household consumer. The Merchandising and Services Division of Statistics Canada conducts annual surveys of two distinct forms of non-store retailing: merchandise sales through vending machines and sales by manufacturers and distributors specializing in direct-sales methods such as catalogue and mail-order sales, door-to-door canvassing, and house-parties.

Vending machine sales. This survey is designed to measure the value of merchandise sales made through automatic vending machines owned and operated by independent operators and subsidiaries or divisions of manufacturers and wholesalers of vended products. Excluded from coverage are the sales through many thousands of vending machines (carrying such commodities as cigarettes, beverages, confectionery) which are owned and operated by retail stores, restaurants and service stations; these sales statistics are usually inextricable from data collected in the course of other surveys.

During 1975, the 627 operators of 110,287 vending machines covered by this survey reported sales of $250 million, including $2.4 million from "bulk confectionery" machines (Table 18.8). These sales exceeded by 9.9% the sales of $227.4 million reported in 1974. As Table 18.9 indicates, increased sales through the following principal types of machines were chiefly responsible for the overall advance in receipts between 1974 and 1975: cigarette machine sales which expanded 6.4% to gross $112.2 million; coffee machine sales which rose 15.2% to a total of $41.7 million and soft drink machine sales which increased 10.8% to account for $38.4 million. Notable gains were also recorded for packaged confectionery, pastry and snack food machines, in which receipts rose 14.9% to $24.3 million; fresh food dispensing machines, which recorded a 10.3% increase in sales to $15.4 million; packaged milk (and juice) machines, with receipts up 13.6% to $8.6 million; and hot canned food and soup machines which increased sales by 3.2% to reach $4.2 million in 1975.

Of the 84,132 full-size vending machines (excluding the small "bulk confectionery" machines) on location at year-end 1975, 36.8% were placed in industrial plants, 22.6% were placed in hotels, motels, taverns, restaurants, etc., while 13.8% were placed in institutions, such as hospitals, schools and colleges.

Direct selling. During 1975, Canadian householders spent $1,333.6 million on a wide variety of goods purchased directly through channels of distribution which bypass traditional retailing outlets (Table 18.10). Major product lines handled by direct-selling businesses include dairy products ($221.8 million), newspapers ($176.8 million), cosmetics and costume jewellery ($124.9 million), household electrical appliances, including vacuum cleaners ($120.9 million), and dinnerware, kitchenware and utensils ($68.0 million).

"Door-to-door" selling is the best known of the various channels of "direct selling" and accounted for 63.2%, or $842.6 million, of the $1,333.6 million (Tables 18.10 and 18.11) spent on direct sales in 1975. Sales made by "mail-order" are another mode of direct selling by which specialized retailers contact the household consumer. In 1975, mail-order business accounted for 14.7%, or $195.8 million, of direct sales. Commodities which rely heavily on this channel of distribution include magazines and phonograph records (100% in each case), books (67.7%), clothing (34.1%), pharmaceuticals and medicines (22.2%). It should be noted that these figures of mail-order purchases do not include data on foreign mail-order sales made to Canadians or the mail-order sales of Canadian department stores.

Other methods of direct selling which bypass the regular retail outlet and which are included in the approximate $1.3 billion total sales figure mentioned above are the sales made from showrooms and premises of manufacturing companies and primary producers (which accounted for 18.0%) and the miscellaneous sales made from temporary roadside stands and market stalls, at exhibitions and shows, and purchases of meals and alcoholic beverages on airlines, ferries and railways (4.1%).