

## S.O.S. Carefree Times™

### The FIRST SHAG on the BOARDWALK

**PARTY in JACKSONVILLE** was loads of fun for the 300 or so S.O.S.ers and J.B.B.A. members. The Florida folks are great and we appreciate their warm hospitality. "Fat Harold" Bessent was there and had a large suite for a "Fat Harold's S.O.S. Hospitality Room." The crowd was about evenly divided between Floridians and those of us traveling South for the party. S.O.S.ers were there from Virginia, North Carolina, South Carolina, Georgia, and Florida. Our special thanks to Nan Coyle and the Sheraton Hotel gang What a great hotel ... and great view! Put the J.B.B.A. party on your "must list" for next year (Be sure to eat at Crowdaddys!). We'll keep you informed on the next J.B.B.A. Florida shin-dig.

**BERNIE HARRIS REVISITED ...** I was standing in Fat Harold's Jacksonville hospitality suite and noticed that a guy was kinda staring at me. "Didn't you work at Ocean Drive Beach back in the early 50's?" he asked. "I live in Jacksonville, but am originally from O.D. ... my Dad once ran the whiskey store there and owned all the juke boxes on the beach. I'm Bernie Harris." We chatted excitedly about the old days at O.D. and Bernie amazed me with his keen memory. "I remember you were the first guy I ever saw that wore Bermuda shorts. You and your buddy, Joe Keistler, would stroll through Robert's Pavilion at night wearing Bermudas, long socks, and coats and ties ... and the tourists would gawk and stare in disbelief. And this was before anyone had ever heard of Bermuda shorts in the Carolinas!"

A true story. Joe and I grew tired of tailored pegs, cleaned up our act, and had every pair of pants we owned cut off to the proper Bermuda length ... just above the knee cap (longer than worn now). This was in '53 and '54 and our dress attire was indeed considered daring in those days.

Once we decked out in our full regalia, including coats and ties, and attended a Louis Armstrong concert at Davidson College. I was dating Nadine, my wife now, and our reserved seats were all the way down front. We had to journey down the seemingly unending aisle as some 2,500 long pants lovers stood in unison and loudly jeered and hissed Joe and I for baring our sun-bronzed knees in public! Total nudity couldn't have evoked a more vocal response! Nadine still considers this to be her most embarrassing moment.

Ah, it was nice seeing Bernie Harris again after all these years. Beach people turn up in the damnest places!

*Speaking of turning up, I was sitting at my favorite New Orleans haunt and bar, Le Booze, in April ... cooling it on a lazy Thursday afternoon ... listening to some old beach tunes on the juke box. Now Le Booze is a Bourbon Street "locals" bar. The clientele is mainly comprised of wonderful, colorful, eccentric French Quarter residents. Well, in walked S.O.S. members and good friends, Mike and Jean Brawley from Charlotte. It is indeed a small world!*

### Of Boxes, Beach People and Freedom ...

There are basic differences in people. And there are basic categoric similarities useful for placing various people types into their proper boxes.

Take "Poodle People," for example. They are similar in form, but quite different in concept from "Labrador Retriever People." There are wide differences in style and behavior between these two distinct classifications. They are poles apart in approach.

How about car owners? Generally BMW owners are a different breed from Trans Am owners. There's nothing wrong with either. They are just different. They have different values ... different images.

The list goes on and on ...

"Beach People." We fall into this box. We're generally different in many ways from "Mountain People." There are differences in style ... differences in philosophy. This doesn't make us better. Just different. And beach people share the common traits of our sub-order.

It really doesn't matter from which beach you originally came ... O.D., Myrtle, Wrightsville, Jacksonville, Panama City, or wherever. You still belong in the "Beach People Box" and are cut from the same cloth ... you fit the same mold ... and share the same philosophies.

It's amazing to me that we were able to reach into the "Beach People Box" and pull out such a huge amount of these homogeneous types for an uninterrupted string of parties. They have really been sector gatherings. Reunions of a classification ... sub-order conventions, if you will!

There are so many obvious common denominators within the "Beach People" classification. The lifestyle. Going for the gusto. The music, dancing and frolic. These are all just outward symbols. The real common glue, in my opinion, is the quest for personal freedom which can only be found by the side of the great mother, *The Ocean*.

