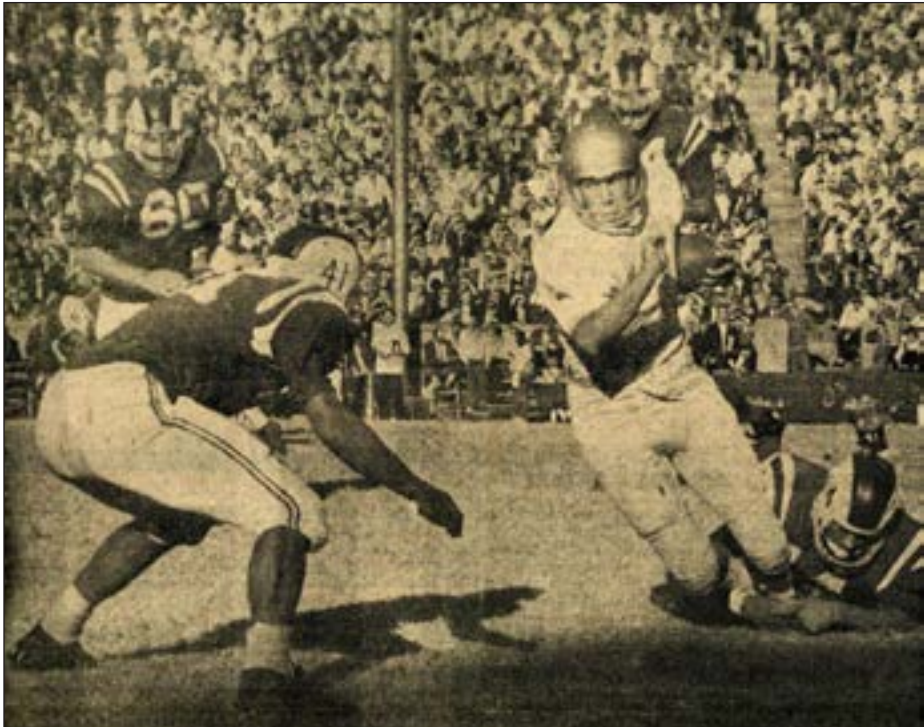


The Daily Tar Heel



DTH/FILE PHOTO

UNC running back Moyer Smith runs downfield in the 1960 game against Duke. UNC won 7-6. Smith later became a UNC associate athletic director and assistant football coach.



DTH/FILE PHOTO

North Carolina fullback Geof Hamlin struggles for yardage against Duke in a 59-34 win in 1970 at Kenan Stadium. He rushed for 862 yards during his three-year career with UNC.



DTH/FILE PHOTO

UNC quarterback Mike Thomas (15) eludes Duke linebacker Duane Marks (99).



DTH/FILE PHOTO

Senior tailback Kelvin Bryant carries the ball in a 23-17 loss to Duke in 1982. This was UNC's first loss to Duke in eight years.

The Victory Bell will ring

UNC, Duke will battle for the bell for the 67th time

By David Allen Jr.
Staff Writer

A rustic railroad bell sits on a cart at Navy Field this week while the North Carolina football team practices just feet away. Players glance at it and nod, knowing this is what they'll fight for Saturday when they square off against Duke.

The chance awaits them to jump on the cart, ride it around Kenan Memorial Stadium and hear the crowd yell their hearts out. First-years look inquisitively. Seniors stare at it like lions awaiting their prey. The bell means more than what it appears.

Since 1948, North Carolina and Duke have fought for that old bell every year. Record doesn't matter. Ranking doesn't matter. Reputation doesn't matter. A rivalry pushes attributes and statistics to the wayside and instead brings out the defining

colors in a team's play. And each year when the clock ticks to zero, one side of the field rushes toward that bell. It's time for the players to reap their reward.

On Saturday, the teams will meet with the chance to take control of the ACC Coastal Division and be in the driver's seat for a trip to Charlotte to play in the conference championship.

Don't forget the Victory Bell.

