

Photos by Sam Stroder

Gary Hlavinka and Joe Dannenbaum find time for a milkshake in between classes at the Creamery, which is on Spence Street across from the Data Processing Center. It is open from 8:15 a.m. to 5 p.m. weekdays, and from 8:30 a.m. to noon on Saturday.

A&M Creamery makes breaks delicious!!!

By KRIS WIESE
Battalion Reporter

Students have been lured off the regular path to class by the thought of an ice-cream cone or malt from the Texas A&M Creamery.

But the sales of these tasty treats, along with butter, cheese, eggs and meat, is not the primary purpose of the Creamery, said T.C. Arrington, Creamery and Meat Lab superintendent.

"Our primary purpose is teaching and research," Arrington said, "if it weren't for that, we wouldn't exist."

Students in the dairy sciences get practical experience in processing dairy products, he said.

Arrington, who has been with the Creamery for 20 years, said milk is processed every Monday, Wednesday and Friday by the dairy science classes. It is then used to make ice-cream, butter and cheese on Tuesday and Thursday.

The eggs and meat are processed by the poultry and meats classes, he said, then sold at the Creamery.

Anyone interested in seeing the processing is welcome to watch the students work, Arrington said. The classes can be viewed through large windows which line the Dairy Sciences Building.

Because of the frequent processing, a fresh supply of products is always available, Arrington said.

The Creamery's fans know that a fresh variety of flavors is on hand for them, too, including vanilla, chocolate, strawberry, blackberry, blueberry, pecan, coconut

and chocolate chip.

"The flavors are switched weekly," Arrington said, "but chocolate and vanilla are always available."

The Creamery, which operates under the Department of Animal Sciences and the Texas Agricultural Experiment Station, is self-sufficient.

"We make a small profit but we have to carry our own weight," Arrington said.

Since it is part of the Texas A&M University System, the Creamery doesn't compete with private business through advertising. But that is not a problem, Arrington said.

"We have all the business we can handle without the ads."

This lack of competition creates a nice benefit for customers — lower prices.

The prices are also lower, Arrington said, because the Creamery doesn't deliver the products.

"We are cutting out two middlemen, the grocer and the delivery boy."

Milk is the "bestseller," with students being the "best buyers."

The Creamery also has some devoted younger customers, Arrington said. Several mothers have told him when the Creamery is closed for holidays, they freeze enough milk to last until it reopens.

"The kids just won't drink anything else."

The Creamery, which is on Spence Street across from the Data Processing Center, is open 8:15 a.m. to 5 p.m. weekdays, and from 8:30 a.m. to noon on Saturday.



Students in Dr. Don Richter's dairy processing class make egg-nog which will be sold at the Creamery.

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Christmas isn't immune to inflation

Greeting cards cost about 60 cents

United Press International
NEW YORK — The price of Christmas cards is up about 20 percent over last year but only a Scrooge would object.

The average Christmas card, one which would appeal to a discriminating sender, is running around 60 cents, about a dime more than last year, according to industry sources. About the cheapest Christmas card around, bought by the box, is 30 cents. Classy cards bearing engraving, jacquard silk scenes, tapestry and fine reproductions of Old Master madonnas can run up to \$3.

"Inflation means nothing when it comes to Christmas cards," said George Clark, manager of the Curzart shop in midtown Manhattan which specializes in cards from small companies with reputations for tasteful, artistic Christmas greetings.

"People don't want to think of themselves as Scrooge. They don't stop buying cards just because the cost is up, but maybe the more expensive cards are taking the place of small gifts. You'd be surprised at the kind of people who seem to think nothing of plunking down \$3 for a card. Office secretaries, for instance."

Increased costs of paper and printing are the reason for the inflationary hike in Christmas card prices. Some 38 billion cards will be bought — about the same number as last year — but the sales total will be around \$1.2 billion instead of 1978's \$1 billion, according to a spokesman for the National Association of Greeting Card Publishers.

Although there are no revolutionary changes in card design, the U.N.'s Year of the Child obviously inspired a great many designs involving children. Household pets run a close second and the religious theme has been "born again" in a big way accompanied by quotes from the Bible and messages about sharing and loving. The official Christmas stamp bears Gerard David's madonna and child from the National Gallery in Washington.

