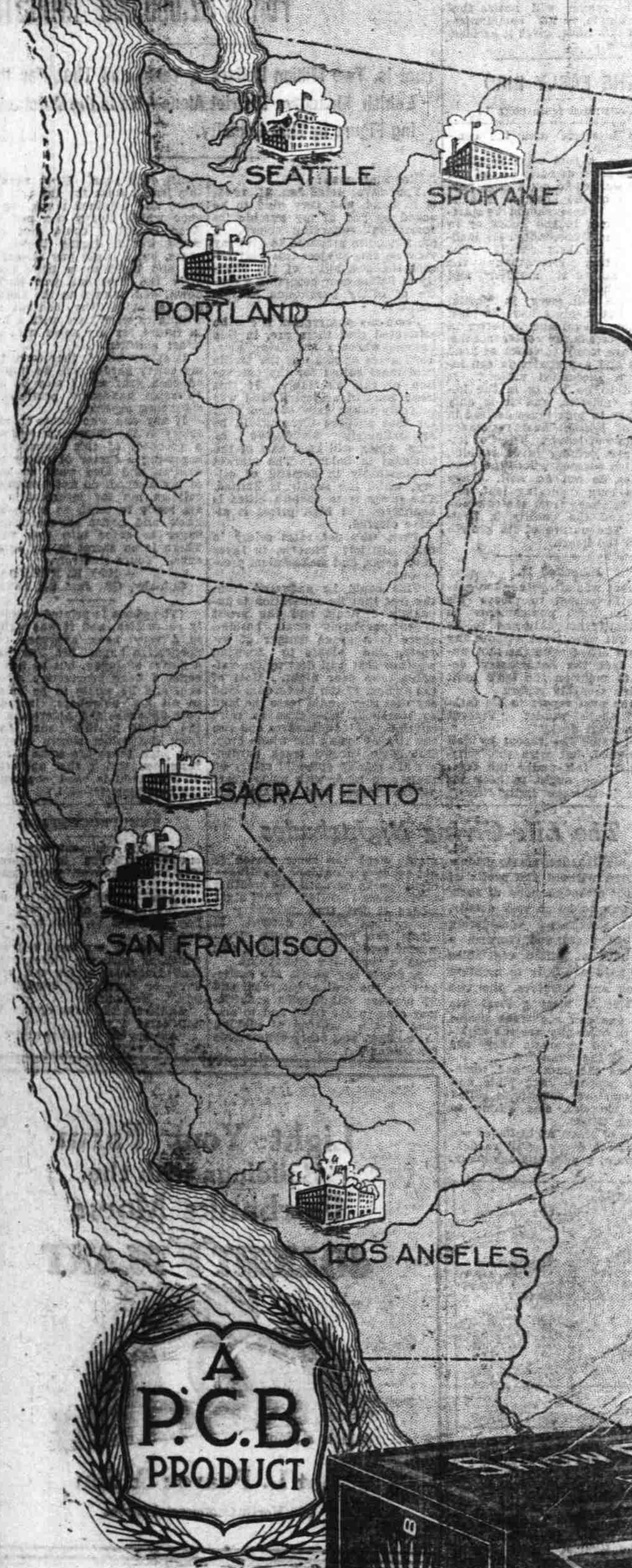


# THE PACIFIC COAST BISCUIT CO.



## Out of the West Grew this Great Institution

[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.

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.

Then of course there are the various other biscuits and cookie cakes. P. C. B. Grams are particularly crisp and fine flavored. P. C. B. Fiestas—those dainty sugar wafers to serve with ice cream or hot chocolate. No home that enjoys the happy prattle of ever-hungry children should be without the little cardboard drum of P. C. B. Ginger Snaps—a pure cookie cake that is really good for them.

And so with all the P. C. B. products—crackers, cookies, 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 not only the everyday cake demands, but with the P. C. B. "makings" for those special occasions—after the theater, unexpected guests, teas, lunches, and the happy happenings of the everyday American life.



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

PACIFIC COAST BISCUIT COMPANY



Don't ask for Crackers  
Say—Snow Flakes