

"Good, especially in Contemporary."

"Very good."

"Fine for upholstered."

"Canadian design is real fine."

"Equal to U.S. design." (2 retailers)

Unfortunately, the favorable remarks were outweighed by the not so favorable. Some of these quotes were:

"Canadian firms have a narrow emphasis."

"They lag behind the U.S. in style."

"It's lacking,"

"Canadians have a tendency to be unimaginative, especially in casegoods."

"Early American is borax, and upholstered has a bolo look."

"They lack design finesse."

"They are somewhat behind our marketplace."

"Lacks sophistication."

c. Canadian Furniture Quality

Retailers gave Canadian firms high marks on quality and service. Over three-fourths rated the quality as at least equal to the U.S., and 83% reported that service was good. Canadian manufacturers expressed pride in the quality of their products.