

# BETTER LIVING

*Sound Business Management Promotes Better Living for Everybody*

Canada is famous for its high living standards.

What makes these standards possible?

Surely it is Sound Business Management that, through courage and confidence, intelligence and initiative, changes dreams into realities . . . creates two markets where one existed before . . . and opens up opportunities to workers for



earning more money for more and better work.

Yes, Sound Business Management benefits every Canadian home . . . in improved goods and services at greater value . . . in expanding world and national demand for Canadian goods . . . in increasing employment and wages . . . in building living standards that are a byword throughout the world.



**Weston's**

"To grant annual vacations with pay to employees . . . to provide medical centres and rest rooms . . . to safeguard the future with liberal pension provisions."

— From Weston's Employee Policy.

**GEORGE WESTON LIMITED • TORONTO, CANADA**