

In May 1957...

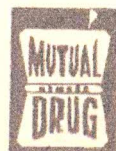


- Dwight D. Eisenhower was president
- The #1 Song was "All Shook up" by Elvis Presley
- Cary's population was less than 3,000
- And Ashworth Drugs first opened its doors, quickly becoming known as the friendly, dependable drugstore on the corner.

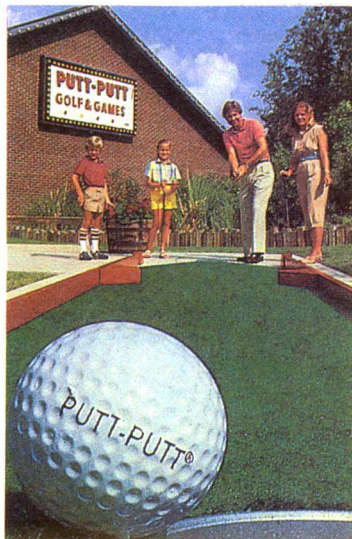
Some things change
in 40 years
Some don't.

ASHWORTH DRUGS

105 W. Chatham St., Cary, NC 27511 • Phone 467-1877



Ad was in PACE magazine, the in-flight publication of now defunct Piedmont Airlines. Ad directed at target audience of passengers in midst of traveling, hence the double entendre as the company was also 'going places' by opening more business locations.



You're going places... and so are we...

Since originating in Fayetteville, NC in June, 1954, Putt-Putt® Golf Courses of America, Inc. has grown to become the world's largest miniature golf franchise system.

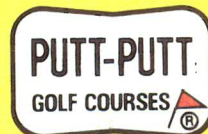
Today there are over 450 Putt-Putt® Golf franchises worldwide, serving some 60 million customers each year with the finest in quality family recreation.

Just look where Putt-Putt® Golf is today!

