

# STATION XED

"Voice of Two Republics"

A crystal controlled station with 100% modulation, operating on a super-power of 10,000 watts, and on a Canadian cleared wave-length of 960 kilocycles. A revelation to the Radio world, through its very latest characters of modern transmitting construction, XED presents itself as one of the mentors of the exploitation field of the age. Like a blanket it covers the remote trade territories of both republics.

Listeners will find XED the artist of the times in the rendition and presentation of colorful and spectacular entertainment features . . . deviating from the generally adapted routines . . . and giving to its listeners always, something of unexpected and pleasing atmosphere.

You will like XED" policies in rendering the service which is now in popular demand by the fans of the fast growing kingdom of the air.

The various executive departments which compose the operating energies of XED, are in the hands of experts who will cater to the most minute wants of the members of the International family who will be reached by the "Voice of Two Republics" . . . .

Perhaps one of the outstanding qualities and distinctions of which XED prides itself is, SERVICE TO THE PATRONS IN TWO LANGUAGES . . . a boon to the ADVERTISERS . . . a merited courtesy to Latin America.

The Information Bureau operated by XED is most complete and ready to answer all inquiries regarding romantic and historical Old Mexico, the State of Texas, and the famous Rio Grande Valley.

Address all communications to

**STATION XED**

"Voice of Two Republics"

**International Broadcasting Company**

**REYNOSA, MEXICO**

**American Offices: Hidalgo, Texas**

## ROMANTIC OLD MEXICO

Mexico is beautiful and really picturesque. There is a fascination and a desire which fills the soul of those who would visit the Rio Grande Valley, to cross into the land of memory, and there delve into the mysteries of centuries past. The history of Mexico is colorful with its numerous changes caused by revolutions and other disastrous epochs. But, with all these adversities, Mexico today and the citizens of the republic demonstrate so emphatically their enthusiasm and spirit of enterprise, that there is singled out of the supposed chaos, many fine qualities and great characteristics that make Mexico a wonderful country.

The development of education, arts, and industries has shown noticeable progress during the last decade. International relations which have been established especially along the immediate borders of both countries, have been instrumental in speeding up the advancement of the retarding old Spanish world. The visitor in Mexico is amazed at the attractiveness of the quaint remnants of once bustling enterprising metropolis. Such historical spots as Reynosa, Mier, Guerrero, Monterrey, Matamoros, Nuevo Laredo and other inviting centers, are sanctuaries guarding with watchful care chapters of memorable events.

The plazas, cathedrals, and other imposing structures of ancient art, coupled with the traditional hamlets, radiate the true atmosphere and customs which are so different, yet most alluring and interesting to those who enjoy repeated visits to Old Mexico.

Facilities for accessibility to those shrines, as well as to the places where visitors may relax and partake of the famous game dinners and other featured amusements, are most convenient. International Bridges across the Rio Grande, are the avenues which afford you the entry into the land of romance. You will find these at Mercedes, Hidalgo, Roma, Zapata, Texas, where all necessary information regarding interesting trips into Mexico, will be courteously and efficiently given. Write XED Information Bureau for your wants.

World Famous

# Rio Grande Valley

Land of Texas Sweet  
Grapefruit

THE RIO GRANDE VALLEY, has come to be synonymous with sunshine and golden orchards, with flowers, with opportunities, rest, recreation and health. Its appealing call is heard and heeded from all parts of the world, and to its inviting boundaries come daily, people of all classes, representing all walks of life.

There is so much here, and it is all so plentiful, that the Rio Grande Valley is now recognized, "The Food Basket of the World and the Playground of the Nations."

Designated as America's longest Main Street, because of its continuous panorama of modern, up-to-date connecting cities for a distance of more than one hundred miles; the visitors find this prolific area a real haven and an ideal spot in which to live, prosper and play.

The Rio Grande Valley, with her fairy-land of landscaping, with her miles and miles of perfect highways, with her vast acreage of citrus fruit, crisp vegetables, snowwhite cotton fields; bustling, teeming cities; balmy, sunlit weather and bloom scented, pure air, extends that courteous "WELCOME" in characteristic Texan style.

It is just that way of enjoying life in the alluring Rio Grande Valley of unique and picturesque Texas land, that one remembers and loves to come back to live over again.

XED, "The Voice of Two Republics", cordially invites you to come and join the thousands of happy and prosperous citizens of this wonderful garden-spot.

Tune in on XED and listen to the "Rio Grande Valley Hour."

(XED on 960 Kilocycles)



David F. Thomas

26 St. Ferry Co.

Proctorville, Ohio



Your postal card of the 15th containing  
your report which was found very correct. Thanks.

**X.E.F.J.**

Under separate cover you will receive  
the souvenir.

*R. Junco de la Vega*  
R. Junco de la Vega.

