

2. National Housewares Manufacturers' Association  
Fall International Housewares Show/PCO Album Reunion  
6400 Shafer Ct., Ste. 650, Rosemount, IL 60018.  
Tel: (708) 292-4200

This annual show attracted 55,000 housewares buyers and merchandising executives in 1992. It is held at McCormick Place in Chicago.

3. Los Angeles Giftware Week and Home Furnishings Show  
1933 S. Broadway, Ste. 244,  
Los Angeles, CA 90007. Tel: (213) 749-7911 Fax: (213) 746-1215

This show for retailers is held twice yearly.

4. San Francisco Winter Home Furnishings Market  
San Francisco Mart, 1355 Market  
St., San Francisco CA 94103 Tel: (415) 552-2311 Fax: (415) 558-9589

Held each year in January, 10,000 retailers attended in 1992.

#### **D. SOURCES OF SUPPLY AND CHANNELS OF DISTRIBUTION**

##### ***Fieldcrest Cannon, Inc.***

The company has been losing money since acquiring Cannon Mills, a money-losing maker of cheaper towels. Fieldcrest has about 45 per cent of the U.S. towel market, down from 50 per cent in early 1986. It remains the nation's largest towel maker.

The North Carolina-based company has budgeted about \$90 million in the next three years to expand and revamp mill machinery and warehouses, along with \$25 million for a new warehouse in Kannapolis. This is in addition to a \$500 million, five-year plan to modernize the company's 29 plants and trim its 16,900 strong workforce.

##### ***West Point-Pepperell, Inc.***

The nation's largest maker of sheets, and the second-largest maker of towels.

*American trade directories detailing suppliers include:*

1. Davison's Textile Blue Book,  
Davison Publishing Co., Inc.  
Box 477 Ridgewood, NJ 07451  
Tel: (201) 445-3135  
Fax: (201) 445-4357

This 700 page American directory covers 8,400 companies in the textile industry in the US, Canada and Mexico, including about 4,400 textile plants. It includes mills, manufacturers,