

CANADA

ALBERTA

CFAC, CALGARY

Operator: Taylor, Pearson & Carson Broadcasting Co., Ltd., Southam Bldg. *Phone:* R 1036. *Power:* 1,000 watts on 930 kc. *Affiliation:* Canadian Broadcasting Corp.; Foothills Network. *Opened:* May 12, 1922. (Note: This station is newspaper-owned by the Calgary Herald.)

General manager: H. R. Carson. *Station manager:* Gordon S. Henry. *Program director:* T. Tweed. *Chief engineer:* Earle C. Connor. *Musical director:* Cecil B. Cappey. *Publicity director:* Frank E. Fleming. *Commercial manager:* Ian B. MacDonald.

Rep: All-Canada Radio Facilities, Ltd., Toronto; Weed & Co., U. S. News: Canadian Press. *Seating facilities:* None. *Merchandising:* Newspaper and magazine publicity, window displays, display cards, etc.; all services rendered free. *Foreign language programs:* No rules; requests for commercial programs have never been made, though sustaining features have been presented. *Artists bureau:* None, as such, but maintains talent register; no charge made for registration; talent charged to accounts at cost. *Base rate:* \$90.

Copy restrictions: No beer, wine or liquor accepted; no price mentions permitted; spot announcements restricted to 100 words and not accepted after 7:30 p.m.

CFCN, CALGARY

Operator: The Voice of the Prairies, Ltd., Toronto General Trusts Bldg. *Phone:* M-1161. *Power:* 10,000 watts on 1030 kc. *Affiliation:* Alberta Educational Network. *Opened:* 1922

President: H. G. Love. *Commercial manager:* E. H. McGuire. *Chief engineer:* P. B. McCaffery.

Rep: Joseph Hershey McGillvra (U. S.) *News:* Transradio. *Seating facilities:* 75 persons. *Merchandising:* Services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Advertising of beer, wine or liquor prohibited by government;

patent medicines accepted if approved by government Department of Health; all copy subject to station approval and regulations of the Canadian Broadcasting Corp.

CJ CJ, CALGARY

Operator: Albertan Publishing Co., Ltd., Ninth Ave., W. *Phone:* M 5858. *Power:* 100 watts on 690 kc. *Affiliation:* Dominion Broadcasting Co. *Opened:* No date given. (Note: This station is newspaper-owned by the Calgary Albertan.)

President: Gordon Bell. *Station manager:* H. A. Webster. *Commercial manager:* F. Shaw. *Chief engineer:* R. Henderson.

Rep: None. *News:* Canadian Press. *Seating facilities:* None listed. *Merchandising:* Services being developed; no more specific data available. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Conform to rules and regulations of Canadian Broadcasting Corp.

CFRN, EDMONTON

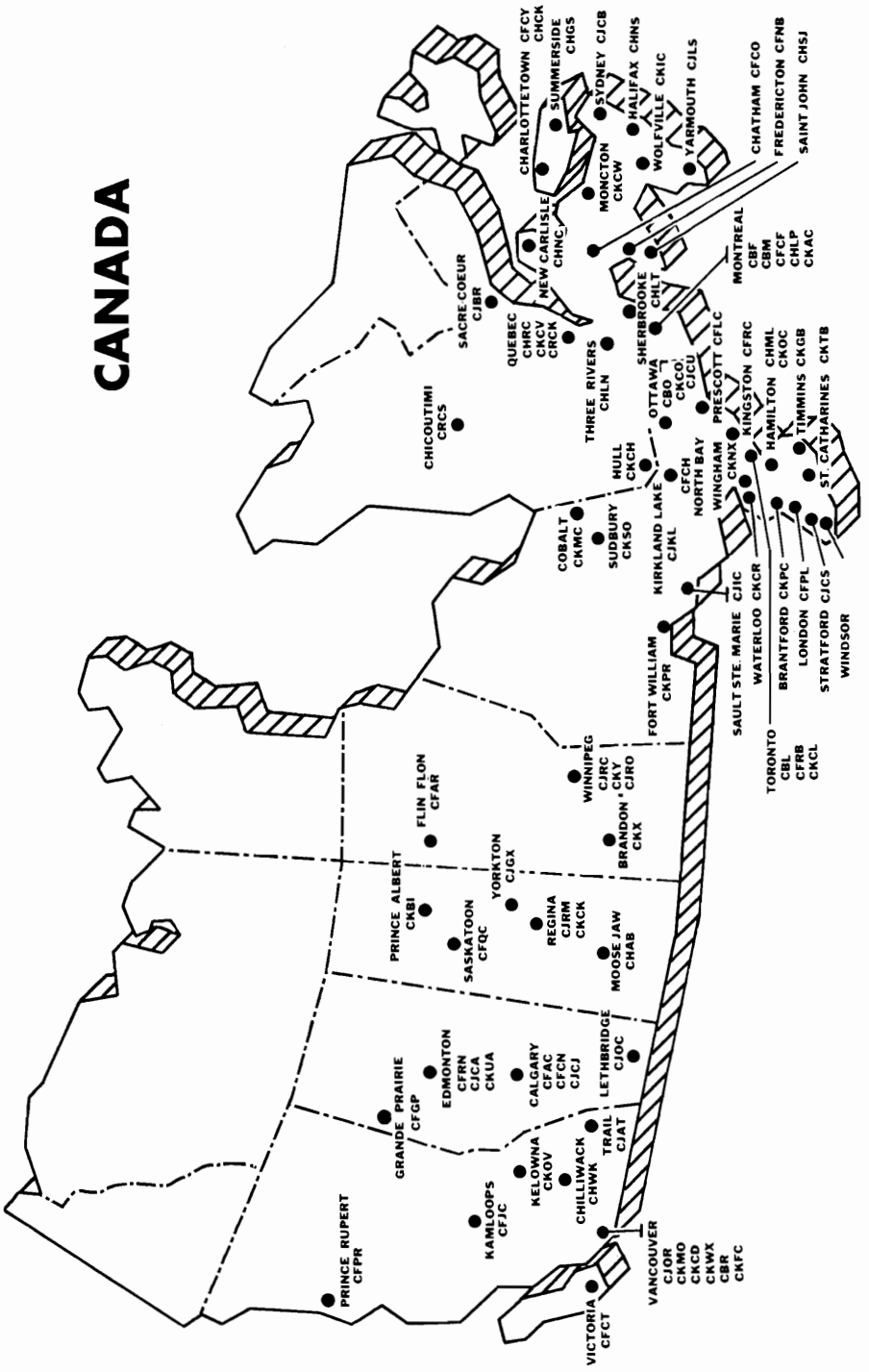
Operator: Sunwapta Broadcasting Co., Ltd., C.P.R. Bldg. *Phone:* 23561. *Power:* 100 watts on 960 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Nov. 1, 1934.

Station manager: G. R. A. Rice. *Business manager:* H. F. Nielsen. *Program directors:* David Hill, S. Lancaster. *Chief engineer:* F. C. Makepeace. *Musical director:* R. Wright. *Publicity director:* D. E. Neale.

Rep: Joseph Hershey McGillvra. *News:* Canadian Press; Edmonton Bulletin. *Seating facilities:* Studio, about 50 persons. *Merchandising:* Mailings to dealers; contacts, etc.; services at cost. *Foreign language programs:* Accepted; must be accompanied by certified English translation. *Artists bureau:* None. *Base rate:* \$50.

Copy restrictions: No alcoholic beverages of any type; all patent medicine copy must be checked by Dept. of Health, Ottawa; no defamatory or highly exaggerated statements; no price quotations; spot announcements limited to 100 words and not accepted after 7:30 p.m.

CANADA



CANADIAN STATIONS—Continued

CJCA, EDMONTON

Operator: Taylor & Pearson Broadcasting Co., Ltd., Birk's Bldg. *Phone:* 26131. *Power:* 1,000 watts on 730 kc. *Affiliation:* Canadian Broadcasting Corp.; Foothills Network. *Opened:* May 1, 1922. (Note: this station is owned by the *Edmonton Journal*, but operated by the above-named firm).

Station manager: F. H. Elphicke. *Commercial manager:* W. T. Cranston. *Production manager, artists bureau head:* N. Botterill. *Chief engineer:* H. McMahon. *Publicity director:* W. Dales.

Rep: Weed & Co. (U.S.); All-Canada Radio Facilities, Ltd. (Canada). *News:* Canadian Press. *Seating facilities:* Observation room accommodates about 100. *Merchandising:* Direct mail, personal contact work, window and outdoor displays, and publicity to 15 newspapers on contracts of 26 or more programs. *Foreign language programs:* Station carries two such programs. *Artists bureau:* Yes; lists 30 artists, script writers, orchestras, producers and announcers. *Base rate:* \$90.

