

HOFFMAN-HAYMAN COMPANY PIONEER CONCERN OF KIND

Menger Brothers Now Owners of Old Established Coffee Factory.

The Hoffman-Hayman Coffee company was established here in 1900 by the late William R. Hoffman. It was one of the first concerns of its kind in the city. Its first orders were solicited and filled by Mr. Hoffman, alone. He solicited during the day and roasted and packed coffee during the evening, delivering the following day.

During the early days of the Hoffman-Hayman Coffee company, there was but one small roaster with a capacity of only 300 to 400 pounds a day.

Upon the death of Mr. Hoffman, his brother-in-law, Gus P. Menger, took charge of the business. Mr. Menger consolidated and operated the company under the name of Hoffman-Hayman. In January, 1920, the business was purchased by the Menger brothers. Present officers are: Gus P. Menger, president; Rudolph W. Menger, secretary and treasurer, and Louis B. Menger, office manager.

The Hoffman-Hayman Coffee company has grown into one of the largest concerns of its kind in the state. It has three roasters each with a capacity of 200 pounds an hour. The average daily output is 96 bags or 14,480 pounds.

The company employs seventeen men to operate the machines. Two traveling and four city salesmen make up the sales force of the company.

The factory occupies 7000 feet of floor space. Its products are sold throughout Southwest Texas under the H. & H. Blend trademark.

Gus P. Menger, president, in discussing the growth of the company, as well as general business conditions, said:

"Business in general is unusually good. Sales for the first year of H & H. tea surpassed all expectations. This commodity has distribution in about 65 per cent of the stores in the city. We attribute its popularity to the demonstration of the tea in different stores, together with the consistent way in which it has been advertised in the city newspapers."

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