

The Beachcomber



VOL. XXIX, NO. 1

Incorporating The
Hampton Beach Advocate

WEDNESDAY, JUNE 27, 1956

FREE DISTRIBUTION

Million - Dollar "New Look" Ready For '56 Beach Season



NO RIBBON CUTTING ceremony would be complete without the presence of lovely young ladies — especially at Hampton Beach which can boast of thousands of candidates for the title of Miss America — so that it was not difficult to find two bathing beauties, Miss Pat Spencer (left) and Miss Patsy Russell (right) both of Lexington, Mass., to aid Gov. Lane Dwinell in performing the traditional rites Saturday afternoon which marked the official opening of the \$2 million seawall and highway project in time for the 1956 summer season.

The intervening months between last Labor Day and the opening of the 1956 summer season have been busy ones at Hampton Beach — and the "new look" along the entire beach front is the result of years of planning and cooperative effort between state and local officials.

Altogether the state and federal government have spent nearly \$2 million dollars in the facelifting project from Hampton River — where the harbor is being deepened for better boating facilities — north to the Coast Guard station at North Beach.

"This project will be a great asset not only to the seacoast region but to the entire state of New Hampshire," Gov. Lane Dwinell declared Saturday afternoon at the ceremonies marking the official opening of the new highway and seawall.

"With the completion of this improvement," the governor continued, "New Hampshire has kept faith not only with the people of our state, but also with the thousands of out-of-state visitors who have been coming here each summer over a long period of time."

The new highway was opened as Governor Dwinell cut a ribbon to open the way to an official motorcade of distinguished state and local officials on hand for the occasion.

Bill Elliot, secretary of the Hampton Beach Chamber of Commerce, acted as master of ceremonies for the program.

Speakers in addition to the governor included Fred Gagne, chairman of the beach Precinct Commissioners, John J. Dineen, president of the beach Chamber

NEW LOOK
(Continued on Page Four)

DEEP SEA FISHING



Lines and Bait Furnished — Toilet Facilities
FREE PARKING

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8:00 A. M. and 1:30 P. M.

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Ocean Blvd. Hampton Beach
PHIL VALLIERE, Proprietor

Welcome back to Hampton Beach. We hope that your vacation season is perfect! For foods of distinction in incomparable variety, for better living, Try The CASINO MARKET.

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LARGE CANS NO. 2 1/2 SIZE
FRUIT COCKTAIL CAN ONLY 38c

NO. 2 1/2 CAN ELBERTA 16 OZ. CAN WHOLE PEELED
Peaches 33c Apricots 19c

TRY OUR HOME MADE

LA TOURNAIE

BREAD

COFFEE

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LB. CAN 98c

FRESH HOME MADE DONUTS DOZ. 40c

FRESH GROUND

CHUCK

HEAVY STEER BEEF

LB. 59c

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Everything Under One Roof

Gift Shop — Dining Room

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Soda Fountain

Fried Clam Stand

Snack Bar

The Hub Of Happy Hampton Beach

Nationally Famous Ballroom

AT THE BALLROOM

JULY 2nd - 7th

The Hampton Sisters

with

Bob Batchelder's Orchestra

Coming Friday July 13th

Billy May's Orchestra

With Sam Donahue

The BEACHCOMBER

VOL. XXIX, NO. 1

WEDNESDAY, JUNE 27, 1956

FREE DISTRIBUTION

Beach Ready For Thousands Of Holiday Visitors

August Festival Plans Outlined

August is Festival month at Hampton Beach and the following is the schedule of events planned by the Chamber of Commerce.

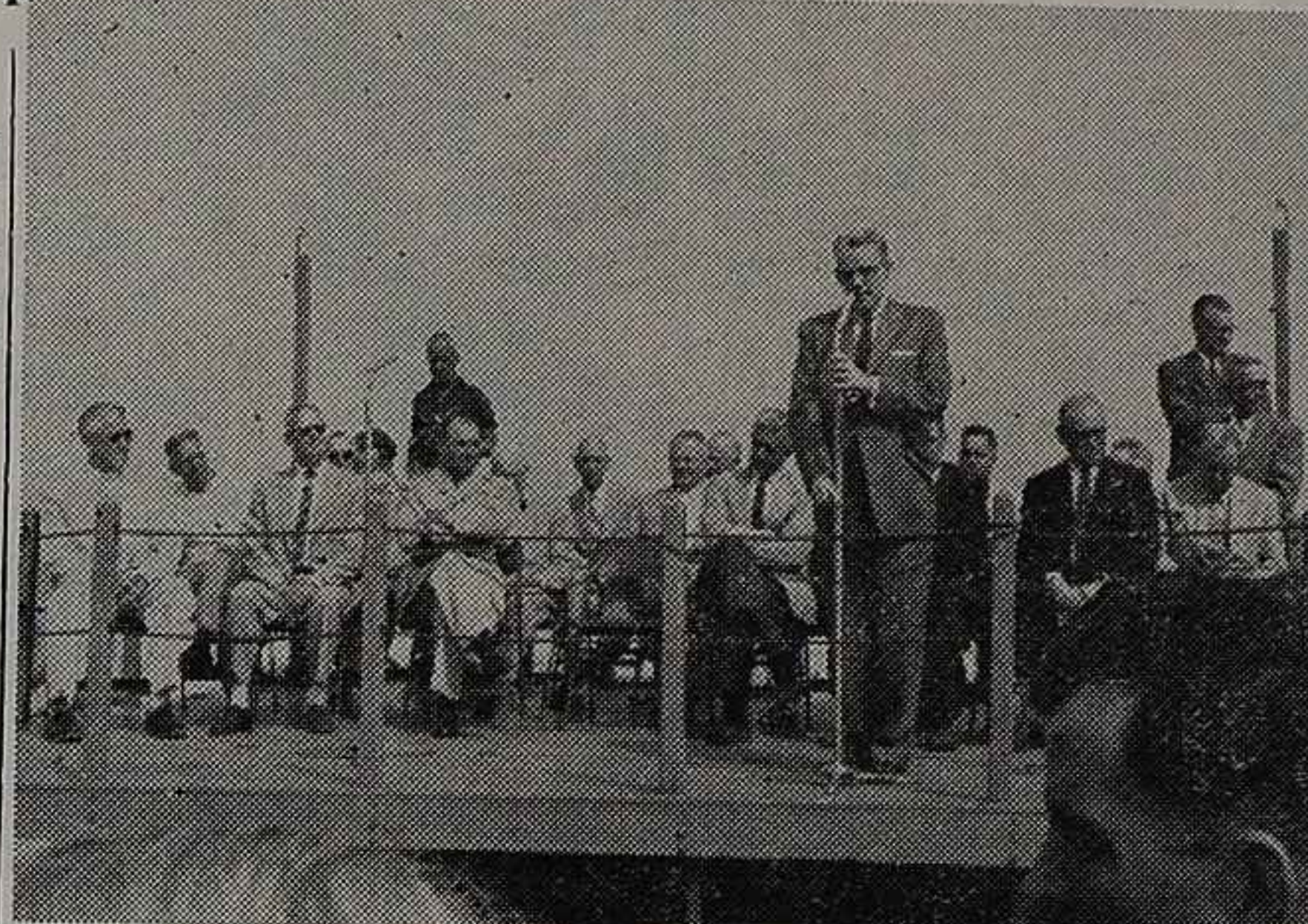
Week of August 1 — Wed., Fireworks; Thurs., Miss Hampton Beach of 1956 contest. Fri., Song Festival.

Week of August 6 — Mon., Talent Show — Get-Acquainted Night; Tues., Princess Cinderella Show; Wed., Fireworks; Thurs., Miss Sea Nymph Contest; Fri., Song Festival.

Week of August 13 — Mon., Talent Show — Get-Acquainted Night; Tues., Princess Cinderella Show; Wed., Fireworks; Thurs., Miss Mermaid Contest; Fri., Song Festival.

Week of August 20 — Mon., Talent Show — Get-Acquainted Night; Tues., Princess Cinderella Show; Wed., Fireworks; Thurs., Miss Sunshine Contest; Fri., Song Festival — Big August Festival Parade, Floats, Horribles and Bands; Sat., Children's Day Parade, with Prizes for decorated rolling toys.

Week of August 27 — Mon., Talent Show — Get-Acquainted Night; Tues., Princess Cinderella Show; Wed., Fireworks; Thurs., Crowning of Miss Hampton Beach and Coronation Ball; Fri., Summer Fishing Derby Prize Awards.



GOV. LANE DWINELL of New Hampshire was the principal speaker Saturday at the formal opening ceremonies of the new highway and seawall project. Seated on the grandstand with Gov. Dwinell were many other local and state officials present for the occasion.

Despite the midweek appearance of the 'Fourth on the July calendar, officials are looking forward to welcoming a gala holiday crowd at Hampton Beach.

With factories, offices and mills closing for the week of the 'Fourth, all that is needed is the cooperation of the weatherman and another record crowd will be on hand for the festivities.

This year with the completion of the new seawall and highway there should be ample parking facilities to take care of what could be the largest crowd in the history of the beach.

In addition to regular band concerts by Chuck Hill and his band, there will be the usual holiday fireworks display.

Weekly Events

Listed By C of C

A most enjoyable program of events has been planned by the Hampton Beach Chamber of Commerce for the '56' season, which really make the words "Happy Hampton" come true.

There will be the usual four band concerts daily from 2-3, 4-5, 7-8 and 8:30-9:30, with Chuck Hill's band and featuring a Portsmouth boy, Charlie Cooney, rendering the vocals. There is a possibility that there may be a guest soloist on Sunday nights.

EVENTS

(Continued on Page Fourteen)

Recreational Spotlight On Hampton Beach This Summer

Like the rest of the scenic Granite State — small in area but rich in attractions — the New Hampshire seacoast is one of the finest family vacationlands for its size anywhere in the U. S. Along its 18 miles of Atlantic shoreline, it offers broad, clean ocean beaches, a tremendously popular State park, large water

front home colonies, two major shopping areas and picturesque stretches of rocky coastline favored by artists and photographers, as well as by honeymoon couples and groups seeking pleasant privacy for picnic outings.

SPOTLIGHT
(Continued on Page Six)

BOWLING — BICYCLING — BILLIARDS

Ferncroft Recreation Center
A STREET TELEPHONE WA 6-3410 HAMPTON BEACH
Open Year 'Round

OPEN WEEKDAYS AND SUNDAYS

BOWLING 25c
Automatic Pinsetters
Try 'em! You'll Like 'em!
8 Good Clean Alleys
Good Pins — Clean Balls
Pinball Machines — Juke Box
Per String Before 7:00 P.M.

