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DAYS FRESHER, and It Stays Fresher, is the slogan appropriately chosen for the new H and H CRYSTAL-VAC Vacuum-packed Coffee, and the screw cap crystal jars in which it is packed prove a convenient article to users. Miss Katherine Schaeffer is shown displaying reusable container.



For years the Hoffmann-Hayman Coffee company, roasters and packers of the famed H and H coffee, has rendered an indispensable service to the housewives of San Antonio and Southwest Texas by blending and perfecting fine coffees of unexcelled quality. When exhaustive scientific research showed that perfection in coffee flavor had been attained, there was but one remaining step in their march of progress—improvement of the container—which has been accomplished with the recent introduction of Crystalvac. H. and H. coffee vacuum-packed in the new crystal jar.

While H. and H. coffee has always been days fresher due to the fact that it is roasted and packed in San Antonio, the new Crystalvac container "keeps it fresher" to the

last spoonful, and then the one-and-a-quarter-quart crystal jar becomes a permanently useful article, particularly suitable for the preserving of fruits, pickles and, in fact, for any canning purpose.

The jar is of the screw-cap type and will take any standard make of lid such as Kerr and Mason-Ball. This fact alone is winning for Crystalvac a wide clientele of delighted users and, coupled with the lasting full flavor and aroma of the coffee itself, the success of this revolutionary step in coffee production is unquestionably assured.

The equipment and machinery used in the packing of H. and H. Crystalvac coffee was recently installed by the Hoffmann-Hayman company at a cost of several thousand dollars and brings to San Antonio the first apparatus of its kind in the state.

Days Fresher

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