

At Portsmouth's Leading Department Store

A WHALE of a DOLLAR DAY SALE



Here's where your dollar dollar goes WHALE-size in buying power! Not in many, many years have we been able to offer so much for so little.

Thurs.-Fri.-Sat. Aug. 12-13-14

Dollar Days Only

Women's

Man Styled

SHIRTS

Reg. 5.95

\$4.95

— A SPECIAL PURCHASE FOR DOLLAR DAYS —

White Turkish Towels

Face Cloth 15c

Guest Towel 59c

Bath Towel 1.00

Dollar Days Only

Dixee-Bell

Chenille

RUGS

Were	NOW
1.75	1.25
2.75	2.25

Dollar Days Only

JUST IN ...

CHILDREN'S SNOW SUITS

10% OFF

For Dollar Days Only!

Dollar Day Special

SHORTS

10% OFF

All Sizes and Colors

Dollar Day Special

LAMPS

20% OFF

Large Assortment

BATHING SUITS

REDUCED FOR DOLLAR DAYS

WOMEN'S & MISSES

WERE	NOW
12.95	9.95
15.95	10.95
19.95	14.95

Tots and Teens

SIZES	WERE	NOW
3-6x	6.95	5.00
7-14	4.95	3.95
Teens	7.95	6.00

Dollar Days Only

DRESSES

Here's a Dollar Day value that will be hard to beat ...

Regular	NOW
8.95	5.95
10.95	6.95
12.95	8.95

GEORGE B. FRENCH CO.
37 MARKET ST. PORTSMOUTH



VOL. XXVII., NO. 8

Incorporating The Hampton Beach Advocate

WEDNESDAY, AUGUST 18, 1954

FREE DISTRIBUTION



Children's Day To Be Held Saturday



It's
New Hampshire
FRESH
From Hampton's
Only Dairy...

Ask for it
by name at
your grocers

Available by retail
delivery, also.

FREEMAN'S DAIRY

FRANK B. FREEMAN
HAMPTON

Your Year 'Round Beach Delivery Service

**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

Coffee Bar

OUTBOARDS FOR RENT

Smith & Gilmore Pier

Hampton Beach

Telephone 500

THIS SPACE IS TOO small

to tell you all about the beautiful

BIG

NEW KRAY'S STORE FOR MEN AND BOY'S NOW AT
47-49 STATE ST., NEWBURYPORT

Come see it! There's nothing like it in this section of New England! You'll save plenty, too!

Men's Trousers 14.98 Value All Wool Gabardine \$9.99	ARROW Dress Shirts 4.50 - 5.00 Colored \$2.99	DOUBLEKNEE Corduroys Brown - Green - Blue Sizes 4 - 12 \$3.99	LONG SLEEVE Sport Shirts Sizes 4 - 18 Values to 5.98 \$1.99
----------------------------------------------------------------------	---------------------------------------------------------------	----------------------------------------------------------------------------------	--------------------------------------------------------------------------------

THE NEW **KRAY'S** STORE FOR MEN & BOY'S
47 - 49 State St.
NEWBURYPORT

Gala Program Planned For Annual Children's Day

**Bay State Girl
Wins Title Of
"Miss Glamour"**

Arrayed in colorful, summery cocktail dresses and evening gowns were the numerous contestants in last Thursday's weekly beauty contest who vied for the title Miss Glamour Girl.

Applause was almost constant as the girls paraded across the bandstand to the musical accompaniment of Chuck Hill's band. Attractive Catherine Reegan, 17, of Medford, Mass., sponsored by Kelly's Grill, was the spectators' favorite and they displayed their enthusiasm by applauding her into first place victory.

Much more difficult was their task to select between the two girls tied for second place, Helen Heino, 18, of East Weare, N. H., and entered by Henry's Motel, and Priscilla McNally, 20, of Bradford, Mass., who was sponsored by the Ashworth hotel. Since the time lengths of applause were so nearly equal, Bill Elliot declared them co-winners for second place position in that week's contest and third place was eliminated.

As a result of their victory, the girls will ride in the motorcade procession succeeding the inauguration ceremonies of Miss Hampton Beach as queen on September 8.

Floats, free icecream, bands and entertainment are all major features of Children's Day which is being held Saturday, August 21, under sponsorship by the Chamber of Commerce and the Hampton Precinct.

Beginning at 1:15 p.m. the first event of the afternoon, the float **CHILDREN**
(Continued on Page 11)

Sunfish Saga

Another unusual fish of the season, a 500 lb. sunfish, was Harpooned by Captain Smith of the boat, "Gannett", but because "of its awkward size and inedible nature, it was freed and cast adrift.

But it was not the final appearance of this particular fish. His carcass later washed ashore in front of the State Park.

Lifeguard stationed at that beach then loaded the inert mass onto a truck and attempted to present it to the Chamber of Commerce, explaining to the secretary, Barbara McNeill, that they had caught it with a safety pin.

Because of Barbara's reluctance to accept the gift, it was reclaimed by the lifeguards and deposited at the dump, its final resting place.

**First Water Ski Show At
Beach Thrills Thousands**

**Junior Variety
Show Staged At
No. Shore Club**

Several young people had leading parts in the third annual Junior Varieties show presented Sunday night, August 15, in the club house at the North Shore colony, Hampton Beach.

Eleven year - old Jean - Marie Quinlan, daughter of Mr. and Mrs. Aubrey T. Quinlan, North Shore road, presented the following performers:

Nancy and Betsy Dorr of Arlington, songs and poems; Susan Gunzelman of Arlington, songs; Judith Davison of Manchester, recitations; Cheryl and Diane Quinlan, acrobatics and songs.

Backstage assistants included Meredith Chase, New York City, Nancy Quinlan, West Hartford, Conn., Nancy Davison, Manchester, N. H.

The entire performance was conceived and produced by the junior summer residents of the North Shore area of Hampton. A reception and refreshments followed the show.

Despite being badly handicapped by strong sea winds and choppy waves, the Hampton Sea Gulls attempted to conduct their first of three weekly water shows, Sunday before a maximum crowd only to be forced to stop because of the poor weather conditions.

Earlier in the season club president Larry Scott, had stated that anything but the smoothest water produced severe strain on the skier's legs and could even cause permanent injury. However,
SHOW
(Continued on Page Six)

**Children Will
Aid Jimmy Fund
With Collection**

Not only will the youngsters of Hampton Beach enjoy a full day of fun on Saturday but many children suffering from cancer will be helped as the result of a special collection for the Jimmy Fund so that it may truly be termed Children's Day at the beach.

FUND
(Continued on Page Seven)

"That Fascinating Store"



Your New
FALL HAT
Is Here!

Velvets — Velours — Felts

See Our Complete Apparel Line
for "Back-To-College"

The Band Box

32 Pleasant Street

Newburyport

Lamie's Tavern

HAMPTON CENTER

FAMOUS FOR FINE OLD
NEW ENGLAND COOKING

Breakfast A La Carte
Luncheon Specials \$1.25 up
Dinners \$1.50 up

Your vacation won't be complete until you have dined at this famous Hampton Restaurant.

