



Isle of Dreams Broadcasting Co.

Jesse H. Jay, Directing Manager

Dear Radio Friend:

We wish to sincerely thank you for your kind communication, relative to the reception of WIOD, Wonderful Isle of Dreams, Miami Beach, Florida.

We deeply regret the delay in answering your communication which was caused by the temporary congestion of the mail received.

Enclosed you will please find a folder illustrating Station WIOD, and the program on the reverse side of this letter may also be of interest to you.

The outstanding facts of Station WIOD are its location on an island off Miami Beach, which bears out in truth its slogan, "WONDERFUL ISLE OF DREAMS"; also a remarkable ground system made possible by its island location (70,000 feet of wire buried in ground submerged in salt water); a radio building second to none in the country, housing Station WIOD, that includes a magnificent studio. Station WIOD represents by far the largest investment and is the finest station in the far South.

Broadcasting is handled by an extensive network of lines which cover the entire community of Miami Beach, Miami, and as far as Hollywood, Fla. - twenty-six miles distant. A sincere effort is made to put on a thoroughly complete and diversified program from seven P. M. to twelve midnight nightly.

We count upon you as our radio friend and would greatly appreciate hearing from you from time to time.

Again thanking you for your courtesy in writing to us, we are,

Very truly yours,

ISLE OF DREAMS BROADCASTING CO.

Jesse H. Jay, Director

P.S.-- A WIOD EKKO verification stamp will be sent upon receipt of the customary ten cents remittance.