

288.3 Meters

1040 Kilocycles

**W D B O**

**Orlando, Florida**

**"Down Where the Oranges Grow."**

This card is confirmation of your report of our broadcasting  
of FEB 21 1928 for which we thank you.

*Harold P. Danforth*  
Program Director

*Operated by the Orlando Broadcasting Co., for the City of Orlando and  
Orlando Chamber of Commerce. (Rollins College, Licensee)*

Compliments of  
**CHASE & COMPANY**  
Growers Marketing Agents — Citrus Fruits & Vegetables

FLORIDA PRESS, INC., ORLANDO

638



THIS SIDE OF CARD IS FOR ADDRESS

David Thomas  
Box 264  
Proctorville,  
Ohio

# "W G H B" 266 METERS

CLEARWATER, FLORIDA

The George H. Bowles Developments

OPERATING FROM THE NEW FENWAY HOTEL, ON OLD CLEARWATER BAY

## MONDAY, December 7th 1925

6 to 7 P. M. Fenway Hotel Orchestra.

8:30 to 10 P. M. McVey and Hoar (Paul and Charlie) Piano and vocal team.

Tampa program presenting: W. C. Franks, Baritone, Edith Letcher, Piano, Elsie Letcher, Soprano, Thelma Lee, Violin.

11:45 to 1 A. M. Midnight Orchestra.

## TUESDAY, December 8th 1925

6 to 7 P. M. Fenway Hotel Orchestra.

8:30 to 10 P. M. Caroline Lee, "The Virginia Girl" and her guitar. Bill Ewin, Tenor, Mrs. Farrell Buford, Accompanist, Billy Cullen, Pianist.

11:45 to 1 A. M. Midnight Orchestra.

## WEDNESDAY, December 9th 1925.

6 to 7 P. M. Fenway Hotel Orchestra.

8:30 to 10 P. M. Dixie Duo, Mae Steeley and Vera Disel, Piano and vocal team.

11:45 to 1 A. M. Midnight Orchestra.

## THURSDAY, December 10th 1925

6 to 7 P. M. Fenway Hotel Orchestra.

8:30 to 10 P. M. Madeline Andrews, Pianist, Mrs. Frank Delemater, Contralto, Marion Hoffman.

11:45 to 1 A. M. Midnight Orchestra.

## FRIDAY, December 11th 1925

6 to 7 P. M. Fenway Hotel Orchestra.

8:30 to 10 P. M. Al Shifka and his Orchestra. Royal Palm Banjo pickers.

11:45 to 1 A. M. Midnight Orchestra.

## SATURDAY, December 12th 1925.

6 to 7 P. M. Fenway Hotel Orchestra.

8:30 to 10 P. M. Week end revue presenting Caroline Lee, Bill Ewin, Mr. and Mrs. Charles Waller, Billy Cullen and others.

11:45 to 1 A. M. Midnight Orchestra.

SUNDAY: Silent day at W G H B

### Radio Editors:

*We will gladly mail you weekly advance programs if you will advise us of your publications desire to list us in your Radio column. Make your request direct to W. Walter Tison, Director of Broadcasting, "W G H B" Clearwater, Florida, P. O. Box 816*

Slogan: "Clearwater Inviting The World"  
Novelty Station Call: "Bell Buoy On Old Clearwater Bay"

# Greetings!

From

## RADIO BROADCASTING STATION W G H B

"CLEARWATER, FLORIDA, INVITING THE WORLD"

--W G H B acknowledges with great pleasure your report of the reception of its radio programs.

--W G H B is a standard five hundred Watt Western Electric Plant operating on a temporary wave length of two hundred and sixty-six meters.

W G H B broadcasts every Monday and Wednesday evening from eight-thirty to ten thirty p. m; Saturday evening from nine thirty to eleven thirty p. m; Eastern Standard Time. Wednesday evening will be a booster evening with a real novelty program. "LISTEN FOR THE BOOSTER."

W G H B Welcomes and appreciates constructive criticism and suggestions. Let us hear from you often.