The beginning of the bell

Norm Speer. Loring Jones. These two men were the head cheerleaders at North Carolina and Duke in 1948, when the rivalry was at a great height. In 1947, both teams finished inside the top 25 — No. 9 for UNC and No. 19 for Duke. And while the teams' play had risen, so had the shenanigans that accompanied the rivalry.

SEE VICTORY BELL, PAGE 3



DTH/FILE PHOTO

Jack Tabb celebrates with the rest of the Tar Heel football team as they take home the Victory Bell after defeating Duke in 2014.

“What is it that binds us to this place as to no other?”

CHARLES KURALT

Preparing for a game-day tradition

Rameses has been attending football games since 1924.

By Cole del Charco
Staff Writer

One of the Tar Heels' most loyal fans comes back to Kenan Memorial Stadium each fall to check out the hedge, not the football.

Chris Hogan, owner of the Hogan family farm, said his friend likes to eat the leaves during games because he's a vegetarian and there's not much else for him to do.

Rameses, UNC's live ram mascot, has attended Tar Heel home football games every fall since 1924.

Hogan, whose family takes care of Rameses, said the ram undergoes a regular grooming process to prepare for a game.

"We'll wash him with Dawn soap, then clean him up good and paint his horns. We usually do that the day before the game. And then the day of, it's pretty much just touch up if you wish," Hogan said.

Hogan said the paint used for Rameses' horns is made of latex and is as harmless to his horns as nail polish is to nails. Washing the ram, he said, is not as easy.

"You can imagine washing a 200-pound ram," he said.

"We usually use warm water on him, so not to give him too much of a shock, and then just scrub him down good with our hands, and he cleans up. I mean, he'll be white as a snowball when we finish."

The Hogans transport Rameses to each home game in the back of a trailer. Someone always accompa-



DTH/ZHENWEI ZHANG

Rameses, UNC's live mascot, walks around his home at the Hogan family farm. The ram travels in a trailer to each North Carolina home game.

"As soon as we pull out of that driveway, people start smiling, taking pictures."

Chris Hogan
owner of the farm where Rameses lives

"I'd say it symbolizes what the University stands for," Arrowood said.

After leaving the Carolina Inn, Rameses travels to Tar Heel Town, the tailgate set up by the General Alumni Association between the Sonja Haynes Stone Center and Genome Science Building.

"The game's going to start

12 o'clock Saturday. I hope to be (at Tar Heel Town) by 10:30," Hogan said.

Hogan said he parks near the Rams Head Deck and walks with Rameses through the tunnel onto the field.

The beginning of the season is a little hot for Rameses, Hogan said.

"August and September, it's pretty warm and wearing

a wool blanket with the wool coat he's already got," he said. "But he does pretty well with that."

Hogan said this time of year is better, since it is cooler outside.

"My mother makes (the blanket)," Hogan said.

"We're in the process of making a new one right now, as a matter of fact. Her name's Caroline Hogan, and she's been doing it for, gracious, since the late '50s. So it's been a real tradition that she's done it. We hope to debut the new one at the Miami game."

Hogan said that even

though the ram runs with a herd of bulls and cows, he's the aggressor. One of the rams on the farm, Hogan said, butted heads with his father, who was Rameses at the time, and broke one of his horns, killing his father.

"(Rams) literally will back up about 30 feet apart and run together to butt heads. They stand up on their back legs and just hit — sounds like a boxcar running together," Hogan said.

Hogan said game days are long for Rameses.

"We'll leave here two-and-a-half, three hours prior to kickoff, three hours at the ball game," he said. "So you're looking at a seven- to eight-hour event when you do it."

Hogan said he is taking special care to hide Rameses from potential Duke pranksters leading up to Saturday's Homecoming game.

"A number of the family's worried about Duke stealing the ram this year, so we're going to hide him somewhere this year," Hogan said. "Duke's gotten him before, East Carolina's gotten him before. State's tried to get him before, but I don't think they got him."

The Hogan family continues the tradition because of the joy it brings Carolina fans.

"As soon as we pull out of that driveway, people start smiling, taking pictures, and it's a fun thing to do. And, it seems, people have really enjoyed it," Hogan said.

