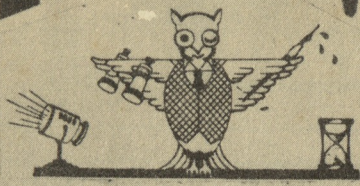
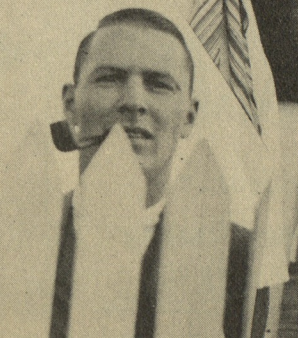
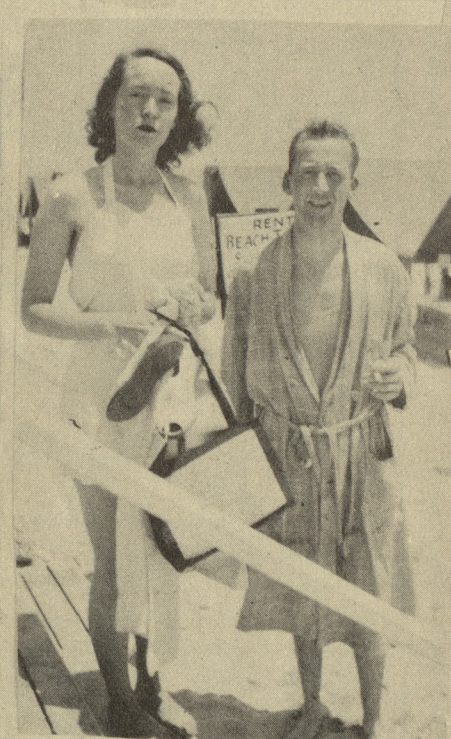
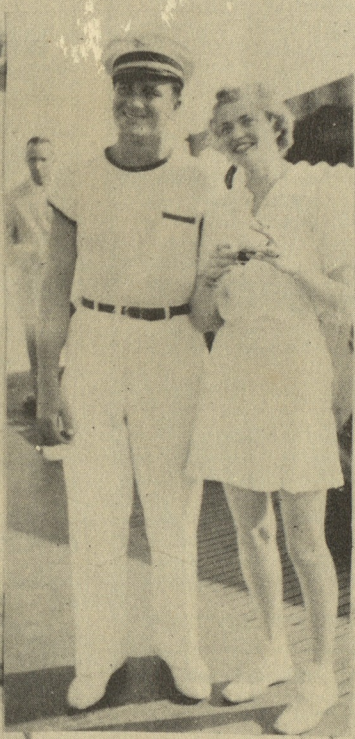


PENNYWISE

JULY

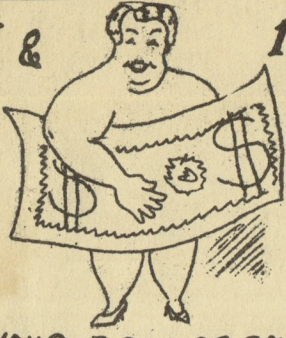


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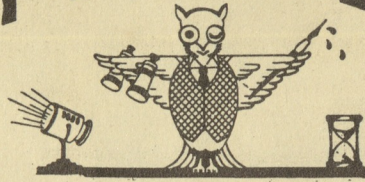
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YOUR DOLLAR COVERS MORE AT **FAULKNERS**

PENNYWISE ¹⁹³⁹

801 STOCKTON AVE. 1500 COPIES



JULY 16 EDITION PUBLISHED WEEKLY

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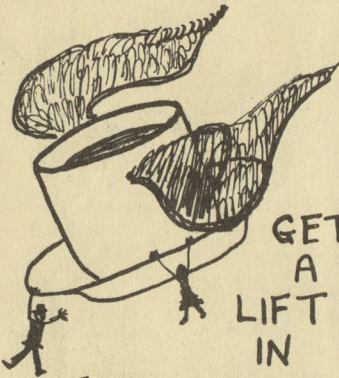
JUST BETWEEN US *SOPHISTICATES..*



Ocean View

Hotel IS THE

PLACE TO EAT
DEVILED CRABS
BEACH AT OCEAN ST.



