



Out of Windsor

On June 1 of this year, CKLW Radio celebrated its fortieth year of broadcasting service. Over the years, the lives of most of the people in CKLW's vast coverage area have been touched by CKLW's sound of service. CKLW has been a source of entertainment, information and public service through the evolution from a low power station in 1932 called CKOK to the powerful 50,000 watt giant in 1972 known as the BIG 8.

As we begin our fifth decade the BIG 8 is pledged to continue to provide the best in entertainment and fast and factual news and information in the contemporary manner.

Today marks not only the official opening of our magnificent broadcasting building but also the birth of a new sound for Windsor audiences.

CKLW-FM, Radio NINE-FOUR will cover the broadest possible spectrum of public service and entertainment in an attempt to provide something for everyone. All segments of the Windsor community will be served.

Most important the twenty-three man news team will become Windsor's first source of the latest news. The brilliance and clarity of our full stereo signal will delight the most discriminating stereo fan with all the best in music during those times of the day when it is most appreciated.

CKLW-FM has assembled a staff of highly professional broadcasters to implement the high quality programming which will become synonymous with the call RADIO NINE-FOUR CKLW-FM.

We are pledged to serve.

FRED J. SORRELL
PRESIDENT & GENERAL MANAGER
CKLW-AM — CKLW-FM