Most of us rebelled and escaped to the beach as kids in this quest for freedom. We migrated to the beaches during the summers to free ourselves of parental pressures, of school pressures, and to be with those with like values... members of the same sub-order. This freedom was found at the beach in bountiful servings. Most of us matured quickly and were able to handle and enjoy this new-found freedom. It destroyed a few of our clan. Like in the 50's movie, *"The Treasure of Sierra Madre,"* some just couldn't cope with their dream once it was actually in their grasp.

The remembrance of youthful freedom is also what has brought us back to the beach once again. We now wish to drink from the freedom cup once again ... to be free of the pressures of our professions, of aging and adult life.

This lifelong freedom-quest has engendered many friendships and bonds that are extremely strong and unwavering. There's graffiti on the wall of the Pad that sums this up. "I feel the brotherhood. What a feeling."

Phil  
Thanks for your kind words  
It "A Perfect 10". See ya' in  
Sept!  
Gene



*"Give me your bald, your gray, your huddled masses of former beach bums yearning to be free!"*

### 1952. Thirty four Years Ago ...

Lloyd Price cut his first record, "Lawdy Miss Clawdy," which roared and soared to first place on the R&B charts for the year. He was backed-up on piano by a New Orleans musician named Fats Domino.

The big three cities for R&B recording activity were Chicago, New Orleans ... and new-comer, Memphis.

Johnny Ace came on the scene and was an overnight success with his big hit and chart-buster, "My Song."

An oldie, swing-era jazz alto saxophonist hit the charts with "Flamingo." Earl Bostic had already paid heavy musical dues by '52. He had played in the bands of Lionel Hampton, Cab Calloway and Hot Lips Page. He had done arrangements for Louis Prima and Jack Teagarden. Earl Bostic was also a composer having written "Let Me Off Uptown" recorded by Gene Krupa. Bostic was one of the most accomplished and schooled musicians to ever record R&B tunes.

Johnny Ray, a white vocalist, scored on both the R&B and pop charts with "Cry."

### 1952 -Top 10 in Rhythm & Blues

1. LAWDY MISS CLAWDY.....Lloyd Price
2. MY SONG .....Johnny Ace
3. HAVE MERCY BABY .....Dominoes
4. NIGHT TRAIN .....Jimmy Forrest
5. ONE MINT JULIP .....Clovers
6. 3 O'CLOCK BLUES.....B.B. King
7. 5-10-15 HOURS .....Ruth Brown
8. FLAMINGO .....Earl Bostic
9. GOIN' HOME .....Fats Domino
10. YOU KNOW I LOVE YOU .....B.B. King

*Other R&B tunes that gained popularity on the South Carolina beaches during the summer of '52:*

15. BOOTED .....Roscoe Gordon
24. DADDY DADDY .....Ruth Brown
35. DON'T YOU CRY .....Joe Turner
39. SO TIRED .....Roy Milton
53. BABY PLEASE DON'T GO .....Orioles
61. SLEEP .....Earl Bostic

*also:*

- MY DING-A-LING .....Dave Bartholomew  
 THE TRAIN KEPT A-ROLLIN' T. Bradshaw  
 PLEASE MR. SUN .....Lynn Hope

One of the 1952 favorites of some of us guys working at O.D. was King Pleasure's "Moody's Mood for Love." This was a vocal of jazz great James Moody's interpretation of "I'm in the Mood for Love." This recording didn't get much play on the beach juke boxes, but was fantastic! Anybody got a copy of this record or a tape I can copy?

### 1952 ... The Top 10 on the HIT PARADE

1. BLUE TANGO .....Leroy Anderson
2. WHEEL OF FORTUNE .....Kay Starr
3. CRY .....Johnny Ray
4. YOU BELONG TO ME .....Jo Stafford
5. AUF WIEDERSEHN .....Vera Lynn
6. I WENT TO YOUR WEDDING .....Patti Page
7. HALF AS MUCH .....Rosemary Clooney
8. WISH YOU WERE HERE .....Eddie Fisher
9. HERE IN MY HEART .....Al Martino
10. DELICADO .....Percy Faith

*Not many of these songs withstood the test of time, huh? All, in all, a very poor year in the pops!*

### 1952 ... Trivial happenings at O.D.

Johnny's Grill opened on the street-side of Robert's Pavilion. "Johnny's" had a cement outside dance floor and was the late night hang-out of most of the beach crowd. Tommy El Ramey made his O.D. debut. Larry Blake came down on the weekends. The peak of the pegged pants craze. Designs were getting wilder and wilder! The Surf Club at Tilghman's pier was a favorite watering hole for the life guards. Robert Little was manager and bartender. We played lots of drinking games there: "Thinking of ... things like..." and "Here's to Cardinal Puff ... first drink of the evening ..." Greg Patterson made change in the arcade.

