

Station Spotlight

They Have Sea, Surf, Sand And Sun

Sniff the salty air. Take off your shoes and squish your toes through the warm sand. Look over miles of sparkling waves toward the horizon, etched with white clouds on blue sky.

You're in Myrtle Beach, S. C., one of the most popular resorts on Piedmont's system. Scores of company personnel, along with tourists from all over the country, flock here each spring, summer, and fall to fish, swim, and laze in the sun.



There's more than one kind of bathing beauty. This little charmer shows that Myrtle Beach can be a vacation spot for the whole family.

Year 'round service was authorized for the MBC station last year as part of the Piedmont Area Case, and was put into operation in June, 1962. The area had previously been served on a seasonal basis, with Station Manager Charles Donahoo and part of his staff alternating their services between operations in the winter at Southern Pines and in the summer at Myrtle Beach.

Traffic Good

Traffic has been especially good of late at Myrtle Beach, with the latest figures showing the station topping 14 others on the system.

"Our boardings have been steadily increasing," said Donahoo, "and with any luck at all, by the end of June we should have boarded 1,000 passengers for the month."

The warm months are the best months for the area, since with the exception of some golfing

and fishing activity, the 50-mile "Grand Strand" strip of South Carolina beach lies dormant during the winter, gradually stirring as it gets warmer, and bursting into full life as the hot summer months arrive.

There are many ways to take a vacation in Myrtle Beach and the surrounding smaller beaches. One may go first-class deluxe in plush accommodations at the more expensive hotels and motels, or go tourist for anywhere from around \$5 to \$10 a person. If you're really economy-minded, you can pay from \$2 to \$5 for a campsite, pitch a tent, and live on beans.

For those who prefer a more conventional form of eating,

there are a number of fine restaurants in the area, and as is to be expected, the specialty of the house in most is fresh local seafood.

Fish Rodeo

If you like to catch your seafood, Myrtle Beach and its fishing facilities are an angler's paradise. You might even make a little money at it, since the Grand Strand Fishing Rodeo is offering \$10,000 in monthly and grand prize cash offerings for the largest in a number of salt-water fish categories. Three whoppin' big king mackerel have been reported in the last month, weighing 21 pounds, 35 pounds, and 37 pounds, respectively. The fishing contest is

and to become acquainted with all sections of the nation through exchange of souvenirs, pictures, and ideas."

Brings Cash

It may be added, not so incidentally, that the Pageant is also a hard-sell commercial venture, carefully designed to provide a powerful publicity and tourist attraction for the area. It is becoming more successful each year, hosting entries from 25 states and garnering news coverage on a national level.

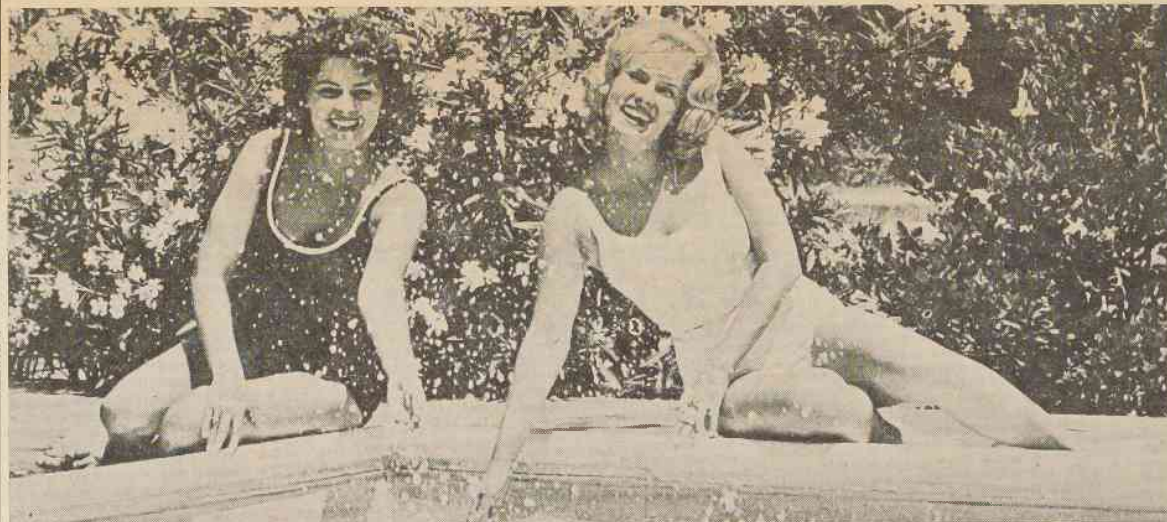
Whatever its underlying purpose, the Myrtle Beach beauty contest provides ample opportunity for one of man's most pleasant occupations — girl watching.



