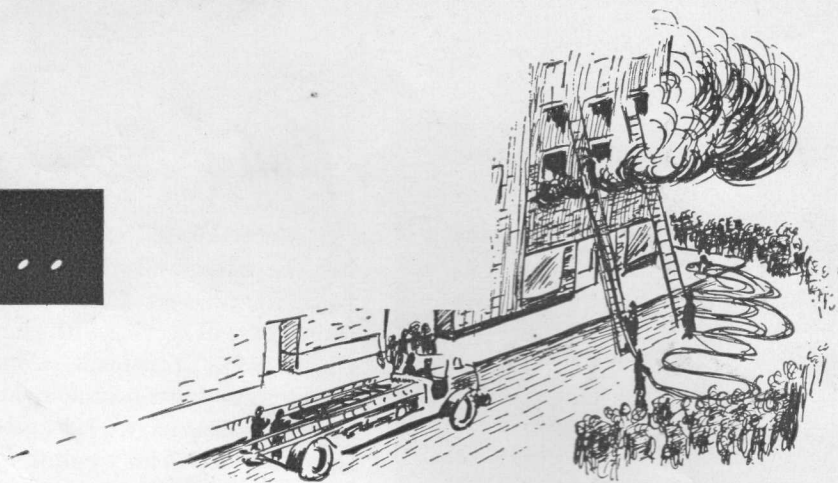


News



Perhaps the news department is where the CKNX "community service policy" shows to best advantage—giving the listeners of Western Ontario a complete and accurate account of the news of the world and of their town—township or county. The facts behind this service are a story in themselves. Most listeners are acquainted—via the radio waves—with John Strong the featured newscaster on the station and other announcers reporting to the people many times daily—but when it comes to knowing how this information is gathered from around the world and around home and condensed into concise listening form—perhaps they are not so familiar.

CKNX maintains in its newsroom—a complete news service—meaning it has the facilities for reporting to the people "The World's Best Coverage of the World's Biggest News"! By this we mean the British United Press news service with head office in Montreal. Despatches from bureaux and correspondents strategically located around the world and across this nation reach the newsroom by Bell teletype 24 hours a day. It may be the latest on the "nervous" International scene—or the outbreak of a bad fire in Halifax or Vancouver—the score of a hockey game in New York or Chicago—the latest fashion trend from Paris—you can be certain of hearing the whole story speedily over the friendly farm station.

However most of this information may be heard on most any station on the North American continent. What then—is the secret of the popularity of the "920 dial-spot" when it comes to the news of the day? It's the local coverage—the news of your neighbours and friends—that spells success when it comes to holding the interest of the listeners. This of course means an entirely different set-up for news gathering, however. The best way to learn the news around your town and amongst the people of your county is to go to you!

With this in mind The Ontario Farm Station maintains on its staff over 40 Western Ontario news correspondents—one of whom is in your locality! These men and women—they may be a doctor—dentist—housewife—or theatre manager—report the accidents—meetings—fires—deaths—wedding anniversaries and other items of local import and of particular concern to you the listener.

At election time—these and many helpers co-ordinate their efforts with John Strong the CKNX News Editor to give the finest possible coverage to town and country alike. For example—within two short hours after the polls closed on the recent municipal elections in Bruce—Grey—Huron and parts of other counties—listeners had the complete picture of who was elected and with what majority;—Another reason for the popularity of the station's news coverage.

An example of the speed with which this system operates can be seen in the case of the Langton bank hold-up last summer. A tip from one of the correspondents enabled CKNX—100 miles from the scene—to broadcast the news of the Langton robbery while the robber was driving away from the bank with his loot. The resulting story gave listeners full coverage on the gun-battle and capture of the murderer—as he turned out to be.

At 12:30 each Sunday you may hear a ten-minute summary of the previous local news happenings—condensed for easy listening. Thus the listener may catch up on the week's events sitting in the ease of his armchair.

