

THE ROBERT SIMPSON EASTERN LIMITED

EXAMPLES OF PRICE SPREADS ON ITEMS SELECTED FROM SPRING AND SUMMER 1934 CATALOGUE—TORONTO MAIL ORDER DEPARTMENT No. 17—DRESSES

Description	Simpson's Placing Order			Invoices			Catalogue Selling Price	Initial Mark-up		Comparative initial mark-up percentage on invoices examined at Regina	
	Catalogue Number	Quantity on Order	Date	Quantity	Unit Cost			Amount	Percentage to Cost		
					Invoice Cost	Sales Tax and Freight					Laid Down Cost
					\$ cts. each	\$ cts. each	\$ cts. each	\$ cts.	%	%	
Ladies' Dresses—Crepe Velva.....	288	124	Feb. 7, 1934...	9	4 25	0 26	4 51	7 95	3 44	76.27
“ “ —Print.....	223	360	Feb. 28, 1934...	35	0 80	0 05	0 85	1 49	0 64	75.29	71.28
“ “ —Voile.....	171	300	Jan. 24, 1934...	30	1 63	0 10	1 73	2 98	1 25	72.25	71.27
“ “ —Crepe.....	156	50	Dec. 23, 1933...	25	5 75	0 36	6 11	10 50	4 39	71.85
Misses' Dresses—Broadcloth.....	330	350	Mar. 7, 1934...	30	1 04	0 06	1 10	1 88	0 78	70.91
“ “ —Crepe.....	145	100	Jan. 13, 1934...	13	4 30	0 26	4 56	7 75	3 19	69.96
Ladies' Dresses—Crepe Velva.....	251	118	Jan. 31, 1934...	5	3 75	0 23	3 98	6 75	2 77	69.59
“ “ —Cotton Taffeta.....	325	650	Jan. 31, 1934...	186	0 83	0 05	0 88	1 49	0 61	69.32
“ “ —Crepe.....	297	123	Jan. 31, 1934...	19	2 45	0 15	2 60	4 39	1 79	68.85
“ “ —Crepe Velva.....	205	148	Feb. 28, 1934...	10	3 90	0 23	4 13	6 95	2 82	68.28
Misses' Dresses—Crepe.....	127	160	Feb. 1, 1934...	23	2 80	0 17	2 97	4 98	2 01	67.68	66.0
Ladies' Dresses—Crepe.....	179	230	Mar. 7, 1934...	8	3 00	0 16	3 16	5 29	2 13	67.41	68.4
“ “ — “	303	124	Jan. 30, 1934...	30	4 50	0 27	4 77	7 88	3 11	65.20
“ “ — “	309	350	Mar. 16, 1934...	21	2 35	0 14	2 49	3 98	1 49	59.84	57.94

GENERAL NOTE:—For the year 1933 the gross profit of this department as a whole after write-downs, shortages, etc., was 26.1% on cost (at Toronto).

TORONTO MAIL ORDER DEPARTMENT No. 25—CHILDREN'S DRESSES, LADIES' SUITS AND BLOUSES

					\$ cts. each	\$ cts. each	\$ cts. each	\$ cts. each	\$ cts.	%	%
Ladies' Suits.....	105	300	Jan. 6, 1934...	131	2 75	—	2 75	4 95	2 20	80.00	77.86
Ladies' Blouses.....	160	360	Dec. 27, 1933...	123	0 80	0 04	0 84	1 45	0 61	72.62	73.26
Ladies' Suits.....	100	165	Jan. 2, 1934...	66	5 75	0 39	6 14	9 95	3 81	62.05	60.75

GENERAL NOTE:—For the year 1933 the gross profit of this department as a whole after write-downs, shortages, etc., was 47.92% on cost (at Toronto).