

097

CORRESPONDENCE

1961





TRANSLATION OF VILLALON'S letter of February 17, 1961

Dear Mrs. Manning:

Dear Gordon:

In studying the accounts of XEAK, we have found that in order to fulfill the requirements of the Federal Labor Law, we have an indemnification to cover, which could be quite large, for employees who leave the company.

This responsibility could conceivably amount to \$400,000.00. Therefore, if we are to pay Sr. Rivera for his stock, we would have no way of forcing him to cover his responsibility of the removed employees.

You know that we have agreed that Sr. Rivera is to be employed by the Texas Triangle, Inc, and that this company will be in charge of paying his salary. Consequently, it is absolutely necessary that you obtain some kind of agreement with Sr. Rivera to reimburse us out of his salary if we should have to pay anybody on account of discharging them.

With no other business, and requesting you give my regards to Messrs McLendon, I remain as your friend and at your disposal.

I take this opportunity to tell you that I agree completely with your idea on the office; it is not of much importance to us, but I think you are right.

Lauro Villalon

What I really don't understand in your letter is your reference to "adjacencies". Please explain to what you're referring.

Please convey warm regards to Yolanda and your enchanting family, and for you the best from your friend.

Lauro Villalon

Lauro Villalon

TRANSLATION OF VILLALON'S LETTER OF FEBRUARY 19th  
TRANSLATION OF VILLALON'S LETTER OF 2/18/61

Dear Gordon:

I wish you were here. I hope to go to Acapulco next week and if I do, I shall contact your friend Brandstetter.

The matter of hiring announcers has me troubled. If this were going to be a Spanish language station, that would be no great problem.

But a station that broadcasts nothing but news in the English language is a different matter. Although I have great respect for Sr. Trevino and his abilities, it seems to me that he'll only be qualified to judge the Mexican

announcers. In connection with this business and with the addition of American employees, it is certain that they will have to pay double taxes, that is, American and Mexican taxes. With this in mind, may we suggest that even

though said men are employed by us, that you pay half of their salary in Dollars and we will pay the other half in Pesos. I will discuss this with you at length when we are together, but please give it some thought.

Please advise immediately should you object to this plan. If I take this opportunity to tell you that I agree completely with your idea on the office; it is not of much importance to us, but I think you are right. salaries each of us should pay.

What I really don't understand in your letter is your reference to "adjacencies". Please explain to what you're referring.

Appreciate your prompt attention to this matter. Convey warm regards to your family and to you. I remain at your disposal.

Please convey warm regards to Yolanda and your enchanting family, and for you the best from your friend.

Lauro Villalon

Lauro Villalon

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TRANSLATION OF VILLALON'S LETTER OF FEBRUARY 19th

TRANSLATION OF VILLALON'S Letter of March 19, 1961

Dear Gordon:

Dear Mrs. Manning:

I am sending this letter in relation to our conference of the 16th of December and where we decided not to raise operation costs of radio station XEAK, "frivola e irrazonablemente", but since we have decided definitely to program only news, this will have to be changed and operation costs will have to be raised. The reason for this being that we will need more American announcers and a larger number of employees, and although we'll do our best to keep this down to a minimum, we want you to be advised.

In connection with this business and with the addition of American employees, it is certain that they will have to pay double taxes, that is, American and Mexican taxes. With this in mind, may we suggest that even though said men are employed by us, that you pay half of their salary in Dollars and we will pay the other half in Pesos.

Please advise immediately should you object to this plan. If you have no objections, we can decide later what portion of the employees' salaries each of us should pay.

Appreciate your prompt attention to this matter. Convey warm regards to your family and to you. I remain at your disposal.

Lauro Villalon

ys

Gordon McLendon



TRANSLATION OF VILLALON'S Letter of March 19, 1961

Dear Mrs. Manning:

I direct this to you to notify you of the Board's decision to raise Sr. Ubaldo Trevino's salary to \$231.75 USCy per week.

Consequently, I would appreciate your making the adjustments necessary and putting this into effect in accordance with the wishes of the Board. Also, please notify Sr. Trevino.

With warm regards to Gordon, I remain your friend and at your disposal.

Mr. Lauro Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D. F.

Lauro Villalon

Dear Lauro:

Well, it is not long now before the big day. Everyone in my organization is approaching it with real optimism.

The Mexican National Hour on Sunday evening can be, as we have discussed, a real problem. The station carries news all week and then, suddenly, switches to Spanish language programming at a key hour on Sunday evening. Listeners aren't going to understand the reason--neither the American nor Mexican listeners will--and the result is that we'll probably lose both. On the other hand, I'm aware that the station has to carry the program. Still, we can pay when we have some big news event breaking and delay the program until later. But particularly annoying to me is this business of having to sign off when the program is not received. It seems to me that certain consideration should be given a station that is, or will be, an important addition to the prestige of Mexico. Please advise. Gay and I are definitely planning to bring the family to Mexico around the second week in June and we will get to have a good visit then.

Gay y yo tenemos pensado llevar la familia. Regards, la segunda semana de Junio y estaremos disfrutando una buena platica.

GM/ys

Encorraments,  
Gordon McLendon

Gordon McLendon



TRANSLATION OF SR. VILLALON'S LETTER OF APRIL 1961

Dear Gordon:

I received your letter of the 1st and I am glad to know that we are progressing and that soon we can say that our station is a good business.

We have always been a little embarrassed to disagree with your thoughts on the National Hour expressed in the second paragraph of your letter.

In our country, not only through custom and tradition, but through obligation to the Government, we transmit the National Hour whose object is

Mr. Lauro Villalon

Caucaso 1225

Lomas de Chapultepec

Mexico, D. F.

Dear Lauro:

Well, it is not long now before the big day. Everyone in my organization is approaching it with real optimism, an optimismo.

agree to remove it, even if we could pay not to broadcast it, because I believe

The Mexican National Hour on Sunday evening can be, as we have discussed, a real problem. The station carries news all week and then, suddenly, it switches to Spanish language programming at a key hour on Sunday evening. Listeners aren't going to understand the reason--neither the American nor Mexican listeners will--and the result is that we'll probably lose both. On the other hand, I'm aware that the station has to carry the program. Still, we can pay when we have some big news event breaking and delay the program until later. But particularly annoying to me is this business of having to sign off when the program is not received. It seems to me that a certain consideration should be given a station that is, or will be, an important addition to the prestige of Mexico. Please advise. absolutamente nada. Me parece que cierta consideracion se deberia conceder a una Gay and I are definitely planning to bring the family to Mexico around the second week in June and we will get to have a good visit then.

Gay y yo tenemos pensado llevar la familia. Regards, la segunda semana de Junio y entonces tendremos una buena platica.

prestige here in Mexico and with Mexicans who live in your country. I feel

confident that we'll progress each day with Sinceramente, Gordon McLendon in this business.

GM/ys

we have understood.

Gordon McLendon

GM/ys

With warm regards to your family and hoping to see you here.

TRANSLATION OF SR. VILLALON'S LETTER OF APRIL 10th

I received your letter of the 3rd and I am glad to know that we are progressing and that even we can say that our station is a good business.

We have always been a little embarrassed to disagree with your thoughts on the National Hour expressed in the second paragraph of your letter.

In our country, not only through custom and tradition, but through obligation to the Government, we transmit the National Hour whose object is Mexican aware of the thoughts of our Government and at the same time communication with all the zones of Mexico, particularly those far from the Republic.

Sr. Lauro Villalon

Caucaso 1225

Lomas de Chapultepec

Mexico, D. F.

Mi Amigo Lauro:

Pues no falta mucho tiempo para que llegue el dia tanto esperado. Todos los de mi organizacion esperan con gran optimismo.

agrees to remove it, even if we could pay not to broadcast it, because I believe

Como ya hemos discutido, la Hora Nacional en los Domingos parece ser un problema. La estacion presenta puras noticias en Ingles toda la semana y de repente, cambia los Domingos a un programa en Espanol en una hora que es bastante significativa. El radiooyente no va a comprender esto--ni el radiooyente Mexicano ni el Americano--y el resultado sera que ambos vamos a perder.

Sin embargo, comprendo la necesidad de mantener este programa. Aunque se que si alguna vez este programa no se transmite, la estacion sera multada, lo que deveras me fastidia es que si acaso alguna vez no recibimos este programa, la estacion por esa hora no puede transmitir absolutamente nada. Me parece que cierta consideracion se deberia conceder a una estacion que es, o sera, una gran contribucion para el prestigio de Mexico. Espero tu consejo.

Gay y yo tenemos pensado llevar la familia a Mexico la segunda semana de Junio y entonces tendremos una buena platica.

prestige here in Mexico and with Mexicans who live in your country. I feel confident that we'll progress each day with greater prosperity in this business we have undertaken.

Sinceramente,

Gordon McLendon

With warm regards to your family and hoping to see you here

GM/ys



TRANSLATION OF SR. VILLALON'S LETTER OF APRIL 10th

TRANSLATION OF MR. VILLALON'S LETTER OF APRIL 10, 1961

Dear Gordon:

I received your letter of the 3rd and I am glad to know that we are progressing and that soon we can say that our station is a good business.

We have always agreed and I am a little embarrassed to disagree with your thoughts on the National Hour expressed in the second paragraph of your letter.

In our country, not only through custom and tradition, but through obligation to the Government, we transmit the National Hour whose object is to make every Mexican aware of the thoughts of our Government and at the same time be in communication with all the zones of Mexico, particularly those far removed from the Republic.

Because of this special importance of the National Hour, I would never agree to remove it, even if we could pay not to broadcast it, because I believe this is something we owe our Government.

I assume your suggestion comes from not having a similar situation in the United States, but here it is indispensable.

I am still trying to locate Mexican announcers who can speak perfect English since as you know my idea ( which I expressed to the Union ) is to replace American announcers with Mexicans. Because of this, I don't think it's wise to discharge Lewall and I have expressed my thoughts to David Muhlstein.

To conclude, I don't believe it will hurt us but it will give us great prestige here in Mexico and with Mexicans who live in your country. I feel confident that we'll progress each day with greater prosperity in this business we have undertaken.

With warm regards to your family and hoping to see you here

TRANSLATION OF MR. VILLALON'S LETTER OF APRIL 27, 1961

May 2, 1961  
2 de Mayo de 1961

Dear Gordon:

Mr. I Although quite premature, I am anxious to know the results  
Caucaso 1223  
obtained from the latest sales promotion of the new programming.

Mexico, D. F.

Dr. Henry Villalon

Caucaso 1223

Dear Forgive my impatience and receive my best as always.

Mexico, D. F.

I really can't answer your letter about sales  
response. Since we haven't been able to reveal  
the new programming plans, it hasn't been possible  
to make presentations yet. But the moment is  
nearly at hand.

The weather here is beautiful. I am spending  
most of my time at Cielo.

ys Campo aqui esta muy bonito aunque un poco caliente. Me pasa casi  
todo mi dia en Cielo.

Regards,

Con mejores deseos para tu linda familia, recibe un fuerte abrazo de  
tu amigo,

Gordon McLendon

GBM:rus

Gordon McLendon

In Gordon's files



TRANSLATION OF VILLALON'S LETTER OF 5/23/61

May 2, 1961

2 de Mayo de 1961

Miguel is quite anxious to know if you and Gay are coming to his

son's wedding. As you know, these family things are of much more

importance than business in the United States.

Mr. Lauro Villalon

Caucaso 1225

Lomas de Chapultepec

Mexico, D. F.

Sr. Lauro Villalon

Caucaso 1225

Lomas de Chapultepec

Mexico, D. F.

Dear Lauro:

I really can't answer your letter about sales  
response. Since we haven't been able to reveal  
the new programing plans, it hasn't been possible  
to make presentations yet. But the moment is  
nearly at hand.

Querido Lauro, realmente no puedo contestar tu carta sobre las ventas.  
Francamente no hemos podido revelar nuestros planes de nueva  
Como no ha sido conveniente revelar nuestros planes de nueva  
programacion, no hemos podido usar las nuevas promociones. Pero  
no falta mucho.

The weather here is beautiful. I am spending  
most of my time at Cielo.

El tiempo aqui esta muy bonito aunque un poco caliente. Me paso casi  
todos mis dias en Cielo.

Regards,

Con mejores deseos para tu linda familia, recibe un fuerte abrazo de  
tu amigo,

Gordon McLendon

GBM:us

Gordon McLendon

GM/ys

TRANSLATION OF VILLALON'S LETTER OF 5/23/61

May 2, 1961

2 de Mayo de 1961

Manual is quite anxious to know if you and Clay are coming to his

son's wedding. As you know, these family things are of much more

importance than in the United States.

Mr. Lauro Villalon

Caucaso 1225

Lomas de Chapultepec

Mexico, D. F.

Sr. Lauro Villalon

Caucaso 1225

Lomas de Chapultepec

Mexico, D. F.

Dear Lauro:

I really can't answer your letter about sales  
response. Since we haven't been able to reveal  
the new programing plans, it hasn't been possible  
to make presentations yet. But the moment is  
nearly at hand.

Querido Lauro, realmente no puedo contestar tu carta sobre las ventas. Como Francisco no ha podido revelar nuestros planes de nueva programacion, no hemos podido usar las nuevas promociones. Pero no falta mucho.

The weather here is beautiful. I am spending  
most of my time at Cielo.

El tiempo aqui esta muy bonito aunque un poco caliente. Me paso casi todos mis dias en Cielo.

Regards,

Con mejores deseos para tu linda familia, recibe un fuerte abrazo de  
tu amigo,

Gordon McLendon

GBM:us

Gordon McLendon

GM/ys

TRANSLATION OF VILLALON'S LETTER OF 5/23/61

Dear Gordon:

2 de Mayo de 1961

Manual is quite anxious to know if you and Gay are coming to his son's wedding. As you know, these family things are of much more importance here in Mexico than in the United States.

Sr. Lauro Villalon suggest that you advise him of your decision on  
Caucaso 1225  
this Lomas de Chapultepec time he may think you are ignoring him.  
Mexico, D. F.

Querido Lauro:

As always, my best to you.

Francamente no me es posible contestarte tu carta sobre las ventas. Como no nos ha sido conveniente revelar nuestros planes de nueva programacion, no hemos podido usar las nuevas promociones. Pero no falta mucho tiempo.

