

Business Initiative

OFFERS OPPORTUNITY, SECURITY, BETTER LIVING TO ALL CANADIANS

Our country was born of initiative . . . to this can be traced our industrial growth, our world trading importance and our national strength and soundness.

Canada's future still depends on initiative . . . the kind of initiative best expressed in Sound Business Management. For today . . . as ever . . . Sound Business



Management, through its courage, confidence and imagination, is contributing vitally to Canada's progress. By wise planning and intelligent production . . . by improving goods and services . . . by constantly developing new markets . . . it is helping to build opportunity, security and better living for all Canadians.



"To be alert in developing more efficient operations so the productivity and earnings of its employees may be the greater."

— From Weston's Management Policy.

Weston's

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

ATB

GEORGE WESTON LIMITED • TORONTO, CANADA