
Distribution of MAPLE STRIP FLOORING in 1969

by William C. Miller



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FOREWORD

This paper is the second in a series on the residential and commercial hardwood flooring industry. Unlike the first paper in the series, which dealt with oak strip flooring industry, this paper analyzes several qualitative questions pertaining to the maple flooring industry. The next paper planned for this series will analyze quantitative as well as qualitative information about the hardwood parquet flooring industry.

Knowing the Industry

PRODUCT DISTRIBUTION and merchandising are vital steps in the marketing of any product. Maple strip flooring is no exception. Members of the industry can benefit from general knowledge of the industry as well as from knowledge of practices of individual members. So we conducted a study to determine the distribution patterns and merchandising practices of the maple strip flooring industry, including sales and advertising policies.

On the whole, the wood flooring industry is a composite of specialized industries. In one sense, the industry consists of a residential flooring segment and an industrial flooring segment; in another sense, it consists of an oak flooring segment and a maple flooring segment; and, in still another sense, it consists of a strip flooring products segment and a block (or parquet) products segment. The subject of this paper, the maple strip flooring segment, comprises 6 percent of the total industry and consists of 1 percent residential products and 99 percent institutional, commercial, and industrial products.

Data Collection

SURVEY PROCEDURE

A questionnaire was mailed to all manufacturers of residential and/or commercial hardwood flooring on 27 January 1970; and two follow-up mailings were made at 3-week intervals to nonrespondents. Finally, nonrespondents were contacted by telephone. The following response was obtained:

<i>Response</i>	<i>No.</i>
Firms completed and returned the questionnaire	15
Firms completed a part of the questionnaire	2
Firm did not manufacture maple flooring in 1969	1
Total number of firms contacted	18
Total number of firms producing maple flooring	17

DEFINITION OF TERMS

Geographic Regions.—The nine regions used are those established by the Bureau of Census (fig. 1).

Production Region.—A production region is the region in which the flooring was manufactured and from which it was shipped.

Channels of Distribution.—Six channels are recognized as follows: (1) Builders, (2) Flooring subcontractors, (3) Retailers, (4) Wholesalers, (5) Nonstocking wholesalers, (6) Agents and brokers.

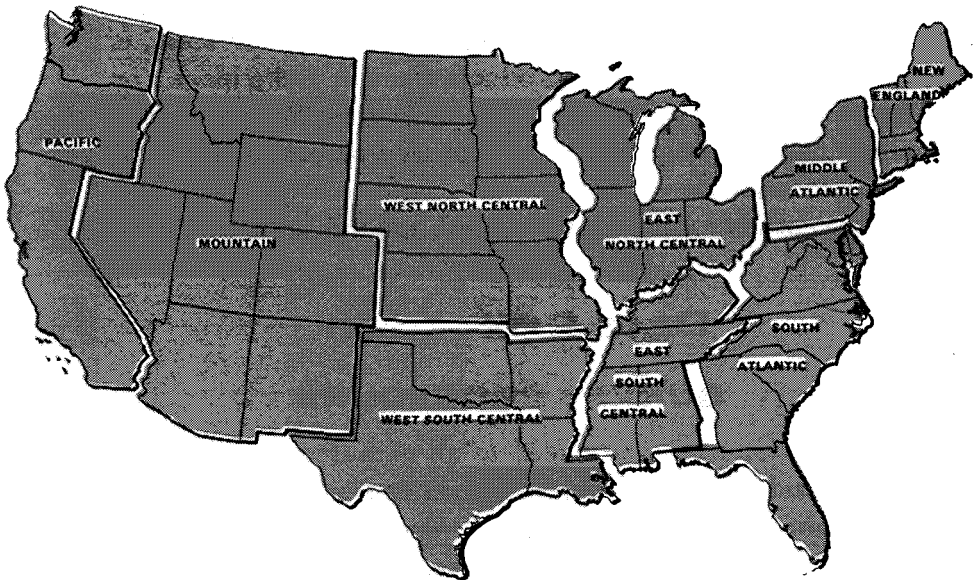


Figure 1. — Regions.

Results

Data was obtained on shipments of 27,269,500 bd. ft., which represents about 98 percent of the total United States maple strip flooring shipments during 1969. About 6,586,000 bd. ft.¹ of maple strip flooring imported into the United States during 1969 was not included in this study.

The study information is based on the manufacturers' records of flooring shipments through the first transaction in the distribution process.

PHYSICAL DISTRIBUTION

Production

We separated hard maple strip flooring manufacturers into two groups, northern and southern, to avoid disclosure of confidential information. Northern includes the geographic production regions of Middle Atlantic and East North Central Regions; Southern includes South Atlantic, East South Central, and West North Central Regions (fig. 2).

Northern producers—except for one manufacturer who manufactures primarily oak strip flooring—produced about 5 percent oak and 95 percent maple strip flooring. These producers accounted for about 85 percent of the total maple strip flooring and were located principally in the States of Wisconsin, Michigan, and New York (fig. 3, tables 1 through 4).

