

Championship yields "No. 1" paraphenalia

By **KATHY NORCROSS**
Staff Writer

It was a moment that could not be recaptured. UNC 63 - Georgetown 62 in New Orleans, 1982. Yet so many enterprising people have tried.

Bumper stickers have changed the meaning of the abbreviation UNC to "University of National Champions." License plates, T-shirts, cups and glasses boldly state that North Carolina is No. 1.

Loyal fans have purchased miniature imitations of the team's plaque; and a brilliant blue, grape-tasting soda has been sold in a special can which is a collector's item in itself. Though these items are numerous, two books have been published which provide a broader view of the season.

A light blue hard back, *North Carolina Na-*

tional Championship, costs 24.95. Whitey Kelley, former sports editor for *The Charlotte Observer*, is the editor, and *Sports Illustrated* is a major contributor. Frank McGuire wrote the forward which explains how he hired the hard-working coach, Dean Smith.

"No coach in my time ever deserved an NCAA Championship more than Dean Smith, and I'm glad I was there to see him win it," McGuire wrote.

Costing only \$19.95, *March to the Top* is written by Chapel Hill resident Art Chansky with special comments by Eddie Fogler. The book describes not only the glory, but also the pain and struggles that the team had to overcome to reach the top. It introduces the reader

to the coaches and players who together formed the exceptional team which won the National Championship.

Chansky said that he had been planning the book even before the team won, but because UNC has come so close so many times before, the book would only be worthy of completion if the team won.

So far the book has been very successful; it is getting ready to go into its second printing. Part of the reason for its success is the input from Fogler. And for this book, North Carolina consented to open the books which explain in detail how each player was recruited.

Through his photographs, alumnus Hugh Morton adds a unique aspect to the book.

Chansky calls Morton the "White House photographer" because he is able to go into places like locker rooms that most people cannot enter, and take pictures that most people do not have access to.

In 1957, the last time UNC won the title, a soft cover booklet was published, and now 25 years later it is a collectors item. *March to the Top* continues the tradition and will always remind Tar Heel fans of the team's triumphant victory.

The wide variety of mementos attempt to capture the memories, but none will ever be able to do complete justice to that team.

"It was a very special year and a very special team," Chansky said.

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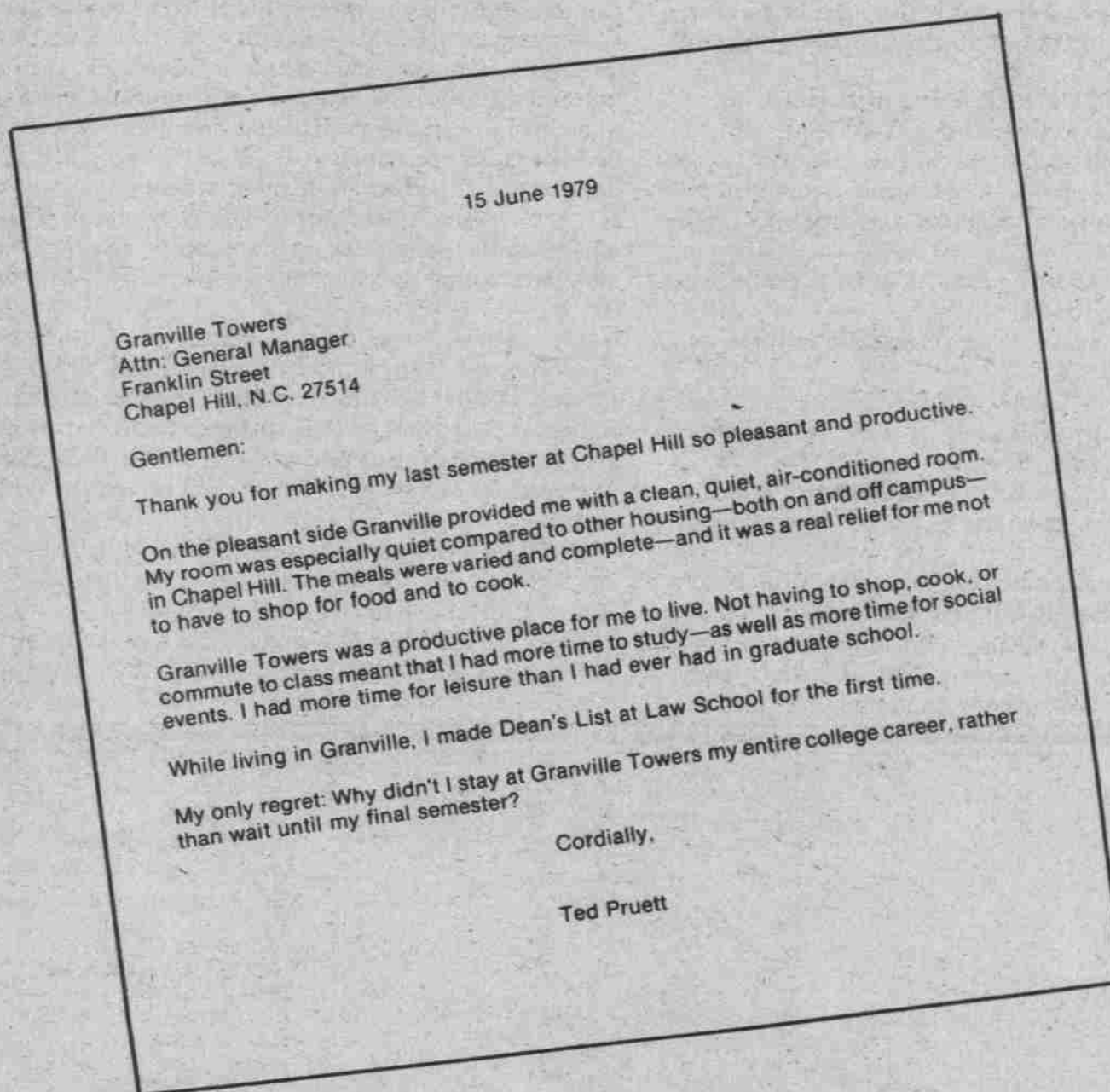
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