

# STATION XED

"Voice of Two Republics"

A crystal controlled station with 100% modulation, operating on a super-power of 10,000 watts, and on a Canadian cleared wave-length of 960 kilocycles. A revelation to the Radio world, through its very latest characters of modern transmitting construction, XED presents itself as one of the mentors of the exploitation field of the age. Like a blanket it covers the remote trade territories of both republics.

Listeners will find XED the artist of the times in the rendition and presentation of colorful and spectacular entertainment features...deviating from the generally adapted routines...and giving to its listeners always, something of unexpected and pleasing atmosphere.

You will like XED" policies in rendering the service which is now in popular demand by the fans of the fast growing kingdom of the air.

The various executive departments which compose the operating energies of XED, are in the hands of experts who will cater to the most minute wants of the members of the International family who will be reached by the "Voice of Two Republics"....

Perhaps one of the outstanding qualities and distinctions of which XED prides itself is, SERVICE TO THE PATRONS IN TWO LANGUAGES....a boon to the ADVERTISERS...a merited courtesy to Latin America.

The Information Bureau operated by XED is most complete and ready to answer all inquiries regarding romantic and historical Old Mexico, the State of Texas, and the famous Rio Grande Valley.

Address all communications to

**STATION XED**

"Voice of Two Republics"

**International Broadcasting Company**

**REYNOSA, MEXICO**

**American Offices: Hidalgo, Texas**

## ROMANTIC OLD MEXICO

Mexico is beautiful and really picturesque. There is a fascination and a desire which fills the soul of those who would visit the Rio Grande Valley, to cross into the land of memory, and there delve into the mysteries of centuries past. The history of Mexico is colorful with its numerous changes caused by revolutions and other disastrous epochs. But, with all these adversities, Mexico today and the citizens of the republic demonstrate so emphatically their enthusiasm and spirit of enterprise, that there is singled out of the supposed chaos, many fine qualities and great characteristics that make Mexico a wonderful country.

The development of education, arts, and industries has shown noticeable progress during the last decade. International relations which have been established especially along the immediate borders of both countries, have been instrumental in speeding up the advancement of the retarding old Spanish world. The visitor in Mexico is amazed at the attractiveness of the quaint remnants of once bustling enterprising metropolis. Such historical spots as Reynosa, Mier, Guerrero, Monterrey, Matamoros, Nuevo Laredo and other inviting centers, are sanctuaries guarding with watchful care chapters of memorable events.

The plazas, cathedrals, and other imposing structures of ancient art, coupled with the traditional hamlets, radiate the true atmosphere and customs which are so different, yet most alluring and interesting to those who enjoy repeated visits to Old Mexico.

Facilities for accessibility to those shrines, as well as to the places where visitors may relax and partake of the famous game dinners and other featured amusements, are most convenient. International Bridges across the Rio Grande, are the avenues which afford you the entry into the land of romance. You will find these at Mercedes, Hidalgo, Roma, Zapata, Texas, where all necessary information regarding interesting trips into Mexico, will be courteously and efficiently given. Write XED Information Bureau for your wants.

World Famous

# Rio Grande Valley

Land of Texas Sweet  
Grapefruit

THE RIO GRANDE VALLEY, has come to be synonymous with sunshine and golden orchards, with flowers, with opportunities, rest, recreation and health. Its appealing call is heard and heeded from all parts of the world, and to its inviting boundaries come daily, people of all classes, representing all walks of life.

There is so much here, and it is all so plentiful, that the Rio Grande Valley is now recognized, "The Food Basket of the World and the Playground of the Nations."

Designated as America's longest Main Street, because of its continuous panorama of modern, up-to-date connecting cities for a distance of more than one hundred miles; the visitors find this prolific area a real haven and an ideal spot in which to live, prosper and play.

The Rio Grande Valley, with her fairy-land of landscaping, with her miles and miles of perfect highways, with her vast acreage of citrus fruit, crisp vegetables, snowwhite cotton fields; bustling, teeming cities; balmy, sunlit weather and bloom scented, pure air, extends that courteous "WELCOME" in characteristic Texan style.

It is just that way of enjoying life in the alluring Rio Grande Valley of unique and picturesque Texas land, that one remembers and loves to come back to live over again.

XED, "The Voice of Two Republics", cordially invites you to come and join the thousands of happy and prosperous citizens of this wonderful garden-spot.

Tune in on XED and listen to the "Rio Grande Valley Hour."

(XED on 960 Kilocycles)

U. S. POSTAGE  
1c PAID  
HIDALGO, TEXAS  
Permit No. 1

David F. Thomas

26 St. Ferry Co.

Proctorville, Ohio

