

Taylor's Elysians, and fine Chinchillas, destroyed the value of these goods in the eyes of the public as far as the retail trade was concerned, and the public looked for Chinchillas, Montagnacs and Elysians from everybody at \$25. Can you give us any light upon that?

The WITNESS: I cannot, no.

*By Mr. Sommerville:*

Q. Further than the indication of the number of these coats?—A. That is all.

Mr. YOUNG: Is the charge that they sold these coats too cheap or too dear?

Mr. SOMMERVILLE: The evidence given by previous witnesses is to the effect that this class of advertising was misleading and was unfair to the retail trade because of the inclusion of a few coats of very high grade in the quantity that were sold, and the examination apparently shows that they were not sold at a loss at all but at a profit of 50 per cent to 60 per cent over mark-up.

Mr. FACTOR: There was nothing in the advertisement to say they were selling them at a loss.

Mr. SOMMERVILLE: No, except that some of them are worth as much as \$65.

Mr. YOUNG: Well, there were some of them.

The CHAIRMAN: This perhaps is worth noting: That out of this 800 lot 630 cost less than \$15 and sold for \$25.

Mr. FACTOR: That is right.

Mr. YOUNG: Is that an excessive mark-up.

The CHAIRMAN: It is a question of whether the advertisement is a fair advertisement in justice to others selling the class of coats indicated.

Mr. SOMMERVILLE: And you will remember the evidence of a witness was to the effect when dealing with this particular class of advertising from this and other evidence, speaking of Montagnacs:—

Q. That is, they throw in a few Montagnacs?—A. Yes, that is the idea, sir. And, as I say, that is a fabric with a reputation behind it. It is made in the west of England and is recognized as a very fine high class quality. This reputation has been built up by maintaining that quality throughout the years. They are very jealous of their reputation. And, I might say, that the managing director of that company came over to Canada last year protesting against this sort of thing.

Mr. FACTOR: It might have been better, of course, if they had eliminated these 30 coats that they sustained a loss on and not included them in the lot and then it would have been more of a genuine sale; but there are only 30 coats, and I suppose it is a question as to whether that form of advertising is a thing that should be continued.

Mr. ILSLEY: The fact that there were only 30 makes it, to some extent, misleading advertising.

Mr. HEAPS: Was it the 600 that cost \$16 or less?

The CHAIRMAN: \$15 or less.

Mr. HEAPS: And have we any evidence of the 400 coats that came from the factory?

The WITNESS: Yes.

Mr. SOMMERVILLE: The mark-up was \$12.19 to \$27.50, an average mark-up on those coats of 66.9 per cent, that is, on the coats supplied by the factory.