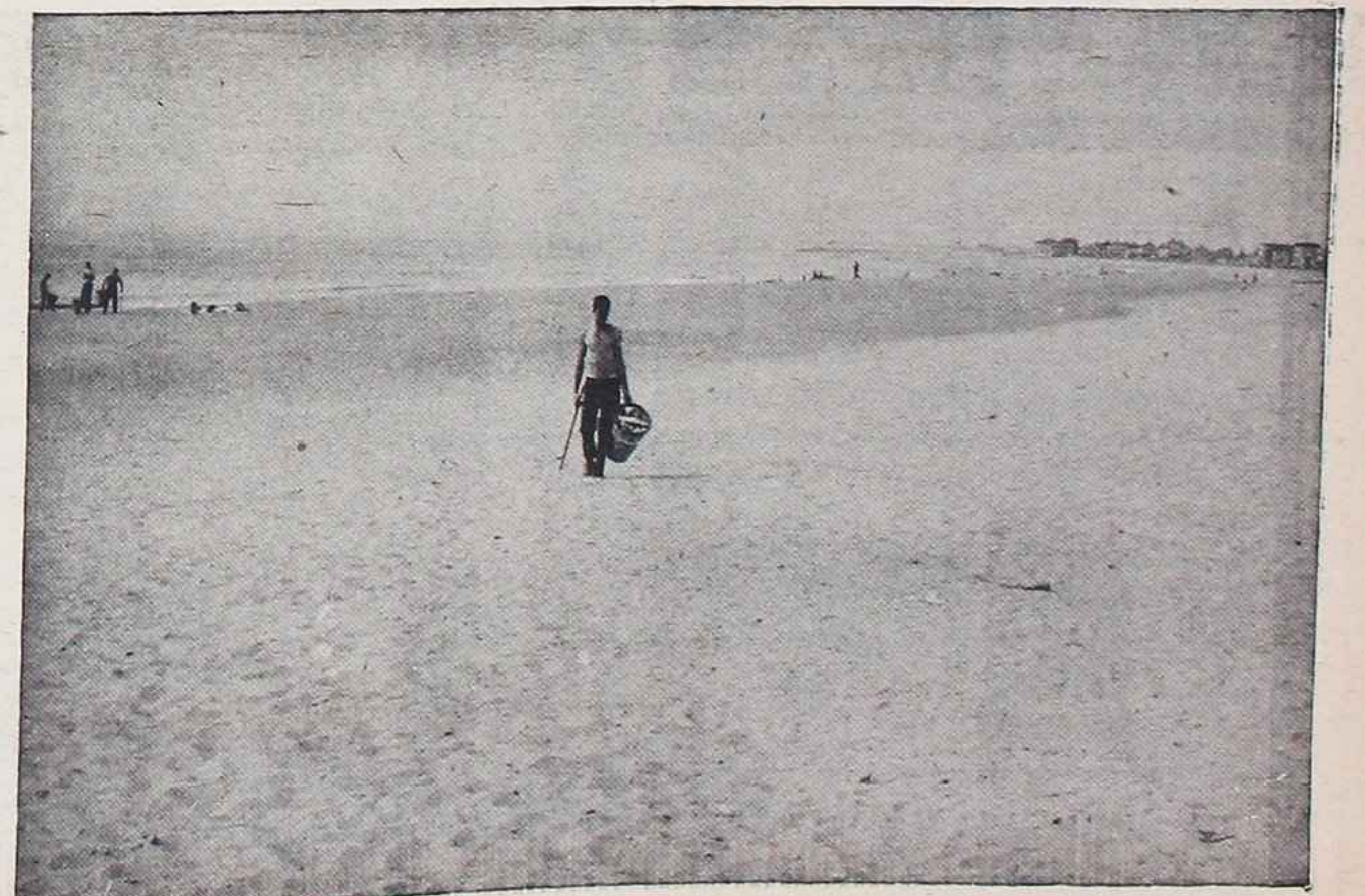


TALENT SHOWS DRAW CROWD

(STORY ON PAGE 3)

CHILDREN are not allowed on the beach, even if it belongs to an Bishop of Andover, Mass. ... and Cathy Hickey, of Natick. The girls borrowed him from Randall's Dept. store, and appeared on the beach to the great surprise of guard, Sean Quinlan.

EARLY MORNING DETAIL of each cleaning dramatizes at that hour the wide expanse of clean sand that will shortly be enjoyed by the thousands of vacationists who come to Hampton every summer.



Beachcomber Sponsors SAND CASTLE CONTEST FOR YOUNGSTERS See Page 10

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

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

Eileen Ash
 OF HAMPTON
 Exclusive

But Not Expensive
SUMMER CLEARANCE

- Dresses
- Bathing Suits
- Blouses
- Shorts
- Peddle Pushers

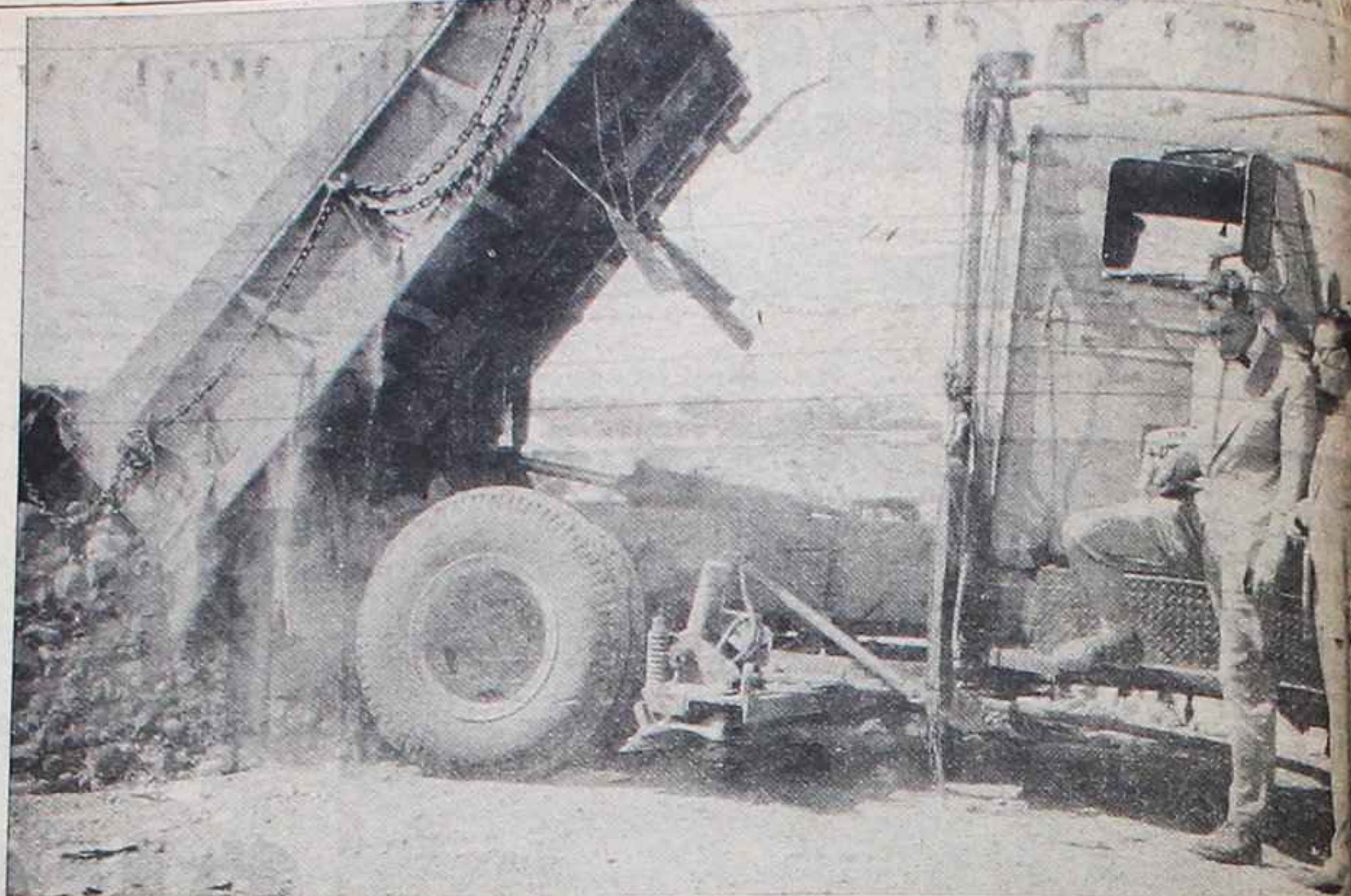
92 High St., Hampton
 Open Daily 9 - 6
 Fri. Eve. Till 9

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



WORKING TOGETHER, the town represented by Mr. Batchelder, and the Chamber of Commerce, represented by secretary, "Bill" Ellis (right) view the dumping and filling in the marsh that is rapidly creating another road from the beach.

Bicycle Accidents Injure Two Riders

Tuesday afternoon proved a busy time for Hampton Beach police when auto and bicycle accidents in

quick succession resulted in injuries to two young people.
 At 4:18 p. m. on the boulevard, at the intersection of Ross avenue, Jean Pierre Jacques, 5, of Beaufort, Quebec, son of Mr. and Mrs. Charles Jacques, ran into an auto being operated by John B. Roy Jr., of North Reading, Mass. Jean Pierre was rushed to the Exeter hospital with bruises, abrasions, and internal injuries. Surgery was performed by Dr. Henry Saltenstall and his condition was reported as good this morning.
 At 5:24 p. m. Joan Thistle, 15, of Allston, Mass., riding a bicycle on Ashworth avenue at B street, collided with another bicycle and was thrown to the pavement. She was knocked unconscious, and was later treated and released by Dr. Peter Meneghin of Hampton.

Beach Visitor Praises Police For Assistance

Prompt action by members of the Hampton Police department in assisting the victim of a heart attack drew high praise from a Granite State resident this week.
 Mrs. Claude E. Nichols of 30 Hunt street, Nashua, wrote Police Chief John Malek this week: "I sincerely appreciate the prompt and efficient service which the Hampton Police department extended to my husband, Saturday night, July 12th, when he suffered a heart attack, while visiting here with friends.
 "Mr. Nichols is still in a critical condition, but appears to be making headway, which is no doubt,

due in large measure to the swift attention received from the Hampton Beach Police and their equipment, also in getting a ambulance to the Exeter hospital."

While At The CASINO MARKET . . . See One Of The LARGEST Displays Of Pastry On The Coast!

— EVERYTHING HOME BAKED —
 Get Your Muffins and Doughnuts Hot Twice A Day — At 8 A.M. and 6 P.M.

SPECIAL For Friday and Saturday
 HOME MADE CINNAMON or PLAIN DONUTS 49c dozen
 LARGE BLUEBERRY MUFFINS 49c dozen

HOME MADE WHITE or OATMEAL BREAD 21¢

Heavy Beef Cube Steaks 89c lb.	Ready To Eat Turkey - 12-lb. Avg. Stuffed & Gravy \$7.98
--------------------------------------	---

GET YOUR HOME BAKED BEANS ON SATURDAY
 LEAVE ORDERS EARLY — TURKEYS ALL HOT ON DELIVERY
CASINO MARKET
 Park in Front and at The Side
 of CASINO MARKET While You Shop

THE HAMPTON BEACH CASINO

- Everything Under One Roof . . .
- GIFT SHOP
 - DINING ROOM
 - BOWLING ALLEYS
 - BATH HOUSES
 - PARKING AREA
 - SODA FOUNTAIN
 - FRIED CLAM STAND
 - SNACK BAR

Nationally Famous Ballroom . . .
AT THE BALLROOM
 JULY 21st JULY 25th
Ted Herbert And His Orchestra
 SATURDAY, JULY 26th
LESTER LANIN
 (In Person)
 And His Society Orchestra
 MONDAY — Get Acquainted Night
 TUESDAY — Gentlemen's Night — THURSDAY — Ladies' Night
 ASK YOUR HOST ABOUT SPECIAL TICKETS

