

W I O D

JOSEPH ELSENER
MIAMI BEACH PROPERTIES, FLORIDA

Radio

Copied to
Mr. Fisher.

December
Ninth,
1925.

Webb Jay, Jr., Esq.,
Nautilus Hotel,
Miami Beach, Florida.

Dear Mr. Jay,

Following up our luncheon
discussion with reference to radio broadcasting
from Miami Beach:

As I mentioned to you
"Deauville", which is owned by the Beach Properties,
Inc., consider it an honor and privilege to be
counted in on Mr. Fisher's broadcasting arrange-
ment, and on behalf of our Company I hereby wish
to say that whatever arrangements you arrive at
will be thoroughly satisfactory to ourselves, with
reference to proportionate share of maintenance
charges, etc.

As mentioned to you, we have
a contract with the 7th Regiment Band of New York,
(107th U.S. Infantry). This Band consists of
twenty-eight men and Lieutenant Sutherland. They
are appearing with the necessary consent of the
War Department. The California Ramblers con-
sists of an orchestra quite familiar with broad-
casting, as well as making Victrola records, and
consists of from eleven to seventeen men. It
is our plan to give daily military band concerts
from eleven until two, and the dance orchestra
will play from twelve until two-thirty in the
afternoon and then again during the dinner hour,
with classical or concert music, and commencing
at about ten with the usual dance music, which
will last well into the early hours of the morning.

Webb Jay, Jr., Esq.,

-2-

December 9th, 1925.

I wish to thank Mr. Fisher and yourself for the consideration you are giving us, and to assure you of every effort on our part toward full cooperation.


Very truly yours,

BEACH PROPERTIES, INC.

By

Joseph Elsenner
President.

JE*L

 P.S. You of course appreciate that we would have to make the necessary arrangements with the Telephone Company in order to secure a wire, and we have already informed the Telephone Company that we will be very glad to pay any charges for the immediate installation of telephone wires. The Company said that it would cost about \$1,000 to do this, and if you or any of Mr. Fisher's organization can bring any effort to bear, we will appreciate it; we have already expressed our willingness to pay all charges.

THE CARL G. FISHER PROPERTIES

Radio

MEMO TO Mr. Fisher

DATE October 5, 1926.

FROM Mr. Chase

SUBJECT _____

I am sending you an aerial picture taken over the Nautilus showing the property in that section and to the north.

You already have in Port Washington an aerial picture of this same territory taken last winter and if anyone is discouraged over the effects of the storm this new picture will make a very good comparison to show them that we are still here and that we will be ready for the winter season.

Last night we commenced broadcasting. I have arranged with the Rotary Club to furnish the music and speakers for this first week and to have a different speaker each night who will give short talks of ten minutes at 10.00 P. M. nightly except Sunday, telling of the situation down here and a little later putting more stress on the manner in which we are rehabilitating ourselves and letting the north know that we will be ready for them this winter the same as usual.

Next week the Lions' Club takes over the program and each succeeding week I will get some other civic club to handle this end of the work without any cost to us.

CWC/vh

C. W. CHASE JR.

THE CARL G. FISHER PROPERTIES

Rados

MEMO TO Mr. Fisher

DATE October 12, 1926.

FROM Mr. Chase

SUBJECT _____

The response we are getting in letters from as far north as Canada and as far south as Panama from our broadcasting is very gratifying. The programs are taking very well and the effects of the speeches are helping considerably.

As you probably know I have arranged it so that the music and entertainment part of the program costs us nothing. I can continue this for six, eight or ten weeks if we desire.

CWC/vh

C. W. CHASE, JR.



THE CARL G. FISHER PROPERTIES

Radio

MEMO TO Mr. Carl G. Fisher

DATE October 25, 1926.

FROM Mr. Chase

SUBJECT _____

I thought I would hear from you in this morning's mail as to whether or not we should continue the broadcasting after this week.

The Elks Club, American Legion, Miami Junior Chamber of Commerce, Civitan Club, Kiwanis Club and the Masons all would like to have the privilege of putting on a week's broadcasting program.

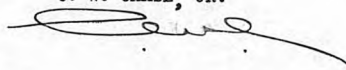
There are a number of very good speakers in these various clubs who can give some very interesting talks on what is going on here and the plans for the coming winter. For instance, Jack Orr can tell of the harbor work being started. James Don can give an excellent talk on our tropical plants and how they are recovering, etc.

If you have not already advised me please wire your wishes upon receipt of this memo as all of these clubs are just waiting for the word to either go ahead or to let the matter drop. Our only expense in sending out these programs is that of operation.

Our daily mail for W I O D is now running between 75 and 100 letters.

CWC/vh

C. W. CHASE, JR.



Radio 1926

THE CARL G. FISHER COMPANY

MIAMI BEACH, FLORIDA

U.S.A.

DIRECTORS
CARL G. FISHER
H. E. TALBOTT, JR.
W. A. KOHLHEPP

Dear Mr. Fisher :

Per your request, I am submitting figures herewith pertaining to the running expenses of your broadcasting station WIOD.

The following comprise the entire personnel of the station:

Directing Manager and Announcer-----	\$75.00	per week
Operator at station -----	\$65.00	" "
Operator for Flamingo and Pancoast-----	\$65.00	" "
Operator for Roney Plaza, Nautilus, Com. Church	\$65.00	" "
Operator for Olympia Theatre, Biscayne Plaza Theatre, Cinderella Ball Room, Com. Theatre To be handled by part time arrangement with another operator to assist the above two operators ----	\$30.00	" "
Stenographer -----	\$30.00	" "
Porter-----	\$15.00	" "

Weekly pay roll necessary to maintain schedule \$345.00 per week
Power and light, and leaseage of lines
to different points covered by broadcasting
service charges.

Agreed charge to following broadcasting points :

Flamingo -----	\$100.00	per week
Pancoast -----	100.00	" "
Nautilus -----	100.00	" "
Roney Plaza -----	100.00	" "
Olympia and Community Theatres-----	50.00	" "
Biscayne Plaza Theatre -----	50.00	" "
Cinderella Ball Room-----	50.00	" "

Weekly revenue to station ----- \$ 550.00

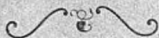
Profit over and above pay roll per week -----\$ 205.00
Which more than covers power. light, lines, etc.

We have the best talent for programs at no expense,
as I do not pay any musicians.
I do not employ any announcer, program director, etc., but
do this work myself. I believe I am operating your station
at a minimum cost consistant with the standards of your station.

Jessie H. Jay

JESSE H. JAY
DIRECTOR ANNOUNCER

THE CARL G. FISHER CO.
MIAMI BEACH, FLA.



W I O D
PROGRAM

FLAMINGO HOTEL
NAUTILUS HOTEL
KING KOLE HOTEL
PANCOAST HOTEL
RONEY PLAZA HOTEL
W I O D STUDIO
SOLOISTS AND SPECIALTIES



W · I · O · D

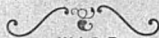
Wonderful Isle Of Dreams



THE MOST BEAUTIFUL BROADCASTING STATION IN THE U. S.

Western Electric Equipment Throughout

POWER 1000 WATTS. WAVE LENGTH 247.8 METERS
OR 1210 KILOCYCLES



W I O D
PROGRAM

OLYMPIA THEATRE
COMMUNITY THEATRE
BISCAYNE PLAZA THEATRE
CINDERELLA BALLROOM
PIPE ORGAN RECITALS
SYMPHONY ORCHESTRAS
DANCE ORCHESTRAS



January 19, 1927

Mr. Carl G. Fisher
Fisher Bldg.
Miami Beach, Fla.

Dear Mr. Fisher:

I am inclosing the bill for the new Bosch Radio Set with all accessories which I installed in your home. Advise that I am trying to obtain credit on the old Western Electric Receiving Set which was formerly in your home.

I sincerely trust that the new radio set, which you now have, is performing to your satisfaction.

JHJ:CJS
Enc 1

Respectfully yours,

Jesse H. Jay
Jesse H. Jay

THE CARL G. FISHER PROPERTIES

Radio

MEMO TO Mr. Fisher

DATE Feb. 2, 1927.

FROM Mr. Chase

SUBJECT _____

The ten minute talk by Big Bill Edwards over the radio Monday night was a big boost for Miami Beach.

I am wondering if you would like to have other well known characters talk over W.I.O.D. for ten minutes from time to time.

CWC/vh

~~Tom Taggart~~
C. W. CHASE, JR.
[Handwritten signature]

Radio

April 29, 1927.

