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The Irish Price Level : A Comparative Study

by

EDWARD NEVIN

October, 1962.

Paper No. 9.

4 Burlington Road Dublin 4

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1. Introduction

The major direct consequence in the economic field of Ireland's accession to the Treaty of Rome would be the progressive dismantling of the tariff structure across which imports have currently to pass. It follows, therefore, that a rational assessment of the probable impact of membership of the Common Market on Irish industry is impossible without some knowledge of the influence of the tariff on Irish costs and prices. It is thus all the more striking that virtually nothing appears to be known about the comparative level of prices in the Irish domestic market. The present study attempts to make some contribution towards closing this significant gap in our knowledge of the Irish economy.

It is clear that two related but separate questions exist in this context. First, what effect, if any, has the existence of a protective tariff had on the level of costs in Irish industry?; in other words, how do the costs of producing a specified commodity in Ireland compare with those prevailing in countries likely to export the same commodity to Ireland in the absence of trade barriers? Secondly, what happens to the price of imported products as a result of passing through the tariff? It is well known that exporters sometimes absorb part or all of a foreign tariff in order to preserve their competitiveness in the foreign market concerned. On the other hand, in a market where competition is sufficiently imperfect the final price of an imported product may rise above its c.i.f. value by *more* than the tariff if wholesale and retail margins are calculated on the price including tax. It follows that the margin of effective protection enjoyed by a home producer may be significantly smaller, or a little greater, than that implied by the formal tariff rate.

It is also necessary to emphasise that quantitative restrictions on imports may also permit internal prices to remain above those of comparable imports, and the price differential thus maintained may have no relation to the tariff levied on such imports as are

permitted to enter. At the present time this consideration is of major importance in Ireland primarily for footwear and certain textile products, tyres and tubes and motor vehicle components. For reasons which are indicated below, motor vehicles represent the only product in this category with which the present study is concerned.

Ideally, it would be desirable to compare the domestic level of prices in Ireland with that of similar commodities produced in each of the present or prospective member countries of the European Economic Community, but the practical difficulties involved in such an attempt would be overwhelming. There is the obvious difficulty of securing price data from these countries; further, there are immense difficulties, practical and conceptual, raised by the existence of different currencies and foreign exchange rates. This study is therefore confined to a comparison of prices in Ireland and those in the United Kingdom, since all of these difficulties disappear, or are reduced to manageable proportions, if the comparison is limited to these two countries.

It may well be argued that this is in any case the comparison of greatest relevance and significance in the Common Market context. Removal of the Irish tariff will certainly increase the degree of active competition between the industries of Ireland and those of continental European countries, but it would be surprising if the biggest impact were not felt through Anglo-Irish trade. Increased competitive pressure from continental producers in the United Kingdom market, for example, would probably stimulate British producers into a more determined and aggressive search for export outlets within the Common Market, and especially in markets such as Ireland in which British producers would enjoy obvious natural advantages over their continental competitors.

There was another, and decisive, reason for confining the comparison to the United Kingdom. Traditionally, the fundamental obstacle to international price comparisons has always been the immense difficulty of attaining comparability of

products. Even the simplest products—say a loaf of bread or a bar of salt—can be manifestly different in nature in neighbouring countries ; again, no one acquainted with the commodity can imagine that one ton of coal is the same thing as any other ton of coal. It followed, therefore, that the comparison could be attempted only for products specified so closely as to make it tolerably realistic to assume comparability in different markets. Hence the comparison could be attempted only for products on sale in both Ireland and the United Kingdom under the same specification. Naturally this involved primarily British companies or companies which were subsidiary to, or associated with, British companies.

2. Selection of Products

The survey was therefore designed to secure the Irish and United Kingdom prices of identical products. The first question raised was that of which prices were appropriate for such a comparison. Ideally, the prices to be compared should have been the manufacturers' ex-factory prices ; basically it was relative cost of production which was the issue under examination. This, however, was scarcely a practical possibility ; it would have involved direct approach to individual manufacturers on both sides of the Irish Sea—inevitably with a varying degree of response—which would certainly have limited the number of products which could have been included. Such an approach would undoubtedly have encountered obstacles because of the natural desire of manufacturers to restrict, as far as possible, information which they would consider confidential, and whose disclosure to outside persons might be regarded as damaging to their commercial interests. Indeed, even in the course of the present survey, several manufacturers indicated that while they might be prepared to disclose their wholesale prices for particular products they would not be prepared to have this information published. For the purposes of an exercise of this kind, information which cannot be published is of very limited usefulness.

An alternative method of securing the information appeared to be a direct investigation of the retail prices actually being charged in shops. A pilot survey along these lines soon revealed considerable difficulties in this approach. First, the practical problems involved in the *scale* of the investigation again asserted themselves. The physical difficulties in the way of obtaining prices from a representative number of shops on both sides of the Irish Sea for a substantial list of products would have been very formidable. Secondly, a serious obstacle was presented by the considerable—and unpredictable—variation of prices for identical products in different shops. This could only have been overcome by

surveying a sufficiently large number of shops to arrive at a meaningful average ; this, in turn, would have increased the practical difficulties even further.

The procedure finally adopted, therefore, was to obtain product prices from official distributors' lists or from manufacturers' advertisements. This solution had the substantial advantages that, first, a considerable number of products could be included and, secondly, that published, written sources could be quoted for almost all of the prices used in the inquiry. Thirdly, and perhaps most important, the sample was automatically limited to those products whose prices were quoted in the available sources, but on the other hand no exceptions were made if a price comparison proved possible ; the choice of commodities was thus determined by wholly external considerations. The quotations used, of course, cannot be regarded as a random sample—as that term is defined in statistical theory—of the varieties consumed in either country. Nevertheless, there is no reason for supposing that a comparison based on these quotations would be any more biased than one based on a sample which was random in this technical sense ; even if the varieties quoted are not a statistically random sample, their price relatives may have this character. If so, an average price-relative derived from them would be unbiased and subject only to the random sampling error of estimation.

On the other hand, this procedure had the admitted disadvantage of relying on retail list prices rather than on manufacturers' ex-factory prices. As has already been indicated, the actual retail price of any given commodity is liable to vary substantially from shop to shop. The use of official list prices, therefore, does not necessarily reflect the prices which consumers are *in practice* paying for the products concerned. This, of course, raises the whole question of distributors' margins in Ireland and the United Kingdom.

3. Distributive Margins

Reference was made earlier to the variation in retail prices of similar products between different retail outlets. This no doubt reflects mainly the increasing intensity of competition in the distributive trades. So far as the present study is concerned such variations are an irrelevance. They have no direct relation to the basic costs of manufactures or prices of imports ; they are relevant only to the later stages of distribution, with which the comparison was not concerned.

Nevertheless the distributive factor is important to the present study in so far as differences in distribution margins may exist in Ireland and the United Kingdom for similar products. If such

differences exist they would naturally obscure differences in manufacturing costs. For example, suppose that a commodity is sold at identical prices in Ireland and the United Kingdom but that the retail outlets concerned take a bigger margin in one country than in the other; there would be a presumption that the manufacturer's price of the commodity concerned was different in the two countries, even though its final selling prices were identical.

It is therefore of importance to try to discover how the distributive margins in the two countries compare. A certain amount of data from the Census of Distribution are available which throw some light on this point so far as retail margins are concerned. They are summarised in Table I; the most recent Census for which data are published in the United Kingdom is that for 1957 (and this, unfortunately, did not include wholesale traders), while the data for Ireland relate to 1956, the nearest year for which comparable data are available.

It will be seen that differences do in fact exist between the average gross margins attributable to retail trades in Ireland, on the one hand, and the United Kingdom on the other. For distribution as a whole, the difference is of the order of five percentage points, which represents about 30 per cent. of the Irish average margin. The extent of this difference naturally varies from trade to trade, so that to some extent the difference between the Irish and British average margins is a reflection of differences in the structure of retail trade in the two countries rather than in the margins themselves. If the British margins shown in col. 1 of Table I are

weighted by the Irish sales shown in col. 3, their average in fact comes out at 21.1 per cent., which is a good deal closer to the Irish average than that shown for the United Kingdom in Table I. In the trades handling the commodities with which this study is mainly concerned, the difference between the Irish and British margins varies from the slightly *higher* margin on chemists, and optical goods in Ireland to the much *lower* Irish margin on bread and flour products. In the sectors most involved in the present study, however—groceries, radio and electrical goods and hardware—the Irish margin is in general well below the corresponding British margin.