Copy restrictions: See regulations of the Canadian Broadcasting Corp.

CKUA, EDMONTON

Operator: University of Alberta. *Power:* 500 watts on 580 kc.

This station does not sell time—university-owned.

CFGP, GRANDE PRAIRIE

Operator: Northern Broadcasting Corp., Ltd. *Power:* 100 watts on 1200 kc. *Opened:* 1937.

Base rate: \$20.

No further information available.

CJOC, LETHBRIDGE

Operator: Lethbridge Broadcasting, Ltd., Marquis Hotel Bldg. *Phone:* 3872. *Power:* 100 watts on 950 kc. *Affiliation:* Canadian Broadcasting Corp.; Foothills Network. *Opened:* May 28, 1928.

President: J. G. Hutchings. *Station manager:* Gerald Gaetz. *Commercial manager:* Arthur H. Nicholl. *Program director:* Robert Buss. *Chief engineer:* Robert Reagh. *Publicity director:* Cameron Perry.

Rep: All-Canadian Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). *News:* Canadian Press. *Seating facilities:* 15 persons. *Merchandising:* Limited service offered by sales department. *Foreign language programs:* Accepted if transcribed and authorized by C.B.C. *Artists bureau:* None. *Stock:* Principally held by H. R. Carson, Ltd. *Base rate:* \$40.

Copy restrictions: Beer, wine or liquor advertising not permitted by Provincial Government; patent medicine copy must be approved by CBC.; all copy must conform to station standards and Canadian Broadcasting Corp. rules and regulations.

BRITISH COLUMBIA

CHWK, CHILLIWACK

Operator: Chilliwack Broadcasting Co., Ltd., 16 Wellington Avenue. *Phone:* 6106. *Power:* 100 watts on 780 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* July, 1927.

Managing director, station and commercial manager, publicity director: C. Casey Wells. *Program director:* Ronald G. Wells. *Chief engineer:* Jack Pilling. *Artists bureau head, musical director:* Bertram Turvey.

Rep: H. K. Conover (Chicago, Milwaukee, Detroit); Niles-Richman (New York); All-Canada Radio Facilities, Ltd. (Canada). *News:* CBC; local. *Seating facilities:* None. *Merchandising:* "Full cooperation" offered. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$20.

Copy restrictions: No beer, wine or liquor advertising; no contracts accepted for mail order houses, chain stores, taverns, Sunday

sports or amusements; all copy must conform to Canadian Broadcasting Corp. or other government regulations and is subject to station approval or revision.

CFJC, KAMLOOPS

Operator: Kamloops Sentinel, Ltd., 209 Victoria St. *Phones:* 1018; 1000; 1001. *Power:* 1,000 watts on 880 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1926. (Note: this station is newspaper-operated by the Kamloops Sentinel.)

Managing director: R. E. White. *Station and commercial manager:* D. Homersham. *Program director:* R. Desmono. *Chief engineer:* G. Henderson. *Musical director:* J. Harling. *Publicity director:* L. Irvine.

Rep: Joseph Hershey McGillvra (U.S.). *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* Merchandising arrangements furnished on request. *Foreign language program:* Subject to CBC ap-

**These
Stations
Offer
You
Blanket
Coverage
in
Western
Canada
Without
Waste**

**or
Duplication**

**JOSEPH
HERSHEY
McGILLVRA**

**National
Representative**

**NEW YORK
CHICAGO
TORONTO
LOS ANGELES
SAN FRANCISCO**

In VANCOUVER, choose CJOR

—covering 85% of British Columbia's radio homes, population, buying power. Good coverage, sufficient power without waste.

In CALGARY, choose CFCN

—blanketing lower Alberta and South-eastern British Columbia, day and night. A MUST buy in a prosperous territory.

In EDMONTON, choose CFRN

—serving the concentrated population of Greater Edmonton, avoiding the poorly populated bush territory. Priced right for its market.

In REGINA, choose CJRM

—offering the finest day and night coverage of any station of its power on the entire continent. Tailored to the far-flung prairie farm market.

In SASKATOON, choose CFQC

—reaching a territory served by no other broadcaster. One of Canada's oldest and most progressive stations.

In YORKTON, choose CJGX

—concentrating in one of Saskatchewan's steadiest markets. Worth considering in any western campaign. Worth USING in ANY campaign.

In WINNIPEG, choose CJRC

—delivering 95% of all radio homes in Manitoba, day and night—followed consistently as Manitoba's favorite broadcaster.

CANADIAN STATIONS—Continued

proval. *Artists bureau:* None. *Base rate:* \$20.

Copy restrictions: See CBC regulations.

CKOV, KELOWNA

Operators: Okanagan Broadcasters, Ltd., Mill Ave. *Phone:* 200. *Power:* 100 watts on 630 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Nov. 4, 1931.

Managing director, program director, chief engineer: J. H. B. Browne. *Commercial manager, publicity director:* H. A. Lethbridge.

Base rate: \$30. *Copy restrictions:* See CBC regulations.

(Note: At press time this station was preparing for an increase in wattage to 1000 watts, effective in September, 1938; all details of operation and service are consequently omitted in this issue of the DIRECTORY, because they are subject to change).

CKJAT, TRAIL

Operator: Kootenay Broadcasting Co., Ltd., 815 Victoria St. *Phone:* 737. *Power:* 1,000 watts on 910 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* January, 1933.

General and station manager: T. G. Robinson. *Commercial manager:* W. W. Baggs. *Promotion director:* F. McDowell. *Chief engineer:* Thomas Smally. *Continuity director:* Kay Parkin. *Promotion director:* F. McDowell.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). *News:* Canadian Press. *Seating facilities:* 75 persons. *Merchandising:* All services rendered at actual cost. *Foreign language programs:* Accept Italian programs only. *Artists bureau:* None. *Base rate:* \$50.

Copy restrictions: Conform to rules and regulations of the Canadian Broadcasting Corp.

CFPR, PRINCE RUPERT

Operator: Felix E. Batt. *Power:* 50 watts on 580 kc.

No other information available.

CBR, VANCOUVER

Operator: Canadian Broadcasting Corp., Canadian National Hotel. *Power:* 5,000 watts on 1100 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1925.

Manager: J. R. Radford.

Base rate: \$110.

Copy restrictions: See regulations of the CBC.

No other information available.

CKJOR, VANCOUVER

Operator: G. C. Chandler, 846 Howe St. *Phone:* Trinity 5321. *Power:* 500 watts on 600 kc. *Affiliation:* None. *Opened:* July, 1926.

Owner, station manager: G. C. Chandler. *Commercial manager:* D. E. Laws. *Program and musical director:* Dick Diespecker. *Chief engineer:* W. B. Smith. *Artists bureau head:* Stan Catton. *Publicity director:* Rolly Ford.

Rep: Joseph Hershey McGillvra. *News:* Transradio; British UP. *Seating facilities:* Can accommodate about 100 in the studio; theatre and auditorium available by direct wire, seating 1,000.

Merchandising: Station issues a monthly publication, containing data on nationally advertised products on station, which is sent to dealers; publicity releases sent to 25 papers; window displays, mailings, and special events broadcasts tied in with client's programs; no charge for service, but client or agency is to supply the window cards. *Foreign language programs:* Accepted, if full literal translation is submitted; if a special announcer is required, an added fee is charged. *Artists bureau:* Yes; lists about 10 musicians, actors, orchestras, script writers and announcers. *Base rate:* \$75.

Copy restrictions: See regulations of the Canadian Broadcasting Corp.

CKCD, VANCOUVER

Operator: Pacific Broadcasting Co., Ltd., 198 W. Hastings St. *Phone:* Seymour 2750. *Power:* 100 watts on 1010 kc. *Affiliation:* None. *Opened:* No date given. (Note: This station is owned by the Vancouver Daily Province.)

Station and commercial manager: W. G. Hassell. *Program director:* Jack Avison. *Chief engineer:* H. G. McCrady. *Musical director:* Geneva Calangis. *Publicity director:* L. F. Hassell.

Rep: None. *News:* Local. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: See CBC regulations.

CKFC, VANCOUVER

Operator: Standard Broadcasting System, Ltd. *Power:* 50 watts on 1410 kc. (divides time with CKMO).

Rep: None. *Base rate:* \$30.

No further information after repeated requests.

CANADIAN STATIONS—Continued

CKMO, VANCOUVER

Operator: British Columbia Broadcasting System, Ltd., 812 Robson Street. *Phone:* SEY. 8778. *Power:* 100 watts on 1410 kc. *Affiliation:* British Columbia Network. *Opened:* 1923.

