

Vacation Business Hits New Heights

CONCORD — Barring a protracted spell of exceptionally bad weather — and officials forecast a hotter than average August — New Hampshire is clearly destined for a record-smashing volume of summer vacation business.

The Division of Economic Development (DED) reported today that a wide variety of "yardsticks" used to measure the travel industry, conclusively prove that going into this month, New Hampshire never had it so good.

This proof came from traffic counts on both rural routes and turnpikes; from tourist information booths in all areas of the state; chambers of commerce; tourist attractions such as up-mountain rides and "villages" for children, state parks and a variety of other sources.

Of some 40 replies made to a DED questionnaire as to how business was shaping up, 27 sources said they were ahead of a year ago, eight said it appeared to be about the same for them and only two stated it was off.

One of the latter was the Morse Museum at Warren which has a limited appeal.

One excellent barometer — traffic counts — showed them to be up nine percent on "rural" (non-turnpike) roads this June over last. Turnpike increases for the same month ranged from a low of 4.3 at one point on the N. H. Turnpike, to 27.2 at Concord and 28.1 at Tilton, both on Interstate 93.

A Federal Reserve Bank of Boston survey for all of New England for June showed New Hampshire lodging places to be leading the parade. They were up seven percent over June of '62. At the other end of the scale, Little Rhody was off eight percent. The New England average was up two percent.

At Hampton Beach, early July was tough, but business rebounded in the heat of the last few weeks. The Chamber's Executive Director, Bill Elliot, said he suspects at season's end, it will be pretty much on a par with 1962.

Major White Mountains tourist attractions, which enjoyed a great season last year, are surpassing their records of 1962 for the same period thus far this year.

Col. Arthur S. Teague, president of the celebrated Mt. Washington Cog Railway, said business on the road itself is up 20.52 percent over last year's banner. The gift shop, food and Summit House all show increases, too. Last July 28, the unique railroad carried an all-time record 1,026 passengers to Washington's craggy 6,288-foot summit. Washington's century-old "Carriage Road" shows a business increase, too.

The Wildcat Mountain gondolas are up 12 percent, and Story Land at Glen, six percent.

In southern New Hampshire the fine Benson Animal Farm at Hudson said it is ahead of '62. Canobie Lake Park at Salem reported "about the same."

Laconia-Weirs Beach Cham-

ber of Commerce executive Parker Lindberg used the "ahead" classification, as did the Keene and Rochester Chamber of Commerce information booths.

A couple of areas commented about more visitors from abroad. There was no clear trend concerning Canadian business. It seemed to be up in one spot and off in another. Lancaster noted more visitors from Ontario and the Maritimes, but less from Quebec, the loss of the latter being explained by the fact that many motorists from P.Q. are taking a new route southward into New Hampshire and therefore do not get into Lancaster.

A number of reports carried a notation that there appears to be very heavy camping this year. Despite this fact, there are a negligible number of

The BEACHCOMBER

complaints from hotels and motels, inns and cabin colonies. Under comments, one booth attendant said the first question most frequently asked is, "Where's the liquor store?" and the next one, "Where can I get ice?"

The Division of Economic Development said it had a good clue this spring that nice things might be in store for the recreational industry, since the response to its spring advertising campaign showed an appreciable jump in 1963 over last year. The same applied to miscellaneous inquiries.

Official Reports On USNA Appointments

PORTSMOUTH — Captain William J. Cox, USNR, of Exeter, recently returned from the U. S. Naval Academy where he spent two weeks of active duty for training. In conferring with Lieutenant Donald J. White, USN, commanding officer, U. S. Naval Reserve Training Center, Captain Cox stated he "was given an intense course

in the various ways and means that a young man could enter the U. S. Naval Academy."

While at the U. S. Naval Academy, Captain Cox conferred with several Midshipmen from the seacoast area and he was impressed by their physical fitness, military bearing and mental alertness.

In civilian life, Captain Cox is secretary of Phillips Exeter Academy in Exeter and his military title is Commandant's Local Representative for the U. S. Naval Academy in the seacoast area.

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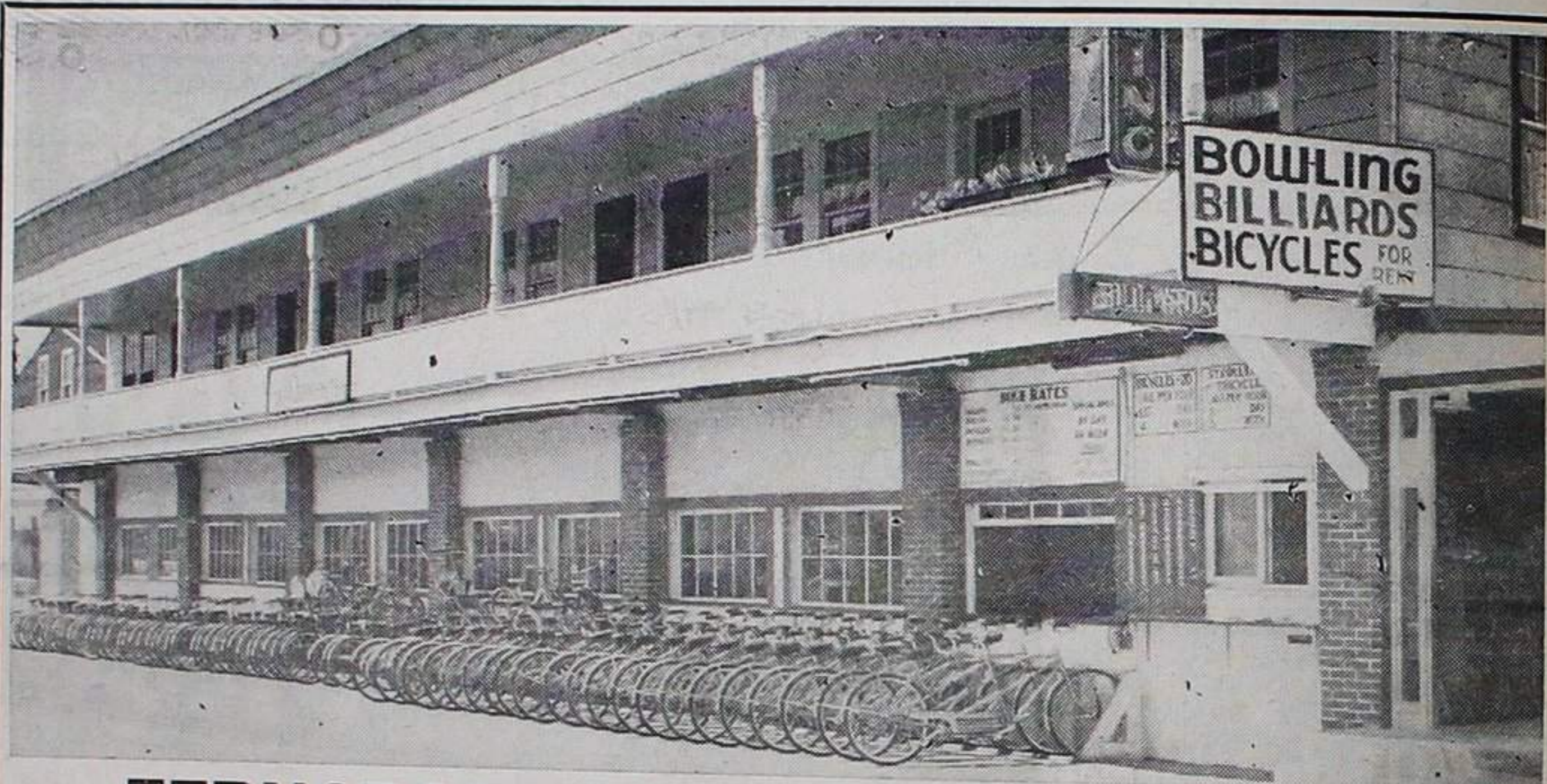
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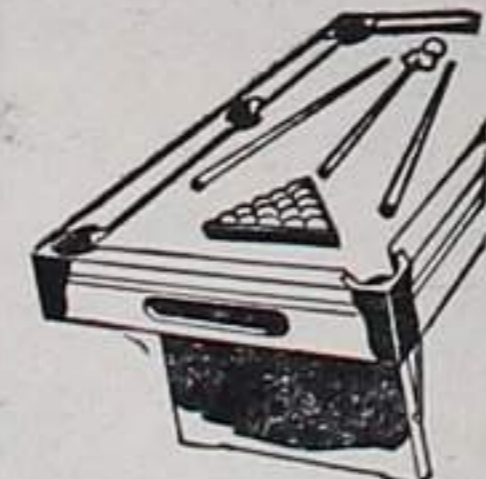
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The Beachcomber

VOL. XXXVI, NO. 9

Incorporating The Hampton Beach Advocate

WEDNESDAY, AUGUST 21, 1963

FREE

HIGH TIDES

HAMPTON HARBOR
Daylight Saving Time

Thursday	1:48 a.m. 8.0
Aug. 22	2:13 p.m. 8.3
Friday	2:28 a.m. 8.4
Aug. 23	2:53 p.m. 8.2
Saturday	3:09 a.m. 8.0
Aug. 24	3:35 p.m. 8.0
Sunday	3:53 a.m. 7.5
Aug. 25	4:18 p.m. 7.8
Monday	4:41 a.m. 7.1
Aug. 26	5:06 p.m. 7.6
Tuesday	5:34 a.m. 6.7
Aug. 27	5:58 p.m. 7.5
Wednesday	6:33 a.m. 6.4
Aug. 28	6:53 p.m. 6.5
Thursday	7:33 a.m. 6.4
Aug. 29	7:49 p.m. 7.6

Gala Parade Kicks - Off Mardi Gras Festivities

The longest parade in the history of Hampton Beach officially kicked off the Mardi Gras week festivities before a near record crowd Saturday afternoon. With more than 160 units taking part, the parade got underway without a hitch promptly at 3 p.m. and lasted approximately 1 hour and 20 minutes, moving from the State Park area to Ashworth corner.

Taking part in this year's parade was a large contingent of fire apparatus from local and surrounding towns with viewers getting a glimpse at some of the real old timers in fire fighting equipment. Another highlight was the unusually large turnout of antique automobiles, many of which took part in the 325th anniversary festivities in Hampton center earlier in the day.

Taking top honors in the award categories was the Lincoln House float. The float was one of the largest in the parade and had the viewers gasping at the work which went into the construction of the large replica of the head of Abe Lincoln which adorned the top of the huge float. The Lincoln House, 95 Ocean boulevard, took the Hotel association top trophy which was presented Saturday evening by association president Mrs. Florence Lockner. The Lincoln House also won the 1960 award. Judging for this group of floats was undertaken by Mrs. Douglass Hunter, Henry Dupuis and Pat DeCandio.