Tel. Hampton 616 For Reservations

AIR-CONDITIONED FOR YOUR COMFORT

OPEN 7 A. M. to 11:45 P. M. DAILY

HAVE YOU HEARD?

That Johnny B. is looking for someone to introduce him to the winner of the Miss Glamor Girl contest?

When Starting Your Fall Repairs ... Remember

Your Year-round Hampton Center Hardware Store

For

Paints
Tools
Glass
Weather Stripping
Electrical Supplies

Hampton

Hardware

Corner of High Street and Lafayette Road

Three Entries In Photo Contest Win Awards

Judged as the best photo for the week of August 13 in the photography contests currently being conducted by the Chamber of Commerce was that submitted by Elbert McConnell of Merrimac, Mass., and sponsored by Nelson's Candy Shop, displaying a common beach sight, a beautiful girl enjoying the Hampton surf and entitled "Carefree."

A youngster getting his pitching arm in position, "Baseball by a Two Year Old," won second prize for Dorothy Broadhurst of Northhampton, Mass., and was sponsored by the Grand Manor.

June Jones, a native of Hampton and a previous second place winner, this week came in third with her entry sponsored by the Blue Jay Motel of two children peering into a trick candid camera in the penny arcade which supposedly makes you see yourself as others see you. The photo is quite aptly titled "Is That Me."

All three pictures are now on display at the Chamber of Commerce office and applications are being accepted for next week's contest.

HAVE YOU HEARD?

About the big party which was given at the North Shore last weekend celebrating S. K.'s birthday?

HAVE YOU HEARD?

That Eddie's favorite television programs are soap box operas?

That a certain waitress likes to take strolls along the board walk in order to see J. C.?

That plans are in the making for a big reunion between A. C. and W. L. who haven't seen each other for two weeks?

When Connie is going to teach Tom the mambo?

If a certain couple will start speaking again now that B. C. apologized for his practical joke?

Why Don suddenly departed from the water Friday?

That certain boys serenade five waitresses on B street every other night?

That bus drivers are really be-

coming popular with the girls this season?

THE BEACHCOMBER
Incorporating the Hampton Beach Advocate
A Vacation Digest of all the news information for the summer visitors
Published Wednesdays, June 24 to August 26
By The HAMPTON PUBLISHING COMPANY
Hampton New Hampshire
For Advertising Rates in this Paper Telephone Hampton 555
Communications and Items from readers are welcome at all times.

Five Barbers "C" STREET

OPEN DAILY 8 am - 7 pm
We speak French
Arthur Goudreau

THIS WEEK'S STAR GUEST AT THE HOTEL ALLEN Snooky Lanson
Appearing at The Bowery



Mrs. Snooky Lanson and children Beth and Ernie. OTHER GUESTS ARE: Mr. and Mrs. L. W. Gallager and daughters Janus and Jennie, Mrs. Appleby, Mr. and Mrs. Crees and Jane, Mr. Alfred Cook, Mr. and Mrs. Donnelly, Mr. and Mrs. George Davids, Mr. and Mrs. William Lee, Mr. and Mrs. Burns, Mr. and Mrs. Pritchard, Mrs. Seenev and daughter, Mr. and Mrs. F. Moriarty, Mr. and Mrs. Sangenb, Miss Carole Maxfield, Mr. and Mrs. Dilworth, Mrs. Pierson, Miss Pierson, Mr. and Mrs. Hunter, Miss Pauline Boire, Miss Lorraine Lecasbeau, Mrs. Elizabeth Winterbourne, Miss Dot Sullivan, Mrs. Stevens and Miss Stevens, Miss Marilou Petroff, Miss Joan Winters, Mr. and Mrs. McIntosh.
THE HOTEL ALLEN PUBLIC DINING ROOM OPEN
8 A.M. - 11 A.M. OCEAN BOULEVARD 5 P.M. - 8 P.M.

-BINGO- 3 GOOD GAMES

Jackpots

Special Games — Door Prizes

TUESDAYS — 7:45 — 30 GAMES

SEABROOK FIRE STATION

Sponsored by American Legion Post 70

THURSDAYS — 8:00 — 20 GAMES

OUAM HALL, SEABROOK

Sponsored by Gov. Weare Association

SATURDAYS — 8:00 — 30 GAMES

SEABROOK FIRE STATION

Sponsored by Seabrook Firemen's Ass'n.

BIG PAY OFFS!

First to Pray's

then off to School or Career



We've handsome fashions for every taste and budget — big selections of smart new styles and classic favorites at prices you want to pay. Come in now — for a thrifty top-to-toe wardrobe from PRAY'S. Serving you is our pleasure.

ALL WOOL CARDIGAN by Spinnern — Long sleeve — fitted waistband. Many shades to choose from. Sizes 34 to 40. **5.95**

Matching pullover with short sleeves. Sizes 34 to 40. All wool. **3.95**

SKIRTS — a must in every wardrobe — slim skirts — full skirts — in all wool or wool mixtures — in solids, tweeds, and plaids. **5.95 to 8.95**

SHIRTS — Little boy shirts with french cuffs — stripes — checks — solid colors — all in muted FALL tones. **2.98 to 5.95**



Ever important Man-tailored sports dress with slim skirt and back pleat — Of new wonder fabrics in solids or checks. Sizes 12 to 20. **8.95**

Man-tailored Bermuda shorts in all wool Black Watch Plaid. Zipper closing — self belt. **5.95**
Also to be had in charcoal flannel.

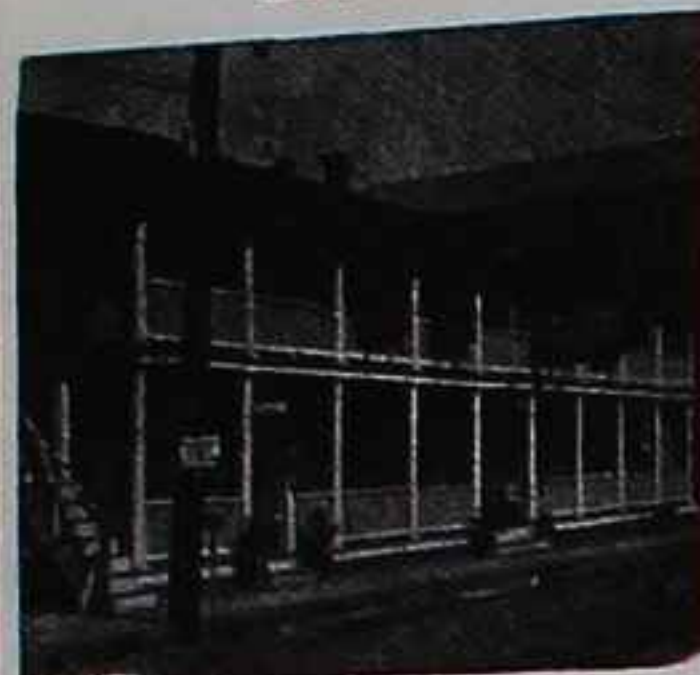
H. W. PRAY CO.

