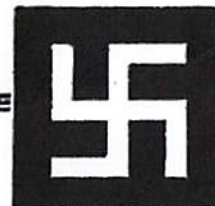


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This Trademark Stands for Supreme Quality

Wherever you see the famous Swastika sign just remember its significance to The Fathers and its present meaning. Then it meant brightness and prosperity—today it is a symbol of Purity and Quality.

MATZOS

When sealed in a carton with this trademark,  is pure, clean and wholesome beyond compare. It is made of the best selected flour, under scrupulously clean conditions and sealed in a dust and damp proof container.

When buying Matzos, or Biscuits, this trademark is your surety of Purity. Write or phone us if your dealer cannot supply you.

Pacific Coast Biscuit Co.

PORTLAND

OREGON

(Jewish Tribune, Portland, Oregon, April 1916)

1916: Advertisement for Matzos produced at the Pacific Coast Biscuit Company, Portland, Oregon, featured the swastika design of the American Indian as its symbol of "Purity and Quality."

1920: When the swastika design was adopted by the National Socialist party in Germany, none ever anticipated that it would become the symbol of Doom and Death to Jewry the world-over.