

Coffee price not affecting buying yet

A survey of four of Acton's food retailers has shown that the gradual increase in the price of coffee has had little effect on Actonians' shopping.

Andy Thomson, manager of Foodland, says that he has noticed more tea being sold, but very few people hoarding coffee.

Charlie Auger, manager of I.G.A. Foodliner said "It's not really affecting sales," but he has also noticed some hoarding. "One lady bought six two pound tins," he said. Of the four managers asked, only Mr. Thomson said he would post signs advising customers not to buy coffee, as some American food chains have done.

Mr. Auger said "No, I don't think so. We're in business to sell groceries. If everyone in Ontario were going to do it, then we would go along with the majority."

Not sheep
Ingrid Bendicks, manager of the Acton Delicatessen, and Don Lindsay, manager of A-B Super Market, both felt that it was up to the people to decide. "People aren't sheep, that we have to tell them what to do," asserted Mr. Lindsay.

Mrs. Bendicks feels that the rising prices could hurt her business more than it would a larger store, because she is selling coffee by the cup. "I can't see charging 50 or 60 cents for a cup of coffee. People just won't buy it," she said.

Speculators
Mr. Lindsay feels that the reason that coffee prices are so high is that "Speculators are making money on it.

Speculators are controlling the market." There is no reason for coffee prices to be as high as they are, according to Mr. Lindsay.

"You can't knock the Latin American countries," he said, "They have been living in poverty for so long."



COFFEE PILED high on shelves is being priced even higher. This week the Free Press presents a special feature on coffee.

Actonians would boycott coffee

The Free Press conducted a survey last Thursday, asking

people "If the price of coffee continues to rise, will you support a boycott of coffee?" The answers showed that some Acton residents are strongly in favor of a boycott.

McKnight. She continued, "My sister-in-law, in Guelph, that's a different story. It would be like cutting her right arm off!"

Mrs. W. Paterson was definite. "Yes, I would. My husband and son drink coffee. My husband feels if we don't buy it, then it won't sell and the price will go down. This is what happened with sugar. We can do without coffee."

John Dennis
John Dennis was also strong in his support. He drinks quite a lot of coffee right now, but is still willing to support a boycott.

Martha Kelly
Martha Kelly is in the same position. She also drinks a lot of coffee, "especially instant". However, she also supports the boycott idea.



FAYE DAWKINS

Faye Dawkins
Faye Dawkins isn't stopping her buying, but she is looking for ways to economize. "I couldn't say that everyone in my house would boycott. I'd probably have to buy anyway. I haven't bought any for two weeks. I've stopped buying instant. If you buy a tin of drip coffee you get more cups."

"The best thing, which I don't do, is to buy the beans."

"I wish people wouldn't buy it up and hoard it. That just makes the price go up."

Mrs. J. W. McKnight
"Yes, we're not much for coffee drinking. We mostly drink tea," said Mrs. J. W.



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Caffeine: a mild stimulant but possibly dangerous

There is nothing like a good cup of coffee in the morning to wake you up. Caffeine, of course, is the reason for the lift.

Caffeine, also known as theine, was discovered in 1820, in tea leaves. It is also found in cola products.

"Coffee ordinarily contains about 100 mg of caffeine per cup, although higher values are found. Instant coffee contains only two thirds as much, and "caffeine free" products only 3-6 mg. Tea, especially if prepared from tea bags, rarely contains 100 mg per cup. Cola drinks contain 50 mg caffeine per 12 oz. can."

This information comes from the Review of Medical Psychology issue of July, 1976.

Caffeine's main effect is the irritation and stimulation of the Central Nervous System. In this it is the opposite of alcohol, which blunts and depresses the central nervous system.

Many people drink coffee and smoke a cigaret at the same time. This actually has very little effect on the central nervous system, beyond perhaps confusing it. The stimulant of the coffee and the depressant of the alkaloid nicotine act against each other and balance out.

The blood system is another matter: "A single cup of coffee can elevate pulse rate and systolic blood pressure slightly. Larger amounts may cause ventricular ectopic beats. Other arrhythmic (irregularities in heart-beat) usually appear only when the caffeine effect is reinforced by tobacco and fatigue," according to the Review of Medical Psychology.

view of Medical Psychology. Caffeine is used occasionally in clinics in the treatment of asthma and migraines, although more effective chemicals have been synthesized.

So, coffee is a mildly addictive stimulant. Its use could be helpful, if only slightly, if you are asthmatic or suffer from migraines. It can, if

drunk to excess, be very harmful. In the meantime, it is still a nice way to get up in the morning.

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