

STUDIOS
COMMUNITY HOUSE
CLEARWATER
HOTEL HILLSBORO
TAMPA
RECREATION PIER
ST. PETERSBURG

Florida West Coast Broadcasting Co., Inc.

CHAMBER OF COMMERCE BUILDING
CLEARWATER, FLORIDA

April 8th, 1932.

H. H. BASKIN
PRESIDENT AND
COMMERCIAL MANAGER

W. WALTER TISON
EXECUTIVE V. P. AND
STATION DIRECTOR

Mr. J. W. Brauner,
17 E. Spring St.,
Williamsville, N. Y.

Dear Mr. Brauner:-

This will acknowledge receipt of your recent communication commenting on reception of our new broadcasting station WFLA-WSUN, for which we thank you very much.

The new transmitter of WFLA-WSUN, located at Bayview, six miles East of Clearwater on "Old Tampa Bay," is a standard Western Electric 105-C transmitter, modified with the new 50 cycle control. It is the first station in America to use the double vertical system of directional antenna.

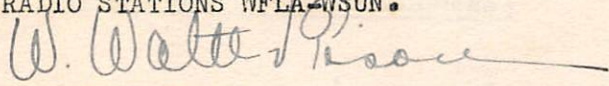
This installation of the most modern equipment, has been made to better serve our friends of the radio audience. We trust that you will continue to receive our programs, enjoy them and forward your comments again.

WFLA is in operation Sundays, Mondays, Wednesdays and Fridays, and WSUN Sundays, Tuesdays, Thursdays and Saturdays. Night power 1,000 watts and day power 2500 watts. Frequency 620 kc.

Florida's West Coast is one of the most delightful places in the world in which to spend the summer or winter, or to become permanently located. If you desire, we shall be very happy to have the Chamber of Commerce of either Clearwater or St. Petersburg send you a descriptive booklet, telling the complete story of the respective cities with interesting photographic reproductions.

Let us hear from you again.

Yours in Radio,
RADIO STATIONS WFLA-WSUN.


W. Walter Tison,
DIRECTOR OF BROADCASTING.