

By Mr. Factor:

Q. What percentage of that would be the Home Lovers' Club?—A. I have not got the exact figures.

Q. In the prosperous days of 1928, 1929, 1930, the percentage is greater than in 1932 and 1933?—A. Yes.

By Mr. Sommerville:

Q. What is the record of loss for the ten year period? The average is remarkably low?—A. It is less than 1 per cent.

Q. I understand it is approximately $\frac{2}{3}$ of 1 per cent?—A. That is right.

Mr. YOUNG: They are good payers in Toronto.

Mr. SOMMERVILLE: Well, the good payers come from Weyburn too.

By Mr. Sommerville:

Q. Will you proceed, Mr. Adamson.—A. Simpson Day Sales—

By the Chairman:

Q. Without giving the full particulars in that next paragraph, there is an increase.—A. Periodically the company holds a "Simpson" day sale for the purpose of which special advertising is done in the evening papers. The advertising, of course, is increased over the ordinary advertising for these days.

Q. And the sales are largely increased?—A. Yes.

By Mr. Sommerville:

Q. Then for the special Simpson day sales that was referred to by some witnesses here evidence was given to the effect that manufacturers were asked to contribute to the advertising of the features for these special day sales. Have you any particular evidence of that, or did that go into the general advertising allowances?—A. Advertising allowances, yes.

Q. It did not go specially into these Simpson day sales?—A. I do not know what the advertising allowances were in that respect. I know that they got advertising allowances.

Q. Then your next item deals with "Budget." Perhaps you can epitomize that by saying that the budget is made up at the beginning of the year?—A. Beginning of the season; there are two seasons.

Q. And the record shows that there is a very close budgeting?—A. Yes.

Q. In other words, the sales and costs approximate very very closely the budget that is made at the beginning of the season?—A. That is right.

Q. And the effect of the budget on the department is indicated, and you give us one statement that is very illuminating for the store as a whole?—A. Yes. For the store as a whole the mark-ups budgeted and those actually achieved during the spring seasons of the past five years expressed as a percentage of cost show:—

	Percentage	
	Budgeted mark-up	Actual mark-up
Spring		
1929..	56.1	55.8
1930..	55.9	54.4
1931..	54.0	52.3
1932..	52.3	53.4
1933..	53.5	53.1

By the Chairman:

Q. Would it be correct to say that that indicated that the amount of goods that had to be cleared up by special sales were comparatively small?

Mr. SOMMERVILLE: Cleared off at lower than the mark-up.