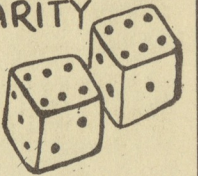
GET A LIFT IN

THE MORNING WITH A CUP OF **SAWTELLES**

GOOD COFFEE CONVENTION PIER

Roller skating really took hold of the cottage colony mon. nite!... Pat Smyth and Sue Heston started off with a bang when a post arrived too fast!! Bill Hill proved to be quite the horizontal skater!... Bud Graham produced a new blonde from the Chalfonte... noted Tootles Wagar slightly jitterbug on skates!... Cary Schenck quit early because of blisters!! Lee King caught on fast even tho she did try to drag Bill Hill and Earle Nelson down too!!... Who were the 2 who wanted to check purses + roller skate to the Merion for beer!!... Who dragged Ginny Griscom around faster than she could skate... Bob Johnston says if part of the boardwalk is gone - it's in his foot!

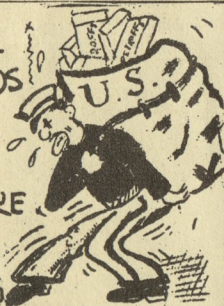
POPULARITY ROLLS HIGH FOR



JOHNNY CREIGHTON AND HIS ORCHESTRA

2329 BRYN MAWR AVE. PHILA. OR PENN ATHLETIC CLUB

WE MAIL HUNDREDS OF BOXES OF OUR OWN MAKE CANDY TO ALL PARTS OF THE WORLD



PETROFFS
FAMOUS ORANGEADE
HOT DOGS BURGERS.

KEY 4-700 BELL 4-7
ANY TIME OR PLACE AT YOUR SERVICE
DAY AND NIGHT
STANDS 3 RAILROAD ST. 412 WASH ST.
TERMINAL TAXI



EVENINGS 8:45

MATINEE THUR 2:45

The Cape Theatre

BELL 88

KEYSTONE 6383

BEACH & MADISON

T. C. UPHAM PRESENTS

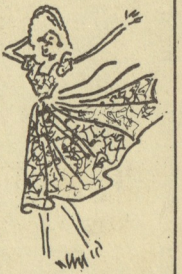
GEORGE AND MARGARET

A COMEDY
STAGED BY ERIC KALKHURST
FEATURING
PHYLLIS GOODWIN AND ROBERT SCOTT
TUES. 18 THRU SAT. 22

\$.85

55¢ TAX INCLUDED 4/10

Betty Ann Shoppe



Nellie = Don Dresses

MILLINERY LINGERIE
HOJUD HOSIERY HANDBAGS
309 WASH ST.

LET

ATLANTIC STUDIOS

MAKE AN UNUSUAL PHOTOGRAPHIC ETCHING OF YOU.
HUNTS PIER BOARDWALK



ALEXANDER CLEANERS



TAILORS DYERS
WHITE SUITS A SPECIALTY
QUICK SERVICE
510 WASH. KEY. 1144

EVERY BODY IS DOING IT

HAVE YOUR FILMS DEVELOPED AND PRINTED AT

SMITH STUDIO

OCEAN & BEACH AVES.

OUR BEACH SHOP IS DEEP IN SUN AND SURF VALUES

A knock-out collection of authentic beach wear: no matter whether your forte is basking in the sun or doing a one-and-a-half from the forty foot board, your favorite type of suit is here!

LET'S GO TO

Cooley Lilley's
and browse -
AN OLD CAPE MAY CUSTOM
BEACH SHOP AT DECATUR ST.
VILLAGE SHOP 418 WASH ST.

PEACOCK GARDENS

DANCING UNDER THE STARS

KING OF PRUSSIA PENNA.

SYLVAN HERMAN AND HIS ORCHESTRA

TENENBAUM'S

PALM BEACH, FLA. CAPE MAY MIAMI BEACH, FLA.

