

DEAR FRIEND:-

*Verified by H.O. Pete Muehal
8-9-30 10 PM C.S.D.*

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.

Sunshine Hosiery Girl

The Sunshine Hosiery Girl tells us that the demand for a product like Sunshine Hosiery has arisen from experience with hose that run and fail to give service value for cost. In Sunshine Hosiery we have a product that is very moderate in price and **GUARANTEED FOR THIRTY DAYS**. You may obtain these hose in all sizes, modern colors and they are full fashioned. Use order blank below.

The Sunshine Hosiery Girl,
Radio Station XER,
Del Rio, Texas.

Enclosed find \$----- for which please send me postpaid----- pairs of Sunshine Hose in the following colors and sizes-----

Name -----

Street or Box -----

Town ----- State -----

Sunshine Hose are manufactured to give long service and are guaranteed for thirty days. They are the result of careful attention to the things that you look for in good hose, yet the price is very moderate: one pair for \$1.00, or three pairs for \$2.50 sent to you postpaid. These hose are full fashioned, perfect fit, in all modern colors. Be sure to specify size and color.

Villa Acuna, Coahuila, Mexico

Villa Acuna, Coahuila, Mexico, the home of Radio Station XER, is just across the Rio Grande River from Del Rio, Texas. It is a progressive and thriving little Mexican City of more than 7,000 inhabitants. Villa Acuna is famous for its Cabarets and for the fine fishing and hunting as well as the picturesque sights in and around the city. This little town is modern, having electric lights, paved streets, an efficient government under its Mayor, or Presidente, as he is known, Sr. Valeriano Valdes.

The bridge connecting the town with the American city of Del Rio, is the longest bridge across the Rio Grande. The bridge is open until midnight every night and the visitor is always welcome in Villa Acuna. You can drive to Villa Acuna in your own car for a 24 hour visit without any kind of permit. The people of Villa Acuna are courteous and polite. The American visitor need have no fear of being molested in any way while in this splendid little neighboring city. There are many beautiful pictures of Villa Acuna in our XER Album described on another page of this booklet.

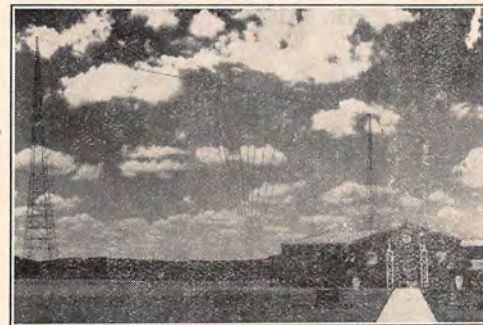
VERIFICATION

OF YOUR RECEPTION
AND OTHER INTERESTING
INFORMATION

RADIO STATION

75,000 WATTS **XER** 735 Kilocycles

THE SUNSHINE STATION BETWEEN THE NATIONS



LA VOZ DE LAS AMERICAS
VILLA ACUNA, COAHUILA
MEXICO

y

H. L. MUNAL
Gerente

DEL RIO
TEXAS

ISAIAS GALLO
Ingeniero
Responsable

XER & XEF are two sets of call letters for the same station.

CERTIFICADO
de
VERIFICATION
Su Reporte de la Recepcion de la
ESTACION RADIO
DIFUSORA XER

Tenemos el honor de verificar su reporte de su recepcion del programa transmitido por esta estacion de radio,

El 8 de June de 1932
H. L. Munal, Mgr.
Gerente.

El 14 de June de 1932

Radio Station XER is located in Villa Acuna, Coahuila, Mexico. Operating with 75,000 watts output on 735 Kilocycles and is 100% modulated. The most powerful commercial broadcasting station in the world. It operates on full time, under the Radio Department of the Bureau of Communications and Public Works in the Republic of Mexico. XER features both Mexican and American types of entertainment.

The above signature is your official proof of reception of XER.

DEL RIO, TEXAS
U. S. A.

