

Orville Bentley Campbell '42

In the spring of 1939, Dr. Frank Graham went to Mars Hill College to deliver the commencement address. After the program he asked the student who had delivered the oration where he planned to finish his college education. The boy replied that he had just finished his education. Dr. Graham thought that over and then told the boy, "You ought to go on down to Chapel Hill." He did just that, and since his arrival, the University and the town which surrounds it and Orville Campbell have become part of each other.

In 1954, former *Daily Tar Heel* editor Orville Campbell achieved an ambition when he and others purchased the *Chapel Hill Weekly* from its founder, Louis Graves. The paper became the *Chapel Hill Newspaper* in 1973. Orville is editor and publisher. His editorial policy reflects a common sense philosophy and commitment to community and University service. He regards the clout and power of the press as a responsibility to be used for the public good. An example is the recent campaign which saved the Chapel Hill-Carrboro YMCA, a drive powered by Orville and his paper.

When William D. Carmichael III calls his friend Orville "friend of the greats," he is referring to his love of sports and support of athletics. Former Carolina baseball coach Walter Rabb tells the story about Orville talking Ted Williams, a close friend from his Navy days, into attending a convention for the American Association of College Baseball Coaches. Increased interest and membership resulted, benefiting college baseball all over the country.

Hugh Morton credits Orville with the ability to recognize greatness in others, then to help them develop their talent. "Orville served as informal publicity agent for the best athlete the University has ever had," Morton said, referring to the enduring friendship between Orville and Charlie Justice.

In 1948, the song-writing and recording bug bit Orville. He wrote and recorded "All the Way, Choo-Choo," a song that contributed to the Justice legend. A Carolina freshman, George Hamilton IV, badgered Orville into recording "A Rose and a Baby Ruth" which sold over a million records. And in 1953 Campbell attended a Press Association meeting where a young Carolina man named Andy Griffith was delivering a monologue. "The more I heard, the funnier I thought it was," said Campbell. The result was Orville's and Andy's recording of "What it Was Was Football." As a result, Andy was on his way to Mayberry.

By his support of his community and his love of the University, Orville Campbell and his press stand for both Town and Gown. On April 1, 1975, the 21st anniversary of his association

with the *Chapel Hill Newspaper*, Orville wrote about his hopes for the future. By his vigilance, he has helped fulfill his hopes and ours.

As this newspaper continues to grow may it strive to keep Chapel Hill a free thinking, God fearing public trough of knowledge, through which many people will pass to drink, and those who stay will strive to help maintain our beauty and wholesomeness.