### Beach Friends that Never Came Back ...

Wonder where they are now? **BOBBY and RONALD SHORT, RONNIE LEDBETTER, BEN GREGORY, FRANCIS LEE, CORDELL SHOUP, JERRY BALL, RON KINNERLY, CHICKEN PALMER, ROBERT E. LEE, BEN UMSTEAD, JOHN MARTIN, PATSY ADAMS, BILL LEE, BOBBY COOKSON, BILL FESPERMAN, CASY JONES, STEVE AGAPHION, GREG PATTERSON, DEAN COOK, BILLY EDWARDS, ZAN LEE, DAVID LEGRAND, SARAH WIMBERLY, HOWARD JOHNS, ROBERT BRUNSON, BOBBY MARTIN, MAC WRIGHT, DON and DAVID POE, JOHNNY CAMERON, STEVE TAPP, CHARLIE TRUE, ANN RIGSBY, JOHNNY GAFFNEY, BOBBY MCDANIELS, ZULINE BOWERS, LINDA and LYDIA LEWIS, DOC PITTARD, BOBBY COCHRAN, JOHN COURTNEY, JIMMY DOGGETT, LITTLE RED SPEARS, LITTLE HARLEY JOE, FATS POWELL, BOODIE GREEN, BIGUN' BOST, BOBBY ROBERTSON, ED HINES, SONNY GILLESPIE, NICK GIANAPULOS and BARBARA ALLEN.** These friends, and many more, have missed out on the fun. And we have missed seeing them at the beach once again, too! C'mon back!



### Last Call for 1986 S.O.S. Memberships

If you plan to bring guests to the Fall Migration, or you have friends that haven't renewed, they better get their Applications In NOW. No memberships sold or renewed by Mail that Arrive after Aug. 15.

### S.O.S. Fall Migration Program ...

We will try to get out another edition of Carefree Times prior to the Fall Migration outlining the Fall S.O.S. party program. In the event that we can't get an issue out in time, we will have programs to hand out at the S.O.S. at all the participating beach clubs. I normally work out the details of the Fall Migration during my summer vacation at O.D. We aren't able to take a vacation this summer so I may go down to the wire getting the details together for the fall party. Never fear. Things will be in order come September 10. Come hell or high tide ...

### Bring Your S.O.S. Card This Sept.!

We're taking this opportunity to give you our annual warning: *Bring your S.O.S. membership card with you to the September S.O.S.!*

Please don't bother to tell the folks on the door that your S.O.S. membership card is lost or that you left it at home. This won't wash.

### No tickee ... no laundry!

Your S.O.S. membership card is your responsibility and saying you "left it at the motel," or that "your wife has your card," or whatever, won't get you in the door! Hustlers, lot-lice and vultures are impossible to distinguish from those that have legitimately lost or don't have their cards.

The fact that one has joined the S.O.S., and is on the computer printout, doesn't mean that he hasn't given his card to a buddy. Believe me. *Many have done this!*

So, we aren't accepting any excuses. No card? ... you'll have to join again to get one. It's a tough policy, we know, but experience has proven it to be necessary! We're warning you now so you'll know better than to make excuses on the spot when things are too hectic for anyone to listen. It will be just too fast track an operation to hold up the line.

*If you're an S.O.S. member, and don't have your card for the main event of the year, you'll have no one to blame but yourself. O.K.? Warning given.*

### R&B Trivia ... (Answers on bottom of this page)

1. What was the top R&B record for the years '51-'54? 2. Who was the top R&B group for the years '51-'54? 3. Who was the top R&B artist for the years '50-'59? 4. Who was the top R&B artist for the years '43-'49? 5. What was the top R&B record for the years '50-'59?

### Flotsam 'n' Jetsam ...

Haven't been to O.D. since "Golden Oldies" so can't report anything from there first hand. *No word here from any of the N.M.B. city fathers since editorial re N.M.B. Police in last issue of Carefree Times. A copy was sent to the mayor and others. The ball is in their court.* Heard Jo-Jo Putnam recently cut a record. Can anybody confirm? *Great feature article on "Shag" by Billy Holliday in Myrtle Beach magazine. Spring '86 issue. Himmelsbach Communications / P.O. Box 1474 / N. Myrtle Beach, SC 29598. (803) 272-8150. We hope to have SCTV's 30 minute documentary, "Shag" to show on a big screen at Fall S.O.S. Several folks have called seeking rental info for Fall Migration. If you haven't made reservations, give Lewis Company a call. Better do it now! S.O.S.ers Jimmy Williams & Linda Waters to honeymoon at Fall S.O.S. as Mr. & Mrs. Congrats! New club in Florence ... "Shaggers."*

