

1360

For
13 Years

The Daily Tar Heel

The South's Largest College Newspaper

September 17, 1965, Chapel Hill North Carolina

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WCHL First Choice With Campus Smart Set

\$200 Prize Offered In Pepsi Treasure Hunt

The Pepsi-Cola Bottling Company of Durham and WCHL will again make some fortunate hunter in this area two-hundred dollars richer.

Beginning September 27th, the Pepsi Treasure Hunt is on, and it's finders, keepers for the 200-dollar cache, to be hidden somewhere in Chapel Hill.

Clues to the location of the loot will be given every day—several times a day



PEPSI . . . Campus Favorite

Good Music Featured On WCHL

Music is the backbone of all you hear on WCHL.

Lively, bright, young in taste, but never offensive, Caravan's music list always features the current best-sellers including pop, folk and jazz.

"Just like everything on WCHL, our music is keyed to sophisticated, adult tastes," says station manager Sandy McClamroch. "But it's never stuffy. Take Ahmad Jamal, for instance. He's a good jazz artist and he recorded a former rock 'n' roll hit called 'The In Crowd.' It's selling well and we play it. We wouldn't lay the rock 'n' roll version, but this one has class. Add that to Ella, Doris Day, Frank, Steve Lawrence, Julie London, and you begin to get out picture."

"We could play the top forty, the nifty fifty, the sexy sixty, or whatever the rock stations choose to currently call what they air," Sandy goes on, "but we have preferred to entertain people who think, whistle, or hum along with the song. WCHL listeners are swingers, and we try to give 'em something they can swing with."

Sports Schedule

Monday-Saturday
8:15 a.m.
10:45 a.m.
3:45 p.m.
5:15 p.m.

Weather Schedule

Monday-Saturday
6:15 a.m.
7:15 a.m.
9:15 a.m.
12:15 p.m.
2:15 p.m.
4:15 p.m.
6:15 p.m.

—on WCHL Radio. But it is important to hear each day's clue, as none will be repeated at a later date, and every one contains information that will eventually reward diligence with cash.

Thousands have participated in past Treasure Hunts. In 1961, William Young, III, and Kenneth Lundstrom, University graduate students in Chemistry, came up with the right formula—a prize-winning solution that was not only lucrative but lots of fun.

Those waiting for their ship to come in, may find it in a bottle. Last year's winner discovered the money bottled by Pepsi and buried beneath the gravel surface of the new Municipal Parking Lot.

WCHL Program Director Jim Heavner won't drop any hints about this year's contest. His lips are sealed as tight as Pepsi-Cola's flavor, except to admit that a Pepsi bottle is a good hiding place because it pleases the clients and protects the prize.

"The bottle also adds two cents to the prize money," Heavner said.

Plan to participate in this year's Pepsi Treasure Hunt. Your chance to cash in on the clues begins Monday, September 27th when the first clue of the contest will be broadcast on WCHL.

Football Schedule

(all games to be carried live on WCHL)

Sept. 18	Michigan at Chapel Hill	1:30 p.m.
Sept. 25	Ohio State at Columbus	1:30 p.m.
Oct. 2	Virginia at Chapel Hill	1:30 p.m.
Oct. 9	N. C. State at Raleigh	1:30 p.m.
Oct. 16	Maryland at Chapel Hill	1:30 p.m.
Oct. 23	Wake Forest at Winston-Salem	1:30 p.m.
Oct. 30	Georgia at Chapel Hill	1:30 p.m.
Nov. 6	Clemson at Chapel Hill	1:30 p.m.
Nov. 13	Notre Dame at South Bend	1:30 p.m.
Nov. 20	Duke at Durham	2:00 p.m.

WCHL will carry *Pressbox Preview* beginning each Saturday 10 minutes prior to game time.

WCHL's Postgame Scoreboard immediately follows every game.

WCHL will also broadcast the following Carolina freshman games:

Oct. 1	Wake Forest at Chapel Hill	2:00 p.m.
Oct. 29	N. C. State at Chapel Hill	2:00 p.m.

1360 Radio No. 1 in UNC Sports

Sports Line-Up Includes Currie and Quincy

Because of the unusual demand, Bill Currie will be back at his usual post when the gun salutes the Tar Heels 1965



BILL CURRIE

football season.

Bill Currie is an unusually demanding guy. A perfectionist at play-by-play reporting, and a past master at playful by-play, Currie always insists on giving an accurate account of Tar Heel action.

Bill begins his 13th season against Michigan tomorrow afternoon at 1:30 in Kenan Stadium. If you can't be in the stands, listen to Bill Currie on WCHL radio. It's the next best thing to being there (especially if it's raining). And you won't miss a thing.

