

EL PASO SADDLEBLANKET ON THE GROW

El Paso Saddleblanket announced the opening of a new world headquarters along I-10 in El Paso in October. The company plans to expand its lineup of Southwestern products to include Persian rugs, fine carpets and leathers.

“This is going to be a sophisticated,

big store with high-end merchandise,” owner Dusty Henson said. “There’s not going to be another store like it in the country. It’s an acre of store with three acres of parking.” The company has 80 highway billboard signs going up with 1,000 miles of El Paso in every direc-

tion, including south into Mexico.

“I look at this big old I-10 as a river of cars going by, and I’m going to be putting out bait to pull in as many as we can,” Henson said. The company sold its Rancho El Cid location, which included a weaving factory, a horn furniture factory and a foundry with 150 employees, in 1999.

DAN POST PURCHASES TEXAS BOOT

Dan Post Boot Co. announced the purchase of the Texas Boot Co. of brands, including Laredo, Texas Brand, J. Chisholm, Performair and Code West, effective June 29. “The addition of the Texas brands to Dan Post Boot Company, especially the Laredo brand, gives us great opportunities to expand our retail shelf space and for continued company growth,” said Ken Moore, president of Dan Post Boot Co. “We will merge our American West Trading line into the Laredo brand.” Dan Post Boot Co. markets and distributes Western, casual and work boots for men, women and children under the Dan Post, Dingo and Laredo brands.

TRACTOR SUPPLY BUYS DEL'S

Tractor Supply Co., the largest retail farm and ranch store chain in the United States, announced that it plans to purchase privately held Del’s Farm Supply Inc. Based in Lakewood, Wash. Del’s operates 17 stores, primarily in the Pacific Northwest, that offer a wide selection of products, including in the equine, animal and pet category, which represents approximately 70 percent of its sales.



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