

# CROSLLEY IS AMERICAN HISTORY!!

Powel Crosley, Jr. and his brother Lewis headed a manufacturing company, which modernized America in the 1920's and 30's and helped shape American history. The Crosley Manufacturing Company helped make America's twentieth century dreams come true with the development and manufacturing of hundreds of products. Perhaps most recognized for radio's and the first *small* car; the Crosley car, Crosley produced such technological wonders as, water cooled beds, auto accessories, a 500,000 watt broadcast station, phonographs, a Facsimile machine (an early FAX machine), an overnight news service,



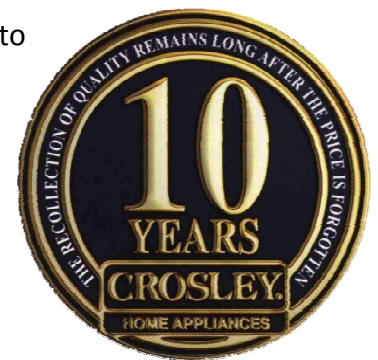
plastics, radio tubes, war defense products, airplane designs, electric ranges, refrigerators and Crosley's legacy in Cincinnati... the Reds baseball team.



In 1976, Ford Motor Company withdrew its support of Philco Ford which dropped from the appliance industry. A small group of independent distribution centers gave up on large manufacturers' poor sales policies with their factory branches and direct sales to discount chains. The two principal founders of Crosley, C.E. "Buddy" Dixon, Sr. and Bob Van DeVelde decided their fame and fortune would be to support Independent Home Owned Dealers as their only business partners. That philosophy has been credited with the success of today's Crosley Corporation. It was Powel Crosley, who in 1920 first selected independent local dealers as the best way to take his products to market. Powel Crosley insisted that all sellers of his products must give the consumer the best in parts, service and satisfaction. His money back guarantee paved the way for some of today's most outstanding sales policies.

Today, Crosley appliances are sold only through independent retailers, not at the big box stores. Crosley utilizes no national advertising and a more direct distribution system to keep overhead costs lower, bringing more value to the consumer. Crosley was the first brand to introduce door shelves in refrigerators in 1933 called the Shelvador! Today, every refrigerator looks like a Crosley Shelvador and every Crosley appliance comes with a free 10 year limited warranty. Crosley has introduced many "firsts" and has earned the registered slogan;

"Crosley On A Product Is Like Sterling On Silver".



# Crosley Firsts!

- 1886 Powel Crosley born September 18, 1886 in Ohio.
- 1920 Crosley's first radio was a crystal radio named "Harko," introduced as first low priced radio at \$20, later sold for \$9. It was a roaring success and made radio available to the masses. Earned Powel Crosley the reputation; "The Henry Ford of Radio."
- 1922 Largest radio manufacturer in the world.
- 1923 Radio station reached 500,000 watts, the most powerful station in the world.
- 1929 Crosley designed his own airplane called the "Moonbeam".
- 1930 First car radio called the "Roamio."
- 1933 First refrigerator to have shelves in the door, called the Crosley "Shelvador".
- 1934 WLW began broadcasting what is now known as "soap operas".
- 1939 Started TV broadcasting.
- 1939 Crosley introduced the first *small* car in the world. First car with disc brakes.
- 1940 Introduced the fax machine called the "Reado".
- 1946 First TV station began telecasting.
- 1947 Broadcast first baseball game on television.
- 1948 WLW-TV is first NBC-TV affiliate.
- 1954 Pioneered first portable TV which became the best selling set in the industry.
- 1957 WLW began telecasting color TV. Crosley's own Cincinnati Reds baseball team became the first sports program ever broadcast in color.
- 1972 WLW-TV Crosley Broadcasting considered of 5 TV and 6 Radio stations.
- 1976 The new Crosley "Shelvador" re-entered the industry.
- 1977 NEW Crosley Co. purchased all rights to Crosley.
- 1978 Introduced a complete line of major appliances.
- 1989 Crosley introduced its famous 10 Year Extended Warranty for independent dealers.
- 1990's Crosley – Made in the U.S.A.!



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