

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

Station Faced Lean Years

Growing pains after birth is difficult, not only in real life but in the life of a radio station as well. Thus, the first decade of WHUB's existence—from 1940 to 1950—was a time of anxiety and this was foremost in the mind of station founder and owner, Luke Medley.

During the early years of WHUB's existence—and these were the war years—the bottom dropped out of radio advertising revenue. And there were times when Medley felt like locking up the station's doors and going back to clerking at his father's store in Buffalo Valley.

By 1950, things were looking up for the station, and its on going battle with meeting expenses was lessened somewhat by increased advertising revenues.

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