Southern manufacturers produced about 90 percent oak and 10 percent maple strip flooring and accounted for about 15 percent of the total maple strip flooring. They were located primarily in the States of Tennessee, Virginia, West Virginia, North Carolina, and Missouri.

¹ U.S. Department of Commerce. U.S. Imports for Consumption and General Imports TSUSA, 1969. p. 69, Foreign Trade Division, Bureau of Census, Washington, D.C., 1970.

Interregional movement of maple strip flooring shipments by individual production region could not be discussed without disclosing confidential information on individual firms.

Northern. —Northern manufacturers accounted for 85 percent (23,171,700 bd. ft.) of the total maple flooring shipments of the United States (fig. 3, tables 1 and 2). Of this amount, flooring subcontractors distributed 76 percent; wholesalers, 17 percent; nonstocking wholesalers, 3 percent; builders, 2 percent; retailers, 1 percent; and agents and brokers, 1 percent. Shipments from the northern manufacturers were distributed to the regions as follows: South Atlantic—17 percent; West North Central—12 percent; West South Central—9 percent; Pacific—7 percent; New Eng-

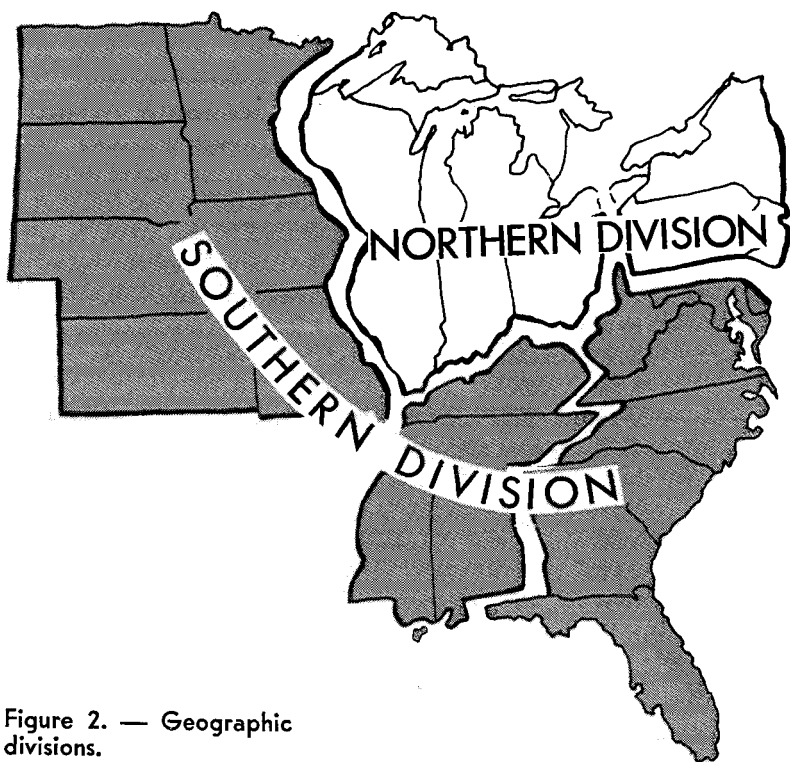
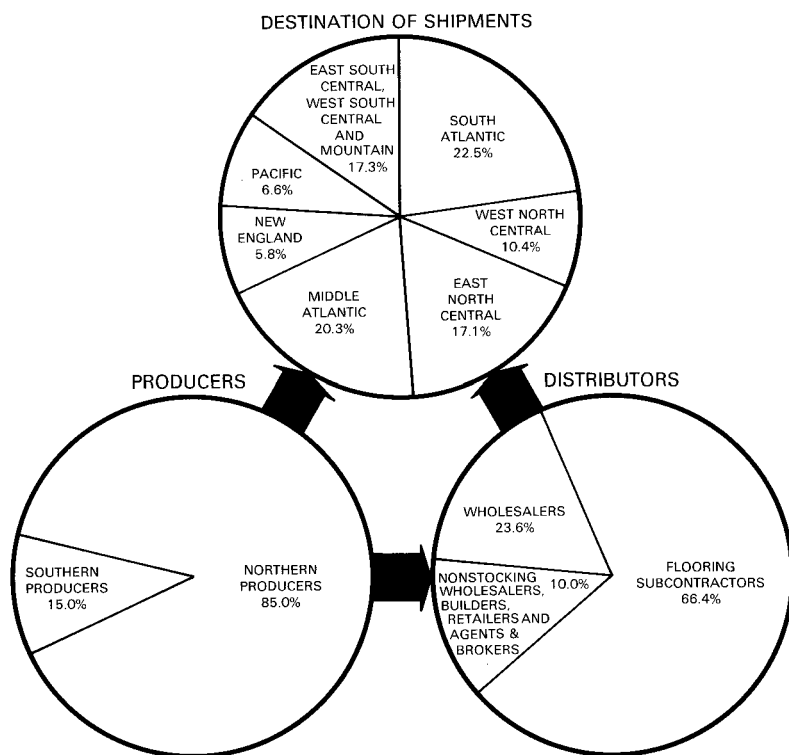


Figure 2. — Geographic divisions.

