

SUNDAY THE SAN ANTONIO LIGHT AUGUST 26, 1923.

*The New Home of a great institution*

# HOFFMANN-HAYMAN COFFEE COMPANY

A CREDIT TO THE ENTIRE SOUTH

A FAMED NATIONAL SLOGAN  
*"We roast It - others praise It"*

**1910 - 1923**  
13 YEARS OF INCREASING THE HOUSEWIVES DEMAND FOR H AND H PRODUCTS HAS FORCED HOFFMANN-HAYMAN COFFEE CO. FROM THESE QUARTERS INTO THEIR NEW SPACIOUS HOME ON BURNETT ST.

THE HOME OF HOFFMANN-HAYMAN COFFEE CO. IN 1910

WHERE H AND H WAS ROASTED AND PACKED IN 1908

ORIGINAL H AND H HAND ROASTER - CAPACITY 20 POUNDS

MR. WILLIAM R. HOFFMANN WHO MORE THAN A QUARTER OF A CENTURY AGO CREATED THE FAMOUS H AND H BLEND

*More than fifty per cent of the housewives of San Antonio are consistent users of one or more H and H quality products*

The rapid growth of the Hoffmann-Hayman Coffee Company has been phenomenal. From its very conception, one quarter of a century ago, when the firm was established by William R. Hoffmann, it has given the grocer an unusual roasting and delivery service and has given to the housewife, products that she has consistently praised.

After the death of Mr. Hoffmann, in 1910, the business then under the name of William R. Hoffmann, was consolidated with the Merchants Coffee Company, a local concern owned by Mr. W. E. Hayman. The name at that time was changed to the Hoffmann-Hayman Coffee Company, with W. E. Hayman, president; Mrs. William R. Hoffmann as vice-president, and G. P. Menger, secretary.

In 1920, Mr. Hayman's interests were taken over by G. P. Menger, now president of the concern, and R. W. Menger, now secretary-treasurer. Mrs. William R. Hoffmann, now Mrs. William J. Schlosser, retains her full interest and is vice-president and director of the Hoffmann-Hayman Coffee Company.

Today the Hoffmann-Hayman Coffee Company stands foremost in the coffee roasting industry of this territory. Their business develops exclusively with local capital and is a commercial monument to industrial San Antonio, a credit to the entire South.

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