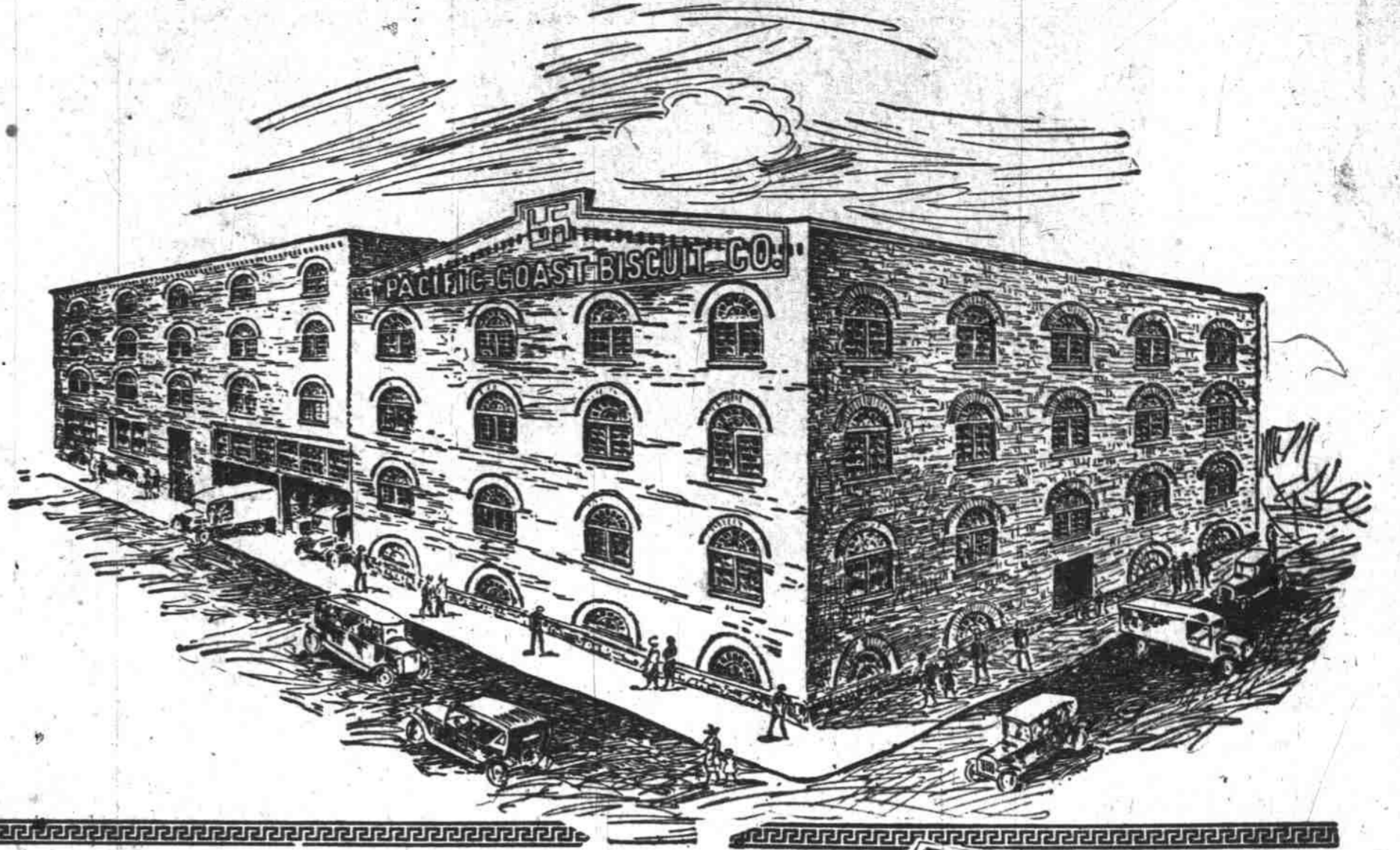


Pacific Coast Biscuit Co.

The Portland Plant



We bake them for your enjoyment—

IN OUR great, spotless, daylight bakeries—with our exclusively-owned, time-tested recipes—we bake every P. C. B. food to the exact point of fullest flavor. No wonder they taste so good!

And for your enjoyment we keep them fresh and crisp. Our system of great baking plants located at points of logical demand in the West insures unmatched speed in distribution—knowledge of local markets and needs—and the shortest, quickest route between factory and table.

P. C. B. crackers and cookies are as varied and inviting as the courses of a well-ordered meal—some divertingly light and dainty—some simple and substantial—all delicious.

You discover in them fragrance and flavor that stir grateful memories of childhood adventures in appetite. Mellow confections of chocolate, shredded cocoanut baked in mealy wafers, crunchy macaroons to be nibbled appreciatively—certainly these are delightful temptations for dainty appetites!

And you also find crisp, wholesome crackers of soda and graham—complete satisfaction for lusty hunger!

All of these products we make individually rich and appetizing—for your enjoyment. Carefully we choose the highest quality of Western flours. Conscientiously we test every additional ingredient for utmost purity.

You can have P. C. B. enjoyment any time—anywhere. There's a P. C. B. brand for every occasion. Fitting for the dinner or buffet lunch—satisfying in the out-of-doors or between meals at home.

Handy for your pantry shelves—as near as your grocer's. They're real enjoyment!



ABOVE IS A REPRODUCTION of the "Silent P. C. B. Demonstrator" you'll meet in most grocery stores. The attractive P. C. B. girl, offering you real samples of delightful cookies and crackers, typifies the immaculate P. C. B. baking plants, where girls in spotless uniforms help bake the matchless P. C. B. creations.

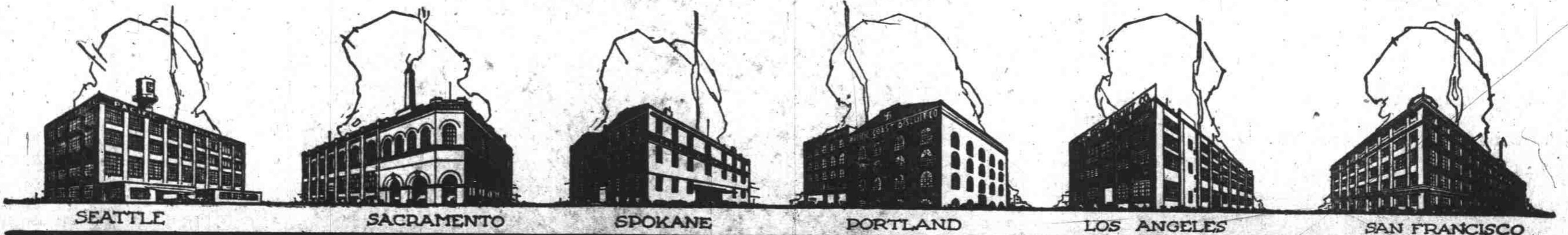
Don't ask for crackers, say—**SNOWFLAKES**



Snow Flakes come first in the P. C. B. line. Snow Flakes are the thin, dainty soda crackers with the baked-just-right crispness. Buy Snow Flakes in the red package or bulk.



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



Out of the West grew this great Institution