

Market Likes Jefferson TV Antennas, Fast Growing Firm Makes 250 a Day

By GLADYS SHIELDS
And CHARLES IRELAND
Statesman News Service

JEFFERSON—Horatio Alger could have written quite a book about Lloyd Wickett and Philip C. Dimick.

Two years ago these two Jefferson men say they had "about \$15 between them" when they built their first television antenna. This month the sales of the TV antennas they manufacture here will probably touch \$30,000.

And that is about three chapters faster than Horatio's heroes usually hit the jackpot.

Wickett and Dimick built their first antenna in the small garage behind Wickett's house.

Wickett—a rugged chap who played football on Oregon State's 1942 Rose Bowl team—bought a television set shortly before Portland's first station went on the air.

He used up the rest of the profits from a successful commercial trip to Alaska in trying to buy an antenna that would bring in a signal.

Began Tinkering
One "expert" followed another to the Wickett roof, but the TV set never did screen a picture until Wickett began tinkering around and making changes on the antennas he had bought.

Meanwhile his hunting sidekick, Dimick, was getting interested. Dimick had been a railroad machinist for 11 years and had technical know-how to match Wickett's inventive talent.

They were working in a virgin field, for Portland's first TV station (KPTV) was the first ultra high frequency station in the United States and apparently there was no satisfactory antenna for UHF fringe-area reception.

And Jefferson, 18 miles south of Portland, was definitely fringe-area for Station KPTV.

Sold to Neighbors

"Our neighbors practically drove us into this business," Wickett recalled. "Every time we'd get an antenna finished, one of them would come along and offer us \$15 or \$20 for it. The first thing we knew we were making about four a day."

"And everything we knew about television we learned out of a 35c book," Dimick added.

It must have been a pretty good book, for the energetic partners soon moved to larger quarters and added a couple of employees.

The business is now bulging through the corners of a former warehouse which they purchased. There are 13 employees who turn out as many as 250 antennas a day.

A few weeks ago a new salesman went on the road, selling the Jefferson-made antennas to wholesalers in Pennsylvania, Kentucky, Georgia and Indiana.

While most of the Wickett and Dimick antennas have been sold in the Pacific Northwest, not too many have been sold in Salem.

'Powerful Antenna'

"We build a more powerful antenna than most Salem folks need," was the way Dimick put it.

"Our antenna is designed for the toughest kind of fringe-area reception for ultra-high-frequency signals," he said. The antennas are popular at Kennick, Pasco and Yakima, Wash., and at Pendleton, he added.

The partners feel that part of their success has come from being in the right place at the right time. Because they started experimenting as soon as the nation's first UHF station went on the air, they feel they got the jump on competitors in the East.

But now they are learning that the East has a price-wise advantage because of the tremendous freight western manufacturers have to pay on merchandise they ship across country to the big eastern market.

While the firm here makes 150 kinds of antenna for 22 channels the big item is a model called Wickett No. 120. A \$35 retailer, it is designed exclusively for UHF bands in fringe areas.

Unofficial trademarks of the Jefferson antennas are the pink plastic pieces that hold the brass reception elements to the frame of the antenna.

New Plastic Molder

To date, the plastic parts have been manufactured to order at Portland, but the Jefferson firm has just installed a plastic molder that will do the job.

The partners hope to figure out other items to manufacture on the new plastic machine. Their next expansion, however, will be another antenna plant which will be located at Eugene. The new plant will concentrate on very high frequency antennas and the Jefferson plant will make UHF exclusively.

A lot of chapters remain unwritten in the Wickett and Dimick story. A big magazine recently published an article about a TV antenna-manufacturing firm that started out like theirs and now employs 1,000 persons.

Wickett and Dimick aren't predicting anything like that will happen to them.

But already they've come a lot farther than they expected to the day they borrowed a farmer's welding tools to make their first antenna.

