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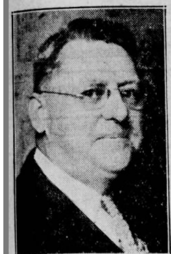
New Home of H and H Coffee Rapidly Nearing Completion

Plant Said Ready for Occupancy About November 15

MODERN THRUOUT

Increased Facilities for the Blending and Production Of Teas and Spices



—Photo by Powell.
GUS P. MENGER.

The Hoffmann-Hayman Coffee Company, pioneer roasters and blenders of fine coffees, will move from the present location into its newly-constructed plant here about Nov. 15, it was learned during a recent interview with Gus P. Menger, president and general manager of the company.

Constituting one of Southwest Texas' most outstanding industrial projects of the year the construction of the new Hoffmann-Hayman plant unquestionably reveals the unwavering faith of the officials in the future of the Alamo City and this territory.'

Representing an investment of approximately $55,000 in machinery and equipment alone and a total valuation of about $130,000, the new institution bespeaks eloquently the progressive policies and foresight of the Hoffman-Hayman Co. officials, who have developed in San Antonio the largest and most modern coffee plant in the South.

Associated with G. P. Menger in the executive direction of the firm are Mrs. William J. Schlosser, vice president; R. W. Menger, secretary, and T. J. Menger, treasurer.

Comprising 17,000 square feet of floor space on Delaware Street at the S. P. tracks, the new two-story fireproof plant is constructed of reinforced concrete and steel with tile walls, and embodies every facility for efficient operation.

Railroad siding and track arrangement permit the simultaneous loading and unloading of three freight cars, and the welfare of the 60 employes has been especially considered in the installation of showers and lounge rooms adjoinnig the commodious company cafeteria. In addition, a complete garage and mechanics' workshop has been built and equipped for the repair and maintenance of the delivery fleet.

While all phases of the company's activity will be materially increased with the operation of the new plant, the most perceptible expansion will be in the tea, spices and extract division, for a special department has been provided for these choice H & H brand products.

"We feel duly grateful to the citizenry of Southwest Texas whose continued use of our products has made this new plant possible," declared Mr. Menger, 'and our new home will better enable us to serve our patrons."

"When the decision to build this new plant had definitely been reached," continued Menger, "our architects and engineers made an extensive trip with me, visiting practically every leading coffee roaster in the United States, to the end that our new plant embodies improvements far in advance of present demands, but entirely adequate to allow inevitable future expansion. Therefore it is with justifiable pride that we state without fear of contradiction that nowhere in America can be found a more modern coffee roasting plant."

When asked how the recent revolution in Brazil had affected the H & H Coffee Co., Menger stated: "It has always been our policy to maintain a surplus stock of the green coffee bean, that is the unroasted coffee, in sufficient quantity to take care of any emergency that might affect the ready purchase of coffee from foreign markets or points of export, thus we avert the possibility of deterioration of the unexcelled quality of our H & H brand.

"Plans have been made,' concluded Menger, 'to hold open house shortly after the new plant is under full operation in order that users of H & H Coffee may see why the phrase: "We Roast It: Others Praise It," is more truth than slogan."

AIR-CONDITIONING COMPANY TO OPEN ENGINEERING-SALES SCHOOL HERE

First Class Slated to Begin Friday Evening October 28.

Night classes in air-conditioning engineering and salesmanship will begin not later than Friday, Oct. 28, at the offices of the Air-Conditioning company of Texas, 1325 West Commerce street, under the direction of R. E. Bowers, executive head of the air-conditioning company, according to an announcement made today by Sam C. Rothwell, state sales manager of the firm.

No enrollment fee is being charged, Rothwell said; on the contrary, an opportunity of obtaining desirable connections with the company is offered to men of ability and vision.

Engaged exclusively in the installation of heating and cooling systems, the Air-Conditioning company has recently accepted the state distributorship of a device that, by virtue of its advanced scientific construction and efficient operation, promises to revolutionize the air-conditioning industry. The apparatus is known as the new Premier washed-air conditioner, and is said to rival any cooling and heating system ever placed on the market.

Artist's Drawing of the Premier Washed-Air Conditioner.

Since acquiring the distributorship of this unit, declared Rothwell, we have received scores of applications for dealerships and subdealerships throughout the state, some of which have already been accepted.

