

Already ordered or in process of actual installation are more tufting machines, a new vacuum extractor to speed-up drying, and improved area-rug equipment.

"This huge expansion program is our statement of faith in our judgment of what the consumer wants in floor-covering fabrics, outstanding California styling, unique colorations and textures, and obvious quality and value. We have been creating such fabrics. The consumers of America are responding. The growth of Mand Carpet Mills is the result."

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[From the Floor Covering Weekly, Apr. 8, 1968]

#### WEST POINT STARTS MAJOR EXPANSION FOR CARPET DIVISION

WEST POINT, GA., March 28.—A major expansion program designed to double capacity by 1973 was announced today for the Carpet & Rug Division of West-Point Pepperell by Jack P. Turner Jr., Dalton, Ga., division president.

Initial phases of the program, representing an investment of \$2,100,000 at the company's Springdale Plant in Dalton, will include: major building additions of 144,000 sq. ft., an enlarged carpet dye house with fully automated equipment, an expanded product development department, and the addition of broadloom carpet printing equipment.

"These carpet printing facilities will provide great flexibility in color and design, giving us maximum ability to respond to market needs," Turner pointed out.

Work on all projects will begin immediately.

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[From the Floor Covering Weekly, Apr. 22, 1968]

#### BARWICK REPORTS RECORD SALES OF \$135 MILLION

ATLANTA, GA., April 11.—E. T. Barwick Mills Inc. will achieve record sales of approximately \$135 million in the fiscal year ending April 30, 1968, it was announced today by Eugene T. Barwick, president and founder of the company bearing his name. (The sales figure includes Monarch Carpet Mills volume as well.)

Mr. Barwick also estimated that the company would reach \$164 million in sales in the upcoming year, an increase of some 20% in volume.

The sales projections were made public here today on the occasion of the premiere of "Spring Into Action," Barwick's latest and most elaborate presentation of carpet merchandising and display ideas in the grand ballroom of the Regency Hyatt House here.

The carpet extravaganza, accompanied by a reception and dinner was staged by Barwick for Southeastern dealers and members of the press this evening. For the event, the company completely carpeted the huge 13,000 sq. ft. ballroom of the Regency Hyatt House, and created room setting vignettes and displays—all for the purpose of impressing retailers with the full scope of the Barwick product line.

Following its Atlanta debut, "Spring Into Action" will be staged similarly for dealers in a number of other major regional market areas across the nation in the next six months. The "road show" is typical of the imaginative marketing techniques which have helped spark the growth of Barwick Mills, the pacesetter of the nation's tufted carpet industry and the biggest company in the business.

The company has 3,300 employees and produces over 40 million sq. yds. of carpet yearly in six American plants (four of them in Georgia) and in England and Holland.

In 1950, Barwick Mills grossed \$2.5 million, a figure which doubled a year later, reached \$14 million by 1953, and has since grown at an average annual rate of about 25% to reach the \$135 million mark in the year now ending.

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

#### MASLAND REPORTS SHARP GAINS IN 1ST QUARTER SALES AND EARNINGS

CARLISLE, PA., April 23.—C. H. Masland & Sons had sharp gains both in sales and profits for the first quarter of 1968 compared with a year ago, it was reported today by F. E. "Mike" Masland III, president.