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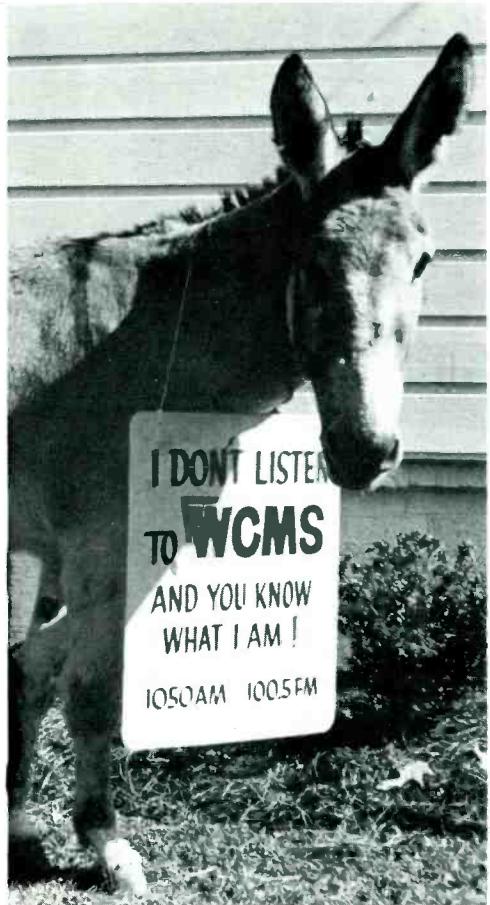
SEPT/OCT '66

Johnny Cash

WCMS



would you believe



CONTINUED ON PAGE 14

. . . A scavenger hunt during July to help celebrate the 12th Anniversary of WCMS? Well why not!

And a gala scavenger hunt it was . . . or should we say, "What a bunch of scavengers listen to WCMS." For 31 hairy days, the staff dreamed up the wildest and most impossible articles possible all built around the numbers 12 (for a dozen years on the air), 54 (for the year Radio Ranch signed on) or some other very logical (well . . . let's not press that too hard) tie-in. Around the clock it went. As soon as one article was found, another was named on the air. Sometimes two or three overlapping.

The results were most gratifying (let's not press that either). Largest item was a real, honest-to-goodness outhouse used in 1954 (Oh?) trucked in by Ernie Boswell of Chesapeake.

Hairiest item was a genuine mounted deer head at least 12 years old (Pheuuu!) dragged in by Bea Land of Virginia Beach. Most impressive was a 1954 income tax form (How Washington ever believed that we'll never know.) snuck in by Robert Johnson of the Beach. But the grand tip-of-the-ten-gallon goes to Graham Harrison of Chesapeake who unloaded on WCMS a live (You better believe it!) mule which the staff promptly named "Candy" for the Sheriff and placed on display (see left photo) with appropriate sign at various well-traveled Tidewater intersections.

You name it . . . WCMS got it during the scavenger hunt as exhibited by Carolina Charlie Wiggs (near right . . . not to be confused with left photo please), Sheriff "Tex" Davis (far upper right) and Hopalong Joe Hoppel (far lower right). From soup (12 cans) to nuts (12 pounds) and including the kitchen sink, 1954 Newport News report cards and Norfolk Tars scorecards, etc., etc., etc. not to forget the 1954 automobile; they flooded Radio Ranch in exchange for prizes including LP's, radios, watches, lighters, cameras and many many others.

Would you believe a scavenger hunt next anniversary? Frankly. . . .



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You Bet We Play Requests!

A mighty nice young lady phoned Radio Ranch several weeks ago most disappointed that the song she telephoned for that morning for her husband leaving for Viet Nam had not been played. A gentleman phoned a birthday request for his son to be played during the next hour. It was not.

These are the type calls that arrive at the WCMS switchboard for special occasion requests that receive top priority. And yet, even some of these (as in the two cases above) are missed much to the regret of the Radio Ranch staff. There are several reasons why.

First, the air men generally always sit down with their mail, the WCMS Trail Of Hits chart, trade papers, etc. before leaving the Ranch to make up the NEXT DAY'S program. In going through the library, they add additional selections which their experience indicates will give them a well-rounded program. Thus shows are made up one day ahead.

Second, there are only a few times each hour that the announcer can leave the studio to look for a record in the library. Even in such cases, they are often hard to find.

Third, during rush periods on the switchboard, our gals occasionally can't get the request back to the announcer.

