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Gus P. Menger, president of the Hoffmann-Hayman Coffee co., now has the official title "Dean of Southern Coffee Roasters."

The new recognition was bestowed on him recently at a meeting by the Southern Coffee Roasters assn. in New Orleans.

Menger has been engaged in the industry since 1911, longer than any other coffee executive in the entire southern part of the U. S., according to Jack Dinos, president of the association.

Hoffmann-Hayman, producers of Master Chef and H and H Coffee, is Texas' largest independent coffee roasting concern.

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