The implication of this, of course, is that commodities selling at equal prices in Ireland and the United Kingdom will probably have somewhat *higher* manufacturers' prices in Ireland than in Britain. For various reasons, however, too firm a deduction cannot be drawn from a comparison of this kind; wholesale margins, for example—on which no up-to-date information is available for the United Kingdom—may differ in the two countries in such a way as to compensate for the differences in retail margins. It is sufficient to place this aspect of the comparison on record and to stress that *to some extent* it should be borne in mind when the comparison of retail prices is being made.

4. Comparability of products

As was noted earlier, the essential basis on which the comparison was made was the assumption that specific commodities being sold in the two countries, manufactured by a particular producer, selling under the same brand name, and having the same model number or other specification, can be regarded as identical in the two countries concerned. This is a reasonable assumption in most cases, since a manufacturer who modifies a product for selling in a foreign market will normally alter the name or number of the product so as to make the two distinguishable. An example coming to light in an early stage of this inquiry was that of the transistor radio. For technical reasons, a transistor radio of the usual type, normally containing six transistors when sold in the United Kingdom, will require to have—and in fact usually does have—seven transistors in order to obtain the same level of performance in Ireland with relation to British and Continental transmitting stations. As a result, the popular models of British transistor radios sold in Ireland are given slightly different names, even though they are the same products in most of the respects visible to the outside observer. A similar example is provided by television sets; the majority of sets on sale in the United Kingdom are service-area models, whereas until recently the majority of sets

TABLE I: GROSS MARGIN % OF SALES

Main Business	U.K. 1957 %	Ireland		
		Margin £000	Sales £000	2 as % of 3
	1	2	3	4
Groceries	15.4	7,291	53,614	13.6
Dairy products	20.0	591	2,281	25.9
Fresh meat	20.0	2,179	12,368	17.6
Fish and poultry	22.9	261	1,206	21.6
Fruit and vegetables	19.6	253	1,262	20.0
Bread and flour	36.0	293	1,202	24.4
Tobacco, sweets, papers	14.9	1,652	9,618	17.2
Boots and shoes	29.6	839	3,696	22.7
Men's wear	20.0	666	2,743	24.3
Women's wear	27.0	842	3,928	21.4
Furniture	30.6	647	2,371	27.3
Radio and electrical goods	31.9	645	2,434	26.5
Cycles and perambulators	29.9	231	873	26.5
Hardware	26.9	1,615	8,504	19.0
Books and stationery	30.6	586	2,315	25.3
Chemist and optical	30.4	1,819	5,745	31.7
Leather, sports etc.	32.7	240	961	25.0
Department Stores	29.2	2,548	10,910	23.4
TOTAL	23.4	44,286	243,351	18.2

Sources: U.K.: Report on the Census of Distribution and other services 1957, H.M.S.O. London, 1959, Table 8, pp. 24-5.
Ireland: Statistical Abstract of Ireland 1960, (Pr. 5492), Table 139, pp. 180-1.

on sale in Ireland were fringe-area models. A television set with a screen of a specified size selling under a particular brand, therefore, would not in fact be the same product in the United Kingdom and Ireland.¹

Such rather special cases apart, the assumption that brands of a specified kind are the same product in the two countries is a reasonable one. Wherever possible or appropriate, the comparison was made between a specified *quantity* as well as between the same brand. Obviously a one-pound jar of brand X jam can only be compared with a one-pound jar of the same brand in another country. In many cases, however, such a specification in terms of weight is not possible, and it is by no means improbable that products superficially similar in the two countries will in fact contain or weigh more in one market than in the other. Where a commodity is sold in, say, three standard sizes (e.g. small, medium and large) in the two markets, it has been assumed that the weight of, say, the medium size is the same in each case. It is clear that in certain cases, especially those of foodstuffs and commodities (like soap powders) sold in containers of varying sizes, there is scope for error in this assumption. Unfortunately there appeared to be no way of avoiding it in some cases.

Although it usually proved possible to avoid such differences of sizes and weights, in no case was any attempt made to allow for any differences which might exist in the *quality* of a specified product selling in the two countries under the same name. It is obvious that the quality of, say, a tin of soup sold under the same label in both Ireland and the United Kingdom may in fact vary considerably even though its quantity and price are the same. The only way in which such differences could be allowed for would be the analysis and testing of each individual product, a process which was beyond both the resources and the competence of the writer. How significant a factor such differences in quality are must therefore remain entirely a matter of opinion. It became obvious at a fairly early stage, however, that it was sufficiently important to exclude altogether the possibility of including any kind of textile or wood products in the comparison. It is left to the reader to make his own allowances for this quality factor when considering the price comparisons set out below.

5. Comparative price level of Irish manufactures

The main object of interest in this comparison was the product manufactured in both Ireland and the United Kingdom. The products for which the

¹With the establishment of Teleffis Éireann, at least one service area model is now being manufactured in Ireland.

comparison was attempted were initially selected by compiling a list of products whose prices were advertised in recent issues of the relevant trade journals. These journals were the six most recent issues of the official (fortnightly) journal of the Retail Distributors and Allied Traders' Association (*R.G.D.A.T.A. Review*) and the three most recent issues of the (monthly) journals of the Irish Hardware and Allied Traders' Association, the Irish Chemists' and Druggists' Association and the Irish Radio and Electrical Traders' Association. In addition, a comparison of motor car prices was based on official price lists published for Ireland in two issues of *Motoring Life*.

It will be observed that the range of products covered by these journals is rather limited; comparisons in other industrial fields, however, were made extremely difficult by the degree of quality differentiation which exist in them. As was remarked earlier, this is especially true in textile, leather and clothing products; many of these are sold under the same brand names in Ireland and the United Kingdom, but after investigation and discussion with trade sources it became apparent that the products concerned vary so much in quality as to make a comparison of this sort impossible.

In the course of the investigation, the existence of a semi-official retail price list for grocery products in Ireland—*Shaw's Copyright Price List for Ireland*—was discovered. This contains the retail price at which the manufacturer of the product requires or recommends that it should be sold or, in default of this, the price which the compilers consider to be "fair" for the product concerned. The prices of most of the grocery products were therefore taken from this list and a corresponding list for the United Kingdom published periodically by the magazine *The Grocer*.

The relevant prices were naturally those excluding any expenditure tax on the products concerned. None of the traditional vehicles of excise duty—such as alcoholic drinks or tobacco products—were included in the study, but several of the products which were included bear purchase tax in the United Kingdom.² It was possible to exclude this without much difficulty, but it was not possible to adjust either Irish or U.K. prices for the tax element they might contain as a result of import duties on raw materials or components embodied in them. Except for motor vehicles and electrical products in Ireland, this is probably not a particularly important consideration. About three-quarters of the value of motor vehicles produced in Ireland consists of materials and components, however, and a large pro-

²When the data were being collected a 10 per cent. addition to most expenditure taxes, including purchase Tax, was also in force in the United Kingdom.

portion of these is imported over a 20 per cent. tariff barrier. This in itself would thus account for a difference of 10—15 per cent. in the price of a car in Ireland and its ex-tax price in Britain. Cars are of course an extreme example, but the same principle will be working to a lesser degree on the Irish prices of other non-food products. This point should be considered, however, in relation to what is said below concerning the extent to which tariffs are absorbed through smaller profit margins.