For the first time, another innovation in this year's parade found the Hotel association units all parading together in the line of march. This particular unit was headed by a white convertible carrying President Lockner and Fred Gagne representing the Hampton Beach precinct commissioners. Among the floats in this group included a large red and white unit with the prize winning trophy attached in front of the float representing the Hotel association. In addition to the Lincoln House float and among others were those entered by the Greystone Hotel, Mary Annette Beauty Salon, Tides Motel and Hotel, The Americana, and the Mardi Gras jail.

Top award in the remainder of the float judging not included in the Hotel association group went to Hale Shoe store for a beautifully decorated white float



1963 FIRE QUEEN JUDI BERLO makes a big hit with the crowd during the Parade of Floats which last Saturday kicked off the Mardi Gras week festivities. Riding in the opening convertible is Mr. Perry Tarlton of Hampton Beach who was in charge of the arrangements for the large contingent of fire apparatus which participated. Part of the huge crowd which lined both sides of Ocean boulevard from the state park area to Ashworth corner and shown above were on hand as Miss Berlo later received her official trophy. The award was made at the Hampton Beach and Miss New England contests and has also served as Miss Coca Cola in leading the calisthenics for the summer program during the past weeks. Staff Photo by Parrish



BEAUTY QUEENS AND PIPERS, as well as other colorful units in the Mardi Gras parade, thrilled thousands at Hampton Beach. The parade, one of the biggest in the Beach's history, served as the kick-off for the gala Mardi Gras week festivities which unofficially winds up the beach summer season.

Talent Show Finals At Sea Shell Monday

The finals of the 1963 Talent Show competition at Hampton Beach will be held next Monday evening at the Sea Shell. The program, featuring the top winners in the Monday evening shows throughout the summer, will begin at 7 p.m. on August 26.

In addition to this week's winners, those persons who have already qualified in the Junior Division include the following: Denise Dupuis, 11, Winnacunnnet road, Hampton Beach, who is a dancer; Ilona

Bolick, 5, 1679 Brown avenue, Manchester, who is an acrobatic dancer; others include Robert Beaupre, 11, 565 Western avenue, Lynn, Mass., a song and dance artist; Denise Rouleau, 8 Putnam street, Somerville, Mass., a song and dance performer; Babe and Billy Marshall, 5 and 6, 53 Glenn road, Lowell, Mass., who sing and dance; and John Brien, 11, 80 Pembroke street, North Andover, Mass.

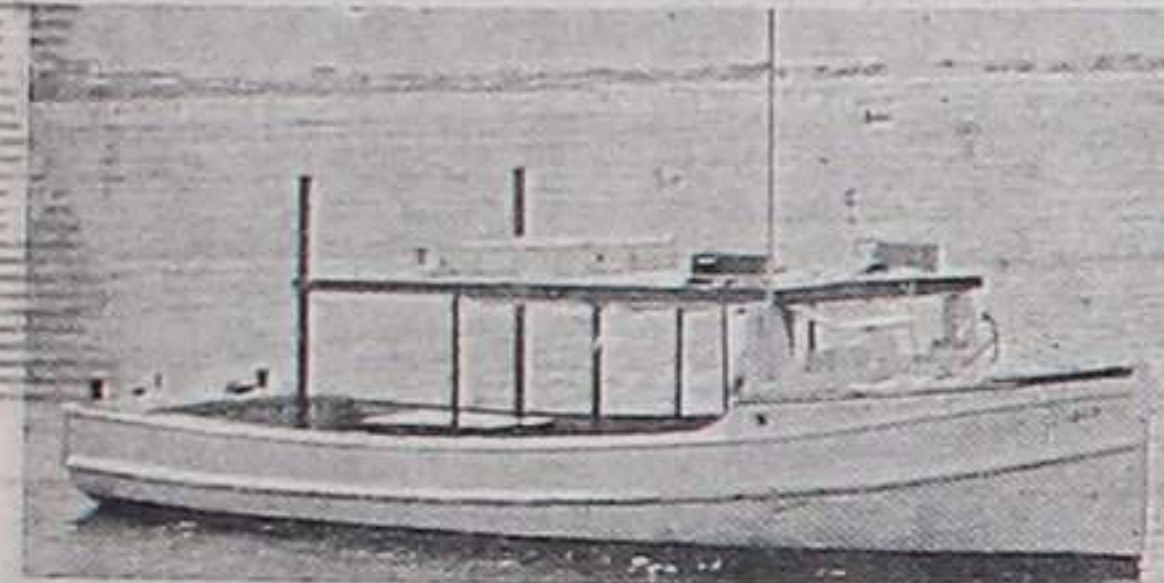
SHOW
(Continued from Page Five)

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The Collins View

By DICK COLLINS
Well, as we promised, here we are back again.
This being the next to the last BEACHCOMBER, I thought we would give you a fast run down on what is in store for the remainder of the summer. So here we go.
At the Oceanside Record Hop, yours truly had the pleasure of seeing the place in full swing. Coming in for a big swing nite on August 24 are Sheila and the Starliners. When you attend this hop, you will be treated to a charming gal with a very promising future in Rock and Roll. Also in the near future, other Rock and Roll stars will be appearing, such as Johnny and the Silver-

tones featuring Linda, one of the most popular Rock and Roll singers. And when you enter, you may be the lucky winner of a watch or records. One never knows what the management will be giving some lucky guy or gal. Drop in and tell them "Collins" sent you. O.K?
At the Casino dance hall we find that Jack Dineen's College mixers have really caught on. These affairs, by the way, are held on Thursday nites at the Casino Ballroom. As the title explains, it is for the group between 18 and up and tonight being August 22, Jack has another "hootenanny" planned as the other, a few weeks ago proved to be so popular. Appearing tonight will be a group called the Brandywine Singers. I am sure a great turnout will be in order.
Last week, Peter, Paul and Mary made a weekend stop at the Ballroom and I believe have broken all records. And before we move on, be sure to drop up to hear the band of Ralph Marterrie which will be in on the weekend, Friday and Saturday nites should be interesting, I would say.
I would also like to say that it is very sad for the Frolics to have closed their doors for the summer. For that means that all the fans of Patti Page will not be able to hear her a good singer really sounds. I rank Miss Page as one of the most talented, if not the most talented, female singer. Has anyone wondered why Mr. Dineen does not book Miss Page into the Casino Ballroom. It sure would be a drawing card I would say. Wouldn't you?
Do you remember a record by Joni James called "Why Don't You Believe Me?" It was a beautiful song until the "Dupress" got a hold of it. Oh, well, that's life, I guess...
Checking the top five records at Hampton Beach we find Fingertips, Part II is first. (2) Candy Girl, (3) Easier Said Than Done, (4) The Monkey Time, and (5) No One, (Ray Charles).
Checking with my spies we find for Bob Cassidy at Ocean House, "Love Me All The Way" - Bianca at Daigle's, "Groovy Baby" - Ann at the Casino movie house, "Dreamer" - For Elaine at a local coffee shop, "Monkey Time" - Eileen at the Casino, "Stand Up" - for Mary at the Cottage Grill, "This Is My Prayer" - for Charlie Clark, "If I Had A Hammer" - Bob Cushing, "My Success" - for Donna, "Love Me All The Way"?? - and finally, one for the life guards, "Please Don't Talk To The Life Guards" - and, for a girl wherever she is, me to her, "I Understand".
See you around the beach. RLC
P.S. Remember to swing.

Recently Wed

Mr. Arthur LaBonte of the Marilyn and Montreal Hotels at Hampton Beach announced this week that a long-time employee of the Marilyn and Montreal was recently married.
Mr. Warren A. Bourque of Newington, Conn., was wed to Miss Frances Diotalevi, also of Newington, Conn., on August 17.

Photo Reprints

Reprints of news pictures appearing in the BEACHCOMBER are available for a nominal charge by calling or writing the publishers, Hampton Publishing Co., 575 Lafayette Road, Hampton, WA 6-3822.

CASINO BALLROOM

FRIDAY & SATURDAY AUG. 23 & 24

RALPH MARTHERRIE

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SOME OF THE WINNERS are shown above with their mothers following the annual baby show contest at the beach. Judging was done in four categories—healthiest, best all around, cutest and the prettiest hair. Can you pick out the winners in each category from the above picture? The judges found the job difficult.

OBC Checklist Offered For Safer Boating

The Outboard Boating Club of America is offering upon the nation's 37 million pleasure craft fans the "Checklist Before You Launch."

"If you do nothing except check your craft to insure that it has the proper required and recommended equipment, you will have played a big part in making the whole 1968 boating season a success," Guy W. Hughes, OBC executive director, told OBC-affiliated club members in a special bulletin.

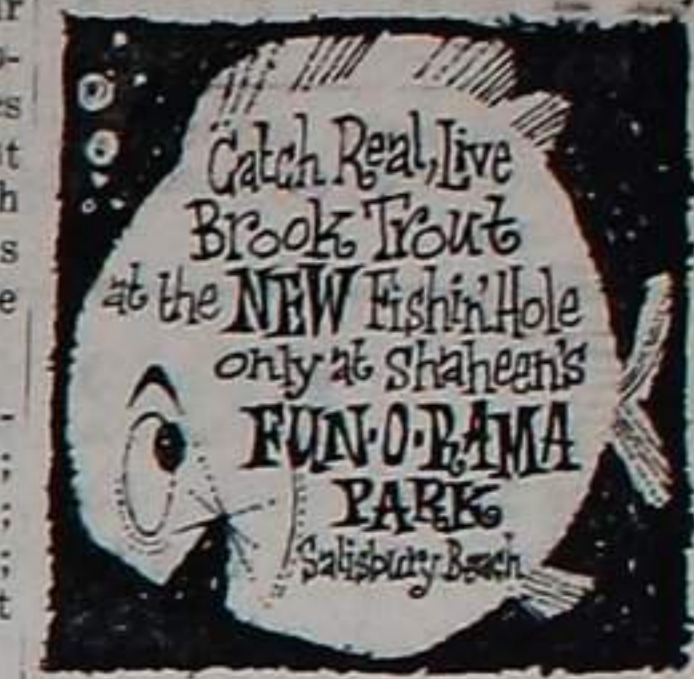
Boatmen should check state regulations to make sure their craft conforms with legal equipment requirements, Mr. Hughes said. He gave the following list of items as a standard which would generally meet the needs of the law and common sense as well:

- A life saving device for every one on board; fire extinguisher; whistle; paddle; anchor; line; compass; fenders; gas can; bilge pump; flashlight; first aid kit and tool kit.

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Bay State Baby Tops Crop

Enlistments In U.S.C.G. Open For Men 17-26

The Coast Guard announced it is seeking enlistments of men between 17-26 for a four-year period of active duty.

