

S.O.S.[®] Carefree Times

S.O.S. '88 DATES

S.O.S. Spring Safari

April 13 - 17

SOS Golden Oldies

May 19-21

SOS Fall Migration

Sept. 14 - 18

Official S.O.S. Spring Safari Shirts

You probably are aware how the prices of our annual t-shirts have skyrocketed with the collectors. We've seen offers of up to \$100 for the 1980 tee and highly inflated prices on all past years' models. This year we will print up a limited supply of t-shirts for the collectors (*this year's design will be much bolder and more colorful than the past*). We'll also have various and sundry stylish designer shirts with S.O.S. shag graphics. The official S.O.S. Shirt Shoppe will open Thursday afternoon on Fat Harold's rear deck. Get there early for the best selection!

A word to the wise: If you're thinking about printing up some shirts or other items with "S.O.S." on them to sell, Don't! Every year we have to go after someone for copyright and trade mark infringement. We will legally protect the S.O.S rights!

Little Esther, who teamed up with Johnny Otis in the early 50's to cut a number of R & B hits, made a recent comeback, recording under her full name - Esther Phillips ("*What a Difference a Day Makes*"). Yep. One in the same!

Haley's in Calabash Joins S.O.S. Discount Program

Haley's is the 2nd Restaurant on the left when entering Calabash from the beach. They aren't a typical Calabash fried seafood house and have steaks, a mesquite grill and a gourmet salad bar ... and lounge. Don't forget, you get a 10% year 'round SOS discount at the following ... but you must show your SOS card when ordering.

Don's Pancake House
Ship's Bounty
Sea Merchants
Marina Raw Bar
Haley's

1st Annual Shaggers Holiday in Charleston - May 13,14 &15 sponsored by Islanders Shag Club. For more info, call Diane Dyches at (803) 795-5485 or Betty Brown at (803) 722-7119.

4th Annual Summer Shag Explosion in Greensboro - July 15, 16 & 17 sponsored by Shaggers Ltd. For more info, call Susie Beaver-Gibson at (919) 841-SHAG.

S.O.S. Golden Oldies: May 19 - 21

Fat Harold's at O.D. will be The Place for the Golden Oldies of S.O.S.! If you're new to the S.O.S., the Golden Oldies party is for the bald and the gray ... those of us who were on the beach in the 40's, 50's and 60's. There's an age limit of 39 and older for those who may enter. *Exception: spouses or dates of the senior members who may fall below the 39 barrier!* You will be carded at the door so don't forget your ID.'s.

Deadline for mail-order S.O.S. memberships in time for Golden Oldies: in our hands by April 24!

Flotsam 'n' Jetsam ...

'Recently returned from O.D. Here's some news & free plugs: "Shag," the movie, had a sneak preview at Myrtle Beach in early March. We didn't see it and heard mixed reviews. Some said it had very little dancing and the music was weak? Some said the plot left a lot to be desired. Others said it was a pretty good flick. Overall we gathered it got about a "C+" from the folks who filled us in. We'll have to see it ourselves to really know. Still the best on the beach ... link country sausage at Don's Pancake House and soft-shell crabs at the Marina Raw Bar! Mayor Dick Hester is out of office after an indictment. Hear that our old friend Joe Saleeby may run for Mayor of N.M.B. again. Hope so! Joe was one of the first locals to give S.O.S. enthusiastic backing during our formative years. Joe is very tourism oriented! Great guy and a credit to the community. Hey, Go for it, Joe! And, speaking of credits, no one will ever know just how much Dick Elliott helped out the S.O.S. last fall in a time of need. Dick is a member of the S.C. legislature and really went beyond the call of duty and solved a crisis situation of major proportions. N.M.B. is indeed lucky to have him on their team. Dick owns Elliott Realty. Give them a call!

Smile, D.J.'s ...

Calling all beach music D.J.'s working at the S.O.S. Spring Safari. There will be a D.J. gathering for photographs on the beach in front of Fat Harold's Saturday morning at 11:30. We want to get some group pics of the gang. Be there, D.J.'s ... with yo' black drawers on!

EARLY SPRING 1988 (It's here at last!)

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On the Tee with Driver

Harry called to say he was mailing his column, but at the deadline hour to get the copy to the printer, his column had not arrived ... foiled by the U.S.P.S.! Panic! We've got a blank page! Now, here's how we fake it and fill the space in a hurry!