The result of the investigation for Irish manufactures is shown in detail in Table A, which covers 48 products and 168 separate items. The definition of a "product" is a matter of considerable difficulty; in classifying the data in Table A, resort was made to a common-sense classification rather than a theoretically precise one.³ For example, different brands of *toilet* soap were treated as the same product, whereas *household* soap was treated as a different product. In general, commodities were treated as the same product if they are regarded as substantially the same by the ordinary consumer. The only exception to this general rule was that made for motor cars. While in a sense a Mini-minor is the same product as a Rolls Royce Silver Cloud, both being motor cars, the range of car value is such that it seemed more reasonable to classify cars into separate groups according to their price range. Table A, therefore, shows cars under the three separate headings of small, medium and large.

The data shown in detail in Table A are summarised in Table 2, in which an average price-relative is given for each product and for each group of products. The averages shown have perforce to be unweighted, since it is quite impossible to obtain data on the output or sales of individual products, let alone particular brands.⁴ It will be seen that the general impression emerging from Table 2 is of a price level in the United Kingdom which is about 7—8 per cent. below that of Ireland. There are, of course, variations of some magnitude. The average price of polishes and soft drinks in Ireland, for example, appears to be substantially below the United Kingdom level, and there is little or no

³Commonsense was also used in avoiding unnecessarily extensive and repetitious comparisons in the few categories for which this might have been possible. For example, three representative varieties are shown under the name R. and W. Scott in the group "Jams and marmalades" of Table A, although it would have been possible to list as many as 17. (The average price-relative of all these 17 would in fact have been identical with the average for the three shown in the table.) Since at least two prices are quoted for each variety, corresponding to jar sizes, something of the order of 40 price-relatives could conceivably have been included for this one manufacture. Such a procedure, of course, would have contributed nothing to the study except a lack of balance.

⁴As an experiment, however, the averages for each product-group were weighted by the 1959 gross output of the industrial category to which they belonged. The result was an overall average of 92.8, compared with the arithmetic average of 92.5 shown in Table 2.

difference between the two countries in the prices of margarine, paper products and miscellaneous products such as firelighters and oil heaters. It is striking, however, that the Irish prices of several products which could be regarded as based largely on indigenous raw materials, such as fruit and vegetables, flour products, soft drinks and sugar confectionery are substantially above the corresponding United Kingdom level.

Bearing in mind the possibility (shown in Table 1) that retail grocery margins may be somewhat lower in Ireland than in the United Kingdom, the implication would be that the cost of production of these products in Ireland is probably substantially higher than in the United Kingdom. At the same time, it is worth recalling that the price level of primary products in the United Kingdom is—by European standards—rather low; entry into the Common Market might well result in a higher price level for agricultural produce in the United Kingdom.

When the comparison summarised in Table 2 turns to manufactures, and especially the metal products listed under headings 12 and 13, the gap between Irish and British prices increases considerably. In such industries a difference of 15 to 25 per cent. seems more typical than the average of 8 per cent. for all manufactures. As was mentioned earlier, the existence of tariff duties on imported components may well explain some of this difference. It does not seem likely, however, that these would form a sufficiently large part of the final retail price to wholly account for the difference between Irish and U.K. prices.

It must be stressed again that there are large gaps in the coverage of Table 2, for the reasons already given. In particular, the highly important textile, leather and clothing industries, and the rather less important but nevertheless significant industries of wood products, especially furniture, and printing are not represented at all. Nevertheless, the broad conclusion seems to emerge that in making comparisons of industrial output in Ireland and the United Kingdom it might be necessary to make a correction of the order of around 10 per cent. to allow for the higher prices prevalent in Ireland. Views will differ as to whether this difference should be increased or reduced to allow for *quality* differences between the two countries. A small addition might also be reasonable if it is in fact correct to say that there is a narrower distributive margin on most of these products in Ireland.

6. Comparative price level of imported manufactures

In Table B of the Appendix are listed products which, so far as inquiry could discover, are not

TABLE 2: COMPARATIVE LIST PRICES* OF PRODUCTS MANUFACTURED IN IRELAND AND THE U.K.
(U.K. list price as % of Irish list price)

SITC No.	Product and Industrial Category	U.K. list price relative	SITC No.	Product and Industrial Category	U.K. list price relative
	1. Canning of Fruit and Vegetables, Preserves etc.			10. Chemicals and Drugs	
053'3	Jam, marmalade etc.	92	541	Pharmaceuticals	109
053'3	Jellies and jelly creams	90	553	Hair cream	76
053'9	Tinned fruit	110	553	Skin cream	92
055'51	Pickled vegetables	87	553	Toothpaste	95
055'52	Tinned vegetables	91	599'2	Disinfectant	98
099'04	Sauces	79	599'2	Insecticides	83
099'04	Soups	73			
	AVERAGE	88'9		AVERAGE	92'1
	2. Grain Milling and Animal Feeding- Stuffs			11. Soap, Detergent, Candles	
048'12	Cereal preparations	98	554'1	Toilet soap	100
081'2/4	Pet foods	99	554'1	Shampoos	92
			554'1	Shaving soap	97
	AVERAGE	98'5	554'1	Household soap and cleansers	90
	3. Bread, Biscuit and Flour Confectionery			AVERAGE	94'8
048'42	Biscuits	87		12. Manufacture of Electrical Machinery etc.	
048'82	Flour preparations	104	724'2	Radios	76
099'06	Baking powder	95	725'01	Refrigerators	94
	AVERAGE	95'3	725'02	Washing-machines	88
	4. Cocoa, Chocolate and Sugar Confectionery		725'03	Vacuum cleaners	99
062'01	Sugar confectionery	91	725'03	Food mixers	80
073	Chocolate preparations	92	725'05	Electric kettles	93
	AVERAGE	91'5	725'05	Coffee percolators	86
	5. Miscellaneous Food Preparations		725'05	Toasters	55
099'03	Mustard	79		Electric cookers	93
099'07	Vinegar	81			
276'3	Salt	89		AVERAGE	84'9
	AVERAGE	83'0		13. Assembly of mechanically-propelled vehicles	
	6. Margarine, Cooking Fats, Butter		732'1	Motor-cars : small	81
091'4	Margarine	100	732'1	" " medium	76
	7. Aerated and Mineral Waters		732'1	" " large	71
111'02	Soft drinks	88		AVERAGE	76'0
	8. Paper and Paper Products			14. Miscellaneous manufactures	
642'93	Paper manufactures	99	899'33	Firelighters	100
	9. Oils, Paints, Inks and Polishes		697'1	Oil heaters	101
554'3	Shoe polish	106	697'91	Steel wool	87
554'3	Floor, furniture polish	110	899'23	Toothbrushes	92
	AVERAGE	108'0		AVERAGE	95'0
				ALL MANUFACTURES	92'5

*U.K. list prices exclude Purchase Tax where levied.

manufactured in Ireland.⁵ The table covers 37 products in roughly similar categories to those of Table A, and includes 133 separate items. A summary of this table is contained in Table 3. In the latter, against each industrial category is also shown the average rate of tariff on the commodities concerned. It will be realised that the tariff is expressed as a percentage of the wholesale price, so that, given a combined wholesale and retail mark-up

⁵The classification between Tables A and B must be regarded as approximate. It is not always easy to determine that a product is *not* manufactured or assembled in Ireland; considerable effort has been exerted to check the proper allocation of items between these two tables, but despite all this it may perhaps be that some of the items included in Table B should have been in Table A, and *vice versa*.

averaging 33½ per cent.; the effective rate of tariff on the retail price would be about a third lower than the rate shown.⁶

The question at issue here is whether commodities passing through the tariff barrier are sold in the final market at a price which fully reflects the tariff levied on them. It will be seen that the answer to this question in the case of Ireland varies considerably from one category to another. In many instances—such as polishes, pharmaceutical and other chemical products, non-electrical machinery and miscellaneous manufactures—the

⁶Specific duties were converted to *ad valorem* rates, however, on the basis of the actual retail prices recorded in Table B.