Recruits will be sent to Cape May, N. J., for a period of 12 weeks basic training. During this training period, various tests will be administered to determine each man's qualifications.
Depending on the needs of the service some qualified personnel will be assigned to advanced training schools while others will go to ships or shore stations.

The Coast Guard emphasizes the fact that it is not necessary for men to attend training schools to become petty officers. On-the-job training as well as correspondence courses are available to those who are desirous of advancing themselves in certain ratings for which service schools are not available.
Because of the nature of Coast Guard responsibilities all Coast Guard officers and petty officers are federal law enforcement officers.

At the present time, there is no waiting and applications will be processed immediately. Duty assignments are available on ships, air stations and ashore. The Coast Guard hopes to attract qualified men of good character who are interested

More than 115 babies, one of the largest groups to ever enter competition, participated in the annual Mardi Gras Baby show held at the Sea Shell Monday afternoon.

The birth to one year age group found Massachusetts babies taking a clean sweep of the top four prizes. The award for the best all-around baby went to Sammy Miller, 28 Cable avenue, Salisbury Beach, Mass. Judith Quinn of 119 B street, Lowell, Mass. and a beach resident at 7 Dover avenue took the trophy for being the cutest baby. The prettiest hair award went to Roberto Avery, Jr. of Rosindale, Mass. The final award in the birth to one year category was presented to Linda Reardon of Newburyport, Mass. for being the healthiest baby.

Jewel Jennifer Jones of Lafayette road, Seabrook, broke the Massachusetts string when she took the award for the prettiest baby in the second category including babies from one to two years of age. The award for the prettiest hair in this group went to Mary Jo Welcome, 15 Mendon street, Worcester, Mass. Maryellen Joye, 16 Parker street, Somerville, Mass. and Susan Anne McQuade, 106 Fulton street, Lowell, Mass. also took awards in this group.

In the final group, the one to three year age category, Gary Kelly, 198 Granite avenue, Milton, Mass., copped the trophy for being the healthiest baby. The award for the prettiest hair went to Joanne Freely of Woburn, Mass. The other two

winners in this age group were Lerri Mullarky, Newburyport, Mass. and twins, Douglas and Dwight Patterson, 18 Robinson avenue, Tewksbury, Mass.

Judging was done in four categories. They included the best all-around, prettiest hair, healthiest and the cutest. Judges were Mrs. Gladys Ring, Mrs. James Fallon, Sr., Mrs. Florence Lockner. Chairman for the show was Mrs. Harriet McCurdy.
The awards were presented by Miss Hampton Beach, Beverly Hebert of Manchester. Production manager of the chamber of commerce and "Bill" Elliot who served as MC.

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Single Car Crashes Top Smashups' List

A METHUEN LASS, Janice Fay, was one of the recent contestants in seeking the Miss New England Crown at Hampton Beach.

Russian metal exports have been reported at double the 1955 rate.

John Drummond, 18, 23 Temple place, Fitchburg, Mass., a passenger in a car driven by Herrick Brian, 18, Lunenburg, Mass., received a bumped head as it cracked the windshield in a local accident recently. The car operated by the Massachusetts driver was headed east on Winnacunnet road at Elmwood corner. Police reported that the driver apparently lost control of the vehicle as it hit a deep drainage hole on the side of the road. The car then side-swiped a tree and came to a stop wedged between a utility and its guywire.

Officer Clifford Eastman reported that the car received extensive damage to the right front wheel, right fender,

headlight, right side and windshield.

On August 13 at 11:45 p.m., vehicles operated by John F. Cote, 23, 48 Mead street, Lowell, Mass., and Robert C. Dorney, 34 Bell street, No. Brookfield, Mass., were in collision on Ocean boulevard. Both cars were headed in a northerly direction. Police reported the right front bumper and grille of the Cote car were damaged while the left rear quarter panel of the Dorney car also received damage.

A dog which ran in front of an automobile operated by Henry W. Burke, 57, Stratham, on the Hampton-Exeter Expressway at Brown avenue was blamed for a single car mishap on August 15 at 3:50 p.m. Police reported that as the dog apparently ran in front of the car, the operator swerved to avoid hitting it and apparently lost control of the car causing it to go through a guard rail and coming to rest in the marsh. Lt. Leavitt and Sgt. Hanson investigated.

In another single car mishap, Officers Woodburn and Jackson reported that a car driven by Peter M. Garabedian, Haverhill, Mass., was damaged on Ocean boulevard when it struck a light pole while the driver was parking the vehicle. The accident took place on August 16 at 10:20 p.m. The right front fender and grill of the car was damaged.

A car owned by Bruce P. M. Kobel, Amesbury, Mass., rolled from its parking area on Ocean boulevard, according to police, into a car operated by Alfred Belanger, Manchester, N. H. The Gobel car, which had been parked opposite Play-



ON STAGE FOR THEIR DEBUT are these members of the cast who gave a jam-packed Sea Shell audience one of the best shows of the summer Monday afternoon. The occasion was the annual baby show with more than 115 babies taking part. Some are shown above as they await the decision of the judges.

land, received a damaged front headlight. The Belanger car which was headed in a northerly direction on the boulevard sustained a damaged right rear fender. The accident took place on August 17. Officers Caribou and Jackson investigated.

Two cars headed in a southerly direction on Ocean boulevard were in collision at 10 p.m. on August 18. A car driven by Robert E. Griffin, Jr., New Haven, Conn., received a damaged right rear fender, bumper, and tail light band. A car driven by Leo J. Ruth, Edwardsville, Penn., was the other vehicle involved. Officer Leonard investigated.

MADAME CATHERINE
Reader and Adviser
For Further Information Call
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TWO LOCAL GIRLS, Dianne DiFillipo of North Hampton, and Martha Wiggins of Hampton, were contestants in the recent Miss New England contest at Hampton Beach.

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FIREWORKS
Wednesdays, following first shoot on July 4, throughout remainder of the season if weather permits. In front of the Sea Shell at 9:10 p.m.

TALENT SHOW
Mondays from the new Sea Shell stage beginning July 8. Finals to be held latter part of August. Junior Division begins at 7 p.m. Senior division immediately following. Register with Henry Hamel at Chamber of Commerce.

GET ACQUAINTED DANCES
Mondays, 8:30 p.m. in the Casino ballroom beginning July 8. (Request tickets from your host.)

SQUARE DANCING
Fridays, 8:30 p.m. at the Hampton Beach State Park. Dances sponsored by Seacoast Regional Square Dance association. First dance under the stars June 28.

CALISTHENICS
Monday through Friday beginning Friday, July 5, on the sand in front of the Sea Shell beginning at 10:30 a.m.

RECORD HOP
Wednesdays from 2-4 p.m. for young teenagers; Thursday evenings for older teens. Both at Casino Ballroom.

See the separate schedule of special weekly events each week elsewhere in the BEACHCOMBER. A complete schedule of summer events may be obtained for asking at the chamber of commerce office in the Sea Shell.

Beach Swim Meet Set For August 31

One of the more challenging events of the summer season will be this year's running of the annual swimming races to be held August 31.

Under the supervision of Head Life Guard at Hampton Beach, Dan Stone, assisted by the other life guards, the races will begin at 9 a.m.

The earlier races will be for children up to 14 years of age and will include both the 50 yard and 100 yard dashes using freestyle swimming.

Beginning at 9:30 a.m., all persons 14 years of age and over are eligible to enter the 440 yard, 880 yard and the 2 mile events.

These swimming events have been witnessed by thousands of vacationists at the beach and have more than once provided thrilling finishes.

The races are held in the Atlantic off the Sea Shell. All persons interested in competing are asked to contact Dan Stone at the life guard headquarters in the Sea Shell. Trophies will be awarded later in the day following the completion of the nearly day long events.

The nation's annual fire loss has gone up about \$130 million a year in 12 years. How much of that loss is represented by shrinkage of the dollar was not estimated.

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OUTBOARDS FOR RENT

Smith & Gilmore Pier

Hampton Beach Tel. WA 6-3503

HAMPTON BEACH MARINA

Located at the South end of Hampton Beach, West of the junction of Ashworth Ave. and Ocean Blvd. Paved launching ramp — slip rentals — marine gasoline and diesel fuel — marine hardware and paint — boat and motor repairs and storage — propeller and shaft repair service — free parking.

1963 JOHNSON OUTBOARD MOTORS
Some good buys on used boats and outboard motors Let us help you enjoy a safe and happy boating season
George A. Smith, Manager Phone WA 6-2611

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LOBSTER POUND
AND
FISH MARKET
• Alive • Boiled To Order
Foot of Bridge at Smith & Gilmore Wharf
Native Lobsters, Clams and Fish
Visitors Welcome FRESH DAILY French Spoken
QUALITY UNSURPASSED
Tel. (Hampton) WA 6-3424

FOR SALE!

New Summer Homes. Across the bridge from Hampton at Seabrook Beach. Fine location on Woodstock Street.

- 2 APARTMENT HOUSE, 4 rooms plus full color bath and carpet — \$11,900 —
- 2 APARTMENT HOUSE, 5 rooms plus full color bath and carpet — \$12,900 —

Inquire at 24 Ashworth Ave., Hampton Beach
Tel. 926-5565 Easy Loan

FOR AN EVENING OF DINING PLEASURE

Visit... **95 Motor Inn**

DELICIOUS FOOD • FRIENDLY ATMOSPHERE
• ENTERTAINMENT NIGHTLY

Enjoy the Delightful Music of Sy Milano & Helen Scott

To reach 95 Motor Inn take Central street Exit off Rt. 95, Byfield, Mass., Northbound or Southbound.

Remnant & Drapery Store

Real Treasures at Prices That Will Surprise You!

"The Remnant Shop"

EXETER HANDKERCHIEF CO.

Near B&M RR Sta., Lincoln St., Exeter

Seafood Smorgasbord

Friday Evenings - 6-7:30 p.m.
Golden shrimp - creamy lobster
Newburg - fresh boiled lobster.
You'll find all this and much more.
only \$3.25 per person

Sunday Night Buffet

5:30 to 7 p.m.
Just help yourself from tables laden with the most delicious variety of foods imaginable!
only \$3.50 per person
Dining Room License

EXETER, N. H. • For reservations call 772-5901

"Elegance In Leisure Dining"

Ashworth Hotel

DINING ROOM -
NOW OPEN
Buffet Every Tuesday
5 - 8:30
Beginning July 2
BREAKFAST 8 - 11 • LUNCH 12 - 5 • DINNERS 5 - 8:30



CARTOON ARTISTRY OF RICK DARRAH of Manchester caught the eyes of many spectators during the parade of floats Saturday. A wolf, in the above picture, was one of the cartoons attached to the car pulling the Junior Miss Hampton Beach float.