Three Smiths on Arkansas Court

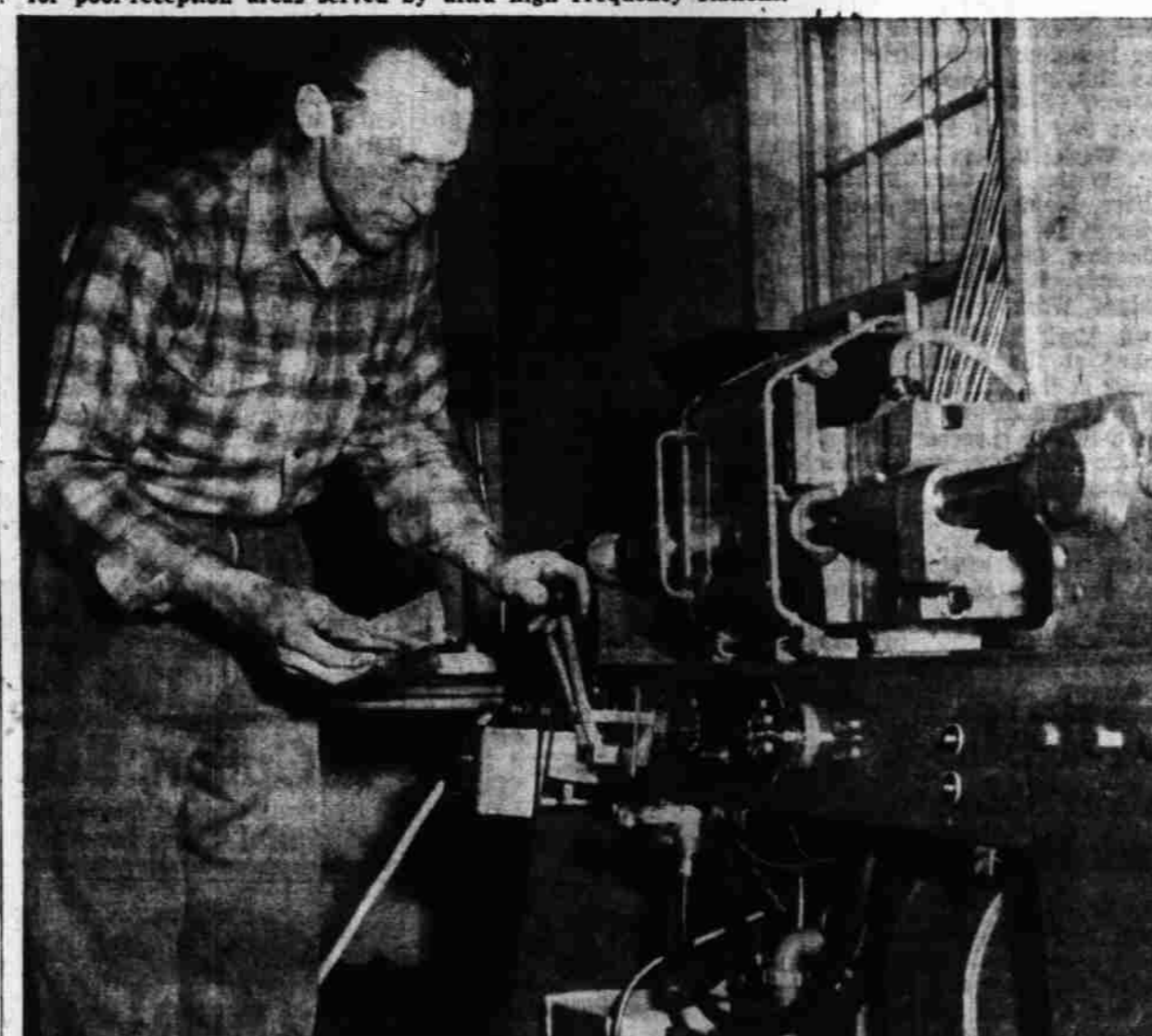
LITTLE ROCK, Ark. (AP)—In a recent decision of the Arkansas Supreme Court Chief Justice Griffin Smith wrote the majority opinion.

It affirmed a ruling by Chancellor W. Leon Smith.

The dissenting opinion was written by Associate Justice George R. Smith.



JEFFERSON — Biggest-selling item among the 150 varieties of television antenna manufactured by Wickett and Dimick factory here is the Wickett No. 120 displayed above by Lloyd Wickett, a partner in the fast-growing firm. Owners have applied for patent on this antenna which is designed for poor-reception areas served by ultra high frequency stations.



JEFFERSON — Newest piece of equipment in the Wickett and Dimick TV-antenna factory here is plastic molder, shown above with partner Philip C. Dimick at the controls. The molder will make small pieces which connect brass reception elements to aluminum frame antenna. Owners says the plastic molder is one of very few located in the Pacific Northwest.

Bonney New President of Auburn PTA

Statesman News Service
AUBURN—Election of officers took priority at the Auburn PTA meeting Thursday night. Elected as president, was Calvin Bonney; vice president, Ray Alderin; secretary, Miss Jacquelyn Davis; treasurer, Mrs. Sam Saunders.