The Hub Of Happy Hampton Beach

Beach Talent Shows Popular Hit With Vacationists

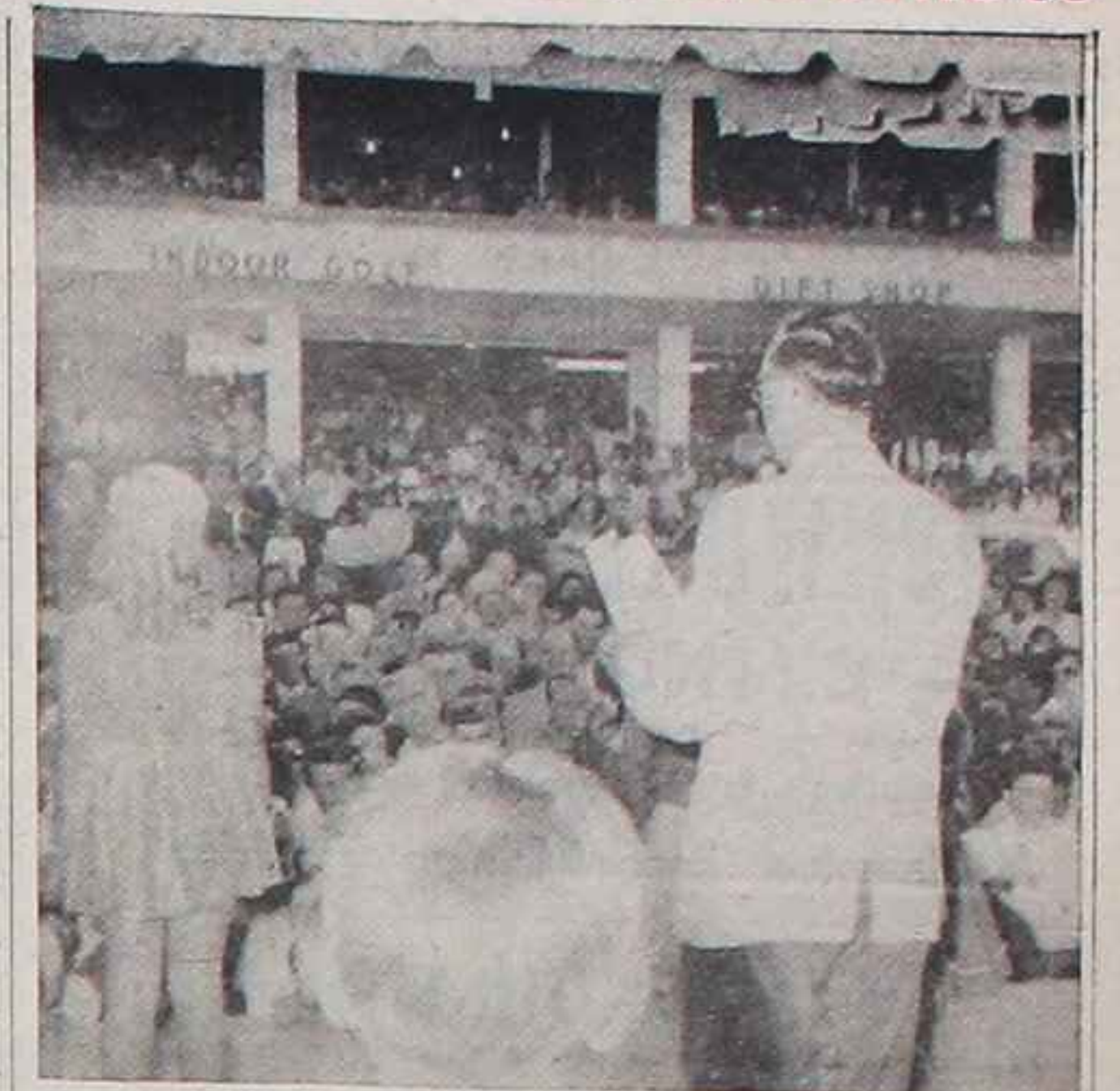


Winners in Monday's Talent Show were (from left) Paul Floyd, Nolan, Carol Avard, Mary Ann Meacham, Ann McGrath, Bette Woodland, and Jerry McGrath.

Another large crowd was drawn around the bandstand Monday night for the weekly talent show. These shows are one of the many traditions of Hampton Beach, and certainly one of the most alive today.

Singing and dancing "Tea For Two" was Paul Floyd, 11, of East Lynn, Mass., who took first place in the junior division. Coming in second, according to the applause of the crowd, was Carol Avard, 14, of Nashua, who proved a very capable pianist with her rendition of "Malagena". And in third place junior division were brother and sister, Ann and Jerry McGrath of Boston, Mass.

In the senior division all three winners were vocalists. Coming in first was Mary Ann Meacham of Fitchburg, Mass. with her rendition of the Jerome Kern favorite, "If I Loved You". For second place, Beverly Nolan of Malden, Mass., sang the popular song "Padre". And Bette-Jean Woodland of Bradford, Mass., took third for another Kern favorite, "Why Do I Love You".



EVERY MONDAY NIGHT the Chamber of Commerce sponsors a talent show, and the crowd picks three winners in each division with its applause.

Boulevard Brevities
 by Helen Connors

With the 1958 summer season in full swing at Hampton, all the restaurant owners are quickly becoming millionaires — and waitresses are close behind.

Girls and guys from various colleges in New England are employed in many capacities along the beach. Merrimack College is well represented with Jim Malone,

Chickie Driscoll, Peggy O'Neil, Marty Roberts and Roland Gonthier working in one of the more popular restaurants on the boulevard.

The many capacities include, also, Kathy Hickey receiving a glass of orange juice - in her pocket, or Don Snow over at Plum Island with a favorite companion. Winnie Hoskins staying out after 10 p. m. when she has to work at 6 a. m. the next morning, or Willie Hall, digging out in a red and white Thunderbird.

All in all everyone is immensely enjoying their stay at Happy Hampton and many exciting events will be taking place in the weeks to follow.

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

For Your Vacation Pleasure!

BAND CONCERTS
 Daily — Afternoons 2-3, 4-5 p.m. Evenings 7-8, 8:30-9:30.
FIREWORKS
 Wednesdays, July and August, 9:30 p.m. First shoot July 4.

BEACH CALISTHENICS
 on beach behind Bandstand every morning 10:30 a.m. (except Wednesdays, Sundays, and Holidays)

TALENT SHOW
 every evening June 23 - Aug. 18 — 7:00 p.m. — Bandstand, Aug. 25.

SQUARE DANCING
 Friday evening at State Bath House.

GET ACQUAINTED DANCES
 Ballroom Mondays.

TEEN-AGE RECORD HOP
 afternoons from July 1 (by ticket only).

SONG FESTIVAL
 7:30 p.m. bandstand; Bill Elliot, M.C.

CHURCHES
 Family Church (Protestant, non-Sectarian) D street and Ashworth street, Sunday morning 10:30 a.m. Visiting pastors.

St. Peter's Church (Roman Catholic) Church street, Sunday Masses, 8:30-9:15-10:45-11:30 a.m. Daily Mass 7:30. First Friday, 8:30-8:30 a.m., 5:00 p.m. Benediction Sundays, Holy Days, First Friday 7:30 p.m. Confessions, Saturdays, Eves of Feasts, First Fridays and 7:30 p.m.

SERVICE CLUBS
 — Every Monday 6:30 p.m. at Lamie's Tavern. Visitors welcome. Club — July and August, the 2nd Wednesday, 6:15 p.m. at Lamie's. Visitors welcome.



LOVELY Margaret McGee of Worcester, Mass., is among the contestants for this year's Miss Hampton Beach contest.

SPECIAL Values

DRESSES
 OUR REGULAR STOCK Were \$10.95 to \$29.95 NOW \$2.99 - 22.49

COATS
 FAILLE COATS TOPPERS SPRING WOOL COATS Were \$22.95 to \$49.95 NOW \$15.00 - 34.95

SUMMER HATS — 1/2 PRICE

"That Fascinating Store"
The Band Box
 of Newburyport

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.
 Snack Bar Open From Noon On

KENNEDY'S DRIVE-IN and RESTAURANT
 Opposite Coast Guard Station
 Open Until 2 A.M.
 No. Shore Boulevard Hampton Beach

Margaret M. Junkins Home Made Candies
 Remember the folks back home with a box of famous Junkin's 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
 30¢ PER STRING

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

BILLIARDS
 IN THE PENTHOUSE
 OPEN WEEKDAYS & SUNDAYS
 Well Ventilated
 Fluorescent Lighted
 7 Brunswick Pocket Tables

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

Children's Show At Playhouse August 2

Sponsored by the Hampton Playhouse the Suzari Marionettes will appear at the Hampton Playhouse performing in JACK AND

LAURETTA'S BEAUTY SALON
Shampoo & Wave \$2.00
SURFIDE PARK HAMPTON
Call WA 6-2274

ASHWORTH HOTEL

- DINING ROOM -

Complete - DINNERS - A La Carte
BREAKFAST 8-11 LUNCH & DINNER 12-3

A Hampton Beach Dining Tradition

Visit The Gift Shop

Meet Your Friends at the Ashworth Gift Shop
You Will Find A Large Selection of Salt and Peppers (a collector's item)
Quality Stuffed Animals (for the young at heart) Moderately Priced
All Occasion Gifts Of Your Choice

-Bakery and Delicatessen-

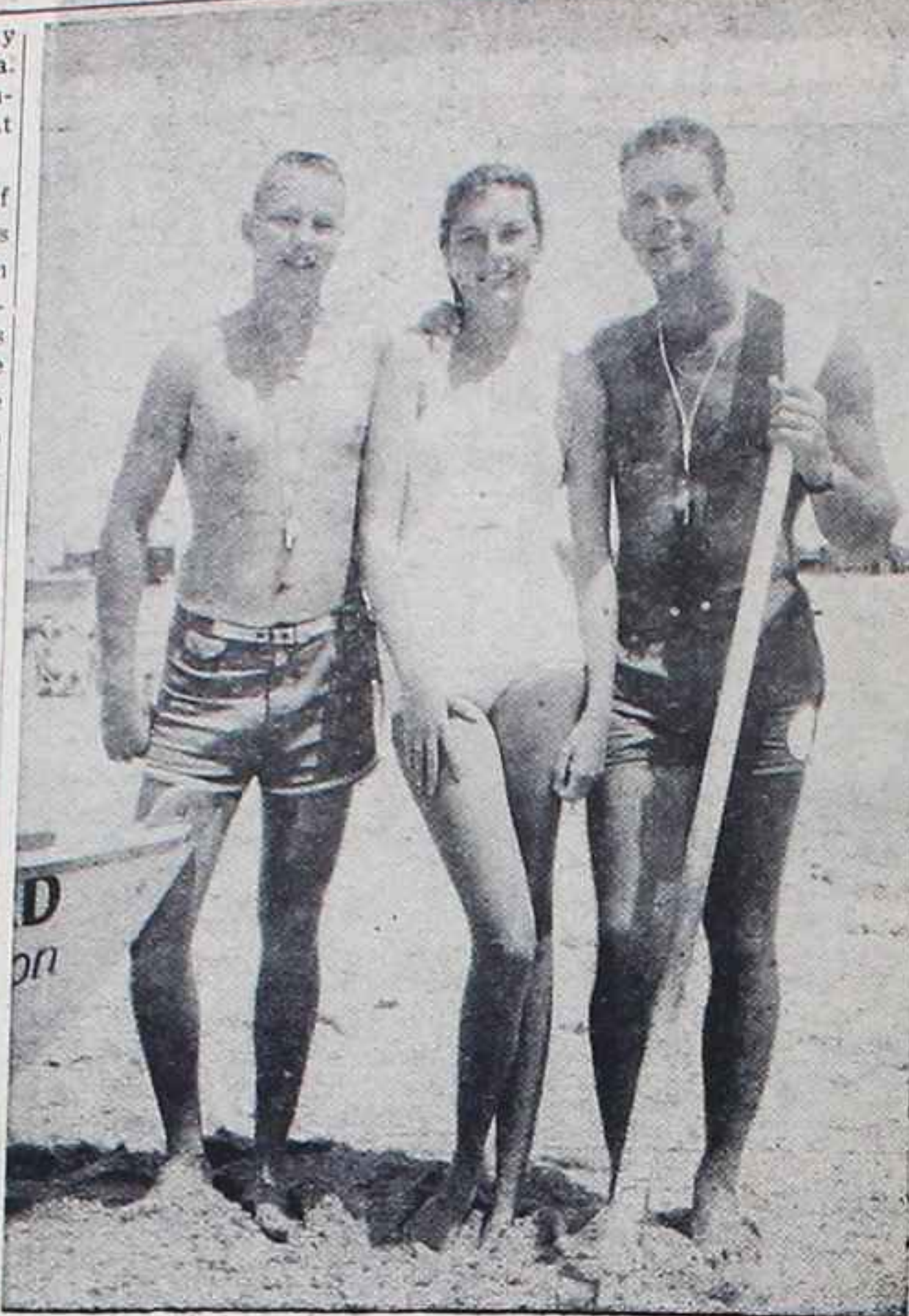
Birthday Cakes Our Specialty
FRESH DAILY

COMPLETE LINE OF BAKERY PRODUCTS
CAKES PIES COOKIES

Rolls & Doughnuts Hot At 6 A.M. & 4 P.M.
Ready to Eat SPECIALS

7 lb. Beltsville Turkeys \$4.75
9 lb. Roast Stuffed Turkey \$5.95
11-12 lb. Roast Stuffed Turkey \$7.45
7-lb. Spring Fore Quarter Lamb \$3.49
Roasted with Gravy

Potato Salad - Cole Slaw - Roast Beef
Baked Ham - Hamburg Loaf - Dairy Products



HAMPTON BEACH LIFE GUARDS venture as far north as the Coast Guard station and Plaice Cove. Shown here on their weekly safari are Joe Breen (left) and Hugh Marshall, and in the center, Frances Weldon, 17, of Rigo Park, L. I., N. Y.

