

CKNX

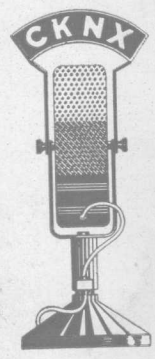
25th Anniversary

25c

THE VOICE OF COMMUNITY SERVICE.

Margaret (Norton)
Barrett

This is
CKNX



1926 - 1951

25 Years of Community Service



This story has been prepared for
the CKNX listener

al Churmie
Nov 1 - 84
52 years old
Died of Lung cancer
at age 57. Aug 23 1989



This is CKNX

The history of CKNX is so closely integrated with the life of W. T. "Doc" Cruickshank, that to tell the story of one, is to tell of the experiences of the other. Wilford Thomas Cruickshank was born in 1897 on a farm on the first concession of Morris Township, about two miles south of the town of Wingham. He moved to town with the family in 1912 and for a time attended the Wingham Public School. Owing to the death of his father in 1915, he had to quit school in grade 8 and go to work. He was employed at a local furniture factory for a time, then got a job chauffeuring a local doctor, which accounts for the nickname "Doc". In 1924 he was working at the Western Foundry ten hours a day, sold radios between 7 and 8 o'clock each evening and worked as projectionist at the local theatre from 8 to 11. His interest in radio increased, resulting in the decision to make it a full time job. The agency for a well-known line of radios was taken on and a workshop set up. As broadcasting and radios became more popular his business went ahead. It wasn't long until the glamour of broadcasting became an obsession with him.

*60 years
in 1986*

It was on February 20th, 1926, with no advance publicity or fanfare, that a new broadcasting station was started in Wingham, Ontario. On this date the first broadcasting signal of what was later to become CKNX, was sent out. It all came about as a result of W. T. seeing a working diagram of a transmitter in Popular Mechanics magazine. In a few days he had a working unit made up from bits and pieces from his radio servicing equipment. In 1926 there were very few broadcasting stations in Canada, so there was lots of room on the dial for another. The owner didn't know he was on the air until a Wingham resident phoned to say that it was coming in fine. This in itself was worthy of note because there were less than a dozen radios in the town at the time.

In these early days American stations would sign on the air at about noon and run till about two o'clock, then resume broadcasting again around six for a few more hours. Programs were strictly live talent as the use of phonograph records hadn't been adopted this early.

Doc Cruickshank estimates that his first transmitter had about two watts of power. As broadcasting was considered a pastime more than a business then, and his transmitter was such a weird looking outfit, he christened the new baby J.O.K.E.

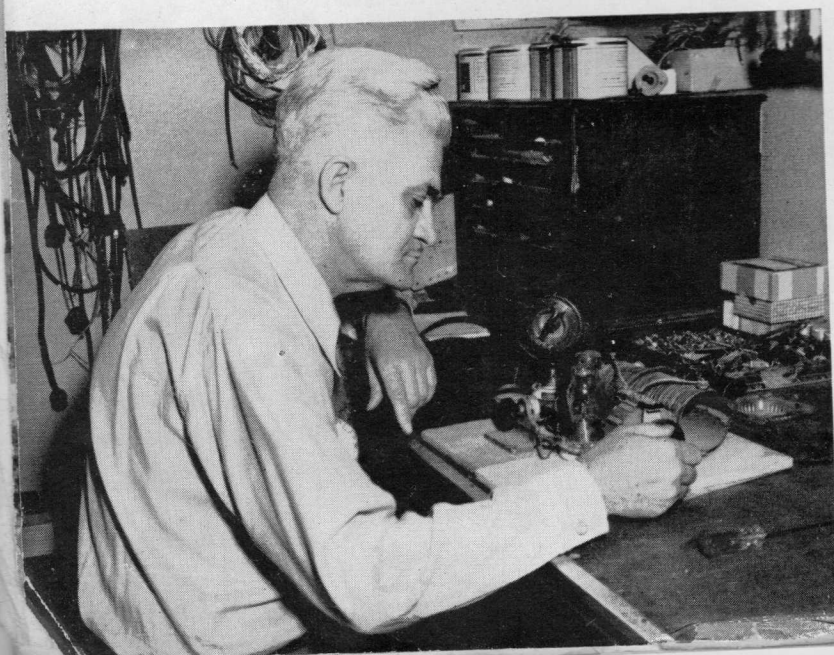
After running off and on for about three months, someone remembered that a license was necessary. Thus an amateur license was granted by the Canadian Department of Transport, allotting 1200 kilocycles on the wave band, with a power of five watts and a set of call letters "10 B.P." "The Voice of Western Ontario" was born.