Bicycling
OVER 80 BIKES
MANY NEW . . . 20" — 25" — 26" Balloons — 3 speeds — Tandems
Equipped with lights at night.
Available 8 a.m. to Midnight
Bikes and Trikes for Tots

Billiards
IN THE PENTHOUSE
Well Ventilated
Flourescent Lighted
7 Brunswick Pocket Tables

OPEN WEEKDAYS SUNDAYS 10:00 a.m. - MIDNIGHT
1:00 p.m. - MIDNIGHT including Billiards

If It's NEW
and DIFFERENT . . .
you'll find it at
"That Fascinating Store"

The Band Box
. . . of Newburyport

THE BEACHCOMBER
 Incorporating
 the Hampton Beach Advocate
 A Vacation Digest of all the news
 information for the summer visitors
 Published
 Wednesdays, June 27 to August 29
 By The
HAMPTON PUBLISHING COMPANY
 Hampton New Hampshire
 For Advertising Rates in this Paper
 Telephone WA 6-3322
 Communications and Items from
 readers are welcome at all times.

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 Marsh Ave. At "C" Street
COFFEE SHOP
LAUNDRY-MAT
 Agents For 20th Century Cleaners

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 "C" Street
 We Speak French, Too
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McDormand's MEN'S WEAR
 • Sport Clothes
 • Beach Wear
 • Work Clothes
HAMPTON CENTER

PLAYLAND
 Ocean Boulevard Hampton Beach

THE SURFSIDE SUPERMARKET
 Free Customer Parking

... It has been a pleasure to welcome back so many old friends during the past few days. We are now open daily and feature ...

- Meats
- Groceries
- Fresh Fruits
- Fresh Vegetables
- Bar-B-Q Chickens

... May we have the pleasure of serving you again?

GUYRON'S SHOPPING CENTER
 Foot of Boars Head

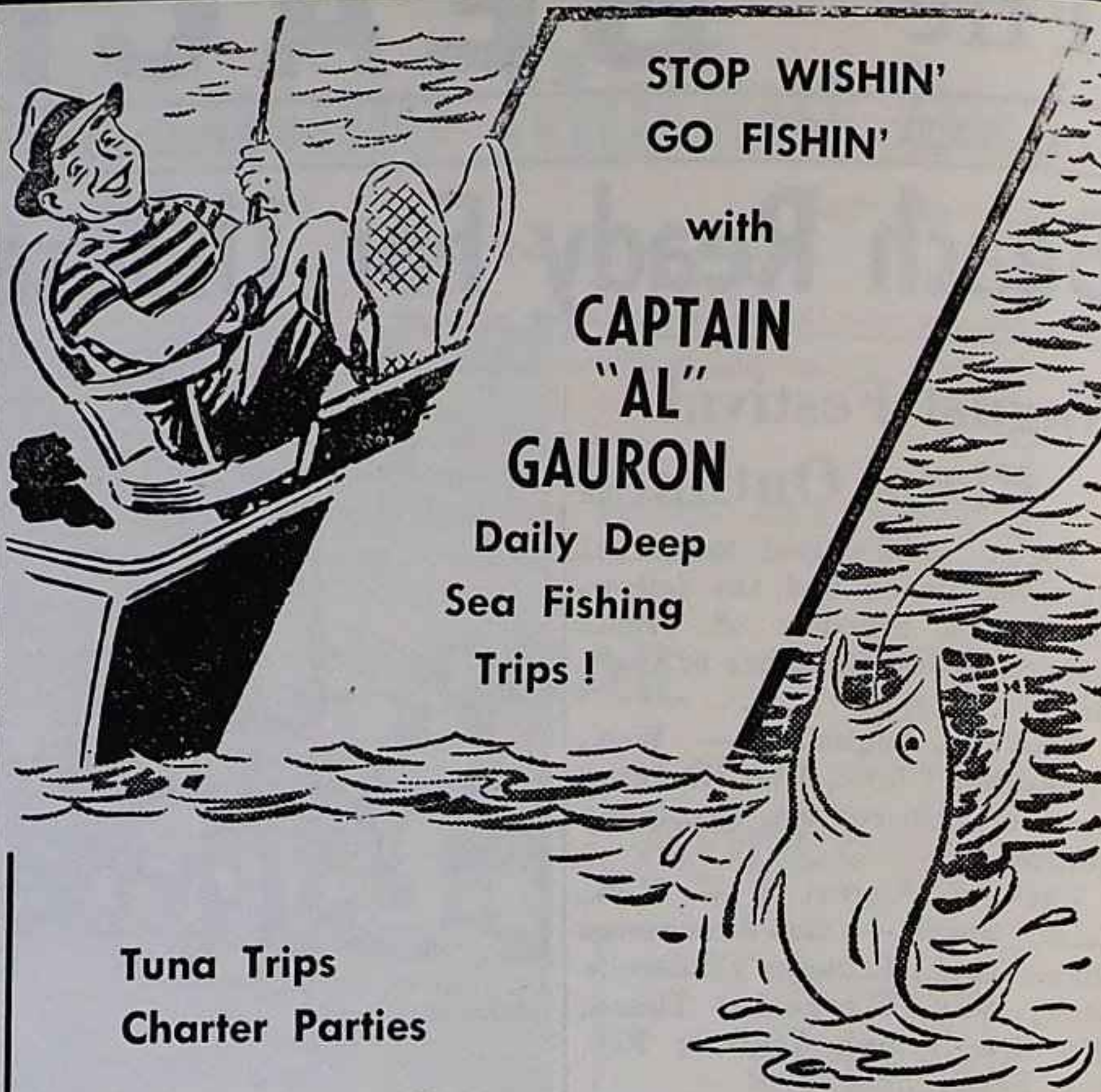
New Look -
(Continued from Page One)

of Commerce; Maj. Donald Ring, member of Gov. Dwinell's staff and chairman of the Hampton Board of Selectmen, and State Highway Commissioner John O. Morton.

Preceding the ceremonies the several officials and other invited guests attended a lobster stew luncheon given by the beach Precinct Commissioners at the fire station.

The million-dollar project gives Hampton a new stretch of sandy beach, a new seawall completing the protective barrier from the southern end of the beach all the way up to the Coast Guard station at North beach and a new four-lane highway.

The seawall, extending for 7,300 feet in the Boar's Head area, has cost \$675,650, while the four-lane highway project, providing parking spaces for 1,250 cars between the divided roadways, cost \$423,662.



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 Charter Parties

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 With
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STATE PIER Tel. WA 6-2469

BINGO

30-GAME PARTY

EVERY THURSDAY

AT 8:00 P. M.

LEGION HALL

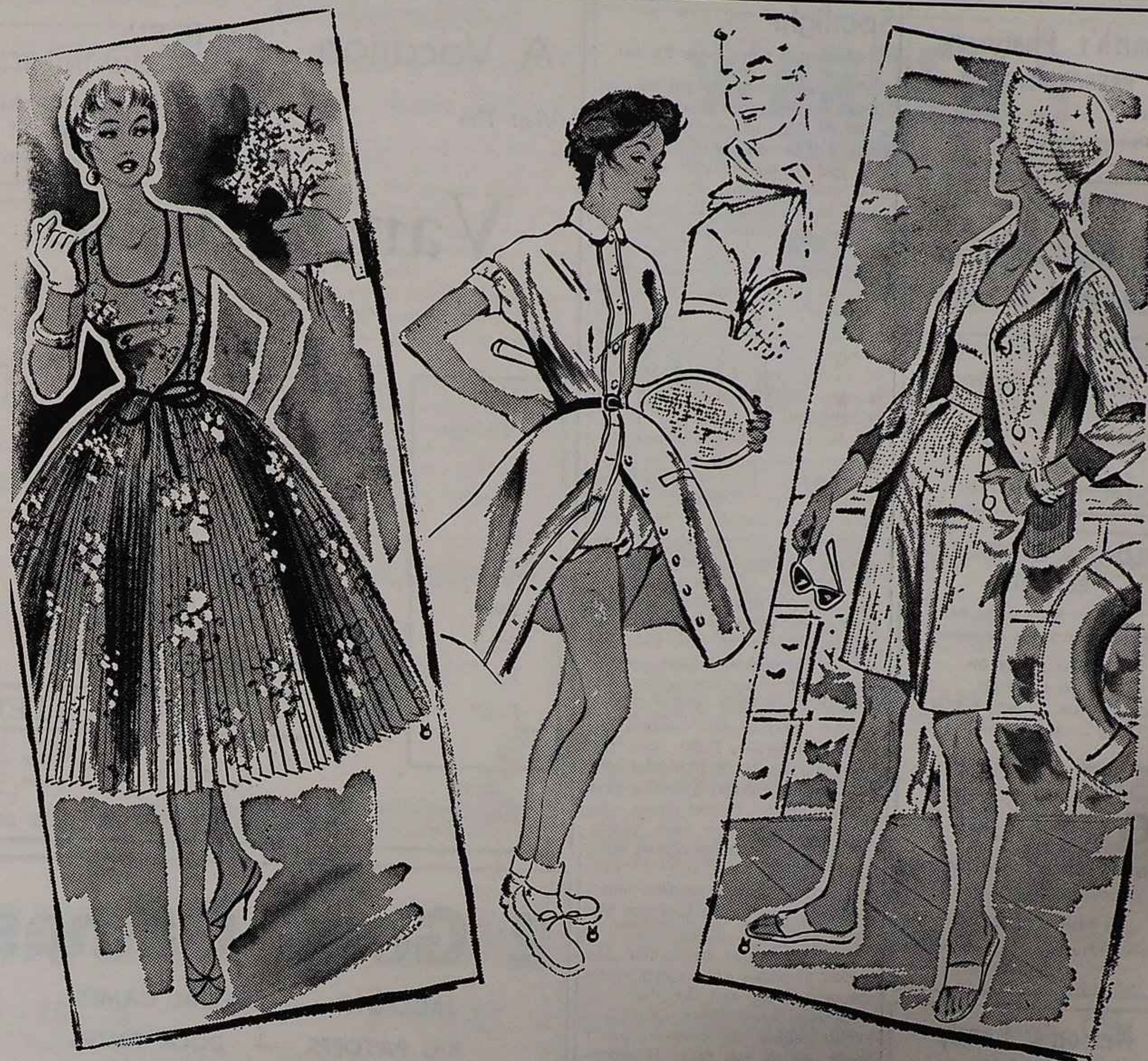
Exeter Rd. Hampton

NO GAME PAYS LESS THAN **\$10** WITH BIG SPECIALS

FREE BUSSES

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

Plenty Of Free Parking



You ... on vacation
 The fashionable approach to pleasurable days and evenings ... our vacation collection for cruise, country, far-away places and near-by fun spots, sportswear, date fare, casuals — every one lovely.

