

## THE ROBERT SIMPSON EASTERN LIMITED

## EXAMPLES OF PRICE SPREADS ON ITEMS SELECTED FROM SPRING AND SUMMER 1934 CATALOGUE

| Description   | Catalogue Number | Simpson's Placing Order Quantity Ordered | Invoice   |          | Unit Cost    |                       | Laid-Down Cost | Catalogue Selling Price | Initial Mark-up |                  | Comparative Initial Mark-up on Invoices Examined at Regina |       |   |   |
|---|------------------|--|-----------|----------|--------------|-----------------------|----------------|-------------------------|-----------------|------------------|--|-------|---|---|
|   |                  |  | Date      | Quantity | Invoice Cost | Sales Tax and Freight |                |                         | Amount          | Per cent to Cost |  |       |   |   |
|   |                  |  |           |          | \$           | cts.                  |                |                         | \$              | cts.             | \$   | cts.  | % | % |
| TORONTO MAIL ORDER DEPARTMENT No. 39—MEN'S FURNISHINGS— |                  |  |           |          |              |                       |                |                         |                 |                  |  |       |   |   |
| Men's Shirts.....                                       | 112              | Doz. 39                                  | 19th Jan. | 1934.    | Doz. 6       | each 0 54             | Included       | 0 54                    | 0 89            | 0 35             | 64.81  | 58.94 |   |   |
| " .....   | 105              | 35                                       | 20th Jan. | 1934.    | 7            | 0 55                  | "              | 0 55                    | 0 87            | 0 32             | 58.18  | 54.11 |   |   |
| " .....   | 103              | 23½                                      | 1st Jan.  | 1934.    | 10           | 0 62                  | "              | 0 62                    | 0 98            | 0 36             | 58.06  | 55.04 |   |   |
| " .....   | 100              | 21                                       | 23rd Jan. | 1934.    | 3½           | 0 62                  | "              | 0 62                    | 0 98            | 0 36             | 58.06  | 55.04 |   |   |
| " .....   | 120              | 25¾                                      | 23rd Jan. | 1934.    | 4½           | 0 50                  | "              | 0 50                    | 0 79            | 0 29             | 58.00  |       |   |   |
| " .....   | 117              | 43½                                      | 23rd Jan. | 1934.    | 3¾           | 0 64                  | "              | 0 64                    | 1 00            | 0 36             | 56.25  | 64.18 |   |   |

GENERAL NOTE.—For the year 1933 the gross profit of this Department as a whole, after write-downs, shortages, etc., was 52.17 p.c. on cost (at Toronto).