As time went on, headaches piled on top of one another. Being an amateur station it wasn't permitted to sell time and "10 B.P." had neither advertisers nor sponsors. Progress was anything but fast. For four years it was a novelty that did little more than use up the owners money and time. With the financial pinch making things uncomfortable, the venture nearly collapsed several times. (Then the idea of a Radio Club was hit upon and formed with three hundred members at a dollar a year each.) This money went into better equipment and thrice-a-week programs of an hour or so were assured as well as church services on Sunday. Then the staff was doubled, another local radio enthusiast, George Howson helped out. This phase of 10 B.P. lasted for seven years.

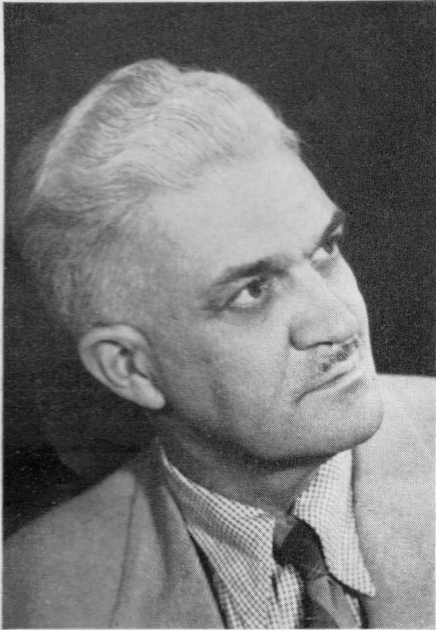
In 1935 10 B.P. became CKNX, a full commercial station with permission to sell time for advertising purposes. The power was 50 watts and the wave length stayed at 1200 kilocycles. It wasn't long until local businessmen started to make use of the advertising facilities and things took a turn for the better. As an amateur station prior to 1935 it had been a hobby . . . after 1935 with a commercial license it became a business enterprise.

Quite a number of people had a hand in building CKNX. On several occasions local members of parliament helped out. The late George Spotton worked hard to get higher power and better frequencies, later Mr. R. J. Deachman was in a large measure responsible for the station getting a commercial license and the present wavelength of 920 kilocycles.

After getting a commercial license and the call letters CKNX in 1935, two years later permission was granted to step the power up from 50 to one hundred watts. At this point the staff increased to seven members. It was then that the community service policies of the station were laid down. It was quite evident that to survive, programs had to be geared to the needs of the listener.



*W. T. Cruickshank with
the original 10 B.P.*



W. T. Cruickshank

General Manager of Radio Station CKNX, W. T. Cruickshank was born on a farm on the 1st line of Morris, two miles south of Wingham.

He participated in many sports in his younger days which accounts for the fact that he is an ardent sport fan today. Doc, as he is better known to the public, is very active in community work, being a member of the Wingham Town Council, the Arena Commission, Lions Club, the Western Ontario Athletic Association, Chamber of Commerce, besides being an honorary member of many outside organizations.

