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The Sun

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PERSONALITIES ON PARADE



Vijaya Corea

We take pride in presenting as our personality this week a man with a 'golden' voice, who really needs no introduction — **VIJAYA COREA.**

Twenty-seven-year-old Vijaya is undoubtedly one of the most versatile, popular and best-known disc jockeys. One needn't hunt for facts, but just for the record, Vijaya "voices" the most number of sponsored commercial programmes on local radio.

Vijaya's very warm, confident and friendly voice has certainly given a boon to the advertiser. His method of getting the message across has a style all of his own.

THE MAN

WITH A

'GOLDEN

VOICE'

Jawaharlal Vijaya Sri-kumaradhas Corea first saw the light of day on January 28, 1943. Vijaya was educated at S. Thomas' College, Mount Lavinia. As a school-boy he was a lover of Classical music but today Vijaya the DJ and MC, is a part and parcel of pop music in Ceylon.

The rather strange switch over came the day he decided to have a "go" at announcing. Vijaya was an instant success. And in fact one of his close colleagues remarked that "Vijaya may have been born with a microphone near his mouth."

Vijaya's has also been the man behind the success of many a local group.