

section and we are more concerned with the present and future **POTENTIAL** of commercial carpet. We don't need the so-called experts in this industry to tell **US** about the future of carpet for commercial use. The industry hasn't scratched the surface in covering floors with commercial carpet and here is where the industry can look ahead to years of fruitful business.

Add to the above the carpet that is going to be needed when the nation begins catching up with the demand for new housing, for multiple apartments, for replacement of worn-out carpet, and you can readily see why the hard surface boys have all come into the carpet business and why so many giant outfits have bought into the carpet industry. All told it continues to look like a boom and growth industry for some years to come.

Hold it, now. Don't go away. There's more. Carson's president Virgil Martin made quite an observation at the recent convention of the Tufted Carpet and Rug Institute in the Bahamas. He said that if it ever comes to reality that the nation can do something in the way of better housing and better living conditions for the millions of people who live in sub-standard housing, the carpet industry with **ALL** of its fantastic productive capacity would scarcely be able to grind out enough of its products to fill the nation's needs.

So now that you've seen everything through rose-colored glasses, what are some of the negatives facing the industry, fiber producers, carpet manufacturers, wholesalers, retailers?

Now, now, don't crowd Genett. He doesn't like to be pushed. But we do everything right, so let's take them one at a time.

THE INDUSTRY

As a whole, the negatives are not too serious, not too disturbing. The world situation still continues to be a muddled, mixed-up, messy case. You read it all in your daily papers, hear the news on your radio, see it on your TV. The world can blow up in 24 hours. If it ever does, the industry won't have a thing to worry about.

FIBER PRODUCERS

They're going to bring out **MORE** fibers, better fibers and no one knows what their **R&D** (that stands for Research and Development) people might discover 24 hours after this is written as they fool around with their ions and molecules and nodes and structural hydromagicalcoluses. Who expected Allied Chemical to suddenly hit the industry with **SOURCE**? You just can't tell what might come tomorrow.

CARPET MANUFACTURERS

Despite the fact that there's more of them than ever before, they never had it so good. Just go and try to buy a carpet mill in "distress." Nobody's "distressed." Every mill is making money, big and small alike, and the best answer is this: if you can't make money in this day and age, in this prosperous and affluent society, when people want the good things of life—including carpet—then **WHEN** are you going to make it? So we see more and more of our friends in the industry starting up with new carpet plants although here and there some of them just "don't make it" when they discover they might have been great sales executives but lousy businessmen.

WHOLESALEERS

Off and on you've heard talk that the day of the wholesaler is over. Like high button shoes and the horse and carriage, they were going to become extinct. Wholesaler after wholesaler across the nation has built bigger, finer, better and more modern warehouse complexes than at any time in the history of the industry. And if anything, wholesalers have become even **MORE** important in the marketing complex, as witness time and again where manufacturer after manufacturer has come up with "special" lines created just for the distributor, especially the distributor who has dropped **ALL** key resources to go in for his own private label lines. This, of course, does kind of remove the right for a distributor to **CALL** himself a distributor when he no longer works under a manufacturer-distributor relationship as we know it. Be that as it may, the distribu-