Mr. Irving A. Collins,
Carl G. Fisher Bldg.,
Miami Beach, Florida.

My dear Irv:

Enclosed find report from Jesse Jay. This looks like it would put us in the big league if we spent about \$35,000. This will give us a chance to make some money out of broadcasting station instead of having a steady drain.

I suggested that we would sell a half interest in this station to the Chamber of Commerce at Miami. There is really no difference between Miami and Miami Beach broadcasting; we would get just as much if the combination word, Miami and Miami Beach, were used and so would the City of Miami.

We could also save them the purchasing of an expensive equipment and broadcasting man. It certainly would be ridiculous to erect a station in Miami when we already have such a splendid station at Miami Beach.

Why not talk to Ed Romfh and the Chamber of Commerce president on this subject when you are down there?

Yours,

CGF:T

Copy to Mr. Romfh.

Radio

Port Washington, L. I.,
April 30, 1927

Mr. E. C. Romfh
First Nat'l Bk. Bldg.
Miami, Florida

Dear Mr. Romfh:

At the request of Mr. Carl G. Fisher, I am writing to you relative to the Fisher Radio Station, WIOD at Miami Beach.

I have been following the radio situation quite closely with regard to the new radio commission in Washington, and it appears that the standards of broadcasting will undoubtedly be raised considerably, with the probable result that there will be two classifications of stations, namely local and national, and it is the aim of the Carl G. Fisher Company to maintain a national station for national representation of Miami and Miami Beach in the North. I am for that reason going to explain why it would be wise to raise the existing power of station WIOD.

Although we are probably the most powerful station in the state of Florida at the present time, I feel that if the power of the station is increased perhaps five times, it will place the Fisher Station WIOD in a real representative position in the national broadcasting field. By increasing the power of the Fisher Station, of course involves considerable cost, to be exact, to increase the power to place the station on the super-power basis, to make it step along with the few largest ones in the country will cost approximately \$55,000. Please understand that this increase in power would place the station in a position not to be compared with any broadcasting yet done in the state of Florida. It would be far beyond that, and it would give Miami and Miami Beach the greatest radio audience, by far, that it has ever had.

~~Such an expenditure at this time, to be born~~
solely by the Carl G. Fisher Company, who have already entirely financed this station from the very beginning with its resultant and good to the communities of both Miami and Miami Beach, do not feel that an expenditure in the

neighborhood of \$50,000 should be born entirely by themselves.

Without going into further detail, Mr. Romfh, I will put it this way; that the Carl G. Fisher Company is willing in every way to cooperate with the City of Miami with regard to this broadcasting proposition and we feel that we have the main essentials of a broadcasting station that will compete with any in the country. It is undesirable to locate a powerful broadcasting station in the city for best results, a fact already maintained by the new Federal Radio Commission. Where great power is used, the station should be isolated, exactly as WIOD is isolated on the island up by the Nautilus. The station should have its own radio building, and not built into an existing building. It would have a very extensive ground system, which only considerable space and lack of building construction can give. Further, it should also have a system of lines leading to all important points, a system which has been carefully built up like WIOD. In this latter matter, wish to point out that we have already lines into the city of Miami and are capable of broadcasting from any point within the city of Miami. You will recall that we broadcasted from the Olympia Theatre and several other points in Miami last winter.

Is it not better, in the face of the drastic measures which may be taken by the Federal Radio Commission, namely the survival of the fittest in broadcasting, that both the city of Miami and Miami Beach get behind the already best existing station downthere, and help to put it over in a still greater way so it will hold a dominating position in the broadcasting field. I am familiar with the fact that the Chamber of Commerce of Miami have used station WQAM in Miami, and it is not the desire of the Fisher Company to encroach upon them. Perhaps it might be better, should the Chamber of Commerce of Miami wish, to get station WQAM to establish a very fine station so that they themselves might handle the city of Miami's programs which would be broadcasted through far more advantageous super-power facilities afforded by the Fisher Station WIOD. In this connection we hope that perhaps we can also get WMBF to broadcast through WIOD, which would then centralize all broadcasting in both Miami and Miami Beach through one

Mr. E. C. Romfh

#3

4 - 30 - 27

far greater station than has here-to-fore existed down there. The previously mentioned points are mentioned to bring out the advantages of consolidation of all broadcasting interests for the good of the city of Miami and Miami Beach as well. The cost of the Carl G. Fisher station as it stands today, is \$133,000 and it is regarded by the Department of Commerce as the finest station in the South today. The cost of increasing the power to five times that now used, as previously mentioned, would be \$55,000, and the Carl G. Fisher Company would be willing to sell a half interest in the station which would involve the original investment plus the \$55,000 necessary to increase the power to super-proportions.

We would greatly appreciate hearing from you, Mr. Romfh, as to your personal opinion on this matter as to whether you think the city of Miami would be willing to come in with the Carl G. Fisher Company on a greater broadcasting proposition as above outlined.

Very truly yours,

JHJ:JD

P. S. It would be perfectly agreeable to us to have the city of Miami own 51% of this stock and manage it in your commission form of government if you like. We are not at all afraid of jealousy or trouble in the broadcasting. We realize, and I am sure that you do, that anything that goes out from Miami Beach benefits Miami and anything that goes out from Miami benefits Miami Beach. In fact, the two cities are practically one, and I think it would be very bad judgement for the city of Miami to invest funds in a new broadcasting station when we already have one of the finest stations in the United States; and with this change which Mr. Jay suggests, we will be in a position where no broadcasting station in the United States will have any edge on us, and with all the orchestras that we have

Mr. E. C. Romfh

#4

4 -30 - 27

down there, we can give a program that would soon be equal to anything in the United States.

Yours,

CGF:JD

COPY

Carbon of letter sent to the Federal Radio Commission,
as an additional follow-up to my night letter under date
of May 26th. J.

Denver, Colorado,
May 26th, 1927

Federal Radio Commission,
Commerce Building,
Washington, D. C.

Attention Judge Eugene O. Sykes:

Gentlemen:

Am herewith confirming Night Letter under date of
May 26th, copy of which is enclosed. This was to again
bring to the attention of the Federal Radio Commission
the matter of a seasonal time division with station WMAF,
Dartmouth, Mass.

It is hoped that such an arrangement may be considered
by the Commission, inasmuch as station WMAF operates during
the summer period only, and WIOD would operate during the
winter period. We have also discussed this matter with
Col. E.H.R. Green, the owner of station WMAF, Dartmouth,
Mass., and believe he favors such an affiliation with WIOD,
Miami Beach, Fla., on a wave length of 440.9 meters, the
present assignment of WMAF.

During the past winter, we experienced considerable
difficulty on 247.8 meters, and from our distant location
in southern Florida, we could not overcome the handicap
of distance with the ever present interference on our wave.
Half of the letters received from listeners in complained
of our necessarily weak signals, weak because of our mod-
erate power and remote geographic location, and the blanket-
ing effect particularly from station WBAL, Baltimore.

Florida depends a great deal upon WIOD, the best equipped
and located station in the state, for National winter repre-
sentation. It is for this reason that we ask the Commission's
consideration of a seasonal time division with station WMAF,
Dartmouth, Mass., on 440.9 meters, with more effective power.

As mentioned in the enclosed Night Letter, executed construction application forms were submitted to the Radio Supervisor, Maj. W. VanNostrand Jr., Atlanta, Ga. We trust that these forms have by now come to the attention of the Commission.

If these applications are considered by the Commission, it is proposed to install a 5 KW Western Electric transmitter of the very latest type, embodying crystal control with constant temperature regulation. We wish to stress improvement in equipment, more dependable quality transmission, and positive automatic frequency regulation to extremely close limits, in the installation of this proposed new 5 KW Western Electric transmitter at WIOD.

Station WIOD was designed, built, and located for the most efficient use of 5 KW power. By being located outside of Miami, and the populated section of Miami Beach, on an island in Biscayne Bay, station WIOD has never created local interference with 1 KW, and believe this would also hold true with 5 KW.

WIOD being located on an island, made possible a salt water ground system of great area combined with a herring-bone buried ground, the balanced and equally distributed capacity of which comprises over 70,000 feet of wire. This ground system was designed for, and is highly efficient for use with high power.

The 250 foot towers of WIOD, with a spacing of 385 feet between centers, makes possible a large capacity antenna with a necessarily long lead-in, the natural period of such an antenna being very high, and well adapted to the use of 440.9 meters. We are, of course, deprived of the above existing antenna height of 250 feet, with 247.8 meters.