ETHEL O. BROWN

SHADY NOOK

A COOL RESTFUL SPOT TO EAT

708 CORGIE ST.

BISHOP'S HOFFBRAU

BEST SANDWICHES IN TOWN WITH IMPORTED HAM AND CHEESE

142 DECATUR

What girl V 8's from Bridgeton to view a certain life guard?... On whom does the Lieut's eye rest on Shield's Beach?... Terry Sattler of Btmo. is due the 20th — the same date Al Jacobs arrives — (a "beach" interest? — we don't mean 2 mile!)... What has happened to "the needle's" Phila gal?... At the Rafferty party: Who pushed Dot Schoch down the back stairs?... Who was "bearing up under the strain" at 10 min. intervals?... Birthday greetings to: Mrs. Allman - 7th; Tom Barrett - 11th; Jim Duigley (Adm. bartender) - 14; Joe Smyth (Nak's bartender) - 11th; Mary Dickinson - 16th; Ann Mitchell - 17th; Frances Eastburn - 18th; Peter Clough + Mrs. Saussat Rogers - 19th; Harold Benson - 23rd; Mrs. Hubert Moran - 30th; Mrs. W. Boyd - Aug 1; Mr. Thorman Aug 1st

HAVE A "HART" HERE COMES MY BEST CUSTOMER

HART'S SHOES

FINE CANCELLATIONS OF LADIES SHOES OF NATIONALLY ADVERTISED MAKES

JUST IN "CASEY" YOU'RE

LOOKING FOR A PLACE TO STAY

VILLA FRANCAISE OR CHELSEA

801 STOCKTON ST.

DON'T BE A WALL FLOWER LET

URSULA NAUGHTON

TEACH YOU TO DANCE

CONGRESS HALL

GOING OVER WITH A BANG!

ADMIAX

FRIDAY NITE BEACH CLUB NITE DANCING EVERY NITE

NO COVER OR MINIMUM EXCEPT SATURDAY \$1.00

KNOWN IN THE
BEST OF DEB
CIRCLES

VERVE
SMOOTH
DEP

OFFICE
THE BARCLAY HOTEL

SYLVAN HERMAN
AND HIS
ORCHESTRA

SUPER
SUPERLATIVE
SUPERIOR
SERVICE
AT
HARRIS

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NEWS PAPER
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HAND COLORED
GREETING
CARDS OF
CAPE MAY SCENES

R KATHERINE
JUG BEECHER
G BUTTER-
MINTS

SHOP
R.C. WARE 402 WASH.

M.C. FRYMIRE

BATHING APPAREL
MEN'S FURNISHINGS
SHOES
FOR ENTIRE
FAMILY

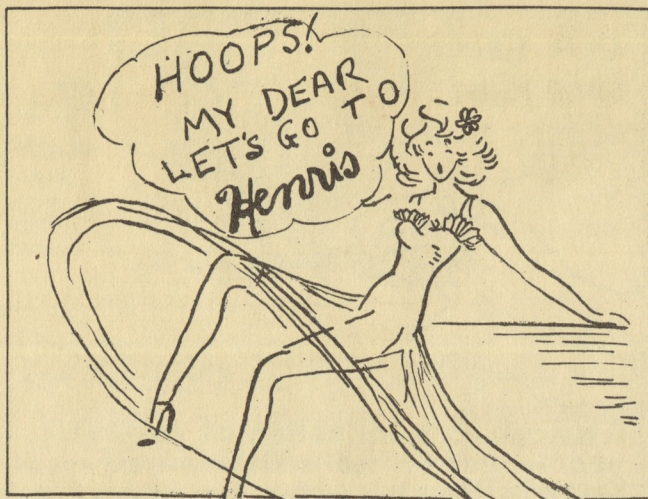
401 WASH.
KEY. 83

WE DON'T LIKE TO
'HARPO' ON IT BUT
WHY DON'T YOU
PLAY
PING PONG
LUDY VAN LOVE
AT HUNTS PIER

CALLING
ALL CARS

SCHELLENGER'S
LANDING
BRIDGE

TO **STAN'S**
ATLANTIC SERVICE
STATION
BEST LUBRICATION



What happened to Durston Saylor and Ed Lennig on way to Ashman's party Sunday... A new group of entertainers for parties was Mrs A Brooks, Mr Cookman & the maker of "London Fogs"... Hear Mr Tom Hart he is quite proficient at mask and wigging with a lady fair... Bud Pollock spent last weekend in Bay Head with a girl he met in CM on July 4th 1... Fred Warfield had good taste in dates Sat. night — she was Helen Vrooman, Sue Weston's house guest... Why does Jule Younger have a white bottom to her red bathing suit?.. Who led a merry "Chase" Mon. nite — we'll have "nona" that!!.. ..Cliff Brooks dog chases shells thrown in the water — wonder if he'd chase "Susie" if we threw her in!!.. Bob Johnston and his "car washers" at the Chalfonte are doing a swell business... Whose ring is Sally Rafferty wearing? Did you hear Bert Carnett clicking oyster smashers like castinets!

