

BUSINESS

Rose's to open doors Friday at 9 a.m.

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Rose's plans to open their doors in Kings Mountain to customers Friday morning at 9 a.m. The store is located in the old Badcock Furniture store next to Food Lion on Shelby Road.

Friday will be Rose's soft opening. A grand opening will be held in the near future, according to Wilson Sawyer, president of Variety Stores, the retail division of Variety Wholesalers.

Variety Stores, Inc. (formerly Rose's Stores, Inc.) operated under Variety Wholesalers, Inc., formally announced they planned to locate a Rose's Department store in Kings Mountain in December. According to their website (vwstores.com), Variety Wholesalers states that they

"look primarily for locations in second and third generation shopping centers," with preference given to those that are "grocery anchored."

Rose's replaced the Maxway in Kings Mountain. One of the reasons for locating a Rose's in town, Sawyer said, was because of the success the local Maxway has garnered over the years. Some of the Maxway employees have been transferred to Rose's and new positions have been filled by new workers. "We've hired about 40 people so far. The store is set up and they're putting the finishing touches on it as we speak," he said on Monday.

Ken Ramsey, Sr. Vice President of Operations over the Rose's division, visited the new store on Wednesday evening to make sure everything was ready for tomorrow's

opening. Although the 30,000-square-foot store will be opening in mid-season and may not have holiday items in time for Valentine's Day, Rose's will be offering a lot to its customers.

"We'll have a good representation of lawn and garden for the spring season," Sawyer said. "We'll have a very good representation of apparel for the family and basic everyday merchandise should be fully stocked."

He said that Rose's will offer a much broader selection of home furnishings, home decor, housewares and healthy and beauty aides than can be found under one roof in Kings Mountain. "The big difference is going to be in the apparel department," he said. "And the seasonal department should be very nice because customers won't have to drive to Shelby or

Gastonia to find patio furniture and things of that nature."

To sum it up, Sawyer said, this store is going to be "bigger and better."

"What we try to do is give people the fair prices every day," he said.

Regular operating hours for Rose's will be Monday-Saturday 9 a.m.-9 p.m. and Sunday noon-6 p.m.

This will be Variety's 99th Rose's store in the southeast market. However, Variety Wholesalers also owns a few other retail chains, including Maxway, Super 10, Value Mart, Bargain Town, Super Saver, Super Dollar and Bill's Dollar Store, giving them a grand total of about 450 stores nationwide.

Variety's retail stores are grouped into three divisions.

"The Super 10 Division consists of 195 stores ranging in size from 5,000 to 10,000 square feet and are chiefly competitive with dollar stores such as Family Dollar and Dollar General. These stores operate under the names 'Popes,' 'Eagles,' 'Super Dollar,' 'Bill's Dollar Stores' and 'Super 10,'" according to Variety's website.

"The Maxway Division consists of 153 stores ranging in size from 10,000 square feet to 30,000 square feet. The Roses Division consists of (99) stores ranging in size from 30,000 square feet to 70,000 square feet. All three divisions offer an extensive assortment of retail merchandise including both hardlines (toys, health and beauty aides, housewares, furniture, sporting goods, snacks, etc.) and softlines (clothing, accessories, jewelry, etc.)."

Aquatic Pleasures Dive Center opens downtown

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Downtown Kings Mountain's newest store is a real "dive."

Aquatic Pleasures Dive Center has relocated from its established shop in Bessemer City to 124 W. Gold Street, Kings Mountain. Owners Capt. Calvin Shaw and wife, Teresa Shaw, celebrated with a ribbon cutting on Friday and a grand opening celebration on Friday and Saturday.

Aquatic Pleasures Dive Center has operated in Bessemer City for the past two years. The Shaws decided to move when they outgrew their location. "We moved over here so we could expand," Mrs. Shaw said, adding that their new location allows them to add a new feature - Paintball Cove.

"When we were in Bessemer we had a lot of guys coming to us needing high-pressured air and nobody can fill high-pressure because you've got to have the compressor. All of the other paintball places, they can't afford to put that in. But for a dive shop you have to have a compressor because you've got to be able to fill cylinders. We have a compressor so we started filling paintball cylinders for them," she said. Then the cus-

tomers urged them to carry paintball supplies and the tide washed in a Paintball Cove.

Capt. Shaw has been diving since 1986. The undertow of his underwater adventures eventually captured the enthusiasm of his wife who started diving herself in 1997. Now the two of them have put their passion into action teaching others how to explore the wondrous world under the sea.

"It started off as a very part-time thing because scuba diving is our family's passion," Mrs. Shaw said, adding that it was a way for her husband to teach the sport they love. "That two-and-a-half hours a day ended up turning into several hours a day."

Mrs. Shaw retired from the Huntersville Police Department and put her free time into running the shop. "We have a leisure in the fact that I'm retired and he's still a full-time captain with the Gaston County Police so this isn't our family income. That's why we are probably the least expensive training agency in the region," she said.

Aquatic Pleasures is also the only training agency that can certify public safety diving. All of the classes are held in-house. A lot of their dive training is

conducted at the Lake Norman Quarry and in the pool at the Neisler Natatorium. For those who want to train in clearer, warmer water the Shaws offer trips to the Springs in Florida. "We've got a class probably going to the Springs in March," she said. "When we have a class going I always put it together as a trip so anybody that wants to go can go."

Aquatic Pleasures Dive Center offers instruction, sales and rentals, service, charters, search and recovery and air/nitrox fills.

"This is a new page for me in my life. Leaving law enforcement to do this, it's a whole lot more fun," Mrs. Shaw laughed.

Upcoming expeditions scheduled for this year, include: a Blackbeards Cruise in August, Bonaire in November, and Graveyard of the Atlantic in May. Mrs. Shaw said that the Graveyard of the Atlantic, off of the Carolina coast, is "the largest area in the world for shipwrecks."

The shop's hours of operation are Tuesday-Friday from 10:30-6 p.m. and Saturday 10:30-2 p.m. Hours may change as needed. For more information, call the shop at 704-734-1174 or visit Aquatic's website at www.divenowworklater.com.



EMILY WEAVER/HERALD

Gaston County Police Capt. Calvin Shaw and wife Teresa Shaw have relocated their dive shop, Aquatic Pleasures Dive Center, from Bessemer City to downtown Kings Mountain at 124 Gold Street.