- Cotton Dresses, Full Skirts or Slim Skirts \$5.95 - \$19.95
- Action-Styled Shirts — Shorts — Skirts \$2.98 - \$ 7.95
- Seersucker Walking Suit — Trim Bermuda Shorts and Smart Boxy Jacket \$2.98 - \$ 5.95

H. W. PRAY CO.
 71 STATE ST. AIR CONDITIONED OPEN FRIDAY NITES TIL 9:00 NEWBURYPORT

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FILMS SUNDRIES
Opposite Marine Memorial

PLAY
All New Machines
Standish Arcade

John The Barber
HIGHLAND AVENUE
Same Price — Same Place
30th Year
AT HAMPTON BEACH

FLOAT & UMBRELLA
RENTALS
"DIVAIR" Aqua Lungs And
Professional Diving Equipment
COMPLETE LINE OF
RADIO BATTERIES
COLOR FILM — MOVIE FILM
TOYS — BEACH SUPPLIES
Swim Trunks 1.98 up

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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!



EVELYN & PAUL
HOME BAKERY
Meats and Groceries
We Don't Just Talk Prices,
We Have Them!

Spotlight —

(Continued from Page Three)

This year the spotlight will be turned on Hampton Beach, where a \$2,750,000 improvement program will be completed by July 1. Two and a quarter miles of clean, new sand, covering the original beach to a depth of 12 feet, plus a four-lane shore drive and the addition of parking space for 2,300 cars, it is estimated, will give Hampton a capacity of 150,000 bathers and sun-worshippers. At high tide, the beach will have a width of from 75 to 150 feet, while ebb water will leave an expanse of about 350 feet for outdoor fun.

Long a favorite with vacationists and weekend motorists from the Greater Boston area and southern New England, Hampton's entire beach is free and patrolled by life guards. The '56 summer program sponsored by the Chamber of Commerce features four band concerts daily, beauty contests, water skiing parades, fireworks and amateur nights throughout the season, along with other free entertainment.

First permanently settled in 1623 at Odiorne's Point, Rye, the Seacoast Region is both the oldest and most rapidly growing part of the state. Inland from the Atlantic, the visitor finds gently rolling farm country dotted with quiet white towns and — surprisingly — busy modern communities close to U. S. 1 and the N. H. Turnpike.

For salt water fishermen, the region provides good sport along the oceanfront and the shores of Great and Little Bays, as well as bridge-fishing and deep-sea party boats, which sail from Hampton harbor.

Hampton Beach State Park provides swimming and picnicking facilities for family or group outings. Roadside picnic areas also abound throughout inland areas of the region.

August is Festival Month
At Hampton Beach

HARBOR GRILL
Ocean Blvd. Near Bridge
SERVING EXCELLENT FOOD
Breakfast - Lunch - Dinner
OPEN 7 A.M. - 8 P.M.

A Vacation "MUST" . . .

Visit The

Vanity Case

For

"Things
That
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At
Prices
You
Like
To
Pay"

FASHIONS
AND
VACATION ITEMS
FOR
WOMEN - MISSES -
CHILDREN & INFANTS

IN HAMPTON CENTER

SEE OUR
SUN AND SURF SHOP
IN THE BASEMENT

2 Good Games

JACKPOTS — SPECIAL GAMES
BIG PAYOFFS — DOOR PRIZES

B TUESDAYS
7:30 30 GAMES
SEABROOK
FIRE STATION

Sponsored By
SEABROOK FIREMEN'S
ASSOCIATION

Sponsored By
AMERICAN
LEGION
POST NO. 70

SATURDAYS
7:45 30 GAMES
SEABROOK
FIRE STATION

N
G
O

August is Festival Month

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

DINE
On The Ocean
BOARS HEAD INN
BREAKFAST 8 a.m. - 10 a.m.
LUNCHEON 12 - 1:30
DINNER 6 - 8 p.m.
EXCELLENT FOOD

MARGARET M. JUNKINS
Candy Shop
The Candy Store By The Seashore
Remember the folks back home
with a box of famous Junkin's Candy
OCEAN BOULEVARD
SEE IT
MADE!

STAPLES 5c To \$1.00

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HAMPTON BEACH

NEW ENLARGED STORE

featuring
Beach Wear
For
All The Family

50% MORE SPACE
MANY NEW LINES
ALWAYS SHOP STAPLES!

Get-Acquainted
Dances Slated
To Start July 2

To encourage a general atmosphere of friendliness and informality among the guests at Hampton Beach, beginning July 2nd, a Get-Acquainted night will be held every Monday evening in the Casino Ballroom.

Regularly scheduled star attractions will appear and perform with games and dancing also to be enjoyed.

Tickets for "Get-Acquainted" nights may be secured by registered guests at beach hotels and rooming houses, while others may gain admittance by purchasing tickets at the door for the regular price.

WARREN'S
NEW SUPER MARKET



LOCATED ON
LAFAYETTE ROAD
1/2 MILE NORTH OF TRAFFIC LIGHTS
PLENTY OF FREE PARKING

- MIRACLE WHIP QT. 53c
- VELVEETA SPREAD LARGE PKG. 43c
- MARGERINE 2 PKGS. 43c
- FRESH MAYONNAISE PT. 33c
- ORANGEADE 2 46 OZ. TINS 49c
- CREAM CHEESE 2 3 OZ. PKGS. 29c
- CHEESE SPREADS 2 5 OZ. JARS 45c
- CANTALOUPE EACH 19c
- LETTUCE 2 FOR 23c
- CUCUMBERS 3 FOR 19c
- FRANKFURTS 3 LBS. 99c
- HAMBURG 3 LBS. 99c
- TURKEYS UP TO 18 LBS. LB. 59c
- CORNED BEEF CAN 24c
- CRANBERRY 2 CANS 32c

OPEN TUES. EVE JULY 3rd TIL 9 P.M.
OPEN WED., JULY 4th TO 6 P.M.
THURSDAY - FRIDAY 8 A.M. - 9 P.M. SATURDAYS 8 A.M. - 6 P.M.

Beach Drug Store, Hotel Block Sold

Two long-time business establishments at Hampton Beach have changed hands this month previous to the opening of the 1956 season.

Early in June the Dunfey Realtors announced the sale of the Moulton Hotel and business block on the corner of Ocean Boulevard and "A" street, Hampton Beach, to Stanley A. Hamel, of Seabrook.

Mr. and Mrs. Ralph A. Moulton
HOTEL

(Continued on Page Nine)

Marsh Avenue Barber Shop

168 MARSH AVENUE
Tel. WA 6-2214 Joe Kerr, Prop.

Mary Annette

BEAUTY SALON
Specializing in All Types of Beauty Culture
Hotel Delancey WA 6-3215
Highland Ave. Ocean Blvd.

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ADJUSTMENTS

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17 HIGH STREET WA 6-2340 HAMPTON, N. H.

Television and Radio Sales and Service

Electrical Appliances

Headquarters For Portable

Radios and Batteries

Beach Church Open Sunday

Church services at the Hampton Beach Community church were opened Sunday, June 24, with the Rev. Walter S. Oddy of the Hampton Baptist church as guest minister. Holy Communion was observed at this first service of the summer season. Guest speaker for Sunday, July 1, will be Rev. Mark B. Strickland of Manchester.

The spring meeting of the Hampton Beach Community church association was held Wednesday evening. Mr. Douglass Hunter, vice-president presided in the absence of President Mrs. Martha Greene. The secretary's and treasurer's reports were read and accepted. Mr. Hunter read a note of resignation from Mrs. Elsie Osborn as secretary. Miss Phyllis Stickney was nominated and elected to fill the vacancy of secretary.

Leavitt Family Reunion June 30

The National Association of Leavitt Families, Inc. will observe its annual meeting and reunion Saturday, June 30, at Hotel Ashworth, Hampton Beach. Dinner will be served at 12:30 followed by a short business meeting and election of officers.

This association includes only descendants of John Leavitt, who settled in Hingham, Mass., and of Thomas, who settled in Hampton in the early 1600's.

WELCOME VACATIONISTS!

Another summer season has rolled around and again the Beachcomber extends a hearty welcome to all vacationists — many old friends and many new acquaintances at our famous seashore resort.

The 1956 vacation season at Hampton Beach already has promise of being one of the best in recent years — for the "New Look" is now complete.

The widened boulevard, the new stretches of soft white sands, the new seawall and shoreside walks, the new parking areas — all have been designed to make your stay at Hampton Beach more enjoyable.

The reconstruction program represents some over \$2 million in state and federal funds spent on harbor and shoreline improvements over the past few years with just one aim — to make Hampton Beach the finest seacoast resort on the Atlantic coastline.

We hope you enjoy your visit with us at Happy Hampton Beach.

Comedy Hit To Open Playhouse Season July 2

The New York comedy-hit called THE CHAMPAGNE COMPLEX will be the opening attraction at The Hampton Playhouse July 2 through July 7th.

Written by Leslie Stevens, the comedy revolves around two promisingly hilarious situations. The first is that of an attractive young girl who becomes suddenly afflicted — if that is the word — with a compulsion to take off her clothes in public whenever she drinks champagne.

The second is that of her embarrassed fiance who, to help her overcome this compulsive disrobing, calls in his uncle who happens to be a psychiatrist, only to have the older man diagnose the trouble as a subconscious desire on the girl's part not to marry the man she's engaged to.

To cap the injury, the fiance discovers that his uncle has supplanted him in the girl's affection, to round the story out in terms of: Boy meets girl, boy loses girl, older man wins girl.

Jeanette Clift, Tom Wilson and Dennis Drew will portray the three points of this triangle — Miss Clift as the bubble-loving heroine, Tom Wilson as her pompous, prudish lover, Dennis Drew as the psychiatrist who not only uncovers the secret of the girl's affection, but capitalizes on them himself.

The production of THE CHAMPAGNE COMPLEX is being directed by Alfred Christie and scenery designed by Fred Sammut. This season marks the eighth year of operation for the Vari-Christie HAMPTON PLAYHOUSE.

August is Festival Month
At Hampton Beach

Smith's Pharmacy PRESCRIPTIONS

DRUGS FOUNTAIN
Portable Radio Batteries
Opposite Marine Memorial

Hotel Standish

Boardwalk at "A" Street
MOST MODERN
REASONABLE RATES

Buzzell's FAMOUS

Fresh Made Candies
FEATURING
KISSES — FUDGE
CARAMEL CORN

The Oldest Candy Shop on the Beach

ESTABLISHED 1917
NEXT TO POST OFFICE
Surf Hotel



ENJOY YOUR VACATION

Let Us
Do Your
Cooking
For
You

Ashworth

Delicatessen & Bakery

- COMPLETE FAMILY DINNERS
 - CHICKEN and BEEF PIES
 - ROASTS COOKED TO ORDER
 - ASSORTED SALADS
 - COMPLETE LINE OF PASTRIES
- All Cooked In The Famous
ASHWORTH KITCHEN

Ocean Boulevard

BYRON'S 5 & 10

GUYON SHOPPING CENTER
BOAR'S HEAD

Complete 5 & 10 Assortments And All Beach Needs

PLENTY OF FREE CUSTOMER PARKING

THE BRIDGE MARKET

Formerly Page's
Located At The Bridge
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WE DELIVER!

