

LOCAL COFFEE PLANT AVERTS SHORTAGE

Supply Laid in When Revolution Threatens to Close Brazilian Port.

The Fall Trade Season, fostered by the Trade Extension Board of the San Antonio Chamber of Commerce, will be the means of gaining this city the recognition due her as the commercial center of the South, according to G. P. Menger, president and manager of the Hoffman-Hayman Coffee Company. He states that there are many direct and indirect results gained every year through this project.

By holding these trade weeks every year, San Antonio manifests a desire for trade and commerce that outside merchants respond to with large orders. It is also a big benefit to salesmen who cover the districts included in the Fall Trade Season, and they invariably report a large increase in interest and orders for San Antonio goods, following the trade week.

Mr. Menger considers that San Antonio has the products of commerce, both raw and finished and that all that is necessary is to place her goods before the people of Texas in the proper manner, in order to receive larger business.

LARGER BUSINESS COMING.

This trade season will show the smalltown merchant that San Antonio is interested in his town, and he retaliates by placing larger orders with the salesmen.

Mr. Menger has been in the employ of the H & H Coffee Company since 1913, a year after the company was organized, and he has been president and manager for the last three years. The firm was first established by William R. Hoffmann, and the business retained his name until his death, in 1910, when it was consolidated with the Merchants Coffee Company, a local concern owned by W. E. Hayman, and became Hoffmann-Hayman Coffee Company. In 1920, Mr. Hayman's interests were taken over by G. P. Menger and R. W. Menger. The latter is now secretary-treasurer of the firm.

GETS LARGE SHIPMENT.

Due to the present revolution in Brazil, which is the greatest coffee producing country in the world, the fear of a coming coffee shortage is forcing the company to procure a large stock of the bean. The trend of fighting in Brazil seems to indicate that the port of Santos will soon be closed. If this happens, a coffee famine will ensue, according to Mr. Menger. Coffee has already advanced five cents a pound in the last thirty days. A double car load of coffee, worth \$16,000 was received at the company warehouse last Saturday morning.

THE "CUP" TEST

Some of the products of the H & H Coffee Company are: H & H coffee, Texaco coffee, Broncho coffee, Menger Peaberry coffee, Border coffee and H & H tea, and H & H cocoa. In the shop is an automatic coffee labeler with a capacity of 10,000 cans of coffee a day.

Mr. Menger has inaugurated a special cup-testing laboratory in which samples of green coffee are roasted and tested for cup quality by experts. All coffee is cup-tested before it is bought to insure their trade against any lowering of the high standard maintained by the H & H company.

The company maintains a force of ten salesmen, and has an average output of two carloads a week. A sub-office has recently been established at Dallas with William A. Brown as the north Texas representative.

Local Coffee Plant Averts Shortage

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May 5, 2026