

THE RADIO FLYER

In 1917 Chicago, the Italian immigrant carpenter Antonio Pasin made a wooden wagon in which to carry his tools. Customers wanted him to build wagons for them as well and soon orders out striped production. In 1923 he started the Liberty Coaster Co. (named after the Statue of Liberty) manufacturing stamped out steel wagons selling for \$3. He based his assembly-line production on that of the auto industry earning him the nickname "Little Ford". In 1930 the company was renamed Radio Steel & Manufacturing and the Radio Flyer wagons were named as a tribute to Marconi and Lindbergh who invented the two marvels of the day, the first trans Atlantic radio signal in 1901 and the first non-stop flight across the Atlantic in 1927. In 1987 the name was changed to their flagship wagon Radio Flyer. This is one of the oldest national toy companies that is owned and operated by the original founding families. Since 1997, grandson Robert Pasin has been CEO. In 2003 Antonio Pasin was inducted into the National Toy Hall of Fame and in 2015 Fortune Magazine listed the company number one in the top 25 best small businesses for which to work. Since the start of production this durable little red wagon has been a part of the beloved memories of thousands of children inspiring their imaginations and innovative play.

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Wishing you a joyful adventure. Pamela Harr, Sculptor