

5000 WATTS AT WFLA

Tampa, Florida Station, Has Latest In RCA Equipment



RCA 5-DX Phasing and Studio Equipment at WFLA.

WFLA was founded in 1925 as a Clearwater station and like most stations in its early history, operated to thrill the DX listeners, and with only 500 watts of power.

WFLA, until quite recently, divided time with WSUN at St. Petersburg, on 620 kc., but late in 1940 the FCC granted WFLA full time on 970 kc. This separated WFLA and WSUN into two full time stations.

In late September WFLA selected a new site for the new station and at the east end of Davis Causeway, only six miles from the Tampa Post Office, started construction on the home. In the brief weeks to follow the project from scrub land to a finished product was completed.

The new WFLA is as modern as tomorrow. Every possible convenience has been installed. In addition to the RCA 5DX transmitter, an auxiliary power supply, gasoline-driven generator is installed for emergency operation with automatic devices for instantaneous switching. Also a magic eye has been installed which automatically switches the tower light on and off at dusk and dawn.

(Below) W. Walter Tison, General Manager of the Tampa Station.



(Below) Transmitter House and Towers.



WFLA was originally installed by W. Walter Tison, in 1925. Mr. Tison has managed WFLA from its inception and today manages the new station for its present newspaper owners. Mr. Tison in addition to engineering experience gained in the Navy during the World War, spent several years not only with the Navy but also in the Merchant Marine as wireless operator. In 1922, Mr. Tison was instrumental in the founding of WSB in Atlanta as Dixie's first broadcasting station. He served WSB as engineer from 1922 to 1925, then to Florida during the boom and stayed with WFLA. Mr. Tison at one time owned a half interest in WFLA but sold during 1940 to the Tampa Tribune which resulted in the present set up. Mr. Tison is a member of the NAB Board of Directors, a past president of the Florida Association of Broadcasters, and a past president of the Tampa Adv. Club. Mr. Tison, away from work, enjoys his country place as a hobby with its orange grove and fish pools.

It is to be remembered that WFLA was the originator of the directional antenna system now so widely adopted as standard equipment.