

WHUB's 50<sup>th</sup> ANNIVERSARY  
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To Cookeville And Upper Cumberland  
CBS Brought World Closer

When the youthful WHUB radio station affiliated with the Columbia Broadcasting System in 1944, a window on the world of programming was one quick result.

From variety shows to mysteries to comedy hours to cultural entertainment - - there was something for everyone during those early years of radio, and much of that early radio programming continued on into the 1950's.

To look at the WHUB program schedule from CBS during those years is to open the pages of a great nostalgia book on the period.

Comedy shows featured Burns and Allen, Jack Benny, Dagwood and Blondie, Lum and Abner, Henry Aldrich, Billie Burke, and featured that "Queen of Comedy," Joan Davis.

The highlight of the CBS morning was arguably the Arthur Godfrey show. This long-running radio program featured the inimitable style of Godfrey selling everything from Lipton Tea to headache powders. The program featured chit-chat and folksy humor from Godfrey and popular singers crooning the hits of the day.

Variety shows were equally broad in the CBS stable of stars, and the acts and songs going out from CBS' New York studios to the Upper Cumberland through WHUB included such shows as Kate Smith, Art Linkletter's "House Party," "The Hit Parade," and Texaco Star Theater.

The dramatic and mystery shows aired in the 1940's were some of the best theater productions as this was the heyday of serious and well-done dramatic presentations. Such shows as Lux Radio Theater, The Thin Man, Screen Guild Players, Suspense ("A voice well calculated to keep you in...") Theater of Romance, and Let's Pretend.

Serious music concerts and programs presenting quality music were also fed from CBS. The showpiece of the programming was weekly broadcasts of the New York Philharmonic Symphony Orchestra.

At this time, various conductors - - ranging from Bruno Walter and Dimitri Metropolis to younger prodigies such as Loren Maazel and Perino Gamba - - brought the sounds of Beethoven, Mozart, Schubert, and Brahms to a wide audience across America and into the Upper Cumberland. Other serious musical shows included the weekly Morton Gould Orchestra and the Great Moments in Music program.

Perhaps one of the more popular CBS programs at the time - - and it is still running today - - was the Mormon Tabernacle half-hour fed directly from Salt Lake City, Utah. Today, the program runs at 10:30 a.m. on Sunday mornings on WHUB and at 7:15 a.m. on WHUB-FM and now has passed its 2,000<sup>th</sup> weekly broadcast.

In addition to the entertainment programming, CBS news features some of the top journalists and correspondents in the business at the time. News programs with Lowell Thomas, Douglas Edwards, Bob Trout, Edward R. Murrow, and Richard C. Hottelet helped to shrink the globe and bring news from around the world down home in the Upper Cumberland.

By providing hundreds of hours of quality programming each month to WHUB, CBS' affiliation with the station here gave the struggling new station a dual identity - - that of providing the best in local programming with what resources the station could muster and by giving this area a view of the popular tastes in humor and culture from around the country.

And, over the years, WHUB has been good for CBS, and CBS good for this area.

<http://www.ajlambert.com>



STATION ENGINEER - - Austin Stinnett, right, WHUB station engineer, and announcer and sales representative Eldon Burgess stand beside one of the several satellites that bring CBS network, United Press International News and other special programming to the WHUB studios.