That station WIOD was built, and is operated for service to the public, is evidenced by the extensive network of lines leading from the station to it's many remote control points, embracing the leading hotels, theatres, ball rooms, and other points, giving maximum representation to Miami, Miami Beach, and outlying communities. In case of failure of outside lines, WIOD can conduct programs from two thoroughly equipped studios located in it's specially constructed radio building. Shortly following the Florida hurricane, WIOD was the only broadcasting station to serve the stricken area at the time when it was most needed.

The writer wishes to thank you for his interview with you, while in Washington recently, and is again bringing to the attention of the Commission, matters which were discussed at that time.

Very truly yours
Jesse H. Jay
The Carl G. Fisher Co.,
Miami Beach, Florida

SERVICE DESIRED	
TELEGRAM	CABLE
DAY LETTER	FULL RATE
NIGHT MESSAGE	DEFERRED
NIGHT LETTER	CABLE LETTER
	WEEK END LETTER

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT

J. C. WILLEVER, FIRST VICE-PRESIDENT

NO.	CASH OR CHG.
CHECK	
TIME FILED	

Send the following message, subject to the terms on back hereof, which are hereby agreed to

May 26th

1927

To Judge Eugene O. Sykes, Federal Radio Commission

Street and No. Commerce Building

Place Washington, D. C.

Respectfully wish advise executed construction application forms
 have been submitted Supervisor Atlanta applying for five kilowatt
 power for station WIOD Miami Beach Florida stop Wish to stress that
 proposed five kilowatt Western Electric transmitter would be crystal
 control for absolute adherence assigned frequency stop Distant
 isolated location WIOD southernmost point Florida with tropical
 conditions to overcome makes five kilowatt power highly desirable
 for best public service stop Greatly appreciate consideration of
 Commission on seasonal division of time with station WMAF Dartmouth
 Mass. on four hundred forty point nine meters as per request our

SENDER'S ADDRESS
FOR REFERENCE

license application .

SENDER'S TELEPHONE
NUMBER

Jesse Jay
 Carl G. Fisher Company
 MIAMI BEACH, FLORIDA

From: *Jesse H. Jay*

Denver, Colorado,
May 31st, 1927

To: Mr. Carl G. Fisher

Subject: Report to date on Radio situation.

Dear Mr. Fisher:

In accordance with your instructions given during our last conference, I have attended to the following:-

1. Wired immediately following this conference to Mr. Kohlhepp, asking him to get in touch with the Miami Chamber of Commerce relative to their broadcasting through WIOD. This wire conveyed the idea which I explained to you, which was for the Miami Chamber of Commerce to establish and maintain their own radio studio in Miami. This studio would then be connected to WIOD with lines, in a similar way to that in which the Olympia theatre is already connected to your station. Should Mr. Kohlhepp make some financial arrangement with them satisfactory to you, I will work out all of the details, such as the leaseage of lines, equipment involved, fitting out of their studio, schedule of broadcasting which will give them time that will not interfere with our present time allotments, which will be increased this coming winter, and other details necessary to carrying out this plan.

2. Went to Washington to see the Federal Radio Commission regarding an increase of power for WIOD, and to further follow up my previous requests for a higher and more desirable wave length. The increase in power has a bearing on securing a higher wave length, as WIOD would create less interference on a higher wave, than on it's present one. Have been working on a plan to secure the use of a very desirable wave length, 440.9 meters, now being used by the Col. Green station at Dartmouth, Mass.

Am constantly in touch with the Federal Radio Commission, following up these matters as evidenced by the enclosed carbons of my recent wire and letter to them. Have filled out special construction application forms applying for an increase in power, with a wave length of 440.9 meters. These forms are now in the hands of the Commission, and their final decision on the matter should be given June 15th, at which time new licenses for all broadcasting stations will be issued.

3. Turned over detailed contract for all equipment necessary to increasing power at WIOD, to Mr. Howe, purchasing agent at your New York office. I explained matters to Mr. Howe, and asked him to get in touch with you. Before having this contract with Western Electric drawn up for your consideration, I went into thorough detail with their engineers as to the best possible equipment for high power at WIOD, and insisted upon certain recent improvements. The 5 KW transmitter specified in this contract would be the last word. A provision of this contract is that the order may be cancelled prior shipment.

4. Wrote to both Mr. Young, and Mr. Kimball at Hollywood, Fla., relative to broadcasting through WIOD. I had this matter up with Mr. Kimball, manager of the Hollywood Beach Hotel, last winter, and he stated at that time he was very much in favor of it, and would take the matter up with Mr. Young this coming fall, and would make every effort to close it up. I left copies of these letters with you.

JESSE H. JAY
DIRECTOR ANNOUNCER

WIOD
PROGRAM

FLAMINGO HOTEL
NAUTILUS HOTEL
KING KOLE HOTEL
PANCOAST HOTEL
RONEY PLAZA HOTEL
WIOD STUDIO
SOLOISTS AND SPECIALTIES

THE CARL G. FISHER CO.
MIAMI BEACH, FLA.

WIOD
PROGRAM

OLYMPIA THEATRE
COMMUNITY THEATRE
RAINBOW GARDENS
SIXTY CLUB
PIPE ORGAN RECITALS
SYMPHONY ORCHESTRAS
DANCE ORCHESTRAS

W·I·O·D

Wonderful Isle Of Dreams

THE MOST BEAUTIFUL BROADCASTING STATION IN THE U. S.

Western Electric Equipment Throughout

POWER 1000 WATTS. WAVE LENGTH 247.8 METERS
OR 1110 KILOCYCLES

Denver, Colorado,
June 2nd, 1927

Mr. Carl G. Fisher,
Port Washington,
Long Island, N. Y.

*Carl
Walter*

Dear Mr. Fisher:

Enclosed please find a report of the radio situation to date.

Pending the outcome of the Federal Radio Commission's action upon wave length changes, and power increases, I came to Denver to visit my family. June 15th, is the date set by the Commission in Washington for the issuance of broadcasting licenses, and these licenses will designate the wave length and power that all broadcasting stations will operate on.

Have carried out the instructions which you gave me during our last conference, as indicated in the enclosed report. While in Washington recently, I set before the Federal Radio Commission our desires and reasons for a higher wave length and increase in power. They gave me forms to fill out, and these are also entered with them. They assured me that if there was any possible way to grant our requests they would do so, and would give the matter every consideration before issuing our license June 15th.

Upon my return to New York from Washington, I went to the Western Electric Company, and had a contract drawn up to include everything necessary for increasing the power of WIOD. This contract was taken to Mr. Howe.

Have been following the situation up from here, and am now preparing construction drawings which will be required for the installation of high powered equipment at WIOD. Can prepare all of my plans for this work right here, and if agreeable to you, will report at Port Washington about Aug. 20th.

At that time, I will submit to you the plans for the new high power installation, and by making the drawings out here, will have everything just ready to go ahead with the work at Miami Beach by September 1st.

After checking over all of the new equipment at the Western Electric plant at Kearney, N.J., and arranging for early September delivery, will leave Port Washington for Miami Beach, arriving there by September 1st.

After my conference with the Federal Radio Commission, I feel reasonably certain they will grant the increase in power if they succeed in obtaining a non-interfering wave for us. Western Electric have agreed to protect you in the matter, by accepting your order subject to cancellation prior shipment. Placing the order now would of course assure delivery by September 1st, which would be necessary in order to have WIOD ready on high power for the opening of the season.

In the meantime, I will continue to follow up negotiations with the Miami Chamber of Commerce, Hollywood, and Coral Gables. Will also go after the Miami Beach Chamber of Commerce. I already have Hollywood well under way, and if you leave it to me, Mr. Fisher, I will make every effort to close them up just as soon as I return to Miami Beach. From past experience, I know they will all want a lot of information pertaining to radio and WIOD, which I am in the best position to give them.

My present address is on file in your office, and I will be ready at all times to follow out any instructions which you may give me.

With kind personal regards,

Very truly yours

Jesse H. Jay

JHJ

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its character is indicated by a symbol in the check or in the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT

J. C. WILLEVER, FIRST VICE-PRESIDENT

SYMBOLS

BLUE	Day Letter
NITE	Night Message
NL	Night Letter
ICO	Deferred
CLT	Cable Letter
WLT	Week End Letter

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at MAIN ST., PORT WASHINGTON, N.Y.

N10 15 COLLECT. F WASHINGTON DC AUG 8 449P

JESSE JAY, CARE CARL G FISHER CO.

PORT WASHINGTON NY.

PW PORT WASHINGTON NY
AUG 9 1927

RENEWAL APPLICATIONS MAILED EACH STATION JULY TWENTY

EIGHTH ADDITIONAL BLANKS FORWARDED TO YOU TODAY.

