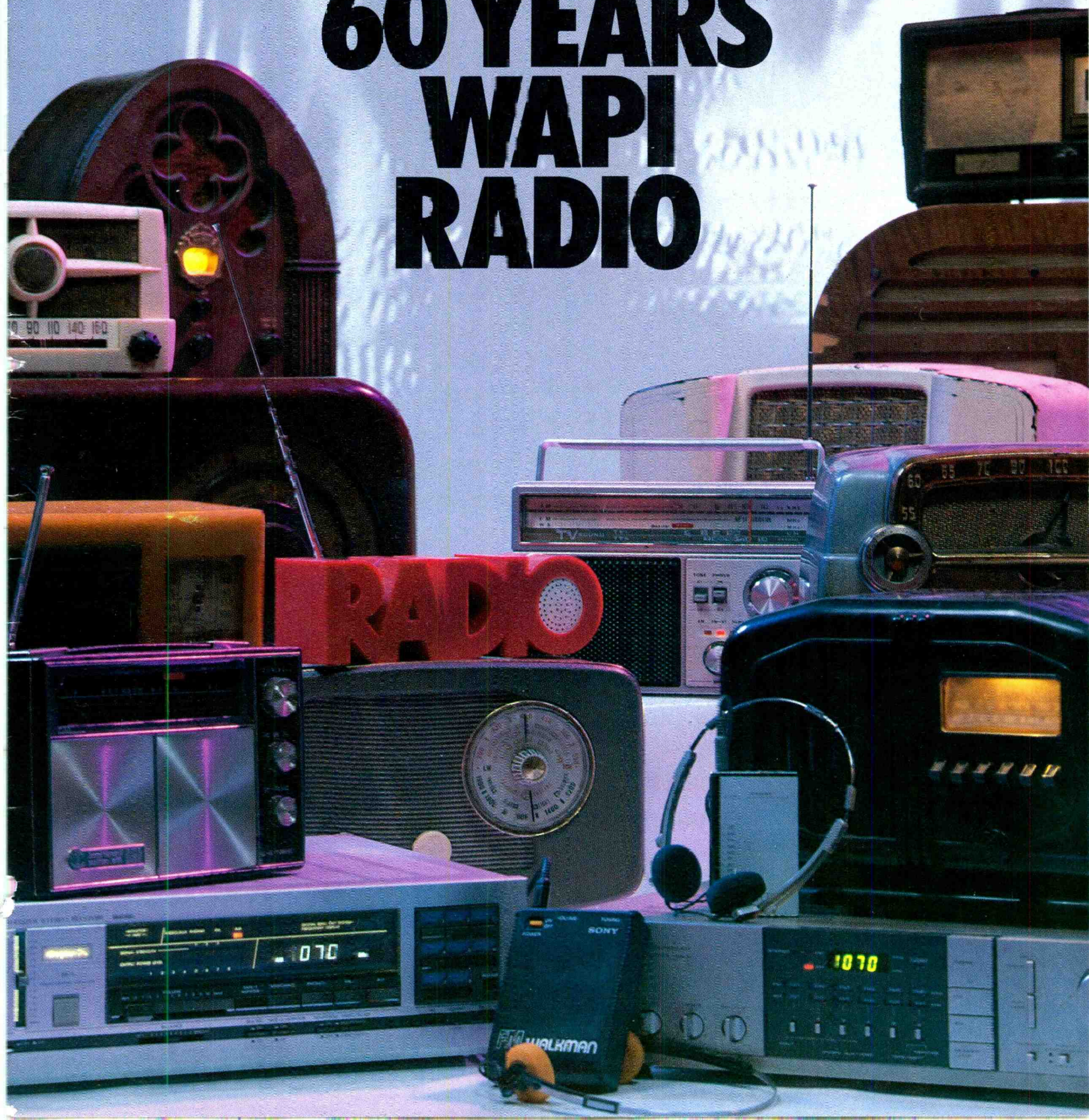


SPECIAL COMMEMORATIVE

# A MOST MEMORABLE 60 YEARS WAPI RADIO





# A Family Tradition That's Piggly Wiggly!

Holiday feasting...family get-togethers and traditional dining at its best...that's Piggly Wiggly!

Quality, convenience, variety, full service, weekly specials and everyday low prices...a complete assortment of national brands and our famous private label brands...all guaranteed...that's Piggly Wiggly!

U.S.D.A. Choice beef and lamb, Grade 'A' poultry, and the widest selection of the freshest meats anywhere...that's Piggly Wiggly!

Full deli service for family dining...those extra-special party cheeses or deli meats...that's Piggly Wiggly!

Produce selected at the height of freshness makes any festive salad bar come alive...that's Piggly Wiggly!

Six convenient locations in Jefferson and Shelby Counties...the original self-service...that's Piggly Wiggly!

- Homewood  
3000 Montgomery Hwy.
- Vestavia  
Todd's Mall
- Southside  
1016 19th St. So
- 2652 Valleydale  
Road
- Montevallo  
Vallo Plaza
- Columbiana  
211 W. College St.



Shop  
**PIGGLY WIGGLY**





# MEMORABILIA

During the early years, WAPI was assigned several new frequencies and operating hours. In 1928, they shared the 1140 dial position with KV00 in

Tulsa, Oklahoma, and had to divide their operational time at night with this station. In order to even broadcast an event of national interest during their

non-operational hours, WAPI had to ask for special permission from the Federal Radio Commission (Federal Communications Commission).

Form No. 100-1  
 JUN 27 1930  
 UNITED STATES OF AMERICA  
 FEDERAL RADIO COMMISSION  
 RADIO BROADCASTING STATION

File No. \_\_\_\_\_  
 Official No. 419  
 Call Letters: W A P I

Subject to the provisions of the Radio Act of 1927, as amended, subject heretofore or hereafter made by this Commission, and further subject to exhibit

ALABAMA POLYTECHNIC INSTITUTE, UNIVERSITY OF  
 is hereby authorized to use and operate the radio transmitting apparatus  
 for the term beginning January 31, 1930  
 The licensee shall use and operate subject to:

1. On a frequency of 1140
2. With power not to exceed \_\_\_\_\_

F.C.C. Form No. 728

**Postal Telegraph**  
 THE INTERNATIONAL SYSTEM  
 Commercial Cables Mackay Radio  
 All America Cables  
 YOU CAN SEND A MESSAGE FROM ANY OFFICE

RECEIVED AT  
 STANDARD TIME INDICATED ON THIS MESSAGE

UNITED STATES OF AMERICA  
 FEDERAL COMMUNICATIONS COMMISSION  
 TEMPORARY AUTHORIZATION TO BROADCAST STATION

File No. BS-419  
 Call Letters W A P I

to the authorization contained in License No. BS-R-419  
 dated February 29, 1930

ALABAMA POLYTECHNIC INSTITUTE, UNIVERSITY OF ALABAMA & ALABAMA COLLEGE  
 RADIO BROADCASTING STATION W A P I  
 to use and operate the radio transmitting apparatus located at Pratt City, Birmingham, Alabama,

WA164 33 DL COLLECT 2 EXTRA  
 FH WASHINGTON DC 27 523P  
 RADIO STATION WAPI  
 BROADCASTING CORP BQHAM  
 AUTHORIZED STATIONS WAPI AND KV00 OPERATE  
 WITH POWER FIVE THIRTY PM  
 THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

**Postal Telegraph**  
 THE INTERNATIONAL SYSTEM  
 Commercial Cables Mackay Radio  
 All America Cables  
 This is a full rate Telegram, Cablegram or Radiogram unless otherwise indicated by symbols in the address or in the address of the message.

RECEIVED AT  
 STANDARD TIME INDICATED ON THIS MESSAGE

**WESTERN UNION** (20)

R. B. WHITE, PRESIDENT  
 NEWCOMB CARLTON, CHAIRMAN OF THE BOARD  
 J. C. WILVEVER, FIRST VICE-PRESIDENT

CLASS OF SERVICE  
 This is a full-rate Telegram or Cablegram unless its distinctive character is indicated by a suitable symbol above or preceding the address.

SYMBOLS  
 DL = Day Letter  
 NM = Night Message  
 NL = Night Letter  
 LC = Deferred Cable  
 NLT = Cable Night Letter

Received at Birmingham, Ala.  
 QA937 25 DL COLLECT 1 EXTRA=WASHINGTON DC 17 547P  
 RADIO STATION WAPI=  
 2029 FIRST AVE NORTH BHAM=  
 COMMISSION GRANTED W A P I AUTHORITY OPERATE SIMULTANEOUSLY WITH  
 KV00 POWER ONE KILOWATT 9 PM CST TO CONCLUSION LOW  
 SCHEWELLING FIGHT JUNE 22=  
 T J SLOWIE SECRETARY F C C.

**Postal Telegraph**  
 Mackay Radio Commercial Cables  
 All America Cables Canadian Pacific Telegraphs

W A P I KV00  
 STANDARD TIME INDICATED  
 RECEIVED AT  
 TELEPHONE YOUR TELEGRAM TO POSTAL TELEGRAPH

THIS IS A FULL RATE TELEGRAM, CABLEGRAM OR RADIOGRAM UNLESS OTHERWISE INDICATED BY SYMBOLS IN THE ADDRESS OR IN THE ADDRESS OF THE MESSAGE. SYMBOLS DESIGNATING SERVICE SELECTED ARE OBTAINED IN THE COMPANY'S TARPPS OBTAINED AT EACH OFFICE AND ON FILE WITH REGULATORY AUTHORITIES.

WASHINGTON DC 24 232P  
 UNIV OF ALABAMA  
 VE LTRH BQHAM  
 OPERATE SIMULTANEOUSLY WITH  
 TO NINE PM KST JUNE  
 ADDRESS

1931 MAR 27 PM 8 40



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# HISTORY

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**The year is 1922.** The Lincoln Memorial in Potomac Park, Washington, D.C. was dedicated...Birmingham boxer Claude Wilson beat Jack Sharkey in a flyweight bout...Douglas Fairbanks was flashing across the screen as "Robin Hood"...After a bitter fight to move Alabama Polytechnic Institute to Montgomery, the Board of Trustees voted to keep the school in Auburn...The Maxwell, Durant and Chrysler were catching people's eyes, but Henry Ford still lead the field with his Model T. It was even possible to own a car with a radio in it!

