

J. P. Turner, president, carpet and rug division of West Point-Pepperell, says: "We think the outlook for business is bright. We expect good business this fall and feel this will be true for the industry. We are currently running at an excellent rate of production activity."

Virgil Hampton, president of Cavalier Carpets, Inc., says "business has increased phenomenally during the past six weeks, and I personally expect the entire industry to enjoy the best fall in its history."

Pete Lewis, vice-president of Atlantic Carpets, Inc., of Calhoun, Ga., says, "We've been real happy all year with our advance order position and in the past month we've started working overtime. Our current business is far ahead of last year."

From Regent Mills, Inc. in Calhoun comes the report from Martin Greenwood, vice-president, manufacturing that it is currently running "pretty good" and that business for the fall looks real good. He says scatter and room-size rug business has been good all year. Regent is also planning another expansion program.

Jim Hodge, president of Eagle Carpet Mills, Cartersville, Ga., says, "Our business is very good. We're running about 30 per cent ahead of last month and our projected fall shipping schedule looks even better." Eagle Carpet Mills is currently doubling the size of its plant.

Jim Jorges, president of Masters Carpet Corp., Chattanooga, Tenn., says his firm's business is up more than 30 percent over last year and that he has had a nice pickup in orders during the past month.

"We have every reason to expect a phenomenal pickup in business by the first of the month."

J. O. Smith, vice-president of sales, E. T. Barwick Mills in Chamblee, said: "It is apparent that with the increase there will be changes in prices and in programs. There is no question but that the industry will have to increase prices, probably around Sept. 1."

Speaking for Monarch, J. B. Quirk, vice-president of sales, echoed Mr. Smith's comment.

A. B. Edge, III, vice-president of manufacturing for the floor coverings division of Callaway Mills at Lagrange, Ga., said: "We are also making a study of the situation and hope to be able to increase our prices."

Meantime, in Philadelphia, Hardwick & Magee's sales manager, Norman Klein, said: "Someone's going to break, I'm sure, now that Du Pont has announced a 7 percent increase."

"I venture to say the industry increases will range anywhere from 6 to 9 percent, depending on the type of carpet. I know we are going to be giving the situation a lot of hard study. There's every justification for a price increase. With one boost in the cost of manufacture after another, the situation has grown very serious."

As previously noted, Bigelow-Sanford has indicated it expects to raise prices in excess of 6 percent next month.

(NOTE.—Celanese, Wednesday, increased the price of nylon carpet yarn by about 7 percent.)

[From the Journal of Commerce, Dec. 11, 1967]

NEARLY DOUBLE 1960 TOTAL—CARPET INDUSTRY SEEN HITTING \$2 BILLION MARK

There is no such thing as a flying carpet but the rug industry seems to have taken off into the wild blue yonder, according to the U.P.I.

Latest industry estimates indicate sales for 1967 will reach almost \$2 billion, nearly double those of 1960.

"In the last five years, the carpet industry has expanded at an average of about 13 per cent a year, or at a growth rate of more than double that of the gross national product," Herbert Barg, president of Aldon Rug Mills, Inc., one of the nation's largest makers of tufted broadloom carpets, said recently. "By 1970, retail sales are expected to top the \$3 billion mark."

WALL TO WALL

Mr. Barg said the industry has prospered because of the popularity of wall-to-wall carpeting. He said about 40 per cent of the nation's living rooms have wall-to-wall carpets, compared to only 12 per cent in 1955.

New synthetic fibers have made it possible for carpet makers to reduce wholesale carpet prices substantially.