- Beach Notes -

Mr. and Mrs. Z. Nash, daughter Sandy, and her guest, Paula Radel of North Adams, Mass., are spending a two week's vacation in the Kenmore apartments on F street.

The Bray's of Manchester are vacationing at their summer cot-

tage, "The Rockrest" on Concord avenue.

Mrs. Ruth Meyer of Livermore, Calif., is spending the summer at the "Coral Sands" cottage on K street of Mr. and Mrs. Amos Lochner. Mr. Lochner is the brother of Mrs. Meyer.

AUGUST IS FESTIVAL MONTH

- Beach Notes

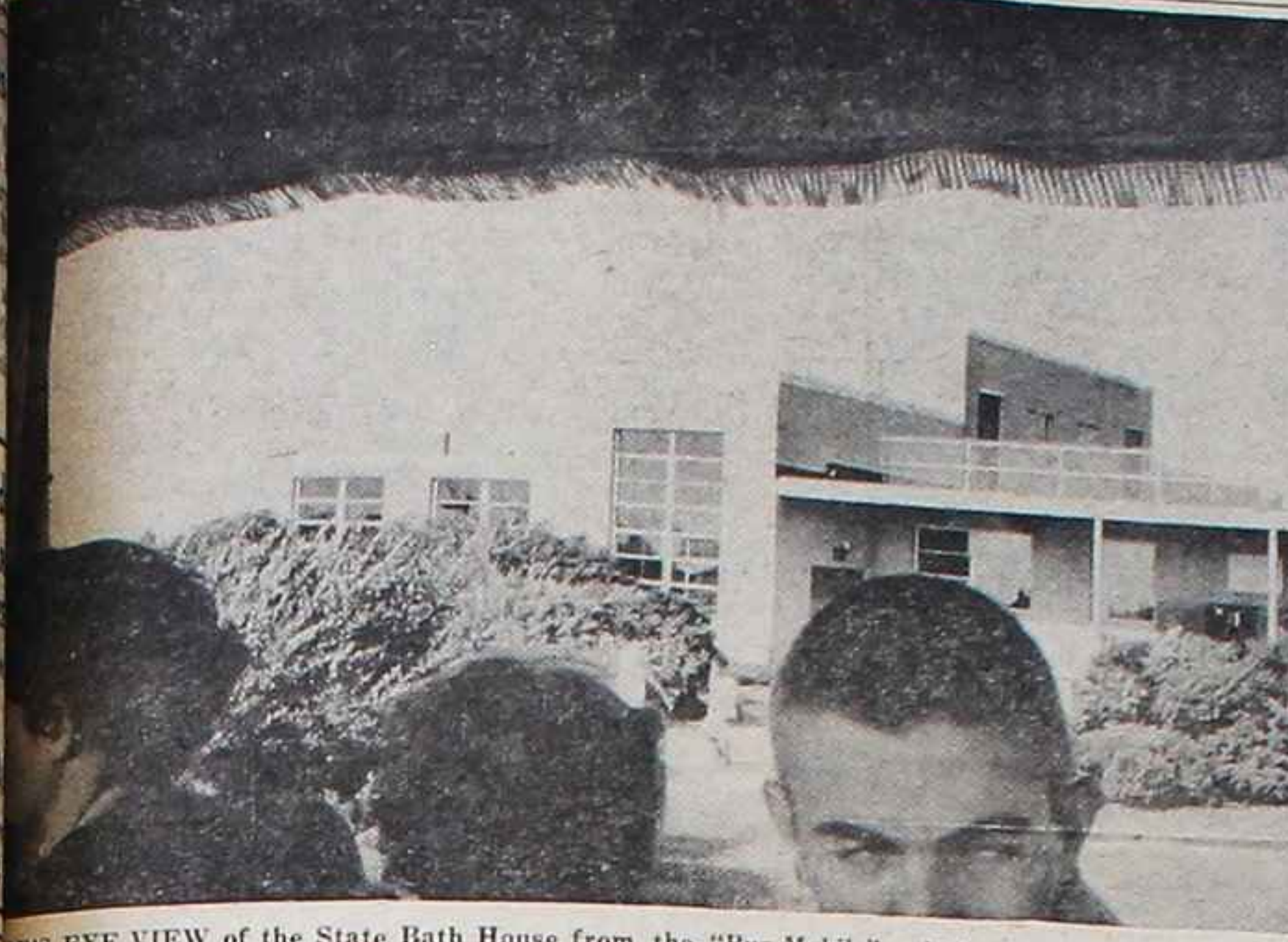
At the "Ocean House" are Mr. and Mrs. James Worcester, Mrs. Rosemary of Norwood, Mass., and Donovan of Lynn. Special annual vacation are Mr. L. Watters of Quebec, Mr. and Mrs. C. M. Litchester, N. Y.

Attention Carpenters
ESSO CREDIT CARD
HONORED HERE
STORAGE - REPAIR
ROAD SERVICE
CASINO GARAGE
Rear Of Casino Building
Tel. WA 6-9211

Thinking Of Living In Hampton?

For The Widest Selection Of Desirable Properties

CALL
HOLLIS ASSOCIATES REALTORS
724 Lafayette Road
HAMPTON
Tel. WA 6-3801



THE STATE BATH HOUSE from the "Bus-Mobile", which is operated by Mr. Leroy Ward, providing convenient local transportation.

Playhouse Drama For Adults Only

One of the year's most widely anticipated theatrical events will be the presentation at the Hampton Playhouse, for one week, July 28 to August 2 of Tennessee Williams' blisteringly frank drama, "Cat on a Hot Tin Roof."

This is the play by the author of "The Glass Menagerie" and "A Streetcar Named Desire" that won Williams his second Pulitzer Prize and fascinated New York audiences for 86 weeks.

The title refers to a beautiful, courageous and ambitious young wife turned into a restless creature by her husband's refusal to cohabit with her. The play's story probes into the reasons why he cannot abide his begging wife, and why he has renounced all other interests in life except liquor

guzzling. He cannot forgive the woman he married for having cast a suspicion of abnormality on his deep friendship for a college chum, whose death he blames on her; trying to brain her with a crutch.

A harrowing climax of the play comes when the morose young man's domineering father grinds out from him a confession that his persistent wife could not obtain of why he has become emotionally paralyzed. Furious at having his secret exposed, the defiant son repays his belligerent father with a similarly unwelcome truth that the older man has encouraged his family to hide from him - that he is doomed to die soon of a malignant cancer.

The action takes place in the home of this owner of a great estate, one of the biggest cotton plantations in the south, and it rips away not only the evasions

and lies of the father and son and the son's wife, but also the mendacities of other members of the family.

Due to the overwhelming call for reservations, the management of the Playhouse has scheduled a twilight performance Saturday evening, August 2 at 6 p. m. for the hard hitting drama. Consequently, the regular showing will begin at 9 p. m. Children will not be admitted to any of the now seven performances.

The Homestake Mine in Lead, S. D., is the largest producing gold mine in the United States.

About \$16,000,000 in gold is taken out annually.

HAMPTON CENTER BARBER SHOP

THE MOST POPULAR MEETING PLACE IN THE HAMPTONS
• Four Master Barbers
• Reasonably Low Prices
• Expert Service
• Pleasant Atmosphere
Joseph Pellegrino, Proprietor
Lafayette Road Hampton Center



THE CHAT DELICATESSEN

"C" St. Hampton Beach
BAR - B - Q CHICKENS TO GO
SPECIAL TRY OUR LOBSTER ROLL WITH FRENCH FRIES 60c
HOME MADE ITALIAN SAUSAGE SANDWICH 55c
CORNED BEEF and PASTROMI on DARK RYE
With Half Sour Pickles (Late Snack Specialty)
Peppers & Onions on our Bergers & Hot Dogs
OPEN 'TIL 3 A.M.



THE GIFT BOX "C" STREET HAMPTON BEACH

Exclusive Distributors Of "ENCHANTE" Perfumes & Colognes In This Area

A New Selection Of Summer Whites & Fancy Hand Bags

Genuine English Bone China Cups & Saucers

Exclusive - Hampton Beach Beansies
20% OFF ON ALL GIFTS IN SHOP



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.

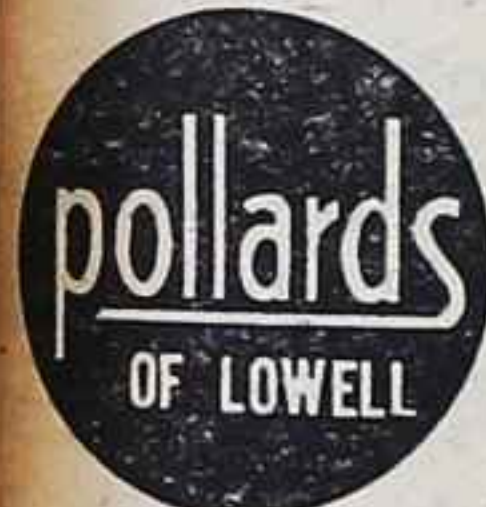
Located at the Southern tip of Hampton, just off Route 1A

Every Friday Evening Refreshments

Acres of Free Parking

Admission 75c

This Week's Gala Dance Called By Mal Hayden



On The Boulevard Next To Howard Johnson

After Inventory Clearance

300

Juniors - Misses - Womens

DRESSES

\$6⁹⁹ Reg. \$8.98 to \$14.98

\$10⁹⁹ Reg. \$17.98 to \$24.98

SPECIALS

- Jrs & Misses Full Length Terry Robes, Sizes 10-18 Reg. \$5.98 \$3⁹⁹
- Jrs & Misses Blouses and Shirts, Sizes 30-38 Reg. \$3.98 & \$4.98 \$2⁹⁹
- Jrs & Misses Summer Skirts, Sizes 10-20 Reg. \$5.98 & \$9.98 \$3⁹⁹ & 4⁹⁹
- Boys & Girls Shorts & Bermudas, Sizes 1-6x Reg. \$1.98 & \$2.98 \$1³⁹
- Infants, Childrens & Girls Dresses, Sizes 1-14 Reg. \$3.98 & \$4.98 \$2⁹⁹

See our new enlarged store!
Childrens & Infants Wear
Men & Boys Wear
Juniors, Misses, Womens Sportswear,
Bathing Suits, Dresses, Raincoats, Jackets.
Home Needs
Toys - Cosmetics
Maternity Wear

Here Are Your Selections . . .

- The top ten in this week's Beachcomber poll are:
- "The Freeze" by Tony and Joe
 - "Gingerbread" by Frank Avlon
 - "Hard Headed Woman" by Elvis Presley
 - "Op" by the Honeycones
 - "Left Right Out Of Your Heart" by Patti Page
 - "When" by the Kalin Twins
 - "Splish Splash" by Bobby Darin
 - "Just A Dream" by Jimmy Clanton
 - "Patricia" by Perez Prado
 - "Guess Things Happen That Way" by Johnny Cash
 - "Over The Week-End" by the Playboys
 - "King Creole" by Elvis Presley

What Tunes Do You Think Should Make The Top Twelve At Hampton Beach? — Fill Out This Blank And Deposit At The Chamber Of Commerce.

-
-
-

Name

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

- spa vas uns
- 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
- Beach Hats and Bags

FEATURING — ITALIAN MADE COOLIES \$1.19

12-14-16 B STREET AT THE BEACH

COMPARE THESE VALUES!



IN "CAT ON A HOT TIN ROOF" this coming week at the Hampton Playhouse, playing the role of "Maggie" is Delores Quinton. Miss Quinton is a familiar face this summer at the playhouse, and her role for the coming production is in one of the most controversial of Tennessee Williams' plays.

All About Music

by Dick Sanson

This week we will start off with a run down on the country's top ten, and once again the no. 1 record is "Purple People Eater".

No. 2, "Yakety Yak" was No. 4 last week, and no. 3 "Secretly" dropped down. No. 4, "All I Have To Do Is Dream"; No. 5, "Splish Splash"; No. 6, "Patricia"; No. 7, "Hard Headed Woman"; No. 8, "Do You Want To Dance"; No. 9, "Jennie Lee"; and no. 10, "Return To Me" completes the list.

My sleeper record of the week is Eydie Gorme's "Gotta Have Rain". It's a sprightly, bouncy ditty in which Eydie works with a tot as they sing about what the world would be like if there wasn't any rain. It has charming sound and could be Eydie's biggest hit yet.

The disc of the week, one of the prettiest ballads to rotate on the D. J.'s turn tables in quite some time is the touching song, "As Long As I Have You". Don Rondo handles this beautifully on his latest Jubilee release. It's a tender love tale with warm simple melody and lyrics to match, and becomes prettier with each listen. Keep a close watch on this one, because it could be a big seller.

The Four Preps, with two consecutive top tunes under their belts offer two sides designed specifically for summer programming. "Summer Time Lie" and "Lazy Summer Night" are soft, soothing, romantic ballads displaying the quartet's beautiful harmony. Both sides could become summer standards.