Everybody was singing "Carolina In The Morning", and Alabama's first radio station was born.

In April, the Alabama Power Company was granted a license for a radio station. WSY was located at 1921 Powell Avenue, and operated with 500 watts of power.

The first broadcast was made by Dr. C. B. Glenn, Superintendent of City Schools, on a proposed \$7,000,000 Bond Issue for schools. All receiving sets within a radius of 200 miles of Birmingham were able to pick up the broadcast.

In September, WMAV (We Make A Voice) began operation on the campus of Alabama Polytechnic Institute (Auburn University). The studio was located in Broun Hall, and the antenna was located on an old 100 foot tower donated by Miller Reese Hutchinson, who had been associated for many years with Thomas A. Edison. P. O. Davis of the Extension Service was delegated to manage WMAV.

---

**The year is 1923.** Calvin Coolidge was sworn into office as the 30th President of the United States...Radio comedy was born when the Happiness Candy Company went on the air with a show called "The Happiness Boys"...The Charleston was introduced and became the dance rage...The big movie of the year was "The Covered Wagon" featuring Alabama's own Lois Wilson.

The nation's teenagers were driving their parents crazy singing "Yes, We Have No Bananas", and WSY moved into its new broadcasting room located in the Radio Department of Loveman's Department Store. The broadcasting room was touted to have the finest acoustics in the world.

---

**The year is 1925.** The Scopes Trial was held in Dayton, Tennessee...Nellie Ross became Governor of Wyoming, the first woman to hold such an office...Red Grange was the football star of the year. He scored 31 touchdowns in 20 games for the University of Illinois...Rudolph Valentino made his last picture, "The Son of the Sheik".

The popular song was "Alabama Bound", and the Alabama Power Company, being unsuccessful with their operation of WSY, donated the station to Alabama Polytechnic Institute. The facilities were dismantled, shipped to Auburn and combined with those of WMAV. A power increase was authorized in June, a new transmitter was installed in September, and the call letters were changed to WAPI.

---

**The year is 1926.** The United States was 150 years old...Prohibition was in effect...The first "Ben Hur" movie was made...America's first nationwide network, the National Broadcasting Company, was born on November 15th. WEAJ in New York was the key station of the network, and had 19 affiliated stations using more than 3,500 circuit miles of special telephone wires.

If you were listening, you heard the song "Bye, Bye Blackbird", and WAPI was moved into new facilities at Auburn. Two self-supported steel towers were erected with a one-wire "T" type antenna.

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**The year is 1927.** Radio was gaining in popularity and importance for the American people. Sponsors like Dodge, Listerine, Wrigley and Studebaker were buying air time, and there were eight million radio families...Captain Charles Lindbergh made his non-stop solo flight from New York to Paris in his monoplane "The Spirit of St. Louis"...The Columbia Broadcasting System was started, and Congress established the Federal Radio Commission.

The favorite song was "Me And My Shadow", and WAPI was assigned five different frequencies. The allotted hours for broadcasting were changed almost as frequently.

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**The year is 1928.** Radio listeners heard Herbert Hoover accept victory...The first dramatic series "Real Folks" began...NBC had a coast-to-coast network of 58 stations on a permanent basis, and every week millions of listeners enjoyed "Amos 'n Andy"...Al Jolson starred in one of the big new sound pictures, "The Singing Fool", and also made his radio debut.

A popular song was "Sonny Boy", and WAPI moved from Auburn to Birmingham.

Several factors were involved in the decision to transfer the station to Birmingham. Funds were difficult to acquire to cover the rising costs involved, talent resources were limited, and NBC was not interested in adding the station to their network, because Auburn was too far from any city of size to provide a large listening audience. With the approval of school officials, P. O. Davis made arrangements with Mayor Jimmy Jones for the City of Birmingham to cover half the operating costs. The two towers were moved to Birmingham, and the other equipment was sold.

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**The year is 1929.** The worst stock market crash since "Black Friday" occurred in October...Herbert Hoover



was inaugurated as the 31st President...Gangster activity reached its height with the famous St. Valentine's Day Massacre...Kate Smith made her first appearance on a local station in Baltimore.

"I'm Just A Vagabond Lover" by Rudy Vallee was the current hit, and WAPI experienced several major changes.

President George Denny of the University of Alabama approached the FRC seeking a license for a station in Tuscaloosa. Realizing that conflicting forces in Alabama would hamper the future growth of WAPI, P. O. Davis and the Director of Extension at Auburn approached Dr. Denny on working together. After several conferences that included the President of Alabama College for Women (University of Montevallo), a decision was reached to split the ownership of WAPI between the three institutions...39% Alabama Polytechnic Institute, 39% University of Alabama and 22% Alabama College for Women.

During these negotiations, Governor Bibb Graves considered the possibility of the State of Alabama installing and operating a station in Montgomery. Mr. Davis was again called; this time to convince Governor Graves to join the consolidated WAPI. Soon market news from the State Department of Agriculture became a daily feature on the station and continued for years thereafter.

Power was increased to 5,000 watts, the station became affiliated with NBC, thereby becoming the first network station in Alabama. WAPI went on the air from their new studios on the 14th floor of the Protective Life Building with a big splash on December 31st. Over 900 calls and telegrams were received during the program from 21 states. Within the first week, more than 3,000 notices of reception arrived at the station.

---

**The year is 1930.** Financial gloom continued to spread, but the depression was not destined to suppress radio. Here was an entertainment medium that was free to rich and poor alike in the privacy of

the home. Thousands of families who had purchased much of their household equipment on credit, gave up their car, vacuum cleaner, and furniture, but kept up the payments on their radios. Radio had become a part of their lives with which they could not part. Dramatized comic strip characters were successful, program personalities started attracting loyal listeners, and obscure announcers and crooners became public heroes to millions. People loved radio and believed in it.

Ethel Merman was singing "I've Got Rhythm", and WAPI was authorized to accept local commercial programs. The City of Birmingham served notice that because of the state of the economy, they would not be able to pay half the operating costs of the station much longer.

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**The year is 1931.** The "Star Spangled Banner" was declared the national anthem of the United States by Act of Congress...The Empire State Building, the tallest building in the world, was opened at a cost of \$54,000,000...The Ford Motor Company turned out its twenty-millionth automobile.

Alabama's Hal Kemp hit the jackpot with the song "I've Got A Date With An Angel", and the City of Birmingham withdrew its financial support from the WAPI operations. The State of Alabama was able to pay only part of the state appropriations to educational institutions, and WAPI could not meet their payroll.

WAPI had been requesting a power increase to 50,000 watts since 1929. The station presented its cause at an FRC hearing in 1931. A lawyer was required. The station did not have one, so the Birmingham Chamber of Commerce gave the station \$100.00 to engage the firm of Oscar W. Underwood, Jr. The Commission finally granted a permit for an increase to half the requested power, 25,000 watts. This effectively made the question moot, because there was no such transmitter on the market. In order to increase to 25,000 watts, the station would be forced to buy a 50,000 watt transmitter. There was no money available for the purchase, and the permit expired.

**The year is 1932.** The country was shocked by the kidnapping of the Lindbergh baby...Franklin Delano Roosevelt was swept into office by the largest majority any president had ever received...The largest indoor theatre in the world, Radio City Music Hall, was opened in New York City...Radio was international, and Americans were hearing broadcasts from the battlefields of Manchuria and the World Disarmament Conference in Geneva, Switzerland... "One Man's Family" began its long career on radio...Jack Benny made his first performance, and Don McNeill's famous "Breakfast Club" started...Many Americans had lost everything, and were forced to live together in hovels.

The top song of the year was "A Shanty In Old Shanty Town", and WAPI changed their operation arrangements.

The economic circumstances of the time forced the schools to make a decision to lease WAPI to private individuals. The first agreement was made with W. O. Pape, a local realtor. In May, Mr. Pape organized the WAPI Broadcasting Company, and signed a five-year lease.

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**The year is 1933.** Prohibition was repealed by the 21st Amendment and ratified by the necessary 36 states...The "New Deal" was born...Congress created the Tennessee Valley Authority... "Hi-Ho Silver" was the signal for all Lone Ranger radio fans to listen...Eddie Cantor's weekly radio show introduced such new talent as Dinah Shore and "Burns and Allen".

The favorite song was "Did You Ever See A Dream Walking", and WAPI's lease changed hands. W. O. Pape had purchased WODX Radio in Mobile, and decided to concentrate his time on the operation of that station. He sold his interest in the WAPI lease to Bascomb H. Hopson, and the company name was changed to the WAPI Broadcasting Corporation.

---

**From 1934 through 1936,** the country moved out of the



Depression...The Federal Radio Commission was replaced by the Federal Communications Commission...Alcatraz became a Federal Penitentiary...John Dillinger was shot to death...The Mutual Broadcasting System became the third American Broadcasting network...Walt Disney introduced Donald Duck...The Dionne quintuplets were born.

The Emperor of Ethiopia broadcast a plea for help from the United States against the invading Italians...Amelia Earhart became the first woman to make a solo flight across the Pacific...Humorist Will Rogers was killed in a plane crash...The Huey P. Long Bridge spanning the Mississippi River at New Orleans was completed and Governor Long was assassinated in Baton Rouge.

The world listened as Edward, King of England, renounced the throne "For the woman I love"... "Life" magazine was born...Boulder Dam was completed...Radio had become a potent force in the world as listeners heard the direct reports of such events as the kidnapping of General Chiang Kai-shek.

One of the top songs of the time was Jack Teagarden singing "Stars Fell On Alabama", and WAPI was still affiliated with NBC on the "Red" network.

Bascomb H. Hopson was still Station Director and WAPI continued to divide time on the air with KVOO in Tulsa, Oklahoma.

---

**The year is 1937.** The Hindenburg, the world's largest dirigible balloon and the pride of Germany, exploded and burst into flames at Lakehurst, New Jersey...Nylon was patented by the DuPont Company...The Golden Gate Bridge was completed...Charlie McCarthy was insulting Don Ameche on "The Chase and Sanborn Hour"...Everyone spent Saturday night listening to "Gang Busters"...Walt Disney introduced "Snow White and the Seven Dwarfs" to the screen.

