

The Cheerleader

Come in to Hooper's!

Weeks' Dairy Bar, the Inspiration for Hooper's, Has Closed

Hooper's was inspired by Weeks', and readers across the country recognized it as a special place in their own towns -- the dairy bar or restaurant or drugstore where everybody went, especially teen-agers.

During the first half of my youth, I lived on Academy Street, very handy to Weeks'. My sister and I would be taken there by our parents on Sunday drives, for cones from the outside serving window. When I was old enough to be allowed to walk there on my own, sometimes I'd go inside and sit down at the counter and spend my entire weekly allowance of twenty-five cents on a raspberry sundae.

Then came high school and dates and stopping at Weeks' after the movies for a frappe. When a very thick frappe called an Awful-Awful was introduced, some of us couldn't resist the challenge of drinking three in one sitting to get our names on a plaque.

I never did work at Weeks', scooping ice cream instead at Sawyer's Dairy Bar and the old Keller's Restaurant on Main Street, so going to Weeks' remained always the treat from childhood.

--Ruth Doan MacDougall, written for *The Citizen*, Laconia, NH,
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After fifty-one years in operation, Weeks' has closed its doors.

Hooper's in the 50s



The Exterior

"Then there was a gas station, and then Hooper's which wasn't dim but whitely lighted, a clapboard oasis. . . . She gave Snowy a shove, and they crossed the parking lot to the small, low building."

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The Interior

"A horseshoe-shaped counter trapped the waitresses . . . Snowy knew . . . she too would be a waitress somewhere so for years she had been studying them and their equipment, the frappe machines, milk tank, syrup dispensers, vats of hot fudge and hot butterscotch, and the grill"

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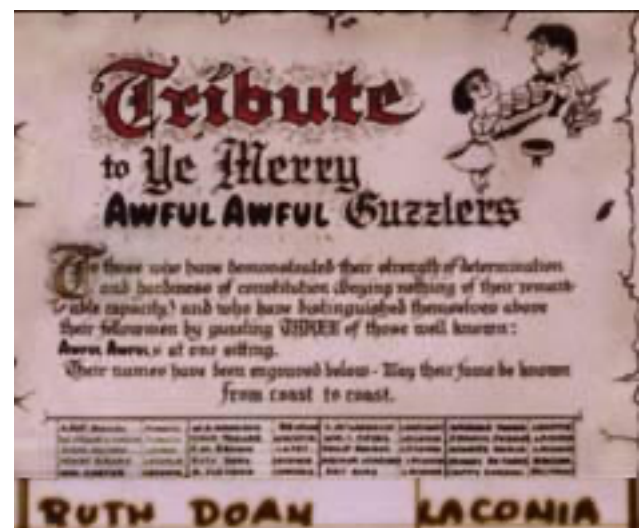
The Hooper's Menu & the Awful-Awfuls

There Really Were Awful-Awfuls!



"Awful-Awfuls were the new frappe drink sold at Hooper's Dairy Bar. . . . Anyone who could drink three at one sitting got his name on a plaque on the wall. So far there were only a half-dozen names, boys'."

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"When Snowy and Tom walked into Hooper's, . . . Tom said, 'This I've got to see,' and stopped in front of the plaque on the wall. The six boys' names were now followed by HENRIETTA SNOW."

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The Old Sign Outside Weeks Dairy Bar

For clarity, the portion of the plaque showing Ruth's name and city (second column, fourth name) has been enlarged and superimposed on a lower part of the plaque.