

SERVING THE PUBLIC ... OUR DAILY MISSION.

Public Service can take many forms at a radio station. At CKLW radio an examination of some of the highlights of the past 24 months proves the point.

CKLW has aired on behalf of virtually every public appeal, service club and worthy cause over 15,000 announcements with a dollar value approaching \$1,000,000 during that time.

CKLW radio has provided transportation, tickets and spending money for 100 underprivileged children at the circus. All the grade 6 students in the public school system last year were treated to a showing of the Walt Disney classic "FANTASIA" courtesy CKLW Radio — Over 20,000 anti-drug posters were distributed through the Windsor Board of Education to students — Twelve high schools were provided with a CKLW sponsored assembly programme this past year entitled "THE MARVEL OF SOUND" — For seven years CKLW has conducted the now famous "CHRISTMAS WISH" promotion that has brought happiness to thousands — CKLW sponsors the "GOLDEN BOY HOCKEY TOURNAMENT" at the Windsor Arena during the mid winter break with the cooperation of the Windsor Minor Hockey Association — CKLW has also sponsored teams in Little League, the Windsor Minor Hockey Programme and the West End Girls Softball League — CKLW's staff baseball and hockey teams have played many games for charity — CKLW provided trophies and adjudication for the Windsor Schools Public speaking contest — The fence around the construction site became an artistic showcase for the Windsor Secondary Schools —

Probably the longest standing public service of CKLW radio is the continuing support given the Windsor Symphony Orchestra. In addition to financial support CKLW is privileged to be able to air each seasons concerts, as presented by Matti Holli, the symphony's founder and conductor. This association with the symphony enters an exciting new era this year as Radio 94 CKLW-FM will broadcast the concerts live and in stereo for the first time.

The word used most often in describing CKLW radio is unique.

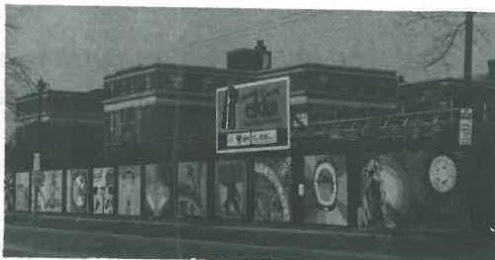
Unique in that it commands an audience in four provinces and 29 states the seventh largest audience in North America.

Unique in that a Canadian licensed station is the number one rated station in the U.S. fifth market, Detroit.

Unique in that during certain time periods it is the number one rated station in Cleveland and Toledo, Ohio.

Unique in that it has over 62 million people in its night time pattern.

Unique in that it is considered the leading contemporary station in North America for presentation of new music.



What could have been an unsightly fence was transformed into an outdoor art gallery. When the construction started for our new building — we let local high schools apply their imagination in graphics. They were proud of their work — so were we.

15,000 STRONG FOR A BIG 8 CONCERT!

The Big 8 leads the way in contemporary music week after week, month after month, playing the hits and many times discovering the records that will find their way to the top of the charts all over North America.

The presentation of music took on a new dimension this season on the Big 8 presented live in six concerts some of today's biggest stars: 3 DOG NIGHT; JEFFERSON AIRPLANE; THE OSMONDS.

In an attempt to foster and promote Canadian talent CKLW booked on these same shows some outstanding Canadian acts; STAMPEDERS; 5 MAN ELECTRICAL BAND; LIGHTHOUSE; MASHMAKAN.



UNIQUE RADIO!

The BIG 8's installation in the Detroit-Windsor tunnel is unique on the North American Continent. A clever feat by CKLW engineers.



Congratulations CKLW RADIO on your opening

A NEW SOUND A NEW SCENE

We proudly add our voice to the many congratulating you on two great mile stones in CKLW history. . . your new sound, RADIO 94 FM and your new scene. . . the magnificent broadcast facilities just completed. Well done, CKLW RADIO.

CALDWELL
AUDIO VISUAL EQUIPMENT
COMPANY LTD.
SCARBOROUGH ONT.



FRANK E. DAYUS

**WE KEPT ON
TOP OF YOUR
JOB FROM
START TO
FINISH...**

We are pleased that our 52 years of experience could be of value in the roofing and sheet metal work for your magnificent new building. Best wishes to another long established Windsor firm with up to the minute ideas CKLW RADIO.

ON TOP
SINCE
1920

**DAYUS
ROOFING**

2479 Howard Ave., Windsor

the hand of
the craftsman

J. L. Emond's work is in close relationship with many of Windsor's most prominent Interior Decorators. They rely on our high standards of craftsmanship for distinctive wood work in custom cabinetry and special reproductions of classic furniture pieces for both commercial and residential assignments.

J. L. EMOND
ARTISTS in WOOD

967 ST. LUKE, WINDSOR, ONT.