"Heigh-Ho" and "Whistle While You Work" were the favorite songs and the WAPI lease was transferred.

On August 1, 1937, operation of WAPI was transferred to Ed Norton and Thad Holt. The franchise was

leased to The Voice of Alabama, and was in effect for fifteen years.

---

**This year is 1938.** The Nazis were throwing the world into turmoil...Bingo became the new rage...Any doubt of radio's impact was dispelled on October 30th, when Orson Welles presented his drama, "The War of the Worlds". It nearly set off a nationwide panic.

A sixteen year old girl named Ella Fitzgerald was singing the hit song "A Tisket A Tasket", and WAPI abandoned NBC for the CBS network.

One of the terms of agreement on the new lease was the increase of WAPI's power to 50,000 watts. Ed Norton borrowed \$50,000 from Birmingham Trust National Bank to apply toward the new construction. Then, he and Thad Holt met in Atlanta with the Vice-President of CBS to see if the Network would be interested in purchasing part of the station's lease to give CBS access to higher power in Birmingham. The deal was recommended to William S. Paley, President and largest CBS stockholder. Mr. Norton met with Mr. Paley in New York and a two-page letter of committal was drawn up and signed. CBS was to buy a 45% interest in WAPI. This solved the financial problem of equipment expenses necessary for the power increase.

---

**In 1939 and 1940,** the world was in or on the verge of war...Hitler was on the move...England and France declared war on Germany...A new breed of serious news analysts rose to the forefront. Among the notables were William L. Shirer, Bob Trout, and Edward R. Murrow. The Dean of American News Commentators was H. V. Kaltenborn. Judy Garland became a star in "The Wizard of Oz".

Selective Service started in the United States and the country gathered around its radio to hear President Roosevelt draw the first draft number...The voice of Edward R. Murrow was heard on American radio as he reported on the events of the war from a bomb shelter in London.

Everyone was doing imitations of the Ink Spots singing "If I Didn't Care", and WAPI was still attempting to increase power.

Mr. Norton and Mr. Holt, with the help of CBS, approached anyone who could help them install a 50,000 watt station. They finally found a used transmitter at WBT in Charlotte, and the solution seemed near.

---

**The year is 1941.** Six million families were listening to their radios when President Roosevelt declared war on Japan and the Axis powers...Three new programs moved into the top ten—"Lowell Thomas and the News", "Mr. District Attorney", and Red Skelton.

Benny Goodman had them dancing in the aisles of the Paramount Theatre, when he played "The Jersey Bounce", and WAPI changed frequencies.

The station had continued to operate with 5,000 watts of power and share time on 1140 with KVOO. One of the first moves made by Norton and Holt was to have a CBS engineer design, with the aid of Victor J. Andrew, the first radio station in the United States with a directional antenna.

The main difficulty over the years had been potential interference with other stations broadcasting on the same frequency. So, the basic principle was to set up two towers at certain points in order not to broadcast as strongly in certain directions. This would protect the signals of other stations on the same frequency. This directional antenna was granted to WAPI on an experimental basis. A station engineer, who had been with Admiral Byrd in the Antarctic, was sent to a motel outside of Memphis to test the signals of WAPI and KVOO to determine that there was no interference with stations in Los Angeles and Nova Scotia on the same frequency.

The NARBA Treaty affected the dial positions of most North American broadcast stations. WAPI was relicensed to operate on 1170 with KVOO, and required to reduce power to 1,000 watts at night. WAPI then utilized a Special Temporary Authority



granted by the FCC in 1940, and broadcast on 1070. This permit was the result of a request to have their own dial position and the ability to broadcast on a fulltime basis.

Plans to increase power to 50,000 watts were crushed when the U.S. Government seized all unused transmitters for war use and the FCC ruled out any expansion of power. The transmitter WAPI was attempting to purchase ended up in North Africa with the U.S. Army.

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**From 1942 to 1949**, more changes occurred for the world and WAPI.

The Normandie burned in New York harbor...Lt. Col. James H. Doolittle and 79 airmen bombed Japan...The era of big bands was in full swing...General Dwight D. Eisenhower was appointed Supreme Commander in Europe... "pay as you go" income tax was signed into law...A skinny crooner named Frank Sinatra so captivated bobby-soxers of both sexes that a riot was started by his fans when he appeared at the Paramount Theatre in New York.

D-Day arrived and all commercial broadcasts were cancelled for uninterrupted reports on the landing...The U.S. had established itself as a super power...Almost 900 radio stations were in operation throughout the country...President Roosevelt died and Harry Truman was inaugurated 33rd President of the United States...Victory in Europe was achieved.

The atom bomb was dropped and the Japanese surrendered...Arthur Godfrey's "Talent Scouts" made its debut...Some 6,000 Southern Democrats held a convention in Birmingham to organize the States Rights Party to oppose the Democratic Party at the National Convention...Dr. Peter Goldmark of the Columbia Broadcasting System demonstrated his "long-playing" microgroove phonograph record.

During these years, WAPI received

permission to permanently change frequency to 1070, and began full-time on-the-air operation. Their sister station, WAFM, began commercial operation with entirely separate programming. In 1949 WAFM-TV started telecasting. Now WAPI had Alabama's first AM, FM and TV stations.

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**From 1950 to 1962**, many major events took place to alter the history of the world and WAPI.

Alabama's own Tallulah Bankhead was hostess of a 90 minute weekly variety program "The Big Show", on network radio...The Korean War was raging...General Eisenhower became President...Soviet Premier Joseph Stalin died...Radio entered the era of the long playing record, the 45 RPM, and the Disc Jockey.

Salk vaccine was made available to the public...NBC introduced its concept in weekend radio programming—"Monitor"... Birmingham's Hugh Martin wrote the score for the movie "Girl Rush" starring Rosalind Russell, and the actors were brought to the Alabama Theatre for the world premiere.

The Dodgers finally won the World Series for the first time...Birmingham's Lili Gentle hit the silver screen in "Teenage Rebel"...Russia launched the first Sputnik...The Auburn Tigers were National Champions...The U.S. launched its first satellite...There were 156,000,000 radio receivers in working condition in the United States.

Russia and the United States put men in space...The Bay of Pigs was a disaster...The "Alabama Crimson Tide" won the National Football Championship.

During this time...WAPI was granted permission (1952) to increase daytime power to 10,000 watts...The Birmingham News Company sold WSGN, and in 1953 acquired WAPI-AM, WAFM, and WAFM-TV...The studios were moved from the Protective Life Building to new and larger facilities atop Red Mountain...In

1954, WAPI switched affiliations back from CBS to NBC.

When the S. I. Newhouse newspaper interests purchased the Birmingham News in 1956, they also acquired the WAPI radio and television stations...After almost thirty years of requests, the FCC finally approved the increase of day power to 50,000 watts in 1958. In 1960, the license name was changed from the Alabama Broadcasting System, Inc. to the Newhouse Broadcasting Corporation.

In 1961, WAPI's long standing operating lease was terminated. Full ownership of the station was acquired by the Newhouse Broadcasting Corporation from the three Universities for \$340,000. As P. O. Davis stated, the three schools "received a nice annual return on their investment for almost thirty years, received a substantial appreciation on the final sale, and had air time provided for their use during that time. I wonder if any of the three schools ever had another investment that turned out so well".

WAPI expanded its programming, staff and equipment during the next twenty years...When its sister station WAPI-TV was sold in 1980, WAPI-AM and FM moved into spacious new offices on Highland Avenue South...With the addition of new studio equipment and transmitters, WAPI advanced even further in its ability to perform news, sports and entertainment programming with the utmost degree of professionalism. WAPI-AM is preparing to add stereo when the FCC gives the go-ahead.

