

# H and H Coffee Is Now Vacuum Packed

## New Scientific Crystal Container Keeps Product Days Fresher

The Hoffmann-Hayman Coffee company, pioneer Texas roaster of fine coffees, has again proved its local dominance in giving the housewife its famed H and H coffee in an entirely new and revolutionary type vacuum-crystal jar known as crystalvac, for which the appropriate slogan has been adopted: "It's Days Fresher, and It Stays Fresher." In addition to the supreme freshness afforded by this feature, the jar is reusable and particularly handy for the preserving of fruits, etc., and will take all standard lids such as Kerr and Mason-Ball.



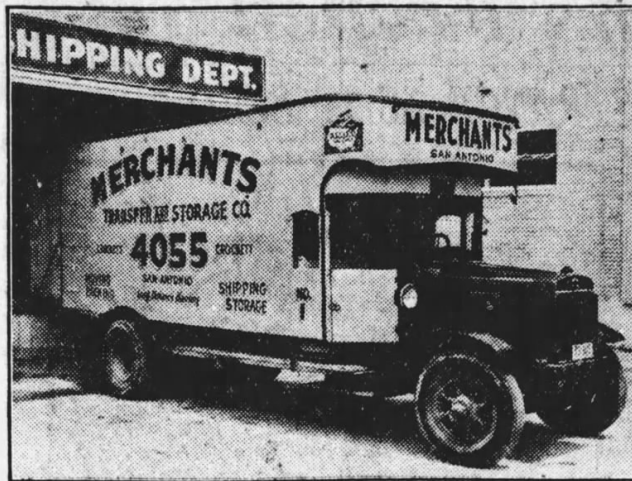
Cutout display of H and H Crystalvac Coffee.

The Hoffmann-Hayman company has brought to Texas the first coffee vacuum-packing machine for glass. In one operation it makes the container a vacuum and seals it. The jar holds one and a quarter quarts liquid measure.

Stimulating home industry, this improved packing process has placed 15 additional employes at work at the Hoffman-Hayman plant and, of course, the initial shipment of 250,000 jars from the Three Rivers Glass company, at San Antonio's back door, has also aided materially.

"Since Jan. 1, 1932, we have spent over \$10,000 for Crystalvac equipment in preparing to give Crystalvac vacuum-packed coffee

ONE of the International motor trucks owned and operated by the Merchants Transfer and Storage Company. This van is in daily use and is shown at the shipping department of the Merchants' new fireproof storage warehouse.



The Merchants Transfer and Storage Company, probably one of the oldest and largest transfer houses in the South, has again turned to International.

The efficiency and endurance demanded of motor trucks operated by large moving and transfer companies probably equals, if not exceeds, that required of vehicles used in lighter transport work, therefore, it is probably due to this fact that International Motor Trucks, the standard of efficiency and economy in commercial hauling since 1907, have been chosen by the Merchants Transfer and Storage Company for use in their extensive activity of transporting heavy freight merchandise and household goods in this territory.

For the past 52 years the Merchants Transfer and Storage Company has been engaged in the transportation business, and the degree of success attained by this institution during the past half century is forcibly illustrated by their new fireproof warehouse to Southwest Texas," said G. P. Menger, president and manager of the company, during a recent interview.

"Of course, we will continue to pack H & H coffee in half, one and three-pound sealed tins as before," concluded Menger, "but the confidence and faith of housewives in the H & H brands, evidenced by their tremendous increased consumption, is justification for our continuous efforts toward the end of scientifically improving the methods of packing these unexcelled products."

comprising some 60,000 square feet of floor space on Merchants Street, off South Flores. In addition to their large storage facilities Merchants have the most modern equipment for the fumigation of all commodities, have national service on the movement of household goods, through the Allied Van Lines, Inc., and haul city freight for the Katy Railroad, and the Universal Carloading and Distributing Company. Their 50 employes are kept constantly busy handling in some form the tremendous volume of material which enters, or is dispatched from their plant by their fleet of 34 trucks.

Long since have the executives of this company recognized the dependability and economical operation of International Trucks, and the dependability of the after-sales service rendered by this firm speaks the quality of the equipment used. International Trucks are manufactured by the International Harvester Company, and are built in a capacity of from three-quarter-ton speed trucks to five-ton heavy duties.

During the 25 years that International Trucks have been on the market, the manufacturers have established 183 factory motor truck sales and service plants throughout the United States and Canada, and the San Antonio branch, located at 1344 South Flores Street, serves 48 counties in Southwest Texas. At this branch as well as all others, a full stock of replacement parts for every model of their trucks, regardless of the year of manufacture, is maintained.

## POTATO CHIPS ADD ZEST TO SUMMER MEALS

In the preparation of summer menus the potato chip stands out more prominently than any other food article of similar bulk from the standpoint of nutriment and economy. In the manufacture of potato chips the Gimble Manufacturing Company, 1021 Broadway, undoubtedly maintains leadership in this field here since its origin in 1919.

The company manufactures potato chips cooked only in the finest Mazola oil. They are prepared especially for picnics, luncheons and dinners. Other products of this factory are potato waffles, shoe-string potatoes and salted peanuts.

Potato chips, waffles and shoe-strings are made from the best grade of Irish potatoes and are put through a secret process which makes them highly palatable.

Gimble Manufacturing Company specializes in supplying lodges, churches, societies, etc., with any quantity of these delicious potato chips. In addition their products may be had at all leading food stores, fountains, and lunch counters in this territory, including the Valley and Gulf Coast region.

## CLEANING PLANT HAS WIDE PATRONAGE

Personal appearance being such a dominant factor in business and social success, the cleaning and dyeing establishment automatically becomes a service institution of prime necessity to the family and community. Organizations of this classification that continually strive to increase their service through the installation and adoption of modern equipment and methods show upon investigation to be enjoying a well-deserved, profitable patronage. This was verified in an interview with W. D. Sickie, president and founder of the cleaning and dyeing establishments bearing his name at 908 Nolan Street and 1516 McCullough Avenue.

Sickie is widely known in business circles here, having at one time occupied an executive position with the wholesale house of Ullman-Stearn & Krauss, and immediately prior to establishing his present enterprise he was chief supervisor for the Red & White Store chain system.

As this is the season for linens and other summer clothing which require frequent cleaning the discriminating dresser is invited to phone W. D. Sickie and give him a trial.

The conveniently located branch on McCullough Avenue is designed for cash and carry service or, if desired, a courteous driver will call at your home.