9. In a sale, a shopkeeper reduced the advertised selling price of a dress by 20%. This resulted in a profit of 4% over the cost price of the dress. What percentage profit would the shopkeeper have made if the dress had been sold at the original selling price?

A  16%          B  20%          C  24%          D  25%          E  30%

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9.   **E**   Let the original cost price and original selling price of the dress be $C$ and $S$ respectively. Then $0.8 \times S = 1.04 \times C$. So $S = \frac{1.04}{0.8} \times C = 1.3 \times C$.

Therefore the shopkeeper would have made a profit of 30% by selling the dress at its original price.