Joe Hoppel, who heads programming at WCMS, reports the Radio Ranch policy is still the same regarding requests, "You bet we play 'em. But," he continues, "Give us the proper opportunity to honor that special request or schedule your favorite artist. Drop a card or letter to the Horseman who will be on the air during the time and day you want to hear that record. It helps us to select a better program when we receive the requests a day or two in advance and embarrasses us more than it disappoints you when we are given short notice."

The 13-year-old WCMS library is perhaps the most complete country music collection in America. Various persons estimate the files contain between 20,000 and 35,000 recordings going back to the old 78's. While a few top selections have been lost or become too scratchy from play to broadcast, there's a superior chance that if anybody in the U. S. has got it . . . WCMS has! So put those requests in writing and get them to Radio Ranch (Norfolk, Virginia 23502) early.

Marathon Winner Named

If for no other reason, 1966 will go down as the year of the way-out contests on WCMS. First it was a series of three "Dutchman's Lost Gold" contests during the Spring which sent thousands of Tidewater listeners armed with daily poem-type clues in search of the respective "lost" authentic Fort Knox gold brick.

Then came the Anniversary Scavenger Hunt just a matter of days later which ran through July. This was promptly followed in August by Joe Hop-

pel's answer to Paul Revere . . . a five day horseback riding marathon.

The day of Joe's return WCMS listeners knew in advance. But the exact time was something else. The idea was to take a guess and submit your estimate on a post card. Eight hundred thirty two people did so . . . one was closest.

Receiving his choice of either a live pony or a year's membership in Playland Park's swimming club (he chose the latter) was Kenneth A. Carver of 229 Addi-

son Avenue, Westmont, New Jersey who is currently stationed in Tidewater with the Coast Guard. He guessed 7:11:11 P.M. which was mighty close to Joe's arrival at 7:11:30 P.M.

In the meantime, what does the Fall hold for way-out contests on WCMS? Plenty. You'll soon be hearing about something called a "Thing-A-Long" and another big contest where you'll be doing some tall counting. Keep listening right around the clock!



The yellow light above the studio door flicks off as the red bulb above the control room window blinks on. Inside the window, four reels of the tape machines begin turning as engineer Wayne Butler reaches for the intercom microphone and says, "Mean . . . take six." A moment of silence and then banks of needles begin bobbing as the control room stereo monitors blast out the performance on the other side of the double glass window.

The scene is the new D'Arcy Sound Studios on Norfolk's 21st Street. The event is the first recording session by WCMS's Carolina Charlie and the Four C's at the new facility. We use the term "session" though actually the plural tense should be employed since the recording date extended over four days for the purpose of cutting a single master on Charlie plus an instrumental LP by the group featuring Gallupin' Cliff Gallup. "Mean" was just one of the LP selections . . . the rest shall remain unnamed until the release dates later this Fall.

A smile crosses Cliff's face as Hiram "Rabbit" Neathery nods in approval (upper left). Rabbit has been brought in for the session to work rhythm guitar with Cliff. They feel they're in the groove. The same feeling prevails across the studio where R.C. (Art) Newbern on drums and Felton Clark on bass (upper right) carry the beat in hopes of making the take a finished cut or "master."

Back in the control room (top center), Charlie maintains a blank expression as he listens for any weaknesses. The tapes continue to roll as the song goes into the last verse. "Almost home," remarks Butler. But then a sour look crosses Charlie's face. "It's a bust," he says. "Yea, I caught it too, but let 'em finish it out and maybe we can make a splice," continues Butler. What he means is splicing the last verse which was good on another take on this take which was good up until the last verse.

The last note drifts into a moment of dead silence. The red light goes off and everybody reaches for their bottle of Coke. Again the intercom between control room and studio crackles with Butler's voice. "Man, we're almost on top of it. We'll go with a playback on the last part then take it one more time."

There's a crash of sound as the tapes rewind and then the playback begins (lower right). "I'm a little heavy on the rim shots," says Art. "And bring Rabbit out a little more," Cliff remarks over his shoulder to the control room. Another stretch . . . another gulp of Coke and the musicians move back to their positions. Charlie ambles toward the control room door. He's completed his vocal numbers (lower left) and is anxious to hear perfection on the LP.

The tape reels begin to turn again. The red light blinks on. "Mean . . . take seven. . . ."



