

Reasons Behind Coffee Price Raise Explained

By HADER WINGET

NEW YORK, Nov. 18 — (AP) Can a man get rich selling a cup of coffee for a nickel?

That argument right now is steaming up hotter than a cup of Java in January.

Restaurant men, coffee dealers and customers don't need a cup of coffee to keep them awake while they debate the cost of serving it.

Continued increases in the price of coffee beans are causing the pinch on the nickel cup.

What started the whole thing originally was not enough rain in Brazil. Brazil supplies us with 55 per cent of our coffee. The drought cut the supply. Other coffee growers in South and Central America have their own production troubles that reduced output. On top of that, we drink three cups of coffee today for every two cups we drank before the war. That boosted demand.

This kind of tug of war between supply and demand resulted in one thing—a price increase all along the line for coffee.

The time-honored nickel cup of coffee is slowly fading into the limbo of forgotten things. The jump

in price usually is from a nickel to a dime despite the fact that higher roasted coffee has added only a fraction of a cent per cup to costs.

But there are some staunch coffee servers in New York and elsewhere who figure they can make money at a nickel a cup despite the rise in the cost of coffee beans.

First off they get 60 cups to the pound.

That's one cent a cup for the coffee itself. Add to that one-quarter to one-half cent a cup for sugar. Then there is cream. You can get by with less than 1 cent a cup for cream—or cream mixed with milk. That brings the total to 2½ cents a cup.

Then there is restaurant overhead to be added. That's the most fertile area for argument.

The sidewalk joint down main street can add a fraction of a cent to their cup and not be cheated.

The Waldorf-Astoria Hotel charges 40 cents for a pot that holds two cups. They frown on half-pot orders. The difference between the main street nickel cup and the 40 cent Waldorf pot is principally overhead.

A great number of restaurants

also only get 40 cups to the pound and are paying up to 75 cents a pound for coffee. Forty cups is about what the average housewife gets from her coffee. The cost, consequently, is nearly 2 cents a cup.

A typical drug store-restaurant pays around 48 cents a quart for light cream. At 32 ounces to the quart and one ounce per cup, that is about 1½ cents a cup for cream.

Sugar is harder to figure. One restaurant estimates sugar at not more than ½ cent a customer. For that you can deduct a saving for overnight customers who shun sugar.

That amounts to a cost of 4 cents a cup.

With quality like that, and with overhead being what it is, the charge for such a cup is 10 to 15 cents. The big boost in the cost of roasted coffee takes a small slice out of profits.

A&M Garden Club Meet

A. F. DeWorth, professor of floriculture, was speaker for the A&M Garden Club at its monthly meeting in the YMCA Chapel last Friday afternoon.

A&M Faculty Reps Direct Stock Show

Four A&M officials and faculty members will be among the department superintendents directing Fort Worth's 1950 Southwestern Exposition and Fat Stock Show, dates of which are Jan. 27 through Feb. 5.

A. L. Darnell, professor of dairy husbandry at A&M and coach of the dairy cattle judging team, will have charge of the dairy cattle department of the dairy calf show. He has been an official of the show for more than 20 years.

J. M. Jones, sheep specialist of the Agricultural Experiment Station, will be superintendent of sheep, boy's lamb show.

F. I. Dahlberg, professor of animal husbandry, is superintendent of the swine, boy's pig show.

Rufus Peoples of Tehuacana, rancher and member of the A&M board of directors, will have charge of the college livestock show.

Lawyers Duel Russians Suggest Next War in U.S.

Paris (AP)—Two French lawyers fought a duel with swords today in the suburbs of Paris.

Jean Tixier-Vignancour was the victor, wounding Roger Nordman slightly on the arm.

The duel stemmed from a bitter exchange of words between the two lawyers during a recent trial. The duel was fought in the hamlet of Marnes-La-Coquette, on private property, between Paris and Versailles.

Duelling is illegal, but French police usually wink at such affairs. There was no indication they would take action against the lawyers.

'No Bases in Spain'

Washington (AP)—The State Department today announced as "absolutely without foundation" Moscow charges that the United States is acquiring air bases in Spain.

London (AP)—The Russians suggested yesterday that the next world war, if it comes, might be fought on the North American continent.

