

**COFFEE COMPANY  
STRIKING EXAMPLE  
OF CITY'S GROWTH**

**Largest Advertising Campaign for Coffee in City Gets Under Way.**

As an example of the remarkable growth of business concerns in this city, it is announced by the Hoffmann-Hayman Coffee Company that it will launch beginning this week, the largest coffee advertising campaign ever put on in San Antonio. The first advertisement of this campaign appears in this issue of the San Antonio Light, and it conveys a message to every coffee consumer in the city.

Seven years ago, a consolidation was effected whereby the Merchants Coffee Company and the William R. Hoffmann store were amalgamated under the name of the Hoffmann-Hayman Coffee Company. This concern began operations in a small store on Commerce Street, doing largely a San Antonio trade. Today this firm occupies a portion of the Caffarelli Brothers building North Medina and West Travis Street and its coffees are sold throughout Southwest Texas. From a weekly turnover of a few hundred pounds of coffee, this company now operates two large roasters and its output is frequently 10,000 pounds a day.

"We owe our success largely to two factors," said Mr. Hayman. "The first is quality. We have insisted on quality in our coffee at all times and we have sold it on that basis. The next is the growth of San Antonio which has caused a parallel growth in every business concern giving the people honest values. We have always emphasized the fact that we are a home concern. We stand behind our products. We employ San Antonio people and we take an active part in everything for the upbuilding of this community.

"Our goods cost no more than inferior grades of foreign concerns yet we give more quality for the money and the coffee consumer who buys from us, gets a home product, put out by a home concern and handled by home workers. We believe in our coffees, we believe in our city and the buying public has shown its belief in our trade mark because our 'H & H Blend' has become one of the best sellers in the retail coffee trade of this city and the Southwest.

"We have undertaken this advertising campaign because we want every coffee consumer to know about our home products. We want to build up a stronger and better business and we assure the buying public that we will endeavor to maintain our high quality coffee at all times. We want the people of San Antonio to know that it is not necessary to pay fancy prices for imported brands of coffee that often are not marketed until they have been in the warehouses for months and even years. By buying 'H & H Blend' it is possible for the coffee user to secure a coffee the same day it is roasted. In fact we make a specialty of roasting and delivering our coffee the same day. The retail grocer knows that when he places an order for our coffee, he gets a strictly freshly roasted article and the consumer likewise knows it. That has been one of the great factors in our success.

"People are not drinking more coffee but they are drinking better coffee. They are no longer satisfied with inferior grades and they are quick to note the difference between stale coffee and coffee that is freshly roasted and selected by experts."

Coffee Company Striking Example of City's Growth

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