

Fans With UNC Spirit Look to Stores for Gear

By ALICIA PETERS
Staff Writer

UNC T-shirts, blue and white pom-poms, Tar Heel keychains and Carolina mugs are just some items that students, parents or alumni can use to show their school spirit.

Student Stores on UNC's campus and Johnny T-Shirt and the Shrunken Head on Franklin Street all sell UNC merchandise to any and all fans that walk through their doors.

Although common items are found in each of the stores, many store associates have items they said were unique to the store.

"Everything I sell is classic," said Shelton Henderson, owner of the Shrunken Head.

Some stores had a variety of popular items since they opened. Other store associates named specific items which had been around for a while that customers continue to buy, such as pewter license tags and little kids' cheerleading outfits, according to Chuck Helpingstine, a sales associate at Johnny T-Shirt.

During certain times of the year the paraphernalia stores sell a lot of mer-

chandise. The times range from sporting events to Christmas, with specific items selling best at certain times.

"The bestselling items before a game are T-shirts and sweatshirts," said Donald Hamm, the sales manager at Student Stores.

The other stores sold many seat cushions and pom-poms before athletic events. Helpingstine said his store used the events to boost spirit of the fans and store sales.

"We prepare for every football game as a major festivity - we put out tons of balloons," Helpingstine said.

The stores make various special preparations for the football games that fall on Homecoming and Carolina Family weekends, inviting customers to come inside and look around their store.

"We stock up and put more merchandise on the floor, and during homecoming we put out more alumni shirts," Hamm said.

Henderson said the Shrunken Head also spent extra time preparing for special weekends.

"We make special signs that welcome parents and congratulate alumni," he said.

The managers agreed that although



DTH FILE PHOTO

Some fans who prefer to express team support without going topless, stock up on UNC T-shirts, pom-poms and buttons from local stores before attending football games.

games brought out many customers, their busiest time of year was during the Christmas season, which did not necessarily begin in December.

"Christmas starts here in September," Henderson said.

Besides selling and stocking up on items throughout the busy times of the

year, the store associates said they frequently encountered many spirited UNC fans.

"We have fans that come to every game and spend \$200 to \$300 each time," Hamm said.

The fans' appearance is also noticeable, Helpingstine said. "Lots of regular

fans are decked from head-to-toe in Carolina items."

Not only does the enthusiasm of UNC fans continue to grow each year, the circle of fans also widens.

Henderson said, "The day after (children) are born (parents) come to buy Carolina merchandise."

Royal Titles No Longer Part of Homecoming Race

By RUSS LANE
Staff Writer

Though still donning crowns, this year's homecoming court will be dropping their royal titles Saturday. Renamed Mr. and Ms. UNC, the new titles emphasize the Carolina Athletic Association's and Homecoming Advisory Board's desire to give the court a stronger campus presence.

CAA President Tee Pruitt said the title changes stemmed from redefining the homecoming court's duties. "We felt that (the court's name change) was more

encompassing of the purpose they were meant for," he said.

The court's new purpose was more than symbolic or temporary, giving Mr. and Ms. UNC more responsibility than previous courts, said Elaina Blanks, public relations director for the Homecoming Advisory Board.

"We wanted to make the court less of a figurehead... we wanted (them) to be more useful," Blanks said.

Mr. and Ms. UNC will become ambassadors for the University throughout the year, under the supervision of CAA. One important responsibility will

be speaking on behalf of the student body at public functions in Chapel Hill and beyond.

This emphasis on action encourages court members to take initiative regarding public service. While former court members had until March to complete their service projects, a new deadline of Feb. 15 was set this year. Failure to meet the February deadline will result in dismissal and replacement.

With a new service policy intact, CAA officials said they wanted new court members to emphasize service projects that focus on the University

rather than the outside community, benefiting all of UNC's eclectic student body.

"We asked that service projects first and foremost serve... a wide variety of University students, not just a solitary group," Blank said.

Blanks said she looked forward to the public response to the upcoming court's new focus. "We want (the court) to be more visible than in the past. After (past court members) were crowned, they were never seen again, so we want to see the court be active so the students can see who their Mr./Ms. UNC is."



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