Don'tcha Miss

Johnny Ray
Berma Shave Signs
Inner Sanctum
J.A.T.P.
Steering Wheel Knobs
June Christie
The Four Freshmen
Drive-Ins
Hula Hoops
Key Chains
The Pad
Eighth Avenue Grill
The smell of Peroxide
Zane's
Little Red Spears
Harley Joe's
The Rec Center

S.O.S. Carefree Times

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Gene Laughter

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Director, Proof Reedor, Complaint
Manager, Credit Manager, Data Entry
Clerk, Telephone Operator, Mail
Room Boy, Stamp Licker, Bookkeeper,
Janitor, Bar Tender, Tour Guide,
Matchmaker and Chief Go-fer.
SOS-Box 8343-Richmond VA 23226
(804)741-1926 after 6pm - Mon-Thur.

Broadcast News:

Tom Brokaw Mystery Solved!

In the last newsletter we commented that we didn't know what happened with N.B.C. and the Tom Brokaw show. They had a camera crew at the S.O.S. Fall Migration last September and we asked if anyone knew the scoop.

Susan Greene, of Concord, has persistently pursued this matter and writes, "The last report I received from Ed Rabel of N.B.C. was that the clip had been edited and sent back to New York. I am listing various phone numbers I have called in trying to determine 'exactly' when it might air. However, I found it an impossibility as they stated this would air at the end of the nightly news as a filler." Susan talked with Rabel and other N.B.C. network folks in Miami, Washington and New York.

So, SOS'ers, there is no scheduled air date. It will be on when you least expect it - on a night when there is little "hard news" and our turn comes up on the network's rotation of fillers. All I can tell you is, don't touch your T.V. dial and stay tuned to the N.B.C. nightly news. Some day, some way, it just might be on the air!

And, as usual, N.B.C. will not release any of the footage to us that they filmed. Network policy. We tried to get raw, unedited footage and out-take material when "Hour Magazine" was at the S.O.S. back in 1980 to no avail. There's so much great unused film out there that will never be seen!

Ocean Drive, U.S.A.

Some ask why we use the phrase, "Ocean Drive, U.S.A." Well, the original name of our beach, "O.D." or "Ocean Drive," had guts, and identity, and memories. The city, in it's wisdom, changed the name to "North Myrtle Beach" ... a total non-entity. A meaningless loser of a name. So, the name "O.D.", or "Ocean Drive", no longer belongs to the city. They gave it up long ago. Ocean Drive does not exist in the state of South Carolina. It's on no maps. *It exists only in our state of mind.* They can have N.M.B. - O.D. is ours! *Ocean Drive lives!*

At the Sand Flea ...

Coming up at the New Sand Flea Beach Club in Greenville Shaggers Hall of Fame Weekend April 29-May 1 ... Party Friday night, Saturday afternoon and night ... Hall of Fame inductions Sunday afternoon at 2 pm.

World Line Dancing

Championship June 24-26.

All Beach Clubs and Shag Clubs are invited to send a team to the championships at the Sand Flea.



No Tickee ... No Laundry!

Don't forget to bring your '88 S.O.S. card to the Spring Safari. Don't tell us you lost it, left it at home, or never received it in the mail. *These just won't wash!* Things will be just too hectic and there will be too many penny-ante hustlers on the prowl. If you don't have your card, you'll have to rejoin at \$20. Sorry!

Watch Your Valuables!

It's sad, but true. When as many people assemble as will be at the S.O.S., there are always a few bad eggs. Last year a couple of pocketbooks were lifted, motel rooms and cars broken into, etc. Don't take any chances!

On the Spot Renewals and S.O.S. Memberships for

guests. '88 S.O.S. Membership cards will be available at Fat Harold's and Duck's Across the Street @ \$20 during Spring Safari. You must have an S.O.S. card to enter these clubs, day and night. One day guest tickets will be available for \$10 per person.

Check Out the Sunset Grill

H. Lee Brown and crew will be dishing out 'burgers, dogs 'n' goodies at the Sunset Grill located next to Fat Harold's on the "horseshoe." Now you can chow down while at the S.O.S. at Fat Harold's and never leave the area! H.Lee, this was a free plug - almost. You owe me a burger and a beer!

Need a place to crash for the S.O.S. Spring Safari? Ocean Creek has small condos at a special S.O.S. rate. 3 day minimum. (803) 272-3511

1988 S.O.S. Spring Safari



Boogie on Down to O.D.!

Ocean Drive, U.S.A.

(a.k.a. North Myrtle Beach, S.C.)

April 13 - 17th

It's Spring at last and time for the young at heart to have our own Spring Break ... a get-down, step-back, rockin', roarin', ravin' BEACH PARTY!

Fat Harold's (The Official S.O.S. Headquarters.) and Duck's Across the Street are the official S.O.S. Spring Safari stompin' grounds.