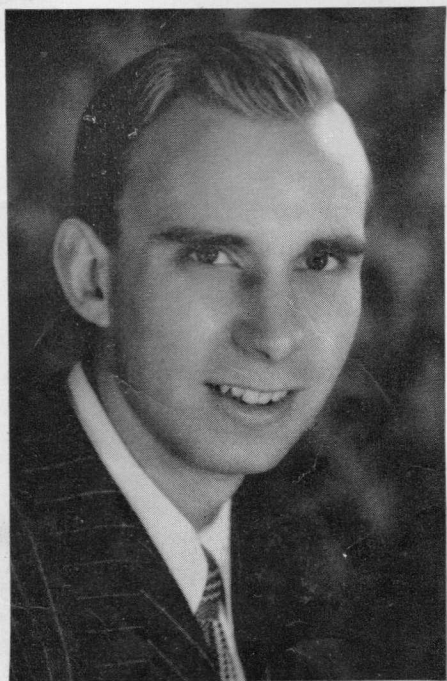
Until recently he made regular appearances before CKNX microphones and may still be heard occasionally.

W. T. does not take full credit for his achievements but shares it with his wife Mabel, who has contributed greatly through her understanding and words of encouragement.

All news—no matter what was going on in the world—was to have a 50 percent local content. Talent, wherever possible was to be live and local.

CKNX moved to modern quarters in 1941, stepped up to its present power of 1000 watts and moved from 1200 on the dial to 920 kilocycles. However, the changeover from 100 watts to 1000 watts wasn't as easy as that . . . For fifteen years the wolf hadn't been too far from the door, and he still was within howling distance. A piece of land was bought 3 miles south of town . . . a new transmitter was purchased . . . a transmitter house erected . . . towers raised . . . studios enlarged and hundreds of smaller improvements added until the cost ran up to around 30 thousand dollars.

Since 1941 most of the improvements have been in the form of strengthening of programs and the different departments that deal with community service. Today there's a full time staff of 36 . . . live talent is still used extensively, in fact last year 17 percent of operating costs was made up of talent fees. A whopping telephone bill in the neighbourhood of three hundred dollars each month, is run up . . . mostly through the gathering of local news and for lines for remote broadcasts. With every service to the listener goes additional costs, and it certainly is very gratifying to the management to enjoy the confidence and friendship of thousands of faithful listeners.



Bud Cruickshank

Little did Gerald Bud Cruickshank know when he was born on September 26, 1924 that less than two years later his future would take shape. Yes, with CKNX, then 10BP, coming into existence, W. T. Cruickshank had high hopes that his son would figure prominently in the future of his radio station. Today those hopes have become a reality and Bud holds down the responsible position of Assistant General Manager, studying every phase of operation of the station which will enable him to carry on the service and traditions that has made CKNX one of the most-listened-to stations in Western Ontario. Besides his official duties, Bud also takes his place before the microphone and reports for duty early in the morning to add his talents to The Top of the Morning Show.

Bud was born in Wingham and served in The Canadian Army for two years. In 1947 he married Dorothy Wade of Belgrave and they have one daughter, Mary Ann.

Community Service

Blyth dedicates a new arena . . . the Ontario Crop Improvement Association meeting is held in Toronto . . . a farmer loses a dog . . . the Bruce County Agricultural Representative needs some recording equipment . . . the Junior Farmers are looking for help in arranging an oratorical contest . . . the Women's Institute is stuck for a guest speaker . . . a Walkerton man wants to know road conditions to Detroit . . . a war bride would like to send a recording back home . . . a distant church celebrates its centennial . . . promotion is needed for the March of Dimes campaign . . . the Kinettes want loudspeakers for their fashion show . . .

This is only the beginning of a long list of requests or events to which CKNX will always say, "Yes, we can help!" or "Yes, we'll be there!"

This is Community Service!

And it, too, is twenty-five years old.

Studios, staff, power . . . all else has changed in the quarter-century, but the guiding principle that created CKNX remains the *causa sine qua non*.

