

## Weekend Edition

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## Tuesday Morning to open Warrenton store this spring

BY LAURA RUBY

Fauquier Weekend Staff Writer

Fauquier County bargain hunters will have new territory to cover this spring when Tuesday Morning opens in the former Grand Furniture space, between Country Cookin' and Bloom, on Frost Avenue.

According to Ross Manning, Tuesday Mornings' senior vice president and senior marketing officer, the company has been eying the Warrenton area for some time and is "very, very excited" about the new store, which is slated to open in April.

"Warrenton has been a long-sought-after area," Manning said. "We think very highly of the area. The demographics are good for us, and it's a fast-growing county. We've been working on this for over a year. The new 8,758-square-foot store will employ three or four full-time workers and about 15 part-timers, most of whom will be new hires."

The company, which operates about 20 stores in the Washington, D.C. metropolitan area, has been in business since 1974. Started in Dallas, Texas, the company is named after "the first good day of the work week," Manning said, calling the national chain "a leading upscale, deep-discount, off-price, close-out retailer."

"Tuesday Mornings offers only first-quality domestic and international designers and home brands — there are no seconds and no irregulars," he said, pointing out that buyers for the retailer have strong

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relationships with brands that allow Tuesday Morning to purchase overstock or unsold items at reduced prices, passing those price cuts on to consumers. "In this day and age, cash is king. If we can come in and [buy items] to help them and pass that discount on to our customers, it's a win-win on both sides," he said.

The retailer specializes in home furnishings, housewares, and gifts, but also carries luggage, children's' clothing, apparel, and accessories, Manning said.

Manning attributed the chain's success in these tough economic times to its philosophy to "think and act locally." While other national retailers are struggling, Tuesday Morning continues to expand because it locates stores in convenient strip malls so that customers "can easily come down to our location. They don't have to fight mall traffic. We've become kind of a one-stop shop," he said.

"We're always changing, trying to improve our store presentation to customers. We're opportunistic in as far as when and where we locate. We'd been watching [Warrenton] for some time and the right opportunity presented itself. We're very, very excited about it," he said.

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