The party starts for Early Birds at Fat Harold's Wednesday afternoon and goes on practically non-stop until Sunday P.M.!

Free Beer Busts!

Free Cook-Outs!

Free Hors D'oeuvres!

We'll have a complete program of all activities to pass out at the S.O.S. Spring Safari!

Start your training program Now and be in shape for

The Monster Bash

The Grand Daddy of all Adult Beach Parties ...

The One .. the Only ...

S.O.S. Fall Migration IX

*It's a Trip Back to Ocean Drive, U.S.A.
(in the state of mind!)*

September 14 -18

Ducks

Across the Street
And "Little Ducks"
Welcomes the S.O.S.
To The Spring Safari!

Ducks Across the Street

Thursday

Gene Petty: 5 'til 10 pm

Cliff Lee: 10 'til

Friday

Gene Petty: noon 'til 5 pm

Gene will play a tribute to Joe Turner from 4:00-5:00

Larry Edwards: 5 pm 'til 10 pm

Johnny Walker: 10 pm 'til

Saturday

Chip Bellamy: noon 'til 5 pm

Larry Edwards 5 pm 'til 10 pm

Butch Metcalf: 10 pm 'til

Sunday

Gene Petty: noon 'til 6 pm

Little Ducks

Tuesday

Butch Metcalf: 8 'til

Wednesday

David Grice: 8 'til

Thursday

Larry Edwards: 5 'til 10 pm

Tom Hamrick: 10 'til

Friday

Cliff Lee: noon 'til 5 pm

Tom Hamrick: 5 pm 'til 10 pm

Butch Metcalf: 10 pm 'til

Saturday

Cliff Lee: noon 'til 5 pm

Tom Hamrick: 5 pm 'til 10 pm

David Grice: 10 pm 'til

Sunday

David Grice: noon 'til 6 pm

Chip Bellamy: 6 pm 'til noon

Periodical Happy Hours:
Mystery Drink Specials
and Hors d'oeuvres
at both clubs

S.O.S. DISCOUNT TICKETS APPLICATION ... YOU MUST USE THIS APPLICATION TO QUALIFY!

Beach Music Awards '88

'88 S.O.S. Members can SAVE \$25 per ticket!

Beach Music Awards VIP Weekend Package ... June 3rd - 4th - 5th

Scheduled to appear:

FRIDAY, JUNE 3 ... VIP Welcome Party at the Raleigh Inn ... 8PM - 2AM

Frankie Avalon ... The Embers ... Archie Bell ... Steve Hardy's Original Beach Party ... Guest D.J.'s.

Scheduled to appear:

SATURDAY, JUNE 4 ... VIP Pool Party at the Raleigh Inn ... 11AM - 5PM

Gloria (Black Drawers) Hardiman ... Doug Clark and the Hot Nuts ... Clifford Curry ...

Billy Scott ... Shagtime ... Kruze ... Buddy Skipper ... Guest D.J.

Scheduled to appear:

SATURDAY, JUNE 4 ... VIP Celebrity Party at the Raleigh Inn ... 8PM - 2AM

Jerry Butler ... The Dells ... Delbert McClinton ... The Entertainers ... Dale Van Horn ...

Scheduled to appear:

SUNDAY, JUNE 5 ... VIP Champagne Brunch at the Raleigh Inn ... 9AM - Noon



SUNDAY, JUNE 6 ... THE 1988 BEACH MUSIC AWARDS SHOW in Chapel Hill at the "Dean-Dome" ... 2PM. *To be Filmed for National TV! Formal or Semi-Formal Attire required for all VIPs!*

Scheduled to appear: Frankie Avalon - Host ... Lou Rawls ... James Brown ... Impressions ...

Delbert McClinton ... Archie Bell ... Willie T. and the Magnificents ... J.D. Cash ... The Embers ...

The Tams ... The Entertainers ... Bill Deal & Ammon Tharp (Sheiks of Shag) ... Fat Ammons ...

Dink Perry & the Breeze Band ... Gloria Hardiman ... Chrissie Zastrow ... Band of Oz ... Billy

Scott ... Clifford Curry ... Buddy Skipper ... Dale Van Horn ... Durwood Martin Orchestra

SUNDAY NIGHT, JUNE 6 ... VIP Post Awards Party at the Raleigh Inn ...

Immediately following the Awards Show.

Special Celebrity Jam Session ... Dink Perry and the Breeze Band ... Marty Callaghan

Only 1988 S.O.S. Members Get a Chance to Buy the Beach Music Awards V.I.P. Tickets at this Price! All Others Will Pay \$25 More!

