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Metro

WCMS

Radio Ranch



Norfolk, Va.

DIGEST

1050 AM 100.5 FM



NOV. - DEC.

WRH

OPERATION SANTA '65 SET

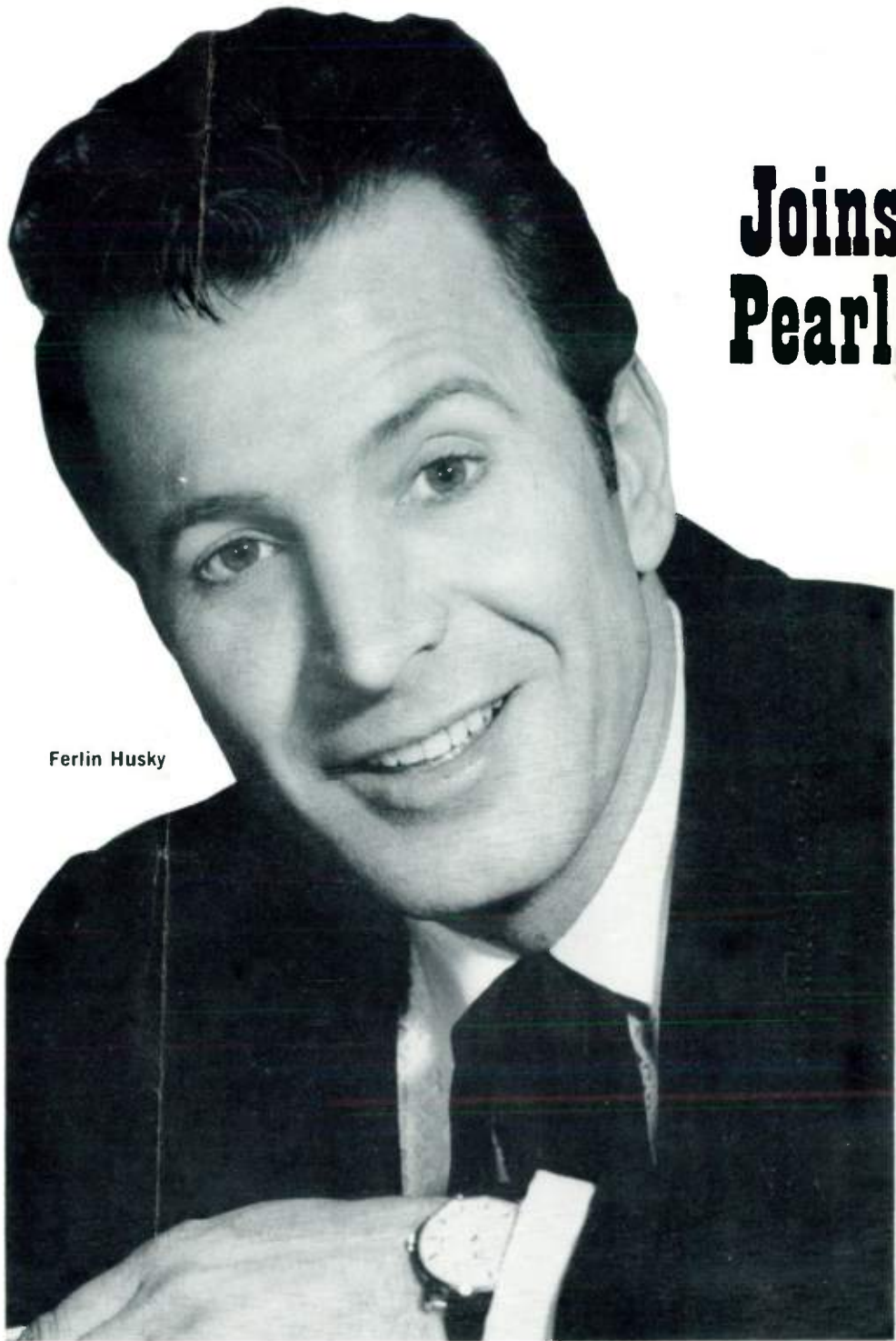
Four years ago, **WCMS Radio Ranch** staged a month-long remote broadcast prior to Christmas and tagged it "**Operation Santa**." At that time, it was a simple gesture aimed at collecting needed items for the less fortunate folks of Tidewater which might enable them to have a little better Christmas. Since that humble beginning in 1961, Operation Santa has grown into the largest Holiday project of its type in Tidewater thanks to the generosity and spirit of the season on the part of the huge family of WCMS listeners.

To the supporter of Country-Western-Folk Music, the Christmas season would not be complete without Operation Santa which is slated to begin **Friday, November 26th** and run through **Christmas Eve**. All of the **WCMS Four Horsemen** and **Night Hawks** will be on hand periodically during the hours of **11 AM to 9 PM, Monday through Saturday** when WCMS will be broadcasting live from the **Mobile Ranch House** located at **Southern Shopping Center, Little Creek Road and Tidewater Drive**.

The project will officially open the day following Thanksgiving with **Santa's arrival** at the **Norfolk Municipal Airport** about noon, a motorcade bringing Santa to Southern and the ribbon cutting by Santa and **City officials**.

The Christmas tree will be up in the Mobile Ranch House living room, Christmas cards from the stars will be on display, candy canes will be waiting for the youngsters and a mountain of gifts will be under the tree to be given out to many lucky visitors. But most important, the WCMS audience will be out to break last year's record of just over 8,000 items donated.

New and usable toys, clothes, furnishings, etc., along with non-perishable food items will be accepted for distribution by the non-denominational **Union Mission** to the deserving less-fortunate of the Tidewater area. All listeners are invited to practice the true meaning of Christmas by opening their hearts, searching their closets and participating in Operation Santa!



Ferlin Husky

Joins Pearl,

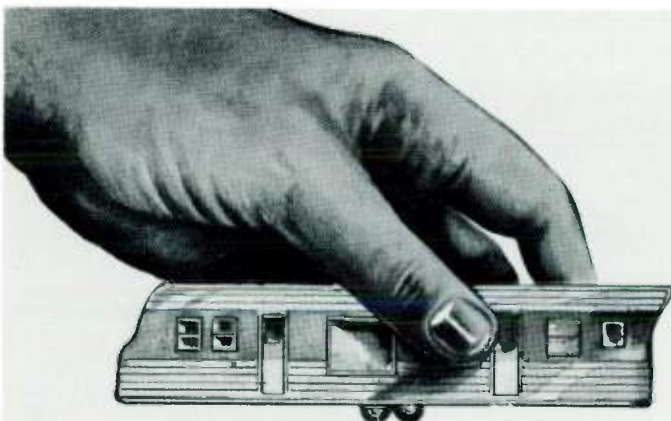
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JERSEY COUPLE WINS

During the month of September, Gene Lester and Ted Crutchfield conducted a contest titled "Postmark Password" on WCMS during the evening and night hours. The contest was designed to find out in how many different cities, towns and communities WCMS-FM was heard and the distance they covered. Each evening, a "password" was given on the air and listeners were invited to write that password on a postcard and have it postmarked from their home address within 24-hours.

At the end of the month, a drawing of one lucky card from each different postmark was held and those lucky winners received two passes to the Johnny Cash Show. In addition, one grand prize was awarded to the farthest postmark represented and that family was treated to a complete weekend in Norfolk for the show including travel expenses, hotel, and meals.

One hundred, forty-three different postmarks were received with the farthest from Mr. & Mrs. Glen Griner of Tuckahoe, New Jersey pictured below on either side of WCMS President, George A. Crump. Ted (left) and Gene (right) hosted the winners.



BROWN N SERVE!

Mary Jane

FAMOUS FAMILY OF BREAD AND ROLLS

(Editor's Note: This is another in a series of photo features about WCMS Radio Ranch personalities.)

SHERIFF 'TEX' DAVIS The Man Who Wears The Star

In Algebra, you'd write it: "S" plus "CM" equals "STD." Or to make it easier: "Sports" plus "Country Music" makes one "Sheriff Tex Davis." When either topic comes up, you can bet your cowboy boots the Sheriff's name will be included.

Returning as a decorated combat veteran of the Pacific Theater following World War II (he returned the only original man left in his company), the young man from New Britain, Connecticut had his sights set on an acting career. With funds available through the GI Bill Of Rights, the Connecticut Yankee enrolled in the Radio School of Dramatic Arts in Carnegie Hall, New York. Quickly making his mark as a young man to watch in dramatic circles, Tex was featured in "Of Mice And Men," "The Man Who Came To Dinner" and "Jason."

At the brink of breaking onto Broadway itself, Tex (or Bill as he was then) made a big decision. Feeling that radio held a greater challenge and more opportunity for what he wanted out of life, he turned his back on acting despite the urging and advice of two newspaper friends, Ed Sullivan and Walter Winchell! Leaving New York, Bill headed for KWWL in Waterloo, Iowa where he arrived with 65¢ in his pocket after a telephone audition. As a budding sports announcer, Bill was first exposed to Country Music while riding controls during the Purina "Eddie Arnold Show." Within just a few short weeks, Bill found

Country Music running neck and neck with sports as his main interests.

After a two year stint at WBLJ in Dalton, Georgia, Bill accepted a position at WLOW in Portsmouth as head of the Sports Department where he broadcast the Brooklyn Dodger and Portsmouth Cubs games. But the Country Music bug kept biting and soon Bill found himself on the air as Sheriff "Tex" Davis with his horse "Candy" on the "All-Star Record Roundup." The program was an instant success and kicked-off an exciting and warm association between Country Music, Sheriff "Tex" Davis and the Tidewater community which continued to build at WLOW and boomed to record heights in 1954 when Tex joined the new WCMS. His tremendous programs have continued daily at Radio Ranch (4 PM to 7 PM) as Tex has grown into one of the top, widely known and respected personalities in Country Music across America.

THE PHOTOS

(LEFT TO RIGHT) Tex, during early days presents sportscast from Georgia studio of WBLJ. . . . Being sworn in as Sheriff of Norfolk County by Chief of Detectives, Herb Simpson. . . . With his horse "Candy," first introduced on WLOW in early '50's. . . . As ring announcer for recent Sugar Ray Robinson fight in Norfolk. . . . With Yogi Berra as "Voice Of The Tides."



Up at dawn. Rush for the airport. Jet to the city. "Taxi!" Dash for the meeting. Go, go, go all day. Now what? Face that trip back? Brother! — great way to bust a spring. Unwind tonight at Sheraton. Sheraton understands keyed-up executives. They know the kind of food and comfort you need. You'll live better. You might live longer.



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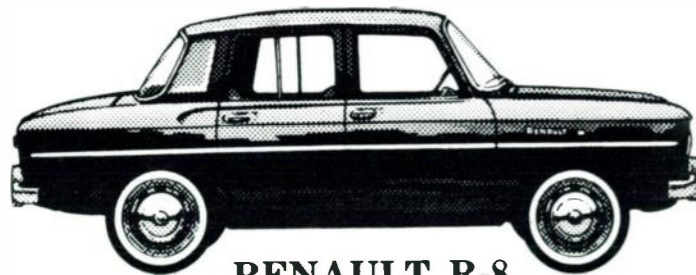
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WCMS RADIO

WCMS FILES FOR 5,000 WATTS

George A. Crump, president of WCMS announced that an application has been filed with the Federal Communications Commission to increase the power of WCMS-AM from 1,000-watts to 5,000-watts. All indications point to routine approval of this application at which time, construction and installation of new transmission equipment will promptly begin. Mr. Crump points to a target date in latter 1966 when WCMS will begin operations at greater power. Currently, WCMS ranks third in coverage of all Tidewater stations; however, this increase will improve the Radio Ranch coverage and reception even more. WCMS-FM will continue to operate at 20,000-watts which now is heard throughout the central Eastern Seaboard.

MARTY ROBBINS TAKES THE CAKE

One of the stars on stage for WCMS last month, Marty Robbins celebrated a birthday before leaving Nashville for the Norfolk show. But to Marty's surprise, his birthday wasn't over yet as he was presented a giant cake on stage here. Measuring almost three-feet with a guitar on top, the cake was the idea and product of Commissarymen 3rd Class Middleton Bagwell and Terry Harding. A tip of the ten gallon to these two Navy men for another (tasty) job well done.

WCMS BOWLS 'EM OVER

Reports indicate that the WCMS Radio Ranch Bowling League is tearing up the alleys this fall with a real feud underway between the “Country Cut-Ups” and the “Mountaineers” for top spot. Top individual game so far was rolled by Roy Bivens with a 201. However, at this early point in the season's play, the “Westerners” and “Square Dancers” who round out the league still have a fighting chance. For those sadists who wish to watch the league in action (?), choice seats are available at Indian River Bowl Monday evenings at 9 PM.

Season's Greetings

As the holiday season draws near, the entire staff of Radio Ranch takes this space in the final issue of the DIGEST for 1965 to extend the warmest of holiday greetings. During the past year, WCMS has enjoyed its most successful period in its 11-year history thanks to the tremendous folks that make up the Radio Ranch audience. It is the hope of every WCMS staff member that you have a safe and festive holiday season and that 1966 brings to you the greatest degree of happiness and satisfaction. We hope also that you will continue to patronize the WCMS sponsors whose enthusiasm in Country Music underwrites the cost of bringing it to you. Merry Christmas and a Happy New Year!!!



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Sonny James Husky Plus Stars Dickens, Wiseman And Tubb For Nov. 21 Opry



Marvis & Orlo Thompson.

The 1965 holiday season will officially get underway at 2 P.M. on Sunday, November 21st, when the curtain of the Norfolk Municipal Auditorium goes up for the first of two performances (also at 8 P.M.) of the WCMS Radio Ranch sponsored “Grand Ole Opry Holiday Spectacular.” During the three hours following, the biggest galaxy of Country Music stars of '65 will be presented!

It might be called a show with no star since virtually every name on the marquee is a star in his own right.

Ferlin Husky will be on tap along with his Hushpuppies performing, in person, his long string of Capitol million sellers. It has been said of the man from Flat River, Missouri, that, “Ferlin has one of the biggest hearts in the business since he gives away a million dollar's worth of entertainment every time he steps out on a stage.” The former Merchant Marine who began his career under the stage name, Terry Preston, while on the West Coast is considered to be one of the most creative performers, never permitting himself to give a mere commonplace rendition of even the simplest composition. In addition to singing his “Gone,” “Wings Of A Dove” and many others, Ferlin will be introducing to Tidewater as a part of his Hushpuppies, the highly talented pair of tunesmiths, Marvis & Orlo Thompson.

“Young Love” is probably the song title that has endured through the years as the trademark of The Southern Gentleman, Sonny James. Having appeared on a number of WCMS Opry shows in recent years and having stopped every one with thunderous applause, Sonny and his Southern Gentlemen are a sure bet to tear 'em up with his sincere and strong delivery of his many hits such as “Baltimore” and “Behind The Tear.”

A young lady often confused with Jayne Mansfield ever since her selection as “Playmate” of Jack & Jill Magazine, Miss Minnie Pearl will be on hand. From the time she first stepped on the Opry stage in 1940 wearing her price-tagged bonnet and 89¢ organdy dress, Minnie (born Sarah Ophelia Colley in Centerville, Tennessee) has burst the sides of show-goers with her own brand of “how-dee” humor. It will be difficult to tell on the 21st whether Minnie or the audience is having the best time!

DICKEN'S TUBB, WISEMAN, RAY, FRAZER & CRUM TOO!

In addition to the three complete shows above, the one and only Little Jimmy Dickens will be on stage at the Auditorium for the first time in several years along with one of the outstanding young men of Country Music, handsome Justin Tubb. To round out the cast in meeting every taste in C&W music, “The Voice With A Heart,” Mac Wiseman along with the Wisemen will serve up a dandy portion of bluegrass favorites.

As added sparkle to the WCMS Opry galaxy, Ferlin Husky reports he is planning to bring with his troupe one of the hottest new C&W names, Dallas Frazier and much-like Wade Ray plus his comic sidekick, Simon Crum. Add to all this Carolina Charlie and the Four C's, the WCMS Four Horsemen and the Night Hawks and you've got a whale of a show in anybody's book.

Get advance tickets early at any Peoples Drug Store in Tidewater!!!



Minnie Pearl

Sonny James

Mac Wiseman

Justin Tubb



RE-SUBSCRIBE - SEE PAGE 7

RANCHGRAM

One of the stars of the Holiday Kick-off Opry Spectacular slated for Sunday November 21st, Ferlin Husky, is pictured here in a still from Paramount's "Country Music Holiday" with June Carter. Though this particular film was made in the late '50's several more C&W flicks are currently in the works including films starring Leroy Van Dyke, Roger Miller and Johnny Cash.

Most impressive sights and sounds at the 40th Anniversary of the Grand Ole Opry, the Country Music Association Convention and other events during Festival Week as reported by the delegation: The standing ovation received by and the tears of humility in the eyes of Ernest Tubb when the Texas Troubadour was announced as the 1965 addition to the Country Music Hall of Fame. . . . An entire Nashville department store staying open exclusively for Mrs. Dorothy (Tex) Ritter to select an ensemble to wear to the CMA Banquet after fire gutted their hotel room just hours before the event. . . The twinkle in the eyes of Roy Acuff when he introduced Roy Jr. for his first public performance on the Opry's 50th Anniversary show. . . . Nudie (the



COUNTRY MUSIC MONTH

Last month was Country Music Month across America. Highlighting the month in Tidewater was the Johnny Cash Show, the message of salute from Virginia Governor Albertis S. Harrison, Jr., the marathon of Golden Country Classics and the Music City coverage. Concerning the latter, WCMS listeners were kept well informed by broadcast reports direct from Nashville from the WCMS delegation including George Crump, Jesse Travers, Carolina Charlie Wiggs and Bill Hudson.

western tailor who makes most of the C&W outfits) appearing at every one of the affairs in a different flamboyant rhinestone-trimmed suit. . . . The ability of the Andrew Jackson Hotel to keep 1,000 persons packed into its lobby built to accommodate 100 right around the clock. . . . The red and swollen right hand on every artist from shaking hands with everybody in sight. . . . The utterly fantastic performances by Leroy Van Dyke and Ray Price at the CMA Banquet and Saturday Night Dance respectively. . . . TO NAME A FEW!

RE-SUBSCRIBE NOW FOR '66

For the past three years, WCMS has been producing a publication aimed at keeping the Country Music public of Tidewater informed of news and activities of interest to them. Starting as the "WCMS Newsletter" of simple format, the publication has grown into a colorful "slick" magazine with circulation of the DIGEST growing by the thousands.

In 1966, the DIGEST will continue to grow in meeting readers' requests for added coverage, photos and features. Also in 1966, the DIGEST will be issued bi-monthly on a regular basis (until now, the DIGEST has been published prior to each WCMS Opry Show).

The DIGEST staff looks forward to having you among its readers in 1966 and is planning, in addition to bi-monthly issues, many of the features you have requested to make next year a banner year for the DIGEST.

To assure you of receiving each and every issue in 1966, you are invited to clip out and use the subscription form below. Avoid any possible errors in ad-

ressing your copies by either typing or clearly printing the requested information and mailing the form along with your dollar (\$1.00) at the earliest date. And don't forget to advise us of any address change you may have during the year so that you will not miss a single issue of the DIGEST.

If additional subscription forms are needed for friends, Christmas gifts, etc., merely duplicate the same information in the order it is given on the form below.

Don't be left out . . . subscribe NOW for home delivery of the DIGEST bi-monthly during 1966.



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JESSE TRAVERS, PUBLISHER — WIN KAY, EDITOR

Cash And Company Score Big

One of the best received shows in the 11-year history of Radio Ranch Productions was staged October 10th before turn-away crowds. The bill actually included three complete shows with Johnny Cash and his troupe including June Carter, the hilarious and multi-talented Statler Brothers and the Tennessee Three featuring

Luther Perkins. The second unit included Arthur (Guitar Boogie) Smith with his complete television show cast with the fabulous Marty Robbins show rounding out the triple-crown lineup. Those attending the two performances were treated to the very finest in vocal, instrumental, group harmony and comedy country music presentations.