- | | | | | | |
|--|---|--|---|--|--|
| ALABAMA
Albertville
Anniston
Birmingham
Dothan
Gadsden
Hoover
Mobile
Montgomery | ILLINOIS
Champaign
Elk Grove Village
Joliet
Springfield | MICHIGAN
Bay City
Caseville
Detroit
Farmington Hills
Grand Rapids
Kalamazoo
Lansing
Livonia
Mt. Clemens
Port Austin
Port Huron
Royal Oak
Warren
Ypsilanti | Greenville
Henderson
Hickory
High Point
Jacksonville
Kinston
Laurinburg
Lexington
Long Beach
Rocky Mount
Salisbury
Shelby
Wilmington
Wilson
Winston-Salem | SOUTH CAROLINA
Anderson
Charleston (2)
Columbia (2)
Greenville
Myrtle Beach
Ocean Drive
Rock Hill
Spartanburg
Sumter | Norfolk
Petersburg
Richmond
Roanoke
Virginia Beach (2) |
| ARKANSAS
Fort Smith
Little Rock (2) | INDIANA
Angola
Bloomington
Carmel
Columbus
Evansville
Fort Wayne (2)
French Lick
Indianapolis (5)
Kokomo
Lafayette (2)
Merrillville
Richmond
South Bend
Southport
Terre Haute
Wabash | MINNESOTA
Bloomington
Minneapolis
Jackson | OHIO
Bowling Green
Cincinnati (3)
Columbus (3)
Dayton
Elyria
Findlay
Geneva on the Lake
Hamilton
Kettering
Maple Heights
Middletown
Newark
Newton Falls
North Olmsted
Springfield
Swanton
Tiffin
Toledo (4)
Vermillion
Warren
Willoughby
Xenia
Youngstown | TENNESSEE
Bristol
Gallatinburg
Johnson City
Kingsport
Knoxville (3)
Memphis (2)
Oak Ridge | WYOMING
Casper |
| CALIFORNIA
Modesto | IDAHO
Des Moines | MISSOURI
Columbia
Springfield
St. Louis | NEBRASKA
Bellevue
Omaha (2) | TEXAS
Abilene
Amarillo
Arlington
Austin
Baytown
Beaumont
Cleburne
El Paso
Fort Worth (2)
Houston
Hurst
Killeen
Longview
Lubbock
Mesquite
Odessa
Pampa
Port Arthur
San Angelo
San Antonio
Sherman-Denison
Texarkana
Tyler
Victoria
Waco
Webster
Wichita Falls | AUSTRALIA
Banksstown (Sydney)
Coolangatta
Dickson (Canberra)
Fremantle (Perth)
Lilydale (Melbourne)
Mermaid Beach
Mildura (Melbourne)
Mt. Gravatt (Brisbane)
Murray Bridge (Adelaide)
Redcliffe (Brisbane)
Rosebud (Melbourne)
Second Valley (Adelaide)
West Ryde (Sydney)
Woodville (Adelaide) |
| COLORADO
Arvada
Aurora
Denver (2)
Estes Park
Fort Collins
Greeley
Westminster | KANSAS
Hays
Hutchinson
Lawrence
Manhattan
McPherson
Overland Park
Salina
Topeka | MISSISSIPPI
Jackson | NEW MEXICO
Albuquerque (2) | UTAH
Cedar Breaks
Cannonville
Cortez
Henrieville
Panguitch
Park City
Salt Lake City
St. George
Tropic
Vernal | NEW ZEALAND
Napier
Rotorua |
| DELAWARE
Newark | KENTUCKY
Ashland
Corbin
Covington
Lexington
Louisville (2) | NEBRASKA
Bellevue
Omaha (2) | NEW YORK
Buffalo (2)
Chautauque Lake
Elmira
Jamestown
Lockport
Rochester
Syracuse | VIRGINIA
Alexandria
Arlington
Charlottesville
Fredericksburg
Lebanon
Lynchburg
Martinsville
Newport News | JAPAN
HOKKAIDO ISLAND
Aitubetsu (Sapporo)
Obihiro
Sapporo
Utonai |
| FLORIDA
Fernandina Beach
Gainesville
Jacksonville (2)
Panama City (3)
Pensacola
Sebring
Tallahassee
Tampa | LOUISIANA
Baton Rouge
Gretna
Lake Charles
New Orleans
Shreveport
Slidell | NEBRASKA
Bellevue
Omaha (2) | NORTH CAROLINA
Asheboro
Asheville
Burlington
Carolina Beach
Charlotte (2)
Cherokee
Dunn
Eden
Fayetteville (2)
Forest City
Gastonia (2)
Greensboro (2) | WEST VIRGINIA
Martinsburg | HONSHU ISLAND
Akishima (Tokyo)
Gunma
Hamamatsu
Kyoto
Mihara (Hiroshima)
Nataly (Hiroshima)
Niigata
Niiza (Saitama)
Oyama
Rakurakuen (Hiroshima)
Sendai
Tachikawa (Tokyo)
Takatsuki (Osaka)
Yachiyodal (Chiba) |
| GEORGIA
Albany
Athens
Atlanta
Augusta (2)
Chamblee
Columbus (2)
Conyers
Forest Park
Gainesville
Lawrenceville
Macon
Marietta
Rome
Savannah
Valdosta
Warner Robins | MARYLAND
Frederick
Rockville | MISSOURI
Columbia
Springfield
St. Louis | NEW MEXICO
Albuquerque (2) | UTAH
Cedar Breaks
Cannonville
Cortez
Henrieville
Panguitch
Park City
Salt Lake City
St. George
Tropic
Vernal | |

. . . And the list doesn't stop here. Putt-Putt® Golf is still growing with many franchising opportunities available. For more information, contact:

Bob Owens, Franchise Director
Putt-Putt® Golf Courses Of America, Inc.
Home Office, P.O. Box 35237
Fayetteville, NC 28303-0237
Ph. (919) 485-7131
TELEX: 802800 (PUTT PUTT)



For the fun of it!

WQDR

COUNTRY 94.7

Celebrating the Triangle's First Year of FM Country Music

Copy by me →

The Triangle area is a place of rapid growth and change. That's exciting. But there are still many old traditions and memories here that will always be around. The old and the new blend together so well to make the Triangle a special place to live.

There's a special blend in today's country music, too. The new and classic come together to make a unique sound. That's WQDR. WQDR brings you the best sounds in contemporary country music plus a weekly series featuring live concerts by top country artists — the Silver Eagle Cross Country Music Show. And listen to 94.7 FM for all the UNC football and basketball games.

Country music in the Triangle. It's the sound of today. It's WQDR.