Pravda, the Communist party newspaper in Moscow, said in an editorial broadcast by Moscow radio:

"Let not the Imperialist rulers of the United States comfort themselves with the illusion that they will be able to conduct the war beyond the confines of the continent of America using as cannon fodder the peoples of Europe and Asia. The days have gone when the warmongers were able to use such fables to fool the people."

"Americans are beginning to realize more and more that the warmongers organize a new slaughter of peoples, the grief of mothers, of wives, sisters and children will visit the American continent."



Grumio gazes over his draft of a play with amused satisfaction as his master and new mistress struggle for supremacy in the hilarious Shakespearean comedy "The Taming of the Shrew." This Clare Tree Major production will be seen in Guion Hall on Thursday, December 15.

Truman Tells Congress Europe Must Lower Prices to Compete

BY STERLING F. GREEN

Washington, Nov. 18 (AP)—President Truman yesterday sent to congress a Marshall plan report declaring that Europe must lower its prices to compete in the United States market for the American consumer's dollar.

"The United States, of course, must be willing to accept greater competition from European suppliers in order to help Europe pay its way," said the study prepared by the Economic Cooperation Administration.

Even if European sales in the United States were doubled—thus restoring Europe's pre-war share of this market—the volume would represent less than one per cent of this country's total output and would "only be scratching the surface of the American market," congress was told.

"The participating countries must intensify their export drive to the dollar areas if they are to attain independence from extraordinary outside assistance," the report went on.

It also will be necessary, the report said, for the Marshall plan countries to give their exporters incentives to enter the tough American market. This will be done, as ECA Administrator Paul G. Hoffman has suggested, by letting the exporting companies keep a share of the dollar's earned in export trade.

The report covered ECA operations up to July 1 of this year. It also emphasized the warnings voiced by Hoffman two weeks ago before the council of Marshall plan countries in Paris: that recovery is imperiled by import controls and exchange restrictions which act as barriers to trade.

It repeated Hoffman's plea for the economic unification of Europe, noting some steps in that direction but declaring that progress "on the whole has been slow."

Industrial production in the Marshall plan countries reached a new peak in the second quarter of the year; the farm outlook indicated a probable record post-war production; foreign trade expanded—but not in the direction of the United States; inflation continued to abate.

"The Communists have been put on the defensive throughout the free nations of Western Europe," it said.

"Back of this renewed spiritual strength are the realities of a subsisting diet, control of rampant inflation brought about by steadily increasing production—now 18 per cent above pre-war—and courageous actions taken by the participating governments to hold down prices and wages."

Princess Gets Bike


LONDON (AP)—Princess Margaret has a new iridescent green and gold bicycle. It is the first bicycle to come out of the first Coventry factory to be rebuilt after the World War II blitz. The factory gave it to her.

A & M METHODIST CHURCH

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10:50 A.M.—Morning Worship
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Rev. James Jackson
Pastor

