

CJOY
to broadcast
live from Mall

Radio CJOY
celebrates its
30th anniversary

Bert Cobbs switched on a transmitter in Guelph on June 14, 1948 put a hit record called "Nature Boy" on the turntable, and a brand new radio station with the call sign CJOY was born.

This June, CJOY, now 40 times more powerful in output and housed in new surroundings, will celebrate its 30 anniversary.

Two young war veterans conceived CJOY. Fred Metcalf and Wally Slatter went to North Toronto Collegiate together, and following World War Two service, they filed their application with Ottawa. There were eight other bids for the licence.

CJOY was born with a flourish theatrical style. Guelph Rotary Club helped sponsor a launching night at the then newly-built Odeon Theatre with proceeds helping crippled children.

The stars included Lorne Greene in his pre-Ponderosa days, Gordie Tapp who was with CJOY, the late Percy Faith, tenor Jimmie Shields, Eddie Allan and his Happy Gang crew, Bernie Braden who became a British television personality, Lou Synder who directed the music, and a host of others—Reid Forsey, Howard Manning, Lloyd Dafeo, Laurie Lohman, Dixie Dean—who achieved fame in various fields.

That was the glamor of June 14, 1948. When the show was over, Wally Slatter, station manager, and Fred Metcalf, sales manager settled down to nurse baby CJOY.

In those days it operated at 1450 on the dial with a power of 250 watts, enough to "blanket the Bond Building" which is where CJOY's studios were located for the first twenty-five years. In 1973 CJOY and CKLA-FM moved into the attractive wooden building on the banks of the Speed River on Speedvale Avenue, across the road from John Galt Gardens.

Although it was only a small operation in the beginning, CJOY built up a reputation as a training ground for Canadian broadcasters. Many Guelph station men went on to the national media. They included Carl Banas, Tom Harvey, Dick Barrett, Tony Parsons, Lloyd Robertson, Rod Coneybeare and probably the most famous of the lot, Gordie Tapp.

Guelph grew in the boom years of the 1950's and so did CJOY, or, as it came to be known in 1958, CJOY. In 1960 it started to operate at 10,000 watts, and switched to 1460 on the dial. After two years of intensive planning, CJOY's FM station was established in July, 1969. The FM station, now known as CKLA-FM, is automated with computer assistance.

The move from the Bond Building to the Speedvale Avenue location necessitated some careful engineering. It was necessary to build a tower, 150 feet high at the rear of the property for CKLA-FM's microwave stereo signal and telemetry.

The AM signal goes from Guelph via equalized telephone lines to the CJOY towers in Puslinch Township. But the FM signal had to travel by "line-of-sight" from Speedvale Avenue to the 50,000 watt transmitter at Glen Christie. This presented the problem of finding out just what height the new tower should be in order to reach Glen Christie.

Engineering manager Larry Smith was sent aloft in a hot-air balloon to drop a measured plumb line to find out. That determined the height of 150 feet.

The CJOY staff is looking for many more years of service. There have been many changes in the past 29 years. Wally Slatter is now president of CJOY Limited. Fred Metcalf is no longer a partner in CJOY. After more than a quarter of a century in the high-pressure radio business, Mr. Metcalf accepted the presidency of McLean-Hunter Limited.

The general manager of CJOY and CKLA-FM is Neil Stillman, who began his career in radio with CJOY in the 50's. The general sales manager is Bill Dawkins, the CJOY programme manager is Gord Field. CKLA's programme manager is Don LeBlanc, one of the original members of the CJOY staff in 1948. Larry Smith (who took the ride in the balloon) is the engineering manager for both stations.

