



## *How the "RED SERGE" became a tradition.....*

In the early 1870's, Indians in Canada had learned to trust soldiers wearing red coats. "We know", they said, "that the soldiers of our great mother (Queen Victoria) wear red coats and are our friends".

To link up with this respect and trust, the Mounted Police were equipped with red jackets. And ever since then, the "red serge" of the Mounted Police has symbolized a tradition of courage in maintaining law and order—of justice and friendship to red men as well as white.

Tradition can play its part, too, in business. For over 65 years, for instance, the tradition of quality has been associated with Weston's. And during all these years of serving Canadian homes, this tradition has led grandmothers, mothers and daughters everywhere to—

*"Always buy the best—buy Weston's"*



**GEORGE WESTON LIMITED — CANADA**

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