

STATION WAPI

Victor Hanson Radiophone

Operated by

The Extension Service

Alabama Polytechnic Institute

Auburn, Alabama

YOU ARE CORDIALLY INVITED
TO TUNE IN ON THE

FORMAL OPENING PROGRAM

---OF---

WAVELENGTH
248 METERS

WAPI

1210
KILOCYCLES

7:00 P. M. TO 8:30 P. M.
CENTRAL STANDARD TIME

MONDAY, FEBRUARY TWENTY-SECOND
NINETEEN HUNDRED AND TWENTY-SIX

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS; THE ALABAMA POLYTECHNIC INSTITUTE AND THE UNITED STATES DEPARTMENT OF AGRICULTURE COOPERATING--ACTS OF MAY EIGHTH AND JUNE THIRTIETH, NINETEEN HUNDRED FOURTEEN.

STATION PERSONNEL

President	Spright Dowell
Director	L. N. Duncan
Manager	P. O. Davis
Assistant Manager	W. A. Young
Engineers	A. StC. Dunstan J. M. Wilder Arthur Dunstan Walter B. Fisk
Announcers	W. (Bill) C. Wall John McCaa N. E. Grubbs J. A. (Ikie) Douglass
Musicians	Mrs. Sara Madre Tidmore, piano Mrs. Mary Drake Askew, violin Paul Fontille (Birmingham), saxophone Dick Yarbrough (Auburn), saxophone James Leslie (Troy), cornet L. B. Hallman, Jr. (Dothan), trombone Slick Moulton (Mobile), banjo Tobie Morgan (Greenville, S. C.) drum

Piano: We use a Baldwin Grand furnished by the Baldwin Piano Company, Cincinnati, through Seals Piano Company, Birmingham.

PROGRAM FORMAL OPENING W A P I

Music will begin before 7:00 P. M., so that radio listeners may tune in.

Auburn Medleys	Radio Orchestra
Selections from Il Trovatore by Verdi	Radio Orchestra
History and purpose of WAPI	Dr. Spright Dowell
Rose Marie	Radio Orchestra
Vocal Solo	Mrs. Carrie Samford Giles
Introduction of Mr. Hanson	Dr. Spright Dowell
Radio and the Press	Victor Hanson, Publisher, Birmingham News and Montgomery Advertiser
Selections from the Student Prince	Radio Orchestra
Introduction of Governor	Hon T. D. Samford
Station WAPI and Alabama	Hon. William W. Brandon, Governor
Selections from Magic Melody	Radio Orchestra
Vocal Solo	Mrs. Carrie Samford Giles
Auburn Medleys	Radio Orchestra

This station will be on the air every Tuesday and Thursday 7 to 8 P. M., and Saturday 6:30 to 7:30 P. M. Special programs will be broadcast other days and hours to be announced later.

History

WAPI dates back to 1922 when the Hon. publisher of the Birmingham News, Age-Montgomery Advertiser, made a donation to the Alabama Polytechnic Institute for installing a radio station. Station WMAV was installed and began broadcasting on September 1, 1922.

The Alabama Power Company gave to the college which had been operating in Birmingham and moved to Auburn. It was Station WMAV and operated during 1925. It was the installation of the present station which opened its program broadcast February 1, 1925. It was given the call letters WAPI, the last being the Alabama Polytechnic Institute. It was a Western Electric station. It was installed by the engineers of this company.

On the third floor of Comer Agricultural Station and towers are out in the open on the station grounds about 400 yards from the buildings. The towers for the aerial are 200 feet tall. The aerial consists of 5½ miles of copper wire. By this method broadcasting is done from other points.

In appreciation of the contribution made to radio broadcasting at Auburn by this station, Station WAPI was named the Radio Broadcasting Station.

Programs

The chief purpose of Station WAPI. Being operated by the Extension Service of the Polytechnic Institution it was dedicated to educating with education must be entertainment and news to make a first-class broadcasting station.

Dialogues by members of the Extension Station staff, and faculty of the Polytechnic Institute constitute our most important features. These lectures and dialogues cover a wide range of subjects of interest to people in towns and cities.

