



You drink Coffee

only for the flavor

in the cup!

The Real Way to JUDGE COFFEE

"Taste It in the Cup"

It Is "FLAVOR" Alone
That Causes San Antonians
to Prefer

H AND H Coffee

over all other brands
solely because

IT TASTES *Better*



ONE POUND NET WEIGHT

H AND H
BLEND
Coffee

MEDIUM GROUND

ROASTED AND PACKED BY
HOFFMANN-HAYMAN
COFFEE CO.
SAN ANTONIO, TEXAS.

PURE COFFEE

You buy coffee for its flavor in the cup. You cannot taste a tricky can or a fancy label. It's coffee flavor you like and coffee flavor you want.

Two things determine this flavor. (1.) The quality of the green coffee bean, and (2.) the care, precision and experience with which it is roasted.

We select only the finest Central and South American coffees for H and H and then delicately and scientifically roast them to produce the famous H and H flavor . . . the taste that you enjoy in the cup.

Coffee claims are idle talk. Only the flavor in the cup really counts. That's why we say: Buy a pound of H and H Coffee from your grocer. Make it the way you like your coffee made . . . and TASTE THE DIFFERENCE IN THE CUP. (Or your grocer will refund the full purchase price.)

HOFFMANN-HAYMAN COFFEE COMPANY
COFFEE ROASTERS SINCE 1898,
IN SAN ANTONIO

We roast It - others praise It

Tune in
Every Tuesday
at 7:15 P. M.
WOAI

The famous H and H slogan holds a message for every lover of good coffee. It denotes the importance of the ROASTING PROCESS. Even the finest coffee bean is flavorless until it's roasted, and the flavor of the finest bean can be ruined by improper roasting. For more than a quarter century we roasted H and H so as to produce a flavor that "Tastes Better."