"I don't care if they're 2 years old or 92 years old, the first thing they do is smile when they see him. That's really why we do it, and it's just been a lot of fun."

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How the UNC brand has changed since 1790

UNC's seals and logos were designed with tradition in mind.

By Wei Zhou
Senior Writer

Crafting and selling a brand comes with time.

Founded in 1789, the University witnesses its seal change as it moves forward. The different versions of the seal reflect the University's forward march to adjust itself in various time period.

The original seal, first spotted in the University's official documents in 1790, featured the face of Apollo in the center and an inner wreath with words "Sigil Universitat Carol Septent," with rays of sun streaming.

A trustees' committee was appointed to design the seal in 1790. Later, the face of Apollo, the god of eloquence, was added to the seal through the emblem of the rising sun, which represented the dawn of higher education in the state, according to a 1975 Alumni Review article.

Cecelia Moore, UNC historian, said the UNC-system Board of Governors' current seal was a version of the University's original seal.

The seal saw a few changes under the University's presidents George Winston and Edwin Alderman in 1895 and 1897. In 1895, under Winston, the seal was redesigned and the Apollo head was turned to a profile of a person, with the rays of the sun diminishing. Lighted torches, which represented learning, were placed on both sides of the person's head.

Two years later, Alderman made more changes. Alderman abandoned the person's head, substituting it for a shield, and kept the two torches on each side. Latin words, "Lux Libertas," were added on the shield.

The fourth time the seal was changed it was done by William Carmichael, the University's then-controller in the 1940s. Carmichael simply changed the direction of the diagonal bar in the middle of the shield, according to UNC librarian Louis Wilson's manuscript in 1956.

The seal has not undergone big changes since then. The seal is used by the University for academic purposes, such as on the transcript and in the graduation ceremony.

Protecting the brand

In the meantime, the University has taken steps to protect the use of trademark language and logos, as they represent the University's values and traditions.

After the University won the national men's basketball championship in 1982, the increasing demands for UNC brands pushed the University to take action to protect its logos and trademarks. The merchandising became a profitable business for the University to support scholarships and financial aid.

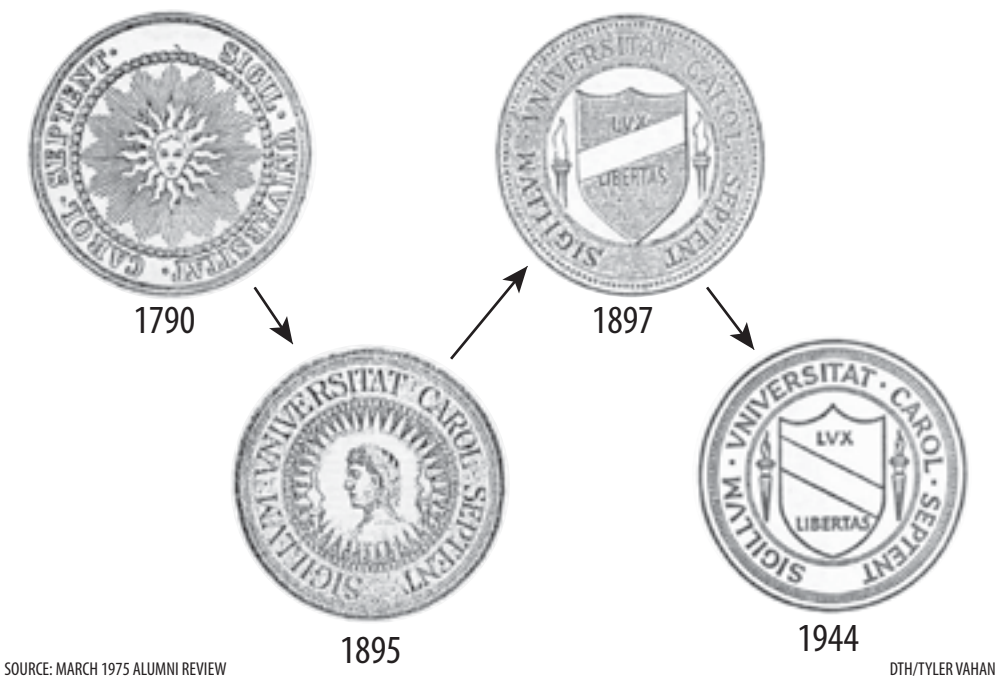
Derek Lochbaum, director of UNC Trademarks and Licensing, said the University's merchandising started in October 1982, a month after the University won the basketball national championship.