Recognized by engineers as one of the most compact and healthful of air-conditioning plants, the Premier unit is electrically controlled, and functions on the principle of quick forced-air circulation. It provides an adequate cooling system in summer, and a heating system in winter, with that efficiency of operation that substantiates the Air-Conditioning company's appropriate slogan: "Smiles after sales, for correct installation, requires little servicing."

According to recognized authorities, man's daily diet consists of four pounds of food, four and one-half pounds of water, and 34 pounds of air, from which combination physical energy is derived, however, in view of the fact that 68 per cent of this energy is derived from air alone, it can readily be seen that properly filtered air, with the correct degree of humidity, materially contributes to healthfulness, whether in the home, office or place of recreation.

The specific function of the Premier unit is to produce an air condition in the home that is promotive of healthfulness, and its operation provides three elements of natural weather by means of an air-washer for humidity and cleanliness. First, twin blowers for motion, a heating unit for warmth, and twin filters for cleaning and filtering the air. By means of automatic control, these elements are regulated the year round, giving uniform weather inside regardless of that outside, and detailed information regarding the entire system will be readily supplied on application to the distributors here.

Associated with Bowers in the Air-Conditioning company is W. S. Minary, well known local business man, and stockholder in the Premier company, makers of the new washed-air conditioner. Minary recently joined the Air-Conditioning company in the capacity of secretary-treasurer.

S. A. MAN COMPLETES NOVEL INVENTION

Device Said to Aid Motorists and Sportsmen.

Notification from the commissioner of patents in Washington was received here last week by Clyde Flack, 513 Fulton Avenue, stating that specifications and drawing of a collapsible flashlight lantern recently invented by the latter had been accepted by the board of examiners.

Flack, a sportsman of note and well-known local business man, states that his work on the lantern began about six weeks ago and resulted from many unsuccessful attempts to use an ordinary flashlight around his Medina Lake lodge.

The device consists of a galvanized light metal base with collapsible frame, the latter acting as a handle ard flashlight holder when in an upright position. A removable clasp fastens to each side of the frame or handle supporting the flashlight when in use and an adjustable reflector is located a short distance above the light.

Several inquiries have been received from eastern concerns regarding the production of the device, according to Flack, but arrangements have already been made for its manufacture here.

A temporary display of the Flack collapsible lantern has been installed in a window of the Medical Arts Building and the invention is said to be attracting considerable interest.

Local Distributor of Servel Refrigerators Participates in Unique Sales Campaign

—Photo by Summerville.

Photo shows truckload of Servel domestic refrigerators being delivered by the Beyer Company to purchasers in San Antonio. Salesmen of the Beyer Company are grouped about the truck.

Walt Mason, the world famous rhymist, once said that nothing is too good for him who thinks up something new, and that this philosophical statement applies to sales campaigns as well as anything else is strikingly evidenced by the response accorded a unique sales plan recently launched by the makers of Servel hermetic refrigerators.

Servel domestic units, distributed locally by the Beyer company, 111 West Houston street, are the second oldest refrigerators manufactured and their makers have recently inaugurated a nation-wide sales plan known as the Servel 49'ers Gold Rush which is receiving enthusiastic attention from dealers, distributors, salesmen and purchasers throughout the country.

A recent interview with A. F. Beyer, local distributor and executive head of the Beyer company, revealed that the Servel Gold Rush constitutes a detailed educational plan designed to show the public the advantages of the Servel units and that the ranking territorial salesmen contest for prizes to be distributed at the close of the campaign on November 1.

Since accepting the distributorship of Servel, nationally known as the simplified means of electrical refrigeration, the Beyer company has played a major role in the installation of this type of equipment in this territory, the demand for which is said to be steadily increasing due to the simplicity of construction and dependability of operation.

An exclusive advantage of Servel refrigerators, Beyer explained, is the hermetically sealed unit located in the base of the cabinet, completely out of the way, and through the use of menthol chloride as a refrigerant this type of refrigerator becomes doubly desirable for domestic use because of the fact that this chemical is not only odorless and tasteless, but by actual test has been proved harmless even when eaten with food.

Produced in a wide variety of sizes and having a price range to meet every requirement, Servel refrigerator has received the Good Housekeeping Institute seal of approval and is completely covered by a liberal factory quarantee, Beyer said. Moreover the unit meets every expectation in economical operation and efficient service.

