

Now the largest selling cracker on the Pacific Coast!

Advertising of this character serves the public, the retailer and the manufacturer. For the consumer, it simplifies buying, making quality necessary to the advertiser's success. For the retailer, it speeds up turnover—eliminates "dead stock." For the manufacturer, it increases volume, thereby reducing cost. The cost of advertising is absorbed in the economies it effects.



"What your grocer says about SNOW FLAKES"

We eat Snow Flakes at our home. I tried them first because so many people called for them that I was curious to test their goodness, too. We keep them regularly now—they are so crisp and delicious. If you want the best soda wafer, I recommend Snow Flakes.

Don't ask for crackers, say—**SNOW FLAKES**

Sold in red packages and in bulk.



What advertising did for Snow Flakes—a sales increase of 800% in five years.

EVER notice in football how often a winning team is built around one man? He's the entering wedge. He finds the "holes," plunges through and plants the ball behind the goal for a touchdown.

This same principal works equally well in building a business. The concern making a large line of products, cannot feature them all. Two or three must be the leaders—often only one. For it has been proven conclusively in selling and advertising that to concentrate interest on a few things rather than many, is the line of least resistance.

Picking the "leader of the line"

Just as there is a man in every winning team best fitted to be the leader, so among the products of any successful house there is one item of greatest possibilities. When the Pacific Coast Biscuit Company, with their big chain of plants began looking for a leader, one product stood out over the rest—a dainty, crisp, salted cracker of unusual quality. It had been happily named—Snow Flakes. Quality, name and package were right. So the Pacific Coast Biscuit organization—third largest of its kind in America—decided that Snow Flakes would be the leader of the P. C. B. line.

Advertising made it a household word

Successful selling today must go farther than providing a good product—or finding a leader. There is a force that tells thousands—or millions—about your product, and *does it today!* In the Oregonian we reach over 340,000 people. It would take one man working 10 hours a day, 2933 days, or nearly eight years, to tell this story by word-of-mouth.

So, the Pacific Coast Biscuit Company adopted a policy of consistent advertising for Snow Flake Crackers. Since 1916 they have been consistently advertised, and the slogan, "Don't ask for crackers—say Snow Flakes," is now spoken by millions of housewives, from Alaska to San Diego.

In a letter to us of May 4, 1922, Mr. Charles M. Thomsen, Assistant General Manager, says, "As close as we can check back on our records, we find that between

the years 1915 and 1921, our actual baking increase on Snow Flakes amounted to approximately 800%. These figures are very gratifying indeed, and we trust they will be of value to you in your advertisement."

We have helped develop this "team leader"

We point with great pride to our connection with the Pacific Coast Biscuit Company, as their advertising counselors and agents, from the time that the "Snow Flake idea" was conceived until it has grown full-sized, into one of the outstanding merchandising successes of the country. Our organization has helped to visualize and to express the ideals which have made the Pacific Coast Biscuit Company one of the commercial giants of the West.

"The Vital Force in Business" sent to executives

This little volume, bound in cloth, outlines briefly what advertising under our direction, has helped to accomplish for many of the leading manufacturers and industries of the West. A prominent California advertiser writes us, "It covers its subject in such a comprehensive way that it is an ardent plea for advertising to those who have thus far considered themselves beyond advertising's assistance, and the story is told in such a manner that not a single point would be lost to anyone however uninitiated in the arts of advertising."

A copy of "The Vital Force in Business" will be sent without obligation to executives who write for it on their business letterhead.



"What the old folks say about SNOW FLAKES"

They will tell you that Snow Flakes are nourishing, easily digested, and exceedingly tasty. And that's the kind of carbohydrates that make "sunset" days contented ones.

Don't ask for crackers, say—**SNOW FLAKES**

Sold in red packages and in bulk.



Concerns who use advertising as "The Vital Force." Clients of Botsford-Constantine Company

Admiral Line (Pacific Steamship Co.), Seattle, Coastwise and Oriental Passenger and Freight Service.
Albers Bros. Milling Co., Seattle, Portland, Los Angeles; Breakfast Foods, Flapjack Flour.
Arkograf Pen Company, Portland, Steel Pens.
Associated Industries of Oregon, Portland, Industrial.
Bene-Dry Shoe Co., Tacoma, Boots and Shoes.
Chamber of Commerce, Seattle, Tourist and Industrial, Advertising.
Crescent Manufacturing Co., Seattle, Mapleine, Baking Powder, Coffee, Extracts, Spices.
Dairy Machinery Co., Seattle, Dairy Supplies.
C. C. Filson Co., Seattle, Outing Apparel.
J. P. Finley & Son, Portland, Morticians.
First National Bank, Portland, Banking.
Grays Harbor Shingle Co., Aberdeen, Lumber and Shingles.
Hardeman Hat Co., Seattle, Manufacturers of Men's Hats.
Hewitt-Lea-Funk Co., Sumner, Silos.
Hood River Apple Growers Association, Hood River, Apples.
Jamison Lumber & Shingle Co., Everett, Lumber, Shingles, etc.
Jantzen Knitting Mills, Portland, Swimming Suits.
Jones' Cash Store, Portland, Mail Order House.
King Lubrication Sales Co., Seattle, Lubricating Oils.
Harry Leckenby, Seattle, Alfalfa Poultry Food.
Lifetime Post Association, Spokane, Lifetime Fence Posts.

Mailwin Manufacturing Co., Seattle, Electric Brooders and Incubators.
Matthaei Baking Co., Tacoma, Bakers.
Monroe & Crisell, Portland, Dairy Supplies.
Oregon City Woolen Mills, Oregon City, Mackinaws, Overcoats, Indian Blankets, etc.
Pacific Coast Biscuit Co., Seattle, Spokane, Portland, San Francisco, Los Angeles; Crackers, Cookies, Candies, etc.
Pacific International Livestock Exposition, Portland.
Pacific States Fire Insurance Co., Portland, Insurance.
Pacific Timber Co., Everett, Lumber and Shingles.
Portland Vegetable Oil Mills, Portland, Nutcake Meal, etc.
Royal Mail Steam Packet Co., Seattle, European Freight Service.
Skagit Steel & Iron Works, Sedro-Woolley, M. A. C. Tugger Hoists.
Tillamook Cheese Association, Tillamook, Tillamook Cheese.
R. M. Wade & Co., Portland, Drag Saws.
Washington Nursery Co., Toppenish, Nursery Stock.
West-Made Desk Co., Portland, Mfgs. of Office Furniture.
Western Pine Association, Portland, Western Pine Lumber and Boxes.
Western Red Cedar Association, Spokane, Pentrex Poles.
O. B. Williams Co., Seattle, Sash, Doors, Cabinet Work.
Yakima Fruit Growers Association, Yakima, Big "Y" Apples.

Botsford-Constantine Co., ADVERTISING

Oldest National Advertising Agency on the Pacific Coast

Established in 1902

Portland and Seattle

Member American Association of Advertising Agencies