NOTICE!

STOP

Help Save The Youth of America

DON'T BUY NEGRO RECORDS

(If you don't want to serve negroes in your place of business, then do not have negro records on your juke box or listen to negro records on your radio).

The screaming, idiotic words, and savage music of these records are undermining the morals of the white youth of America.

Call the advertisers of the radio stations that play this type of music and complain to them!

DON'T LET YOUR CHILDREN BUY, OR LISTEN TO THESE NEGRO RECORDS

Can you believe it?
This ad actually ran across the USA in the early '50's. Myrtle Beach was one of the few havens in the South where white kids could listen to, and dance to, this taboo black music - thus the phrase, "Beach Music!"

Coming Up ...

5th Anniversary of the S.O.S.

S.O.S.

FALL MIGRATION

Sept. 12, 13, 14 & 15

Make your plans & reservations NOW!

TECHNICOLOR AND 3D

THE BEAVER BOYS ... By Gene Laughter

I will never forget those long, lazy summers.

God! We were a zany lot - the Beaver Boys, the fraternity of early '50's O.D. lifeguards who worked for Walter Beaver, the short, pudgy float and umbrella king of what is now known as North Myrtle Beach.

The Beaver boys were an assortment of rebellious characters from various southern colleges and we shared (and still do) common interests in black music, pranks, beach girls, partying and hell raising (although not necessarily in this order).

We lived together in a back street cottage (of sorts) - an animal house; a fun-filled shabby structure typical of the stilt beach houses of that era.

Old Beaver tried to give us household chores, to organize the strong-willed characters who were his charges, to make for a family like commune with some semblance of order. Some of the guys were given the responsibility of cooking breakfast and dinner, others with washing dishes and cleaning up the mess on a weekly basis. Rather than accepting this regimen of wholesome food and cleanliness, Joe Keistler and I organized a Beaver Boys strike and we all refused to work on the beach if we had to do household chores. We waited 'til July 4th to pull off this coup! Beaver reluctantly yieded to our demands and we were free to eat foot longs, 'burgers or whatever we could hustle from house parties. Free at last!

Being a Beaver Boy was a choice, prestigeous job. Many wanted it, but few could survive the insane life of constant partying and pranks. Beaver paid the experienced guards $35 a week, our room, plus 10% commission on rentals of beach equipment. New lifeguards were started at $25 a week. Many of us moonlighted at times in order to squirrel away extra bucks for the college winters.

Every year, Beaver would tire of our high-jinks and threaten to replace us the next season with "college Joe types" from Kannapolis, his home town. He would normally back up his threats by bringing down one or two of these colorless clones. They would hardly blend in with other Beaver Boys and could only endure a couple of weeks of our creative pranks before packing for K-town, never to be heard from again!

Following are the Beaver Boy regulars of the early '50's: Dick Tysinger, Boney Moore, George Meyer, Bill Gray, Ronnie Ledbetter, Hal Hudson, Joe Keistler, Tom Lilly (substitute), Billy Martin, Billy Edwards, Doc Brown, George Hall (deceased), Larry Blake, Billy Moffatt (deceased), Del Dorn (deceased), Mac Wright, Bobby Jones, Frank Holt, Tommy El Ramey and myself.

A patterned routine developed in the Beaver Boy profession.The day started with a wake-up call by Beaver (in his slow, nasal twang). This seldom worked and it would take tugs and shoves to get us out of bed and going. After suiting up (white pith helmet, swimming trunks, t-shirt and whistle around the neck), it was a half-sleep, zombie march to Beaver's shell of an old Dodge and a silent ride down the beach. Beaver would stop at each lifeguard's stand to drop off a hungover Beaver Boy, who would stumble out and disappear over the sand dunes.

I had the best stand on the beach (which I inherited from George Meyer when he hung up his jock), the Ocean Strand Hotel, the largest hotel at O.D. and the best producing stand for umbrella rentals. In fact, there were only two other hotels, the Douglas MacArthur and the Dick Manor. No beach front motels then. O.D. was a beach of family cottages.

