The South's Largest College Newspaper

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ADVERTISEMENT

1360

13 Years

# 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 twohundred 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. ning 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

-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 eventual-

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-win-

ly reward diligence with cash.

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 WCHI.

Sept. 18

Sept. 25

Oct. 2

Oct. 9

Oct. 16

Oct. 23

Oct. 30

Nov. 6

Nov. 13

Nov. 20

every game.

freshman games:



WIN DONAT



BILL WALKER



CARL SWANN

## Announcers Talented Triumvirate

men of WCHL's Caravan Line - The Voices of the Research Triangle.

The well-disciplined bass belongs to Win Donat (Donay), on the left. Win's easy going, low-keyed personality is a soothing sound to hear by the dawn's

1:30 p.m.

2:00 p.m.

2:00 p.m.

2:00 p.m.

Football Schedule

(all games to be carried live on WCHL)

Michigan at Chapel Hill

Ohio State at Columbus

Virginia at Chapel Hill

N. C. State at Raleigh

Georgia at Chapel Hill

Duke at Durham

Saturday 10 minutes prior to game time.

Oct. 1 Wake Forest at Chapel Hill

Oct. 29 N. C. State at Chapel Hill

Clemson at Chapel Hill

WCHL will carry Pressbox Preview beginning each

WCHL's Postgame Scoreboard immediately follows

WCHL will also broadcast the following Carolina

Maryland at Chapel Hill

Wake Forest at Winston-Salem 1:30 p.m.

Notre Dame at South Bend 1:30 p.m.

The trio above are the three leading early light. If you have to get up at six, begin the day with Win Donat. He'll help get you on your toes with music that's not too hot; not too cool. But a palatable mixture that is just right.

> Donat majors in Zoology, but he's no minor talent in radio. In case you haven't heard, he returns to the air weekday afternoons from four until sign-off; and noon to sundown on Saturdays, with music to suit ANY afternoon mood.

> What does he do evenings? He's a fireman, of course, with an occasional night off for good behavior. What's more, Win Donat is one of the all-time great

> WCHL is Chapel Hill's only direct line to DAILY, up-to-the-minute local news coverage. Five-minute summaries are heard five times a day, five days a week on LOCAL REPORT, news gathered exclusively for the Chapel Hill au-

> Bill Walker, second from left, is largely responsible for reporting all the news that COUNTS, on campus, in town and throughout the Research Triangle Area. Bill is a 1965 graduate of the University, and a four-year veteran of WCHL - experience that makes him well-qualified for his job as News Director at 1360, as well as a correspondent for stations and newspapers in other North Carolina

> Walker is not only a competent news director, but the music he conducts at the WCHL turntables sounds almost as good as his voice, entertainment heard from seven to 10 a.m. every week-day.

But Bill Walker is probably best known as Parkwood's Official Host each Sunday afternoon on the Parkwood Sunday Caravan, a program that is so easy to stay home to. Spend a quiet Sunday this week-end with Bill Walker, the man of the hours from two until five p.m. for Parkwood and WCHL. You'll enjoy

Third man from the left is the newest member of WCHL's announcing staff. But Carl Swann has already broadcast his own subtle style without even trying

A Tar Heel transplant from Tennessee, Carl combines a quiet sense of humor and quick-witted delivery with a well-tuned ear. He knows a good thing when he hears it, and he shares it with WCHL listeners from 2 to 4 p.m. weekdays, and on Saturday and Sunday morn-

Carl Swann is also an accomplished juggler. He manages to keep a double major in radio-TV and English, and balance his career on the air at the same

If you don't believe it, just listen to Carl Swann on WCHL Radio, 1360 on

### **Local News** Schedule

Monday-Friday

7:30 a.m. 8:30 a.m.

12:30 p.m.

4:30 p.m. 5:30 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

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 bear it described on WCHL.



BOB QUINCY

Bob Quincy is a man of many wellchosen words.

He can make Tom Wolfe look shortwinded 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-ortime, 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 Quince 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 inicrophones 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 express-

ing 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 WCHLfrom 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, Setember 19th: Sibelius: Symphony No. 1 in E Miner, Opus 39 Sir Thomas Beecham conducting the Royal Philharmonic Orchestra.

sione," 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

Monday, September 20th: Haydn

Symphony No. 49 in F Minor, "La Pas

Opus 55, Bizet: L'Arlesienne Sultes, No 1 and 2, Eugene Ormandy conductin the Philadelphia Orchestra.

Wednesday, September 22nd: Tchai kovsky: Symphony No. 6 in B Minor Opus 74 "Pathetique."

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

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

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