

NUTRITION

Ice Cream Substitutes

Although the ice cream substitutes are proving popular, their close similarities cause confusion among customers. Ice milk used in milkshake-like drink.

► THE LOW-COST ice cream substitutes are pleasing millions of consumers in the states in which their sale is permitted. The products are so similar to ice cream that manufacturers and consumers alike are often confused and troubled.

Mellorine is difficult to distinguish from ice cream, even in the laboratory. In this product, vegetable or animal oils have been substituted for the butterfat in ice cream with a resulting loss in vitamin A content. (See SNL, Sept. 20, 1952, p. 190.)

The name "Mellorine" was originated by the Texas State Department of Health, in whose laboratories the product was developed, and it is willing to have other states use the term for the same type of product. "Mellorine" may soon be as common a word as "sherbet" or "ice cream."

Unlike Mellorine, ice milk has the blessing of the dairy industry. Ice milk is as much a dairy product as ice cream, but has more milk solids and fewer calories than either ice cream or Mellorine. It is not as smooth as true ice cream because it has only about one-third the butterfat.

The frozen dessert industry's new and old products confuse even the federal government. Hearings toward developing standards and definitions for ice cream and "related products" ended Dec. 31, 1952, after nearly two years, 22,555 pages of testimony and 443 exhibits.

No federal standards for any of the frozen desserts, including ices, sherbets and frozen custards, have yet been established.

Thus, manufacturers are not quite sure how they stand in the eyes of federal law.

If Mellorine is considered an imitation ice cream and not a distinct product in its own right—and there is some confusion on this point—then Mellorine must be labeled "imitation ice cream" to be carried across state lines. However, all the states that permit Mellorine within their borders ban the use of the words "ice cream" on any part of the package.

Consumers, of course, like the low cost of Mellorine and ice milk. By the pint, Mellorine costs from three to five cents less than ice cream, and ice milk costs from two to three cents less.

Mellorine-type products, although legally sold in only nine states, accounted for 1.5% of the sales of frozen desserts in 1953. Ice milk made up 8% of the total volume of deserts sold. The District of Columbia and 41 states permit the sale of ice milk.

One of the biggest reasons for the high sales of ice milk is a thick drink called "Malt-A-Plenty," "Drink-A-Plenty," and a variety of other trade names. The drink,

which is very much like a milkshake, is made with ice milk instead of ice cream.

Although the drink is served in a heavy paper cup on which is printed a trade name and which omits any reference to ice cream, many people believe they are getting a dressed up milkshake.

If the price of this drink is equal to that of a milkshake of the same volume with the same amount of frozen dessert in it, the consumer is plainly not getting his money's worth.

Persons who are counting calories either for gaining or losing purposes will want to be sure of getting the dessert they ask for.

Many manufacturers are worried about their less reputable brother producers who may attempt to sell the new products as the older, established product, perhaps even charging the higher price.

The International Association of Ice Cream Manufacturers has therefore resolved that to minimize the opportunities for fraud, the sale of Mellorine should be limited "to containers of one-half gallon and less, thereby prohibiting bulk sales."

The IAICM would likewise limit the sale of colored and flavored ice milk to packages of one-half gallon or less. Fountains might still use the unflavored product, with syrups added at the fountain, for various drinks.

Restaurants would be required to serve the new product in properly marked, individual containers.

However, even more damaging to what the industry calls "the integrity of ice cream," than fraudulent sale at the retail level would be the blending of butterfat with vegetable or animal oils, then palming off such a product as ice cream.

The industry advocates laws prohibiting such blending, and suspension of the license to manufacture frozen desserts for those who break that law.

Mellorine is sold in Alabama, Arkansas, California, Illinois, Missouri, Montana, Oklahoma, Oregon and Texas.

Ice milk is sold in 41 states and the District of Columbia, though not always under the name "ice milk." States barring the sale of ice milk include Delaware, Indiana, Maryland, New Hampshire, New Jersey, New York and Pennsylvania.

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Male goats were thought to have a vile odor because of skin-secreted caproic and caprylic acid, but two Dutch scientists find more of these chemicals in a dog's coat, yet no goaty odor.



NYLON STOCKING — As seen under General Electric's new X-ray microscope, this section of a nylon stocking shows each strand plainly. The symmetry of the nylon loops is indicative of the "elastic memory" that enables each strand to regain its original shape after stretching. The X-ray microscope is scheduled for quantity production.

MEDICINE

Keep Walking to Avoid Early Heart Death

► KEEP WALKING, if you want to avoid death by heart attack in middle life. This suggestion comes from a report by Dr. Percy Stocks of Colwyn Bay, North Wales, to the International Congress of Clinical Pathology meeting in Washington.

If you do not like walking, some other kind of exercise may do as well. The important thing, apparently, is that the exercise be regular and kept up through life.

Dr. Stocks based his suggestion in part on studies showing that early death from coronary occlusion was less frequent among bus conductors than among bus drivers, and less frequent among postmen than among telephone operators. People who keep moving on their job, he thinks, are less likely to have heart attacks early than those who sit while working.

While diet and the body's ability to handle fat may have something to do with development of artery hardening and heart disease, poor mechanics of circulation is also important, Dr. Stocks thinks.

Circulation mechanics may make the difference between having an important or an unimportant artery stopped, he believes. Mild exercise, like walking, regularly followed may be the necessary booster needed for good circulation.

Science News Letter, September 18, 1954