Mrs. Walter Mosher reported \$100 realized on the rummage sale, proceeds to go for equipment for the new school building now under construction.

The topic discussion was on legislative bills pertaining to educational system.

April 21, is the next PTA meeting. Judge Joseph B. Felton of Marion County Circuit Court, will present a reenactment of a court scene. Visitors are welcome.

Hostesses were Mrs. Walter Mosher and Mrs. E. G. Schacher.

Ceramics Class Planned in Zena School District

Statesman News Service
ZENA — A class in ceramics was the main discussion topic at Lincoln-Zena Parents Club Wednesday at Zena School.

The teachers, Mrs. Lloyd Allen and Mrs. Vesta Matter, reported ceramics classes could be held on Tuesdays and Thursdays for a four-week period.

All parents interested in taking three courses are to meet at the Zena School Tuesday at 7 p.m. An instructor from Salem will show how it is done.

Watch for Field's Grand Opening Soon!

PEDEE FARM SOLD
PEDEE — Lawrence Purdin has sold his farm. He and his daughter, Dorothy, have stored their household goods in Dallas and are visiting in southern Oregon before locating in a new home. The buyer is from Sherwood.

OCE COACH TO SPEAK
MONMOUTH—Dr. Robert Livingston, basketball-baseball coach at OCE, will speak at a banquet honoring the Albany High School Basketball team, Tuesday at Albany.

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Pedestrian Hit on Silverton Street

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SILVERTON—Mrs. Sig Moe was carrying her arm in a sling Saturday as the result of a street accident Friday night. Injuries were not believed serious.

The accident occurred at 8 o'clock at the intersection of Oak and First Streets. Police said a heavy mist and fog made vision poor. Lewis Hall was listed as driver of the car which struck Mrs. Moe.

Legion Post To Fete Past Commanders

Statesman News Service
SILVERTON—Delbert Reeves Post of the American Legion will pay tribute Monday night to its commanders from its founding here in 1919 to the present.

The annual event will start at 6:30 at Legion Hall, with a no-host dinner served by the American Legion Auxiliary.

Present commander, Bruce Billings, and his officer group, are in charge of the event with C. J. Towe, who headed the post from 1932 to 1933, arranging the program.

Carl R. Moser, Portland, department commander, will be guest speaker.

Six of the 38 men who have served as head of the Silverton Post have died. These are Glenn R. Price, Clarence Higinbotham, George P. Manolis, Dr. A. J. McCannel, Claire Jarvis and Clifford Rue.

Dr. R. E. Kleinsorge was the first commander.

Tumble From Show Horse Injures Girl

Statesman News Service
AMITY — Jerri Williams, 14-year-old daughter of Mr. and Mrs. R. H. Williams, was accidentally thrown from her show horse, Jack Rabbit, and the result of the accident is a broken thigh.

Jerri, known in horse circles as a fine horse woman, met her accident on her way home from an after school center. She decided to let her horse run part of the way. By the time she got to the place she was to turn she decided to head on as the horse was in a full gallop.

She was not able to keep him going straight down Jellison Street. The animal turned sharply at the corner and threw Jerri against a telephone pole.

Douglas Ingram, a high school boy, finally discovered her after he heard a number of distress cries. Help was summoned at once.

An ambulance took her to a McMinnville Hospital where a Portland orthopedic specialist performed special surgery on the girl.

MRS. JANZEN IN HOSPITAL

HAYESVILLE — Mrs. Dave Janzen of Hoodview Road entered Salem Memorial hospital last week for treatment of a stomach ailment. She recently sold her 35 acre farm and house to Mr. and Mrs. Pierre Saucy of Portland Road. On leaving the hospital next week Mrs. Janzen will go to her apartment on South Cottage Street.

Featured in Silverton Play



SILVERTON — Sharing top billing in the play which Silverton students will present four nights next week are Gail Larsen (left) and Kay Bergerson. The play, "The Long Watch," is about women in the Air Force. It will be presented at 8 p.m. Tuesday through Friday at Silverton Union High School by members of school drama department. There are 14 in cast.

Health Meeting Slated at Silverton

Statesman News Service
SILVERTON — The annual well-child conference will meet Thursday at 2 p.m. in the Eugene Field school. Health chairmen from the various outlying districts will attend and Mrs. E. Z. Kaufman, chairman, will preside.

Colored slides of the seven basic services of the county health department will be shown, and reports of the polio vaccine field trials will be heard.

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