

OCTOBER 12, 1934.

TIMELY FOOD TO

30 SUCCESSFUL YEARS FOR H AND H

The month of October marks the thirtieth anniversary of the Hoffmann-Hayman coffee company, one of the pioneer roasting companies of Texas. Wm. R. Hoffman, in 1914, with the aid of a hand roaster, created the famous blend of H and H coffee, and that blend has rapidly grown and developed under the direction of G. P. Menger, R. W. Menger, and T. J. Menger.

The three outstanding products of the Hoffmann-Hayman coffee company are: H and H coffee, Sam Houston and Texas Girl coffee, and around these is woven a standard of quality and fair dealings. Other products manufactured in this modern plant include teas, spices and extracts.

The Hoffmann-Hayman coffee company has grown upon two slogans, first, "A Square Deal Here or No Deal," and second, "We Roast It, Others Praise It." Upon these two promises the Hoffmann-Hayman firm has grown and expanded.

"Texas merchants have always appreciated the advantage of dealing with reputable manufacturers,

EXECUTIVE



G. P. Menger, is president of the Hoffmann-Hayman Coffee company, now celebrating 30 years in business in San Antonio.

and retail grocers in 150 cities in Texas are co-operating with the Hoffmann-Hayman coffee company

FOODS FOR THE SCHOOL LUNCH

Now that Jack and Jill are back in school, the problem of what to do about their lunch once more comes to the fore. It is most desirable that they have a fresh fruit or vegetable or both and fresh milk at every luncheon.

If possible, there should also be something hot—such as hot soup or cocoa made with milk. Some substantial sandwiches help to make a well-balanced and satisfying school lunch.

These may be vegetable sandwiches, using grated or finely chopped carrots, cabbage, lettuce, or celery, with dressings. Real mayonnaise keeps such sandwiches moist and appetizing. Other excellent sandwich fillings may be made with mayonnaise mixed into peanut butter or into seasoned cottage cheese, or grated American cheese.

in a state-wide exploitation of the company's thirtieth anniversary," according to officials.

Following are the officers of the Hoffmann-Hayman company: G. P. Menger, president; Mrs. Wm. J. Schlosser (nee Mrs. Wm. R. Hoffman), vice president; R. W. Menger, secretary; T. J. Menger, treasurer; Paul A. Rochs, sales manager; and A. V. Fitzgerald, field superintendent.



G. P. Menger

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