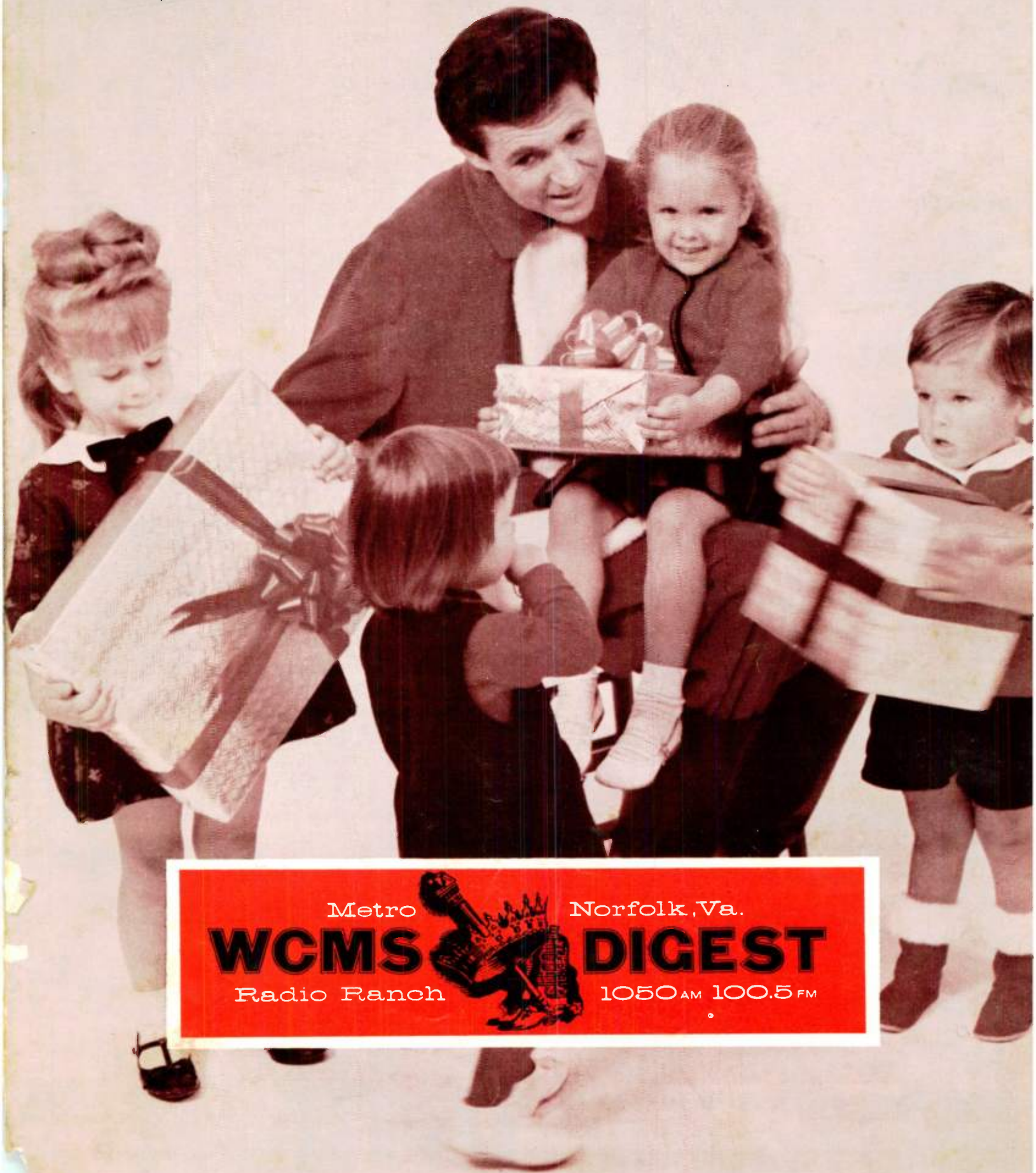
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Nov-Dec '66



Metro Norfolk, Va.

WCMS  **DIGEST**

Radio Ranch 1050 AM 100.5 FM



WCMS Awarded

Smiling faces were the rule for the DIGEST photographer backstage at the Johnny Cash Show following the presentation of awards to WCMS staffers by the United States Army. The special "Certificates of Appreciation" were awarded by the Army's Norfolk Recruiting Office for outstanding service and co-operation in the field of recruitment over the past years.

Pictured above are the recipients and Army representatives instrumental in the awards presentation. Left to right in the foreground: WCMS's Joe Hoppel and Carolina Charlie Wiggs with SSG Merle Estes. From left standing is Radio Ranch president, George A. Crump, SFC Carl Davis, WCMS executive secretary Win Kay and The Sheriff, Tex Davis.

Today's Tonic For Today's Living



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LIGHTS, CAMERA, ACTION

Big things continue to develop for country music in the motion picture and television field. George Jones, who will be on the Norfolk stage this November, has been signed to star in a projected pilot film which may be a hallmark in the production of a country music TV series. The pilot will go beyond the usual "stand up and sing" format and delve into the professional and personal background of that week's featured artist.

Meanwhile, add Detroit to the list of cities showing the Stone-man's TVer making the current total read 27 markets. Within the past few weeks, the aggressive bunch has converted the program to full color. Still not satisfied, they'll guest under Dale Robertson on ABC November 5th as the "Hollywood Palace" salutes Country Music Month.

Bill Anderson is also reportedly on the move with his TV show. A recent announcement outlined a full revamping of the format for his already popular tube triumph. In Canada, the program will be seen during late-night hours, one hour each on Friday and Saturday and will follow a "Tonight Show" format. In other markets it may be seen in 30-minute to 2-hour form and moves to color around the first of the year.

Marty Robbins, Carl Smith, Johnny Cash, Jimmy Dean, Tex Ritter, Hank Williams, Jr., Bobby Lord and others have been signed for Voice of America interview slots through next Spring. Film wise, Del Reeves, Mel Tillis and others are before the cameras in what is labeled C&W's first movie aim at the teen market.



That's lovely-looker Diana Duke to the left above making her guest debut on the Grand Ole Opry. A recent addition to Nashville's population, Diana has become the first artist to sign with the new Dollie label. In upper right is songstress Dottie West and her newly formed musical unit, "The Heartaches." Clockwise from upper right is husband and steel man Bill West, Bass man David Lee, lead guitarist Ray Wix and drummer Bob Taylor.

Then a third lovely newsmaker is Connie Smith who also has formed a band for road work. Though the group as yet has no name, she's tickled with the personnel and sound which is built around Weldon Myrich who played steel on her hit records.

Looking For

During the week prior and on the day of each WCMS Grand Ole Opry show and similar events, Radio Ranch receives many phone calls from Tidewater new-comers and out-of-towners for directions to the Norfolk Municipal Auditorium. The Auditorium (or "Arena") is located at 9th and Granby Streets.

From points east, proceed into Norfolk via Virginia

ROUNDUP...

DON'T I KNOW YOU?

When Bill Anderson returned from his WCMS-Norfolk booking to Nashville, he walked into his office only to be greeted by a larger-than-life-size oil painting of himself (and he's pretty big!). Seems his secretary, Moneen Carpenter, secreted the whole thing giving artist Gary Von a photo to work from.



CLASSIC COUNTRY COMBO

Two of the most-noted personalities in the world of music, guitarist Chet Atkins (above right) and conductor Arthur Fiedler, have merged their musical talents in Atkins' latest RCA album titled "The Pops Goes Country." It features Chet's guitar on country classics with the backing of the Boston Pops Orchestra under Fiedler's direction.

HANK JR. BIDS FOR YOUNGEST WRITER

With the news that "Standing In The Shadow" is slated for a BMI award and as Hank Williams, Jr. was 16 when he wrote the smash hit, he will, in all probability, become the youngest country music writer to compose a BMI award-winning tune.

SOME PEOPLE 'GOTTA BE DIFFERENT

Bobbie and husband Roy Drusky have announced that their latest addition, Darryl Bryan Drusky (after friend and fellow auto enthusiast, Darryl Darringer) will be nicknamed "Tip." The other two boys are called "Twig" and "Tad." So what do they call their dog???

The Arena?

Beach Blvd. which passes by the Auditorium parking lot. From the south; into Portsmouth, through the Downtown Tunnel, right on Tidewater Drive, left on Virginia Beach Blvd. to the Auditorium.

From the Peninsula; through the Hampton Roads Tunnel and straight down Tidewater Drive to Virginia Beach Blvd. Right on Virginia Beach Blvd. to the Auditorium lot.



On Our Digest Cover



Pictured on the front cover of this edition of the Radio Ranch DIGEST is one of country music's top hitmakers, Sonny James. The photo, obviously appropriate for the last DIGEST for 1966 covering November and December will become a most familiar scene in homes across the country and around the world during the weeks to come as it serves also as the album cover for the Southern Gentleman's new Capitol Christmas LP.

WCMS is particularly proud of the photo and the star as November has been declared "Sonny James Month" by Capitol in addition to the fact that Sonny will be headlining the November Grand Ole Opry show on the 13th at the Norfolk Municipal Auditorium. The DIGEST staff is most grateful to Capitol and Sonny in making available an advance print for our cover.

MILITARY OR CIVILIAN:

NAVY

TIDEWATER GUIDE

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TIDEWATER GUIDE

Season's Greetings From WCMS

Dear Reader:

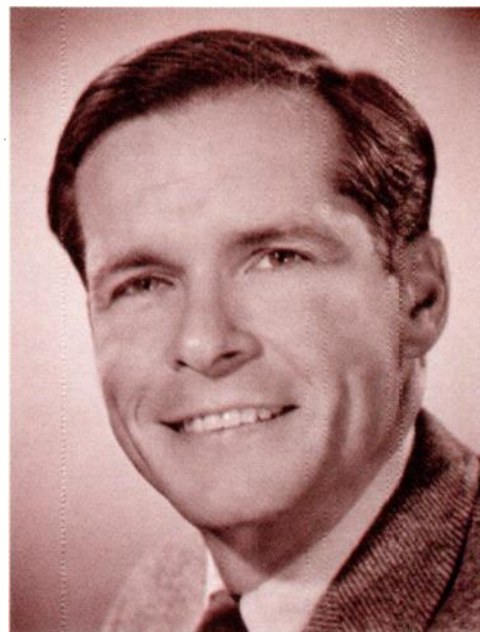
Radio is an immediate form of communications. You think, act and say what is appropriate for the day . . . the hour . . . the moment. With more than a couple decades in radio, I find it about as awkward to sit down on this warm October afternoon to write these season's greetings as many of you will in reading them on a warm afternoon during the first week in November. But this IS the November/December edition of the DIGEST and our publisher says NOW is the deadline. And that's the way of the printed form of communications.

Looking back over 1966, it's been a great year for country music and particularly in Radio Ranch Country. Remember seeing in person over 100 stars and entertainers at WCMS shows and broadcasts . . . the search for the Dutchman's Lost Gold . . . the Ugly Snowman Contest . . . the Ranchhand interviews . . . the Jim Reeves tribute . . . the zany Scavenger Hunts . . . the marathon horseback ride . . . the many

DIGEST features . . . the inside scoops from Nashville . . . the current contests and events now underway plus those coming up through Christmas . . . etc., etc.? And yes, the commercials that, backed by the full Radio Ranch warranty for truth and fair dealings, introduced you to new and better products and services on behalf of companies who respect your judgment and want you as their customer and, in return, underwrite the cost of bringing the Wonderful World of Country Music to you.

Perhaps I was fortunate enough to shake hands with you, talk with you on the phone or answer your letter during the year. Or perhaps, you are one of many thousands who, this month, are receiving this DIGEST edition as a result of a random mailing up and down the streets of Tidewater and are becoming acquainted with country music and WCMS for the first time (there are a few of you left).

As foreman of Radio Ranch, I speak not only for myself, but for every member of the WCMS staff in expressing our very sincere thanks for



George Crump

your enthusiastic support during 1966 which has made our year most exciting and rewarding. To the new reader, we extend a cordial invitation to join us at 1050 AM and 100.5 FM around the clock. And to everyone, may we be the FIRST to wish you and yours a merry holiday season and fruitful 1967.

GEORGE A. CRUMP
President, WCMS Radio

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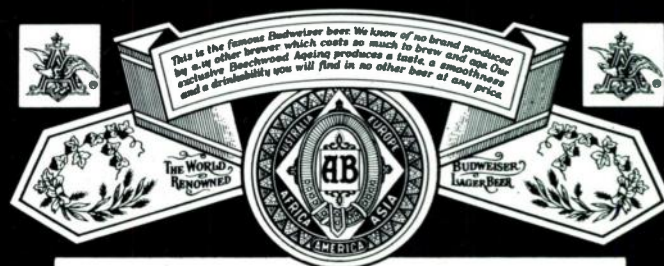
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WCMS NOVEMBER STARS

Tex Ritter (far left), Bill Carlisle (second from left), Carl and Pearl Butler (upper middle), Carolina Charlie Wiggs (lower middle), The Southern Gentleman, Sonny James (near left) and George Jones at the Norfolk Municipal Auditorium, Sunday, November 13th for performances at 2 and 8 PM.

Last WCMS Opry Outing Of '66 Slated

November 13th

It will be Opry time again in Tidewater on Sunday, November 13th, when WCMS rings up the curtain on its final Grand Ole Opry stage spectacular for 1966! The lineup, without a doubt, indicates that with this showing, country music will go out of '66 in a blaze of glory.

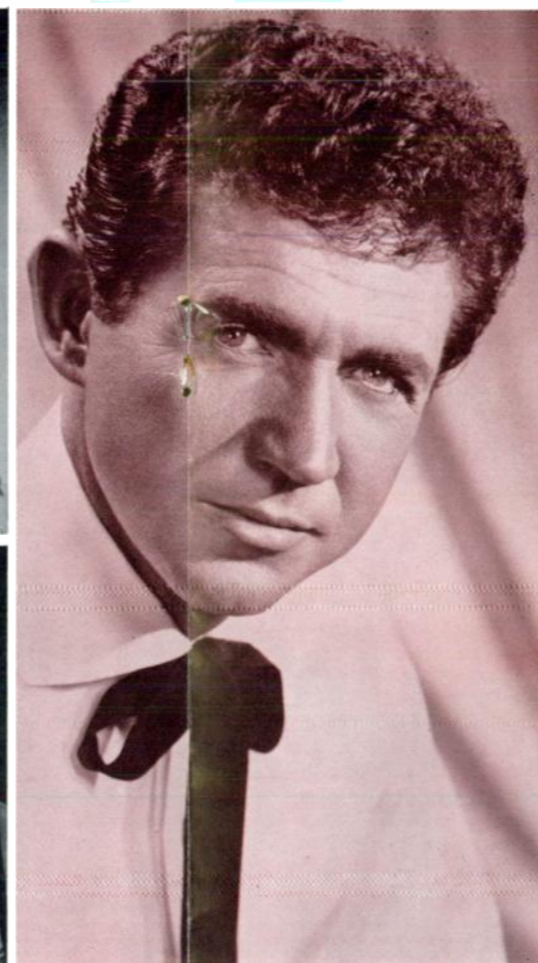
Although the November 13th date could spell an unlucky number for some folks, they must not like country music considering that the show will be headlined by a man whose talents and performance never allow him to fully satisfy an audience's desire for MORE. The man is, of course, Sonny James who will have the Southern Gentlemen on stage with him.

Also headlining the performances at 2 and 8 PM will be a young man whose not very big in size, but as big as they come in his string of hit records and stage excitement, George Jones with the Jones Boys. Sharing the spotlight will be one of the true magnetic names of music, radio, TV and motion pictures, Mr. Tex Ritter.

AND THERE'S MORE

Adding a big portion of feminine charm to the Norfolk Municipal Auditorium stage along with many a great song will be Miss Jan Howard. Along with Jan, there will be another terrific artist on hand for the first time in several years. The one and only Jumpin' Bill Carlisle will swing into action leaving just enough left of the stage to bring on those Tidewater favorites, Carl and Pearl Butler!!! Plus ... Carolina Charlie and the 4-C's. Grab your advance discount tickets NOW at any Peoples Drug Store.

.....



Million & Marathon

Reading the headline at face value, the "million" and the "marathon" would seem to tie together. While they do not, both do mean more excitement and enjoyment for WCMS listeners Delaware to the Carolinas. No — Joe Hoppel isn't going to ride his horse for another marathon and no — Radio Ranch isn't about to give a million dollar contest prize.

THE MILLION

Concerning the million, it goes back to a July morning in 1954 when WCMS turned on its new transmitter, identified itself for the world to hear and then played its first country music record. This record was followed by a second and third record. Soon hundreds of plays had been broadcast and then thousands!

Skipping rapidly ahead to the Winter of 1966-67, the number of records played has snowballed to the point that at some time in the not too distant future, WCMS Radio Ranch will place the needle in a record's groove and broadcast its 1,000,000th song. Toward the latter part of November, details will be given on WCMS concerning this most important moment and an opportunity for every listener to share in this moment by trying to guess the exact time when the first note of that millionth tune is heard!

Among the prizes to be awarded will be a trophy no radio listener anywhere has ever received. Since a recording artist receives a gold record for selling 1,000,000 copies of a release, WCMS has arranged to have the millionth record played on the air gold plated and mounted and will award this engraved plaque to the person estimating the closest moment. There will be other prizes, but the grand prize will be awarded on stage during a future Opry show of 1967 by either the artist who recorded the disc, the writer of the song or an official of the recording company who produced the particular disc. Stand by for details during latter November!

THE MARATHON

Concerning the marathon, that too comes up in November and continues a tradition set some three years ago during Thanksgiving Week. It's the Annual Thanksgiving Golden Country Classics Marathon. The date this year falls on Monday, November 21st and runs into the 22nd.

Beginning at 6 AM Monday morning and continuing for 24 straight hours, you'll hear nothing but classics. Several early-birds have already been heard from; therefore, the reader is advised to drop a card with his classic request to the personality who will be on the air during the time the song is requested. But better hurry.



Reunion



The aristocracy of the entertainment world had sort of a regal reunion recently when two long-time friends, Kitty Wells, "The Queen Of Country Music," and Elvis Presley, "The King Of Country Rock," visited at MGM Studios during Presley's Hollywood filming of "Spin Out." The conclave came about when Kitty and husband Johnny Wright (no slouch in the business himself) went to the coast for a vacation and to help prepare son, Bobby Wright (on the right) for his return to Nashville.

Bobby has been on the Coast for some time where he appeared as a regular in the "McHale's Navy" TV series while taking time out from time-to-time to cut those good sounding Hickory C&W records. Currently back in the Music City area, Bob, wife, Brenda, and young daughter, Theresa Lee Ann are scouting property in Madison on which to build.

Most of the building, at the moment, however, is on his career now that he's joined the fantastically busy "Kitty Wells Road Show." Step one was to include Bob in a Decca recording session just recently held before a live audience which included the Roadshow staff of Kitty, Johnny, daughter Ruby Wright and Bill Phillips along with the Tennessee Mountain Boys.

Ruby also has her own album out this Fall on Kapp titled "Dern Ya" while Kitty has been additionally honored in recent weeks by the RCA LP release of Norma Jean entitled "Norma Jean, A Tribute to Kitty Wells." Kinda busy family!!

THIRD TRIP FOR FARON

They must like the boy over there! Faron Young has been signed for his 3rd consecutive annual tour of Germany, Italy and France for 26 days next May.

A Thing-A-What?

Almost everyone stared at the radio when they first heard it on WCMS. "A Thing A What?" But they heard it right the first time. A "Thing-A-Ling" contest and it got underway toward mid-October. It also started more than a few country music listeners well on the road to the psychologist's couch! To explain just exactly what a Thing-A-Ling is would be rather long and labored, especially since this reporter is not quite sure. But to explain how it works is very simple.

