

WHUB's 50th ANNIVERSARY
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WHUB Filled Void Here

She just happened to be out-of-town the day WHUB first went on the air, but that doesn't prevent a Cookeville woman from remembering the early days of local radio here.

Mrs. Thurman Shipley, wife of Dr. Thurman Shipley, remembers how WHUB filled a void in radio listening when the station became the 4th such radio station in middle Tennessee to begin programming on a regular basis in July, 1940.

"The difference between listening to a station from out of Nashville and Knoxville in those days was that you knew the voices and names of the local announcers, and most of the news and entertainment was local in those early days," she said.

At first the Shipley family, which also included small children in those days - - Bill, now a Cookeville orthodontist and his sister, Martha - - listened to WHUB on an Atwater-Kent radio before getting a Silvertone later on.

One story that Bill Shipley remembers as a young boy was seeing the Philip Morris midget when he paid a visit to the WHUB studios on the south side of the Courthouse Square just a short time after the station began broadcasting.

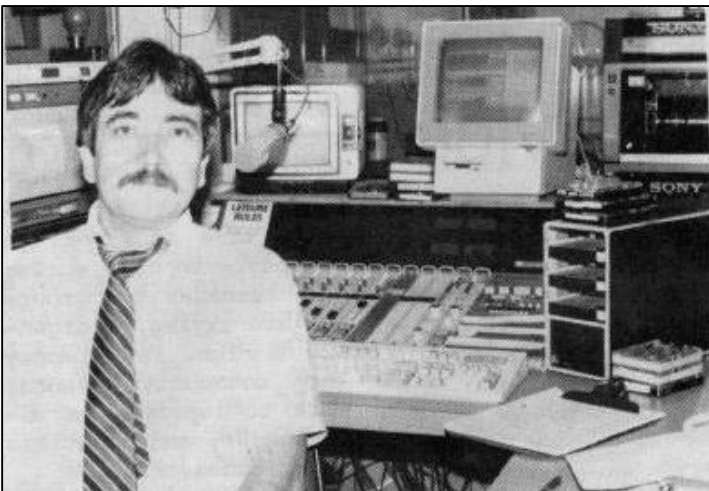
"It must have been about 1942," Shipley remembers, "anyway, the kids were taken down to see this Philip Morris midget. He was there at the studio."

And when the people crowded into the studio to see the midget, what did the midget do?

Shipley said, "He said, 'Call for Philip Morris.'"

And, as much as Shipley can remember, that's all he did.

"The station had a big impact on the area, especially in those early days. It was wartime, you know, and most people were really interested in the news, and we got that from WHUB," she said.



COMPUTER MUSIC SYSTEM - - Staff announcer Ken Mabry, a veteran of over 10 years at WHUB, opera test the new compact disc computer system which programs music for WHUB for an extended period of time. This new system is the latest state-of-the-art technology at the station. Mabry's voice is the first one heard each morning on WHUB as he signs on the air six days a week at 4:30 a.m.

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