WHAT EVERY COFFEE LOVER SHOULD KNOW ABOUT

CAFFEIN
SO GOOD . . . yet not all goodness!
There is nothing in the world quite like the special goodness of coffee. Its delightful fragrance and its delicious flavor have made coffee the world’s most popular beverage.

But coffee is not all goodness. It contains a drug which is harmful to some people. Others can drink coffee without harmful effect. But everyone who enjoys coffee should know the facts about caffeine.

Your family physician will confirm these important facts.
Q... WHEN ARE THE EFFECTS OF CAFFEIN HARMFUL?

Ans... Caffein can overstimulate persons who are sensitive to its effects. Results are "jitters", anxiety, and tension. Poor sleep at night and a tiredness during the day follow the overstimulation.
Q... DOES CAFFEIN AFFECT THE HEART?

Ans... Yes. Caffein affects the heart because it is a heart stimulant. As a stimulant, caffein acts by contracting the blood vessels. This causes an increase in the blood pressure, forcing the heart muscle to work harder to keep up a satisfactory circulation. Eventually this extra burden on the heart will produce an effect of increased fatigue.

Q... DOES CAFFEIN AFFECT ANY OTHER PARTS OF THE BODY?

Ans... Yes. Caffein also affects other parts of the body. For instance, in any persons sensitive to the effects of the drug, caffein may cause an upset in the digestive system. Caffein does this by acting as a stimulant, thus causing a contraction of the muscles in the walls of the stomach, forming gas. Caffein also affects the kidneys by acting as a stimulant and increasing kidney action.
Q...CAN YOU BE AFFECTED BY CAFFEIN WITHOUT KNOWING IT?

Ans...Yes. Some coffee drinkers feel the effects of caffeine less sharply and gradually get used to them. Thus, caffeine may continue to upset them, but they are not aware of it, thinking that their nervousness, poor sleep, and other symptoms are “normal.”
Q... HOW MUCH CAFFEIN IS HARMFUL?

Ans ... This varies with the individual. Some people are affected by as little as one cup of coffee. The amount of caffein in 100 cups of coffee, if taken all at once, would prove fatal.

Q... HOW MUCH CAFFEIN DOES COFFEE CONTAIN?

Ans ... Each cup of ordinary coffee contains about 2 full "salt pinches" of caffein. One hundred pounds of green coffee contain a pound or more of caffein.
Q... WILL CREAM, MILK, OR SUGAR IN YOUR COFFEE LESSEN THE EFFECTS OF CAFFEIN?

Ans ... No. Caffein’s effects are exactly the same regardless of how you drink your coffee.

Q... DOES CAFFEIN HAVE ANY FOOD VALUE?

Ans ... No. Caffein does not provide your body with a single calorie, vitamin, or mineral.
Q... Does caffeine add anything to coffee's flavor or fragrance?

Ans... No. Caffeine is both tasteless and odorless. It doesn't add one bit of flavor or fragrance to coffee.

Q... Can you take the caffeine out of coffee without taking out its flavor and fragrance?

Ans... Yes. Since caffeine adds nothing to coffee's taste or fragrance, its removal has no effect. Also, since the caffeine is removed by a special new "water process"—no chemicals are used—nothing is added to the coffee.

Q... Do any other beverages contain caffeine?

Ans... Yes. Tea, cocoa, and some other drinks also contain caffeine. A pound of tea has about as much caffeine as a pound of coffee.
Q... IS CAFFEIN WHAT GIVES YOU THE QUICK "PICK-UP" YOU GET FROM A CUP OF COFFEE?

Ans... Much of the "lift" from coffee is from the heat of the beverage. It's the warmth that wakes you up, by raising body temperature and stimulating digestion.
Q... DOES CAFFEIN HELP YOU THINK BETTER?

Ans... Actually, it doesn't. But since caffeine is a stimulant, it does give one a feeling of increased ability to work and think. But many doctors believe that the body must pay for these increased activities by an equal amount of rest. Therefore, when one does not get the additional rest, a "brain fag" may follow the feeling of better thinking produced by the caffeine.
NOW . . . ONE WONDERFUL ANSWER TO ALL THESE CAFFEIN PROBLEMS...

TODAY'S NEW EXTRA-RICH SANKA COFFEE

If you aren't sleeping well or feel tired and jittery all the time, it may be due to the caffein in your coffee. Why not try new extra-rich Sanka Coffee?

It is 97% caffein free—can't upset your nerves or disturb your sleep at night.
And it has all the fragrance and flavor that you love in coffee because only the tasteless and odorless caffein has been removed.

Best of all, you will find today's new extra-rich Sanka Coffee is every bit as delicious or even better than the coffee you've been drinking. It's an extra-rich blend of choice coffees with a spicy, aromatic bouquet—a wealth of rare premium coffee richness.

Millions of coffee lovers have switched to new extra-rich Sanka Coffee. It is now one of the 5 largest selling national brands of coffee. Like so many others, why don't you enjoy Sanka Coffee today? Sleep better at night . . . and feel better in the morning.

Delicious in either instant or regular form
TO BRING OUT ALL THE DELICIOUS RICHNESS OF NEW EXTRA-RICH SANKA COFFEE:

Always measure coffee and water accurately, following directions on can or jar.

Experiment to find the strength coffee you prefer. Do this by using more or less Sanka. Do not change the amount of water or brewing time. For best results always use fresh water.

In preparing Instant Sanka, you will get the best in flavor if you use boiling water.

Serve coffee as soon as possible after it is made. If necessary to hold the coffee any length of time, keep it hot over very low heat. Do not let the coffee boil.
2 Keep coffee-makers and equipment clean. Wash very thoroughly after each use and rinse with clean hot water. Coffee leaves an invisible film of coffee oil, and if this is not removed, it may spoil the flavor of your next cup of coffee.

3 Keep new extra-rich Sanka Coffee fresh and free of foreign odors. Only then can you enjoy the rich delicious flavor of Sanka Coffee at its best.

Remember that unless coffee is kept tightly closed, it can even absorb odors from foods such as fish, cheese, and onions.

The best way to keep your Sanka is to store it in the container in which it comes—the glass jar with the tight screw-top lid and the vacuum-pack tin.

PRODUCT OF GENERAL FOODS