



BEHIND THE BUSINESS

"Mississippi's economy is made up of the most creative, unique, and innovative businesses in the entire world. The Secretary of State's Office is proud to spotlight these businesses, and provide support for all ventures which choose to invest in our great State."

Dellunt



Cowboy Maloney Appliance, Audio, Video Centers

Con Maloney, Eddie Maloney, and Johnny Maloney

In the 1950s, James C. "Cowboy" Maloney was a residential builder in the Jackson area. The contractor and his wife Dolly carved out a comfortable living to support their family of three sons and a daughter: Con, Bridget, Eddie and Johnny. As a way to provide better prices for his construction, in 1952 Cowboy and Dolly opened Maloney Supply Company as a local lumber yard, offering building materials at wholesale pricing. Maloney retired from the construction business to concentrate on his new retail/wholesale venture. In addition to lumber and building materials, he began selling built-in appliances used in residential construction. Creative marketing, personal customer service and affordably-priced appliance additions to his lumber lineup helped Maloney Supply flourish.



With the 1953 introduction of two local television stations, Maloney's interest was piqued in the television set. Cowboy was only able to acquire this new product wholesale if he would agree to an initial purchase order of six. To his surprise, the entire order immediately sold as soon as they were delivered.

A new business was born. The local lumber yard quickly transitioned into a household name for general appliance sales and The Cowboy Corral soon became the largest television dealer in Mississippi. In the mid-1970s, Maloney's Cowboy Corral moved from its original location at 119 Mayes Street in northwest Jackson to Harding Street near the Mississippi State Fairgrounds in downtown Jackson. Only a few years later, the move would prove nearly disastrous. When the historic 1979 Easter Flood inundated the Capital City, the Pearl River's overflow ruined all the lumber supply that did not float away. Following the flood, the Maloneys decided to focus strictly on appliances and electronics.

In 1991, the brothers purchased the Mississippi Gulf Coast franchise Electric City and its 25 locations across the state. The business created an equal partnership among the brothers and was rebranded as Cowboy Maloney's Electric City. The Maloney brothers agree they continue strive to improve, not because they are the "home-team" for customers in Mississippi, but because the company was founded on their parents' principles of bringing the best products to their customers at the best price. The mom-and-pop business now employs more than 200 associates, operates more than 40 delivery trucks and has expanded into 12 locations, including the "Cowboy's Kitchens" store in Ridgeland -- one of Mississippi's largest retailers of products from Viking Range company, another Mississippi-based business. Cowboy Maloney's Electric is the only major company in the Jackson market with a service department.