After stumbling over the dunes at around 8:30 am, there was the ordeal of dragging out the floats, umbrellas and chairs and setting up the beach in an orderly fashion. Then it would be time to walk up to the drug store for breakfast (a quart of milk and a pack of cheese crackers), a Charlotte Observer and a pack of Pall Malls. Then it would be back to beach and the shade of an umbrella for reading the paper and a nap (we didn't get sufficient sleep at night). Mrs. Dennis Beam, Sr. would visit my stand each day for sun bathing and she would handle the rental duties. If swimmers got out into the surf too far (over waist deep), she would wake me up so I could whistle them in or cry "shark" and they would come flailing ashore.

Joe Kestler was about a half mile up the beach at the Dick Manor stand and he and I would usually bum a ride up tp Zane's (on the highway) for lunch, the only real meal of the day.

After lunch, Walter Beaver would waddle up to check the books and then he and I would play a few games of beach handball. I never won, which is probably why he liked to play me on a daily basis, and why he put up with my insubordination for four summers. After Beaver disappeared in his old Dodge, it would be time for an afternoon nap before stowing away the gear at the end of a tough day.

The Beaver Boys would meet at Robert's Pavilion after work each day for a beer chugging ritual. After a couple of quarts of Black Label, it would be back to the Beaver house to shower and dress for an evening of partying. The parties were our reason for being, but that's another story for another day.

And, so the days, weeks and endless summers went for the Beaver Boys - until the reality of draft notices ended our youth and snatched us away from this playground paradise.

Many of the Beaver Boys return annually for the S.O.S. We still ritually chug drinks at sundown, tell Beaver stories, pull pranks, and wonder where old Beaver is today.

The Beaver Boys - somewhat older now, a little wiser, but still a beautiful, zany lot!

S.O.S.™ 1985 MEMBERSHIP APPLICATION

MAIL TO: SOS, PO BOX 8343, RICHMOND, VA 23226

YOUR MAILINGS DEPEND ON THE LEGIBILITY OF THIS APPLICATION. WE MUST BE ABLE TO READ IT!

Renewal _____ New Membership _____

Number of S.O.S.memberships ($12 per person) _____

Amount (Make checks payable to S.O.S.) $ _____

NAMES _____

_____

MAILING ADDRESS _____

_____

CITY _____ **STATE** _____ **ZIP** _____

TELEPHONE NUMBER _____ **Age** _____

FOR OFFICE USE ONLY:

CK _____ CASH _____ DATE FULFILLED _____

MEMBERSHIP NO. _____ ENTERED ON COMPUTER _____

1985 S.O.S. FALL MIGRATION ... SEPTEMBER 12, 13, 14 &15

NO SOS MAIL APPLICATIONS PROCESSED AFTER AUGUST 15. $15 AT THE DOOR

© 1985 by S.O.S., Inc.

Past SOS Memebers Are Off The Mailing List

The towel has been thrown in!

After spending months trying to merge past years S.O.S. membership lists by computer, we've decided to abort the project. It's just too tough and time consuming.

The burden of responsibility will be shifted to the past S.O.S. members.

Here's how it will work: Each January we will mail out renewal notices to S.O.S. members from the past year only. Those who have dropped out for a year (or more) will have to contact us to renew and will not receive a renewal notice.

It's a lot easier for those who have taken a "leave of abcence" from the S.O.S. to keep up with our P.O. Box number than it is for us to keep up with the vast number of ever changing addresses.

Each year, all current members will receive newsletters, bulletins, etc. and will go on the mailing list upon receipt of their dues.

So, if you decide to take a year off from the S.O.S., contact us when you want to rejoin.

If you have friends who were S.O.S. members last year, or in a prior year, and haven't renewed for '85, they aren't receiving this newsletter or any other mail from us, so pass along a copy of this application.