First a song is selected by the WCMS Programming Department, its title written down and the sealed envelope sent via registered mail to a bank official. The first day of each new contest, one note (the first in the song) is played on the air. Each time it's played, a phone exchange is given and the first listener calling from that exchange takes a guess. If correct, he or she wins \$200.00 cash. If no correct answer during the first day, a second note is added the second day and the prize drops to \$100.00. A correct answer the third day (with three notes given) wins \$75.00 . . . the fourth day, \$60 and then \$10.00 less each day an additional note is added.

As soon as the song is correctly identified, a new Thing-A-Ling starts with the first note. Sound simple? Well you'd be surprised how many hit songs start off just like "Three Blind Mice!!!!" Of course, you could get lucky like Mr. H. W. Martin of Virginia Beach. He guessed correctly on the third note and walked away with \$75.00 for the first Thing-A-Ling at 4:30 AM. Guess you could call that worth getting out of bed for! So why lead a sane and well-adjusted life? Kill a little of your time and sanity with the day's Thing-A-Ling on WCMS!

P.S.

If you think Carolina Charlie's guitar playing is bad, you should drop by Radio Ranch sometime and hear the original version of the first Thing-A-Ling that never got on the air! Would you believe Sheriff Tex Davis humming???

Session Capers



The joke was on the joker Friday the 13th at Archie Campbell's RCA Victor session when session sidemen turned up with two black cats, step ladder and open umbrella as "good Luck" props for Archie's recording. Shown above with the prankster props are (L to R) Boots Randolph, Archie, Chet Atkins and Floyd Cramer.

Then around the corner in another studio, producer Jack Clement's farout ideas were at work on the Stoneman's session with Jack using Scotty, seven times "World Champion Fiddler" to play the 5-string banjo with his fiddle bow!



DON'T MIND IF I DO

That's the Travelin' Texan, Billy Walker, taking time out during the Music City Pro-Celebrity Golf Invitational staged in Nashville in connection with October being Country Music Month. He appears to be sneaking up on a drum stick of Col. Harland Sanders (right) famed Kentucky Fried Chicken. All is well, however, since the Colonel served his finger-lickin' goodies free for the CMA to Invitational personnel and Big Bill was a bonified entrant.



ONLY TWICE?

Country music's Duke of Paducah, a banjo buff, beats out "If You Knew Suzie" to the delight of a jam-packed Opry House. Duke's Opry appearance, his second in 19 years, coincided with the week of his 65th birthday and brought a standing ovation from the audience.

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better
with
Coke

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SMILE - YOU'RE ON CANDID CAMERA!

... That may have been what our friend from an earlier day was saying to the WCMS Four Horsemen (considerably shorter and pictured in lower left) when this photo was snapped during the Sinclair traveling World's Fair exhibit's stop at the Janaf Shopping Center last spring. On the other hand, he may have been saying, "Okay, which one of you bums hasn't been playing my latest record?" Or, "My group had 24% less cavities . . . wanta count 'em?"

Probably you can top us by a country music mile and the DIGEST is anxious to reward you for the effort. The idea is to scratch your head, look at the photo and come up with your own idea for a caption. It may be in the form of a description or dialogue. But it must be printed or typewritten and mailed by midnight, December 24, 1966 to: DINOSAUR, WCMS Radio Ranch, Norfolk, Virginia 23502.

A secret panel of anthropologists (scientific for "disc jockies") will award twelve (12) LP's for the wildest caption, six (6) for the second wildest and three (3) for the third wildest.

(Special Note To DIGEST Printer: PLEASE, PLEASE don't mix up this photo with the one that should appear on page #4 — EDITOR)



Cash Bash

In the Fall of 1964 they came. In the Fall of 1965 they came. And in the Fall of 1966 they came . . . and most got in. The scene was the Norfolk Municipal Auditorium and the event was (what now has become the annual) Johnny Cash Show. And a historic occasion it was as Mr. Cash & Company became the first country



Mary Jane

**FAMOUS FAMILY of
BREAD and ROLLS**

SUBSCRIBE FREE

During 1966, over 25,000 persons have been regularly following the news, features and photo coverage of the country music scene around the world while keeping posted on the events, activities and WCMS personalities who bring the warmth, excitement and sounds of today's town and country music to the central east coast.

Completing its fourth year with this issue, the DIGEST is already well underway in making plans for 1967. More intensified coverage of the local activities is upcoming. Broadened national and international features will be included. The spotlight will be trained on specific artists in each issue to give DIGEST readers a depth report on their lives and careers. The editorial desk is actively searching for fiction in the form of short stories built around country music and related forms of show business. Likewise for cartoons and, perhaps, even a continuing comic strip.

On the factual side, the history of country music will be given DIGEST treatment in 1967 plus a calendar of events. Under consideration also is a "letters To The Editor" column to give DIGEST readers the opportunity to be heard plus other features of interest to all age groups. WCMS photographer, Emmett Walke promises more graphic coverage and is currently in Europe where he hopes to snap many photos and fill many note pages for exclusive DIGEST stories from aboard. In general, there is little doubt that the DIGEST's fifth year will be far and away the most thrilling for fans and

A Smash

music star to make three WCMS appearances one year apart to sold out houses.

A fourth engagement here next September? It could well be since the audience gave the man (far left) who many people consider to be the most creative mind in the field a tremendous ovation. And they were no less receptive to the superb performances of the whole Cash Company including Mother Maybelle (immediate left) and daughters June, Helen and Anita Carter (2nd from left), the Statler Brothers (immediate right) and the Tennessee Three.

A BIG ASSIST

But the Cash Crowd unquestionably received a big assist in the form of added star, Bill Anderson (far right) with his Po' Boys who brought down the house with their popular antics and Bill's fabulous songs.

Meanwhile, another giant show is slated for Sunday, November 13th (see center spread) and after that, a full schedule for 1967. Contracts with many artists on these future shows were signed far back. But some spots are still open, particularly for some of the newer acts. WCMS is anxious to hear who the reader wants to see. You're invited to submit at once names of your favorites plus names of newer acts you'd like to see for the first time by writing Radio Ranch Productions, c/o WCMS, Norfolk, Va. 23502.



NOW FOR 1967

followers of country music. However, with this last issue for 1966, the company handling the addressing and mailing of the DIGEST discards our entire mailing list ready to start fresh in 1967. While single copies of the DIGEST will continue to be sold at Radio Ranch events, you WILL NOT receive your personal copy mailed to your home unless the subscription blank on this page is completely filled in and returned to WCMS. This form will not be reprinted.

IMPORTANT NOTE — As an expression of sincere appre-

ciation to the country music scene, we are presenting The Carolinas for making 1966 a great year in WCMS's 12-year history. George A. Crump, on behalf of the company, has decided that home subscriptions will be replaced by single copies at shows, etc., to help cover sales expenses. It is, however, one subscription per home to avoid unnecessary duplication expense and policy in future years.

Don't put it off! Complete this page and return to WCMS NOW. You will receive the DIGEST mailed to you

RADIO RANCH DIGEST

PUBLISHED BI-MONTHLY BY WCMS
5600 CURLEW DRIVE
NORFOLK, VIRGINIA 23502

GEORGE A. CRUMP
PRESIDENT & GENERAL MANAGER

IRVINE B. HILL
EXECUTIVE VICE PRESIDENT

JOSEPH M. HOPPEL
VICE PRESIDENT, PROGRAMMING



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Operation Santa Set

Radio Ranch staged a broadcast prior to Christmas, "Operation Santa." At that time, the station's purpose was aimed at collecting donations for less fortunate folks and to provide a means for the station's music followers to participate in the Christmas spirit.

In 1961, Operation Santa has remained a project of its generosity of

the Christmas spirit without to begin through personalities the hours Saturday receive I broad- ate from ch House

located at Southern Shopping Center, Little Creek Road and Tidewater Drive. The location at the crossroads of Tidewater is convenient to reach from all areas and provides ample parking.

The project will officially open the day following Thanksgiving with Santa's arrival at the Norfolk Municipal Airport via Piedmont Airlines at approximately noon. After greeting the youngsters there, a motorcade will bring Santa to Southern for the ribbon cutting with an assist from City officials.

The Christmas tree will be up in the Mobile Ranch House living room, Christmas cards from the stars will be on display, candy canes will be waiting for the youngsters and many contests and gifts will unfold as the days progress. But most important, the big heart of country music will open wide.

New and usable toys, clothing, furnishings, etc. along with non-perishable food items will be accepted for distribution by the non-denominational Union Mission to the deserving but less-fortunate of the Tidewater area. All listeners are invited to practice the true meaning of Christmas by opening their hearts, searching their closets and participating in Operation Santa 1966!



Nov-Dec '68

**CARL
SMITH TO
HEADLINE
NOV. SHOW**

PAGE 4

**JUDGE HAY
MEMORIAL SET**

PAGE 8

**CARL
SMITH**

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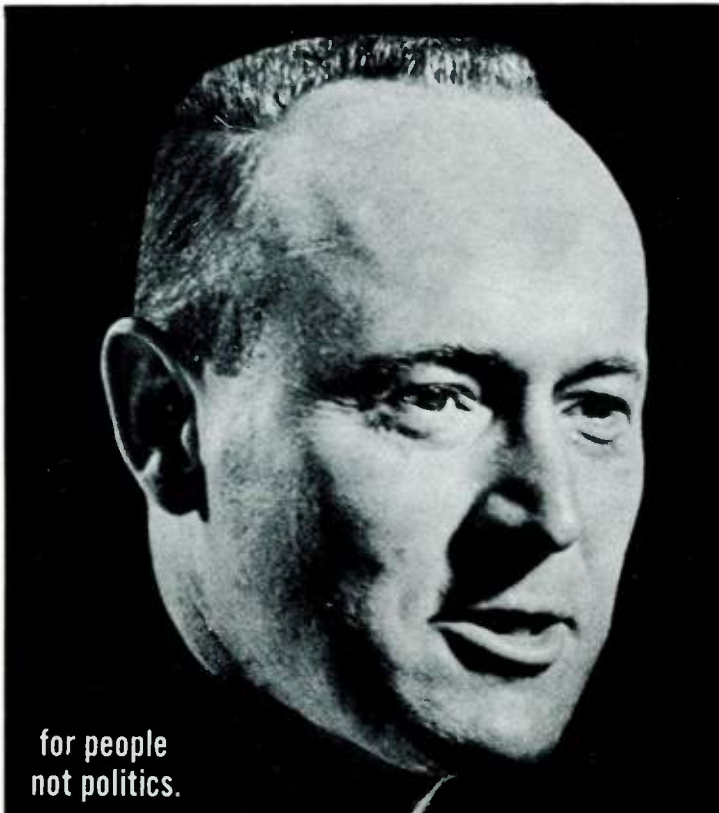
25c

Operation Santa Set

The Eighth Annual Operation Santa has been set for this Christmas season according to Irvine B. Hill, WCMS Executive Vice President and General Manager. Like last year, base of operations will be the Princess Anne Plaza Shopping Center on Virginia Beach Blvd. in the Beach which is more easily accessible to all of Tidewater this year via the new Beach Expressway and its ramp at the Plaza.

Activities will begin the day following Thanksgiving (Friday, November 29th) with the arrival of Santa and official ribbon cutting at the Mobile Ranch House and run through Christmas Eve. As in the past all WCMS broadcasting between 10:30 AM and 9:00 PM Monday through Saturday will originate from the Mobile Ranch House during this month-long period with listeners bringing food, clothing, toys, home furnishings and other items vital in bringing a merry Christmas to the less fortunate families of Tidewater.

For the eighth year, all donations will be distributed by the Union Missions, a non-denominational organization which has been helping the needy on both sides of Hampton Roads for over 75 years. Begin looking through your home now and begin boxing those items you can do without, but which could mean so much to someone else. And when drawing up that Christmas shopping list, remember to add the name "Operation Santa" and pick up that extra item for donation anytime between Thanksgiving and Christmas. All the WCMS Four-Horsemen will be on hand to accept your donation and many special activities are being planned.



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CHARLES J. STOFKO
MANAGER, NORFOLK
ASSEMBLY PLANT
FORD MOTOR COMPANY

There's In Norfolk Past, P

EDITOR'S NOTE: This is another in a series of special, illustrated features which will salute vital business and industrial complexes in Tidewater. It is these organizations that play an instrumental role in the history, current booming growth and future of Tidewater as one of the world's greatest ports, a primary military mecca, one of the nation's most progressive metropolitan areas, Virginia's largest urban hub and a choice place to vacation or live. To these organizations which provide the career opportunities and community support for many of the listening audience, WCMS tips its ten gallon hat as a proud and appreciative neighbor.



Winter Bowling On

The WCMS Radio Ranch winter bowling league got underway in September with competition already reaching "striking" proportions. League officers for the new season include Richard Blake, President; Jerry Dyson, Vice President and Win Kozloski, Secretary-Treasurer. As of press time, the Country Cutups were in first place with the 1050's in second and the FM's rolling in third.

For the gals, Joyce Goodman holds high game to date with a 190. Second high game at 174 is tied between Lil Johnson and Blanche Blake while Shirley Holloman ranks third with a 171.

Among the men, Jerry Dyson is top dog with a 216 followed by Johnny Johnson's 210. Frank Smith rolled a 202 bringing himself into the number three individual position.

A Ford Norfolk's Present & Future

Ford Motor Company's Norfolk Assembly Plant, one of Tidewater's largest civilian employers, built its first car, a Model T, in April, 1925. Today, the plant produces all models of the full-sized Ford cars and station wagons and light and medium Ford trucks.

Twelve thousand square feet of floor space have been added this year to permit production of the Ford Country Squire station wagon at a rate of two units per hour.

From 1925 to date, the plant has grown from 253,000 square feet of floor space to about a million square feet under roof.

The Norfolk Ford plant assembled its one-millionth Ford in November 1951, and its two-millionth Ford on November, 1963. On May 3, 1967, it was awarded the honor of producing Ford Motor Company's 70-millionth U.S.-built vehicle — a "Virginia blue" Ford Galaxie 500. The symbolic vehicle rolled off the line in the presence of Virginia Governor Mills E. Godwin, company officials, civic leaders, dealers and newsmen.

So far this year, more than 80,000 units have been produced here, which are shipped up and down the Eastern Seaboard. Norfolk-built Ford cars and trucks have gained a reputation for

high quality among Ford dealers and customers alike. And, as Plant Manager Charles J. Stofko says, "We are always striving to improve our products even more — not just in styling, appearance and general performance but in hidden, built-in quality. Each one of our cars and trucks is customized and built to specific orders, each one is built as a result of Ford research and know-how, and each one contains the fine craftsmanship of our workers that proudly proclaims 'Built by Ford in Virginia'."

Ford's Norfolk plant contributes substantially to the economy of Tidewater. In addition to more than \$15 million gross payroll paid to an average 1,800 employees so far this year, \$1.7 million has gone for purchases from local suppliers.

Other Ford facilities in Virginia include a Ford Division district sales office, an Autolite-Ford Parts Division district sales office and depot, and a Tractor and Implement Operations district office and tractor supply depot in Richmond.

The Norfolk Ford plant welcomes visitors. Plant tours are scheduled at 9:30 a.m. and 1:30 p.m., Monday through Friday between October 15 and June 30.



THE NEW 1969 FORD (TOP) STANDS ABOVE A COMPOSITE OF THE FIRST AND EACH 10TH ANNIVERSARY YEAR MODEL (CENTER) SPANNING 44 YEARS OF FORDS BEING ASSEMBLED IN NORFOLK INCLUDING FORD'S 70 MILLIONTH U.S. CAR DRIVEN OFF THE NORFOLK LINE BY GOV. MILLS E. GODWIN (BOTTOM) IN 1967.



Fred Habit
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Carl Smith Tops All-Star Lineup



JIM DICKENS



LYNN ANDERSON



WCMS again pulls out the stops on Sunday, November 10th, with another all-star lineup of top Country Music talent headed by "Mr. Romance," Carl Smith.

Philosophers say things run in cycles. For Carl Smith, this obviously explains why he started his career cutting grass and today is back cutting grass. But before you begin feeling sorry for this seemingly unprogressive chain of events, it should be pointed out that the original grass-cutting operations were for the purpose of raising money for guitar lessons at the age of ten while his present mowing activities take place atop the latest in farm equipment on his 350-acre ranch near Franklin, Tennessee.

In between these two stints with a mower has been one of Country Music's most successful careers including millions of records, dozens of hits, two motion pictures, guest appearances on virtually every TV program in addition to his own show, personal appearances in every state and around the world and a wall filled with awards.

And the end certainly is not in sight for the Franklin "tune" Smith. Music activities leave little time for Carl to practice his favorite past times — horseback riding (he's got some of the best quarter horses in the South and an indoor show ring) hunting, fishing and working his herd of black angus cattle . . . not to mention being with his family.

HOUSTON IN SPOTLIGHT

Another star to be in the limelight November 10th is a young man who seems to be following the Carl Smith pattern of success to a tee. David Houston also became a nationally known name in his teens through the Louisiana Hayride. His wall of awards started with "Almost Persuaded" and the plaques continue to roll in paralleling the millions of record sales. One movie starring Houston has already proven his ability to draw at the box offices and his packed houses for personal appearances document the desire of fans across America (and certainly Tidewater on November 10th) to see and enjoy the talents of this most likable and popular star in person. David will also be bringing his colorful band, the "Persuaders" for the Norfolk date.

CARL SMITH

Sunday, Nov. 10th



CAROLINA CHARLIE

DAVID HOUSTON



DON GIBSON

LOVELY LYNN INCLUDED

Not to question triumphs of Carl Smith in the horse show ring and the fishing feats of David Houston (who also owns a commercial fishing operation), but one of the other stars on the upcoming Radio Ranch spectacular might be able to show them both a few things. Like for example better than 600 ribbons and 100 trophies Lynn Anderson has won as a rider and trainer of horses. For sure, she's a whole lot prettier! A member of the Lawrence Welk TV cast, Lynn broke into national importance with (appropriately) "Ride, Ride, Ride" and has been riding high on the charts ever since.

DAPPER DON GIBSON ON TAP

The all-star lineup for the 2 and 8 PM performances continues with the scheduled ap-

pearance of polished professional, Don Gibson. Virtually the official voice of the Country Blues, Gibson has been a Tidewater favorite for years with his records constantly on the WCMS charts and his appearances for Radio Ranch demanded by the audience annually. Not only an expert at chopping out hit after hit as a writer, singer and guitarist, Don has the ability to jokingly chop down fellow artists in the dressing room as he's an expert at karate. Since this is seldom received as a very funny joke, Don gets in little practice which is probably why he devotes himself to churning out more hits and making himself more friends both in the audience and the dressing room.

LITTLE JIM COMING IN

Also at the Norfolk Auditorium will be the

fabulous Little Jimmy Dickens. The star you might expect to take up karate for protection.

Little Jim long ago found his belting vocal chords could put a heavyweight on the canvass. May the Bird of Paradise heal your ear drums and hands made red from applause when Jim leaves the stage November 10th.

And if all this were not enough show, everybody's favorite, Carolina Charlie Wiggs with his Four C's will be on the show bill to kick off both three-hour performances. Advance, discount tickets are available through all Peoples Drug Stores in Tidewater at \$3.00 each (\$3.50 at the door). Children will be admitted for \$1.25 both times.

New WCMS Ranch

WCMS President, George A. Crump, announced at DIGEST presstime the purchase of a new 68-acre Radio Ranch near Great Bridge in Chesapeake. The Ranch, which Crump has already stocked with several full-blooded Arabian horses, will be expanded from its present house and stable so that the Ranch and its two lakes can be used for WCMS activities by next summer. Mr. Crump reports that all station broadcast activities will remain at the present smaller Ranch which will we suspect be, in the future, known as "Son of Radio Ranch!!!!"