WQDR WQDR WQDR WQDR

LEAD SINGER OF HOOTIE AND THE BLOWFISH
TO APPEAR AT COMMUNITY EVENT

Darius Rucker, lead singer for the popular award-winning music group Hootie and the Blowfish, will appear at Marrowthon '96 on Thursday, June 27th, at the Jim Graham building on the state fairgrounds. Marrowthon '96 is a Triangle-wide one-day event in which people can register to be potential bone marrow donors at five sites throughout the area. Rucker, who is African-American, is coming to the event to encourage minorities to join the national registry of marrow donors, a list that is searched when a patient needs a marrow transplant because of leukemia and other diseases. There is a dire need for minorities to join the registry because only 15% of the registry is minority.

All it takes to join is a simple blood test. Rucker will have the blood test at Marrowthon '96 and, thus, add his name to the list of potential marrow donors. There are over 10,000 types of bone marrow, making it difficult for patients to find donors with matching marrow. Marrow type is inherited just as is skin and eye color, meaning that it's very likely that a person needing a marrow transplant will only find a donor match within his own race. That's why it is so important that minorities join the registry. That's why Darius Rucker is coming to Raleigh.

Rucker will arrive at the fairgrounds at approximately 5:00 p.m. **He will be available for interviews Thursday morning at 11:00 a.m. in his attorney's office, 2700 Fayetteville St. Mall, Suite 30, in Raleigh.**



YOU CAN HELP SAVE
A LIFE !!!



Tomica Crews, a 7-year-old from Caswell County, has leukemia and needs to have a bone marrow transplant to survive. But first, she must find a match - a donor with the same tissue type. Since tissue type is inherited, **only another African-American will match her.**

Unfortunately, there are not many African-Americans or other minorities on the national registry of potential marrow donors. You can join this registry by having a simple, quick blood test at one of the marrow drives listed below. Perhaps you will match Tomica or someone else waiting for a donor.

Monday, January 16, from 2-5 pm at Memorial Auditorium in the Carolina Room

Saturday, January 21, from 11-2 pm at the Red Cross Building on Peartree Lane in Raleigh. (Look for Peartree Lane just off New Bern Avenue across from Wake Medical Center.)

**** These drives are for minorities only.
Testing is free.

**** Must be between the ages of 18-55
and in general good health to be tested.

Glaxo

"Research and Medicines: a supporter of bone marrow donations."

printing provided by Long Printing Company



FOLIC ACID . . .

it's the stuff that healthy babies are made of.

Thank you for running this liner PSA. It's extremely important your listeners hear this message.

Public Service Announcement

To be run indefinitely

The March of Dimes wants you to know multi-vitamins with folic acid can reduce certain birth defects. But these vitamins must be taken BEFORE as well as during pregnancy. For more information call toll-free 1-877-237-0085.

More information

Numerous studies have proven that folic acid, a B vitamin found in most multi-vitamins, can greatly reduce neural tube birth defects such as spina bifida. That's important information, particularly since North Carolina has one of the highest neural tube birth defect rates in the nation. The March of Dimes & the NC Folic Acid Council has begun a Folic Acid Campaign to get this vital message out to North Carolinians. Since neural tube damage occurs very early in pregnancy before some women even know they are pregnant, it is essential that ALL women of child-bearing age take a daily vitamin with folic acid – just in case. Unfortunately, studies show that only 25% of women in our state take a multi-vitamin. Call the NC Folic Acid Council's toll-free number at 1-877-237-0085 to find out more.



March
of Dimes
Saving babies, together

Excerpts from **House of Testosterone**

By Sharon O'Donnell

From "Sure Signs"

Sure Signs You're the Mother of Boys

- Your most dreaded chore is not cleaning the toilets; it's cleaning around the toilets.
- Your weekend schedule includes more total hours of little league sports than it does sleep.
- The lamp in your family room is held together by Super Glue in three places.
- You can carry on a conversation about athletic cup sizes with the college-aged guy at the sporting goods store with no embarrassment whatsoever.
- You can get your boys to eat broccoli by telling them whoever eats the most, wins.



From "Midnight Grocery Shopping"

Just as I made it down the last aisle of the store – the dairy aisle – just as there was light at the end of the tunnel, I turned the corner to discover that the only cashier lane open after eleven was a self-service one.

My cart skidded to a halt, sending cans toppling and vegetables rolling. After spending a half-hour carefully selecting food products and searching in vain for those little packs of crackers with spreadable cheese, I didn't feel up to playing cashier that night. I watched as several people stood in line to scan their own items by using the 'user-friendly' computer. There was a man with beer and cereal; a young woman – probably single – with a Cosmopolitan magazine, a frozen pizza, and shampoo; another man with a carton of milk, some orange juice, and a box of Krispy Kremes. And then there was me.

