

## COFFEE PLANTS INDUSTRIAL LEADERS

San Antonio is in the heart of one of the greatest undeveloped districts in the world. The Rio Grande Valley, Winter Garden District, Medina Garden Territory and Southwest Texas cotton and corn fields will make the Alamo City the Queen City of the South in a few years. San Antonio has a population of approximately 250,000 and development of these thousands of acres has just begun. When they are fully under cultivation, the population will be doubled many times.

San Antonio, with wonderful rail facilities, is within a few miles from the new shipping port being completed at Corpus Christi. When this port is completed, San Antonio will naturally become the shipping center of the Southwest. San Antonio will also become the manufacturing center for this vast territory.

### POPULARITY GAINS.

Building of many of these factories has already begun. Many lines are well represented in this city, having several plants manufacturing the same products. The coffee roasting and spice industry is among the leaders in the Alamo City, says G. P. Menger, president of the Hoffmann-Hayman Coffee Company. Many plants here supply the territory with thousands of pounds of coffee monthly, he states.

The coffee roasting industry has just started its growth. The popularity of the drink is increasing. Hundreds of people are drinking coffee now who never did before.

### RAPID GROWTH.

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.

### AMONG FOREMOST.

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 among the 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.