

About Jackie Lyon

Our house burned down, we lost everything with no insurance. Lewis, my husband was trying to get a magnet business started -- but we had no money. We got a company to give us products with a 30-day billing. So we ordered enough to cover a rented card table and went to a flea market in Soldiers Grove, Wisconsin.

Shortly before that we were sitting in the kitchen of our mobile home that my son gave us. The stove was directly behind my kitchen chair. I accidentally reached around to get something from the counter and bumped a red hot burner. In spite of what I had read I wasn't sure magnets worked. Anyway, I grabbed a therapeutic magnet and put the north-pole directly over the burn. It was a painful, bad burn. I held it there for a couple of minutes. "What's happening, what's happening", exclaimed Lew! I couldn't believe it. The pain was gone!!! But a couple of minutes later it came back. I put the magnet back and again the pain went away. This time I held it there for several minutes. The pain was gone, I forgot about it until the next day. The spot of the burn was a little red but there was no blistering or peeling. I still couldn't believe it.

Anyway, the flea market was a great success. We were able to pay the magnet bill and rent another booth for another flea market. We did that for the next three or four years until it got to the point that we were getting so many referrals all we could do was answer the phone and ship the products.

Instead of selling at flea markets we got a shortwave show on WWCR for 15 minutes. I wrote the script and Lew read it into a tape recorder. We sent the tapes to WWCR and they put them on the radio. That evolved to a half hour show and then an hour call-in talk show and sometimes with a guest. That evolved to us manufacturing all our own magnetic products with the largest, most powerful, most effective magnets possible. All that started around 25 years ago. Since then Lew passed away and Jack, our son and his wife, LeAnn took over the manufacturing, marketing and web site and moved to South St Paul, Minnesota. I still work in customer service and usually answer the phone.