### B u l l e t i n B o a r d

**Beach Party weekend Package** in Wilmington - July 25-27. Call (919) 458-4637 or 791-8774 for info.  
**Geechee Blast weekend** - Aug. 22-24 in Charleston. \$12 per. Pre-register. Get info from Lynn D. Chamberlain: 312 Live Oak Ave., Charleston SC 29407. (803) 556-5659.  
**Shaggers Ltd. Party** Nov. 21-23. Get info from Susie Beaver- Gibson: PO Box 6482, HighPoint NC 27262. (919) 883-SHAG.

### Out They Go ... S.O.S. T-SHIRTS

Fall Migration '85 ... Blue and Green Shaggers on Gold Shirt ... S & M sizes Only ... \$12 postpaid.

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### R&B Trivia Answers ...

1. "Sixty-Minute Man." 2. Clovers. 3. Fats Domino. 4. Louis Jordan. 5. "Searchin'/Young Blood" - Coasters



# 1986 S.O.S. Membership Application

Memberships are for the calendar year and expire on Dec. 31, 1986  
MAIL TO: S.O.S. / P.O. Box 8343 / Richmond VA 23226  
NO APPLICATIONS ACCEPTED THAT ARRIVE AFTER AUGUST 15TH  
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From LIFE Magazine - 1943

Renewal

New

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NAME OF APPLICANTS:

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MAILING ADDRESS:

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HOME PHONE : \_\_\_\_\_ AGE: \_\_\_\_\_

S.O.S. MEMBERSHIP BENEFITS: No cover charge year 'round at Fat Harold's, Bushes at the Beach and the Pad. (Exception: Special events). Entry to all S.O.S. Migration Parties. No Cover! Subscription to S.O.S. Carefree Times, S.O.S. Annual Yearbook, 10% Year 'Round Discounts at:

MARINA RAW BAR   SHIP'S BOUNTY   DON'S PANCAKE HOUSE   SEA MERCHANTS



## WE GET LETTERS ...

"What has happened to the old Beach Music standards once played by the D.J.'s? A few years ago we could hear the music we remembered from the 50's and 60's at the beach. These were the tunes that brought us back together. The hits of the Tams, Drifters, Platters, Ravens, Clovers, Earl Bostic, Ruth Brown, Wynonie Harris, etc. Now many of the D.J.'s are pushing undiscovered, unheard of twangy, funky blues that few of us can even relate to. Beach music for S.O.S. is beach memories. It is the oldies, but goodies, tunes of yesteryears. D.J.'s don't need to show off their musical knowledge and record collections by playing obscure blues. Why don't the D.J.'s play more of the R&B hits that we remember and associate with O.D.?"  
R.M. - Charlotte

*Editor's note: We're hearing this same tune (and complaint) in increasing numbers from lots of S.O.S. members lately. I really don't know how to respond to it. Maybe one of the D.J.'s can answer your question? How 'bout it, guys?*

"The S.O.S. really needs to do something about all the non-members that come to our party each September. Let's get a headquarters where only S.O.S. members are allowed in. I love 'Fat Harold's,' but they at sometimes let in their own members to our daytime functions which creates problems. Now that Fat Harold's is 'public,' can't we lease the facility during the day? Let's get Fat Harold's on an exclusive basis or find another headquarters for S.O.S. Members only."  
T.C. - Columbia

*Editor's note: This does indeed create problems, havoc and overcrowded conditions. We plan to address this problem. We need a headquarters for the exclusive use of S.O.S. members during the hours of noon 'til 7pm on Thursday, Friday and Saturday of the September Migration. This way we could have one private S.O.S. Members Only Party each day and a menu and choice of several party places at night. This was the way S.O.S. used to be. Fat Harold's is the perfect facility provided we can get it on an exclusive daytime basis. We are looking at all the options as many S.O.S.ers have requested this.*

"The editorial you wrote in the last newsletter about Beach Music being a fad couldn't be more wrong. Beach Music is getting stronger, not weaker. More and more beach clubs are opening. There are more clubs and more shag parties because the demand is growing in leaps and bounds. You of all people shouldn't knock beach music!"  
E.B. - Florence

