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MATERIALS, LABOR, METS, TRANSPORTATION WER AND FUEL AMPLE

and Living Conditions Also Inviting
trialists Seeking Locations; City
Natural Capital of Last Frontier.

ALLY SPEAKING, San Antonio today stands
the natural capital of "The Last Frontier",
ithwest is the last great area to offer vast
r industrial expansion," according to Howell
anager of the trade extension department of
nio Chamber of Commerce.

etween 7,500 and 20,000 population
in this area in the next decade,"
**\$135,000,000 WORTH
WHOLESALE BUSINESS**

The San Antonio wholesale mar-
ket transacted a total volume of
\$135,000,000 in business in 1936,
of which \$25,000,000 was the sales
output of 300 manufacturing
wholesalers. It is estimated that
this will show an increase of \$20-
600,000 in 1937, according to
Chamber of Commerce officials.

San Antonio industries now serve
markets of Texas and neighbor-
ing states that possess a total popu-
lation of 10,000,000 persons
with a potential population of
more than double that amount
within the next decade.

Many of these local industries
serve an even greater area and
several of them have a national
distribution. The proximity of Tex-
as gulf ports enables San Antonio
industries to enter the great con-
suming markets of the Atlantic
Coast with a minimum of trans-
portation expense.

"Raw materials of varied types
abound in fabulous quantities in
South and West Texas where the
growing season ranges from 275
to 341 days each year according to
the particular section," Jones
pointed out. "During the winter
months when the Northern and
Eastern markets cannot produce
fresh vegetables and fruits, thou-
sands of truck carloads of these
products move from this area to
less favored sections."

Every type of agricultural prod-
uct is grown in South and West
Texas in large quantities, although
only a comparatively small per-
centage of the arable acreage is
under cultivation.

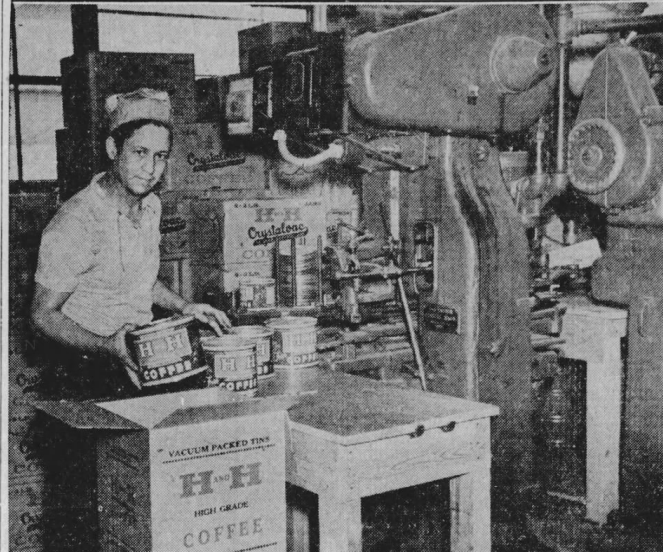
**SUPPLY OF LABOR
IS AVAILABLE**

"The supply of labor is one of
the fundamental factors in the
establishment of industries which
is amply met by San Antonio, as
skilled and unskilled labor is avail-
able here in great quantity, and
many thousands of people would
like to move here as soon as in-
dustry requires them," Jones said.

Citing particular industries
which could be established in San
Antonio with unusual advantage,
Jones named industries for the
processing of cotton, wool, mohair,
vegetables and citrus fruits. Also,
San Antonio and South and West
Texas, he said, offer many op-
portunities for the establishment
of industries to exploit the illim-
itable deposits of clay, quartz,
silica, feldspar, flints, metallic and
non-metallic ores, salt, lime, Ful-
ler's earth and other natural re-
sources.

Industries needing petroleum
products can find no better loca-
tion for additional plants than in
San Antonio and its contiguous
trade area, since the San Antonio
area is now the second largest
producing area in Texas, and po-
tentially the ranking producing
area in the country.

H and H Coffee Company First to Adopt Vacuum Packed Can in Southwest Texas



NEWLY INSTALLED VACUUM CLOSING MACHINE USED BY THE H & H COFFEE COMPANY

To compare the old-fashioned
25-pound coffee roaster hanging
25-pound coffee roaster hanging
in the office of the Hoffman-Hay-
man Coffee Company—makers of
the popular H and H coffee—with
the large building now needed to
carry on operations is to realize
the tremendous progress made
since 1904.

Today the H and H Coffee Com-
pany stands as the first to adopt
the vacuum packed can in South-
west Texas, thus assuring custom-
ers that oven-like freshness will be
retained until the can is opened.
The company also uses the method
of delivering only small quanti-
ties to grocers every few days to
further assure freshness.

In 1904 William R. Hoffman en-
tered the coffee business in the
rear of the old Spain Bakery on
East Commerce. Six years later
his widow formed the H and H
Company with W. E. Hayman and
the plant was moved to West
Commerce Street and then suc-
cessively to North Medina Street and
331 Burnet Street.

The building at 601 Delaware
Street, now occupied by the com-
pany, was built in 1932 and is
considered the finest roasting plant
in the Southwest. Approximately
are made throughout Texas and
in parts of New Mexico.

The latest device for coffee pack-
ing was installed last June when
a vacuum closing machine was
purchased. These are now available
in both one and three-pound cans.
In addition there is an
H and H orange pekoe tea and a
full line of spices and extracts.

Officers of the company are G.
P. Menger, president; Mrs. William
Schlosser, vice president; R. W.
Menger, secretary, and T. J. Men-
ger, treasurer.

San Antonio Building A Great Asset to Home

WHEN the San Antonio Build-
ing and Loan Association was
organized in July, 1921, there was
a recognized and urgent need for
improved home financing facilities.
At that time the majority of homes
were financed by lumbermen who
would carry a maximum of two-
thirds of the value of the house
and lot, with monthly payments
of about \$75 on a \$5,000 loan.
This did not include insurance or
taxes as the monthly payment of
these items was unheard of. Build-
ing material discounts ranged from
10 to 20 per cent and these were
kept by the material men as com-
pensation for the credit extended.
The customary interest rates were
from 8 to 10 per cent and all of
these notes matured within five
years after their date. In many
instances the purchaser who could
not provide a sufficient down pay-
ment would sign a second note
which was frequently taken by the
contractor as his profit, the month-
ly payments on this note being in
addition to the regular payments.
In many instances the purchaser
failed to give consideration to the
annual cost of taxes, insurance
and upkeep, so that it was not
infrequent for the purchaser of a
home to assume a liability that re-
quired from one-third to one-half
of his income to keep up.

As a consequence, many found
it impossible to continue the pay-
ments and had to dispose of their
homes. With advancing prices of
labor and costs of materials this
was not so difficult and many not
only effected sales but realized
profits as well. Many purchasers

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1937 H and H Coffee Company First to Adopt Vacuum Packed Can in Southwest Texas

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