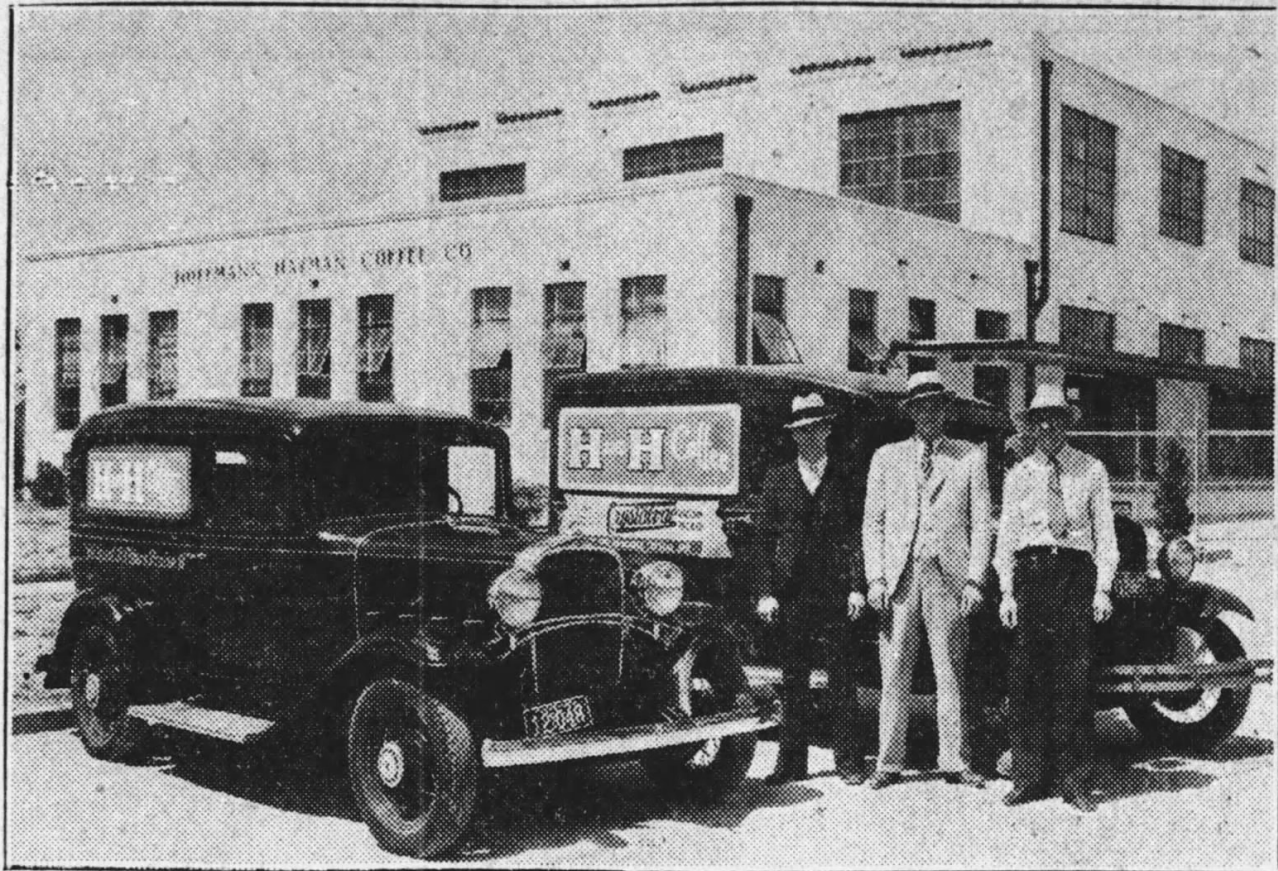


## Beer, or No Beer—We'll Still Have Coffee



—Photo by Harvey Patteson.

Photo shows two of the Hoffmann-Hayman Coffee Company's delivery trucks which serve the restaurant and hotel trade in downtown San Antonio. The salesmen grouped in the foreground are, left to right: Bill Wilkins, Dave Crow and Joe Kraus.

Much speculation has arisen recently as to whether or not beer will replace coffee in the "hearts" (or stomachs) of San Antonio's patronizers of downtown coffee-shops, restaurants, etc.

Whether it does or not, the Hoffman-Hayman Coffee company's salesmen pictured above stand ready, as always, to give the same speedy, reliable service that they have performed for years for their company and the many satisfied customers who use and praise the famous H. and H. blends.

The two attractive and fully appointed vehicles shown in the picture are a part of the Hoffman-

Hayman delivery fleet, which serves downtown hotels, restaurants, cafes and coffee-shops daily with the "We roast it, others praise it" brands.

"It has been our aim," declared R. W. Menger, secretary of the pioneer coffee-roasting firm, "since the origin of this business, to anticipate the wholehearted patronage of Southwest Texans solely on the basis of giving 100 per cent value for that patronage, and no expense has been spared in providing every production and delivery facility for the convenience of our patrons.

"The recent construction of our new home, and the employment

of San Antonians in our factory and sales force has been made possible only by the co-operation of our patrons in this area, and the continued employment of these San Antonians, not only in our plant, but in the plants of every San Antonio manufacturer, can be assured only by the continued use of San Antonio-made products.

"The vast resources of our purchasing organization is positive assurance of an inexhaustible supply of raw coffee, and the integrity of this organization is our guarantee that the same uniformity of quality will be maintained in all brands of coffee roasted and produced under the Hoffman-Hayman seal."