

19.10 Direct sales by commodity, 1974-77

| Commodity | 1974 \$'000 | 1975 \$'000 | 1976 ^f \$'000 | 1977 \$'000 | Percentage change 1976-77 |
|--|----------------------|------------------------|-----------------------------|----------------|---------------------------------|
| Meat, fish and poultry | 15,658 | 16,754 | 18,655 | 16,210 | -13.1 |
| Frozen food plans | 30,701 | 27,220 | 21,580 | 14,147 | -34.4 |
| Dairy products | 203,716 | 225,500 | 246,600 | 254,200 | +3.1 |
| Bakery products | 46,763 | 49,570 ^f | 52,700 | 55,850 | +6.0 |
| All other foods and beverages | 42,584 | 43,685 | 44,105 | 46,471 | +5.4 |
| Canvas, awnings, sails and tents | 6,967 | 8,305 | 8,201 | 5,738 | -30.0 |
| Clothing | 11,362 | 12,123 | 15,516 | 16,503 | +6.4 |
| Fur goods | 9,818 | 11,713 | 15,409 | 14,947 | -3.0 |
| Furniture, re-upholstery and repairs | 51,000 | 55,000 | 54,700 | 58,900 | +7.7 |
| Books | 82,889 | 90,909 | 120,010 | 134,423 | +12.0 |
| Newspapers | 153,528 | 174,955 | 193,500 | 200,500 | +3.6 |
| Magazines | 20,839 | 22,452 | 27,250 | 29,986 | +10.0 |
| Aluminum windows, doors, screens and awnings | 24,109 | 27,220 | 31,632 | 33,277 | +5.2 |
| Dinnerware, kitchenware and utensils | 49,806 | 67,981 | 92,007 | 104,315 | +13.4 |
| Sailboats and pleasure craft | 12,568 | 15,718 | 16,412 | 10,987 | -33.1 |
| Household electrical appliances | 103,519 | 120,929 | 139,015 | 155,021 | +11.5 |
| General merchandise ¹ | 22,200 | 16,800 | 21,949 | 27,060 | +23.3 |
| Brushes, brooms, mops and household soaps and cleaners | 31,331 | 36,115 | 38,110 | 41,071 | +7.8 |
| Cosmetics and costume jewellery | 123,758 | 124,925 | 149,912 | 172,515 | +15.1 |
| Phonograph records | 26,352 | 18,845 | 13,250 | 11,601 | -12.4 |
| Greenhouse flowers, nursery seeds and stocks | 49,389 | 62,158 | 75,872 | 88,253 | +16.3 |
| Miscellaneous | 111,358 ^f | 121,822 ^f | 178,141 | 191,022 | +7.2 |
| Total, all commodities | 1,230,215 | 1,350,699 ^f | 1,574,526 | 1,682,997 | +6.9 |

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

19.11 Methods of distribution of direct sales, 1976 and 1977

| Commodity | By door-to-door canvassing | | By mail | | From manufacturers' premises | | Through other channels ¹ | |
|--|----------------------------|-----------|------------------------|-----------|------------------------------|-----------|-------------------------------------|-----------|
| | 1976 ^f % | 1977 % | 1976 ^f % | 1977 % | 1976 ^f % | 1977 % | 1976 ^f % | 1977 % |
| Meat, fish and poultry | — | — | — | — | 87.1 | 88.0 | 12.9 | 12.0 |
| Frozen food plans | — | — | — | — | 100.0 | 100.0 | — | — |
| Dairy products | 100.0 | 100.0 | — | — | — | — | — | — |
| Bakery products | 100.0 | 100.0 | — | — | — | — | — | — |
| All other foods and beverages | 54.2 | 48.9 | — | — | 1.9 | 1.8 | 43.9 | 49.3 |
| Canvas, awnings, sails and tents | 12.6 | 15.6 | 1.9 | — | 85.5 | 84.4 | — | — |
| Clothing | 14.4 | 24.1 | 41.0 | 36.2 | 44.6 | 39.7 | — | — |
| Fur goods | — | — | — | — | 100.0 | 100.0 | — | — |
| Furniture, re-upholstery and repairs | — | — | — | — | 100.0 | 100.0 | — | — |
| Books | 32.8 | 27.9 | 67.2 | 72.1 | — | — | — | — |
| Newspapers | 87.4 | 88.5 | 7.4 | 6.3 | 0.5 | 0.5 | 4.7 | 4.7 |
| Magazines | — | — | 100.0 | 100.0 | — | — | — | — |
| Aluminum windows, doors, screens and awnings | 51.3 | 49.7 | — | — | 48.7 | 50.3 | — | — |
| Dinnerware, kitchenware and utensils | 100.0 | 100.0 | — | — | — | — | — | — |
| Sailboats and pleasure craft | — | — | — | — | 100.0 | 100.0 | — | — |
| Household electrical appliances | 86.6 | 86.4 | — | — | 13.4 | 13.6 | — | — |
| General merchandise | — | — | 100.0 | 100.0 | — | — | — | — |
| Brushes, brooms, mops and household soaps and cleaners | 100.0 | 100.0 | — | — | — | — | — | — |
| Cosmetics and costume jewellery | 93.0 | 93.9 | 6.1 | 5.3 | 0.9 | 0.8 | — | — |
| Phonograph records | — | — | 100.0 | 100.0 | — | — | — | — |
| Greenhouse flowers, nursery seeds and stocks | — | — | 10.7 | 11.1 | 37.6 | 37.9 | 51.7 | 51.0 |
| Miscellaneous | 21.2 | 18.5 | 28.0 | 42.3 | 49.0 | 32.8 | 1.8 | 6.4 |
| Total, all commodities | 62.2 | 62.1 | 14.7 | 16.9 | 18.5 | 15.6 | 4.6 | 5.4 |

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