SINGER
GRAND OPENING
SALE

STONE ROAD MALL

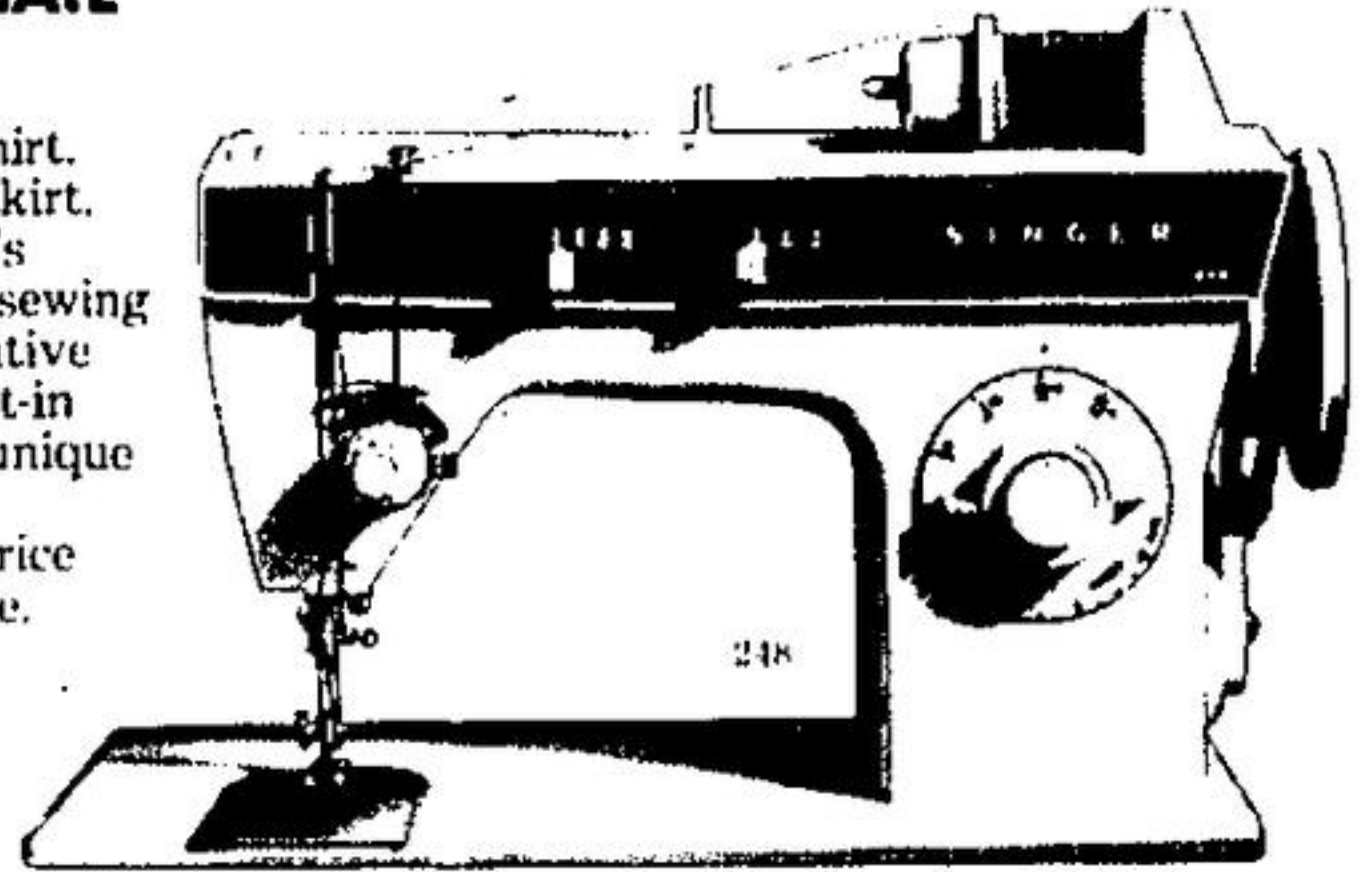
SEW EASY

ADVANCED FASHION MATE[®]
ZIG-ZAG MACHINE

Start some cushions, a quilt, a shirt. Start some curtains, a blazer, a skirt. Make it all happen. With Singer's advanced Fashion Mate zig-zag sewing machine. 16 practical and decorative stitches make it versatile. A built-in buttonholer makes it easy. Our unique horizontal thread spool makes it smoother. And our special low price makes it an especially good value.

\$188

tearrying case or cabinet extra



CLEAN UP

SILVER POWERMASTER[®]
UPRIGHT VACUUM

This hard worker has triple-action cleaning—a vibrator brush shakes dirt free, strong sweeping action picks up the dirt and suction air-wash action cleans your carpet fibres. Two-speed suction and 4-position pile selector let you deep clean all types of carpets. You also get edge cleaning suction, convenient fingertip switch, top-filling king-size disposable dust bags, long 18-ft. cord and a bright headlight.

