

However, as we get into the western sector, a little more of the California manufacturers influence becomes apparent, particularly in upholstered furniture. Upholstered furniture has much more weight and bulk per dollar of value than casegoods, therefore, freight costs become a limiting factor in sales much before their counterparts in casegoods.

A look at manufacturing statistics for 1982*, the latest year for which they are available, indicate that California is fast becoming a leading producer of furniture. For example, the leading states in value of total casegoods shipments were North Carolina (\$1.44 billion), Virginia (\$625 million), California (\$619 million), and Tennessee (\$221 million). The leading upholstered furniture producing state was North Carolina, which accounted for \$1.17 billion of the \$3.55 billion U.S. total. Next was Mississippi with \$537 million, California with \$387 million, and Tennessee with \$307 million. Therefore, it is safe to assume that California should become an increasingly prominent supplier to the Western market and the entire U.S. as well. However, with the bulk of furniture manufacturing in the U.S. still concentrated in the Southeast, (you can't get much further away from the Northwest) it appears that the western Canadian furniture manufacturer could take distinct advantage of the freight differentials between the two areas.

*Source: U.S. Census Bureau's Census of Manufacturers. 1982.