CHOICE
Meats & Poultry

•
Columbia Gem
PROVISIONS

•
OUR OWN
Donuts & Pastry
FRESH DAILY

•
FINEST FRESH
Fruits & Vegetables

•
Newspapers - Sundries
Magazines

•
Wally Robinson, Proprietor

Hotel —

(Continued from Page Eight)

ton, owners-operators of the hotel for the past 20 years will assist the new owner in the operation of the hotel for this season. Mr. and Mrs. Moulton will continue to make their summer residence at their cottage on "A" street.

The Moulton hotel was originally built by Mr. and Mrs. Delbert Munsey of Hampton and for many years was known as the Janvrin hotel. The business block includes the Promenade restaurant, Randall's department store, Dee's news stand and the Surf luncheonette.

The new owner intends to remodel the hotel lobby entrance this year.

Last week Harris Real Estate announced the sale of "Garlands", the well known drug and general store at Hampton Beach, which has been in operation on the same corner for over 40 years.

The new owners are Mr. and Mrs. Francis Jacques, who originally came from Haverhill, Mass. and own the Springfield Hotel on Ocean boulevard at the beach. The Jacques plan extensive alterations and modernization in the near future.

August is Festival Month
At Hampton Beach

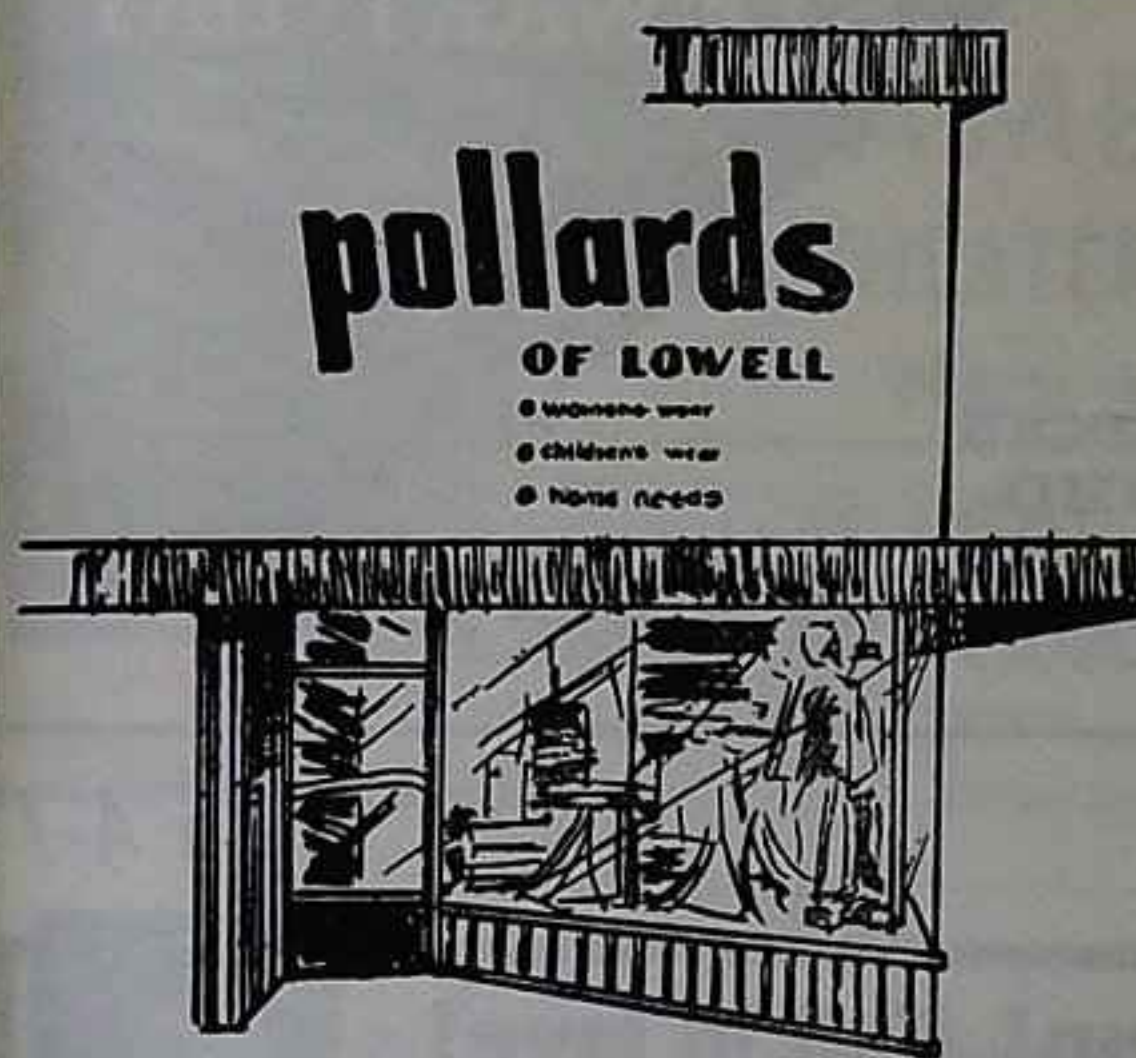
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The Exeter Banking Company

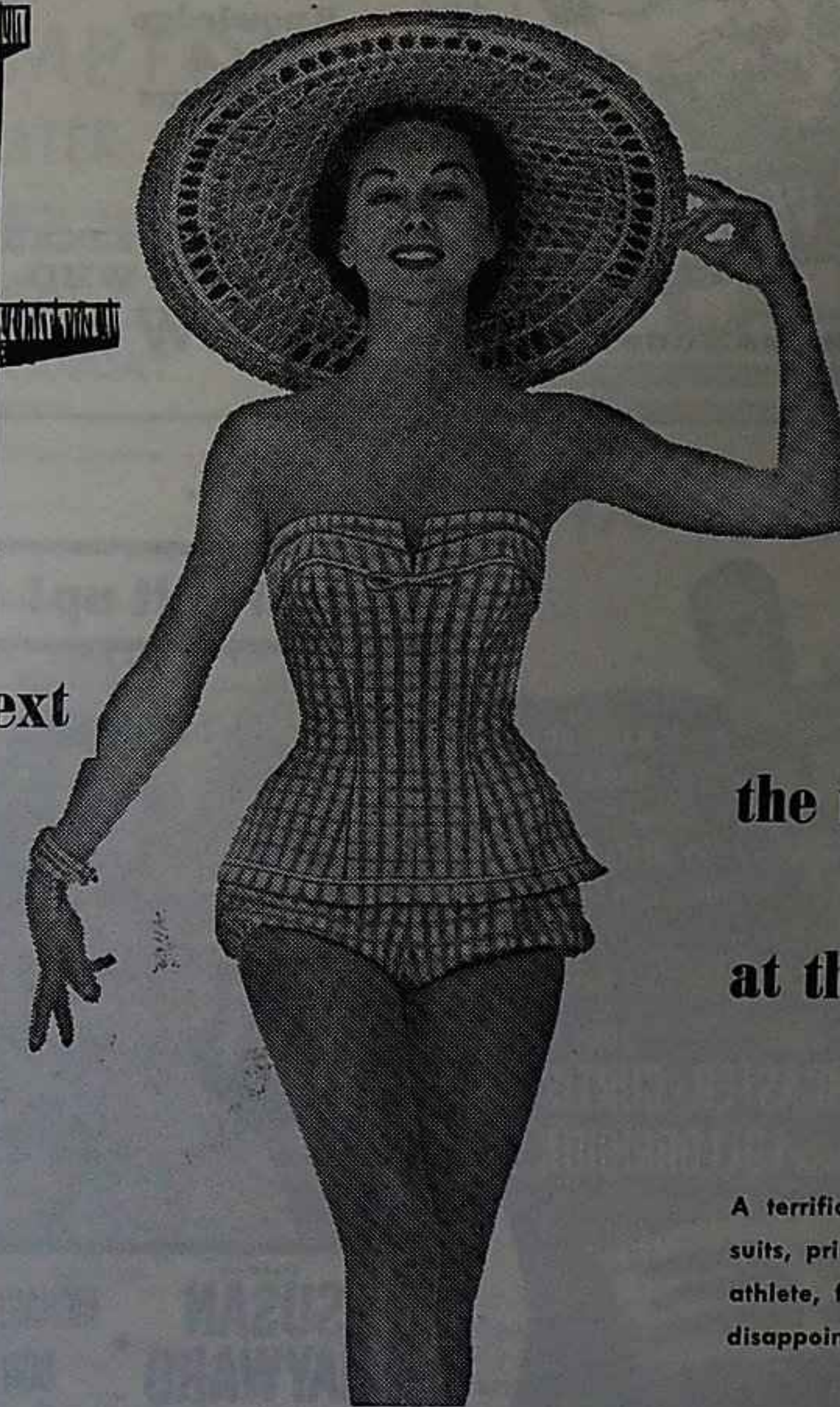
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Established 1894



on the boulevard next
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things real different

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- IN DOMESTICS
- IN TOYS
- WOMEN'S ACCESSORIES

use your Pollard
charge account



the best
of the big 3

Catalina
Rose Marie Reid
JEWELS OF THE SEA

Jantzen

the top selection
on the Boulevard
at the price you
want to pay . . .

A terrific selection . . . bloomer suits, hour glass
suits, prints . . . two piece suits . . . suits for the
athlete, for the sun tanner . . . buy early to avoid
disappointments.