Figure 3. — Producers, distributors, and destination of shipments of maple strip flooring during 1969.



land—6 percent; East South Central—6 percent; and Mountain—4 percent. Thirty-nine percent was shipped to regions within the northern group.

Southern.—Southern manufacturers produced 15 percent (4,097,800 bd. ft.) of the total maple flooring shipments (fig. 3, tables 1 and 3). Of this amount, wholesalers distributed 65 percent; agents and brokers, 17 percent; flooring subcontractors, 8 percent; retailers, 5 percent; nonstocking wholesalers, 4 percent; and builders, 1 percent. About 25 percent of the flooring from the southern producers was shipped to the Middle Atlantic Region, 65 percent to regions within the southern group, 4 percent to the New England Region, and 3 percent to each of the Pacific and East North

Central Regions. No flooring was shipped into the West South Central and Mountain Regions by southern producers.

Channels of Distribution

Channels of distribution may be categorized into two groups—the distributor group and the intermediaries. The distributor group is comprised of builders, flooring subcontractors, retailers, and wholesalers who buy the flooring from the manufacturer and take title to it. The intermediaries group is comprised of nonstocking wholesalers and agents and brokers who act as marketing intermediaries and do not take title to the flooring.

Maple flooring manufacturers sold about 94 percent of the maple strip flooring directly to distributors; and about 6 percent was sold through intermediaries (fig. 3, tables 5 through 12).

Flooring subcontractors.—The flooring subcontractors handled about 66 percent (17,953,700 bd. ft.) of the total maple strip flooring shipments (fig. 2, tables 5 and 6); and about 98 percent of this was shipped from northern producers. About 22 percent was distributed to the East North Central Region, 15 percent to the South Atlantic Region, 14 percent to each of the West North Central and Middle Atlantic Regions, 11 percent to the West South Central Region, 7 percent to the New England Region, 6 percent to each of the East South Central and Pacific Regions, and 5 percent to the Mountain Region.

Wholesalers.—Wholesalers handled 23.6 percent (6,529,500 bd. ft.) of the total maple strip flooring (fig. 3, tables 5 and 7). Of this, about 61 percent was manufactured by northern producers, and 39 percent was manufactured by southern producers. Wholesalers distributed about 42 percent to the South Atlantic Region, 24 percent to the Middle Atlantic Region, 10 percent to the Pacific Region, 10 percent to the East North Central Region, 6 percent to the East South Central Region, 4 percent to the West North Central Region, 3 percent to the New England Region, and

0.6 percent to the West South Central Region. No flooring was distributed by wholesalers to the Mountain Region.

Nonstocking wholesalers.—Nonstocking wholesalers handled 3.3 percent (906,300 bd. ft.) of the total maple strip flooring (fig. 3, tables 5 and 8). About 81 percent of this was shipped by northern producers, and 19 percent was shipped by southern producers. Nonstocking wholesalers distributed about 43 percent to the Middle Atlantic Region, 37 percent to the South Atlantic Region, 13 percent to the East South Central Region, 4 percent to the Pacific Region, 3 percent to the New England Region, and 1/10th percent to the East North Central Region. None was distributed to the West North Central, West South Central, and Mountain Regions.

Agents and brokers.—Agents and brokers handled 3 percent (858,200 bd. ft.) of the total maple strip flooring (fig. 3, tables 5 and 11). About 22 percent of this was produced by northern producers, and 78 percent was produced by southern producers. Agents and brokers distributed about 60 percent to the Middle Atlantic Region, 34 percent to the South Atlantic Region, 5 percent to the New England Region, and 1 percent to the East North Central Region. No flooring was distributed to the West North Central, East South Central, West South Central, Mountain, and Pacific Regions.

Builders.—Builders handled 2.0 percent (554,900 bd. ft.) of the total maple strip flooring (fig. 3, tables 5 and 10). About 91 percent of this was shipped by northern producers, and 9 percent was shipped by southern producers. Builders distributed about 94 percent to the Middle Atlantic Region, 4 percent to the East South Central Region, and 1 percent to each of the East North Central and South Atlantic Regions. No flooring was distributed to the New England, West North Central, West South Central, Mountain, and Pacific Regions.

Retailers.—Retailers handled 1.7 percent (466,900 bd. ft.) of the total maple strip flooring in 1969 (fig. 3, tables 5 and 11). About 61 percent of this was produced by northern pro-

ducers and 39 percent was produced by southern producers. Retailers distributed about 26 percent to the East North Central Region, 20 percent to the West North Central Region, 15 percent to each of the Middle Atlantic and East South Central Regions, 10 percent to the South Atlantic Region, 9 percent to the New England Region, and 6 percent to the West South Central Region. No retailers sold flooring in the Mountain and Pacific Regions.

