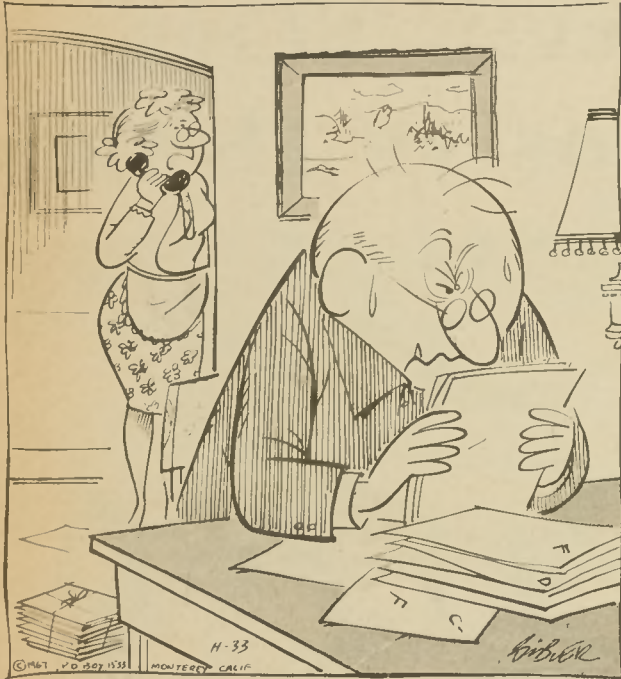


LITTLE MAN ON CAMPUS



"NOT TO-NITE! SIDNEY HAS BEEN SULLEN, CYNICAL AND IN A GENERAL NASTY MOOD— SO HE THOUGHT HE SHOULD TAKE ADVANTAGE OF IT AND GRADE PAPERS THIS EVENING."

# Zepeda Supports WAYS Criticism

(Continued from page 3)

set pitch and pace at near-hysteria . . . and sustain it for four hours without either freaking out or being carted away in a coma."

In Mr. Foster's article appearing elsewhere on this page, spokesman for WAYS make certain statements which they have contradicted with other statements.

Mr. Stan Kaplan, owner of WAYS, states that he has never been satisfied with the news department of his station. Why then does every news broadcast end with, "Big WAYS news -- first in Charlotte, second to none."?

Spokesman for the station recently told a Carolina Journal reporter that the national surveys



"It may be some relief, Miss Byrd, to know that you aren't being replaced by automation."

Safe driving calls for individual action—a habit every motorist should cultivate.

were not a good meter of a record's popularity because the charts were made up only from the amount of records sold by a record manufacturer each week. If this is so, why does the station use such charts in the make-up of their "Fabulous Forty"?

On one hand the station is doubtful of the true value of national surveys and cites this as a reason for not playing a record that is high on such charts. Yet on the other hand the station says that the charts are helpful in determining the rating of the station's own chart.

I would question that the so-called beach music is "dirty". A simple term like "dirty music" would be much better than "beach music" because people have come to regard beach music as rhythm and blues music. One record album called "Beach Beat" contains a number of records that WAYS plays as "Good Guy Oldies." Records such as "Just One Look" and "Searchin'".

However this argument of dirty lyrics has no grounds of support for not playing a song such as "Along Comes Mary", "You're My Everything", or "The Rain, The Park, and Other Things", all records that have placed high on the national charts. These records have been played very little on WAYS. The usual response from the station is that these records just don't go in the Charlotte area. Why then does the station now play "Along Comes Mary" as one of the treasured "Good Guy Oldies"?

# WAYS Retaliates 'We're Number One'

By RONNIE FOSTER

Radio station WAYS, which has been the subject of criticism in this newspaper, was given a chance to state their side of things in an interview with this reporter.

"We are totally dedicated to the audience," said Stan Kaplan, owner of WAYS radio. "We receive 400 to 500 letters a week, all of which are answered," he goes on to explain. "We take pride in seeing that the public is pleased."

WAYS, which is owned and operated by Mr. and Mrs. Stanley N. Kaplan, was bought a little over 2 1/2 years ago for \$550,000. Since this time it has steadily grown in popularity in and around the Charlotte area. WAYS, or big WAYS, as it is more commonly called, has the best ratings of all the radio stations in Charlotte.

No radio station has made as much progress as WAYS in the last two years. This statement is in reference to the progress the station has made under the Kaplans. Kaplan has been in the radio business for fifteen years and has always been number one.

Big WAYS staff is an experienced one. Jack Gale, a forty year old veteran of twenty-two years, is the station's program manager. Gale, who has worked such cities as Boston, Cleveland, and Baltimore, has always been number one.

"The disc jockeys on WAYS are experienced professionals," commented Kaplan, "many of

whom have worked for Gale before."

Jim Beatty, former mile record holder, heads the sports department. His show, which is held six times daily on WAYS, is one of the finest sports programs in this area.

"We receive from 100 to 400 new records a week all of which are listened to and judged for quality," Kaplan reveals.

WAYS also uses Cashbox, Billboard, and Hit Parade, national record surveys, to determine the potential of these records. In addition, WAYS places a group of juke boxes with pre-selected records throughout the area. Score cards are kept on these juke boxes to determine the records' popularity.

Jack Gale then makes the final decision on all records to be aired.

"We want to do the right thing," comments Sis Kaplan station manager. "We correspond with over 100 radio stations throughout the U. S. in order to keep abreast of current happenings."

One type of music the listener will never hear on Big WAYS is the so-called "beach" music. This is music that may be heard on juke boxes at the beach or in local taverns which contains off-color and often bawdy lyrics. "This music is dirty," states Gale, "and won't be heard on WAYS."

"If a song happens to be number one on the national charts and falls into this category it will not be played on Big WAYS," comments Gale.

"WAYS is a noncomplacent radio station. It tries everyday to better its programming," comments Kaplan. "We are always open for suggestions from the listeners."

Big WAYS, which runs many contests for the listeners' pleasure, considers them part of their bill of fare. The games on WAYS correspond to the funnies in a newspaper. The fact is many people play and win these games every week.

WAYS places emphasis on local

news. "We don't fancy ourselves as the Wall Street Journal", comments Kaplan. "We have never been satisfied with our news department." WAYS has recently hired John Kilgo in a effort to better this phase of their programming.

WAYS, which now stands uncontested as the only top forty station in Charlotte, is always ready for competition," comments Kaplan. "If someone comes along we will just have to beat their ears in."

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## WGIV Sold

Mrs. Frances C. Fitzgerald, President of Charlotte Radio and Television Corporation, announced today that Radio Station WGIV has been sold to Richard B. Stevens of Philadelphia, Pennsylvania, subject to approval of the Federal Communications Commission.

Mr. Stevens has other radio properties in Los Angeles and Salinas, California, and Harrisburg, Pennsylvania.

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