El tiempo aqui esta muy bonito aunque un poco caliente. Me paso casi todos mis dias en Cielo.

Con mejores deseos para tu linda familia, recibe un fuerte abrazo de tu amigo,

Gordon McLendon

GM/ys

You can see the idea. Early night... each day should be valuable to Western. I know Western's position and I know the thought. I'll go to him personally. But since these announcements were intended originally as part of the public service rather than commercial, I'm discussing with you in advance. Let me hear from you. Give Carlos, Manuel and Rafael my very best. And believe yourself.

Regards,

Gordon McLendon

GM/ys



TRANSLATION OF VILLALON'S LETTER OF 5/23/61

Dear Gordon:

Manuel is quite anxious to know if you and Gay are coming to his son's wedding. As you know, these family things are of much more importance here in Mexico than in the United States.

Therefore, I suggest that you advise him of your decision on this respect so that at no time he may think you are ignoring him.

Mr. Lauro Villalon  
Caucaso 1225

Lomas de Chapultepec  
Mexico, D. F.

As always, my best to you.

Dear Lauro:

Your friend,

I wish I could get down to see you but between the problems of XTRA NEWS and a few thousand others, it'll be a while. Can't report to you accurately yet on X-TRA's sales potentials; it is starting off slower than I had anticipated but then I have always been an optimist. Lauro Villalon

Which brings me to this: on the hour and half-hour, the station identification is in Spanish and this is followed with the short tourism announcement. We think we could possibly sell this to Western Airlines (although we haven't really tried). It would sound this way:

"....don't miss the moonlight and romance of Guadalajara, etc....let Western Airlines be your guide to magic Mexico..."

You can see the idea. Forty eight different one-line mentions each day should be quite valuable to Western. I know Western's president, *In Bob's files* and if you like the thought, I'll go to him personally. But since these announcements were intended originally as part of the public service rather than commercial, I'm checking with you in advance. Let me hear from you. Give Carlos, Manuel and Rafael my very best. And behave yourself.

Regards,

Gordon McLendon

Gordon McLendon

GM/ys

GM/ys



Translation of Sr. Villalon's letter of June 26, 1961

Dear Gordon:

I answer yours of the 25th in which you ask my opinion on the

tourist announcements.

June 26, 1961

I have consulted with Sr. Garcia Escobedo who is a  
good friend and Chief of the Department of Tourism of this city, and it is not  
possible to present the announcements in the form you suggested because these

Sr. Lauro Villalon

Caucaso 1225

Lomas de Chapultepec

Mr. Lauro Villalon

Caucaso 1225

Lomas de Chapultepec

Mexico, D. F.

Quisiera fuera posible ir a Mexico pero con los problemas de XETRA y a  
Dear Lauro:

I wish I could get down to see you but between the problems of XTRA NEWS  
and a few thousand others, it'll be a while. Can't report to you accurately  
yet on X-TRA's sales potentials; it is starting off slower than I had anticipated  
but then I have always been an optimist.

Which brings me to this: on the hour and half-hour, the station identification  
is in Spanish and this is followed with the short tourism announcement. We  
think we could possibly sell this to Western Airlines ( although we haven't  
really tried ). It would sound this way:

".....don't miss the moonlight and romance  
of Guadalajara, etc.....let Western Airlines  
be your guide to magic Mexico..."

You can see the idea. Forty eight different one-line mentions each day should  
be quite valuable to Western. I know Western's president, Terry Drinkwater,  
and if you like the thought, I'll go to him personally. But since these announce-  
ments were intended originally as part of the public service rather than  
commercial, I'm checking with you in advance. Let me hear from you.

Give Carlos, Manuel and Rafael my very best. And behave yourself.

Regards,

Con mejores deseos para Carlos, Manuel y Rafael se despide tu amigo de  
siempre. Portate bien.

Gordon McLendon

Gordon McLendon

GM/ys

GM/ys

Translation of Sr. Villalon's letter of June 26, 1961

Dear Gordon:

I answer yours of the 25th in which you ask my opinion on the

tourist announcements.

June 26, 1961

I have consulted with Sr. Garcia Gonzalez who is a  
good friend and Chief of the Department of Tourism of this city, and it is not  
possible to present the announcements in the form you suggest because they

Sr. Lauro Villalon

Caucaso 1225

Lomas de Chapultepec

Mr. Lauro Villalon

Caucaso 1225

Lomas de Chapultepec

Mexico, D. F.

Dear Lauro:

I wish I could get down to see you but between the problems of XTRA NEWS  
and a few thousand others, it'll be a while. Can't report to you accurately  
yet on X-TRA's sales potentials; it is starting off slower than I had anticipated  
but then I have always been an optimist.

Which brings me to this: on the hour and half-hour, the station identification  
is in Spanish and this is followed with the short tourism announcement. We  
think we could possibly sell this to Western Airlines ( although we haven't  
really tried ). It would sound this way:

"....don't miss the moonlight and romance  
of Guadalajara, etc.....let Western Airlines  
be your guide to magic Mexico..."

You can see the idea. Forty eight different one-line mentions each day should  
be quite valuable to Western. I know Western's president, Terry Drinkwater,  
and if you like the thought, I'll go to him personally. But since these announce-  
ments were intended originally as part of the public service rather than  
commercial, I'm checking with you in advance. Let me hear from you.

Give Carlos, Manuel and Rafael my very best. And behave yourself.

Regards,

Con mejores deseos para Carlos, Manuel y Rafael se despide tu amigo de  
siempre. Portate bien.

Gordon McLendon

Gordon McLendon

GM/ys

GM/ys



Translation of Sr. Villalon's letter of June 30, 1961

TRANSLATION OF MR. VILLALON'S LETTER OF JULY 3, 1961

Dear Gordon:

I answer yours of the 26th in which you ask my opinion on the  
Dentourist announcements.

Junio 26, 1961

I have consulted with Sr. Lic. Alfonso Garcia Gonzales who is a  
good friend and Chief of the Department of Tourism of this city, and it is not  
possible to present the announcements in the form you suggest because then  
they would refer to an independent firm and not to tourism.

Sr. Lauro Villalon

Caucaso 1225

Lomas de Chapultepec

Mexico, D. F.

Querido Lauro:

Quisiera fuera posible ir a Mexico pero con los problemas de XETRA y  
varias otras cosas, sera un tiempo antes que pueda ir a Mexico. No me  
es posible darte detalles del adelanto de XETRA, pues comenzo mas des-  
pacio comercialmente de lo que anticipabamos, pero aun tenemos gran  
optimismo.

Por esto me he resuelto a pedir tu opinion sobre lo siguiente. Como ya no  
sabes, en las hora y la media hora transmitimos la identificacion de la  
estacion y inmediatamente siguen anuncios de turismo.

Nuestro pensamiento es que posiblemente la linea aerea de Western le  
pueda interesar estos anuncios. Aunque no hemos tratado de venderlos,  
asi es como seran:

".....no pierdan el romance de Guadalajara. it willingly.  
...permitan que Western Airlines sea su guia  
en Mexico...."

Best wishes to you and your family and your parents.

Con eso puedes ver la idea. Cuarenta y ocho diferentes menciones cada dia  
seria algo en que Western pudiera interesarse. Yo conozco al Presidente  
de Western, Terry Drinkwater, y si es que te gusta nuestra idea, pues yo  
hablare con el personalmente.

Con mejores deseos para Carlos, Manuel y Rafael se despide tu amigo de  
siempre. Portate bien.

Gordon McLendon

GM/ys

Translation of Sr. Villalon's letter of June 30, 1961

TRANSLATION OF MR. VILLALON'S LETTER OF JULY 5, 1961

Dear Gordon:

I answer yours of the 26th in which you ask my opinion on the  
tourist announcements.

I have consulted with Sr. Lic. Alfonso Garcia Gonzalez who is a  
good friend and Chief of the Department of Tourism of this city, and it is not  
possible to present the announcements in the form you suggest because then  
they would refer to an independent firm and not to tourism.

If we did this, we would not be using this time for a public service  
but would be converting it to a simple commercial.  
next time you are in Acapulco.

On the other hand, since it does concern that particular airline,  
I wish you would not give them special consideration since my friends and I  
have connections with CMA and even though it's a different business, we would  
not like to offend said firm.

After I have spoken with the Board of CMA, and if there are no  
great objections, I will advise you and you can then deal with Western as you  
wish.

I want to insist with respect to the tourism spots, that these are  
a help to Mexico and I am not only obligated to do this, but I do it willingly.

Best wishes to you and your family and your parents.

Lauro Villalon



TRANSLATION OF MR. VILLALON'S LETTER OF JULY 5, 1961

August 8, 1961

Dear Gordon:

Dear Gordon:

Carlos and I were very happy to see you and Gay in Acapulco.

Everything here is fine.

Although we had several problems with customs, we had fun

and really enjoyed ourselves.

We miss you but we miss your charming wife and attractive

secretary much more. Hope you can bring them soon.

By the way, I suggest you stay at the El Presidente Hotel the

next time you are in Acapulco.

How are sales? I remember your telling me that Fall was the

best time for sales, but I hope we are progressing now.

We hope sales have gone up; we are anxious for good news in

this respect.

Our friends at the Bankers Club send their regards and of course

my best to you.

Warmest regards,

Sincerely,

Lauro Villalon

Lauro Villalon

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ys

In M. B. M.'s files

Translation of Lauro Villalon's letter of July 18, 1961

8 de Agosto de 1961  
August 8, 1961

Dear Gordon:

Everything here is fine.

Caucaso 1225

Lomas de Chapultepec

Mexico, D. F.

We miss you but we miss your charming wife and attractive  
secretary much more. Hope you can bring them soon.

Finally, we have a profit and loss statement which  
looks considerably better, but it is still on the loss.  
How are sales? I remember your telling me that Fall was the  
best time for sales, but I hope we are progressing now.  
check on profits. This, we will welcome ten times  
more than you.

Our friends at the Bankers Club send their regards and of course  
my best to you.

Dorothy Manning  
Sincerely,

DM:bm

Lauro Villalon

ys

In Gibson's files

8 de Agosto de 1961  
August 8, 1961

Mr. Lauro Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D. F.

Sr. Lauro Villalon  
Caucaso 1225

Lomas de Chapultepec  
Mexico, D. F.

Dear Mr. Villalon:

Finally we have a profit and loss statement which looks considerably better, but it is still on the loss side. I really hate to report this to you but guess you will all just have to work harder and harder on sales so you will soon be receiving a commission check on profits. This, we will welcome ten times more than you.

Siento mucho las noticias. Lo unico que podemos hacer es trabajar mas en ventas para que usted pueda recibir cheques de comision pronto.

Sincerely,

Para nosotros, esto nos haria provecho diez veces mas que a usted.

Dorothy Manning

Sinceramente,

DM:bm

Dorothy M. Manning

DMM/ys

Regards,

Lauro Villalon

GM/ys



8 de Agosto de 1961

August 9, 1961

Sr. Lauro Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D. F.

Estimado Sr. Villalon:

Por fin nos es posible tener un informe de ganancias y perdidas. Aunque este informe esta mejor que los anteriores, todavia estamos perdiendo.

Siento mucho darle estas noticias. Lo unico que podemos hacer es trabajar mas en ventas para que usted pueda recibir cheques de comision pronto.

Para nosotros, esto nos haria provecho diez veces mas que a usted.

Sinceramente,

Dorothy M. Manning

DMM/ys

Regards,

Gordon McLendon  
Gordon McLendon

GM/ys  
GM/ys

TRANSLATION OF MR. VILLALON'S LETTER OF AUGUST 15th

TRANSLATION OF MR. VILLALON'S LETTER OF SEPTEMBER 2, 1961

Dear Gordon:

With reference to your letter of August 9th proposing a translation of President Lopez Mateos' speech the 1st of September, I must inform you that I am going to have to consult with the Authorities of Broadcasting under Government.

August 9, 1961

However, I must advise that I don't think it's wise to translate said speech as you propose because it would lose its continuity.

Another thing, I believe said speech is of interest first to the

Sr. Lauro Villalon

Mr. Lauro Villalon

Caucasol 1225 pultepec

Lomas de Chapultepec

Mexico, D. F.

Querido Lauro:

Dear Lauro:

Francamente tengo miedo al dia primero de Septiembre. Como ya sabes,

Speaking frankly, I've been dreading the first of September. As you know,

XTRA has to carry the President's speech that day. At the best, no long

speech is going to help an all-news station very much. But of course, we

have here an added complication in that the speech is in Spanish on a pre-

dominantly English-language station. With no offense meant to the Pres-

ident, it could really be an audience-killer for the station. the speech as

Te ofresco una sugestion. Porque no podemos presentar este discurso

I've got a suggestion to offer. How about handling it the same way speeches

are handled in the UN? Every time the President said a few sentences, one

of our announcers could cut in to translate the remarks into English. This

way the LA audience would understand--and instead of the Mexican population

only, President Lopez Mateos would have a potential of reaching all Southern

California.

Si es que vamos a hacer esto, tenemos que hacer preparativos inmediata-

If we're going to do this, we'd better get preparations underway. Let me

hear.

I believe you'll understand these reasons and I'm sorry I don't agree

Sinceramente,

Regards,

with you.

With best wishes for you and yours.

Gordon McLendon

Gordon McLendon

Lauro Villalon

GM/ys

GM/ys

TRANSLATION OF MR. VILLALON'S LETTER OF AUGUST 15th

TRANSLATION OF SENOR VILLALON'S LETTER OF NOVEMBER 2, 1961

Dear Gordon:

With reference to your letter of August 9th proposing a translation

of President Lopez Mateos' speech the 1st of September, I must inform you that I am going to have to consult with the Authorities of Broadcasting under Gobernacion.

Agosto 9, 1961

However, I must advise that I don't think it's wise to translate said speech as you propose because it would lose its continuity.

Another thing, I believe said speech is of interest first to the Sr. Lauro Villalon at my Ranch in Tamaulipas the first part of January. Making audience of our country, and second to our compatriots Lomas de Chapultepec Mexico, D. F. the United States.

