

features

Battalion Page #
October 20, 1982

What's Up

Wednesday

MSC HOSPITALITY COMMITTEE: Attention ladies! Anyone interested in competing in the 1983 Miss Texas A&M Scholarship Pageant should attend an informational meeting on Wednesday, Oct. 20 in 308 Rudder. Applications are now available in 216 MSC at the Hospitality cubicle.

DEPARTMENT OF STUDENT ACTIVITIES: All recognized student organizations are invited to apply for cubicle space in the Renovated Pavilion. Applications are due October 29. For more information, contact the Student Activities Office at 845-1133.

TEXAS A&M ROADRUNNERS: "The Great Hawaiian Footrace" and "Rules of the Road" will be shown and plans for the upcoming Spook Sprint will be made in a meeting at 7 p.m. in 607 Rudder.

PSE - PI SIGMA EPSILON: Officer elections will be held in a meeting in 102 Academic and Agency Building.

POLITICAL FORUM: Sen. John Tower will answer questions on Defense at 8:15 p.m. in 701 Rudder.

UNITED CAMPUS MINISTRY: A Aggie Supper (\$1) and a program will be held from 6 p.m. to 7:30 p.m. at the A&M Presbyterian Church.

WOMEN'S STUDENT ORGANIZATION: A general meeting will be held at 7:30 p.m. in 204 C Sterling Evans Library.

MSC COLLEGE BOWL TOURNAMENT: The matches will begin at 6:30 p.m. in 206 MSC. The public is welcome to come and watch.

PRE - VET SOCIETY: Dr. Fiske will speak on Equine Ambulatory Medicine in a meeting at 7 p.m. in 501 Rudder.

OFF CAMPUS AGGIES: A general meeting will be held at 7 p.m. in 301 Rudder. Everyone is welcome to attend.

STUDENT 'Y': Come and join us in our share group at 7:30 p.m. in the All Faiths Chapel. Hope to see you there!

UNIVERSITY LUTHERAN CHAPEL: A Candlelight Communion Service of Meditation will be held at 10 p.m. at the University Lutheran Chapel, 315 N. College Main in College Station.

MSC BLACK AWARENESS: A general meeting will be held at 7:30 p.m. in 510 Rudder Tower. Gospel Fest details will be discussed.

CANADIAN CLUB: An informal meeting will be held at 7 p.m. at Sebastian's Tavern. We buy the first round. Dues will be collected.