Investigation Death

Following on the heels of its much acclaimed editorial series dealing with television repair, WCMS investigators have gone to work under the supervision and direction of Radio Ranch President, George A. Crump, and assembled extensive and shocking facts which are now being broadcast on WCMS 1050 AM and 100 FM. Under the title, "Investigation Death," Mr. Crump delivers in these editorials the facts turned up by WCMS investigators regarding the serious plight with which a family must cope upon the loss of a loved one. The charges, overcharges, ruthless practices and cold-blooded pressures exerted on the family are all covered.

Country Music was beginning to think it was banned in Boston. Over the past half-dozen years, more top stations have been switching to the Nashville Sound to the extent that virtually every city in America had at least one Country Music station (some as many as seven). But America's seventh largest city, Boston, still had no C&W station. Finally, in September, the Bean City's WCOP made the switch... the last of the top 50 cities to do so. According to the DIGEST's scorecard, there are only six markets left in the top 200 which do not have a full-time Country Station. The top 240 markets are considered to contain 99% of the nation's population.

LOTS OF COUNTRY TV EXPOSURE

Country music continues to invade national television studios. Jeannie C. Riley stopped shaking a scornful finger at the Harper Valley PTA long enough to co-star with Bing Crosby last month on an ABC Hollywood Palace outing. It was the first net shot for Jeannie who did a bang-up job.

A couple of nights later, Hank Thompson and his Brazos Valley Boys took time out from a schedule of 43 fair appearances to guest the Joey Bishop Show. Ditto for Sonny James and Roy Clark during October. Clark will also guest the Jonathan Winters Show on CBS in November and Operation Entertainment on ABC in December. Minnie Pearl has two more shots on the Dean Martin Show this fall and is on cloud nine over reports announced by her manager, Jim Halsey, that she will have her own show titled "Minnie Pearl's Boarding

NATIONAL

House" next season on CBS-TV. (You don't see Col. Sanders getting a TV show do you!)



HOUSTON MAKES THE DATE DESPITE ...

David Houston and The Persuaders recently set off for a performance in Uvalde, Texas, but for awhile it seemed as if fate was dead set against them making it. When they were just out of Marshall, Texas, the electrical system on their custom bus went on the blink. Tillman Franks, David's personal manager, drove out to meet the stranded vehicle in Houston's new Thunderbird and was instructed to repurchase a Cadillac limousine the singer previously used for band transportation.

Crumps Host Area Leaders

WCMS President, George A. Crump, and WCMS's lovely First Lady, Marjorie Crump, hosted their third annual Sip 'N Dip in September at Virginia Beach's Capes Beach & Cabana Club. Some 200 invited guests were on hand for the gala day-long fling and represented leaders from all areas of the Tidewater civic and business community. Guest of honor this year was Tex Ritter, past president of the International Country Music Association (flanked by Marj and George Crump in top right photo). Also enjoying the year's last outdoor festive occasion was Republican congressional candidate, Dr. William Whitehurst and Mrs. Whitehurst (pictured below). In between sunning, brunching (bottom right) sipping and dipping, guests danced to the music of the Four C's and the Johnny Horn Orchestra.



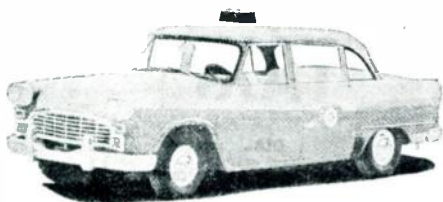
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ROUNDUP...

David and The Persuaders piled into the luxury car and continued their trip until the Cadillac developed a malfunction of its own, again grounding the group. Fortunately, Franks was still with the caravan in the T-Bird and he pushed the huge limousine back to the Shreveport airport. The Houston aggregation raced to a chartered plane, flew to San Antonio, then set speed records in rented cars on their final leg to Uvalde. They arrived at the auditorium somewhat out of breath, but in time for the scheduled performance.

SYMPHONY HIRES COUNTRY

Although Country entertainers have been used for many varied purposes, a probable first was marked in Pell City, Alabama where the Symphony Concert Orchestra hired Marion Worth, Del Reeves and Don Bowman to stage a fund raising show for that city's orchestra. Symphony spokesmen, in engaging the package of talent, remarked that the Nashville Sound had wide appeal with both Symphony fans as well as non-classical patrons. And they were right. The house was packed.

FOLEY WILL BE MISSED

Country Music was stunned last month by the death of Red Foley. Red's career was of historic proportions from hit after hit record to the stage of the Grand Ole Opry to the screen

of every TV set in the nation. His contributions to America's native music . . . to his fellow performers' careers . . . and to the heritage of the nation ranked in the hundreds. Though Red is gone, the name, the face, the voice and the music will last forever.



BUCK DAZZLES DOME

Buck Owens and his Buckaroos played to the largest audience in their careers last month when 39,000 fans bought their way into Houston's Astrodome. Special guest was Buck's son, Buddy Allan, who teamed up with the Bakersfield Bombshell to do their current duet, "Let The World Keep On Turning."

Having Buddy on stage must be making the Old Dad feel overaged. It's been announced that Buck will only work limited weekend dates next year. But then with his radio stations, ranch, record store, publishing company, TV show, etc., etc., we guess he has much to do in Bakersfield. Maybe he ought to investigate the fried chicken business . . . or how 'bout franchising Buck Burger Drive Ins!

Hill Initiates Standards



WCMS Executive Vice President and General Manager, Irvine B. Hill, has jumped again into the broadcasting national spotlight. Mr. Hill has proposed and is spearheading the formation of a set of standards and training program leading to the certifying of radio station managers as a CBM (Certified Broadcast Manager). Such certification would provide documented professional credentials for management personnel.

In this connection, Mr. Hill recently met with Mr. Vincent Wasilewski, President of the National Association of Broadcasters and Mr. William Walker, Manager of the NAB's Broadcast Management Division in Washington during which time guidelines for the CBM certification were begun. Hill's concept has been lauded by Dr. J. Sterling Livingston, Professor of Harvard's Business School.

Mr. Hill, who was the first person every to receive a Lifetime Membership in the Norfolk Chamber of Commerce, is a member of Old Dominion College's Institute of Management Faculty, Vice President of the Tidewater Sales & Marketing Executives, President of the ODC Intercollegiate Foundation, member of the Mayor's Citizen's Advisory Committee and Chairman of the 50th Anniversary Committee for Norfolk's Council — City Manager Form of Government this year.



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Hill & Hoppel Tour Cutlass

Country Music fans are everywhere . . . including under the sea as evidenced several weeks ago when Commander Herbert E. Tibbett, USN, invited WCMS Executive Vice President and General Manager, Irvine B. Hill and Radio Ranch Vice President and Program Director, Joe Hoppel for lunch aboard the submarine USS Cutlass. After lunch, the complement of 82 officers and men gave Hill and Hoppel a full tour of the 306-foot vessel from the forward torpedo room, through the control room, up into the conning tower and back through the engine rooms and after torpedo room.



USS CUTLASS SS-478

The impressive and gracious hospitality extended by Commander Tibbett and his men certainly was not indicative of the type fish the USS Cutlass is named after . . . evil in disposition!

BROWN

N



SERVE!

Mary Jane

FAMOUS FAMILY OF BREAD AND ROLLS

WCMS Program Director Joe Hoppel pictured (top photo) during interview with the late Judge Hay weeks prior to his death. Triangular island in foreground (bottom photo) is one of several sites under consideration for Hay monument. If this site is selected, trees would be removed and area relandscaped.



They call George Washington, "The Father of Our Country." Had Washington not been on the scene to lead the Revolutionary Army in its cause for freedom . . . to oversee the formation of the strongest and most just form of government the world has ever known . . . and to serve as the infant nation's first elected leader . . . probably someone else would have. Perhaps not to the extent of Washington or perhaps providing even more dynamic accomplishments than Washington. But George WAS there and George IS the Father of Our Country.

ANOTHER GEORGE — ANOTHER PLACE

If Country Music has a father, it is surely another George — George D. Hay. There were singers of Country or folk songs just as there were speakers like Patrick Henry nearly 200 years ago. There were writers of Country or folk tunes who contributed just as surely as a writer of the Declaration of Independence named Thomas Jefferson. But there was one giant of a man they called the "Solemn Old Judge" who, in the early 1920's heard and loved the warmth and realism of rural music . . . who, as a pioneer radio announcer, brought this music to the mass-communications medium of radio . . . who saw its sleeping and unguided potential and gave it its own night — Saturday — and its own name — "Grand Ole Opry" . . . and who swung wide the flood gate of popularity in the music and a giant multi-million-dollar Country Music Industry that has grown in Nashville, Tennessee as a direct result of the existence of the WSM Grand Ole Opry he originated. George D. Hays was the man who crusaded for, counseled and groomed the infant Country Music concept. Had George Hay not been on the scene to lead, oversee and serve as the earlier George did, probably someone else would have. But George WAS there and George IS the Father of Country Music.

JUDGE HAY MEMORIAL FUND

Judge Hay spent his last years in Virginia Beach to be near his daughter, her family and the resting place of the Judge's late wife. He died this year on May 8th. As reported in the last DIGEST, WCMS Executive Vice President and General Manager, Irvine B. Hill conferred on several occasions during the summer with the Judge's family, Mr. and Mrs. Guy E. Daugherty, to coordinate the establishment of the "Judge George D. Hay Memorial Fund."



Present Judge Hay Grave

Judge George Hay Memorial Set

"It is indeed a great honor to the Commonwealth of Virginia that the father of our nation's native music is buried in this same state whose graves include the names George Washington, Thomas Jefferson, James Madison, John F. Kennedy and undoubtedly more of our nation's leaders than any other state from the father of our country to our last late President," Mr. Hill says. "And it's only fitting that a suitable and stately monument stand over Judge Hay's resting place. Further, WCMS feels that since Judge Hay fathered the music OF the people, this fine monument should be built BY the people," Hill continues.

LOCATIONS CONSIDERED

A memorial is now being designed by Atlantic Monument Corporation which specialized in the creation of monuments which graphically portray the personality, contributions and milestones in a person's life and career. Presently, Judge Hay is buried in Forest Lawn Cemetery in Norfolk. The late Mrs. Hay's grave is in the same cemetery, but at a different location. Both Mr. and Mrs. Hay will be removed to a single site which will provide the necessary space for a large and fitting monument. The cost of this new and large site, expenses of

removal and costs of the monument and appropriate landscaping will all be paid through the Judge George D. Hay Memorial Fund of which WCMS's Irvine Hill and Mr. David Clark, Vice President of Norfolk's First National Bank are administrators.

Plans call for the unveiling of the monument on the first anniversary of the Judge's passing next May 8th with local and state dignitaries, personalities from all branches of Country Music and the international news medium in attendance. However, contributions are needed immediately to purchase the site, begin landscaping and continue monument design and construction. Your personal contribution at this time will help make this most important monument to the Father of Country Music possible in Tidewater. In completing the form below, please type or print clearly as the names of all contributors will be listed in the unveiling program with a copy being mailed in advance to each contributor at the address he or she lists on the form.

COMING NEXT ISSUE

"THE JUDGE HAY STORY
A PROFILE IN IMAGINATION"

Judge Geo. D. Hay Memorial Fund
Attn.: Mr. David Clark, Vice President,
First National Bank of Norfolk, Monticello and City Hall Avenues, Norfolk, Virginia.

PLEASE TYPE OR PRINT

My donation in the amount of \$ _____ is enclosed. I understand that my properly endorsed and cancelled check is my receipt. I wish my name and address to appear in the unveiling program as follows:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PLEASE MAKE ALL CHECKS PAYABLE TO: "JUDGE GEORGE D. HAY MEMORIAL FUND"

Mayor Award



Mayor Martin (left) receives 50th Anniversary Plaque from WCMS's Irvine B. Hill.

The tables were turned recently at Norfolk City Council Chambers. Over the years, an award ceremony has repeatedly seen Mayor Roy B. Martin presenting a plaque, certificate, etc. to either WCMS President, George A. Crump or WCMS Executive Vice President and General Manager, Irvine B. Hill. But in this case, Hill presented the Mayor with a plaque.

Hill was acting in his capacity as Chairman of the 50th Anniversary Celebration of Norfolk's Council — City Management Form of Government which has been taking place all during this year. The plaque, which noted the historic milestone, was presented to Mayor Martin by Hill for permanent display at City Hall.

In 1918, Norfolk embarked on a revolutionary form of government utilizing a City Council and City Manager as its hub. The Tidewater city was one of the first to experiment in this direction which has proven so successful for dynamically growing communities that there are now over 1,000 city governments in America employing the Norfolk format. Hill has been extremely active all year with an extensive series of activities marking the 50th Anniversary.



September

September was a whopper of a month in WCMS Radio Ranch Country with a Tidewater movie premiere and the first live Spectacular leading the list. On stage at the Norfolk Municipal Auditorium for two turn-away audiences was Johnny Cash (left) with his fabulous troupe including the Statler Brothers (bottom left), June Carter and the Carter Family (bottom center) the Tennessee Three and guest star Tex Ritter (above right). For his fifth annual Tidewater sell-out, Cash brought Carl Perkins (above left) as a special added feature. Needless to say, both afternoon and evening performances were tops with all performers at their very best.



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Subscribe Now Free For 1969!

Beginning with the January-February issue, the WCMS Radio Ranch DIGEST swings into its seventh year of publication. Starting with a single sheet mimeographed newsletter in 1963, the DIGEST was first type-set in 1964 with color being added that same year.

Since that time, both coverage and readership have grown. Readers per issue averaged nearly 25,000 during 1967 and passed 38,000 this past year. The DIGEST is now mailed to readers primarily in WCMS Radio Ranch Country, but also goes to virtually every state in the country and some 23 foreign countries as well. As far as can be determined, the DIGEST is the oldest, continuously published magazine or newspaper operated by any radio station in America.

Because the DIGEST is mailed free to its readers, bulk rate postage is applied for economical reasons. As this form of postage does not allow for forwarding or return to the publisher when a reader leaves the area, WCMS completely scraps its DIGEST mailing list at the end of each year. The only way to continue receiving the DIGEST during 1969 is to re-subscribe during the month of DECEMBER.

Although copies of the DIGEST are sold at each WCMS Country Music Spectacular (the 25-cent price serves only to cover manpower, auditorium commission and to encourage listeners to subscribe on an annual basis), the station mails a full year's subscription to each listening family free of charge. The only stipulation is that only one subscription be requested per household (this is checked when subscription forms are sorted in order.)

The form below is for your convenience and should be printed or typed including the zip code. Readers are requested to return their forms at the earliest and certainly by December 31st to receive all DIGEST issues starting with the January-February edition. Keep up to date with the World of Country Music by re-subscribing to the DIGEST NOW!



Big Month

For the Tidewater motion picture premiere, WCMS was on hand at the Paramount Theatre in Newport News to introduce Hank Williams, Jr. in his first motion picture starring roll. Titled "A Time To Sing," the flick included Shelley Fabares and Ed Begley all in Panavision and color. The reception Hank Jr. received in his two live appearances during the past 18 months undoubtedly played a part in the box office line (above) which started forming three hours before Carolina Charlie and the Four-C's took to the stage for a live show prior to the film showing. Broadcasting live from the lobby was the Earl of Norfolk pictured at right with Mr. Dewanner Stallings, Paramount manager in center and WCMS Executive Vice President and General Manager, Irvine B. Hill.



RADIO RANCH DIGEST

PUBLISHED BI-MONTHLY BY WCMS
5600 CURLEW DRIVE
NORFOLK, VIRGINIA 23502

GEORGE A. CRUMP
PRESIDENT

IRVINE B. HILL
EXECUTIVE VICE PRESIDENT
AND GENERAL MANAGER

JOSEPH M. HOPPEL
VICE PRESIDENT, PROGRAMMING



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Here's Pie In Your Eye

WCMS, one of the nation's pacesetting stations in modern Country Music programming took a step backward several weeks ago when it staged a revival of the old fashion Pie Eating Contest. The "First Annual All Tidewater Pie Eating Championship Match And Exposition" was held at Ocean View Amusement Park and was split into two divisions. There was the Junior Division for tenderfoot pie eaters 12 and under and a Senior Division for the more

experienced contestants.

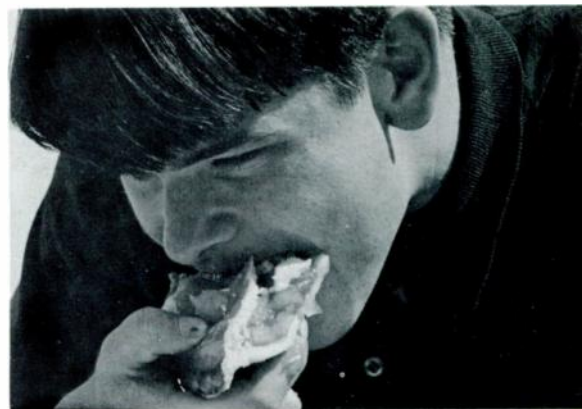
Prizes included portable AM/FM radios, stuffed animals and free ride tickets . . . not to mention free pie. Radio Ranch provided the napkins, but contestants had to bring their own stomach remedies.

WCM's Joe Hoppel, who emceed the all-American event summed up the affair: "Frankly, the whole thing was a big mess!"

OTHER CONTESTS UNDERWAY

Two other contests are underway at Radio Ranch. One involves a thermometer and a little guesswork. The idea is to guess the time and date the official Norfolk temperature dips to 38 degrees and win either a year's supply of home fuel oil or 25,000 S&H Green Stamps.

The other WCMS contest brings back memories of the Dutchman's Gold contest, but the prize makes the Dutchman look like a pauper. This time, Radio Ranch will hide the key to a brand new 1969 automobile and give daily clues to help (?) you find it. Details of both contests are as close as your radio at 1050 AM and 100 FM around the clock.



TAMMY WYNETTE

1969



March-April

Now With Over
37,800 Readers

25c

Albert Bradley WINS-A-CAR in WCMS contest



Albert Bradley, of 7009 Doummar Drive, won the WCMS Win-A-Car Contest - a 2400 Austin America. Bradley found the "keys" to the Austin in an alley at the intersection of City Hall Ave. and Granby Street beside the National Airlines Ticket Office. Bradley was interviewed by Joe Hoppel, Program Director. "He was so excited we had to talk quite a while before we could go on the air," Hoppel reported.

Mr. Bradley carefully put the clues together without too many incorrect guesses and finally "just went right to it," he said.

WCMS is recognized throughout the U.S. as a promotional leader. Radio Ranch sponsors more contests with valuable prizes than most stations in the industry.

Irvine B. Hill, Executive Vice President and General Manager presents keys to Austin American to happy winner, Albert Bradley.

New WCMS Contest Announced



The WCMS Goodie Wagon will be out on the town during the next month and a lucky listener will be a big winner before the month is over!

A counter has been operating in the WCMS Goodie Wagon, counting each lucky winner.

And we're getting close to a big winner. Keep listening because if you are a winner at the Goodie Wagon, you could be the 30,000th winner - The BIG WINNER! In addition to your regular prize you will receive 30,000 gold bond stamps plus a pass for the rest of the 1969 WCMS Country Music Spectaculars!

ANCHOR says: WHY PAY RENT? Own Your Own Home....!!

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WCMS "TOPS" with Music Explosion

WCMS programming changes have been credited with winning more Tidewater listeners to 1050 AM and 100 FM.

George A. Crump, WCMS President and Secretary of the International Country Music Association, who constantly talks with leaders in the industry, recently returned from trips to the West Coast and Puerto Rico for the International Country Music Society Board Meeting.

Crump talked with Irvine Hill, Executive Vice President, and Joe Hoppel, Program Director about expert reports that the public wants more music and less talk.

