

WINDSOR...

The Big, Busy BONUS Market!

You know about Windsor, of course — or do you really?

WINDSOR . . . the focal point of industry and agriculture . . . FORD
 . . . CHRYSLER . . . GENERAL MOTORS . . . HIRAM WALKER . . .
 JOLLY GREEN GIANT . . . STOKELY-VAN CAMP . . . HEINZ . . .
 CLARK'S . . . LIBBY'S . . . CARLING'S . . . WINDSOR SALT . . .
 CALVERT'S . . . Just to name a few . . .

And as far as radar can see, every acre under cultivation, every field
 crop imaginable, fruit, berries, livestock, the works . . .

WINDSOR . . . the focal point of THE LUCKIEST PENINSULA IN
 CANADA!

WINDSOR . . . where CKLW'S booming 50,000 watts blankets
 the whole shebang . . . loud and clear . . .

BUT . . . THERE'S A BIG, FAT BONUS . . .

Across the Detroit River lies Cavanaugh-Country, Romney's
 Romper Room . . . DETROIT AND MICHIGAN.

And if you check the U.S. Survey you'll find that CKLW
 has caught the ears and the fancy of this Windsor
 'suburb'.

Right now, CKLW's 50,000 watts is enjoying a 15-20%
 share of Detroit's Metro audience.

And through the connecting Windsor-Detroit tunnel, they
 stream into Windsor's Wonderland to shop and cash in
 on the 8% money differential . . . to play at Windsor's
 fabulous Raceway, at Windsor's Elmwood Casino and
 the many other internationally-known 'night spots' of
 Lucky Windsor . . . 13,000,000 use the tunnel every year.

No wonder they call CKLW the vocal point . . . of the
 focal point . . . of THE LUCKIEST PENINSULA ON EARTH.

CKLW

50,000

PERSUASIVE WATTS

Call FRED SORRELL . . . Our Man in Toronto!
 Get all the facts on the BIG BONUS Market!

Phone 416-368-6194

THE
BUY

THE
BONUS