Just For The Record



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HOGAN'S HEROES — Mrs. Chet Atkins (left) and Mrs. John Evans, disaff enthusiasts of the forthcoming Music City Pro-Celeb Golf Tourney, pair off against each other as finalists in Nashville's annual Women's Golf Assoc. championship. Mrs. Atkins won the city's title last year and was this year's defending golf queen.



Only a 30-year veteran of show business could do justice to a straw boater the way Little Jimmy Dickens does. The photo above candidly caught "Lord Potato" at his dead-serious best one morning during an anniversary party for Ralph Emery's "Opry Almanac" TV show. See how many of the "young upstarts" in the background you can identify.



"MEET ME IN ST. LOUIS" — A banner audience was on-hand when the St. Louis Cardinals presented a pre-game Country Music show recently at the new Busch Memorial Stadium. The turnout was the largest Saturday night crowd ever in the new St. Louis stadium and the fourth biggest in the team's long National League history. Pictured above (l to r) are Waylon Jennings, Faron Young, Promoter Hap Peebles, Norma Jean and Cardinal Third Baseman Charlie Smith.



"BEAUTIES AND THE BEAST" — Ronni (left) and Donna Stoneman take a backstage break with New Orleans "bugler" Al Hirt. The two girls, and the rest of the Nashville-based, family musical unit, took Country Music to the Southern seaport recently when they played a two-week stint to sell-out crowds at Hirt's nity.



"THOSE FRENCHMEN!!!!" — Marc De Rieux, son of RCA Victor's licensee in France, flew to Nashville July 29 for the occasion of Connie Smith's especially-tutored French recording session. In the most gallant French tradition, he is shown above presenting the Victor vocalist with a bottle of French bubbly he brought along . . . "to set her at ease and bring out the beauty."



LABOR DAY (???) — Columbia recording artist Carl Smith, whose current "Man With A Plan" single is a rapid chart climber across the country, spent a leisurely, "laborless" Labor Day Sept. 5 with his favorite fishing companion, Carl Jr. Carl Sr.'s self-imposed rest and relaxation is actually the lull before the storm when his popular Canadian network TV Country Music show begins its third consecutive season in mid September. This year's show will set a Country Music precedent by debuting in living color.



FAMILY PORTRAIT — In a family abounding with talent, the problem of "keeping it in the family" has been solved by MGM Records by signing the leading vocalists to recording contracts. The trio, shown above at a recent Nashville-MGM recording session are Hank Williams, Jr. (center), his mother Audrey (left), and brother-in-law Lamar Morris. Hank Jr.'s session coincided with the release of Audrey's single cover of "Almost Persuaded" and Lamar's new one, "Send Me a Box of Kleenex."



WELCOME TO VICTOR COUNTRY — On-hand at Nashville's Municipal Airport Aug. 18 when new label-signee Jimmy Dean (left) arrived to make preparations for his first RCA Victor recording session were Chet Atkins, Music City's chief-of-operations, and the company's mascot "Nipper." The twosome greeted Dean with an honorary commission as one of Victor's "Deputy Dawgs," then headed for the Record Row area in search of a hit to launch Dean's new RCA recording career.

ROUNDUP



MONUMENT RECORD'S TRAVELIN' TEXAN Billy Walker rests his feet long enough to wade through a mountain of fan mail received over the last few weeks at Monument headquarters in response to his latest release "A Million and One." According to the record company's promotion director, Chuck Chellman, the single, which is showing up across the nation in both Country and Pop Charts, could very well be Billy's biggest seller of all time.



THE HON. B. F. FORD, otherwise known as "The Duke of Paducah" plays to the hilt his new role of Kentucky Colonel. The 65-year-old Country Music comic recently received his Kentucky commission as a belated birthday gift from Gov. Edward T. Breathitt. Governor Breathitt cited the Duke's "numerous and long-lasting showbusiness contributions" and lauded his goodwill ambassador efforts, for the last 30 years, on behalf of Paducah, Ky.

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Mary Jane

**FAMOUS FAMILY of
BREAD and ROLLS**

On July 31, 1965, Jesse Travers paid a special half-hour tribute marking the first anniversary of Gentleman Jim Reeves' death. Hundreds of persons wrote WCMS for transcripts of the tribute at that time and an equal number requested a repeat of the tribute on the air this past Summer. Again the requests for written copies came in to the extent that we have devoted this space in the DIGEST to satisfy the desires of many. While a few minor changes for dating purposes were made in 1966, the following original form is an exact transcript of that program.

