

SKILLED ARTISTS, ENGRAVERS WORK FOR BRAND FIRM

Artists, engravers and printers at the Brand Engraving Company, 117 West Pecan Street, are all skilled craftsmen in their respective fields whose work is backed by years of experience. Quick and adept at their jobs, these workmen form the nucleus of this modern, progressive organization which is managed by E. E. Richey, president, whose success in the engraving business has been outstanding.

At Brand's, each photo engraving problem is met by skilled craftsmen who are equipped with every modern facility. There is a perfect co-ordination between the skill of the artist and the ability of the photo engraver to transfer onto metal the character of faces and objects as seen through the eye of the artist or the lens of the camera.

According to Mr. Richey, the smallest zinc etching receives the very same careful supervised attention as the most involved color process work. Photo engraving problems are welcomed without any obligation on the part of the customer. Since first organized, the firm is constantly making new friends and convincing those of the advantages of prompt, efficient and entirely satisfactory engraving service.

Brand enjoys a wide reputation of efficiency and economy. This success has been the result of minute attention to detail, the quality of the printing plates produced by the concern. In order to assure customers a better quality of workmanship, the plant is equipped with every facility for the production of all kinds of intricate process color work, reproduction of water color paintings, pastel or color drawings, as well as the various types of screen plates, half-tones, etc. Brand's artists are among the leading artists in the city.

MOUNTJOY FIRM KEEPS ABREAST OF NEW TRENDS

The finest makes of modern equipment to supply all the necessary demands to the auto industry is carried by the Mountjoy Parts Company, 514 Fifth Street, leading automobile parts company in the entire Southwest.

Car dealers, garage men and any other companies or shops that have to do with the mechanics or parts of automobiles look towards the Mountjoy Parts Company as the leader of replacements for necessary articles in the automotive world. This firm stocks all parts manufactured by major automotive firms in the United States. As well, it is the policy and attitude of this institution to keep abreast of the very latest innovations in the automotive industry.

Knows His 'Java'--and His 'Mocha', Too!



Mr. G. P. Menger, president, Hoffman-Hayman Coffee Company "Taste-Testing" samples for H & H, Sam Houston and Texas Girl blends. An expert in this work, Mr. Menger has been cup testing coffee for 26 years. Dave Crowe, supervisor of cafe department, pouring. —Photo by Studer.

When we drink coffee at home or in the down-town restaurant or hotel we give little thought to the painstaking processes which were necessary to perfect the product so as to provide the fine drink we enjoy. One of the most important processes is the maintenance by the larger concern of a first-class cup testing department. It is here that the various samples of green coffee are actually roasted in miniature gas roasters, then ground and boiling water poured on the coffee just as it is actually prepared in the home. Through this method the tester is enabled to make selection of just the types of coffees required in his particular blends, and such testing of course must be done by real experts.

This "cupping" as it is called requires keen sense of taste and smell as each variety of coffee has its own particular flavor and the cup tester must be able to distinguish the characteristics of each type and select only those which fit into his particular needs.

In the picture Mr. Menger is shown taste-testing coffee which will later be roasted in the large modern plant of the H & H Coffee Company located at 601 Delaware Street, then properly ground for

the particular type of coffee brewing which their customers may require, and then finally packed in air-tight containers such as cellophane wrapped paper bags, vacuum cans or vacuum glass jars.

The Hoffman-Hayman Coffee Company has also built up a wonderful reputation for their hotel and cafe blends and here again extreme care must be exercised in maintenance of uniformity of blend. The company however through their modern facilities and 30 odd years of experience have been able to perfect their blends and maintain them to such a degree that their business is gradually expanding in this field.

Good coffee continues to be the favorite drink in American homes and is destined to become still more popular through the powerful advertising campaign which has just been inaugurated in the United States by the producing countries such as Brazil, Cuba, Venezuela, Columbia, Nicaragua and El Salvador whose slogan is "Where there's life there's coffee." This educational campaign will no doubt do much toward offsetting misleading information which the public has heard in the past.

COOL NIGHTS MAKE ORIGINAL MEXICAN FOODS REAL TREAT

Now that cool nights make come with the first hint of autumn in the air, genuine Mexican foods are a delicious change from summer dishes. Mexican foods are at their best at the Original Mexican Restaurant, 115-117 Losoya Street, which is so firmly established in the life of San Antonio and this section of Texas that it is a real landmark, famous for its romantic atmosphere and its good cooking.

The fame of the Original Mexican Restaurant is not confined to San Antonio and this part of Texas, however. Thousands of visitors to San Antonio for years have carried the praises of this celebrated eating place to all parts of the nation. In fact, a visit to San Antonio is hardly complete without eating a meal at the Original. The location of the Original in the heart of the downtown district, with one whole side of the dining room overlooking a scene of real beauty on the San Antonio River, makes it not only an attractive setting in which to enjoy a meal, but also easily accessible.

Dishes served at the Original are prepared exactly as they are cooked in Old Mexico. In fact, the cooks are real Mexicans and their methods are identical with their homeland. The waiters, too, are real Mexicans and when a meal is eaten at the Original it is just like being in the very heart of the Southern Republic, for the whole scene of decoration within the Original's dining room is in keeping with Old Mexico.

The Original is operated by O. M. Farnsworth, who founded the establishment, and his two sons, A. S. Farnsworth and O. M. Farnsworth, Jr. They supervise every detail of the business and personally see to it that their guests receive every courtesy and attention necessary to make a visit to the Original thoroughly enjoyable.

General

In order to serve a greatly increased business, the Laurel Heights Pharmacy found it necessary to greatly increase its food and fountain service. The General Hotel Supply Company was awarded the contract for completely remodeling this department. The installation was made without the slightest interruption of service and this popular pharmacy now has one of the most modern and best equipped food services in the city, enabling them to turn out delicious sandwiches and other fine foods in double quick time.

The additions to the Laurel for this installation in San Antonio.

The General Supply Company maintains 423-25 South F immediate service Alex Levinson is engineer and W. equipment design. The General Supply Company, one of the largest of its kind carries a tremendous everything used in the building, paint, and cafe Hotel Supply Co. its floor such as McCray refrigerator and froz and soda fro

Alamo Shoe Repair Also Dyes, Cleans

In addition to general shoe repair work at the Alamo Shoe Repair, 111 North Alamo, under the supervision of a veteran expert, C. H. Meyers, the shop also dyes

shoes, alters footwear to make it fit, does hat cleaning, blocking, and has a complete clothes cleaning and pressing service for men, women and children. Shoe laces and polishes are also carried.

OIL

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