

Weston Advertising



Weston's ad, Evening Star, Toronto, 1902.



Model Bakery decorative bread wagon, Toronto, ca. 1908.



George Weston Limited, advertisement, The Globe, 1911.



Weston's Biscuits full-colour catalogue, ca. 1920.



Weston's Biscuits packaging, in-store display, ca. 1920.



Weston's English Quality Biscuits, 1923.



Salesmen, Weston's, Montreal, 1936.



"Weston's Community Sing" radio show, Toronto, ca. 1943.



George Weston Limited annual report, 1949.



Weston's Enriched Bread, 1953.



Weston's Bread, ca. 1955.



Loblaws' Pride of Arabia Coffee, 1960.



"Friendly Courtesy," Loblaw's, 1965.



New stores, new logo, Loblaw's rebranding, 1972.



William Shatner, "Come on over to Loblaw's," 1973.

Weston Advertising



No nonsense, no frills,
1978.



“Weston 100”
a century in business,
1982.



Dave Nichol and
Canada's best selling
cookie, 1991.



President's Choice
Financial – bank smarter
and keep your shirt,
2003.



Real savings,
Real Canadian
Superstore, 2006.



“Canada's Greenest
Shopping Bag,”
President's Choice,
2007.



President's Choice
organic baby food, 2008.



Wonder Plus,
Wonder Bread, 2008.



Joe Fresh Style -
fashionable without
spending a bundle, 2009.



“Won't Be Beat,”
nofrills, 2010.