Roy Coffee Firm Is One of Area's Oldest Businesses

Established 35 years ago, the Roy Coffee co., 101 S. Pierce st., ranks as one of Lafayette's oldest businesses.

Roasters, packers and blenders of Roy and Dixie Belle coffee, the company was founded by Wartelle Roy. In 1944 he retired, and the business was sold to his son-in-law, H. V. Duhon.

Roy and Dixie Belle are both blends of green coffees, described by Mr. Duhon as "the finest the world produces." Blending is done in conformity with uniform standards, preserving the aroma and flavor of the coffee bean.

Business is strictly wholesale, with grocers and restaurants purchasing the bulk of the supply. Roy's Restaurant Blend, is packed especially for the restaurant trade.

Parishes served by the Roy Coffee co. include Lafayette, Acadia, St. Martin, Iberville, St. Landry, St. Mary and Vermilion. The firm employs four persons. Two trucks make deliveries.