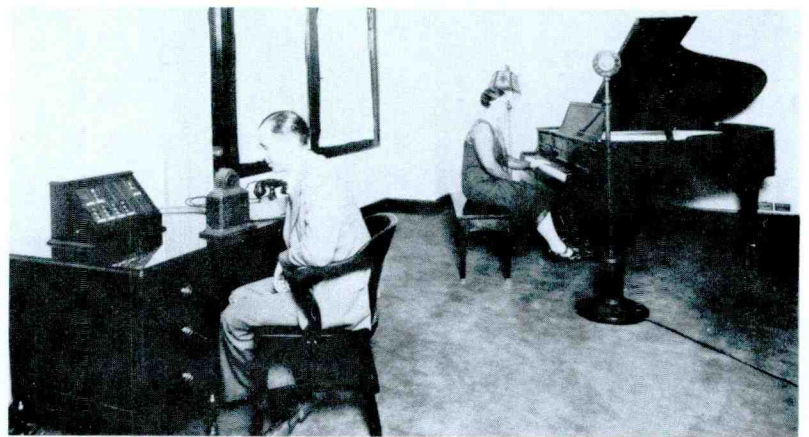
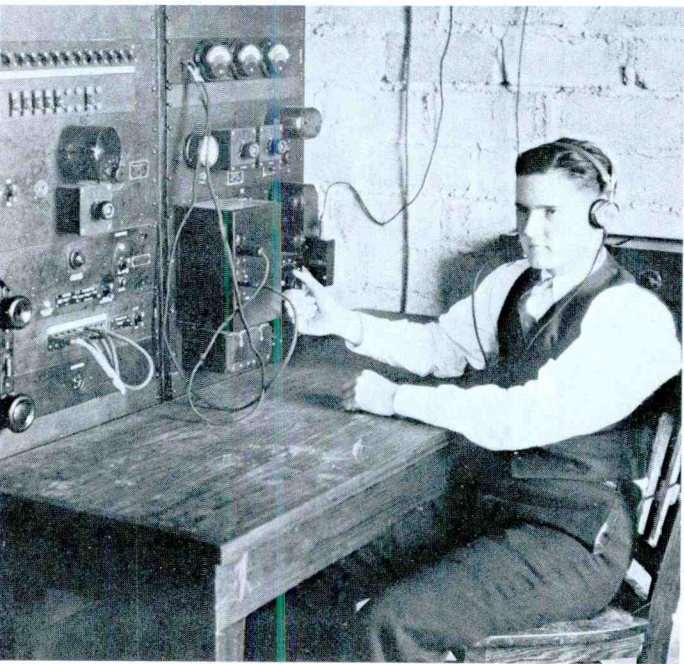
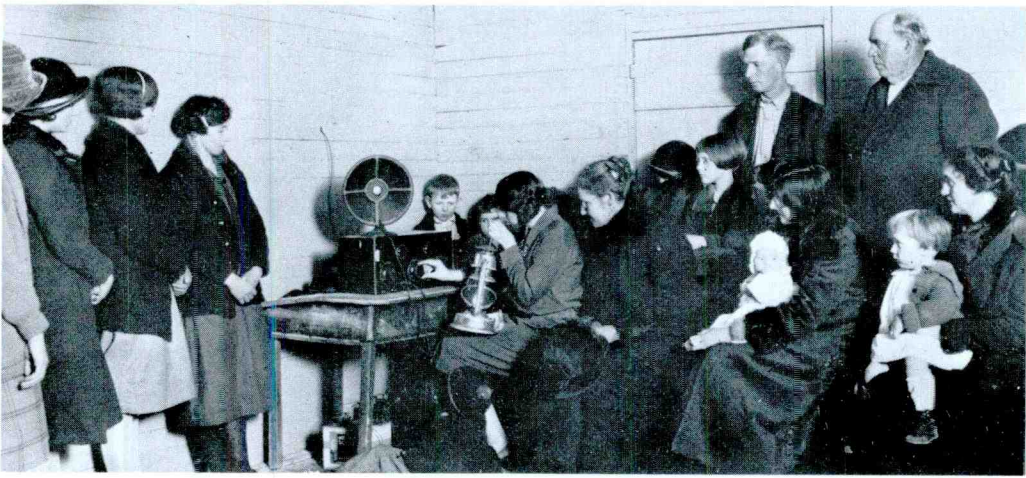
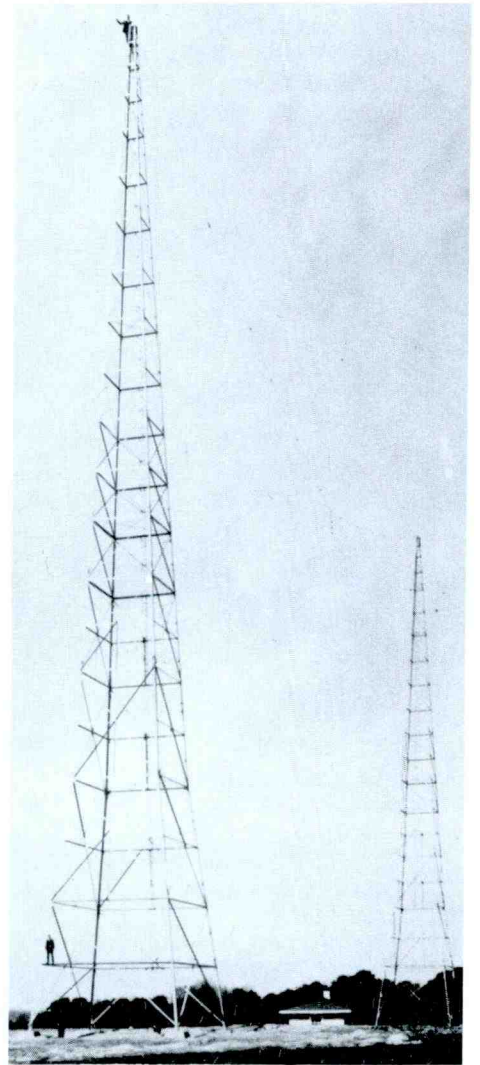
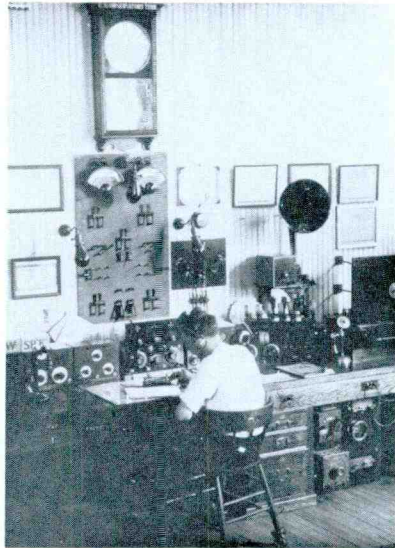
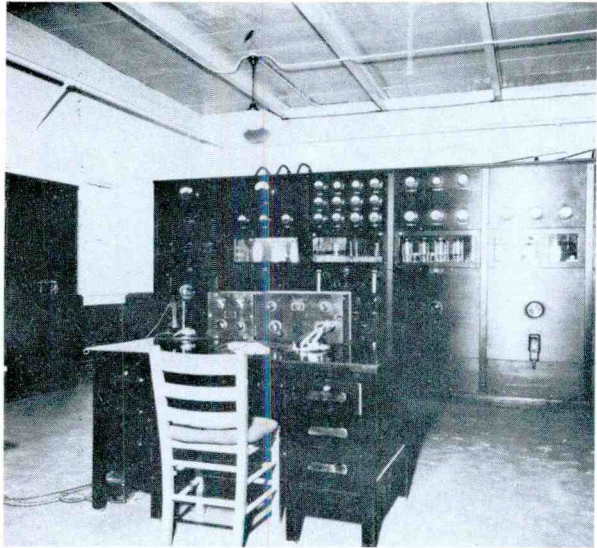
In its six decades on the air, WAPI has been a pacesetter in Alabama radio. When radio was thought to be a curiosity, WAPI demonstrated to advertisers that radio is a powerful selling medium...When sports coverage was considered the domain of newspapers, WAPI demonstrated that sports events could be brought to the fan, live and exciting. WAPI built its reputation on innovation, enterprise, service and entertainment. These standards do and will remain intact!







# S ARE MADE OF THIS





# SPORTS. . . ALWAYS AROUND

Sports has and continues to be an important part of WAPI's program schedule. From Rose Bowl games in the first decade to Auburn and professional games today, WAPI is always there.

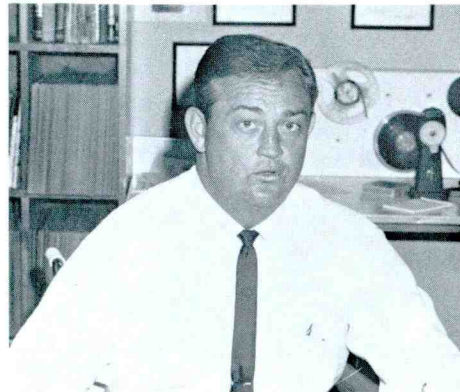
An early ad featuring some well-known Alabamians.



Dave Campbell's "Telephone Scoreboard" in the lobby of the old Dinkler-Tutwiler Hotel during the 1959 football season.



Broadcasting a sporting event when WAPI was very, very young.



Buddy Rutledge

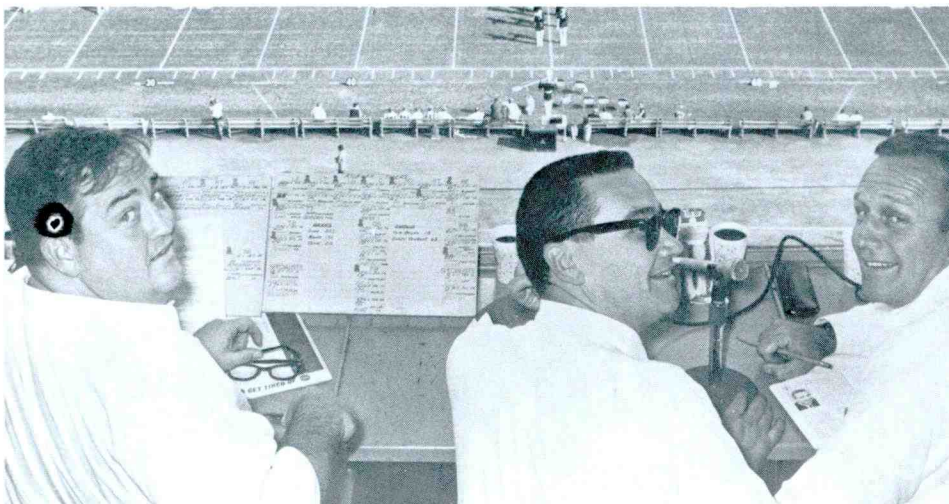
## Games on WAPI

Promoting Sports and Team Spirit,  
WAPI goes into Industrial Plants  
and Community Centers twice a week.

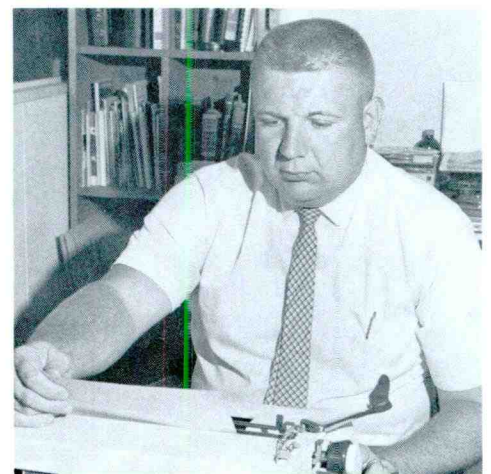
From the Fields, well known and well liked  
Maury Farrell and Dan Daniel call  
the games of:

American Cast Iron Pipe Co.	Navy
Stockham Valves and Fittings	Savre
Local 1489 United Steel Workers	Huffman
Cosby-Hodges Milling Co.	Chalkville
Fleming Transfer Co.	Bookside
James Valley Sausage	
Anderson Brass Works	

All sporting events played an important role on the station.



The popular Auburn Tigers broadcasting team of Buddy Rutledge (left) and Charlie Davis (right) enjoying the Auburn Band at half-time.