TABLE 3: COMPARATIVE LIST PRICES OF U.K. PRODUCTS IMPORTED INTO IRELAND

SITC No.	Product and Industrial category	U.K. list price as % of Irish list price	Preferential Tariff Rate (a) %	SITC No.	Product and Industrial Category	U.K. list price as % of Irish list price	Preferential Tariff Rate (a) %
	1. Canning of fruit and vegetables, preserves etc.				8. Chemicals and drugs		
053'3	Jams and marmalade ..	75	25'4*	541	Pharmaceuticals ..	97	Nil
055'51	Tinned vegetables ..	62	33'3	553'0	Toothpaste	93	100'0
055'51	Pickles	67	33'3	553'0	Hair cream	79	100'0
099'04	Sauces	67	26'9*	599'2	Disinfectant	96	33'3
099'04	Salad dressing	61	42'9*		AVERAGE	91'3	53'3
099'05	Soups	69	40'0(b)				
	AVERAGE ..	66'8	33'6		9. Soaps, detergents, candles		
	2. Grain milling; animal feeding-stuffs			554'1	Shampoo	79'5	100'0
048'12	Breakfast cereals ..	71	66'6		10. Non-electric machinery		
081	Pet foods	82	Nil (c)	712'2	Lawnmowers	94	40'0
	AVERAGE ..	76'5	33'3	719'63	Household scales ..	104	20'0
	3. Bread, biscuits and flour confectionery				AVERAGE ..	99'0	30'0
048'42	Biscuits	61	22'7*		11. Electrical machinery etc.		
048'42	Cake mixtures	76	17'4*	724'2	Radios	67	50'0
	AVERAGE ..	68'5	20'1	725'02	Dishwashing machines	89	Nil
	4. Miscellaneous food preparations			725'03	Vacuum cleaners and polishers	79	40'0
032'01	Canned fish	77	30'0	725'03	Food mixers	70	40'0
071'3	Coffee preparations ..	72	25'0	725'04	Electric shavers ..	92	27'0
099'03	Mustard	62	26'1*(d)	725'05	Electric kettles ..	85	40'0
	AVERAGE ..	70'3	20'3	725'05	Coffee percolators ..	78	16'6
	5. Butter blending, margarine etc.			725'05	Electric toasters ..	70	40'0
091'4	Margarine	65'0	33'3	725'05	Electric cookers ..	80	25'0
	6. Paper products				AVERAGE ..	78'9	31'9
642'93	Paper manufactures ..	73'0	36'7(e)	599'51	12. Miscellaneous manufactures		
	7. Oils, paints, inks and polishes			607'1	Starch	110	7'3(f)
554'3	Shoe polish	95	33'3	608'12	Oil heaters	99	40'0
554'3	Floor etc. polish ..	106	33'3	861'4	Furniture castors ..	100	25'0
	AVERAGE ..	100'5	33'3		Optical goods	93	33'3
					AVERAGE ..	100'5	26'8
					ALL MANUFACTURES	80'8	35'3

NOTES:—(a) Not including package duty, chargeable at the rate of 1d. per lb. on containers under most of the headings 1-9. Specific rates (marked *) have been converted to an *ad valorem* basis on the average prices for the products concerned shown in Table B.

(b) Rate on meat soups; 33½ per cent on vegetable soups.

(c) For fish-based foods. Other types may be dutiable.

(d) Liquid or quasi-liquid.

(e) Average: toilet rolls and facial tissue.

(f) Converted to *ad valorem* on the basis of the average value of imports of cereal starches (other than cornflour) in 1961.

average price level of the products included, while usually higher than in the United Kingdom, was not nearly as much above the United Kingdom price level as a full absorption of the tariff into the final price would imply. In other words, the tariff was to a large extent absorbed by the exporters of these products, presumably in the form of lower profits.

In other cases the opposite seems to apply. Most of the commodities under the heading of fruit and vegetable preserves, for example, are selling in Ireland at a price which is higher than one would have expected as a result of the tariff levied

on them. When a comparison is made between the findings of Tables 2 and 3 in respect of this category, however, it is seen that the United Kingdom price level for these commodities is in any case an average of some 11 per cent. lower than the corresponding Irish products. A tariff averaging about 33 per cent.—say 25 per cent. of retail price—when added to this initially high price level, would make the U.K. price level some 35 per cent. lower than the Irish. Similarly, the prices of paper products and electrical goods corresponds fairly closely with that which would be expected in view of the tariff levied on the commodities concerned.

In general, the average United Kingdom list price of the products included in Table B would appear to be about 20 per cent. below the Irish price level.⁷ Since the average tariff levied on the goods concerned (using the trade figures shown in Table 3 as weights for both price relatives and tariff rates) is about 35 per cent. of the wholesale price—implying something of the order of 20–25 per cent. of the retail price level—the evidence would suggest that the average Irish tariff is more or less wholly passed on to the consumer. Naturally, the higher price level of most domestic products revealed in Table 2 assists in this process of passing the tariff on to the consumer. It is obvious from Table 3, however, that while this may be the average effect over the market as a whole, experience varies widely in either direction from one product to another.

⁷As mentioned earlier, the absence of data concerning the sales of particular brands rules out any really satisfactory weighting system. Experimentally, however, the average for each product-group in Table 3 was weighted by the 1961 import value of what appeared to be the comparable categories in the trade returns. The overall average then came out at 78·1, compared with the arithmetic average of 80·8 shown in Table 3.

7. Basic food products

As was made clear earlier, the main objects of this investigation were to discover, first, whether Irish manufacturing prices were higher or lower than those for corresponding products in the United Kingdom, and, secondly, the extent to which commodities passing through the tariff barrier reflected the rate of duty levied on them. The investigation was *not* primarily one into comparative costs of living.

Nevertheless, there is some purpose to be served in attempting a similar comparison for non-branded products which do not enter into international trade between Ireland and the United Kingdom, or at least do not feature as imports into Ireland. The general price level of such products, especially basic foodstuffs, is known as a result of periodic enquiries for the purpose of constructing cost-of-living index numbers. In the case of Ireland, information on the retail price of a list of these products is published quarterly as an addendum to the cost of living index published in *The Irish Trade Journal and Statistical Bulletin*. The regular publication of

TABLE 4: RETAIL PRICES OF BASIC FOOD PRODUCTS, IRELAND AND THE UNITED KINGDOM, 1961

Product	Irish definition	British definition	Irish weekly expenditure %	Unit	Price in pence		7 as % of 6
					Ireland mid-November 1961	U.K. mid-October 1961	
1	2	3	4	5	6	7	8
1. Bread		White, wheat	12·3	lb.	7·63	7·26	95
2. Flour		Wheat, white	2·3	"	6·93	7·00	101
3. Beef:—a. Sirloin ..		Without bone		"	49·3	62·3	126
—b. Brisket ..		With bone		"	22·8	24·5	107
—c. Average			13·8				117
4. Mutton (leg) ..		With bone	7·0	"	39·0	41·0	105
5. Ham, (cooked) ..		Without bone	0·7	"	81·5	95·8	118
6. Bacon:—a. Back ..	Irish, shoulder	Back, smoked		"	32·0	50·9	159
—b. Streaky ..	Irish, streaky	Streaky thick, smoked		"	48·8	29·6	61
—c. Average			4·0				110
7. Fresh Fish	Cod Steak	Cod cuts	2·8	"	41·3	34·2	83
8. Margarine			1·2	"	19·8	21·2	107
9. Lard			0·3	"	16·8	16·5	98
10. Fresh Milk			15·9	Pint	6·25	8·00	128
11. Butter	Irish, creamery		15·4	lb.	54·5	33·9	62
12. Cheese			0·9	"	38·5	33·9	88
13. Eggs		1½ oz. to 2¾ oz.	11·0	doz.	65·6	40·8	62
14. Potatoes		Ripe	6·9	7 lb.	16·0	24·7	154
15. Onions			1·0	lb.	7·75	6·10	79
16. Oranges			0·9	"	14·25	14·50	102
17. Sugar		White, granulated	3·6	"	7·50	7·85	105
ALL PRODUCTS ..			100·0				100·3

Sources: Col. 4: Based on average weekly expenditure per household, 1951–52; *Household Budget Inquiry 1951–52* (Pr. 2520), Stationery Office, Dublin 1954, Table 1A, pp. 4–5. The same percentage distribution is assumed to apply in 1961. Col. 6: *Irish Trade Journal and Statistical Bulletin*, Vol. XXXVI, No. 4, December, 1961, p. 248. Since egg prices are subject to violent seasonal fluctuations the November price has been reduced by 9·3 per cent. to make it comparable with the U.K. mid-October price. The average increase between mid-August and mid-November egg prices in Ireland was 27·8% of the November price during the years 1959–61 and a third of this has been assumed to occur between October and November. Col. 7: Average prices compiled from returns collected in seven large towns in Great Britain; information supplied by U.K. Ministry of Labour.

comparable information in the United Kingdom was discontinued some years ago, but data are collected periodically by the United Kingdom Ministry of Labour for the International Labour Office from seven large towns in the United Kingdom.