Nicholas Graham, a University archivist, said UNC started its merchandising business following a national trend of big universities doing the same thing.

"A lot of other, you know, big schools had seen the demands for merchandise," he said.

UNC's seal sees changes but keeps tradition strong

From "Sigil Universitat Carol Septent" to "Lux Libertas," the University's seal has faced modifications in changing times.



"For UNC in particular, in 1982, the spring and summer was, you know, just not long after UNC won the basketball national championship and had arguably the most recognizable basketball player in the country, Michael Jordan."

Graham said the University's popularity at that time and its rich alumni base put UNC brands in constant demand.

"The popularity of the University, with alumni all

over the world, and also that increasing visibility of the University through its athletic programs made the merchandise in demand," he said.

Moore, the UNC historian, said the University is keen to protect its trademarks because the University wants to promote its positive image.

"We are very diligent in protecting in that trademark, in part because we care about our image as a University, but also because that revenue goes towards scholarships, so we want to make sure, you know, we are collecting it."

Lochbaum said the University wants its merchandising business to achieve three P's: protection, promotion and profit.

Lochbaum said all the revenue of the licensing office goes directly to the Office of Scholarships & Student Aid.

"First of all, 100 percent of all net revenue from the trade-

mark licensing program directs toward student scholarships of the University," he said.

Lochbaum said the revenue of merchandising was about \$3.5 million for one year. Lochbaum said 75 percent of the revenue is used for need-based scholarships and 25 percent of the revenue is used for merit-based scholarships.

The biggest customers of UNC licensing include UNC Student Stores, Wal-Mart and Finish Line.

Lochbaum said the common bond between people who have connections with the University is what really supports the merchandising business.

"The one thing that we all have in common is that we are all Tar Heels, and we have love for this university."

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VICTORY BELL
FROM PAGE 1

Speer and Jones decided to counter the rampant pranks with a symbol of victory, an object that would rival the Little Brown Jug of Michigan and Minnesota. Speer, of UNC, found an old railroad engine bell, and Jones, of Duke, asked his engineering professor to design a cart.

The cart was made, and the bell was polished.

The Duke Men's Student Government Association said they hoped "the token of friendly rivalry would foster friendly relations and eliminate vandalism between the two neighboring schools."

And with those hopes in mind, the bell was painted half Carolina Blue and half Duke blue before the 1948 game.

That contest was on Nov. 20, 1948, and it would result in a 20-0 win for the Tar Heels. The team was led by all-time UNC great and two-time Heisman Trophy runner-up Charlie "Choo Choo" Justice. For the first time, the bell would stay in Chapel Hill.

Although a forfeit back in the 1800s still raises some debate as to the overall record of the series, UNC has dominated the rivalry. Since the bell was introduced in 1948, the Tar Heels lead the series 42-22-1 — excluding two UNC wins in 2008 and 2009, which were vacated due to an NCAA penalty.

'My favorite victory'

One of the most memorable games in the rivalry came in 1969, when the 2-6-1 Blue Devils came into the contest as the underdogs against a Tar Heel team riding a four-game winning streak.

With the score knotted at 7 in the third quarter, Duke decided to run a trick play that would stun the UNC defense, its fans and the country. All-ACC quarterback Leo Hart bent down and pretended to tie his shoe, and wide receiver Wes Chesson took the snap to go 53 yards for the score. A landmark moment — "The Shoestring Play" — was born, and the Blue Devils would cruise to a 17-13 victory.

The next day, Daily Tar Heel sports editor Art Chansky recounted the play vividly.

"Chesson simply ran unmolested down the left sideline, his only problem being not to pass out from laughter before he reached the end zone," he wrote.