Sam Cook is headed for the top ten once again with a great new side that is far and away his best effort since "You Send Me". It's a fabulous multiple track vocal performance of a ballad with a latin beat called "Win Your Love For Me". This is a beautiful "cha cha" dance item with a haunting melody that reminds the listener of "Cindy Oh Cindy", and has smash possibilities.

Bobby Freeman has another hit on his hands following close on his smash hit "Do You Want To Dance", which is still going well around the nation. His new effort is called "Billy's Got A New Pair Of Shoes".

Gogi Grant, who has not had anything really big since her million seller, "Wayward Wind", has a late RCA release called "Strange Are The Ways Of Love". It's a dramatic new ballad reminiscent of "Wayward Wind", and now all it needs is to be sold by the D. J.'s around the country.

And now back on the local scene did you know that Don Parker, billed as the "new" boy in town at station WMEX in Boston, started in 10 years ago at WMEX. Don holds down the "top 50" show from 5 p. m. to 8 daily, and the funny thing is, you'd think you

were listening to Joe Smith, because they both sound alike. Tune in and see for yourself.

In my column last week I mentioned that I did not like Bill Marlow being saddled by the "Giant 51" at 'BZ. I have noticed some reaction from those who disagree with the policy of letting Marlow play the better records. If they want to hear songs that don't have any sense at all, they can hear all that and more on the Norm Prescott show, daily. Mr. Prescott is the type of D. J. that looks at every new song as a "Get this" or "Gasser" or else it is going to be a hit over night.

And so for a certain waitress in a beach coffee shop and all the rest, there are two disc jockeys for you in Boston, Mr. Alan Dery plays your kind of music from 9:30 a. m. to noon seven days a week, and Mr. Norman Prescott from 2 to 6 p.m. Both do their best to fill the airways with the "Giant 51".

Finally our weekly look at the most important disc markets: in Boston, no. 1, "Purple People Eater"; no. 2, "Patricia"; no. 3, "Splish Splash"; no. 4, "Hard Headed Woman"; and no. 5, "All I Have To Do Is Dream". And in Pittsburg, Pa., the list goes, no. 1, "Yakety Yak"; no. 2, "Poor Little Fool"; no. 3, "Patricia"; no. 4, "Purple People Eater"; and no. 5, "When".

And so on down to the "Second Largest State", where in Houston

Garland's

Ocean Boulevard and 'B' Street

OPEN YEAR 'ROUND

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

RALPH J. ROWELL

Proprietor

55 YEARS AT HAMPTON BEACH



Hughes Market

Kings Highway at 15th Street

- FANCY MEATS - FRUITS and VEGETABLES
- BIRDS EYE FROZEN FOODS
- GROCERIES BY S. S. PIERCE
- MONACH - LIBBY - DELMONTÉ
- Kodak Film - Beauty and Health Needs
- Daily and Sunday Papers
- Fish and Chips



"BURGER-BOX" STAND was extensively damaged Tuesday by a flash fire, that developed from a

Flash Fire Damages Beach Stand

A flash fire at the "Burger-Box" refreshment stand on Ashworth Avenue on the south end of the town parking area, at 11:30 Tuesday, resulted in extensive damage to upstairs living quarters.

The fire began in an over-heated motor, and spread quickly to the second story. Extensive water damage also resulted to the downtown section of the stand, according to Deputy Fire Chief George.

Famed Lester Lanin At Ballroom Saturday

Lester Lanin, the "Debutante's Delight", the darling of the social set, will make another personal appearance this Saturday, July 26th at the Casino Ballroom.

Lester Lanin and his superb orchestra are world famed for splendidly danceable music. He has, for the past two decades, played at THE social events of the year. It has become tradition to have Lester Lanin at your party if you want to assure success.

Music just comes naturally to the Lanins. Philadelphia born, Lester Lanin's family has been contributing to the musical world for over 118 years.

At the height of the social season Lanin may play as many as 25 simultaneous engagements. Therefore, it is necessary to have a group of top-notch musicians. Adaptability is a necessity for anyone who plays with Lanin. Such musical greats as Claude Thornhill, Benny Goodman, Artie Shaw, the Dorsey Brothers, Glenn Miller, Ralph Flanagan and Carmen Cavallera have played with Lester Lanin.

Why the popularity of this great orchestra? The answer is simple. . . Lester Lanin cues his music to the mood of the dancers. His sixth sense enables him to play just the right tune at the

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.

right moment. His taste is impeccable and his music flows continually. Rock 'n roll is noticeably absent in the Lanin repertoire.

Everywhere Lester Lanin has achieved tremendous popularity and success. It is only recently that he has played in ballrooms. Hampton Beach visitors will remember that last summer, Lester Lanin made his initial public appearance here at the beautiful Casino Ballroom.

Lanin's long-playing records on the Epic label have sold in the millions. He now has a half dozen, most of them actually recorded at famous balls, that top the best seller lists week after week.

The music of modern society, of glittering balls, of glamorous social occasions will fill the Casino Ballroom this Saturday, July 26th, when Lester Lanin, in person with his orchestra, will be on the stand.

"Double Talk"

Mr. Robert R. Cushing, manager of the Hampton Beach office of the New Hampshire State Employment Service, recently spoke to a group of students at Hampton Academy and High school on how to get a summer job. After the lecture he interviewed students that were interested in securing summer jobs.

Among the students that he interviewed were Edith and Eileen Woodward, of Park Avenue, Hampton, and sent one of the girls to apply for a job as a mother's helper to Mrs. Robert L. Beddia, a summer resident of Kings Highway. The job was to assist the mother in caring for her children, who, by the way, are twins.

On this same day, Mrs. Robert Cushing, had a dentist's appointment with Dr. George Hayes, of Boston, and while she kept her appointment her children were cared for by a neighbor, Mrs. John J. Malek, who is herself a twin.

To make the story complete and a little more interesting, we wish to point out that the dentist, has a brother who is an M. D., Dr. John Hayes, and by some strange coincidence the dentist and the doctor are. . . . yes, you guessed it, twins.

The outer layer of the teeth, known as enamel, is the hardest tissue in the human body.

John The Barber

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

ANNUAL JULY corset sale

"Figure Builder's" brief panty

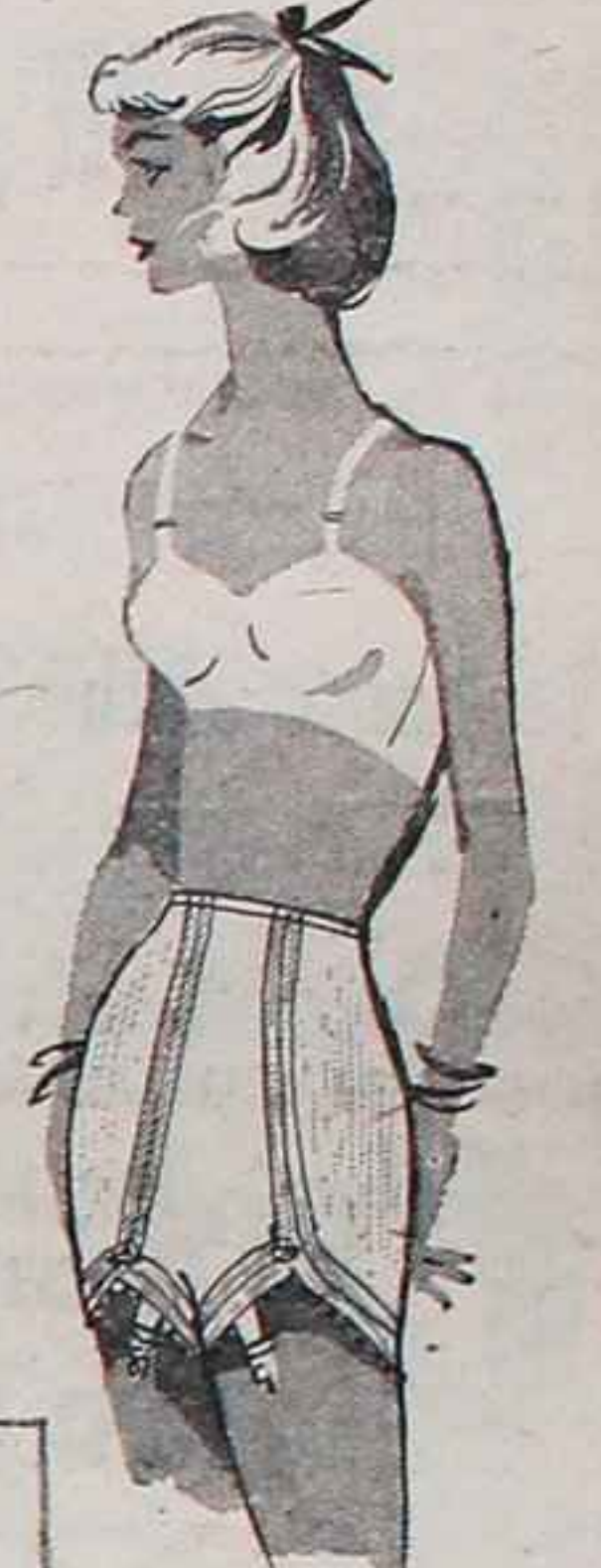
girdle

of lightweight power net

3.69

regularly 4.98

So lightweight . . . you won't know or feel this garment is on you. Simplicity, daintiness, beauty . . . and it s-t-r-e-t-c-h-e-s. Power net with satin latex panel. With exclusive snap-out inner shield. Perfect for shorts, slacks, playclothes. Sizes S, M, L, XL.



"Biflex" Front-Exo

girdle

2.99

regular 5.95

Wrap . . . zip . . . it's on. No need to struggle into a girdle. Opens completely. Slims and shapes. Front zip jacquard. Leno elastic sides. Satin down-stretch back. Spiral boning for extra comfort. Sizes 26-36.

"Milady's" famous front hook

bra

1.49

regular 2.98



Manufacturer's Close-Outs

OF CHIC NYLON and DACRON

COLORED UNIFORMS

NOW Green - Red & Yellow Sizes 10 - 20 Values to \$6.98

LINCOLN'S

20 PLEASANT STREET HISTORIC NEWBURYPORT

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 Beach-

Hampton playhouse

"New England's Finest Summer Theatre"

On WINNACUNNET ROAD (Beach Road)

LAST 3 DAYS
OF
"Teahouse of the August Moon"
OPENING JULY 28th

For One Week Only!
TENNESSEE WILLIAMS' Pulitzer Prize PLAY

Cat on a Hot Tin Roof

The stinging, blunt, overwhelming play about the innermost secrets of a marriage, a family, a man.

ADULTS ONLY Will Be Admitted

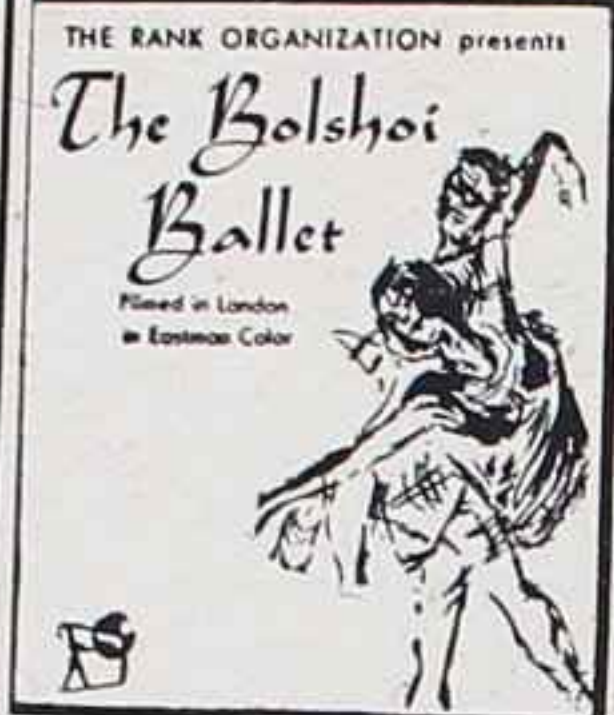
An extra Twilight Performance will be given Saturday evening, Aug. 2 at 6 p.m.

RESERVATIONS: WAVERLY 6-3073
Tickets: Mon. - Fri. Evs: \$2.40, \$2.00, \$1.50 - Sat. Evs: \$2.80, \$2.25, \$1.75
CURTAIN AT 8-40 ALWAYS FREE PARKING
Tickets also available at JACKIE'S TRAVEL AGENCY on the Beach



LOUIS ARMSTRONG is shown presenting a check to Toshiko, Japanese jazz pianist, to establish the Joe Glaser Scholarship at the Berklee School of Music in Boston, where she is now studying. Looking on at the presentation are Lawrence Berk (left), school director and (right) Joe Glaser, Armstrong's manager. The Glaser Scholarship will be awarded to a person interested in studying jazz and open to competition on an international basis. Louis Armstrong and his All-Stars open Sunday, July 27, for one week at the Salisbury Beach Frolics.

