

is represented by the president, owner, or buyer. Shortly after each furniture market the company invites these committee members to the factory, at the company's expense, where they examine prototypes, new finishes, and share ideas about styles and consumer preferences. A retailer who participates in the creation of a new group can assure its success in the marketplace. A working relationship of trust and respect is of utmost importance in getting retail floor space.

Since this approach requires that a manufacturer have considerable resources at its disposal, we suggest a different strategy for the average Canadian manufacturer. Quebec, Ontario, and Western Canada have active furniture associations. Perhaps the associations could assume the role now played by some large U.S. manufacturers and promote and foster the committee(s) mentioned above for their respective regions.

## 2. Style

The last High Point, NC Furniture Market (April 1984) revealed that in casegoods, Traditional and Transitional styles are still very strong, but are being challenged by more and more Contemporary groups. Contemporary bedroom and dining room ranged from clean, straight-line designs