

**80 Years
Baking
Better
Biscuits!**

—
*Still Going
Strong!*



IT isn't many years back that a customer walked into a store and laconically asked for "a pound of pilot biscuits," and went away quite satisfied with the purchase.

And, truth to tell, "pilot biscuits" *were* pretty much alike in quality those days, differing only in size and thickness.

But the day eventually came when

**HAMILTON'S
ZEPHYR PILOT BISCUITS**

were perfected as they now are. Here's a pilot that's different—better. Made with best creamery butter, thinner, flaky, more crispy and golden brown in color. Zephyr is the most palate-pleasing pilot of them all. Sales are growing nicely.

If you are looking for a real pilot biscuit for your trade—just write us.

C. J. HAMILTON & SONS

Baking Biscuits since 1840

PICTOU, N.S.