The WCMS request-o-matic, the triple header - 3 songs back to back with no commercials, 6-pack - 6 songs together, and the Music Box - 60 minutes of uninterrupted music, have met with tremendous listener approval.

A recent survey at Norfolk Auditorium showed 100% of listeners surveyed enthusiastically applauded more music on WCMS.

Always on top of the country music scene, WCMS continues to update and improve its programming to bring WCMS listeners the latest in country music - keep listening!

LEMON TREE -- VERY PRETTY

The lemon tree, which already had three small, yellow buds, was the conversation piece of the party, as Dr. G. William Whitehurst, Norfolk's first Republican congressman in 37 years, celebrated his first day in Congress with his friends.

The tree was a gift to Whitehurst from his campaign finance chairman, WCMS President George A. Crump, and Crump's wife Marj.

Mrs. Crump wore a high-belted, Cardin designed knit suit to the congressman's reception, and Crump was dapper in a British tweed suit.

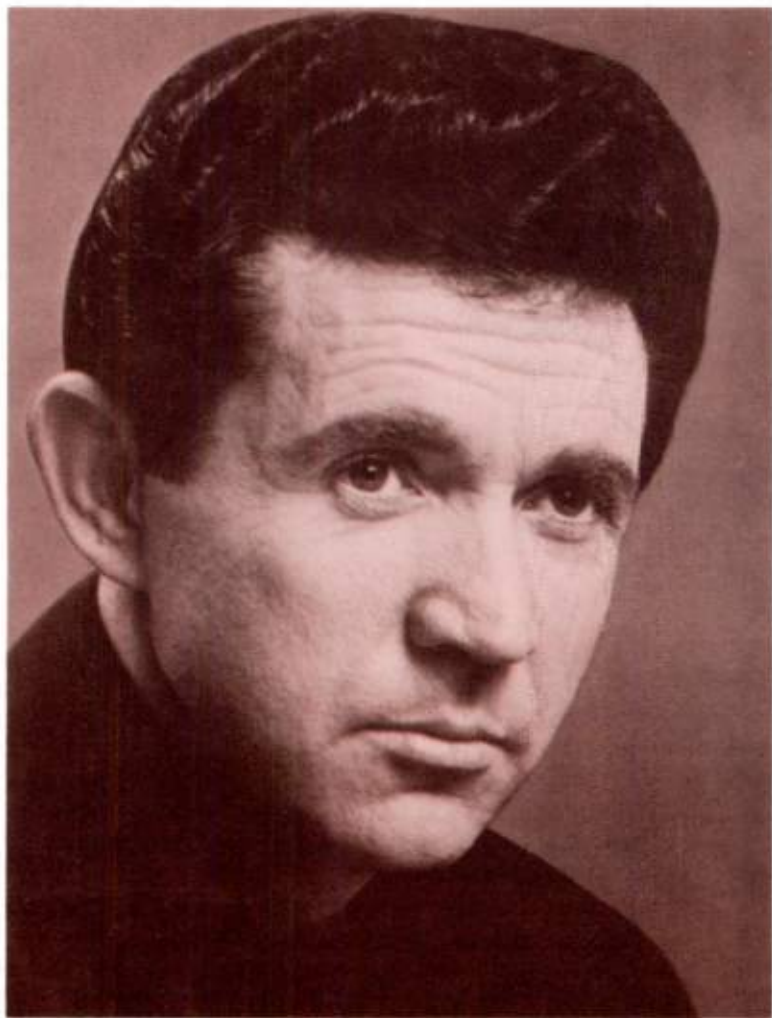
Whitehurst was on the floor of Congress during most of the reception, working overtime on his first day as a legislator. But his wife, Janie, with assists from charmers like Marj. Crump, kept the party going with refreshments, good talk and feminine smiles.



"BOOKER T. APPALLING," HILL SAYS

Hill, Executive Vice President and General Manager of WCMS, and other members of his subcommittee visited the predominately-Negro school near downtown Norfolk recently. They found it gloomy, cold, damp, depressing and overcrowded, with 2,400 of the city's 3,793 high school students in the school's paint-peeling, plaster-cracked classrooms.

"This can't be allowed to last," said Hill. A long legal struggle between the School Board and the NAACP has blocked construction of a new Washington High School. But, said Hill, "We shouldn't wait on the courts to make repairs this school needs now."



Sonny James



Tammy Wynette



Faron Young



Webb Pierce



Sonny James with the Southern Gentlemen

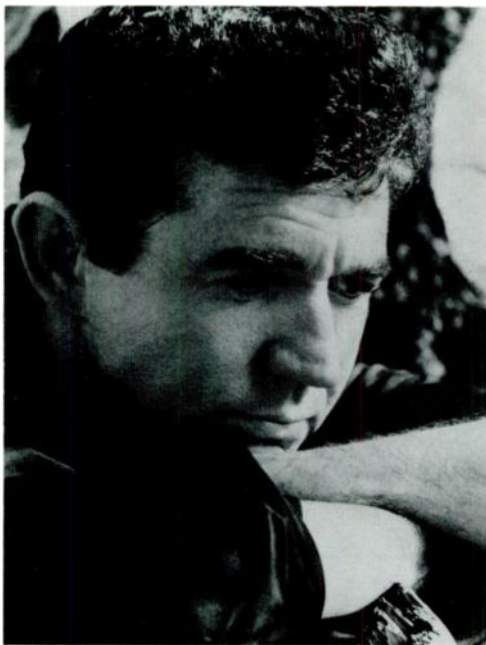


Max Powell



Carolina Charlie

"SENSATIONAL"



Sonny James headlines FEB. 23 SHOW

Sonny James - called "a million dollars worth of country talent" - is an amazing young man, he sings, is an accomplished musician on almost any string instrument, and presents a stage show near perfection. With Sonny will be the Southern Gentlemen, a group especially tailored, trained and rehearsed personally by Sonny to duplicate his record sound on stage.

Tammy Wynette, the number one female artist in country music, will bring beauty to the show. In addition to her excellent voice, Tammy,

who first appeared in show business when slightly taller than a guitar, is also a talented songwriter. The Go-Go Boys will appear with Tammy.

Faron Young and The Deputies and Webb Pierce will be there. Max Powell completes the star-studded line up.

Advance tickets are on sale at reduced prices for both performances on Feb. 23, and are available at all Peoples Drug Stores in Tidewater. Make your plans now for the 2 p.m. or 8 p.m. show at Norfolk Municipal Auditorium. See ya' there!

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WCMS Bowling League Halfway Through 69 Season

Naturally, the WCMS League is THE MOST EXCITING BOWLING LEAGUE - here are halfway results and Radio Ranch best wishes for the remainder of the season!

TEAMS:

First Place: THE FM'S - Fay Gwynn, Joyce Goodman, Bobbie Gwynn, Dean Goodman.

Second Place: THE MOUNTAINEERS - Blanche Blake, Shirley Holloman, Dick Buettner, Bob Paramore .

Third Place: THE COUNTRY CUTUPS: Richard Blake, Carol Blake, Hilda Smith, Frank Smith.

HIGH SERIES:

Women: Blanche Blake - 505
Men: Dick Buettner - 603

HIGH GAME:

Women: Mary Hewitt - 195
Men: Richard Blake - 246

HIGH AVERAGE:

Women: Mary Hewitt - 157
Men: Larry Smoak - 170



**HILL HEADS FOUNDATION
DURING MOST SUCCESSFUL YEAR**

WCMS Executive Vice President Irvine B. Hill accepts a check from U.S. Senator William B. Spong, as outgoing president of Old Dominion Intercollegiate Foundation. Reid Ervin, prominent Virginia Beach contractor and President-elect, Old Dominion Intercollegiate Foundation looks on. The Foundation enjoyed its most successful financial year under Hill's leadership. Other officers who will be installed in May 1969, are Herbert Hollowell, Vice President, Van H. Cunningham, Treasurer, and Jack R. Wilkins, Secretary.

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JANUARY SHOW STARTS YEAR WITH BANG

Hank Williams, Jr. with the Cheatin' Hearts backed up by more headliners - Ferlin Husky, Jean Shepard, Billy Walker, Lefty Frizzell and the Crippled Creek Boys ushered in the New Year with a bang at the January 19th Show.

Both Shows were complete sellouts...in fact some people were turned away. WCMS fans were stopping Irvine B. Hill, Executive Vice President and General Manager all afternoon and evening to say simply but sincerely - "The Show is great!"



Hank Williams, Jr.



Crippled Creek Boys



Billy Walker



Jean Shepard



Ferlin Husky



Lefty Frizzell

"Bill Griffith, a professional driver whom we hired in Washington, had jumped out of the car with a jack, ready to defend the car for us," Crump said. That sight, plus the arrival of the police, cooled the demonstrators' ardor.

"I started making a report to the Station. I was surrounded by police on one side and the kids on the other," said Crump. "The police seemed tense, but they handled the situation well. They had the instruments to get nasty - tear gas, billy clubs and the rest - but they didn't use any real force."

And, Crump discovered, the great majority of the demonstrators were "just good kids."

Some, he said, seemed sincerely dissatisfied with American society and devoted to peace, "though I think they probably have a limited perspective on communism." Others seemed to be curious about the peace movement, and nearly all of the demonstrators Crump saw and talked with during the two days in Washington seemed tolerant of other people.

"There was this grey-haired man, about 70 years old I'd say, with an American Legion cap and a large American flag he could hardly carry, marching alongside a group of the demonstrators, counter-protesting against them.

"They tolerated him. No one abused him, physically or verbally. The shaggy, dirty kids were definitely in the minority. Most of them were just good kids. I think this is the kind of demonstration I would have been in when I was a kid."

By the time Crump finished his radio reports and rejoined Marj. (whom he had stay beyond the battle lines), the Crumps missed most of the inaugural parade.

They missed the inaugural ball that night, too, but for a different reason. "We were invited to the ball at the Smithsonian (one of six ball sites)," Crump said. They arrived at the door of the ball, George in white tie and tux. 'Marj. in the avocado green velvet gown she designed herself for the ball - and decided not to go in.

"It was just too crowded," Crump said. People just packed together, and that's no fun. We went back to the hotel and watched it on TV."

Marj. was able to show off her gown - to the men's delight and the women's envy - at a cocktail party given by Dr. G. William Whitehurst, the 2nd District's Republican congressman.

"We had an exciting time," Crump declared of the inaugural. "But I wouldn't want to do this much more than every four years."

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- ARCHITECTURAL
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Duchess and Mary Ridgeway



Duchess

**WCMS GIVES RIDGEWAY FAMILY
HAPPY NEW YEAR
FINDS "DUCHESS"**

"duchess"

"Duchess," the boxer with unclipped ears, pictured above, is 6 years old. Duchess, like a lot of adored pets, likes to ride in cars.

New Year's Eve, Duchess evidently jumped in the wrong car.

Mary and Gene Ridgeway, owners of Norfolk Mobile Homes and Duchess were distressed. "The loss of this dog has effected my entire business," Ridgeway said when he called WCMS. "I can't tell you how important it is that we find her."

The Ridgeway's purchased 75 commercial spots to be run 15 per day for 5 days or until Duchess was found.

Duchess was found about noon on January 3. Mr. Enderson, a WCMS listener who lives on Providence and Indian River Roads, could tell she was lost. He put her on his back porch and made a bed for her. Noticing that her tags were similar in number to his dog's tag, he planned to call his veterinarian to see if he had licensed both dogs. He heard the WCMS ad first.

Duchess is now at home, a little less eager for a ride in a strange car. The Ridgeway's ran the balance of Duchess' commercials for the day to thank WCMS listeners for their help and concern.

"Duchess would never have come home from that location by herself," Mary Ridgeway told the Digest. "She was hit by a car when a puppy and absolutely will not cross a street without one of us with her. And there are 15 to 20 streets between where she was and our home."

Mrs. Ridgeway told WCMS the response to the call for aid was amazing. "We received hundreds of calls - people offered to help us search, offered another dog, and one gentleman drove all the way from Fentress, Va. so we could see a dog he had found who closely resembled Duchess. WCMS and the wonderful Radio Ranch listeners restored my faith in humanity!"

HILL NAMED C.A.C. VICE CHAIRMAN

Irvine Hill has assumed another position of civic leadership in Norfolk. This time at the top of the list.

Recently named Vice Chairman of the Citizens Advisory Committee, the WCMS Executive Vice President and General Manager, said, "I am extremely pleased to have this opportunity to participate on such an important committee and am especially looking forward to working with Bill Boykin (newly named Chairman)."

The CAC, formed in 1962, is a 25-member group appointed by the City Council to hear citizens' concerns, make independent investigations and recommend action to the council.

In 1963 the group was designated as the city's official biracial body to deal with questions of race relations.

Hill has been actively involved with the CAC Education Subcommittee for several months concentrating on the many problems at Washington High School.

EDITOR'S NOTE: This is another in a series of special, illustrated features which will salute vital business and industrial complexes in Tidewater. It is these organizations that play an instrumental role in the history, current booming growth and future of Tidewater as one of the world's greatest ports, a primary military mecca, one of the nation's most progressive metropolitan areas, Virginia's largest urban hub and a choice place to vacation or live. To these organizations which provide the career opportunities and community support for many of the listening audience, WCMS tips its ten gallon hat as a proud and appreciative neighbor.



Cmdr. Donald L. Caskey, USN

LITTLE CREEK AMPHIBIOUS BASE READY FOR WAR, BUT STRONG FOR PEACE!

While President John F. Kennedy and his advisors charted the progress of missile-bearing Soviet vessels toward Cuba in October, 1962, landing craft and other ships from the Little Creek Naval Amphibious Base stood ready in the Caribbean to churn thousands of Marines onto Cuban beaches.

Those days that shook the world ended peacefully because the President -- and presumably the Russians, too -- knew the U.S. Navy had the training and readiness to back President Kennedy's words.

The Naval Amphibious Base, spawned at Little Creek in 1942, a creature of World War II, is responsible for much of that training, and for the support of the Navy's amphibious operations.

In a Cold War age, servicemen at Little Creek, as elsewhere, must be able to slip easily from the cloak of war into the mantle of peace. An Amphibious Base-trained Seal team member may be on a top-secret mission in Vietnam one month, and be coaching a Little League baseball team the next. An LST officer who played a role in the Cuban missile crisis may, within months, have been helping youngsters prepare for the annual Soap Box Derby at the Base.

The base also has supported the Neighborhood Youth Corps program of the local anti-poverty (STOP), hiring young men and women for various learning jobs. Many of them worked as chairside dental assistants in a dental clinic in which 36,000 patients a year is not uncommon.

The Little Creek Base, with 72 officers, 507 enlisted men and about 700 civilian employees, is the largest such base in the world. It sprawls over 1,832 acres of waterfront land on U.S. 60, about 15 miles from downtown Virginia Beach.

Its men have some unparalleled recreational activities, including two beaches on the Chesapeake Bay; an 18 hole golf course, two outdoor swimming pools, a modern gymnasium with facilities for sports ranging from table tennis to basketball, bowling lanes, a library, hobby shops, a theater and several officers and enlisted men's clubs.

The base accommodates 57 ships in its Little Creek harbor. It is one of 87 commands in the 26-year-old Amphibious Force, whose units are deployed in the Mediterranean and Caribbean seas, the Atlantic Ocean and in Southeast Asia.

The base trains U.S. Marines, Naval Academy Midshipmen, underwater demolition and reconnaissance teams, reservists and other military units in landing procedures, wet net techniques, beach logistics and the myriad elements of amphibious warfare.

Various services are provided for the base's personnel, including shopping at one of the Navy's newest and finest post exchanges, legal assistance on items ranging from will making to tax paying, health care, family service and housing referral.

Capt. Stephen L. Johnson, USN, relinquished his command of the base last month to Cmdr. Donald L. Caskey, USN, the base's Executive Officer.

Cmdr. Caskey will be interim Commanding Officer until Capt. William H. Hardcastle, Jr., USN, reports to Little Creek on a date not set as the Digest went to press, from duty as commander of Mine Flotilla One in Japan.

The base they command stands ready for war, but strong for peace.



BROWN N SERVE!

Mary Jane

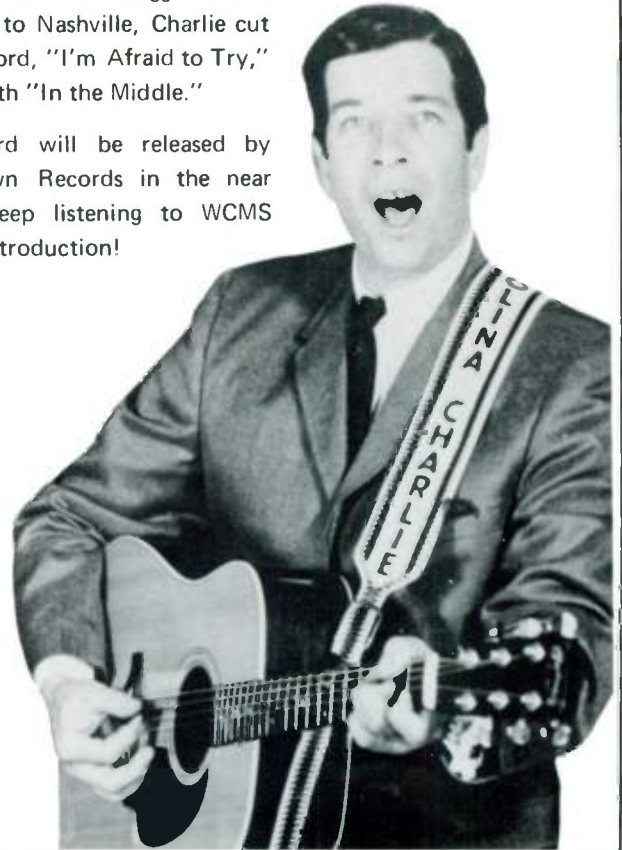
FAMOUS FAMILY OF BREAD AND ROLLS



"CAROLINA CHARLIE" RECORDS ANOTHER

January 13th was a lucky day for "Carolina Charlie" Wiggs. Traveling down to Nashville, Charlie cut a new record, "I'm Afraid to Try," backed with "In the Middle."

The record will be released by Music-Town Records in the near future. Keep listening to WCMS for its introduction!



IRV HILL MOVES BOYS CLUB GROUP

Irvine B. Hill, WCMS Executive Vice President and General Manager, is one of several business and professional men trying to make the Southside Boys Club in Berkley a sound and permanent operation.

Hill, active in the early financing of the club as an officer of Youth, Inc., the club's non-profit sponsor, has been elected Second Vice President of Southside Boys Club, Inc., under a reorganization of the operation, intended to win annual United Communities Fund financing for the club.

The club, for the past two years, has provided recreational and arts and crafts activity and after-school study periods for hundreds of boys in Berkley.

RADIO RANCH DIGEST

PUBLISHED BI-MONTHLY BY WCMS
5600 CURLEW DRIVE
NORFOLK, VIRGINIA 23502

GEORGE A. CRUMP
PRESIDENT

IRVINE B. HILL
EXECUTIVE VICE PRESIDENT
AND GENERAL MANAGER

JOSEPH M. HOPPEL
VICE PRESIDENT, PROGRAMMING



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President Nixon Invites Crump's

President Richard M. Nixon's inaugural may have been a holiday for most of the Republicans celebrating their party's return to the White House, but it was a working day for WCMS president George A. Crump.

Crump broadcast a direct-line report on the inaugural activities, and the attempts of some demonstrators to disrupt them, from his car on "H" Street in Washington.

And as he reported to his Tidewater listeners, Crump sat smack in the middle of a squad of police and about a thousand milling young demonstrators, some of whom struck and rocked his car.

Crump, his wife, Marj. and two German exchange students, Dietrich Buescher and Karl-Heinz Dunker, who are living with them, were walking down "H" Street, a block away from Pennsylvania Ave. where the inaugural parade was about to begin, when they saw a commotion near Lafayette Park. The Park was the scene of most of the "counter-inaugural" demonstrating by hippies, Vietnam war protestors and others.