It is a peculiarity of Western Ontario that this vast area of over 11,000 square miles and 350,000 people served by CKNX is, in reality, but one community having common interests and privileges and living under the same laws. That is why a broadcast, say, of ceremonies dedicating a new hospital in a small Perth County centre has significance for such a broad listening area. The towns, townships, villages and crossroads of Western Ontario are banded together by one common factor: agriculture. CKNX gains and maintains listeners by catering to the many-sided aspects of this expansive topic.

After all, the slogan "The Voice of Community Service" is only an offshoot of another station break phrase . . . "The Ontario Farm Station".

Station Manager John Cruickshank discusses program business with sponsor





John Cruickshank

John Cruickshank, Station Manager, got his initiation into CKNX shortly after its opening, as a part time control operator. He became a full time member of the staff about 1937 and since that time gained experience in every department, which well qualified him for his appointment of his present position in 1947.

He was born in Wingham in 1912, and with the exception of about four years in the Canadian Army, has been a continuous resident ever since.

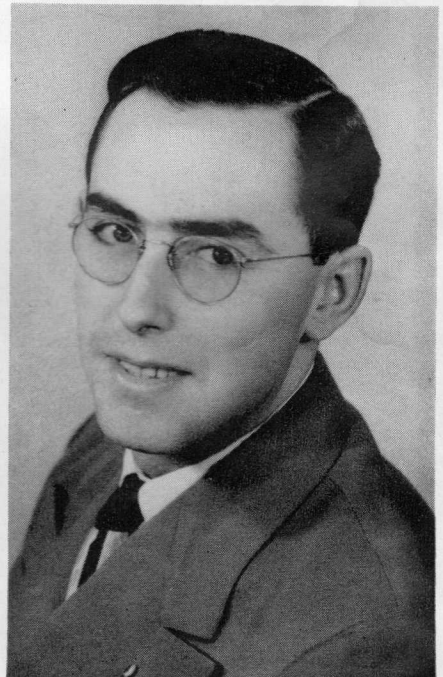
His hobbies lean strongly toward sports, having played hockey and baseball for a number of years and more recently fishing and golf have been his main interests along the sport line.

He was married in 1943 to the former Margaret Miller of Wingham. A third member to this branch of the Cruickshank family was added last Spring when Joan Patricia was born. John also takes his place before the microphone each week day on the Noon Markets heard at 12:35 p.m.

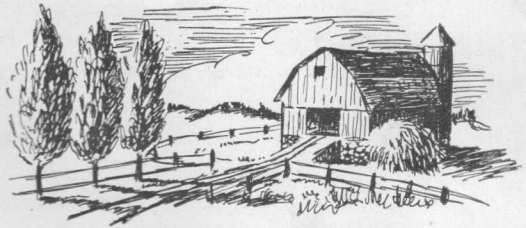
Bob Carbert

Here is a man well-equipped with sufficient understanding and natural background for the position of Farm Editor at CKNX. Bob was born on a farm in Fullarton Township in Perth County Ontario in 1921, and attended school in Hibbert Township. He assisted his father in the operation of a large farm in that township until 1942 when he enlisted in the Canadian Army. On discharge Bob returned again to the Hibbert farm. Ill-health forced Bob to give up the work on the farm and he turned to radio with CKNX, following a hidden desire to write. Genial Bob is married with one child Helen Ann. Bob is active as secretary of the Wingham Kinsmen Club. His hobby woodworking, takes up much of his spare time as does public speaking to various farm groups.

Bob married John Seider's daughter.



Farm Service



Since the days of 10-B-P, Wingham's Radio Station has been basically, the voice of the farmer. Since those days, some 25 years ago when the first feeble signals were sent into the air, farm items have been very important in the Station's programming. As the Station has grown, so has the Farm Department. CKNX now has a full time Farm Editor, who looks after the Farm Markets Broadcasts, reports the Farm meetings, summarizes the trends and developments in the sphere of agriculture, and keeps the farmers informed to the best of his ability. It's a full time job, and when you consider that one man must cover the farming events in three basic counties, and the outlying portions of at least four more, you will appreciate the work of our farm department.

