



R. J. Clements, '22ba, president of Cain's Coffee Company, likes to keep an eye on every phase of the business, from working out new blends to the packaging of the finished product.

Oklahoma Coffee King

Here's the Success Story of an Oklahoma Boy Who Found Plenty of Opportunity For Business Development in His Home State

WHEN you stop for a cup of coffee at your favorite refreshment place most anywhere in Oklahoma, the chances are pretty good that you will get a cup of a brand that is sold under the aggressive leadership of an O. U. alumnus—R. J. Clements, '22ba.

Dick Clements, who started his business career in a small way by shining shoes in his home town, Foss, population 500, is now president and general manager of the Cain's Coffee Company, Oklahoma City. This fast growing Oklahoma concern, under Clement's direction, has battled so successfully against more than a score of competing brands that the firm moved not long ago into a five-story building with full basement which nearly doubled the size of its previous plant.

An affable personality, a love of business and selling, and a natural aptitude for leadership have kept him moving ahead. He first joined the Cain's company in 1932, as secretary-treasurer. Seven years later he became president of the company.

Whether it's shoe shines or coffee that he is selling, he puts a lot of enthusiasm in-

to it, and he's never afraid of hard work. He's used to it.

When the time came for him to go to high school, it meant a 17-mile trip daily from Foss to Clinton, but he thought it well worth the effort. He graduated from Clinton High School in 1913. Then he came to the University of Oklahoma, getting a job washing dishes at the Delta Delta Delta sorority house in order to pay his expenses.

Because he joined the army in 1917, he left the campus before finishing work for a degree. However, he was determined to get the job done and after the war he completed by correspondence the remaining 12 hours necessary for a degree.

Dick Clements' college record bears out the theory that the record made in college is a prediction of future success or failure. Sixty per cent of his grades were "A" and forty per cent "B." He became a member of Phi Gamma Delta fraternity, Websterian Debating Society, was on the *Sooner Yearbook* staff and was elected vice president of the senior class.

Following his discharge from the army, Mr. Clements went to work as a billing clerk for the Pittsburgh Plate Glass Com-

pany in Oklahoma City. Two months later he took a position as truck salesman for A. E. Kull at Oklahoma City.

He liked salesmanship and soon became president and general manager of the Federal Truck Company. In 1932 he joined the Cain's Company and since that time has been working within the pleasant aroma of coffee roasters.

Everybody who drinks coffee considers himself an expert on it, and can tell just how it ought to be brewed and how it ought to taste. But these amateur experts don't even talk the same language as Dick Clements, who has become a real authority on coffee and tea.

In the well equipped Cain's plant there is a coffee laboratory where every single factor entering into the brewing of coffee can be rigidly controlled. Distilled water is used, the temperature of the water controlled exactly, and the time of brewing controlled to the second, and the quantities measured in exact detail.

Only by such scientific means, Mr. Clements points out, can various blends of coffee be compared successfully.

Aside from producing blends of coffee to suit the public tastes, the Cain's Company under the Clements management has steadily increased its sales by emphasizing two factors. He worked out a plan for rapid and frequent deliveries of freshly roasted coffee to grocers in order to eliminate the need of vacuum containers, and thereby lower the cost. And Mr. Clements also has found that a home-owned institution has advantages in maintaining friendly contacts with grocers of the state.

The Cain's Company roasts more than 4,000,000 pounds of coffee annually, and handles more than a half million pounds of spices, and carloads of tea.

Mr. Clements is the kind of man who is called "Dick" by all his friends and most of his business associates. He's the sort who always reaches for the check first. He has two main hobbies, hunting and golf, and likes to pal around with his son Dick both in the field and on the golf course.

He finds time for civic work, and takes a lead in the annual Y. M. C. A. membership drive each year. He belongs to the Crown Heights Christian Church. Both the Y. M. C. A. and the Oklahoma City Golf and Country Club have elected him to their governing boards. He is former president of the wholesalers and manufacturers' division of the Oklahoma City Chamber of Commerce.

Mrs. Clements is a Sooner also. She is the former Hazel Hamer, '18.