

HOURS: NOON - 5:00 p.m.  
MONDAY-SATURDAY  
573/882-0591

ECKLES HALL

## THE SCOOP ON BUCK'S MIZZOU ICE CREAM

Buck's Ice Cream Place is here to provide Premium Quality Ice Cream to students, alumni, university employees and friends of the university.

Buck's brought back to the campus in 1989 an ice cream sales outlet that disappeared in 1972 when cuts in funding forced closing of the MU Dairy Plant.

Now BUCK's has a new look and even more lofty goals. It's a part of a larger program of research, teaching and service. BUCK'S ICE CREAM PLACE gives us all another reason to be proud of our university. Good friends, good food and good times are part of the better lifestyle. Buck's Place and MIZZOU ice cream provide opportunities for this kind of enjoyment. Even the COLUMNS and TRUMAN THE TIGER have been tied in to Buck's to remind us of the great value of our campus.

Memories of MIZZOU'S value to them were taken from Columbia in 1940 by graduates Wendell and Ruth Arbuckle. They remembered the many opportunities MU gave them. After they finished rewarding careers related to cream industry, they chose to invest MIZZOU'S educational future. With guidance by the faculty of the Department of Food Science and Nutrition plus administrators of the College of Agriculture, Dr. and Mrs. Arbuckle established an endowment in 1987. Soon industry friends also contributed and the endowment grew quickly. Leadership by the Arbuckles and the reputation of the Arbuckle name among ice cream industry and university peoples prompted naming the ice cream sales room BUCK'S ICE CREAM PLACE.

Buck's is a student-run project. Students make and sell the ice cream under the supervision of a professor.

Buck's MIZZOU Ice Cream is available in dipped and packaged forms. It contains 12% milkfat and weighs about 30% more per serving than most commercial ice creams. What really makes it delicious is the high quality of the mix and the added flavors, its freshness, and the care taken in serving it.

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Many traditions make MIZZOU meaningful. Enjoyment of a great treat like Buck's MIZZOU Ice Cream is one of them.

