



The Southwest's Finest Plant to Roast the Coffee You Praise

Thirty-three years ago, William R. Hoffmann proudly turned the handle of a small, hand-operated coffee roaster and carefully watched the first roasting of a new blend of coffee which he had created. The little roaster held but twenty pounds of coffee, but in it was the beginning of a great business, which today is formally opening the Southwest's finest coffee roasting plant. And the blend which William Hoffmann had created was the famous H and H Blend.

A golden record of achievement lies behind this new Hoffman-Hayman Company plant. It is a record of high standards steadfastly maintained, of progress made through merit alone, and of an unending quest for newer methods and better products.

The results of this record, in terms of public demand for H and H Products, are responsible for this great new plant. It has been built and equipped with one purpose in mind: To serve you, who use and enjoy H and H Products, better.

Here the finest coffees will be delicately blended and perfectly roasted by the latest and most modern equipment to produce the rich, full, mellow flavor which is winning thousands of new friends for H and H Blend Coffee.

Here are the most modern facilities for vacuum packing H and H and Sam Houston Coffee in the revolutionary new H and H Crystalvac container. The crystal container that brings your coffee to you fresh and at the peak of its goodness and flavor and keeps it that way until you've used the last spoonful. Here, too, will be packed the fragrant H and H Orange Pekoe Tea; the delicious Master Chef Cafe Coffee that you enjoy in your favorite restaurants; the famous Menger Brand Peaberry and Sam Houston Coffee as well as the full line of H and H Spices and Extracts.

Here is everything necessary to make the famous H and H slogan have an even greater meaning. "We Roast It . . . Others Praise It."

OPEN HOUSE--WEDNESDAY 6:30 to 10:30 P. M.

You and your friends are invited to attend the Open House of this big, new, modern coffee roasting plant. See them roast the coffee that you praise. You'll spend a pleasant evening.

Make no other date—be sure and plan to be at the Hoffmann-Hayman Coffee Company's Open House, Wednesday, December 21st, 6:30 to 10:30 p. m. Music, refreshments.

You get a thrill watching the roasters roast the coffee you praise; you'll marvel at the rapidity at which your favorite coffee is packed; and, you'll see the vacuum packing machinery.

BROADCAST
Over Station WOAI, at 8 P. M. WEDNESDAY, Dec. 21. Tune in, you'll praise the program.

LOCATION
601 Delaware Street, Between South Cherry Street and Hoefgen Avenue, the S. P. Tracks.

HOFFMANN HAYMAN COFFEE CO.

At your Grocers

COFFEE ROASTERS AND IMPORTERS IN SAN ANTONIO SINCE 1899

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