Show -
(Continued From Page 1)

Top acts have also qualified for the Senior Division finals. Sheila Teresa Scott, 15, Somerset lodge, Hampton Beach, who was accompanied by Bill and Frank, sang her way to top honors in the first contest. Bill McGinness, 17, Beverly, Mass., another singer, is also expected to return. Terry Lavin, 15, Worcester, Mass., is a tap dancer. She won the 3rd contest. An instrumentalist group, the Lowell Girls are expected to participate. Others include Janice Tripp, 19, Westwood, Mass., a singer, and the final group to compete will be the Sewing Circle Six of Lowell, Mass., another instrumentalist group.

The above 12 performers in addition to this week's winners will compete for the top trophies in talent competition for 1963 in the final show next week.

STAPLES

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

beach aids	beach toys
first aid needs	beach supplies
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4 PLY WORSTED
YARN
4 oz. Skein **89c**

53 Steps Down "B" Street and Save!
12-14-16 B STREET AT THE BEACH
COMPARE THESE VALUES!

JACKIE'S BEAUTY SALON
 1001 ST. HAMPTON BEACH
 AUGUST SPECIAL!
 \$15 Perm. NOW \$10
 WA 6-3776
 In The Dudley Building

For The "REST" of Your Life
 STOP AT
KELLY'S MOTEL
 U.S. Rt. 1 Hampton
 TEL. WA 6-2594
 Short Drive to Hampton Beach
 and well known Restaurants. Hot
 water heat, deluxe furnishings,
 all ceramic tile baths.
 Your Hosts, Mr. & Mrs. Kelly

NOW OPEN FOR ITS
 11th SEASON AT
 HAMPTON BEACH
Margaret's
 HAMPTON BEACH
 BEAUTY SALON
 1 ASHWORTH AVENUE
 Specializing in
 Personalized Service
 • PERMANENTS
 • HAIR CUTTING
 • TINTING & BLEACHING
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 With a Florida and
 Paris Flair
 REASONABLE PRICES
 Tel. WA 6-5441

Smith's Pharmacy
 PRESCRIPTIONS
 ASHWORTH HOTEL BLOCK DRUGS - COSMETICS - FOUNTAIN
 Across from Marine Memorial WA 6-9194

SHELLS "FROM ALL OVER THE WORLD"
 SPECIMENS - NOVELTIES - JEWELRY
 DO-IT-YOURSELF SUPPLIES

BEACH SHOPPE
 Located in The Eastwind Hotel

LINDY'S TAKE-OUT
 Why Cook While On Vacation?
 Use Our Special CALL-UP Service
 Call Us For
 Large and Small Pizza
 Fried Clams | Fried Scallop Plate
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 Italian Sandwiches | Fried Clam Plate
 — No Waiting —
 Hours 1 P.M. to 11 P.M.
 CALL WA 6-5512

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 HOTEL and MOTEL APARTMENTS
 305 Ocean Boulevard
 Directly On the Ocean opp. Marine Memorial



CROTCHED MOUNTAIN — While at a special course in re-habilitation nursing at Crotched Mountain Children's Center in Greenfield, New Hampshire, Miss Joyce Marion, a student nurse from Exeter, New Hampshire, stops to aid Children's Center patient Bruce Preston transfer from wheelchair to bed. Crotched Mountain Children's Center is now appealing for funds to help children like Bruce.

Mardi Gras Week Swings Into High

A full schedule of events still awaits the vacationist, visitor and resident alike, during the remaining of the long Mardi Gras week celebration.

Thursday, August 22, has been designated Children's Day. The festivities will commence at 9:30 a.m. with the traditional sand castle contest for youngsters on the beach near the Sea Shell. Judging will be done in various categories. Some of the youngsters have been preparing for this event since last year while, for others, it will be the first attempt.

Thursday afternoon at 2 p.m. the children will have their own parade. The parade route will be from Ashworth corner to the Sea Shell. At 2:30 p.m. prizes will be awarded following judging of the costumes and rolling toys for the best decorations. At the same time, 2:30 p.m., the junior Miss Hampton Beach will be crowned at the Sea Shell. Following the completion of all the events of the day, late in the afternoon, the Hampton Beach precinct commissioners will conclude Children's Day by distributing free ice cream. This event will take place at the John White Memorial playground commencing at approximately 3:30 p.m. for all children under age 12.

The famed Horribles Parade will take place at 3 p.m. on Saturday, August 24. At this time, many of the beach business establishments, visitors and residents alike will team up to see who can devise the funniest and most horrible costumes and other parade features.

Also on August 24, the John

The SAND DOLLAR
 "Sea Our Oceans of Dollar Gifts"
 Located at the Traffic Circle 1 mile North of Hampton Beach in the Salty Motel.

Hancock Life Insurance Company will hold their traditional outing at Hampton Beach. Monday, August 26 will find the finalists in both the junior and senior divisions of the competing for the top awards Monday evening talent shows of the summer. In the grand finals there will be a variety of acts which will take place.

Beginning Monday, August 26 and running through August 31, there will be professional acts at the Sea Shell. Monday, September 2, will find the festivities for the beach coming to a close with the traditional band concert and singing of Auld Lang Syne at the 8:30 to 9:30 p.m. concert.

The cigarette industry expects a gain of 2 per cent or better this year in sales.

THE BIG ONE
Murray's
 COTTON CANDY
 Gum & Lifesavers
 (NEXT TO PLAYLAND)
 George R. Murray
 Ocean Blvd. near "C" Street

Things to do!
 Play Miniature Golf
 Thrill to Major Rides
 Eat Chinese Food
 Only at Shahan's
FUN-O-RAMA
 Salisbury Beach

YOKEN'S
 Announces the Opening of
WHALE BAKERY
 and
COFFEE SHOPPE
 7 a.m. - 8 p.m.

Thar She Blows!
 YOKEN'S DINING ROOMS
 Open 11 a.m. - 8 p.m.
 Now Seating 625 People
 Yoken's Luxury Dinners \$1.00

THAR SHE BLOWS!
YOKEN'S
 GOOD THINGS TO EAT
 AAA, DOMINION AA, AND ALA RECOMMENDED
 Route 1, South of Portsmouth
 10 Minutes from Hampton Beach

OUR BAKING'S a treat
 We're Famous For Our Chicken Pies
 Made On Order FAMILY SIZE To Serve 6 \$2.39
45c ea. 3 - \$1.29

BAR-B-QUE CHICKENS 3 lb. avg.
 Hot All Day Long
Home Made Pork Pies 29c 3 for 85c
 Birthday Cakes Made To Order
 Extra Birthday Cakes On Hand At All Times
 No Waiting
 Special Rolls of All Kinds Made To Order
 SATURDAYS — Home Baked Beans, Honey Brown Bread

WHITE BREAD - CHEESE BREAD
 100% WHOLE WHEAT BREAD
 HARD ROLLS - FRENCH BREAD - OATMEAL BREAD
 Cinnamon Bread and Raisin Bread
Sea Tern Bakery
 377 Ocean Blvd. WA 6-9186 Hampton Beach

Pipers, Queens, Floats—The Kids Loved 'em



Playhouse Will End Season With Spoof

Hampton Playhouse
 Winnacunnet Rd., Hampton, N. H.
 New England's Finest Summer Theater

NOW THRU AUGUST 24
"A SHOT IN THE DARK"

AUGUST 26 THRU AUGUST 31
 The Marvelously, Historically, Funny Comedy



Take Her, She's Mine

A Comedy by
PHOEBE & HENRY EPHRON

Reservations WA 6-3073 Curtain 8:40
 Scale of Prices: Mon. thru Fri., 2.90, 2.55, 2.00
 Saturday Evening: 3.10, 2.90, 2.50
 Matinees Sat at 2:30 All Seats Reserved \$1.80

A light comedy about the perplexities and apprehensions involved in sending a daughter off to college is to be the next attraction at the Hampton Playhouse. This is "Take Her, She's Mine!", a combination of family life and campus frolics, which drew New York audiences for fifty weeks in 1962. It will be at the Hampton Playhouse from August 26 thru August 31, and it will be the closing show.

"Take Her, She's Mine!" was written by Phoebe and Henry Ephron, a pair of established Hollywood screenwriters with a household of daughters to provide case histories for their tale of parent-jitters over the effects college produces on young girls. When the comedy began its

long run in New York, all critics commented on its story being thoroughly recognizable in its telling of the classic problems of growing up, of parents startled when their children find them old-fashioned, and the children being surprised when their attitudes are viewed with alarm. As one commentator remarked, "Parents will dig this, adolescents will adore this."

The plot revolves around a young father who has prospered through his own ingenuity and sends his bright and attractive daughter to an Eastern girl's college, determined that she emerge an enlightened citizen. As she runs the gamut of Freshman and Sophomore affectations, fads and romantic frustrations, the father is being educated by his own violent and largely humorous involvements in her problems. A wise and devoted wife and mother stands by, remarking, at last, that she thought HE would never grow up!

Robert Coleman, critic for the New York Daily Mirror, said, "Delightful. Loaded with laughs," and Newsweek Magazine said, "Upprisingly funny!"

by Susan Christie

HY-WAY DRIVE-IN THEATRE
 AMESBURY-SALISBURY BOULEVARD ROUTE 110

HELD OVER 'TIL TUESDAY

At Regular Admission Prices

"THE LONGEST DAY"
 With An All-Star Cast
 ALSO SHORT SUBJECTS
 (Passes Will Not Be Honored during this engagement)

STARTS WEDNESDAY, AUGUST 28

"IRMA LA DOUCE"
 (Color)
 (Recommended for Adults Only)
 With Jack Lemmon & Shirley Maclaine
 Also Selected Shorts

at **HAMPTON BEACH**
CASINO & SURF

NOW THRU SATURDAY, AUGUST 24
 Shows 2 P.M., 7 and 9 P.M.

10,000 kids meet on 5,000 Beach Blankets!

BEACH PARTY
 PANAVISION COLOR

BOB CUMMINGS
 DOROTHY MALONE FRANKIE AVALON ANNETTE FUNICELLO

NOW THRU TUESDAY, AUGUST 27
 Shows 2 P.M., 7 and 9 P.M.

KIRK DOUGLAS
 MITZI GAYNOR GIG YOUNG

What happens when a Bachelor plays Matchmaker... for 3 luscious sisters!

FOR LOVE OR MONEY
 In Eastman COLOR

THELMA RITTER · LESLIE PARRISH
 JULIE NEWMAR · WILLIAM BENDIX with RICHARD SARGENT

SUNDAY - TUESDAY, AUGUST 25 - 27

DORIS DAY and JAMES GARNER
 Invite you to watch them enjoy

The Thrill of it All!
 COLOR

ARLENE FRANCIS with EDWARD ANDREWS · ELLIOTT REID · REGINALD OWEN · ZASU PITTS
 Directed by CARL REINER

Hampton Beach Is Now On Heritage Trail

Last year Hampton Beach became part of the famed and well known Heritage Trail, marked by appropriate markers.