THE AIR-CONDITIONED
PORT THEATRE
NEWBURYPORT
2 DAYS ONLY!
Wednesday, July 30
Thursday, July 31
Matinee 2:30 - Evening 8:15



THE BALK ORGANIZATION presents
The Bolshoi Ballet
Prized in London
in Espinasse Color

PRICES!
Matinee 90c - Evening \$1.25
TICKETS NOW ON SALE

New Street Lighting Installed At Beach

Seven new street lights have been installed on Ashworth avenue at Hampton Beach on an experimental basis, Town Manager John P. Batchelder reported today.

The new lighting program will be tried out in the area between A street and F street for the present length of Ashworth avenue from Ocean boulevard intersection to Page's corner at the harbor, to be submitted soon by the Exeter and Hampton Electric company.

Batchelder stated that the new street lighting was installed to protect the safety of pedestrians and bicyclists in this congested area with the increased hazard of the one-way traffic, which moves considerably faster than the previous two-way pattern.

The town manager stated that the rapid development of motels and rooming houses in the area had added considerably to the pedestrian traffic. It is estimated that between 800 and 1,000 room units had been built in this section of the beach in the past five years.

Officials of the local utility agreed to install the new lights on a trial basis, at the charge to the town if they are accepted.

The lights will be left in place until after Labor Day when officials will consider whether to install the entire length of Ashworth avenue, Batchelder stated.

IOKA

Theatre - Exeter
Phone PR 2-2222
— AIR CONDITIONED —

WED. - SAT. JULY 23
Glenn Ford - Shirley Maizel
"THE SHEEPMAN"
In CinemaScope & Color
Jose Ferrer - Gene Reynolds
"THE HIGH COST OF LOVING"
Kiddies' Show
Every Saturday At 1:15 P.M.
Cartoon Carnival
Plus Our Regular Program

SUN. - TUES. JULY 27
Walt Disney Presents
Alan Ladd - Olivia de Havilland
"THE PROUD REBEL"
(In Color)
Beginning Wednesday For One Week
'AROUND THE WORLD IN 80 DAYS'

SALISBURY

DRIVE-IN THEATRE
Route 1A - Beach Road
TEL. HO 5-0952 SALISBURY

2 DAYS ONLY - JULY 23-24
FRI. - SAT. JULY 23-24
Burt Lancaster - Deborah Kerr
WINNER OF 8 ACADEMY AWARDS!
"FROM HERE TO ETERNITY"
2ND HIT
Gary Merrill - Nancy Daniels
"CRASH LANDING"
SUN. - TUES. JULY 27-28
Gary Cooper - Diane Varsi

GARY COOPER
DIANE VARS
SUZY PARKER
"Ten North Frederick"
2ND SMASH HIT
Scott Brady - Anne Bancroft
"THE RESTLESS BREED"
COMING JULY 30 - AUG. 1
WED. - SAT. JULY 30 - AUG. 1
Glenn Ford - Shirley Maizel
"THE SHEEPMAN"
2ND HIT
James Mason - Inger Stevens
"CRY TERROR"

Exeter Minister At Beach Church Sunday

The guest minister at the Hampton Beach Community church, Sunday, July 27, will be Rev. William S. Gooch of Exeter. Worship services are at 10:30 a. m.

All are invited to worship where there is always a friendly welcome at the little gray church by the sea, located at the corner of "D" street and Ashworth avenue.



WITH AN ASSIST from Mr. Robert Cushing in the beach office of the state division of employment security, Marjorie Cook of Melrose, Mass., fills out an application.

HY-WAY

DRIVE-IN THEATRE
AMESBURY-SALISBURY LINE
ROUTE 110
(Off Route 1 Underpass)
ENDS SAT. NITE

"The Long Hot Summer"
CO-FEATURE
"NAKED IN THE SUN"
STARTS SUNDAY - TUESDAY
"Thunder Road"
Robert Mitchum - Keely Smith
CO-FEATURE
"WICKED AS THEY COME"
Irene Dahl - Phil Corey
WEDNESDAY - SATURDAY
"Peyton Place"
Lana Turner - Lloyd Nolan
Diane Varsi
CO-FEATURE
"UP IN SMOKE"
Huntz Hall and The Bowery Boys

PORTSMOUTH'S COLONIAL

TEL. GENEVA 6-2605

N-O-W thru TUES., JULY 29
"JERRY LEWIS"
Baby sitter to triplets... Triple the laughs you've ever roared to!
"Rock-A-Bye Baby"
TECHNICOLOR
EXTRA ADDED ATTRACTION!
Louis Prima - Keely Smith in "THE WILDEST"
COMING WEDNESDAY, JULY 30
Gregory Peck - Joan Collins in "THE BRAVADOS"
PLUS
"ESCAPE FROM RED ROCK"

Summer Job Placements Are Up

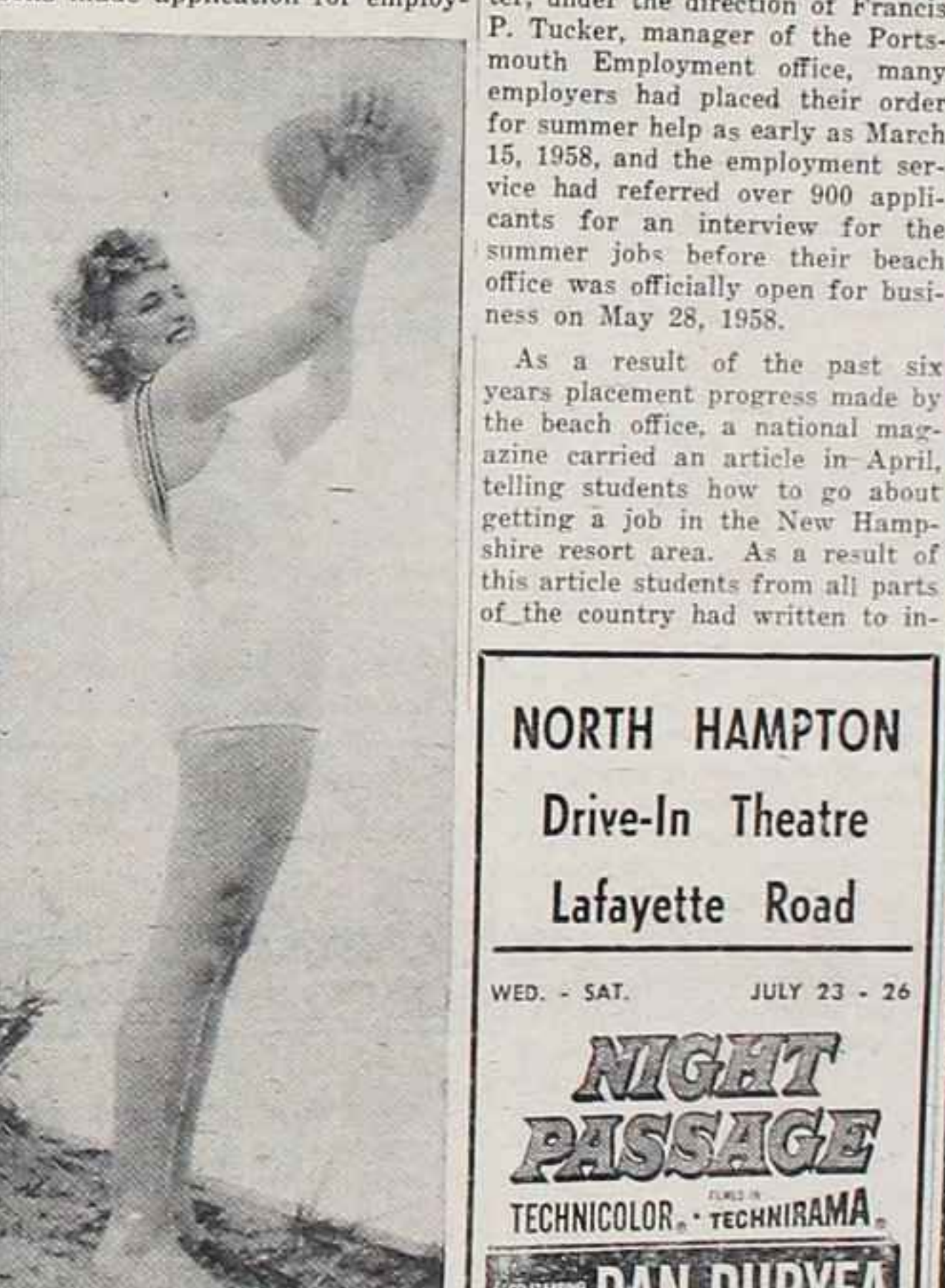
There has been a substantial increase in summer job placements at Hampton Beach over year, according to figures recently released by Robert B. Cushing, manager of the beach office of the state Department of Employment Security.

1,458 persons were placed in summer employment by this office during the 1957 season, while 1,695 had already been placed this year by the middle of July. As of July 15th a total of 3,719 persons made application for employment at the beach office.

Mr. Cushing said that the overall job shortage across the country was the prime reason given for the substantial increase in initial applications for work, together with the fact that many students graduating from colleges and universities this spring, have not been able to find the permanent position that they were ready to assume.

As a result of an early recruitment program conducted last winter, under the direction of Francis P. Tucker, manager of the Portsmouth Employment office, many employers had placed their order for summer help as early as March 15, 1958, and the employment service had referred over 900 applicants for an interview for the summer jobs before their beach office was officially open for business on May 28, 1958.

As a result of the past six years placement progress made by the beach office, a national magazine carried an article in April, telling students how to go about getting a job in the New Hampshire resort area. As a result of this article students from all parts of the country had written to in-



CARLEEN GUSTAFSON, 16, of Manchester, works in a popular beach gift shop, and has her eye on a career in modelling.

quire about summer jobs and over fifty percent have been placed along the eighteen miles of seacoast.

The employment security office at the beach has been in operation for 7 years. Mr. Cushing has acted as manager for the past 5 years. This year he is assisted by Mr. Edward Johnson, who acts as an interviewer, thus helping to supply the increased demand for information about employment that has been shown at the beach this summer.

Another new service from this office this summer, is a veteran's employment representative, Mr. Robert Winn, who visits the beach once a week in order to answer employment questions of veterans in the area.

NOW PLAYING JULY 20 - 26
FOUR LADS
JIMMIE RODGERS
COMING JULY 27 - AUG. 2
LOUIS ARMSTRONG
AND HIS ALL-STARS

THE Frolics
at SALISBURY BEACH
2 SHOWS NITELY and SUNDAY 9 & 11:30
ROUTES 1 and 1-A
For Reservations: Phone HOMestead 5-7063

at HAMPTON BEACH CASINO SURF

Now thru Sat., July 26
PARAMOUNT PRESENTS
ELVIS PRESLEY
"KING OF CREOLE"
HAL WALLIS PRODUCTION
MUSIC BY JERRY BRONSON
CASTING BY JERRY BRONSON
CAST: JONES, MATTHEW, HART, JACOB, MORROW, LORANE, MONTAGNA, PAUL, SEAN, CURR, BACH, GOLD
"More Great Songs!"

Sun. - Wed. July 27 - 30
JERRY LEWIS
The Mother of the Year... in
"Rock-A-Bye Baby"
TECHNICOLOR
Marilyn Maxwell - Reginald Gardner - Bacalloni - Connie Stevens
Music by Jerry Bruns - Lyrics by Tommie Connor - Lyrics by Tommie Connor - Lyrics by Tommie Connor

COMING
WILLIAM HOLDEN
SOPHIA LOREN
TREVOR HOWARD
"The Key"
CINEMASCOPE
A HORIZONTAL PRESENTATION

Now thru Tues., July 29
...THERE WAS NOTHING ELSE IN THE WORLD NOW - BUT THEM!
No shame, no law, only love and each other and the thunder of their pounding hearts...
The great love story of World War II by the author of "All Quiet on the Western Front"
ERICH MARIA REMARQUE'S
"A TIME TO LOVE"
John Gavin - Lilo Pulver
This Is The Same Picture Which Is Now Playing In Boston

E. M. LOEW'S PORTSMOUTH
CIVIC N-O-W
N-O-W Thru TUESDAY, JULY 29
AT 2:00 - 5:00 - 8:15
WILLIAM HOLDEN - SOPHIA LOREN
"T-H-E K-E-Y"
WAR DRAMA
STARTS WEDNESDAY, JULY 30
"No Time For Sergeants"

NORTH HAMPTON
Drive-In Theatre
Lafayette Road
WED. - SAT. JULY 23 - 26
"NIGHT PASSAGE"
TECHNICOLOR - CINEMASCOPE
"DAN DURYEA DIANNE FOSTER"
ELAINE STEWART
BRANDON de WILDE
CO-FEATURE
"UNTIL THEY SAIL"
Jean SIMMONS - Jean FONTAINE
Paul NEWMAN - Piper LAURIE
with CHARLES DRAKE - SANDRA DEE
SUN. - TUES. JULY 27 - 29
"Farewell To Arms"
CO-FEATURE
"No Down Payment"

CRAWLING?

Of Course . . . We're Too Young To Walk TO DUDLEYS CORNER "C" ST. & OCEAN BLVD CHILDREN'S DEPT.