Querido Lauro: anybody was interested in hearing this speech in English, be

Francamente tengo miedo al dia primero de Septiembre. Como ya sabes, XTRA tiene que transmitir el discurso del Presidente. Sin ofensa alguna para el Presidente, un discurso largo no va a ayudar a una estacion de puras noticias, pero tenemos aqui una complicacion mas--va a ser en Espanol en una estacion que es predominante habla Ingles. Esto puede hacernos dano.

Therefore, I don't believe it wise to broadcast the speech as Te ofresco una sugestion. Porque no podemos presentar este discurso como lo hacen en las Naciones Unidas? Cada vez que el Presidente diga unas palabras, uno de nuestros locutores podia traducirlas al Ingles. De esta manera, los radiooyentes de Los Angeles podran entender y en most lugar de alcanzar nadamas al pueblo Mexicano, el Presidente Lopez Mateos tendra la potencia de alcanzar a todo California del Sur, and consequently

Si es que vamos a hacer esto, tenemos que hacer preparativos inmediatamente. Porfavor avisame.

I believe you'll understand these reasons and I'm sorry I don't agree  
Sinceramente,

with you.

With best wishes for you and yours.

Gordon McLendon

GM/ys

Lauro Villalon

ys



TRANSLATION OF MR. VILLALON'S LETTER OF AUGUST 15th

TRANSLATION OF SENOR VILLALON'S LETTER OF NOVEMBER 2, 1961

Dear Gordon:

Dear Gordon:

With reference to your letter of August 9th proposing a translation of President Lopez Mateos' speech the 1st of September, I must inform you that I am going to have to consult with the Authorities of Broadcasting under Gobernacion.

which I find most interesting.

However, I must advise that I don't think it's wise to translate said speech as you propose because it would lose its continuity.

I'd like you to know, that I am thinking of spending

Another thing, I believe said speech is of interest first to the some time at my Ranch in Tamaulipas the first part of January. Spanish-speaking audience of our country, and second to our compatriots who live in the United States.

days of relaxation.

If anybody <sup>were</sup> ~~was~~ interested in hearing this speech in English, be sure that they would write us or the proper authorities and request a translation of our President's speech or/could read condensed versions of the speech in the newspaper.

Sincerely,

Therefore, I don't believe it wise to broadcast the speech as you suggest.

Lic. Rafael Labra  
Lauro Villalon

I want to reiterate that this speech is for us Mexicans the most important message given by the First Magistrate of our Country and consequently permits no interruption.

I believe you'll understand these reasons and I'm sorry I don't agree with you.

With best wishes for you and yours.

Lauro Villalon

ys

TRANSLATION OF LEBRIJA'S letter dated November 3rd.

TRANSLATION OF SENOR VILLALON'S LETTER OF NOVEMBER 2, 1961

Dear Gordon:

In answer to yours of the 22nd, I want to express my appreciation for the attention you showed me by sending me the diploma with which the Governor of Texas has honored me. I have already written his Excellency and I am enclosing a copy of said letter. I appreciate your kindness in sending me the letter which I find most interesting.

Hope that when you receive this you will have returned from Europe and that your trip I'd like you to know, that I am thinking of spending

some time at my Ranch in Tamaulipas the first part of January. I take this opportunity to acknowledge receipt of yours of September

I would certainly enjoy having you "escape" with me for a few 30th. Naturally, I understand the duties of my position and I hope things days of relaxation. keep improving at the radio station every day.

Give my warmest regards to your parents, your wife and children. I hope to hear from you in this regard. Meanwhile,

Hope to see you soon.  
my warmest wishes to you and yours.

Sincerely,

Lic. Rafael Lebrija  
Lauro Villalon

ys

ys

*On Ham's files*

*On Ham's files*

TRANSLATION OF LEBRIJA'S letter dated November 3rd.

Dear Gordon:

In answer to yours of the 22nd, I want to express my appreciation for the attention you showed me by sending me the diploma with which the Governor of Texas has honored me. I have already written his Excellency and I am enclosing copy of said letter.

Hope that when you receive this you will have returned from Europe and that your trip was successful.

I take this opportunity to acknowledge receipt of yours of September 30th. Naturally, I understand the duties of my position and I hope things keep improving at the radio station every day.

Give my warmest regards to your parents, your wife and children.  
Hope to see you soon.

Sincerely,

Lic. Rafael Lebrija

ys

*On Ham's files*



## BUFETE LEBRIJA

LIC. RAFAEL LEBRIJA  
LIC. EDUARDO GUIOT B.  
LIC. ARNULFO NAJERA  
LIC. SERGIO GUIOT B.  
LIC. M. A. DEL CORRAL

PLAZA DE LA REPUBLICA No. 7 - 8º. PISO  
TELS.: 35-53-58 Y 46-12-36  
MEXICO 1, D. F.

3 DE NOVIEMBRE DE 1961.

SR. GORDON B. MC. LENDON.  
2008 A. JACKSON STREET.  
DALLAS 1, TEXAS.

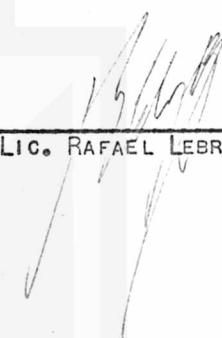
ESTIMADO GORDON:

CONTESTO TU ATENTA DEL 22 DE SEPTIEMBRE PRÓXIMO PASADO Y TE AGRADEZCO CUMPLIDAMENTE LA ATENCIÓN QUE TUVISTE AL ENVIARME EL DIPLOMA CON QUE ME HA HONRADO EL SEÑOR GOBERNADOR DE TEXAS Y, DESDE LUEGO, TE MANIFIESTO QUE YA ME DIRIJO A SU EXCELENCIA EN LOS TÉRMINOS DE LA CARTA-CUYA COPIA TE ACOMPAÑO.

ESPERO QUE AL RECIBIR LA PRESENTE YA ESTÉS DE REGRESO DE TU VIAJE A EUROPA Y QUE ÉSTE HAYA SIDO PLACENTERO.

APROVECHO LA OPORTUNIDAD PARA REFERIRME IGUALMENTE A TU ATENTA DEL 18 TAMBIÉN DE SEPTIEMBRE ÚLTIMO Y, POR SUPUESTO, TOMO NOTA DE LA EXPLICACIÓN QUE ME DAS RESPECTO A MIS HONORARIOS PUES COINCIDO CON LO QUE ME EXPRESAS Y, A MI VEZ, ESPERO QUE LA RADIODIFUSORA VAYA CADA VEZ MEJOR.

TE RUEGO SALUDAR CON TODO AFECTO A TUS PADRES, ESPOSA E HIJOS Y, ESPERANDO VERTE PRONTO, ME DESPIDO CON UN ABRAZO.

  
\_\_\_\_\_  
LIC. RAFAEL LEBRIJA.

SMC/PVR.

## BUFETE LEBRIJA

LIC. RAFAEL LEBRIJA  
LIC. GASPAR RIVERA B.  
LIC. EDUARDO GUIOT B.  
LIC. ARNULFO NAJERA

PLAZA DE LA REPUBLICA NO. 7  
80. PISO  
TELS. 12-34-24 Y 35-53-58  
MEXICO 1, D. F.

November 7, 1961.

Hon. Mr. Price Daniel,  
Governor of the State of Texas.  
Austin, Texas.  
U.S.A.

Dear Mister Governor:

Through our mutual friend, Mr. Gordon B. McLendon, I have received the Diploma which you have so graciously bestowed, honoring me with the title of Honorary Admiral in the Texas Navy.

I am indeed grateful for the honor and distinction shown to me, and I again wish to express my sincere affection and the deep admiration I feel for your great State of Texas.

Cordially yours,

Lic. Rafael Lebrija.

SMC/log.

Translation of Sr. Villalon's letter of 11/24/61

Dear Gordon:

November 28, 1961

I was very happy to see you again. Rafael and Carlos send their regards. The one I have not seen lately is Manuel; he is probably in Merida.

Lauro Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D.F.

None of us have any objection to advertising wine. However, Rafael is in the opinion that certain restrictions exist with respect to advertising alcoholic beverages which should be taken into consideration in case we should get such an account.

Thanks for the prompt reply on the wine

Have you obtained announcements from Mexicana Airlines? If not, let me know since I believe we can be of assistance.

Best Regards,

Gordon McLendon

Regards to your wife and family and, as always, I remain your friend.

GBM:us

Lauro Villalon

ys

*In GBM's files*



My Dear Rafael:

Of late, several things have arisen which seem to me to require your consideration, advice and, in some cases, consent. When I say "you", I

refer both to you and to **28 de Noviembre de 1961** President of Radiodifusora.  
**November 28, 1961**

For this purpose, I am wondering if it would not be possible for both you and Lauro to come to Los Angeles at an early date. Considering your heavy schedule, Mr. Lauro Villalon but feel compelled to do so.

Caucaso 1225  
Lomas de Chapultepec  
Mexico, D.F.

Sr. Lauro Villalon

Caucaso Dear Lauro:

Lomas de Chapultepec

Mexico, D.F.

Good to hear from you.

Querido Lauro:

Dave Muhlstein tells me that no budgets are available for Mexicana right now but we will let you know when there are.

Gracias por tu rapida atencion al asunto de anuncios de vino.

Thanks for the prompt reply on the wine advertising.

Dave Muhlstein me dice que ahorita no hemos tenido compras de tiempo por la Mexicana de Aviacion. Tan pronto como se consiga esto, yo te mandare decir.

Best Regards,

Con muchas saludes para tu apreciable familia se despide tu amigo de siempre,

Gordon McLendon

GBM:us

Gordon McLendon

GM/ys

My Dear Rafael:

Of late, several things have arisen which seem to me to require your consideration, advice and, in some cases, consent. When I say "you", I refer both to you and to **128 de Noviembre de 1961** President of Radiodifusora.

For this purpose, I am wondering if it would not be possible for both you and Lauro to come to Los Angeles at an early date. Considering your heavy schedule, I hat to ask this of you but feel compelled to do so.

My fondest regards and affection to your wife and family.

Sr. Lauro Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D. F.

Cordially,

GBM

Querido Lauro:

Cuanto gusto me dio recibir tu carta. Gracias por tu rapida atencion al asunto de anuncios de vino.

Dave Muhlstein me dice que ahorita no hemos tenido compras de tiempo por la Mexicana de Aviacion. Tan pronto como se consiga esto, yo te mandare decir.

Con muchas saludes para tu apreciable familia se despide tu amigo de siempre,

Gordon McLendon

GM/ys

*On GBM's file*

My Dear Rafael:

Of late, several things have arisen which seem to me to require your consideration, advice and, in some cases, consent. When I say "you", I refer both to you and to Lauro Villalon, since he is President of Radiodifusora.

For this purpose, I am wondering if it would not be possible for both you and Lauro to come to Los Angeles at an early date. Considering your heavy schedule, I had to ask this of you but feel compelled to do so.

My fondest regards and affection to your wife and family.

Cordially,

GBM

ys

*On Gibson's file*



Noviembre 28, 1961

Lic. Rafael Lebrija  
Suderman # 152  
Mexico 5, D. F.

Muy Estimado Rafael:

Estos ultimos dias, varias cosas han pasado que merecen tu consideracion, tu consejo y, en ciertos casos, tu aprobacion. Lo mismo se requiere de Lauro Villalon como Presidente de Radiodifusora del Pacifico, S. A.

Para este proposito, necesito saber si seria posible que me encontraran tu y Lauro en Los Angeles, California lo mas pronto posible. Considerando tu programa tan cargado en este tiempo, siento pedirte que hagas este viaje, pero creo es imperativo.

Muchas saludes para tu esposa y tu familia. Se despide tu amigo

Gordon McLendon

GBM/ys

11-28-61

My Dear Lauro:

I have today written Rafael Lebrija explaining that a number of matters continue to arise in connection with XETRA that require your consultation and approval.

These are primarily matters which you, as President of Radiodifusora, del Pacifico, S. A., must decide but since corporate problems seem likely to present themselves, Rafael's presence is certain to be helpful to you.

A meeting needs to be held at your earliest convenience in Los Angeles and, while I know your crowded schedule, would you kindly advise when a practicable date presents itself.

With warmest regards to you and your family,

Tu Amigo,

GBM

ys

In GBM's files

Noviembre 28, 1961

Sr. Lauro Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D. F.

Estimado Amigo:

Acabo de escribirle a Rafael Lebrija explicando que ciertos negocios con referencia a XETRA necesitan tu consulta y aprobacion.

Estos negocios requieren que tu como Presidente de Radiodifusora del Pacifico, S. A., los decidas, pero como ciertos otros problemas puedan surgir, creo la presencia de Rafael seria prudente.

Por eso es necesario lo mas pronto posible reunirnos en Los Angeles, California y aunque reconozco que tu programa ha de estar bastante cargado en este tiempo, quisiera me avisaras lo mas pronto posible cuando seria conveniente para ti y Rafael encontrarme en Los Angeles.

Con muchas saludes para tu familia, se despide con un abrazo tu amigo

Gordon McLendon

GBM/ys



11-29-61

Dear Friend:

The enclosed letters are those received by XETRA from persons who are well known in Los Angeles, California, and in some cases, all over the world. All these letters express, in different manner, how much they like XETRA and thank us for the public service which we are performing for Los Angeles and Southern California.

As President of Radiodifusora del Pacifico, S. A., I thought these would be of interest to you.

Gordon McLendon

GBM/ys

*In Bob's files*

Noviembre 29, 1961

Sr. Lauro Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D. F.

Estimado Amigo:

Estas cartas que te mando son cartas que ha recibido XETRA de personas bien conocidas en Los Angeles, California. Cada una de ellas expresa, en diferente forma, lo mucho que les gusta XETRA y dan gracias por el servicio publico que ofrece a Los Angeles y California del Sur.

Como Presidente de Radiodifusora del Pacifico, S. A., creo estas cartas te interesen.

Tu Amigo,

Gordon McLendon

GBM/ys

Encl. - 11

TRANSLATION OF LAURO VILLALON'S LETTER OF 12/8/61

November 30, 1961

Dear Gordon:

I regret to bother you but since I have heard nothing in regard

My dear Gay,

to the film which I ordered, would you please do me the favor of telling

I am enclosing an article which appeared in  
this week's issue of Broadcasting Magazine. (11/27/61) source.

