

WHUB's 50<sup>th</sup> ANNIVERSARY  
Special to the Herald Citizen and Plus: 17 July 1990  
Herald Citizen Newspaper, Cookeville, TN

WHUB Born Into a World At War

In 1940, when WHUB went on the air, the world horizon was dark with thunderclouds. In Europe, the drums of war had been beating for almost one year. Germany had gobbled up most of Europe, while its temporary ally, Russia, was a dominant force in Eastern Europe.

Great Britain, so it seemed, stood alone against the onslaught of totalitarian forces in the Old World. Meanwhile in the Pacific, that ocean had become or was in the process of becoming a Japanese lake in the huge arc from the Chinese mainland to just a few hundred miles west of Hawaii.

In May, 1940, President Roosevelt asked Congress for over a billion dollars for defense. "These are ominous days," the President warned, pointing out that "self-delusion" was not security, and that the Atlantic and Pacific Oceans no longer were sufficient protection against foreign invasion.

Meanwhile, the German war machine crunched all in its path. Norway, Belgium, Denmark, Luxembourg, the Netherlands fell; and, finally, in June, 1940, France toppled to the Nazis.

In Britain, Winston Churchill succeeded Neville Chamberlain as Prime Minister to head a "fighting cabinet."

In the States, the Republicans at their national convention in late June, 1940, nominated darkhorse Wendell Wilkie - - a former Democrat - - as their Presidential standard-bearer.

Then, on July 18, at Chicago, after playing coy for a few weeks, President Roosevelt shattered tradition and was nominated by the Democrats for a third term, a move which bucked the trend of Presidential politics going all the way back to George Washington.

That was the world in the summer of 1940 - - not a very pretty sight, but it was a time when the Upper Cumberland got its first voice - - WHUB radio.

As America mobilized for war, the station in its early days broadcast a daily program, "Red, White, and Blue Network," consisting of recruiting pleas from the armed forces and war industries boards.

And later, as WHUB affiliated with CBS, daily, indeed up-to-the-minute newsbreaks kept this area abreast of the latest fighting and casualty reports.

It was July, 1940, and WHUB was off and running to become a tradition in this region.



WAR DRIVE- - During the dark days of World War II WHUB was in the forefront in publicizing war bond drives. Here, some folks volunteer their time at the WHUB booth in an effort to boost bond sales during the early 1940's.

<http://www.ajlambert.com>