The up-to-the-minute coverage of the latest world and local events may be heard many times daily over this station. From 7:00 in the morning until sign-off time at 11 p.m. a CKNX newsman is on the job to serve you and receive your calls. The office welcomes authentic items from most anyone—providing they measure up to the news-value standard! Next time you see or hear of an accident—a fire—or attend a special meeting—pick up the telephone and call collect at the CKNX newsroom. Just ask the operator for local 6. This is the story behind the story of the newsroom. By careful editing and constant attention to what listeners tell us—CKNX aims to please most of the people most of the time, with the news they want to hear—accurately and speedily!

Tory Gregg and Elmer Purdon are off to a Fall Fair

From early Spring to late Fall, "Tory" Gregg represents CKNX as master of ceremonies at many horse shows, race meets and fall fairs. Elmer Purdon, technician, assures greater success of these events with the services of the station's mobile public address system. (Below) "Tory" and Elmer are off to a Fall Fair.



Merwyn Lloyd Gregg

M. L. "Tory" Gregg was born at Eden Grove in Bruce County. He moved to Paisley at the age of four and attended Paisley Continuation School until he left to play Junior hockey with the Owen Sound Greys in 1925-26. Tory played for the South Porcupine Intermediates, N.O.H.A. champions in 1926-27 and turned pro with the Windsor Hornets at the end of the 1927 season. He played pro hockey with Windsor Hornets and Windsor Bulldogs for five seasons; one year with Toronto Millionaires; two years with the Pittsburg Yellow Jackets and two years with the London Tecumsehs. After retiring from hockey, Tory was a salesman with Coleman Packing Company of London until he joined the staff of CKNX in December, 1944 as sports organizer and reporter. Each weekday at 6.15 p.m. Tory reports the world and local sport news.

Tory Gregg is married to the former Anne Loretta Mackay, school teacher from the 4th of Bruce and they have three children, Joan, Kenneth and Patricia Ann.

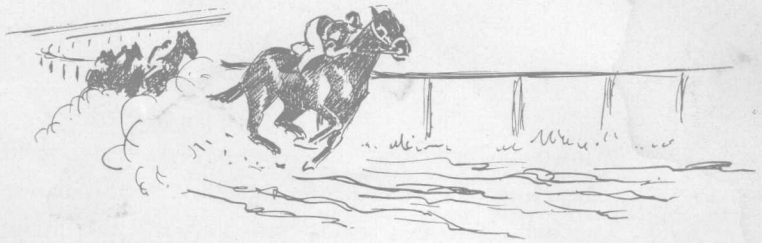


Jean Teruit

While Jean was born in Walkerville, Ontario, she has lived most of her life on a farm near Wingham. In search of higher learning she took a commercial course at the Wingham High School, and came to CKNX in March of 1941. When the Western Ontario Athletic Association was organized in December 1944, Jean took over the Secretary's duties, a position which she still holds, besides her responsibilities as Traffic Manager.

Jean is an attractive brunette and is a rabid fan of baseball and hockey. She is also a member of the Canadian Legion Auxiliary and Order of the Eastern Star.