To See The . . .

PLAY SUITS	BEACH ROBES
CABANA SETS	PAJAMAS
BATHING SUITS	TOYS
BABIES CLOTHES	RUBBER & SILK PANTIES

P.S. Mommy Can Get Her Bathing Suit Here, Too!

We Hope You Are Enjoying The Beachcomber

This Summer ... And For Year 'Round News Of The New Hampshire Seacoast Region We Suggest A Subscription To

The Hampton Union

52 Issues Mailed Anywhere \$4.50

USE THIS HANDY SUBSCRIPTION COUPON

THE HAMPTON UNION
575 Lafayette Road
Hampton, N. H.

Please send the Hampton Union for 1 year to:

Name _____
Street _____
City _____

Enclosed please find check or money order for \$4.50.



LAST YEAR'S junior Queen and King at Hampton Beach Holly Elliot and Richard Gunther of Hampton with their recent sand castle will present trophies in this summer's Children's Day sand castle contest. Seated are Kathy and Jackie Phelan of Haverhill, Mass.

Beachcomber To Sponsor Sand Castle Contest Aug. 14

Kiwanis Outing Held At Hampton Harbor

The annual mid-summer evening outing of the Hampton's Kiwanis club was held last Monday evening at the Harbor home of Kiwanian Al and Kiwanide Gladys Tobey.

It was one of the most successful yet held, with 108 Kiwanians and guests present to enjoy the festivities which began around six o'clock and ended early the next morning. It was an interclub night with a group of twenty representing the Salem, N. H. club. Two members from Waterloo, Quebec gave an international flavor to the outing.

The high point of the evening was the shore dinner, prepared under the expert direction of Chef Ray Sturges and featuring as usual, all the lobsters each guest could eat and plenty of succulent clams, steamed to perfection. Every other item on the menu was equally appetizing.

The party was served by a competent committee of the local club at long table which had been set up on the sandy beach in front of the Tobey home. Amplified high fidelity recordings provided both dinner music and entertainment. Group singing was enjoyed and many members of the large party were taken for short cruises outside the harbor.

On next Monday evening, July 28, the Kiwanis club will celebrate the 182nd anniversary of the inauguration of postal service in the United States. The program is in charge of Kiwanian Bill Merrill. The dinner meeting will be held in the Goody Cole Room in Lamie's Tavern and the speaker will be Hampton's postmaster, Sam Towle.

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

Church Women To Sponsor Food Sale

The annual food sale by the Ladies' Aid of the Hampton Beach Community church will be held at 2 p. m. Don't miss this well homecooked food.

The money raised by this group of interested women toward church improvements, Ladies' Aid improvements for the church so far have been competing, additional insurances, church chimes, and many others.

MARY ANNETTE
Beauty Salon
Specializing in ALL TYPES OF BEAUTY CULTURE
Ocean Blvd., WA 6-3215, Open 9:30-9:00
OPEN EVENINGS UNTIL 9

Hollingworth Hotel
A St., Hampton Beach
PUBLIC DINING ROOM
BREAKFAST: 8:00 A.M.—11:00 P.M.
DINNER: 5:00 P.M.—7:00 P.M.
Operated By Bucky Hollingworth of The Detroit Red Wings

WIN A VACATION!

LABOR DAY WEEK and \$50. Worth of Groceries at Hampton Beach

ALL EXPENSES PAID NOTHING TO BUY REGISTER NOW

AT FOLLOWING PLACES

- Bridge Market
- Pages Restaurant
- The Chat
- Cottage Grill
- Corona House

Sponsored by Bridge Realty
Near the Bridge Hampton Beach
Tel WA 6-3174

2 GOOD GAMES

JACKPOTS — SPECIAL GAMES

Tuesdays 7:30 Saturdays 7:30

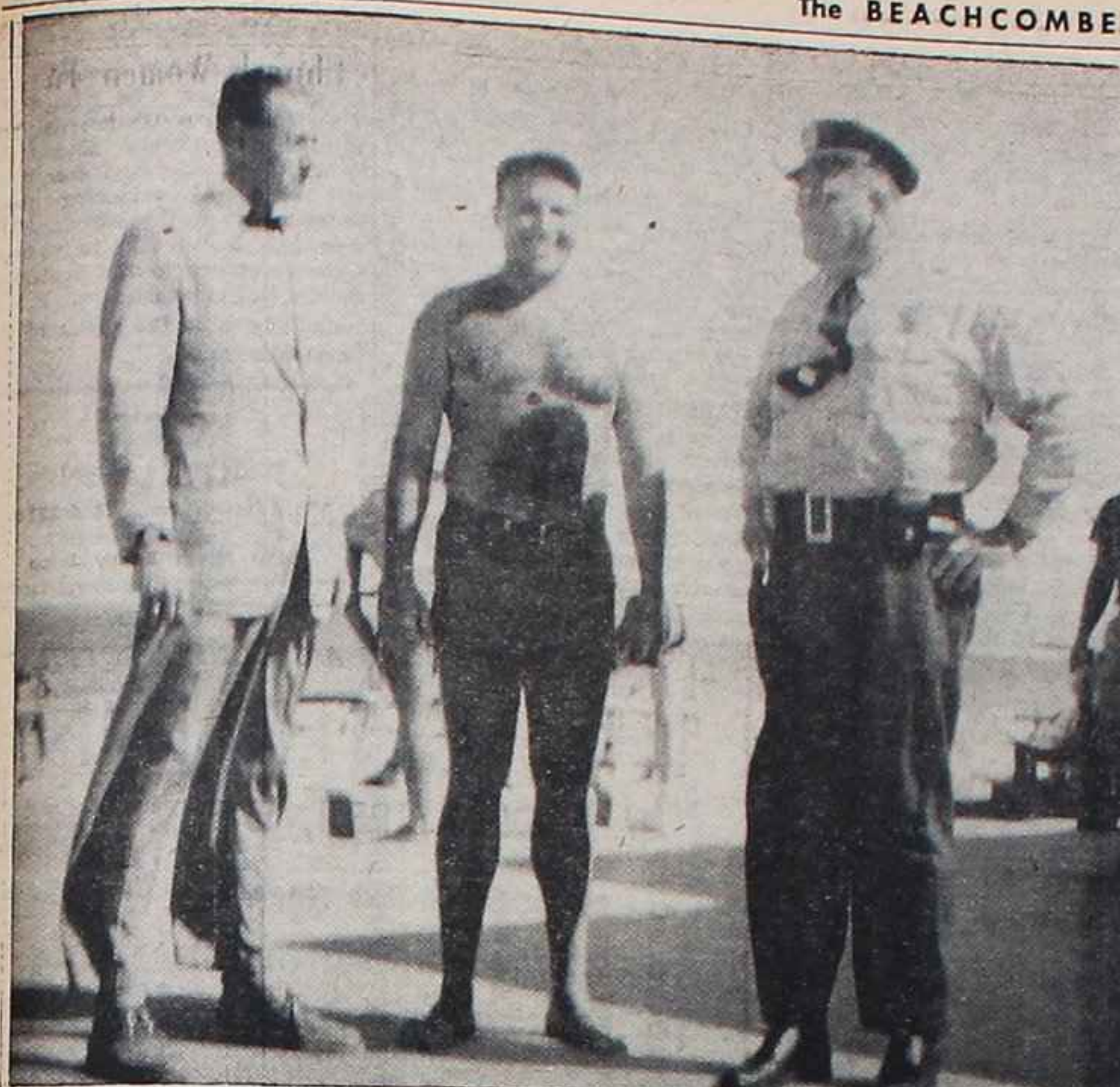
30 Games BINGO 30 Games

Sponsored by American Legion Post #70 Sponsored by Seabrook Firemen's Association

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



JOHN BATCHELDER, town manager, head life guard Charlie George, and Police Chief John Malek discuss beach problems.

Two Dories Towed To Harbor By Coast Guard

Buffeted by strong southwesterly winds, two dories were towed back to Hampton Harbor by the Coast Guard over the weekend.

The dories were rented by vacationists from Smith and Gilmore who, although in no immediate danger, were having a difficult time making their way back into the harbor.

Wee Wash It

"A" STREET LAUNDRETTE
Open Under New Management
Dry-Cleaning Pick-Up Station

Hampton Beach Garage
9 Marsh Ave. At "A" St.

INSIDE PARKING
First 2 hrs. 50c — 10c additional hour
24 hrs. \$1.50 — \$7.00 week
\$25.00 month — \$50.00 season
FRIENDLY ESSO SERVICE
I C E

GRAD'S

SEMI-ANNUAL

Stock-Taking SALE

Starts Thursday - 9 A.M.

This is the once-a-year sale to clear our stocks for shipments of Fall merchandise that is arriving daily... Scan these items, or better still, come early and take advantage of terrific mark-downs offered during this money-saving event

DRESSES

- 842 Dresses, Reg. to \$17.95 Now \$ 5.99
- 55 Dresses, Reg. \$14.95 Now \$ 8.90
- 113 Dresses, Reg. \$17.95 Now \$10.90
- 44 Dresses, Reg. \$22.50 Now \$12.90
- 25 Dresses, Reg. \$25.00 Now \$14.90
- 15 Dresses, Reg. to \$49.50 Now 1/2 Price
- 34 Formal Gowns, Val. to \$49.50 Now 1/2 Price

SWIM SUITS

- 116 Swim Suits, Reg. to \$17.95 Now \$ 7.99
 - 289 Swim Suits, Val. to \$35.00 Now \$12.00
- Famous Makes
Mostly Gantner and Rose Marie Reid
(Late Model Catalina and Jantzen Suits Not Included)

SPORTSWEAR

- 101 Skirts, mostly samples Now \$ 2.99
 - 82 Skirts, Reg. \$5.98 Now \$ 3.99
 - 72 Skirts, Reg. \$8.98 Now \$ 5.99
 - 114 Skirts, Reg. \$9.98 - \$12.98 Now \$ 6.99
 - 27 Bermuda Shorts, Reg. \$4.98 Now \$ 2.99
 - 126 Bermudas, Reg. to \$7.98 Now \$ 3.99
 - 79 Bermudas, by "Harburt" Now \$ 6.99
 - 139 Prs. Short Shorts, by "Catalina" Now \$ 1.99
 - 42 Prs. Pedal Pushers, Reg. \$5.98 Now \$ 3.99
 - 52 Prs. Slacks, Reg. \$5.98 Now \$ 3.99
 - 41 Prs. Slacks, Reg. \$8.98 Now \$ 5.99
 - 612 Fam. Brand Blouses, Val. to \$4.98 Now \$ 1.99
 - 61 Blouses, Reg. \$5.98 to \$8.98 Now \$ 3.99
 - 75 Slipons & Cardigans, Val. to \$32.50 Now \$17.90
 - 122 Sweaters, Val. to \$17.95 Now \$ 5.99
- Cashmere
Wandermere Fur Blend

Grads

87 Merrimack St.
Haverhill, Mass.

FREE PARKING FOR CUSTOMERS REAR OF STORE

Donovan & Fallon DRUGS

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

Players Outstanding In "Teahouse" Comedy

The toughest training ground for aspiring stage stars is summer stock. Out of its ranks have come the really great stars with versatility and who enjoy long careers in the theatre — whose star stays bright for many years. Summer stock is hard work — but the rewards are abundant.