President: R. J. Sprott. *Vice-president:* B. A. Arundel. *Station and commercial manager:* H. M. Cooke. *Program and musical director:* R. E. Misener. *Chief engineer:* E. Rose.

Rep: None. *News:* News Herald (local); Canadian Press. *Seating facilities:* 65 persons. *Merchandising:* Complete publicity and merchandise service rendered free. *Foreign language programs:* Will accept; translation must be furnished. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: Conform to rules and regulations of CBC; no liquor advertising; limited acceptance of patent medicines; no price quoting permitted.

CKWX, VANCOUVER

Operator: Western Broadcasting Co., Ltd., 801 W. Georgia St. *Phone:* Seymour 2288. *Power:* 100 watts on 1010 kc. (station shares time with CKCD). *Opened:* 1923.

General and station manager: A. Holstead. *Commercial manager:* Reginald M. Dagg. *Program and musical director:* Fred C. Bass. *Chief engineer:* E. Ross MacIntyre. *Publicity director:* V. L. Reed.


Rep: Weed & Co., New York, Chicago. *News:* Vancouver Sun. *Seating facilities:* None. *Merchandising:* Window tie-in material; sales staff cooperates in contacting merchants, creating and carrying out any plans of sponsors; regular publicity items are sent out each week concerning programs and happenings at station, to nine publications. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by A. Holstead and William Hanlon. *Base rate:* \$40.

Copy restrictions: Operate under rules of Canadian Broadcasting Corp.; no beer, wine or liquor advertising permitted; patent medicines accepted under government supervision.

CFCT, VICTORIA

Operator: Victoria Broadcasting Association, Radio Center. *Phones:* G 2014; E 2442. *Power:* 500 watts on 1450 kc. *Affiliation:* None. *Opened:* March 24, 1924.

General and commercial manager: G. W.



Western CANADA'S Crack Radio Stations

Winnipeg
CKY
Brandon
CKX
Regina
CKCK
Lethbridge
CJOC
Calgary
CFAC
Edmonton
CJCA
Trall, B.C.
CJAT

Canadian Representatives

**ALL-CANADA
RADIO FACILITIES
LIMITED**

MONTREAL TORONTO
WINNIPEG CALGARY
VANCOUVER



WEED & CO.
American Representatives

CANADIAN STATIONS—Continued

Deaville. *Station manager:* Cliff Deaville. *Program and publicity director, artists bureau head:* Clarence Carville. *Chief engineer:* Cliff Deaville. *Musical director:* Wm. Fletcher.

Rep: Joseph Hershey McGillvra (U. S.). *News:* Transradio. *Seating facilities:* 200 persons. *Merchandising:* All services ren-

dered at cost. *Foreign language programs:* Not accepted. *Artists bureau;* Setup nominal only. *Base rate:* \$30 (temporary).

Copy restrictions: Conform to rules and regulations of CBC; no price quoting permitted; patent medicine copy must be passed by management; all advertising must conform to station code of ethics.

MANITOBA

CKX, BRANDON

Operator: Manitoba Telephone System, City Hall Square. *Phone:* 4532. *Power:* 1,000 watts on 1120 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1928.

Station manager: W. F. Seller. *Chief engineer:* C. E. R. Collins. *Publicity director:* D. R. P. Coats.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* Window cards and build-up announcements offered. *Foreign language programs:* None running commercially; have Ukranian, Polish and French sustainers. *Artists bureau:* Yes; lists orchestras, continuity writers, commentators, announcers, vocalists, etc. *Base rate:* \$50.

Copy restriction: See CBC regulations.

CFAR, FLIN FLON

Operator: Arctic Radio Corp., 120 Main St. *Phone:* 290. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* Nov. 7, 1938.

President: George W. Bridgman. *Vice-president, program director:* Monty Bridgman. *Business and commercial manager:* J. C. Penson. *Chief engineer:* Harry Heywood. *Musical director:* L. Thorsteinson.

Rep: All-Canada Radio Facilities, Ltd.; Weed & Co. *News:* Christian Science Monitor. *Seating facilities:* None. *Merchandising:* Window cards, theatre lobby and window displays, broadsides, billboards; service gratis except for actual cost of materials used. *Foreign language programs:* Accepted. *Artists bureau:* None. *Stock:* Held by George W. and Monty Bridgman. *Base rate:* \$25.

Copy restrictions: See regulations of the CBC.

CJRC, WINNIPEG

Operator: James Richardson & Sons, Ltd., Royal Alexandra Hotel. *Phone:* 92266. *Power:* 1,000 and 500 watts on 630 kc. *Affiliation:* Grain Belt Network. *Opened:* February 16, 1934.

General and station manager: H. R.

McLaughlin. *Commercial manager:* J. L. C. MacPherson. *Program and promotion manager:* E. H. Houston. *Chief Engineer:* Ken Cameron. *Publicity director:* Norman R. Chamberlin. *Merchandising:* George Titus.

Rep: Joseph Hershey McGillvra. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Supply newspaper publicity, market data and coverage; contact dealers; mail announcements; window displays; etc. *Foreign language programs:* Will accept; translation must be furnished in advance and is strictly censored. *Artists bureau:* Yes. *Base rate:* \$80.

Copy restrictions: All copy subject to rules and regulations and permission of the CBC.

CJRO, WINNIPEG (Short Wave)

Operator: James Richardson & Sons, Ltd. *Power:* 2,000 watts on 6,150 kc. *Affiliation:* This station is the shortwave outlet for all programs originating in the affiliated longwave broadcast station, CJRC, Winnipeg. *Opened:* April 1, 1929, as VE9CL, April 1, 1934, as CJRO.

Station manager: H. McLaughlin (general manager of the radio division of James Richardson and Sons, Ltd.).

CKY, WINNIPEG

Operator: Manitoba Telephone System, Winnipeg. *Phone:* 9291. *Power:* 15,000 watts on 910 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* March 13, 1928. (Note: the same owner also has CKX, Brandon.)

General and station manager: W. H. Backhouse. *Commercial manager:* P. H. Gayner. *Program director:* R. H. Roberts. *Chief engineer:* G. H. Mills. *Musical director:* P. H. Richardson. *Publicity and public relations director:* D. R. P. Coats.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). *News:* Canadian Press. *Seating facilities:* 100 per-

CANADIAN STATIONS—Continued

sons. *Merchandising*: Maintain a "travel sign" on one of city's principal streets to advertise selected programs; sign is changed weekly; offer full cooperation to the extent of facilities. *Foreign language programs*: Will accept, but no requests received to date. *Artists bureau*: None. *Base rate*: \$120.

Copy restrictions: No liquor advertising; no price quoting.

CJRX, WINNIPEG (Short Wave)

Owner and operator: James Richardson & Sons, Ltd. *Power*: 2,000 watts on 11,720 kc. *Affiliation*: This station is the short-wave outlet for all programs originating in the affiliated longwave broadcast station, CJRC. *Opened*: April 1, 1928.

Station manager: H. McLaughlin (general manager of the radio division of James Richardson and Sons, Ltd.).

NEW BRUNSWICK

CFNB, FREDERICTON

Operator: James S. Neill & Sons, Ltd. *Power*: 1,000 and 500 watts on 550 kc. *Rep*: Joseph Hershey McGillvra. *Base rate*: \$50.

No further information available.

CKCW, MONCTON

Operator: Moncton Broadcasting Co., Ltd., K. of P. Bldg. *Phone*: 1302. *Power*: 100 watts on 1370 kc. *Affiliation*: Canadian Broadcasting Corp. *Opened*: Dec. 17, 1934. (Note: This station is affiliated with the Moncton Times, Moncton Transcript and the New Brunswick Publishing Co.)

President: J. L. Black. *Station manager*: F. A. Lynds. *Commercial manager*: B. A. Cooke. *Program and publicity director*, Earl McCarron. *Artists bureau head*: "Whitey" Haines. *Musical director*: S. B. Haines. *Chief engineer*: James White.

Rep: Joseph Hershey McGillvra. *News*: Canadian Press. *Seating facilities*: Can accommodate about 600 persons. *Merchandising*: Complete service; window displays, theatre and school tie-ins, posters, etc. *Foreign language programs*: Take English and French programs only. *Artists bureau*: Yes; list five orchestras, six novelty groups, 35 vocalists and assisting artists, three writers, three producers, six announcers. *Base rate*: \$30.

Copy restrictions: See CBC regulations.

