## Taste born in Carolinas' celebrates 100-year anniversary

New Bern celebrated the soft drink's anniversary with parades and concerts.

BY AMY MASSENGILL

Every student who loads up on caffeine by drinking Pepsi should be thankful for Caleb Bradham's dream of perfecting a mixture of syrup, spices and

In 1898 Bradham created "Brad's Drink" and later renamed the drink Pepsi Cola.

Four years later, he formed the Pepsi Cola Company in the back room of his pharmacy in New Bern with the intention of marketing his creation.

And 100 years later, the North Carolina born-and-bred drink is still

New Bern celebrated the anniversary

"Pepsi's 100th anniversary is an important milestone for the company and for all the people of North and South Carolina," said Allen Fleischer, chairman of Carolina Pepsi Bottlers.
Pepsi lovers from across the state are

ing the soda's birthday.

"(100 years) goes to show that it's a long tradition," said Ivar Dameron, a junior from Winston-Salem.

Satisha Bissram, a sophomore from Roanoke Rapids, said, "They should have a Pepsi Classic."

Jason England, a junior from New York City, added, "100 years proves how good it is."

Some people showed their love for the carbonated beverage by taking part in New Bern's anniversary party.

"The celebration was a lot of fun," said Geralleen Wood, who went to New

Bern Saturday to enjoy the activities.

"There were booths up and down the street with all kinds of food and activi-

tains Pepsi memorabilia, is free and open to the public.

"We are proud to call the Carolinas our home and look forward to celebrat-ing Pepsi's anniversary with the Carolina community," Fleischer said. Pepsi Cola invites North Carolinians

Bob Stoddard, Pepsi historian and collector, toured North and South Carolina with his recently-released

book, "Pepsi, 100 Years."
Stoddard also arranged an exhibit,
"100 Years of Pepsi," that will be on display in downtown New Bern March 12May 8.

The New Bern exhibit, which con-

"We are proud to call the Carolinas our home and look forward to celebrating Pepsi's anniversary with the

Carolina community.' **ALLEN FLEISCHER** Carolina Pepsi Bottlers chairman

everywhere to help in the celebration of the 100th year of the "taste born in the

Despite its fame, the tasty drink did take awhile to reach the thirsty public.

Bradham was forced to declare bankruptcy during World War I, but Pepsi
was too popular to die.

Several owners made attempts to help
the company thrive, but none were successful before Charles G. Guth.

In the height of the Great
Depression, Guth was able to invigorate
the company and help it expand.

By 1976, Pepsi Cola had become
America's single largest-selling soft
drink brand in supermarkets.

drink brand in supermarkets.

By the end of the 1980s, there were

more than 600 Pepsi Cola plants throughout the world.

Today, Pepsi Cola's profits total more

## THORPE

Other candidates for the board expressed different sentiments regarding student votes.

Commissioner Bill Crowther, who is running for re-election, said he had not talked with students directly but had sent out a letter to county residents who voted in the last election or had registered to vote in the last six months.

"In the mailing, I involve students by scussing issues that affect them." Candidate Wes Cook said he felt stu-

dents had just as much right to express their opinion as anyone else but that he had not done anything specifically focused on them.

"I'm just focusing on representing the taxpayers and their concerns," he

would be finished by the May 5 elec-tion, student input was still important because the decision would affect them. "Even though students will not be in school when the election takes place,

they will need someone who will repre-sent them when they return next fall." Sophomore Daniel Munns said he was not planning to vote in the upcoming election. "I don't know enough about the issues to vote in this election, but I'm glad the commissioners are sup-

porting the University community. Freshman Greg Knight said he was excited about local government becoming more involved with students. "I am not a registered Orange County voter, but I am glad that the University is able to work closely with local government." PETS FROM PAGE 3

beer, though. Now that would be hard." Meredith Keyes, a senior from Lenoir, is also enjoying the adorable puppy age of her 5-month-old black Labrador retriever, Talon.

Keyes likes to take advantage of the UNC campus by running, playing ball-or just spending time with Talon. "It's convenient because it's a small

place, but with lots of places to walk around," Keyes said. "I like to walk around in the quad and get her used to being around other people and other

Holmes, a junior from Annapolis, Md., surprised his friends when he came

me one day last year with a puppy.
"I found her on the street in Denver eating trash," Holmes remembered. "I was definitely debating whether I could take responsibility of a dog, but she

VIRTUAL GAMBLING

Jarrell said the bill could eventually result in a monopoly of the industry

"I think (Web gambling) is taking

away from (casino) profits and they want everyone to sit at a table that they control so that they, and they alone, will

profit from this industry," he said.
"This bill will come in and kill a very

young industry with a lot of potential."
The Kyl bill, known as the Internet

controlled by casinos.

Gambling Prohibition Act, would require Internet providers to shut down

anyone engaged in Internet gambling.
Individuals convicted of running a gambling Web site could face up to \$20,000 in fines and four years in prison under this law, while those convicted of

quite difficult to regulate because the Internet right now is wide open."

started attaching herself to me. I remem-ber saying, 'I can't believe I'm doing this.'"