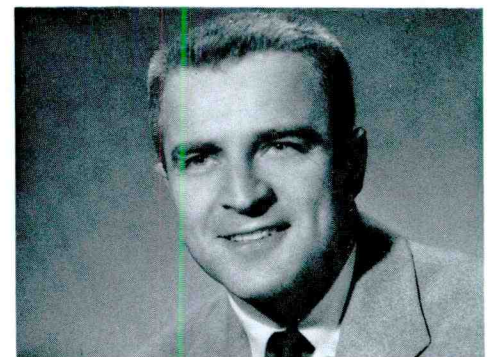
Gary Sanders



Dan Daniels (right)



A testimonial dinner held by Standard Oil in Appreciation of the Auburn Football broadcasting team's fine work (Tom Hamlin second from left and Charlie Davis on right).



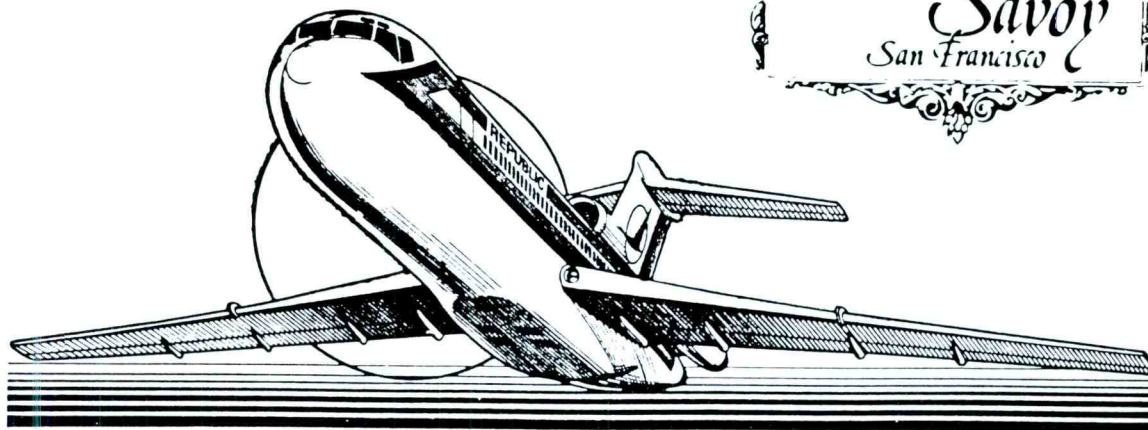
Tom Hamlin



# NOBODY SERVES OUR REPUBLIC LIKE REPUBLIC™

From sea to shining sea, Republic flies you to  
more cities than any other airline.

Thanks! Republic & Hotel  
Savoy for sending two of  
our listeners to San  
Francisco for WAPI's  
60th Anniversary!



**REPUBLIC**  
AIRLINES





**WAPI-AM**  
1070

*You've Got Style*



 *Digitz*

DOWNTOWN • BROOK WOOD VILLAGE • CENTURY PLAZA • WESTERN HILLS • 5 POINTS WEST • ROEBUCK • HUNTSVILLE • GADSDEN • MONTGOMERY • FLORENCE • TUSCALOOSA



# This Could Become Your Favorite Place.

**There's a little seaside resort right here in town.**



How would you like to give your senses a banquet? We've created an atmosphere of ease and comfort – just like you find at the seaside. And while you're having a good time, we're serving up the freshest, tastiest seafood you'll find anywhere. About the price? Fear not. To get it cheaper you'd have to catch it yourself.

**The minute you enter you've got friends.**



The bartender smiles and pours a good one. The waitress smiles and serves a sensational meal. To the right of you, the left of you, they're having a great time. Why not join in?

**Close your eyes . . .**



**You can almost hear the ocean.**

Get the gang in the car and take them on a small vacation. Sip the cool drinks. Relax in casual comfort. Taste exotic seafood specialties, fresh cut steaks, teriyaki chicken. For just one night take a trip away from your troubles. The time is right. And so is the price.

**Brunch. The civilized happy hour.**



"Isn't this a wonderful place?"  
**"I love it."**  
 "Let's come here again."  
**"Let's never leave."**



## The CABANA CAFE

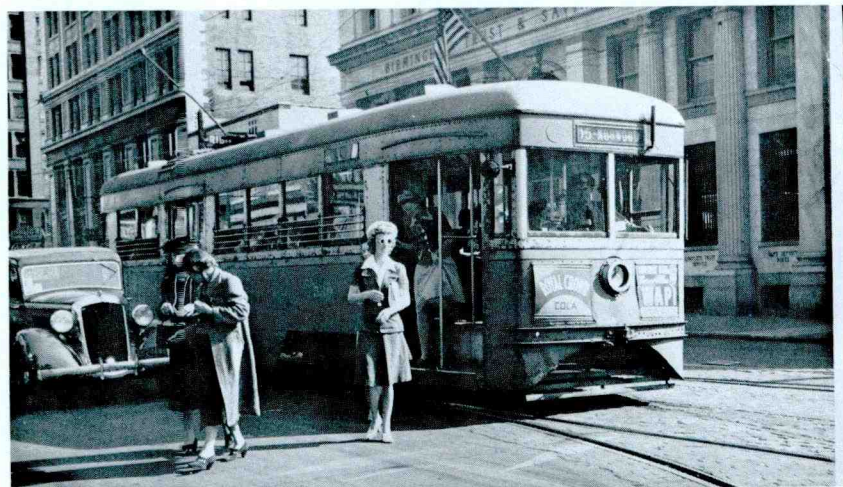
**NO. 1 BROOKWOOD DRIVE  
 9115 PARKWAY EAST**

**870-1390  
 833-1333**

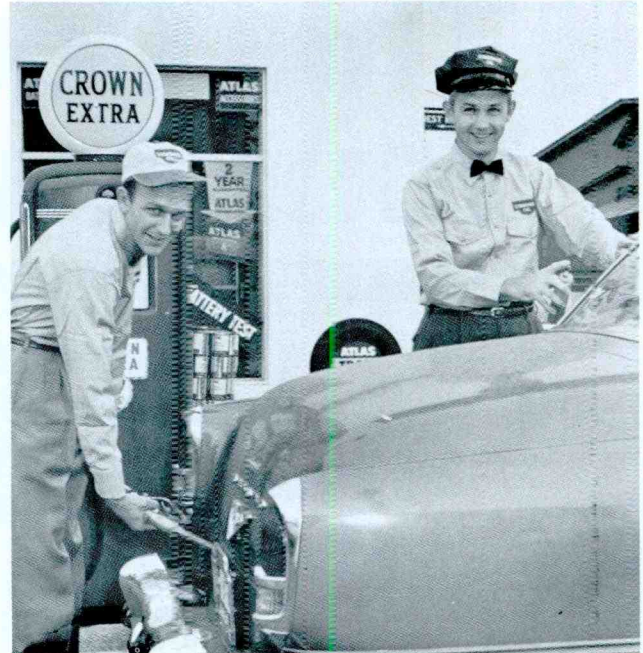


# ADVERTISING AND A

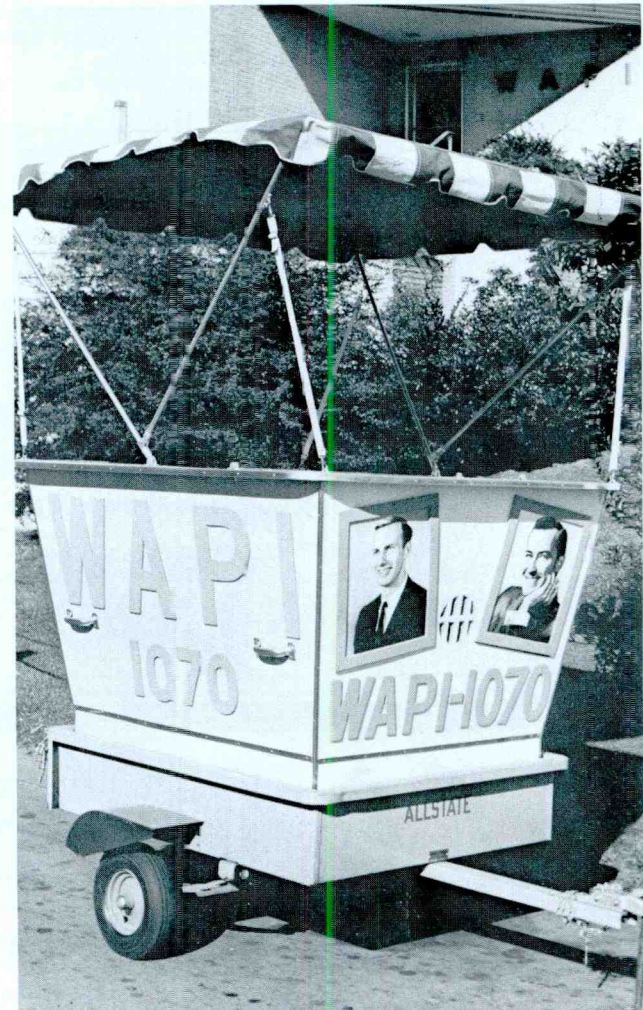
WAPI was visible everywhere...at the business location...on signs...in the offices.