Opening nighters at "Teahouse"

Shop Haverhill

THE
Northeast Shopping Center
FIRST

Haverhill Merchants Have Everything You Need At The Prices You Like

Visit Historic Haverhill And See The John Greenleaf Whittier Birthplace Buttonwoods John Ward House Hannah Duston Monument Bradford Junior College

and our Modern Shopping District Haverhill Stores Are Open Tuesday & Friday Nights

17 MILES FROM HAMPTON BEACH FREE AND METERED PARKING

RETAIL TRADE DIVISION
Greater Haverhill Chamber Of Commerce
Haverhill, Massachusetts

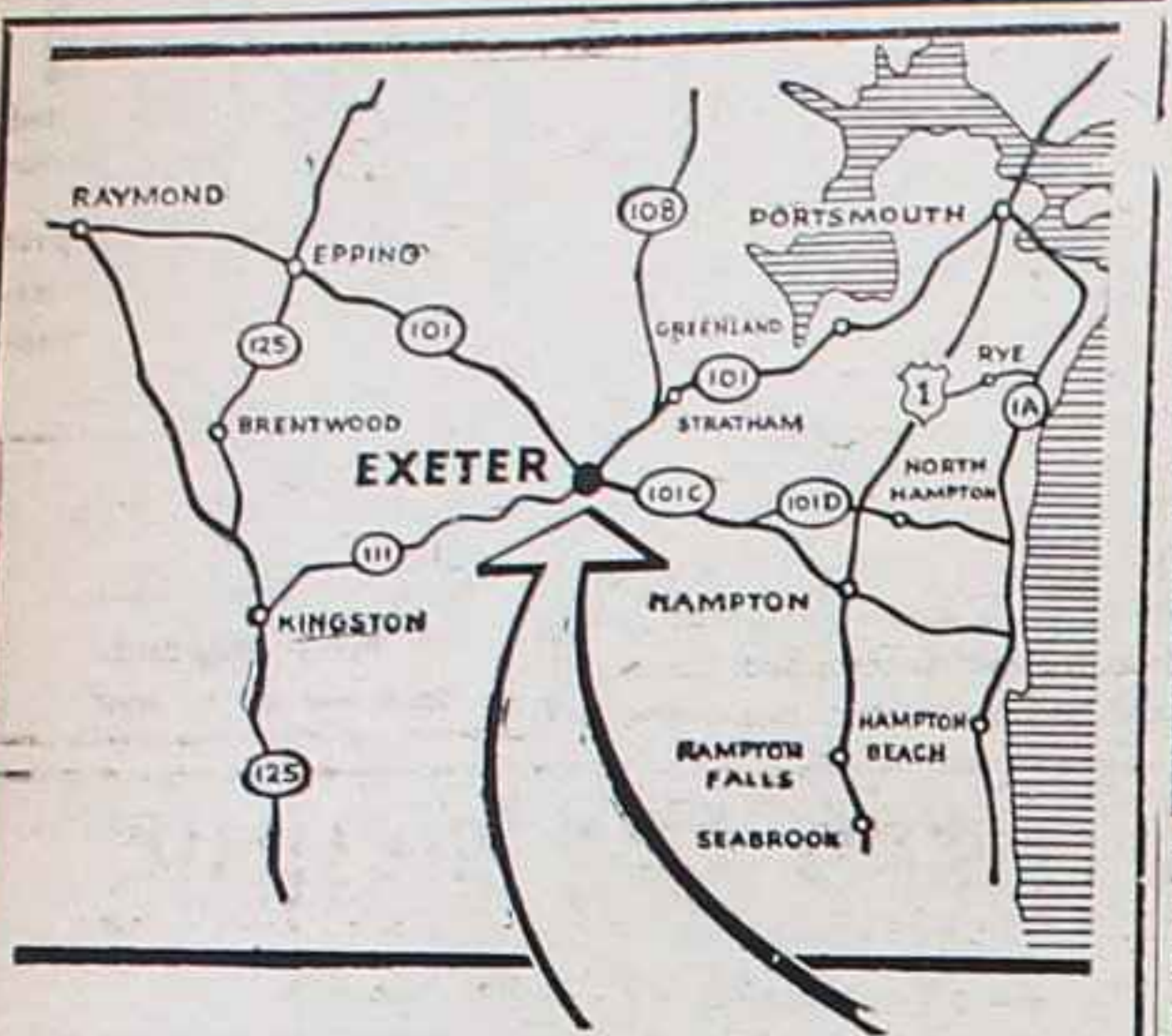
Miss N. H. Aids Beautification

Residents and visitors have taken the pledge during the 1958 summer season — the pledge to "help keep New Hampshire Beautiful," that is.

The novel promotion of the New Hampshire Roadside Improvement associates, sponsors of the year-round campaign for beautification of local communities and for the reduction of litter and trash on roadside areas, has made thousands of natives and tourists more conscious of their personal responsibility, according to the associates.

Governor Dwinell was the first to sign the pledge when the 1958 anti-litter campaign got underway. Organized groups and meetings of civic and social organizations have used the Pledge of Civic Cooperation to highlight the importance of the campaign for good outdoor manners to keep this state a clean, safe, healthy and attractive place in which to live, work or play.

New Hampshire's candidate for the title Miss America, pretty Mary Morin of Manchester, has joined the public campaign for outdoor neatness and has been among the prominent signers of the pledge. Mary will vie for the



ALL ROADS LEAD TO EXETER FOR COMPLETE BANKING SERVICE

THE
Exeter Banking Company
PR 2-5971

Member Federal Deposit Insurance Corp.

Salad Dressing

Miracle Whip	qt jar	49c	Save up to 12c
Dole Pineapple Chunks	1 lb 4-oz can	33c	
Dole Sliced Pineapple	1 oz can	17c	
Kraft Mayonnaise	pt jar	45c	
Heinz Tomato Ketchup	14-oz bot	25c	
Chocolate Syrup			
Hershey	2 1-lb cans	39c	
Lincoln Milk Shakes	All Popular Flavors 12-oz jars	29c	
Coffee Time Coffee Syrup	12-oz bot	35c	
Sunkist Lemon Juice	2 5-oz shaker bots	33c	

Champagne's SUPER MARKETS

coveted national beauty title at Atlantic City, N. J., in September, but is doing her part to support the Keep New Hampshire Beautiful program in her travels about the Granite State this summer.

Individuals or organized groups are invited to send for a copy of the pledge which may be signed by groups at meetings. Send a postcard to Keep New Hampshire Beautiful, Box 588, Manchester. There is no charge or obligation. All the associates ask is that "you do your part to make New Hampshire the neatest state in the forty-eight."



JERRY MATRICIA of Boston and Freddie Clews of Hampton Beach found good catches of haddock and pollock on the "Annie and Josephine" this week.

Beach Fishing Reported Good

In spite of the weather last week-end, Mrs. Helen Gilmore reported fair to good fishing, with well with excellent catches of

flounders and haddock off Boar's Head.

Mr. Bob Strickland, of Amesbury, and his sons caught a haddock and 52 flounders on Sunday, and Mr. and Mrs. Hopkins came in with 8 haddock and 18 flounders.

Tuesday evening Camp "Ce Ce Ma Ca" girls, from Raymond, N. H., and their counsellors, rented the "Gannet" for a 6 to 8 fishing excursion. This is a favorite summer trip for the girls.

Last Monday the Kiwanis club of Hampton rented Al Gauron's "Alice G" for a trip around the harbor. This was followed on shore by the clam bake.

Good sized pollock were brought in this week by Bobby Radzik of Framingham, Mass., with a 20 pounder and Barry Spratt of the

beach with a 15 pounder.

Perhaps the most unusual catch of the summer was related by Walt Sturgis, a Gauron skipper, who, on July 13 took aboard the "Alice G" a 180 pound deer, three miles off the harbor. The deer had to be tied to prevent serious damage to the boat and shortly died of exhaustion. It was buried at sea on the advice of the Game Warden.

KERR'S BEAUTY SALON
170 Ashworth Ave., WA 6-2214
Mrs. Kerr, Formerly of Jordan Marsh Beauty Salon

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
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\$2.25

The Exeter Inn is Owned and Operated by Phillips Exeter Academy

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

MIDGET TURKEYS

4-8 LB. AVERAGE Ideal For Broiling

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New York Style **SIRLOIN STEAK** **lb 89c**

OCEAN SPRAY CRANBERRY SAUCE 2 1 LB. CANS 39c

EXETER SHOPPING CENTER, Ports. Ave., EXETER

Mile-Long Wooden Bridge Forerunner of Modern Harbor Bridge



"In order to achieve his dream of an interlocking system of electric railways which would connect all the neighboring cities and towns with Hampton Beach, the promoter, Wallace D. Lovell, was obliged to venture into many and diversified business fields, some of which seemed rather remote from the business of transportation by trolley. For instance, there was the construction of the Casino and of the Ocean House, which we have already recounted in this pillar. And then there was the planning and building of the "Mile-Long Wooden Bridge," a pile structure which spanned the sprawling inlet to Hampton Harbor and connected Hampton Beach directly with Seabrook and Salisbury Beaches. Its construction was no mean nor significant engineering accomplishment and its completion meant much to the progress and development of our town's famous recreational center.

Granite State Land Company "On December 5, 1900, more than three years after the Exeter Street Railway was completed, Promoter Wallace D. Lovell, having acquired land at Seabrook and Hampton Beaches, organized the Granite State Land Company for the purpose of selling real estate and for the building a bridge which would connect the two beaches. The available records do not indicate any extensive dealings in real estate on the part of the new company. But work on the new pile bridge must have begun almost immediately, for it was well under way the following summer. Available accounts concerning the construction of this bridge may be a little difficult to follow and obscure because during the early part of the building program, the Boston and Maine Railroad was engaged in building a new railroad bridge, also a pile structure about two miles to the westward. In examining old newspaper reports, we found that stories of work on "the new bridge" might refer to either one of the two new bridges and it was not always easy to tell which bridge was the subject of a particular story."

Another handicap encountered by Mr. Tucker was the incomplete set of files of early "Hampton Inquiries". There is a complete set dating back to 1930 when Edward S. Seavey, father of the present publisher, purchased the paper. Building Progress was Slow "An item in the Exeter New Letter of July 5, 1901, states that because the "bridging" of the Hampton River is such a great undertaking, progress is necessarily slow. And this news story of half a century ago tells us that the new structure will be 4,740 feet long and thirty feet wide and that of the 3,865 piles which will be required to support the superstructure, about one-sixth have been driven. So, with the enthusiasm and determination typical of the man, Promoter Lovell organized his bridge company on December 3, 1900 and in a short seven months had his project off the drawing boards and on its way to completion.

On Friday, August 9, 1901, the News Letter reports that "work on the bridge is going slowly." And in this same account we learn that huge rafts of lumber were being towed to the bridge site from Portsmouth by the tug, "H. A. Mathes." We know that bridge material was also floated downstream to the bridge site from the railroad station at Hampton Falls and some of it was transported by team from the Hampton Railroad station.

The formal opening of the bridge came on May 14, 1902. On that day, Governor Chester B. Jordan, his military staff and council, and numerous other dignitaries were entertained at the Whittier Hotel in Hampton. The trip to the bridge was made on Mr. Lovell's trolleys, and the opening was attended by 2,000 persons while the Exeter Brass Band played.

"Although it was 540 feet short of a full mile in length, the new bridge, which cost \$100,000 to build, became known almost immediately as the "Mile-Long Wooden Bridge, the longest wooden bridge in the world." And it probably was, at least when it was first built. When Lovell's trolley empire collapsed the bridge was sold to the Eastern Massachusetts Street Railway. It was purchased from that utility by the State of New Hampshire in 1933, following

DO YOU RECALL when the famed mile-long Wooden Bridge, reputed to be the longest wooden bridge in the world at that time, connected Hampton and Seabrook beaches? The above photo was reproduced from an old brochure.

very practical and useful purpose of making Hampton Beach accessible by trolleys and later by automobile from the south.

In 1941, the state built a road on the Seabrook side of the harbor, and dismantled 3,000 feet of the old bridge paralleled by the new road, and then in December, 1949 the new, steel toll bridge was opened to the public. And Hampton lost another historic and picturesque landmark which had served a

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

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
TOILET FACILITIES
FREE PARKING
SHIP TO SHORE RADIO

Morning Trip 8:00 A.M. Phone WA 6-2469 Afternoon Trip 1:30 P.M.

TWO BOATS: "ALICE G" & "RIC ROC"

PLAYLAND

Ocean Boulevard Hampton Beach

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 BUSES

Plenty Of Free Parking

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

MARGARET'S BEAUTY SALON
Haircutting — Coffees
Permanents — Tinting
TEL. WA 4-5441
15 B St., Hampton Beach

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"



Photograph by Harold Halma

PEACE COSTS MONEY

Strengthen America's Peace Power... buy U.S. Savings Bonds

She needs you! Needs you to help keep her world a peaceful place.

But peace costs money. Money for strength to keep the peace. Money for knowledge to

make it lasting. Your Savings Bonds, as a direct investment in your country, make you a Partner in the job of strengthening America's Peace Power. Buy a few extra!

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

Sponsored By The Beachcomber

Beach, Town Officials Discuss Erosion Problem

For the first time in the history of the beach, the Chamber of Commerce office becomes a town office for one afternoon a week this summer.

Town Manager John P. Batchelder spends Thursday afternoons at the beach doing his best to answer any and all questions brought to him that involve town government. He works in cooperation with the Chamber of Commerce and the beach precinct on all of these issues.

One problem that has been alleviated this summer was the pile up of rocks at north beach between Winnacunnet road and Bear's Head. The state department of public works smoothed these rocks out so access to the beach is possible. In a problem like this, the Chamber of Commerce and the Town Manager listen to local complaints and try



TOWN MANAGER, JOHN BATCHELDER'S day at the beach last week began with a conference. Sitting on the right is TV cameraman, Dick Hand, who is presently vacationing at the beach. Dick has made a great deal of film to show Hampton to the rest of the world.

to get aid thru the proper government agency.

Speaking of his visits to the beach this summer, Mr. Batchelder said that they have "saved a lot of time". The variety of problems brought up has been large, since the beach has extensive highways, sewers, and other public works.

The biggest problem for the beach right now is to stabilize the front in order to keep the sand and rocks from being eroded. Together the federal and state governments have donated \$25,000 for an erosion survey by the army engineers. This is the first step toward saving our thirteen miles of precious coastline.

At the first meeting (first Tuesday) of the Chamber in August, discussion will be centered on the erosion problem. All town and precinct officials are welcome at these meetings, and the officers of the Seacoast Regional association have been invited to the first meeting in August.

