

1500 ON YOUR DIAL

250 WATTS
WESTERN ELECTRIC
TRANSMITTER



UNLIMITED TIME
SERVING 250,000
PEOPLE

Dear Friend:

We are happy to acknowledge receipt of your communication on the reception of our special DX program.

Enclosed you will find a little souvenir representative of typical Mexican handiwork. This souvenir comes to you through the courtesy of the individual whose name appears on the attached post card. Would you mind dropping him a little note of appreciation? We are sure that he will appreciate a note from you as much as we enjoyed receiving your reception report.

When you are planning your next vacation trip, we suggest you give serious thought to South Texas and Romantic Old Mexico—and of course—the gang here at KPAB—we would like to meet you personally.

We have a few hundred more souvenirs left so you might pass the word along to your friends and neighbors to tune in on us some morning between 2 and 3 a. m. (C.S.T.) before February 8th and send us their reception report.

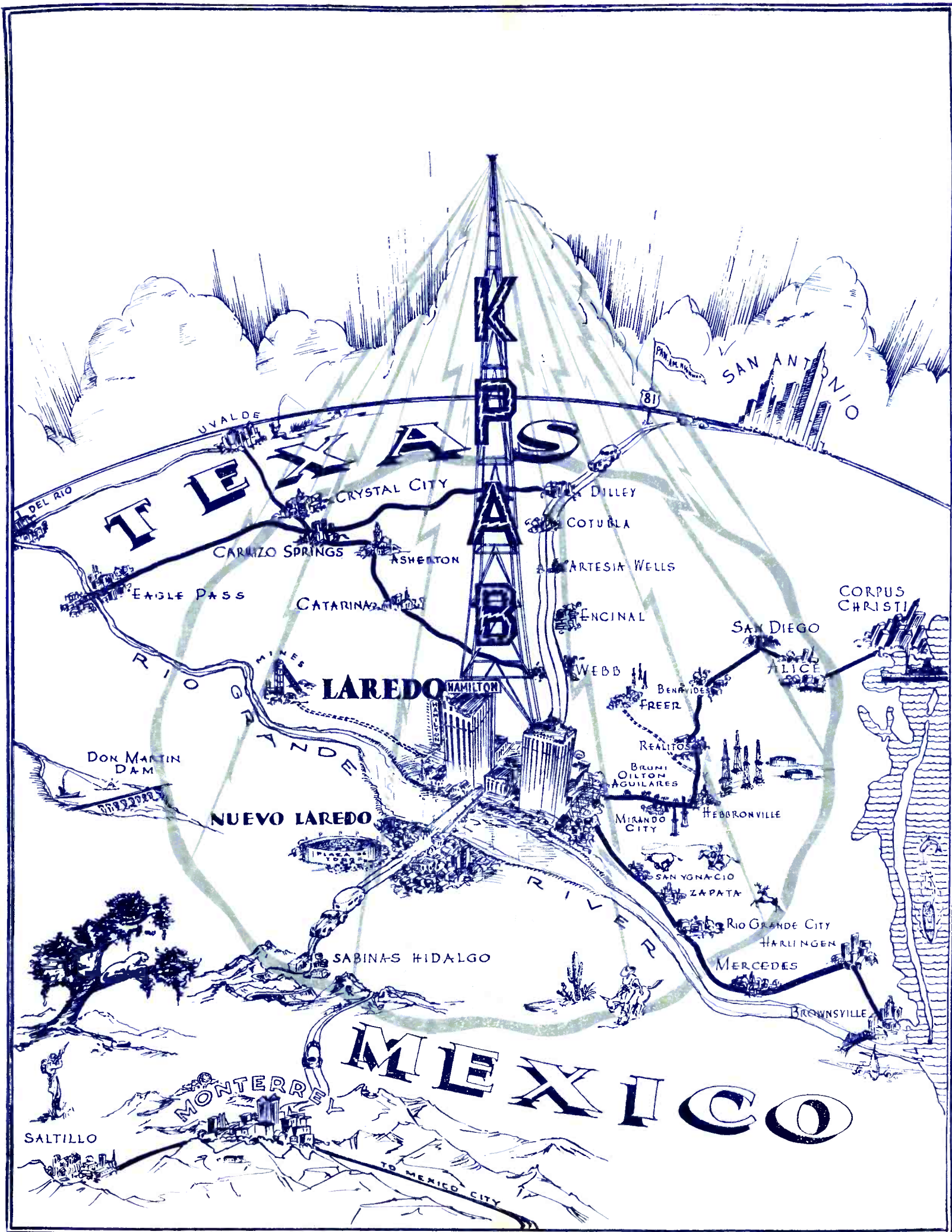
Sincerely,

All the Gang at KPAB

M. M. Valentine,

General Manager.

MMV:L



TEXAS

LAREDO

MEXICO

SAN ANTONIO

CORPUS CHRISTI

SAN DIEGO

ALICE

HEBBRONVILLE

RIO GRANDE CITY

MERCEDES

BROWNSVILLE

SABINAS HIDALGO

NUEVO LAREDO

DON MARTIN DAM

RIO GRANDE

UVALDE

CRYSTAL CITY

CARMIZO SPRINGS

ASHERTON

CATARINAS

DILLEY

COTUCLA

ARTESIA WELLS

ENCINAL

WEBB

BENVIDES

FREER

REALITOS

BRUNI OILTON AGUILARES

MIRANDO CITY

SAN YGNACIO

ZAPATA

HARLINGEN

MONTERREY

SALTILLO

TO MEXICO CITY

81

PAN AM