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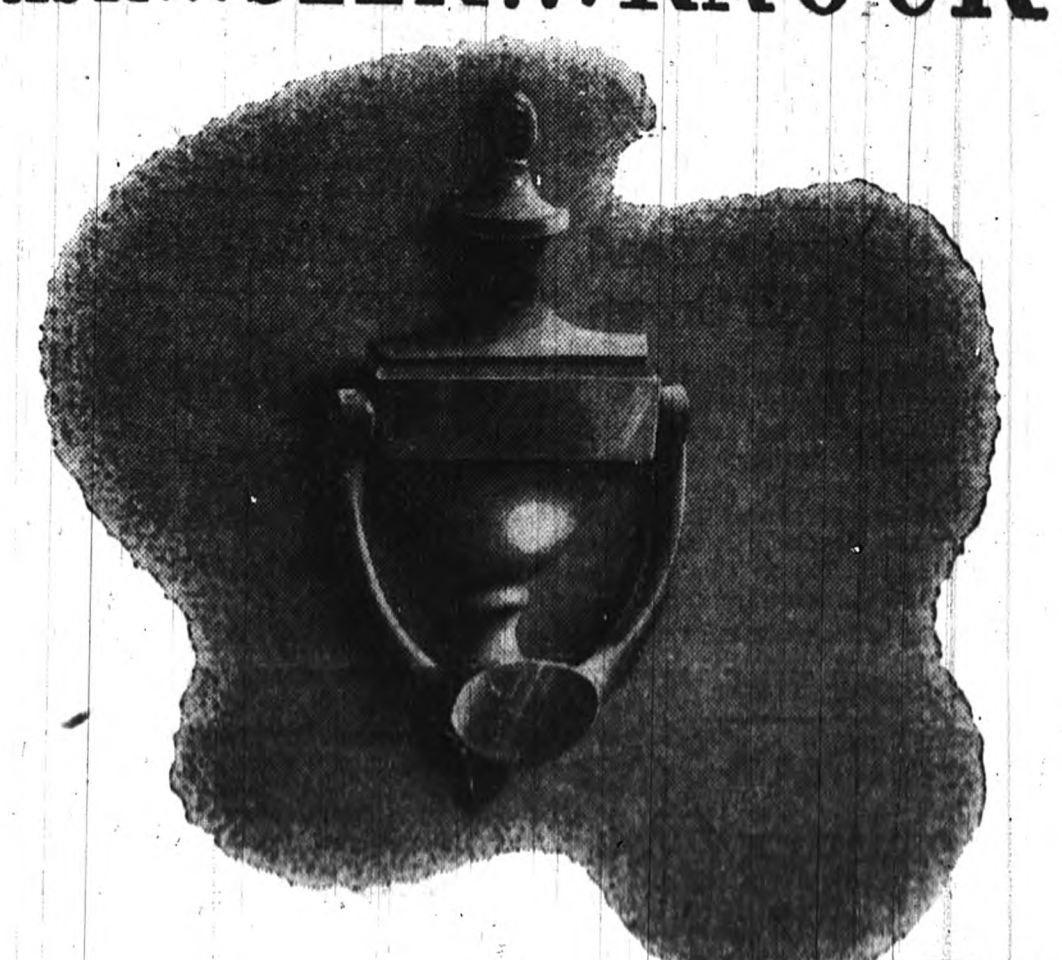
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Those who really understand PRAYER know that it's more than mere asking. It is seeking. It is the hungry search for truth and moral enlightenment...digging for spiritual gold in the hills of life.

But PRAYER is something more even than seeking. It is knocking...meeting life's obstacles bravely...waiting with patient determination until closed doors open...entering portals that the more timid pass by.

We wouldn't really need churches if spiritual growth came for the asking. But we do need churches to help us seek the treasures of God. And through our churches, with the united strength of millions of Christians, we knock on the portals of the more abundant life—and there find it.

THE CHURCH FOR ALL... ALL FOR THE CHURCH

The Church is the greatest factor on earth for the building of character and good citizenship. It is a storehouse of spiritual values. Without a strong Church, neither democracy nor civilization can survive. There are four sound reasons why every person should attend services regularly and support the Church. They are: (1) For his own sake. (2) For the sake of his community and nation. (3) For the sake of the Church itself, which needs his moral and material support. Plan to go to church regularly and read your Bible daily.

Sunday Matthew 7:7-12
Monday Luke 12:35-40
Tuesday John 20:24-29
Wednesday Isaiah 55:1-11
Thursday Psalm 34:1-10
Friday John 14:12-16
Saturday Revelation 2:19-22

For schedule of yearly readings write American Bible Society, 450 Park Ave., N. Y. 22, N. Y.

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11:00 A.M.—Morning Worship
7:30 P.M.—Evening Worship

A & M Church of Christ

9:45 A.M.—Bible Classes
10:45 A.M.—Morning School
7:15 A.M.—Youth meeting

A & M Methodist Church

9:30 A.M.—Cadet Coffee Hour
10:00 A.M.—Sunday School
11:00 A.M.—Morning Worship
7:30 P.M.—Evening Worship

Christian Science Society

11:00 A.M.—Morning Worship

St. Mary's Chapel

8:30 A.M.—Sunday Mass
10:00 A.M.—Sunday Mass

College Station Baptist

9:45 A.M.—Sunday School
10:50 A.M.—Morning Worship
6:15 P.M.—Baptist Training Union
7:15 P.M.—Evening Worship

St. Thomas Episcopal Chapel

8:00 A.M.—Holy Communion
9:30 A.M.—Aggie Coffee Club
9:30 A.M.—Church School
11:00 A.M.—Morning Worship
6:30 P.M.—Evening Service

A&M Presbyterian Church

9:45 A.M.—Sunday School
11:00 A.M.—Morning Worship
6:30 P.M.—Student League
7:30 P.M.—Fellowship Service

American Lutheran Church College Station

9:30 A.M.—Bible Class
10:45 A.M.—Worship Service