As you will note, it was sent to me by my  
counsel in Washington, Marcus Cohn. I  
thought you would want to see his comments  
and read the enclosed article. (a little cool, but it does not compare

to yours.)

Best Regards,

Hopes to see you soon. Meanwhile, best personal regards.

Gordon McLendon

Sincerely,

Sr. Rafael Lebrija  
Plaza Republica No. 7  
Mexico 1, D. F.

Lauro Villalon

*In Morris files*

*In Morris files*



TRANSLATION OF LAURO VILLALON'S LETTER OF 12/6/61

December 12, 1961

Dear Gordon:

I regret to bother you but since I have heard nothing in regard to the silk which I ordered, would you please do me the favor of telling me if you can acquire this for me. If not, I will try another source.

Caucaso 1225  
Mexico, D. F.

The weather here has been a little cool, but it does not compare to yours. The last two months billing has come up quite a bit. However, we are still fighting that loss. Let's keep our fingers crossed and hope that in the next month or two we'll be in the "black". Hope to see you soon. Meanwhile, best personal regards.

Sincerely,

Sincerely,

Dorothy Manning

DM:bm

Lauro Villalon

ys

In Herb's files

December 12, 1961

Mr. Lauro Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D. F.

Dear Mr. Villalon:

The last two months billing has come up quite a bit. However, we are still fighting that loss. Let's keep our fingers crossed and hope that in the next month or two we'll be in the "black".

Sincerely,

Dorothy Manning

Se despide como siempre.

DM:bm

Sinceramente,

Dorothy M. Manning

DMM/ys

Mr. Lauro Villalon

2

December 21, 1961

other border stations. What I'm speaking of here is very good, high-type religious broadcasts like we have on our own stations around the country. It's your money, too, what do you say?

Thanks for the money 411 12 de Diciembre de 1961

Regards,

December 21, 1961

Dorothy M. Manning

GM/ys

Enclosure - 1

Mr. Lauro Villalon  
Sr. Lauro Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D. F.

Dear Lauro:  
Estimado Sr. Villalon:

Me alegra informarle que los dos meses anteriores hemos subido know.  
un poco en ventas, pero todavia estamos luchando contra las per-  
didas. cember

traditionally is never as good, I've got some very optimistic hunches about  
the year to come. At least public reception of the programming is excellent

Tenemos gran optimismo que pronto esten nuestros libros en  
"negro" en vez de "rojo".

I have been meaning to ask you something and keep forgetting it. We are now  
beginning to get airline contracts, including a big schedule from SAS. I

remember that several months ago you turned down a request to tag Western  
Airlines onto our tourist spots. I

Se despidе como siempre,  
Sinceramente,

been on my mind and I didn't want you to hear about us accepting airline  
business from someone else. In any event, I do assume and hope that you

have no objections to our accepting airline advertising other than CMA be-  
cause this would be very damaging. Please let me hear.

Dorothy M. Manning

Now, you will find enclosed the copy of a letter from Ubaldo Trevino. It is  
the result of an idea which has been in my mind for some time. Sunday is  
DMM/ys XTRA's weakest day commercially ( the station might as well be off the air )  
and, after a good bit of thought, I cannot see how the station would be damaged  
in any great measure by the inclusion of a block of sponsored religious pro-  
gramming on Sunday mornings. We could really use the revenue and I  
shouldn't think that, with the coverage the station has, it would be difficult  
to sell at all. I don't know anything about the rules but I do know that it  
must have been all right for XEAK to carry religious programming since  
they were certainly doing so when we came into the picture. And so do



Mr. Lauro Villalon

- 2 -

December 21, 1961

other border stations. What I'm speaking of here is very good, high-type religious broadcasts like we have on our own stations around the country. It's your money, too, what do you say?

Thanks for the money clip. I hope I can fill it soon.

Regards,

December 21, 1961

Gordon McLendon

GM/ys

Enclosure - 1

Mr. Lauro Villalon  
Caucao 1225  
Lomas de Chapultepec  
Mexico, D. F.

Dear Lauro:

Things at last seem to be on the upgrade at XTRA, you'll be happy to know. We did somewhat better than \$50,000.00 in November, and, while December traditionally is never as good, I've got some very optimistic hunches about the year to come. At least public reception of the programming is excellent from all reports--and some of the ratings, too. We will see.

I have been meaning to ask you something and keep forgetting it. We are now beginning to get airline contracts, including a big schedule from SAS. I remember that several months ago you turned down a request to tag Western Airlines onto our tourist spots. I assume this was a special case but it has been on my mind and I didn't want you to hear about us accepting airline business from someone else. In any event, I do assume and hope that you have no objections to our accepting airline advertising other than CMA because this would be very damaging. Please let me hear.

Now, you will find enclosed the copy of a letter from Ubaldo Trevino. It is the result of an idea which has been in my mind for some time. Sunday is XTRA's weakest day commercially (the station might as well be off the air) and, after a good bit of thought, I cannot see how the station would be damaged in any great measure by the inclusion of a block of sponsored religious programming on Sunday mornings. We could really use the revenue and I shouldn't think that, with the coverage the station has, it would be difficult to sell at all. I don't know anything about the rules but I do know that it must have been all right for XEAK to carry religious programming since they were certainly doing so when we came into the picture. And so do

Mr. Lauro Villalon

- 2 -

December 21, 1961

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Thanks for the money clip. I hope I can fill it soon.

Regards,

Diciembre 21, 1961

Gordon McLendon

GM/ys

Enclosure - 1

Sr. Lauro Villalon

Caucaso 1225

Lomas de Chapultepec

Mexico, D. F.

Querido Lauro:

Parece que al fin todo va mejorando en XETRA. Te dara gusto saber que la estacion hizo arriba de \$50,000.00 USCy en Noviembre y aunque Diciembre nunca es buen mes, tengo gran optimismo para el Ano Nuevo.

Tengo tiempo de querer hacerte una pregunta. Hemos empezado a conseguir contratos con lineas aereas, incluyendo un buen contrato con SAS. Recuerdo que hace tiempo sugeristes que no seria prudente mencionar a Western Airlines despues de los anuncios de turismo. Me imagino que ese fue caso especial pero queria preguntarte y espero no tengas objeciones. Como te imaginas, estos contratos con lineas aereas son importantes y aunque estoy casi seguro que no tendras objeciones, queria avisarte antes que por otra persona te dieras cuenta de esto.

Adjunto carta de Ubaldo Trevino en la cual puedes ver lo que tenemos en mente. El Domingo es el dia mas despacio comercialmente que tenemos en XETRA (igual seria si no se transmitiera). Yo no puedo ver el mal que nos haria transmitir un programa religioso y no creo que tendriamos dificultad en vender este programa. Me imagino que si esto esta bien hecho, que no habra objecion pues XEAK tenia programas religiosos.

El programa religioso sera algo serio igual al que transmito yo en mis estaciones en los Estados Unidos. Que te parece esta idea?

Sr. Lauro Villalon

USO VILLALON'S LETTER

Diciembre 21, 1961

Gracias por el monedero, Espero usarlo pronto.

Dear Gordon

Tu Amigo,

I appreciate your letter in regard to "Operation Matthew". I

really think it's a great idea and I know it'll be a great success on your

Gordon McLendon

radio stations.

GM/ys

Diciembre 21, 1961

However, and as I'll explain later, I don't really think it's appropriate for us but I do appreciate your calling it to our attention.

As you know, next month in Puerto del Este, Uruguay, the OEA will meet, and since we don't know the decision of the Nations at said meeting,

Sr. Lauro Villalon

Caucaso 1225

Lomas de Chapultepec

Mexico, D. F.

Querido Lauro: at important meeting.

Parece que al fin todo va mejorando en XETRA. Te dara gusto saber que la estacion hizo arriba de \$50,000.00 USCy en Noviembre y aunque Diciembre nunca es buen mes, tengo gran optimismo para el Ano Nuevo.

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El programa religioso sera algo serio igual al que transmito yo en mis estaciones en los Estados Unidos. Que te parece esta idea?



Sr. Lauro Villalon LAURO VILLALON'S LETTER C. Diciembre 21, 1961

Gracias por el monedero, Espero usarlo pronto.

Dear Gordon:

Tu Amigo,

I appreciate your letter in regard to "Operation Matthew". I

really think it's a great idea and I know it'll be a great success on your  
radio stations.

Gordon McLendon

GM/ys

However, and as I'll explain later, I don't really think it's appropriate  
for us but I do appreciate your calling it to our attention.

As you know, next month in Punto del Este, Uruguay, the OEA  
will meet, and since we don't know the decision of the Nations at said meeting,  
my partners and I have decided that since ours is a Mexican Radio Station  
we should not change the way of broadcasting news but should give special  
attention to that important meeting.

I am glad to know that you might come soon, but I take this opportunity  
to remind you that I am going to be out of the city January 5th since I need  
a rest and I also need to check on my ranch. I will return the middle of  
January.

Warm regards to your household and you receive the best from  
your friend.

Lauro Villalon

ys

TRANSLATION OF LAURO VILLALON'S LETTER C. 12/29/61

1962

Dear Gordon:

I appreciate your letter in regard to "Operation Matthew". I really think it's a great idea and I know it'll be a great success on your radio stations.

However, and as I'll explain later, I don't really think it's appropriate for us but I do appreciate your calling it to our attention.

As you know, next month in Punto del Este, Uruguay, the OEA will meet, and since we don't know the decision of the Nations at said meeting, my partners and I have decided that since ours is a Mexican Radio Station we should not change the way of broadcasting news but should give special attention to that important meeting.

I am glad to know that you might come soon, but I take this opportunity to remind you that I am going to be out of the city January 5th since I need a rest and I also need to check on my ranch. I will return the middle of January.

Warm regards to your household and you receive the best from your friend.

Lauro Villalon

ys

1962





- 2 -

Translation of Mr. Villalon's letter of January 2nd, 1962

I take this opportunity to remind you of the silk for my shirts.

I hope you can find it because I haven't been able to find it here.  
Dear Gordon:

I received your letter of the 21st of December which is in accordance with Sr. Trevino's letter of the 8th.

I am glad we are progressing and my partners and I are quite optimistic for the coming year.

I don't believe you should worry about selling time to airlines which aren't Mexican. When I spoke to you about Western Airlines, I was against your selling the Tourist Spots. But your selling commercial time to Western or SAS or any other airlines will not hurt anyone but will, certainly, bring us a nice business.

This is strictly a commercial form, that is, any private enterprise can advertise providing they buy the time.

I insist that you don't stop the Tourist Spots which are and should always be separate from airline commercials.

Something which I am totally against is your suggestion to sell religious programs on Sunday. Because XEAK used to run religious programs is no reason for us to run them, besides they could get us into trouble. On the other hand, I don't believe our Government would authorize such broadcasts and since I don't believe these will really be of economic benefit to us I don't think it's a good idea. In looking over the November figures, we seem to be doing well with the present programming.

Rafael and I plan to be in Los Angeles soon and I hope you'll be able to join us not only to further discuss this matter, but to visit about other matters as well.

TRANSLATION OF LEBRIJA'S LETTER OF JANUARY 26, 1962

I take this opportunity to remind you of the silk for my shirts.

I hope you can find it because I haven't been able to find it here.

My Dear Gordon:

With warm regards to you and yours.

My Dear Good Friend:

the Union over the new contract which is due for renewal.

Per your telegram of the 27th, I am interested in the result of

As I told you personally, we have had few problems settling  
your grand daughter.

Lauro Villalon

this from here and, therefore, I am afraid that in spite of our economic

My wife and I send our felicitations to the grand daughter who

situation, we are going to have to give at least a ten percent raise.

must surely be very happy and proud. Please congratulate her for us.

ys

Naturally I will talk with the Union Leaders and will try for  
of the baby (part 1).

the best conditions possible, but I wanted to warn you of this coming

expense, since I was sick for more than a week and today is the first day

out a Warm regards to your parents, wife and children and of course

the best to you from your friend, greetings from my wife and me for you both.

I remain with the esteem of always.

Your Friend,

Rafael Lebrija

Lauro Villalon

ys

J-TRH

TRANSLATION OF LEBRIJA'S LETTER OF JANUARY 26, 1962

TRANSLATION OF VILLALON'S LETTER OF 1/31/62

My Dear Gordon:

I plan to go to Tijuana the first part of February to negotiate with  
My Dear Good Friend:  
the Union over the new contract which is due for renewal.

Per your telegram of the 27th, I am informed of the birth of  
As I told you personally, we have had a few problems settling  
your grand daughter.  
this from here and, therefore, I am afraid that in spite of our economic  
My wife and I send our felicitations to the grandparents who  
situation, we are going to have to give at least a ten percent raise.  
must surely be very happy and proud. Please congratulate the parents

Naturally I will talk with the Union Leaders and will try for  
of the baby ( girl ).  
the best conditions possible, but I wanted to warn you of this coming  
expense. I didn't answer your wife immediately as I had and she  
my  
expense. Because I was sick for more than a week and today is the first day

Warm regards to your parents, wife and children and of course  
out and  
the best to you from your friend, With affectionate greetings from my wife and me for you both.

I remain with the esteem of always.

Your Friend,

Rafael Lebrija  
Lauro Villalon

ys

ys

On 12Bm's files



A-TRA

TRANSLATION OF VILLALON'S LETTER OF 1/31/62

My Dear Good Friend:

Per your telegram of the 27th, I am informed of the birth of your grand daughter.

My wife and I send our felicitations to the grandparents who must surely be very happy and proud. Please congratulate the parents of the baby ( girl ).

I didn't answer your wire immediately as I should have done because I was sick for more than a week and today is <sup>my</sup> ~~the~~ first day out and so lost no time in writing you.

With affectionate greetings from my wife and me for you both. I remain with the esteem of always.

Your Friend,

Lauro Villalon

ys

On MBM's files

A-TRA

TRANSLATION OF VILLALON'S LETTER OF 1/31/62

My Dear Good Friend:

Per your telegram of the 27th, I am informed of the birth of your grand daughter.

My wife and I send our felicitations to the grandparents who must surely be very happy and proud. Please congratulate the parents of the baby ( girl ).

I didn't answer your wire immediately as I should have done because I was sick for more than a week and today is <sup>my</sup> ~~the~~ first day out and so lost no time in writing you.

