

'Taste born in Carolinas' celebrates 100-year anniversary

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

BY AMY MASSENGILL
STAFF WRITER

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 soda water.

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 going strong.

New Bern celebrated the anniversary April 3-5 with parades, concerts and tours.

"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 enjoying 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 Geraldine 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-

ties."

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 12-May 8.

The New Bern exhibit, which contains Pepsi memorabilia, is free and open to the public.

"We are proud to call the Carolinas our home and look forward to celebrating Pepsi's anniversary with the Carolina community," Fleischer said.

Pepsi Cola invites North Carolinians

"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 Carolinas."

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.

By the end of the 1980s, there were more than 600 Pepsi Cola plants throughout the world.

Today, Pepsi Cola's profits total more than \$1 billion.

THORPE
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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 discussing issues that affect them."

Candidate Wes Cook said he felt students 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 said.

Thorpe said that although classes would be finished by the May 5 election, 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 represent 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 supporting 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 dogs."

However, not all students who own pets planned to have one. Brandon Holmes, a junior from Annapolis, Md., surprised his friends when he came home 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

started attaching herself to me. I remember 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 afterwards."

Holmes shocked many students and professors when he brought his friend into the classroom on the first day.

"Watching their reaction amuses me," he said.

Having a pet is not optimal for every college 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."

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

VIRTUAL GAMBLING
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a bill with a lot of holes."

Jarrell said the bill could eventually result in a monopoly of the industry controlled by casinos.

"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

Dilbert



THE Daily Crossword

By Gregory E. Paul

ACROSS

1 Adam's son and others
6 Spanish bull
10 Manipulated
14 "Alice" star
15 Uncouth excuse me
16 Entryway
17 Muse of poetry
18 Good dishes, perhaps
20 Nicaraguan
22 Open-plan dining area
23 June honoree
24 Moon car, briefly
25 Utter oaths
27 Genetics subject
31 Has confidence in
35 Jai
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 employee
49 Antifreeze ingredient
51 truly
53 Team cheer

DOWN

1 Actor Guinness
2 Pressure: pref.
3 Novelist
4 New York ethnic neighborhood
5 Serenaded the sheets
6 File markers
7 Now I see!
8 Extend a subscription
9 Egg dish
10 Uncouth grunt
11 Chimed in
12 Sicilian volcano
13 Deceased
19 Santa __, CA
21 Pamplona pal
25 Sets of principles
26 Le Carre novel
27 Nail-biting or smoking, e.g.
28 Avoid
29 Indian badger
30 Dashboard gauge, for short
32 Heir
33 Kemo Sabe's friend
34 Baseball theft?
37 French father
41 Aquarium fish
44 "Flirting with Disaster" co-star
60 Historic periods
61 Upslope
63 Video-game shot
64 Mentalist Geller
54 Basics
55 Par 3 club
56 Cass Elliot, e.g.
58 Daze
59 Passport stamp

ACROSS

1 ALEC COLT ARNAZ
RARA AREA TAUPE
OVERDRESS LINED
MICHELLEKWAN
ANTON ANDERS
PICABOSTREET
LAS SALON AORTA
AIMS RISER PIAS
TRIED GOGOL EPH
HERMANNMAIER
ESKIMO WEEEST
TARALIPINSKI
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AROSE DESI WEEK
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