The two sets of data for the most recent available date are shown in Table 4. Inevitably, differences of quality enter into this comparison since the standardisation associated with the branding of products is absent. For example, the flour included in the list for Ireland and the United Kingdom respectively may or may not be a closely comparable product in both countries. Similarly, the eggs included in the British list are specified as being within a range of weight which is fairly narrowly defined ($1\frac{7}{8}$ to $2\frac{1}{8}$ oz.) but no such specification is published in respect of the Irish egg price. It will also be observed that the Irish data relate to mid-November, 1961 whereas the United Kingdom data relate to mid-October, 1961, and for certain of the products involved there is a strong seasonal movement in prices; only in the case of eggs has a correction been made for this.

Having said all this, it seems reasonable to suppose that the commodities listed in the table for both countries will be comparable to a fairly high degree; the differences in the data mentioned above are not likely to seriously qualify the usefulness of the comparison. It will be seen, then, that while the relative price of the commodities concerned vary over a very large range—from 61 for the Irish price of one type of bacon to 159 for another type and 154 for potatoes—the average difference is so small as to be insignificant for practical purposes.

The implications of the comparison are, of course, much more complex than would appear from such a simple statement. In particular, the influence of the British subsidies on agricultural products should not be overlooked. At the present time, such subsidies are running at the rate of about £250 million, which amounts to about 5 per cent. of total consumer expenditure on food.⁸ Only about two-thirds of this total, however, takes the form of subsidies on particular foodstuffs; the remainder takes the form of general agricultural grants of a

⁸*National Income and Expenditure, 1961*, H.M.S.O., London, 1961, Tables 18 and 21.

kind similar to those paid in Ireland. It will also be realised that since a large proportion of the British food supply is imported, in the majority of cases the effect of the subsidy on a commodity is not primarily to reduce its average price to the consumer but rather to permit the British farmer to survive competition from similar imported products.

8. Conclusion

The main object of this study has been to present price data on a comparable basis, and this has been done in Tables 2 to 4 above. The implications of the comparisons, and discussion of their causes in relation to the Common Market problem, are both outside the terms of reference which the study has set itself. The broad impression emerging from the comparison, however, is plain. For commodities which are produced in Ireland it appears to be true, more often than not, that the final price to the consumer is of the order of 8 per cent. higher than the price of the equivalent product to the British consumer. If distributive margins in Ireland are in fact lower than in the United Kingdom, this would imply that producers' prices may be on average some 10 per cent. above the United Kingdom equivalent. What further adjustment, if any, should be made for differences in the *quality* of the products concerned is a matter which will be left entirely to the judgement of the individual reader.

The relatively high price level in Ireland is especially noticeable in what might be called the newer manufacturing trades, such as radio and electrical goods and motor vehicles. Finally, the price level of most commodities imported into Ireland seems to be raised, naturally enough, by the tariff levied upon them. In many cases, however, part of the tariff is absorbed into smaller profit margins—by the exporters or distributors—rather than passed on to the consumer; in others, the ultimate price appears to be even higher than the tariff level, in itself, would have led one to expect. The degree and direction of this tariff adjustment inevitably varies from one category to another, no doubt in response to variations in the competitive position within Ireland and possibly outside it. The overall result appears to be that by and large the tariff is reflected almost exactly in the price of imported goods in the home market.

TABLE A : COMPARATIVE LIST PRICES OF PRODUCTS MANUFACTURED IN BOTH IRELAND AND THE U.K.

(* shows price ex-tax)

Manufacturer	Name of Product	Specification	S.I.T.C. No.	Sources		Price Unit	List Prices		
				Irish	U.K.		Irish	U.K.	U.K. %
1. Cereal preparations									
Brown & Polson	Kellogg's Whole Wheat Flakes	8 oz.	048·12	1	2	d	14·5	16·0	110
	Kellogg's Corn Flakes	12 oz.	"	"	"	"	23	19·5	85
2. Biscuits									
Jacob's	Ginger Nuts	Packet	048·42	"	"	"	13	12	92
"	Water biscuits	1 lb.	"	"	"	"	32	22	69
"	Assorted Creams	Packet	"	"	"	"	18	18	100
3. Flour preparations									
Brown & Polson	Patent Cornflour	1 lb.	048·82	"	"	"	23	24	104
4. Jams and Marmalades									
Chiver's	Blackcurrant jam	1 lb.	053·3	"	"	"	28	25·5	91
"	Victoria Plum Jam	"	"	"	"	"	22	21·5	98
"	Seville Orange Marmalade	"	"	"	"	"	22	20	91
R. & W. Scott	Blackcurrant jam	"	"	"	"	"	28	25	89
"	Plum jam	"	"	"	"	"	22	20	91
"	Lemon marmalade	"	"	"	"	"	22	20	91
5. Jellies, jelly creams etc.									
Chiver's	Jelly Creams	1 pint	"	"	"	"	10·5	9·5	90
"	Jelly tablet	"	"	"	"	"	10·5	9·5	90
Bird's	Jelly-de-luxe	"	"	"	"	"	10·5	9·5	90
"	Instant Whip	"	"	"	"	"	11	10·5	95
Symington	Table Cream	"	"	"	"	"	12	10	83
6. Tinned Fruit									
Batchelor	Canned pears	1 T	053·9	"	"	"	25	24	96
Chiver's	Canned strawberries	"	"	"	"	"	25	31	124
R. & W. Scott	Canned raspberries	"	"	"	"	"	27	30	111
7. Vegetables, pickled									
Crosse & Blackwell	Gherkins	½ pint	055·51	"	"	"	48	42	88
"	Mixed pickles	"	"	"	"	"	36	36	100
Chef	Clear mixed pickles	10 oz.	"	"	"	"	33	26	79
"	Sweet pickles	"	"	"	"	"	27	21	78
R. & W. Scott	Sliced beetroot	1 lb.	"	"	"	"	18	15	83
"	"	2 lb.	"	"	"	"	30	28·5	95
8. Vegetables, tinned									
Batchelor's	Whole carrots	A2	055·52	"	"	"	21	17	81
"	Fresh garden peas	1 T	"	"	"	"	16	17·5	109
"	Processed peas	"	"	"	"	"	12	9	75
"	Baked beans	5 oz.	"	"	"	"	6·5	6	92
Chiver's	Fresh garden peas	1 T	"	"	"	"	16	16	100
"	Baked beans	8 oz.	"	"	"	"	9	8	89
9. Sugar confectionery									
Gargan	Fox's Glacier Mints	¼ lb.	062·01	6	—	"	11	10	91
10. Chocolate and chocolate preparations									
Cadbury	Drinking chocolate	½ lb.	073	1	2	"	21	23	110
"	Milk Tray	"	"	"	"	"	36	36	100
"	Milk shortcake rings	"	"	"	"	"	24	21	88
"	Dairy milk wafers	"	"	"	"	"	29	27	93
"	Milk assorted	"	"	"	"	"	30	26	87
Jacob	Milk chocolate whole-meal	1 lb.	"	"	"	"	38	34	89
"	Chocolate mallows	Each	"	"	"	"	2·5	1·5	60
"	Club milk	"	"	"	"	"	4	3	75
Rowntree/Mackintosh	Black magic	½ lb.	"	"	—	"	39	40	103
"	Dairy box	"	"	"	"	"	36	36	100
"	Week-end	"	"	"	"	"	36	34	94
Fuller	Mardi-gras	1 lb.	"	3	—	"	78	78	100

TABLE A : COMPARATIVE LIST PRICES OF PRODUCTS MANUFACTURED IN BOTH IRELAND AND THE U.K.