71 State Street

Newburyport

HAVE YOU HEARD
If Tom and C. K. will ever be
on time for their dates?

**The Chesterfield
Hotel**



Mrs. Bertha Kelley, Prop.
C STREET - TEL. 2504

Rooms from \$2.00 up
Adjacent to Beach,
Restaurants and Amusements

The
BEACH SHOPPE

"SHELLS FROM ALL OVER THE WORLD"

Hotel Delancy Building

OCEAN BOULEVARD, AT HIGHLAND AVENUE

Next Door to Our

CORNER GROCERY STORE

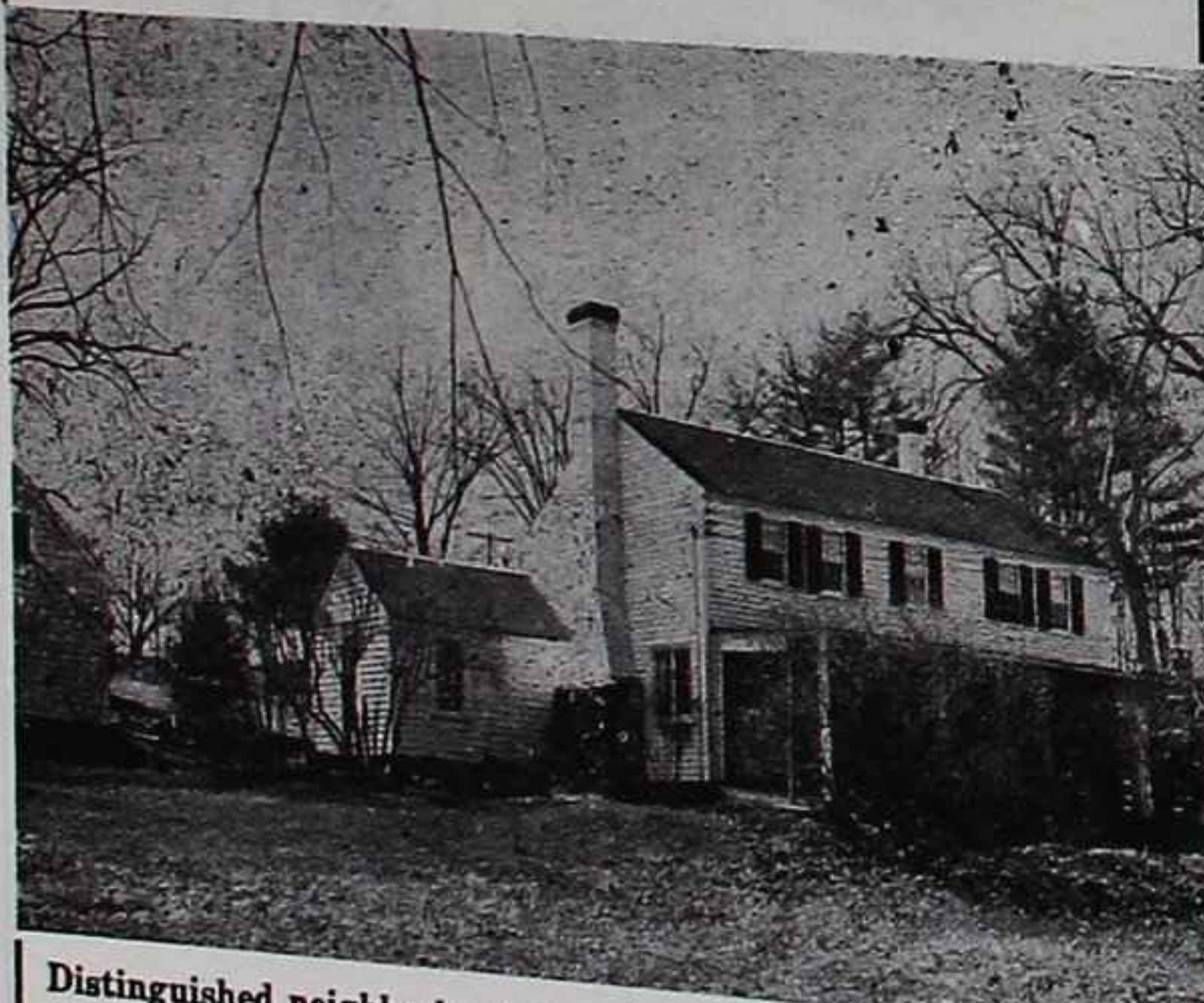
Fountain Service

Breakfast and Luncheon Specials

L. T. PEASE, Prop.

MRS. PEASE, Boss

Make this lovely estate only five miles
from the ocean your new Seacoast Region
residence.



Distinguished neighborhood. Large frontage on fresh water lake.
One hour from Boston. Year round home with beautiful surroundings.

SHOWN BY APPOINTMENT ONLY THRU

Hollis Associates, Realtors
696 LAFAYETTE ROAD HAMPTON
Telephone 802 or 2582
2 Blocks North of Lamie's Tavern

**Pollock Catch
Contest Winner**

A 26 lb. pollock won a \$100 savings bond, first place prize, for Richard Dildane of Ocean blvd. in the second weekly fishing contest of the August Festival.

In second place with his catch was Fred Link of Newport, Michigan with a 22 lb. catfish which netted him two additional free fishing trips.

Harry Carter of Marsh avenue celebrated his twelfth birthday by landing a 20 lb. pollock to take third prize, a glass rod and salt water wishing reel.

CARD OF THANKS

Kind friends and neighbors. Please accept my grateful appreciation and sincere thanks for the many cards, letters and flowers sent to brighten my stay in the hospital.

KENNETH ROSS

Show —

(Continued from Page Three)

the scheduled program was partially completed by the group in a risk to give the crowd a glimpse of the sport.

Besides a Coast Guard auxiliary boat which was stationed in a position to lend assistance, several craft, which had anchored off shore to view the exhibition by special invitation of the Chamber of Commerce, formed together a shield to partially prevent the wind from further roughing the water area where the skiers performed. But even with this added protection, the participants had difficulty in maintaining their balance and several took spills in the icy water.

Among those participating were: five girls in costumes of white swim suits and red over-skirts; Beverly Brindamour and Larry Scott who executed slaloms; Phil Toppan and his daughter, Wanda, who did straight run skiing; jumping by Elbert Langley, Bob Powers, Phil Toppan, and Paul Marston.

Spectators were also treated to an exhibition of skill in speed boat driving by Tom Waldron, who completed complicated turns and maneuvers between various events.

Plans for next Sunday's show are underway and it is hoped that

the weather will permit a more extensive display of the club's progress since its origination last June.

