

tor's role has assumed a much more meaningful posture in today's fast-paced carpet industry and the truth is that good, sound, aggressive distributors are not easy to come by, and are ardently wooed by many manufacturers seeking to expand their markets.

RETAILERS

Their future seems to be paved with gold. The retail business is so good that for the past 10 years it has attracted fast-moving, fast-talking, unscrupulous, unsavory characters of all kinds preying on gullible suckers looking for bargains in carpet. Only an industry where sales come fast, quick, easy and profitable do these characters move in, and move in they did in the carpet business. However, the kind and amount of business they get you can stick in your right eye. We only point to these scoundrels to prove that the retail business in carpet is good and it will continue to be good, and get better in spite of inflation, the high cost of living, taxes and what not. People want carpet and they're going to buy it when they want it. WHAT they buy is up to the salesmen on America's retail selling floor. It is they who will call the shots and sell what they want to sell and that's a basic truth that fiber producers and carpet manufacturers had better learn and learn soon. All their fancy and beautiful advertising won't do a thing in selling any specific product. It will do a magnificent job in making people more aware of carpet and what it means. But it's the salesmen on the retail selling floor who will swing the customer over to the carpet that he wants to sell and push, or what his boss wants him to push.

Now what about the new things that manufacturers are bringing out at these Summer markets? Like we said in our opening paragraph, we have it that there will be lots to look at but unfortunately as this issue of FCW goes to press there is very little we can tell you in advance.

Mohawk's information comes to us by way of its advertising in which it says that in introducing 17 new grades in plushes, twists, random shears and contract qualities in Antrons (with copper wire) and wools (with Brunsmet) and Source (Allied Chemical's newly introduced bi-constituent fibers).

Philadelphia Carpet lets us know that it has three new offerings which are described elsewhere in this issue.

Masland will be in the market with at least six new fabrics, also described in this issue and World Carpets gives us information on three new introductions.

Likewise, Monarch and Barwick simply announce that they will have quite a few new things for dealers to look at, but no specific details are forthcoming.

ARMSTRONG CORK CO. (E. & B. CARPET MILLS)

The E. & B. Carpet Company has sustained over six years of rapid growth, as set forth in the chart below, from less than \$4,000,000 in sales in fiscal 1961 to almost \$24,000,000 in sales in fiscal 1966.

Year	Net sales	Net earnings
1961.....	3,926,436	\$6,874
1962.....	6,069,262	104,687
1963.....	8,708,439	116,545
1964.....	9,882,028	231,040
1965.....	15,949,676	489,260
1966.....	23,956,729	754,614

Note: The growth continued into 1967, when the company was acquired by the Armstrong Cork Co. (Armstrong Cork Co. annual report 1967).

Source: From E. & B. Carpet Mills, Inc., annual report 1966.