To sum up from its aims and resolutions the Hampton Beach Chamber works "as a non-profit organization to help in every way possible for the betterment . . . and . . . development of the towns of Hampton, including Hampton Beach, Hampton Falls, and North Hampton, always bearing in mind the greatest good for the greatest number, without favoritism of any kind".

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

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DINING ROOM
J Street
DELICIOUS HOME COOKED MEALS
Breakfast 8:30-11:00 a.m. Dinner 5:00-7:00 p.m.
TRY US AND SEE

Beach Shoppe
OCEAN BOULEVARD
Corner Of Highland Avenue
"Shells From All Over The World"
In
L. T. PEASE'S
Newly Renovated Hotel
THE EAST WIND

VISIT
COLONIAL PINES
Fine 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.
U. S. Route 1
NO. HAMPTON, N. H.



ENJOYING THE VIEW from the dunes at Hampton Beach State Park are guards Bill Genest and Ernest Gregorowicz, and visitors, Debbie Dolan, 2, and Carrie Cummings of Lowell, Mass.

The Trading Post
KINGS HIGHWAY AT 7th ST.
Meats Groceries Beachwear
FROZEN FOODS — ICE CREAM
TOYS AND NOVELTIES
NEWSPAPERS — MAGAZINES
HAMPTON BEACH SWEATSHIRTS
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TEE-OFF Driving Range
New England's Newest Golf Driving Range
LAFAYETTE ROAD U. S. ROUTE 1
PORTSMOUTH, N. H.

Beach Notes
Jim Piersall of the Boston Red Sox, and his family visited at the cottage of Clark S. Quinlan, 58 North Shore road last Tuesday.
The 35th wedding anniversary of Mr. and Mrs. Alexander Bell of Verdun, Quebec, and a birthday party for Mrs. Violet Bell, also of Verdun, were combined last week at the Fitchburg Guest House. Hostess Mrs. Fred Wholly was assisted by Mrs. William Walter of Montreal, Marilyn Walter and Miss Susan Lamb of Pittsburg, Pa.
Guests included Mr. and Mrs. J. Walter, Mr. and Mrs. Bill Walter, Mrs. Young, Mr. and Mrs. Alex Russell, Mr. and Mrs. B. Bell and their son Bryan.
Senator Ford of New Haven, Conn. and Charles V. Reynolds are guests this week at the "Tides".
Mr. and Mrs. Victor Parsons of West Springfield, Mass. celebrated their fifth wedding anniversary last Thursday.
After a dinner at Valle's Steak House, they were given a surprise party by their friends at the Hampton Villa. Solos by Mrs. Mercedes La Brie and by Mr. Parsons were features of the evening.
Honeymooning at the Moulton Hotel this past week were Mr. and Mrs. William Drollet of Manchester.

Tobey's Drug Store
HAMPTON CENTER
Prescriptions — Not A Sideline, But A Profession

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.



ABOARD THE "BUS-MOBILE", which is the only local transportation at the beach, making runs between the Coast Guard Station on North Shore and the State Park.

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. Swanner. 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 1:30 - 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 Winnacunnet road to North Hampton line.

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

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

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

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

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

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

Doug's Cleaners

"C" Street HAMPTON BEACH 2 Day Service

DRY CLEANING FINISHED LAUNDRY Doug Hunter, Jr., Owner

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 Junkins; 2nd vice president, Ralph Moulton; treasurer, John Dunfee; secretary, William "Bill" Elliot.

Lingerie Lovelies



BRIEFS AND PANTIES . . .

Cotton, Rayon, Nylon All Sizes

59c - \$2.50

SLIPS . . . In Nylon Tricot, Cotton & Drip Dry Fabrics

White, Pink, Blue, Red, Green \$3.95 - \$8.95 Sizes 32 - 40, 42 - 46

Lingerie Lovelies

WALTZ GOWNS . . .

In All Fabrics Including famous Drip Dry Fabrics All Colors from

\$5.95



BABY DOLLS . . . we have a large selection of Baby Doll Pajamas in a wide array of Fabrics, Patterns and Colors All Sizes

\$3.95 to \$6.00

Peignoirs . . .

in sheer blue, white and pink with matching lace and trim

Sizes 34 - 40

\$6.95 to \$19.95

PETTICOATS . . .

White, pink and blue in nylon or cotton Small, Medium or Large

\$2.95 to \$6.95

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PAGE'S Restaurant Ocean Boulevard Near The Bridge Serving from 12 Noon to 9 P. M.

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



Dinners - Sandwiches - Salads

Under The Management Of Jack and Arlie Bresnahan

The Beachcomber

VOL. XXXI, NO. 6

Incorporating The Hampton Beach Advocate

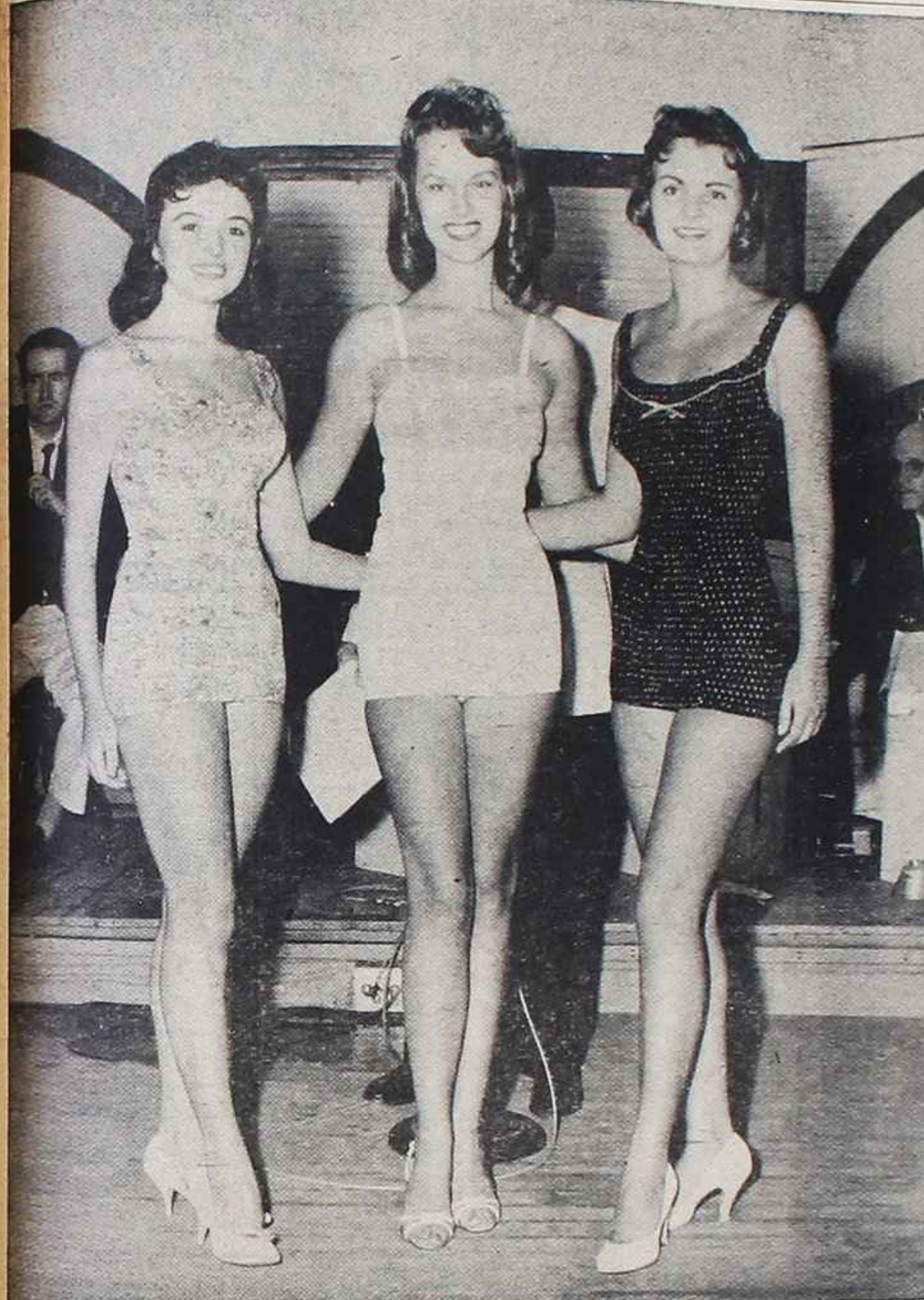
Wednesday, July 30, 1958

FREE

Tide Table

(Daylight Saving Time)

Table with tide times for 30, 31, and August 1-5, listing A.M. and P.M. times.

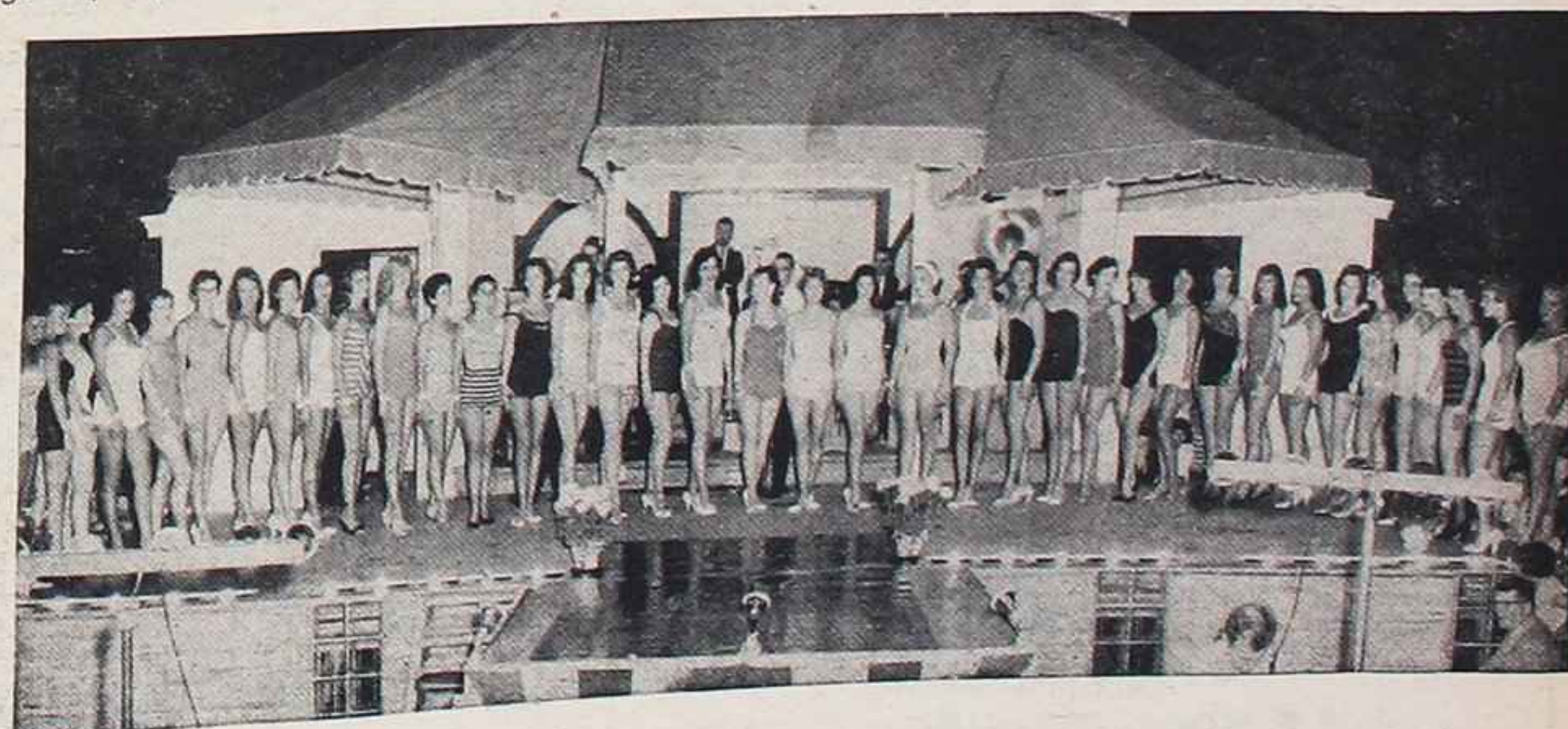


THE FINALISTS in the Miss Hampton Beach contest Tuesday night were 1st Carolyn Komant, 17, of Kittery, Me., (center); and tied for 2nd Sandra Murrow, 17, of Salem, Mass., (left) and Marie Mungovan, 17, of Belmont, Mass. —Colt Photo

MAINE GIRL BEAUTY QUEEN

(STORY ON PAGE 3)

ALL THESE BEAUTIFUL girls competed for the title, Miss Hampton Beach, and though, of course the most beautiful must win, each girl added her own distinctive charm to the evening.



ALL THOSE WHO HAVE A TOP TUNE - VOTE FOR THE TOP TWELVE AT HAMPTON BEACH See Page 15

Children 5 thru 11 - Have You Entered The Beachcomber Sand Castle Contest For Children's Day - August 14th.