SCHELLENGER'S FREE DELIVERY
BEVERAGE
SHOP

DID HE SAY SCOTCH? NO HE SAID GIN!

KEY 313
BELL 442
318 WASH

WASHING WILL MAKE IT SO

KEY 4353
BELL 53

COLUMBIA LAUNDRY

DIAPER WASHING
A SPECIALTY

TOO BAD OLD MAN!

CHICKEN CHOW MEIN

I COULDN'T GET INTO

UNCLE DAVE'S
ON THE BOARDWALK
BATHERS LUNCHEES

THE
LITTLE SHOP
YARNS, GIFTS
ART NEEDLEWORK
HOMEMADE CHOCOLATES

427 WASHINGTON ST. ANNE E. SMITH

GOING OVER WITH A BANG!

GAMES AND

POKEROLL

WIN FREE CIGARETTES
NEXT TO CONVENTION PIER

IN TUNE WITH MODERN MODES

PACKARD CHRYSLER
PONTIAC PLYMOUTH

COMMERCIAL GARAGE
WASH. ST.

KOKES FOR GOOD FOOD AT MODERATE PRICES WASH ST

CONGRESS HALL
THE MINT JULEP RIDES THE CREST OF THE WAVE

Do you want mustard?
SAGEL'S
BEACH and PERRY STS.
FRANKFURTERS ON ROLL CANDIES LUNCHEONETTE
SALT WATER TAFFY A SPECIALTY

HEY EVERYBODY!
FIRST GET A GOOD FOUNDATION FOR THE EVENING AT THE **MERION** DECATUR STREET

CHINESE NOVELTY JEWELRY
FRIENDLY GIFTS
INTERNATIONAL NOVELTIES 305 BEACH AVE

1412 SPRUCE
EMBASSY
COOLEST NITE CLUB IN PHILADELPHIA

HE'S FINE ENOUGH TO BE IN THE **SEASIDE FISH MARKET**
JOHN E. HILLINGTON PROP.
BELL 216 KEY 1451
FISH OYSTERS CLAMS FRESH DAILY

BEFORE GOING TO BED GO TO **KELLY'S MAYSEA CAFE**
FOR A LATE SNACK BAR LUNCH 'TIL 3 A.M. ITALIAN SPAGETTI A SPECIALTY 107 JACKSON

WE "TANK" YOU FOR STOPPING AT **JAY MCCRAY'S SUNOCO**
SERVICE CENTER NEXT TO RR STATION

1:30 AM boardwalk strollers were El Graham, Billy Pancoast and dates — sans shoes!... Now that Jean is in Calif, Dick Richards is back in the crowd again!... Cy Perkins and wife are in town at Lamottes... There was more tomato juice and milk consumed at Ashman's Sun than martinis!... Who are the 2 girls who get Cliff Heaton so rattled he can't wait on customers?!... That yellow plane is weekendder Holly Taylor's!... Since when (Sun) does Bill Mezger high dive? and 20X at that! Best Roussel and Bill Guntner hit all the low dives!... Who stole the Brooks' ashtray and denied it??!... Jim Satterfield tripped to Phila + back in 5 hrs for his summer wardrobe (15 min. shopping + 20 explaining to City Hall cop he hadn't stolen them!!?... Bud Graham has "shear" delight with his gal!!

J.S. GARRISON JEWELERS 313 WASH. ST.
HELP THAT SUMMER ROMANCE WITH A CAPE MAY DIAMOND

A MAN DOESN'T LIKE TO DANCE WITH THE SAME DRESS ALL SUMMER

ULTRA SPECIAL COTTON EVENING GOWNS \$6.95
FRENCH IMPORTS IN COTTON
TWO FOR THE FORMER PRICE OF ONE
ORIGINALLY \$10.95 — 16.95
NOW \$5.95, 6.95, 8.95.

