



Isle of Dreams Broadcasting Co.

Jesse H. Jay Directing Manager

Dear Radio Friend:

It is with sincere thanks we wish to acknowledge your kind communication relative to the reception of WIOD, Wonderful Isle of Dreams, Miami Beach, Florida. We also wish to acknowledge receipt of your ten cents remittance for a WIOD EKKO verification stamp, which we are herein enclosing, together with a folder illustrating Station WIOD, and the program on the reverse side of this letter will, no doubt, also be of interest to you.

Station WIOD is the finest station in the far South, not only as to investment involved, but as to its beautiful and efficient island location, which bears out in truth its slogan, "WONDERFUL ISLE OF DREAMS"

A magnificent radio building houses Station WIOD and includes a studio which compares favorably with that of any station in the United States.

Station WIOD represents the entire State of Florida and operates a complete net work, embracing all of Miami Beach, extending into Miami, and as far as Hollywood, Fla. - twenty-six miles distant.

We count upon you as our radio friend and trust we may have the pleasure of hearing from you again.

Very truly yours,

ISLE OF DREAMS BROADCASTING CO.

J. H. Jay
JESSE H. JAY, Director

SKELETON OUTLINE OF BROADCASTING SCHEDULE FOR STATION WIOD — WONDERFUL ISLE OF DREAMS — MIAMI BEACH, FLORIDA, FOR THE WINTER SEASON OF 1928 UP TO APRIL 15.

There are many additions to the below outlined schedule, which, due to the constantly changing character of talent within short notice, cannot be definitely scheduled every week in advance. The schedule, as outlined below, remains permanent throughout the winter season and is not subject to change.

Eastern Standard Time.

PROGRAM FOR STATION WIOD, WONDERFUL ISLE OF DREAMS, MIAMI BEACH, FLORIDA, FOR MONDAYS, WEDNESDAYS AND FRIDAYS

7-8 P. M.—The City of Hollywood, Florida; Hollywood Beach Hotel, featuring Al Donahue and his twelve-piece concert and dance band, Hazel Runge Kimball, soprano soloist, Eugene Woodhams, pipe organ recitals. The soprano solos, organ selections and band numbers are all combined nightly within "HOLLYWOOD HOUR."

8-8:30—Monday, Wednesday, Saturday, and Tuesday 3 P. M. Cromer-Cassell Bungalow Concert, Cromer-Cassell's Sunshine Serenaders and Soloists, diversified program. Classic programs predominating.

8:30-8:35—Miami Daily News Public Service Period.

8:35-9—Wednesdays and Fridays, Community Theater of Miami Beach, Fla. Organ selections.

8:35-9—Mondays only, Pancoast Hotel. Maurice Partnoy and his orchestra. Concert and dance.

9:00-10:00—The Carl G. Fisher Company Hour, featuring: 9:00-9:15, Flamingo Hotel, Miami Beach, E. G. Balzer and his concert and dance orchestra. 9:15-9:45, Nautilus Hotel, Miami Beach, William Stang and his classic orchestra, playing concert selections. 9:45-10:00, Flamingo Hotel, Miami Beach, E. G. Balzer and his orchestra.

10-10:30—The N. B. T. Roney Half-Hour, featuring the Roney Plaza Hotel, Miami Beach, Mario Armellini and his concert and dance orchestra.

10:30—11:00—Deauville Casino, Deauville Orchestra, or Studio of WIOD. Except Fridays, Wofford Hotel, Miami Beach, Florida. Stuhlmaker's Dance Orchestra.

11:00-11:30—City of Miami Beach, featuring Tal Henry and his famous North Carolinians at Miami Beach Golf and Country Club.

11:30-12—Dave Harman and his famous broadcasting orchestra of twelve pieces. Signing off with WIOD ocean liner whistle and chimes.

PROGRAM FOR THURSDAYS AND SATURDAYS

7-8—The City of Hollywood, Fla.: Hollywood Beach Hotel, featuring Al Donahue and his twelve piece concert and dance band; Hazel Runge Kimball, soprano soloist; Eugene Woodham's, pipe organ recitals.

8-8:30—Thursdays—Cromer & Cassell Bungalow Concerts.

8-8:30—Saturdays only—Floridian Hotel, Miami Beach, featuring Walker's Pennsylvanians; Joseph Reichman, piano solo; Elsie Gregory, soprano solo.

8:30-8:35—Miami Daily News Public Service Period.

8:35-9:00—Studio of WIOD, Saturday only.

8:35-8:40 Thursdays only—Miami Anglers Club, talks on fishing in Florida waters.

8:40-9:00 Thursdays only—Miami Beach Woman's Club, educational features.

9:00-10:00—The Carl G. Fisher Company Hour, featuring: 9:00-9:15, Flamingo Hotel, Miami Beach, E. G. Balzer and his concert and dance orchestra. 9:15-9:45, Nautilus Hotel, Miami Beach, William Stang and his classic orchestra, playing concert selections. 9:45-10:00, Flamingo Hotel, Miami Beach, E. G. Balzer and his orchestra.

10:00-10:30—The N. B. T. Roney Half-Hour, featuring the Roney Plaza Hotel, Miami Beach, Mario Armellini and his concert and dance orchestra.

10:30-11:00—Deauville Casino, Miami Beach, Fla., Deauville Orchestra, soloists and entertainers, or Studio of WIOD.

11:00-11:30—City of Miami Beach, featuring Tal Henry and his famous North Carolinians at Miami Beach Golf and Country Club.

11:30—12:00—Dave Harman and his famous broadcasting orchestra of twelve pieces. Signing off with ocean liner whistle and chimes.

PROGRAM FOR TUESDAYS

7:00-8:00—Hollywood Hour, Hollywood Beach Hotel, City of Hollywood, Fla.

8:00-8:30—Floridian Hotel, featuring Walker's Pennsylvanians; Joseph Reichman, piano solo; Elsie Gregory, soprano solo.

8:30-9:00—The N. B. T. Roney Half-Hour.

9:00-10:00—The Carl G. Fisher Company Hour.

10:00-10:40—Miami Daily News, United States Playing Card Company Auction Bridge Game, delivered by Ray Rode.

10:40-11:00—Miami Daily News Public Service Period and Community Theater of Miami Beach, Fla.

11:00-11:30—City of Miami Beach, featuring Tal Henry's famous North Carolinians at Miami Beach Golf and Country Club.

11:30-12:00—Dave Harman and his famous broadcasting orchestra of twelve pieces. Signing off with WIOD ocean liner whistle and chimes.

PROGRAM FOR SUNDAYS

11:30 A. M.-12 Noon—International Bible Students.

6:30-7:00 P. M.—Organ Recital at Biscayne Plaza Theatre, Miami Beach, by Frank Stanton.

7:00-7:30—Dr. Elisha A. King of Community Church of Miami Beach, Radio Sermon.

7:30-8:00—Intermission.

8:00-8:30—Nautilus Hotel, Miami Beach.

8:30-9:30—Hollywood Hour, City of Hollywood, Fla., featuring Caesar La Monica and his twenty-eight piece concert band.

9:30-10:00—Flamingo Hotel. E. G. Balzer concert orchestra and soloists in special Sunday music.

10-10:30—Roney Plaza Hotel: Special Sunday musical program; Armellini concert orchestra and soloists.

10:30-11:00—Studio Period, talent subject to change. Signing off with WIOD ocean liner whistle and chimes.

WIOD operates on a wave length of 247.8 meters or 1,210 kilocycles, by authority of the Federal Radio Commission. Power, 1,000 watts, Western Electric Equipment.