Since Alabama is primarily an agricultural State and the Extension Service is engaged in extension work with the farm people, special attention is given rural subjects.

Along with these educational numbers market reports, weather forecasts, and similar news are broadcast regularly.

Broadcasting athletic events has proven to be a popular feature; and, by doing this, Station WAPI has made a major contribution to athletics including football, baseball, and basketball.

Good music, both vocal and instrumental, is the leading entertainment feature. This station has its orchestra and special musicians.

Hours of broadcasting are 12 to 1 each day except Sunday; and night programs three to five nights each week. Most of these night programs begin at 9 o'clock. Tuesday, Thursday, and Friday are regular nights for broadcasting.

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WAPI Personnel: Spright Dowell, President; L. N. Duncan, Director; P. O. Davis, Manager; W. A. (Bill) Young, Assistant Manager and Announcer; C. H. Dow, Jr., Assistant Announcer.

Musicians: Mrs. Mary Drake Askew, Violin and Piano; P. R. Bidez, Clarinet-Saxophone; Frank Perkins, Drum; Levin Foster, Clarinet-Cornet; A. D. Staples, Saxophone; Miss Edith Taylor, Piano; Ben Rives, Saxophone; C. M. Subbick, Cornet-Violin; L. B. Hallman, Euphonium; Rev. O. D. Langston, Baritone.

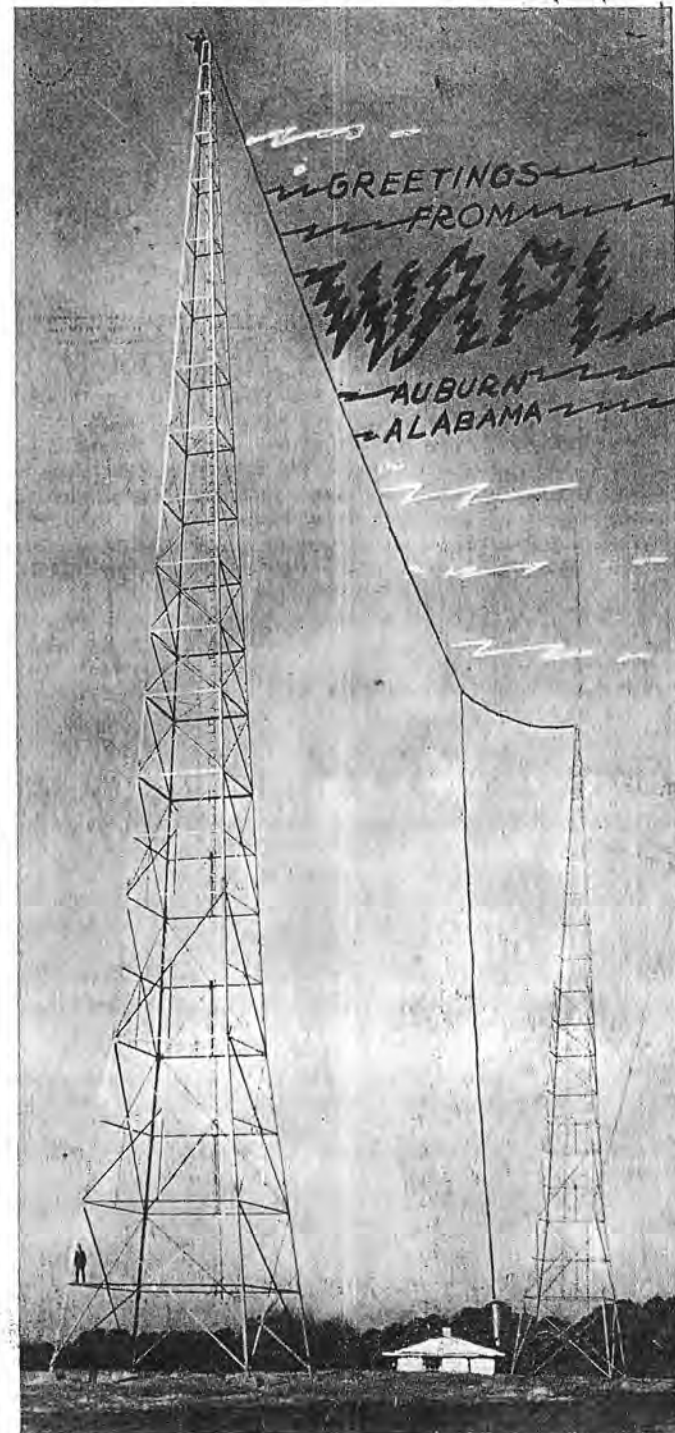
Engineers: A. St. C. Dunstan (Consulting); Arthur Dunstan, Chief; L. B. Hallman and E. F. Herzog, Assistants.