For 14 of the next 17 years, the bell would stay in Chapel Hill. But when Steve Spurrier became the head coach at Duke in 1987, it was the Blue Devils who would shine. Spurrier would lead Duke to three consecutive wins. The biggest of those three victories came in 1989, when the Blue Devils routed UNC 41-0.

But UNC responded, and from 1990 to 2002, the bell remained Carolina Blue and became almost a myth to Duke fans.

The Tar Heels' 12-game win streak ended in 2003 with a 30-22 Blue Devil win, making the 2004 matchup one the Tar Heels would circle on their calendars. This game was about bringing the bell back to Chapel Hill and also becoming bowl-eligible. The seemingly dead rivalry was fueled once more.

The Tar Heels pulled away early and continued to score, dropping 20 points in the second half to cruise to a convincing 40-17 win.

As the final seconds ticked away on the clock at Wallace Wade Stadium, the boys in Carolina Blue rushed toward the bell they once owned and embraced it. But instead of painting the bell back in Chapel Hill, the spray-paint cans came out on the field. Not only did the Tar Heel players paint the bell, but first-year Kyndraus Guy took the visiting sidelines and painted "UNC Rules 40-17."

Then-senior Jason Brown said the loss in 2003 helped motivate the Tar Heels to bring the bell back to Chapel Hill.

"It's a very beautiful feeling, and it feels so much greater when you remember the history behind it," Brown said to the DTH. "I tried to block so many of those memories out of my mind, but it just makes it that much better today."

The Tar Heel faithful wouldn't have to block any memories out of their minds for the next eight years, as they extended their dominance into the next decade.

But in 2012 — Larry Fedora's first year as UNC's head coach — Duke won the bell back, leaving a sour taste

in the Tar Heels' mouths.

Quarterback Bryn Renner mounted a comeback for UNC, but it was not enough, as a Jamison Crowder 5-yard touchdown reception for Duke with 13 seconds remaining broke the backs of UNC. Duke fans stormed the field, and Gatorade was poured on Coach David Cutcliffe. The bell would return to Durham.

"I've definitely never been a part of something like that where the students rushed the field," former Tar Heel cornerback Jabari Price said to the DTH in 2012. "That stuck with me — that's going to stick with me forever."

For Duke, it was a monu-

mental day.

Dave Harding, a former All-ACC offensive lineman and co-captain on Duke's 2013 team, said the Victory Bell was something he took great pride in getting and retaining.

"The Victory Bell was something we all knew of, but we had only seen it once a year over on the Carolina sidelines," he said. "We had heard about it, but kind of like a legend in a way."

After winning the bell in 2012, Harding and the Blue Devils won again in 2013, retaining the bell for the first time in back-to-back years since the 1980s. Harding said he kept his jersey — with some extra Duke blue paint on it

from the post-game festivities — and said he hopes to frame it.

"I had come up through the years watching the Carolina players riding around on it in Wallace Wade Stadium," Harding said. "To be able to capture the bell and to paint it Duke blue is a memory I'll never forget. It's still to this day my favorite victory."

Only one will win

Just a season ago, after UNC's 45-20 win over Duke, things got out of hand in the North Carolina locker room.

The Tar Heels rushed the bell to their visiting locker room at Wallace Wade Stadium immediately after the

win for the highly anticipated spray-painting. But when bags were packed and buses were boarded, the carpet and walls of the locker room were covered in Carolina Blue. The damage would cost UNC more than \$25,000 to fix and would bring a heat to the rivalry unparalleled in recent years.

The Victory Bell will sit on the sideline for the 67th time Saturday as the two rivals vie for the lead in the Coastal Division. Both sides want it, but only one will get it. The North Carolina upperclassmen want it more than ever, and they'll do anything it takes to keep it.

For junior running back T.J. Logan, losing the bell in 2012 and 2013 made the 2014

win much sweeter.

"We were so excited just to shake it and everything," Logan said. "Now it's back out on the field, I feel like guys can see what we won, and they don't want to let go."

Redshirt senior offensive guard Landon Turner echoed that sentiment.

