



DTH/Jeff Neuville

Plane tows a "Go Heels" banner at the UNC versus Maryland game  
 ... Aerial Sign Company caters to a wide variety of customers' requests

It's a plane

## Aerial Sign Company tows ads and joking messages

By LYNLEY ROLLINS

"Your Mamma Sleeps in Teague." No, it is not an insult; it is half time at the Carolina-State football game and a pilot from the Aerial Sign Company is circling Kenan Stadium, towing a banner overhead.

Murray Willits, manager of the Aerial Sign Company, sends airplanes from Raleigh to Chapel Hill towing advertisements and sometimes joking messages 10 to 12 times each football Saturday. His company is based in Myrtle Beach, but he keeps a couple of planes at an airport in Raleigh to cover school and other events in the Triangle Area.

Some of the banners are entertaining; others are romantic.

"Your Mamma Sleeps in Teague" has flown two years in a row. Occasionally fraternities get together and send satiric comments, Willits said. The pledge class of Tau Epsilon Phi fraternity surprised their rivals during a recent game with "ZBT says TEPS are tops."

Pilots from Aerial Sign Company have delivered a couple of marriage proposals to the

Hill as well. Once a pilot towed "Susie, will you marry me?" And later, "Susie says yes."

For a cost of about \$250, a pilot circles four times above a chosen audience with an advertiser's message. Willits said that he accepts advertising for all types of outdoor events. "We do elections, outdoor concerts, anywhere with a crowd," he said. His company also does skywriting.

Aerial Sign Company tows many of its banners within the Carolinas, but also flies elsewhere. "We fly from South Florida to Cape Cod," Willits said. "We do pro football games across the country, but since the strikes we've been limited to college games."

Aerial Sign has done many Atlanta Falcons games from the Myrtle Beach office. There are two offices in other parts of the country as well—Miami, Fla. and Ocean City, Md. The Miami office flies at Miami Dolphins games. The Maryland office has handled advertising during Baltimore Colts games.

Willits said that his company gets a lot of repeat business from advertisers. "We get

proven results here on the beach," he said. "There's a captive audience. At stadiums, too—there's a lot of students."

Students may recall seeing ads in the air for Chapel Hill businesses such as Papagayo, Universal Printing, Woofers and Tweeter and radio stations WRBX, WRAL and WCHL. Willits added that his business was the largest

and oldest banner towing company in the nation.

Anyone wishing to purchase an ad can do so through Ed Jenkins, who works at Woofers and Tweeter in Carrboro, Willits said.

Lynley Rollins is a staff writer for *The Daily Tar Heel*.

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### band

Isom is a bit less active, but obviously enjoys himself just as much. At times, he just closes his eyes, tilts back his head, and smiles so contently that one wonders if his mind is elsewhere.

Energy seems to be unbounded in this band; both male and female lead vocalists, Brooks and Kilburn, display an unlimited supply. Brooks shouts more than he sings, but his dynamic personality and his ability to excite the other band members make his numbers thoroughly enjoyable.

Kilburn exhibits an amazing ability to combine strength and control in her voice. She shifts easily from the raspy, harsh tone

of Joan Jett's "I Love Rock-N-Roll" to the high, squeaky sounds of the Go-Gos "We Got the Beat". Outfitted in tight purple pants and a purple and white striped shirt, Kilburn dances easily about the stage, moving with the grace and style of a natural performer.

Kilburn also possesses one talent which distinguishes her from the rest of the band—the ability to spark the audience to life. Although the other players attempted to involve the audience, the predominantly male crowd at Pegasus responded only to Kilburn.

Daystar plans to travel to Georgia and Florida next, and then they will perform in various cities further north. For those who enjoyed the band's performance at Pegasus, and for those who missed them the first time around, Daystar will return to Chapel Hill sometime in the near future.

Debbie August is a staff writer for *The Daily Tar Heel*.

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