Look for this Label on Every Package

Variety and Flavor

In endless variety and flavor P. C. B. crackers and cookies make their appeal to those who appreciate goodness in food.

Crisp, dainty, delicious--pleasing to look at--good to taste! There's a host of these toothsome cookies in air tight packages for luncheon, afternoon tea or to be served with the sweet course at dinner.

They are baked from purest ingredients, in big sunny kitchens and air tight packages keep them fresh and delicious.

Look for the P. C. B. end label.

Don't Ask for Crackers —Say SNOW FLAKES

Pacific Coast Biscuit Company

Seattle Portland Spokane