



FLASH!

WAVE-TV

OFFERS HOME-COOKING PROGRAM!

A few topnotch spot participations are now available on "FLAVOR TO TASTE"—WAVE-TV's tremendously popular home-cooking TV program!

FORMAT: Now in its fourth year, "FLAVOR TO TASTE" is telecast from WAVE-TV's modern, well-equipped kitchen. Conducted by charming Shirley Marshall with how-to-do-it emphasis on simple recipes, and attractive, economical menus.

SHIRLEY MARSHALL: Personable, pleasant—Louisville's top "cooking expert". College degree in home economics, and a well-known instructor on the subject.

AUDIENCE: Big, loyal, enthusiastic. A single mention of one day's menu drew 456 requests!

TIME: 12 noon to 12:30, Monday, Wednesday, Thursday and Friday—a mouth-watering time slot!

CHECK WITH: F & P!

WAVE-TV

FIRST IN KENTUCKY

Channel

5

NBC • ABC • DUMONT

LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.

Exclusive National Representatives

our respects

to E. D. RIVERS JR.



IN A SHORT six years, E. D. (Dee) Rivers Jr. has enlarged his broadcast interests from a single 10 kw operation to four southern stations. He believes his personal philosophy has been translated successfully into his radio enterprises, filling a long-standing need for the Negro, farm element and the church to have "an unlimited voice in progressive southern radio."

Mr. Rivers goes beyond the three Rs to add three of his own, "Race, Rural and Religion," which have been a part of his convictions since childhood. Long a believer in more opportunity for the Negro and the underprivileged, regardless of color or religion, Mr. Rivers has premised his commercial broadcast operations on his three Rs.

Educated to a social consciousness at an early age, Eurith Dickinson Rivers Jr. was born at Mineral Springs, Ark., May 12, 1915. Son of a former Georgia governor, he has lived in the southern part of Georgia nearly all his life.

When a high school student, young Mr. Rivers decided on law as the means for him to carry out some of his ideas for personal and civic betterment, and enrolled in night law school. He was admitted to the bar when 16, a feat in any state, and particularly unusual in Georgia.

In 1937, after he was appointed attorney for the state welfare board, he helped institute Georgia's first social security legislation. For two years, as chairman of the state industrial board on which he served in a judicial capacity, he offered unlimited legal service to Negroes without charge. Spending much of his own time in back woods visits to impoverished families, he would often rescue, with legal advice, persons who literally had sold their pots and pans to pay the rent.

Action in Public Service

Interested in all kinds of public service, he was active in Woodmen of the World, the Masonic Order, Shriners, Baptist Church and Elks. Shortly before taking on his first broadcast assignment, Mr. Rivers served in a liaison capacity on the state building program between state and federal governments. One of the major projects was getting federal aid for a state hospital open to patients of any race.

His radio career began in 1940 as an announcer-engineer at WGOV Valdosta, Ga., the station he now owns. Working during wartime manpower shortages, he handled a 12-hour shift, 7 a.m.-7 p.m., for 16 months.

Later he enlisted in the Navy. As a first class seaman, he was termed a "legal eagle" by his

colleagues, who sought his advice on legal and insurance matters. As assistant to the district legal officer, he at one time recovered more than \$80,000 in excess rental charges through the Office of Price Administration and federal courts for his buddies.

In 1946 he returned to WGOV, decided he liked the management side and a year later put WEAS Decatur on the air. It started as a 10 kw daytimer, and a 50 kw power increase application now is pending. Since then he has acquired three other broadcast properties—WGOV-AM-FM, WJIV Savannah, and KWEN West Memphis, Ark.—all of which have applied for TV channels. Mr. Rivers' father owns WLBS Birmingham, Ala., WOBS Jacksonville, Fla., WMIE Miami, Fla., and has a minority interest in WGAA Cedartown, Ga.

Initial Station Success

WEAS, his initial station success, was one of the first in the South to attempt "all-out" aid to the Negro. In Mr. Rivers' blueprint for his radio and television future, "hitherto neglected segments of our listeners must be satisfied in a fair, unprejudiced and non-segregated manner".

His program schedules follow his three-R philosophy, and among the firsts claimed by Mr. Rivers are an all-Negro college football game broadcast, an all-Negro baseball game, and a concentrated program aimed at combatting Negro juvenile delinquency. In recognition of a decline in crime among Negroes of the area, he was cited by Negro civic and educational leaders of Atlanta-Decatur in 1948. He is one of the first station owners to employ full-time Negro marketing and public relations specialists.

Married to the former Marie Bie, Mr. Rivers lives with his family in Atlanta. Two daughters are Jan, 18, and Dee, 12. His hobbies, apart from family and station operation, are hunting, fishing and supervision of STARS (Southern Television and Radio Sales Inc.), a representative firm handling regional and national business for more than 100 southern stations.

As for the future, "It is my desire to give, not an imaginary, but a real public service to those people who need radio the most and who feel they are somewhat neglected," Mr. Rivers says. "I also want to help raise the educational and economic conditions, as well as the general moral uplifting of all people, regardless of race, creed or color."