WAPI on view in Downtown Birmingham in the early years of mass transit



Charlie Davis and Dan Daniels provide full service for the customer at a Crown Station



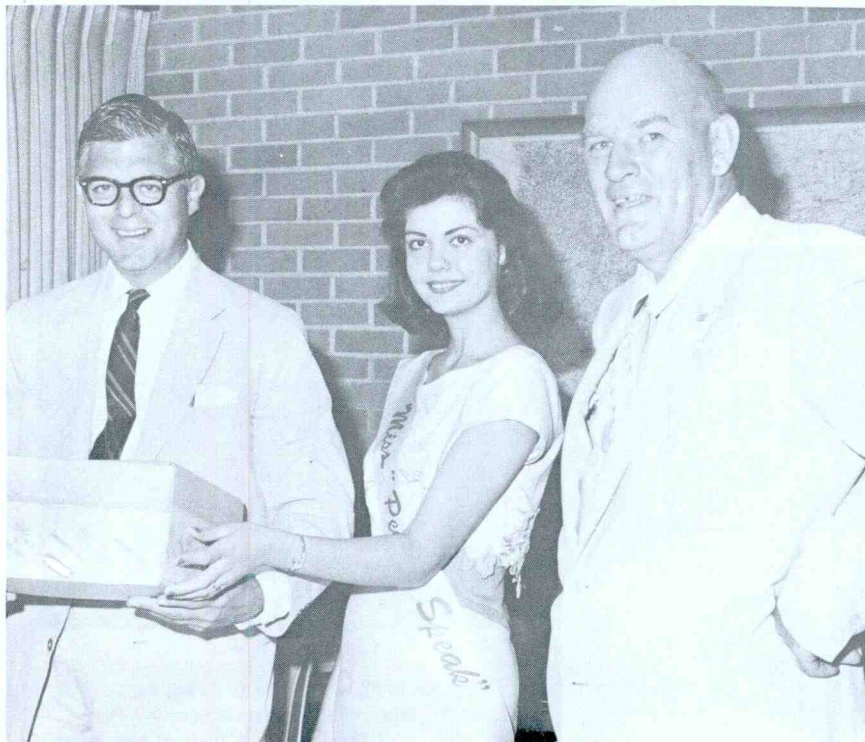
Small mobile remote unit



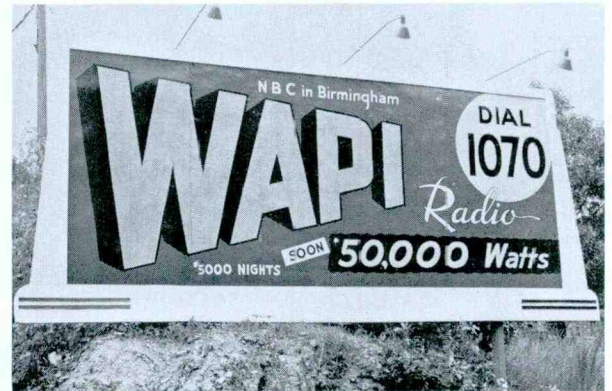
# ADVERTISING EVENTS



The gang promoting Jim Dandy products— (left to right) Dave Campbell, Bette Lee, Jim Lucas, Leland Childs and Boyd Evans (center)



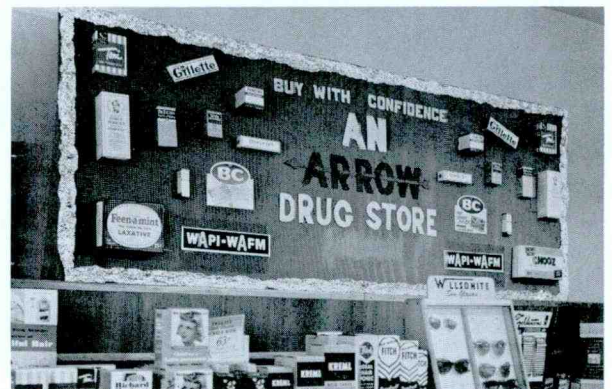
Dave Campbell and "Miss People Speak" deliver birthday cake to agency advertiser Robert Luckie (left) on the 5th birthday of "The People Speak"



Billboards through the years



Bette Lee and Leland Childs talk about Dad's Delicious Oatmeal Cookies



An old display in Arrow Drug Store



# LEADERSHIP IN THE NEWS COVERAGE



News has always played a dominant role in WAPI's broadcast schedule. The combination of some of the best newsmen and most complete news gathering facilities in the area generated national recognition, awards and public confidence. WAPI's ingenuity and knowhow made it possible to "scoop" other stations and media on many hot news stories.

**TOTAL NEWS COVERAGE WITH "BUCK ROGERS" BOARD...**This was the caption of an article appearing in a national broadcasting magazine to show WAPI's latest equipment. News Director Clancy Lake demonstrates the unique board WAPI used to be first at the scene and first on the air. Visiting newsmen were amazed at the ability of the award-winning WAPI news reporters to cover so much territory and accomplish so many newscasts so completely. In just a few years in the sixties, they made more than 600 news feeds to the networks.



Bette Lee made news.



Wendel Harris



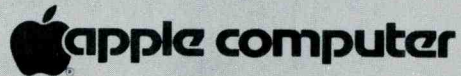
Cal Douglas



Maury Farrell

**WHEN TWO-WAY NEWS CARS WERE NEW...**Bob Jones demonstrates WAPI's capabilities of covering a story at the scene from one of the many mobile units used by the WAPI News Department to cover their assignments.





# Apple Writer II

Text Editing Made Simple

Applications  
Software

*The Apple Writer program turns your Apple Computer System into a sophisticated text editor—providing you with the capability to write, revise, edit, and print all types of documents quickly and inexpensively. You can easily perform every editing task, from correcting typographical errors to moving whole paragraphs. And you can precisely format and print your text letter-perfect every time.*



10% off

**Village Computers**

1720 28th Avenue South 870-8943



**A MOST MEMORABLE  
60 YEARS  
WAPI  
RADIO**



FROM

---

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PLACE  
STAMP  
HERE

WAPI RADIO  
2146 Highland Avenue, South  
Birmingham, AL 35205



# WAPI Registration Form

**YOUR LUCKY WINNING NUMBER IS: No 2691**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

AGE GROUP: \_\_\_\_\_ (under 17)

\_\_\_\_\_ (18-34)

\_\_\_\_\_ (35-49)

\_\_\_\_\_ (50 or above)

please detach this portion and drop it in the mail  
STAY TUNED TO WAPI-AM 1070 FOR UPCOMING DETAILS ON HOW YOU CAN WIN!

**MY REGISTRATION NUMBER IS**

**No**

**2691**

please detach this portion to keep record of your number

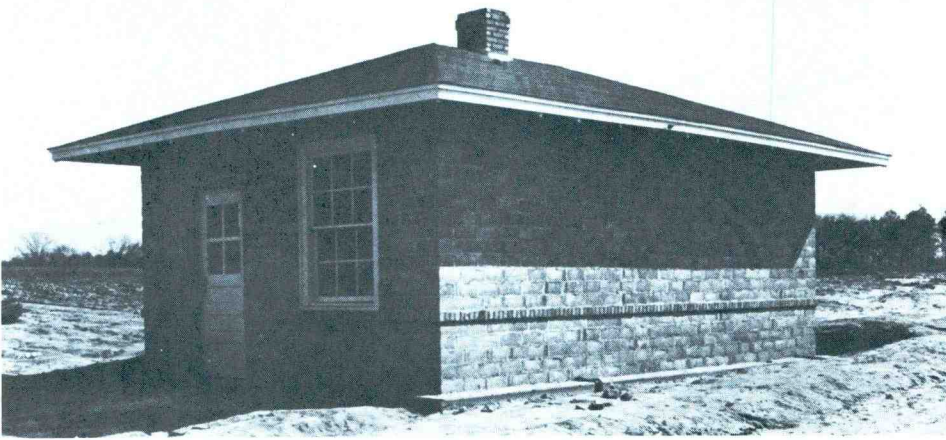


HAPPY  
ANNIVERSARY  
FROM THE  
NEWS  
LEADER...

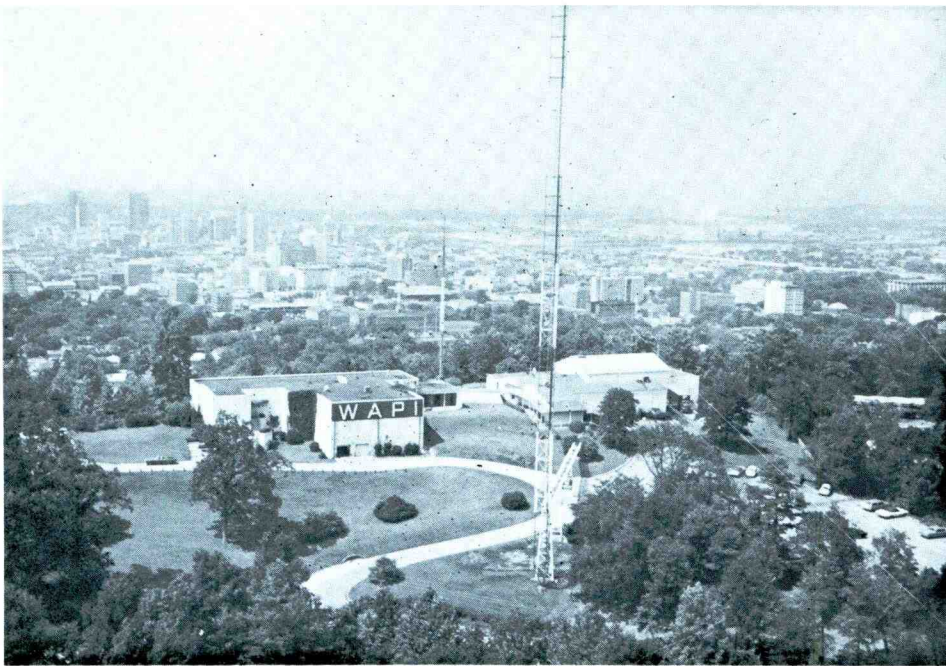
13 NEWS



# HOME SWEET HOME



The years have provided many locations for WAPI...Some of these were the old Matthews Electric Company building on First Avenue North...Lovemans Department Store...1921 Powell Avenue...Broun Hall at Auburn University...the Protective Life Building...Radio Park A'top Red Mountain...and currently, Highland Avenue South.



A few of WAPI's homes are pictured. (Top Left) One of the locations on the campus of Auburn University (Top Right) Protective Life Building (Center) A'top Red Mountain (Bottom) Highland Avenue South.



*Storkland/Toyland Inc.*

proudly introduces . . .  
the Nockonwood  
Jenny Lind "Lifetime Line"

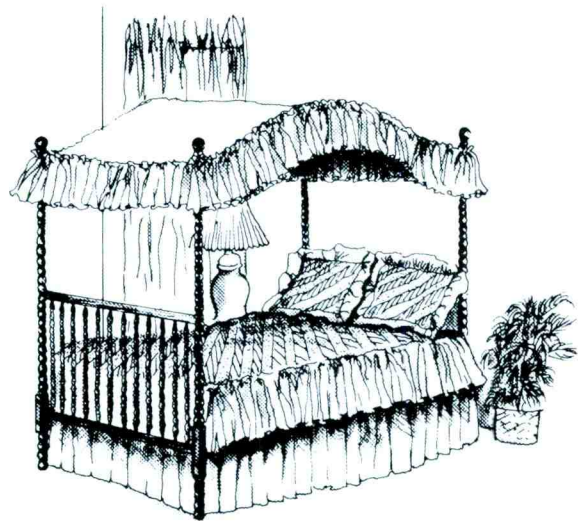


*Nockonwood Ind.*

The timeless beauty of the most popular style of baby furniture comes to you in solid hardwood. And this "Lifetime Line" offers more—its unique conversion design allows it to change from a crib to a double bed as the child's needs change. A real economic advantage.