Hotel Standish
Boardwalk at "A" St.
MOST MODERN
REASONABLE RATES

HAZEL'S
At Cozy Corner
Featuring
Corn on the Cob

Daily Film
Developing & Printing
Service
GARLAND'S

VISIT ...
Ashmont
Tropiquarium
America's Most Beautiful
Tropical Aquarium

MERRIMAC, MASS.
BEAR HILL ROAD
Tel. 3251

1st Right Beyond Trailer Park on
Route 110

"The House of Good Lobster"
and Lobster Meat

THE
**Lobster
Pound**



AT
HAMPTON HARBOR

Our Lobsters are the Best and Lobster Meat
Quality Unsurpassed

Here at the Lobster Pound is where you can have the lobsters
taken out of the water and boiled in seawater — while you watch.

— Visitors Welcome At —

Smith & Gilmore Fishing Pier
Hampton Beach, N. H. (at the Bridge)

TELEPHONE HAMPTON 424

Fund —

(Continued from Page Three)

A blanket will be carried by children with Jimmy Fund identification and as the parade winds its way along the beach front, donations may be thrown onto it.

With the proceeds of the collection Bill Elliot will make a special appearance on Bob Emery's television show for children, Big Brother, on Saturday, August 28, when he will present the amount to Mr. Coster, chairman of the Jimmy Fund organization on behalf of the children of Hampton Beach.

HAVE YOU HEARD?

Why Joanie always orders Sam
to quit talking?

GROCERIES
At Prices That
Can't Be Beat
EVELYN & PAUL
King's Highway at 3rd St.

ICE CUBES
AT
GARLAND'S

**Rubbish Routes,
Collection Days
Set By Officials**

Town Manager John True this week called attention of all local property owners to the regulations adopted by the Board of Selectmen regarding waste collection in the town and beach areas.

Due to the number of new property owners, there has been a considerable number of inquiries and confusion over the days of collection and the established routes, according to Mr. True.

The regulations of the town regarding waste collection provide that each proprietor or home owner furnish suitable containers for refuse and that the containers be set at the street curb on the proper days of collection.

The schedule of rubbish collection routes is as follows:

Monday, Thursday, Saturday — Ocean Boulevard from Winnacunnet road to F street, and side streets.

Tuesday — Ocean boulevard from F street to the Bridge, and side streets, Surfside, Uptown area including Exeter road, Lafayette road, Dearborn avenue and Ann's Lane, Mill road, High street to Moulton road.

Wednesday — Winnacunnet North Shore.

Friday — Center, including Towle road, Drakeside road, Tide Mill road, Landing road, Moulton road Kelpport area, Leavitt road, Woodland road, High street from Moulton road to and including

The schedule for garbage collection is as follows:
Monday, Wednesday, Friday — Boar's Head, and area South from Ashworth hotel to Bridge.

Tuesday, Thursday, Saturday — area North from Ashworth hotel.

**Marsh Avenue
LAUNDERETTE**

Roland and Doris Bragg, Proprietors

PLENTY OF FREE PARKING

Foot of N Street — Tel. 585

156 Marsh Ave. Hampton Beach

**Margaret M. Junkins
CANDY SHOP**

Remember the folks back home with a box of
Junkins famous candy

OCEAN BOULEVARD

Established 1920 — Candies Mailed

Next to Howard Johnson's
On the Boulevard

Fashion Find For
Fall!

corduroy
blazers

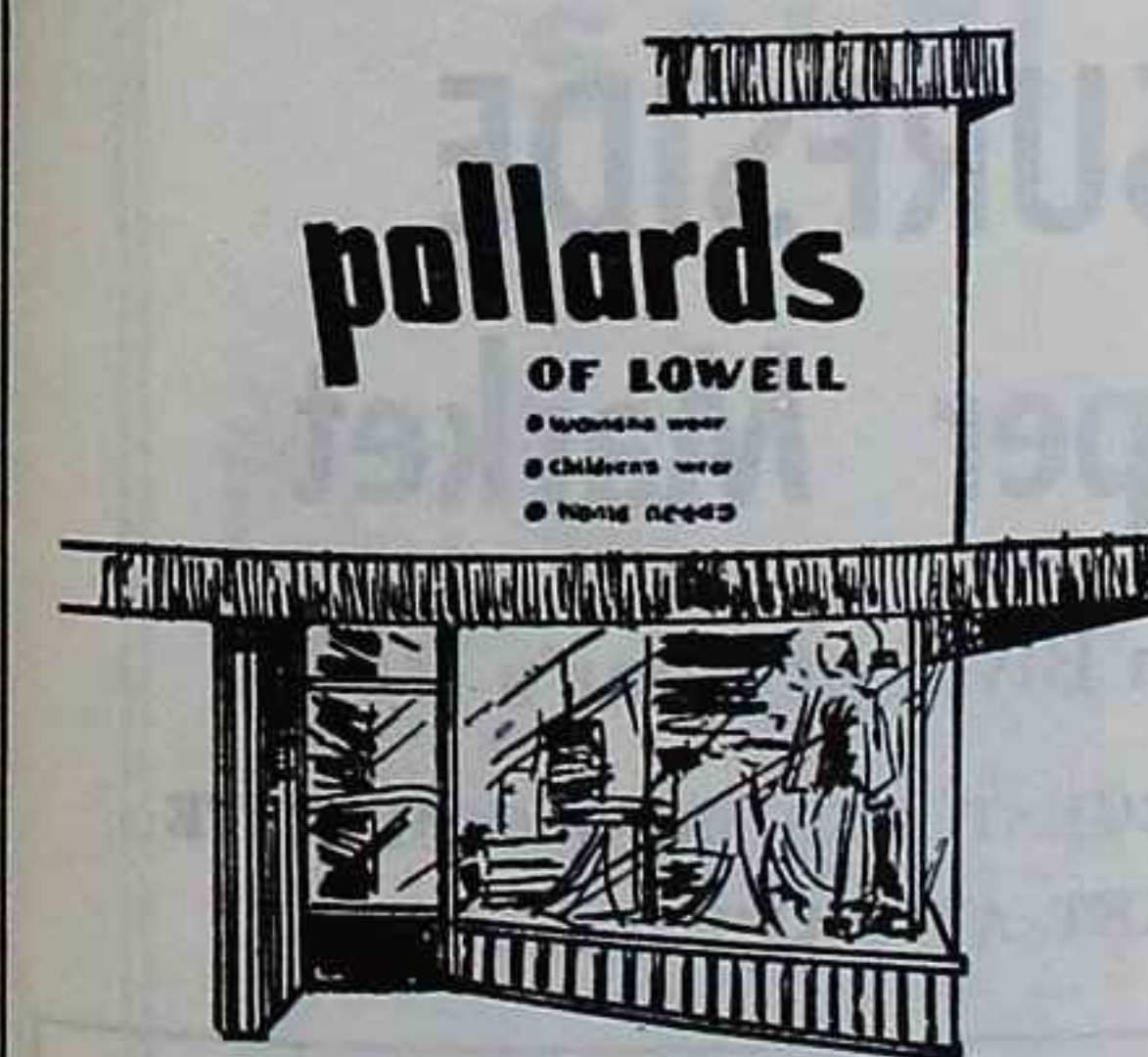
7.99

These come in black, red,
green, camel. Sizes 10 - 18.

wool flannel
blazers

10.99

100% wool flannel in white,
red, royal, green and charcoal. Sizes 10 - 18.



