

THE ROBERT SIMPSON COMPANY LIMITED

(Toronto Store)

DEPARTMENT 316—LOWER PRICED DRESSES, SELF-SERVE DRESSES AND COATS—EXAMPLES OF PRICE SPREADS ON LARGER PURCHASE ORDERS

Description	Invoice						Initial Unit Selling Price	Initial Mark-up	
	Date	Quantity	Unit Price	Sales Tax	Freight	Total laid-down Cost		Amount	Percentage to Cost
			\$ cts.	\$ cts.	\$ cts.	\$ cts.			
Capes.....	28th Feb. 1934.	7	1 50	0 08		1 58	7 50	5 92	374-68*
Coats.....	28th Feb. 1934.	1	5 00	0 25		5 25	19 50	14 25	271-43*
Capes and Suits.....	28th Feb. 1934.	3	6 00	0 30		6 30	19 50	13 20	209-52*
Suits.....	28th Feb. 1934.	4	4 00	0 20		4 20	12 90	8 70	207-14*
Coats.....	28th Feb. 1934.	10	5 00	0 25		5 25	15 00	9 75	185-71*
Suits.....	28th Feb. 1934.	39	4 00	0 20		4 20	7 50	3 30	78-57*
"Sunday Nites".....	1st Nov. 1933.	20	2 75	0 14		2 89	4 94	2 05	70-93
Women's Coats.....	7th Sept. 1933.	8	6 00	Incl.		6 00	9 94	3 94	65-67
Coats.....	5th May 1932.	60	4 75	0 24	0 03	5 02	7 88	2 86	56-97
Dresses.....	11th Nov. 1933.	10	3 00	0 18		3 18	4 94	1 76	55-35
"Ruff Crepe" Dresses.....	7th Nov. 1933.	36	3 00	0 18		3 18	4 94	1 76	55-35
Satin Sand Crepe.....	13th Nov. 1933.	72	3 00	0 18	0 01	3 19	4 94	1 75	54-86
(Job) Coats.....	Aug. 1933.	37	6 75	0 34		7 09	10 94	3 85	54-30
Women's Coats.....	28th July 1933.	100	6 75	0 33		7 08	10 74	3 66	51-69
(Advt. as fur trimmed)—									
Coats (Job Lot).....	24th Aug. 1933.	40	6 75	0 34		7 09	10 74	3 65	51-48
Coats.....	Aug. 1933.	15	6 75	0 34		7 09	10 74	3 65	51-48
Coats.....	15th Aug. 1933.	36	6 75	0 34		7 09	10 74	3 65	51-48
Coats.....	12th Sept. 1933.	15	6 75	0 34		7 09	10 74	3 65	51-48
Coats.....	15th Aug. 1933.	4	11 25	0 56		11 81	17 74	5 93	50-21
Celanese Dresses.....	13th Nov. 1933.	66	1 88	0 11	0 01	2 00	2 94	0 94	47-00
Cascade Dresses.....	16th Nov. 1933.	59	3 25	0 16		3 41	4 94	1 53	44-87
Cascade Dresses.....	24th Nov. 1933.	10	3 25	0 19		3 44	4 94	1 50	43-60
Coats.....	28th Feb. 1934.	78	5 00	0 25		5 25	7 50	2 25	42-86
Women's Coats.....	7th Sept. 1933.	5	7 00			7 00	9 94	2 94	42-00
Fabric Jackets.....	15th Aug. 1933.	14	7 00	Incl.		7 00	9 94	2 94	42-00
Girls' Coats.....	24th Feb. 1933.	11	4 00	0 20		4 20	5 94	1 74	41-42
Girls' Coats.....	24th Feb. 1933.	8	5 35	0 27		5 62	7 94	2 32	41-28
Rough Crepe Dresses.....	16th Nov. 1933.	48	2 65	0 13	0 01	2 79	3 94	1 15	41-22
Women's Coats.....	22th Feb. 1933.	25	4 00	0 20		4 20	5 88	1 68	40-00
Assorted Tweed Coats—	10th Mar. 1933.	12	4 00	0 20		4 20	5 88	1 68	40-00
Women's Coats.....	15th Mar. 1933.	48	4 00	0 20		4 20	5 88	1 68	40-00
Girls' Coats.....	23th Feb. 1933.	10	4 00	0 20		4 20	5 88	1 68	40-00
Coats.....	5th May 1932.	50	6 75	0 34	0 03	7 12	9 94	2 82	39-61
Coats.....	9th April 1932.	100	5 35	0 32	0 03	5 70	7 88	2 18	38-25
Coats (Job Lot).....	24th Aug. 1933.	2	13 75	0 69		14 44	19 94	5 50	38-09
Coats.....	12th Sept. 1933.	5	13 75	0 69		14 44	19 94	5 50	38-09

*Average 95-52%.

NOTE:—For the year ended 4th January, 1934 the gross profit of the Department as a whole, after stock write-downs, stock shortages, etc., was 33-97% on cost.

PRICE SPREADS AND MASS BUYING

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