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

CASINO SURF

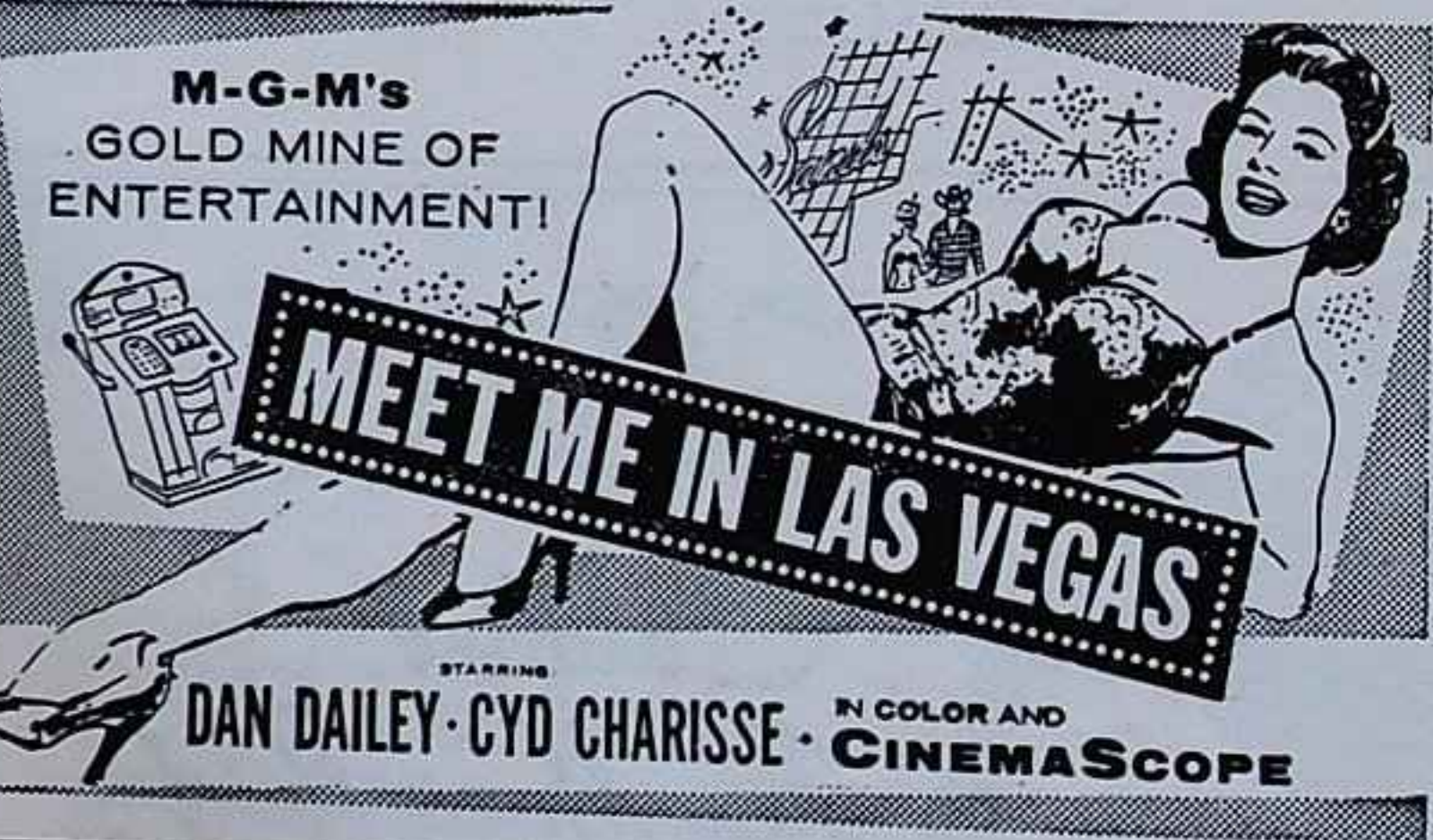
Thur. - Sat. June 28-30

THE COLOSSUS OF MOTION PICTURES!



ROBERT ROSSEN PRESENTS RICHARD BURTON + FREDRIC MARCH + CLAIRE BLOOM
ALEXANDER THE GREAT
WITH THE FRENCH STAR DANIELLE DARRIEUX WRITTEN, PRODUCED AND DIRECTED BY ROBERT ROSSEN RELEASED THRU UNITED ARTISTS

Sun. - Mon. July 1-2



M-G-M's GOLD MINE OF ENTERTAINMENT!
MEET ME IN LAS VEGAS
STARRING DAN DAILEY · CYD CHARISSE · IN COLOR AND CINEMASCOPE

Starts Tue. July 3



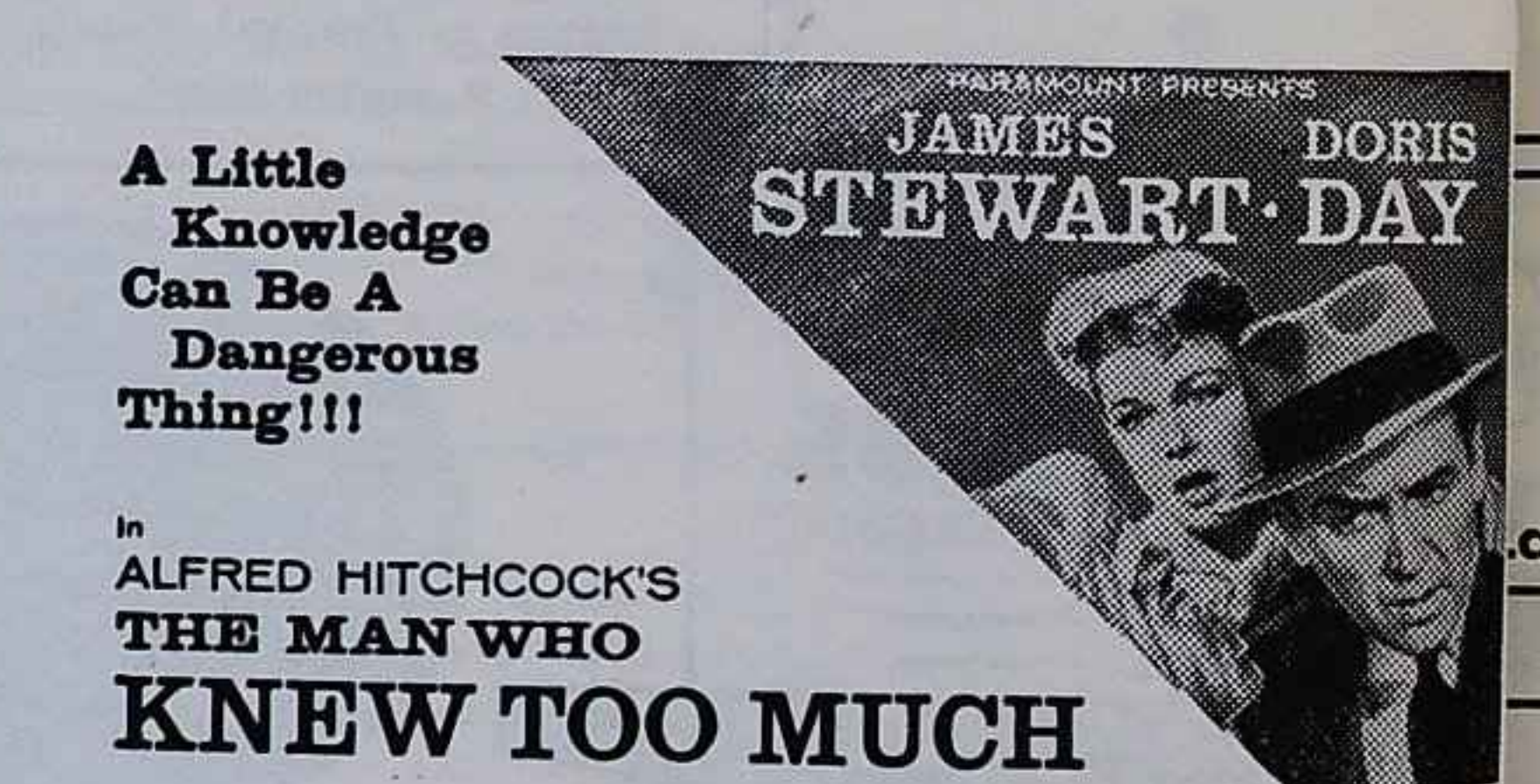
It happens there in mid-air... In all its fire, flesh and fury!
HECHT and LANCASTER present
BURT LANCASTER · TONY CURTIS
GINA LOLLOBRIGIDA
TRAPEZE

Thur. - Sat. June 28-30



20th Century-Fox presents
RODGERS & HAMMERSTEIN'S
CAROUSEL
COLOR by DE LUXE
THE FIRST MOTION PICTURE IN THE NEW CINEMASCOPE 55 MORE THAN YOUR EYES HAVE EVER SEEN
starring GORDON MacRAE · SHIRLEY JONES
Directed by HENRY KING
In the Wonder of STEREOPHONIC SOUND

Sun. - Tue. July 1-3



A Little Knowledge Can Be A Dangerous Thing!!!
JAMES STEWART · DORIS DAY
in ALFRED HITCHCOCK'S
THE MAN WHO KNEW TOO MUCH

Wed. - Sat. July 4-7



Live it up! Fall in love!
I'LL CRY TOMORROW
The frank, revealing story of Lillian Roth's life! Best-seller now a film sensation!
STARRING SUSAN HAYWARD · RICHARD CONTE · EDDIE ALBERT · JO VAN FLEET
DON TAYLOR · RAY DANTON · AN M-G-M PICTURE

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On Our Giant Screen

HURS. - SAT. JUNE 28 - 30
Richard Widmark - Donna Reed
"BACKLASH"
(In Technicolor)
The Bowery Boys in
"DIG THAT URANIUM"

SPECIAL KIDDIE SHOW
Every Saturday at 1:15 P.M.
CARTOON CARNIVAL
Plus Our Regular Program

JUN. - TUES. JULY 1 - 3
CinemaScope At Its Best —
4-Track Magnetic Stereophonic Sound
Richard Burton - Claire Bloom
Fredric March
"ALEXANDER THE GREAT"
(In Technicolor)

COMING!
Revolt of Mamie Stover
Cockleshell Heroes
23 Paces To Baker Street

August is Festival Month
At Hampton Beach

STRAND

NEWBURYPORT
N-O-W ENDS SATURDAY



VAN JOHNSON
23 PACES TO BAKER STREET
PLUS
"CIRCUS GIRL"

5 DAYS STARTING SUNDAY



BETTE DAVIS
ERNEST BORGNINE
DEBBIE REYNOLDS
BARRY FITZGERALD
The Catered Affair
ALSO
"TIME TABLE"

NORTH HAMPTON DRIVE-IN THEATER

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FRIDAY NIGHT . . . FREE TREAT FOR KIDDIES

NOW THROUGH SATURDAY
TWO FIRST RUN PICTURES
In Colorful CinemaScope Victor Mature - Janet Leigh

SAFARI
PLUS Valerie French - William Prindle
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JUN.-MON.-TUES JULY 1, 2, 3
All Colorful CinemaScope Show
Glen Ford
JUBAL Ernest Borgnine
PLUS Jane Russell - Jeanne Crain in
"GENTLEMEN MARRY BRUNETTES"

STARTS WEDNESDAY, JULY 4th
In Colorful VistaVision
ARTISTS and MODELS
Dean Martin - Jerry Lewis
PLUS Fred MacMurray - Dorothy Malone
"AT GUNPOINT"
In Colorful CinemaScope

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Portsmouth, N. H.