With affectionate greetings from my wife and me for you both. I remain with the esteem of always.

Your Friend,

Lauro Villalon

ys

On MBM's files

Yo  
No translate  
for 037.  
D1

Lauro Villalón  
Caucaso 1225 Lomas  
México, D. F.

Enero 31 de 1962

Sr. Gordon B. McLendon  
2008 A Jackson Street  
Dallas 1, Texas

Muy estimado y fino amigo:

Por tu telegrama del día 27 me enteré con gusto del nacimiento de tu nieta.

A nombre de mi señora y mio enviamos nuestras - felicitaciones a sus abuelos, que deben estar muy contentos y orgullosos, haciendo extensivas estas felicitaciones, por el estimable conducto de ustedes, a los papás de la niña.

No había contestado tu telegrama con la oportunidad debida por haber estado enfermo durante más de una semana, hoy que es el primer día que salgo a la calle quise - hacerlo sin pérdida de tiempo.

Con saludos muy afectuosos de parte de mi señora y míos para ustedes, me despido con la estimación de - - siempre.

Tu amigo que muy de veras te aprecia.

  
Lauro Villalón.

LV:m,



13 de Febrero de 1962

Sr. Lauro Villalon  
Caucaso 1225  
Mexico, D. F.

Querido Lauro:

Por varios dias, Don Keyes, mi asistente, me dice que esta descontento con el cambio de duracion de programas de noticias de 7 1/2 a 15 minutos.

Para mi, la opinion de Don es muy importante y la aprecio bastante. Por esa razon, pense que quizas tu quisieras considerar y tal vez cambiar tu posicion.

Con afectuosos saludos de tu amigo que te aprecia,

Gordon McLendon

ys

February 13, 1962

Mr. Lauro Villalon  
Caucaso 1225  
Mexico, D. F.

Dear Lauro:

For the past few days, my assistant, Don Keyes, has been discontent about your change of format on XTRA NEWS from seven-and-a-half minute newscast to the fifteen minute newscast.

Since I value Don's opinion of these matters very highly, I wanted to call it to your attention should you wish to re-evaluate your position.

Warmest regards from your friend,

Gordon McLendon

ys

February 23, 1962

Dear Gordon --

I take this opportunity to greet you warmly, hoping to have the pleasure of doing it soon in person here in Mexico.

Gordon, with respect to Mr. Keyes' opinion on the change of duration of the newscasts to 15 minutes, I wish to manifest that I believe this is the only manner in which we can adequately cover all the news.

I recognize that Mr. Keyes was of great help to us during last summer, and I appreciate his points of view, but I'm afraid that this time we cannot be in agreement with him.

With no other business at the moment, receive a great "abrazo" from your friend who truly esteems you.

Lauro Villalon

ys



*Lauro Villalón*

*Caucaso 1225 Lomas*

*México, D. F.*

Febrero 23 de 1962

Sr. Gordon B. McLendon  
2008 A. Jackson Street  
Dallas 1, Texas

Querido Gordon:

Aprovecho estas líneas para saludarte muy afectuosamente esperando pronto tener el gusto de hacerlo personalmente en ésta.

Gordon, con respecto a la opinión del Sr. Keyes sobre el cambio de duración a 15 minutos de los noticiarios, deseo manifestarte que yo creo que ésta es la única manera en que podemos cubrir adecuadamente todas las noticias.

Yo reconozco que el Sr. Keyes nos fué de gran utilidad durante la primavera pasada y aprecio sus puntos de vista, pero me temo que en esta ocasión no podamos estar de acuerdo con él.

Sin más de momento recibe un fuerte abrazo de tu amigo que muy de veras te estima.



Lauro Villalón.

TRANSLATION OF COPY OF LETTER FROM TIJUANA LOCAL TO  
TRANSLATION OF LEBRIJA'S LETTER DATED FEBRUARY 23, 1962

Dear Gordon:

Through this letter I'd like to advise you that, according to your instructions, I tried to dismiss Sr. Alfredo Ramirez Lewall. I am enclosing a letter from the Union to Sr. Ubaldo H. Trevino which contains the liquidation proposal made by Sr. Ramirez Lewall himself.

I await your instructions in this matter.

With an affectionate greeting to your family, I remain, as always, your friend and at your disposal

In Answer through this letter, I expound that it would not be inconvenient for me to accept the indicated compensation which should be as follows:

Lic. Rafael Lebrija

Thirteen years and five months of  
services ( Oct 1948 through Feb 1962 )  
@ \$13.86 dlrs a day ( 20 days per year)

ys

My vacation for this year ( 24 days ) 332.64

Plus Three months ( 90 days ) 1,247.40

TOTAL \$5,275.95 Dollars

Through the above mentioned points and liquidating me in terms not to exceed ten days from this date, it would not be inconvenient for me to renounce my duties from the Company XETRA of Tijuana. If the Company considers a sum of money radically inferior to the total above mentioned, I beforehand withdraw my acceptance of compensation and thus retain my labor rights....."

Attentively,

Alfredo Ramirez Lewall

- 2 -

TRANSLATION OF COPY OF LETTER FROM TIJUANA LOCAL TO

We give you the above for your consideration. SR. Ubaldo Trevino ever and said Honorable Company considers pertinent. We request your decision at your earliest convenience.

Through this letter we wish to inform you of the official letter directed to this Tijuana Local by Alfredo Ramirez Lewall, letter which we quote:

"In answer proposal made through Rafael Camacho Guzman, General Secretary of the National Executive Committee of STIR, by Radio Station XETRA of this City on the 11th day of this month, giving me a few days for consideration. Proposal being that since said Company where I render my services is not able to raise my salary, is willing to compensate me totally according to the Workers Federal Law.

In Answer through this letter, I expound that it would not be inconvenient for me to accept the indicated compensation which should be as follows:

Thirteen years and five months of  
services ( Oct 1948 through Feb 1962 )  
@ \$13.86 dlrs a day ( 20 days per year )

\$3, 695.91

My vacation for this year ( 24 days )

332.64

Plus Three months ( 90 days )

1,247. 40

TOTAL

\$5,275.95 Dollars

Through the above mentioned points and liquidating me in terms not to exceed ten days from this date, it would not be inconvenient for me to renounce my duties from the Company XETRA of Tijuana. If the Company considers a sum of money radically inferior to the total above mentioned, I beforehand withdraw my acceptance of compensation and thus retain my labor rights....."

Attentively,

Alfredo Ramirez Lewall

C  
O  
P  
Y



BUFETE LEBRIJA

We give you the above for your consideration and for whatever end said Honorable Company considers pertinent. We request your decision at your earliest convenience.

Dear Gordon:

Secretary of Labor

I was very happy to learn that Yolanda is going to marry.  
( signed )

This proves that Carlos Skipsey is a good matchmaker.

Sr. Gordon S. WOLFE.

2008 JAD Yolanda has brought good news re sales on XETRA, which DALLAS, TEXAS.

It makes me very happy and, naturally, I will inform my partners.

QUERIDO GORDON:

Please give my warmest regards to your wife and

children and of course my best to you from your friend who esteems

you. XETRA, LO CUAL ME HA DADO MUCHO GUSTO Y, DESDE LUEGO, INFORMARE A MIS SOCIOS.

TE PUEDO UN SALUDO PARA TU ESPOSA E HIJOS Y TU RECIBE UN ABRAZO CON EL AFECTO DE TU AMIGO QUE TE ESTIMA.

Lic. Rafael Lebrija

LIC. RAFAEL LEBRIJA.

On HBB's files

SNC/PVR.

# BUFETE LEBRIJA

## TRANSLATION OF LIC. LEBRIJA'S LETTER OF March 1, 1962

LIC. RAFAEL LEBRIJA  
LIC. EDUARDO GUIDOT B.  
LIC. ARNULFO NAJERA  
LIC. SERGIO GUIDOT B.  
XXXXXXXXXXXXXXXXXXXX

PLAZA DE LA REPUBLICA NO. 7 - 8º. PISO  
TELS.: 35-53-55 Y 44-12-36  
MEXICO 1, D. F.

10. DE MARZO DE 1962.

Dear Gordon:

I was very happy to learn that Yolanda is going to marry.

This proves that Carlos Skipsey is a good matchmaker.

SR. GORDON B. McLendon.

2008 JACKSON STREET

DALLAS, TEXAS.

U. S. A.

Yolanda has brought good news re sales on XETRA, which makes me very happy and, naturally, I will inform my partners.

QUERIDO GORDON:

Please give my warmest regards to your wife and

ME DIO MUCHO GUSTO SABER QUE YOLANDA VA A CASARSE. ESTO TE DEMUESTRA QUE CARLOS SKIPSEY ES BUEN CASAMENTERO. YOLANDA ME HA TRAI DO BUENAS NOTICIAS SOBRE LAS VENTAS EN XETRA, LO CUAL ME HA DADO MUCHO GUSTO Y, DESDE LUEGO, INFORMARE A MIS SOCIOS.

TE RUEGO UN SALUDO PARA TU ESPOSA E HIJOS Y TU RECIBE UN ABRAZO CON EL AFECTO DE TU AMIGO QUE TE ESTIMA.

Lic. Rafael Lebrija

LIC. RAFAEL LEBRIJA.

ys

On HBM's files

SMC/PVR.

# BUFETE LEBRIJA

LIC. RAFAEL LEBRIJA  
LIC. EDUARDO GUIOT B.  
LIC. ARNULFO NAJERA  
LIC. SERGIO GUIOT B.  
~~XXXXXXXXXXXXXXXXXX~~

PLAZA DE LA REPUBLICA Nº. 7 - 8º. PISO  
TELS.: 35-53-58 Y 46-12-36  
MEXICO 1, D. F.

10. DE MARZO DE 1962.

SR. GORDON B. McLENDON.  
2008 JACKSON STREET.  
DALLAS, TEXAS.  
U. S. A.

QUERIDO GORDON:

ME DIÓ MUCHO GUSTO SABER QUE YOLANDA VA A CASARSE. ESTO  
TE DEMUESTRA QUE CARLOS SKIPSEY ES BUEN CASAMENTERO.

YOLANDA ME HA TRAI DO BUENAS NOTICIAS SOBRE LAS VENTAS EN  
XETRA, LO CUAL ME HA DADO MUCHO GUSTO Y, DESDE LUEGO, INFORMARE A MIS -  
SOCIOS.

TE RUEGO UN SALUDO PARA TU ESPOSA E HIJOS Y TU RECIBE UN  
ABRAZO CON EL AFECTO DE TU AMIGO QUE TE ESTIMA.

  
LIC. RAFAEL LEBRIJA.

SMC/PVR.

*On*



TO LIC. LEBRIJA'S SECRETARY

Dear Sofar

I would appreciate your doing the following:

1.) Change the date on the letter of April 27, 1962 which says, "Although quite premature, I am anxious to know the results ..... promotion of the new programming." The date should be April 27, 1961 (just 1 day before March 22, 1962 when I was in Mexico). Please destroy your copy of April 27, 1962.

2.) I am enclosing copy of a letter dated August 15, 1961. I believe you have a copy of this letter in your files. If so, please destroy this letter as well as the copy I am sending.

3.) Please call Mr. Villalon and find out whether he has received the stick which Gordon sent him. Since I sent it several months ago, I am sure that it might have been lost en route since we have not heard from him as to whether he received it or not.

Lic. Rafael Lebrija  
Plaza Republica # 7  
Mexico, D. F.

Dear Lic. Lebrija:

Estimado Lic. Lebrija:

I have talked to Dave Muhlstein whom I suppose must have talked to Ubaldo and the word which I am supposed to relay is that Lewall's demands are excessive and unreasonable. I am afraid that this means that the station must live with him for the time being.

Warmest regards to your family. Sr. Ramirez Lewall seguira prestando sus servicios a la estacion XETRA, a lo menos por lo pronto.

Sincerely,

Con afectuosos saludos para usted y su familia.

Sinceramente,

Yolanda Salas

-/s BCC: Dave Muhlstein

Yolanda Salas

Dave,

Do you have any reason to disagree?

TO LIC. LEBRIJA'S SECRETARY

Dear Sofia:

I would appreciate your doing the following:

- 1.) Change the date on the letter of April 27, 1962 which says, "Although quite premature, I am anxious to know the results ..... promotion of the new programming." The date should be April 27, 1961 ( ~~ju~~ 22 de Marzo de 1962 ~~en~~ I was in Mexico ). Please destroy your copy of April 27, 1962.
- 2.) I am enclosing copy of a letter dated August 15, 1961. I believe you have a copy of this letter in your files. If so, please destroy this letter as well as the copy I am sending.
- 3.) Please call Mr. Villalon and find out whether he has received the silk which Gordon sent him. Since I sent it several months ago, we were worried that it might have been lost en route since we have

Lic. Rafael Lebrija him as to whether he received it or not.  
Plaza Republica # 7  
Mexico, D.F., when do you think you could send me the biographies of the owners of XETRA?

Estimado Lic. Lebrija:

He hablado con Dave Muhlstein quien, estoy segura, ha consultado con el Sr. Ubaldo Trevino. Se ha decidido que la liquidacion como la propone el propio Sr. Ramirez Lewall es demasiado excesiva e irrazonable. I am going to learn ( with your help ).

Por esta razon, se supone que el Sr. Ramirez Lewall seguira prestando sus servicios a la estacion XETRA, a lo menos por lo pronto.

Con afectuosos saludos para usted y su familia.

Sinceramente,  
ys

Yolanda Salas

TO LIC. LEBRIJA'S SECRETARY

Dear Sofia:

I would appreciate your doing the following:

- 1.) Change the date on the letter of April 27, 1962 which says, "Although quite premature, I am anxious to know the results ..... promotion of the new programming." The date should be April 27, 1961 ( just like we thought when I was in Mexico ). Please destroy your copy of April 27, 1962.
- 2.) I am enclosing copy of a letter dated August 15, 1961. I believe you have a copy of this letter in your files. If so, please destroy this letter as well as the copy I am sending.
- 3.) Please call Mr. Villalon and find out whether he has received the silk which Gordon sent him. Since I sent it several months ago, we were worried that it might have been lost en route since we have not heard from him as to whether he received it or not.
- 4.) Sofia, when do you think you could send me the biographies of the owners of XETRA?