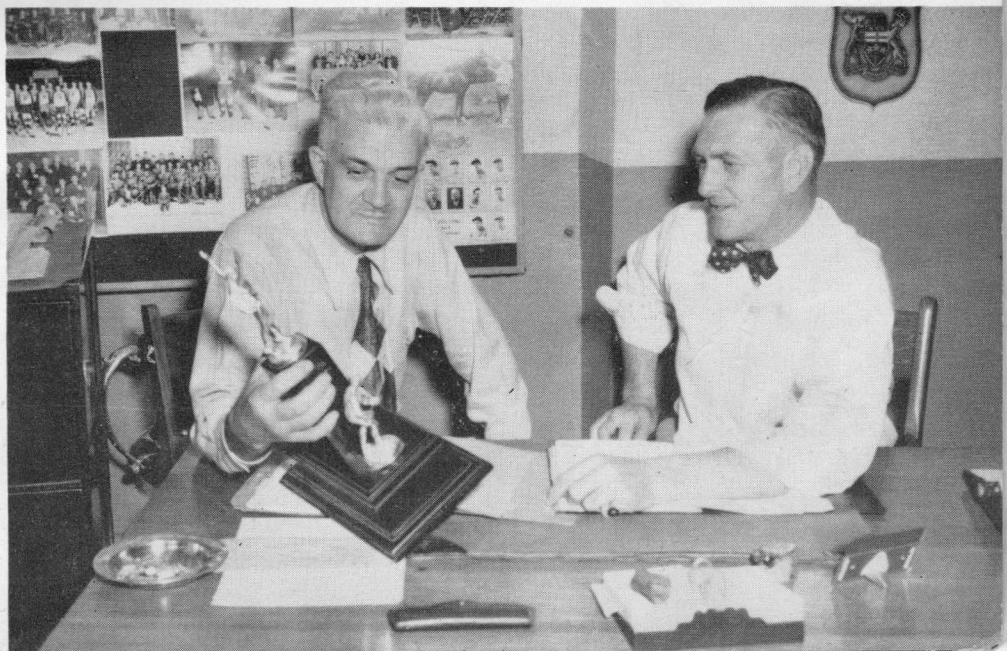
Sports



It's been said that the future citizens of any community have to be good sports to assure themselves of success. It's been proven that the person who can extend a friendly handshake to his conqueror in the field of competition, has the qualities of leadership and the will to strive towards making this a better world to live in. Good sportsmanship is something that should be taught to everyone as soon as a person has reached the age of reasoning. Man is lost without the ability of being able to give and take and what better way can he experience this feeling than through the medium of sport. This is the belief of the CKNX Sports Department and every day, the public is kept fully informed of the results and developments of all games in sport. The most important factor towards the building of better sports in Western Ontario was the forming of the W.O.A.A.

The Western Ontario Athletic Association which has now grown into a huge organization was organized in December, 1944. A group of 12 sports-minded citizens from Wingham and surrounding towns held a meeting and discussed the possibilities of forming an association whereby both ball and hockey for the youth of Western Ontario could be sponsored; something that had been lacking through this section. The Western Ontario Athletic Associa-

W. T. Cruickshank admires W.O.A.A. Trophy with sports organizer and reporter M. L. "Tory" Gregg



tion was formed at this meeting. It was felt that it should start very small, therefore, the first winter just one series in hockey, namely midget was supported. Thirteen teams competed and the championship went to the Listowel Midgets. The following summer, baseball and softball for men and boys and also a ladies' softball series was promoted. Thirty-three teams in all were seen in competition in the summer of 1945. Since that time, the league has grown in leaps and bounds until in the summer of 1950, one hundred and seventy-nine ball clubs submitted their entries and in the 1950-51 hockey season, one hundred and twenty-nine teams got under way.

A total of well over seven thousand players have signed W.O.A.A. certificates during the past year. The league now boasts thirty-eight trophies being competed for annually, donated by business firms and private individuals interested in sport throughout Western Ontario. Teams are entered from as far north as Wiarton, east to New Hamburg and south to Strathroy, but as yet city teams have been refused admission.

The President, ever since the league was organized, has been the sports organizer and reporter of CKNX, M. L. "Tory" Gregg. Secretary since its inception is Miss Jean Tervit, Traffic Manager of CKNX. The position of treasurer is filled by Alfred J. Lockeridge who also took office at the formation of the league.

Financially, the W.O.A.A. has a very solid foundation, having built up their capital to almost the three thousand dollar figure. This report is remarkable when taken into consideration that a team has never been charged more than a five dollar entry fee. Each and every team is supplied with rule books and certificates, free of charge. The league requests only five percent of the gate receipts when teams play off within their respective groups . . . ten percent between group winners and fifteen percent only in the finals of each championship series. The Western Ontario Athletic Association is now rated one of the strongest sports organizations in the country and is affiliated with the O.H.A. and O.M.H.A. in hockey; the O.B.A. in baseball and the O.A.S.A. in softball. In other words, the respective winners in the W.O.A.A. hockey and ball series have a two fold proposition whereby they can win their own league championship and then advance into the provincial playdowns through their affiliations with these other leagues. The President of the Association, M. L. "Tory" Gregg is 2nd Vice President of The Ontario Hockey Association and also an executive member of The Ontario Baseball Association.