CHSJ, SAINT JOHN

Operator: New Brunswick Broadcasting Co., Ltd., Admiral Beatty Hotel. *Phone*: 3-2307. *Power*: 100 watts on 1120 kc. *Affiliation*: Canadian Broadcasting Corp. *Opened*: February, 1934. (Note: This station is associated with the St. John Telegraph-Journal and Times-Globe.)

Station manager, secretary-treasurer: L. W. Bewick. *Commercial manager*: George Cromwell. *Program director, artists bureau head*: deB. Holly. *Chief engineer*: J. G. Bishop. *Publicity director*: Christine Fewings.

Rep: Joseph Hershey McGillvra. *News*: Canadian Press; Telegraph and Times (local). *Seating facilities*: 20 persons; can arrange for 200 if necessary. *Merchandising*: Publicity and listings in Telegraph-Journal and Times-Globe; circular letters to the trade with suggestions for counter and window displays; all services rendered free. *Foreign language programs*: Not accepted. *Artists bureau*: Yes. *Base rate*: \$40.

Copy restrictions: Conform to rules and regulations of CBC; spot announcements are limited to 100 words and are not accepted after 7:30 p.m. nor on Sunday; no price quoting permitted; all copy subject to station approval and government regulations.

NOVA SCOTIA

CHNS, HALIFAX

Operator: Maritime Broadcasting Co., Ltd., Lord Nelson Hotel. *Phone*: B-8319. *Power*: 1,000 watts on 930 kc. *Affiliation*: Maritime Network; Canadian Broadcasting Corp. *Opened*: May 12, 1926. (Note: CHNS is associated with the Halifax Herald and Halifax Mail for news.)

Director: William C. Borrett. *Commercial manager*: John L. Redmond. *Program director*: Lionel L. Shatford. *Chief control operator*: Cecil A. Landry. *Chief transmitter operator*: Wm. C. L. Bauld. *Musical director*: Richard L. Fry. *Publicity director*: Fletcher Coates. *Engineer*: Arthur Greig.

Rep: Weed & Co. *News*: Canadian Press

CANADIAN STATIONS—Continued

Seating facilities: Auditorium of School for Blind; ballroom of Lord Nelson Hotel; Theatre Arts Guild Playhouse; Casino Theatre; Capitol Theatre; at theatres regular admission charged—other locations admission free. *Merchandising:* Supply information for sponsors; send out a house organ; newspaper schedules printed with sponsor's name. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$55.

Copy restrictions: No alcoholic beverage advertising; patent medicines must be approved by Department of Health; abides by Canadian Broadcasting Corp. rules and regulations.

CJCB and CJCX, SYDNEY

Operator: Eastern Broadcasters, Ltd., Radio Bldg. *Phones:* 170-209. *Power:* CJCB has 1,000 watts on 1240 kc; short-wave CJCX has 1,000 watts on 6010 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* February 14, 1929.

Station manager: N. Nathanson. *Program and musical director:* H. Dobbs. *Chief engineer:* F. G. O'Brien. *Publicity director:* C. Nunn.

Rep: Joseph Hershey McGillvra, New York. *News:* Transradio; British United Press. *Seating facilities:* Limited; no figure given. *Merchandising:* Services, rendered free, include publicity, window displays, etc. *Foreign language programs:* Accepted

between 2 and 4 p.m. weekdays. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: No alcoholic beverages accepted; all copy subject to station approval and government regulations.

CKIC, WOLFVILLE

Operator: Acadia University. *Power:* 50 watts on 1010 kc.

This station does not sell time—university-owned.

CJLS, YARMOUTH

Operator: Laurie L. Smith, Radio Bldg., Main St. *Phone:* 500. *Power:* 100 watts on 1310 kc (operates full time weekdays; 1 p.m. to midnight Sundays). *Affiliation:* Canadian Broadcasting Corp.; Maritime Network. *Opened:* April 6, 1934.

Station supervisor, chief engineer: Laurie L. Smith. *Commercial manager:* O. W. Loeb. *Program director (women's programs):* Kaye Colburne. *Publicity director:* Elsie Allen.

Rep: All-Canada Radio Facilities, Ltd.; Associated Broadcasting Co., Ltd. *News:* Supplied by local paper. *Seating facilities:* About 50. *Merchandising:* Publicity and program listings in local Nova Scotia and New Brunswick papers. *Foreign language programs:* Continuity and copy subject to approval of the CBC and the station. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: See CBC regulations.

ONTARIO

CKPC, BRANTFORD

Operator: Telephone City Broadcast, Ltd. *Power:* 100 watts on 930 kc. *Affiliation:* Dominion Broadcasting Co.

Base rate: \$40.

No further information available after repeated requests.

CFCO, CHATHAM

Operator: John Beardall, William Pitt Hotel (operated as Western Ontario's Community Station). *Phone:* 2626. *Power:* 100 watts on 630 kc (licensed to operate fulltime; actual operating schedules: 8 a.m. to 1:30 p.m. and 5:15 to 11 p.m. daily; Sunday, 9:30 a.m. to 10:30 p.m.). *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1925.

Station head, general manager: John Beardall. *Commercial manager:* Peter A. Kirkey. *Program director:* Ross Wright. *Chief engineer:* Gordon Brooks.

Rep: Associated Broadcasting, Ltd.; All-Canada Radio Facilities, Ltd.; Whitehall Broadcasting. *News:* Have own correspondents; CBC News; Christian Science Monitor. *Seating facilities:* None in studios; have permanent remote wires to 22 points. *Merchandising:* Cooperate in obtaining distribution, window displays and advertisements, newspaper listings; keep local retail merchants posted on what products are being advertised; contact dealers in outlying territories. *Foreign language programs:* Accepted, subject to regulations of CBC. *Artists bureau:* Yes; handles only local non-pro talent. *Base rate:* \$30.

Copy restrictions: No alcoholic beverages accepted; all patent medicine accounts must be paid in advance, by the week, unless placed by recognized agency; all advertising matter must conform to governmental regulations.

CANADIAN STATIONS—Continued

CKMC, COBALT

Operator: R. L. MacAdam. *Power:* 50 watts on 1210 kc.

No further information available.

CKPR, FORT WILLIAM & PORT ARTHUR

Operator: Dougall Motor Car Co., Ltd., Radio Hall. *Phone:* S. 315. *Power:* 100 watts on 730 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Feb. 27, 1931.

Station manager: H. F. Dougall. *Program director:* I. Jones. *Chief engineer:* R. H. Parker. *Advertising director:* J. M. Hughes.

Rep: All-Canada Radio Facilities, Ltd.; Weed & Co. (U. S.). *News:* Canadian Press; also own local service. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Outside the English language, Finnish and Ukrainian would be the only ones useful; will accept. *Artists bureau:* None. *Base rate:* \$50.

Copy restrictions: No alcoholic beverage advertising of any kind whatsoever; spot announcements can't exceed 100 words, and will not be accepted after 7:30 p.m.

CHML, HAMILTON

Operators: Maple Leaf Radio Co., Ltd., Pigott Bldg. *Phone:* 7-1539. *Power:* 100 watts on 1010 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1927.

President: A. C. Hardy. *Station and commercial manager:* Ken Soble. *Program and publicity director, artists bureau head:* Alan Savage. *Chief engineer:* C. R. Snelgrove. *Musical director:* Ilene Baker.

Rep: Metropolitan Broadcasting Service. *News:* Transradio; also own local news department. *Seating facilities:* None. *Merchandising:* Pre-plug programs; window cards, special publicity, etc., supplied at cost; newspaper space furnished on request. *Foreign language programs:* Accepted at card rates. *Artists bureau:* Set-up nominal only. *Stock:* Held by A. C. Hardy, D. F. Hardy, A. S. Hardy and F. P. Hardy. *Base rate:* \$40.

Copy restrictions: Commercials may not exceed 10% of total program time; provincial ruling prohibits advertising of intoxicating beverages; see CBC regulations.

CKOC, HAMILTON

Operator: Wentworth Radio Broadcasting Co., Ltd., Wentworth Bldg. *Power:* 1,000 and 500 watts on 1120 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1922.

Station manager: Gordon Anderson. *Chief engineer:* Leslie Horton. *Musical director:* Todd Russell. *Artists bureau*

head: Werner Bartmann. *Publicity director:* William Guild.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). *News:* Transradio. *Seating facilities:* Studio A, 10 persons; Studio C, 25 persons; concert studio, 150; Royal Connaught Hotel, 500; Capitol Theatre, 3,000. *Merchandising:* Arrange for program listings in newspapers, and advertise feature programs and sponsors in trade magazines; market surveys, sales checks, window displays, gift offerings and commercial tie-ins planned; all services gratis. *Foreign language programs:* Accepted; station reserves the right to limit daily quota. *Artists bureau:* Yes; lists about 25 artists. *Base rate:* \$80.