Details of all Fall Fairs, Annual Meetings, Plowing Matches, Protest Meetings, and Junior Farmer Events are reported to the listeners as they appear to the Farm Editor. For example, take the programming of farm items that occur in one day at CKNX. Starting at 7.15 in the morning, it's the Early Morning Farm Review, with a summary of the Markets, Weather forecast, Farm News and coming events. One half hour later at 7.55, for the benefit of those who were doing the morning chores, a review is given in the form of a Farm Bulletin, with the markets of the previous day, as well as a summary of the Auction Sales and Farm Meetings that will be held that day. At 12.35 noon, it's the noon Markets Broadcast, which features 25 minutes of Auction Sale advertisements, Farm Produce ads, Farm Machinery ads, Lost and Found notices, not to mention the noon-time summary of the Toronto Livestock Market Report and the Ontario Weather Forecast. At 6.00 in the evening, your CKNX Farm Editor, Bob Carbert, again returns with 15 minutes of farm items. In this program you will find packed, the Farm News, Editorials on Agriculture, the Ontario Weather Forecast, and a complete Markets broadcast. In this Markets summary is found the closing Toronto Stockyard Market report, reports from Montreal, Detroit and Local Livestock Markets, Produce Market report from Toronto and regional outlets, with the prices paid, up to closing time. No matter what is to be sold on the farm, cattle, hogs, sheep, poultry, cream, eggs or butter, you can be brought up to date on the latest prevailing prices through the medium of "On the Farm Front" program.

There are many other programs on CKNX that will interest the farmer, most of these presented as a Community Service, without the benefit of sponsors. Each Monday noon at 12.15, it's a ten minute Federation of Agriculture Report, when the Fieldmen of the neighbouring counties, are given the privi-

lege of reporting to their members. Each Wednesday noon at 12.10, the Assistant Agriculture Representatives for Huron and Bruce report to the Juniors. Fred Wilson and Doug Tipper of these two counties do a good job of reporting the events in their respective areas. On Saturday noon at 12.10, the Agriculture Representatives are invited to report to their counties, and George Gear of Bruce and Gordon Bennett of Huron, alternate this service week by week.

The CKNX Farm Department works all week long, and for the benefit of those who may have been busy during the week, a new program has been developed for Sunday afternoon. It is a 15-minute Sunday afternoon review of the farm happenings of the week, as summarized by Farm Editor Bob Carbert. This program comes your way at 2.45 each Sunday.

These are a few of the services that have been developed for the benefit of the Western Ontario farmer.

Studio "A"





John Strong

Meet this fellow you hear four times daily airing the news and views. John first made his bass voice heard over CKNX in August of 1947—after three years of service with the Voice of the Telephone City—CKPC Brantford. Coming to Wingham as an announcer—John assumed the news editorship of the station in February 1949 and since that time has confined his activities to that department and the airing of his daily newscasts. Incidentally one of the surest ways of getting into an argument with this fellow is to start a discussion on the merits of the nation's three Armed Services. Although a peaceable man—John is rather proud of his Navy experience. (Even though he did spend over four years in the R.C.N. stationed "on the beach" with the radar and special wireless branch). John is happily married and the proud father of five children. His spare-time activities include model-railroading and wood-working.

Lillian Gorbutt

Born in Wingham on May 8th, 1926, Lillian Gorbutt received her education at the Wingham Public and High Schools. In April, 1943 she joined the staff of CKNX as a stenographer. Lillian took the marriage vows one month later and continued at her position while her husband Jack served overseas during World War II.

Monday through Saturday, Lillian Gorbutt may be heard on the air on the five minute feature "Women In the News" which is presented each morning at 9.45 a.m.