*Editor's note: I'm not knocking beach music at all! I'm merely predicting that it may be peaking out. The newness of rebirth is gone. Shag contests are passe'. The movement has been over-hyped. Ask some of the beach*

*club owners about their bottom lines for this year. I'm afraid some clubs may change their musical formats over the coming year or two. I stand pat on my prior editorial. I feel that we have already seen the crest of the "beach music wave." Time will tell.*

"We really enjoyed the 'Golden Oldies' party at O.D. this year. It was a great idea. Hopefully S.O.S. plans to repeat this party again next year?"  
D.W. - Greensboro

"The 'Golden Oldies' party concept just wasn't fair to those of us that aren't 39. We pay our S.O.S. dues too and we should be able to participate in all the functions. The S.O.S. organization is for all the members."  
M.H. - Charleston

"We love the S.O.S. parties at North Myrtle Beach. They are beginning to have a sameness, however. Let's consider holding the 'Spring Safari' at a different beach next year. Maybe a change of geographical location would be good for us all. Particularly with the recent police attitude!"  
L.G. - Columbia

*Editors note: We haven't mapped out the plans and dates for 1987 yet. The March party (Spring Safari) has been a gamble, weather-wise, at best. We've lost this gamble several times. Snow the first year and freezing weather this year. I'm inclined to think that we should have but one Spring party and at a later date ... late April or mid-May. One club could hold separate functions for the "Golden Oldies" segment. A new location is an idea that should be explored. If there is enough feedback among the membership to move the Spring party, we'll certainly give it serious consideration.*

## S.O.S. Carefree Times™

Published six times each year as time and mood allow.  
Gene Laughter... Editor, Publisher, Stamp-Licker & Go-fer

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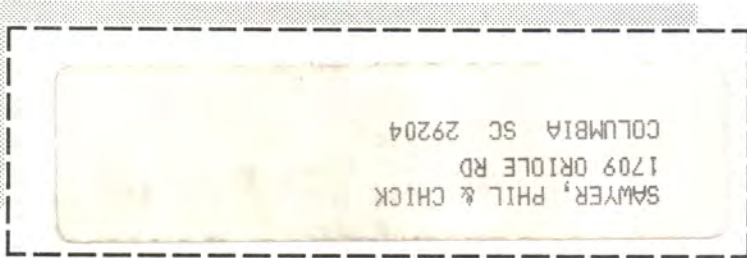
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MID-SUMMER 1986

Coming up ... S.O.S. Fall Migration VII ... Sept. 10-14th

From LIFE magazine -1943



P.O. Box 8343  
Richmond, VA 23226

S.O.S. Carefree Times™

# For Rent ... Large 4 BR Ocean Front Condo

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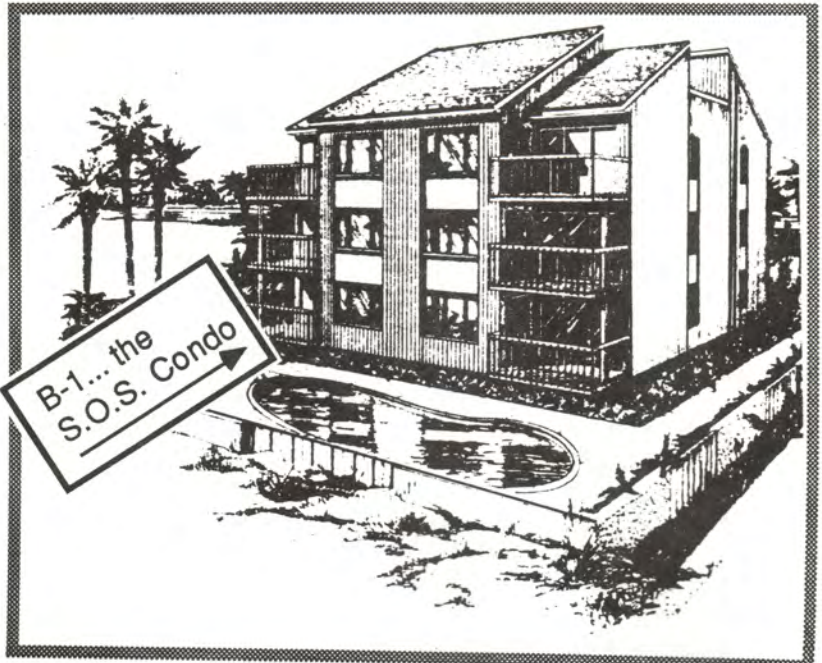
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