Copy restrictions: No beer, wine or liquor copy accepted; no price quotations; no spot announcements between 7:30 and 11 p.m. or Sundays; spot announcements must not exceed 70 words; see CBC regulations.

CFRC, KINGSTON

Operator: Queen's University, Whig Standard Bldg. *Phone:* 616. *Power:* 100 watts on 1510 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* June 29, 1936. (Note: This station is operated on partnership basis with the Kingston Whig-Standard.)

Station head, program and advertising director: James Annand. *Chief engineer:* H. Stewart.

Rep: Weed & Co. (U. S.). *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* No policy formulated. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: No alcoholic beverage or patent medicine advertising accepted.

CJKL, KIRKLAND LAKE

Operator: Northern Broadcasting Co., Sky Arcade. *Phone:* 27. *Power:* 100 watts on 1310 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1933. (Note: This station is under the same operator as CFCH and CKGB; affiliated with the Timmins Press).

President: Roy H. Thomson. *Station manager:* Brian Shellon. *Commercial manager:* Arthur Poynter. *Program director:* Dick Irvine. *Chief engineer:* Bill Marks. *Publicity director:* D. L. Bassett.

Rep: Jack Cooke (Toronto); Don Bassett (Montreal); Weed & Co. (U. S.) *News:* Transradio; Canadian Press. *Seating facilities:* Arrangements with various halls and theatres for such facilities. *Merchandising:* Complete department; arrange dealer cooperation, window cards, displays,

CANADIAN STATIONS—Continued

counter displays, special publicity, etc.; small fee is charged. *Foreign language programs*: French accepted; extra charge is made for services of a French announcer.

Artists bureau: None. *Base rate*: \$30.

Copy restrictions: No alcoholic beverages; see CBC regulations.

CKCR, KITCHENER

Operator: Kitchener & Waterloo Broadcasting Co., Waterloo Trust Bldg., Kitchener. *Phone*: 4360. *Power*: 100 watts on 1510 kc. *Affiliation*: None listed. *Opened*: 1929.

Station manager: W. C. Mitchell. *Commercial manager*: G. Liddle. *Program director*: Phil Clayton. *Chief engineer*: Ion Hartman. *Musical director*: Prof. C. F. Thiele.

Rep: Ontario-Dominion Broadcasting Co. *News*: Christian Science Monitor. *Seating facilities*: Medium-sized studio; capacity not listed. *Merchandising*: Cooperate with advertisers to "fullest extent." *Foreign language programs*: No requests have ever been received, but German programs would be acceptable in territory. *Artists bureau*: None. *Base rate*: \$35.

Copy restrictions: Beer, wine and liquor advertising prohibited by policy of Canadian Broadcasting Corp., by which station operates; accept patent medicines; all copy subject to station approval.

CFPL, LONDON

Operator: London Free Press Publishing Co., 442 Richmond St. *Phone*: Metcalfe 5200. *Power*: 100 watts on 730 kc. *Affiliation*: Canadian Broadcasting Corp. *Opened*: Sept. 26, 1933 (as successor to CJGC, which opened in 1922). (Note: this station is newspaper-owned by the London Free Press.)

Station manager: Philip Morris. *Chief engineer*: Lloyd Yorke.

Rep: None. *News*: Canadian Press. *Seating facilities*: Can accommodate about 100 persons. *Merchandising*: None. *Foreign language programs*: Will accept at stated times (see CBC regulations). *Artists bureau*: None. *Base rate*: \$45.

Copy restrictions: See regulations of the Canadian Broadcasting Corp.

CFCH, NORTH BAY

Operator: Northern Broadcasting Co., Capitol Theatre Bldg. *Phones*: 374; 837. *Power*: 100 watts on 930 kc. *Affiliation*: Canadian Broadcasting Corp. *Opened*: 1931. (Note: This station is under the

same operator as CJKL and CKGB; affiliated with the Timmins Press).

President: Roy H. Thomson. *Station manager*: Tom Darling. *Commercial manager*: Victor E. Brooks. *Program director*: C. O. Pickrem. *Chief engineer*: Allan K. Taylor. *Publicity director*: D. L. Bassett.

Rep: Jack Cooke (Toronto); Don Bassett (Montreal); Weed & Co. (U.S.). *News*: Transradio; Canadian Press. *Seating facilities*: Arrangements with various halls and theatres for such facilities. *Merchandising*: Complete department; arrange dealer cooperation, window cards, displays, counter displays, special publicity, etc.; small fee is charged. *Foreign language programs*: French accepted; extra charge is made for services of a French announcer. *Artists bureau*: None. *Base rate*: \$30.

Copy restrictions: No alcoholic beverages; see CBC regulations.

CBO, OTTAWA

Operator: Canadian Broadcasting Corp., Chateau Laurier Hotel. *Phones*: 2-1151, 2. *Power*: 1,000 watts on 880 kc. *Affiliation*: Canadian Broadcasting Corp. *Opened*: Feb. 27, 1934. (Note: Until recently the call letters of this station were CRCO).

Acting station managers: W. C. Anderson and W. E. S. Briggs. *Commercial manager, chief engineer*: W. C. Anderson. *Program director*: W. E. S. Briggs. *Publicity director*: G. F. McPhee.

Rep: Canadian Broadcasting Corp. *News*: Canadian Press. *Seating facilities*: None. *Merchandising*: None. *Foreign language programs*: See CBC regulations. *Artists bureau*: None. *Base rate*: \$80.

Copy restrictions: See CBC regulations.

CJCU, OTTAWA

Operator: Department of Mines and Resources, Lands, Parks and Forests Branch (Bureau of Northwest Territories and Yukon Affairs). *Power*: 50 watts on 1210 kc.

CKCO, OTTAWA

Operator: G. M. Geldert, M. D., 272 Somerset St., W. *Phones*: 2-3611 and 2-7782. *Power*: 100 watts on 1010 kc. *Affiliation*: Canadian Broadcasting Corp. *Opened*: March 22, 1924.

Director: G. M. Geldert, M. D. *Station manager*: A. W. Ryan. *Program director*: R. Marier. *Chief engineer*: I. R. Henderson.

Rep: Joseph Hershey McGillvra. *News*: Transradio. *Seating facilities*: None. *Merchandising*: Through Radiad Service. For-

CANADIAN STATIONS—Continued

eign language programs: Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$40.

Copy restrictions: Abide by rules and regulations of the CBC; accept beer, wine, patent medicines, but no hard liquors; spot announcements limited to 75 words and are not accepted between 7:30 and 11 p.m.; all copy subject to station approval.

CFLC, PRESCOTT

Operator: The Radio Association of Prescott, George St. *Phone:* 302. *Power:* 100 watts on 930 kc. *Affiliation:* None. *Opened:* 1925.

Manager: A. G. Halliday. *Program director, artists bureau head:* A. M. Halliday. *Chief engineer:* L. F. Knight. *Musical director:* Harold Johnston.

Rep: Joseph Hershey McGillvra. *News:* Canadian Press. *Seating facilities:* Studio, seating 40; two church auditoriums, seating 400 each, 25c admission. *Merchandising:* No information given. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$75.

Copy restrictions: Advertising of any alcoholic beverages and price mentions

prohibited by government; all copy subject to station approval.

CKTB, ST. CATHERINES

Operator: The Silver Spire Broadcasting Station, Ltd., 10 King St. *Phone:* 3900. *Power:* 100 watts on 1200 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Nov. 7, 1933.

President: E. T. Sandell. *Station manager:* Pauline Smyth. *Program director:* Bernard Mitchell. *Chief engineer:* W. H. Allen. *Musical director:* W. G. Adamson.

Rep: Dominion Broadcasting Co. (in Toronto). *News:* None. *Seating facilities:* About 75 persons. *Merchandising:* Will make surveys, etc. *Foreign language programs:* Accepted; no announcements accepted. *Artists bureau:* None. *Stock:* Held by E. T. Sandell. *Base rate:* \$35.

Copy restrictions: All copy subject to approval of the Canadian Radio Corporation; no alcoholic beverages of any type whatsoever; patent medicine continuity subject to approval of the Department of Health.

CJIC, SAULT STE. MARIE

Operator: The Hyland Broadcasting Co., Windsor Hotel. *Phone:* 360. *Power:* 100

ONE-THIRD of Canada's Buying Power

Covered Intensively by

CFRB

Toronto

Affiliate: Columbia Broadcasting System

National Representative—JOSEPH HERSHEY MCGILLVRA

CANADIAN STATIONS—Continued

watts on 1,500 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Oct. 15, 1934.

