

A Bright New Star On The Avenue

One of the main reasons for building our new broadcast facilities at 1640 Ouellette Avenue was to create a home for Radio 94 CKLW FM.

This radio station was created especially to serve Windsor with professional programming in entertainment, news and sports and public service. Over the past months a team of top notch personalities and talented reporters has been blended together. You're going to enjoy many pleasant hours with Ron Burgoyne, Bob Bowers, Dave Shafer. You're going to rely on Radio 94 for more news and more sports. You'll enjoy 5 minute segments with Henry Morgan and his acid wit. Radio 94's entire day is filled with features. . . some hard hitting. . . others light and entertaining, but all directed to Canadians and especially Windsor.



FM control ... the latest, finest electronic equipment producing perfect stereo sound.

CKLW invites your club or group to plan a tour of our broadcast house. You'll get an opportunity to see first hand one of the finest radio facilities in Canada. The sophisticated, electronic equipment will provide the very best signal obtainable — 50,000 watts blanket SW Ontario with a stereo signal that will give you perfect reception whether you're listening on a pocket transistor or a stereo console.

The music that's planned for radio 94's format has a very broad spectrum — something for everyone, carefully selected from our library of 25,000 albums. Our nighttime programming from 11 PM to 5 AM is uninterrupted classical music.



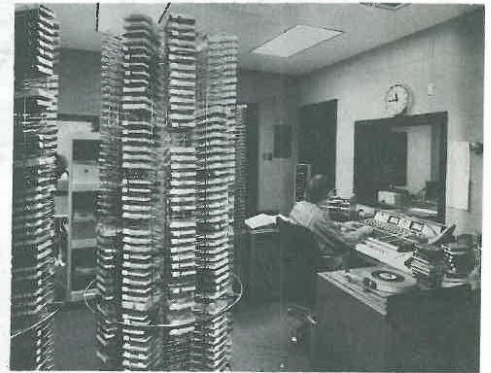
CKLW RADIO's striking lobby in a beautiful, bold combination of raw concrete and soft woods.

Of special interest will be the live Windsor Symphony concerts under the direction of MATTI HOLLI direct and in Stereo from the Cleary Auditorium as the orchestra celebrates its 25th season of performances. Radio 94 will provide a showcase on a regular basis for Canadian artists and will provide opportunities for local talent to perform. Windsor is Radio 94's number one priority. Far more than just background music on your FM dial, this high quality Windsor station will bring to light the activities of the entire community. Here's an example of our thorough coverage of activities in "Our Windsor".

- CUPE Report — a weekly report from a representative of the Canadian Union of Public Employees.
- In-Depth At City Hall — a report on the transactions of the week by local city government; Highlights from council meetings.
- Windsor Business Report — changes in business, new companies being welcomed to the city, promotions and advancement
- UAW Report — a representative of the United Auto Workers in Windsor presents the many facets of the union's activities.
- Farm & Produce Summary — a report to the rural Windsor listener on the market.
- Consumer's Report — helping you watch and spend your dollars wisely.
- The Senior Citizen: A report highlighting activities, legislation and problems
- The Sunday Service: The station looks forward to a remote broadcast each Sunday from a city church. All denominations will be represented.

You'll find "REACTION LINE" an interesting feature of Radio 94 programming where you, the listener, get the opportunity to express your thoughts and opinions.

Tune in Radio 94 and Tune in Windsor.



AM sound control ... all new, super sophisticated equipment for the fast moving Big 8.

The unique and decorative exterior finish on the new CKLW RADIO building is precast concrete

created by

MODERN EXPOSAIC Limited

NIAGARA FALLS — ONT.

We wish you Continued success CKLW RADIO

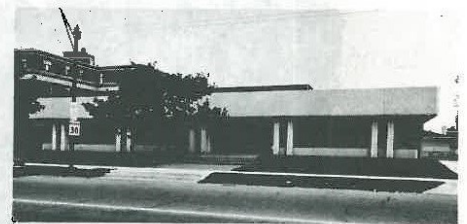
One of the finest lighting installations we've been privileged to work on

cklw radio

Your care in selecting specialized lighting reflects a knowledge and sincerity of purpose you can be truly proud of. From the sound proof fluorescents with special remote ballasts to the no glare, ultra soft lamps throughout the building, you have carried out your intentions to create for Windsor the very finest in broadcast facilities. Our sincere compliments.



state electric company
ELECTRICAL CONTRACTORS & ENGINEERS
2025 POOLE AVE. WINDSOR



GLASS PLAYS A BIG ROLE. . .

in the functional design of your new building. We were delighted that our skills met your requirements. Best of luck to you all at CKLW RADIO.

Jos. Zuliani LTD.
GLASS

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