HAMPTON PLAYHOUSE

357 Winnacunnet Rd. (Beach Rd.)

Opens Mon., July 2 - 7

On Stage
The Sparkling Comedy

"CHAMPAGNE COMPLEX"

"A Spoonful of Champagne And She's Off — Her Clothes Are Off, That Is!"

AN ALL BROADWAY CAST

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Reservations: WA 6-2902 Always Free Parking
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Spanish moss which drapes trees, fences and wires from Virginia southward is not a parasite but an epiphyte or air plant related to the pineapple. It gets no nourishment from its host.



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WEDNESDAY - SATURDAY LAURENCE HARVEY - ANTHONY STEEL "STORM OVER THE NILE" CO-HIT! CLAYTON MOORE - JAY SILVERHEELS "THE LONE RANGER"	JUNE 27 - 30
SUNDAY - TUESDAY JAMES STEWART - DORIS DAY "THE MAN WHO KNEW TOO MUCH" CO-HIT! HOWARD DUFF - VICTOR JORY "BLACKJACK KETCHUM DESPERADO"	JULY 1 - 3
WEDNESDAY - SATURDAY JOSE FERRER - TREVOR HOWARD "COCKLESHELL HEROES" CO-HIT! JOHN LUND - KEEFE BRASSELLE "BATTLE STATIONS"	JULY 4 - 7

Dwinell Lauds Beach Efforts To Promote Recreation In NH

"New Hampshire has not kept pace with the growth of the recreation industry in comparison with other states," declared Gov. Lane Dwinell speaking Tuesday, June 19, at the annual banquet of the Hampton Beach Precinct and Chamber of Commerce at the Hotel Ashworth.

Genuinely concerned about the lack of understanding and enthusiasm for building up the recreational industry in New Hampshire, Gov. Dwinell lauded the effort of Hampton Beach towards publicizing the seacoast area of

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the state and declared that "if the rest of the communities in New Hampshire had been doing their share, the Granite State would be better off.

Dwinell pointed out that although recreation is the second largest industry in New Hampshire today, totaling about \$175 million in revenue annually, "this

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DIAL Geneva 6-2605
NOW! ENDS SAT., JUNE 30th

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Paramount presents
PAUL DOUGLAS - JOHN DEREK
JODY LAWRENCE - CESAR ROMERO
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Ivy League stripes!
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Rich-looking washable woven cotton! The perfect combination for your perfect sun-time sportshirt.
S-M-ML-L-XL.
short sleeve \$3.95

KRAY'S Store For Men & Boys
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NEWBURYPORT

Day Staters Top Talent Parade

Winner of the first talent show the 1956 summer season in junior division was "Dutchy" Sherty, 9, of Arlington, Mass., who sang "Syncopated Clock".

Placing second was the trio of Anne, Richard and Maureen Cluskey, ages 4, 8, and 10, of Oneham, Mass., with their ren-

GIFTS Bernat Yarn For Socks — Sweaters — Stoles Crochet Cotton

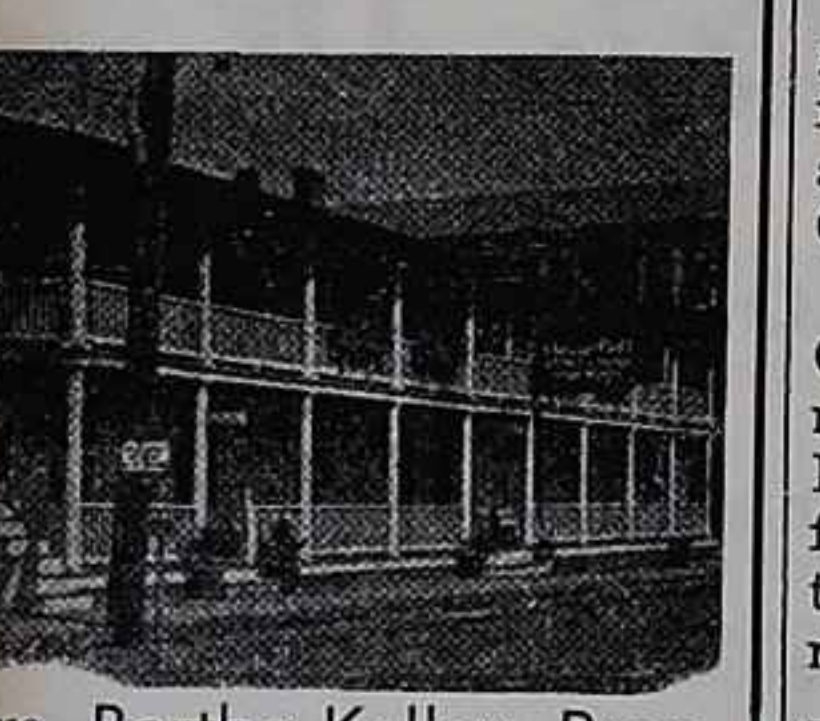
The Dan - Allen Shop
Atlantic Ave., North Hampton
STARTING JULY 6th SHOP OPEN
Mon. - Wed. - Fri. 10 A.M. - 5 P.M.
And By Appointment
TEL. WO 4-8786 or WO 4-5957

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Exeter Handkerchief Company
Near B. & M. R.R. Station, Lincoln St., Exeter
OPEN: Monday thru Thursday 9 a.m. to 4:30 p.m.
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Try Hampton Metal Shop

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Mail order mountain: the annual issue of Montgomery Ward catalogues piled on top of one another would reach 256 miles into the sky.

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REPAIRING
OPEN YEAR 'ROUND
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Corner of Lafayette Rd. and
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Dry-Cleaning Pick-Up Station
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Hampton Beach Garage
9 Marsh Ave., 6-9195 At "A" St.
INSIDE PARKING
4 hrs. 50c All Day 1.25 Week 6.00
\$20 Month \$50 Season
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NEWSPAPERS
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FILMS
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Events -

(Continued from Page Three)
Weather permitting, aerial fireworks will blast off every Wednesday evening.

Water skiing, under the direction of Larry Scott, is to be enjoyed by young and old; talent shows on the bandstand every Monday night; and a special attraction will be the two concerts on July 21st by the General Motors Band. Let us not forget the Old Salt's Club which offers membership to all good fishermen who have the luck of hook a "big one".

With all the improvements and changes, summer of 1956 will prove to be Hampton's best and biggest yet.

Improved Mail Service July 1st

Cong. Chester E. Merrow advised the Beachcomber this week that the Post Office department has approved mail messenger service between Exeter and Hampton, effective as of July 1st.

At the present time, all morning mails and Boston dailies are carried over the western division of the Boston & Maine to Dover, by truck to Portsmouth and by train to Hampton.

The second trip will leave Exeter at about 8:15 a.m. on arrival of the mail truck from Manchester, arriving in Hampton at 8:30. This provides a morning supply from the night Montreal train, and Canadian mails, now arriving at 2:00 p.m., will be received in time for same day delivery - a service which should be appreciated by summer visitors. Connection with the State of Maine, from New York, will be made on this trip.

This new service includes mails from Smithtown, Seabrook, Hampton Falls, Hampton Beach, North Hampton and the Ryes, and the Canadian mail connection for Portsmouth.

DR. L. B. WINKLER
Dentist
570 Lafayette Road
1-5 Mile Above Lamie's
Hampton Center WA 6-2368

BOARDWALK BREVITIES BOARDWALK BREVITIES

John Fullford and his organ will be back with Chuck B... band this summer. John hasn't played with the band for a... ber of years.

Bill Elliot has again accepted the position as Secretary of the Chamber of Commerce.

George Hagopian has been hired as photographer for Hampton Beach Chamber of Commerce, after an absence of... years.

For the first time in many years, the Chamber of Commerce has secured a N. H. company, The Atlas Fireworks company, set off the aerial pieces every Wednesday evening.

Beach News Wanted

Being dedicated towards making your vacation at Hampton Beach a little more pleasant besides providing visitors with information of what's taking place and previews of future events, the Beachcomber welcomes news of parties, socials or any interesting... in our beach life during the summer.

Items of interest, contributions to The Boardwalk column may be left at the Chamber of Commerce office or be mailed to Beachcomber office, Hampton Center, Tel. 6-3322.

ATTENTION WAITRESSES

(Cooks - Dishwashers - Beach Help)
ROOMS FOR 2, 3, or 4 PERSONS
Rates By The Season: \$7.50 Weekly Per Person
T.V. KITCHENETTE

AT
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6 Francis Street Near Catholic Church Hampton
TEL. WA 6-3230 - THE McLANES

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Air Conditioning Costs

... Enjoy cool comfort in your home or business at low cost... Send length, width, and height of area to be cooled. Literature and estimate of cost will be sent.