Choose coordinated pieces such as cradle, changer, high chair and child's rocker for a total decor. They're all reasonably priced and offer real quality.

Come see for yourself why the Nockonwood Jenny Lind furniture is a wise investment for a lifetime.



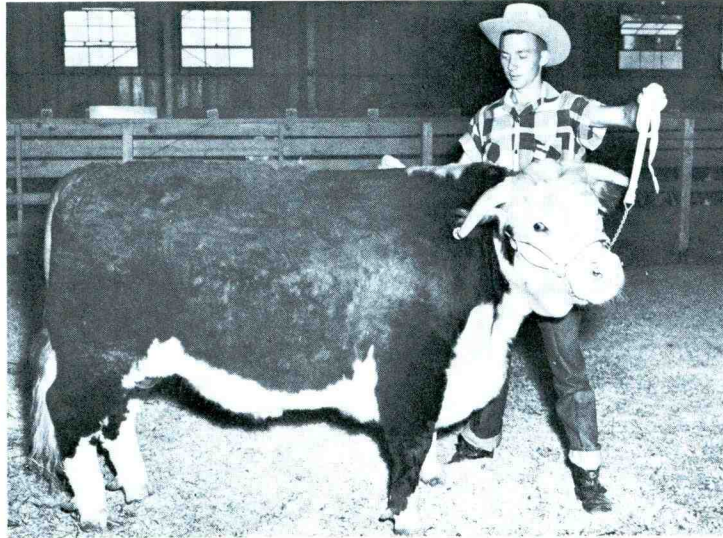
DOUBLE BED

*Storkland/Toyland Inc.*

7781 Eastwood Mall - 591-BABY  
2130 First Avenue, North - 322-BABY



# SERVICE TO THE COMMUNITY

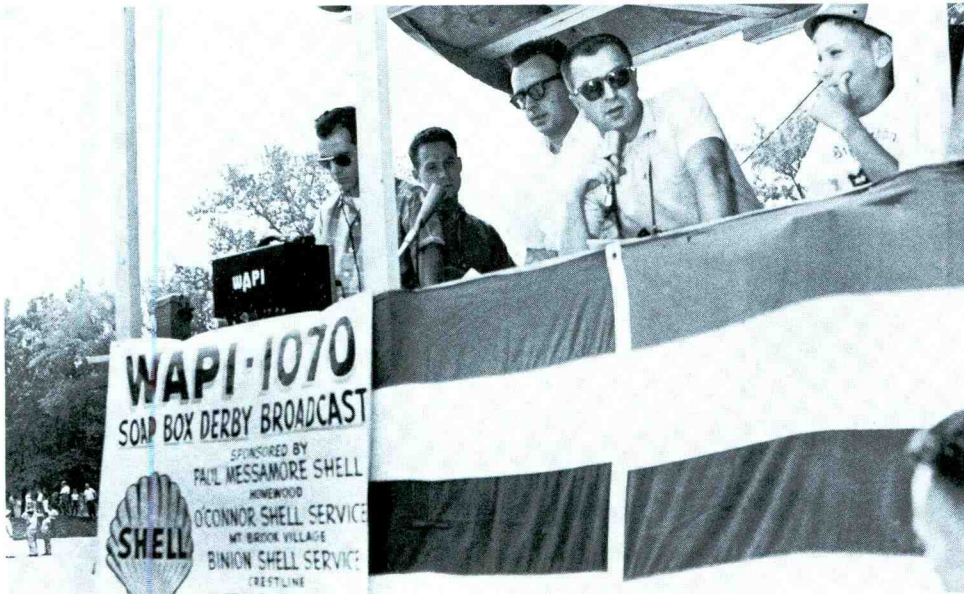


Fat Calf Show winner.

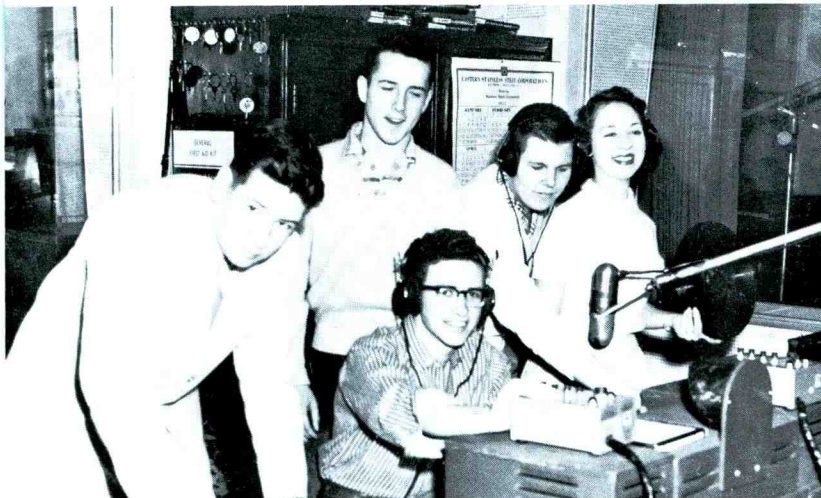
WAPI was never content to give merely time for public service. The policy involved direct participation by station personnel and intensive use of their facilities to accomplish a community project...some initiated by the station itself.

Some samples...

- **Crippled Children's Football Clinic Game** Proceeds built a \$3,000,000 Hospital
- **East-West Baseball Game** Over \$100,000 in proceeds for Sight Conservation Clinic
- **Fat Calf Show** Fifteen to twenty calves given yearly to deserving youngsters
- **March of Dimes Auction** Proceeds raised to fight Polio
- **Junior Achievement** The use of the WAPI studios for free enterprise in action
- **Miss Alabama Contest** Broadcasting events and donating scholarships
- **Maid of Cotton Contest** Promoting and broadcasting event
- **Mom's Day Out** Honoring Alabama's mothers and families
- **The Lee White School** Raising funds to build addition to school for spastics
- **Birmingham Symphony Orchestra** Fund drives and broadcasts of full performances



Sports Director Tom Hamlin broadcasts the annual Soap Box Derby co-sponsored by WAPI.



Junior Achievement Broadcast group in action.



You've picked  
the right  
computer.

Now, pick the  
right computer company

Village Computers. If you are going to own a computer, it is important to know that the company who sells you the equipment has the knowledge, personnel and experience to keep your new system performing smoothly. At Village Computers we support our sale with free training and offer continued support with a full staff of experienced computer specialists. Village Computers. We're the computer company you can depend on.

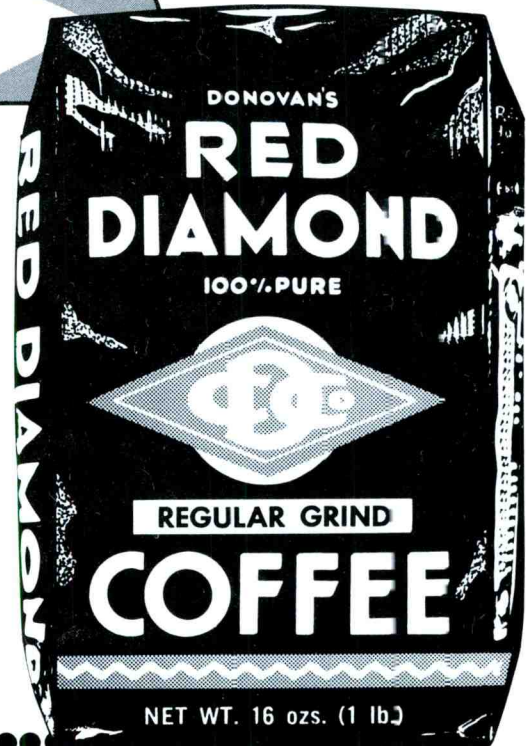
**Village Computers**

1720 28th Avenue South 870-8943

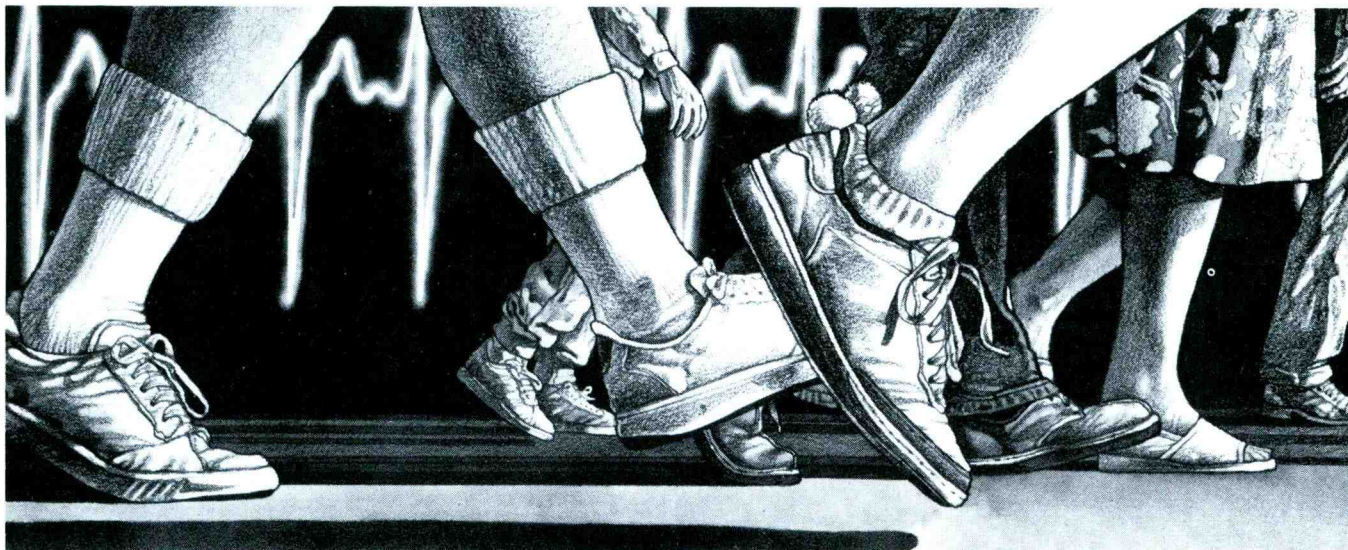
 **apple computer**  
Authorized Dealer



**Red Diamond  
Congratulates  
WAPI-AM On  
Their Diamond  
Anniversary**







# Birmingham doctors tell their cardiac patients to take a hike.

And in just weeks, those men and women are leading normal, active lives. Thanks to doctors who believe in safe exercise rehabilitation. And to Baptist Medical Centers' new Cardiovascular Therapy Program.