The Trail takes the traveler on exciting trips throughout the New England area. Further information as to this route may be obtained at the chamber of commerce office or by writing the headquarters at Heritage Trail Foundation, Inc., Dept. H, 131 Clarendon street, Boston, 16, Mass.

One of the latest features of the Trail is the new sea-going version which has recently been added. This is called the Heritage Cruise and is a planned cruise of New England's beautiful and historic waters. It is specifically designed for boat owners.

The cruise starts anywhere but it ranges from Essex, Connecticut in the south to Mount Desert, Maine, which is the northernmost point.

The Heritage Trail features four centuries of American life which are less than an hour's drive apart on New England's highway of Americana. Heritage Trail officials note that New England's history, culture, recreation and scenery can span the centuries in a matter of minutes.

Man has used the horse since prehistoric times.

Ogunquit Playhouse
 OGUNQUIT MAINE

NOW THRU SATURDAY HANS CONRID
 In Broadway's Recent Comedy Hit
TAKE HER, SHE'S MINE
 also starring IRENE HERVEY
 Directed by George Abbott
 Associate Director: Judith Abbott

Coming Mon., Aug. 26-31
JULIA MEADE
 In Cole Porter's Musical Play
"YOU NEVER KNOW"
 Also Starring ROBERT SMITH
 Directed by Robert Moore

Eves. Mon. - Sat., 8:40
 Mts. Wed. & Fri. 2:45
 Tel. Midway 6-5511

Parks Dedicated In Beach Area

"As the new owner and manager of the salt marsh reservation, the Fish and Game department will keep it for the enjoyment of future generations."

These were the words spoken by Gov. John King during ceremonies last week which saw a section of the Hampton marshlands preserved forever.

As a segment of the overall program planned by officials for the 325th anniversary celebration commemorating Hampton's past, two parks were dedicated preserving a small section of Hampton's rapidly disappearing geographic past and efforts were begun to save still another area.

At 10 a.m. on Dedication Day, approximately 50 persons were present to participate and observe in the official dedication of Seaside Park. A temporary sign, held by two local Boy Scouts, bore the inscription "site of the old fish houses of the Hampton Fishermen 1638-1938". It will be placed on the boulder on the site on Founders Day, Oct. 14.

The brief ceremonies were opened with Rev. Arthur Dewey offering the invocation. Members of the local Girls Scouts bore the colors with the members present participating in the salute to the flag. Mrs. Ruth Nutter of the Hampton Garden club, which initiated the work undertaken to date at the park, gave a brief history of the background of the fish house area. Prior to the benediction, a large boulder taken off the beach by

local highway head Ralph Osgood and Homer Johnson and placed at the site was unveiled. The bronze plaque with the above inscription will be placed on the boulder for Founder's Day.

At 11 a.m., considerable interest was shown when approximately 65 persons gathered at the site of some of the few remaining publicly owned sand dunes on the beach front just north of Plaise Cove. The occasion was a brief observance to explain the technicalities which had arisen at the last minute and which temporarily put a stop to the planned dedication of North Side Park in memory of Joe Billy Brown, one of Hampton's most beloved selectmen.

Mr. John Pierce Batchelder of the Seacoast Regional Development association presented a petition which will in turn be presented at the March 1964 Hampton town meeting in the form of a special article requesting voters to ratify action previously believed to have been taken at other town meetings. The article would set aside the area as a public park and would honor the memory of Joe Billy Brown.

Over 100 persons were present for the brief ceremonies held at the site of the Marsh Conservation park area as Gov. John King made formal presentations of certificates to families who have donated the marsh lands for conservation purposes.

Miss Ruth Stimson, who has worked hard and long on the

project, served as mistress of ceremonies. Invocation was offered by Rev. Howard Danner of the local Congregational church. Postmaster Samuel Towle brought the greetings of the local historical society on behalf of president Harold Fernald. Mr. Towle briefly explained how his ancestors had hauled salt hay from nearby that exact area which he termed "one of the most beautiful spots in the world." Mr. Towle went on to note that this Tide Mill area was his old swimming hole and the spot on which the guests were seated used to be the "dressing and undressing room."

Mr. Ralph Schmidt, representing the Department of the Interior, was the guest speaker. He explained briefly the values of such marshlands and the reasons for endeavoring to preserve them.

Mr. Ralph Carpenter of the State Fish and Game Department stated, "This is a memorial day in the annals of conservation in New Hampshire." This group together with the Society of the Protection of New Hampshire Forests were recognized along with the local Hampton Salt Marsh committee for their efforts to date in preserving the approximately 100 acres of marshland already donated. Mr. Carpenter and Mr. Sumner A. Dole, Jr., game management superintendent, unveiled the plaque.

Gov. King was then introduced by Lawrence Hackett, chairman of the board of selectmen of Hampton. Following brief remarks of thanks, Gov. King with the assistance of Mrs. Margaret Lawrence presented certificates to the following families and persons who have donated their marshland. They included Mr. and Mrs. Donald Munsey; Mr. Charles Greenman; Miss Adeline C. Marston; Mr. Robert B. Perkins; Mrs. Marguerite P. Garland; Mr. and Mrs. O. Raymond Garland; Mrs. Arthur W. Brown; Mr. Roland C. Emery; Mrs. Shirley McRae; Mrs. Walter Perkins; Mr. and Mrs. Howard Ellis; Mrs. Ethel B. Perkins; Mr. Victor Garland; Miss Marion E. Swain; Mrs. Mildred B. Swain; Mrs. Annie E. Drysdale; Mrs. Harold Blake; Mr. Eugene M. Leavitt; Mr. and Mrs. Horace Batchelder; Mr. and Mrs. Oscar Batchelder.

In addition to the names imprinted on the plaque the remainder of the inscription reads "Hampton Salt Marsh Conservation Area 1963. Hampton Marsh Conservation Committee. Miss Ruth G. Stimson chairman conservation groups. N. H. Fish and Game department and the following land donors."

Rev. Stephen Scruton offered the benediction. On hand for the affair in addition to numerous local, state and regional officials was Conservation Officer Floyd Potter, recently transferred to another part of the state. Conservation Officer Potter was instrumental in the opening stages of the program to save the marsh lands.

ATTENTION ALL BEACH-NIKS & SURFERS
 Don't Miss This Flick It's "Cowabunga" (Surf Talk Wow)

NOW THRU TUES. **SEACOAST DRIVE-IN-THATRE**
 Big Sports Car Display Wed. & Thurs.
 U.S. Rte. 1, No. of Hampton Ctr.

See this Brand New Swinging Picture where it should be seen, on the Giant Drive-In Theatre Screen.
 Children Under 12 are Admitted FREE

10,000 kids meet on 5,000 Beach Blankets!

BEACH PARTY
 PANAVISION COLOR

BOB CUMMINGS
 DOROTHY MALONE FRANKIE AVALON ANNETTE FUNICELLO

Plus Thrills & Spills & Plenty of Action

A LITTLE DEATH EACH DAY... A LOT OF LOVE EVERY NIGHT!

THE YOUNG RAGERS
 AN AMERICAN INTERNATIONAL PICTURE IN PATHECOLOR

FREE: John Ashley Book Covers for all the High School Kids.
 "Beach Party" Shown 1st on Tuesday & Thursday

Starts Wednesday August 25

THE LONGEST DAY

BAZAAR & SUPPER
 EXETER METHODIST CHURCH
 THURSDAY, AUG. 22, 1963
 — SALE STARTS AT 2 P.M. —
 Aprons, Gifts, Grabs, White Elephant and Food
 SUPPER SERVED FROM 5:30 to 7 P.M.
 Baked Beans, Ham, Salads, Homemade Pies
 — ALL YOU CAN EAT —
 Adults \$1.25 Children .75

HUTCHINSON summer theatre

Coming Soon - August 27 - 31
LADY CHATTERLYS LOVER
 PRICES: Tues - Fri: \$1.75 - \$2.25 Sat: \$2.00 - \$2.50 Season: \$10.00
 1/2 Hour on Route 101
 For Reservations Call 895-3481 RAYMOND, N. H.

SALISBURY DRIVE-IN THEATRE
 Rte. 1A Beach Road Salisbury, Mass.

NOW HELD OVER THRU TUESDAY

I tell you, chum... laughs it is!

FRANK SINATRA
COME BLOW YOUR HORN
 TECHNICOLOR it is!

LEE J. MOLLY BARBARA JILL DAN PHYLIS TONY
COBB PICON RUSH ST. JOHN BLOCKER MCGUIRE BILL
 NORMAN LEAR · BUD YORKIN · BUD YORKIN · NORMAN LEAR · HOWARD W. KOCH · PANAVISION

— 2nd Hit —
 Bob Hope - Lucille Ball
"Fancy Pants"
 STARTS WED., AUGUST 28 "PT 109"

Chain Bridge Manor
 Newburyport, Massachusetts
 Tel. HO 5-0411

SATURDAY NIGHT — ROAST BEEF BUFFET and SUNDAY SMORGASBORD \$2.99
 LUNCHEON BUFFET, Mon. - Fri., \$1.25 Served with Wine
 Dinner Menu in effect at all times
 Children always 1/2 price
 OPEN 7 DAYS A WEEK — FROM NOON TO MIDNIGHT
 Located on Deer Island — Between Bridges, Amesbury Road to Newburyport

- CLEARANCE SALE -

Famous "Quoddy" Moccasins For Men - Women - Children - Infants
INDIAN MOC SHOP
"C" STREET, HAMPTON BEACH
Open Daily 9 A.M. - 11 P.M.

Take Home The Practical Gift

Soft Soled Moccasins - Slippers
Made from Deerskin - Elk - Steer

- CLEARANCE SALE -

Banking Services

IN ALL DIRECTIONS . . .

. . . Limited neither by lack of foresight nor desire to serve. We invite you to profitably use the modern facilities of this strong and progressive bank.

- CHECKING ACCOUNTS
- Savings Accounts
- TRUST AND AGENCY DEPARTMENT
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- COMMERCIAL LOANS
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The Exeter Banking Company

FREE PARKING
ESTABLISHED 1894 • EXETER, NEW HAMPSHIRE
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Where Everybody Goes . . .

Lamie's Tavern and Motor Inn
On U.S. 1
In Hampton, N. H. Tel. 926-3335

OPEN DAILY 7 A.M. - 1 A.M.
• BREAKFAST • LUNCHEON • DINNER

"Your vacation is not complete until you have visited this Nationally Famous Restaurant."