"I hate we lost it ever, but in retrospect, it's kind of a humbling experience," Turner said. "The sunshine is not as good if you don't have rain."

Nobody knows what the outcome will be Saturday afternoon at Kenan Stadium. But sweat will pour, blood will be shed and the bell will ring.

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'Balloons make everything better'

Carrboro's Balloons and Tunes has decorated Tar Heel Town for years

By Alexis Allston
Staff Writer

The story begins 35 years ago, with a single bag of balloons, a tank of helium and no existing market for the balloon business in the Chapel Hill-Carrboro area.

Pat Garavaglia and Sharon Collins have been running Balloons and Tunes for 35 years and have been decorating Tar Heel Town for as long as they can remember. And this Saturday, they'll break out the balloons and helium to decorate for UNC's Homecoming game against Duke University.

"When we first started this business, there were no balloon businesses," Collins said. "We were entrepreneurs; we created a market and worked hard to get to the point where we could make a living."

Garavaglia and Collins met in Charlotte at Central Piedmont Community College 40 years ago and have been close friends, as well as business partners, ever since. But what inspired them to create a balloon delivery service in particular?

Collins said she first thought of the idea after reading about a man who had been selling balloons on the streets of Boston for 20 years. When she proposed the idea to Garavaglia, they both thought it was a good idea. So they bought a bag of balloons and a tank of helium, put an ad in the paper and were in business.

"It seemed fun, and it really gave us an opportunity to see people," Collins said. "Everybody just loved it when they got balloons."

Balloons and Tunes emerged from a humble beginning. They only had \$50, and even that was borrowed. The business first began as a balloon delivery service, something entirely new to the Chapel Hill and Carrboro community.

"Most of our calls were like, 'What do you mean you deliver balloons?'" Garavaglia said.

What made their balloon delivery service especially unique was the method of delivery: They delivered the balloons with a song, which is how Balloons and Tunes got its name, as well as its big break.

"We muddled along very slow until the first Valentine's Day," Garavaglia said. "Sharon went to the (UNC) dental school and sang, and then we started getting phone calls."

Balloons and Tunes made 250 deliveries for their first Valentine's Day, which earned them enough money to rent an office space in Carrboro.

But they still had something better in mind.

"We really needed a retail presence because people wanted to see what we had," Collins said. "So we opened a little shop up on Weaver Street. When this building became available we rented this space, and we've been here for 20 years."

Garavaglia said their success depends on a lot of hard work and sometimes long hours.

"We have to be places on time," Garavaglia said. "You have to be attentive to timing, and a lot of times everyone wants things at the same time."

Both Collins and



DTH/ALLISON STRICKLAND

Balloons and Tunes, a balloons, decorations and gifts store in Carrboro, has served the Chapel Hill-Carrboro area since 1980.

Garavaglia said their success is also largely due to the fact that people can count on them. Collins said they depend on repeat customer business — the people who like what they do and trust that they'll do it right.

"We work with a small group of people, and they're all really wonderful," Collins said. "They work really hard and give it 100 percent. They work hard and go the extra mile when we ask them to. It's a team effort."

Elizabeth Geyer is a member of the Balloons and Tunes team that helped decorate

Tar Heel Town for the UNC-Virginia football game. She said they start preparing the balloons for Tar Heel Town about a week in advance of a game.

Geyer has been working at Balloons and Tunes for about 6 months and said she really likes working there.

"I never knew I could be so passionate about balloons," Geyer said.

Collins and Garavaglia also have a passion for balloons and the positive influence they have on people and events.

"We're doing it because

balloons are fun and magic and colorful," Collins said. "Balloons make everything better, they're uplifting. They make everything feel like a celebration."

Garavaglia said a great thing about their business is that nobody comes into Balloons and Tunes because they're in a bad mood. She said people are always there to do something kind or sweet.

Collins said they have such an affinity for UNC now, even though they aren't graduates, because they do so much work for the University. They

don't just decorate football games. They've also been hired by almost every department at UNC, including the UNC School of Dentistry, UNC Hospitals and the Morehead-Cain Foundation.

