

James R. Dickson Jr.

November 13, 1935 ~ October 8, 2024

James R. Dickson Jr. “Jim” passed away peacefully on October 8th 2024, leaving behind a legacy of hard work, dedication, and love. Born on November 13, 1935, to James R. Dickson (a first generation immigrant from Ireland) and Edna McKean. Jim grew up in Rose Park with his beloved sister, Mary Ann (McDermott). His early years were spent in the warm communities of downtown SLC, attending Uintah Elementary and later West High School. It was there that he met the love of his life, Rula Fern Babcock. Their love story began when Jim, on a $5 bet, asked her to the Junior Prom—their first date of many, that resulted in a marriage that would last more than 65 years.

In 1954, the same year he graduated from high school and obtained his insurance license, Jim enlisted in the 191st Air National Guard, serving for eight years. He went on to attend the University of Utah, where he was a proud member of Pi Kappa Alpha fraternity and earned degrees in Banking & Finance and Economics. Jim was a man who believed in the value of hard work. Throughout his life, he never shied away from a job, whether it was working in the ZCMI candy department, at Hertz Rent-a-Car, or picking tomatoes and celery on a farm. But his true calling was insurance. His first experience in the industry was as an adjuster with Pacific Auto Insurance in California, where he later moved into general liability. Jim eventually returned to Salt Lake City, becoming Pacific Auto Insurance’s youngest branch manager at 28 years old. However, he knew he wanted more than just a career—he wanted a business of his own.

In 1965, he founded Dickson Insurance Agency in the Felt Building, a bold step that eventually led to the creation of Osborne-Dickson & Associates in 1968 and ultimately Tracy-Osborne-Dickson & Associates in 1973. His entrepreneurial spirit didn’t stop there—Jim went on to establish Affiliated Insurance Agency in 1977, which provided insurance for a multitude of clients, including businesses such as Small Mine Development and Snowbird. He sold Affiliated Insurance Agency to First Security Bank in 2000 and retired in 2004 after a remarkable 50-year career in the insurance industry.

Jim lived a full and vibrant life. A two-time cancer survivor, he was deeply involved in his community, serving as a Boy Scout, a member of the Salt Lake Rotary Club, Alta Club, University of Utah Crimson Club, and Salt Lake Country Club. He also served as a board member of the Deseret Foundation of Intermountain Healthcare and as a past president of the Independent Insurance Agents of Utah. Jim was a member of The Church of Jesus Christ of Latter-day Saints, where he found comfort in the promises of eternity with all his family members.

Jim is survived by his four children: James H. (Sydnee), Thomas R. (Tanja), Patricia Ann Douglas (Sean), and Carol Lyn Dickson (Mike Fisher). Jim is also survived by 11 grandchildren and 9 great grandchildren. Jim was preceded in death by his wife, parents, sister, and great granddaughter. Jim will be remembered for the countless ways he touched the lives of others and for the family, friend, and business relationships he built throughout his

long and fruitful life.

Funeral services will be held Monday, October 14, at noon in the Mount Olympus Ward (3862 East Oakview Drive), and visitors may come from 10:30 a.m. to 11:30 a.m. Interment and graveside services to follow at Larkin Sunset Lawn (2350 E 1300 South). Visitation will also be available at Larkin Sunset Lawn on Sunday, October 13, from 6:00 p.m. to 8:00 p.m.

To those wishing to view the COMPLETED service via Zoom click "Watch Service" or follow the link:https://us02web.zoom.us/rec/share/uFhiFJwtxiWlHOTSJdKFu0drrkzxQsGbDDi8Locv0jG56S_KruDAo30bH1Dh2EK0.