

WHUB's 50<sup>th</sup> ANNIVERSARY  
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Local Commitment Remains WHUB's Major Objective

While it is true that the Columbia Broadcasting System in the mid 1940s brought the world closer to home, still, there's no place like home.

And home has been the major thrust and focus of WHUB radio since its beginning in July, 1940. Over the past 50 years, countless thousands of hours of local programming—news, community events, farm programs, sports, weather reports, grand openings, government and political news—have reached the homes and offices and business places in this community.

It is perhaps no overstatement to say that local programming on WHUB has been unmatched in any market this size anywhere in the United States. The commitment to local service has been not simply a lip-service device, but is in fact the long-standing goal of the station.

Before the advent of CBS evening programming, WHUB's entertainment presentations consisted primarily of recorded music and live variety shows from the station's studios on the south side of the Courthouse Square.

One of the more memorable early presentations was the WHUB Jamborees—a true variety show in the mold of popular television country shows today—which featured a host of local talents, including the popular Tennessee Wildcats.

This group was the showplace of the Saturday night WHUB Jamboree, and featured a group of young singers including Willie Wilson, Albert Wilson, Dawson Gentry, Odell Wright, **Gene Bussell**, Horace Scarlett and Robert Parrott.

The production manager and announcer of the Jamboree was the genial and elegant Albert Brogdon, who not only served in that capacity, but hosted WHUB's mid-day Farm Frolic and other live entertainment shows.

Other stars of that period who were more or less regulars on the station's music shows included the Lollar Brothers, James Frazier, Charlie Anderson, and Mallow Herndon; the White County Ramblers; and the Martin Family, Benny, George, Pauline and Roberta.

Other performers from the early days of WHUB include the Johnson family, a group that, by 1941, had their own coast-to-coast CBS hookup; the Country Cousins from Kentucky, who not only sang on WHUB but wrote many new songs for their performances. The Frazier Moss Band was a popular musical group, performing frequently on WHUB along with Bob Presley, who also served as emcee of these programs.

An afternoon program WHUB pioneered shortly after it went on the air was called the Variety Show. While this format later became standard fare for radio stations which came on the air later, the pleasant-voice and amiable Mary John Lee mixed chit-chat with guests and music, both live and recorded.

In the 1940's, Putnam County was still then primarily an agricultural area, and it is perhaps no exaggeration to say that over the years, the station has carried more than 10,000 farm programs. These include talks and discussions by farm agents, demonstration club leaders and other programs dealing with the farm and home.

Related to the farm and home has been WHUB's coverage of the Putnam County Fair. Since its early days, the station has provided yearly coverage of the fair with announcers interviewing fair participants, announcing the winners of contests there, and describing the delights of the midway carnival.

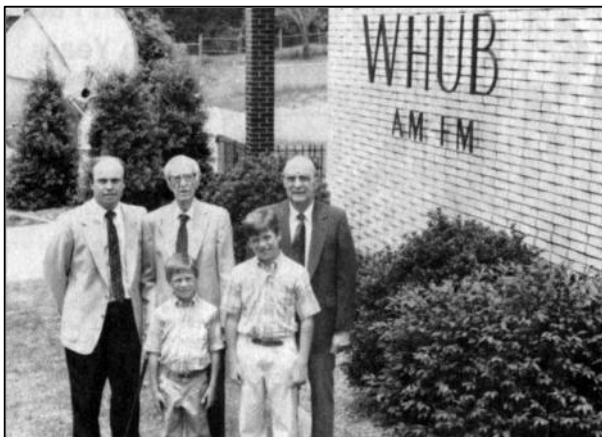
Perhaps one of the most popular features in WHUB's long and prominent history in this area has been the daily "Swap-'n-Shop" shows. Billed as a program for farm and household listeners, the show has given local residents the opportunity to buy that cow or two gallons of blackberries.

For more than 40 years, the program has run three times daily, and the station estimate is that more than one-quarter million telephone calls to list entries have been made—surely making this long-standing WHUB tradition one of the more popular presentations in the history of small market radio.

Among the WHUB staff, the all-time favorite item on the "Swap-'n-Shop" concerned a domestic spat over a pet pig. The husband left home in protest over the dispute; the abandoned wife then advertised that if the husband came home, he could have the pig. Perhaps he did come home.

Back in the 1940's, the WHUB tradition of local news coverage was born. A typical day 45 years ago featured six local newscasts daily. That same news gathering continues today with news director Gene Davidson doing what his predecessors did a generation ago.

Local programming was the staple of the youthful WHUB, and today the station is as locally-oriented as ever—a commitment of service for another 50 years.



WHUB LISTENERS - - Hugh Childress, back center, long-time Putnam Country Farm Agent, and three more generations of his family, son Robert "Chick" at right, grandson Clark at left, and great-grandsons Andrew and Kyle represent four generations of WHUB listeners. The elder Childress was moderator of the early farm shows on WHUB in the 1940's and also testified by deposition in Washington at the application hearings when Luke Medley sought a radio license for Cookeville.

\*See Chapter: 5 - Nancy Jane Clark: <http://www.ajlambert.com>



#### EARLY SINGERS

The Tennessee Wildcats were featured singers on early jamboree programs on WHUB in the 1940's. Members of the group are, from left: Horace Scarlett, Odell Wright, Dawson Gentry, Eugene Bussell, and Roy Parrott.



World champion fiddler, Frazier Moss