Our Big



Bathing Suits
Drastically
Reduced!

Regular	NOW
7.98 - 10.98	6.99
12.98 - 15.98	9.99
16.98 - 25.00	12.99

EILEEN'S
Marsh Ave. at "C" St.
COFFEE SHOP
LAUNDRO-MAT
Agents for 20th Cent. Cleaners

Emily's Beauty Salon
Latest Hair Cutting
and Styling
GRAND VIEW HOTEL
Tel. 415 Ocean Blvd.

PLAYLAND



DEEP SEA FISHING
Trips Twice Daily
8 a.m. - 1:30 p.m.
Tuna Trips
Charter Parties

AL GAURON
State Pier Telephone 2469

CAMERACRAFT
88 Fleet St. Portsmouth

LOOKING FOR A GOOD CAMERA TO TAKE HOME FROM YOUR VACATION TRIP? CAMERACRAFT SUGGESTS ---

Special ... Reg. \$14.95 Duaflex II with KODET LENS 11.95	Special ... Reg. \$22.50 Duaflex II with F-8 LENS 17.95
---------------------------------------------------------------------------------	-------------------------------------------------------------------------------

— SPECIAL —

T. D. C. Headliner (200 W. with Blower) 30 x 40 Screen Reg. \$3.75	\$33.00 1.00
both for 34.00	

I USED ROLLINCHORD \$120.00
The Seacoast's Most Complete Photographic Store

Boat Owners Informed Of New Harbor Rules

New Hampshire Commissioner of Public Works and Highways, Frank Merrill, has issued the following advice to all boat owners in Hampton Harbor, which should be followed as the beach reconstruction program gets underway.

Advice to Boat Owners in Hampton Harbor:

1. In the interests of safe pas-

sage under the Hampton River Bridge, boat owners are hereby notified that fishing will be prohibited from the lift span and the span immediately north of the lift span. Fishing will be permitted from all other spans. If boat owners will confine their use of the rivers under the bridge to the spans from which fishing is prohibited there should be no difficulty to either boat owners or fishermen.

2. The Department is conducting extensive survey and diving operations in Hampton Harbor and River preparatory to dredging the harbor. The survey boat must follow predetermined courses in order to achieve desired results. In the interests of safety it will be greatly appreciated if all boatmen will stand well clear of the survey boat when flying a red flag so that divers under water may not be endangered or essential data made impossible to secure because of a necessity for the survey boat to alter its course.

3. It is our intent to make the best possible use of available funds in an improvement of water conditions in the harbor and river. We do not have any funds available specifically for the purpose but will remove sand from the harbor and river by dredging to provide required material for approved projects. This condition makes it essential that our work

in the harbor and river be planned with maximum attention to economies. If all boat owners will cooperate as requested, substantial improvement in both navigation and mooring conditions can be achieved.

Frank D. Merrill
Commissioner

Dr. L. B. Winkler
DENTIST
570 Lafayette Road
1-5 Mile above Lamie's
Hampton Center Tel. 2483

Dr. L. M. Salden
Optometrist
Complete Visual Service
Telephone 395
HAMPTON CENTER

STUDLEY'S
Gift & Flower Shop
9 Centre St. Exeter
Just off Water Street
"A NICE PLACE TO BROWSE IN ON A RAINY AFTERNOON."
Unusual Gifts — Flowers
A FEW FINE ANTIQUES
Miss Alice Stuart Hickey, Prop.

SURFSIDE Super Market

Ocean Blvd. at Boar's Head
THE LARGEST AND MOST COMPLETE MARKET AT HAMPTON BEACH

HAVE YOU TRIED THE ORIGINAL "Old Hickory Way"

WHOLE **BAR B - Q - CHICKEN**
FOR A DELICIOUS TREAT —
Take home a freshly bar-b-queued chicken today!

A full line of quality meats and groceries at popular prices

Plenty of Parking for Shoppers

MARSH AVENUE BARBER SHOP
Marsh Ave., Opposite P Street
"The Family Barber Shop"
Open Every Day 8-8 Sun. 9-1
Charles DeNichols Tel. 2214

KENMORE RESTAURANT
Home Cooked Food
Breakfast-Lunch-Dinner
5 F St. Near Casino

POLAROID FILMS
at **GARLAND'S**

Enjoy your vacation by staying healthy with chiropractic
DR. W. J. LABARRE
Chiropractor
443 Lafayette Road
Hampton, N H.
Telephone 2754
OFFICE HOURS
2-4 P.M. AND 7-9 P.M.
MON. TUES. WED. & FRI.
AND BY APPOINTMENT

Bay Staters Cop Top Awards In Talent Parade

With one exception all the winning contestants in Monday night's Talent Parade were singers.

In top position of the junior group was Dickie Cummings, 7, of North Billerica, Mass., who sang "Oh, My Wonderful One" in two languages.

Paul Warden, 12, of Haverhill, Mass., was second with his rendition of "Oh, Promise Me!"

An acrobatic act by Linda Davis, 14, of Pepperell, Mass., varied the song routine to place third in the winning lineup.

In the adult division a duet, "Up the Lazy River" by John Cook, 18, of Lowell, Mass., and Bob McKinley, 18, of Cambridge, Mass., easily won them first place. Placing second was Linda Hoitt, 15, of Exeter, who sang "The Lord's Prayer."

On August 30 the final talent show of the season will be held under the direction of Bill Elliot with all first prize winners invited to return and compete.

HAVE YOU HEARD?

About the pet parakeet that Jack P. hates to be separated from, even when his special girl, Sandy, is around?

HAVE YOU HEARD?

When Jean M. and Bob D. are going to meet next fall?

Why Joan and Kay don't frequent that special place on the beach any more?

That Eddie's thumb gets him in a lot of trouble?

That Betty W. actually conversed with Julius LaRosa when he was at the beach?

What Pete said to make Joyce laugh in the movies the other night?

When Barb and Joe will get tired of talking about tennis?

That Ray and Richie have become good friends this summer?

That Jim C. and Dolly C. are at the moment going strong?

That C. K. who works on B street is now engaged?

When Pat, Sue, and Peg will decide to give three certain boys a break?

That L. M. is usually seen with a blonde?

Nelson's Candy

Hampton Beach
Salt Water Taffy
65c lb.

Fruit and Nut
Caramel Kisses
80c lb.

Homemade Fudge
and the best
Caramel Corn
you ever tasted
At

Nelson's

On the boulevard
NOT TWICE AS MUCH
BUT TWICE AS GOOD!

