

Arlington Men Will Run WROV

Transfer To Await Approval of FCC

A group of Arlington businessmen have bought Roanoke radio station WROV for an undisclosed sum subject to approval by the Federal Communications Commission.

Sale of the radio station was announced by Leo F. Henebry, president of Radio Roanoke, Inc. He said no date for the transfer has been set, since it is subject to FCC approval, but a contract has been signed and a check passed.

THE GROUP of Arlington businessmen is headed by Cy Blumenthal. He and his associates applied to the FCC in January for a permit to operate a 1,000-watt daytime only station here on 1050 kilocycle frequency.

WROV went on the air in Dec. 1946.

Radio Roanoke recently sold its television assets to Times World Corp., owners of WDBJ, after a lengthy battle over Channel 7 which now has been awarded WDBJ.

Radio Roanoke is being dissolved so owners can take the capital gains from the transaction. Besides Henebry other stockholders were J. Kirk Ring, vice president; Ernest Mitchell, secretary-treasurer; Wallace Clements, Lorenz Neuhoff, T. H. Beasley, Lynn Hammond and Elmore D. Helms.

WROV operates on 1240 kilocycles.

Morton Honeyman, Roanoke attorney representing the group of Virginians headed by Blumenthal, said that it is the intention of the purchasers to continue the station under the general management of Frank Koehler and all present personnel will be retained.

Honeyman also said that the same policies with respect to operation will be continued and broadened to meet local and community needs and demands. He said all service and contractual agreements under previous commitments by WROV will be assumed by the new management.

The attorney said future plans of the station would be announced subsequent to the approval of the transfer of ownership by the FCC.