

Koehler To Head WDBJ Radio Sales

WROV Manager Takes Over Post On July 11

Appointment of Frank E. Koehler, now manager of Radio Station WROV, as radio sales manager of WDBJ was announced yesterday by Ray P. Jordan, manager of the Times and World-News station.

The appointment is effective July 11.

"WE ARE DELIGHTED to add Mr. Koehler, a man of wide experience in the broadcast field, to our staff as a part of the overall expansion of WDBJ broadcasting activities into the field of television," Mr. Jordan said.

Mr. Koehler will have charge of both national and local radio sales.

Mr. Jordan added that Mr. Koehler's appointment is a demonstration of WDBJ's strong faith in the continuance of radio as an important advertising medium and a primary source of information and entertainment for the public.

Mr. Koehler has been connected with the radio business in Roanoke since 1940, first as sales manager of WSLB and then general manager from WROV from 1946 until now.

He is a native of Fulton, N.Y., and was first connected with NBC in New York doing public relations work. He later joined WRNL in Richmond.

Mr. Koehler is currently president of the Virginia Assn. of Broadcasters.



FRANK E. KOEHLER

Flower Workshop Held by Students At Gainsboro

Mrs. Virginia Reeves' third grade class at Gainsboro School culminated a six-week project, "Learning About Plants," with a flower workshop held at the school last week.

Mrs. Carrie Calloway, Mrs. William Smith and Miss Mary Hairston, art teacher, assisted children with vertical, horizontal, mass and specimen arrangements. Each child made and