

MEXICO
APARTADO 47
NUEVO LAREDO,
TAMP. MEXICO

"THE VOICE OF THE CONTINENTS"

MEXICO CITY
AVE. MADERO, 20
CARE OF
LIC MANUEL DELGADO

COVERS THE AMERICAS LIKE A BLANKET

XENT

NUEVO LAREDO. TAMPS. MEXICO



150,000 WATTS

OWNED AND OPERATED BY THE

1115 KILOCYCLES

COMPANIA INDUSTRIAL UNIVERSAL S. A.
BOX 163, LAREDO, TEXAS--OR--APDO, 47, N. LAREDO, MEXICO

January 29, 1934.

Mr. J. W. Brauner,
Williamsville, New York.

Dear Mr. Brauner:

Thanks for your letter of the 24th, enclosing ten cents.

This verifies your reception of this station on January 24th, as per your report.

We are testing each evening from seven to all hours of the morning, expecting increase of power each evening until our full wattage is attained.

By separate mail we send an interesting booklet, which please read and hand to one who may be suffering.

Having beautiful weather down here now. Everyone working in their shirt sleeves.

Best wishes.

Yours very truly,

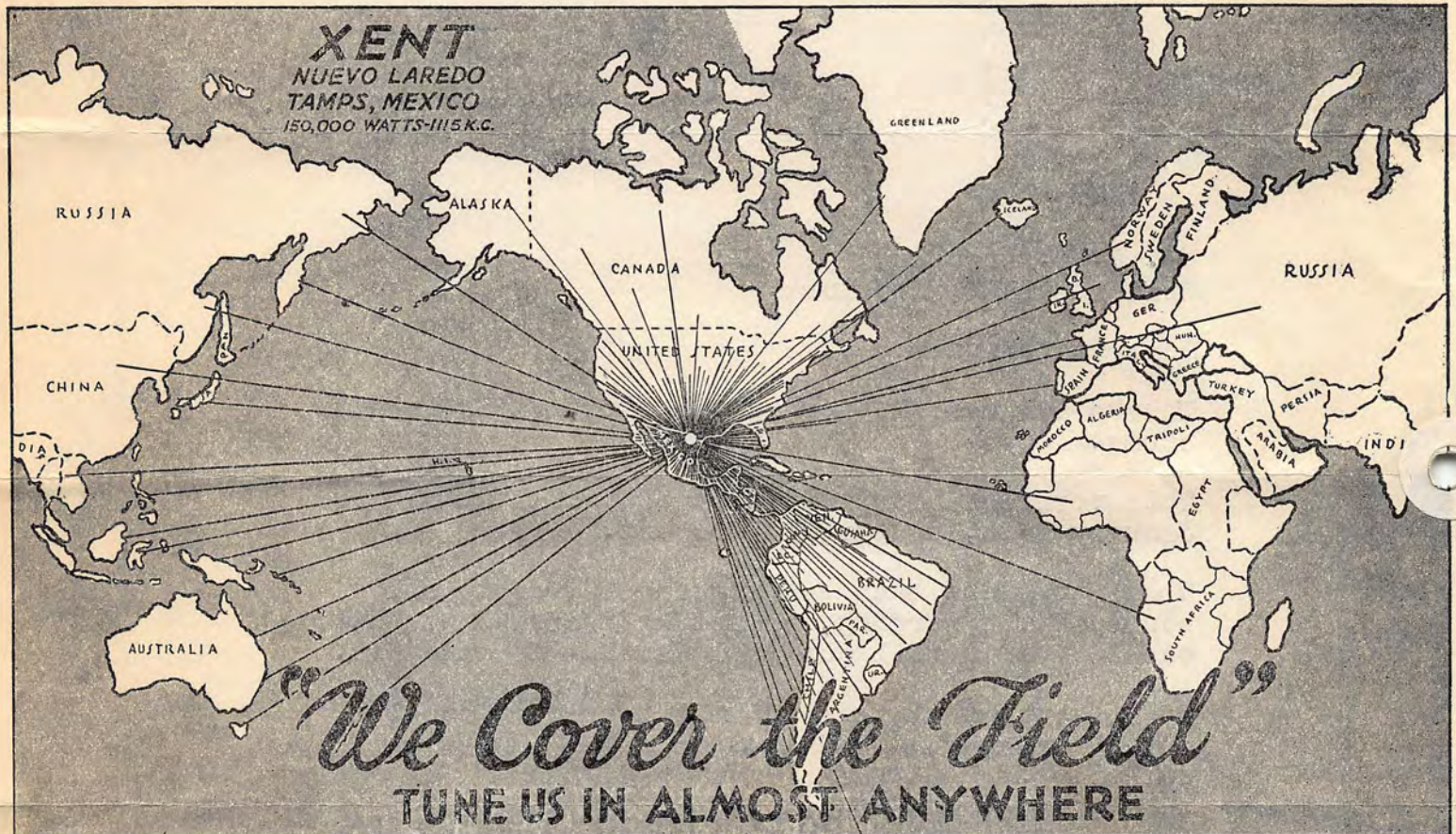
RADIO STATION XENT

AM

PLACE YOUR ADVERTISING NOW--REDUCED PRICES BEFORE OPENING IN OCTOBER

150,000 WATTS - AT MEXICO'S GATEWAY-ALL WELCOME -150,000 WATTS

CHAIN
COVERAGE
AT PRICE
OF ONE



NOTICE TO ADVERTISERS

From this station with its high power advertisers can now proclaim their products to all of the North American and South American countries in both the English and Spanish languages, receiving **CHAIN COVERAGE AT LOW COST OF ONE STATION.**

The unique type of program broadcast from this station, consisting of the exclusive featuring of the **CALLIAPHONE**, a patented musical instrument which when played by itself or in accompaniment with other instruments gives a type of program distinctively unusual and cannot be heard from any other station. This individuality means better advertising for you.

ADDRESS ALL MAIL TO
ADVERTISING DEPT.

XENT

APARTADO 47 NUEVO LAREDO, MEXICO
OR BOX 163 LAREDO, TEXAS