

Warped

By Scott McCullar



'Mr. Ice Cream' tells all about summertime treat

United Press International
UNIVERSITY PARK, Pa. — Professor Phillip G. Keeney takes a lick from a cherry-flavored ice cream cone at the Penn State University campus creamery. He steps back, squinting at it from behind large bifocals.

"Does yours taste OK?" the man many consider the world's premier ice cream connoisseur asks a mere novice, who has his mouth wrapped around another cone and detects nothing but fresh, pure sweetness. "I don't think mine has enough cherry pieces," Keeney says with the air of a disgruntled supervisor, perhaps about to walk through the door of the adjacent ice cream plant to bawl out the employee responsible for shortchanging him on cherry parts.

Keeney, a professor of food science at Penn State, teaches a two-week course each winter, nine hours a day, on the making of ice cream. Although university students can attend, most of the 70 to 80 students are executives and employees of ice cream makers and suppliers from around the world.

Keeney has published dozens of papers on ice cream flavor and structure, has done consulting work on three continents and has testified before congressional hearings.

He also oversees the making of 100,000 gallons annually of ice cream renowned for its quality throughout Pennsylvania, which is the nation's No. 2 ice cream-producing state behind California.

"There aren't really any secrets about ice cream," Keeney said. "It's all written down. Everyone uses pretty much the same equipment. The formula's the same. It all comes down to how well it's monitored — the attention to detail and checking incoming ingredients."

In the ice cream course, the students make about 50 different types of ice cream. They can change the ways of making it by altering things like milk fat content and the amount of air allowed in the mixture.

"People think it's great to eat 50 different ice creams, but it gets to be kind of a drag," said Keeney, whose own favorite is butter pecan.

Keeney, who grew up on a farm in Cedar Grove, N.J., said soft serve ice cream, often actually ice milk, generally has a fat content of 3 to 4 percent, while federal regulations mandate that its frozen counterpart contain at least 10 percent fat.

"There was quite a bit of resistance by hard ice cream to the growth of soft serve," Keeney said. "They thought it was just a little guy on the highway with no sophistication who was a nuisance. They thought he would never last, and boy, were they wrong."

Another federal standard requires ice cream to weigh at least 4.5 pounds per gallon. That limits the amount of air that goes into it, although Keeney said some air is needed.

"Ice cream to be ice cream has to have air," he said. "Without

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air it would have greasy character — the air makes it spongy." Keeney said most minimum-priced ice cream has 100 percent "overrun," meaning it has the maximum allowable air content so that the maker ends up with twice as much ice cream as original mix. Middle-priced ice cream has about 80 percent overrun and expensive ice cream has 20 to 70 percent.

"Some people can detect the difference and it might bother them (to have a higher overrun) but people discriminate differently," Keeney said. "This is what food manufacturers are dealing with all the time — you

can't please 100 percent of the people."

Keeney said some ice creams that advertise themselves as all-natural will list nothing more than fat, skim milk, sugar and natural flavoring in their ingredients.

Others will add whey, corn syrup, gums and stabilizers with chemical-sounding names like propylene glycol alginate designed to protect against "heat shock" — the fluctuations in temperature of the product as it is shipped, making it progressively coarser between manufacture and consumption.

"You want to design a product that has good eating characteristics but will withstand the abuses of the marketplace," Keeney said.

To protect against heat shock in ice cream brought home, Keeney recommends it be bought in smaller quantities.

"Self-defrosting refrigerators are murder on ice cream and many other foods," he said. "But people have the impression ice cream out of the carton is different from that dipped out of the tub at an ice cream store. It's exactly the same."

The man who is known by some in the industry as "Mr. Ice Cream" had a word of advice for those ready to plow into their favorite frozen dessert on a hot summer's day — lick.

"Taste sweetens on the tip of the tongue, and ice cream is sweet, so you'll get the most from it if you lick," Keeney said, though admitting after a chomp from his cherry cone and thoughtful pause, "I guess I like to suck."

