

## Winegard Company

On a cold January night in 1954, a 32-year-old Burlington man completed the development of an entirely new kind of a television antenna. This invention, by John R. Winegard, improved the quality of TV reception to such a degree that the Winegard Company has become the largest manufacturer of outdoor antennae in the world.

A radio-repairman in 1948 when he designed his first antenna, Winegard did not come up with his invention by accident. At the age of 12 he had already built a radio receiver in his home near Mediapolis. Much of his time from then on was spent studying and experimenting with electronic theory. He worked for Collins Radio Company in 1941 and received additional technical experience and training in the Army Air Corps in World War II.

Winegard's original antenna "factory" was his parents' two-car garage. Here he would build three or four antennae over a week-end and then sell them to local dealers. In 1950 he received an order for 200 units from Cedar Rapids. Right then he made the decision to establish a full-time manufacturing business.

With a small amount of borrowed capital,



Winegard and a friend, John Wells, formed a partnership. This partnership was dissolved in 1953. The Winegard Company came into official existence in March of 1954.

Today the firm manufactures over 800 different products in the television antenna and related master antenna system field. Included in this production are a complete price range of quality outdoor and indoor TV and FM antennae, home TV systems equipment, and commercial off-the-air and closed circuit TV systems equipment for schools, apartments, hospitals, motels, etc.

These products are sold to wholesale electronic parts distributors and in turn to a wide variety of retail outlets throughout the United States and in many foreign countries. The company's line is warehoused in Burlington, Los Angeles, and Hartford, Connecticut. Five company-owned truck trailers and commercial carriers make deliveries.

Research and development laboratories are maintained in Evergreen, Colorado.

This privately owned company employs up to 500 persons, working in three large buildings in Burlington.

Winegard enjoys multi-million dollar sales each year. Rapid growth of the business has been credited to high quality, high performance products advertised and marketed with imagination.