



# *Before E-commerce*

## A History of Canadian Mail-order Catalogues

# *Don't be Fooled by the Prices*

## **Answers**

### **1. Hockey stick**

39 cents in 1918 = \$4.70 in 2003 dollars

### **2. Tennis racket**

\$6.50 in 1926 = \$72.54 in 2003 dollars

### **3. Bicycle**

\$31.50 in 1936 = \$439.43 in 2003 dollars

### **4. Portable radio**

\$29.95 in 1939 = \$404.03 in 2003 dollars

### **5. Downhill skis**

\$11.95/pair in 1945 = \$135.87 in 2003 dollars

### **6. Goalie pads**

\$10.95 in 1950 = \$92.09 in 2003 dollars

### **7. Figure skates**

\$8.59 in 1956 = \$62.79 in 2003 dollars

### **8. Hi-cut running shoes**

\$2.29/pair in 1962 = \$15.05 in 2003 dollars

### **9. 13" black-and-white television**

\$139.95 in 1967 = \$810.31 in 2003 dollars

### **10. Hand-held electronic calculator**

\$99.99 in 1975 = \$368.96 in 2003 dollars

*(All images courtesy Library and Archives Canada)*