Norm Fry, disc jockey, gives listeners low down on latest recording.



Operator Jack Salter checks performance of 1000 Watt transmitter.



Lillian Darling

It was in July, 1945 that Lillian Darling first took her place behind the desk in the accounting department at CKNX. Her knowledge of bookkeeping and accounting was obtained at Canada Business College in Toronto. She also has a thorough knowledge of music and taught piano for three years. Lillian is now organist at Knox Presbyterian Church in Belmore.

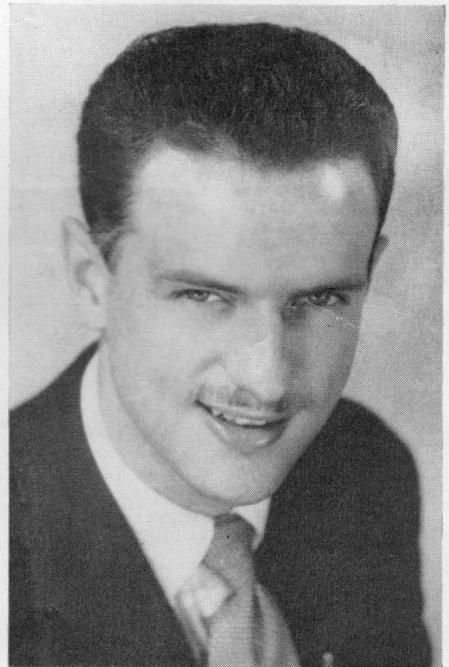
Lillian Darling was born in Carrick Township, near Midway in Bruce County, is single and spends her spare time enjoying her hobbies of woodworking, needlecraft, music and outdoor sports.

Norman Fry

Norm calls Wingham his home town. He has lived most of his life in this town except for a hitch with the R.C.A.F. According to the man himself, he won the title of the greasiest grease monkey of World War II. After 1946 Norm was looking for a job again, and after a multitude of diverse positions joined CKNX.

He started in the control room as operator, and with his spare time started reading scripts for his own amusement. Norm progressed to the point where he felt confident of taking over his announcing duties, and has been a valued announcer ever since.

Norm is married and when he can get away from the duties of making a home, enjoys a game of golf.





