

## Hoffmann-Hayman Coffee Co. Creates New Spice and Extract Department



—Photo by Patteson

Photo shows display of three spice and extract products produced by the Hoffmann-Hayman Coffee Company here.

Creation of a separate and distinct department devoted to the production and sale of spices and extracts was announced this week by R. W. Menger, secretary of the Hoffmann-Hayman Coffee Co.

The Hoffmann-Hayman Company, pioneer roaster and blender of fine coffees, has for many years produced spices and extracts under the H. and H. brand, but the distribution and sale of these items was conducted by the same sales force that handled its famed brands of coffee.

In recent years, however, the demand for H. and H. extracts and spices has increased to such extent that additional space and special salesmen became essential in order to handle the volume, and the expansion of the spice and extract department was effected simultaneously with the occupancy of the company's new plant recently constructed on Delaware Street at the Southern Pacific tracks.

Housewives throughout Southwest Texas have within the past 25 years learned to rely on the uniform superiority of H. and H. and other brands of choice coffee produced by the Hoffmann-Hayman Company, said Mr. Menger, and as a result of this justified confidence, which we have unceasingly and successfully striven to maintain, our coffee users have been quick to perceive the same standard of excellence in our spices and extracts.

A substantial increase has been noted of late in the sale of these items, according to Mr. Menger, and the complete H. and H. line of over 33 different spices and extracts may be purchased at grocery stores throughout this city and State.

The new department is completely equipped with every modern facility to assure the production of products that are truly worthy of the H. and H. name.

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