KENNEDY'S RESTAURANT

BREAKFASTS 9-11 DINNERS 11:30-3:00 SUPPERS 5-9

Car Service 4 p.m. - 12 p.m.

North Shore Opposite the Coast Guard Station
The only car hop on the beach

SALE!

SALE!
DUDLEY'S

25%
off every
Bathing Suit
and Dress

Sale on Beach Umbrellas
and Chairs

DUDLEY'S
Ocean Boulevard at C Street



Sizes 7 - 20
14 1/2 - 24 1/2



This Jantzen Suit as Pictured Was \$14.95 NOW \$11.31

MCCARTHY'S BEACH STORE
 Hampton Beach
 Winnicunnet Road
 Luncheonette — Toys — Beach Supplies
 Periodicals — Film Service — Sundries — Candy

REV. MR. STORER TO
 PREACH AT UNION CHAPEL
 The service next Sunday, August 22, at Union Chapel, Little oBar's Head, will be conducted by Rev. Robert A. Storer, of Winchester, Mass. The service begins at 11 a.m., and is non-sectarian.

HAVE YOU HEARD?
 That the boardwalk is inhabited by certain friends of Sue's every night now?
 About the clambake without the clams which Ted and Joan went to?

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

Thursday - Saturday August 19 - 21

*THEY MET!
 THEY LOVED!
 THEY ADVENTURED!*
VALLEY OF THE KINGS
 M-G-M filmed it in COLOR in Egypt!
 STARRING ROBERT TAYLOR · ELEANOR PARKER · CARLOS THOMPSON

Sunday - Monday August 22-23

...and then she whispered, "KILL HIM!"
 A Tough Guy... A Tempting Blonde... And Cold-Blooded Murder!
Pushover
 A STORY OF TEMPTATION...
 starring FRED MACMURRAY · PHIL CAREY And introducing KIM NOVAK

Tuesday - Thursday August 24-26

..and after the kiss... a bullet is waiting
 starring JEAN SIMMONS · RORY CALHOUN · STEPHEN McNALLY · BRIAN AHERNE
 Color by TECHNICOLOR A COLUMBIA PICTURE
 COMING! "GONE WITH THE WIND"

Wednesday - Saturday August 18-21

Respectability?
 I like to think I always had that!
 Shirley Booth tops her Academy Award triumph in "Come Back, Little Sheba"
SHIRLEY BOOTH · ROBERT RYAN
 IN HAL WALLIS' PRODUCTION
"ABOUT MRS. LESLIE"

Sunday - Tuesday August 22-24

CREATURE FROM THE BLACK LAGOON
 starring RICHARD CARLSON · JULIA ADAMS
 with RICHARD DENNING · ANTONIO MORENO · A UNIVERSAL-INTERNATIONAL PICTURE
 Starts Wednesday August 25

THE CAINE MUTINY

Children —
 (Continued from Page Three)

parade, will line up at the Coast Guard station and proceed along Ocean boulevard the entire length of the beach to the toll bridge, to be joined by foot traffic consisting of decorated doll carriages, tricycles and bicycles at the Ashworth and Nudd avenue intersection. As they pass the bandstand, Ben Butler, chairman of the Aug-

ust Festival and also chairman of Children's Day, will announce over the loud speaking system each float and the business merchant who is sponsoring it.

Directly after the procession of floats, free icecream will be distributed on Ocean boulevard between C and D streets. Although an enormous quantity has been ordered, it is still possible that the demand may exceed the supply. Because of that, the icecream will be dispensed on a first come-first serve basis.

Four different bands will accompany the floats on their ocean front tour. From Barrington, R. I. will return for their second year of participation Warren's Indian Band, which is a nationally famous children's band. Besides playing their instruments, they will later provide vacationists with a special entertainment program on the bandstand immediately succeeding the float parade. The St. Joseph's Drum and Bugle Corps of Amesbury and Sacred Heart Fife and Drum Corps of Lynn, both children's bands, will also march in addition to Chuck Hill's band.

Grotesque heads, which have previously amused spectators in past seasons, will be donned by volunteers for appearance in the parade. Boys between the ages of 9 and 15 may register for the heads at the Chamber of Commerce office before Friday evening. Applicants will only be accepted as long as the supply lasts.

Special prizes for the best decorated doll carriage and tricycle will be awarded from the bandstand after the parade but all contestants must submit their entries at the Chamber of Commerce office before the event to be eligible for the prize.

Something new in the history of Children's Day will be the king and queen, who will preside over the day's festivities. Selected as queen was Norma Mae La Riviere with James Ash Sullivan as king. Assisting the regal pair will be crown bearers, Holly El-

liot and Melissa Mott and staff bearer, Donner Lee Partin.

The committee for Children's Day consists of the following members: chairman, Ben Butler; marshal of the parade, Ray Goding; and assistants, Seth Junkins and Fred Gagne.

Organizing and directing the affair is production manager, Henry Hamel, assisted by John Dineen; John Dignon; Pat Fuller; Jack Dunfey; Henry Dupris; Doc Fallon; and George Downer.

FOR SALE
12-ft Rowboat - \$65
 New last year, excellent condition. Carl C. Bragg, 24 Mill road, Hampton.

WRESTLING
YORK BEACH CASINO

Monday Nite, August 23rd

Gorgeous GEORGE GRANT
 vs.
 Stan "Killer" Kowalski
 TAG TEAM MATCH
 Frank James & Zebra Kid vs. Great Zuma & Ralph Meeker
 Paul Patee vs. Ronnie Hill
 1st Bout at 8:30 P. M.
 Res. Ringside \$1.65 Gen. Adm. \$1.10
 Children 50c - Tel. 717-W Mons.
Dancing Saturdays

Ron & Gig Are Back
 Honoring All Passes
 NORTH HAMPTON, N. H.
NORTH HAMPTON DRIVE-IN THEATRE
 PORTSMOUTH-HAMPTON ROAD

Open Nightly-Dusk to Midnite

Fri. - Sat. Aug. 20-21

Tony Curtis
BEACHHEAD!
 plus
 "Stand At Apache River"
 S. McNally - Julia Adams

Sun. - Mon. Aug. 22-23

Humphrey Bogart
"BEAT THE DEVIL"
 plus
 "East of Sumatra"
 Jeff Chandler

Tues. - Thurs. Aug. 24-26

Gregory Peck
DUEL in the SUN
 plus
 "The Sun Shines Bright"

Free! Children Free!
 Adm. 50c Adm.