Jim Reeves Tribute

"Search parties have found the wreckage of a private plane that crashed outside Nashville Tennessee killing country music singer 'Gentleman Jim' Reeves. The wreckage was in a thickly wooded area about 10 miles South of Nashville."

You heard that bulletin at 1:18 on the afternoon of August 2nd here on WCMS. It left the entire Country Music World deeply saddened as we had lost one of our brightest stars. But the contents of that bulletin were actually expected since the search for the plane that went down in a heavy thunderstorm was in its third day. But now our hopes were gone . . . our expectations were confirmed. One year ago today, Gentleman Jim Reeves had died. And on the first anniversary of this sad event . . . this is our tribute to that great performer.

"Four Walls"

Ironically, both the careers of Jim Reeves and that of a man who this afternoon lies on a hospital bed in Nashville because of another accident . . . Roy Acuff . . . started on a baseball diamond, and shifted to music because of injuries. For Jim, like Acuff, it was an easy shift and one that most certainly enabled them to make a far better contribution to their fellow man.

Jim was the youngster born on August 20, 1924 in Panola County, Texas who, not too many years later, traded a bushel of pears for his first guitar. But even through his days at the University of Texas, the six foot, one inch Reeves just thought of guitar playing and singing as a pleasant pastime.

His ambition was baseball, but that ambition was short lived. Off to a big start, Jim was signed to the St. Louis Cardinals farm system and was shaping into a top ball



'Gentleman Jim' Reeves

player when injury knocked him from the pitchers mound and forced him to turn in earnest to music for a livelihood.

The road to success in this new field was not an easily traveled road. It meant several years of long hours on the road playing small clubs and dance halls throughout Texas for experience and meager income from jobs as a disc jockey at many small radio stations across the Long Horn State when the funds ran low. Occasionally, Jim would try his hand at picking the guitar and singing on the radio and one such performance so impressed the station manager that he sent word to Fabor Robinson in California that a real talent might be available for his Abbott-Fabor record combine. An audition and contract followed.

As with every performer, Jim thought he was really on the way to stardom. But his first release was a flat failure. But the company gave Jim another chance with a song called "Mexican Joe." It was released in 1953 and was the number one single record in Country Music for that year. Jim Reeves had arrived.

"Mexican Joe"

The Jim Reeves career shifted into second gear. A following record in 1954 kept Jim constantly booked on personal appearances as a member of the Louisiana Hayride and earned for him a contract with the Grand Ole Opry in 1955. That second Reeves smash hit was, to my recollection,

the first recording by a country music artist to break into the top ten of the popular music chart. The title . . . "Bimbo."

Proving that he possessed the versatility and polish of a star, Jim turned from the toe-tapping, catchy songs to ballads and scored again, and again, and again. His smooth natural delivery soon earned him the label "Mr. Velvet" by the trade and fans with performances like this. . . .

"He'll Have To Go"

In March of 1963, Jim appeared at the Norfolk Municipal Auditorium for one of the WCMS Grand Ole Opry shows. Just after that appearance, he passed his pilot's test. In early October of last year, Jim had been signed to come back to headline another show for WCMS. Just weeks before that date, Jim died at the pilot's controls of his plane.

"Welcome To My World"

The Orient . . . Scandinavian countries . . . Europe . . . Australia . . . Africa. Gentleman Jim was loved around the world. His records are still making hit parades in tens of countries and even after his death, Jim knocked the Beatles out of the top spot in record sales at one point in their own British backyard. A man whose intelligence equaled his musical polish, Jim was almost drafted on two occasions to run as Senator and Governor of Tennessee. Jim Reeves.

"According To My Heart"

On this first anniversary of Jim Reeves' death, all of country music remembers him and knows that through his lasting performances he is still, in fact, with us. You remember him as one of the youthful influences on the growth of country music's popularity and a polished performer. But how do we in the business, who were perhaps closer to Jim remember him?

We remember a man whose entire career was totally void of scandal and rumor. A man who was a top star yet unbelievably easy to work with as reflected in the fact that some of his band members stayed with Jim for over 10 years. We remember "Gentleman Jim" as a man who didn't enter the stage door in a blaze of spangles and fanfare, but who's entrance was immediately recognized by the quiet warmth he radiated as he quietly shook hands with everybody from fellow stars to the stagehands. A man whose dressing room door was always ajar.