The commotion proved to be the Crump car being pounded with stones and fists and being rocked by a half-dozen demonstrators.

story continued on page 8

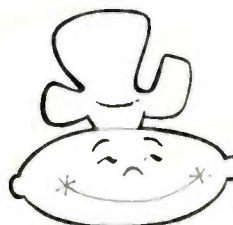


Marj. Crump



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Pyle & Wiggs Tops On Staff

At the recent WCMS Radio Ranch Christmas Party, Bob Pyle and Carolina Charlie Wiggs were given two annual WCMS awards.

Irvine B. Hill, Radio Ranch Executive Vice President and General Manager made the presentations on behalf of WCMS President, George A. Crump. Wiggs received the Radio Ranch Programming Award For 1968 after being selected the member of that department which consistently displayed outstanding accomplishments in helping to make the WCMS sound America's leading Country Music voice. Charlie's most notable contribution was the invention of Radio Ranch's slogan "Where Country Music Swings" from the WCMS call letters. So popular has the slogan become, a local song writer used the expression for a song title.



Pyle And Wiggs Display Their Plaques

Bob Pyle received the "George Crump Shoe-leather Award" for his outstanding leadership and performance during the year in the Sales Department. In addition to a most successful year in his position, Pyle has been active in other areas such as news, radio cruiser promotions and Radio Ranch Productions showing tremendous station spirit. The giant gold plaques awarded the two men were accompanied by special bonus checks.

Judge Hay In Country Music
Hall Of Fame, Nashville



The Ge D. Hay

In the last DIGEST issue, George D. Hay was termed the "George Washington of the Nashville Sound" and the "Father of Country Music" since it was Hay who started it all . . . the Grand Ole Opry on November 28, 1925. It was the Opry that brought country music down from the mountains and into the cities via radio. It was the Opry that spread that music out of the South and across the nation via the NBC network. It was the Opry that made possible the birth of country super stars like Roy Acuff, Eddie Arnold, Ernest Tubb and so many more. And the one man behind it all was George D. Hay!

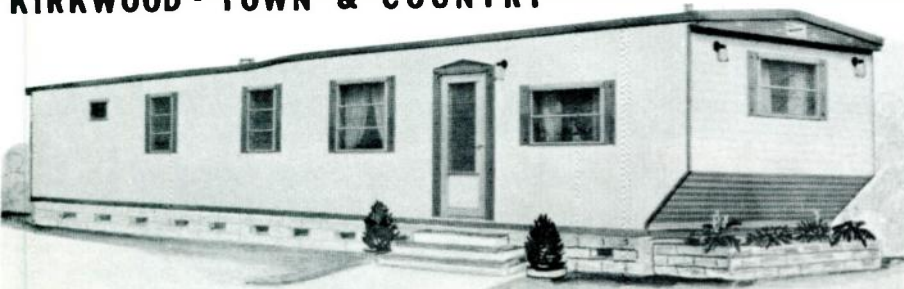
It was the Opry studio that was the scene of the first Nashville recording session. It was the Opry engineers who made that first recording using Opry performers doing tunes written by members of the Opry. One man served as the guiding influence toward that and following recording sessions . . . George D. Hay.

Today one of every two records played on American radio stations is recorded in Nashville. Studios, publishing companies, booking agencies, motion picture concerns, recording corporations, etc. have all migrated over the

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George Story Part Two

years to Nashville where they can be where the action is . . . at the Grand Ole Opry. And the man who started it all was George D. Hay!

A PROFILE IN IMAGINATION

George Dewey Hay was a man of imagination. And he liked to put that imagination and creativity to work in digging up stories. Only natural then that in his 20's he found himself a newspaperman with the Memphis Commercial Appeal. His duties were a combination of feature story writing and Radio Editor. This combination led to a chain of events that have changed the world of music.

As a feature writer, Hay was sent into the country in search of a certain story (which never materialized). But that night, he was treated to his first barn dance by a rural family that had befriended him. He immediately fell in love with the music and foresaw its natural appeal to the national masses. The other half of the combination involved his duties as Radio Editor. When the Commercial Appeal built its pioneer station (WMC), they looked to their newspaper's Radio Editor to be the station's first announcer.

Then still another chance happening. With his background interest in newspaper work making it natural that he should specialize on the air as a newsman, George Hay scooped the nation by being the first to report the death of President Harding a scant 13 minutes after his tragic death in San Francisco. He stayed on the air for three hours ad-libbing arriving details and reassuring the audience during the time of national crisis.

Based on his imaginative reporting, in April of 1925 he went to Chicago's WLS as chief announcer and several months later was voted America's Most Popular Radio Announcer by the readers of the national "Radio Digest." While at WLS, he started the WLS Barn Dance (later to become the National Barn Dance) patterned after that first barn dance he had visited while a reporter.

But he missed the South and accepted the position of announcer and Director of Programs at WSM, a Nashville station that had been on the air only a few weeks. This was during the first week in November of 1925.

CONTINUED ON PAGE 9

WCMS Candidates Sweep Elections



Whitehurst and Nixon — WCMS picked them; the people elected them!!!

The weight of Tidewater's vast Country Music audience was felt at the polls during the recent elections. While each WCMS listener cast his vote as he or she so wished, the outcome made it clear that the power of the pen and spoken word was too much for Hubert Humphrey and Bingo Stant. For WCMS, the second radio station in Virginia to ever editorialize on the air and the first radio station on the central East Coast to openly endorse candidates for public office, it was a clean sweep with Republican Dr. William Whitehurst pulling the biggest upset in the last 25 years of Tidewater politics and Nixon topping the other contenders for the White House race.

At the time George A. Crump, WCMS President, announced in a series of editorials that Whitehurst (with Nixon) would receive the open support of WCMS, it appeared the Republican had little chance of winning the Congressional race in the 2nd District. But Whitehurst began making a better showing in the final weeks of the campaign while Nixon's stock moved up as well. But only after the area ballots were counted did the full impact of the changes in trends during those closing weeks following WCMS endorsement become obvious.

Coming up this year . . . the 1969 Virginia race for the Governor's Mansion. And WCMS's President Crump is sizing up the field!

Hill Is U.N. Veep

Civic-active Irvine B. Hill, WCMS Executive Vice President and General Manager has been elected First Vice President of the United Nations Association's Tidewater chapter. Elections were held at the Association's December meeting at the Monticello Hotel.

The United Nations Association Of The United States is a national organization consisting of a network of local chapters whose purpose is to inform and educate the public with regard to programs being instituted and sponsored by the United Nations. Mrs. E. W. Abdill was elected president of the local chapter at the recent elections.

Hill, who has long been extremely active in Tidewater civic affairs and broadcasting activities on the national basis brings to the UN chapter leadership a new dimension in public relations and mass communications know-how which will greatly aid the organization in its purposes.





Hank Jr. Tops Big Jan. 19 Show



BILLY WALKER



JEAN SHEPARD



LEFTY FRIZZELL



THI

The year 1969 gets off to a upbeat start in the Tidewater world of Country Music when WCMS presents its first Radio Ranch Production on Sunday, January 19th. Headlining the show will be a young Nashville gentleman who made his first Norfolk appearance three years ago when many skeptics were saying he was just "a kid leeching off his father's reputation." The very famous father they referred to was Hank Williams and the "kid" was Hank Williams, Jr.

In that first public performance for WCMS, Hank Jr. not only quieted the skeptics, but he so thrilled the folks of all ages that when he returned last year, he was given star billing. The career of this fabulous young man has continued to zoom during the past 12 months such that when Hank Jr. with his Cheatin' Hearts band led by Lamar Morris arrives January 19th, he'll be billed as the show's HEADLINER. And that's saying a lot considering the aill-star lineup!

HUSKY, SHEPARD, WALKER ON TAP

Both three-hour-long performances slated for the 19th will be packed with star-power. Included will be the fabulous Ferlin Husky along with his Hushpuppies. Undoubtedly, Ferlin will allow time in his portion of the show for a visit from his comic sidekick, Simon Crum.

A real Tidewater favorite and this issue's DIGEST cover girl, Jean Shepard will be in the

spotlight. A true Country Music sweetheart, Jean has made the Norfolk Municipal Auditorium a regular stop on her personal appearance tours over the years, but this year she will be bringing some new faces you'll meet when she introduces her band, The Second Fiddles.

Its been several years, but WCMS finally got an appearance date with the original tall, tall Texan, Billy Walker. Billy is certainly no stranger to the WCMS hit parade and one of the stars that has been most requested for a live showing. That showing will take place on the 19th to the musical backing of Billy's Tennessee Walkers.

LEFTY FRIZZELL ADDED

Another face that has been missing from the Arena stage for far too many years belongs to Lefty Frizzell. You can bet that when Lefty performs at 2 and 8 PM, he'll be making up for lost time and you won't want to miss it! And something else no one will want to miss is the return engagement of the original Drifting Cowboys who were reunited last year after separating for over one and a half decades following the death of Hank Williams.

Advance, discount tickets for both the 2 and 8 PM performances on January 19th at the Norfolk Municipal Auditorium are available at all Peoples Drug Stores in Tidewater.

FERLIN HUSKY



ORIGINAL DRIFTING COWBOYS



THE CHEATIN' HEARTS



LAMAR MORRIS

Operation Santa A Big Success

Highlight of the country music Holiday Season this past Christmas was "Operation Santa" conducted by Radio Ranch for the eighth straight year. From the time Santa arrived on Friday, November 29th to cut the ribbon officially opening Operation Santa in the mobile ranch house at Princess Anne Plaza through a cold but clear Christmas Eve, WCMS was on the air collecting food, clothing, home furnishings, toys and other articles for the less fortunate of Tidewater.

And for the eighth straight year, the generosity of the country music listeners exceeded the previous year. During the four weeks this season, eight trucks rolled away full . . . one more than last year. Donations were distributed by the non-denominational Union Mission.

"It was another great Christmas season for all of us at WCMS," Radio Ranch Director of Programming, Joe Hoppel said. "The thousands of WCMS listeners who took the time to drive in from as far as 67 miles are all to be congratulated. They are the ones who realized the true warmth and spirit of the Christmas meaning," Hoppel concluded.

Hill, Santa and Hoppel cut ribbon



Hill Accepts Youth, Inc. Award

WCMS Executive Vice President and General Manager, Irvine B. Hill, has accepted a plaque on behalf of Youth, Inc. of which he is vice president. The award was made at WCMS by Mr. Milton Miller, Director of the South Side Boys Club in recognition of the outstanding work Youth, Inc. has been doing in the Berkley area.

Youth, Inc. has financed the Boys Club by raising contributions of gifts, goods and services. In addition to Mr. Hill, other Y.I. officers include William A. Thomas, President; Harvey Lindsay, Jr., Vice President; Thomas Willcox, Jr., Secretary and Stuart Hume, Treasurer.



Mr. Milton Miller (left), South Side Boys Club Director makes presentation to Youth, Inc. Vice President, Irvine B. Hill.

The South Side Boys Club has provided Berkley with a focal point for teen and pre-teen activities since its opening in the fall of 1967.

'Lucky 38' Over

Mrs. Nina D. Morton of 9622 18th Bay Street, Norfolk did her Christmas shopping the easy way this past holiday. Mrs. Morton simply picked her gifts and ordered them from the S&H Green Stamp store.

It was all made possible when she won WCMS's recent "Lucky 38 Contest" which consisted of several thousand listeners sending Radio Ranch postcards listing their guess at the exact time the official Norfolk temperature would first reach 38 degrees. Mrs. Morton's guess was just three minutes off the correct date and time (11:26 PM on October 29th), but that was close enough to be the winner.

Having her choice of either 25,000 S&H stamps or a year's supply of fuel oil from the contest's co-sponsor, Delmar Gas & Oil Company, Mrs. Morton chose the stamps. "With Christmas just weeks away and the budget tight as usual, I could think of lots of gifts I could get with stamps!" Mrs. Morton said.

Listener Board Meets

Radio Ranch Executive Vice President and General Manager, Irvine B. Hill, along with WCMS Vice President and Director of Programming Operations, Joe Hoppel, met with the station's Listeners' Advisory Board last month. Being the first station in America known to have an impartial board made up of a cross section of listeners, WCMS officials meet with their board quarterly to sound out new ideas for programming and promotions. The board also submits any criticism it may have and project their ideas for possible improvement.

Hill and Hoppel outlined to the board station plans for contests and promotions for 1969 along with an expanded schedule of Country Music Spectaculars and several program modifications all of which were received by the board with enthusiasm.

Operation Death Ends

In a recent series of editorials, WCMS President, George A. Crump, "told it like it was" after special WCMS investigators turned over their reports in "Operation Death." The investigation and resulting editorial series dealt with costs of funerals, treatment of families during the time of their grief and gimmicks employed to cash in on an emotional situation. The editorials sighted specific cases and exposed the dishonest practices while applauding the honest ones.

Following the Operation Death series, an open forum was held on WCMS's weekly "Tidewater Faces The Nation" program which gave

interested experts an opportunity to voice opinions and representatives of the industries involved a chance to clarify what the legitimate members are doing to correct situations reported and how the public may be put on guard against the dishonest elements.



Participating in the forum as pictured above (from left) were Richard Grant, author of the book, "It Costs Too Much To Die;" Carlin Kirkpatrick, president of Rosewood Memorial Park; Stanley VonGrabill, sales manager of Princess Anne Memorial Park; Rev. Lamar Sentell, WCMS Religious Director and moderator Joe Hoppel.

AND THE BEAT GOES ON — Dr. Joseph Stevens, Political Science professor at Virginia Wesleyan College tries his hand at the drums between shows. Founder of the Chamber of Commerce's Foreign Affairs Council, Dr. Stevens was at the show as a guest of WCMS President, George A. Crump.



Nov. Show Well Received

As a traditional kick-off for the holiday season, the November Country Music Spectacular staged by WCMS at the Norfolk Arena set a blistering pace. The lineup included Carl Smith, David Houston, Don Gibson, Jimmy Dickens and lovely Lynn Anderson along with two packed houses. An even bigger schedule of Spectaculars is slated for 1969 with SEVEN major dates already set. The first will be January 19th (See pages 4 and 5).



DON GIBSON



LYNN ANDERSON



CARL SMITH



DAVID HOUSTON

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SERVE!

Mary Jane

FAMOUS FAMILY OF BREAD AND ROLLS



Charlie Wiggs (left) and Dick Flood (right) were just two of nearly 50 performers who contributed of their time and talents for the Judge George D. Hay Memorial Fund Benefit Show at Virginia Beach this past December.



WCMS's Bob Pyle explains artist's conception of proposed Judge Hay Memorial at Virginia Beach's Rosewood Memorial Park to interested fan at recent Country Spectacular.



Present Judge Hay gravesite

Judge Hay Memorial

CONTINUED FROM PAGE 3

Three weeks later, another gentleman came to Nashville, to SEE the new fangled radio station . . . not to WORK for it.

On Thursday, November 26, 1925, this 80-year-old man met George Hay in the WSM hallway and made mention of playing the fiddle. Two nights later, 80-year-old Uncle Jimmy Thompson played that fiddle for an hour and five minutes and 36-year old George Hay under the nickname of "The Solemn Old Judge" acted as emcee in the first Saturday night broadcast of the WSM Barn Dance. Reaction was so great that to this day it hasn't missed a Saturday night yet!

GRAND OLE OPRY

Imagination was Judge Hay's special gift. He knew that "Barn Dance" was a limited term and lacked color and creativity. It took a while

coming, but struck him suddenly in January 1926. He was listening to the Saturday afternoon NBC Grand Opera broadcast waiting his cue to go on the air with the local Barn Dance. When the engineer opened his mike, Judge Hay said, "You've been up in the clouds with Grand Opera, now get down to earth with us in a four-hour shindig of "Grand Ole Opry."

Until his retirement from the Grand Ole Opry in 1956, Judge George Hay was the guiding influence in Country Music. He knew its potentials for reaching city folks . . . and was right! He fought to keep the Opry on the air in Nashville even when there was a citizens' movement to run the "hillbillies" out of town because he said the music would put Nashville on the world map and become its biggest industry . . . and he was right! He predicted that one day soon, Country Music would become the most popular form of music in the world

. . . and it appears he will be right again.

JUDGE HAY MEMORIAL

The Solemn Old Judge, George D. Hay died in Virginia Beach last May. Working with his family, WCMS established the George D. Hay Memorial Fund last summer for the purpose of raising voluntary funds to construct a suitable memorial at the Judge's gravesite. The Fund is being administered by WCMS's Irvine B. Hill and Mr. David Clark, Vice President of Norfolk's First National Bank.

Target date for the unveiling of the monument is in May of this year. If you wish to be a part of this project in providing the Father of Country Music with a much-deserved monument at his resting place in Tidewater, please use the coupon below at your very earliest convenience. Your donation is needed NOW.

Mr. Irvine B. Hill, Chairman
Judge Geo. D. Hay Memorial Fund
c/o First National Bank of Norfolk
Monticello & City Hall Aves.
Norfolk, Virginia

PLEASE TYPE OR PRINT

My donation in the amount of \$ _____ is enclosed.
I understand that my properly endorsed and cancelled
check is my receipt. I wish my name and address to appear
in the unveiling program as follows:

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PLEASE MAKE ALL CHECKS PAYABLE TO: "JUDGE GEORGE D. HAY MEMORIAL FUND"

EDITOR'S NOTE: This is another in a series of special, illustrated features which will salute vital business and industrial complexes in Tidewater. It is these organizations that play an instrumental role in the history, current booming growth and future of Tidewater as one of the world's greatest ports, a primary military mecca, one of the nation's most progressive metropolitan areas, Virginia's largest urban hub and a choice place to vacation or live. To these organizations which provide the career opportunities and community support for many of the listening audience, WCMS tips its ten gallon hat as a proud and appreciative neighbor.

Keeping The Navy In The

While traveling west on Bellinger Boulevard, a stranger to the Air Station suddenly found his way blocked by towed aircraft. His curiosity aroused, he stopped a base policeman and queried him. "A-6 Intruder jets going back on the line" was the answer he received . . . vague, but it satisfied him. What the busy policeman didn't tell him was that the aircraft were the end results of a multi-million dollar operation that keeps the Navy's aircraft in top "combat readiness" — the function of the Naval Air Rework Facility.

The story behind the towed aircraft is a long one, the first chapter having been written shortly after the birth of the Station itself. Its growth through the past half-century as the NAS Overhaul and Repair Department has been synonymous with that of its parent command. On April 1, 1967, the Department gained its independence and as a new command, the Naval Air Rework Facility, began a new progress story.

COMBAT READINESS IS BIG BUSINESS

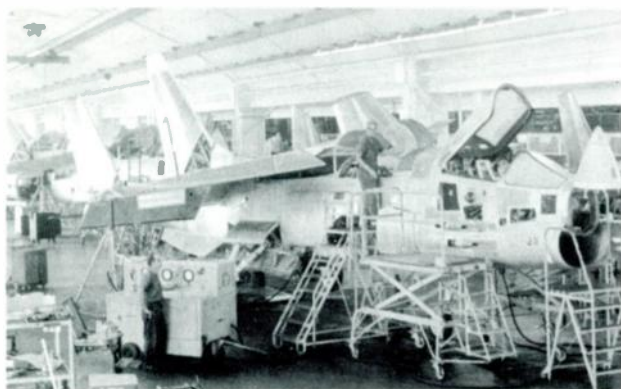
During its last year of existence, the Department produced 400 fleet aircraft, 2,960 missiles and 1,740 engines. The Facility checked, tested

and repaired 58,000 aeronautical components. As one of Tidewater's biggest employers, it paid out \$86,000 in labor and materials. The Department's last chapter was an impressive one.

