

WHUB's 50<sup>th</sup> ANNIVERSARY  
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Spectacular Headlined WHUB Opening

The opening day festivities surrounding WHUB's on-the-air presence is perhaps one of the more memorable celebrations in this area.

That July 20, 1940 that glorious Saturday ended with a special three-hour spectacular which served to dedicate the station.

Starting at 6 p.m., ceremonies were held in the WHUB studios in the Masonic building on the south side of the Courthouse Square.

During the first hour an invocation was presented by G. C. McIlwain of the Cumberland Presbyterian Church, who represented the Cookeville Ministers Alliance. Speakers on this program with Rev. McIlwain include County Judge B. C. Huddleston and Cookeville Mayor Gid Lowe.

Then the broadcast was switched to the Cookeville City School, and for the next two hours, dozens of string bands, singers and other artists were heard from the stage of the auditorium.

Fifty years ago, and Cookeville was literally on the radio map of this continent.

Actually, it was a few days earlier - - July 10 to be exact - - that WHUB had gone on the air at 1 a.m. for a brief test, and even at that early hour of the morning, the new station reached the ears of its listeners. Acknowledgements came in from all over Nashville, Carthage and Watertown - - and from two states, from Atlanta and Bowling Green, Kentucky.

During that 4 ½ hour test broadcast, the Cookeville Gospel Singers presented a program, the Cumberland Mountain Boys, a string band played, and there was recorded music.

This live entertainment during the test broadcast would be just a prelude to all the live musical shows which would become a staple of WHUB programming during the 1940's.

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SWEET SIXTEEN – Marcia Whitaker Welch, daughter of Mr. and Mrs. W. R. Whitaker, is saluted by band leader Jan Garber in this scene from a dance in her honor for her sixteenth birthday in April, 1958 at Tennessee Tech's Memorial Gym, Garber, who was featured in CBS network broadcasts, usually from the Roosevelt Hotel in New Orleans, performed his weekly show here, and the program was carried live over WHUB radio and sent to CBS stations around the country.