We remember a man who was one of Country Music's finest ambassadors around the world. A man who truly loved the business for more than its money and who truly loved and respected his fellow man as proven by his favorite saying, "A stranger to me is just a friend I haven't met." And we'll always remember Gentleman Jim Reeves.

"I've Lived A Lot In My Time"

On this, the first anniversary of Gentleman Jim Reeves passing, this is our reverent tribute

"God Be With You"

BACK IN THE SADDLE (NEVER) AGAIN

By Joe Hoppel

"Hey how about a marathon of some kind . . . bouncing a ball or sitting on top of a flag pole."

"I like the idea of a marathon, but let's try something different and far-out. Say, horseback riding . . . ha, ha, ha, ha . . . haaaaa." I have a sudden attack of foot-in-the-mouth . . . I break out in a cold sweat . . . my mouth is dry . . . my palms begin to sweat. "Hopalong Joe Hoppel, what have you gotten yourself into?"

The scene is a brain-storming session at WCMS. We have them every so often to come up with new and different ideas. All of us just bring up ideas that come up to mind and eventually we come up with something that sounds worth trying. For the past two months, I've been doing some riding at Playland Park and from the glimmer in the eyes of my "friends" at the table, it looked like I'd be doing a lot more.

So that's how the WCMS Horseback Marathon came to be. How at 10 AM on the morning of Monday, August 15th, I rode out of Playland Park on top of Fargo, the horse Dale Robertson rode in the TV show, "Wells Fargo."

As we bounce down Salem Road followed by seven children on bicycles, three dogs and a WCMS Radio Cruiser, my mind shifts back to that meeting and I mumble under my breath being careful that the children won't hear.

The first leg of our route is Salem Road to North Landing Road. The Radio Cruiser pulls along side and we do our first on-the-air report from horseback. A right turn on North Landing Road and Great Bridge is just ten miles away. Things go smoothly until we come face-to-face with the bridge across the Intercoastal Waterway. Have you ever tried to take a horse across a bridge? They don't like them one little bit! The Fentress Air Field plus the Dismal Swamp with its screeching birds has Fargo on edge. Dead snakes along the road remind us both that there must be more nearby. The Swamp behind, I mention on the next air report that Paul (driving the Radio Cruiser) and I are getting hungry. The deluge begins. People bring sandwiches, soft drinks, coffee, cake and cookies. Great Bridge is full of snakes and nice people.

Through Great Bridge . . . Oak Grove . . . more soft drinks and sandwiches . . . on towards Highway 13. This brings heavy traffic and rain. By this time, my legs are so sore, I keep look-

ing down to see if the horse is stepping on them. I also hurt where the horse couldn't have stepped on me.

Our first night in the saddle is spent between the Smith-Douglass Plant and Canal Drive. I do not recommend sleeping in the saddle unless you enjoy Chinese water torture, bamboo shoots under the finger nails or a month of seven Mondays.

Tuesday morning finds us trying to remember how we got in this mess and produces a firm pledge to keep mouth shut at future meetings. Up Canal Drive to George Washington Highway thence to Victory Boulevard. A plea on the air produces an abundance of coffee . . . a Portsmouth policeman turns down offer to trade horse for his motorcycle . . . more coffee and doughnuts. Portsmouth is full of coffee and nice people.

Now on Route 58 . . . an invitation to stop by Southwestern School and visit a Headstart class . . . left them with these words of wisdom: "Don't never volunteer for no horseback marathon!" Continuing on Route 58, out of range for two-way radio and again through Dismal Swamp. We lose our rubber pad that allows air circulation between saddle and tender hind





Hoppel (left) catches a few winks on one of his two mounts and (left to right across bottom) mows down a crop of whiskers, changes horses, polishes the ivories and talks with one of many groups of spectators along the five-day route.

parts and must go back about half mile to locate same. People along the way honk and hollar, "Don't turn back." We hear on the radio strapped to saddle that I'm on the way back. Sounds like a good idea, but find pad and continue on journey.

Map says 10½ miles to Suffolk which is about 50 miles on horseback . . . 10½ miles forward and 39½ miles up and down. There is actually a town in Michigan called, "Hell." Don't know what the temperature is there, but will take bets that Route 58 through Dismal Swamp is hotter than Hell.

Suffolk at last. Mention on the air that I'm taking break for eats. Am gifted with peanuts. Suffolk is full of peanuts and nice people.

