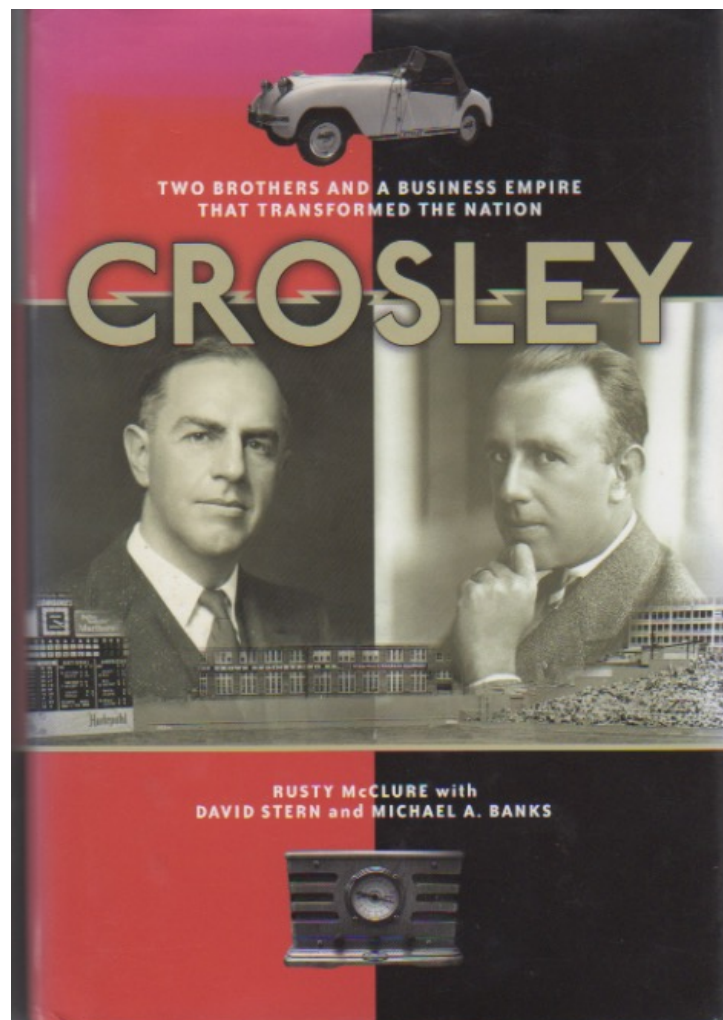


# The Roots of the CHRS Doggie

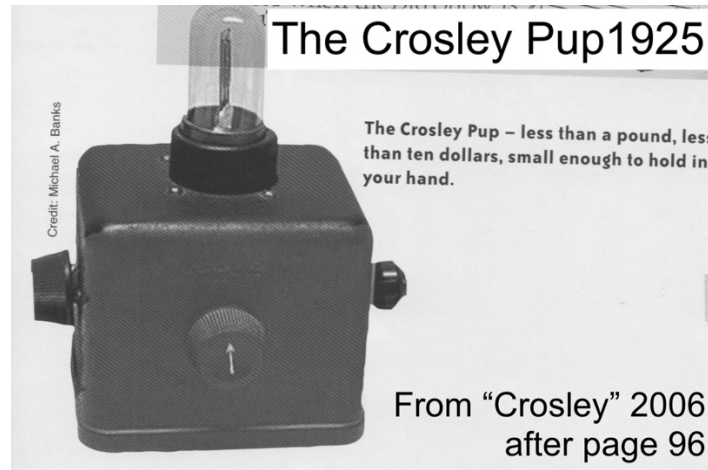
By Bart Lee, K6VK, CHRS Fellow, AWA Fellow

Powel and Louis Crosley personified Big Business in the 1920s and 1930s. Among other things they pioneered radio both in the home and on the air — eventually with half a million watts on their radio station WLW in Ohio.



In 1925 they had some spare parts on hand. Powel wondered how small a radio they could make with them. Hence was born: “The Pup” — named by Powel.

The Pup measured, in inches:  $3\frac{3}{4}$  by  $4\frac{1}{8}$  by  $4\frac{5}{8}$  (see nearby graphic from the book).

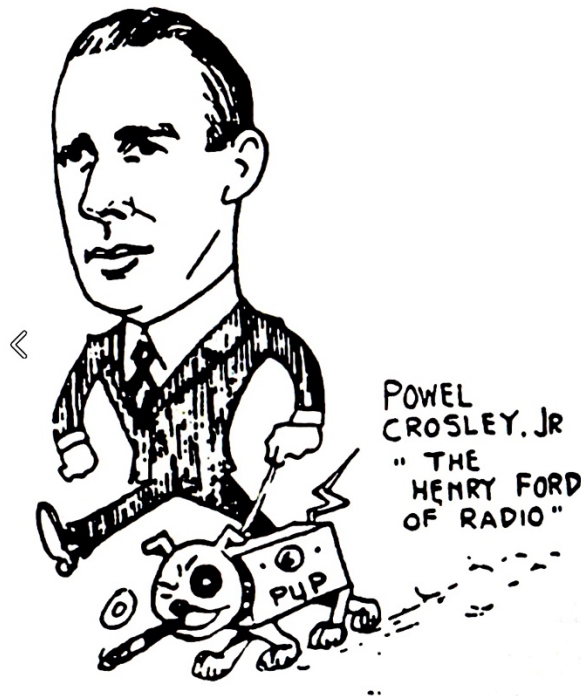


To sell it the company invented "The Skye Terrier" as its mascot, which was sort of like RCA's Nipper, but cuter.



On their radio station WLW, they featured an all-girls singing group "The SkyeTerriers."

Continuing the canine metaphor, Crosley also adopted a British pug by the name of Bonzo, also cute. (See nearby cartoon from 1925).



N.Y. Evening World (Sept. 1925)

Although the company had seemed to have “gone to the dogs” it continued to make piles of money, and Powel Crosley was known as “The Henry Ford of Radio” in part for his motto: “Better — Costs Less.”

This information comes from a newly-promoted book: McClure, *et al.*, “CROSLY - THE STORY OF TWO BROTHERS AND THE BUSINESS EMPIRE THAT TRANSFORMED A NATION” (2006). This is an inside story of the 1920s radio fad, the RCA Octopus, the FCC and all sorts of business dealings, including the Crosley WW II development of the proximity fuze, and family tragedy, which makes for fascinating reading. The Pup story is on pages 191 ff. ISBN-13: 978-1-57860-291-9.

. The CHRS logo comes from an early Crosley Pup advertisement (since colorized for CHRS). [de K6VK] ##