OPERATING:---

FENWAY HOTEL  
BOWLES BUILDING  
CENTRAL HOTEL  
FENWAY-ON-THE-BAY  
FENWAY ESTATES  
ROYAL PALMS  
GLENELLYN  
HARVEY PARK  
LORRAINE CITY

Signing Off



DIRECTOR OF BROADCASTING W G H B  
THE GEORGE H. BOWLES DEVELOPMENTS  
CLEARWATER, FLORIDA  
"THE SPRINGTIME CITY"

354

542

RADIO BROADCASTING STATION

"W G H B"

The George H. Bowles Developments

CLEARWATER, FLORIDA



David F Thomas,

Procterville,

Ohio.

*"Clearwater Inviting The World"*



# The Gator Tale

The lowdown on what's up — straight from the Gator's tail!

Produced at Great Expense

(typewriting gators charge like crazy!)

by

The ALL-FLORIDA Radio Station W-GTO . . . 540 on your dial

Cypress Gardens, Florida

Dear Mr. Thomas:

This is to verify your reception of our signal in  
Proctorville, Ohio on Dec 20, 1958 at  
3:35 A M. EST. We greatly appreciate  
all reports on how our signal is getting out.

The following is a brief description of our equip-  
ment here at W-GTO.

**Antenna:** Two 350 Ft. towers in a simple  
directional system with maximum  
radiation in a general NE-SW line.

**Transmitter:** RCA BTA-10H with a power output  
of 10,000 watts.

**Studio:** RCA BC-2B Console with two BQ-70F  
Turntables and an RCA RT-11B Tape  
Recorder.

Thank you for letting us hear from you.

Sincerely yours,

David H. Schick  
Chief Engineer

Great at 10,000 Watts!

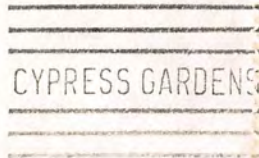
SOON . . . . GREATEST at 50,000!

**Tops in Tunes . . . W-GTO . . . 540 On Every Florida Dial**  
**Broadcasting from Beautiful CYPRESS GARDENS, Florida**



540 KILOCYCLES • 10,000 WATTS

CYPRESS GARDENS, FLORIDA • PHONE CYPRESS 3-4103



Mr. David H. Thomas  
Radio WUMS  
Proctorville, Ohio

MIAMI BEACH BAY SHORE COMPANY

MIAMI BEACH, FLORIDA

Dear Radio Friend:

We wish to sincerely thank you for your letter with reference to the reception of WIOD "Wonderful Isle of Dreams", the community station of Miami Beach, Florida.

WIOD is probably the newest station of the South, as well as, one of the most beautiful in the entire South. WIOD is unique in that it broadcasts the orchestras and other entertainments from the leading hotels of the entire community of the Miami Beach including the following:

Flamingo  
Nautilus  
King Cole  
Pancocast

Roney Plaza  
Deauville Casino  
Community Church  
Organ Recitals (from the  
residence of Carl G. Fisher)

The regular broadcasting hours of WIOD are

8:30 to 9:30  
10:30 to Midnight (Eastern Standard Time)

These programs include orchestration entertainment features interspersed with special studio numbers from the large studio WIOD. WIOD broadcasts nightly on 248 meters, 1210 kilocycles with 1,000 watts power.

