

18.10 Direct sales by commodity, 1973-76

Commodity	1973 \$'000	1974 \$'000	1975 \$'000	1976 \$'000	Percentage change 1975-76
Meat, fish and poultry	14,263	15,658	16,754	18,655	+11.3
Frozen food plans	29,352	30,701	27,220	21,580	-20.7
Dairy products	187,757	203,716	225,500 ^f	246,600	+9.4
Bakery products	45,533	46,763	47,900 ^f	53,500	+11.7
All other foods and beverages	35,712	42,584	43,685	44,105	+1.0
Canvas, awnings, sails and tents	6,032	6,967	8,305	8,201	-1.3
Clothing	9,878	11,362	12,123	15,516	+28.0
Fur goods	8,262	9,818	11,713	15,409	+31.6
Furniture, re-upholstery and repairs	42,204	51,000 ^f	55,000 ^f	60,500	+10.0
Books	72,022	82,889	90,909	120,010	+32.0
Newspapers	143,900 ^f	153,528 ^f	174,955 ^f	185,176	+5.8
Magazines	20,135	20,839	22,452	27,250	+21.4
Aluminum windows, doors, screens and awnings	21,354	24,109	27,220	31,632	+16.2
Dinnerware, kitchenware and utensils	38,731	49,806	67,981	92,007	+35.3
Sailboats and pleasure craft	12,528	12,568	15,718	16,412	+4.4
Household electrical appliances	84,750	103,519	120,929	139,015	+15.0
Pharmaceuticals and medicines	3,455	2,882	2,809	2,842	+1.2
Brushes, brooms, mops and household soaps and cleaners	26,099	31,331	36,115 ^f	38,110	+5.5
Cosmetics and costume jewellery	102,972	123,758	124,925	149,912	+20.0
Phonograph records	23,190	26,352	18,845	13,250	-29.7
Greenhouse flowers, nursery seeds and stocks	36,027	49,389 ^f	62,158 ^f	79,078	+27.2
Miscellaneous ^a	77,082	130,676	135,813 ^f	214,678	+58.1
Total, all commodities	1,041,238 ^f	1,230,215 ^f	1,349,029 ^f	1,593,438	+18.1

^aIncludes leather goods, textiles, stamps, coins and personal stationery and sales of merchandise to credit-card holders of gasoline oil companies.

18.11 Methods of distribution of direct sales, 1975 and 1976

Commodity	By door-to-door canvassing		By mail		From manu- facturers' premises		Through other channels ¹	
	1975 %	1976 %	1975 %	1976 %	1975 %	1976 %	1975 %	1976 %
Meat, fish and poultry	—	—	—	—	88.5	87.1	11.5	12.9
Frozen food plans	—	—	—	—	100.0	100.0	—	—
Dairy products	100.0	100.0	—	—	—	—	—	—
Bakery products	100.0	100.0	—	—	—	—	—	—
All other foods and beverages	54.8	54.2	—	—	1.3	1.9	43.9	43.9
Canvas, awnings, sails and tents	15.8	12.6	—	1.9	84.2	85.5	—	—
Clothing	15.6	14.4	34.1	41.0	50.3	44.6	—	—
Fur goods	—	—	—	—	100.0	100.0	—	—
Furniture, re-upholstery and repairs	—	1.3	—	—	100.0	98.7	—	—
Books	32.3	32.5	67.7	66.7	—	—	—	—
Newspapers	87.6 ^f	87.6	9.6 ^f	9.6	0.3 ^f	0.3	2.5 ^f	2.5
Magazines	—	—	100.0	100.0	—	—	—	—
Aluminum windows, doors, screens and awnings	57.2	51.3	—	—	42.8	48.7	—	—
Dinnerware, kitchenware and utensils	100.0	76.2	—	8.6	—	—	—	15.2
Sailboats and pleasure craft	—	—	—	—	100.0	100.0	—	—
Household electrical appliances	75.5	82.5	—	4.4	24.5	13.1	—	—
Pharmaceuticals and medicines	77.8	82.1	22.2	11.4	—	6.5	—	—
Brushes, brooms, mops and household soaps and cleaners	100.0	98.7	—	1.3	—	—	—	—
Cosmetics and costume jewellery	92.4	91.0	6.5	8.0	1.1	1.0	—	—
Phonograph records	—	—	100.0	100.0	—	—	—	—
Greenhouse flowers, nursery seeds and stocks	—	—	9.9 ^f	10.0	35.6 ^f	35.2	54.5 ^f	54.8
Miscellaneous	21.5	16.5	48.6	36.0	29.9	42.2	—	5.5
Total, all commodities	62.3 ^f	59.1	15.2 ^f	16.1	18.1 ^f	18.8	4.4 ^f	6.0

¹Includes roadside stands, market stalls, shows, exhibitions and other display and demonstration venues.