"By The Waters"

Del Rio, Texas, across the Rio Grande River on the American side, from Villa Acuna, Mexico, (the home of Radio Station XER,) is a very interesting and active city. It is situated on the banks of the Rio Grande, just 159 miles west of San Antonio, Texas, on U. S. Highway No. 90, and the most important town between San Antonio and El Paso on the Southern Coast-to-Coast Route. Del Rio is in the midst of a splendid stock raising country and its climate is agreeable all the year.

Points of interest for the visitor are: San Felipe Springs, where the city gets its water supply. These springs have a daily flow of 74,209,000 gallons of practically 100 per cent pure water. Devil's River, one of the most beautiful streams in the State, where fine fishing, boating and bathing may be found. Many beautiful homes, churches and large buildings, as well as the number of truck and fruit farms under irrigation.

Forty-five miles west of Del Rio, the visitor arrives at the Pecos River, interesting for its beautiful canyon and the high bridge over the canyon on the Southern Pacific main line. For interesting photographs of these points we refer you to the XER Souvenir Album described in this booklet.

DR. J. R. BRINKLEY

The
Brinkley Hospital

We cordially invite you to listen to Dr. J. R. Brinkley's

HEALTH TALKS

on this Station Daily at 11:45 a. m., at 6:45 p. m., at 9:00 p. m. and at 11:00 p. m. Central Standard Time.

There is no question so vital to you as your health and Dr. Brinkley's talks are educational and instructive along this line.

If you would like to obtain literature from the Brinkley Hospital, fill in the order blank below and send it with 25c to the Brinkley Hospital at Milford, Kansas.

The Brinkley Hospital,
Milford, Kansas.

Enclosed find \$_____for which please send literature to my address.

Name _____

Street or Box _____

Town _____

State _____

XER Souvenir Albums

In response to literally thousands of requests from listeners throughout the United States, XER has printed a special Souvenir Album containing photographs of the Station in the town of Villa Acuna, Coahuila, Mexico; pictures of the picturesque little Mexican town itself, and its Mayor or Presidente; views of Del Rio and vicinity; the XER Staff and Officials; Dr. and Mrs. Brinkley and Johnny Boy; interesting photographs of spots of interest in Texas and Old Mexico and the transmitter of the station. You will find this Album an interesting and valuable addition to your collection of Radio Literature and a souvenir of XER and the programs that you enjoy listening to.

The price of this book is only \$1.00; this just about covers the cost of photographing, editing, printing and distributing the Album.

Use the order blank for your convenience.

Name _____

Address or Box _____

Town _____ State _____

Enclosed please find \$_____ for which please mail to the above address, postpaid _____ copies of the XER Souvenir Album.

The Honey Girl and The Honey Bees

Throughout all time as recorded by Historians, people have recognized two articles of diet as essential to good health and happiness, viz., fresh milk and honey. Each evening the Honey Girl and the Honey Bees bring you their message of sweetness, telling you of the good flavor and splendid quality of Hon-O Honey. XER offers you this finest quality honey packed in sanitary metal containers and delivered by mail postpaid to your door, 2½ lbs. for \$1.00, 5 lbs. for \$1.75 and 10 lbs. for \$3.00.

Eminent physicians recommend honey in their health diets for both children and adults. XER recommends Hon-O Honey as a delicious and superior product; one that your taste tells you that you want to have in all its freshness and goodness on your table. Only a superior grade of honey will satisfy you.

Fill out the order blank below and let us send the desired amount to your door postpaid.

The Honey Girl,
Radio Station XER,
Del Rio, Texas.

Enclosed find \$_____ for which please send me, postpaid _____ lbs. of Hon-O Honey.

Name _____

Street or Box _____

Town _____ State _____

Dos Republicas Candy Company

The Candy Man at XER has a "sweet" message that he has been taking into homes throughout the United States. A real Mexican product, made by Mexican Master Candy Makers: Original Mexican Pecan Candy. Packed in 20 ounce boxes at \$1.00 and 5 lb. boxes for \$3.00.

