

TRADE WEEK VISITORS INVITED TO VISIT HOFFMAN-HAYMAN PLANT



G. P. MENER

President Hoffmann-Hayman Coffee Co.

A quality coffee—and the grocer's good will—these are given as the two principal reasons for the remarkable growth and present business of the Hoffman-Hayman Coffee Company, roasters of H and H Coffee.

"For several years H and H blend coffee has enjoyed a tremendous increase in sales," Gus P. Menger, president of the concern, said Saturday, "and today it is the leading seller in package coffee in San Antonio. This speaks well for H and H Coffee. Surely if home folks appreciate it to this extent and prefer it above others in a town where so much good coffee is roasted, then it surely must have quality in it.

day. "We have had any number of inquiries from our customers as to exact dates of the instruction school by Messrs. Stockdale and Ivey, which shows an interest in the forthcoming Trade Season, August 4 to 13, far beyond our expectations.

"San Antonio manufacturers, jobbers and distributors are making plans for a greater entertainment program this Trade Season than ever before, and out of town merchants are convinced that San Antonians have a real desire to be of service to them in helping them solve their retail problems.

"The officials and our 25 special salesmen will be at the disposal of visiting merchants throughout the Trade Season," Mr. Halff continued, "and all of our traveling men will be in the house during this period to welcome their customers and show them through our stocks and over the city. Other houses, I am informed, will do the same.

"We are looking forward to a very pleasant season when our customers and friends visit us as our guests during the Trade Season."

"We have always co-operated with the grocer in every way possible—we believe it our duty and a pleasure to give him every assistance in acquainting his customers with the quality of H. & H. coffee and tea.

"The following figures," he continued, "gives the volume of increase in sales during the past 13 years of business by this firm: 1910, 7,500 pounds; 1915, 44,890 pounds; 1918, 62,048 pounds; 1920, 116,300 pounds; 1922, 248,600 pounds; 1923, more than 400,000 pounds. These figures do not include the sales of other Hoffman-Hayman brands of coffee.

"We are making special efforts to have every visiting merchant to San Antonio's Trade Season, August 4 to 13, to inspect the H. & H. plant," Mr. Menger said, "for we are anxious that they see just how much care we exert in giving them and their customers only the best in coffee and tea."

The Hoffman-Hayman family of products now numbers 10: H. & H. Spoon, Broncho, Border, Menger Peaberry and Texaco Coffees; H. & H. Tea, Cocoa, Spices and Extracts.

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