

inducements to U.S. furniture retailers. Although there appears to have been some improvement in the inducements offered in the last couple of years, many U.S. retailers report that Canadian sales inducements are below those granted by U.S. manufacturers.

3. Showing Product

Before placing an order, retailers want to see the product. Therefore, Canadian manufacturers must display their products, preferably at the High Point market. If it is not economically feasible to show at High Point, then U.S. regional furniture markets, Canadian furniture markets and manufacturer plants or showrooms provide avenues for exhibiting the product. Regardless of the exhibit location, some showing is better than no showing. Along these lines an interesting comment was recently made by Gene Stumpff, president of U.S. Industries home furnishings division. "We feel the entire industry is re-evaluating the importance of regional markets because of the attrition rate of the small, independent retailer and because major retailers are focusing on fewer and more select resources." This comment was in response to a question as to why U.S. Industries will no longer show its Brookwood and Hammary lines at the regional markets in Atlanta and San Francisco.