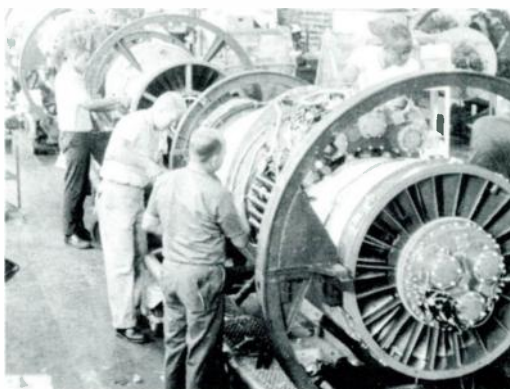
As a new command, the Facility felt no change in workload or manpower. Top management officials of the old Department became officials in the new command. The Department's seven branches became NARF's department: Administrative Services, Management Control, Weapons Engineering, Quality Assurance, Production Planning and Control, Production Engineering and Shops.

In the Facility's 119 buildings, some 6000 civilians and 76 military personnel spend their working lives. It is their job to maintain the Navy's first line aircraft. In addition to the A-6 Intruder the Facility is the designated overhaul point for the dependable P-3 Orion patrol planes and the F-8 Crusader.

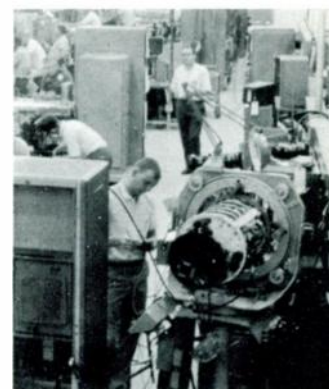
In addition to the Facility's aircraft program are the missile and engine programs. The missile program involves the checking of the guidance and homing systems of the Sidewinder and Sparrow mis-



F-8 PAR Rework Assembly Area



J-56 Jet Engines Being Reworked



Electronic Packages Being Reworked



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Air



Captain William D. Farnsworth
Commanding Officer, NARF
Naval Air Station, Norfolk

siles. Simulated flight tests are made with testing equipment. The Facility is the only designated overhaul point for the powerful TF-30 engine used in the A7A Corsair II. An aircraft begins its chapter in the Facility for a period of normal rework after a specified number of operating months. The parent unit turns the aircraft over to NARF where it is examined and evaluated for the type and depth of rework necessary. After the induction period, the aircraft is disassembled and the parts, ranging in number from 350 in the F8 to 900 in the P-3 Orion, are sent to some 280 shops for rework or replacement. At a pre-determined date, all parts are returned to a central point and reassembly begins. After the aircraft has been made "combat ready", it is ground checked and finally flight tested for discrepancies. The time actually spent in the Facility during the rework period varies with the type of aircraft. Approximately 80 aircraft undergo the process simultaneously.

The process is a thorough and complete one . . . one that has kept the Navy's powerful air arm effective in time of peace and war . . . an essential facet for "Power for Peace".



Naval Air Rework Facility, NAS, Norfolk

Hill Trouble-Shoots Schools

Again the City of Norfolk has turned to the leadership abilities of WCMS Executive Vice President and General Manager, Irvine B. Hill. Last year, Hill was appointed by the Mayor and City Council to the Citizens Advisory Committee, a select group of leading citizens who work as a liaison between the people and City government. As a member of the CAC, Hill has been tapped by Mr. Harvey Lindsay, Jr. to function as Chairman of the interracial CAC's Education Subcommittee. Hill replaces Norfolk attorney Harry Gustin who's recent appointment to the Norfolk School Board created the void. The subcommittee acts as a trouble shooter between School Board, City Council and schools. Mr. Hill, whose two-fisted aggressive leadership has earned him a reputation as a results-getter, has already begun a series of depth studies into possible over-crowding of certain classrooms and inadequate facilities in several city schools.

Win A Car!!



WCMS's Irv Hill shows off prize car to interested listeners.

As of DIGEST presstime, no one had found the hidden car key in WCMS's "Win-A-Car Contest." The key to the brand new Austin American from Checkered Flag Motor Car Company is hidden somewhere in Tidewater. Like the recent Dutchman's Gold, the key is hidden on public property, is placed such that no digging, climbing or moving of objects is necessary in finding it and the key is marked with identification.

Daily clues are broadcast on WCMS around the clock in the form of recorded sounds which help to identify the key's location. To assist listeners even further, twice daily, a past sound is reviewed and explained. "Interest and participation in the Win-A-Car Contest is far ahead of any contest in Radio Ranch's 14 year history," says WCMS Vice President and Program Director, Joe Hoppel. "But the key's still out there somewhere. And this is one contest where folks who join in late still have a very good chance of being the winner of the car worth over \$2000.00!" Hoppel reports.

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Crump Named To Austrian Univ. Board

WCMS president, George A. Crump, was in Washington, D. C. recently where he attended a reception at the Austrian Embassy marking his appointment to the Board of Directors of the University of Grae in Austria.

Mr. Crump, who is secretary of the International Country Music Association and who speaks excellent German, will be traveling soon to Europe and will be meeting with other school officials in Austria regarding the use of Country Music at Grae which climaxes its academic year with an annual folklore festival in its mountaintop locale.

He said conditions and finances may restrict participation to performances by local talent or perhaps involve American students at the University who are familiar with the Country Music idiom. The third and most attractive possibility to Crump's thinking is to bring in a professional act or acts who would hold a workshop demonstration during the festival. Once the particular format is selected, Mr. Crump will be talking with American recording companies and others interested in working with him to further spread Country Music throughout the international campus.

"There are all sorts of possibilities," Crump says. "We must determine what audiences have been reached, what audiences can be reached and whether this can be established on an international basis."

He suggested too that if talent of the nations of that area of the world is uncovered, it might be exploited through this means. Without question, WCMS Radio Ranch will also play an instrumental part as a clearing house for the exchange of such international collegiate Country Music projects.

The naming of Crump to the European school's board is the latest in a long and continuing chain of firsts for him. Mr. Crump was Executive Vice President and General Manager of the first exclusive Country Music radio Station in the world (WARL in Washington, D. C.'s Arlington suburb), pioneered with C&W on FM radio, is now the owner and president of the oldest exclusively Country-Music-programmed station in America (earlier such stations like WARL are no longer in existence) and has served as a member of the Country Music Association board of directors in the past (he is currently a CMA officer).

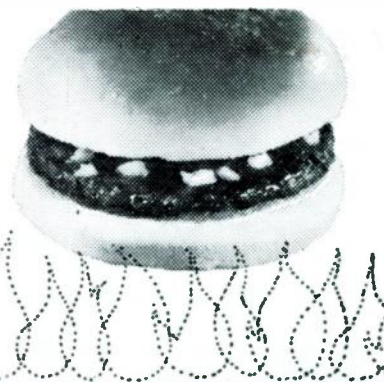


WCMS PRESIDENT, GEORGE A. CRUMP



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What's our secret? It's open flame cooking. Each of our 100% pure beef hamburgers is cooked over open flames sealing in all their natural beef goodness. Treat the family tonight, to cook-out hamburgers.



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Mar-Apr '67

Metro Norfolk, Va.
WCMS DIGEST
Radio Ranch 1050 AM 100.5 FM



1967 25¢

COUNTRY MUSIC
HALL OF FAME
AND
MUSEUM

Country Music Hall Of Fame - See Page 10

New Four C's Discs

Those fine new instrumental sounds you're hearing these days are coming from a new LP by Carolina Charlie and the Four C's. Titled "Straight Down The Middle," the 12 selections feature the slick guitar styling of Gallupin' Cliff Gallup with the fine backing of R.C. "Art" Newbern and Felton Clark. If your record shop is out, ask them to re-order (Pussy Cat #PCLPS 701).



Meanwhile, watch for a new single release by Charlie. Release date is about mid-March. Without jumping the gun by giving titles, the sides are radically different and capture Charlie doing something on record he has never done before . . . comedy and protest. Better yet, watch OUT for it.

NO TROUBLE IN HIS TV

Bill Anderson and his "Po Boys" have become international travelers of the first order due to their frequent excursions into Canada for tape sessions of Bill's TV Show. Bill faces the cameras for two hours each week through the facilities of Windsor, Ontario's CKLW-TV. In the process of border-crossing Bill and the boys have developed a speaking acquaintance with the customs officers of both countries.

On one recent crossing a Canadian official remarked to Bill's bus driver that his TV set must be malfunctioning and asked to see Anderson about it. Bill obligingly stuck his head out the window to answer the inspector. The Canadian looked up at Anderson, looked thoughtful for a moment and said, "Never mind, it isn't my set after all."

Meanwhile, Al Slaggart of the Michigan Fair passed this story along as the truth. According to Slaggart, he emerged from the door of Anderson's luxury home on wheels after conferring with Anderson about a future show. He was confronted by a group of Bill's fans who had been admiring the large bus and trying to see the interior decoration and appliances hidden behind the curtains. One child clutching an autograph book approached Slaggart and inquired, "Is it true that this bus has running water, a complete kitchen and a shower?" The promoter shrugged nonchalantly and replied, "I don't know . . . I just went in to use Bill's swimming pool!"

NATIONAL



AH SO!

Larry Moeller (left) believes that a talent agent's duties go beyond just lining up itineraries, so he is helping Little Jimmy Dickens and Merle Travis get accustomed to eating habits they will encounter this year. The rice should taste better in the Orient, however, where Travis will be through April 25 and Dickens May 24 — July 18. Justin Tubb will follow their trail to the Far East October 4 — December 20.

Mary Jane

FAMOUS FAMILY of BREAD and ROLLS



Davis And Hoppel Elected

Two of the Four Horsemen at Radio Ranch have been honored in recent weeks through election to highly responsible posts. Joe Hoppel, WCMS Vice President and Program Director, was actually re-elected to continue as First Vice President of the Arthritis Foundation's Norfolk Chapter while Sheriff "Tex" Davis was elected to the post of Sergeant At Arms of the Norfolk Sports Club.

Hoppel has long been active in civic affairs and became associated with the Arthritis Foundation three years ago. He has spearheaded the units publicity campaign which has played a strong role in continued fund raising growth.

As Director of News and Public Affairs for Radio Ranch, Davis maintains a most active participation in Tidewater Sports circles. As ring announcer for Tidewater wrestling and boxing programs (just signed for the third year) and voice of the Tidewater Tides baseball organization (just signed for the fifth year), Davis is the most familiar sports voice in this region. His activities also encompass basketball, football and auto racing including duties as emcee for the theatre telecast of the Daytona 500 in February.

The Sheriff has been an active member of the Norfolk Sports Club since 1961.

Even with these added duties and responsibilities which are not uncommon among the staffers of Radio Ranch, both continue to go full blast during their respective on-the-air shifts with Hoppel heard daily from 7 to 9 AM and Davis from 10:30 AM until 2 PM.

ROUNDUP...

SNOW STRONG ON VIET NAM SUPPORT

"Those boys are doin' a marvelous job over there and I think we owe it to them to back 'em in every way," commented **Hank Snow** in regard to his recent entertainment tour of South Viet Nam.

Snow's trip to the jungles infested by Viet Cong terrorists began with a letter he received some time back from a soldier in Viet Nam who requested a record album for the hospital. The RCA Victor veteran sent the lad 17 Country albums and started thinking about what could be done in his part to support the activity there.

While in Germany during the summer of 1966, he decided that he would just GO to the soldiers who were actually in combat to protect his very way of life and wired President Johnson voicing these feelings.

Snow was authorized to set up the tour on his own and his evangelist-son, **Jimmie Rogers Snow**, and his wife, **Carol**, volunteered to accompany the elder Snow and his band, the **Rainbow Ranch Boys**.

The group's 18 days in Viet Nam involved many flights over Viet Cong concentrations and a large number of outdoor shows, all performed in front of a tank or armored personnel carrier for retreat in case of attack. One of the shows was done for 80 members of the green berets and they were frequently in rain and 100 degree temperatures.

Although reluctant for much publicity about the tour at first, Snow told an interviewer soon

after his return that he would like the world to know that he's been there and that he feels every entertainer would do himself and his country a favor by going over there and showing the troops that we're behind them, 100%.



GOSPEL GROUP GATHERS

Industry leaders from the fields of music and banking broke bread recently when officers of Nashville's Third National Bank hosted the Board of Directors and Executive Officers of the Gospel Music Association at their first meeting of 1967. Prior to the joint luncheon,

CONTINUED ON PAGE 7

150 WCMS Ranch Hands

If you haven't been listening every Wednesday at 1:30 on WCMS, you've been missing a lot of backstage gossip, Country Music education and just plain good C&W chatter.

It's all heard on the "Ranch Hand" program with Joe Hoppel. Joe began the regular, weekly feature some three and one-half years ago and since that time has interviewed some 150 artists. The names read like a Country Music Who's Who including Jim Reeves, Eddie Arnold, Patsy Cline, Roy Acuff, Ray Price, Bill Anderson, etc., etc.

During the 25-minutes, Joe chats informally either first hand or via telephone and spins a few of the artists' records. The talk may drift from current musical trends to politics to hush puppies. But every minute is INTERESTING.

Since there's no telling who may venture into Radio Ranch Country or phone in during a stop over on tour, Joe's never always sure just who will be on when. However, a few of the slots filled for March and April include Hank Snow, Marty Robbins, Skeeter Davis and Hank Williams, Jr.

If you can't catch the "Ranch Hand" in the afternoon, listen to the taped re-play Wednesday evening at 10:30. You'll enjoy it!



Yogi Berra tells all to the Sheriff.

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WCMS

The time was exactly 23-minutes and 10-seconds past one PM on the afternoon of January 31st. Sheriff Tex Davis was on the air at WCMS AM/FM and had just completed a weather forecast. He introduced the hit sound of "Where Does The Good Times Go" by Buck Owens and the disc began to play.

Normally, this would certainly not be classified as a newsworthy occasion since up to that time, the process of spinning a record at Radio Ranch had been repeated 999,999 times. But as the Owens record began, it signaled the MILLIONTH selection played at the Ranch. The excitement within the station was like ten New Years Eves rolled in one and this same type excitement spread to thousands of homes, autos and businesses from Delaware to the Carolinas as the much awaited announcement was made on the air, climaxing a tense January for WCMS as well as the multitude of listeners who mailed their guess at the exact time that record would begin as a part of the WCMS Millionth Record Contest.

Not to be left out of the golden moment, Joe Hoppel, Carolina Charlie Wiggs and The Earl Of Norfolk swarmed into the studio to join their fellow announcer in making the big announcement.

Irvine B. Hill, Executive Vice President of WCMS, heaved a sigh. "Thank goodness the bell finally rang," said Hill. "We expected the millionth record to play around January 10th and were about ready to believe our engineers hadn't hooked up the counters right!"

EXCITEMENT SPREADS

George A. Crump, Radio Ranch President, was more than pleased. "In everything we've ever done, we've tried to do it to the best of our ability . . . to be a leader, not a follower," remarked Crump. "During this period of nearly a decade and a half, we've pioneered in many ways including the nation's first full-time Country Music FM station and, in the late '50's, the introduction of the "uptown" Country sound. Some four years ago, a study of penetration by Country Music stations in their respective markets across the country showed WCMS was America's Number One Country Music Station. We always tell people that when it comes to Country Music radio, our station and our staff is the most experienced in the nation," Crump continued. "Once again, with this millionth record, we've got the documented proof of this experience."

Following the millionth spin, WCMS went into a 24-hour marathon consisting of only million sellers in Country Music. In addition, live and pre-recorded telephone calls of congratulations from area mayors, civic leaders, recording artists and others were aired between plays. Even Senator William B. Spong took time out during his busy day on Capitol Hill to phone congratulations.

OWENS DELIGHTED

Possibly one of the most surprised and excited was Buck Owens who learned it was his current disc that turned out to be the millionth selection when he called from the West Coast to offer his greetings.

Irvine B. Hill, WCMS Executive Vice President, happily displays mounted millionth



Plays Millionth Record

"You're pulling my leg," was his initial reaction. He later announced that Bill Turner, East Coast Promotions Director for Capitol Records was arranging to have the disc gilded in gold and mounted for presentation to WCMS at the March 5th Grand Ole Opry show. Turner advised the DIGEST that the plaque will read in part, "Capitol Records takes great pleasure in awarding this Buck Owens gold record to one of America's great Country & Western stations. This award is made in honor of the millionth record played on WCMS Radio in Norfolk, Virginia."

ENOUGH TO MAKE A GROWN MAN CRY

Hearing a grown woman cry is just about enough to make a grown man cry. And things were just about headed in that direction when Joe Hoppel phoned Mrs. W. C. Elliot of 1325 Jackson Street in Chesapeake, Virginia to tell her on the air that she had mailed the closest guess in the Millionth Record Contest. Mrs. Elliot's estimate of the exact time when the millionth record would begin playing was only 2-minutes and 50-seconds off the mark for January 31st with her clue

only being that it would come some time in early 1967. Probably, Mrs. Elliot will never read this story since the DIGEST understands that her family is spending every available moment in front of the new \$735.00 RCA Color TV set she won.

Other top winners in the jackpot of prizes included Mr. Robert L. Allen, 2716 Southern Blvd. in Virginia Beach whose second prize was a 19" RCA portable TV and third prize winner, Helen Cascell of 263 Sedgefield Avenue in Virginia Beach who was awarded an RCA AM/FM/Short Wave Radio.

ANYONE FOR 2-MILLION?

Just in case anyone wants to get an early start, there most likely will be a TWO MILLIONTH RECORD contest. It will probably come around 1981. The prizes will be announced later, but at the current rate of technical advancement, WCMS is thinking in terms of a weekend blast for two on Mars. Address those guesstimates to TWO MILLIONTH RECORD, WCMS Radio Ranch.

Joe Hoppel gives Grand Prize Winner, Mrs. W. C. Elliot, her first glimpse of her color TV set in Price's, Inc. showroom. Mrs. Elliot's guess was only 2'10" off.

It was the Buck Owens hit Capitol record, "Where Does The Good Times Go," that was the millionth.

Charlie Wiggs (left), Sheriff Tex Davis (center) and Joe Hoppel wade into mail naming January 31st looking for the Millionth Record Contest winner.



CHARLIE LOUVIN



JEAN SHEPARD



ROY DRUSKY



HANK WILLIAMS, JR.



SKEETER DAVIS

Hank Jr. And Other Stars Shine Bright

The case of Hank Williams, Jr. and his battle to step out of the shadow of his immortal father's reputation and make stardom on his own talents was stated in the last DIGEST issue. Hank Jr. made his first Tidewater appearance January 15th and, without question, proved his point. The thousands of show goers are still talking about that performance and will be for a long time to come.

Hank Jr. leaned heavily on his father's hits in the early portion of his act and justifiably so. He afforded the thousands on hand the rare opportunity to relive the sound and spirit of Hank Sr. as only his own son could. But then the young Williams poured on his own styling and abilities climaxed by a country rocker during which he sang one verse while, at the same time, playing each and every individual instrument

in the band. Not playing "at" . . . but flat gettin' on with it.

On stage, he proved that Hank Williams Jr. is a name in its own right. And backstage, many members of the WCMS staff were treated to even more displays of abilities in other areas which have not as yet been introduced into the public performance. This young man has the talent to carve a nitch in Country Music that will reach new peaks.

While our space has been mostly devoted to Hank's initial Tidewater performance, it goes without saying that long time area favorites, Charlie Louvin, Jean Shepard, Roy Drusky and Skeeter Davis along with the popular Compton Brothers were all at their best to make the first WCMS sponsored Opry outing of 1967 a pip.

MAGNAVOX
portable tv?



of course!

NATIONAL ROUNDUP...

CONT. FROM PAGE 3

which preceded the GMA's afternoon meeting, association Chairman of the Board **Brock Speer** (left), Gov. **Jimmy Davis**, President, and bank President **Sam M. Fleming** discuss Gospel Music's phenomenal growth in 1966.



