

# Municipal elections shaping up, but few have filed so far

By TRACY ADAMS  
Staff Writer

With local municipal elections six weeks away, only four candidates have officially filed with the County Board of Elections in Hillsborough.

Two people have filed as candidates for the Carrboro Board of Aldermen. Doris Foushee, a newcomer to the political arena, and John Boone, a 12-year board member, have filed.

Alan Lloyd, an incumbent Hillsborough Town Board member, has filed for re-election. Frank Sheffield has filed as a candidate for mayor.

Although only four people have officially filed, there are more than a dozen unofficial candidates for local offices.

No candidates for Chapel Hill mayor, including incumbent Joe Nassif, have announced intentions to seek the post.

All four incumbent Chapel Hill Town Council members up for re-election have announced plans to seek another term. R.D. Smith and Jonathan Howes said at a Sept. 24 council meeting they were planning to seek re-election. Former Chapel Hill mayor and council incumbent Jim Wallace and incumbent Joe Straley pre-

viously announced their unofficial candidacy for re-election. Carrboro Mayor Robert Drakeford has announced that he will not seek another term. Carrboro Alderman Jim White announced he will seek the mayor's office. If White wins the mayor's race, the board will have to appoint someone to complete his unexpired term.

White, along with unofficial aldermen candidates Doug Anderson and Zona Norwood, have been endorsed by the Association for a Better Carrboro. Boone has also been endorsed by the ABC.

Hillsborough Town Board incumbents Paul Martin and Rachel Stevens have not announced their plans. Incumbent Mayor Lucius Cheshire Jr. announced that he will seek re-election.

Incumbent Edith Elliott and newcomer Fred Battle have announced candidacy for the Chapel Hill-Carrboro School Board. Incumbents Edwin Caldwell Jr., Phyllis Sockwell and Barbara Thornton have said they will not seek re-election.

None of the members of the Orange County Board of Commissioners or the Orange County Board of Education are up for elections this year.

The performance was Saturday. The DTH regrets the error and any inconvenience it may have caused Rhythm Alley patrons.

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# Suit based on ruined plants

The Associated Press

CHARLOTTE — A Charlotte woman who says two people destroyed her six tomato plants has filed suit in Mecklenburg District Court seeking more than \$500,000 in damages.

Julia Dove-Turner said two women "maliciously, wantonly and intentionally mutilated and destroyed" the plants in a flower bed between her condominium and an adjoining unit.

Three men are also named in the suit.

Dove-Turner said she and her husband, Patrick Turner, planted a small garden in May 1982 and within 48 hours were given verbal and written notice by the defendants to remove the garden. She said a grounds crew destroyed much of the garden, but the couple placed surviving tomato plants in a flower bed.

She said the remaining plants were destroyed in a "tomato massacre" on Sept. 19, and that the couple had not received notice to remove the plants.

Last October, three women including two of the defendants named in the suit were acquitted in Mecklenburg District Court on charges of damaging property stemming from the destruction of the plants.

# 'Pepsi challenge' part of company strategy

By CINDY PARKER  
Staff Writer

Does Coke add life? Or is this the Pepsi generation? The makers of Pepsi are advising consumers to let their tastes decide as the cola war rages on.

In a Monday night meeting of the American Marketing Association, Richard M. Routhier, director of marketing operations of Pepsi USA, outlined Pepsi Cola's strategies in the battle of the soft drinks.

With the exception of water, more people consume soft drinks than any other beverage, including coffee, milk and beer. Soft drinks brought in more than \$21 billion in revenue in 1981 alone.

Pepsi fought an uphill battle against its main competitor, Coca-Cola, for nearly 70 years after its birth in New Bern. The low image associated with the Pepsi name was a big obstacle to overcome, Routhier said.

"People used to pour Pepsi into pitchers in their kitchens, and serve it as Coke in their living rooms," Routhier told the audience of about 65 at the Governor's Inn Monday night. The campaign that followed was intended to upgrade the image of the product and met with great success.

The Pepsi Co. was positive that their product was the best on the market, Routhier said. They merely had to con-

vince the consumers of that, he added, so they created the "Pepsi Challenge," the first use of comparative advertising in this field. "It drove Coke crazy," he said.

Pepsi overtook its rival in the 1970s. Now, when Coke and Pepsi are sold side-by-side, Pepsi is chosen more often, Routhier said.

Coca-Cola still has a financial advantage over Pepsi, however, and is able to invest more in such areas as the vending market. Routhier explained that while this market gives exceptional exposure to the product, it is an expensive one. Each vending machine costs \$1,200 and takes 3½ years to pay off in sales.

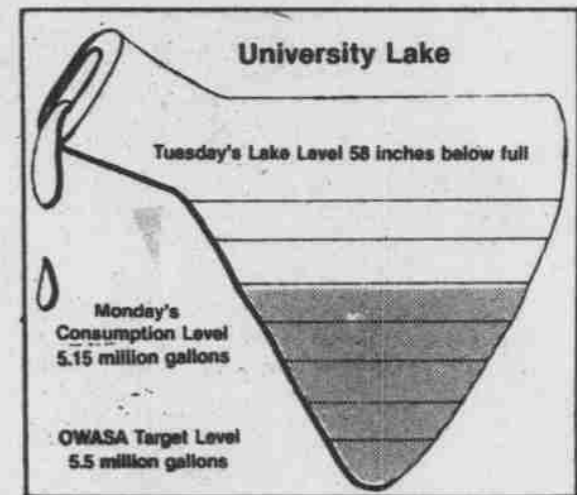
The rising physical-fitness era necessitated the marketing of new products that cater to the ingredient-conscious consumer. Soon after Coca-Cola's success with Tab, Pepsi joined the ranks of the diet drinks. It had become obvious, Routhier said that "people were drinking the stuff despite the fact that they hated the taste."

Pepsi got a slow start in this new market, but felt a recent boost as it gave the nation its first caffeine-free cola, and last year a sugar-free, caffeine-free cola. While Coke has countered with new drinks of its own, Pepsi continues to corner the market, Routhier said.

And there are new products in the works behind the doors at Pepsi. A diet Mountain Dew is being tested in Little

Rock, Ark., and Routhier hopes it will be in the Triangle area soon. In addition, colas sweetened with aspartame, an artificial sweetener, should make their debut by the end of this year. Aspartame is slightly more expensive than saccharine, but Routhier said the taste was more like sugar. The use of the new sweetener is expected to double the diet drink category in the next few years.

Routhier, when asked about 7-Up said, "Being a soft-drink business without a cola is like being a burger business without a burger." And regarding the makers of RC and RC-100: "They have trouble keeping one name on the market."





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