

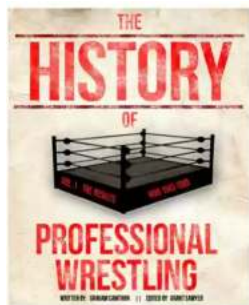
# The History Of Professional Wrestling Vol WWF 1963-1989

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## World Wrestling Federation (WWF) Emerges

It was the year 1963 when the World Wrestling Federation (WWF) was born. Founded by Jess McMahon and Toots Mondt, the promotion began to revolutionize the world of professional wrestling. With their innovative ideas and charismatic wrestlers, they quickly gained popularity among fans across the United States.



## The History Of Professional Wrestling Vol. 1: WWF 1963-1989 by Graham Cawthon(Kindle Edition)

★★★★☆ 4.2 out of 5

Language : English

File size : 6066 KB

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The early days of WWF were characterized by intense competition between various regional wrestling promotions. However, McMahon and Mondt had a vision to create a unified national promotion that would eventually dominate the industry. They successfully orchestrated talent acquisitions and collaboration with other promotions, gradually expanding their reach and influence.

## **The Rise of Superstars**

During the 1970s and 1980s, the popularity of professional wrestling skyrocketed thanks to the emergence of iconic superstars. Legends like Bruno Sammartino, Bob Backlund, and Hulk Hogan became household names and drew massive crowds to the arenas. Their larger-than-life personalities and athletic prowess captivated audiences, transforming professional wrestling into a cultural phenomenon.

Under the leadership of Vincent J. McMahon, son of Jess McMahon, WWF capitalized on this momentum, staging extravagant events and featuring captivating storylines. Hogan's legendary title reign and his battles against the likes of Randy Savage and The Ultimate Warrior were defining moments that shaped the history of professional wrestling.

## **The Popularity of Pay-Per-View Events**

One of the key factors behind WWF's rise to prominence was their strategic utilization of pay-per-view (PPV) events. The inaugural WrestleMania in 1985 marked the beginning of a new era in wrestling entertainment. This groundbreaking event featured crossover appearances from celebrities like Mr. T and Cyndi Lauper, attracting mainstream media attention.

Subsequent WrestleMania events became annual extravaganzas, attracting millions of viewers and propelling the WWF to unprecedented heights. The unique blend of wrestling, storytelling, and spectacle captivated audiences, solidifying wrestling's place in popular culture.

## **The Expansion and Controversy**

As the 1980s progressed, the WWF expanded globally, showcasing their product to audiences worldwide. They ventured into international markets, signing talent from different countries, and ultimately becoming a global phenomenon.

However, with great success came controversy. During this era, professional wrestling faced allegations of being scripted and predetermined, damaging its credibility in the eyes of some fans. Additionally, high-profile scandals involving wrestlers and management caused public outcry and led to regulatory scrutiny.

## **The Evolution and Legacy**

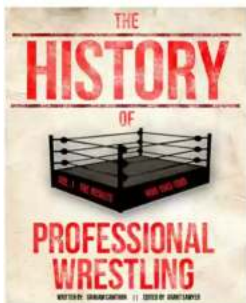
In 1989, the WWF underwent a significant transformation. The changing landscape of professional wrestling and the need to adapt to new audience demands prompted the promotion to rebrand itself as World Wrestling Entertainment (WWE). This evolution marked a shift towards edgier content and the of new personalities, such as "Stone Cold" Steve Austin and The Rock, who carried the torch of WWF's success into the new millennium.

The legacy of WWF's golden era from 1963 to 1989 remains unparalleled. It laid the foundation for modern professional wrestling, influencing the industry's ongoing evolution. The larger-than-life characters, iconic moments, and the integration of entertainment and athleticism brought wrestling into the mainstream consciousness.

## The Enduring Impact

Today, WWE stands as the largest professional wrestling promotion worldwide, continuing to captivate fans with its roster of talented performers and blockbuster events. The history of WWF from 1963 to 1989 serves as a reminder of the promotion's roots, the struggles and triumphs it faced, and the enduring impact it made on pro wrestling as a whole.

As we reflect on the past, we must acknowledge and appreciate the pioneers and legends who paved the way for what professional wrestling has become today. Their dedication, creativity, and larger-than-life personalities have left an indelible mark on the industry, ensuring that the history of professional wrestling will continue to be celebrated for generations to come.



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Since 2002, The History of WWE.com has served as the premiere online resource for the in- and out-of-the-ring histories of multiple wrestling companies. Now, for the first time in print, you have access to the thousands of dates, cities and ring results that comprise pro wrestling's past. Your yourself can now find the hidden gems, the main events that drew thousands and the ones that only drew flies. This first volume in "The History of Professional Wrestling" series contains EVERY known result from the World Wrestling Federation from it's inception in 1963 all the way through 1989.

Did you know...?

While Buddy Rogers was recognized as WWWF World Champion for the better part of 4 months, he wasn't presented with the title belt until mere weeks before his title loss to Bruno Sammartino?

The WWWF was operated as a territory in the northeastern United States. But in the days before a national or global audience, it was not uncommon to see the heavyweight champion in Japan, Canada, Florida, Nashville, Indianapolis, or California. And he would often bring his belt to defend against the local star.

Bruno Sammartino was "defeated" for the heavyweight crown a few times by the likes of Gorilla Monsoon, Ray Stevens and Prof. Tanaka. The title was returned on a technicality.

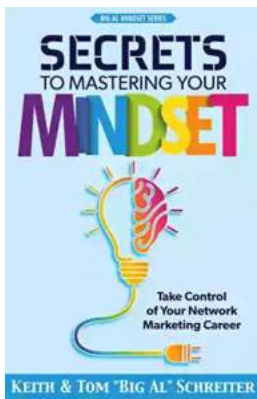
WWWF action aired on HBO as early as 1973.

Top names like King Kong Bundy, Curt Hennig, Jim Duggan, Eddie Gilbert, and Mick Foley all had their start on TV as enhancement talent during the timeframe of this book.

Many marquee matches at TV tapings never saw the light of day in the U.S. but some were later televised exclusively in Europe or Canada.

During the expansion of the 1980s, fans of other wrestling organizations didn't always appreciate the WWF product when it debuted in their area. Often, even with Hulk Hogan on the card, hosting events in a new part of the U.S. was not an immediate success when it came to attendance.

And there are countless others you'll come across in this incredible "History of Professional Wrestling" series!



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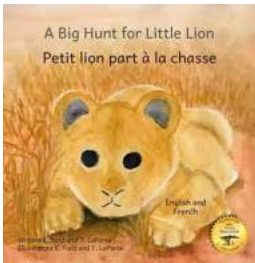
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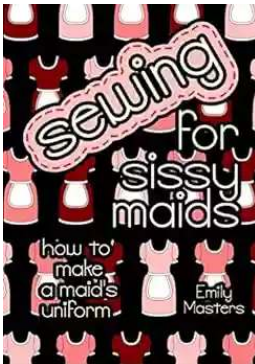
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