Destination of Shipments

About 71 percent of the total maple strip flooring was shipped to the regions east of the Mississippi River (fig. 3, tables 13 and 14). About 22 percent (6,139,100 bd. ft.) of this was shipped to the South Atlantic Region, 20 percent to the Middle Atlantic Region, 17 percent to the East North Central, 10 percent to the West North Central, 8 percent to the West South Central Region, 7 percent to the Pacific Region, 6 percent to each of the East South Central and New England Regions, and 4 percent to the Mountain Region.

New England.—About 5.8 percent (1,578,500 bd. ft.) of the total shipments of maple strip flooring went to the New England Region (fig. 3, tables 13 and 14). About 89 percent of this was manufactured by northern producers, and 11 percent was manufactured by southern producers. Flooring subcontractors distributed about 79 percent; wholesalers distributed 14 percent; retailers distributed 3 percent; and nonstocking wholesalers and agents and brokers each distributed about 2 percent. No flooring was distributed by builders.

Middle Atlantic.—Shipments of maple strip flooring into the Middle Atlantic Region represented about 20 percent (5,539,200 bd. ft.) of the total United States shipments (fig. 3, tables 13 and 14). Northern manufacturers produced 82 percent of this, and southern manufacturers produced 18 percent. Flooring subcontractors distributed about 46 percent; wholesalers, 27 percent; builders, 9 percent; agents

and brokers, 9 percent; nonstocking wholesalers, 7 percent; and retailers, 1 percent.

East North Central.—About 17 percent (4,647,400 bd. ft.) of the total maple strip flooring was shipped into the East North Central Region (fig. 3, tables 13 and 14); and 98 percent of it came from northern producers. Flooring subcontractors distributed about 84 percent; wholesalers, 13 percent; retailers, 2 percent; and builders, nonstocking wholesalers, and agents and brokers, each less than $\frac{1}{2}$ percent.

West North Central.—About 10 percent (2,822,900 bd. ft.) of the total maple flooring shipments went to the West North Central Region (fig. 3, tables 13 and 14); and almost all of the shipments came from northern manufacturers. About 87 percent was distributed by flooring subcontractors, 10 percent by wholesalers, and 3 percent by retailers. No flooring was handled by builders, nonstocking wholesalers, and agents and brokers.

South Atlantic.—The South Atlantic Region was the destination for about 22.5 percent (6,139,100 bd. ft.) of the total shipments of maple flooring (fig. 3, tables 13 and 14). Sixty-two percent was shipped by northern producers and 38 percent was shipped by southern producers. Flooring subcontractors and wholesalers each handled about 45 percent; nonstocking wholesalers and agents and brokers each distributed 5 percent; and builders and retailers each distributed less than 1 percent.

East South Central.—Shipments of maple strip flooring into the East South Central Region accounted for about 6 percent (1,646,400 bd. ft.) of the total shipments (fig. 3, tables 13 and 14). About 79 percent originated at northern mills, and 21 percent originated at southern mills. Flooring subcontractors distributed about 64 percent; wholesalers, 23 percent; nonstocking wholesalers, 7 percent; retailers, 5 percent; and builders, 1 percent. No flooring was distributed by agents and brokers.

West South Central.—About 8 percent (2,110,300 bd. ft.) of the total maple strip flooring shipments went to the West South Central Region (fig. 3, tables 13 and 14); and northern manufacturers produced all of it. Flooring subcontractors distributed about 98 percent; and retailers and wholesalers each handled 1 percent. None was distributed by builders, nonstocking wholesalers, and agents and brokers.

Mountain.—About 4 percent (974,600 bd. ft.) of the total maple strip flooring shipments went to the Mountain Region (fig. 3, tables 13 and 14); and all of it came from northern manufacturers. Flooring subcontractors distributed all of the flooring shipments to the Mountain Region.

Pacific.—Shipments of maple strip flooring into the Pacific Region accounted for about 7 percent (1,811,100 bd. ft.) of the total shipments (fig. 3, tables 13 and 14). Northern mills produced about 92 percent and southern mills produced about 8 percent. About 60 percent was distributed by flooring subcontractors, 38 percent by wholesalers, and 2 percent by nonstocking wholesalers. Builders, retailers and agents and brokers did not distribute any flooring to the region.

Total United States.—Northern and southern manufacturers shipped about 85 percent and 15 percent, respectively, of the total United States shipments of 27,269,500 bd. ft. of maple strip flooring (fig. 3, tables 13 and 14). Flooring subcontractors distributed about 66 percent; wholesalers handled 24 percent; nonstocking wholesalers and agents and brokers each distributed 3 percent; and builders and retailers each distributed 2 percent.

PROMOTIONAL PRACTICES

Four questions pertaining to advertising were asked of the manufacturers. First, what media were used? Note that responding manufacturers may have used more than one advertising medium during 1969. Of the five northern manufacturers who responded, four advertised in trade papers, magazines, and journals; three advertised through brochures and pamphlets; three advertised in other media such

as Sweet's catalog, trade shows, and displays; two advertised in trade directories; one advertised in consumer magazines; and one did not advertise. Regular newspapers and telephone books were not used by any of the responding northern producers.