**BMC's Cardiovascular Therapy Program** is a unique concept in health care for people who have angina, have had heart attacks or heart surgery or are considered at high risk for heart disease. This safety-assured outpatient rehabilitation program of monitored, supervised exercise and family-centered educational classes is under the close supervision of a team of specialists and available by your doctor's prescription.

**The program begins where hospital care stops.** After a cardiovascular evaluation and graded exercise (stress) test, a patient

begins phase one of the program. Twelve weeks of monitored exercise therapy, three times a week. An exercise prescription, outlining a conditioning program using special equipment, is prepared for each patient by the program's full-time cardiologist and exercise physiologist. And registered nurses closely monitor the patient's heart rate, rhythm, and other vital signs during each therapy session. The optional phase two involves supervised exercise using the gym, pool and track facilities at Lakeshore Hospital.

**Baptist Medical Centers' Cardiovascular Therapy Program is medically prescribed and supervised** — so all or part of the fees are covered by most health insurance policies. More and more cardiac patients are following doctor's orders and participating in BMC's Cardiovascular Therapy Program. And, by the end of the pro-

gram, they're not only looking and feeling better, they may have greatly reduced their chances of serious heart problems happening or recurring.

If you have angina, have had a heart attack or heart surgery or are considered at high risk for heart disease, BMC's Cardiovascular Therapy Program might be just the prescription for you. **To get complete information just call 870-8701 today.** Then ask your doctor about it.

And when your doctor tells you to take a hike, pay attention. It'll do your heart good.



BMC Center for  
Health Promotion  
3800 Ridge-  
way Drive  
Homewood,  
Alabama  
35259  
205/870-8701



# BEHIND THE MIKE

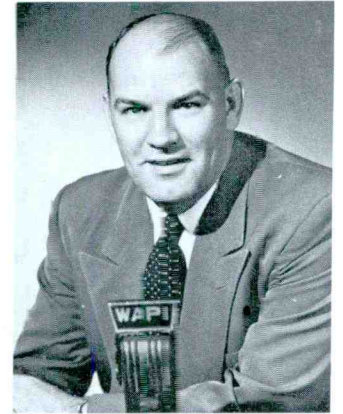
Through the years, WAPI has entertained and informed listeners in Alabama with some of the finest radio personalities in the state.



Ron Carney



Bette Lee



Dave Campbell



Happy Wilson and the Golden River Boys



Milton Lawrence



George Singer



Barbara Bender



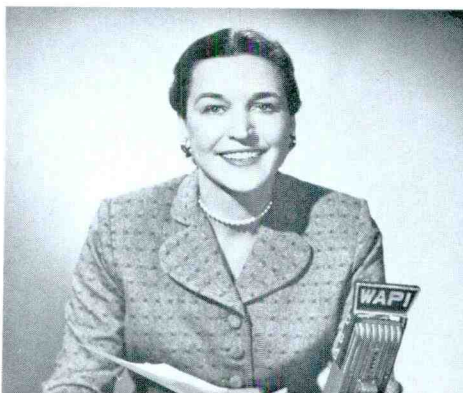
Jim Lucas



Owen Spann



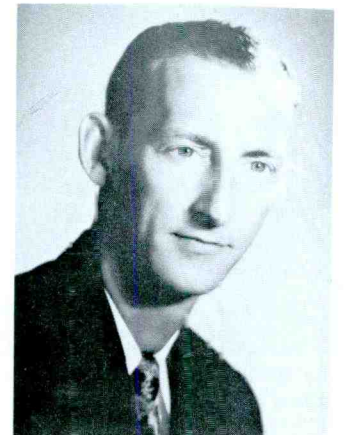
Boyd Evans



Mimi Dennis



Henry Kimbrell and the Hi Neighbor Boys

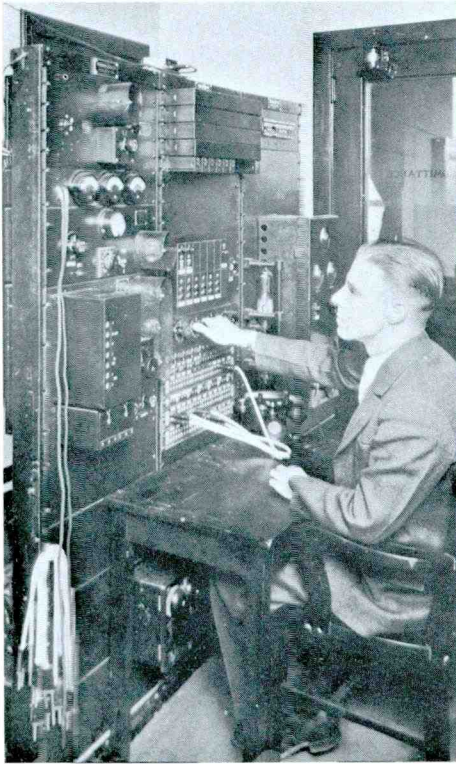


Leland Childs

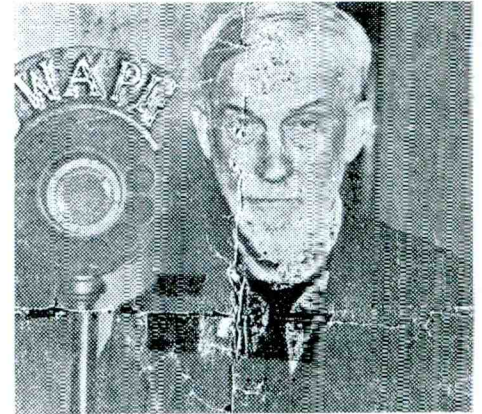


# THE WAY WE WERE

A few scenes and events from WAPI's past.



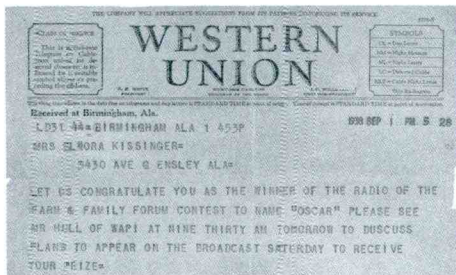
Console used in the WAPI Birmingham control room during the late 1920's. Engineer Clayton Dow is "riding the gain".



Brother Bryan behind the WAPI mike.



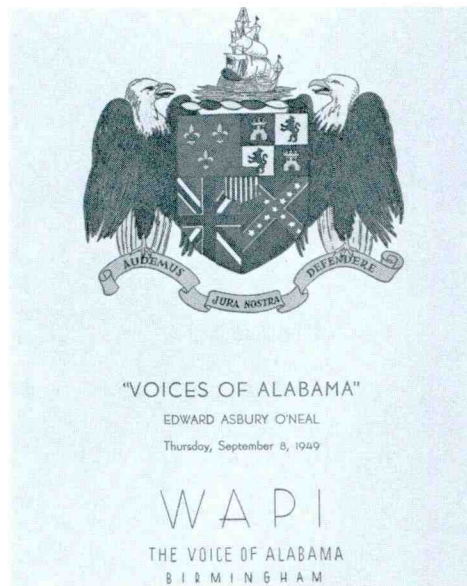
Oldest radio was uncovered in station birthday contest in 1962. Winner was 1916 model which still worked—with a 500 foot aerial.



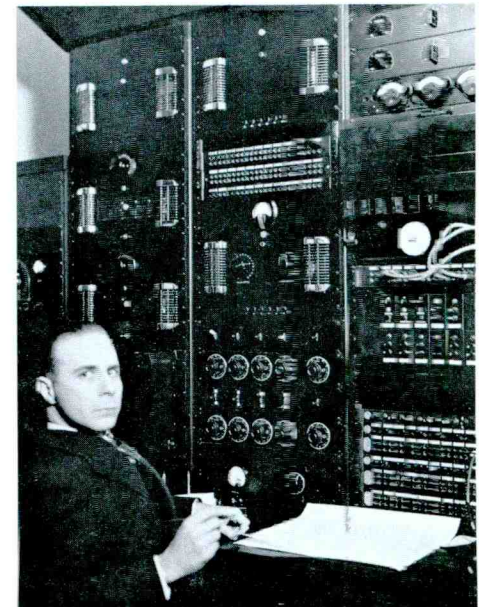
A telegram congratulating the winner of the "Farm and Family Forum Contest".



The famous band leader Glenn Miller did a special performance for WAPI when he was stationed at Maxwell Air Force Base during World War II.



A program of one of the specials in a series called the "Voices of Alabama" broadcast by WAPI to statewide network in the 1940's.



Another control board used when WAPI was young.





The best tasting pizza in town.

*Honest!*

## Lunch Buffet

with piping hot pizza, delicious pasta with 3 kinds of sauce and fresh garlic bread

**ALL YOU CAN EAT \$2.79**

with salad bar \$3.29

daily 11:00-1:30—Sat. & Sun. 12 noon-2:00 p.m.

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PHONE 591-3854

LOEHMANN'S VILLAGE  
PHONE 988-4436

2200 McFARLAND BLVD.  
PHONE 345-7302  
TUSCALOOSA

1129 HUFFMAN RD.  
PHONE 853-0996  
(NEXT TO ZAYRE)

328 VALLEY AVENUE  
PHONE 945-1334





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**ALABAMA'S  
BEST  
ROCK**

*Happy Anniversary*



# WELCOME to Miller Time