5 DINING ROOMS

Sandwiches and Snacks in the Unique "Down To The Sea"

Shoals Lounge

Sean Tate at the Piano Nightly
"Enjoy Real New England Hospitality"

Your Hosts,

The Dunfee Family

Come As You Are
Visit Our Flax Wheel Shop for Unusual Gifts!

Safety Rules Set For Beach

Ordinances and regulations for Hampton Beach remain essentially the same as in past years. For the benefit of new comers regulations to ensure the safety and pleasure of vacationists are in force as follows:

No person or organization is permitted on the beach between the hours of 1 a.m. and sunrise unless through a special permit issued by the chief of police.

The lighting of fires on the beach is prohibited.

The changing of clothes in cars in the beach area is prohibited.

Dogs and other pets are prohibited on the beach and in the water.

Ball playing and similar games may be permitted at the discretion of the lifeguards.

Inflatables are not permitted in the water at any time.

Missing persons should be immediately reported to the lifeguard on duty.

In matters of safety and orderliness, persons shall obey all requests made by the lifeguards.

Lifeguards will not assume parental responsibility for children left unattended by their parents or guardian.

Complaints should be addressed to the Town Manager, c/o Town Offices, Hampton.

Persons found violating any of the above regulations or ordinances shall be evicted from the beach and subject to a fine of not more than \$25. (Section 7, Chapter 219, RSA).
Ordinances at the state controlled area of the beach vary slightly and should be checked by visitors to those areas. Complaints should be addressed to Recreation Commission, Department of Resources and Economic Development, State House Annex, Concord, N. H.

Test Date Set For Peace Corps

WASHINGTON — Placement tests for anyone interested in becoming a Peace Corps Volunteer will be given at eight New Hampshire locations at 8:30 a. m., August 24.

The August 24 testing date will be the last general opportunity to take the Peace Corps placement test until October 19. Those selected will be sent for 10 or 12 weeks to a college campus or a Peace Corps camp in Puerto Rico. Minimum age is 18, with no upper limit and volunteers agree to serve two years. Married couples without dependents may serve if they both qualify for the same project. A college degree is not required.

All of a volunteer's expenses are paid and at the end of his service he receives \$75 a month for each month of satisfactory service.

New Hampshire locations for the test are: Postoffices at Berlin, Claremont, Hanover, Lacoia, Manchester Plymouth and Portsmouth; and Kingsbury Hall, Room 103, Durham.

The Pennsylvania turnpike links Philadelphia and the Ohio border, a distance of about 327 miles, and was built for about \$211 million.

LOST

SCHWINN BICYCLE
Sting Ray Model, Copperstone, Number 21, Serial #E350101,
FERNCROFT BOWLING LANES
Hampton Beach, N. H.

August 17-25 Set As Old Home Week

A fine old New Hampshire tradition, observance of Old Home Week, will be coming up shortly. The official days, as proclaimed by Governor John W. King, are August 17-25.

Old Home Week Association President Dr. J. Duane Squires of New London said today the number of observances this year will doubtless at least match those of 1962, when three-score-and-one communities sponsored special activities.

These communities included Stark and Pittsburg in the uppermost area of the Granite State, to Pelham and Winchester, which neighbor on Massachusetts.

With rare exceptions, the 61 communities which observed the "week" were among the smallest ones in New Hampshire.

Old Home Week has been officially proclaimed every year by all New Hampshire Governors since Frank W. Rollins inaugurated the practice a year before the turn of this century.

Individuals who have moved away from "the old home town" and are wondering whether their community might be planning an observance this month, might try contacting

Mrs. Marion H. Atwood of Sanbornton, secretary of the association.

Since, however, Mrs. Atwood may not have been notified of all such observances, a more certain bet would be for interested parties to contact the town clerk of the specific community in which they are interested.

Vacation fun
LATE IN SUMMER
SHOP AT
TRADING POST
King's Highway at 7th Street
HAMPTON BEACH
For All Your Needs

1741
EMPORIUM
A country store dealing in general merchandise.
• GROCERIES • GIFTS
• BEERS & ALE
9 A.M. - 9 P.M. 7 DAYS
CENTRAL ROAD RYE, N. H.

BOAT TRIPS
To The
Isles Of Shoals
on the new **VIKING**
Ceres Wharf (off Market Street) Portsmouth, N. H.
Tel. 436-7927
Fare \$3.50 Round Trip, Children \$2.50
Leave Portsmouth 11:00 a.m., 5:10 p.m.
Saturday 11:00 a.m., 2:40 p.m., 5:40 p.m.

FRESH NATIVE **TURKEY BREASTS** 89^c lb.
FRESH NATIVE **TURKEY LEGS** 49^c lb.
U.S. CHOICE TOP ROUND **STEAK** lb. \$1.09
TENDERIZED **STEAKS** lb. \$1.09
OUR OWN HOMEMADE **PASTROMI** lb. \$1.39

STORE HOURS:
Mon.-Wed., 9 AM to 6 PM Thurs. & Fri., 8:30 AM to 9 PM
Saturday 8:30 AM to 7 PM Sunday 8:30 AM to 2 PM
COMPLETE LINE OF DELICATESSEN ITEMS

The BEEF HOUSE
3 HIGH STREET HAMPTON CENTER
Plenty of Free-Easy Parking Near the Bank
Martin (Marty) Busta, Prop.



BEACH VISITORS FOR PAST 30 YEARS, in some instances, are shown descending from the Sea Side Surrey for their annual get-together. An entire bus load, many of whom are staying at Young's Motel and Cabins at the beach, held their annual dinner evening at Lomazzo's last week.

"A Shot In The Dark" Is Top Adult Entertainment

Katherine Helmond is delighting audiences this week at the Hampton Playhouse. The mystery-comedy, "A Shot In The Dark", is loaded to the footlights with sharp repartee and Miss Helmond has a fine talent for flashing a quick and ready retort with just the right lift of the eyebrow or switch of the lips or gesture with the hands.
"A Shot In The Dark" is basically a mystery which cleverly builds the suspense up to the eventual exposure — but it is more than a drab "Perry Mason" court case. The play is really a charmingly amusing comedy — not the "roll-em-in-the-aisle" type of humor but an evening of witty replies sparkling against the sober and formal procedure of the magistrate's courtroom.
Richard Kneeland — with the trouper's talent for quick-study — feeds questions to the witness flawlessly. Since he rarely gets a cue reply, his handling of the script was excellent. Miss Helmond — as Josefa — is most adept at avoiding a direct answer to any question, which turns the magistrate's grilling into an enchanting "one-sided" dialogue — if such a feat is possible.
In the heavy role of Benjamin, Richard Kennedy wins another gold star. His light — and disdainful — treatment of the interrogation by the magistrate is capped by his dramatic exposition as he reveals his compulsive attraction for Josefa. Rebecca Callahan capably portrays the jealous wife and Daniel Olin convincingly plays Morestan — the court recorder who has little to say but since he is on stage all evening has plenty of reaction to lines.
The balance of the cast is filled out by Betsy Patrick, as Antoinette; Walter Beery, as LaBlache, and Peter Bailey, as the guard.
The situations are risqué and the lines are racy French humor so "A Shot In The Dark" is not a play for children — but it is a most entertaining night for adults who want an evening of fun and laughter.

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THE RHYTHM KINGS

SATURDAY, AUGUST 24th

Admission 75c (99c with Name Attractions)

Dress: Bermudas - Jamaica's - Slacks

Dancing 8:00 P.M. to 11:30 P.M.

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- Dining rooms open 11:30 A.M. to midnight Tuesday through Sunday, Monday 5 P.M. to midnight.

Visit Richard Ng's East Wind at York Beach, Me., too!

Firemen Report Single Blaze For Six Calls

Firemen were called out six times during the past week but only one of the calls was for a fire.

On August 16 at 2:27 p.m., an alarm was sounded from Box 63 for a grass fire near Elmwood corner of Winnacunnet road. The fire was located near the rear of 264 Winnacunnet road. Engines 2 and 3, Tank 1 and Car 20 responded.

Later in the day, on August 16, firemen assisted in taking a patient to Dr. Gauron's office from I street. The call for resuscitator aid came at 8:30 p.m.

Earlier in the week on August 14, Michele Sheridan, 7, Bunker Hill street, Charlestown, Mass., was treated for a cut finger as firemen rendered first aid assistance at the station at 8:18 p.m.

On August 17 at 4:15 p.m., Barbara St. Louis of Andover street, Lowell, Mass., was treated for a bruised knee in first aid assistance rendered by the department. The aid was given at the station.

On August 18, firemen worked in vain to revive Marcella LaDuke, 49 Maple street, Holyoke, Mass. She was brought from the beach bus stop where she had passed out to the fire station by local police. Fire fighters rendered resuscitator aid but the lady was later pronounced dead. Time was 2:55 p.m.

Earlier at 9:30 a.m. on the same day, Fred Jones, 14, was brought to the station for treatment. He was taken to the Exeter Hospital in Car 20 for treatment to a cut arm.

Coming Events

Aug. 22 — Children's Day, including Sand Castle Contest at 9:30 a.m.; children's parade at 2 p.m.; award of prizes and crowning of Jr. Miss Hampton Beach at 2:30 p.m. and distribution of free ice cream for children under 12 at 3:30 p.m.

Aug. 23 — Jim Mays, Acton, Mass., caller at Seacoast Regional Square Dance at State Park.