Chief Engineer Scott Reid records special program to be aired at a later time

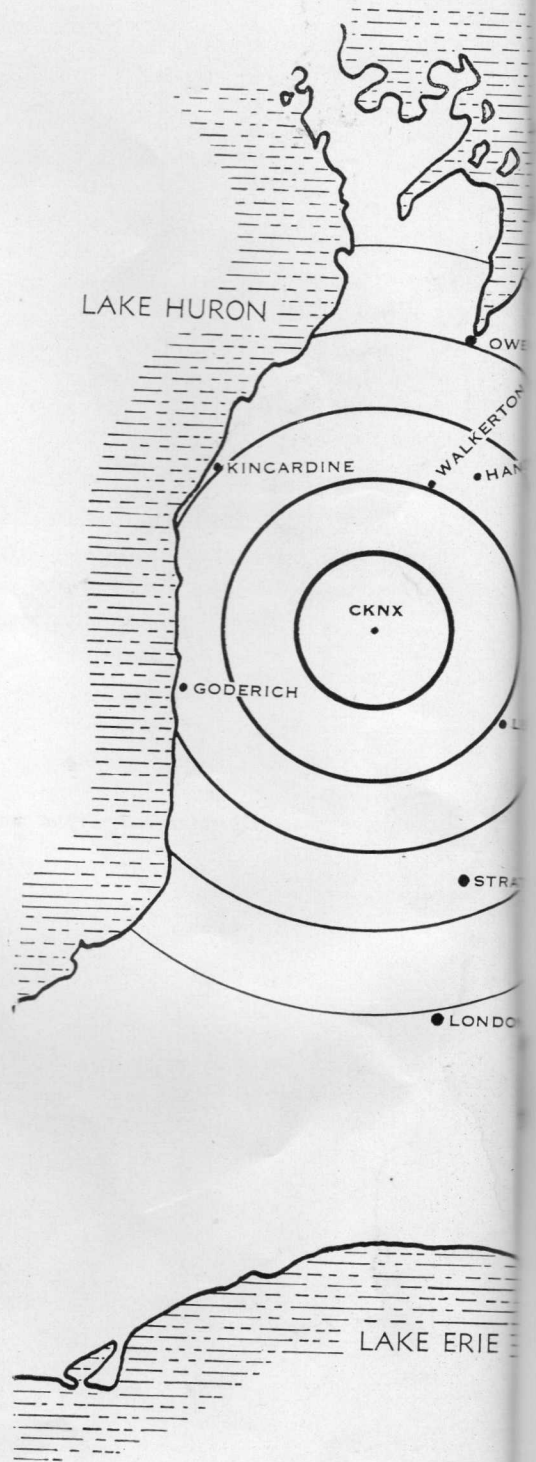
Operator Doug Fry at master control panel





Bert Mathers

Here is a man who is well-qualified for his vocation of radio time salesman. Bert has been selling continuously for the past 18 years which makes him one of the veterans in Western Ontario. Bert was born in the small Michigan city of Escanaba, and at the tender age of four moved to Ontario with his family. He attended the Wingham public school and graduated from the Wingham Business College. In 1932 he joined the Superior Converters of Toronto and Mt. Forest as sales representative for Western Ontario. Bert came to CKNX as salesman in 1942 and according to the man himself he's enjoyed every minute of it. He should because Bert's hobby is listening to the radio and playing bridge.