\$98



SUPER SAVINGS

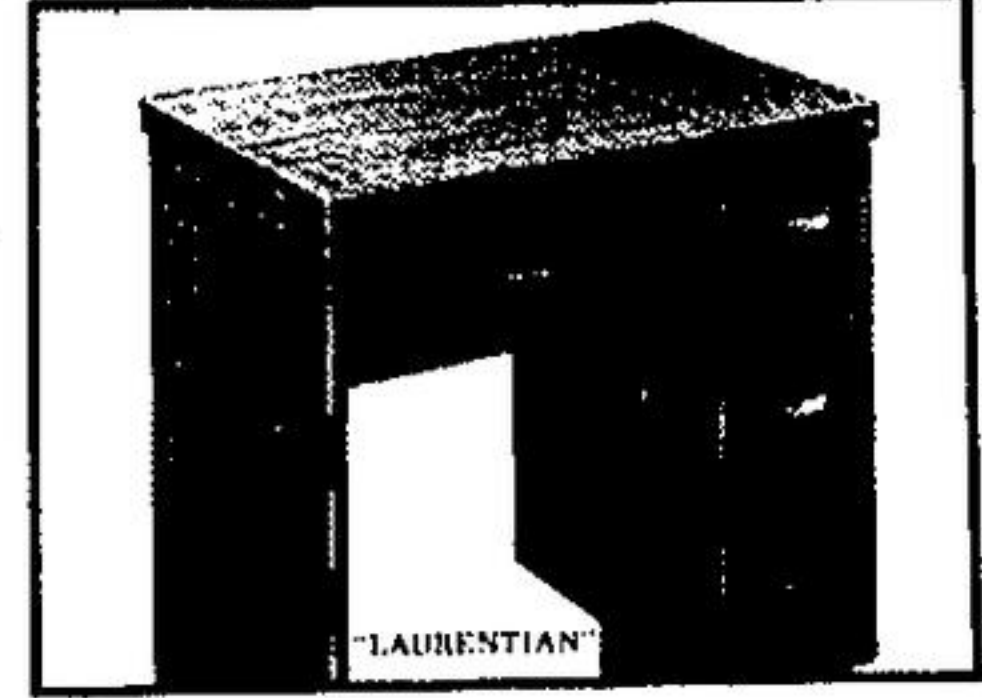
BUTTONHOLE 1/2 PRICE
ATTACHMENTS 2 Reg. 15³⁵-24¹⁵

SPECIAL

25% OFF ALL SINGER CABINETS.
(And that's just for starters.)

Singer's beautiful sewing cabinets have always been time-savers, space-savers and back-savers. Right now, they're money-savers. Save 25% on the "Athens," our fabulous sewing centre. Or on handsome desks like the "Laurentian." Or on fine crafted consoles like the "Sherbrooke."