Commercial manager: J. G. Hyland. *Program director:* J. C. Whitby. *Chief engineer:* S. C. Cusack.

Rep: Joseph Hershey McGillvra. *News:* RNA (Transradio). *Seating facilities:* None. *Merchandising:* Place photos of artists in windows; telephone follow-ups; tie-ins with theatres on occasion. *Foreign language programs:* Never any inquiries; foreign announcements of 100 words must be paralleled in English. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: No beer, wines or alcoholic beverages; patent medicines subject to station approval and regulations.

CJCS, STRATFORD

Operator: Central Broadcasting Company, Windsor Hotel. *Phone:* 1675. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* 1922.

General and commercial manager: F. M. Squires. *Chief engineer:* W. J. Stauffer. *Musical director:* S. E. Tapley.

Rep: Weed & Co. *News:* Canadian Press. *Seating facilities:* 100 persons. *Merchandising:* Complete service free. *Foreign language programs:* Accept French programs. *Artists bureau:* None. *Base rate:* \$25.

Copy restriction: All copy subject to rules and regulations of Canadian Broadcasting Corp.

CKSO, SUDBURY

Operator: Sudbury Star, Ltd., 21 Elgin St. *Phone:* 280. *Power:* 1,000 watts on 780 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* August, 1935. (Note: This station is newspaper-owned: The Sudbury Star.)

President: W. E. Mason. *Station manager, commercial manager:* John D. Kemp. *Program director:* W. J. Woodill. *Chief engineer:* L. C. Parkes.

Rep: None. *News:* Canadian Press. *Seating facilities:* Studio, about 50 persons. *Merchandising:* Tie-up with newspaper allows publicity and listing of programs with sponsor's name or product included. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Medicinal copy accepted; no liquors or wines.

CKGB, TIMMINS

Operator: Northern Broadcasting Co., Ltd., Daily Press Bldg. *Phone:* 500. *Power:* 100 watts on 1420 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* December 7, 1933. (Note: This station is newspaper-

affiliated with the Timmins Daily Press.)

President: R. H. Thomson. *Station manager:* William Wren. *Program director:* Fred Darling. *Chief engineer:* Edgar Ryan. *Publicity director:* Jack Cooke.

Rep: Weed & Co. *News:* Canadian Press; Transradio. *Seating facilities:* None. *Merchandising:* Complete merchandising service. *Foreign language programs:* French newscast daily. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: No liquor advertising permitted in this province; patent medicines must be approved by CBC.

CBL, TORONTO

Operator: Canadian Broadcasting Corp., 805 Davenport Rd. *Phone:* La. 2817. *Power:* 50,000 watts on 840 kc. *Affiliation:* Canadian Broadcasting Corp.; NBC Red and Blue Canadian Group; Mutual. *Opened:* Dec. 25, 1937. (Note: this station supercedes CRCT, which previously occupied the 840 kc. channel.) (Commercial department of the station is located at No. 1 Hayter St.)

Station manager, program director: Peter Aylen. *Commercial manager:* E. A. Weir. *Chief engineer:* W. C. Little. *Publicity director:* H. M. Ball (regional CBC publicity representative in the Toronto area).

Rep: CBC. *News:* Canadian Press. *Seating facilities:* Limited facilities in present, temporary quarters. *Merchandising:* None as yet developed. *Foreign language programs:* See regulations of the Canadian Broadcasting Corp. *Artists bureau:* None. *Base rate:* \$300.

Copy restrictions: See regulations of the Canadian Broadcasting Corp.

CFRB, TORONTO

Operator: Rogers Radio Broadcasting Co., 37 Bloor St., W. *Phone:* Midway 3515. *Power:* 10,000 watts on 690 kc. *Affiliation:* CBS. *Opened:* No date given.

Managing director: Harry Sedgwick. *Commercial manager:* Lloyd Moore. *Program director:* Roy Locksley. *Chief engineer:* John Sharpe.

Rep: Joseph Hershey McGillvra (U. S.) *News:* Local. *Seating facilities:* 200 persons. *Merchandising:* Services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: No alcoholic beverages accepted; patent medicine advertising must be passed by National Board of Health.

CFRX, TORONTO

Operator: Rogers Radio Broadcasting Co., Ltd. *Power:* 1,000 watts on 6070 kc. (Note: This is a shortwave station).

CANADIAN STATIONS—Continued

CKCL, TORONTO

Operator: Dominion Battery Co., 444 University Ave. *Phone:* Adelaide 1014. *Power:* 100 watts on 580 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1923.

President: Henry S. Gooderham. *Station manager, commercial manager:* A. E. Leary. *Program director, musical director, artists bureau head, publicity:* Maurice Rapkin. *Chief engineer:* Ernest O. Swan.

Rep: None. *News:* Transradio. *Seating facilities:* Century and Lansdowne Theatre tie-ups; both about 1,500 capacity. *Merchandising:* Arrange window displays; newspaper tie-ups; public address system tie-ups (station owned). *Foreign language programs:* Have Jewish program; 76,000 Jews claimed to be in the City of Toronto. *Artists bureau:* Yes; artists available to sponsors; no booking charge leveled against artists. *Base rate:* \$60.

Copy restrictions: No alcoholic beverage advertising of any type; abide by rules of CBC; spot announcements limited to 75 words and not accepted between 7:30 and 11 p.m.

CRCX, TORONTO

Operator: Canadian Broadcasting Corp. *Power:* 1,000 watts on 6090 kc.

(Note: This is a shortwave station).

CRCY, TORONTO

Operator: Canadian Broadcasting Corp., 805 Davenport Road. *Phone:* La 2817. *Power:* 100 watts on 960 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1935.

Director: W. E. Gladstone Murray (general manager of the CBC). *Acting station manager and program director:* Peter Aylen. *Commercial manager:* E. A. Weir. *Chief engineer:* W. C. Little. *Publicity di-*

rectors: Harriett M. Ball (regional); F. H. Wooding (in the CBC head office Toronto).

Rep: Canadian Broadcasting Corp. *News:* Canadian Press. *Seating facilities:* Very limited; no figure given. *Merchandising:* No service developed as yet. *Foreign language program:* See CBC regulations. *Artists bureau:* None. *Base rate:* No rate card sent.

Copy restrictions: See CBC regulations.

CKCR, WATERLOO

See Kitchener, Ontario.

CKLW, WINDSOR

See Detroit, Michigan.

CKNX, WINGHAM

Operator: Wingham Radio Club, Wingham, Ont. *Phones:* 158-W; 158-J. *Power:* 100 watts on 1200 kc. *Affiliation:* None. *Opened:* 1926.

Proprietor, station manager, chief engineer: W. T. Cruickshank. *Commercial manager, publicity director:* B. Howard Bedford. *Musical director:* C. N. Merkeley.

Rep: Joseph Hershey McGillvra. *News:* Have own correspondents in four cities. *Seating facilities:* Main studio, 50; Community Hall, 500; Wingham Armories, 2,000. *Merchandising:* Pre-plug programs and send out newspaper publicity; contact dealers for displays and counter-cards in Huron, Bruce, Grey, Perth and Wellington counties; distribution arranged as feasible; all service gratis, and in charge of Harry J. Boyle, merchandising manager. *Foreign language programs:* German only accepted. *Artists bureau:* Yes; lists several musical units and singers. *Stock:* Owned by W. T. Cruickshank and B. Howard Bedford. *Base rate:* \$30.

Copy restrictions: See regulations of the Canadian Broadcasting Corp.

PRINCE EDWARD ISLAND

CFCY, CHARLOTTETOWN

Operator: Island Radio Broadcasting Co., Ltd., 8-9 Brace Block. *Phones:* 741; 1303. *Power:* 1,000 watts on 630 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Aug. 15, 1924.

Managing director: Lt. Col. Keith S. Rogers. *Commercial manager, program director, artists bureau head, publicity:* L. A. McDonald. *Chief engineer:* J. Q. Adams. *Musical director:* Mrs. K. S. Rogers.

Rep: None. *News:* Transradio. *Seat-*

ing facilities: 75 persons. *Merchandising:* Contact dealers; place window display and counter material; advise local dealers of the campaign when it is under way, with the client or agency to assume the cost of postage; newspaper publicity; pre-program announcements; service rendered to clients buying programs of five-minute or greater length; spot announcement campaigns are rendered a different service, not described. *Foreign language programs:* Accepted; if programs are not recorded, there is a

CANADIAN STATIONS—Continued

special announcer's fee. *Artists bureau:* Yes; talent not listed. *Base rate:* \$60.