Thanking you for your courtesy in writing to us, we are

Sincerely yours,

Jesse Jay,  
DIRECTOR OF RADIO STATION  
CARL G FISHER COMPANY

JJ EAS



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THE CARL G. FISHER COMPANY

MIAMI BEACH, FLORIDA

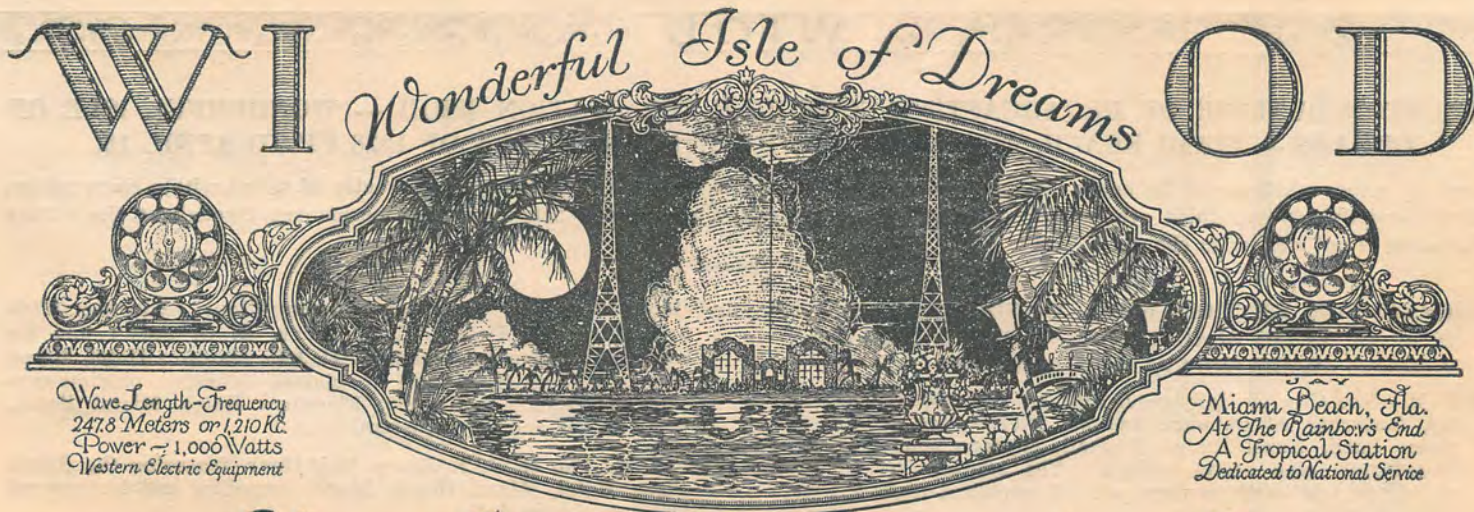
U.S.A.



594.



Mr. David F. Thomas,  
Proctorville, Ohio.



## 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.

**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.*

# W.I.O.D.

## WONDERFUL ISLE O'DREAMS

### MIAMI BEACH FLORIDA



Reception of WIOD is acknowledged in England, South America, Central America, Mexico, Canada and all points in the United States.



Mico Roto Corp'n, News Tower, Miami.

Radio Station WIOD is the community broadcasting station of Miami Beach, Florida, owned and directed by The Carl G. Fisher Company.



Entrance to W. I. O. D.

# Radio Station

# W.I.O.D.

(Wonderful Isle O'Dreams)

at

## MIAMI BEACH FLORIDA



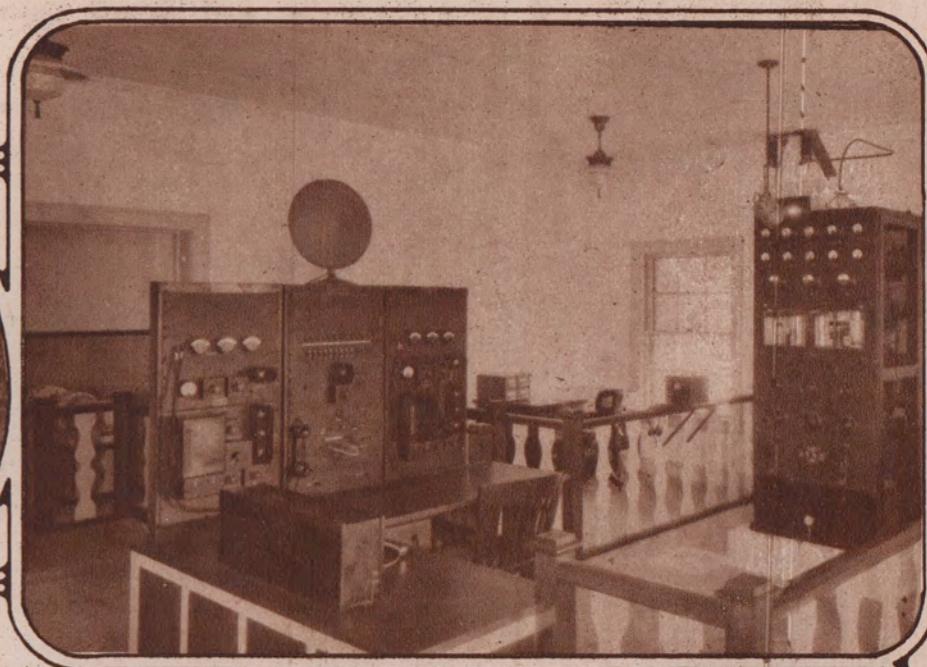


Jesse Jay, Announcer.