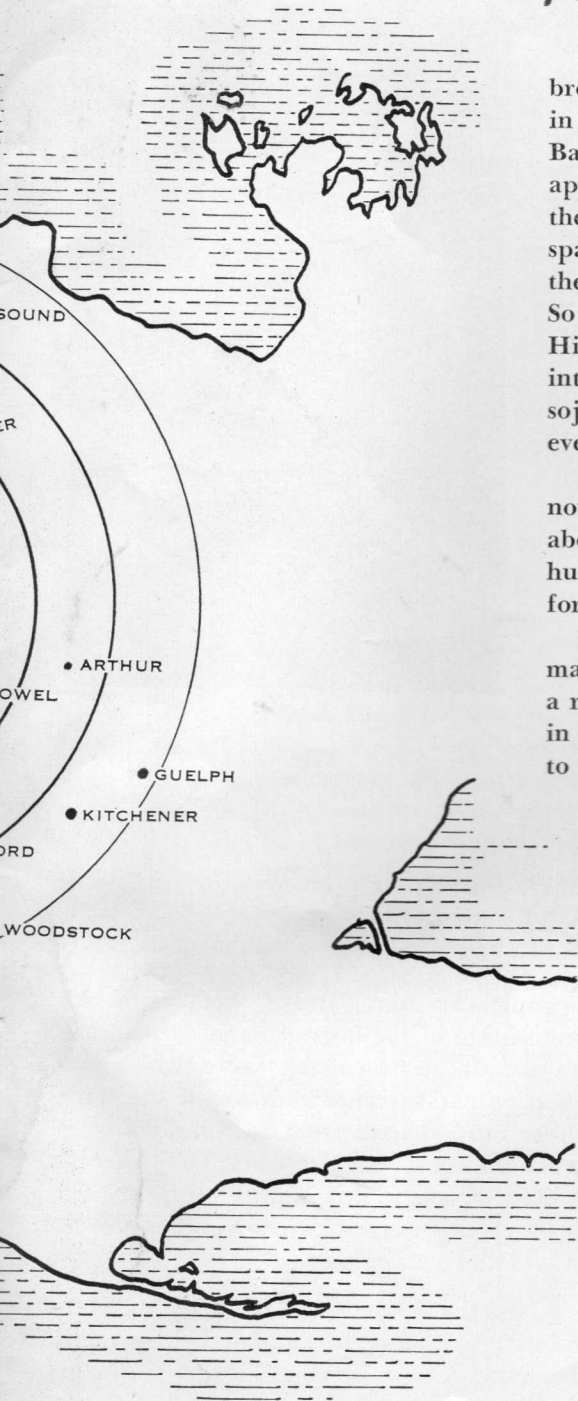
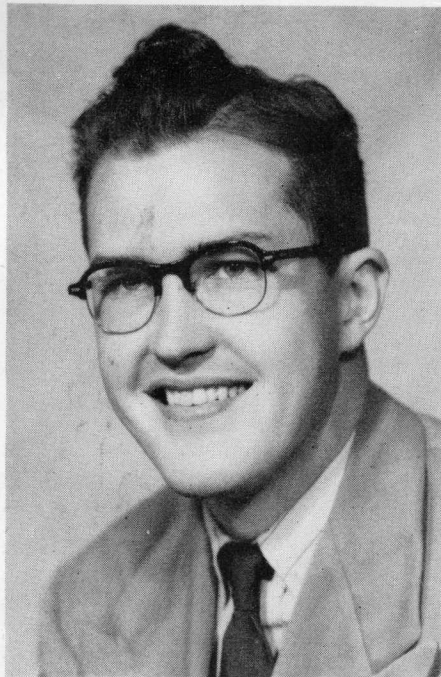


Ross Hamilton

The questionable ability to play the trumpet brought Ross into his first contact with CKNX back in 1940 when he was a member of the "Little German Band" which played regularly on the air. He was apparently fascinated by radio . . . so much so, that the next couple of years found him spending his spare time after school and on week-ends watching the various phases of the operation of the station. So by 1942, when Ross graduated from Wingham High School, he was well enough experienced to step into a full time job . . . and with the exception of a sojourn in the R.C.A.F. (Aircraft), he's been there ever since.

Ross has served as script writer—operator—announcer—newsmen and sportscaster . . . in fact, just about every department is familiar to this 6' 4", two hundred pounder . . . all of which fitted him well for his appointment to the sales department in 1949.

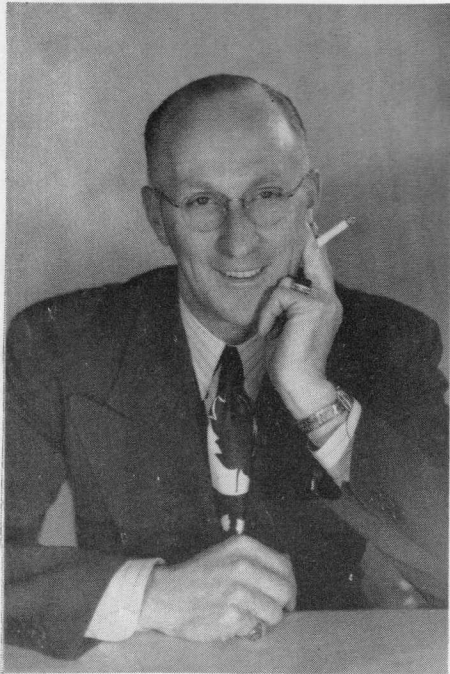
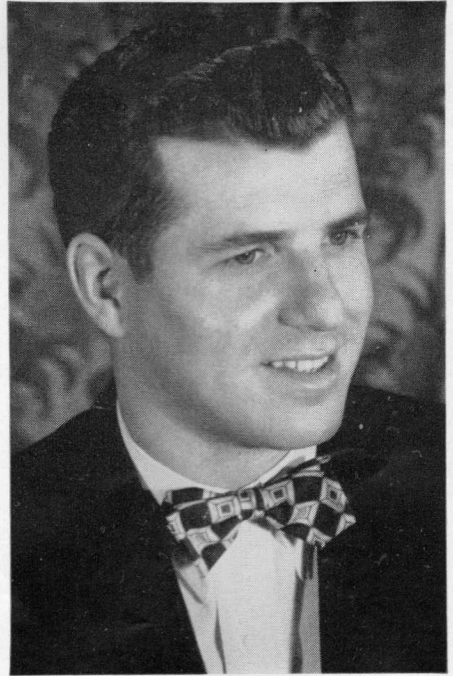
Ross was born on Friday, July 13th, 1925, is married to the former Lois Whitney of Seaforth, once a receptionist at the station. He is keenly interested in community work, giving a lot of his spare hours to Kinsmen projects.