Spend second night in saddle near Wiles Corner, six miles south of Chuckatuck. The second night not as bad as the first. Back on road again at 5:30 . . . "Chuckatuck here we come." Have you ever tried to buy a cup of coffee at 8 AM in Chuckatuck?

Did another on-the-air report from Chuckatuck at 8 AM. After sleeping out and riding the previous day, a shower would feel great and we mention it on the air. Within five minutes, Fred Eli drives up and invites us to his house

CONTINUED — PAGE 14



Anderson To Join Cash Bash

In late Summer of 1964, WCMS Radio Ranch brought one of country music's **top stars** to Tidewater. The demand for this performer was such that in early Fall of 1965, WCMS returned this **fantastic headliner** to the Norfolk stage. Then in early 1966, Radio Ranch began receiving another deluge of requests to bring back this **creative giant** for an unprecedented third annual showing. **George A. Crump**, president of WCMS, put a bid in early for an available Fall date and was most pleased to announce that the one and only **JOHNNY CASH** will make his single Virginia appearance **Sunday, September 25th**.

And so it will be on that date, **2 and 8 PM** at the **Norfolk Municipal Auditorium** that the curtain will part to give way to three of the most thrilling hours available to country music fans today.

Again, the lanky, bundle of nerves and energy with his floor-scuffing contradictions ranging from boyish, caught-in-the-cookie-jar shyness to a sweat-drenched and snarling man of meanness will re-live with his thousands of Tidewater fans a major part of his endless list of smash hits. They'll range from country to bluegrass to western to folk to novelty and to Negro blues in flavor, but they'll all have one thing in common in that they'll tell a story and those stories are only told as Johnny Cash can tell them.

OTHER STARS TOO!

While there is little doubt that Johnny could hold down the stage alone for the performance's duration, Cash will have in his troupe just about the prettiest and most talented family in the business, **The Carter Family** including **Mother Maybelle, Helen, Anita** and the vocalist and country music comedienne supreme, **June Carter**. Plus . . . another "family" that's not quite as pretty, but just as talented, Harold, Don, Lew and Phil . . . **The Statler Brothers**. And as always, **Luther Perkins** and the **Tennessee Three** will be on hand to serve up their own fantastic brand of instrumental backing.

AND . . . BILL ANDERSON

As the whipped cream on the Johnny Cash Bash, Radio Ranch has added still another of Tidewater's favorite stars and troupes. The "Boy Next Door," bashful **Bill Anderson** with his **Po' Boys** will step into the spotlight and step into the hearts of his fans both old and new.

In this, the first WCMS spectacular of the 1966-67 season there's a dynamic sampling from every corner of the "Wonderful World Of Country Music." Something for every taste . . . something for every member of the family and everything top notch! Tickets for the two performances are on sale at all **Peoples Drug Stores** at \$2.50. Admission at the door will be \$3.00 with children's tickets priced at \$1.00 at all times.





STARS OF THE CASH BASH:
Johnny Cash with June Carter (far left)
Bill Anderson (near left)
Statler Brothers (below)
PLUS — Mother Maybelle
and the Carter Sisters,
The Tennessee Three
and The Po' Boys



Back In The Saddle

CONTINUED
FROM PAGE 11

for shower and shave. Needless to say, we accept. It took six hours in the saddle to save up enough five minute periods (Editor's note: Hoppel was allowed five minutes per hour out of the saddle) to take that shower, but it was worth it!

Meet some real nice people on the road to Benns Church . . . several people drive down from Smithfield requesting that we make a side trip up their way, but that's nine miles round trip which shapes up to lots of miles on horseback. A family drives up from Elizabeth City, North Carolina to say 'hello.' They'd been following us on the air and just decided to drive up.

After loading horse on trailer to cross James River Bridge (laws and all that), its on to the Peninsula and up Mercury Boulevard. For a real experience, try crossing Warwick Boulevard during 4 PM rush hour on horseback! Meet a doctor on Mercury . . . asked if there was anything he could do short of changing places.

Spend Wednesday night on a playfield off Mercury Boulevard. Mosquitoes attack in force. Make mental note to cancel appointment to donate blood to Red Cross.

