

SUNDAY.

CARTONS ARE USED TO PACK PRODUCTS OF H. AND H. COMPANY

Convenient Sanitary and Neat Method of Handling Teas and Coffees.

When Mr. Stonehatchet desired to bring home numerous gifts from the hunt and the chase to the Mrs., he either had to carry them on his back or in his hands. For large objects, such as game, etc., his back was the mode of conveyance, even though the load at times became rather heavy. However, on his journeys abroad, he found many bright pebbles and varicolored shells which would make remarkable ornaments for his lady's adornment. Quantities of these could not be carried in the hands conveniently as they became lost when the hands were needed for defense or flight from enemies. Then, through the dawning of his intelligence, he invented the bag, made of dried animal skins, which he cured in the sun. This could be held by a thong tied about his waist. He had to learn from personal experiences. This was a slow process. Eventually he reached the stage where he could think and analyze. Necessities were obtained easier, conveniences came, even luxuries arrived. Man put on clothes, lived in houses, combed his hair and took his Saturday night's bath. Those were great days for our prehistoric ancestors!

By watching the wasp he found them to be industrious little insects. Unless molested, they attended strictly to business. They built houses of insignificant material that was yet strong enough to hold hundreds of them. And the much avoided wasp supplied some Johnny, away back in the vague years, with the idea of making paper in the same way. This was first made from ground wood, and later from old rags and other paper. And paper could be used for untold purposes; the little bag every housewife knows so well merely being one item. Luxuries became necessities, and education brought germs, disease, surgical operations, undertaker trusts and King Tut dresses. Then his tastes became particular and fastidious.

Our ancestor demanded not only cleanliness, but hygiene. He took interest in his family, their future and their health. Paper bags were all right for some things, but in delivery they became open, dirt mixed with his food, they were easily torn and contents scattered. That wouldn't do—a tall, a-tall! Cardboard came and with it folding paper boxes were conceived. These were better. They were easily packed, convenient to handle, and kept the contents sanitary until need. And on these cartons he improved as the years passed, until he discovered, even in this seemingly insignificant article, hundreds of new possibilities. The printing press was put to work to decorate and make them attractive to the eye. When barter and trade ceased to be the vogue and business made its debut he found psychology, advertising and selling. Not only did he have to dress himself and family properly to be accepted, but he had to dress his prod-



MR. L. B. MENGER
Custodian of Accounts.

A valuable but thankless job is that of L. B.'s who faithfully records every transaction made by employees of the Hoffmann-Hayman Coffee Company. His duties are daily increasing as sales efforts are increased.

net in such a way as to attract the public and create enough confidence to cause purchase—for the public had to buy the fruits of his handicraft and brains to enable him to provide for himself and those he loved. There we have necessity again! Only now he battles it with his brains, instead of his former brawn.

Thus we have come down through the ages to the present. Necessity has been our teacher and we have been apt pupils—because we had to exist. If you were to trace the history of the carton back along its journey to the shady, dim-lit forests you would find romance in every stage of its manufacture. Look around you and see the thought expressed by the thousands of firms who supply you with your every day necessities—this expression of cleanliness, health, happiness, in their cartons. These firms did not "just happen" to select this mode of packing; it required careful thought and planning. They had to make their product of the best, and then to dress it up for your acceptance. That's why the Hoffmann-Hayman Coffee Company introduce their goods to you in attractive and substantial cartons. And, being particular, they buy from the Globe Folding Box Company in Cincinnati.

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Coffee Blending Matter of Experience.

The coffee plant is an evergreen tree growing to a height of from 15 to 40 feet, but the tree in cultivation, however, is not allowed to grow over a height of from 10 to 14 feet.

This pruning keeps the coffee tree in a healthy condition and insures a maximum yield. There are about 85 known varieties of coffee plants and each one of these different varieties grow many different grades of coffee so you see the difficulty the experienced coffee master would have in keeping up the grade of the many certain varieties that he is handling.

The word "Santas" for instance, means nothing unless you are experienced enough to know the original qualities of a good Santos and are able to select it from among the many different grades of Santos coffee-grown.

Business Bet

Moving to bigger a sign of prosperity in an

Hoffmann-Hayman

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Apr 26, 2026