

Cola versus Cola: A matter of taste

Can students at Lawrence Institute of Technology tell the difference between Coca-Cola and Pepsi-Cola? That hardly seems an important question for most people, but the folks at Pepsi-Cola apparently thought it was worth checking.

Tuesday morning they sent a van from their Romulus bottling plant, two women, a supply of plastic cups, eight cases of Pepsi and eight cases of Coke to the Southfield campus. In front of the administration building they set up a table and invited passing students to "Take the Pepsi Challenge".

Students were given two cups of cola. The cups were filled from two separate bottles screened behind a box on the table. After tasting both colas, students were asked, "Which cup do you prefer?"

IN ALL, 158 students were tested between 11 a.m. and 2 p.m. The final results: Pepsi won 101-58.

There were other side results, too, that may be of interest to cola connoisseurs. Some of the people tested who picked Coke apologized to the testers for making a mistake. Others who chose Pepsi still maintained that they preferred Pepsi. Some diehard Coca-Cola fans admitted they set out to pick Coke rather than pick the one they preferred.

The Pepsi team was invited to the campus by the Alpha Sigma Phi fraternity. Members of the group sold hotdogs nearby to capitalize on the visit.

Pepsi takes its cola quiz to shopping centers, gas stations, festivals, school and special events.



A Coke and a Pepsi bottle are hidden behind this box. Students are then offered a cup from each and asked to decide on their favorite.



A running tally was chalked up during the taste test at LIT. The test, conducted by Pepsi, found Pepsi to be the winner.



A student is told, "Here's what you chose" by one of the testers. The test held few surprises

for some persons. (Staff photos by Mindy Saunders)

Putting on those jogging togs

It's not fun to jog.

But it is somehow satisfying.

It is also inexpensive, generally healthy and convenient.

There are only two ways I can accomplish jogging the minimal distance of two to three miles three times a week. Either I make a date to run with someone whom I'm hesitant to stand up. Or I get the impulse and immediately act on it — jump into my shoes, do a few stretches and dart out of the house.

I find if I think about whether to go running, I don't go.

Jogging feels the best to me when it's over. At that point, the stepped-up body pace has revved up both physical and mental energy and there is a resulting satisfaction and stimulation. I've been known to actually clean out the garage — and enjoy it — immediately following a good run. That's something which a good night's sleep wouldn't prompt me to do.

SINCE JOGGING ALONE is nearly unbearable, providing distraction from the sheer plodding along the turf is necessary.

One of the best is seeking out another runner, who is also a good conversationalist and/or gossip. Then going round and round the West Bloomfield High School track doesn't seem quite so deadly. If you choose your partner well, you can get by with only inserting an occasional "Really?" or "Uh huh," thus saving your breath for moving you.

Another is to cajole your husband or children into accompanying you. The trouble is one husband and two teenagers jog too fast, leaving you trailing behind. This doesn't provide the sought-after companionship and makes you feel like you finished last in a race. (They don't believe it when you tell them the idea is to go slow and put your whole body into it.)

So that just leaves a 10-year-old, who cares more for biking and roller skating than for jogging. If you catch her between friends, divert her from television and promise to help her with homework, she may reluctantly agree to accompany you by bike. If the decision is to jog to either the library or drug store, she is even more apt to come. Since she is a chirpy conversationalist and will ride slow for awhile, then fast and wait for you to catch up, it definitely takes the edge off.

IF ALL ELSE fails and you are forced to go it alone, and you haven't succumbed to or spent the money on radio headphones, here are a few suggestions:

- Recite your ABCs backward.

- Try remembering the names of your grade school teachers.

- Plan a dinner party — it doesn't matter whether you have it — including guest list and menu.



Judy Berne

- Close your eyes and hope you don't bump into anyone.

- Open your eyes and watch other runners.

Just as there are a variety of stances at the plate and serving styles at the baseline, there are also individual styles of running.

There's the fast walker, for whom the action is mainly in the hips. One man who frequents the West Bloomfield track begins at a slow walk. As he gathers momentum, he shifts his weight visibly from side to side. His hips begin to swivel and by the time he's in high gear, his walk is faster than many people's run. If he happens to be on the track, you've got a genuine diversion.

