

RADIO STAFF
JESSE H. JAY
L. E. DUTTON



Fleetwood Hotel
MIAMI BEACH
FLORIDA

RADIOPHONE BROADCASTING STATION

W · M · B · F

Dear Radio Listener:

We wish to sincerely thank you for your courtesy in writing to us regarding your reception of WMBF.

It is indeed gratifying to receive correspondence like yours regarding the reception of WMBF programs. We aim to please and offer the best entertainment we can over the radio. Your correspondence is indeed a big help and incentive to these ends.

Please let us hear from you again and as often thereafter as may be convenient for you to notify us regarding your reception of our programs. We shall certainly place you upon our mailing list. We are having some special folders printed descriptive of our station and the hotel upon which it is located and we will mail one of these to you. Briefly WMBF is located on the Fleetwood Hotel, Miami Beach, Florida, across Biscayne Bay from Miami. It is practically surrounded by water, the sea being on one side and Biscayne Bay on the other.

Our broadcasting hours are 7:30 to 9 P. M. and 11 P. M. to 2 A. M., Eastern Standard Time. WMBF programs consist mainly of both dance and concert selections played by the Leon Rosebrook Fleetwood Hotel Orchestra exclusively for WMBF. We also broadcast every phase of radio entertainment from our studios.

Our station consists of Western Electric equipment throughout, and our antenna system is of a special Multiple tuned type, different probably from that of any other station. The antenna is supported by three Whittlesey towers on the roof of the Fleetwood Hotel, giving a height of 275 feet. The wave length of WMBF is 384.4 or approximately 385 meters.

Again thanking you for your courtesy in letting us know about your reception of WMBF, we are,

Sincerely yours,
JESSE H. JAY
Director and Announcer
Radio W. M. B. F.
Fleetwood Hotel

P. S. If you enclosed a remittance for an Ekko stamp from WMBF we will immediately forward one upon receipt of our supply of these stamps.