

THE ROBERT SIMPSON COMPANY LIMITED

(Toronto Store)

DEPARTMENT 401—FURNITURE

Examples of Price Spreads on Representative Larger Purchase Orders of Furniture in the Period from 1st January 1933 to 31st March 1934

Article				Invoices					Initial Unit Selling Price	Initial Mark-up	
Description	Manufacturer's Number	Simpson's Order		Date	Unit Cost			Total Laid Down Cost		Amount	Percentage to Cost
		Quantity	Value		Invoice Price	Sales Tax	Freight				
			\$ cts.		\$ cts.	\$ cts.	\$ cts.	\$ cts.	\$ cts.	\$ cts.	
3 pc. Living Room Suite.....	102	1	49 00	20th July 1933.	49 00	2 65	51 65	83 50	31 85	61.67	
3 pc. Living Room Suite.....	153/9	2	126 00	6th Jan. 1934.	63 00	3 78	66 78	105 00	38 22	57.23	
3 pc. Living Room Suite.....	83	3	106 20	6th Jan. 1934.	35 40	2 12	37 52	57 50	19 98	53.25	
3 pc. Living Room Suite.....	150	3	133 00	28th Feb. 1934.	44 00	2 64	46 64	2 at 59 95 1 at 75 00	13 31 28 36	28.54 60.81	
3 pc. Living Room Suite.....	1,306	1	41 00	11th July 1933	39 01	1 99	41 00	55 95	14 95	36.46	
		(Tax inc.)									
Springs.....	151	2	4 90	10th July 1933.	2 45	0 14	2 59	3 95	1 36	52.51	
Springs.....	106	3	12 75	10th July 1933.	4 25	0 25	4 50	6 65	2 15	47.78	
Springs.....	109	4	13 40	10th July 1933.	3 35	0 18	3 53	5 15	1 62	46.02	
Peerless Mattress.....	546	5	48 75	10th July 1933.	9 75	0 58	10 33	14 75	4 42	42.79	
Primrose Mattresses.....	155	3	34 50	10th Aug. 1933.	12 19	Incl.	12 19	17 15	4 96	40.69	
La Salle Couch.....	155	3	58 50	10th Aug. 1933.	20 67	Incl.	20 67	28 50	7 83	37.88	
Danbury Springs.....	155	2	9 00	10th Aug. 1933.	4 50	Incl.	4 50	6 15	1 65	36.67	

NOTE.—Upholstered furniture and bedding are ordered *only* after sales have been made, except for samples displayed in the department and showrooms. There are no large purchase orders, so the above items cover orders and purchases of suites, springs, couches, etc., of specially advertised lines

GENERAL NOTE.—For the year 1933 the initial mark-up for this department as a whole was 50 per cent on cost and the gross profit of the department as a whole after write-downs, shortages, etc., was 44 per cent on cost.