In addition to these exclusive interviews, Caravan's Post-game Show will bring you the latest scores from other games in the Atlantic Coast Conference as well as major games around the country.

No longer will local football fans have to wait for the Sunday papers to read the coaches' comments on the game. You will hear them, live, right after the game on WCHL.

After Bill's colorful description of each game, WCHL will broadcast a post-game show live from Kenan Fieldhouse. Airmen Jim Heavner and Bill Walker will coordinate the show, interviewing coaches, outstanding players and alumni.

And if Clemson Coach Frank Howard

kisses Jim Hickey this year, you will hear it described on WCHL.



BOB QUINCY

Bob Quincy is a man of many well-chosen words.

He can make Tom Wolfe look short-winded without clouding the issue, or survive the rigors of Writer's Cramp without losing his grip.

Carolina's Sports Information Director is a well-trained man of space—or time, adapting to the limitations of either.

At WCHL it's a matter of time for Bob Quincy. His 4:45 report of Tar Heel Sports keeps him confined to a capsule at Kenan Field House, Monday through Friday. But Quincy goes the five minute limit every day without losing momentum or stumbling over a single extraneous word.

How does he do it?

It's all in the game," says Bob, wiping his award-winning brow.

Hear it for yourself. The Bob Quincy Show, Monday through Friday at 4:45 on 1360. And keep tuned to the Tar Heel Sports Network. WCHL microphones are ALWAYS where the action is.

WCHL Enjoys Good Reception In Triangle

WCHL is Chapel Hill's radio station, the choice of town and campus.

Words to this effect are expressed daily by enthusiastic listeners.

A University student "never felt moved to write anyone a letter expressing my enjoyment before, but I can't let this chance go by. WCHL is the only station in the area worth listening to."

Another loyal fan once wrote, "You deserve the thanks of everybody for the high quality of your programs."

Acceptance of WCHL is not limited to Chapel Hill and Carrboro.

Listeners from the surrounding area are equally receptive. A typical response is expressed by a Duke student in "a short note to tell you I am enjoying your selections this afternoon. This has been an exceptionally good day for a habitually good station."

A native of Cuba who teaches Spanish at North Carolina College felt "obliged to express to you my thankfulness for the good music played daily on your Interlude program."

Word from a Durham couple praised "the high caliber of your programming and staff," and added, "We are tuned to your station more than any other."

A UNC State fan complained that he "cannot pick you up. Please increase your power to a million watts and go on 24 hours a day. I miss that beautiful music so much that I've written (a Raleigh station) trying to get them to have programs like yours, but (they) won't change."

The extent of WCHL Radio's widespread appeal is expressed in the following messages from visitors to the Research Triangle area:

From Illinois, an appreciative listener said, "Don't know when I've enjoyed better music or more entertaining commercials."

A New Yorker wrote, "Recently, I was visiting your neck of the woods." I'd like to say thank you for the truly great music I heard while tuned to your station. Being fond of good taste in music, may I commend Radio Station WCHL and its staff for a job well done."

On November 4, 1962, an editorial in The Daily Tar Heel praised the tasteful, adult approach maintained by WCHL—

from the selection of music and news coverage, to advertising, contests and station breaks. It also commended the station for resisting the majority in a downward swing catering to "juvenile idiots." The last paragraph suggests:

"It might just be the case that of that mysterious something which makes Chapel Hill the wonderful place it is can be attributed to the sensible style of WCHL's presentations."

Interlude Schedule

Interlude Schedule for the week of September 19th to 25th:

Sunday, September 19th: Sibelius: Symphony No. 1 in E Minor, Opus 39. Sir Thomas Beecham conducting the Royal Philharmonic Orchestra.

Monday, September 20th: Haydn: Symphony No. 49 in F Minor, "La Passione." Mozart: Divertimento No. 2 in D Major, The London Mozart Player conducted by Harry Blech.

Tuesday, September 21st: Grieg: Pee Gynt Suites, No. 1, Opus 46 and No. 2, Opus 55. Bizet: L'Arlesienne Suites, No. 1 and 2. Eugene Ormandy conducting the Philadelphia Orchestra.

Wednesday, September 22nd: Tchaikovsky: Symphony No. 6 in B Minor Opus 74 "Pathétique."

Thursday, September 23rd: The complete Piano Music of Ravel, Volume 1 including Pavane Pour une Infante De fante, A la Maniere de Borodine-Valse Sonatine, Noctuelles et al. Robert Casa desus, Piano.

Friday, September 24th: Elgar: Variations on an Original Theme "Enigma," Suite from the Dramatic Music of Henry Purcell. Sir Malcolm Sargent conducting the London Symphony Orchestra.

Saturday, September 25th: INTERLUDE will not be heard due to the broadcast of the Carolina-Michigan football game.