Of the nine southern producers, five advertised in trade papers, magazines, and journals; five had advertisements in the telephone books; four used other advertising media such as trade and home shows and direct mailing; three advertised in trade directories; three advertised through brochures and pamphlets; two advertised in consumer magazines; two advertised in regular newspapers; and three did not advertise.

The second question was: Which media were most effective? Of the four northern producers responding, two considered Sweet's catalog to be the most effective because of its wide use by architects; one considered brochures and pamphlets most effective; one considered trade papers, magazines, and journals most effective.

The third question was: Which media were least effective? Two of the three northern manufacturers responding considered regular newspapers to be least effective because of the lack of a local market; and one considered trade directories least effective.

The fourth question was: How many advertised cooperatively with distributors? Two of the five northern producers and three of the nine southern producers advertised cooperatively with distributors.

Distributional Changes

Three questions pertaining to past and expected changes in distribution were asked of manufacturers. First, has the geographic distribution of shipments changed since 1960? Three of five northern producers reported moderate changes in the geographic distribution of their shipments and two reported that shipments had remained about the same. The

moderate changes indicated by northern producers were mainly increases in shipments to regions east of the Mississippi River and decreases to regions west of the Mississippi River. Five of eight southern producers reported shipments had remained about the same; two indicated moderate changes; and one reported considerable changes. The changes reported by southern producers were decreases to regions east of the Mississippi River and increases to regions west of the Mississippi River.

The second question was: Have the channels of distribution changed since 1960? Three of the five northern producers indicated that the distribution channels had remained about the same; one reported moderate change; and one reported considerable change. The changes indicated by northern producers were more direct sales to flooring subcontractors, retail chains, and wholesalers who acted in the role of flooring subcontractors by employing professional flooring installation personnel. Six of nine southern producers reported that the distribution channels had remained about the same; and three indicated moderate changes. The changes indicated by southern manufacturers were more direct sales to specialty flooring distributors, mobile home manufacturers, and larger builders.

The third question was: Compared to 1969, what changes in the distribution system are expected by 1975? Three of five northern producers expect moderate changes by 1975; and two expect the system to remain the same. Changes expected are that flooring companies will be required to start floor laying subsidiaries, and that more direct sales will be made to flooring subcontractors and retail yards. Four of the eight southern producers expect the system to remain the same; three expect moderate changes; and one expects considerable changes. Changes expected by southern producers are more direct sales to flooring subcontractors, mobile home builders, and modular or component type home builders.

Discussion and Summary

Maple strip flooring production is concentrated in the Northern Lake States area, primarily in the States of Michigan and Wisconsin. Eighty-five percent of the shipments of maple strip flooring came from this area. The other 15 percent was produced by manufacturers located in the Southern and Appalachian hardwood areas.

Total shipments varied from region to region throughout the United States. Over 71 percent of the total shipments of maple strip flooring went to regions east of the Mississippi River. The South Atlantic, Middle Atlantic, and East North Central Regions ranked first, second, and third, respectively, in total maple flooring shipments. Conversely, the Mountain Region received the smallest volume of total shipments.

Flooring subcontractors and wholesalers were the first and second most important type of distributors of maple strip flooring shipments. Flooring subcontractors handled about 66 percent of the United States maple strip flooring shipments; and wholesalers handled about 24 percent of the total shipments.

The two geographic production groups—northern and southern—used different channels of distribution. These differences are linked directly to the channels of distribution used by each geographic manufacturing group for the movement of their primary product. Seventy-six percent of the maple flooring shipped by northern manufacturers was sold directly to flooring subcontractors; whereas only 8 percent of the southern manufacturers' shipments went directly to flooring subcontractors. On the other hand, 65 percent of the southern producers' flooring was sold directly to wholesalers, whereas only about 17 percent from the northern producers went directly to wholesalers.

Questions posed to manufacturers regarding advertising gave some insight into the promotional practices in the maple flooring industry. Both northern and southern producers reported that trade papers, trade magazines, and trade

journals were the primary media used to advertise maple strip flooring. Northern producers indicated that brochures and pamphlets, and other media such as Sweet's catalog were the second most frequently used advertising media. Southern producers reported telephone books as the second most frequently used advertising media. The primary end use of maple strip flooring is in educational facilities, consequently the advertising effort made by maple flooring manufacturers is not aimed at the residential consumer, but at the institutional consumer.

Northern producers considered advertising media such as Sweet's catalog to be the most effective and regular newspaper to be the least effective.

Very little cooperative advertising with distributors was indicated by either northern or southern maple flooring manufacturers.

Most northern producers of maple flooring reported that the geographic distribution of shipments had changed moderately since 1960; whereas most southern producers indicated that geographic shipment distributions has remained about the same. Northern producers noted increases in shipments to regions in the eastern half of the United States and decreases in shipments to regions in the western half of the country.

Most northern and southern producers indicated there had been very few changes in the channels of distribution since 1960.

