

It Pays To . . . Buy Where You Live!

Featuring Rogers Electric

"We Service What We Sell" is the motto Robert Rogers has been using since he began selling appliances in 1963. He still uses the slogan but has built up his business so that now Rogers Electric is one of the most complete electrical service and merchandise centers in the area. Robert started out for himself in Murphy in 1956 as an electrical contractor in a store now occupied by Moore Jewelers. In 1963 he bought the Vincent Stiles building on Willow Street and branched out into air conditioning and refrigeration, selling his first appliances and television sets.

In January of this year he bought the Peyton Ivie Furniture Store and added Ivie's furniture line to his business. "Everytime we have moved, we have taken on more to the business," Robert said. He explained that although he has added much merchandise he still does electrical contracting, repairs and television repair work.

Robert grew up in Cherokee County and graduated from Murphy High School in 1944. After high school he spent two years in the Air Force and attended a branch of the University of North Carolina in Murphy for a year. The experimental UNC branch was not a success, so Robert ended his college career, got married and worked for Fowler Electric Shop in Murphy for four years.

Mrs. Rogers, the former Clara Lee Kincaid of Murphy, is a bookkeeper and sales lady in the new location. The Rogers have three

sons—Johnny, 23, is in the Air Force and will shortly begin a tour in Vietnam; Bob, 21, is a data processing and computer science major at Chattanooga Technical College; and Charles, 13, will be a freshman at Murphy High School this fall.

Robert's employees include Jack Roberson, a TV repairman, who has been with the company for the past five years. James Carroll has been doing electrical work for Robert for about 10 years, and Raymond White, who specializes in air conditioning and refrigeration, has worked there. Mary Jo Stiles works as a part-time sales lady.

A look around the store gives an idea of wide range of merchandise available at Rogers Electric. The small appliance section features

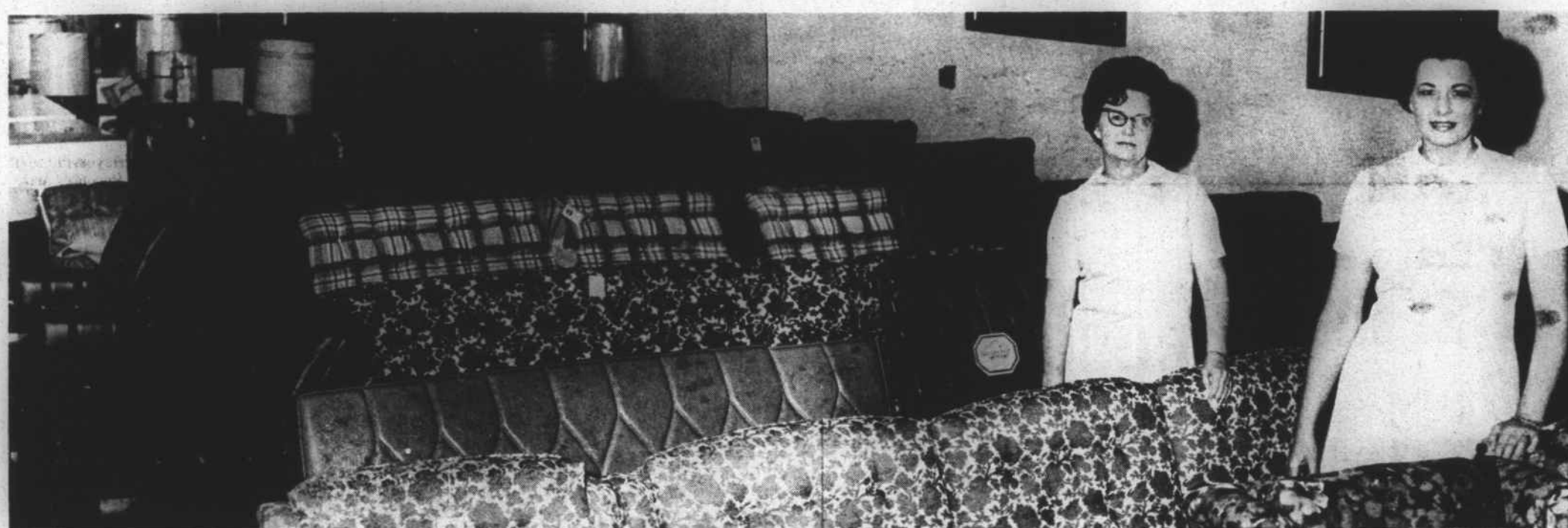
toasters, mixers, blenders and irons and other items made by Sunbeam. There are also clocks, mirrors, fans, vinyl floor coverings, coffee tables, and tables, lawn mowers and many other miscellaneous things to be seen on the first floor.

Marshall and Woodland living room suits and Whirlpool and Westinghouse appliances take up most of the first floor area. Upstairs are Bassett and American Drew bedroom suits. A large selection of Zenith color and black and white television sets, radios and stereos are on display.

"We are very impressed with the furniture line and plan on continuing to sell it," Robert said, "with free delivery on all sales of both appliances and furniture."



Jack Roberson, left, TV repairman, and Robert Rogers stand in the Zenith display area.



Mrs. Rogers, left, and Mrs. Mary Jo Stiles, in the furniture showroom.

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