FEDERAL RADIO COMMISSION.

725 A

AUG 9.

Telephone No. 48 P. M. [Signature]

Telephone to [Signature]

Time delivered [Signature]

By [Signature] To be [Signature]

Attempts to Deliver [Signature]

Radio

To: Mr. Webb Jay.

August 29, 1927.

BROADCASTING STATION AT MIAMI BEACH, FLORIDA.

This is to confirm our conversation today, that we will turn this station over to you for a year's trial to operate under your exclusive supervision as you may see fit.

If you make a profit from this station you can give us six per cent on our investment; otherwise there will be no charge for same. We will give you an option on the station and two hundred feet of land including the station for two hundred thousand dollars (\$200,000.00).

CGF:T

Copies to Mr. Collins
Mr. Kohlhepp.

COPIES

Port Washington, L.I.,
October 13, 1927.

Mr. J. Atwood Walker,
The Carl G. Fisher Company,
Miami Beach, Florida.

Dear Mr. Walker:

A short time ago I wrote to you with reference to a new underground cable to be pulled in from the Nautilus Hotel to Collins Island. This cable was to furnish current for the street lights, cottages, and radio station on the island.

Just prior to writing you, I also wrote to Mr. Ambrose, the electrical contractor, asking him to get in touch with you regarding this. I have just received a letter from Mr. Ambrose in which he stated that he had taken the matter up with you and that you were going to take it up with Mr. Kohlhepp.

Have just talked the matter over with Mr. Fisher and he said to take it up with Taylor. I pointed out to Mr. Fisher the necessity of this new cable in order to furnish power to the island.

Mr. Ambrose points out that it will take some time to get the special cable there and that work should really be started on it as soon as possible in order to have it ready. Would greatly appreciate it if you would follow the matter up and also take it up with Mr. Taylor.

Looking forward to seeing you at the end of this month, I am, with kind personal regards,

Very truly yours,

JHJ:T

MONTAUK BEACH DEVELOPMENT CORPORATION

MEMO TO Mr. Carl G. Fisher.

DATE December 27, 1928.

FROM C. S. Fragg.

SUBJECT Bayshore Golf Club

As I pointed out to you, the Bayshore Golf Club house looks rotten. It is not in keeping with the standards set either by the Course or by the LaGorce Club House, just so you don't forget it, you ought to make the following improvements:

First: Put a partition on the west porch adjoining the present entrance so that this additional space with the present vestibule will serve for the office.

We could build steps and a walk to the doors in the living room adjoining the present entrance so that members can enter the living room direct without passing through the entrance.

Third: The living room should be refurnished with attractive wicker furniture and some new rugs, also a new carpet should be placed on the stairs leading to the second floor.

On the second floor and in the tower, glass windows should be supplied and the openings fitted with windows. The furniture now in the living room could be used, with some additional pieces, on the second floor. New awnings should be ordered for the terrace on the second floor and the floor either painted green or some porch rugs provided. With these improvements and the place made to look attractive, I believe a lot of people would use the second floor while waiting for those playing golf.

The floor in the locker room and south porch should be painted as well as all door ways and the screen frames on the south porch. I suggest a bluish color used on the screens and doors of the LaGorce Club House.

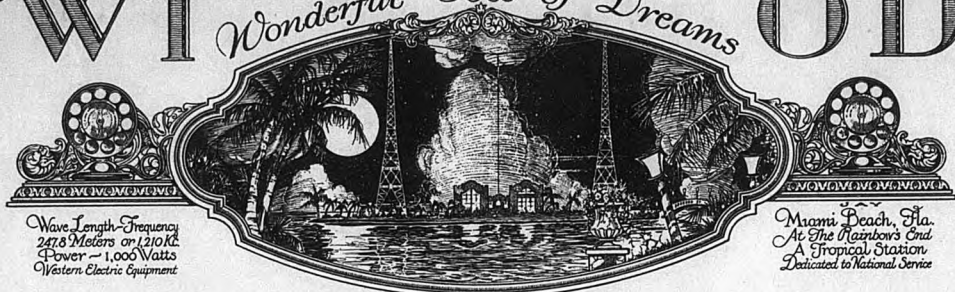
There is also one bare and bad looking spot in the recess at the end of the west porch which could be improved by planting one or two bushes.

I think it is a great mistake not to keep the character of the club up to the standards expected by the type of people you hope will come to the Beach and use the Club and Golf Course, and also up to the standard you have set with the new Club on the LaGorce Golf Course.

MCB:T

P.S. Don't forget to have the army cot removed from the second floor terrace.

WI Wonderful Isle of Dreams OD



Wave Length - Frequency
247.8 Meters or 1210 K.
Power - 1,000 Watts
Western Electric Equipment

Miami Beach, Fla.
At The Rainbow's End
A Tropical Station
Dedicated to National Service

Isle of Dreams Broadcasting Co.

Jesse H. Jay Directing Manager

January
Thirty-First
1929

Mr. Carl G. Fisher,
Fisher Office,
Miami Beach, Florida.

Dear Mr. Fisher:

Enclosed herewith is a bill for the Carrillon or loud speaker system that is installed in your boat dock and in the organ loft.

I sincerely regret the delay in getting this system completed for you, which was due to having to send to Massachusetts for some of the material. It is now working OK and installed permanently so that you should have no further trouble with it.

Although I had quoted you \$350 on this installation, it has actually cost me more than this to put it in - to say nothing of labor. The main thing, however, is for you to be pleased with it and I appreciate the many recommendations you have given me on this, and, of course, will adhere to the original quotation of \$350.

We are ready to start very shortly on the Flamingo and Nautilus installations.

Very truly yours,

Jesse H. Jay

MEMORANDUM

FROM MR. FISHER

DATE February 1, 1929

TO Mr. Jesse Jay

SUBJECT

I am sending check today for installation at the dock and the organ loft. Before we start in at the Nautilus and Flamingo installation, I wish we could get all the parties concerned to decide on locations.

CGF:T

February 26, 1929.

Mr. Webb Jay,
Star Island,
Miami Beach.

Dear Webb:

I was over to your house last night. Sorry I did not see you. You had a great party.

Incidentally, your loud speakers equipment, as well as mine, is making quite a hit, and if Jess will get out a little circular and tell what he can do for people and what it is going to cost them, I think he can get quite a lot of business in this line.

Yours,

CGF:T

WEBB JAY
STAR ISLAND
MIAMI BEACH, FLA.

March 6, 1929

Mr. C. G. Fisher,
Lincoln Rd.,
Miami Beach, Fla.

Dear Mr. Fisher:

I am in receipt of yours of the 26th ult. and was sorry I did not see you over at our little party of the Committee of One Hundred.

In reference to the loud speaker. We had a very novel arrangement rigged up for this meeting but Jesse was so busy at the station that he was not able to come over and operate it and the man he sent over met with some kind of an automobile accident and did not get there until after the majority of the guests arrived.

This arrangement consisted of a loud speaker in the bushes along the walk which leads to the house. We had a man with a telephone located at the gate so that when one of the guests arrived his name was taken by the gateman, and incidentally the telephone man had the name at the same time, which he telephoned in to a man located at a microphone who would announce this guest as he passed along the walk with any other line of conversation he saw fit to give him, but, as stated above, the man who had been educated to operate this did not arrive until too late.

I note what you say about Jesse getting this loud speaker or amplifier before the people of Miami Beach, I cannot help believe this would be a good thing.

The worst complaint that we have is that we are supplying Miami Beach with the hook-up with the New York station and they are getting these New York programs without static. All of this is gratis on our part because we do not receive a cent for this hook-up due to the fact the National Broadcasting Co. are paying so much for their leased lines to get into

WEBB JAY
STAR ISLAND
MIAMI BEACH, FLA.

Mr. C. G. Fisher - 2

Miami Beach that there is not anything left for us and in addition to this, this cuts out our putting on local programs for which we are being paid.

I do not believe that the City of Miami Beach appreciates what this radio is doing for them. If they did, they would recognize it by paying us for this time that we are using for the hook-up for the National Broadcasting Co.

I would be glad to go over this with you any time and see if something cannot be worked out.

Yours very truly,



WJ*ES

THE FLAMINGO

April 4, 1929.

Carl G. Fisher Esq.,
Miami Beach.