S.O.S.™ SPRING SAFARI™ REPORT ...

Ah, we were blessed with beautiful weather and the S.O.S.ers had a ball at Harold's Across the Street, Fat Harold's and The Pad. A film crew was there producing a 30 minute video which should be shown on TV stations up and down the eastern seaboard this summer. Al Munn Associates will use exerts of this film, plus other shots, for an S.O.S. home video yearbook available to S.O.S. members (info elsewhere in this issue). Loads of still photos were made at the S.O.S. Safari by our photographers, Don Hinds and Sumter Brawley, and many of the pics will be included in the S.O.S. 5th Anniversary Yearbook, "Memories," to be given away at the Fall S.O.S. Migration.

Just a few of the Golden Oldies beach bums seen at the parties at the Pad: Billy and Wanda Jeffers, Ira Schmidt, Harry Driver, Bony Moore, Tom Lilly, Billy Martin, George Meyer, Weezie R. Vickery, Joan M. Yarborough, Jean A. Ferguson, Sam Ship, Wormy Wall, Larry Blake, Crock Kupfer, Hamp and Peggy Wilson, Marilyn B. Talbot, Betty S. Pressley, Sparrowhead O. Moncure, Gail K. Kennedy, Dave Weinstein, Homer Bessent, Betty Z. Mimms, Jack Armstrong, Francis H. Nichols, Jerry and Janet Morris, Rob Little, Les Ivey, Charlie Porter, Carolyn M. Funderburk, Big George Lineberry, Buck Holcombe, Rick Hubbard, JoJo and Vicki Putnam, Bubba Jenkins, Dick Clay, Dennis Sides, Bill Hollar, Bobby Joe Edwards, Don Reid, Bobby Cudd, Maxie Garrett, Charlie Boone, Sumter Brawley, Don and Jinx Hinds, Bobby McQueen, Peanut Landrum, Doodle and Lila Munn, Sherbie and Jim Lancaster, Myles Haynes, Al Munn, Nadine N. Laughter and your editor, plus ... a host of others and a cast of thousands!

Our thanks to Harold Bessent and staff for a fine job ... and for the great free chow for S.O.S.ers (BBQ ribs with all the trimmin's) on Saturday afternoon! He promises more of the same in September ... don't miss the BBQ ribs!!!

Now that we are back from the Spring Safari™ it's time to start working on the S.O.S. Fall Migration™ ... **September 12, 13, 14 & 15.**

Gene Laughter, Editor

DON'T FORGET ... YOUR 1985 SOS MEMBERSHIP INCLUDES THE FALL MIGRATION: SEPT 12 - 15!

WE GET LETTERS ...

"I read your sarcastic reply to the letter requesting an S.O.S. shag contest. It wasn't funny. If S.O.S. doesn't schedule a contest soon, I don't plan to renew next year."

Why wait? Enclosed is a full refund for this year's membership. You are out scot free. Bye!

"What happened to the TV documentary that was filmed at the S.O.S. last fall?"

I understand it's about complete - after a long editing process. Hopefully we can give further info as to air times and stations in the next newsletter. The TV documentary filmed at the Spring Safari this year should be aired this summer. More info later.

"I keep hearing people talk about Robert's Pavilion. Just where was it and when?"

Robert's Pavilion sat where the present O.D. pavilion is - only it was a much larger wooden structure - two stories tall. Robert's Pavilion was the hangout at O.D. during the 40's and early 50's. Many of the S.O.S.ers (including your editor) lived upstairs in the Pavilion. It was totally destroyed by hurricane Hazel in October of '54. Spivey's and the "Rec" at south M.B. were leveled by Hazel also. Hazel marked the end of a wonderful era. The Pad opened the following July.