25% OFF



FREE GIFTS
THIS WEEK ONLY

TO FIRST 100 CUSTOMERS VISITING THIS STORE

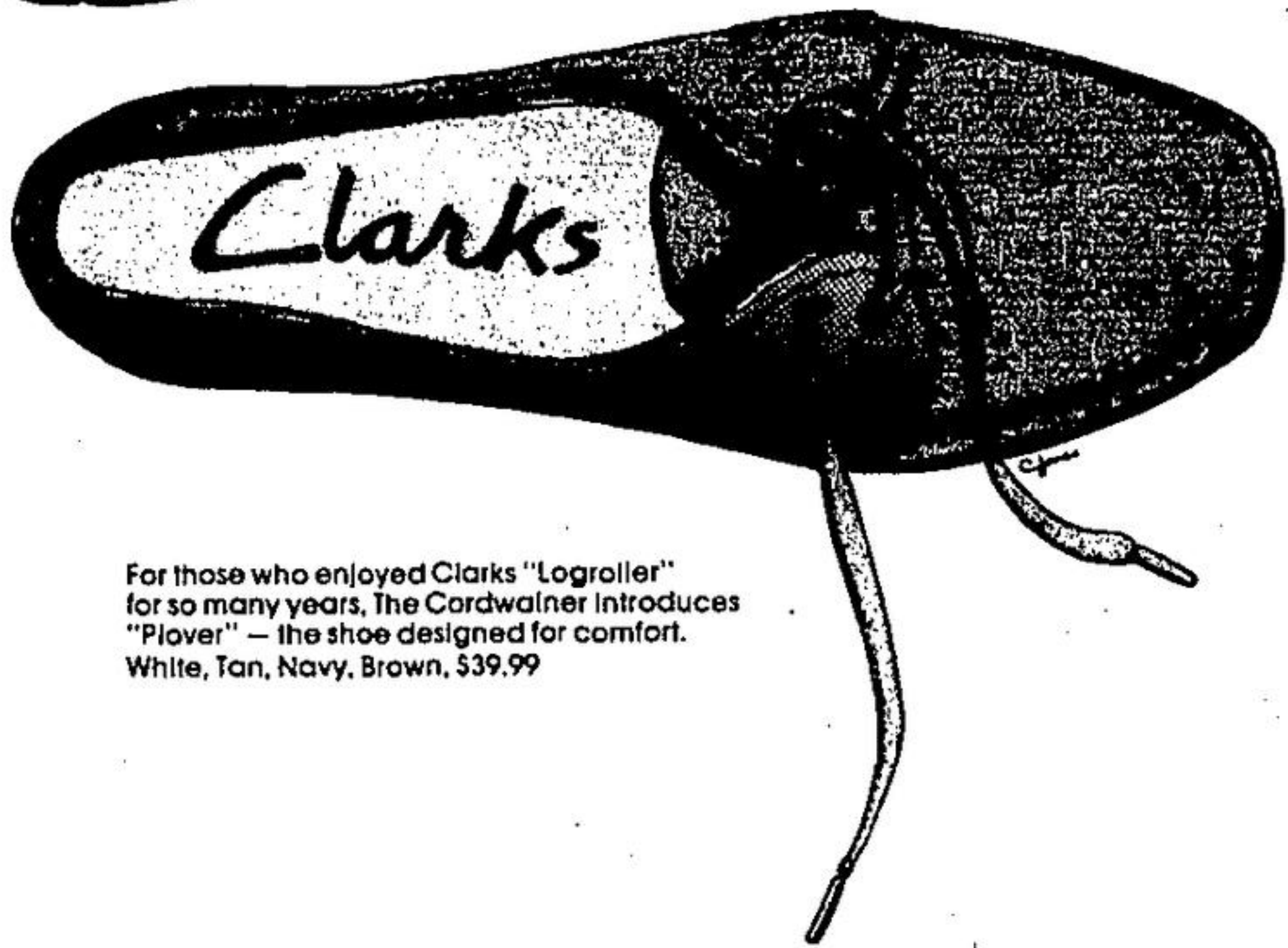
SINGER

At Singer, you get what you pay for... and a little bit more.

®Trademark of Singer Company of Canada Ltd

†Price may vary

CLARKS OF CANADA LTD. are pleased to announce "The Cordwainer" as their major dealer in Guelph. Carrying the wide range of Clarks products in all sizes and widths, we are sure "The Cordwainer" will provide excellent service to the discriminating buyer in Guelph.
Hugh Woods,
President,
Clarks of Canada Ltd



For those who enjoyed Clarks "Logroller" for so many years, The Cordwainer introduces "Plover" — the shoe designed for comfort. White, Tan, Navy, Brown, \$39.99

The Cordwainer

Grand Opening

MARCH 1 at 9:30

TRAMP'S

For The Finest In
Leather Apparel

featuring

CASANOVA & ELITE
SPORTSWEAR

WE ALSO HAVE GWG &
LEVI JEANS

OPENING SPECIALS

LEATHER JACKETS

25-50% OFF

LEATHER BIKER

JACKETS

1/2 PRICE

Free Cheese Cloth Shirts

for the ladies

& Free T-Shirts for the men

with every purchase of

Levi or GWG jeans

ALSO

We also have a good selection of

Indian clothes and clothes from

around the world.

We print T-shirts. Choose

from over 400 designs.

TRAMP'S

Stone Road Mall

(near K-Mart)

OPEN MON.-SAT. 10-10