Where power is developed.



Aerial View of W. I. O. D.



Operating room regulates all broadcasting.



W. I. O. D.'s Main Studio.

**W. I. O. D.**

W. I. O. D. operates on a wave length of 247.8 meters, or 1,210 kilocycles, from 8:30 p. m. to 12:30 a. m. (Eastern Standard Time) every night except Sunday, featuring music and other entertainment from leading hotels and theatres.

All announcing is done by Special Remote Control for all points outside the studio.

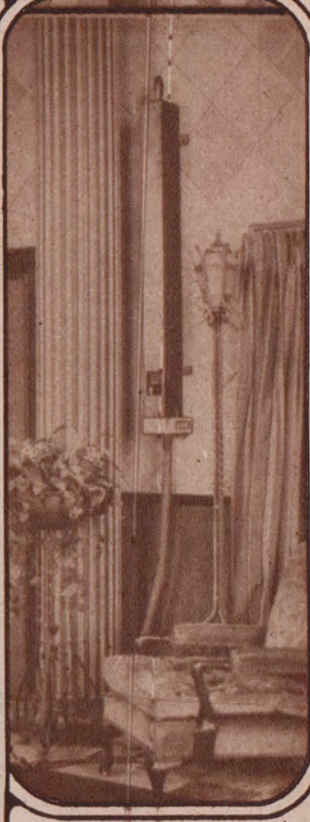
W. I. O. D.'s towers are 250 feet high. The station is located on an island surrounded by salt water, with 70,000 feet of wire buried and submerged in salt water, giving it the most perfect ground system in existence.

The General Broadcasting Room is believed to be the most thoroughly sound-proof room in the world.

Nautilus, Flamingo, King Cole, Lincoln and Boulevard, all Carl G. Fisher hotels; the Pancoast and Roney Plaza hotels, all at Miami Beach, and the Cinderella Ballroom and Olympia Theatre in Miami are connected with the studio by remote control.



Reception Room and Auxiliary Studio.



Ocean Liner's Whistle.

W-I-O-D

*Wonderful Isle of Dreams*  
Isle of Dreams Broadcasting Co.  
*Miami Beach Florida*



DAVID THOMAS

PROCTORVILLE, OHIO

W J A X

WONDERFUL JACKSONVILLE

Municipal Radio Broadcasting Station

Wave Length 336.9. Kilocycles 1000

Jacksonville, Florida

Mr. David F. Thomas,

Proctorville, Ohio

DEAR WJAX FRIEND:

We acknowledge with grateful appreciation your report and comment on the nightly program of our broadcasting station. We would be pleased to have you inform us what particular feature of our program appealed to you most.

When you are in Jacksonville, we would be very glad to have you as our guest at the studio and see in detail the operation of the plant.

Thanking you for your interest and co-operation, we are,

Sincerely yours,

RADIO BROADCASTING STATION WJAX

By Thos. C. Imeson,  
City Commissioner in Charge.

JACKSONVILLE is headquarters for Florida and the Southeast.

Jacksonville is located on the St. Johns River, emptying into the Atlantic Ocean and navigable for 200 miles into the heart of Florida.

Its steamship service extends to the ports of the world.

Jacksonville is served by 5 trunk line railroads. 144 passenger trains from all parts of the country enter and leave daily.

Jacksonville has over 400 manufacturing plants with an annual production output of \$100,000,000.

Jacksonville is a terminus for the Dixie Highway, the Atlantic Coastal Highway and the National Highway. It is the hub of Florida's good roads system.

Jacksonville has an ideal climate, winter and summer, the average temperature for the past 40 years being 69 degrees. It has 365 recreational and industrial days in every year.

Jacksonville has the finest driving and bathing beach in the world. It is 30 miles long and 600 feet wide at low tide. It is as smooth as velvet and hard as concrete.