The Candy Man,
Radio Station XER,
Del Rio, Texas.

Enclosed find \$_____ for which please send me postpaid _____ 20 ounce boxes and _____ 5 lb. boxes of Original Mexican Pecan Candy.

Name _____

Address _____

Town _____ State _____

Original Mexican Pecan Candy is made from pure Mexican piloncillo (Sugar) with native pecans modernly packed in cellophane, each piece wrapped individually. A pure, clean, healthy, appetizing and un-harmful sweetmeat of Sunny Mexico. Its popularity is proved by the many repeat orders since its introduction by the Candy Man.

Bert the Sunshine Man The Sunshine Boys

All our listeners are familiar, no doubt, with the programs of Bert the Sunshine Man and the Sunshine Boys, and with Sunshine Coffee. Bert came to XER from the station in Milford, Kansas, where he and the Sunshine Coffee were known and loved by thousands of fans. It was at Milford that Bert first introduced his special blend of coffee, which sold 2 lbs. for \$1.00, delivered by mail.

This same high grade special blend of coffee is sent to XER listeners by mail, postpaid. The coffee is unexcelled and we are proud of the fact that all Sunshine Radio Friends, once they purchase one can of our coffee, become regular customers and will not try any other blend. This coffee is used and recommended by Dr. and Mrs. J. R. Brinkley, who know coffee both from the standpoint of the drinker and as the physician.

We are glad to offer the coffee, postpaid for a lower price, 3 pounds for \$1.00. For your convenience use the order blank printed below.

Bert the Sunshine Man,
Radio Station XER,
Del Rio, Texas.

Enclosed find \$_____ for which please
send me post paid _____ pounds of your
Sunshine Coffee as advertised over XER.

Name _____

Street or Box _____

Town _____ State _____

The Lonesome Cowboy

Another of the popular features of this station is the Lonesome Cowboy, a singer whose appealing personality and inimitable style pleases both young and old, who compliment both the voice and guitar accompaniment. This station feature is supported by the sale of a song book entitled "THE SONGS YOU HEAR NO MORE," which is the Lonesome Cowboy's own collection of old time songs and the songs of the range. The price of this song book is \$1.00.

Radio Station XER,
Del Rio, Texas.

Enclosed find \$_____, for which please
sent me postpaid _____ copies of the
Lonesome Cowboy's Song Book, "Songs You
Hear No More."

Name _____

Street Address or Box _____

City _____ State _____

Co-operate with us and with the Lone-
some Cowboy by purchasing his song book.
Make his stay on the station a long and
profitable one. In response to hundreds of
requests, the Lonesome Cowboy has includ-
ed two of his pictures in the song book,
you need not send extra money for these
pictures, just send for the song book. You
cannot obtain the pictures without purchas-
ing the book.

Enjoy the Cowboy's songs over XER.

Air Line Radio Map, Log and Directory

All Radio listeners, from time to time, hear stations that are new; heard for the first time; in fact, we all look for new stations. When you hear call letters that are new to you, or a station on your dial where you have not noted a station before, then is when you need a complete log containing the necessary information. We have just the log that you need and the price is only twenty-five cents. Use the coupon below.

Radio Station XER,
Del Rio, Texas.

Enclosed find _____ cents in stamps or
coin, for which please send postpaid _____
of your logs at once.

Name _____

Address or Box No. _____

City or Town _____

State _____

The Air Line Log contains an Air Line
map, so that you can see just how far away
any station is; a complete log of National
Broadcasting Co. programs and Columbia
Net Work Programs in daily form with list
of the stations broadcasting these chain pro-
grams; list of stations in chart form with
complete information; alphabetical list of
towns; short wave and television station
log; Cuban, Canadian and Mexican Station
Log. You will never regret the twenty-five
cents you spend for this log.