Copy restrictions: No beer, wines or whiskey; no announcements after 7:30 p.m.; patent medicine copy accepted if continuities approved by Dominion authorities; spot announcements limited to 75 words; commercials limited to 250 words per quarter-hour; station reserves right to reject any continuity.

CHCK, CHARLOTTETOWN

Operator: J. A. Gesner. *Power:* 50 watts on 1310 kc.

No other information available.

CHGS, SUMMERSIDE

Operator: R. T. Holman, Ltd., 190 Water Street. *Phone:* 134. *Power:* 50 watts on 1450 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1925.

President: H. T. Holman. *Station and commercial manager:* R. L. Mollison. *Program director:* J. E. Millman. *Chief engineer:* W. R. Cannon.

Rep: None. *News:* CBC; Christian Science Monitor. *Seating facilities:* 50 persons. *Merchandising:* Supply lists of retailers and wholesalers; mail printed matter and make personal calls on dealers at start of new campaign; arrange for window and counter displays. *Foreign language programs:* No rules; audience composed entirely of English-speaking people. *Artists bureau:* None. *Base rate:* \$25.

Copy restrictions: No beer, wine or liquor accepted; patent medicine continuity must be approved by the CBC; all copy subject to station and CBC rules and regulations.

QUEBEC

CRCS, CHICOUTIMI

Operator: Canadian Broadcasting Corp., Chicoutimi, Que. *Power:* 100 watts on 1120 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Oct. 20, 1933.

In charge of all departments: V. Fortin. *Chief engineer:* J. E. Roberts.

Rep: Canadian Broadcasting Corp. *News:* From the newspaper *Le Progres du Saguenay*. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Station uses French almost entirely; English population of area is only about 2%. *Artists bureau:* None. *Stock:* Canadian Marconi Co. owns this station; CBC is operator. *Base rate:* \$25.

Copy restrictions: Accept patent medicine advertising, but refuse beer, wines and alcoholic beverages; see regulations of the CBC.

CKCH, HULL

Operator: Hull Broadcasting Co., Ltd., 85 Champlain Ave. *Phone:* Sherwood 1820. *Power:* 100 watts on 1210 kc. *Affiliation:* Canadian Broadcasting Corp.; Provincial Network. *Opened:* June 30, 1932.

Director: Alexander Dupont. *Chief engineer:* J. F. Champagne. *Musical director:* Dirk Keetbaas. *Publicity director:* A. W. Monette.

Rep: None. *News:* Canadian Press. *Seating facilities:* Laurier Theatre; Imperial and Capitol theatres (Ottawa); seating capacities not listed. *Merchandising:* No service listed. *Foreign language programs:*

Accepted at a slight additional cost to pay for announcer; station is bilingual (French-English). *Artists bureau:* Has complete roster of artists; latter are not under contract to station, however. *Stock:* Principally held by Josaphat Pharand. *Base rate:* \$40.

Copy restrictions: Accept advertising for beer, wines and patent medicines; no announcements between 7 and 11 p.m.

CBF, MONTREAL

Operator: Canadian Broadcasting Corp., 1231 St. Catherine St., West. *Phone:* Marquette 5211. *Power:* 50,000 watts on 910 kc. *Affiliation:* Canadian Broadcasting Corp.; NBC Red and Blue Canadian Groups. *Opened:* Dec. 11, 1937.

Regional program director for the province of Quebec: Jean Marie Beaudet. *Station manager:* John C. Stadler. *Commercial manager:* J. A. Dupont. *Program director:* H. R. Pelletier. *Chief engineer:* Gilles Sarault. *Publicity director:* Leopold Houle.

Rep: Canadian Broadcasting Corp. *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$250.

Copy restrictions: See regulations of the CBC.

CBM, MONTREAL

Operator: Canadian Broadcasting Corp., 1231 St. Catherine St., W. *Phone:* Mar-

CANADIAN STATIONS—Continued

quette 5211. *Power:* 5,000 watts on 1050 kc. *Affiliation:* Canadian Broadcasting Corp.; NBC Red Canadian Group. *Opened:* November, 1933.

Station director: J. M. Beaudet (regional program director). *Station manager:* John C. Stadler. *Commercial manager:* J. Arthur Dupont. *Program director:* Rooney Pelletier. *Chief engineer:* E. D. Roberts. *Musical director:* Dr. J. J. Gagnier. *Publicity director:* Leopold Houle.

Rep: Canadian Broadcasting Corp. *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* No rules given. *Artists bureau:* None. *Base rate:* \$150.

Copy restrictions: No beer, wines or alcoholic beverages; patent medicines accepted subject to approval of Dominion Health Board; see regulations of the CBC.

CFCF, MONTREAL

Operator: Canadian Marconi Co., Ltd., Mount Royal Hotel. *Phone:* Marquette 7086. *Power:* 500 watts on 600 kc. *Affiliation:* NBC Blue Canadian Group. *Opened:* September, 1918. (Note: This station also operates shortwave CFCX).

General sales manager: M. M. Elliott. *Station manager:* V. F. Nielsen. *Program*

director: James Shaw. *Chief engineer:* K. R. Paul. *Publicity director:* E. H. Smith.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). *News:* Transradio; Canadian Press. *Seating facilities:* Tudor Hall, 250; Knights of Columbus Hall, 1,200; Salle D'Oree in Mount Royal Hotel, 400; York Room in Windsor Hotel, 200. *Merchandising:* Pre-plug programs over the air, release publicity to metropolitan newspapers, and (within certain limits) will contact dealers and distributors on request; window cards are not distributed in this service. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$125.

Copy restrictions: Beer and wine accepted, but not with time signals, and other services, and copy must not tend to promote the further use of such beverages; no hard liquor; spot announcements limited to 75 words and chain breaks to 20 words; see regulations of the CBC.

CHLP, MONTREAL

Operator: LaPatrie. *Power:* 100 watts on 1120 kc. *Affiliation:* None.

Rep: None. *Base rate:* \$75.
No further information available after repeated requests.

CKAC

—MONTREAL

Canada's
Busiest
Station

FIVE THOUSAND WATTS
EIGHTEEN HOURS
A DAY
CBS Affiliate

CKCO

—OTTAWA

Best Results,
Most Consistent
Audience

CARRYING THE
LEADING SPOT
ACCOUNTS

NATIONAL REPRESENTATIVE

JOSEPH HERSHEY McGILLVRA

NEW YORK CHICAGO TORONTO SAN FRANCISCO LOS ANGELES

CANADIAN STATIONS—Continued

CKAC, MONTREAL

Operator: La Compagnie de Publication de La Presse Limitee, 980 St. Catharine St. West. *Phone:* Marguette 3611. *Power:* 5,000 watts on 730 kc. *Affiliation:* CBS. *Opened:* June, 1922. (Note: This station is newspaper-owned—La Presse.)

Director: Phil. Lalonde. *Program director:* Yves Bourassa. *Chief engineer:* Leonard Spencer. *Director of Publicity:* Louis Morisset.

Rep: Joseph Hershey McGillvra. *News:* British United Press. *Seating facilities:* Three theatres, 800, 1,100 and 1,500. *Merchandising:* Complete listings in *La Presse* and all papers through publicity department. *Foreign language programs:* Station is bilingual; most announcements are given in French as well as English. *Artists bureau:* No information given. *Base rate:* \$165.

Copy restrictions: Advertising limited to 15% of time used; accept beer and wines; no hard liquors; spot announcements limited to 100 words maximum.

CHNC, NEW CARLISLE

Operator: Gaspesian Radio Broadcasting Co., Ltd., New Carlisle. *Phone:* 38. *Power:* 1,000 watts on 960 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* December 23, 1933.

President: George M. Kempffer. *Station and commercial manager:* Dr. Charles Houde. *Program director:* C. S. Chapman. *Chief engineer:* J. R. McGough. *Musical director:* L. J. Allard. *Publicity director:* V. Bernard.

Rep: Joseph Hershey McGillvra. *News:* Canadian Press; British United Press. *Seating facilities:* None. *Merchandising:* Publicity and listings in various newspapers. *Foreign language programs:* Will accept, provided literal English or French translation is furnished in advance. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicine copy must be approved by station; all continuities and commercials must conform to station standards and C.B.C. rules and regulations.

CHRC, QUEBEC

Operator: CHRC, Limited, Victoria Hotel. *Phone:* 2-8178. *Power:* 100 watts on 580 kc. *Affiliation:* None. *Opened:* April 1, 1926.

Director, manager, commercial manager: J. N. Thivierge. *Program director:* T. H. Burham. *Chief engineer:* Oscar Marcoux. *Artists bureau head:* A. Pelletier. *Musical director:* Gilbert Darisse. *Publicity director:* S. Breton.

