

<u>Style</u>	<u>Number of Interviews</u>
Contemporary	9
Traditional	3
Colonial	1
Mixed	8

Nearly all of the Canadian companies with whom we talked appeared to have a sincere interest in exporting to the U.S. and expressed a desire to establish an on-going relationship with U.S. retailers.

Still another encouraging development surfaced during our interviews with Canadian firms--a willingness to be competitive in the U.S. market with sales inducements and credit terms. Several manufacturers stated in the current round of interviews that they would do "whatever was necessary" to gain a foothold in the Northwestern U.S. marketplace. Obviously, this cooperative attitude would be tempered by good business acumen, and it should not be construed that they intend to "give away the store."

It should be emphasized that not all Canadian manufacturers shared the philosophy or policies expressed above. Some of them were doing an excellent job of exporting to the U.S. three years ago, and they are successful in this endeavor today. Since economic conditions have changed in the last several years, it is conceivable that more