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### Cafes Serve H&H Coffee and Increase Number of Patrons



The above eating place is one of many that serves H & H coffee to its customers. Steve Menger is shown making the delivery. In the upper right insert is pictured Dave Crowe, manager of the Hoffmann-Hayman Coffee Company's hotel and cafe service. Photo by Studer.

The tremendous popularity enjoyed by the Hoffmann-Hayman Coffee Company products is illustrated in the demand for H and H Master Chef Coffee, a special hotel and restaurant blend which is served to hundreds of satisfied customers daily.

Mr. Dave Crowe, supervisor of hotel and cafe sales for the Hoffmann-Hayman Coffee Company, attributes the popularity of this fine coffee to its freshness and quality. Roasted fresh daily and delivered to customers at least three times a week and often daily, H and H Master Chef Coffee is a delicious beverage always served at the peak of freshness.

Many hotels and cafes acknowledge that the most popular item of their menu is coffee and that when the coffee served is H and H Master Chef Coffee, this item becomes a drawing card in attracting discriminating customers. There are thousands of H and H fans in San Antonio and surrounding trade territory who will go blocks out of their way in order that they may

enjoy a cup of H and H Coffee at the cafe or hotel that serves it.

For over a quarter century the Hoffmann-Hayman Coffee Company has specialized in the roasting and blending of choice coffees, and to precision and care exercised in the selection and production of its products may be attributed the continually evident success of its different brands of coffees.

Officials of this pioneer coffee-roasting firm, through years of careful and painstaking study, have learned precisely the qualities, taste and flavor which Texas citizens prefer and demand in coffee, and in the blending of H and H Master Chef Coffee the officials have produced that certain degree of perfection which has earned for their brands the slogan: "We Roast It—Others Praise It."

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