

LARGE DEVELOPMENT

Rosewood Shopping Center's Stores to Open Tomorrow

The new Rosewood Shopping Center costing a quarter of a million dollars and providing off-street parking for 280 automobiles, opens Wednesday.

The large 13-unit shopping center in the 2800 block of Rosewood Drive has been described by its developer as "the most complete and

Ali Baba Shop Offers Unique Items

From the Coasts of Carolina to the far reaches of the Orient connoisseur items have been collected and brought to the All Baba Shop.

The items are costly in that they are carefully selected with an eye to originality and rarity, but they are not in the prohibitively expensive bracket.

Mrs. Em Childs, who manages All Baba, states the idea behind the shop in these words:

"The purpose of the shop All Baba is to offer the public unusual and as nearly as possible, original items.

"We are living in a mechanical age where home furnishings of every sort are turned out by the thousands on an assembly line. Some of them are quite lovely and certainly we could not furnish our homes without them, yet, there's not one of us who wouldn't take great pride in boasting of an original or an unusual work of art in our homes."

That is the thinking which motivated owners Bob Register and Howard Love, local home designers and decorators, and their partner Ed Cleckley, Aiken engineer, to engage Mrs. Childs and her assistant, Mrs. Louise Johnson and to open the shop.

So from the Carolina coastal country they have found a group of colored natives who are hand weaving luncheon mats from long staple Sea Island cotton. These natives are believed to be the only people in the world who do this kind of weaving.

There is also a rattan and fabric mat done by the Coastal natives which has been reported by an historian in only one other place: In the tribal home of certain African natives.

From China there are so-called Iron Pictures. They are delicate designs of wrought-iron some with delicately fashioned blossoms painstakingly cut out of iron and secured in blossom shape.

There are hand-carved mahogany bowls from Haiti; a myriad of items from Italy, among them roll baskets of such fine straw they could easily grace the finest banquet table.

Pride of the shop is an alabaster jar made in North Carolina which symbolizes the era of All Baba and is a sort of trademark for the shop itself.

The shop is a work of art with a sidewall of antiqued paneling contrasting with the backwall of bold grey. A suggestion of a partition is in the frame laced with ropes which sets the main body of the shop off from an alcove in the rear.

There are Mexican ceramics, hand carved mahogany pieces from Ecuador and Guatamala, there is earthenware from Japan and imports of interest from almost every other country.

There are lamps, and tables, the inevitable ash trays, African masks, wall hangings, humidors, bar supplies, lovely jewelry, and all the

modern shopping center in Columbia."

It is known as The Rosewood Shopping Center and covers the entire block south of Rosewood between S. Holly and S. Maple Streets. J. Donald Dial is the owner and developer of the new center. Southern States Construction Co. is the contractor.

All stores in the center are set back 120 feet from Rosewood Drive in an area measuring 750 feet on Rosewood and 300 feet on S. Holly and S. Maple. Off-street parking space is provided in the area between the stores and Rosewood Drive.

The Center provides complete, planned one-stop shopping, Mr. Dial said.

It contains a supermarket, Colonial Stores; Dodd's 5, 10 & 25 Cent Store; Raysor's garden center nursery; The Corner Drug Store; Central Paint & Hardware; Shandon Electric Co.; a branch of Dixie Laundry & Dry Cleaning; O. W. Mayfield's Barber Shop; Xavier's, a woman's clothing store; Rosewood Seafood Market; Billups Petroleum filling station; All Baba, gift shop; Tropical Fish and Gift Shop.

The center contains 60,000 square feet of floor space. In addition to the extensive customer parking area and rear service area, a 10-foot wide sidewalk is being provided at the store fronts and along the sides of the stores.

An eight-foot wide overhang, or continuous marquee, covers the sidewalk protecting shoppers from rain and sun and encouraging window shopping.

Mr. Dial describes the available off-street parking as "the key to success in catering to retail shoppers today."

"The automobile has changed the shopping habits of the average housewife. Whereas previously she had to choose between going to the main shopping district to fill all her needs or making several stops at outlying stores, today the modern planned suburban shopping center enables the shopper to fill all her needs in one stop, with adequate parking and in pleasant surroundings.

"Single ownership of an entire shopping center enables the owner and developer to choose his tenants carefully with a thought toward integrating the center economically, preventing competition within the center, and insuring the architectural unity necessary to tie the stores together.

"Even the signs of the various stores are required to be uniform in Rosewood Shopping Center and all lighting and displays tie in with the general architectural concept," Mr. Dial said.

Freight and customer traffic will be strictly separated. No trucks or service vehicles will be permitted in the front or customer parking area, all servicing being done at the rear where it is further segregated from the public view by a seven-foot masonry wall running the length of the center to the rear of the service area.

Landscaping in the shopping center will be extensive, with the idea of creating pleasant shopping surrounds.

The center described as a community shopping center, was designed to serve the approximately 8,000 families in the fast-growing Southeastern area of the city.

"This is a size midway between the neighborhood shopping center, designed to serve the needs of approximately 1,500 families, and the large regional shopping center, designed to serve 30,000 families.

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