Sofia, please forgive me for the inconvenience but I don't know who else to turn to. Now it's your turn to write me, in English. Please do not laugh at my errors in Spanish. Slowly but surely I am going to learn ( with your help ).

Thanks very much for everything.

Sincerely,

ys



22 de Marzo de 1962

Sofia, perdona las molestias pero no se a quien mas pedirle ayuda. Ahora te toca a ti escribirme, pero en Ingles. No te vayas a reir de mis errores en Espanol. De poco a poco voy a aprender. ( con tu ayuda ).

Muchisimas gracias por todo.

March 22, 1962  
Sinceramente,  
22 de Marzo de 1962

Yolanda Salas

Mr. Laure Villalon  
c/case 1225  
Mexico, D. F.

Dear Sofia:

Miss Sofia Mussa informs me that we are receiving complaints from Bufo Lebrija that their commercials have either been mislaid or lost. Dave has discussed this with Ubaldo Mexico, D. F. is taking steps to correct this.

Querida Sofia: be apprised of the situation, however.

Quisiera me hicieras porfavor la amabilidad de: warmest regards.

1.) Cambiar la fecha de la carta del 27 de Abril de 1962 que dice, "Aunque es muy prematuro, tengo tentacion..... promocion de ventas de la nueva programacion." La fecha debe ser 27 de Abril de 1961 ( asi como habiamos pensado cuando estube en Mexico ). Porfavor rompes la copia del 27 de Abril de 1962.

2.) Te mando copia de carta del dia 15 de Agosto de 1961. Creo que Uds tienen copia de tal carta con esa fecha. Si asi es, porfavor rompe tu copia asi como esta que te mando.

3.) Porfavor llama al Sr. Villalon y preguntale si ya recibio la seda que le mando Gordon. Hace varios meses que la mande y como no nos ha dicho si la recibio o no, pues nos preocupa pues pueda que se haya perdido en camino.

4.) Sofia, cuando crees que puedas mandarme las biografias de los Senores duenos de XETRA?

22 de Marzo de 1962

Sofia, perdona las molestias pero no se a quien mas pedirle ayuda. Ahora te toca a ti escribirme, pero en Ingles. No te vayas a reir de mis errores en Espanol. De poco a poco voy a aprender. ( con tu ayuda ).

Muchisimas gracias por todo.

Sinceramente,

Yolanda Salas

-/s

Dave Schlesselman informs me that we are receiving complaints from  
various stations because their newscasts have either been missed  
or improperly broadcast. Dave has discussed this with Ubaldo  
Trevisan and he is taking steps to correct this.

I did want you to be apprised of the situation, however.

Hope to see you in this area soon. Again, my warmest  
regards.

Gordon McLendon

ys

March 23, 1962

Mr. Lauro Villalon  
Caucaso 1225  
Mexico, D. F.

Dear Lauro:

Dave Muhlstein informs me that we are receiving complaints from our clients because their commercials have either been missed or improperly broadcast. Dave has discussed this with Ubaldo Trevino and he is taking steps to correct this.

I did want you to be apprised of the situation, however.

Hope to see you in this area soon. Meanwhile, my warmest regards.

Gordon McLendon

ys



23 de Marzo de 1962

Sr. Lauro Villalon  
Caucaso 1225  
Mexico, D. F.

Querido Lauro:

Dave Muhistein me informa que estamos recibiendo quejas de nuestros clientes por la causa que los anuncios se han o omitido completamente o ineptamente emisados. Dave ha discutido este problema con Ubaldo Trevino, el cual esta tomando pasos para corregirlo.

Solo quiero que estes informado sobre la situacion.

Espero pronto saludarte en esta. Mientras tanto, recibe un fuerte abrazo de tu amigo.

Gordon McLendon

ys

April 19, 1962

Dear Lauro,

While I have been promising to come down for some time, it finally appears that Gay and I are going to make it.

I have some business for the government that will take me through Mexico City on my way to Bogota, Colombia. We will arrive on Friday, April 27th, and will be there all day Saturday, the 28th, leaving on Sunday, April 29th.

Gay is awfully anxious to look at chandeliers for our ranch, Cielo, and if you have any suggestions on places where she should go, I would appreciate hearing from you. The type of chandelier Gay is looking for should not be made of crystal.

Naturally, if you are going to be in town, we will want to get together with you and at least partially destroy the city.

Best Regards,

Gordon McLendon

Mr. Lauro Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D. F.

April 19, 1962

Dear Carlos:

I am enclosing a copy of a letter I have just written to Lauro. It is pretty much self-explanatory, and I am hoping that, maybe, all of us can get together for dinner either Friday or Saturday night. I have written to Manuel as well.

I miss you.

Best Regards,

Gordon McLendon

Mr. Carlos Osuna  
Montes Escandinavos 309  
Mexico 10, D. F.

April 19, 1962

Dear Manuel:

I am enclosing a copy of a letter I have just written to Lauro. It is pretty much self-explanatory, and I am hoping that, maybe, all of us can get together for dinner either Friday or Saturday night.

I miss you.

Best Regards,

Gordon McLendon

Mr. Manuel Arrigunaga  
Paseo de la Reforma No. 1230  
Mexico, D. F.



Sr. Lauro Villalón

17 de Julio de 1962

Dear Lauro:

Not too long ago, to our surprise, Mexicana Airlines began a radio advertising campaign in Los Angeles -- but not on our station.

17 de Julio de 1962

As an all-news station, we have an adult audience and particularly do we have the business men and husbands who decide when, where and by what air line to fly.

Not only have we been missing the paid advertising from Mexicana but we cannot even get anyone there to agree to a trade of air travel for radio time ( almost every foreign airline does this with us ). We should negotiate some deal by which we regularly trade broadcast announcements for air space, with the agreement that we will get an appropriate part of any paid budget which Mexicana places in our markets.

Estimado Lauro:

Is there anything we can do about this?

Hace poco, Mexicana de Aviación comenzó anuncios de radio en Los Angeles

Hope to see you soon but I've been to Europe twice in the last two months, and, besides that, we have just received government approval of our new station in Chicago and that will be taking time for a while. son adultos, y particularmente hombres de negocios y hombres de familia los cuales deciden President Kennedy's trip must have been helpful to both governments.

Hemos perdido no solo el beneficio de los anuncios, pero ni siquiera podemos arreglar un cambio de vuelos por anuncios de radio ( casi todas las líneas aéreas extranjeras hacen un pacto de Best regards, otros ).

Deberemos arreglar un contrato donde regularmente cambiamos anuncios de radio por la misma cantidad de vuelos, GBM el acuerdo que nuestras estaciones recibirán parte apropiable de cualquier presupuesto que Mexicana tenga en GBM/ys ciudades.

cc: Rafael Lebrija con esto?

Carlos Osuna

Rey Manuel Arrigunaga ha tenido que ir a Europa varias veces y, además, acabamos de recibir aprobación de una estación que compramos en Chicago. Esta compra va a tomar la mayor parte de mi tiempo por varios meses.

Me imagino que la visita del Presidente Kennedy va a ser provechosa para ambos gobiernos.

Sr. Laure Villalon

17 de Julio de 1962

Que sea una buena noticia para tu familia y un fuerte abrazo para ti, se despide  
de ti.

17 de Julio de 1962

David B. McLendon

GBW/ys

Sr. Laure Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D. F.

Estimado Laure:

Hace poco, Mexicana de Aviacion comenzo anuncios de radio en Los Angeles pero para nuestra sorpresa, no en nuestra estacion.

Como estacion de puras noticias, nuestros radiooyentes son adultos, y particularmente hombres de negocios y hombres de familia los cuales deciden cuando, donde y como viajan.

Hemos perdido no solo el beneficio de los anuncios, pero ni siquiera podemos arreglar un cambio de vuelos por anuncios de radio ( casi todas las lineas aereas extranjeras hacen un pacto de cambio con nosotros ).

Deberemos arreglar un contrato donde regularmente cambiamos anuncios de radio por la misma cantidad de vuelos, con el acuerdo que nuestras estaciones recibiran parte apropiable de cualquier presupuesto que Mexicana tenga en nuestras ciudades.

Que se puede hacer con esto?

Espero verte pronto pero he tenido que ir a Europa varias veces y, ademas, acabamos de recibir aprobacion de una estacion que compramos en Chicago. Esta compra va a tomar la mayor parte de mi tiempo por varios meses.

Me imagino que la visita del Presidente Kennedy va a ser provechosa para ambos gobiernos.

Sr. Lauro Villalon

- 2 -

17 de Julio de 1962

Con mejores saludos para tu familia y un fuerte abrazo para ti, se despide  
tu amigo,

June 26, 1962

Gordon B. McLendon

GBM/ys

cc: Lic. Rafael Lebrija  
Sr. Carlos Osuna  
Sr. Manuel Arrigunaga

Mr. Lauro Villalon  
Caucaso 225  
Lomas de Chapultepec  
Mexico, D. F.

Dear Lauro:

Don Reyes tells me that Russ Barnett has been simply flooding him with promotional material that he wishes to have recorded for XETRA. While we certainly wish to help the station along these lines, I wish you'd see if the load can be eased somewhat.

What with recording national spot campaigns for motion pictures and producing various items for our own stations, our recording facilities are extremely busy.

Don also points out that Barnett now has a fulltime Production Director and that he should be handling these matters.

Best regards to you and your family from Gay and me.

Gordon McLendon

June 26, 1962

Mr. Lauro Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D. F.

Dear Lauro:

Don Keyes tells me that Russ Barnett has been simply flooding him with promotional material that he wishes to have recorded for XETRA. While we certainly wish to help the station along these lines, I wish you'd see if the load can be eased somewhat.

What with recording national spot campaigns for motion pictures and producing various items for our own stations, our recording facilities are extremely busy.

Don also points out that Barnett now has a fulltime Production Director and that he should be handling these matters.

Best regards to you and your family from Gay and me.

Gordon McLendon

ys



Junio 26 de 1962

Sr. Lauro Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D. F.

Querido Lauro:

Don Keyes me dice que Russ Barnett simplemente lo esta inundando con material de promociones que quiere se grabe para XETRA.

Aunque siempre estamos dispuestos a ayudar a la estacion con proyectos de esta manera, quisiera que porfavor hicieras algo para que el peso se liviane un poco. Tenemos tantas cosas que grabar, como campanas para anuncios nacionales de cinematografias, ademas produciendo varios otros programas para nuestras estaciones, pues nuestras facilidades estan extremamente ocupadas.

Don me informa que Barnett ya tiene un Director de Produccion trabajando con el, el cual puede atender estos asuntos.

Con saludos para ti y tu familia de parte de Gay y mia.

Gordon McLendon

ys

July 6, 1962

Mr. Gordon McLendon  
2008 Jackson Street  
Dallas 1, Texas

Dear Gordon --

I received your letter of last June in which you inform me of the problems of recording in Dallas, which has surprised me a lot because I never imagined that this could result so inconvenient, but I assure you that all will be solved satisfactorily.

With reserve of keeping in contact on the particular matter, I take leave. Sending you warm greetings and a cordial "abrazo".

Lauro Villalon

ys

*Lauro Villalón*  
*Cáucaso 1225 Lomas*  
*México, D. F.*


Julio 6 de 1962

Sr. Gordon B. McLendon  
2008 A. Jackson Street  
Dallas 1, Texas

Querido Gordon:

Recibí tu carta de junio pasado en la que me informas de los problemas de grabación en Dallas, lo que me ha sorprendido mucho, pues nunca me imaginé que esto pudiera resultar tan molesto, pero te aseguro que todo será solucionado satisfactoriamente.

A reserva de seguirnos comunicando sobre el particular me despido enviándote muy afectuosos saludos y un cordial -  
abrazo.



Lauro Villalón.

August 8, 1962

Mr. Lauro Villalon  
Caucaso 1225  
Mexico, D. F.  
Mexico

Dear Lauro:

I don't know why I hadn't thought of this before inasmuch as it has been a part of the broadcasting industry for years.

It occurred to me that XETRA is lacking in an identifiable sound--some peculiar sound effect which would readily become associated with the station. You are probably familiar with the chimes which have been used over the years by NBC here in the United States. In recent years, we have done similar things with our own stations. Our popular music stations in Houston, Dallas, San Antonio and Chicago, utilize signature jingles in which the call letters are repeated in the same melodic structure each time they are sung. At our 'good music' stations in San Francisco and Buffalo, we use harps as an identifying sound.

I don't know what sound effect you'd wish to use or even if you want to do it at all. Just thought I'd mention it to you by way of suggestion.

Kindest personal regards to you and your family.

Gordon McLendon

ys



8 de Agosto de 1962

Sr. Lauro Villalon  
Caucaso 1225  
Mexico, D. F.  
Mexico

Querido Lauro:

Porque no habia pensado en esto antes, no lo se, pues ha sido parte de la industria de radio por anos.

Se me ocurre que XETRA necesita un sonido de identificacion, un sonido que al oirse se identifique con la estacion.

Tu de seguro has oido el repique de campanas que se han usado por anos en la NDC aqui en los Estado Unidos. Nosotros tambien hemos usado cosas similares en mis estaciones. Por ejemplo, en Dallas, Houston, San Antonio y Chicago, usamos los anuncios de identificacion cantados, en los cuales se repiten las letras de cada estacion cada vez que se cantan. En San Francisco y Buffalo, usamos arpas.

No se que sonido quisieras usar, ni se si te guste la idea, pero queria sugerirtela de todas maneras.

Con afectuosos saludos para ti y tu familia.

Gordon McLendon

ys

August 23, 1962

Dear G

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for XET  
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Receive

ys

Mam-

Where are other letters?

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complete. At least

it doesn't seem to  
be. Please advise.

Cys

or an identification  
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ion sound the

appropriate  
red commercially

ghly.

August 23, 1962

Dear Gordon:

I have the pleasure of informing you that your suggestion for an identification sound for XETRA seems good, even though I don't have the vaguest idea as to what it could be. I am a little familiar with this matter for here in Mexico City there is a station which has as an identification sound the crowing of a rooster.

However, I don't think that the crowing of a rooster would be appropriate for XETRA; and, too, it is probable that that idea is registered commercially ( copyrighted ).

