

## 18.10 Direct sales by commodity, 1972-75

Commodity	1972 \$'000	1973 \$'000	1974 \$'000	1975 \$'000	Percentage change 1974-75
Meat, fish and poultry	12,571	14,263	15,658	16,754	+7.0
Frozen food plans	23,568	29,352	30,701	27,220	-11.3
Dairy products	184,075	187,757	203,716	221,847	+8.9
Bakery products	42,082	45,533	46,763	47,044	+0.6
All other foods and beverages	34,362	35,712	42,584	43,685	+2.6
Canvas, awnings, sails, tents, etc.	5,549	6,032	6,967	8,305	+19.2
Clothing	9,244	9,878	11,362	12,123	+6.7
Fur goods	7,067	8,262	9,818	11,713	+19.3
Furniture, re-upholstery and repairs	35,980	42,204 <sup>f</sup>	47,733	56,953	+19.3
Books	63,287	72,022	82,889	90,909	+9.7
Newspapers	136,670	146,237	164,800	176,830	+7.3
Magazines	18,227	20,135	20,839	22,452	+7.7
Aluminum windows, doors, screens and awnings	18,386	21,354	24,109	27,220	+12.9
Dinnerware, kitchenware and utensils	31,625	38,731	49,806	67,981	+36.5
Sailboats and pleasure craft	9,186	12,528	12,568	15,718	+25.1
Household electrical appliances	63,053	84,750	103,519	120,929	+16.8
Pharmaceuticals and medicines	5,172	3,455	2,882	2,809	-2.5
Brushes, brooms, mops and household soaps and cleaners	27,352	26,099	31,331	38,510	+22.9
Cosmetics and costume jewellery	91,386	102,972	123,758	124,925	+0.9
Phonograph records	26,421	23,190	26,352	18,845	-28.5
Greenhouse flowers and nursery seeds, stocks, etc.	25,461	36,027 <sup>f</sup>	38,216	50,937	+33.3
Miscellaneous <sup>1</sup>	63,936	77,082	130,676	129,867	-0.6
Total, all commodities	934,660	1,043,575 <sup>f</sup>	1,227,047	1,333,576	+8.7

<sup>1</sup>Includes leather goods, textiles, stamps, coins and personal stationery and sales of merchandise to credit-card holders of gasoline oil companies, etc.

## 18.11 Methods of distribution of direct sales, 1974 and 1975

Commodity	By door-to-door canvassing		By mail		From manu- facturers' premises		Through other channels <sup>1</sup>	
	1974	1975	1974	1975	1974	1975	1974	1975
	%	%	%	%	%	%	%	%
Meat, fish and poultry	—	—	—	—	88.7	88.5	11.3	11.5
Frozen food plans	—	—	—	—	100.0	100.0	—	—
Dairy products	100.0	100.0	—	—	—	—	—	—
Bakery products	100.0	100.0	—	—	—	—	—	—
All other foods and beverages	53.0	54.8	—	—	3.4	1.3	43.6	43.9
Canvas, awnings, sails, tents, etc.	14.4	15.8	—	—	85.6	84.2	—	—
Clothing	15.4	15.6	—	34.1	84.6	50.3	—	—
Fur goods	—	—	—	—	100.0	100.0	—	—
Furniture, re-upholstery and repairs	—	—	—	—	100.0	100.0	—	—
Books	34.4	32.3	65.6	67.7	—	—	—	—
Newspapers	88.8	89.5	6.7	6.1	0.2	0.2	4.3	4.2
Magazines	—	—	100.0	100.0	—	—	—	—
Aluminum windows, doors, screens and awnings	57.0	57.2	—	—	43.0	42.8	—	—
Dinnerware, kitchenware and utensils	100.0	100.0	—	—	—	—	—	—
Sailboats and pleasure craft	—	—	—	—	100.0	100.0	—	—
Household electrical appliances	72.6	75.5	—	—	27.4	24.5	—	—
Pharmaceuticals and medicines	55.8	77.8	44.2	22.2	—	—	—	—
Brushes, brooms, mops and household soaps and cleaners	100.0	100.0	—	—	—	—	—	—
Cosmetics and costume jewellery	99.0	92.4	—	6.5	1.0	1.1	—	—
Phonograph records	—	—	100.0	100.0	—	—	—	—
Greenhouse flowers and nursery seeds, stocks, etc.	—	—	7.4	12.1	36.2	35.9	56.4	52.0
Miscellaneous	13.5	21.5	59.2	48.6	25.9	29.9	1.4	—
Total, all commodities	62.1	63.2	15.8	14.7	17.9	18.0	4.2	4.1

<sup>1</sup>Includes roadside stands, market stalls, shows, exhibitions and other display and demonstration venues.