LOUISE SPECIALTY SHOPPE
CONGRESS HALL

LET JACK VERNA AND HIS TRIO (BASE, ACCORDION AND GUITAR), CARRY THE WEIGHT OF YOUR PARTY OFFICE HENRIS



DON'T GO ON A SIT DOWN STRIKE WHETHER YOU ARE A GOOD OR BAD SKATE! FREE LESSONS

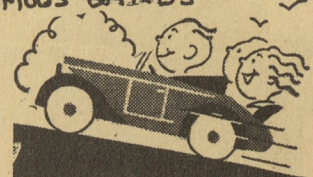
GO TO THE GREEN MILL ROLLER RINK

MON. PRACTICE NITE
TUES. LADIES NITE
WED. COUPLES 50¢
THUR. COLLEGIATE NITE
FREE!


35¢ MEN
25¢ WOMEN
20¢ AFTERNOON
WALTZING INSTRUCTIONS OF AN AFTERNOON



OF AN EVENING GO TO STEEL PIER ATLANTIC CITY, N. J. FOR FUN, FRIVOLITY, THRILLS, AND DANCING TO FAMOUS BANDS



CALL REDDENS FOR DEPENDABLE CLEANING & PRESSING 1302. 405 WASH. ST.




Great Western CHAMPAGNE

Who painted Ursula Naughton's shoes to match pool... The Chalfontes are taking dancing "free" Tues nites thanks to Capt Jack Leary... Bill Bethel is in town!... Bud Graham's B'day was Tues!!... Was Ad Suelbe seeking a change of luck Tues on the beach?... Pat Muller left or rather leaves Sat - we're sorry! Please return those tiny white moccasins (1 inch long) to Ursula Naughton... If its music you hear on Decatur St its Hen & Pasty Norris' party!... Dick Pearce wants the older gang to try the new badminton courts on the beach by the Pier!... What "cooky" fools at 4 AM?... Ocean Views Farmer Party - the 14th - Oh my!... Pat Smyth is in charge of Adm. fashion show on the 22nd!... Suelbe Somers, Counselor dig sand holes!... Fish Muller annoyed Von Smyth Sat!!... Bon Voyage Muller!

WHAT TO DO!

FRI. Beach club nite at Admira see who's down.

SAT. Henris to dine Merion 8:30. Congress Hall Julep Time. Admital later

SUN. Beach + bum, Merion Capt. Alex. Penn A.C. exhibition in evening at Admital.

MON. Rehearsal for Pennywise Revue 10 A.M. Dinner Ocean View Movies, dancing pier. Roller skating practice


TUES. Collegiate nite Playhouse "George + Margaret"

Wed. Collegiate nite at Admital - Dutch treat leap year etc.

THUR. Collegiate nite at Roller Rink. Fleets Inn later. Pennywise rehearsal 10AM.

FRI. Admiral Beach Club nite

~ RAINY DAYS ~
BOWLING + PING PONG AT HUNTS PIER. Roller Skating SLEEP!

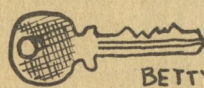


PICTURE KEY

BETTY STINE

JOE HERKNESS BUD TINDLE
MARCIA DAN DAN ROBERTSON BESSIE NORRIS
ZIEGET KAY LIEWIE HART
PIERPONT PEGGY HART

VON SMYTH URSULA NAUGHTON
LEE KING JACK READING
FISH MULLER TOM COOK & GAL




SALLY RAND SAYS PLENTY OF "WHITE SPACE" IS THE SECRET OF GOOD "ADVERTISING"




IF YOU WISH TO SUBSCRIBE TO THE PENNYWISE \$1.00 WILL COVER MAILING CHARGES FOR THE SUMMER

MAKE RESERVATIONS NOW JOE BARKER PENNYWISE SUMMER WEEK-END CRUISE FRI., AUG. 4 AT 5 PM. TIL SUN, AUG. 6 7 P.M. S.S. WASHINGTON FROM NEW YORK ALL EXPENSES \$25. MRS. BARKER CHAPERONE



EACH WEEK THE PENNYWISE PRESENTS A FREE TICKET TO THE CAPE THEATER. THIS WEEK THE TICKET GOES TO MRS. JOSEPH BIRDSALL, BENTON AVE., UPON PRESENTATION OF A PENNYWISE AT THE THEATER



WE REPEAT IT'S THE PLACE TO GO BUGS LANDING

CAPT. ALEX