"Balloons make every event more exciting," Collins said. "UNC embraces that and tries to make that extra effort to make your experiences as exciting at Carolina as possible. Balloons make people feel like Carolina is happy to be their host."

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WHAT TO DO ON HOMECOMING

By Marisa Dunn
Staff Writer

A guide for what all Tar Heels, from current students to returning alumni, should do to celebrate Homecoming downtown this weekend

BARS

Carolina Inn

New additions to the classic hotel include a renovated restaurant and a bigger front porch. Carolina Crossroads, now named Crossroads Chapel Hill, still serves Southern cuisine with a modern twist but now in a more approachable setting. The expanded porch offers plenty of room for tailgating and catching up with old Tar Heels.

The Carolina Inn is located at 211 Pittsboro St.

Carolina Ale House

The newest sports bar to grace Franklin Street, Carolina Ale House opened this October. With several large TVs and an even larger menu, Carolina Ale House is a great place to catch the game away from the hustle and bustle closer to campus. So you decide if it will be the next Chapel Hill staple.

Carolina Ale House is located at 419 W. Franklin St.

The Strowd

The Strowd is the newest nightclub in Chapel Hill. Located above Sutton's, it has sleek leather couches for sipping cocktails on one side and full-length mirrors and a stage that begs you to dance on the other. It's the perfect spot for some sophisticated fun.

The Strowd is located at 159 1/2 E. Franklin St.

Southern Season

If you're not up for tailgating Saturday, the Beer Extravaganza at Southern Season is a great alternative. The event features dozens of local and national craft breweries and cideries. The drinking starts at 1 p.m., and winners of the home brew contest are announced at 4 p.m.

Southern Season is located at 201 South Estes Drive in University Mall. Tickets are available at southernseason.com for \$10 in advance and \$14 at the door.

Country Fried Duck

Bull rides came to Chapel Hill this year in the form of Country Fried Duck. That's right, you heard us: On both Friday and Saturday, you have no excuse not to ride the bull. #whattheduck

The Country Fried Duck is located at 157 E. Rosemary St.

The Crunkleton

The upscale West Franklin Street bar has over 500 bottles of liquor to choose from, along with draft beers and wines by the bottle. The large open window is perfect for people-watching, and the interior is homey with cozy seats and a friendly (and knowledgeable) bow-tied staff.

The Crunkleton is located at 320 W. Franklin St.

Baxter Bar and Arcade

For those feeling nostalgic on Homecoming weekend, this is the place for you to relive your childhood. Self-described as "nerd-chic," The Baxter is a haven for those who miss the golden age of arcade games. Major props if you make it on the high score board.

The Baxter is located at 108 N. Graham St.

Top of the Hill

For an Old Well White. For old time's sake. TOPO is located at 100 E. Franklin St.

FOOD

Al's Burger Shack

Franklin Street is filled with burger joints, but Al's stood out as soon as it opened in 2013. The Chapel Hill-Carrboro Chamber of Commerce recently honored the restaurant as mid-size business of the year. True to its name, Al's is a shack. Seating is tight, but the Mookie Burger and crinkle cut fries are well worth the wait.

Al's is located at 516 W. Franklin St.

Sup Dogs

Because if you're coming back to college, you need to eat like a college student at least once. Sup Dogs, which opened in 2014, has declared itself the "Best 6 Inches in Chapel Hill." The hot dogs are piled with toppings, and there's plenty of room to eat outside. If you're having trouble finding it, look for the dancing hot dog "permanently" stationed on Franklin Street.

Sup Dogs is located at 107 E. Franklin St.

ACTIVITIES

140 West Plaza


This strip holds a Live and Local Music & Arts series every Friday. Kick off the weekend with blues artist Bullfrog Willard McGhee at 6 p.m. Grab a bite to eat at Old Chicago or Crepe Traditions while you enjoy the free entertainment.

140 West Plaza is located at 140 W. Franklin St.

DSI Comedy Theater

This low-key venue has three shows Saturday night. Improv Wildcard at 7 p.m., Primetime at 8:30 p.m. and Versus at 10 p.m.

DSI Comedy Theater is located at 462 W. Franklin Street.



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