

# ADVERTISING AND QUALITY SPELL SUCCESS

**Hoffman-Haymann Coffee  
Company Wins Because  
They Deserve It:**

## A CONSUMERS' DEMAND

**Enviably Position Not Due  
to Accident But to  
Sincere Service.**

Success does not just happen, it is the reward of business ability.

The Hoffmann-Hayman Coffee Company realized that women's praise for their coffee, tea and spices was necessary for their success. So they roasted a quality coffee that every housewife might praise it. One woman told another, and the demand for H and H coffee increased.

The Hoffmann-Hayman Coffee Company, knowing that the housewife recognized their quality products, decided that they would capitalize upon the quality of the merchandise they were turning out, and inaugurated a selling campaign that would not only place their products in all of the grocery stores of San Antonio and Southwest Texas, but would place their slogan, "We Roast It, Others Praise It," before the housewives of this territory.

This great company, now one of the largest coffee roasters in the South, realized that it was their duty to make business as easy as was consistently possible for those grocers upon whom they demanded for business. They recognized that in selling the retail grocers they must put service before selling, not behind it. They must not only sell the grocer quality products that would net him a fair margin of profit, but they must assist the grocers in selling their products to the housewives.

The Pitluk Advertising Company was called in to outline a campaign which would encourage the co-operation and good will of the grocers, and at the same time increase the consumer's demand.

After careful analysis of the territory was made, it was recognized that the newspaper should be the basis of H and H advertising, but that, in addition, illuminated bulletins and grocer's wall boards, motion picture films and slides, window displays, store displays, persistent coffee and tea demonstrations, road signs and scores of additional helps were necessary to get the full advertising value out of the money spent.

The Hoffmann-Hayman Coffee Company has been exceedingly successful in increasing consumer's demand for their products.

This summer when the Hoffmann-Hayman Coffee Company put their tea in handy round tins it met with the instant acceptance of the housewife. Today, H and H tea is first sales in the local stores. Quality, backed by consistent store demonstration and publicity, gives the housewives a tea that the can conscientiously praise.

Never will the Hoffmann-Hayman Coffee Company go into advertising unless it has real merit—unless it gets the message over to the housewife. But once they find that method they are consistent. They give willingly of their time for demonstrations right in the dealer's store; they allow the housewife to "taste the taste" of delicious H and H coffee and tea.

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