Jazzmine, a dog of mixed breeds and part wolf, has become an integral part of Holmes' life since that day. She goes almost everywhere with him, including

lacrosse practice and class. "I try to get to class early so I can get her some water." Holmes said. "Then she's ready to nap in class, then go hang out in the quad and play ball after-

Holmes shocked many students and

professors when he brought his friend into the classroom on the first day. 'Watching their reaction amuses

Having a pet is not optimal for every ollege student though.

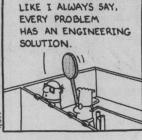
"It depends on who you are and what lifestyle you lead. You have to have a relationship with the animal, and of course it costs money," Holmes said. "I'm so glad I kept her, though, because she's truly an amazing animal."

virtual gambling would be subject to a fine of up to \$2,500 or six months in jail. Dale Sekovich, spokesman for the Los Angeles bureau of the Federal Trade Commission, said the law would be hard to enforce. "I think it would be



THE JANITOR WON'T ALLOW IT IN THE TRASH: UNION RULES WON'T LET ME CARRY IT TO STORAGE. SO I BUILT THIS CATAPULT.

By Gregory E. Paul



## **THE Daily Crossword** 54 Goal 57 Cagers' org. 58 Um with a tap 62 Tasty three-sided seed 65 Playwright Pirandello Connell 4 New York eth-

66 Unconscious

67 Beige 68 Missis

ACROSS

ACROSS

1 Adam's son and others
6 Spanish buil 10 Manipulated
14 "Alice" star
15 Uncouth excuse me
16 Entryway
17 Muse of poetry
18 Good dishes, perhaps
20 Nicaraguan group
22 Open-plan dining area
23 June honoree
24 Moon car, briefly

68 Mississippi quartet? 69 Metal fastener 70 Something we may bark 71 Play pranks

31 Has confidence

35 Jai \_\_ 36 Huff and puff 38 Broad tie 39 Joke's target 36 Huff and puff
38 Broad tie
39 Joke's target
40 Group of eight
42 Trig function
43 Perfect
45 Roll-call call
46 Greek letter
47 Bank employed
49 Antifreeze
ingredient
51 \_\_truly
53 Team cheer

nic neighborhood
Serenaded the sheets
File markers
File markers
Now I seel
Extend a subscription
Egg dish
O Uncouth grunt
Chimed in
Sicilian volcand
Deceased
File Markers
Fil ples 26 Le Carre novel 27 Nail-biting or

RARA AREA TAUPE
OVERDRESS LINED
MICHELLEKWAN
ANTON ANDERS
PICABOSTREET
LAS SALON AORTA
AIMS RISER PIAS
TRIED GOGOL EPH
HERMANNMAIER
ESKIMO WEEST

smoking, e.g. 28 Avoid 29 Indian badger 30 Dashboard 60 Historic periods 61 Upslope 63 Video-game 44 "Flirting with Disaster" coshot 64 Mentalist Geller

50 Mel Gibson film 52 Salad dressing selection

55 Par 3 club 56 Cass Elliot, e.g. 58 Daze 59 Passport stamp

gauge, for short 32 Heir 33 Kemo Sabe's friend 34 Baseball theft?

THE UNITED STATES TRACK COACHES ASSOCIATION & USA TRACK & FIELD PRESENT THE U.S. Collegiate Track & Field Series

(men & women) FREE admission
 Nationally Televised on ESPN

 Autograph & Photo Sessions with American record holders & Olympic Cham Allen Johnson, Tisha Waller & more Register to WIN Special Prizes from Fleet Feet Sports and The Loop

 Special entertainment prior to meet by the Eastern Bike Stunt Team National anthem by r&b group Family Tyez

"What's the Score" Meet SATURDAY • APRIL 11, 1998 • 1-4PM UNC vs. Georgetown, NC State Penn State and St. Augustine's

The world's most beautiful babies are born at Durham Regional Hospital

... and they usually grow up to be very special people!





You can earn

summer income

and contribute to the future of medicine by participating in a clinical research trial at PPD Pharmaco.

**Study Opportunities** are listed in:

• The Daily Tar Heel

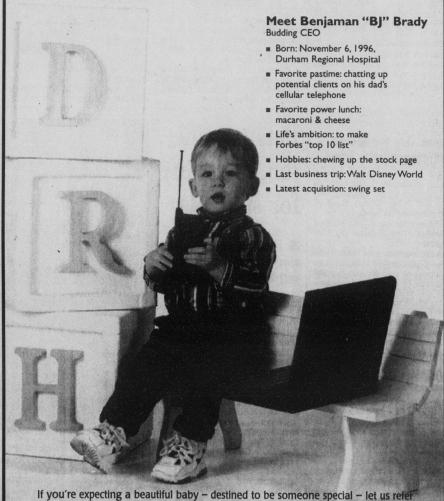
Major Sunday Newspapers

www.citysearch.com/rdu/ppdpharmaco

Interested?

E-mail Electronic Postcards to: RTP-Clinics@rtp.ppdi.com

**Get Involved** OJDYAY Call 1-800-773-2782



you to a doctor who delivers at Durham Regional. Just call 1-800-DOCTORS. **DURHAM REGIONAL** 

Durham County Hospital Corporation

HOSPITAL