

OPPORTUNITY

Sound Business Management Offers Opportunity to All

The opportunity to work and, through work, to progress! That is what Canadians want. That is the ever-present need if our country and our people are to enjoy the full benefits of life.

Providing this opportunity is one of the jobs of business. And today, with its courage and confidence, its experience and initiative, Sound Business Management is creating opportunity for all. It is doing this by improving processes and products . . . by planning wise pro-



duction . . . by developing new and wider national and foreign markets for Canadian goods.

Through Sound Business Management comes not only industrial progress but also national and individual welfare. Through it, outlets are created for the work of busy hands . . . more money is made by all through more and better work . . . a man's job is itself an opportunity for every worker with ambition and initiative.



Weston's

★ SODA BISCUITS
★ English Quality BISCUITS
★ BREAD, CAKES and CONFECTIONERY

"To assist all employees in their efforts to qualify themselves for advancement and to provide a fair opportunity to get ahead."

—From Weston's Employee Policy

GEORGE WESTON LIMITED • TORONTO, CANADA