Most northern producers of maple strip flooring expect moderate changes in the distribution system by 1975; whereas most southern producers expect the system to remain the same. Northern producers expect that flooring companies will be required to start floor laying subsidiaries and that more direct sales will be made to flooring subcontractors and retail yards.

Tabular Data

Table 1.—1969 production of maple strip flooring
by geographic division

Geographic division	Production total (MBF)	Percent of U.S. total
Northern	23,171.7	85.0
Southern	4,097.8	15.0
U.S. TOTAL	27,269.5	100.0

Table 2. Distribution of maple strip flooring from the northern production division, 1969 (in percent)

[Division production total, 23,171.7 MBF. U.S. total, 27,269.5 MBF]

Shipment destination by geographic region	Distributors							Percent of—	
	Builders	Flooring sub- contractors	Retailers	Whole- salers	Non- stocking whole- salers	Agents and brokers	Total	Division total production	U.S. total
New England	0	87.7	0	11.0	1.3	0	100.0	6.0	5.1
Middle Atlantic	11.1	55.8	0	22.1	7.0	4.0	100.0	19.5	16.6
East North Central	0	85.5	2.3	12.2	0	0	100.0	19.7	16.7
West North Central	0	87.2	2.9	9.9	0	0	100.0	12.2	10.4
South Atlantic	0	62.9	.6	30.0	6.5	0	100.0	16.5	14.0
East South Central	0	77.9	3.2	11.2	7.7	0	100.0	5.6	4.8
West South Central	0	97.5	1.2	1.3	0	0	100.0	9.1	7.7
Mountain	0	100.0	0	0	0	0	100.0	4.2	3.6
Pacific	0	64.3	0	33.5	2.2	0	100.0	7.2	6.1
Whole U.S.	2.2	76.0	1.2	16.7	3.1	.8	100.0	100.0	85.0

Table 3.—Distribution of maple strip flooring from the southern production division, 1969 (in percent)

[Division production total, 4,097.8 MBF. U.S. total, 27,269.5 MBF.]

Shipment destination by geographic region	Distributors							Percent of—	
	Builders	Flooring sub- contractors	Retailers	Whole- salers	Non- stocking whole- salers	Agents and brokers	Total	Division	U.S.
								total production	total
New England	0	0	25.8	42.0	6.4	25.8	100.0	4.0	0.7
Middle Atlantic	1.7	0	7.2	52.2	6.5	32.4	100.0	25.3	3.7
East North Central	5.6	0	12.3	71.5	1.1	9.5	100.0	2.7	.4
West North Central	0	0	100.0	0	0	0	100.0	.3	(¹)
South Atlantic	.3	13.9	1.0	68.8	3.6	12.4	100.0	56.5	8.5
East South Central	8.1	4.0	9.1	73.2	5.6	0	100.0	8.0	1.2
West South Central	0	0	0	0	0	0	0	0	0
Mountain	0	0	0	0	0	0	0	0	0
Pacific	0	0	0	100.0	0	0	100.0	3.3	.5
Whole U.S.	1.3	8.3	4.6	64.8	4.4	16.6	100.0	100.0	15.0

¹ Less than 0.05.

Table 4.—Distribution of maple strip flooring from all production divisions, 1969 (in percent)

[Total production, 27,269.5 MBF.]

Shipment destination by geographic region	Distributors						Total	Percent of U.S. total
	Builders	Flooring sub- contractors	Retailers	Whole- salers	Non- stocking whole- salers	Agents and brokers		
New England	0	78.9	2.6	14.1	1.9	2.5	100.0	5.8
Middle Atlantic	9.4	46.0	1.3	27.4	6.9	9.0	100.0	20.3
East North Central	.1	83.7	2.5	13.5	(¹)	.2	100.0	17.1
West North Central	0	87.0	3.2	9.8	0	0	100.0	10.4
South Atlantic	.1	45.0	.7	44.2	5.5	4.5	100.0	22.5
East South Central	1.5	64.2	4.3	22.7	7.3	0	100.0	6.0
West South Central	0	97.5	1.2	1.3	0	0	100.0	7.7
Mountain	0	100.0	0	0	0	0	100.0	3.6
Pacific	0	59.8	0	38.1	2.1	0	100.0	6.6
Whole U.S.	2.0	66.4	1.7	23.6	3.3	3.0	100.0	100.0

¹ Less than 0.05.

