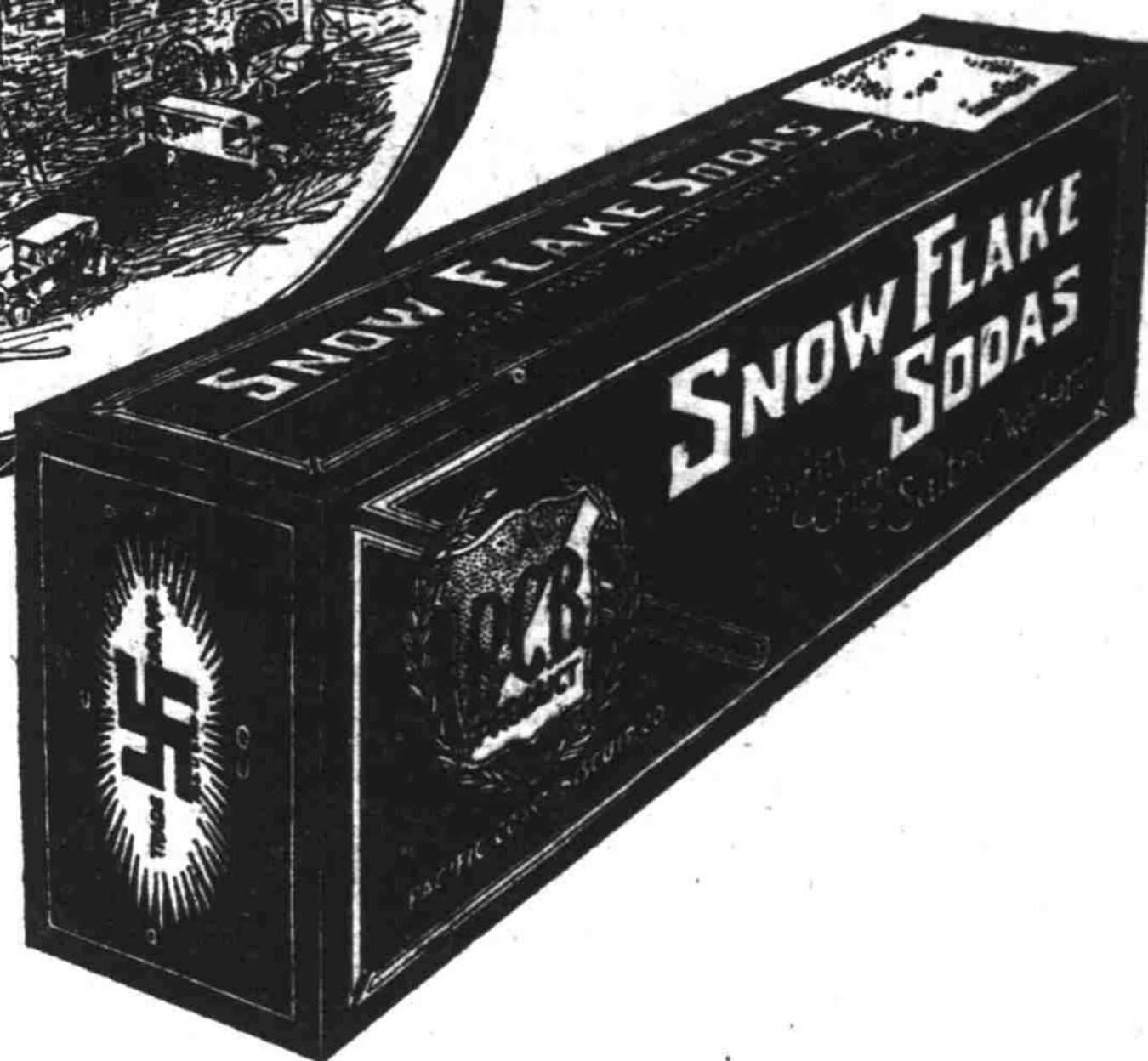


PORTLAND BAKERY PLANT
THE PACIFIC COAST BISCUIT CO.



There is something about pioneering that makes men and peoples thrill with pride. May we be excused therefore for taking this space to acquaint the people of the West with the growth of this institution and the service it offers?

The Pacific Coast Biscuit Co. was founded in 1899 and today is the third largest institution of its kind in America, which indicates that P. C. B. Biscuits have kept pace with the march of civilization westward.

P. C. B. Biscuits, like many western food products, have distinct natural advantages. The flour we use is obtained from a chain of mills, strategically located in the centers of the wheat growing areas of the West. Therefore, that prime necessity of uniformly good baking—uniform flour—is assured.

Closely allied in geographical position are the various baking plants, located in the large centers of population, thus offering a localized distributing service to both grocer and consumer, that insures absolute freshness, and an extraordinary ability to sense local needs and emergencies, and supply them.



Memorize this end label—it appears on every P. C. B. package, so you can identify all P. C. B. products.

P. C. B. Biscuits and Cookie Cakes are uniformly richer; this may be the result of the blending of the Western Wheat flour. It may be due to the purity of the ingredients that make P. C. B. products; or it may be due to the superiority of manufacture, or a combination of all of these. But whatever the cause, you will notice this distinction in quality.

The justly famous Snow Flake Sodas are a spotless product of a spotless environment—dainty, crisp. Taken from the oven deliciously fresh, packed in sanitary sealed packages and the family tins, they are immediately available for consumption, and that's why they are so good. Snow Flakes are our leader and we are proud of them.

And so with all P. C. B. products—crackers, assorted cakes, chocolate eclaires, sugar wafers, English style biscuits, and that infinite variety that simplifies housekeeping to a mere matter of choosing—the choosing of P. C. B. Snow Flakes for soups, oysters and cheese—the choosing of a carefully stocked pantry, with the P. C. B. "makings" for those special occasions—after the theater, unexpected guests, teas, lunches, and the happy happenings of everyday American Life.

PACIFIC COAST BISCUIT COMPANY

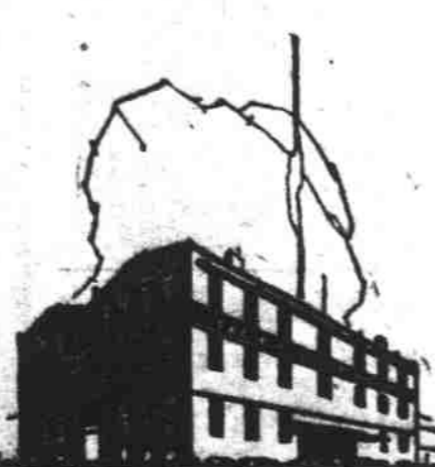
Out of the West Grew this Great Institution



SEATTLE



SACRAMENTO



SPOKANE



PORTLAND



LOS ANGELES



SAN FRANCISCO

Six Modern P.C.B. Bakery Plants on the Pacific Coast