








Before E-commerce

A History of Canadian Mail-order Catalogues

Don't be Fooled by the Prices

<p>1918</p>  <p>\$0³⁹</p>	<p>2003</p> <p>Hockey Stick \$ _____</p>
<p>1926</p>  <p>\$6⁵⁰</p>	<p>2003</p> <p>Tennis Racket \$ _____</p>
<p>1936</p>  <p>\$31⁵⁰</p>	<p>2003</p> <p>Bicycle \$ _____</p>
<p>1939</p>  <p>\$29⁹⁵</p>	<p>2003</p> <p>Portable Radio \$ _____</p>
<p>1945</p>  <p>\$11⁹⁵</p>	<p>2003</p> <p>Downhill Skis \$ _____</p>

What would a thirty-five-cent hockey stick, or a pair of skates that cost \$8.59 in 1956, cost in 2003 dollars? With the help of the price conversion table below, calculate the cost of each item in 2003 and fill in the blanks under each item. When you are finished, take a look at the answer sheet to see how you did.

Sample Conversion

The Price Conversion Table shows that in 2003 you would need \$12.04 to match the purchasing power of \$1 in 1918.

If a camera cost \$11.00 in 1918, it would cost $\$11.00 \times \$12.04 = \$132.44$ in 2003 dollars.



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1950

\$31⁵⁰

2003

Goalie Pads \$ _____

1956

\$8⁵⁹

2003

Figure Skates \$ _____

1962

\$2²⁹

2003

Hi-cut Running Shoes

\$ _____

1967

\$139⁹⁵

2003

13" Black-and-White Television

\$ _____

1975

\$99⁹⁹

2003

Hand-held Electronic Calculator

\$ _____

Price Conversion Table for 2003

In 2003 you would needTo match the purchasing power of \$1 in ...
\$12.04	1918
\$11.16	1926
\$11.27	1929
\$13.95	1936
\$13.49	1939
\$11.37	1945
\$8.41	1950
\$7.31	1956
\$6.57	1962
\$5.79	1967
\$3.69	1975

Source: Bank of Canada Inflation Calculator