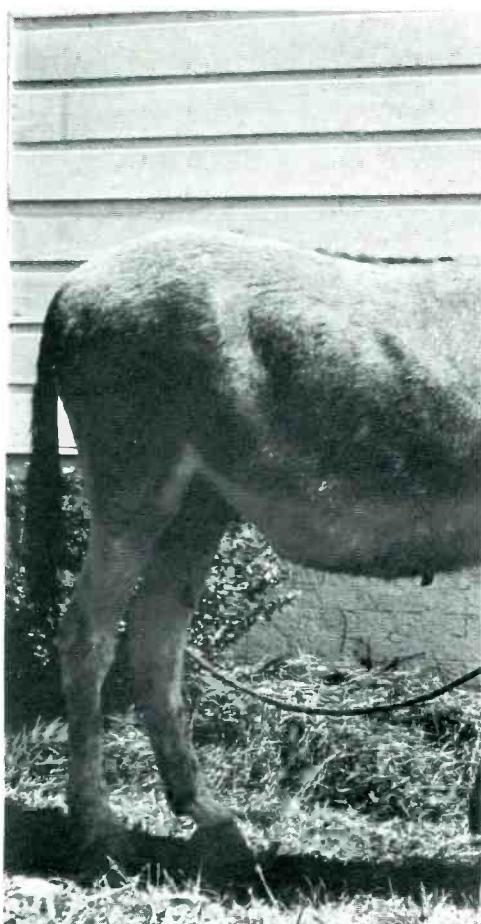
Thursday morning while Radio Cruiser is picking up coffee, radio is stolen from it. Continue on Mercury to Phoebus and thence to Hampton Roads Bridge-Tunnel where horse is loaded for trip to Norfolk. Newport News & Hampton . . . full of mosquitoes, a thief and lots of nice people.

Strike out at noon on West Ocean View Avenue . . . fresh horse . . . lots of traffic. Average offer of soft drink every block; can't possibly drink them all (and hold breaks to five minutes per hour). At Ocean View, am given a cantaloupe by couple who drives over from Portsmouth to say 'howdy.' Continue to Shore drive and back on Little Creek Road to Military Highway. Am invited for a steak dinner at Meadows Restaurant where Bill Rellos cooks dinner to beat all dinners. Says it is first time anyone has ever ordered in his restaurant then gone outside to sit on a horse till meal is ready. Have not been off horse for seven hours . . . spend 35 minutes working on steak dinner.

Many visitors along Military Highway. One AM before able to tie up horse and settle down for shuteye in the saddle.

Friday morning brings thunder showers . . . spend an hour under bridge on Kempsville Road. Weather clears and continue down Virginia Beach Boulevard. Change horses at Aragona and continue to Thalia then turn around, head back to Chinese Corners and point toward Playland Park. Through Kempsville . . . forward to Salem Road . . . many people along way . . . weather very hot . . . making slow time.

Playland Park at last! Arrive at 7:11:30 PM. Mighty good to be back. Three thoughts to pass along to you: (1) Someone stands to make a fortune collecting bottles along Tidewater Highways, (2) I have retired from distance horseback riding and (3) without a doubt, WCMS has the world's nicest listeners.



CONTINUED FROM PAGE 2

Hmmmm!



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King Swings For WCMS

With October proclaimed as National Country Music Month, plans are well underway to have WCMS Radio Ranch well represented for the big events to be held in Nashville. As in past years, there will be the Grand Ole Opry's Annual Disc Jockey Festival and the Country Music Association's Convention both heavily sprinkled with special meetings, previews and awards banquets. On hand this year to represent Radio Ranch and report back complete coverage will be Joe Hoppel and WCMS Executive Vice-President Irvine B. Hill.

But the first event of the month takes place beginning October 15th at Nashville's Bluegrass Country Club. This will be the Music City Pro-Celebrity Golf Invitational sponsored by the Country Music Association, the Nashville Area Junior Chamber of Commerce and the Nashville TENNESSEAN newspaper.

On hand for this big event from WCMS will be Sheriff Tex Davis. But the big news is that Radio Ranch will be the first station in the country to send its personal golf pro to the tourney in the form of Claude King of Virginia Beach. As the

WCMS pro, King will be teamed with a country music star plus a national celebrity for the two-day, 36 hole, best team ball match.

King will be playing against such pros as Byron Nelson, Gene Sarazen, Cary Middlecoff and Mason Rudolph. From the celebrity roster, he will be paired with such names as Dizzy Dean, Lawrence Welk, Perry Como, Pat Boone, Rick Nelson, Mickey Mantle, Yogi Berra or perhaps Rocky Marciano. Then his second teammate will be drawn from the long list of country music stars including Buck Owens, Ray Price, Chet Atkins, Eddie Arnold, Porter Wagoner, Ernest Tubb, Minnie Pearl, Jimmy Newman, Wilma Burgess, Pee Wee King and many others. There's even that slight possibility he may draw country music's Claude King which should make a few scorekeepers sharpen their pencils twice.