"What's the story on the SOS Shaggers Hall of Fame? Why haven't Little Red Spears, Don Reid, etc. been inducted? Why are most of the Hall Of Famers former Myrtle Beach dancers? Why so few O.D. Greats? Little Red was the best! **The S.O.S. sponsors no Hall Of Fame. The Hall of Fame to which you refer is that of the Sand Flea Beach Club in Greenville, S.C. Many O.D. "Greats" have been left out, true. Speaking of O.D. greats, don't forget Dennis Beam, Rick Lyman, Bubba Jenkins, Hoyt Shelly (deceased), JoAnn Shoup Burleson, Joan Nichols White (deceased), Fats Powell, etc., etc.**

Flotsom 'n' Jetsom ...

SOSer Dick Clay was recently named the "Outstanding Manager" out of 2,600 members in the National Association of College Stores. Dick is Director of the Wake Forest Stores. Congratulations Dick! And they once called us beach bums!

30TH ANNIVERARY OF THE PAD BASH!

Coming up 4th of July weekend ... a big beach music bash 'n' 30th Birthday Party of the Pad! Harold Bessent promises a fun time with 25c beer ... special T-shirts ... Beach D.J. ...plus, Big Surprise! Be at the Pad on July 4th!

FAT HAROLD'S CAMP KEMO Benefit ... May 11

(Camp Kemo is a camp for kids with cancer). Jr. Shag exhibition 1pm 'til 5pm. Children Dancing for Children. $5 donation at the door... everyone pays ... all door proceeds go to the benefit (deductable). Auction of antique Wurlitzer juke, shotgun and other goodies. Help the kids!

We've been plagued lately with checks of the bouncing variety. As a service to our members we've always tried to send S.O.S. membership cards back quickly and not hold up the process waiting for checks to clear. We will continue this policy. However we are now instituting a $10 charge for returned checks. It is just creating too much of a time consuming collection problem! Thanks!

A PROMO FOR MY CONDO! NEW 4BR CONDO FOR RENT ... 3 FULL BATHS. OCEAN SIDE POOL. DELUXE KITCHEN W/ MICRO WAVE. COLOR CABLE TV. WASHER & DRYER. ISLAND DUNES UNIT B-1. GROUND FLOOR. 11TH AVE SOUTH ... ON THE OCEAN. SPECIAL OFF SEASON RATES TO S.O.S. MEMBERS. CALL LEWIS COMPANY. 249-1409 AND TELL 'UM YOU WANT TO RENT SWINK'S S.O.S. CONDO!

THE INK FLOWS ONCE MORE ... Five years ago, S.O.S. was the darling of the media. Reporters and TV cameras were all over the beach. The hype gradually tapered off as S.O.S. was no longer news. We partied in peace. All of a sudden it seems that the media has renewed their interest in our little beach gathering and they were very much in evidence during the S.O.S. Spring Safari. Nostalgia sells. Deja' Vu!

'85 SPRING SOS SAFARI VIDEO YEARBOOK ...

LIMITED TIME SPECIAL PRICE FOR SOSers!

RELIVE THE SOS SAFARI FOR YEARS TO COME! Munn Associates is finishing up editing of the professionally produced video shot at participating Clubs during the Spring Safari. Special price for SOSers 'til May 15. Limited supply. PRICE INCLUDES SHIPPING & TAX. Great for gifts. Order NOW!

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MUNN & ASSOCIATES
SUITE 803
4801 E. INDEPENDENCE BLVD.
CHARLOTTE, NC 28212
(704) 536-6157

VIDEO FORMAT / QUANTITY / PRICE
Check one

VHS☐ BETA☐ _____ $37.50 (2 OR MORE: $35 EA.)

AMT. ENCLOSED _____(Make check to Munn & Associates)

NAME _____

ADDRESS _____

_____

CITY_____ STATE _____

ZIP _____

PHONE (OFFICE)_____ (HOME)_____

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SOS TRIVIA

TOP 10 SOS Membership CITIES ... (IN ORDER):

1. CHARLOTTE (NO. 1 BY FAR!), 2. CHARLESTON, 3. RALEIGH, 4. GREENSBORO, 5. BURLINGTON/GRAHAM, 6. FAYETTEVILLE, 7. COLUMBIA /CAYCE 8. WINSTON-SALEM, 9. SPARTANBURG, 10. SUMTER

States Represented at Spring Safari: FL, NJ, NY, MD, VA, WA, NC, SC, GA, TN, AL, KY, MI, MN, IL, TX, CO, & CA.

