

And a rule by the Federal Housing Administration permitting the cost of carpeting to be included in mortgage financing also has pushed carpet sales.

SYNTHETIC USE RISING

The carpet industry uses more than 800 million pounds of natural and man-made fibers yearly. Synthetics now account for about 80 per cent of the total while the old standbys—wool and cotton—account for only about 10 per cent.

Mr. Berg said commercial carpeting may open new markets.

"Within 10 years most of the nation's supermarkets will have wall-to-wall carpets and they will be found in schools, churches, convention halls and department stores," Mr. Berg said. "The supermarket field alone offers the carpet industry a potential \$450 million market in the next 10 years."

Manufacturers of weatherproof outdoor carpets also are accounting for the boom in the rug industry.

[From the Floor Covering Weekly, Jan. 29, 1968]

NEWS FROM THE MARKETS

(By Benn Oilman)

ATLANTA.—This market has plenty going for it: the weather is Spring-like and retailers all through the southeast are racking up the strongest January many of them can recall.

Coming off a very active last quarter of '67, dealers attending this show reflect confidence in the period ahead.

This confidence is enhanced by the expanded list of exhibitors here and space after space laden with attractive, salesworthy merchandise. With the public more carpet conscious than ever, it's easy to perceive why the southeast's dealers are optimistic at this point.

According to Peyton Randolph, president of Vol T. Blacknall Co., one of the area's key distributors: "Buyers at this market are doing what buyers are supposed to do—buy. It looks like a very strong first quarter is shaping up. Dealers I have spoken to see the demand for consumer goods extending well into next Summer. After that? We'll have to cross that bridge when we come to it."

[From the Floor Covering Weekly, Feb. 5, 1968]

WALTER CARPET MILLS NEW TUFTING PLANT IS NEARING COMPLETION IN CALIFORNIA

CITY OF INDUSTRY, CALIF.—What bids to be the newest, most modern, most up to date, most efficient and most highly automated carpet tufting plant in America is in the final stages of completion here by the newest carpet manufacturer in the industry, namely Walter Carpet Mills.

FCW's editor was taken on a guided tour of this new facility during his visit to the recent Los Angeles market. Our guide was Sol Moss, vice president and general manager of Walter Carpet Mills and the man mostly responsible for the overall planning of the physical layout and blueprinting of the big new plant. We were accompanied on the tour by Fred Gemperle, executive vice president of the company.

The plant will be a completely automated operation, and will have yarn moving in at one end of the building and coming out as finished carpet. Here, so far as we can recall, are some of the details of the new Walter facility as given to us by Mr. Moss: Because of the great efficiency accomplished in layout of the plant, the 200,000 sq. ft. area will equal the floor capacity of a 300,000 sq. ft. plant of lesser efficiency. Inventory storage will be in a vast area with a 34-ft. clear high ceiling, equal to about a three-story high building with rolls stored 10 ft. high. Because of this height, special fork-lift trucks have been ordered.

About 7,000 rolls of carpet will be stored in the area. The company owns an additional six acres of ground adjoining the plant for future expansion. The plant will have 13 machines for custom fabrics in the custom tufting area, in addition to three automatic pass machines.

All Departments throughout the plant will make use of a pneumatic tube system for immediate transmission of communications. Continuous cascading water