—continued

(* shows price ex-tax)

Manufacturer	Name of Product	Specification	S.I.T.C. No.	Sources		Price Unit	List Prices		
				Irish	U.K.		Irish	U.K.	U.K. %
11. Pet Foods									
Spratt	Budgerigar mixture	Small	081·2	1	2	d	12	12	100
"	" "	Large	"	"	"	"	24	21	88
"	Avisand	Tin	"	"	"	"	8	11	138
"	Top cat	Tin	081·4	"	"	"	12	9	75
"	Top dog	Handy	"	"	"	"	12	11	92
12. Margarine									
McDonnell	Stork Margarine	1 lb.	091·4	"	"	"	21	21	100
13. Mustard									
Coleman	Pic-nic mustard	1 oz.	099·03	"	"	"	10	8·5	85
"	French mustard	Jar	"	"	"	"	18	13	72
14. Sauces									
Crosse & Blackwell	Mushroom ketchup		099·04	"	"	"	20	15	75
"	Salad cream	Small	"	"	"	"	17·5	13	74
"	" "	Large	"	"	"	"	51	43	84
Brand "	Al	8 oz.	"	"	"	"	18	18	100
Goodall	Yorkshire relish	5½ oz.	"	"	"	"	18	16	89
"	Tomato ketchup	7 oz.	"	"	"	"	19	15	79
H.P. "	H.P.	9 oz.	"	"	"	"	36	19	53
15. Soups									
Crosse & Blackwell	Cream of tomato	1T	099·05	"	"	"	22	15	68
"	Kidney soup	"	"	"	"	"	22	15	68
"	Oxtail soup	A 2½	"	"	"	"	36	26	72
Symington	Vegetable soups, various	¾ pint	"	"	"	"	6	5	83
"	"	1 quart	"	"	"	"	16	12	75
16. Prepared baking powders									
Standard	Royal Baking Powder	4 oz.	099·06	"	"	"	16	15	94
"	" " "	8 oz.	"	"	"	"	28	27	96
"	" " "	16 oz.	"	"	"	"	51	49	96
17. Vinegar									
Crosse & Blackwell	Vinegar, Brown	1 pint	099·07	3	9	"	26·5	21	79
"	" White	"	"	"	"	"	27·5	22·5	82
18. Soft drinks									
Bulmer	Cidona	40 oz.	111·02	1	2	"	24	20	83
Colman	Robinson's Barley Water	26 oz.	"	"	"	"	42	39	93
19. Salt									
Cerebos	Plain/iodised salt	1½ lb.	276·3	"	"	"	18	16	89
20. Pharmaceutical products									
Beecham	Beecham's Powders	Large	541	"	"	"	39	42*	108
"	Phensic	50	"	"	"	"	42	42*	100
Nicholas Products	Aspro	Family	"	"	"	"	36	42	117
Philips, Scott & Turner	Andrews Liver Salts	8 oz.	"	"	"	"	35	41	117
"	California Syrup of Figs	"	"	"	"	"	42	44	105
21. Hair Cream									
Cheeseborough Ponds	Vaseline Hair Tonic	Size 1	553·0	"	"	"	31	21·5*	69
County Laboratories	Brylcreem	Large tub	"	"	"	"	57	45*	79
"	Silvikrin Hair Dressing	Large	"	"	"	"	51	41*	80
22. Skin Creams									
Gibbs	Astral skin cream	Popular	"	"	"	"	30	23*	77
Johnson & Johnson	Baby Cream	Jar	"	"	"	"	33	33*	100
Smith	Nivea cream	Tube	"	"	"	"	18	15·5*	86
"	Atrixo Hand care	Large	"	"	"	"	33	27*	82
"	Blue Velvet Hand Lotion	"	"	"	"	"	22	25*	114

TABLE A: COMPARATIVE LIST PRICES OF PRODUCTS MANUFACTURED IN BOTH IRELAND AND THE U.K.

—continued

(* shows price ex-tax)

Manufacturer	Name of Product	Specification	S.I.T.C. No.	Sources		Price Unit	List Prices		
				Irish	U.K.		Irish	U.K.	U.K. %
23. Toothpaste									
Colgate Palmolive	Colgate Dental cream	Standard	553°0	1	2	d	21	20*	95
" "	" " "	Large	"	"	"	"	30	30*	100
" "	" " chlorophyll		"	"	"	"	24	20*	83
Gibbs	S.R. Toothpaste	Standard	"	"	"	"	22	20*	91
"	" "	Large	"	"	"	"	32	30*	94
County Laboratories	Macleans	Standard	"	"	"	"	21	21*	100
" "	" "	Large	"	"	"	"	30	31*	103
24. Toilet Soap									
Colgate Palmolive	Palmolive	Regular	554°1	"	"	"	8	8*	100
" "	" "	Large	"	"	"	"	14	15*	107
" "	Cadum Beauty, Golden	Regular	"	"	"	"	8	8*	100
" "	" "	Large	"	"	"	"	14	13*	93
Lever	Lux	Large	"	"	"	"	14	13*	93
" "	Lifebuoy Toilet	Small	"	"	"	"	8	8*	100
25. Shampoos									
Colgate Palmolive	Halo	Sachet	"	"	"	"	6	7*	117
" "	Lustre Cream	Tubette	"	"	"	"	7.5	8*	107
Gibbs	Clinic	"	"	"	"	"	9	7*	78
Johnson & Johnson	Baby shampoo	Bottle	"	"	"	"	54	35*	65
County Laboratories	Silvikrin Liquid Shampoo	Large	"	"	"	"	36	33*	92
26. Shaving soaps									
Colgate Palmolive	Colgate Shave Stick	Refill	"	"	"	"	12	13*	108
" "	Palmolive Lather	Large	"	"	"	"	27	27*	100
Gibbs	Easy Shave Stick	"	"	"	"	"	12	10*	83
27. Household soaps									
Colgate Palmolive	Ajax cleanser	Large	"	"	"	"	18	15	83
" "	" " Household soap	Standard	"	"	"	"	12	10	83
Lever	Sunlight	"	"	"	"	"	16	16	100
" "	Lifebuoy	"	"	"	"	"	14	14	100
" "	Vim	Large	"	"	"	"	18	15	83
28. Shoe Polish									
Radium	Kiwi shoe polish	Tin	554°3	"	"	"	12	15	125
" "	" white cleanser	Jar	"	"	"	"	18	18	100
Reckitt	Nugget liquid white	"	"	"	"	"	18	18	100
" "	" tube white	"	"	"	"	"	24	24	100
29. Floor, furniture polish etc.									
Reckitt	Brasso	B tin	"	"	"	"	16	18	113
Ronuk	Silicone wax floor polish	1 lb.	"	"	"	"	78	78	100
"	Spix	Medium	"	"	"	"	30	30	100
Chiswick Products	Mansion	No. 5	"	"	"	"	22	30	136
" "	Min cream	No. 2	"	"	"	"	24	24	100
" "	Cardinal liquid red	1 pint	"	"	"	"	45	51	113
30. Disinfectant									
Jeyes	Jeyes fluid	1 quart	599°2	"	"	"	60	60	100
Nicholas	Lifeguard	Medium	"	"	"	"	21	20	95
31. Insecticides									
Cooper	Aerosol flykiller	Popular	"	"	"	"	54	45	83
" "	Moth proofer	"	"	"	"	"	54	45	83
" "	Garden spray	"	"	"	"	"	54	45	83
32. Firelighters									
Kay	Zip firelighters		899°33	"	"	"	21	21	100
33. Paper manufactures									
Bronco	Toilet roll		642°93	1	2	d	15	15	100
" "	" packet		"	"	"	"	15	14	93
Jeyes	" roll		"	"	"	"	15	14	93
" "	" packet		"	"	"	"	15	15	100
Reckitt	Mirap Food wrap	12 inch	"	"	"	"	30	30	100

TABLE A: COMPARATIVE LIST PRICES OF PRODUCTS MANUFACTURED IN BOTH IRELAND AND THE U.K.