ROOM COOLERS \$94

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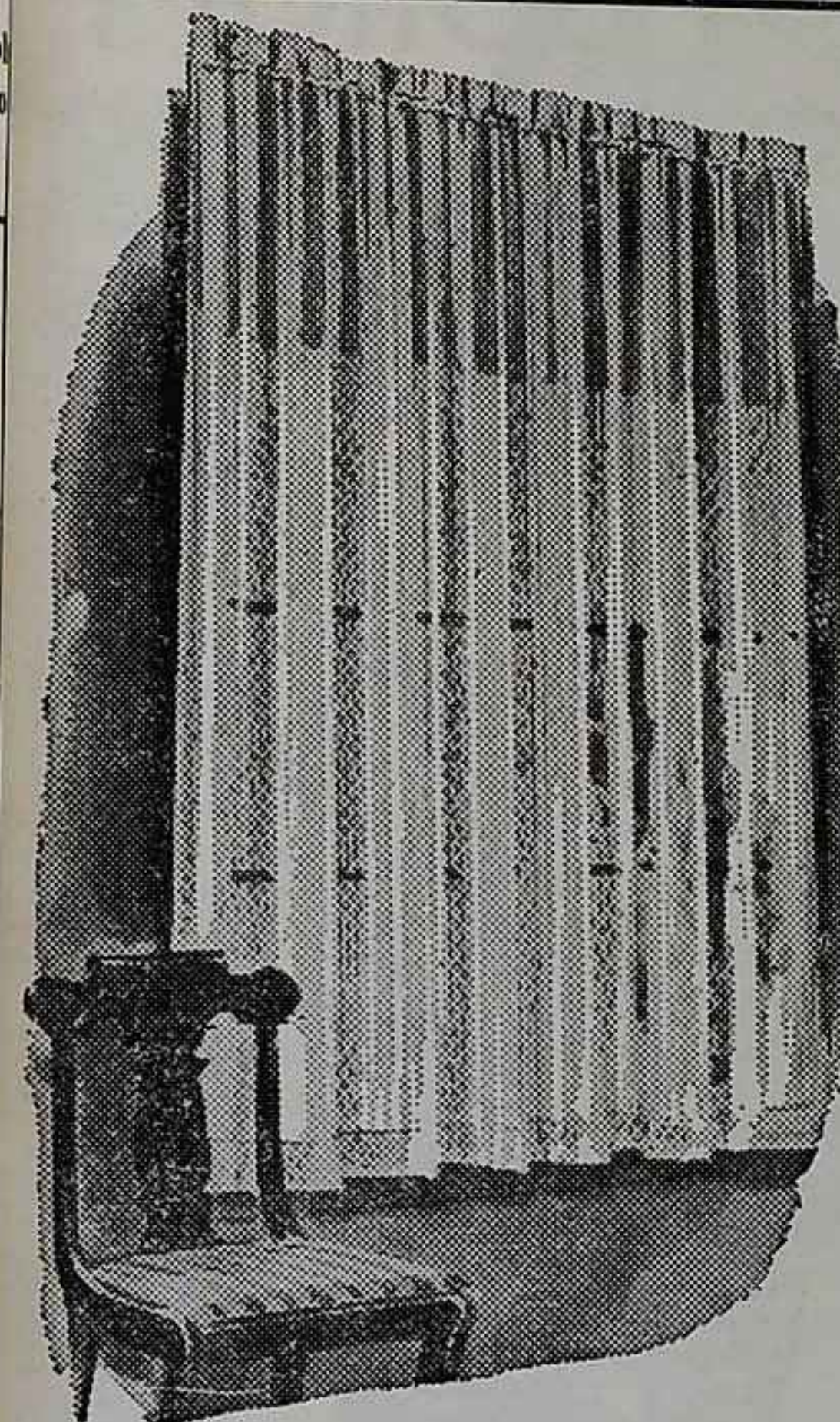
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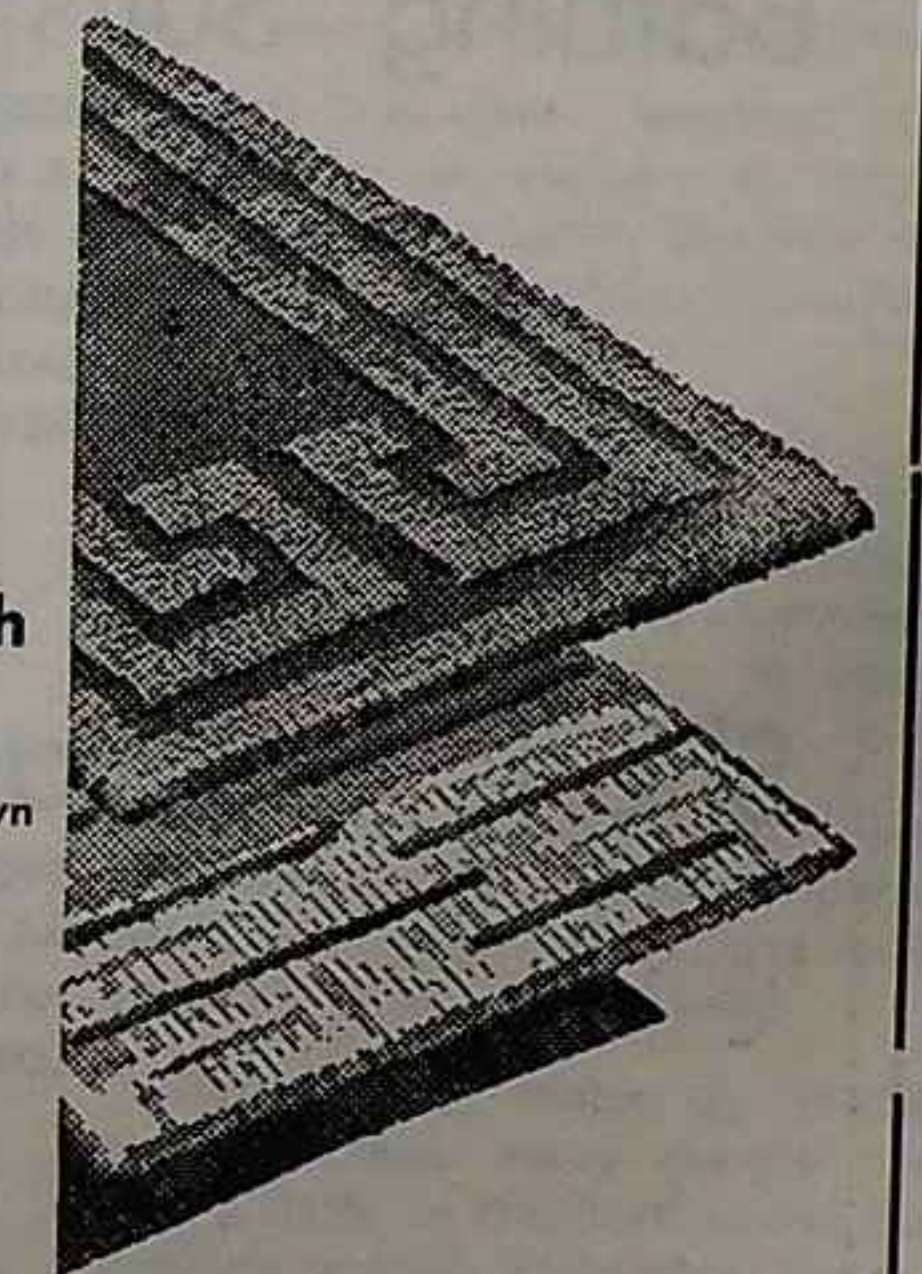
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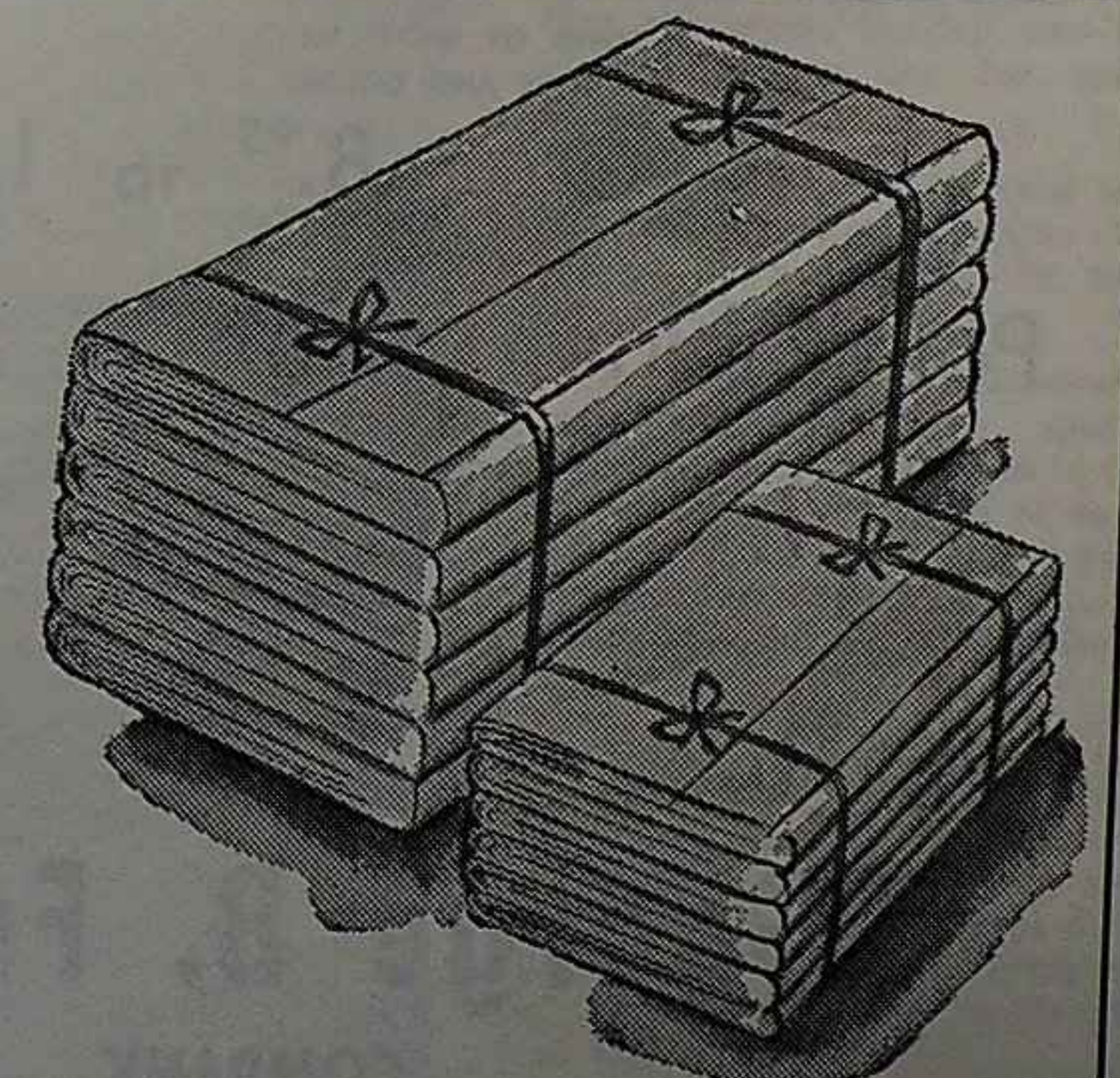
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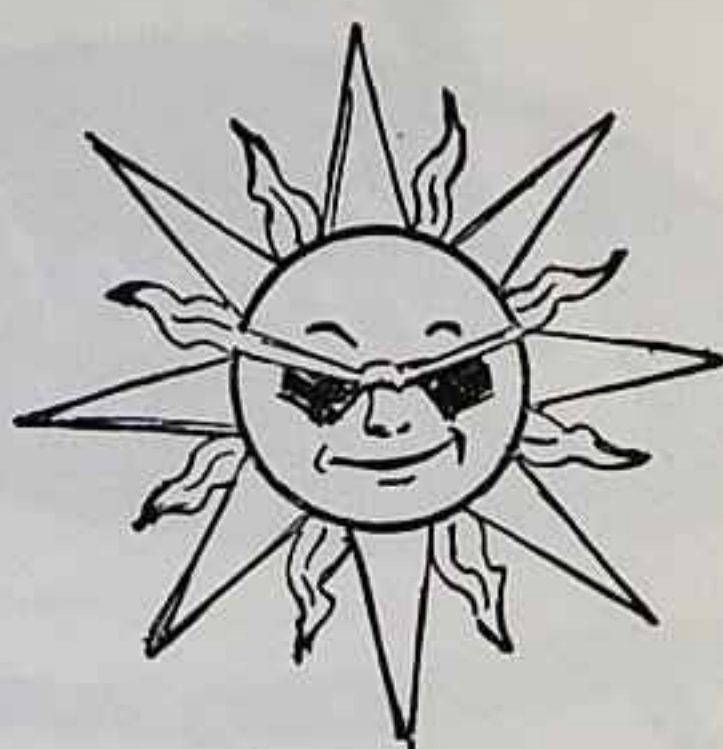
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In Any Of Our Lovely To Look At - Lovely
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"BOY SHORTS" SKIRTS,
ELASTIC & COTTON, ONE
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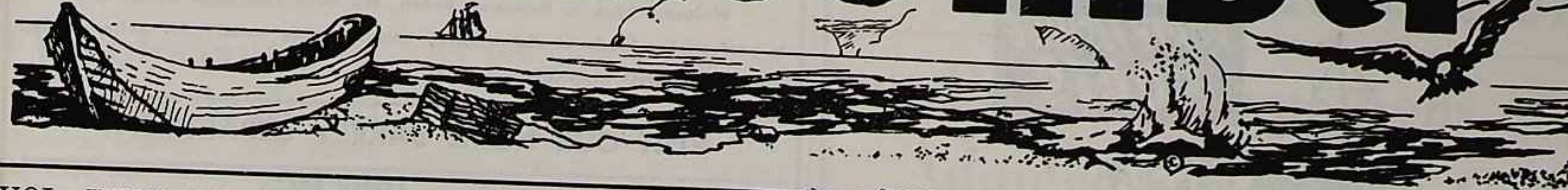
37 Market St.

