

Estacion Radio Difusora Comercial

X E A O



910 KC.
OFICINAS ZUAZUA 22
ESTUDIOS Y PLANTA
TRANSMISORA EN COLONIA
DRIZABA

CONCESIONARIO
JUAN C. CHAVEZ
APARTADO POSTAL NO. 415
TELEFONO 58
MEXICALI, B. C. MEX.

January 25th, 1957

Mr. Maurice W. Nittler
Box 94
Geneva, Nebraska

Dear Mr. Nittler:

We are happy to acknowledge receipt of your letter in which you report having heard Radio Station XEAO on December 30th, 1956, our time.


This radio station transmits from 5:00 A. M. to 12:00 midnite every day of the year except Good Friday of each year. Therefore your report is verified by us correct. We operate on 910 Kilocycles and 250 Watts. XEAO is the oldest radio station in the state of Bja. California and the first radio station in Mexicali. Mexicali is the capital of Baja California. Our slogan is: "LA VOZ DE MEXICALI" "AL SERVICIO DEL AGRICULTOR". It means The voice of Mexicali at the service of the agricultures, or farmers.

You report having heard an ad for Pepsi-Cola and that is correct. Also at present we do play a lot of Rock- N- Roll music with Elvis Presley although 90% of our music is Mexican Folkloric, because that's the most popular among the farmers and we try to please them first.

Thank you very much and hoping to hear from you again, we are,

Very truly yours,

ESTACION RADIODIFUSORA COMERCIAL "XEAO".


Delia G. Lara
Administration Department.

P. S. Excuse my poor English.