Dear Mr. Fisher:

I have a communication from a mutual friend of ours in Washington stating that a controversy exists between your radio station W.I.L.O.D. and the W. Q. A. M. station of Miami. Our friend suggests that you place the matter in the hands of Mr. Arthur E. Cook, attorney, Washington building, Washington, D. C. to present the matter before the Radio Commission. Up to March 4th this year, Mr. Cook was assistant secretary of labor. This communication reached me at the Flamingo about an hour ago, I will not be able to see you personally, as I am leaving for Cleveland this evening. I have no personal interest in the matter except to deliver the message to you.

With kind personal regards, I am

Yours very truly,

E. S. Griffiths.

THE CARL G. FISHER PROPERTIES

MEMO TO Mr. Carl G. Fisher DATE September 17, 1929.
FROM Paul Kunschik SUBJECT Radio Station Towers

As far as I have been able to ascertain we have nothing in the way of a lease with the Isle of Dreams Broadcasting Company except your memo of August 29, 1927, addressed to Mr. Webb Jay, copies to Messrs. Kohlhepp and Collins.

My attention has just been called to the fact that the radio towers should have some attention at a very early date in order that we might not have a large expense at a later date for replacement. Mr. Jay approached Mr. Duffy to call his attention to the rust that is eating into the bolts and rivets. This should be cleaned off and the towers should have a complete repaint job. The question comes up as to who should pay this expense. As we have no lease to govern us I feel that it is best for me to refer the matter to you as the arrangement with Webb Jay was made by you. According to your memorandum the station was turned over to the Isle of Dreams Broadcasting Company for one year's trial, to be operated under the exclusive supervision of Mr. Jay as he might see fit without charge unless the station returned a profit in which case he was to give us 6% on the investment. The broadcasting company has now had the station for more than one year's trial and it would seem that you might want to make some other arrangement. I shall appreciate very much if you let me hear from you on this subject.

PK:MKH.

Paul Kunschik
PAUL KUNSCHIK

MEMORANDUM

FROM MR. FISHER

DATE September 24, 1939

TO Mr. Paul Kunschik.

SUBJECT

I have yours of the 17th. I am glad you brought up this Broadcasting Station. The day is past when a broadcasting station gets us anything at Miami Beach. We don't need it and I would like to get the money out of it as soon as possible. I think the house could be rented for \$6,000 or \$8,000 a year, and I think we had better notify Mr. Jay that we expect to dispose of it.

I would like to have Jay dispose of it for us as he is the best posted man on the job. I don't believe he would care to rent it at a price we could get for the cottage if there was no station in the cottage. The upkeep of the station is going to be considerable from now on and the quicker we dispose of it the better.

OGF:T

September 24, 1929.

Mr. Jesse Jay,
W.I.O.D. Broadcasting Station,
Miami Beach, Florida

Dear Mr. Jay:

I have just written Kunschik regarding our Broadcasting station at Miami Beach. I have told him that so far as the Beach is concerned the station has done everything it could do and it is not worth while for us to continue to maintain it.

I don't know whether you want to buy it or not, but I do know we want to sell it and use the house, which we can easily rent for \$7,000 or \$8,000 a year as it is the finest cottage on the Beach. You probably are in better shape to sell the outfit for us than anybody I know of, and I will be very glad to pay you a commission to sell it for us. The quicker we dispose of it, the better. Unless you can make it pay us a commission, we want to get through with it at once.

Very truly yours,

CGF:T

WEBB JAY
4 MASONIC BLDG.
MIAMI BEACH, FLA.

919 Fisher Bldg.,
Detroit, Mich.,
October 15, 1929

Mr. Carl G. Fisher,
Montauk,
Long Island, N.Y.

Dear Carl:

The writer is sorry he was not able to see you while at Port Washington. I made the trip over on Friday. After getting in touch with Mr. Reed he stated you expected to be there that day. On Saturday was tied up all day in Jersey so received no message until I arrived back at the hotel at 5 o'clock.

Now going into the situation at the radio station. I have a letter from Jesse in which he states you wish to dispose of this station at once.

In view of the fact that RCA, Radio Corporation of America have made contracts with a number of large advertisers, such as General Motors, Firestone and some fifteen or twenty others, it is going to be rather a hard matter to turn this proposition down at this time and in view of the fact that about all you could hope to get for this winter would be the rental of the radio station as a cottage, it seems to the writer that if Miami Beach are not going to chip in for an amount equal to this rental, they certainly are passing up a good advertising proposition for Miami Beach.

It looks now as though we would make a profit out of the station this year. We lost, with equipment we put in last year, quite a little money with a view of getting it back this year and the contracts we have justifies us in thinking we are going to make some profit.

The writer would like very much to see this station go through this year and, as stated above, cannot see why an amount of money could not be gotten together that would at least equal what your rental would be if the cottage was rented out for residence. Then during the coming winter we should have an opportunity to sell the station at

WEBB JAY
4 MASONIC BLDG.
MIAMI BEACH, FLA.

Mr. Carl G. Fisher - 2

really a better price than would be the case right now.

With the resistance we have met from our friend Sewel in Miami in which he has done everything he could to cripple WIOD, would indicate that he would like to get this station out of the way. Even when Judge Sykes from Washington appeared on the ground on an inspection tour, Sewell cornered him with the view of keeping him from even seeing WIOD station but he made a failure of this. Sykes saw the station and was highly pleased with it as compared with the one in Miami.

I wish you would please think this matter over and let me know if you do not think it would be better to run the station through this winter and on the writer's return to Miami Beach we will see if it is not possible to work out a scheme so that you will at least get as much money as you would get for the rental of the cottage to say nothing of the expense you would be put to in making a quick disposal of the radio station.

Yours very truly,



WJ*ES

October 17, 1928.

Mr. Webb Jay,
4 Masonic Bldg.,
Miami Beach, Florida.

Dear Mr. Jay:

I have yours of the 15th. I cannot see anything to keep this station going longer. All stations in the South have drifted into purely commercial work and the quality of their entertainment is very poor as compared with the better northern stations. Also the hook-up is poor; and regardless of the many letters we have had regarding WIOD we cannot get as good results in the north as the northern people get from northern stations.

I think Broadcasting has served its purpose very well, and I thought Jesse could pick up a couple thousand dollars in disposing of this station. We need the cottage. We have more demand for cottages than we can supply and we want to sell the station and turn the cottage into the highest priced cottage we will have on the island, and we want to get it ready as quickly as possible. I believe this is the very best thing to do and to get Jesse busy to see if he can sell it. We have already taken the matter up with Nassau and I have written Pete Chase to see if Jesse could take some time to make a description of the station. He ought to be well posted and could tell best where to sell it.

If you want to buy the station, we will sell it to you at fiftycents on the dollar, with the understanding you will move it out of this cottage.

Sorry I missed you. Looks like we are going to have a good season.

Yours,

OCF:T

P.S. We could give you two or three rooms in the Garden to work from if you wish to buy it.

Mr. Webb Jay,
October 17, 1929.
Page 2. P.S.

Have just had a new idea, that we could furnish you with two or three of the small rooms in the Garden for your equipment. As I understand the situation, the present towers on the island could remain where they are and you could hook up across to the Garden comparatively easy and it would be inexpensive.

I don't see any further necessity for the elaborate broadcasting room or furniture, and as the Garden is a very substantial building it should be comparatively easy to make this transfer in the event you want to buy the outfit.

I will be here until about the first of November; expect to get away at that time.

CGF:T

MIAMI BEACH IMPROVEMENT CO.

SIXTH FLOOR FISHER BUILDING, P. O. BOX 148
PHONE 468

MIAMI BEACH, FLORIDA

FOUNDED BY JOHN S. COLLINS

October 18, 1929

OCEAN FRONT
PROPERTY

THOS. J. FANCOAST
PRESIDENT

WIOD

Mr. Carl G. Fisher,
Montauk, Long Island, N.Y.

Dear Carl:-

I have your letter of October 15.

Mrs. Myra Allison intends to occupy the Star Island residence this coming winter. The house is for sale at \$175,000.00, but it is not for lease. It is a rather peculiarly built house, and would not satisfy the general public. There are certain types of people that it would suit exactly, and of course we must try and locate them if possible.

We were away during the month of September, and returned home Sunday the day the storm ended early in the morning. There was something like 2500 tons of sand washed from the ocean front on the streets and Lummus Park. More or less damage was done to the foliage, breaking off fronds, and in some cases blowing trees over. I tell you it makes you feel good to live in a community where there is such a progressive spirit. The very next morning trucks, men and scoops were at work cleaning up, and before the week was over you would not know anything had ever happened here. The City Department deserves a lot of credit for their cooperation. The Chamber of Commerce and the individual property owners all take pride in making things look as attractive as possible, and they certainly did work fast and cleaned things up. Many other communities that I could mention have not done this, but should, because every indication of the storm should be wiped out before the winter visitors arrive.