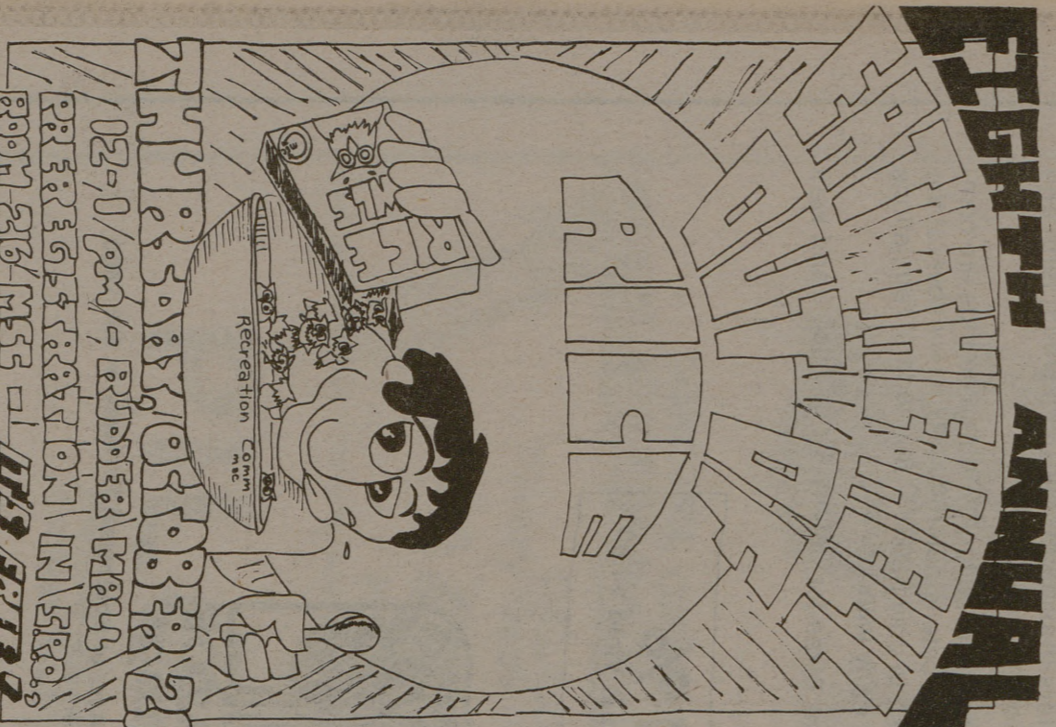
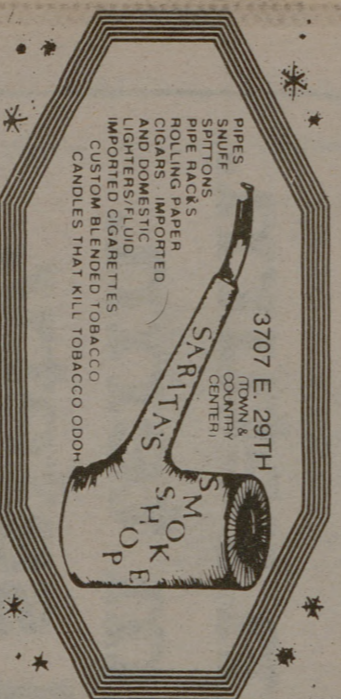
INTERNATIONAL STUDENTS ASSOCIATION: A regular executive committee meeting will be held at 9 p.m. at the I.S.A. booth in the MSC. Members and non-members are welcome to come.

TAMU RAQUETBALL CLUB: A general meeting, with a discussion on the Hallowsen Foundation and party plans, will be held at 6:30 p.m. at court No. 7 Lobby in E. Kyle.

AGGIE SCOUTS: New activities and future events will be discussed by the Planning Committee and the Constitution Committee will report on the new constitution in a meeting at 8:30 p.m. in 607 Rudder.

MSC OUTDOOR RECREATION COMMITTEE: Today is the last day to sign up for the Oct. 22 through Oct. 24 Backpacking Trip in 216 MSC.

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Blue Bell distributed widely

United Press International
BRENHAM — Ice cream lovers across the United States now have a chance to lick up some of the Blue Bell ice cream that Texans have bragged about for years.

Since 1912, Blue Bell Creameries Inc. — affectionately known as "The Little Creamery in Brenham" — has been manufacturing ice cream that brings raves from even the most discriminating connoisseurs.

Because it has maintained all of its manufacturing at one plant, Blue Bell has restricted its sales. It never has tried to serve the entire state of Texas. Even now, the Panhandle, West and South Texas cannot get Blue Bell ice cream.

Blue Bell serves East and northeast Texas through sales and distribution offices in Dallas, Fort Worth, Houston, Beaumont, Austin and Alvin. By special arrangements, it reaches Lake Charles, La., Durant, Colo., and one restaurant in Salt Lake City.

The company has shrewdly capitalized on the snob appeal of not being available in every market. Its advertising focuses on forlorn letters from people who have moved out of its area complaining they cannot buy Blue Bell any more.

Now Blue Bell is about to come off its high horse — but only a little.

Starting this month, customers in more than 70 cities served by Continental Airlines can arrange for Blue Bell to ship them a gallon of any of six flavors of ice cream, packed in dry ice in a reusable styrofoam container, for \$19.95.

"We're using it as sort of a feeder, to see how everyone likes the ice cream," said Ed Kruse, Blue Bell president and general manager.