CREDIT WHERE CREDIT'S DUE

Sincere appreciation for six consecutive years during which Country Music artists **Carl and Pearl Butler** have given freely of their time to entertain at the annual Christmas party for the Rehabilitation Program of the Salvation Army Men's Social Center in Nashville. In recognition of this service, they recently were awarded this plaque by S. A. Major W. H. Strandberg. Christmas of 1966 found the Butlers in Washington, D. C., entertaining at the S. A. center there, after having arranged for entertainment here. As far as Major Strandberg knows, this is one of only two such awards ever presented in Tennessee.

NEW "TROPHY" ON CLEMENT'S WALL

A new oil painting by Music City artist "Gil" is hanging on the wall of Producer Jack Clement's 18th Ave. office. The jungle scene depicts a massive beast with the mane, muscles, and apparent might of a lion, but with the head of Record Row's "King of the Jungle," Jack Clement.

SNOWBOUND ENTERTAINERS PITCH FREE CONCERT

The twenty-four inch snow, which blanketed Illinois in late January, was a great breeding ground for the "milk of human kindness"

stories that make interesting reading. Veteran showman, **Tex Ritter**, and **Leroy Van Dyke** were also marooned by the deep flaky. The two entertainers were enroute to Nashville after playing a date in Beloit, Illinois when their transportation bogged down in Gilman, Illinois. Motorists, unable to continue in the deep drifts, had been temporarily lodged in the city's High School, VFW Lodge, private homes and even in the City Jail.

The two entertainers, unable to continue on their way, decided to make the best of the situation by giving the refugees in the school a free two hour show, complete with Van Dyke's band. The weather-weary travelers reportedly gave the Music City delegation a reception far warmer than the chilly blasts outside.

ATKINS MAKES PLAYBOY

The February issue of Playboy magazine carried the results of that publication's annual Jazz Poll and further proof of Nashville's strength in the world music picture.

Playboy's readers picked **Chet Atkins** as number 2 in the guitar category, under **Charlie Byrd** and over a field of 25 other finalists.

In the tenor sax running, **Stan Getz** and **John Coltrane** led Music City's **Boots Randolph** over 26 others. The poll, which includes a variety of jazz instrumentation groupings, has become an important sampling of public taste in that field.



Part of Atkins' New Year's resolution was to perk up the RCA Victor routine by an office serenade each morning and his secretary, **Mary Lynch**, is well pleased with the decision. Chet refers to his instrument, as a "Ubangi Ukulele!" a Christmas gift from guitarist **Harold Bradley**.

During a recent four-day stand in Phoenix, **Jimmy Newman** was honored at the Arizona Downs Race Track with a special race called

the "Jimmy Newman Purse." The winning horse was "Right Lane" which is just what the Alligator Man is in with his current Decca release, "Dropping Out Of Sight." Jimmy had no comment on how the race affected HIS purse.



COUNTRY NOBLES

Big names have time for little items, as **Tex Ritter** (left) and **Whitey Ford**, the Duke of Paducah, proudly point out their prize "little items," two of the smallest Shrine pins made. These "Country nobles" seriously pursue Shriner activities and are active in many phases of civic endeavor. They also represent an interesting contrast in backgrounds: Ritter holds a law degree from the University of Texas and Ford is a scholar of humor and human nature from the "University of Hard Knocks."



FIRST SESSION FOR DILLON

Few experiences parallel that of an entertainer's first formal recording session, and few entertainer's experience in a lifetime the tremendous musical support which turned out recently at Columbia Recording Studios when new label signee **Dan Dillon** (left) made his first recording appearance. Blind since birth, the new Nashville resident has found enthusiastic reception and support in Nashville's music community. Above, during session break, he receives encouragement from Columbia executive **Don Law**, who produced the session.

WCMS To Up Power

A wire from the Federal Communications Commission in Washington, D.C. was received at WCMS just hours prior to deadline of this DIGEST edition.

George A. Crump, President and General Manager of Radio Ranch, disclosed in a hurriedly called meeting that the telegram contained a final authorization for WCMS AM to increase power from 1000 watts to 5000 watts. The grant climaxes several years of technical engineering and legal applications. In anticipation of the grant, WCMS purchased an additional eight acres adjoining its current transmis-

sion site on the banks of the Elizabeth River some months ago. This new land, according to Crump, will be employed in the construction of an additional tower with ground-breaking to take place within days, weather permitting. Much additional new equipment also has been previously ordered.

While it is impossible to precisely pin-point the added coverage, WCMS already has the third strongest signal of any Eastern Virginia AM station, serving a coverage area representing 1,580,000 population according to the 1960 census. The added power will leave only 50,000-

watt WRVA in Richmond as a more powerful station in the Delaware-to-the-Carolina's Radio Ranch Country.

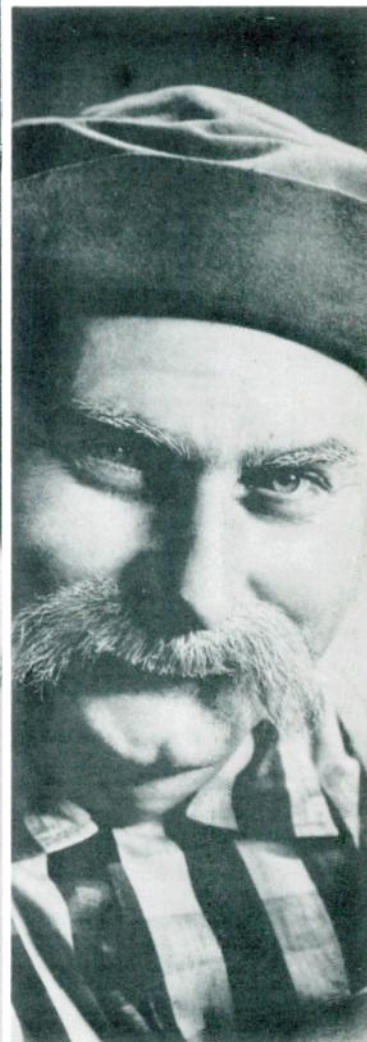
Crump advised that when the boost takes place shortly, the WCMS signal in all sections of Tidewater will increase dramatically. Additional coverage will be realized deeper into the Carolinas and West across Virginia. This additional coverage could represent another 500,000 people without considering the obvious population growths since the 1960 census. Like every good thing . . . Radio Ranch Country is growing too!



BILL PHILLIPS



KITTY WELLS



GRANDPA JONES

March 5th Next Opry Outing

CARL SMITH



Following closely on the heels of the well-received January Opry show which kicked off the 1967 WCMS live show calendar, Radio Ranch has scheduled another whopper for **Sunday, March 5th.**

Headlining the 2 and 8 PM performances will be the "Queen Of Country Music" . . . Miss Kitty Wells. It all started for Kitty back in 1952 when her record of, "It Wasn't God Who Made Honky Tonk Angels," zoomed up the chart making her

the first female Country singer to rise above the secondary role. That first success earned for her the "Queen" title and she's been earning more success and followers with every year since.

With Kitty will be the very popular **Johnny Wright** and the **Tennessee Mountain Boys**. The tragic auto accident of 1953 that took the life of Jack Anglin brought to an end the Johnny & Jack act, but Johnny has since continued as a single and reached new heights including his number one song, "Hello Viet Nam."

THREE MORE IN TROUPE

When fans hear the Kitty Wells Show is coming to town, they justifiably look forward to seeing **Bill Phillips.**



RUBY WRIGHT



JOHNNY WRIGHT



LEROY VAN DYKE

Laying the groundwork for his career in Asheville, North Carolina, Bill moved to Miami at age 16 and gained further popularity on the "Ole South Jamboree" until Nashville called. In addition to Bill, the troupe also consists of two more Wrights. Lovely Ruby Wright will be on stage as will Hickory artist, Bobby Wright. Bob should feel right at home in Tidewater considering his many-year Navy "career" on the TV sets of "McHale's Navy."

THE LINEUP CONTINUES

A couple more headliners for the performances at the Norfolk Municipal Auditorium will be returning to the area after an absence that has been all too long. One will be a tall gentleman whose winning ways with a song and audi-

ence have kept him on top. He'll be taking time off from his 350-acre black angus ranch outside Franklin, Tennessee to make the Norfolk date. A native of Knoxville, his name is Carl Smith, as if you hadn't guessed.

When speaking of the other gentleman, one must point out that not too many performers in any field have come from Spring Fork, Missouri. Even if they had, they probably would not have achieved the polish of Leroy Van Dyke. Having completed his current motion picture, Leroy is back on the personal appearance trail and is looking forward to performing his many Mercury and Warner Brothers hits for his Tidewater friends. Needless to say, that goes the other way as well.

WOULD YOU BELIEVE MORE?

A couple of couples will also be on stage to meet the demands from listeners of WCMS. One is topped by a spring chicken by the name of Grandpa Jones who will be joined by wife Ramona while the other includes A-1 vocalists and instrumentalists, formerly of Richmond and now working out of the West Coast . . . Joe & Rose Lee Maphis. And finally, on stage will be Carolina Charlie doing his new and soon-to-be-released record plus the balance of the Four C's featuring Gallupin' Cliff Gallup playing live from their brand new instrumental LP.

As always, advance, discount tickets are available at all Peoples Drug Stores in Tidewater at \$2.50 for adults and \$1.00 for children.

Lost Gold At Sports Show

Again this year, WCMS will be on hand for the **Izaak Walton League Sports & Boat Show**. The 14th Annual Edition gets underway Friday, **March 31st** and runs through **Sunday, April 2nd** at the Norfolk Municipal Auditorium.

Among the displays and demonstrations of sporting, recreational, travel and outdoor facilities and equipment, WCMS will have its booth on the main floor and will broadcast from that position for the show's duration. Handling the mike chores will be **Sheriff Tex Davis, Carolina Charlie Wiggs and The Earl**.

Highlight of the booth will be the Dutchman's Gold which, in the form of a Fort Knox-type gold brick worth \$531.89, will be on display under armed guard. This will give listeners a close-up inspection of the object of their search during the 1967 "Dutchman's Gold Contest" detailed at right. Don't miss the bigger-and-better show this year and be sure to stop by the Radio Ranch booth.

WCMS \$50,000

On page number five of this DIGEST issue, the Grand Prize Winners in the WCMS Millionth Record Contest were announced. Top prize was a color TV with a portable television and AM-FM-Short Wave radio among the many other prizes. This was but one of the many, many contests already staged and/or scheduled by Radio Ranch for 1967. The prizes for that one contest totaled considerably over \$1000.00 and yet they represent only about 2% of the awards budgeted for this year and earmarked for WCMS listeners.

600 POUNDS OF CHOCOLATES

A further example of the winning ways (or ways of winning) on WCMS took place during the two weeks following the Millionth Record Contest. WCMS Radio Cruisers situated themselves at points all over Tidewater periodically and together, gave away some 600 pounds of Whitman's Sampler Chocolates. This Valen-

tines Day promotion tied in with the color red with the candy going to folks producing specific red articles.

Items such as red cars, coats, combs, pocket books, books, hair, etc. were all called for in the cruisers' broadcasts. Adding to the fun were the "volunteers" including the lady who offered that her checking account was in the red and the gent who swore he had on candy striped shorts. Both got the candy with no further questions asked.

FREE TRIP TO NASHVILLE

Currently in progress is the WCMS "Mystery Artist Contest" which consists of a popular Country Music artist giving daily clues to his identity while using a disguised voice. During the first week of the contest which began February 8th, the following clues were heard: My name is associated with little and big. . . I am not from Texas, but I do have connections there. . . An even dozen is the clue for today.

Today's Tonic For Today's Living



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Cover Story



Pictured on the cover of this DIGEST edition is the all-but-completed Country Music Hall of Fame and Museum in Nashville. The exterior of the beautiful new building located at 700 16th Avenue South is fully complete, with the final touches on displays in the interior being applied at press time. The official opening has been scheduled for April first.

The building, which is the result of thousands of hours of work by Country Music Association members as well as music industry and community leaders, has already become a local landmark and is expected to attract thousands of tourists to Music City each year.

Meanwhile, as the CMA prepares to move into its new offices in the same building, the Association has announced an all-time high membership of 1778 companies and individuals from within the Country Music industry.

00.00 1967 JACKPOT

... Two of my ancestors are more famous than I. . . . My home is near a cross. . . . One of my early songs was about high country. . . . (and) My birthday is in December; my age is under Jack Benny's.

The duration of this particular contest depends, of course, on how soon an Agent 007-type listener correctly identifies the Mystery Artist. And for his or her efforts, the winner will be the guest of WCMS for a weekend trip for two to Nashville with Sheriff Tex Davis as official escort and guide.

The exciting trip will begin on a Friday afternoon when they board a plane for the 1st class round trip. They'll spend the weekend in one of Nashville's finest hotels, tour music city, attend a recording session, visit artists' offices and music company plants, hob knob at meals with the celebrities and, naturally, attend the Grand Ole Opry prior to their flight back to Norfolk Sunday evening. Best of all, every-

thing's courtesy of WCMS. Better be listening every day for that voice and those clues!

CLUMSY DUTCHMAN LOSES GOLD AGAIN

As soon as Radio Ranch whisks off the winning couple to Nashville, the folks back in Radio Ranch Country will again sharpen their pencils and wits as the DIGEST has it on very reliable sources that the legendary Dutchman promises to lose his gold again! WCMS listeners will recall the fun in 1966 during the "Dutchman's Gold Contest" when daily poem clues were broadcast by the scatter-brained old gentleman as to where his gold was "lost."

The gold, again this year, will be in the form of an exact replica of a Fort Knox Gold Brick. The brick will be authentic except that it will be gold plated rather than solid gold. The solid portion, for the winner, will come in the form of a WCMS check in the amount of \$531.89, the precise value of the brick if solid gold.

THE END NOT IN SIGHT

Many other major contests are already scheduled into the spring and summer, but listeners will just have to wait for details. In the meantime, weekly, daily and hourly contests continue at 1050 AM and 100.5 FM. Radio Cruisers continue to give away additional hundreds of dollars in prizes each week ranging from Mary Jane products to records, meals, theatre tickets, cameras, cases of drinks, Opry tickets, merchandise certificates and on, and on.

Averaged up, over \$1000.00 weekly has been awarded WCMS listeners since the first of the year and Radio Ranch has no intention of decreasing this amount for the balance of 1967. And that means over \$50,000.00 in the listener jackpot this year alone.

It's Radio Ranch's way of saying "Thanks for listening" and sharing its success with the fantastic audience who, after all, make it all possible.

Anatomy Of A Song Success

In response to news that his song, "The Green, Green Grass of Home," is an international smash hit, song writer Curley Putman is happy that his years of perseverance were worth while.

Reached at his office at Tree Publishing Co. Putman revealed some difficulty in getting the song recorded at first, but now there have been at least 22 different recordings made of it.

"I've always been concerned with the feeling of finality surrounding someone in prison and especially those awaiting execution, so I decided to write a song about it," explained the amiable Alabamian. "The song was written in 1964 and Chet Atkins took it for Bobby Bare, but Bobby didn't cut it. However, Johnny Darrel had just signed with United Artists and Bobby let Johnny hear the demo. Johnny and his A&R man, Kelso Herston, decided to record it and the record took off real well, especially since it was Johnny's first."

The summer of 1965 was filled with activity for "The Green, Green Grass of Home" as Porter Wagoner, Gwen Collins, and Jerry Lee Lewis recorded it in short order. The Darrell and Wagoner renditions reached the Number Three position on national charts and the song became a "must" for just about all albums that were recorded in the following months.

A year or so later, Putman's tune was recorded by English favorite Tom Jones, whose recording was an immediate hit in Britain.

"Jack Stapp called last Saturday from London," Curley said, "and told us that Tom's record is the biggest thing in recording history over there right now and I'm just plumb tickled." The Jones record is currently on top of the popularity charts in England, Ireland, and Holland, is Number Three in Australia and



is in the top five in South Africa and Norway. The recent release in the United States quickly hit the Top Ten.

The most phenomenal aspect of this song's success is the personality of Putman himself. "A lot of people have asked me if I've ever been in prison," he laughed, "but I haven't, thank goodness! I just happen to feel for such folks. I wanted to say in a song that a guy in prison is a human being and that, no matter how terrible a thing he might have done, his family and friends still love him."

Putman talks continually of the people who have helped him and the most frequent names that come up are Roger Miller and Buddy Killen.

"Roger liked my writing when I came to Nashville the first time, back in '59, and he took me to Buddy here at Tree. I was selling shoes here and got transferred by the company to Memphis, so it didn't take any persuasion in 1963 when Buddy asked me to come here and handle the Country Music department of Tree. Roger always told me to write like myself, no matter how everybody else was writing and his advice has paid off for him . . . and me too."

In the full swing of life's irony, a song about a man who was losing everything has been the maker of success for a song writer that refers to himself as a "poor ole Country Boy that never did have nothin'."

RADIO RANCH DIGEST

PUBLISHED BI-MONTHLY BY WCMS
5600 CURLEW DRIVE
NORFOLK, VIRGINIA 23502

GEORGE A. CRUMP
PRESIDENT & GENERAL MANAGER

IRVINE B. HILL
EXECUTIVE VICE PRESIDENT

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OPPORTUNITY KNOCKS FOR TALENT

Attention male and female vocalists, instrumentalists, comics, Go-Go Girls, etc. Whether amateur or professional, better start working up your routines and stand by for an announcement on WCMS that could spell OPPORTUNITY for you.

Although details will be given on WCMS in the weeks to come, a series of Country Music talent championships have been slated for the summer months and in the tradition of Radio Ranch, prizes will be big and plentiful.

COUNTRY MUSIC GROWTH

The last time WCMS sponsored talent eliminations was in 1961 when over 125 acts entered. Considering the growth of Country Music's popularity in the years since, acts are expected to number a good 50% more this summer.

As reflected on the "Country Music Bandstand" which Radio Ranch broadcasts three times daily, the personal appearance schedule of Tidewater-based C&W acts has multiplied several times due to increased Country activities at regional clubs, arenas and dances. The

opening of D'Arcy Sound Studios in Norfolk last summer has brought to this section of the country at long last a top recording facility. This studio, in turn, made possible the activation of several locally-based record companies such as Pussy Cat, giving polished area talent much needed national exposure while enlarged publishing concerns like Twenty Grand Music are providing an excellent outlet for song writers.

Of course, the 24-hour Radio Ranch operation with up-coming power increases (see other story in this issue) is offering tremendous regional display for new recording artists and song writers.

AREA-WIDE EFFORT

The DIGEST has learned of a new organization now in the forming stages that will consist of all Tidewater-based entertainment companies operating in close co-operation with plans for a crash program to make Tidewater a music mecca in the East similar to the fantastic success realized in the West at Bakersfield, California.



CALLING ALL GO-GO GIRLS

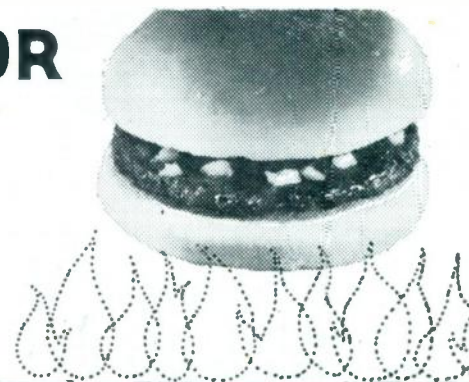
What all this means to Country entertainers in Radio Ranch Country is that the facilities for recording, publishing, distribution, promotion, management and booking are all now located in Tidewater and preparing to burst on to the national scene. This summer's series of talent eliminations will not only provide a starting point to expand your career and win immediate awards, but the entire affair will be closely watched by all these companies including Radio Ranch Productions, the booking division of WCMS. It could be your ground floor opportunity, so be ready.



COOK-OUT FLAVOR

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