A 32-foot concrete boulevard, the longest electric white way in the world, joins Jacksonville and its beach.

Jacksonville is the largest lumber market from Maine to Texas.

It is one of the largest naval stores ports in the world.

Jacksonville is a city of beautiful homes, colorful parks and supervised playgrounds, a city where myriad flowers bloom the year 'round.

Jacksonville's schools and churches are second to none in the South. It is a city that places the proper emphasis upon the finer things of life.

The largest automobile manufacturers in the world chose Jacksonville for their Southeastern distribution headquarters. Other distributors are following in their steps.

Jacksonville's building permits in 1925 were 100 per cent greater than in 1924.

In the first nine months of 1925 Jacksonville's bank clearings passed the billion mark. Considering the fact the city's population is slightly less than 150,000, this is a national banking record.

Jacksonville has a rich back country which is especially attractive to specialized agriculturists.

Duval county, of which Jacksonville is the county seat, has a complete system of hard-surfaced highways.

Golf, tennis and baseball are year round sports in Jacksonville.

With the exception of Glasgow, Scotland, Jacksonville has more public-owned utilities than any city in the world. Its electric plant, in addition to furnishing cheaper power and domestic rates than any plant in the United States, earns a net profit of over \$500,000 annually which goes toward the reduction of taxes.

Jacksonville's postal receipts passed the million mark in 1925.

Jacksonville has a cosmopolitan population, with every state in the Union well represented. Here they share a common happiness. It is AMERICA'S ideal city.

If you are further interested in Jacksonville, write to

Jacksonville Chamber of Commerce or City Council Advertising Committee

Jacksonville, Florida.

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Municipal  
Radio Broadcasting Station  
W J A X  
JACKSONVILLE, FLA.



540

Mr. David F. Thomas,  
Proctorville, Ohio



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.

75.

W M B F

*Miami Beach, Florida*



203.



David F. Thomas  
Proctorville  
Ohio

Your communication was greatly appreciated by the staff of W S U N as well as the artists and we hope that you will write us as often as you hear a feature to your particular liking in order that we may arrange our future programs accordingly.



Verification of program.  
516.9 meters.  
580 kilocycles.  
750 watts.J.

Dudley Saumenig  
DIRECTING ANNOUNCER.



Station WSUN  
St. Petersburg  
Florida

W-hy  
S-tay  
U-p  
N-orth

Station W S U N is America's newest broadcasting station, located at St. Petersburg, the famous "Sunshine City" of Florida. Situated upon the end of the new Municipal Recreation pier, W S U N is the only station in the world that has such an unusual location, 2,000 feet from shore and out over the rippling waters of Tampa Bay.

From this studio, the voices of internationally famous men and women passing the winter months in this delightful Sunshine City, will often be heard.

*You are most cordially invited  
to inspect*

*Station W S U N  
(Why Stay Up North)*

*upon your arrival in St. Petersburg*

## WEEKLY FEATURES

(Subject to Change)

### TUESDAYS

7:30 to 11:00 P. M. — E. S. T.

- 7:30 Soreno Hotel Dinner Music.
- 8:30 Studio Program (Carreno Music Club, first and third Tuesdays)
- 10:00 Auction Bridge Games.
- 10:30 Dance Orchestra.

### THURSDAYS

7:30 to 12:00 P. M. — E. S. T.

- 7:30 Moses Band from Open-Air Bandshell in Williams Park.
- 8:00 "Classic Hour." Nella Erickson and Helen Ford.
- 8:30 McCabe Jubilee Singers.
- 9:30 Dorothy Clark, Harpist.
- 10:00 Ed and Mamma.
- 11:00 Dance Orchestra.

### SATURDAYS

7:00 to 12:00 P. M. — E. S. T.

- 7:00 Florida Theatre Program
- 8:00 Studio Program.
- 10:00 Dance Orchestra.
- 11:00 Billygoat Club.

*Weather Report at 8:30 Each Evening*

RADIO STATION WSUN

CHAMBER OF COMMERCE

ST. PETERSBURG, FLORIDA

THE SUNSHINE CITY



Mr. David F. Thomas,  
Proctorville,  
Ohio