—continued

(*shows price ex-tax)

Manufacturer	Name of product	Specification	S.I.T.C. No.	Sources		Price unit	List prices		
				Irish	U.K.		Irish	U.K.	U.K. %
34. Oil heaters G.E.C./Sankey	Senator oil heater		697·1	10	—	£	14·7	15·2*	103
" "	Viceroy " "		"	"	"	"	12·6	12·35*	98
35. Steel Wool Brillo	Brillo soap pads	Large	697·91	1	2	d	30	24·5*	82
" "	Supreme steel wool	"	"	"	"	"	12	11*	92
36. Radios Ever-Ready	Transistor car radio	6 transistor	724·4	19	20	£	27·6	20·9*	76
" "	Sky-Leader		"	18	20	"	21·0	15·9*	76
37. Refrigerators A.E.I./Gala	F. 40		725·01	19	20	"	57·75	53·45*	93
" "	F. 50		"	"	"	"	65·1	61·3*	94
38. Domestic washing-machines A.E.I./Gala	Empress	CK	725·02	"	"	"	70·35	57·45*	82
" "	"	LC	"	"	"	"	79·8	66·15*	83
" "	Countess	KA	"	"	"	"	60·9	57·45*	94
Servis "	Supertwin		"	18	"	"	79·8	74·0*	83
39. Vacuum cleaners Electrolux	Cylinder 64		725·03	"	"	"	17·85	17·40*	97
" "	" 65		"	"	"	"	25·25	25·25*	100
40. Food mixers Philips	Food mixer		"	"	"	s	147	117*	80
41. Electric Kettles A.E.I./Gala	Hi-speed		725·05	19	20	£	4·48	4·15*	93
42. Coffee percolators G.E.C.	Coffee percolator	Chrome 1½ pt.	"	"	"	s	147	136·5*	93
Plessey	Dorchester		"	"	"	"	87·5	75·7*	87
" "	Mayfair		"	"	"	"	137·5	107·8*	78
43. Toasters Plessey	Toaster—Chrome		"	"	"	"	55·0	35·5*	65
" "	" —Bronze		"	"	"	"	86·0	38·0	44
44. Cookers G.E.C.	Treasure	DC 763	"	"	"	£	47·25	44·1	93
" "	Treasure 4	DC 770	"	"	"	"	57·75	54·6	95
" "	Superb	DC 115	"	"	"	"	65·0	59·5	92
45. Motor cars : —Small									
Ford	Popular		732·1	21	23	"	445·5	369*	81
Austin/Morris	Mini-Minor		"	"	"	"	487·5	389*	80
Morris	Morris 1000		"	"	"	"	527·5	436*	83
46. Motor cars : —Medium									
Hillman	Minx 1600		"	"	"	"	652	498*	76
Ford	Consul 375 D.L.		"	"	"	"	765	608*	79
Vauxhall	Cresta II		"	22	"	"	975	715*	73
47. Motor cars : —Large									
Rover	Rover 100		"	"	"	"	1575	1095*	70
Humber	Hawk II		"	"	"	"	1124	875*	78
Jaguar	Jaguar 3·4		"	"	"	"	1828	1177*	64
48. Toothbrushes Johnson & Johnson	Tek	Bristle	899·23	1	2	d	35	35	100
" "	"	Nylon	"	"	"	"	24	20	83

TABLE B: LIST PRICES OF PRODUCTS IMPORTED INTO IRELAND

(*shows price ex-tax)

Manufacturer	Name of product	Specification	S.I.T.C. No.	Sources		Price unit	List prices		
				Irish	U.K.		Irish	U.K.	U.K. %
1. Canned Fish									
Henry Sutton	Brisling in olive oil	1 layer	032'01	1	2	d	16	14	88
"	Herrings in tomato	7 oz.	"	"	"	"	19	14'5	76
Shippam	Pilchards in tomato	AI	"	"	"	"	24	16	67
2. Breakfast Cereals									
Mapleton's	Fru-grains	8 oz.	048'12	"	"	"	30	23	77
Quaker Oats	Sugar Puffs	"	"	"	"	"	24	19'5	81
Nabisco	Welgar Shredded	"	"	"	"	"	"	"	"
	Wheat Cubs	8½ oz.	"	"	"	"	21	15	71
Weetabix	Puffkins	8 oz.	"	"	"	"	23	18	78
Granose	Granobisk	16 biscuits	"	"	"	"	30	14	47
3. Biscuits									
Chiltonian	Lemon Puffs	1 lb.	048'42	"	"	"	42	28	67
"	Assorted Creams	"	"	"	"	"	48	30	63
Weston	Tavern Appetizers	"	"	"	"	"	63	36	57
"	Canadian Crackers	pkt.	"	"	"	"	19	10	53
"	Morning Coffee	"	"	"	"	"	14	9	64
4. Cake mixtures									
Nabisco	Mary Baker Mix :								
"	—Scone	10 oz.	"	"	"	"	23	17	74
"	—Gingerbread	12 oz.	"	"	"	"	31	25	81
"	—Fairy Cake	8½ oz.	"	"	"	"	31	24	77
"	Lemon Sweet-bake	9½ oz.	"	"	"	"	33	23'5	71
5. Jams and marmalade									
Springs	Raspberry Mamade	A2½	053'3	"	"	"	90	63	70
Rose's	Lime Marmalade	1 lb.	"	"	"	"	28	22	79
6. Canned Vegetables									
Heinz	Potato salad	7½ oz.	055'52	1	2	d	21	12	57
"	Vegetable salad	"	"	"	"	"	18	12	67
7. Pickles									
Heinz	Ideal (medium)	11 oz.	"	"	"	"	42	27	64
"	Piccalilli (medium)	10½ oz.	"	"	"	"	39	24	62
"	Walnuts (small)	6½ oz.	"	"	"	"	28	21	75
8. Coffee preparations									
Nestle	Nescafe	1 oz.	071'3	"	"	"	27	18	67
"	"	4 oz.	"	"	"	"	87	64	74
"	" Blend 37	2 oz.	"	"	"	"	51	38	75
Bird	Maxwell House Instant Coffee	2 oz.	"	"	"	"	47	33	70
9. Pet Foods									
Pet Foods	Chappie	Handy	081'0	"	"	"	10	7'5	75
"	Trill	"	"	"	"	"	13	12	92
"	Kit-e-Kat	"	"	"	"	"	10	8	80
10. Margarine									
Kraft	Family Economy	8 oz.	091'4	"	"	"	17	11	65
11. Mustard									
Mellors	Ready-mixed	3 oz.	099'03	"	"	"	21	13	62
12. Sauces									
Escoffier	Sauce Cumberland	6 oz.	099'04	"	"	"	60	47	78
H.P.	Lea and Perrins	"	"	"	"	"	"	"	"
	Worcester	5 oz.	"	"	"	"	31	19	61
O.K.	Sauce Tartare	6½ oz.	"	"	"	"	47	28	60
"	Seafood Dressing	"	"	"	"	"	42	28	67
13. Salad Dressings									
Heinz	Salad Cream	7 oz.	"	"	"	"	27	18	67
"	"	10 oz.	"	"	"	"	50	25	50
"	Mayonnaise	7 oz.	"	"	"	"	32	19'5	61
Kraft	Mayonnaise	7 oz.	"	"	"	"	27	18	67

TABLE B: LIST PRICES OF PRODUCTS IMPORTED INTO IRELAND

—continued

(*shows price ex-tax)