**Table 5.—Volume of maple strip flooring production
handled by major distributors**

Distributor	Production total (MBF)	Percent of U.S. total
Builders	554.9	2.0
Flooring subcontractors	17,953.7	66.4
Retailers	466.9	1.7
Wholesalers	6,529.5	23.6
Nonstocking wholesalers	906.3	3.3
Agents and brokers	858.2	3.0
U.S. TOTAL	27,269.5	100.0

**Table 6.—Flooring subcontractors' distribution of maple strip
flooring, 1969 (in percent)**

[Total distribution, 17,953.7 MBF. U.S. total, 27,269.5 MBF]

Shipment destination by geographic region	Production by geographic division			Percent of—	
	Northern	Southern	Total	Distribu- tion total	U.S. total
New England	100.0	0	100.0	6.9	4.6
Middle Atlantic	100.0	0	100.0	14.0	9.3
East North Central	100.0	0	100.0	21.7	14.4
West North Central	100.0	0	100.0	13.7	9.1
South Atlantic	88.7	11.3	100.0	15.2	10.1
East South Central	98.8	1.2	100.0	5.7	3.8
West South Central	100.0	0	100.0	11.4	7.5
Mountain	100.0	0	100.0	5.4	3.6
Pacific	100.0	0	100.0	6.0	4.0
Whole U.S.	98.2	1.8	100.0	100.0	66.4

**Table 7.—Wholesalers' distribution of maple strip flooring, 1969
(in percent)**

[Total distribution, 6,529.5 MBF. U.S. total, 27,269.5 MBF]

Shipment destination by geographic region	Production by geographic division			Percent of—	
	Northern	Southern	Total	Distribu- tion total	U.S. total
New England	70.4	29.6	100.0	3.5	0.8
Middle Atlantic	66.5	33.5	100.0	23.6	5.6
East North Central	89.2	10.8	100.0	9.8	2.3
West North Central	100.0	0	100.0	4.4	1.0
South Atlantic	43.0	57.0	100.0	41.9	10.0
East South Central	40.2	59.8	100.0	6.0	1.4
West South Central	100.0	0	100.0	.6	.1
Mountain	0	0	0	0	0
Pacific	81.6	18.4	100.0	10.2	2.4
Whole U.S.	60.7	39.3	100.0	100.0	23.6

**Table 8.—Nonstocking wholesalers' distribution of maple
strip flooring, 1969 (in percent)**

[Distribution total, 906.3 MBF. U.S. total, 27,269.5 MBF]

Shipment destination by geographic region	Production by geographic division			Percent of—	
	Northern	Southern	Total	Distribu- tion total	U.S. total
New England	64.5	35.5	100.0	3.1	0.1
Middle Atlantic	83.6	17.4	100.0	42.7	1.4
East North Central	0	100.0	100.0	.1	(¹)
West North Central	0	0	0	0	0
South Atlantic	75.8	24.2	100.0	36.9	1.2
East South Central	85.9	14.1	100.0	13.0	.4
West South Central	0	0	0	0	0
Mountain	0	0	0	0	0
Pacific	100.0	0	100.0	4.2	.2
Whole U.S.	81.0	19.0	100.0	100.0	3.3

¹ Less than 0.05.

Table 9.—Agents' and brokers' distribution of maple strip flooring, 1969 (in percent)

[Distribution total, 858.2 MBF. U.S. total, 27,269.5 MBF]

Shipment destination by geographic region	Production by geographic division			Percent of—	
	Northern	Southern	Total	Distribu- tion total	U.S. total
New England	0	100.0	100.0	4.9	0.2
Middle Atlantic	36.4	63.6	100.0	60.4	1.8
East North Central	0	100.0	100.0	1.1	(¹)
West North Central	0	0	0	0	0
South Atlantic	0	100.0	100.0	33.6	1.0
East South Central	0	0	0	0	0
West South Central	0	0	0	0	0
Mountain	0	0	0	0	0
Pacific	0	0	0	0	0
Whole U.S.	22.0	78.0	100.0	100.0	3.0

¹ Less than 0.05.

Table 10.—Builders' distribution of maple strip flooring, 1969 (in percent)

[Distribution total, 554.9 MBF. U.S. total, 27,269.5 MBF]

Shipment destination by geographic region	Production by geographic division			Percent of—	
	Northern	Southern	Total	Distribu- tion total	U.S. total
New England	0	0	0	0	0
Middle Atlantic	96.7	3.3	100.0	93.7	1.9
East North Central	0	100.0	100.0	1.0	(¹)
West North Central	0	0	0	0	0
South Atlantic	0	100.0	100.0	1.0	(¹)
East South Central	0	100.0	100.0	4.3	.1
West South Central	0	0	0	0	0
Mountain	0	0	0	0	0
Pacific	0	0	0	0	0
Whole U.S.	90.7	9.3	100.0	100.0	2.0

¹ Less than 0.05.

