



CUSTOMER BONUS INAUGURATED—Albert G. Menger (left), president, and R. W. Menger (center), executive vice-president and director of advertising-merchandising, look on as Gus P. Menger, chairman of the Board of Hoffmann-Hayman Coffee Co., adds first "appreciation certificates" to Master Chef Coffee two pound can. The Certificates, two in the two pound vacuum can and one in the one pound size, are redeemable for any trading stamps the customer prefers.

Master Chef Coffee Plans 'Appreciation Certificate'

Advocate News Service

SAN ANTONIO—The automatic vacuum can production line of Master Chef Coffee has come to a brief but significant halt to introduce a "first" to coffee lovers everywhere.

Shortly after noon Wednesday, Gus P. Menger, chairman of the Board of Hoffmann-Hayman Coffee Co., stopped the vacuum can packing process to add the first "appreciation certificate" to Master Chef Coffee. The certificates, available in all Master Chef one and two pound vacuum cans, are being distributed throughout the South Texas area.

This unique plan, as announced by Master Chef officials, will give each and every customer the trading stamps of their choice. Stated Menger, "The plan involves every known trading stamp available to South Texas residents and

has never been undertaken by any other major coffee roaster. Many months of detailed planning were necessary to bring the complete program to a reality."

"For the first time, all Master Chef vacuum can customers will receive two hundred and fifty trading stamps of their choice in appreciation for their continued preference of Master Chef Coffee over all other nationally advertised coffees," said Menger.

Hoffmann-Haymen, fifty-seven year old coffee company, is Texas' largest independent coffee roasting concern and distributes complete lines of coffee and teas. Some of the most widely known brands are Master Chef Coffee, H & H Coffee, Texas Girl Coffee, Javo Coffee, Anita Coffee, as well as many private hotel and club brands.

In 1959, Menger was honored

by the title of "Dean of Southern Coffee Roasters" by the Southern Coffee Roasters Association. This title stands for the highest award of achievement a coffee blending expert can obtain in the coffee industry. Menger, member of the association for forty-five years, is one of only five active roasters in the United States to receive this highly coveted recognition.

Albert Menger, who for the past twenty-one years has worked side by side with his father learning the fine art of coffee roasting and blending, stated that Hoffmann-Hayman Coffee Co., will continue to maintain the highest quality standards and will constantly seek new ways to improve their service.

More than four of every five oil wells drilled in the world are drilled in the United States.