SALISBURY DRIVE-IN ROUTE 1-A BEACH RD.
 Tel. Newburyport 2410-W

Wednesday thru Saturday August 18-19-20-21

VAN JOHNSON — JOANNE DRU
 "SIEGE AT RED RIVER"
 2nd Hit — BEVERLY MICHAELS — RICHARD EGAN
 "WICKED WOMAN"

August 22-23-24

Sunday, Monday, Tuesday
 DANNY KAYE — MAI ZETTERLING
 "KNOCK ON WOOD"
 2nd Hit — ROBERT RYAN — JAN STERLING
 "ALASKA SEAS"

August 25-26-27-28

Coming Wednesday thru Saturday
 Mickey Spillane's Hottest Story
 "THE LONG WAIT"
 2nd Hit — TAB HUNTER — DAWN ADDAMS
 "RETURN TO TREASURE ISLAND"

IOKA **DIAL 2222**
 Theatre EXETER

Matinee Every Day at 2:15
 Saturday 1:15 P. M.
 ON OUR GIANT SCREEN

Thurs. thru Sat. Aug. 19 - 21

Rosemary Clooney
 Guy Mitchell
"Red Garters"
 (In Technicolor)
 Allan "Rocky" Lane
 Phyllis Coates
"El Paso Stampede"

KIDDIE SHOW
 Every Saturday at 1:15 P. M.
 Arthur Franz in

"Red Stallion In The Rockies"
 (In Technicolor)

Plus Our Regular Program
 Clark Gable - Vivien Leigh

Sun. thru Wed. Aug. 22-25

"Gone With The Wind"
 (In Technicolor)

Due to the length of this picture there will be one show each afternoon starting at 1:30 and one evening show starting at 7:00 including Sunday.

Thurs. thru Sat. Aug. 26 - 28

Joan Crawford
 Sterling Hayden
"Johnny Guitar"
 (In Technicolor)

Dead End Kids-Evelyn Ankers
"Keep 'Em Slugging"

For Your Vacation Pleasure

BAND CONCERTS

Four Daily—Afternoons 2-3, 4-5 p.m. Evenings 7-8, 8:30-9:30

FIREWORKS

Every Wednesday — 9:30 p.m. (weather permitting)

BEACH CALISTHENICS

Classes on beach behind bandstand every morning 10:30 a.m. (except Saturdays, Sunday and Holidays)

TALENT SHOW

Every Monday evening — 7 p.m. — at the bandstand.

SQUARE DANCING

Every Friday evening at State Bathhouse

GOLF COURSES

Abenaqui, Rye Beach — 6 miles, 18-hole course, open to public.
Amesbury Country club, Amesbury — 15 miles, 9-hole course, open to public.

Exeter Country club, Exeter — 11 miles, 9-hole course, open to public
Portsmouth Country club, Portsmouth — 16 miles, 18-hole course, open to public

CHURCH SERVICES

COMMUNITY CHURCH, D Street, (Protestant, Non-Sectarian)
Sunday morning 10:30 a.m. Visiting pastors. Ladies Aid, Tuesday 7:30.

ST. PATRICK CHURCH, Church Street (Roman Catholic), Sunday Masses, 6 - 7 - 7:45 - 8:30 - 9:15 - 10:00 - 10:45 - 11:30.

SERVICE CLUBS

KIWANIS — Meets every Monday evening, 6:30 p.m., Lamie's Tavern, Hampton Center. Visitors welcome.

LIONS — Meets 1st and 3rd Wednesday, 6:15 p.m., Lamie's Tavern, Hampton Center. Visitors welcome.

WATER SKIING

Water Ski Club — Larry Scott, director — practice sessions as weather permits at the south end of Hampton Harbor.

JOHN THE BARBER

28 Years at Hampton Beach
Highland Avenue

Daily Film Developing & Printing Service

GARLAND'S

Pins and Needles Shop
Formerly the Remnant Room
104 Congress Street
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Fabrics - Notions - Jewelry Trimmings

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Headquarters for Headwear

GIFTS — NOVELTIES SOUVENIRS

Ocean Boulevard at C St.

Mary Annette BEAUTY SALON
Specializing in all types of Beauty Culture.
Highland Ave. Ocean Blvd.
Hotel Delancy Tel. 2145

Home Bakery Evelyn & Paul

King's Hgwy and 3rd St.
Hrs. 7 a.m. to 10 p.m.

Standish Pokerino in the Standish Hotel

Ray F. Lufkin WATCH & CLOCK REPAIRING

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40 YEARS EXPERIENCE
HAMPTON CENTER
Corner of Lafayette Rd. and High Street
TEL. 2427

FOR HEALTH!



Bowling

Candlepins and Duckpins. 8 newly resurfaced alleys. New approaches and clean balls. Good pins and pin boys. Courteous and friendly service.

FOR FUN!

25c per string

Bicycling

About 100 bikes — many new 20" - 24" - 26". Singles, balloons and lightweights. 3 Speeds and tandems. Equipped with lights at night. Available 8 am - midnight. Bikes and trikes for tots.



In The Penthouse

Billiards

7 new Brunswick tables
Fluorescent lighted
Well ventilated.
Open Sundays.

Open — WEEKDAYS 10 A.M. - MIDNIGHT
SUNDAYS 1 P.M. TO MIDNIGHT
INCLUDING BILLIARDS

FERNCROFT

Recreation Center
Telephone 410

A Street

MARION LEE'S

Fashionable Frocks and Beach Wear

Going Out Of Business
: Everything At Cost!
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Ocean Boulevard at No. Shore Hotel
HAMPTON PHONE 692

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Located only nine miles from the Beach, Exeter is your most convenient vacation shopping center. Modern stores and centrally located free parking feature the Exeter shopping district. Take Rte. 101-C at Hampton Center.

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Choice Meats and Groceries

ALL KINDS OF COLD BEVERAGES

Save Money Save Time

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OPPOSITE STATE LIQUOR STORE

Tula's Lobster House

SHORE — STEAK — and SPECIAL DINNERS
LIVE and BOILED LOBSTERS
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All Orders Put Up to Take Out

SPECIAL LUNCHES DAILY

Open 10 A. M. to 1 A. M. Every Day

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Rockingham County's Leading Hardware and Sporting Goods Store

Housewares and Gadgets

We handle the largest assortment of Housewares and Gadgets north of Boston.

Appliances

All Well Known Brands
Hot Plates from \$3.95 Toasters from \$3.15
New and Used Refrigerators

Gifts

An unusual assortment of gift items that will be perfect for one and all.

Sporting Goods

A complete line of deep sea fishing tackle, life jackets, beach balls, frogmen sets, pools, umbrellas, etc.

Canvas — Wood — Steel or Aluminum Chairs
\$3.49 to \$9.95

YOUNG HARDWARE
WATER ST. EXETER

Spaulding's

Greeting Cards

Costume Jewelry

Gifts and Toys

167 Water St. Exeter

The Best For Less

Shop at Your

Western Auto Associates Stores

Full line of Sporting and Camping Equipment
Including inflatables and beach goods.