"We've had a lot of people asking us about sending ice cream to them and we're offering this to give everyone a chance to ship the ice cream. The cost is rather prohibitive."

Professional golfer Doug Sanders recently shipped several gallons of Blue Bell to comedian Bob Hope, who acquired a taste for Blue Bell on a trip to Houston.

The promotion, which marks the company's 75th anniversary, will run for about two months. It will be the first time Blue Bell products have been marketed widely outside Texas.

Kruse believes Blue Bell's success results from the tight con-

trol the company maintains over the manufacturing and distribution. But as demand continues to outpace production, Kruse said.

"Our sales have doubled every three years. We're taking on as much territory as we can and still maintain proper service and product quality," — Ed Kruse, Blue Bell president and general manager.

Although Blue Bell intends to continue all of its manufacturing at Brenham for several years, Kruse said it likely will consider opening plants or hiring other companies to market its ice cream products in other states in the future.

"We have other places that have requested it and we're looking at that now. We've gotten requests from consumers and some people interested in working with us in Arkansas, Missouri, Kentucky, Indiana, California, Ohio and Illinois.

"We like to think of our product as being one that will satisfy any discriminating ice cream eater," Kruse said.

"We're not laying claim to having the richest ice cream in the world. We're saying we have an excellent product and we think it provides an excellent value."

Kruse said Blue Bell is made from a special recipe combining fresh dairy products, high quality flavoring and exact freezing techniques.

"The Little Creamery in Brenham," which started in 1907 as a butter factory, annually churns out about 16 million gallons of 32 flavors of ice cream.

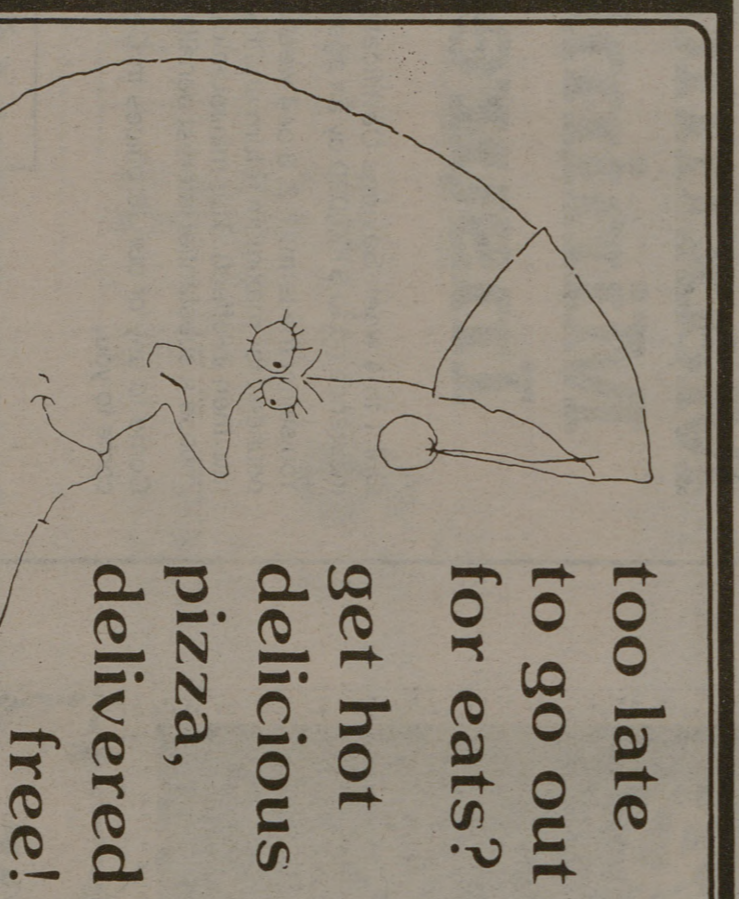
Its most popular flavors are homemade vanilla, cookies in cream (a combination of Oreo cookies and vanilla ice cream), chocolate, buttered almond and pralines in cream.

Kruse also said he believes de-

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