My cart was so full I could barely see over the top. It would take forever for me to find all the barcodes on each of the items and scan them one-by-one. 'Self-checkout' was just the grocery industry's phrase for 'torture.' What were those people possibly thinking??? For Pete's sake, I'm grocery shopping at midnight; do they think it's been a good day?

W-Lite 96FM
Post Office Box 12526
Raleigh, North Carolina 27605

ANA/RAB
RADIO "TEAR-SHEET" PROCEDURE
FORM AT BOTTOM OF SCRIPT CERTIFIES WHICH COPY RAN.

Client: TENNIS CLASSIC PROMO	Co-Op:		
Start Date:	End Date:	MR#:	ANNCR:

:02 HI, I'M PAT PATTERSON.
- AND I'M PHIL FORD.
:03 - HEY DIDN'T YOU USED TO PLAY SOME BASKETBALL OVER AT CAROLINA?
:10 - I SURE DID PAT. BUT I'M NOT HERE TO TALK ABOUT BASKETBALL, I'M HERE
- TO TALK ABOUT TENNIS.
- THAT'S RIGHT. THERE'S A GREAT TENNIS TOURNAMENT THIS WEEKEND--THE
:08 - W-LITE LEITH AUTO CENTER TENNIS CLASSIC AT THE WIMBELDON TENNIS
- COURTS IN CARY.
:30 - THERE'LL BE COMPETITION ALL WEEKEND AND I'LL BE TEAMING UP WITH RAY
- WOMBLE OF SPECIAL OLYMPICS TO PLAY AGAINST WTVD'S MIKE CAPLAN AND....
:01 - AND WHO?
- AND YOU PAT.
:50 - THEY'VE GOT ME PAIRED AGAINST YOU? BUT YOU'RE A GREAT ATHLETE, ACC
:09 - PLAYER OF THE YEAR AND ALL THAT...HEY, AH, PHIL, YOU WON'T TRY ANY
- OF THAT 4 CORNERS STUFF ON ME, WILL YA?
:60 - NOW PAT, YOU KNOW I NEVER REVEAL MY GAME PLAN.

STATION DOCUMENTATION STATEMENT APPROVED BY THE CO-OPERATIVE ADVERTISING
COMMITTEE OF THE ASSOCIATION OF NATIONAL ADVERTISERS

This announcement was broadcast _____ times, as entered in the station's program log. The times this
announcement was broadcast were billed to this station's client on our invoice(s) number/dated _____
_____ at his earned rate of:

\$ _____ each for _____ announcements, for a total of \$ _____
\$ _____ each for _____ announcements, for a total of \$ _____
\$ _____ each for _____ announcements, for a total of \$ _____

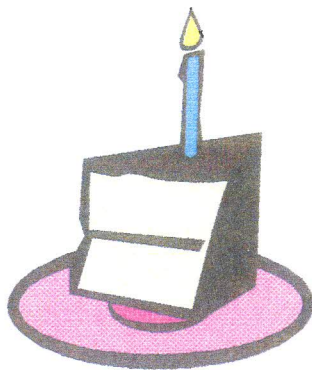
Signature of station official

Typed name and title

Station

(Notarize above)

North Carolina's Infant Mortality Rate



*delivered
to media,
General Assembly,
corporate leaders
with cupcakes
with one candle -*

Is Nothing to Celebrate . . .

On an average day in North Carolina, three babies will die before they reach their first birthday. That means approximately 1,000 infants die each year in our state. As a matter of fact, North Carolina has one of the highest infant mortality rates in the nation, currently ranking 48th.

One main contributor to this high rate of young babies dying is birth defects, especially neural tube defects like spina bifida. North Carolina also has one of the highest neural tube defect rates in the nation, another fact that should be cause for alarm.

It's clear that our state desperately needs an active Birth Defects Monitoring Program so that data can be analyzed, causes can be determined, prevention efforts can be more effective, and therapy & services can be provided without delay. 35 states have such monitoring programs to save their children. Why doesn't North Carolina?

Hospital care alone for children under five with birth defects totals \$35 million each year in our state, exceeding the costs for childhood injuries, infectious diseases, and cancer combined.

Of course even more tragic than the staggering economic impact are the personal traumas families go through when dealing with a birth defect and possibly the death of an infant. The Birth Defects Monitoring Program would give more North Carolina families the chance to say two magic words to their beloved babies:

Happy Birthday!!