

ROSARITO SALES AGENCY

International Representatives

X E R B

50,000 Watts 1090 K.C.

San Diego 12, California

July 13, 1945

Mr. Norman L. Maguire
83 Prospect Street
East Hartford 8, Conn.

Dear Sir:

Thank you for your report of July 6, 1945. This is to verify reception heard by you from station XERB, 1090 kcs.

The station is now operating with a power of 50,000 watts. The most power ever used on this station in the past was 10,000 watts. The transmitter has recently been reconstructed, and we are now broadcasting from 6:00 AM to 12:00 midnight.

We sincerely hope you will continue to listen in on our programs. We are endeavoring to give the finest programs obtainable, and reports such as yours will give us a very good idea of our signal strength and operation of the station.

Very truly yours,

ROSARITO SALES AGENCY

I. B. Mathis
I. B. Mathis, Manager

IBM/m