Johnny Brent

One of the oldtimers of CKNX, Johnny Brent first was heard on the 920 dial spot in January, 1942. Since that time, he has been tabbed, "The Early Bird" for it is his voice that opens the broadcasting schedule of CKNX every weekday at 6.30 a.m. on The Top Of The Morning Show. He is also heard on various other programs including The Hayloft Hoedown every Wednesday from 7.30 to 8.30 p.m. Johnny's radio career started in 1940. He is manager of The CKNX Barn Dance and is in charge of live talent at the station.

Born in Waterloo, Ont., on October 24, 1921, Johnny attended St. Jerome's College and Kitchener-Waterloo Collegiate. He is a sport enthusiast and has participated in almost every game there is. His most eager fans are his two sons who hope to carry the name Brent before the public in years to come.



Elmer Purdon

Most people call him "Judge" because of his thorough knowledge of the laws of remote broadcasting that are essential in his capacity as control operator at the station and technical advisor of the Barn Dance. Elmer Purdon hails from Huron County, is 5' 8" tall. He attended Wingham High School and later specialized in telegraphy. Elmer certainly is a square shooter, being a crack rifle shot. He was at one time Canadian champion.

Elmer joined the staff of CKNX in 1944, is married to the former Florence Douglas of Belmore and has one daughter Gail.

The CKNX Barn Dance

This is the story of The CKNX Barn Dance which started as a recorded program, switched to live talent and today is known as Canada's Largest Travelling Barn Dance.

The CKNX Barn Dance began back in 1937 when Broadcasting Station CKNX thought that the rural audience who set their dials to the 920 spot, might enjoy a program of old fashioned songs and home chatter as a source of relaxation after a week of hard work. So it was that a half hour of recorded oldtime music was presented and called The CKNX Barn Dance.

Favourable comments assured that this idea was a good one. Three months later another suggestion was offered; that of replacing recorded artists with local talent with the hope that it would bring the program closer to its listeners. That idea clicked too and probably was the main factor towards making the Barn Dance the most-listened-to program on CKNX.

In 1942, Johnny Brent joined the staff of CKNX and took over the reins of the Barn Dance. His first move was to make the show a travelling unit, enabling listeners to see, as well as hear, the program. Since then, professional talent has been hired, the broadcast lengthened to three hours and the territory for travelling thrown wide open to enable The CKNX Barn Dance to visit many of the centres of the ten counties in its coverage. Each year, over forty thousand fans attend these remote broadcasts and it boasts one hundred and fifty thousand listeners every Saturday night.

Charitable organizations are given the opportunity to sponsor the shows. For their endorsement CKNX has made it possible for them to realize close to ten thousand dollars annually to further their work.

From Tobermory to Port Dover . . . From Sarnia to Toronto . . . in some city, town or village along the way to these points, every Saturday night at eight o'clock comes the invitation to join in the fun at another CKNX Saturday Night Barn Dance.

THE CKNX Barn Dance Cast