The elegance of metallic foils, satiny finishes, luminous party

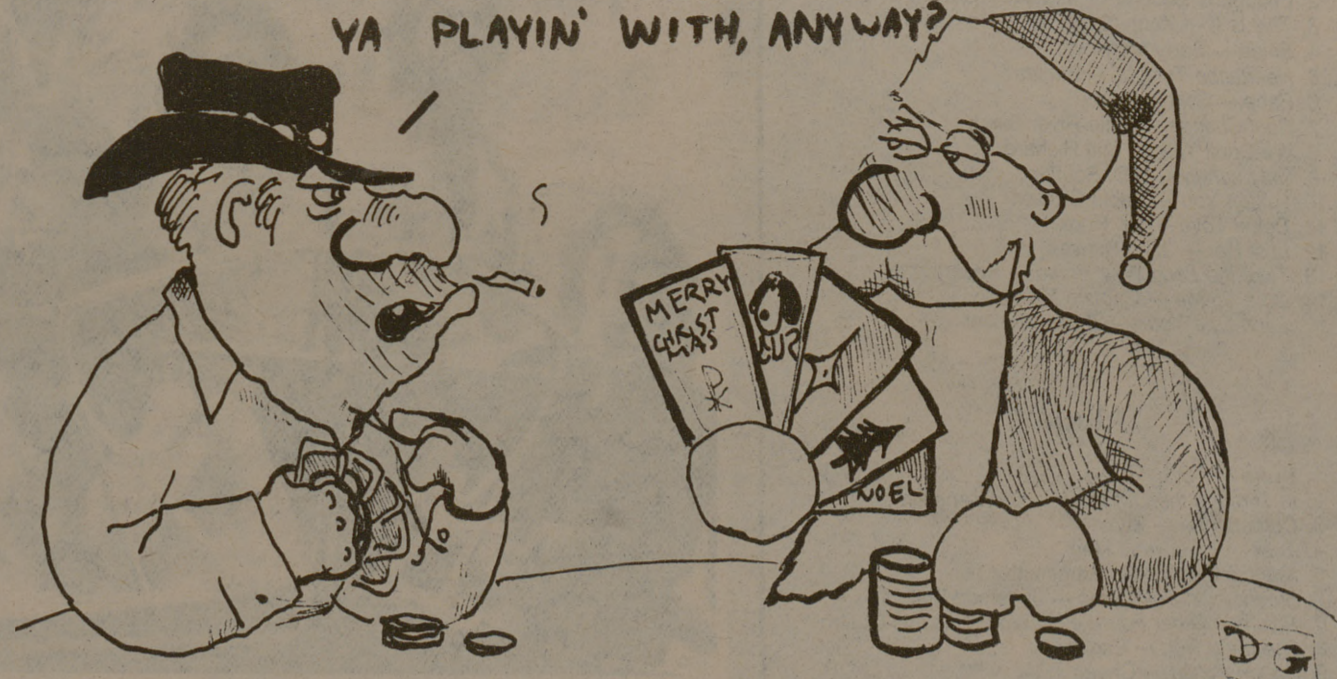
effects and restrained glitter is the mark of the 1979 card. The card awarded the Printing Industries of America's annual award for excellence of design bears a Christmas tree formed out of shiny gold, green and red letters spelling "A Very Merry Christmas."

Hallmark, which accounts for some 50 percent of Christmas card sales in America, says the trend is inspired by younger buyers "who want to send cards that reflect their attitudes and lifestyles."

"The disco-inspired shiny, satiny look is perhaps the most noticeable design trend this year," said George Parker, vice president and creative director of Hallmark. "There is a definite trend toward an uptown kind of elegance, but there's nothing subtle about it. We also think silkscreen prints appeal to younger buyers."

Hallmark doesn't stint on cards for the traditional buyer, however. It has introduced a new Christmas Heritage line

WHAT KIND 'O' CARDS ARE
YA PLAYIN' WITH, ANYWAY?



featuring fine quality color photographs of holiday settings in Colonial Williamsburg, Va., houses accompanied by sentimental messages.

Also traditional are the cards of an unusual new line designed and published by a 150-person cooperative community at Turners Falls, Mass., to raise funds for a solar-heated village. It features beautifully designed, old-fashioned representations of Santa and his reindeers, instead of the jogging, golfing, tennis playing, bibulous Santas portrayed in some sportier card lines.

The Year of the Child concept can be aided directly by purchasing cards from UNICEF, which offers a wide range of designs by artists around the world for as low as 30 cents. CARE, Inc., will send a holiday card to friends, relatives or business associates saying a contribution (minimum \$2) has been made in their name to help destitute people, mostly children overseas.

Rules for greeting cards

United Press International
If you want to be correct in sending out personalized greeting cards, on which the name of the sender is printed, follow these guidelines drawn up by the National Association of Greeting Card Publishers:

The husband's name appears first (Mr. and Mrs. James Duggan). Without titles, either name may come first (Helen and James Duggan or James and Helen Duggan).

A father's name appears first when children's names are added (The Duggans — James, Helen, Robbie and Jane; or

James, Helen and the Children; or The James Duggan Family; or Mr. and Mrs. James Duggan and Family).

Informality is generally the rule for a single person (Helen Trent or Richard Scott). A widowed or married woman uses her husband's name first (Mrs. Norman Woods); a divorced woman uses her first name first (Mrs. Helen Woods) or possibly her maiden family name first (Mrs. Jones Woods).

Although some people tend to add an apostrophe before the "s" on last names to make them plural, it is incorrect usage.

Simply add an "s" to all last names (Smiths) except those ending in "s", which get an "es" (Loomises).

Titles are always spelled out (Doctor, Captain, Lieutenant). Officers of the Army, Marines and Air Force use title with grade of Captain and above. Officers of the Navy use title with the grade of Lieutenant Commander or above. In all services, officers of junior rank use "Mr." with the grade and organization on a second line (Mr. James Duggan, Second Lieutenant, U.S. Marine Corps).

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