137 Water Street Exeter
AL FERRON, Owner TEL. 2731

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Men's and Boys' Sport Shirts and Swim Trunks 33 1/3 % OFF REG. PRICE

Men's Dress Slacks 50% OFF REG. PRICE

Men's and Boys' Sport Coats and Jackets 35% OFF REG. PRICE

LADIES' Values to \$4.00 MEN'S Values to \$12.00
Play Shoes \$1.99 up Dress Shoes \$6.99

— JUST ARRIVED —
Huge shipment of latest style sweaters for those cool August evenings ahead. Popularly priced!

MOODY'S Exeter
133 Water Street
OPEN FRIDAY EVENINGS 'TIL 9 P. M.

HAVE YOU HEARD
If Betty ever got that chocolate
milkshake that Steve owes her?

YE OLDE COUNTRY
AUCTION
Every Saturday
Rte. 1 No. Hampton
H. L. Norton, Auctioneer

ICE CUBES
AT
GARLAND'S

This Evening
Dine on the Ocean
AT THE
Boar's Head Inn

EXCELLENT FOOD
COOL OCEAN BREEZES
AT YOUR SIDE!
Serving 12:00-2 p.m. & 6-8 p.m.

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BARBER SHOP
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DAIGLE'S
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— SPECIALIZING IN —
ITALIAN SANDWICHES
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BREAKFASTS
Located on the North Shore Boulevard

Comm. Merrill Sees No Delay In Breakwater Construction

No delay in the undertaking of the Hampton Beach seawall and erosion control project was foreseen today by Commissioner Frank D. Merrill of the state Public Works and Highway department, as a result of the Federal funds amounting to \$14,000, not being appropriated by the present session of Congress.

"There is no reason for any apprehension at all," Comm. Merrill told the Beachcomber today in a telephone interview, "over the start of the erosion job. It will start as outlined previously."

The Public Works chief stated that his department had "never expected to get the Federal government's share of \$140,000 this year. All we wanted from Congress is the authorization for the erosion project," he declared.

There has been considerable confusion in the mind of beach officials and business people over the failure of Congress to appropriate the \$140,000 necessary to cover the Federal government's one-third participation in the project.

In the closing days of the session, Sen. Robert Upton offered an amendment to the public works appropriation bill for the current fiscal year, but the amendment was dropped off this week during a House and Senate joint conference.

It was feared by beach officials that this would mean a delay of two years in the start of the erosion project due to get underway this fall, but this apprehension was definitely laid to rest today by Gen. Merrill.

In outlining the procedure of the seawall and erosion project, Comm. Merrill stated that "we have approximately \$2½ million dollars available for this project and all we are asking the US Army Corps of Engineers to do is to authorize the project and reimburse the state at a future date when federal funds are available."

"It looks now as though the authorization will go through without any hitch as a part of the omnibu Harbors and Rivers bill which has been approved by the

House of Representatives and is now before the Senate.

"As soon as the measure is signed into law by President Eisenhower," stated Merrill, "I will ask the Governor and Council to release the funds authorized by the Legislature for the project and work will get underway immediately. The state will be reimbursed by the Federal government as soon as funds are available."

Comm. Merrill went as far as to say that even though Federal funds were never appropriated, the project would still be completed by the state because the amount of \$140,000 is a small part of the total cost approximating 2½ million dollars.

Governor Hugh Gregg earlier in the season at the annual Hampton Beach precinct banquet promised the beach residents that

the project would be completed regardless of the federal government's action.

Comm. Merrill said today that he wanted to quiet all rumors concerning this beach project and reiterated that "there will be no delay in undertaking the construction and the current action of the Congress coes not in any way affect the status of the project."

The Public Works chief also stated that the Governor and Council would visit the harbor and beach sites on September 15 along with an inspection of the Portsmouth harbor project.

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

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Yarns for Stoles
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Stamped Goods
Crestwick Greeting Cards
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Closed Saturdays & Sundays

BINGO
30-GAME PARTY
EVERY THURSDAY
AT 8:00 P. M.
LEGION HALL
EXETER ROAD HAMPTON

NO GAME PAYS
LESS THAN \$10 WITH BIG SPECIALS

FREE BUS

Leaves Casino at 7:20, circles beach via Marsh avenue and boulevard. Last stop at Casino at 7:30. Route to Legion Hall via Winnacunnet road. Bus returns same route after game.

PLENTY OF FREE PARKING



STARTING
THURSDAY
9:30 A. M.

18-20 PLEASANT ST. - NEWBURYPORT, MASS.

OUR BIGGEST SALE EVENT
OF THE YEAR

— FAMOUS ANNUAL —

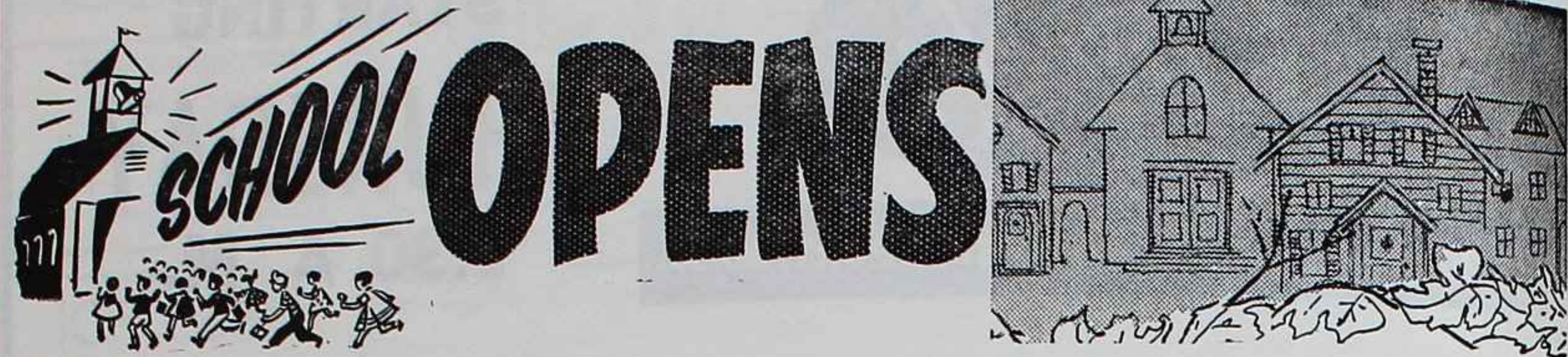
MILL END
SALE

CONTINUING THRU
SATURDAY
AUGUST 28th



18 - 20 PLEASANT ST. NEWBURYPORT

At Portsmouth's Leading Department Store



Debut of "The gingham empire"

by *Kate Greenaway*

for fall

As seen in HARPER'S BAZAAR, August 1st

Fashion editors fell in love with it. So will you and the little girl who wears it. It's that enchanting, enhancing Empire silhouette now with new and unmistakable couturier touches. Loop-and-button midriff detail is a shock of white on the so-fashionable blue and green Highland Clan Plaid. Lots of room under the skirt for her very own ruffled petticoats. And tucked away in the skirt seam is the hidden pocket for her treasures. Beautifully washable cotton.

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All colors and sizes
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Final Water Show To Be Held Sunday