All ticket outlets will be selling the V.I.P. Weekend Package for \$250 per person. S.O.S. has made arrangements with BEACH MUSIC AWARDS in which we will pass along promotional considerations to our members so that they can purchase V.I.P. tickets for \$225 and save more than the cost of their S.O.S. membership! The V.I.P. tickets will be on a first come, first served basis. The sooner your order is received, the closer your seats will be to the stage at the awards show! Limit: 1,500 V.I.P. Tickets. Make check out to: Beach Productions, Inc. Deadline for SOS special price applications - April 30.

Mail this application and check, or money order, to:

**BEACH PRODUCTIONS, INC.
P.O. BOX 31127
RALEIGH, NC 27622**

Allow 2 to 4 weeks for ticket delivery.

Number of Tickets @ \$225 Each _____ Amount Enclosed _____

Mail Tickets to: (Name) _____

Street Address _____

City _____ State _____ Zip _____

Phone number ... Day () _____ Night () _____

List names and 1988 S.O.S. membership numbers for each card ordered:

For Office use only:

SOS Names
and nos. verified.

If you wish your seats with others, enclose all applications in the same envelope!

Mitch ...

by Gene Laughter

He shines; sparkles like a finely polished gemstone.

If you've been to the S.O.S. at O.D. in the past couple of years, you've seen Mitch shine.

You would recognize him anywhere ... suspenders, white knit shirt, black pants and a friendly, radiant smile.

Mitch Barkoot is one of the first to get on Fat Harold's dance floor in the early afternoon at S.O.S. and one of the last to leave the floor in the wee hours of the morning. Mitch dances non-stop. And ... he has been dancing various forms of the shag for well over a half century.

You see, Mitch is eighty years *young* (and I do mean young) this year!

Bill McDonald, columnist for The State Paper in Columbia, has dubbed Mitch Barkoot "the best dancer in the state of South Carolina."

Mitch Barkoot was one of the first Big Apple dancers. "Anyone who knows how to shag or jitterbug can pick up the Big Apple in no time at all," says Mitch, who can recall the days when he danced in the "Big Apple" nightclub in Columbia - a wood frame building now on the National Historic Register because it gave birth to the dance which swept the nation in the '30's. This historic dance shrine was once a black club and the 'in' place of the times, and whites (including Mitch) would stand in the balconies to marvel at the black dancers.

"The shag and the jitterbug are patterned after the Big Apple," Mitch says. "The steps are about the same. The only difference is that the Big Apple is done in a circle, with a number of people."

One night, some fifty three years ago, Mitch and two other boys were experimenting with a couple of dance steps to a one-two-three-four beat and rounded up a group of their friends into a circle. "We just happened to get into a step that caught on and spread like fire all over the United States," Barkoot said. After that night a group from Columbia took the dance to New

York City and played at the Roxy Theater. Thus, New York had a new dance ... a new nick-name. The rest is history!

Mitch dances the shag today with the same vigor - the same enthusiasm, as he danced the Big Apple back in '35.

"The jitterbug and the shag both come from the Big Apple," says Mitch. "They have the same steps, just about, but with the shag, the couples dance closer together. The jitterbug is further apart with more variety of steps. They are both done to the same music."

Back to the grand daddy of them both, the Big Apple ... "In the first part of the dance, called the 'Little Apple,' the dancers would form a circle of six or eight couples and begin what was basically a square dance with a strong beat and a 'swing right' and 'swing left.' This was followed with by a series of popular steps called out by a 'Leaderman,' who would then shout 'Shine!' One couple would then jump into the center of the circle and put on an exaggerated version of their own specialty (strut-yo'-stuff), which was called the 'Big Apple.'"

Mitch has natural dancing instinct. He can study a dance step and master it in a short time. He's never been a pupil ... or a protege. And Mitch says he's never met a woman he can't dance with!

What's Mitch Barkoot's secret? "A man can do ten million dance steps out there, but he's not worth ten cents if he's not a good leader. A man can do five to ten steps, and, if he's a good leader, he's better than the man with ten million steps."

When you see Mitch Barkoot on Fat Harold's dance floor (struttin' his stuff) at the next S.O.S., remember the great contributions that this man has made to the dance now called the shag. Remember that Mitch has been on various dance floors far longer than most members of the S.O.S. have been on this earth.

S.O.S. is, indeed, *very lucky* and *extremely proud* to have Mitch Barkoot as a member of our organization.

Shine, Mitch. Shine!