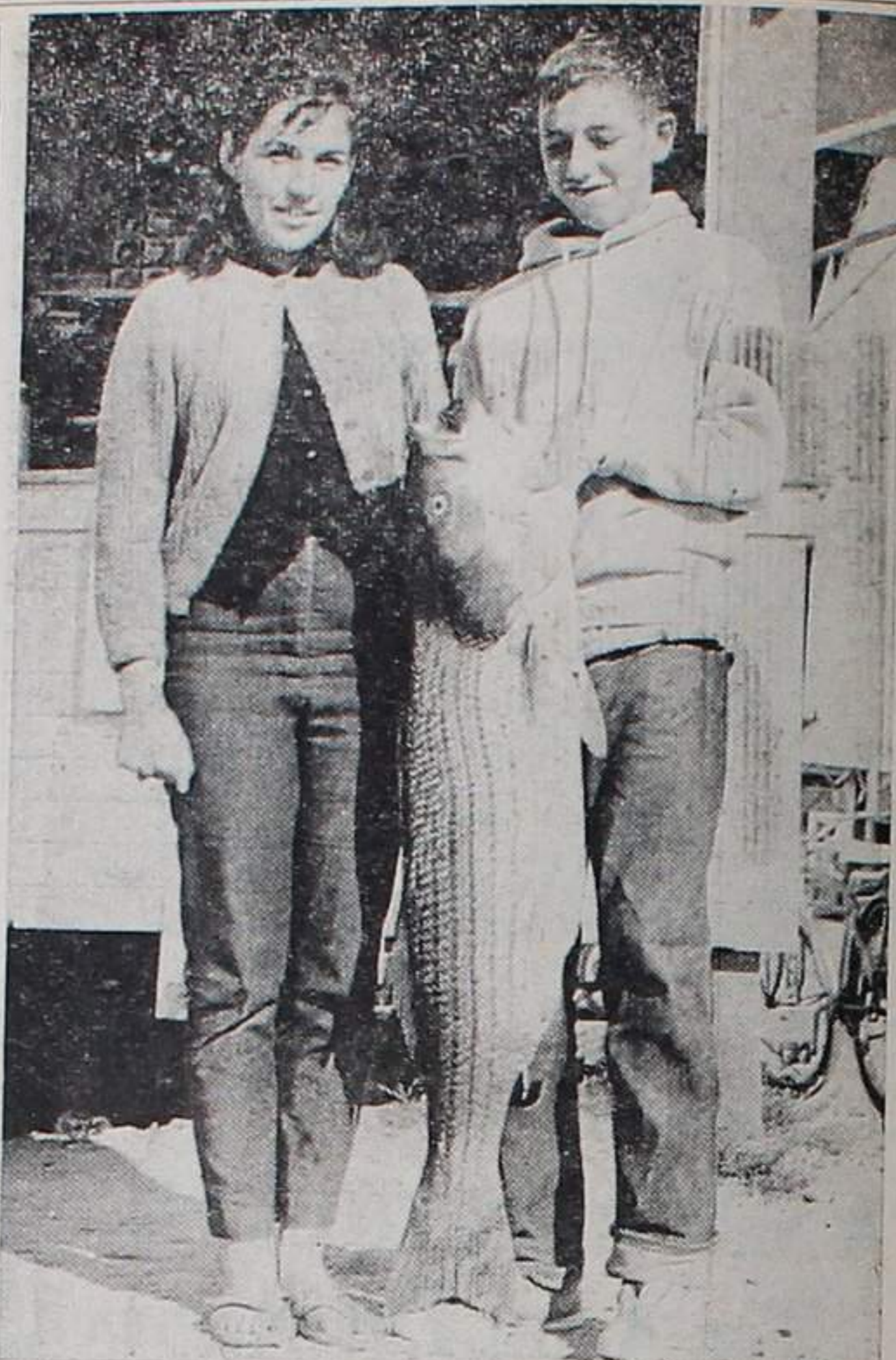
Aug. 23 and 24 — Ralph Marterie, Casino Ballroom

Aug. 24 — Horribles parade at 3 p.m.

Aug. 26-31 — Professional acts at beach.

Sept. 1 — Midnight Dance.

Sales of Italian-type cheese has soared with the popularity of pizza. Consumption is up 40 per cent in the last five years.



RECORD CATCH in the form of a 33 lb. Stripped Bass was made in the early morning hours of August 16 by Mrs. Lester G. Eastman of Seabrook Beach. Mrs. Eastman's catch, made with a spinning reel and 10 lb. test line is believed to be a record. Shown here with Mrs. Eastman is James Titone of Lawrence, Mass., an employee of Eastman Fishing Parties at Seabrook Beach.

Top Anglers Qualify For Old Salts Club

Myra Driscoll, High street, Hampton, recently became one of the latest members of the chamber of commerce Old Salts club at the beach. Fishing from the Amanda-My owned by John Driscoll and based at the Hampton Beach Marina, Myra qualified by catching a 7-lb. haddock. The catch was registered with the Smith and Gilmore officials.

Also qualifying recently was Duncan Taylor, Cooksville, Ont., who made his catch on August 15 from a Smith and Gilmore party boat. Fishing from an Al Gauron craft, operating out of the State Pier and captained by Bill Mahoney. Mrs. Frank Bielski, 101 Burnett road, Granby, Mass., qualified on August 12 with a 7 1/2-lb. haddock.

Philip P. Fountain, 550 8th avenue, Troy, N. Y., while fishing from the Alice G piloted by Capt. Walt Sturgis qualified on August 12 with a 4-lb. haddock.

John Sorenson, 886 4th avenue, Troy, N. Y., also qualified from the Alice G by catching a haddock weighing over the minimum 4 pounds. The catch was made on August 12.

A Marlboro, Mass. man, Elmer Amoro, 184 W. Main street, on August 16 caught a 43-lb. striped bass to qualify. The catch was sanctioned at the Smith and Gilmore pier.

Frank Connelly, 141 Beaumont avenue, Montreal, Canada, also became a member of the Old Salts club on August 16

when he caught a 25-lb. blue hake.

Only one more week remains during the regular summer recreation season for those persons who bring home the big ones to qualify for membership in the club. Details may be obtained either at the Hampton Beach Chamber of Commerce or at the Smith and Gilmore party boat office.

Two Highway Projects Due For Seacoast

CONCORD — Bids for the construction of two highway projects in the Seacoast Region have been requested by New Hampshire's Department of Public Works and Highways.

One is a new interchange for the N. H. Turnpike along the coast with cross-state Route 101. It will be located about a mile south of the Portsmouth traffic rotary.

The Philadelphia Mint was the first Federal building authorized by Congress for public service. The act was signed by George Washington in 1792. Coining operations started the same year with power furnished by two oxen.

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MISS JUDI BERLO, 1963 Fire Queen is shown receiving her trophy from Mr. Perry Tarleton at Sea Shell ceremonies following the Parade of Floats Saturday afternoon.

... anyway
Singing and accompanying themselves, Ruth Whipple, Larry Dempsey and Bill Danoff of Springfield, Mass., placed third in the competition this week.

Also taking part in the senior group was William B. Flynn, Jr., 15, 96 Main street, Milburn, Mass. He sang "Blue Velvet".

The finals of the talent competition will be held next Monday evening at the Sea Shell when the seven winners of each group return to vie for the top honors. The show will begin at 7 p.m.



WINNER of the Miss New England Crown is pretty Miss Frances Houlihan, a 16-year-old beauty from Seabrook, N. H. Miss Houlihan, the youngest girl to ever win the coveted honor, is a student at Winnacunnet High school in Hampton. Prior to winning the Miss New England contest, Miss Houlihan captured second place in the Miss Hampton Beach pageant.

Bay State Trio Talent Show Hit

An instrumental group consisting of Gus Martin, Donald Winslow and Jimmy Connor from Ayer, Mass., walked off with the first place trophy following this week's Monday evening talent show. Calling themselves the "Music Makers", the group played a medley consisting of "Five Foot Two Eyes of Blue" and "When the Saints Come Marching Home". Their instruments were a trumpet, drums and guitar.

Second place honors went to three brothers ranging from 11-14 years of age. The Brien brothers singing as a group are from 80 Pembroke road, North Andover, Mass.

James Woodsom, dancing to "Bye Bye Blackbird", copped the third place trophy with a dancing act. James, 9, is from 26 Lindel street, Haverhill, Mass.

Others competing in the junior division were the Marlene Francis Dancers, a group of 12 year olds from West Boylston, Mass.; Stephen Krause, 9, 18 Bonavista street, Lynn, Mass., an accordionist; John Slattery, 9, 17 Curwin Circle, Lynn, Mass., a singer; and a tap dance and modern jazz duo of Susan Maiden and Candy Hebert of Candia. Also participating in this group was Michael Moore, 11, Salem, N. H. who played the accordion.

First place winners in the

Senior Division went to John and Linda Perry, 34 Grant street, Beverly, Mass. The duo consisted of a vocalist accompanied by a guitar act.

Rickey M. Leonard, 15, of Somerset, Vermont gained the second place trophy as he danced to "Give My Regards

GO! GO! GO!

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TWO MISS NEW ENGLANDS - the new, Miss Frances Houlihan of Seabrook, N. H., receives her crown from the outgoing Miss New England, Louise Ann Richardson of Georgetown, Mass., during ceremonies following the recent Miss New England pageant. Miss Houlihan was the runner-up in the Miss Hampton Beach contest and later returned to the same stage before a completely different panel of judges to gain the top Miss New England honors. Second place honors went to Miss Lynda Rauding of Manchester who placed third in the Miss Hampton Beach contest. The third place winner was Miss Nancy Brackett of Brighton, Mass.

World exports during 1962 were valued at an estimated \$126 billion, according to the Britannica Book of the Year.

Hans Conried In Comedy Hit At Ogunquit

Hans Conried opened at John Lane's Ogunquit Playhouse, Ogunquit, Maine, Monday evening, August 19th, in Phoebe and Henry Ephron's recent long-run comedy, "Take Her, She's Mine".

Mr. Conried will be making his second appearance at Ogunquit, having delighted audiences here three years ago in "Not In The Book". Seen on Broadway in Cole Porter's "Can-Can", Hans Conried last appeared before New York theatergoers in "Tall Story", contributed to the nation's insomnia on the Jack Paar Show, and is currently a panel member on "Stump the Stars".

In "Take Her, She's Mine", Mr. Conried will portray Frank Michaelson, the role originally created by Art Carney for its hit year on Broadway. This speedily hilarious comedy gleefully recounts the phases can girl and her parents during her first year away from home at college. Generally described by the enthusiastic critics as a piece of present-day folklore of American family life, "Take Her, She's Mine" was hailed as "uproariously funny" by Newsweek Magazine, "Delightful-loaded with laughs" by the New York Daily Mirror, and the New York World Telegram raved, "It was as if enjoyment had just been invented".

As Anne Michaelson, the wise and unworried wife and mother, will be Irene Hervey.

- Vacation Information Guide -

EMERGENCY LOCATION
First aid station - Hampton Beach Police station, Waverly 6-3333. The officer on duty will CALL A DOCTOR FOR YOU IN CASE OF EMERGENCY OR DURING THE NIGHT. Lower point of Sea Shell.

Fire Station - Ashworth avenue between "D" and "F" streets, Waverly 6-3315.

Police Station - Office at Fire Station, Waverly 6-3334.

GENERAL LOCATIONS

Municipal Offices - Town: Board of Selectmen, Lawrence C. Hackett, chairman, Noel Salomon and Robert Danelson; Town Manager, Kenneth Bohner; town clerk, Helen Hayden; tax collector, Hazel Coffin; treasurer, Norman N. Merrill. Town office hours: 9-5, Mon. thru Fri., except tax collectors desk closed 11:30-12:30 and town clerk's desk closed 12:30-1:30. Open 9-12 Saturdays. Chief of police, John Roden; fire chief, Perley George. Town offices located 136 Winnacunnet road.

Precinct - Fred Gagne, Ralph T. Harris and John J. Foley. Treasurer and clerk, A. Roland Bragg. Offices located at 64 Ashworth avenue.