Mr. Chase just called me and stated that Jesse Jay and Tomlinson called at the Chamber of Commerce office in regard to WIOD and Mr. Chase has sent you a wire asking you to use your influence in Washington to keep the station on the present basis. This station has been a great service to not only this community but the entire state of Florida this summer. During the summer the static is so bad in northern states that there is no satisfaction in trying to use your radio, but with WIOD it comes in as clear as a bell, and the people appreciate it. The base-ball world's series was broadcasted and every word announced was as clear as could be, and was of immense interest to many thousands of people in Florida.

I had a letter from Irving stating he was back home safe and sound, and was intending to go over and see you the day that he last wrote. I presume you have seen him before you receive this.

Everything looks like a big season this coming winter. Houses are renting freely, and at good figures. Hotel reservations are ahead of any previous year.

With kind regards, I am,

Sincerely,

Tom

Thos. J. Pancast

I understand trying to get WOOD
Changed is some boy @ L. Sewell
work, he is about that calibre

TP/EE

Faint, illegible text at the top of the page, possibly bleed-through from the reverse side.

John
John P. [illegible]

20678
19 1/2
5 1/2
9.50.
I understand trying to
change in some
work but is about that

October 21, 1929.

Miami Beach Chamber of Commerce,
Miami Beach, Florida.

Gentlemen:

Replying to your telegram of the 16th: We have decided to discontinue our W. I. C. D. Radio station at Miami Beach immediately, unless Mr. Jay decides to take it over on his own account.

The station has served us well in the past but commercial broadcasting in the south is not looked upon so favorably in the north and connection is not good. In a great many cases the broadcasting of the orchestras is not to be compared with the orchestras of the north and other entertainments of the north, so we are just as well satisfied for our company to discontinue this service -- especially considering the trouble we have had with the Government in getting suitable recognition for the finest station in the South.

Very truly yours,

CGF:T

Copies to
Mr. Irving A. Collins
Mr. Jesse Jay



Miami Beach, Florida

October 25, 1929

President
THOS. J. PANCOAST

Governors

F. LOWRY WALL
C. W. CHASE, JR.
A. H. PATTEN
S. GROVER MORROW
R. L. ELLIS
W. B. LEDDY

Secretary

CHAS. W. CHASE, SR.

MIAMI BEACH
Assessed Valuations

1915	\$	224,000.00
1916		335,120.00
1917		647,500.00
1918		832,745.00
1919		2,579,600.00
1920		3,933,700.00
1921		5,540,112.00
1922		6,235,539.00
1923		8,222,485.00
1924		12,260,250.00
1925		44,094,950.00
1926		66,753,465.00
1927		50,382,350.00
1928		44,087,050.00
1929		47,990,850.00

Building Permits from Jan. 1 to
July 1, 1929, compared with
same months in 1928

January	\$258,650	\$ 80,150
February	260,500	227,384
March	353,325	859,600
April	404,125	475,280
May	110,495	1,085,200
June	401,500	1,105,195
Totals	\$1,788,695	\$3,832,809



Mr. Carl G. Fisher,
Montauk, L.I.,
New York.

Dear Mr. Fisher:

Replying to your letter of the 21st inst., we are enclosing clippings of the Miami Herald of the past four days which will give you some idea of the popularity of the WIOD Station, not only in Miami and Miami Beach but also throughout this entire district.

It is doubtful if any commission in Washington ever received so many letters as has Commissioner Sykes in relation to WIOD.

We are told, but cannot prove as facts, that Mr. Borton of the WQAM Station at Miami paid Mr. Sykes' expenses from Jacksonville to Miami, entertained him in his own home and at the WQAM Station for three days, that Mr. Sewell and he are responsible for the attempt to close up WIOD entirely and that only fifteen minutes of the three days were devoted to the consideration of WIOD.

Under the above circumstances, we very much regret the possibility of WIOD closing as it means another victory to the City of Miami and will reflect against Miami Beach.

Sincerely yours,

Chas. W. Chase, Sr.

CWC:mo

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

SIGNS

DL = Day Letter
NM = Night Message
NL = Night Letter
LCO = Deferred Cable
NLT = Cable Letter
WLT = Week-End Letter

NEWCOMB CARLTON, PRESIDENT

J. C. WILLEVER, FIRST VICE-PRESIDENT

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at

OCTOBER 28 1929.

WEBB JAY. WASHINGTON HOTEL. WASHINGTON. D. C.

WILL MEET YOU PORT WASHINGTON WEDNESDAY
EVENING OR THURSDAY MORNING.

CARL G. FISHER.

CGF:T

Golf

December 26th 1931.

Mr. Harvey Firestone,
Miami Beach, Fla.

Dear Mr. Firestone:

Our Auditor tells me of your very handsome subscription to the Golf Course in memberships, and I wish to personally thank you for same.

Our Golf Courses, with a lot of other unnecessary luxuries are running greatly behind this year, in spite of the fact that we gave the courses a great deal of attention during the past summer, and they are said now to be easily in better shape than any other golf courses in the entire south.

Hope you and your family will enjoy them through the winter.

Best wishes for a Happy New Year!

Sincerely,

C. C. FISHER

CCF-111

R A D I O S T A T I O N W I O D

MIAMI BEACH BAY SHORE COMPANY

BUILDING

Contract	\$41,528.88	
Extras	17,006.62	
Landscaping and overhead	6,007.32	
Acoustical correction	<u>3,010.38</u>	\$ 67,551.20

FURNISHINGS

18,197.97

MACHINERY

43,876.16

TOWERS

7,609.52

TOTAL

\$137,234.85

Flat 0005 Rind
Florida Bank,
Ocala.
Fisher
Nest
Flamingo
Lincoln
part coast
Bauerord.
King Cole.
Rooney -
S Beach.

WI Wonderful Isle of Dreams WIOD



Wave Length - Frequency
247.8 Meters or 1210 Kc.
Power - 1,000 Watts
Western Electric Equipment

Miami Beach, Fla.
At The Rainbow's End
A Tropical Station
Dedicated to National Service

Isle of Dreams Broadcasting Co.

Jess H. Jay Directing Manager

SUBJECT: PROPOSED PLAN FOR REPRODUCING MUSIC AT VARIOUS POINTS ON MIAMI BEACH. A PLAN TO CARRY OUT THE IDEA WHICH YOU SUGGESTED TO ME RECENTLY IN YOUR OFFICE.

A Suggestion for the Best Way to do it

By process of elimination and going upon considerable previous experience in broadcasting from Station WIOD I have determined upon a system for putting out this music at important points about Miami Beach, all to be controlled direct from the Fisher Radio Station WIOD. If any sort of control is to be maintained over putting out this music, it must all be handled from one point by an operator thoroughly capable and experienced in maintaining the right volume of sound.

If the music which emanates from the various loud speakers on the Beach is too loud, it will be objectionable; if it is not clear and of splendid quality or tone, it will be objectionable. Likewise, if there is not sufficient volume so that people can really hear it, again it will be objectionable. Put the control of these various loud speakers in the hands of a lot of inexperienced people scattered about the Beach and any one of the above objectionable features is bound to happen. Furthermore, certain people who might be entrusted to turn these loud speakers on and off might be busy or overlook doing so and again the effect is lost.

Control it all from one point which is properly equipped in every way to handle such a proposition, namely; WIOD Radio Station, with one of my own licensed operators right on the job at all times to handle it there will be no doubt about the music being put on at schedule times at all points simultaneously with the proper volume and tone.

How it would be Done

Enclosed is a rough diagram suggesting the points about Miami Beach at which loud speakers or reproducers would be placed directly connected into radio station WIOD by leased circuits. This to be handled in the same way as we have been broadcasting from the various hotels about Miami Beach for the past four years. This idea is tried and so would be no guess work.

The cost of maintaining this circuit to each one of the points suggested on this diagram would be on an average of \$35.00 per month. These circuits would all terminate in the broadcasting station at a special big *amplifier* which we would maintain and operate at the station.

At the station we will be able to furnish three different kinds of music or program material as follows:

First:- Any part or all of the nightly programs broadcast by the Fisher Radio Station WIOD.