He said ice cream manufacturers have "tried every flavor

you can imagine, from rhubarb to sweet potato."

Ice cream is divided into three different flavoring categories for all-natural, artificial and a mix of the two in which natural flavoring is dominant.

"A lot of manufacturers will want to keep the word artificial off the ingredients' label, so they won't use only artificial," Keeney said. "The vast majority of public cannot tell the difference between something that's all natural or the mix of real and artificial flavoring."

"Half or more of vanilla ice cream is artificially flavored, but there's no good substitute for chocolate or nut flavoring. There's really very little artificial flavoring (outside of vanilla) used in the ice cream industry."

The hard ice cream industry grew in the 1920s and 1930s and took off especially after World War II. When people began having good freezing facilities in their homes, they purchased ice cream in supermarkets instead of making a trip to the local soda parlor. Now 80 percent of ice cream products are sold through supermarkets, grocery stores and convenience stores.

The International Association of Ice Cream Manufacturers said per capita production of all ice cream products (including ice milk, sherbets and some other frozen desserts) in 1980 stood at 21.57 quarts.

THAT HEADACHE HAS A MEANING

Headache is among the most common health problems in America today. It is estimated that in the United States alone, some 2 million people are experiencing headaches at any given moment. Consequently, this is a common presenting complaint in the office of the doctor of chiropractic.

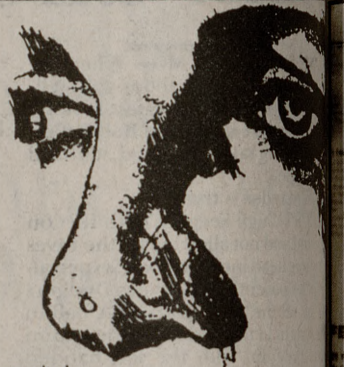
By far, most headaches result from two major causes (1) tension resulting from involuntary contraction of the neck, scalp and forehead muscles, and (2) distention and stretching of blood vessels because of increased blood flow to the tissues of the brain. The brain itself is incapable of feeling pain. The "ache" of headache results from pain-sensitive nerve fibers located within the arteries and membranes covering the brain which produce pain impulses as a response to being stretched.

Though some headaches have obvious explanations, such as those resulting from such simple causes as over-indulgence of food or drink, eyestrain, constipation and sinusitis, others can be caused by more serious conditions such as glaucoma, peptic ulcers, low blood sugar and brain tumor. Research has also revealed that a common cause of tension headache can be traced to problems associated with the cervical spine (bones in the neck) as well as with the temporal joint of the jaw (the TM joint). Many times, headache can be related to musculo-

skeletal problems which have resulted from injuries having occurred in the past, such as falls, strains and whiplash-type injuries.

One should not delude oneself into assuming that headaches are "normal" and that they are easily corrected with pain-killers. Seeking relief by controlling the pain of headache could allow a more serious underlying cause to remain untreated.

If you have headaches, particularly if they are chronic or recurring, it would be wise to seek qualified professional help as early as possible. Should you seek the services of a doctor of



chiropractic, after a comprehensive examination to determine the cause of your headaches, he will either begin a treatment program suited to your particular problem or recommend appropriate referral to another practitioner of the healing arts.

For further information and complimentary consultation and evaluation, contact Dr. Kevin Schachterle, College Station Chiropractic Center.

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If you think that oceanic oil spills are the major cause of coastal water pollution, think again.

Researchers have discovered that rainstorm runoffs from neighborhoods, industries and highways may contribute more near-shore oil than many of the well-publicized tanker disasters.

Chemical oceanographers Eva Hoffman and James

Quinn, of the University of Rhode Island, have found that upper Narragansett Bay and its attendant rivers are literally awash in automobile oil and home heating fuel.

According to Hoffman, urban runoff "many contribute up to 41 percent of the hydrocarbons found in rivers and the bay. Oil spills contribute only one percent."

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