Manufacturer	Name of product	Specification	S.I.T.C. No.	Sources		Price unit	List prices		
				Irish	U.K.		Irish	U.K.	U.K. %
14. Soups									
Heinz	Celery, Chicken etc.	10½ oz.	099'05	1	2	d	15	11	73
"	Scotch Broth	"	"	"	"	"	15'5	10'5	68
"	Condensed : vegetables etc.	"	"	"	"	"	22	12	55
Anglo-Swiss	Knorr Soupmixes	1¼ pt.	"	"	"	"	22	18	82
"	" Instant Clear Chicken	"	"	"	"	"	18	12	67
15. Pharmaceutical products									
Beecham	Eno's Fruit Salts	Large	541	"	"	"	54	56*	104
"	Yeast-vite tablets	"	"	"	"	"	45	44'5*	99
"	Fynnon Salt	"	"	"	"	"	33	32*	97
Bayer	Lenium	4 oz.	"	13	16	"	123	120*	98
"	Trancopal	60 tablets	"	14	"	s	28'8	27'5*	95
B.D.H.	Almacarb	200 tablets	"	13	"	"	14'0	18'0*	129
Crooké	Karvol inhalant	10 tablets	"	"	"	d	30	27*	90
Glaxo	Minadex	12 oz.	"	14	"	"	69	52	75
May & Baker	Planidets	12 oz.	"	"	"	"	33	30	91
Organon	Cotazym	100	"	13	"	s	50	50	100
Sandoz	Syntometrine	6	"	14	"	"	84	72	86
16. Toothpaste									
Pepsodent	Pepsodent Toothpaste	Standard	553'0	1	2	d	22	21*	95
"	"	Large	"	"	"	"	33	30*	91
17. Hair Cream									
Hampshire	Loxene Medicated	"	"	"	"	"	34	27*	79
18. Shampoo									
County Laboratories	Amami Wave Set	Small	554'1	"	"	"	18	15*	83
Evan Williams	Hi-glo Shampoo	Sachet	"	"	"	"	7'5	6*	92
Hampshire	Loxene Medicated Shampoo	Bottle	"	"	"	"	27	24'5*	91
Hedley	Drene	Medium	"	"	"	"	27	14*	52
19. Shoe Polish									
Meltonian Wren Properts	Wren's Superwax Shoe creams	Large	554'3	"	"	"	12	15	125
"	Quickwhite	Tube	"	"	"	"	22	18	82
"	White renovator	Liquid	"	"	"	"	24	21	88
"	"	"	"	"	"	"	18	15	83
20. Floor, furniture etc. polish									
Goddard	Silicone wax floor	Large	"	"	"	"	36	36	100
Johnson	Super Glo-coat	10 oz.	"	"	"	"	36	39	108
"	Kleen floor	16 oz.	"	"	"	"	23	30	130
O. Cedar	Liquid polish	12 oz.	"	"	"	"	51	42	82
"	Wax polish, white silicone	No. 2 tin	"	"	"	"	30	33	110
21. Disinfectant									
Newton Chambers Jeyes	Zal	Family	599'2	"	"	"	33	30	91
"	Scrubbs Ammonia	20 oz.	"	"	"	"	24	24	100
22. Starch									
Colman	Rice Crystal	B	599'51	"	"	"	15	18	120
Reckitt	Robin starch	C	"	"	"	"	8	8	100
23. Paper products									
Bowater-Scott	Toilet roll	Single	642'93	"	"	"	22	15	68
"	Scotties Facial Tissues	White 100	"	"	"	"	21	12	57
"	Handy Andies	50	"	"	"	"	27	18	67
Newton Chambers	Izal toilet roll	"	"	"	"	"	15	15	100
24. Lawnmowers									
Suffolk	Punch power mower	14	712'2	12	—	£	35'25	32'52	92
"	Corporation Mower	"	"	"	—	"	31'25	29'93	96
25. Oil Heaters									
Leo	Glow Mk. VII	"	697'1	10	—	"	10'0	10'0*	100
Warma	Paraffin Radiant Heater	"	"	12	—	"	13'5	13'1*	97

TABLE B: LIST PRICES OF PRODUCTS IMPORTED INTO IRELAND

—continued
(*shows price ex-tax)

Manufacturer	Name of product	Specification	S.I.T.C. No.	Sources		Price unit	List prices		
				Irish	U.K.		Irish	U.K.	U.K.
26. Household scales Salter	Duet scales		719.63	12	—	s	59.9	62.0*	104
27. Furniture castors Kenrick	Shepher Mini-castors	Set of 4	698.12	"	—	"	20.5	20.5	100
28. Radios Wholesale Supplies (Swinton)	Sharp transistor radios	Bx.327	724.2	17	20	£	22.65	15.10*	67
"	"	Bx.371	"	"	"	"	25.02	16.69*	67
"	"	Bx.381	"	"	"	"	27.43	18.28*	67
29. Dishwashing machines Colston Dishlex Kenwood	Dishwasher Automaid Dishmaster		725.02	19	"	"	72.45	66.35*	92
"	"	Standard	"	"	"	"	135.45	115.23*	85
"	"	Automatic	"	"	"	"	75.0	69.25*	92
"	"	"	"	"	"	"	118.0	104.0*	88
30. Vacuum cleaners and polishers Bylock	Polisher	523/3	725.03	18	"	"	22.08	17.13	75
"	" Pacific	636	"	"	"	"	26.75	19.13	72
British Vacuum cleaners	Goblin Cylinder	G.14	"	"	"	"	13.75	10.36*	75
"	"	G.72	"	"	"	"	21.65	22.19*	102
"	" Hand	Imp	"	"	"	"	9.75	6.66*	68
Hoover	Cylinder	417E	"	"	"	"	17.85	15.0*	84
"	Standard 652	"	"	"	"	"	42.0	30.32*	72
"	Polisher	O.212A	"	"	"	"	26.0	21.0*	81
Truvox	Juno Polisher	DP.20.H	"	"	"	"	26.25	21.0*	80
31. Food Mixers Bylock Kenwood	Food mixer Chef		"	19	"	"	14.7	9.08*	62
"	Kenmix		"	12	"	"	36.75	24.48*	67
"	Chefette		"	"	"	"	13.65	13.12	96
Sunbeam	Mixmaster		"	"	"	"	15.75	9.37*	59
"	Junior mixmaster		"	"	"	"	23.88	19.73*	83
"	"		"	"	"	"	16.88	8.88*	53
32. Electric shavers Remington	Roll-a-matic		725.04	17	"	s	170	157*	92
33. Electric kettles Best	Herald		725.05	19	"	"	90	58.8*	65
"	Fanfare	Copper	"	"	"	"	130	95.0*	73
Pifco	Golden		"	"	"	"	72	72*	100
"	Chrome		"	"	"	"	82.4	82.4*	100
34. Coffee percolators and tea makers Hawkins Pifco	Tiffie tea-maker Tea-maker		"	"	"	"	111	62*	56
"	"		"	"	"	"	90	90*	100
35. Toasters Morphy-Richards	Toaster—coloured		"	11	"	"	148	110*	74
"	" —chrome		"	"	"	"	180	117*	65
36. Cookers Belling	Baby Belling	52	"	19	"	£	18.13	13.75	76
"	Cooker	48 AB	"	"	"	"	57.18	45.75	80
"	Classic 70		"	"	"	"	131.0	105.0	80
English Electric	Cooker	2033	"	"	"	"	80.85	50.4	62
"	"	2034	"	"	"	"	98.7	69.3	70
Radiation	Jackson Estate	391P	"	"	"	"	37.5	30.0	80
"	Highline	493	"	"	"	"	56.25	49.0	87
"	"	494T	"	"	"	"	69.75	59.75	86
Simplex	Crede Mercury		"	"	"	"	48.0	38.85	81
"	" Super Three		"	"	"	"	68.5	55.65	81
"	" Four		"	"	"	"	76.5	61.95	81
Tricity	Popular		"	"	"	"	28.0	26.75	96
"	Marquis		"	"	"	"	82.95	69.3	84

TABLE B : LIST PRICES OF PRODUCTS IMPORTED INTO IRELAND
—continued

(*shows price ex-tax)

Manufacturer	Name of product	Specification	S.I.T.C. No.	Sources		Price unit	List prices		
				Irish	U.K.		Irish	U.K.	U.K.
37. <i>Optical Goods</i> Kodak	Brownie 8-61 Camera Sound-8 projector Kodaslide 40 pro- jector		861.4	14	—	£	2.13	1.67*	78
"			861.5	"	—	"	26.0	26.0	100
"			861.61	13	—	"	12.88	12.88	100

Price sources for Tables A & B

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