You have to travel to the parking lot of a local tennis house to watch this man, who reads as he jogs. Committed to exercise and banned from tennis by a bum arm, he reads as he goes through the difficult discipline of jogging five miles daily.

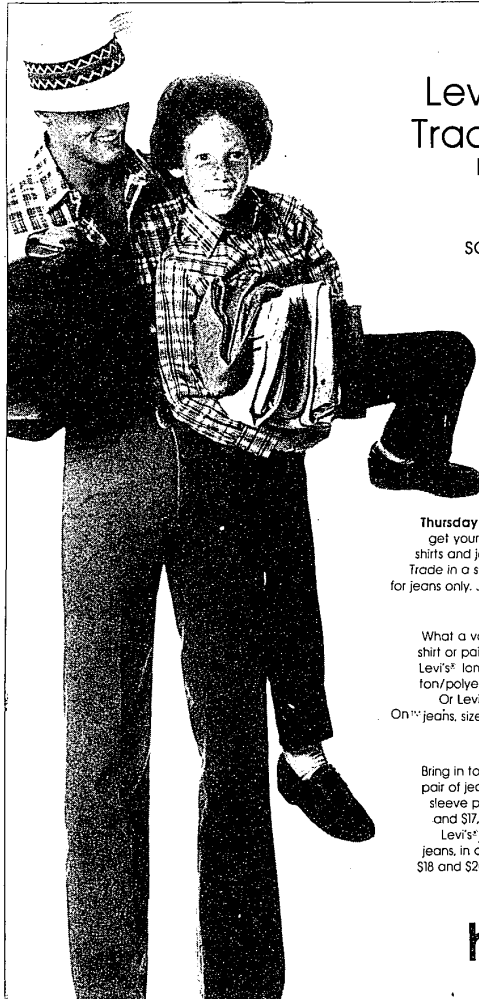
On Sundays, it's the fat Sunday paper, one section at a time. Weekdays, it's histories and novels. He chooses the parking lot because it is smooth and traffic is slow. This allows him to give nearly full attention to the printed word.

Then there are the young runners. They're mainly under 20, wear jockey-style shorts very well and have perfect bodies (So why are they running?). They lunge gracefully onto the track (They've probably already run several miles to get there.) and lap you frequently. But they are a joy to watch and provide the aesthetics.

ONE BENEFIT of jogging is the ease of doing it for exercise while on a trip. Sticking a pair of shoes in your suitcase is a lot easier than carting racquets or golf clubs, which need shoes too, and then having to find locations and partners to play.

A recent four days in New York City was made even more pleasant by some early morning jogging through its streets. Watching Manhattan come to life while running the flat blocks of New York's East Side was a unique experience. A weekend stay on rustic Kelly's Island in Lake Erie was enlivened by a run part-way around the island. In both cases, you somehow feel more a part of rather than an observer of the scene.

Actually, jogging could become the universal sport. It knows no age restrictions, suburban, city or national boundaries, and a grimace between joggers translates into any language. It requires only the investment in a pair of running shoes — and a mind equipped to dream up enough diversions to make running satisfying, if not fun.



Levi's® 4-day Trade-in Sale:

Bring in any shirt
or pair of jeans
and get great
savings on brand
new ones
from Levi's®

Thursday through Sunday: Now, you get your chance to trade in your old shirts and jeans. Through September 28. Trade in a shirt for a shirt, a pair of jeans for jeans only. Just make sure they're clean.

That Guy saves \$5

What a value! Just bring in any woven shirt or pair of jeans. You receive \$5 off Levi's® long-sleeve woven shirts in cotton/polyester, sizes S-M-L, \$19 to 22.50. Or Levi's® denim or corduroy Movin' On™ jeans, sizes 28-36, \$23 to \$28. That Guy.

Young Guys save \$3

Bring in to any Hudson's store a shirt or pair of jeans to get \$3 off Levi's® long-sleeve ploid shirts in woven styles, \$15 and \$17, flannel styles, \$16 and \$18. Or Levi's® Barnstormers™ or Workwear jeans, in denim, \$16 and \$22, corduroys \$18 and \$20. All in junior and prep sizes. In Young Guy, all stores.

hudson's