Second:- Any part of programs broadcast from several of the big broadcasting stations in New York, Chicago, Cincinnati, etc. We would have a special powerful radio receiving set using an aerial 200' high with same, enabling us at any time to receive the programs from Stations WEAf, New York; WOR, New York; and several other outstanding stations whose programs are of the highest order. We would put this program on all of the loud speakers shown on this diagram so that they could be heard at the principal points about Miami Beach. We are better equipped at the radio station to receive such programs with a powerful radio receiving set, expertly handled, than would be any point about Miami Beach such as the hotels who might try to handle their own receiving sets.

Third:- Also we would have an Orthophonic phonograph at the station so that we could play records of all types, music from same going out simultaneously over these same loud speakers about the Beach having exactly the right volume of sound from all of the different points because they would be equally fed from one central point - the Radio Station.

How it would work

We would have a definite schedule established at intervals during the day and evening at which time we would put out music from the radio station to the loud speakers about Miami Beach. During the day time it would be best to put on phonograph music with perfect reproduction. During the evening schedule we would put on the best parts of our program from our radio station which we broadcast and also parts of programs from stations up north. Thus, the winter tourists going about Miami Beach would hear a very diversified line of music ranging from phonograph records to programs of all types from broadcasting stations.

An operator at certain definite times in the radio station, we will say would play twelve or more phonograph records, regulating the volume at the station to the right amount and from the station by our own relay control system would automatically turn on all of the loud speakers in the system about the Beach. No body at any one of the points at which the loud speakers would be installed would be bothered doing a thing. We would turn them on and off. We would also maintain all of them, keeping them in repair.

Apparatus Required and Expense Involved

A powerful special amplifier would be installed by us at the radio station. The purpose of this amplifier would be to take the phonograph music or the music from our receiving set, picked up programs from other stations or the music from our own station, and amplify it to a high degree to the exact amount required, feeding it on all of the circuits simultaneously to the different points at which loud speakers would be installed as per the enclosed rough diagram of coverage. The cost of this master amplifier at the broadcasting station would be \$1200.00.

At each one of the points shown on the rough diagram of coverage the following would be installed by us:

A special type of power loud speaker (which would thoroughly carry sound over half a block), enclosed in a special designed weather-proof box of attractive design as suggested on the enclosed sketch, marked "Design for Special Units." This is an idea of my own to do away with the old type of ungainly and unsightly horns now used for such purposes. The difficulty with horns is that the sound from them is very directional making it necessary for people to be more or less in front or in line with the horns to hear the music. In order to make this sound or music heard up and down the street it would be necessary at considerable expense to have from four to six of these horns in a fan shape to get away from the directional transmission of sound.

I propose to use in place of these horns a special single power loud speaker which we would enclose in a box as suggested on the enclosed sketch. This box to be weather-proof with four openings on each side of the box protecting the loud speaker unit within from the weather by shutters. These shutters would keep out the rain and wind but through their bottom openings would emit sound just the same as do shutters which are often installed in the belfries of cathedrals. The bells in the cathedral of a church so protected by shutters can be heard at a great distance despite the shutters but the bells or chimes within the cathedral are protected from the weather. These could be reasonably built at a cost of not over \$25.00 each in quantities by any local mill wright.

The little pyramid roofs on these houses could be covered with shingles and the box painted in attractive color schemes such as green or blue with the shutters and little shingle roofs in orange.

These little houses from which would emanate music from a mysterious source (the radio station) would by their very appearance create a great deal of comment from our winter visitors at Miami Beach. They would be a source of mystery to people and would be unlike anything of a like nature that visitors down here had seen elsewhere. These little boxes or little houses with their little shutters and shingle roofs could be placed at such points as the Nautilus, Roney Plaza, Pancoast or Flamingo hotels on tops of gate posts. Each hotel could have one of these boxes or with our proposed system could have several at any one location spread out about the grounds of the hotel but all fed by one pair of lines from each point into the radio station. These little houses would have pad locked doors and would be spiked or bolted down preventing theft of the works inside.

The cost of the loud speaker units to go inside these little houses would be \$35.00 each. Since I talked with you about this proposition of yours, I have investigated all kinds of loud speakers which might be suitable and have arrived upon a certain unit which will give sufficient volume, splendid tone quality and at the same time constructed of such material as to withstand our salt water atmosphere. Each one of these loud speakers would have a rectifying unit enclosed in it which would run from any 110 Volt lamp socket to provide the necessary current to run it without any batteries whatever. So much for the loud speakers proposed to be located at each point as per rough diagram of coverage.

How these Loud Speakers would be Operated

At each point of terminus of circuit from the radio station either one or up to six loud speakers could be installed as above described and a powerful portable amplifier at each location. The purpose of this amplifier is to take the music as it comes over the lines from the amplifier at the radio station and boost it to great volume before feeding it to the individual loud speakers so that the sound would be of such volume as to be heard at a great distance. These amplifiers can be installed close to the loud speakers or some little distance away.

In the case of the hotels we would put the loud speakers enclosed in their little shuttered houses out on top of gate posts or similar locations and put the portable amplifier, which feeds them, at some convenient point within the hotel. These amplifiers would not require operators and would be controlled from the radio station. The cost of these amplifiers at every loud speaker location or every line of terminus would be \$200. Each one of these amplifiers would be capable of handling up to six loud speakers per location. On the basis of a single loud speaker with the accompanying necessary amplifier it would bring the cost to \$260.00.

The cost of renting a circuit from the radio station to each

one of these amplifiers or loud speaker locations would be, as previously mentioned, an average of \$35.00. If more than one loud speaker were used at any location such as the Roney Plaza or other large hotel, the additional cost would be simply the cost of additional loud speakers at \$35.00 each, plus the cost of the little houses which would enclose them, at most \$25.00 each, making a total per loud speaker of \$60.00.

Defraying of Expenses for Installation and Operation of the System

Each hotel or point such as the theaters which points would of course benefit mostly by the publicity they would receive from these loud speakers should pay you the cost of the amplifier and the one or more loud speakers installed in their particular locations which would amount to about \$260.00 using one loud speaker.

Each one of these points should stand the cost of leaseage of the telephone circuit or line from the radio station amounting to \$35.00 per month average which is not at all prohibitive.

The cost of the large master amplifier to be installed to control the whole system of speakers at the radio station could be defrayed by pro-rating the cost or assessing each point benefiting by the system. The cost of the amplifier, as previous mentioned, would be \$1200.00.

We have no phonograph at the station but must have one or an electric turntable arrangement for playing the records. \$255.00 should be added to cover the cost of the new type phonograph which would play the records at the station for the entire system of loud speakers.

As the receiving set which we use in conjunction with broadcasting work at the station is unsuitable for this work, \$250.00 should be added for a very powerful receiving set to pick up programs to put over the system of loud speakers. With this \$250.00 allowed for the receiving set we would buy parts at our own expense at the station, build up a special receiving set which in reality would cost \$500.00 were it to be bought complete. This would bring the total cost of the master control system at the radio station to - amplifier \$1200.00, phonograph and magnetic pick-up equipment \$255.00, receiving set \$250.00, making a total of \$1705.00.

As it will require an experienced radio operator to handle this system at all times we will keep an operator at the station paying his salary myself at WIOD with the provision that at least part of his salary be defrayed or pro-rated amongst the points benefiting by the system.

There are 17 points indicated on our rough diagram of coverage at Miami Beach so that a cost of only \$5.00 each to each one of the hotels or other points on the system would cover operating costs. *of a man to operate the system.*

I have tried to cut down the cost of this whole system to an absolute minimum. Were I to specify Western Electric or some other more expensive equipment than I have planned for this system, it would run the cost of the whole affair into thousands of dollars. By carefully picking out only the things which we would absolutely have to have at the least possible price I have brought the price down to a point not at all prohibitive. The cost of labor in installing this whole system would be handled on a time and material basis by myself and my own men from the radio station. We can do it far more reasonably than it would be done by any electrical contractor who would of course tack~~le~~ on his overhead and profit. I would do it with my own men who are radio men of some years' experience and who would know just how to go about the whole affair at enough to cover bear salary and material.

Three weeks should be allowed to install the system and thoroughly test it out and if anything is to be done on it, it would be appreciated if an early decision could be made so that I can wire my men to come down from the north who, otherwise, will not be with me until shortly before the broadcasting station opens. As these men are paid by myself anyway I could readily get them down here on the job.

I regret the length of this report but thought it best to put it all down in writing. I can guarantee that the plan which has herein been outlined would be a success. I would not guarantee and would be extremely skeptical of the success of broadcasting music around Miami Beach by any other means than I have outlined. You will readily agree that to be successful you must have absolute control of such a system from one point properly equipped and men to handle it rather than to rely on Tom, Dick or Harry to bungle it up.