Receive warm greetings from your friend who regards you highly.

LV

ys

*Lauro Villalón*  
*Caucaso 1225 Lomas*  
*México, D. F.*

Agosto 23 de 1962

Sr. Gordon B. McLendon  
2008 A. Jackson Street  
Dallas 1, Texas

Querido Gordon:

Tengo el gusto de informarte que tu sugerencia de un sonido de identificación para la XETRA me parece muy buena, aún cuando no tengo la menor idea de lo que podría ser. Yo estoy poco familiarizado con este asunto, pues aquí en la Ciudad de México hay una estación que tiene como sonido de identificación el canto del gallo.

Sin embargo, no creo que el canto del gallo sea el apropiado para la XETRA; además es probable que esa idea ya esté registrada comercialmente.

Recibe muy afectuosos saludos de tu amigo que mucho te estima.



Lauro Villalón.



October 18, 1962

Mr. Gordon B. McLendon  
2008 A Jackson Street  
Dallas 1, Texas

Dear Gordon:

The object of the present ( letter ), aside from greeting you, is to request that you inform me if you think XETRA is proportioning Los Angeles with enough local news.

I'm giving you this inconvenience because I thought that perhaps you, through your office in Los Angeles, could give a more exact answer than the one I could obtain from any other source.

Therefore, I would appreciate your giving me your opinion with respect to this matter, at your convenience.

I anticipate my appreciation for your attention and I take leave as always, your friend who truly esteems you.

Lauro Villalon

ys

*Lauro Villalón*  
*Caucaso 1225 Lomas*  
*México, D. F.*

Octubre 18 de 1962

Sr. Gordon B. McLendon  
2008 A. Jackson Street  
Dallas 1, Texas

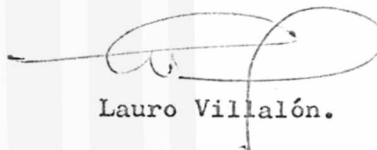
Querido Gordon:

El objeto de la presente además de saludarte es suplicar te me informes si la XETRA está proporcionado a Los Angeles su ficientes noticias locales.

Te doy a ti esta molestia porque he pensado que tú, a través de tu oficina en Los Angeles me puedes dar una contesta ción más exacta de la que yo podría obtener de cualquier otra fuente.

Por lo tanto te agradeceré darme tu opinión a este res-- pecto cuando lo juzgues conveniente.

Te anticipo mis agradecimientos por tu atención y me des pido quedando como siempre, tu amigo que muy de veras te apre- cia.

  
Lauro Villalón.

October 24, 1962

Mr. Lauro Villalon  
Caucaso 1225  
Mexico, D. F.

Dear Lauro:

I have discussed your question of local news in Los Angeles over XETRA with various of our people. The general consensus is that a need does exist in this area. The only way I know of to rectify the situation is by renewing the subscription to the Los Angeles City Wire. If you'll recall, however, this is an extremely costly item and I do not feel we should impose such a heavy financial burden on the company at this time.

I'm sorry to say that I know of no other way to eliminate this problem.

When are you coming to Dallas? Gay and I are anxious to see you and your family, and I think it would be a good idea to visit us soon at Cielo.

With warmest regards.

Gordon McLendon

ys

Octubre 24, 1962

Sr. Lauro Villalon  
Caucaso 1225  
Mexico, D. F.

Querido Lauro:

He discutido tu pregunta sobre noticias locales en la XETRA con varias personas. El consenso general es que si existe carencia en noticias locales en la area. La unica manera que yo se en que se puede rectificar la situacion es renovando la subscripcion a "Los Angeles City Wire". Pero recuerda que es un poco costoso y no creo que debamos imponer tan gran costo en la compania a este tiempo. Siento decirte que no se de otra manera de eliminar el problema.

Cuando piensas venir? Gay y yo tenemos ganas de verte a ti y tu familia y creo seria buena idea que vinieran pronto a pasar unos dias con nosotros en Cielo.

Con afectuosos saludos de tu amigo,

Gordon McLendon

ys



December 21, 1962

Dear Gordon :

After greeting you with the fondness of always, I'd like to inform you that Mr. Russ Barnett has advised Sr. Trevino his decision to renounce his post which he has with us, having recommended Russell Porterfield, one of the announcers, to substitute him.

In case you or Mr. Keyes have plans to go to California next month, I think it would be advantageous that you speak with Mr. Porterfield on this matter and I would very much appreciate your opinion in this respect. I want to be certain that he is mature and capable enough for this post.

I await your comments in this respect and meanwhile, receive a strong "abrazo" from your friend who regards you highly.

Lauro Villalon

ys

*Lauro Villalón*  
*Cáucaso 1225 Lomas*  
*México, D. F.*

Diciembre 21 de 1962

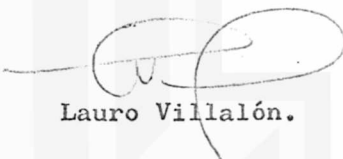
Sr. Gordon B. McLendon  
2008 A. Jackson Street  
Dallas 1, Texas

Querido Gordon:

Después de saludarte con el afecto de siempre quiero informarte que el Sr. Russ Barnett ha comunicado al Sr. Treviño su decisión de renunciar al puesto que tiene con nosotros, habiéndole recomendado al Sr. Russell Porterfield, uno de los locutores - para que lo sustituya.

En caso de que tú o el Sr. Keyes tengan pensado ir a California el próximo mes, creo que sería muy conveniente que hablaran con el Sr. Porterfield sobre el asunto y mucho les agradeceré su opinión al respecto, pues quiero tener la seguridad de que tiene la madurez y capacidad necesaria para ese puesto.

Quedo en espera de tus comentarios al respecto y mientras tanto, recibe un fuerte abrazo de tu amigo que mucho te aprecia.

  
Lauro Villalón.

January 4, 1963

Mr. Lauro Villalon  
Caucaso 1225  
Lomas Chapultepec  
Mexico, D. F.

Dear Lauro:

I have your letter of December 21, 1962, concerning the possible appointment of Russell Porterfield as Program Director of XTRA NEWS.

We will be most happy to help you determine if Porterfield is the right man. Don Keyes will be in San Francisco to visit our KABL within the next week or so and I've asked him to stop in San Diego before he returns to Dallas and look into the situation. He will phone me in Dallas with his conclusions and I will then be in touch with you.

Hope you had a happy Holiday Season.

Regards,

Gordon McLendon

ys

1963

4 de Enero de 1963

Sr. Lauro Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D. F.

Querido Lauro:

Tengo tu carta del 21 de Diciembre con respecto al posible nombramiento de Russell Porterfield al puesto de Director de Programas de XETRA.

Nos daría mucho gusto ayudarte a resolver si Porterfield es la persona correcta para ese puesto. Don Keyes estara en San Francisco visitando a nuestra KABL dentro de una semana, mas o menos, y le he pedido que pare en San Diego antes de volver a Dallas para que se informe de la situacion. El me llamara por telefono con sus conclusiones y yo me comunicare contigo.

Espero hayas tenido Felizes Dias de Fiesta.

Con afectuosos saludos,

Gordon McLendon

ys



1963



Dallas, Texas  
March 11, 1963

Mr. Lauro Villalon  
Caucaso # 1225  
Mexico, D. F.

Dear Lauro:

I am sending you a transcription containing several five-minute programs which we call "vignettes". I wrote and produced these some years ago and they have become extremely popular over the years as well as serving as a wonderful sales idea for the sponsor who wants something different.

You'll notice that many of these contain the recorded voices of many Hollywood celebrities and for that reason, might be received even better in Los Angeles. Homer Odom has discussed these "vignettes" with two or three prospective clients and feels that he can sell them readily.

Listen to the record and let me know what you think.

Warm regards.

Gordon McLendon

11 de Marzo de 1963

Sr. Lauro Villalon  
Caucaso # 1225  
Mexico, D. F.

Querido Lauro:

Te voy a mandar unas transcripciones las cuales contienen varios programas de 5 minutos que llamamos 'vignettes'. Yo escribí y producí estos hace unos años y se han vuelto bastante popular. No solo eso, sino que son muy buenos para venderlos a clientes que quieren algo diferente para anunciar por radio.

Fijate que muchos de estos 'vignettes' contienen las voces de personalidades de Hollywood. Por esta razón, creo serían bien recibidas en Los Angeles. Homer Odom ha discutido estos 'vignettes' con dos o tres clientes y cree que pueda venderlos sin problemas.

Escucha el disco y dime que piensas de él.

Se despide tu amigo con un fuerte abrazo.

Gordon McLendon

ys

March 15, 1963

Dear Gordon :

I received the vignettes which you were so kind to send me, and after listening closely to them I'd like to declare that they seem to me very interesting and well done.

However, if these could be cut down, I think it would be better because I find them too long.

I request that you consider my opinion and then give me your comments. Meanwhile, receive my warm regards and a cordial "abrazo".

Lauro Villalon

ys



*Lauro Villalón*  
*Caucaso 1225 Lomas*  
*México, D. F.*

Marzo 15 de 1963

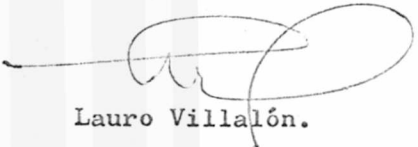
Sr. Gordon B. McLendon  
2008 A. Jackson Street  
Dallas 1, Texas

Querido Gordon:

Recibí las "vignettes" que tuviste la gentileza de enviarme y después de haberlas escuchado con detenimiento deseo manifestarte que me han parecido muy interesantes y bien hechas.

Sin embargo, si éstas pudieran acortarse creo que sería mucho mejor pues yo las encuentro muy largas.

Te ruego considerar mi opinión y darme tus comentarios, mientras tanto recibe mis afectuosos saludos y un cordial - abrazo.

  
Lauro Villalón.

March 20, 1963

Dear Gordon --

Per your wishes, I listened to the vignettes again, giving special attention to your suggestion.

I take into consideration, as you know, that the programs are excellent, but I still think they are too long. I appreciate very much your bringing this to my attention. They really are interesting.

Hoping to have the pleasure of seeing you down here soon, receive warm regards from your friend.

Lauro Villalon

ys

*Lauro Villalón*  
*Caucaso 1225 Lomas*  
*México, D. F.*

Marzo 20 de 1963


Sr. Gordon B. McLendon  
2008 A. Jackson Street  
Dallas 1, Texas

Querido Gordon:

De acuerdo con tus deseos volví a escuchar la "vignette" dando nueva atención a tu sugerencia.

Yo considero, como tu sabes, que los programas son excelentes, pero pienso que todavía son muy largos. Mucho te agradezco el que hayas traído esto a mi atención. En realidad son muy interesantes.

Esperando tener el gusto de verte pronto por acá recibe muy afectuosos saludos de tu amigo que mucho te aprecia.



Lauro Villalón.

March 25, 1963

Mr. Lauro Villalon  
Caucaso 1225  
Mexico, D. F.

Dear Lauro:

Naturally, I'm disappointed in your decision regarding the "vignettes".  
Possibly the next time I see you we'll have a moment to sit down and talk  
it over.

I talked to Homer Odom today and you'll be happy to hear that business is  
picking up terrifically.

My best to your lovely family.

Regards,

Gordon McLendon

ys



15 de Marzo de 1963

Sr. Lauro Villalon  
Caucaso 1225  
Mexico, D. F.

Querido Lauro:

Naturalmente que estoy desilusionado con tu decision sobre los "vignettes".  
Posiblemente la proxima vez que nos veamos podremos discutir esto mas  
despacio.

Rey hablo con Homer Odom y me dice que el negocio esta mejorando cada  
dia.

Saludes a tu estimada familia, y tu recibe un fuerte abrazo de tu amigo,

Gordon McLendon

Dallas, Texas  
March 26, 1963

Mr. Lauro Villalon  
Caucaso 1225  
Mexico, D. F.

Dear Lauro:

Thank you for your comments on the vignettes. Actually, you are correct; they are a little too long and perhaps it wouldn't be wise to interrupt your news programs with material of this nature.

However, do keep them in mind and maybe you'll find some use for them in the future.

Regards,

Gordon McLendon

ys

Marzo 26, 1963

Sr. Lauro Villalon  
Caucaso 1225  
Mexico, D. F.

Querido Lauro:

Gracias por tus pensamientos sobre los "vignettes". Actualmente, tienes razon; los "vignettes" son un poco largos y quizas no seria prudente interrumpir los programas de noticias con material como este.

De todas maneras, no se te olviden y quizas un dia de estos los puedas usar.

Afectuosos saludos,

Gordon McLendon

ys

April 3, 1963

Lic. Rafael Lebrija  
Plaza Republica # 7  
Mexico, D. F.  
Mexico

Dear Lic. Lebrija :

Sr. Ubaldo Trevino, General Manager of XETRA, has for a long time been desirous of releasing an employee named Alfredo Ramirez Lewall. He is lazy, incompetent, and a troublemaker, and has been protected by the Union for many years.

Now Sr. Trevino points out that Lewall has secured the permit for a UHF ( Ultra High Frequency ) television station in Tijuana. Would this not be a conflict of interests that would permit Sr. Trevino to fire him?

Since you negotiated the last contract, you no doubt have a copy of it and would be in a position to say whether he could contend that this constitutes grounds for dismissal according to the contract. Obviously, Sr. Trevino wishes me to tell you that he will abide by your judgement.

Gordon and Mr. Mac wish me to convey my best wishes to you and your family, and of course, best regards from myself.

Sincerely,

Yolanda Salas

ys



3 de Abril de  
1963

Lic. Rafael Lebrija  
Plaza Republica # 7  
Mexico D. F.  
Mexico

Estimado Lic. Lebrija:

Ubaldo Trevino, gerente de XETRA, tiene tiempo de querer despedir a un trabajador llamado Alfredo Ramirez Lewall, el cual es perezoso, incompetente y buscalios; y el cual ha estado protegido por el Sindicato por muchos años.

Ahora el Sr. Trevino se da cuenta que Lewall ha conseguido permiso para contruir una estacion de television de Ultra Alta Frecuencia ( "UHF"-- "Ultra High Frequency " ) en Tijuana. No cree Usted que esto constituye conflicto de intereses y que el Sr. Trevino tiene razon para despedirlo. Como Usted contrato con el Sindicato, de seguro que tiene copia del contrato y puede decirle al Sr. Trevino si puede despedir a Lewall por esa razon, y el se guiara por su decision.

