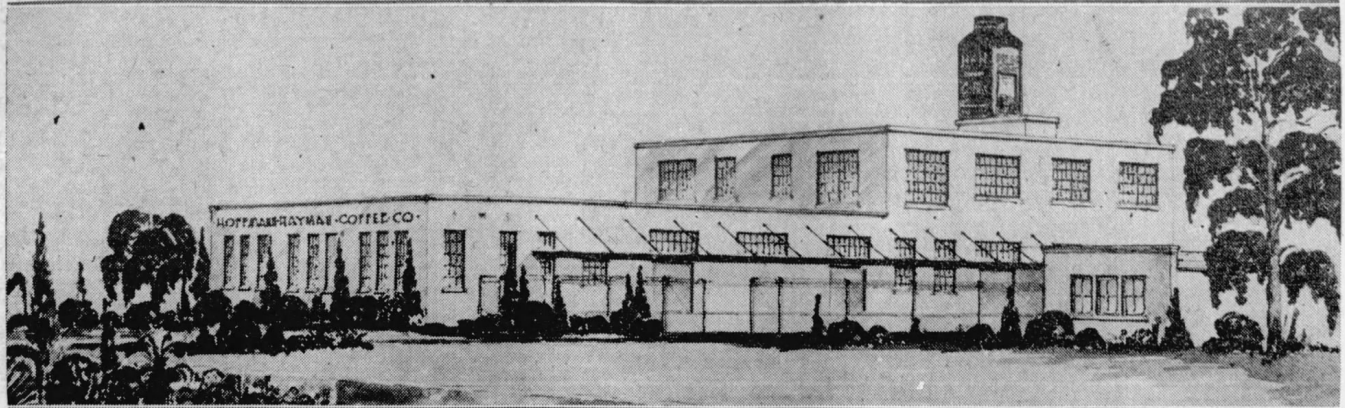


HOFFMANN - HAYMAN PLANT + + + MODERN THROUGHOUT



The attractive manufacturing plant pictured above is now under construction by the Hoffmann-Hayman Coffee company at Delaware street and the S. P. tracks. It is designed by Morris, Noonan and Wilson, architects and engineers in the Builders Exchange and will provide 16,000 square feet of floor space. Occupancy is expected to take place by October 15. The company is located at present at 331 Burnett street, where it has been for 10 years.

KALLISON'S TO ADD TO DEPT.

Kallison's, 124 South Flores street, have announced the intention to develop their automobile, Goodyear tire and accessory department into the largest in the store, according to Morris Kallison, manager.

Mr. Kallison declared: "Since the beginning of the department a year ago the business has increased 1000 per cent. We feel that the tremendous business done by this department is due to nationally known advertised tires, accessories and motor oil and through exclusive advertising in the San Antonio Light."

The store manager said that due to the wide acceptance of The Light the name Kallison, advertised in its columns, has become a household word in San Antonio.

The fact that more than one-half of a tank carload of motor oil is sold by this store every month is an indication of the business done. It has been necessary to increase the floor space of the automobile department on several occasions, he said.

Hoffmann-Hayman Coffee Plant Under Construction

Declaring the present time to be the best time to build and having as their purpose the encouragement of others to build, the Hoffmann-Hayman Coffee company has announced a new plant now under construction at Delaware street and Southern Pacific tracks.

Designed by Morris, Noonan and Wilson, architects and engineers in the Western National building, the structure will provide 16,000 square feet of floor space and will be one of the most modern plants in the state.

Of fireproof construction, the building faces on Delaware and provisions have been made for additions to the structure in the future.

The Hoffmann-Hayman Coffee company is one of the pioneer coffee roasters in San Antonio, having been in this business for more than a quarter of a century. The business was founded by William R. Hoffmann. It has been in its present location at 331 Burnett street for 10 years.

Work on the new plant began last Monday and the 60 employees of the organization expect to be in their

new location by October 15, officers of the company said. By September, the officers of the company declared, business will have sufficiently improved to add more employees.

G. P. Menger is president of the organization; Mrs. William J. Schlosser, vice president; R. W. Menger, secretary, and T. J. Menger, treasurer.

True to the policy of the company, local products and firms are being favored in the construction, G. P. Menger said. G. W. Mitchell, 312 Builders Exchange building, is general contractor.

One of the attractive features of the new building will be a large H and H Crystalvac container placed on the roof, visible for blocks around. This advertising feature is widely used in the Midwest and East by manufacturing concerns.

The new Crystalvac re-usable crystal jar, which is packed under high vacuum, was introduced by the concern several weeks ago and has met with wide approval, as the cap may be screwed back on the jar each time a portion is used, insuring the freshness of the product.

SEARS PLANS EXPANSION

Plans for an extensive expansion program was announced by the Sears, Roebuck and company of San Antonio at a meeting of local and visiting executives last week, according to C. W. Bryant, manager.

Visiting officials were J. M. Barker, vice president of the firm, in charge of retail administration, and C. B. Roberts, manager of the Texas district.

In reviewing the expansion program, Mr. Barker said: "Our San Antonio store reflects the progressive spirit of this community. We are pleased with its steady growth and feel that the expansion movement is well justified. Mr. Bryant has been investigating and preparing plans to add some 14 additional units to the store.

"Although efforts in this direction began about two months ago we have hesitated in making them known until they were definitely completed. In adding this many departments to our already complete department store we will make of

Continental National Is Merged in Great American

President Charles E. Becker announces this week the consolidation of the Continental National Life Insurance company of Denver, Colorado, and San Antonio, Texas, with the Great American Life Insurance company of San Antonio. These two home companies are controlled by the same financial interests and have been operating units of the Great American Life Underwriters, a San Antonio institution.

The Continental National Life was originated three years ago by President Becker and associates. Shortly after it began production, the Great American Life was placed in the field with financial control held by the underwriters. Realizing the unlimited possibilities of San Antonio and the state of Texas, in January of this year at the recommendation of President Becker, the Continental National was moved to San Antonio with its offices adjacent to the Great American.

The consolidated company has in excess of \$10,000,000 of business in force and capital and surplus of over \$400,000 with present production averaging around \$700,000 monthly. The Continental National has been licensed in 10 states while

January, 1930, on a declining market and at this time, fully 75 per cent of its assets are invested in United States government and high-grade municipal bonds. We feel that this strength alone places the company in a very advantageous position.

"The companies' officers, directors and stockholders comprise virtually the same names and it is only natural in these days of many consolidations to unite the two organizations to bring about a highly compact institution. We propose to build in Texas a company entirely worthy of its name and the companies' remarkable ability to construct their business, expand and constantly show increases in the past two years of economic upheaval, is the basis for thought that the future will bring many pleasant and satisfactory results to both stockholders and policyholders."

Associated with Mr. Becker, who at age 35 is the youngest life president in the country, are such executives as William J. Hiller, formerly associate actuary of the Bankers Life of Nebraska, Fellow American Institute of Actuaries; R. H. Brand, executive vice president, identified with the Becker organ-

Hoffmann-Hayman Plant Modern Throughout

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