

floors of a wide range of furniture selection, the most of it made in Canada with quality and price to compete with anything the States produce.

In the great stores of Canada is found this demonstration of what Canadian progress is doing towards national prosperity and industrial independence with the stores themselves are monuments to successful merchandising and excellent advertising. The Adams store is one of four great stores in Toronto that advertise almost exclusively in evening newspapers.

Canadian  
progress

## What the Great Gillam said about Advertising Managers

It was a good illustration of what Manly M. Gillam, the great Wana-maker advertiser and now the advertising counsel of the New York Herald and of various big New York corporations, once said regarding the advertising manager, whom he characterized as the managing editor of the store, with his staff of assistant editors and reporters in every department to bring in store news to be edited and made up into the store newspaper which in turn becomes a part of the public newspaper.

opinion of the  
famous  
Gillam