SUMMARY:

18 points at \$260.00 per speaker location, brings it to	\$4,680.00
Cost of equipment necessary for master control at station	1,705.00
Miscellaneous material, such as wire, insulators, etc.	<u>100.00</u>

Complete equipment for entire system	6,485.00
Estimated cost to cover labor for complete installation	<u>500.00</u>
	\$6,985.00

Cost of maintenance per month, including leaseage of lines for all points \$720 per month
Cost of maintenance per month for each hotel or point at which loud speakers are installed \$40 per month

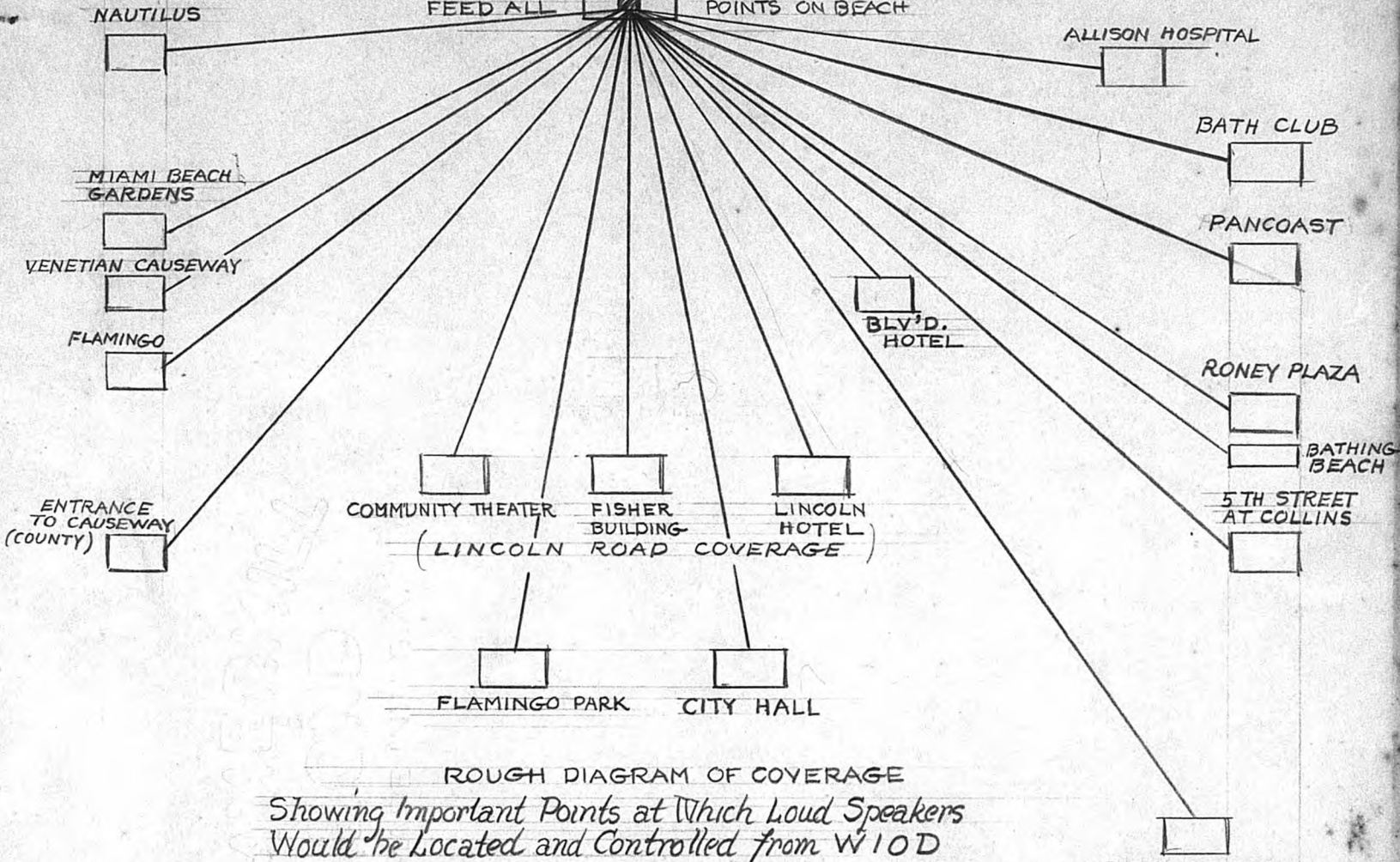
Jesse H. Jay

WIOD RADIO STATION

CONTROL WHICH FEED ALL

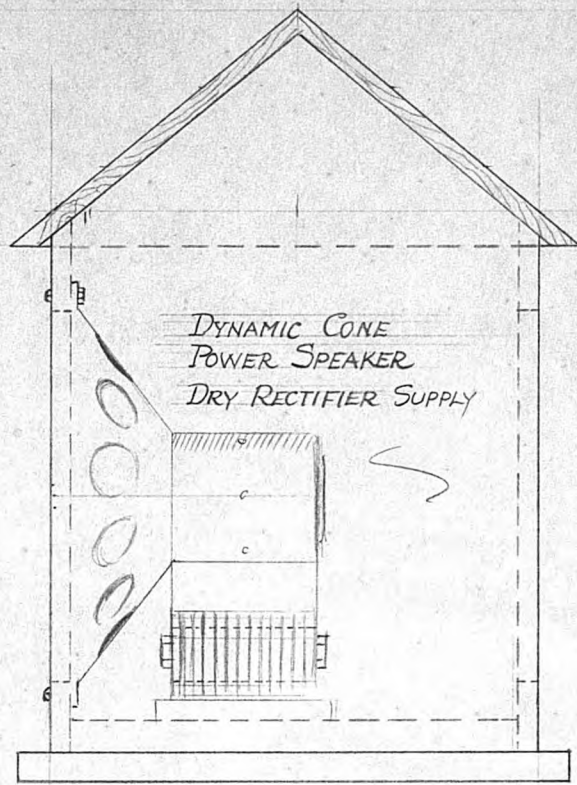
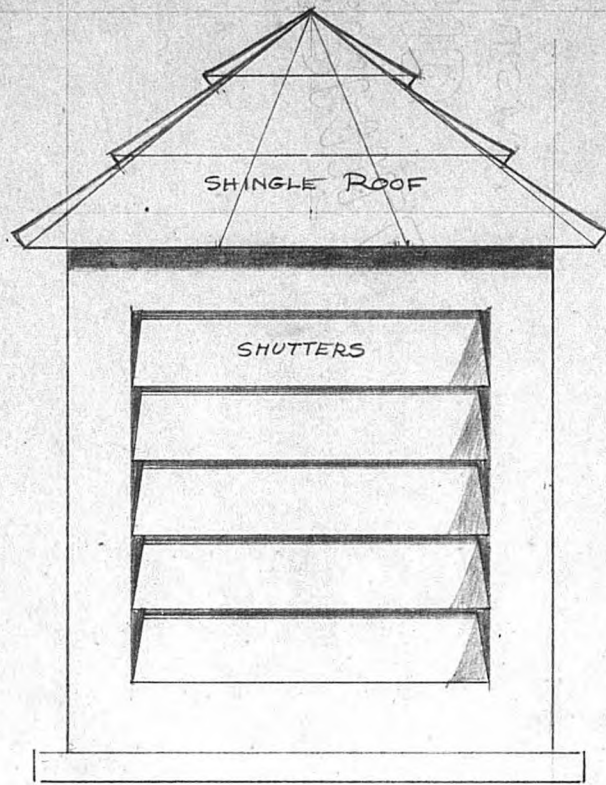
MAIN AMPLIFIER

POINT WOULD POINTS ON BEACH

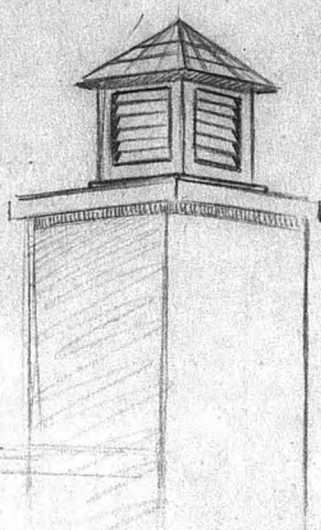


ROUGH DIAGRAM OF COVERAGE

Showing Important Points at Which Loud Speakers Would be Located and Controlled from WIOD



DESIGN for SPECIAL SPEAKER UNITS
To be placed at important points about Miami Beach
Weather-proof Miniature Houses for Speaker Units



Mounted on Gate Post