This promises to be the most outstanding National Country Music Month ever with C&W breaking all records around the world. You can trust WCMS to keep you posted and make you a part of the celebration.

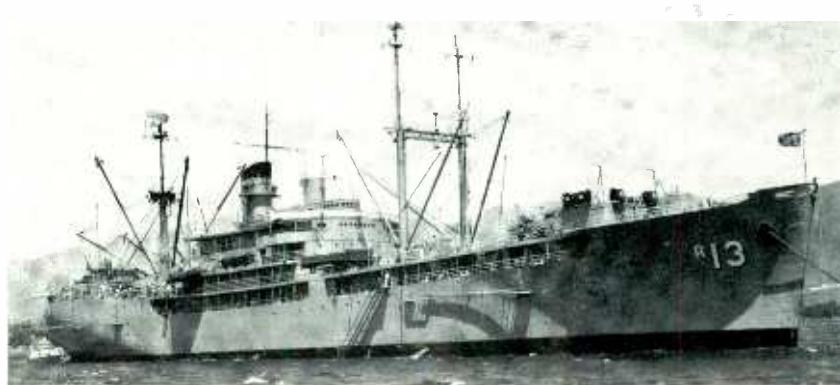
Navy Hosts Crump

WCMS President & General Manager, George A. Crump was recently guest of the Secretary of the Navy for a demonstration cruise aboard the USS Amphion (center below). During the cruise to Kingston, Jamaica, Crump became familiar with the repair vessel's missions and routines and was afforded the opportunity to take the helm (lower left) of the giant veteran of World War II and the Korean Conflict.

While in Kingston Harbor, Crump and several others were invited to a reception by Queen Elizabeth aboard her private frigate after the hotel she was to have visited was saved from total destruction through the fire-fighting efforts of U. S. Naval ships in that port.

Shown in lower right with Crump are Bill Vaeth of the Norfolk Sports Club (left) and the Amphion's Executive Officer, Cdr. William Harris. The other Tidewater notables aboard are included in the upper right photo with Lt. William Echols, MCUSN (left), Crump and Capt. M. C. Hydinger (center). They are Jack Gibson, president of Norfolk's First National Bank and Layne Stokes, chief of surgery, DePaul Hospital.

Crump also had the opportunity to visit with many of the crew including a great number of WCMS listeners.



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To Our New Readers...

Dear Reader:

Many thousands of persons subscribe to the WCMS Radio Ranch DIGEST each January and receive copies throughout the year. Several thousand additional families purchase single copies at our WCMS-sponsored Grand Ole Opry Shows staged in Tidewater periodically. Still additional thousands, like yourself perhaps, are receiving a complimentary copy of this edition by mail.

Mathematically speaking, there's a one in four chance that you enjoy country-western-folk music and that you listen to WCMS Radio. If so, I hope that this complimentary copy will help us to get to know each other in print as well as on the air. If not, I particularly hope you will take just a few minutes to enjoy a few of the stories and photos in these pages as your means of getting acquainted with the Wonderful World Of Country Music in general and WCMS Radio Ranch specifically.

Unless you're one of about a quarter-of-a-million persons Delaware to the Carolinas that listen to WCMS, we like to feel you're missing out on a mighty good time. In case you haven't

listened to country music in recent years, it's come a long way! It's the music born in America . . . the music that has grown with America until now it's called the "New Breed Of String And Swing" or, in other words, country music for city folks.

In addition to the lively sound of today's country music, you'll be kept constantly posted with national news and local coverage from our seven-car fleet of radio equipped cruisers. Sport and traffic reports are heard daily and you may even choose to agree or disagree with a few of my editorials.

We're proud as punch about the growth of country music and with October being National Country Music Month, extend to you a personal invitation to join us in the Wonderful World of Country Music. Try us for just a couple of days. We think you'll be hooked! Our address on your dial is 1050 AM and on FM at 100.5 24-hours per day. Ask your next door neighbor. Chances are one-in-two that one of you are already listening.

George A. Crump
President & General Manager
WCMS Radio Ranch

George Crump



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