**Table 11.—Retailers' distribution of maple strip flooring, 1969
(in percent)**

[Distribution total, 466.9 MBF. U.S. total, 27,269.5 MBF]

Shipment destination by geographic region	Production by geographic division			Percent of—	
	Northern	Southern	Total	Distribu- tion total	U.S. total
New England	0	100.0	100.0	8.8	0.1
Middle Atlantic	0	100.0	100.0	15.3	.3
East North Central	90.1	9.9	100.0	25.8	.4
West North Central	91.8	8.2	100.0	19.8	.3
South Atlantic	49.3	50.7	100.0	9.6	.2
East South Central	60.7	39.3	100.0	15.0	.3
West South Central	100.0	0	100.0	5.7	.1
Mountain	0	0	0	0	0
Pacific	0	0	0	0	0
Whole U.S.	61.0	39.0	100.0	100.0	1.7

**Table 12.—All distributors' distribution of maple strip flooring, 1969
(in percent)**

[Total distribution, 27,269.5 MBF]

Shipment destination by geographic region	Production by geographic division			Percent of U.S. total
	Northern	Southern	Total	
New England	92.4	7.6	100.0	5.8
Middle Atlantic	80.6	19.4	100.0	20.3
East North Central	98.0	2.0	100.0	17.1
West North Central	99.7	.3	100.0	10.4
South Atlantic	63.4	36.6	100.0	22.5
East South Central	81.5	18.5	100.0	6.0
West South Central	100.0	0	100.0	7.7
Mountain	100.0	0	100.0	3.6
Pacific	93.0	7.0	100.0	6.6
Whole U.S.	85.0	15.0	100.0	100.0

Table 13.—Destination of shipments of maple strip flooring, 1969

Geographic region	Shipment total (MBF)	Percent of U.S. total
New England	1,578.5	5.8
Middle Atlantic	5,539.2	20.3
East North Central	4,647.4	17.1
West North Central	2,822.9	10.4
South Atlantic	6,139.1	22.5
East South Central	1,646.4	6.0
West South Central	2,110.3	7.7
Mountain	974.6	3.6
Pacific	1,811.1	6.6
U.S. TOTAL	27,269.5	100.0

Table 14.—Distribution of maple strip flooring—all regions, 1969
(in percent)

[Total U.S. production, 27,269.5 MBF]

Shipment destination by geographic region	Production from geographic division	Distributors						Percent of—		
		Builders	Flooring sub- con- tractors	Retailers	Whole- salers	Non- stocking whole- salers	Agents and brokers	Total	Regional total	U.S. total
New England (1,578.5 MBF) ¹	Northern	0	87.7	0	11.0	1.3	0	100.0	88.8	5.1
	Southern	0	0	25.8	42.0	6.4	25.8	100.0	11.2	.7
	Both divisions	0	78.9	2.6	14.1	1.9	2.5	100.0	100.0	5.8
Middle Atlantic (5,539.2 MBF)	Northern	11.1	55.8	0	22.1	7.0	4.0	100.0	81.6	16.6
	Southern	1.7	0	7.2	52.2	6.5	32.4	100.0	18.4	3.7
	Both divisions	9.4	46.0	1.3	27.4	6.9	9.0	100.0	100.0	20.3
East North Central (4,647.4 MBF)	Northern	0	85.5	2.3	12.2	0	0	100.0	97.8	16.7
	Southern	5.6	0	12.3	71.5	1.1	9.5	100.0	2.2	.4
	Both divisions	.1	83.7	2.5	13.5	(²)	.2	100.0	100.0	17.1
West North Central (2,822.9 MBF)	Northern	0	87.2	2.9	9.9	0	0	100.0	99.7	10.4
	Southern	0	0	100.0	0	0	0	100.0	.3	(²)
	Both divisions	0	87.0	3.2	9.8	0	0	100.0	100.0	10.4
South Atlantic (6,139.1 MBF)	Northern	0	62.9	.6	30.0	6.5	0	100.0	62.3	14.0
	Southern	.3	13.9	1.0	68.8	3.6	12.4	100.0	37.7	8.5
	Both divisions	.1	45.0	.7	44.2	5.5	4.5	100.0	100.0	22.5
East South Central (1,646.4 MBF)	Northern	0	77.9	3.2	11.2	7.7	0	100.0	78.8	4.8
	Southern	8.1	4.0	9.1	73.2	5.6	0	100.0	21.2	1.2
	Both divisions	1.5	64.2	4.3	22.7	7.3	0	100.0	100.0	6.0
West South Central (2,110.3 MBF)	Northern	0	97.5	1.2	1.3	0	0	100.0	100.0	7.7
	Southern	0	0	0	0	0	0	0	0	0
	Both divisions	0	97.5	1.2	1.3	0	0	100.0	100.0	7.7
Mountain (974.6 MBF)	Northern	0	100.0	0	0	0	0	100.0	100.0	3.6
	Southern	0	0	0	0	0	0	0	0	0
	Both divisions	0	100.0	0	0	0	0	100.0	100.0	3.6
Pacific (1,811.1 MBF)	Northern	0	64.3	0	33.5	2.2	0	100.0	91.9	6.1
	Southern	0	0	0	100.0	0	0	100.0	8.1	.5
	Both divisions	0	59.8	0	38.1	2.1	0	100.0	100.0	6.6
U.S. total (27,269.5 MBF)	Northern	2.2	76.0	1.2	16.7	3.1	.8	100.0	—	85.0
	Southern	1.3	8.3	4.6	64.8	4.4	16.6	100.0	—	15.0
	Both divisions	2.0	66.4	1.7	23.6	3.3	3.0	100.0	—	100.0

¹ Total shipped to the region.

² Less than 0.05.



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