Want List

MINT (m-) ONLY

1. Appreciations "No, No, No" (on Aware or Sport)
2. Appreciations "It's Better to Cry" (on Sport)
3. Gene Barbour & the Cavaliers "Nobody"/"Hesitations" (on JTP)
4. Black & Blue "I'm Going Back to Miss Ann" (on Game)
5. Lucky Carmichael "Oh Girl" (on Pam)
6. Catalinas/Bob Meyer "Hey Little Girl" (on Zebra)
7. Chantels & Aqualads "I'll Never Know" (on Aqua)
8. Embers "In My Lonely Room" (JCP)
9. Fabulous Capris "He won't love you (like I used to love you)" (on Cepro)
10. Fames "Drinking Wine" (on Pyramid)
11. Five Satins "Here's to You" (JCP)
12. Inmen, Ltd. "Little Girl" (on Pyramid)
13. K-Optics "Double Shot" (on Fortune)
14. Calvin Lindsay / Hysterics "She Blew a Good Thing" and "Ain't No Big Thing" (on Jokers Three)
15. Les Mack / Impacts "So Blue" (on Jokers Three)
16. Bob Marshall / Crystals "You Got Me Crying" (on L-Rev)
17. Poets - Anything on J-2
18. Royals "Say You Love Me" (Copeland)
19. Sensational Manhattans "Living in a Dream" (on Your label)
20. Showmen "A Little Bit More of Your Love" (on Jokers Three - Green)
21. Swinging Medallions "Double Shot of my Baby's Love" (4-Sale-Orange)
22. Willie Tee - Anything on A.F.O.
23. Tropics "Hey You Little Girl" (on Topic - Yellow)
24. Wingtips "Ain't No Big Thing" (on Poverty)

WILL BUY OR TRADE

Write: Joe Porter, 130 Taft St., Eden, NC 27288. I can use small quantities of most. I can trade hard to find stuff such as "Red Dress" (45 RPM), "Closely Guarded Secret," etc. Mint (M-) Only.

Auction of Beach Music 45's

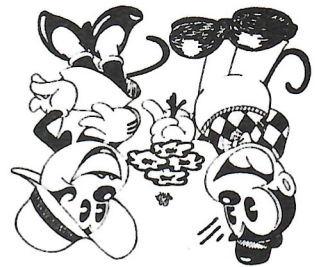
Very large auction (by mail) of Beach Music 45's after the Spring S.O.S. Send me your name and address before the S.O.S., if possible, and include a business size, self-addressed stamped envelope. Sample list of items to be auctioned will be available at the Spring S.O.S. Write:

Joe Porter, 130 Taft St., Eden, NC 27288.

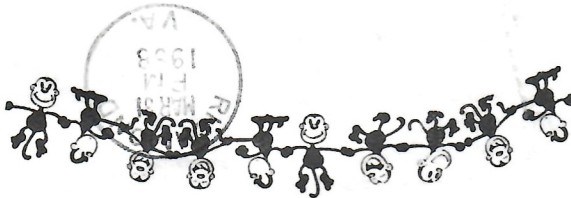
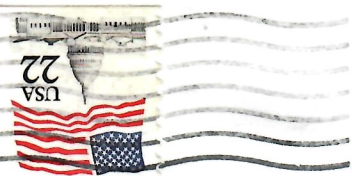
Shag, Boogie, Shuck 'N' Jive
at the S.O.S. Spring Safari!



SIGMON, ANN M. 9 1070
1421 20TH AVE NE
HICKORY NC 28601



Mar. 1988



S.O.S. Carefree Times
Box 8343
Richmond, VA 23226

10% Year 'Round S.O.S. Discount When
S.O.S. Card is shown BEFORE Ordering!

Marina

RAW BAR

SUNDAY ABC PERMIT

Happy Hour - 3-6 Mon. - Sat.

House Drinks, Draft,
Oysters on Half Shell - 1/2 Price

Open for Lunch at 12 PM
7 Days a Week ALL YEAR

Char-Broiled, Broiled, Fried, Sauteed Seafood,
Oyster Roasts, Live Maine Lobster,
Clams, Catch of the Day, Steaks

249-3972

Restaurant & Deck Overlooking Vereen's Marina
Hwy. 17 - North Myrtle Beach, S.C.

1988 S.O.S. Membership Application

Renewal New

If new member, list S.O.S. Sponsor:

Names _____

Mailing Address _____

City _____ State _____

Zip _____ Ages _____

Phone (Day) _____ (Night) _____

Memberships @ \$20 per person _____

Amt. Enclosed \$ _____

S.O.S. / P.O. Box 8343 / Richmond, VA 23226
Deadline for receiving applications for mail order processing
in time for party: Golden Oldies (39 & over) ... April 24
Fall Migration ... August 15