CORREOS - MÉXICO

TARJETA POSTAL



Mr. David F. Thomas

Proctorville, Ohio.

U.S.A.



1210-100  
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EN ESTE LADO SOLO DEBE ESCRIBIRSE LA DIRECCION

DEAR FRIEND:-

This card acknowledges your report of reception of Radio Station X.E.R., owned and operated by the Villa Acuña Broadcasting Co. Inc. The entire staff of X.E.R., also Dr. Mrs. Brinkley and Johnny Boy send greetings to their friends in Kansas and everywhere, We want you to know we appreciate your interest in Dr. Mrs. Brinkley and Johnny Boy and this Radio Station.

You are invited to visit the Brinkley Hospitals at Milford, Kans. also come to Del Rio, Tex. and Villa Acuña, Mexico.

Let your next vacation be in Villa Acuña, Mex. The people are friendly and hospitable. There are plenty of lakes with bass, also lots of wild game to be found.

When driving from the west to east or east to west, route yourself through San Antonio and Del Rio west; El Paso, Del Rio and San Antonio east.

FAITHFULLY

**VILLA ACUÑA BROADCASTING CO. INC.**

**Villa Acuña, Coah., Mexico.**

**DOCTOR, MRS. J. R. BRINKLEY AND JOHNNY BOY**

**Milford, Kansas.**

W E L C O M E T O M E X I C O .

The gateway to a friendly people.  
Greetings from Radio Station,

X. E. R.

The Sunshine Station Between The Nations.  
75,000 watts power. 665 Kilocycles. Full Time.  
Villa Acuña, Coah., Mexico.  
Del Rio, Tex. U. S. A.

CORREOS - MÉXICO

TARJETA POSTAL



Mr.

Mr David F. Thomas  
26th. St. Ferry Co.,  
Proctorville, Ohio. USA



EN ESTE LADO SOLO DEBE ESCRIBIRSE LA DIRECCION



▲  
**CALIFORNIA**  
**TRIO**

**TAMPICO, MEX.**

**DIFUSORA PORTENA**



  
**DIFUSORA PORTENA**  
 500 Watts Effective    Modulation 100%  
 3360 Mc. - 800 Kc.    Control de Calidad  
 ADUANA II SUR    TAMPICO, MEXICO




Sr. W. F. Thomas  
Proctorville,  
Ohio

LONGITUD DE ONDA

336.9 Metros

500 Watts efectivos

# DIFUSORA PORTENA

FRECUENCIA

890 Kilociclos

Modulación 100%



TABLEROS DE LA  
DIFUSORA Y ESTUDIO DE LA MISMA

**L**A DIFUSORA PORTENA, se ofrece a sus órdenes en este Puerto proporcionando otra forma de Anuncio, que por su originalidad y de comprensión ha sido reconocido como el mas seguro y eficaz. CUOTAS sobre este servicio y detalles sobre nuestro Personal Artístico serán enviados a solicitud, así como datos complementarios.

Ha sido nuestro mayor deseo, hacer de ésta Estación Radio - Difusora un verdadero centro de Divulgación Artística y Comercial a la vez que amena para nuestros oyentes y amigos.



Para la realización de lo anterior disponemos de un Personal Artístico inmejorable, pues contamos con lo mejor del Puerto, teniendo a disposición nuestra y la de Ud. a violinistas de reconocida habilidad, a pianistas que son verdaderos ejecutantes, magníficas agrupaciones orquestales, etc. Siendo variados nuestros programas e incluyendo en ellos música selecta y de salón, así como popular y de baile, canciones típicas y regionales.

Esperamos sus noticias en el Apartado 1109  
Teléfono F. 2141.  
Tampico, Tamps.

**T**ampico, el Primer Puerto de México y el centro comercial de la región más rica y próspera de la República, invita a Ud. cordialmente a visitarlo, con el fin de que haga Ud. de él, su lugar favorito de recreo y de negocios.

A Ud. le conviene conocer a Tampico, sus oportunidades comerciales, su consumo de productos nacionales y extranjeros, así como los productos de la región que tienen su salida por este Puerto.

Hoteles modernos, apartamentos y casas de asistencia, proporcionan las co-

modidades necesarias que requiera y exija cada visitante.

De seguro no hay lugar en la República Mexicana, que pueda ofrecer la variedad de caza y pesca que proporciona Tampico. Ofrece igualmente toda clase de Deportes, entre los cuales tienen su mayor actividad, los de natación, disponiendo para ello, de Balnearios construidos en la orilla del mar y en las márgenes de sus rios y lagunas que proporcionan un deleite a los Aficionados.

Esperamos sus noticias, solicitando detalles al Apdo. 480. Tampico, Tamps.

**CAMARA NACIONAL DE COMERCIO DE TAMPICO, TAMPS.**