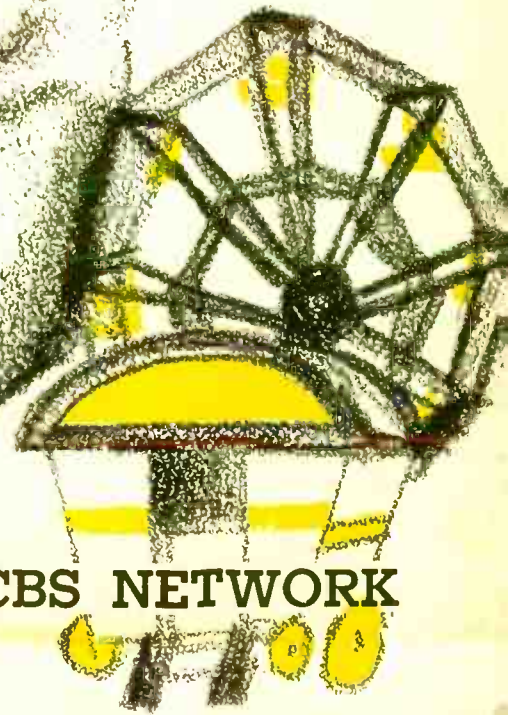


# ALABAMA HAYLOFT JAMBOREE



BIRMINGHAM

**WAPI**

CBS NETWORK



*Joe Rumore, emcee Alabama Hayloft Jamboree*

## **THE GREATEST SHOW IN ALABAMA**

*say 39,852 cards and letters received during 1944 by Joe Rumore, the man who spins the records on the Alabama Hayloft Jamboree, 3:30 to 4:30 p.m. Monday through*

*Saturday. It is an all-request program of hillbilly and cowboy tunes which has packed our mail bag for seven years. Genial Joe hears from about 800 of his loyal listeners weekly requesting him to play their favorite tunes; sometimes even seeking advice about personal problems and often supplying him with delicacies; candy, peanuts, etc. It's the way Joe Rumore does it that packs them in. Neighborly discourse between numbers – interspersed with sincere, friendly commercials – makes Joe seem like a member of the family. Between 3:30 and 4:30 p.m. two of the largest industrial shifts of workmen in the Birmingham district are in the process of changing. Consequently, of the total industrial population 50% have completed their daily work, 30% are just starting to work and the remaining 20% theoretically are waking up. The average per quarter hour sets in use during this hour (23.5)\* is higher than any other comparable one hour period before 6:00 p.m. in Birmingham. Acceptance by Alabama families is getting results for Jamboree sponsors.*

*\*Hooper—October thru February 1945 Monday thru Friday average*



*Mr. Harzey McCain, local Quick Elastic Starch broker*

### ***FROM CASES IN 1943 TO CARLOADS IN 1945***

*Before going on the Jamboree in September, 1943, Mr. McCain, the Birmingham broker, was measuring his sales of Quick Elastic Starch by a few cases. After using the Jamboree six days weekly for eighteen months he is selling Quick Elastic Starch by the carload.*

## HOW THEY LISTEN

		<b>WAPI</b>
		<b>Rating</b>
<b>HOOPER</b>		
<b>Oct.-Feb., 1945</b>	<b>3:30-3:45 p.m.</b>	<b>8.0</b>
<b>Mon. thru Fri.</b>	<b>3:45-4:00 p.m.</b>	<b>7.4</b>
	<b>4:00-4:15 p.m.</b>	<b>7.2</b>
	<b>4:15-4:30 p.m.</b>	<b>5.8</b>
<b>CONLAN</b>		
<b>Feb. 11-17, 1945</b>	<b>3:30-3:45 p.m.</b>	<b>9.2</b>
<b>Mon. thru Fri.</b>	<b>3:45-4:00 p.m.</b>	<b>6.5</b>
	<b>4:00-4:15 p.m.</b>	<b>7.4</b>
	<b>4:15-4:30 p.m.</b>	<b>6.5</b>

## COST PER WEEK

	<b>6 quarter hours</b>	<b>3 quarter hours</b>
<b>13 weeks</b>	<b>\$182.40</b>	<b>\$105.30</b>
<b>26 weeks</b>	<b>173.28</b>	<b>100.04</b>
<b>39 weeks</b>	<b>168.72</b>	<b>97.40</b>
<b>52 weeks</b>	<b>164.16</b>	<b>94.77</b>

**Plus \$5.00 per program net to station for production**

# HAYLOFT LISTENERS DON'T FORGET

Co."C" 1343d Engrs. (Combat Bn.)  
APO 513 % PM New York, N.Y.

Joe Rhenmore  
% Hayloft Jamborie  
WAFI Radio Station  
Birmingham, Alabama.

Dear Joe:

I wish to request the song "Each Night At Nine" to be played especially for my wife, Mrs. William O. Lawson of Townley, Alabama. My thanks are sent in advance, with hopes that you fill this request on your next radio program.

PFC William O. Lawson  
----- France -----

*Some were in the  
Philippine Islands  
March 16, 1945*

*The Alabama Hayloft Jamboree*

*Dear Sir,*

*Would like to have you have  
the song (don't fence me in) played  
and sing it for my wife who is  
Mrs Herbert Boshell of Carbon Hill  
Ala. the requester is Pvt Herbert  
Boshell I am now in the Philippines  
and don't get to hear the jamboree any  
more and sure miss it. but hope to  
be back soon to where I can be hearing  
also,*

*always a listener of W.A.P.I.  
Pvt. Herbert Boshell*

Add the complete address in plain letters in the space below, and your return address in the space provided on the right. Use appropriate date ink, or dark pencil. Faded or small writing is not suitable for photographing.

	From: "A.A. HAYLOFT JAMBORIE" W.A.P.I. BIRMINGHAM 1 ALA.	To: Dr. Clement L. Halcomb (was near) Co. D-26 INF-HPQ 1 90 P.M. - NEW YORK, N.Y.
(CHECK STAMP)	(Sender's complete address above)	Somewhere in Germany 2-24-45

*Dear Joe -  
Have's aboute picking out one of Ernest  
Tubb's newer + most popular tunes +  
playing it for my wife + boys who  
live at 453 7th St. W. - Bham + my  
mother who lives at Eldridge - Say  
Joe I hope that are still H-F because  
it's not much fun over here -  
Thank you for the time -  
Clement Halcomb*

## **"GETS RESULTS" SAYS THE AGENCY**

*Mr. Ralph Moore of Ralph Moore, Inc., St. Louis, Mo., advertising agency for Quick Elastic Starch says: "In no area in eighteen years of advertising effort and in the very successful expenditure of over a million dollars have we experienced so rapid a distribution gain and achieved so pleasing and apparently very well established repeat business as in the Birmingham market area using WAPI as the center of communication of our ideas regarding the product Quick Elastic Starch."*

*A car of Quick Elastic Starch being unloaded in Birmingham*





**WAPI BIRMINGHAM**

*The Voice of Alabama*

**COLUMBIA NETWORK**

*Represented nationally by Radio Sales*