Portsmouth, N. H.

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The Beachcomber



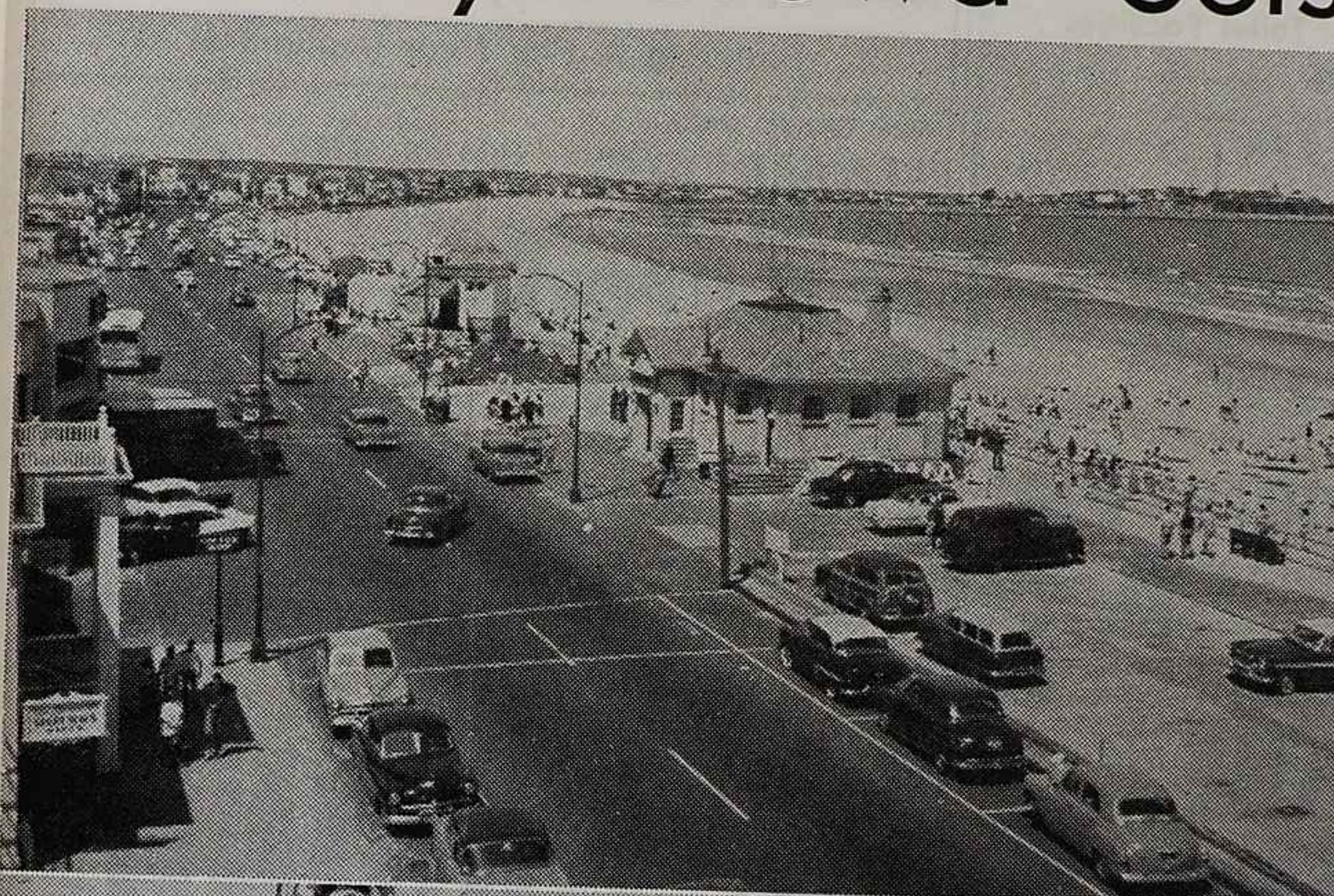
VOL. XXIX, NO. 2

Incorporating The
Hampton Beach Advocate

WEDNESDAY, JULY 4, 1956

FREE DISTRIBUTION

Holiday Crowd Sets Record



Despite the fact that the Fourth of July is a mid-week holiday this year, a record crowd of vacationists flocked to Hampton Beach, taxing all facilities.

Ideal weather enabled the thousands of visitors to enjoy the new, white sandy beaches and the increased parking facilities were kept well filled.

The crowd was estimated by beach officials as comparable to Sunday's when New England's 90-degree heat wave brought one of the largest throngs in many years to Hampton Beach.

Even though the beach has 791 additional parking spaces over last year, every available lot was filled to capacity.

Police Chief John J. Malek reported that many people are still a little in the dark about the parking meters and signs, but he said that violaters will be tagged.

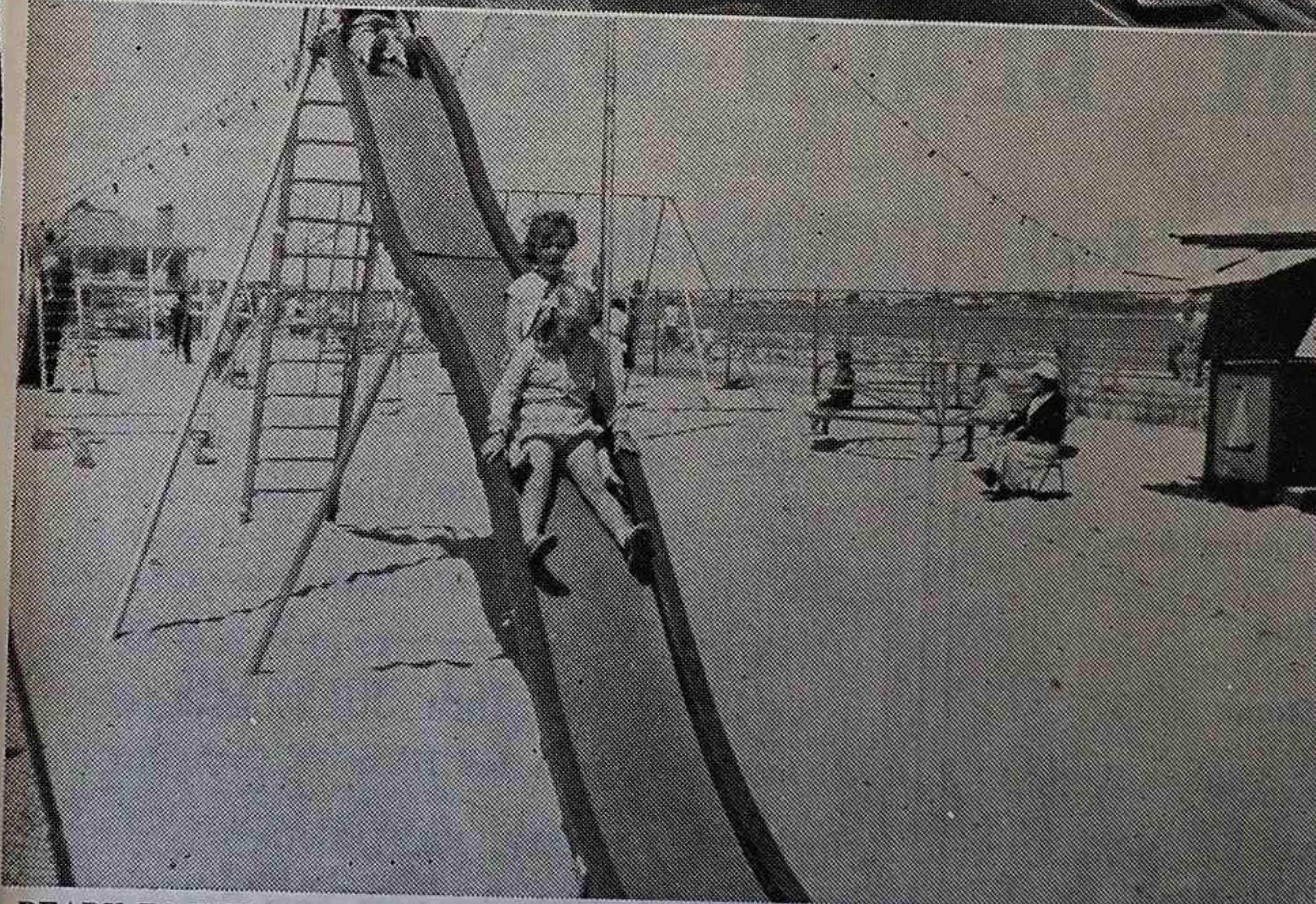
Chief Malek also estimated that the crowd Sunday was the biggest in one day for many years.

The Fourth crowd stayed late into the evening to enjoy the special holiday display of fireworks and band concerts.

The Chamber of Commerce has announced three special events for July in addition to the regular weekly program of band concerts, calisthenics, talent parade, dancing, fireworks and community singing from the band stand.

On July 11 a Salute to the Ground Observer Corps will feature the appearance at the beach of an U. S. Air Force band and a crack U. S. Marine Corps drill team for the dedication ceremony of the local GOC post at Hampton Harbor.

An exhibition of snorkel fishing and skin diving is slated for July 15th and on July 21st the outstanding General Motors concert band will present two evening concerts.



READY TO WELCOME visitors to Hampton Beach this summer are two familiar scenes — top photo shows the recently completed boulevard and enlarged beach areas, while the popular White's Playground for children has been kept on the ocean front for the youngsters.