Alabama Polytechnic Institute EXTENSION SERVICE

L. N. DUNCAN, Director
AUBURN, ALABAMA

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS, THE ALABAMA POLYTECHNIC INSTITUTE AND THE UNITED STATES DEPARTMENT OF AGRICULTURE COOPERATING—ACTS OF MAY EIGHTH AND JUNE THIRTIETH, NINETEEN HUNDRED FOURTEEN.

We broadcast on a wavelength of 325.9 meters, or a frequency of 920 kilocycles, by authority of the Federal Radio Commission.



Wavelength 325.9 Meters

920 Kilocycles

WAPI
Alabama Polytechnic Institute

History

Radio Station WAPI dates back to 1922 when the Hon. Victor Hanson, publisher of the Birmingham News, Age-Herald, and the Montgomery Advertiser, made a donation to the Alabama Polytechnic Institute for installing a radio broadcasting station. Station WMAV was installed and began operating, September, 1922.

In 1924 the Alabama Power Company gave to the college Station WSY which had been operating in Birmingham. It was dismantled and moved to Auburn. It was combined with Station WMAV and operated during 1925.

The next step was the installation of the present station. The formal opening program was broadcast February 22, 1926. It was given the call letters WAPI, the last three representing the Alabama Polytechnic Institute. It is a 1000-watt Western Electric station. It was installed as recommended by the engineers of this company.

The studio is on the third floor of Comer Agricultural Hall. The station and towers are out in the open on the Experiment Station grounds about 400 yards from the studio. The towers for the aerial are 200 feet tall. The ground system consists of 5½ miles of copper wire. By remote control broadcasting is done from other points on the campus.

As a token of appreciation of the contribution made by Mr. Hanson to radio broadcasting at Auburn by his gift of the first station, Station WAPI was named the Victor Hanson Radio Broadcasting Station.

Programs

Education is the chief purpose of Station WAPI. Being owned and operated by the Extension Service of the Alabama Polytechnic Institution it was dedicated to education; but along with education must be entertainment and other features to make a first-class broadcasting station.

Lectures and dialogues by members of the Extension Service staff, the Experiment Station staff, and faculty of the Alabama Polytechnic Institute constitute our most important educational features. These lectures and dialogues cover a wide range of subjects of interest to people on the farms and in towns and cities.

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WAPI
 "The Voice of Alabama"
 BIRMINGHAM

Frequency: 1140 Kilocycles
 Power: 5000 Watts
 Member of NBC Network

EVENING RATES (After 6 p. m., daily:
 after 4 p. m., Sunday):
 General: One hour \$250; 1/2 hour \$150;
 1/4 hour \$90.

Local Rates: Same as general less regular agency commission of 15 per cent.

Special: Credit announcement at either beginning or end of evening network programs \$20 per single announcement up to five; \$15 per announcement in series of six or more.

DAY-TIME RATES: (Before 6 p. m., daily:
 before 4 p. m., Sunday):
 Fifty per cent of EVENING.

PROGRAMS: Subject to approval by station. Advertiser pays program expenses. Program service of station is available for which no extra charge is made.

COMMISSIONS AND CASH DISCOUNTS:
 (a) Commission of 16 per cent on charges for station time to recognized advertising agencies.
 (b) No commission on program charges. No cash discounts.
 (c) Discounts on basic rates for number of periods under contract within a period of one year - 13 periods 5%; 26 periods 10%; 52 periods and up 15%.

Rate Card No. 1