



A Persistent Purpose to Produce Perfect Biscuit

And to Deliver them in Perfect Condition has been the One Aim of the National Biscuit Company

This purpose has resulted in the discovery of improved manufacturing methods, in the invention of new machinery, in the exercise of ceaseless care, in the use of greatest skill, in the selection of finest materials, in the insistence upon cleanliness and in the building of bakeries which combine all these prime essentials for the baking of perfect biscuit.

The purpose is completed by the delivery of the biscuit in perfect condition, some in packages with the famous Iner-seal Trade Mark, some in the familiar glass-front cans, and some in the attractive small tins,—thus giving perfect biscuit because perfectly made and perfectly delivered.

It requires more than flour and sugar, more than butter and eggs, more than nuts and spices, more than fruits and flavors to produce perfect biscuit. It requires the skill and the eternal vigilance of the National Biscuit Company.

By buying the best of flour, of sugar, of butter, of eggs, of nuts, of spices, of fruits, of flavors—by always buying the best and rejecting all else—thus is the quality gained and maintained in the perfect biscuit of the National Biscuit Company.

Perfection begins with the selection of the materials and continues through every stage of the making. It is not enough to bake perfect biscuit. Much depends upon keeping them perfect by packing them

in a way that will retain their freshness and flavor from oven to table.

At the grocery store you will find many varieties of biscuit baked by the National Biscuit Company. Each variety of biscuit—sweetened or unsweetened—whether known as crackers or cookies, wafers or snaps, cakes or jumbles—is the best of its kind.

The extensive distributing service of the National Biscuit Company extends from Coast to Coast. This means a constant supply of all the perfect biscuit of the National Biscuit Company delivered to every part of the United States.

Wherever biscuit are sold, there you will find the perfect biscuit of the National Biscuit Company.

Buy biscuit baked by
NATIONAL BISCUIT COMPANY



The modern poets are said to be the Ad-writers; study them.