BEACH MUSIC from Mike Lewis ...

If you need beach music records or tapes of contest-type dance music, contact mike Lewis, Chapel Hill SOSer and Shag contest DJ. Reasonable, fast service! 90 minute tapes from $8. Discount of 20% to SOS members! Mike Lewis, Box 1304, Chapel Hill, NC 27514.

SOS MEMBERSHIP DISCOUNTS ...

10% YEAR 'ROUND CHOW DISCOUNTS AT ANNIE ROONIE'S, DON'S PANCAKE HOUSE, MARINA RAW BAR, STRICKLAND'S SMORGASBORD, CAPTAINS QUARTERS, HOSKINS, SHIP'S BOUNTY ... Show SOS card when placing oder. No cover charge(except major shag contests and live music) at FAT HAROLD'S, HAROLD'S ACROSS THE STREET, HAROLD'S ON THE OCEAN. $2 OFF COVER CHARGE AT THE GALLEON ... Live Beach Music!

S.O.S.™ Newsletter

PHIL & CHICK SAWYER
1709 ORIOLE RD
COLUMBIA SC 29204

First Class

SOS

P.O. BOX 8343
RICHMOND, VA 23226

SOLO™

(Singles Only Leisure Organization)
CALLING ALL single CAROLINA GIRLS & GUYS! Interested in an adult singles beach party which will be held November 1 & 2? Here's the scoop: SOLOers will hold their first weekend party November 1 & 2 at North Myrtle Beach. The exact location of the party will depend on the interest generated and the size of the crowd anticipated. It will be a party gathering composed ONLY of adult singles.

SOLO will be a completely separate organization from S.O.S. - you can belong to either or both. SOLO membership cards will not be valid at SOS - and vice versa. SOLO will operate similarly in that there will be accommodation and restaurant discounts, headquarters, parties, beach music, newsletters and an annual membership card. There will be no yearbook or photos published, however. SOLO will basically appeal to adult singles from the Carolinas. Dues: $12 per calendar year (advance) or $15 at the door.

We'll announce the location of the party soon, after determining the trend of the membership applications. If the SOLO FALL BEACH singles mingles appeals to you, BE YOUNG, BE FOOLISH ... FLY SOLO!

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S.O.S. and S.O.L.O. are trademarks of SOCIETY OF STRANDERS (S.O.S.), INC.
P.O. BOX 8343, RICHMOND, VA 23226

SINGLES ONLY LEISURE ORGANIZATION

S.O.L.O.™ 1985 MEMBERSHIP APPLICATION

MAIL TO: **SOLO**, P.O. BOX 8343, RICHMOND, VA 23226

SOLO MEMBERSHIP CARD NOT VALID AT SOS FUNCTIONS

YOUR MAILINGS DEPEND ON THE LEGIBILITY OF THIS APPLICATION. WE MUST BE ABLE TO READ IT!

Number of SOLO memberships ($12 per person) _____

Amount (Make checks payable to S.O.L.O.) $ _____

NAMES _____

_____

MAILING ADDRESS _____

_____

CITY _____ STATE _____ ZIP _____

TELEPHONE NUMBER _____ Age _____

FOR OFFICE USE ONLY:

CK _____ CASH _____ DATE FULFILLED _____

MEMBERSHIP NO. _____ ENTERED ON COMPUTER _____

BIG S.O.L.O.™ FALL BEACH FLIGHT "SINGLES MINGLE" ... NOVEMBER 1 & 2

NO SOLO MAIL APPLICATIONS PROCESSED AFTER OCT 1. $15 AT THE DOOR

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