Geri Schmidt, Miss Sun Fun USA, 1964, shown here just minutes after her coronation.



A look at part of the Grand Strand beach area. This portion is near the center of Myrtle Beach, adjacent to the amusement and entertainment sections.



The beach abounds in sparkling young lovelies, doing justice to bathing suits and gracing surf and pool.



Station Manager Charles Donahoo relaxes for a moment in a corner of the airport lobby. Donahoo and his family shuttled back and forth between Myrtle Beach and Southern Pines for several years as Piedmont service opened and closed with the change of the seasons.

per clubs, restaurants, and making its debut this season, the Cabaret Theater at the Ocean Forest Hotel, featuring old time "mellerdrammers" and vaudeville acts.

Historic Sites

For those interested in history and sightseeing, tours of old South Carolina rice plantations are available. Lower Waverly Plantation, located 20 miles south of Myrtle Beach near Pawley's Island, looks over rice fields and the river from its site on a bluff covered with moss-hung live oaks and banks of camellias and azaleas.

Another outstanding attraction is Brookgreen Gardens, 17 miles south of Myrtle Beach. With a plantation setting, Brookgreen has been developed to include the world's largest collection of outdoor American statuary. Its gardens feature native South Carolina plants and flowers, a zoo, and a picnic area.

There's a lot to do and see on the Grand Strand, whether its dancing, fishing, or taking a moonlight stroll in the surf. If you're a sea, sun, and sand addict, Myrtle Beach is the place for you.

There are other forms of entertainment to be found at the resort, both for children and adults.

If you like to dance, you can go to the Myrtle Beach pavillion and join the predominately teenage crowd gyrating wildly to a rock 'n' roll band. For the youngsters there are several amusement park areas resplendent with hobby horses, cotton candy, and taffy apples.

Adults will enjoy nearby sup-

sponsored by the MBC Chamber of Commerce and entry rules may be obtained by writing that office.

The Myrtle Beach Chamber of Commerce, by the way, is an engrossing place reflecting the activity of the area it serves. It is not recommended that you visit there unless you have the better part of a day free, since within its confines are a group of extremely busy individuals, dedicated to spreading the word that their area is one of the greatest vacation spots to be found, and you might have a bit of a wait before flagging one down.

Annual Festival

One of the major undertakings of the Chamber each year is the annual Sun Fun Festival, a free-wheeling four days of sack races, golf tournaments, parades, street dances, concerts, art shows, and other sundry activities, all climaxed by the finals of the Miss Sun Fun USA Pageant in which a young lady is selected to represent the area for the coming year.

The beauty pageant, according to brochures, "... gives young ladies from each of the 50 states an opportunity to meet, to talk, to establish friendships,



The window of the operations department has a view of the runway plus several palm trees growing at the front of the building. Giving out with that casual, resort air are (left to right) D. K. Jones, D. W. West, and Gene Shore.



Piedmont's section covers one end of the small MBC airport terminal. Busy getting tickets ready for outgoing passengers are M. B. Bullard (left) and Don Knight.