Saludes para Usted y su apreciable familia de parte de Gordon y Mr Mac, y por supuesto, de mi.

Atentamente,

Yolanda Salas

April 10, 1963

Mr. Lauro Villalon  
Caucaso 1225  
Mexico, D. F.

Dear Lauro:

I am enclosing copy of a letter we sent to Lic. Lebrija. Since you were out of the city at the time, and this matter is very important, it was necessary to call it to Rafael's attention immediately.

Hope you had a delightful trip. Best regards to you and your wonderful family from your friend,

Gordon McLendon

ys

Enclosures - 1

*Letter dated April 3, 1963  
To R.L. from Y.S.*

10 de Abril de 1963

Sr. Lauro Villalon  
Caucaso 1225  
Mexico, D. F.

Querido Lauro:

Adjunto copia de carta que mandamos al Lic. Lebrija. Como tu estabas en Tamaulipas y esto es asunto de mucha importancia, fue necesario que Rafael atendiera a esto en tu ausencia.

Espero hayas tenido buen viaje. Saludes para ti y tu estimable familia de tu amigo,

Gordon McLendon

ys

Letter dated April 3, 1963  
To R. L. from Y. S.

April 19, 1963

Sr. Gordon B. McLendon  
2008 A. Jackson Street  
Dallas 1, Texas

Dear Gordon:

I refer to your letter of the 3rd, directed to Lic. Lebrija, relative to Alfredo Ramirez Lewall and his proposed television station. That he will continue working for XETRA seems doubtful to me, and in the next few days I'll discuss it with Rafael.

I was very sorry that you could not go to my ranch last week to spend some time with me. Spring in Tamaulipas is really pretty, and I was tempted to stay longer than I planned. As a matter of fact, I am sending Gay a small gift which I think will go well at Cielo and I hope she likes it.

Your friend who truly esteems you greets you fondly.

Lauro Villalon

ys



*Lauro Villalón*  
*Cáucaso 1225 Lomas*  
*México, D. F.*

Abril 19 de 1963


Sr. Gordon B. McLendon  
2008 A. Jackson Street  
Dallas 1, Texas

Querido Gordon:

Me refiero a tu carta del 3 de los corrientes, dirigida al Lic. Lebrija, relativa a Alfredo Ramírez Lewall y su propuesta estación de televisión. El que él continúe trabajando con XETRA me parece dudoso y en estos días lo discutiré con Rafael.

Sentí mucho que la semana pasada no hayas podido ir a mi rancho a pasar unos días conmigo, pues la primavera en Tamaulipas es realmente bonita; yo estuve tentado a quedarme más tiempo del que había pensado. Por cierto, le estoy enviando a Gay un pequeño obsequio que creo quedará muy bien en "Cielo" y espero le guste.

Tu amigo que muy de veras te aprecia te saluda muy afectuosamente.



Lauro Villalón.

Dallas, Texas

May 10, 1963

Mr. Lauro Villalon  
Caucaso 1225  
Mexico, D. F.

Dear Lauro:

My assistant, Don Keyes, has just returned from a trip to the West Coast where he had a lengthy conference with Homer Odom. According to Don, two matters require your immediate attention.

Although I thought we had resolved this a year ago, it appears that the matter of laxity of the board operators of XETRA still exists. That is to say, various commercials are being broadcast incorrectly--they are being started at the wrong speeds or perhaps the operator will play the wrong tape cartridge. It has gotten to the point where we are in severe jeopardy of losing a couple of important accounts. Homer has called this to Ubaldo's attention but it has not been corrected.

Would you look into this matter as soon as possible and help us solve it.

The other item I wish to discuss with you is a program that I feel will make money for all of us. A few of the major motion picture studios in Los Angeles have expressed their interest in a five-minute news segment to be broadcast two or three times a day which would feature news of interest to the motion picture community. The mechanics of getting that news to the station might be cumbersome but, other than that, what do you think of the idea? It should be a natural sales vehicle for motion picture advertisers.

Warmest regards,

Gordon McLendon

ys

Dallas, Texas

10 de Mayo de 1963

St. Lauro Villalon  
Caucaso 1225  
Mexico, D. F.

Querido Lauro:

Mi asistente, Don Keyes, acaba de regresar de un viaje de California donde tuvo una conferencia con Homer Odom. Segun Don, dos cosas necesitan tu atencion inmediata.

Aunque creia yo que este problema se habia resuelto hace un ano, resulta que el problema de laxitud de los operadores de XETRA todavia existe. Es decir, varios anuncios han sido transmitidos incorrectamente--o se empiesan mal o se transmiten incorrectos programas. Ha llegado esto al punto de que vamos a perder clientes importantes por esa razon. Homer ha llamado esto a la atencion de Ubaldo pero no se ha corregido.

Porfavor ayudanos a corregir este problema.

El otro asunto que quiero discutir contigo es un programa que pueda resultar lucrativo para ambos. Varias companias de cinematografia han expresado interes en programas de 5 minutos de duracion de noticias de interes a personas de esa industria.

Puede que sea algo dificil para remitir estas noticias desde Tijuana. De todos modos, que piensas de la idea? Creo seria muy buano para venderlos a clientes de esa industria.

Recibe saludos de tu amigo que te aprecia.

Gordon McLendon

ys

May 16, 1963

Mr. Gordon B. McLendon  
2008 A. Jackson Street  
Dallas 1, Texas

Dear Gordon:

I refer to your letter of the 10th in which you advise me of the difficulties which the ( board ) operators have caused you. This preoccupies me very much and I am completely embarrassed for the discomfort that this matter has caused you; but you can be sure that soon everything will be corrected.

Gordon, you know my criterion with respect to programs that are too long. Remember my opinion of the vignettes? Well, in this case I am going to surprise you! I have no objections to the idea of some programs of news relating to the movie industry, since I consider that not only do we have an exceptionally large audience in this field but, also, the subject is of general interest.

I suggest you advise Mr. Odom to contact Ubaldo Trevino since I believe together they might do a lot.

I take this opportunity to greet you cordially, remaining, as always, your friend who truly esteems you.

Lauro Villalon

ys



*Lauro Villalón*  
*Edicaseo 1225 Lomas*  
*México, D. F.*

Mayo 16 de 1963

Sr. Gordon B. McLendon  
2008 A. Jackson Street  
Dallas 1, Texas


Querido Gordon:

Me refiero a tu carta del día 10 en la que me informas de las dificultades que te han causado los operadores, lo cual me ha preocupado mucho y estoy sumamente apenado por las molestias que este asunto te ha originado, pero puedes tener la seguridad de que pronto todo se arreglará.

Gordon, tu conoces mi criterio respecto a los programas demasiado largos, ¿recuerdas mi opinión acerca de las "vignettes"? Bueno, pues en esta ocasión te voy a sorprender...! No tengo nada que objetar a la idea de algunos programas de noticias relacionadas con la industria cinematográfica, pues considero que no solamente tenemos un auditorio excepcionalmente grande en este campo, sino que además el tema es de interés general.

Yo sugiero que le digas al Sr. Odom que se ponga en contacto con Ubaldo Treviño, ya que creo que juntos podrán hacer mucho.

Aprovecho la oportunidad para saludarte cordialmente, quedando como siempre, tu amigo que muy de veras te aprecia.



Lauro Villalón.

June 6, 1963

Mr. Lauro Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D. F.

Dear Lauro:

Very shortly, we hope to inaugurate a system whereby we exchange editorials with various stations across the country. We are adding several stations to our editorial mailing list and are inviting them to do likewise. They are free to broadcast our editorial comments, providing they credit us as the source, and we will occasionally do the same for them.

We would like very much to have your station, XTRA NEWS, participate in this exchange of views. If you wish to be included, let me know and I'll see that copies are sent to you regularly.

I hope I can spend a few days in Mexico soon; however, I don't have any definite dates as yet. I'll let you know.

With kindest personal regards,

Gordon McLendon

ys

Junio 6, 1963

Sr. Lauro Villalon  
Caucaso 1225  
Lomas de Chapultepec  
Mexico, D. F.

Querido Lauro:

Pronto esperamos inaugurar un sistema de cambiar opiniones editoriales con varias estaciones de radio a traves del pais. Estamos aumentando la lista de estaciones y estamos invitando que hagan lo mismo, que emitan nuestros comentarios editoriales. Por supuesto, dandonos credito, asi como nosotros a ellos.

Nos daria mucho gusto si tu estacion, XETRA, participara en este intercambio. Si es que te gustaria ser incluido, avisame y vere que copias se te manden regularmente.

Espero pasar unos dias en Mexico, pero no tengo las fechas definitivas. Yo te avisare.

Con afectuosos saludos,

Gordon McLendon

ys

June 17, 1963

Dear Gordon:

I am glad to inform you that your idea of interchange of editorials sounds like a good one to me, but I'm afraid we would have little to contribute. Further, since we haven't been broadcasting editorial opinions, it makes me hesitate to venture in this area.

However, why don't you send me some of the better ones as you receive them?

I'm considering the possibility of a trip to Dallas this summer; perhaps then we can discuss this matter fully. If you'll advise me your schedule on future trips, perhaps I can arrange mine to include a short visit.

Awaiting your reply; meanwhile, receive warm regards from your friend who is at your service and who holds you in high esteem.

Lauro Villalon

ys



*Lauro Villalón*  
*Cáucaso 1225 Lomas*  
*México, D. F.*

Junio 17 de 1963

Sr. Gordon B. McLendon  
2008 A. Jackson Street  
Dallas 1, Texas


Querido Gordon:

Tengo el agrado de participarte que tu idea del intercambio de editoriales me ha parecido bastante buena, pero temo - que nosotros tendríamos poco con qué contribuir. Además, como no hemos estado emitiendo opiniones sobre editorial, me hace - titubear el aventurarnos en este campo.

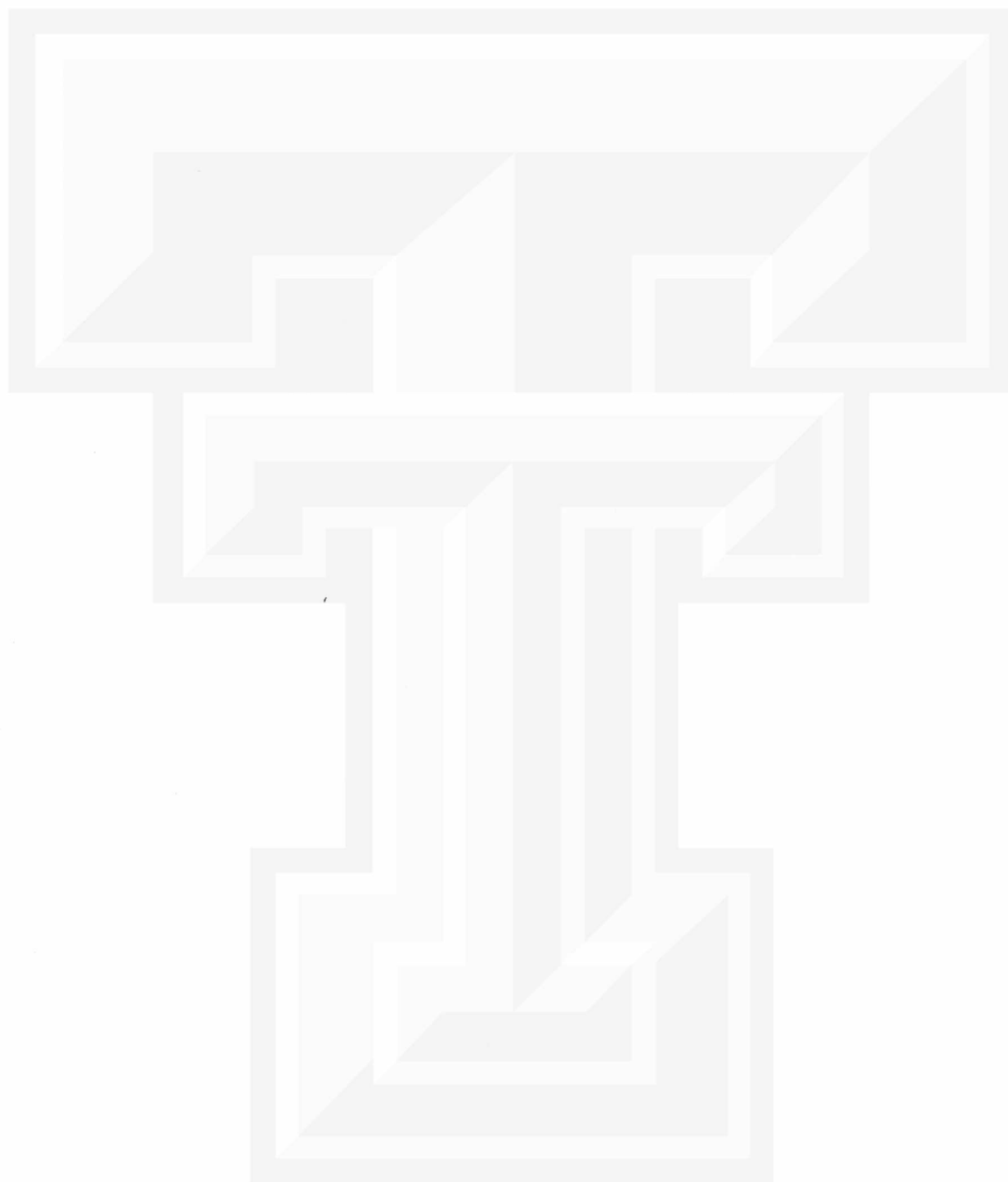
Sin embargo ¿por qué no me envías algunos de los mejores conforme los vas recibiendo?

Estoy considerando la posibilidad de un viaje a Dallas - este verano; entonces quizá podamos discutir más ampliamente este asunto. Si tu me informas acerca de tus planes de viaje, tal vez pueda arreglar el mío incluyendo una visita corta.

Quedo en espera de tus noticias, y mientras tanto recibe afectuosos saludos de tu amigo y servidor que mucho te estima.

  
Lauro Villalón.

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