

## *“That Morning’s Cup of Coffee”*

**It Is Roasted in San Antonio by  
the Hoffman-Hayman Company  
and Its Excellence Is Attested  
by a Constantly Growing Pat-  
ronage.**

To prove that the South had no man-  
ufactures Henry Grady thirty years ago  
used to like to tell of the man in the  
South or Southwest who from the moment  
he drank his morning’s cup of coffee till  
he lay down at night ate foods and used  
things that were manufactured in far dis-  
tant portions of the country.

That condition is no longer true of Texas  
and especially is it untrue when it comes  
to that “morning’s cup of coffee”; because  
right here in good old San Antonio is  
roasted as good coffee as man, woman or  
child may wish to satisfy their palates.

This coffee is roasted by the Hoffman-  
Hayman Coffee Company, with its mod-  
ernly equipped plant and twenty odd effi-  
cient workmen at 309 North Medina Street,  
San Antonio, Texas.

The Hoffman-Haymen people went into  
the coffee roasting business in February,  
1912, with a capital of \$100,000. From the  
jump the business was a success. Their  
annual gross business for the last three  
years has averaged \$120,000. For the  
first three months of this year it has been  
more than half that amount. Its popular  
brands, “H & H,” “Wesco,” “Misa” and  
“Texco” are ready sellers in Southwest  
Texas. The company recently placed a  
\$20,000 order with Uncle Sam at Fort  
Sam Houston. The company’s output finds  
a ready market on the “S. A. P.” from  
end to end, on the I. & G. N. from San An-  
tonio to Laredo, on the Southern Pacific  
west to Del Rio and throughout the Cor-  
pus Christi and Brownsville country.

Its mail order business extends into  
Oklahoma, New Mexico and Arizona, and  
the company is planning to send salesmen  
into those States.

The officers of the company are: W.  
E. Hayman, president, manager and treas-  
urer, who came to San Antonio from West  
Virginia in 1910; Mrs. William R. Hof-  
man, vice president; G. P. Menger, secre-  
tary.

In February last, the Hoffman-Hayman  
Co. bought out and absorbed the Morrison  
plant at Comal and Monterey Streets and  
will soon transfer all the effects of that  
plant to the site of the parent company  
at 309 North Medina Street.