

## THE ROBERT SIMPSON COMPANY LIMITED

(Toronto Store)

## DEPARTMENT 306—MODERATELY PRICED DRESSES, HOUSE DRESSES, JR. MISSES' DRESSES—EXAMPLES OF PRICE SPREADS

Description	Date	Invoice					Initial Unit Selling Price	Initial Mark Up	
		Quantity	Unit Price	Sales Tax	Freight	Total laid down Cost		Amount	Percentage to Cost
			\$ cts.	\$ cts.	\$ cts.	\$ cts.	\$ cts.	\$ cts.	
Dresses.....	28th Mar. 1933.....	236	0 85 <sup>3</sup> / <sub>4</sub>	0 03	0 01 <sup>1</sup> / <sub>4</sub>	0 89 <sup>3</sup> / <sub>4</sub>	1 50	0 60 <sup>1</sup> / <sub>4</sub>	67.13
Dresses.....	23rd Oct. 1933.....	43	4 25	0 26	.....	4 51	7 98	3 47	76.94
Assorted Crepe Dresses and Samples.....	30th Nov. 1933.....	118	4 81	0 29	.....	5 10	9 00	3 90	76.47
Point Dresses.....	Various.....	163	2 65	0 12	0 01	2 78	4 88	2 10	75.54
Selected Prints.....	18th Mar. 1933.....	12	3 25	0 14	0 02	3 41	5 98	2 57	75.37
Dresses—Tailored.....	9th Sept. 1933.....	9	6 00	0 25	.....	6 25	10 95	4 70	75.20
"Sunday Nites".....	25th Nov. 1933.....	37	6 13	0 37	0 01	6 51	10 95	4 44	68.20
Assorted Dresses.....	31st Mar. 1933.....	28	4 75	(Incl.)	.....	4 75	7 98	3 23	68.00
Rabbit Hair Suits.....	15th Nov. 1933.....	6	1 69	0 10	0 01	1 80	2 98	1 18	65.56
Various Suits and Dresses.....	16th Nov. 1933.....	847	1 13	0 07	0 01	1 21	1 98	0 77	63.64
Assorted Dresses (Consignment).....	25th Nov. 1933.....	228	3 50	0 21	.....	3 71	5 98	2 27	61.19
Dresses.....	23rd Oct. 1933.....	28	3 25	0 19	.....	3 44	5 48	2 04	59.30
Women's Dresses, Prints and Plains.....	28th Feb. 1934.....	90	3 00	0 18	0 02	3 20	5 00	1 80	56.25
Celanese Dresses.....	26th June 1933.....	182	1 88	0 09	0 01	1 98	2 98	1 00	50.51
Ladies' House Dresses.....	23rd May 1933.....	1,800	0 50	0 03	0 01	0 54	0 79	0 25	46.30
Celanese Pique Dresses.....	16th May 1933.....	1,036	1 05	(Incl.)	.....	1 05	1 50	0 45	42.86
Artificial Silk Dresses.....	25th Nov. 1933.....	12	7 13	0 46	Dury 6 22 <sup>1</sup> / <sub>2</sub> 0 13 <sup>1</sup> / <sub>2</sub>	13 94	17 50	3 56	25.54

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 44.54% on cost.  
\*Average 117.54%.