

H&H Coffee Co. Sees '32 Banner Year

Pioneer Institution Big Factor in City's Industrial Expansion.

The Hoffman-Hayman Coffee company, for more than a quarter of a century roasters and blenders of the finest quality coffee, has proven beyond question to be a dominant factor in the industrial development of San Antonio. H. and H. coffee, H. and H. orange Pekoe tea, Sam Houston coffee and Menger Brand are the Hoffman-Hayman Coffee company's leading brands and are San Antonio's "first sellers."

"Our records show that each year that we have been in business we have increased our poundage in every brand of coffee, over the sales of the same brand of the preceding year," said Gus P. Menger, president of the company.

"Today we are employing more men in our San Antonio plant and have more salesmen in the trade territory covering Texas, Oklahoma, Louisiana and New Mexico; more delivery trucks and are selling more pounds of our products than ever before in the history of our organization." The housewives in turn have not only accepted H. & H. brands, but in their various price ranges have given preference to them, enabling the Hoffman-Hayman Coffee company to continue to expand and to give employment to increasing numbers each year.

The Hoffmann-Hayman Coffee company has a copyrighted slogan that has won for them national recognition—"We Roast It, Others Praise It"—is a descriptive sales slogan that has no peer in the advertising annals of merchandising.

This slogan is a goal to which the company roasts its various products and to each employe the slogan, "We Roast It, Others Praise It," means we must roast our coffee so that every customer will praise it.

The products are roasted in San Antonio fresh six days a week and are delivered to local grocers daily. In the territory their products are delivered every 10 days and oftentimes weekly. Perfect roasting makes coffee taste better, and H. & H. coffee is roasted by a delicately controlled, scientific roasting process which brings out all the flavor and delicate aroma of the fine Central

INCOME TAX REPORTS DUE ON MARCH 15

The auditor is the business man's friend always, but at present a reliable auditor is more in demand than usual, which explains the rapidly expanding business of the R. W. Creager Company.

Income and franchise tax reports are due March 15. No matter how perfect the books of a concern may be, these reports require tedious figuring that is usually exasperating to everyone but the auditor. It is his job to make accurate reports.

Even to the individual, who does not have to pay an income tax but has to make a report, an auditor's services are useful because the latter is well acquainted with the laws and technical requirements which are often overlooked by the uninitiated. Also for businesses that maintain an audit department of their own this is the time of year to have books checked by outside concern as a safety measure.

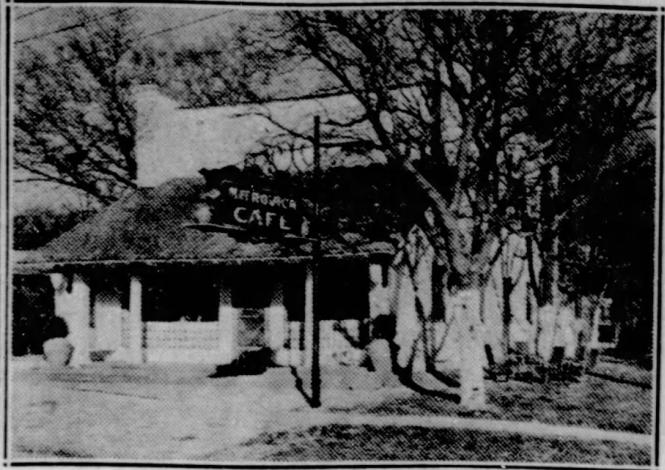
R. W. Creager and J. A. Bailey, principals of the firm, have been operating in San Antonio for 20 years and are thoroughly trained in all branches of commercial and cost accounting. They have kept abreast of the changes in modern business methods, income tax and corporation laws. Besides income, franchise and inheritance tax matters, the entire scope of their business covers audits, installation of accounting systems, preparation of financial statements and all matters relating to corporate organizations and procedure, including the securing of charters.

A special feature of the corporation, maintained for the convenience and accommodation of small business organizations, is the monthly service department. Its purpose is to furnish, at a low cost, a set of financial records each month. These reports compare with the most modern accounting systems.

and South American coffees that are especially selected for H. & H. You get these coffees perfectly roasted, fresh and at the peak of their flavor—that's why H. & H. always "tastes better."

Sales leadership proves that properly selected coffee, carefully and scientifically roasted and delivered fresh to the grocer, is the reason why so many Texans give preference to this San Antonio-owned and operated coffee institution.

New Mitrovich Cafe Opened



Famed restaurant is now domiciled in modern structure at 2632 Broadway, opposite first south entrance to Brackenridge Park.

Food connoisseurs of San Antonio and Southwest Texas will receive with interest the announcement of the opening of the new Mitrovich Cafe at 2632 Broadway, across from the first entrance to Brackenridge Park, under the direction and management of T. Mitrovich, son of the late founder.

This announcement conveys special significance to thousands, for the name Mitrovich to epicureans far and near is equivalent to that of sterling on silver. The original Mitrovich Cafe is one of the oldest in San Antonio.

The new cafe, domiciled in a beautiful red tile roofed, white stucco, English Colonial structure, will purvey the same traditional quality and variety of foods, specializing in a la carte service and Italian dishes. This institution is in no way connected with any other cafe in the city.

The main dining room is located on the street floor, but arrangements are being made for private dining rooms and lounge on the second floor. In addition plans are being made to serve meals at lawn tables, beneath the shade of pecan and hackberry trees during the summer months.

The fame of Mitrovich's food has spread afar since the founding of the cafe in 1902 by the late A. Mitrovich. Three Presidents of the United States, Taft, Roosevelt and Harding, as well as other nationally known personages, have expressed admiration for the "remarkably excellent" dishes served.

Ample parking space is available at the new location and those in quest of the best in food will find it advantageous to use the popular expression: "Meet me at Mitrovich's."

DON'T PUT YOUR MONEY IN YOUR SOCK

Investment Banker Tells Why.



leading corporations, with no amount in excess of 5 per cent of the total invested in any one stock, thus reducing the risk to a minimum.

"The purchased stocks," Lucas stated, "are placed in trust with the Security Title and Trust Company, San Antonio, and are there held until maturity of the trust, at which time the accrued fund is divided. First, the purchaser gets back his principal, then the interest on his investment and from the