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## Texas A&M Creamery produce cheese product with 'potential

By Richard Williams Reporter

The Texas A&M Creamery is making a new cheese product which some in the dairy industry have said could become more popular than

yogurt. It's called quarg. Frank Chase, production superintendent of the Creamery, said the Creamery now makes about 100 pounds per week of the spreadable, w-calorie cheese.

Most people who have tasted quarg said it tastes like sour cream. It also has been compared to other dairy products such as cream cheese and cottage cheese. About half of those who sampled quarg on a cracker said they liked it.

Compared with the other dairy products mentioned, the quarg made at the Creamery has fewer calories. Locally made quarg has 40 calories per two-ounce serving. The size serving of cottage cheese has 60 calories, sour cream 115 calories and cream cheese 227 calories. Quarg is not something one eats by itself, Chase said. Most people

prefer to put it on toast or baked potatoes, mix it with pureed fruit, use it instead of ricotta cheese in lasagna or even make cheesecake with it.

Dr. Ronald Richter, an animal sciprofessor who teaches dairy manufacturing classes, said he and this stuff (quarg) has already put thinks quarg could have a bright fume in a different world — I kind of

one other commercial producer of quarg, Frank Appel in Ferndale, Wash.

Appel said he gets several calls every week about the cheese. He produces "somewhere around 1,000 pounds of cheese each week,"

ture. Richter said he knows of only like it," Appel said, referring to the one other commercial producer of amount of attention he has been get-

Richter said it's the potential quarg has in the specialty food market that makes most people think it

might become the next yogurt.
"Quarg is a low-calorie, low-salt product and people are health con-

"Quarg is a low-calorie, low-salt product and people are health conscious now. This is a good product to target at those people."

- Dr. Ronald Richter, animal science professor

Appel's quarg has about 90 cal-scious now," Richter said. "This is a ories in a two-ounce serving. He said the higher calorie count in his quarg is due to the amount of milk fat used in production. The Appel Farm quarg has 11.5 percent milk fat com-pared to the 0.5 percent milk fat in the cheese made at A&M.

While A&M's quarg has found a small niche in a few Houston and Austin stores, the Appel Farm quarg has found a more prestigious market in New York City. Appel Farm quarg currently is being sold in a "fancy

store" on Madison Avenue, Appel "I've been a cow milker all my life, and this stuff (quarg) has already put

good product to target at those peo-

The low fat content of the A&M product has prompted an inquiry from the Pritikin Diet Center, Chase said. The Creamery may not be able to handle the amount of quarg the center would want if something

should develop, he said.

Richter said the reason A&M started making quarg is a different kind of story. A request was made for the Creamery to make the cheese by Heinrich-Jurger Freuherr Von Drachenfels, a German citizen who has a business interest in a Texas

"Usually such a request would be

came interested in doing by the Feder search and a marketing orp., which a quarg. He (Von Dranchen on of its depoffered to bring some quarg of La Marque. offered to bring some qua to us from Germany, as v

us how to make the chees Richter said A&M did search and a graduate s did a marketing study of product in some stores Once the study was over, was taken off the shelves in tin stores, but customers for it so it was put back inthe Richter said. Appel s uniqueness of the cheese ha

According to Chase, popular cheese in German ohlet given out by the Crea one in six West German serve the cheese on toast fast and that Germans quarg per person then A currently eat of yogurt. Ric quarg's tart taste also ma

change from yogurt. vill retain asso Marque Bank bout \$800,000 Appel, Chase and Richter that quarg made with more and thus higher calories, to ter, but in the marketing formed in Austin, the quarg outsold the bett he liquidation higher-calorie cheese. Ch

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## Congressman criticizes Reagan's Supreme Court choice The FDIC

WASHINGTON (AP) — Rep. John Bryant on Thursday blasted President Reagan's nomination of Robert H. Bork to the U.S. Supreme Court, saying he decided to go public with his criticisms to counter statements by Gov. Bill Clements.

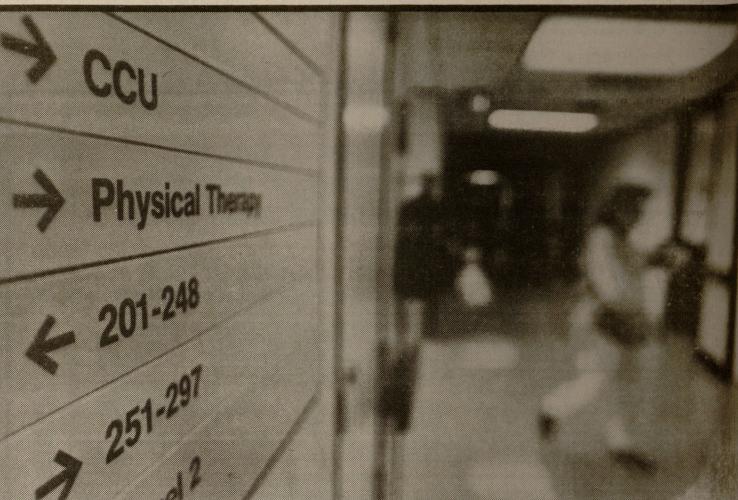
"I am speaking out because I believe it is time that the public was told the truth about the nature of this nomination, because I believe it is time a Texas voice other than that of Gov. Bill Clements was heard in this debate," said Bryant, D-Dallas, a member of the House Judiciary Com-

"The views of Robert Bork are unusual ones, far outside the mainstream of American thinking and in direct opposition to the fundamental principles of fairness and decency championed by the majority of Americans," he said.

Conservatives believe Bork will protect the

have prayers in public schools and the cal governments to regulate pornogr obscenity in their communities. Liberals think his confirmation

progress made by women, blacks, the icapped and civil libertarians in a string rulings that began with the 1954 decising school segregation.



## Confused about your health care options

Health care is big business these days. So it's not surprising that a bewildering array of alternatives to the traditional doctor-patient relationship have surfaced. Alternatives that promise to save you money in return for seeking your health care from an institution rather than directly from your personal physician.

If you are considering joining a clinic-based HMO, think carefully about what you'll be losing in the bargain: the freedom to choose your own physician from among all who practice in this community; the freedom to choose the hospital that best suits your needs; the certainty that your health care coverage can be continued regardless of where you move; the relationship you've already developed with your present doctor. You'll have to give up your PCS Card and dental insurance as well.

Be sure you understand all the facts before you decide to abandon your proven medical insurance.

Don't Lose Your Right to Choose!

A message in the public interest from your