The Beyer company maintains a permanent display of these refrigerators and welcomes inquiries regarding their construction and easy purchase plan.

GEBHARDT'S PRODUCTS 'ARE WIDELY USED

"The lucky fellow!" You have often heard that said of the successful man, but the theory of "luck" has long since been exploded. It takes grit, determination and hard work coupled with knowledge and quality of performance to bring any individual success. "Luck," as we term it, is after all intelligent effort well-directed, according to G. G. Geyer, vice president and general manager of the Gebhardt Manufacturing Company here. So it is with industry. It was not luck that built the nationwide business of Gebhardt's from a modest local canning plant.

First of all the products were unimpeachable. They had to be good to attain nationwide acceptance and wholehearted approval. The ingredients used in the manufacture of Gebhardt's products are the best, not second-grade or "just as good" quality.

The method of preparation is the result of long painstaking experiments that guarantee uniformity and unequaled taste. Can after can of Eagle brand chili con carne may be opened and tested for flavor without the slightest variation or uniformity. Likewise, with their Eagle brand chili powder or any Eagle brand product.

Puplic acceptance by virtue of goodness is as natural as the evolution of night into day. The general American public are good sports. They will try anything once, but they are equally good judges of quality and it takes genuine goodness in a food product to cause its nationwide consumption to steadily increase in volume year after year.

These are but a few potent facts that become reasons why every housewife in San Antonio and vicinity should use Gebhard's Eagle brand products, especially their Eagle brand chili since this is the "chili season." Another equally important reason is that Gebhardt's is a "home industry," paying local taxes, employing local people, purchasing raw materials locally and when you use these products you are helping to increase local prosperity.

RADIO SAID AID IN POLITICAL ELECTIONS

Local Philco Distributor Cites Construction and Price Advantages of New Models.

During the last presidential election radio played a leading part in campaign procedure; in the present campaikn its utility has increased many fold, according to Wakefield W. Taylor, local distributor of Philco radios.

"Impossible to visit even a small percentage of the homes in which there is a radio or a daily newspaper, the individual candidate," Taylor pointed out, "is able by means of radio to project his personality and expound his politics to the householder as though he were persona'ly in the home."

The present-day taxpayer, now fully "fed up" on the high cost of municipal, State and Federal government, totally sick of the economic condition and seeking to relieve the situation, is not only desirous of receiving first-hand information, but eagerly seeks it. The presidential and other candidates realize this mental attitude and are taking advantage of the situation to carry into the privacy of the home, by radio, their party claims and promises and the concrete plans for fulfilling these promises. As a result of the use of radio by candidates and their party leaders, the voter obtains first-hand information on all phases of Nationwide activity and can form personal opinions and make individual decisions with complete intelligence.

No longer is it necessary for citizens residing away from centers of population to depend on local politicians' opinions of a candidate or representative of any party, for radio has taken its place as an essential to more intelligent voting.

Next comes the question of which radio gives the best reception at the minimum operating cost. There can be but one truthful answer to that question, according to Taylor, who says the answer is found in Philco. In proof thereof he states:

"Every Philco is a musical instrument of quality and, when placed side by side with any other make, will prove itself superior by every method of comparison. Any Philco dealer will gladly demonstrate and the purchaser is the sole judge.

The price is important also, Philcos ranging from $18.75 to $295.00. There is a model and design to suit every pocketbook and every Philco, regardless of price, is a superheterodyne."

HORSE AND MULE SALE HELD EACH THURSDAY

The success of the San Antonio Horse and Mule Market, established here recently at 1518 South San Marcos street by Billie Wood, is eloquently attested by the fact auctions are now being held every week instead of every other week as formerly.

Wood formerly owned and operated the Wichita Horse and Mule Commission Company in Wichita, Kan., and enjoys a wide acquaintance among live stock and commission men throughout the Southern States.

The first auction conducted here by Wood after the establishment of the San Antonio Market proved a huge success and buyers from many Southern States were in attendance as well as from many Texas towns.

Under the present system of holding auctions every Thursday horse and mule owners over this area are offered a wonderful opportunity of disposing of their surplus stock for cash and buyers find a wide variety of animals from which to choose.

Wood invites all parties interested in the purchase or sale of horses and mules to visit his place of business on the day of the auctions as well as at all times.

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New Home of H and H Coffee Rapidly Nearing Completion

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