Chamber of Commerce - President, Joseph Flynn, Exec. Sec. William Elliot. Office hours are from 9:30 a.m. to 9:30 p.m., seven days a week during the summer months. Office located on Ocean boulevard in northerly section of Sea Shell.

Public Library - Located at Hampton center on Winnacunnet road. Mrs. Margaret Noyes, librarian. Hours: 2:30 - 5 p.m. and 7-9 p.m., Mon., Wed., and Sat.

U. S. Post Office, Beach - Lobby open: 8 a.m. - 5 p.m., Monday - Friday; 8:30 a.m. - 12 Saturday. Window service: 8:30 a.m. - 5 p.m., Monday - Friday; 8:30 a.m. - noon Saturday. No service holidays and Sundays. Hampton - Lobby open 7 a.m. - 7 p.m., Monday - Saturday. Window service: 8:30 a.m. - 5 p.m., Monday - Friday; 8:30 a.m. - noon Saturday. No service holidays and Sundays.

RUBBISH COLLECTION

Summer schedule June 24 thru Sept. 9:
Monday - Dumas corner to North Hampton line, Ashworth avenue to Seabrook Beach.

Tuesday - West of Moulton road to Exeter line, Dumas corner to Ashworth avenue, Hampton business center.

Wednesday - Moulton road to North Shore, Dumas corner to North Hampton line, Ashworth avenue to bridge.

Thursday - Dumas corner to Ashworth avenue and Seabrook Beach, Hampton business center.

Friday - West of Moulton road to Exeter line, Ashworth avenue to bridge.

Saturday - Moulton road to North Shore, Dumas corner to North Hampton line, Hampton business center.

All restaurants - Monday through Saturday.

HAMPTON CENTER BARBER SHOP
4 MASTER BARBERS
HAIRCUT \$1.50
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Seacoast Area Church Services

BEACH
Community Church (Protestant, non-sectarian) D street and Ashworth avenue, Sunday morning, 10:30 a.m. Visiting pastors.

St. Patrick's Church (Roman Catholic) Church street. Sunday masses, 6-7-7:45-8:30-9:15-10-10:45-11:30 a.m. Sept. 22 - Oct. 13, 10:30 a.m. only. Daily masses, 7:30. First Friday 6:30-7:30-8:30 a.m. - 5:00 p.m. Benediction, Sundays, Holy Days and First Fridays, 7:30 p.m. Confession, Saturdays, Eves of Feasts, 1st Fridays at 4 and 7:30 p.m.

TOWN
Advent - High street, Hampton, 9:45 a.m., Sunday school; 11:00 a.m., sermon.
Baptist - Winnacunnet road, Hampton, 11:00 a.m., Church school, 11 a.m.
Exeter road, Hampton Falls, 9:30 a.m., Church school; 10:30 a.m., Worship.

Congregational - Winnacunnet road, Hampton, 9:30 a.m. in June, July and August.
Little River Congregational-Christian - Atlantic avenue, North Hampton, 9:30 a.m.
Episcopal - High street, Hampton. Communion, 8 a.m., third Sunday of the month. Morning prayer and sermon at 9:30 a.m.

St. Andrews by-the-sea, Rye, 8 a.m., communion; 11:00 a.m., Morning Prayer. Communion, 1st Sunday each month.

Methodist - Lafayette road, Hampton, 8:30 and 11:00 a.m., Church school, 11 a.m., July and August. Dial-a-Devotion 926-3222.

Roman Catholic - Lafayette road, Hampton. Masses: 6:30, 7:30, 8:30, 9:30, 10:45, 11:45.

Pease Air Show Open To Public

Area seacoast residents are being invited to attend an air show by the Thunderbirds, the United States Air Force official aerial demonstration team, and a formal division parade and review, Saturday, September 7 at Pease AFB.

The occasion will be the celebration of the base's eighth anniversary with members of the 817th Air Division passing in review to Brig. General Robert B. Miller, newly installed division commander. This segment of the program will get underway at 10 a.m.

The Thunderbirds will follow with their performance at 11 a.m. They will perform at a low altitude within a one-mile radius of the Pease flightline.

Persons attending will be able to observe all of the pre-planned loops, rolls, wifferrills, cork-screw changeovers and clover-leaf turns while listening to an official narration of the maneuvers.

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Guest Pastors Are Named For Beach Church

Officials announced this week that Rev. Floyd Kinsley, former pastor of the Hampton Congregational church, will be at the Hampton Beach Community church on September 1 as guest preacher.

It was reported last week that Rev. Kinsley was scheduled to speak on August 25. Rather,

Rev. William Wiley of Fremont, N. H. will head the Community church services on that date beginning at the usual 10:30 a.m. hour. Rev. Floyd Kinsley will close out the summer services at the beach on September 1. Paper money is a Chinese invention.

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FEATURING:

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- TOP QUALITY FOODS!
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First National Stores

Parade -

(Continued From Page 1)

depicting Cinderella. Second place honors went to the Win-AI apartments float entered by Mr. and Mrs. Alfred Dow. Trophies were presented to these winners also.

Heading the line of march this year were Police Chief John Roden, Capt. Lloyd Ring and police dog Cindy. The color guard, members of the Hampton Legion Post 35, included Commander Fred Rice, Jim Moore, Ray McComb and Richard Rice.

Seven bands took part in the parade including the Shoemakers from Haverhill, Mass.; Granite State Highlanders from Dover; the Sacred Heart band from Lowell, Mass.; Immaculate Conception band from Winchester, Mass.; Hampton Beach concert band; Newburyport Neptunes; and the Old Newbury band.

Close to 75 antique automobiles participated together with more than 50 pieces of old time to modern fire apparatus.

Some of the real old timers in the fire equipment unit included a 1919 LaFrance Hand-tub from Amesbury and Georgetown, Mass.; an 1852 hand-tub from Newmarket; 1878 hand-tub from Newburyport, Mass.; 1865 hand-tub from Newbury, Mass.; 1861 hand-tub from West Newbury, Mass.; and a 1798 bucket type hand-tub from Groveland, Mass. In part, some of the other area towns which entered equipment included departments in Rowley, Mass., Stratham, Hampton Beach, Rye, Seabrook, Merrimac and Salisbury, Mass.; Byfield and West Newbury, Mass.; North Hampton, Brentwood, Plaistow, Newton, Kensington, Exeter, Greenland, Portsmouth and Hampton Falls. Smokey the Bear from the New Hampshire Forestry department also made a big hit.

Miss Judith Berlo in brief ceremonies at the Sea Shell following the parade. Other floats entered included Bridge Realty, North Hampton Junior Women's club, Exeter-Hampton Electric Co., Route 95 Motor Inn, Mary Annette Beauty Salon, Casino Beauty Shop, Staples Hardware, Sea Side Surrey, Henry's Real Estate and Cott Bottling Co. Riding in the featured float presented by the Hampton Beach Chamber of Commerce were Miss Hampton Beach, Miss Beverly Hebert, and Miss New England, Miss Frances Houlihan and their court. The Junior King and Queen's float, also presented by the chamber of commerce, included the junior court and Queen Cindy Chevalier and King John Malek of Hampton. Special cars carried Miss Louise Richardson, Miss Beverly for the Miss America contest and the outgoing Miss New England, and Miss Georgia Taggart, Miss New Hampshire for the Miss America contest, sponsored by the Hampton Jaycees. Assisting with the parade arrangements were Henry Hamel, Mrs. Janice Hunt, Rick Darrah and Miss Holly Elliot of the chamber of commerce and Mrs. Florence Lockner and Sen. Douglass Hunter of the Hotel association. "Bill" Elliot served as master of ceremonies in describing the units in the parade.

One of the featured guests in the parade was "Elmer The Rube Sheriff", impersonated by Edwin "Spencer" Poore of West Newbury, Mass. He has been participating in parades for over 30 years.

Mr. Perry Tarleton of Hampton Beach, in charge of the fire department units, presented the Fire Queen trophy to

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CONTESTANTS in the recent beauty contests at Hampton Beach are (top to bottom) Miss Carole Gould of Seabrook, N. H., Miss Jeslyn Duell of Northampton, Mass., and Miss Sylvia Pello of Fitchburg, Mass.

The Beachcomber

HIGH TIDES

Table with 3 columns: Day, Time, and Tide Height. Includes entries for Thursday, August 29, Friday, August 30, Saturday, August 31, Sunday, Sept. 1, Monday, Sept. 2, Tuesday, Sept. 3, Wednesday, Sept. 4, Thursday, Sept. 5.

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Miss Hampton Beach Crowned At Gala Mardi Gras Ball

Amid an array of beauty and spectacular color, the 1963 summer recreation season reached a climax last week as Miss Jonnye McLeod of Hampton relinquished her crown and title of Miss Hampton Beach to Miss Beverly Hebert, Manchester.

Serving as Queen Beverly's special attendants in a court that numbered nearly 100 girls were Miss Frances Houlihan, Miss New England of 1963-64 and Miss Louise Ann Richardson, Miss New England of 1962-63. Both girls, together with Miss McLeod, shared the spotlight at center stage.

Each girl, attired in an evening gown, was introduced by Master of Ceremonies "Bill" Elliot as she crossed the stage and took her place in the court. Each girl also carried a bouquet of flowers.

Prior to the highlight of the evening, the Junior King and Queen for Miss Hampton Beach were introduced together with their court. Queen Lucinda Chevalier and King John Malek shared the stage with the senior queens. Both youngsters are from Hampton.

Serving in the court for the Junior King and Queen were Susan Saulnier, Joan McClusky, Paula Taylor, Leslye Welch, Dodie Straka, Susan Tobin, Richard Monihan, Chris Wurschmidt and Jeff Morgan.

Following the entrance of Queen Beverly's special attendants, the coveted crown was placed atop the head of Miss Hebert by Miss Jonnye McLeod as she climaxed a spectacular year's reign. Jonnye went on from the Miss Hampton Beach pageant of last year to capture the title of Miss Portsmouth for the Miss America contest. Later she journeyed to Miami Beach as Miss New Hampshire for the Miss Universe contest.

Serving as pages for the two new queens were Michael Toppan and William Fisher for Miss Hampton Beach and Tom Doheny and Michael Lee MacDonald for Miss New England. Making a tremendous hit with the audience at the Casino Ballroom were Babe and Billy Marshall. Babe served as the flower bearer while Billy served as crown bearer.

Following the crowning ceremonies, Miss Hampton Beach and Miss New England led the other members of the court and their escorts in the traditional Grand March.

BALL - Continued on Page 15



SAND CASTLE WINNERS in all three categories - most religious, most original and best miniature - are shown being presented their trophies and prizes following last week's competition. Making the presentation of the awards is the Junior Miss Hampton Beach for 1963, Cindy Chevalier.