Rep: Joseph Hershey McGillvra. *News:* Gathered locally by station. *Seating facilities:* Accommodations for 600; admission free; sponsor pays so much rental per show. *Merchandising:* Complete service; surveys; interviews; investigation as to market for product, and competitor lines in both wholesale and retail field. *Foreign language programs:* Territory is bilingual; programs taken in French or English; no other languages. *Artists bureau:* Yes; handle over 100 artists per week. *Stock:* Principal holders are the Hon. Senator L. Moraud, Maj. Ed. Flynn, Emile Fontaine, Capt. J. H. Baribeau and J. N. Thivierge. *Base rate:* \$40.

Copy restrictions: Refuse all objectionable drug, toilet or other copy; accept beer and wines; no hard liquor. 1926.

CKCV, QUEBEC

Operator: CKCV, Ltd., 142 St. John St. *Phone:* 2-1585. *Power:* 100 watts on 1310 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* September, 1925.

President: H. Baribeau. *Station and commercial manager, publicity director:* Paul Lepage. *Program director:* Jean Nel. *Chief engineer:* Charles Frenette. *Musical director:* Edwin Belanger.

Rep: Associated Broadcasting Co. *News:* Canadian Press. *Seating facilities:* 200 persons. *Merchandising:* None. *Foreign language programs:* 90% of programs are given in French. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Abide by the rules of Canadian Broadcasting Corp.

CRCK, QUEBEC

Operator: Canadian Broadcasting Corp., Chateau Frontenac. *Phone:* 5658. *Power:* 1,000 watts on 950 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Sept. 28, 1934.

Station and commercial manager, program director: A. H. Houde. *Chief engineer:* Charles Frenette. *Musical director:* J. M. Beaudet. *Publicity director:* L. Houle.

Rep: CBC. *News:* Canadian Press. *Seating facilities:* Following facilities in the various public halls of the Chateau Frontenac: Convention Hall, 800; Jacques Cartier Room, 150; Riverview, 300; Dining Room, 175. *Merchandising:* Program schedules and special publicity sent to all newspapers in the area gratis. *Foreign language programs:* Coverage area of station is 96.3% French; see CBC rules. *Artists bureau:* None. *Base rate:* \$70.

Copy restrictions: See regulations of the Canadian Broadcasting Corp.

CANADIAN STATIONS—Continued

CJBR, RIMOUSKI

Operator: Lower St. Lawrence Power Co. Power: 1,000 watts on 1030 kc. Affiliation: Canadian Broadcasting Corp. Opened: 1937.

Base rate: \$60.

No further information available.

CHLT, SHERBROOKE

Operator: La Tribune, Ltd., 3 Marquette St. Phone: 2071. Power: 100 watts on 1210 kc. Affiliation: None. Opened: June 27, 1937. (Note: This station is operated by the French-language newspaper *La Tribune*.)

President: J. Nicol. Station and commercial manager, program and publicity director: Marcel Provost. Chief engineer: C. Charlebois.

Rep: None. News: No service listed. Seating facilities: None. Merchandising: None. Foreign language programs: No rules have been formulated by station. Artists bureau: None. Base rate: \$35.

Copy restrictions: See regulations of the Canadian Broadcasting Corp.

CHLN, THREE RIVERS

Operator: Le Nouvelliste, Ltee. Power: 100 watts on 1420 kc.

No further information available.

SASKATCHEWAN

CHAB, MOOSE JAW

Operator: CHAB, Ltd., Grant Hall Hotel. Phone: 2377. Power: 250 and 100 watts on 1200 kc. Affiliation: Canadian Broadcasting Corp. Opened: July 1, 1933.

Station manager: H. C. Buchanan. Commercial manager: L. A. Bourgeois. Program director publicity: J. S. Boyling. Chief engineer: A. E. Jacobson.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). News: Canadian Press. Seating facilities: None. Merchandising: Complete service gratis. Foreign language programs: Will accept; population is overwhelmingly English-speaking, however. Artists bureau: None. Base rate: \$40.

Copy restrictions: No beer, wine or alcoholic beverages of any type; patent medicine copy under supervision of Food and Drug act; commercial copy subject to restrictions of the Canadian Broadcasting Corp.

CKBI, PRINCE ALBERT

Operator: L. E. Moffat and R. E. Price, Sanderson Block, Central Ave. Phone: 3133. Power: 100 watts on 1210 kc (will be increased to 1,000 watts in fall, 1938). Affiliation: Canadian Broadcasting Corp. Opened: Feb. 1, 1934 (as a commercial station; previously dates back to 1924).

Station and commercial manager: R. E. Price. Program director: W. R. Hart. Chief engineer: L. E. Moffat. Musical director: I. Barrie. Publicity director: G. Prest.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). News: Canadian Press. Seating facilities: Can accommodate about 20 persons. Merchandising: Handle newspaper publicity, advertising space, and arrange and install window

displays for national advertisers. Foreign language programs: Commercials in foreign languages not accepted, though station runs Ukrainian and Norwegian programs. Artists bureau: None; talent is largely non-professional. Base rate: \$30.

Copy restrictions: See regulations of the CBC.

CJRM, REGINA

Operator: James Richardson & Sons, Ltd., Saskatchewan Life Bldg. Phone: 8424. Power: 1,000 watts on 540 kc. Affiliation: Canadian Broadcasting Corp. Opened: 1926.

Station director: H. R. McLaughlin (manager, James Richardson radio division). Station and commercial manager: F. V. Scanlan. Program and publicity director: D. E. Wright. Chief engineer: A. W. Hooper. Musical director: S. H. Hillier.

Rep: Joseph Hershey McGillvra (U. S. and Canada). News: Transradio. Seating facilities: Studio with capacity of 100 persons. Merchandising: Will supply window cards, posters, blotters, slides, etc.; service carries a charge. Foreign language programs: Accepted; all speeches in a foreign language must also be rendered in English by the station announcer. Artists bureau: None. Base rate: \$80.

Copy restrictions: No beer, wines or alcoholic beverages; all copy subject to regulations of the CBC.

CKCK, REGINA

Operator: Leader-Post, Ltd., Leader-Post Bldg. Phone: 8525. Power: 1,000 watts on 1010 kc. Affiliation: Canadian Broadcasting Corp. Opened: April, 1922. (Note: This station is owned by the Regina Leader-Post.)

General manager: M. V. Chesnut. Com-

CANADIAN STATIONS—Continued

mercian manager: A. J. Balfour. *Program director, artists bureau head:* W. A. Speers. *Musical director:* A. R. Smith.

Rep: Weed & Co. (U.S.); All-Canada Radio Facilities, Ltd. *News:* Canadian Press. *Seating facilities:* 300 persons. *Merchandising:* Supply listings and publicity through Leader-Post; make dealer contacts; cooperate in placing window displays, etc.; all services rendered gratis. *Foreign language programs:* No set rules, as no requests have been received to date. *Artists bureau:* Setup nominal only. *Base rate:* \$80.

Copy restrictions: Conform to rules and regulations of Canadian Broadcasting Corp.

CFQC, SASKATOON

Operator: A. A. Murphy & Sons, Ltd., 216 First Avenue, N. *Phones:* 7282; 5374. *Power:* 1,000 watts on 840 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* July, 1923.

Owner, general and station manager: A. A. Murphy. *Commercial manager, program director:* Vernon Dallin. *Chief engineer:* S. Clifton. *Musical director:* C. Cairns.

Rep: Joseph Hershey McGillvra. *News:* Canadian Press. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No in-

formation given. *Artists bureau:* None. *Base rate:* \$80.

Copy restrictions: Abide by rules and regulations of Canadian Broadcasting Corp.

CJGX, YORKTON

Operator: James Richardson & Sons, Ltd., Yorkton, Sask. *Phone:* 324. *Power:* 100 watts on 1390 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* August, 1927. (Note: This station is operated from the studios of CJRC, Winnipeg; special events by remote are covered by the local commercial representative, Archie Olson).

General manager: H. R. McLaughlin (general manager of the radio division, James Richardson & Sons, Ltd.). *Commercial manager:* J. L. C. McPherson. *Program and musical director:* Harold Green. *Chief engineer:* Sam Haggerty. *Publicity director:* Norman R. Chamberlin.

Rep: Joseph Hershey McGillvra. *News:* Transradio; Canadian Press. *Seating facilities:* Local theatre, 850; Main Dining Room of Yorkton Hotel, 250. *Merchandising:* Contact local merchants and distribute cards; slight charge made for extra expenses. *Foreign language programs:* Not accepted. *Artists bureau:* See CJRC, Winnipeg. *Base rate:* \$35.

Copy restrictions: See CBC regulations.

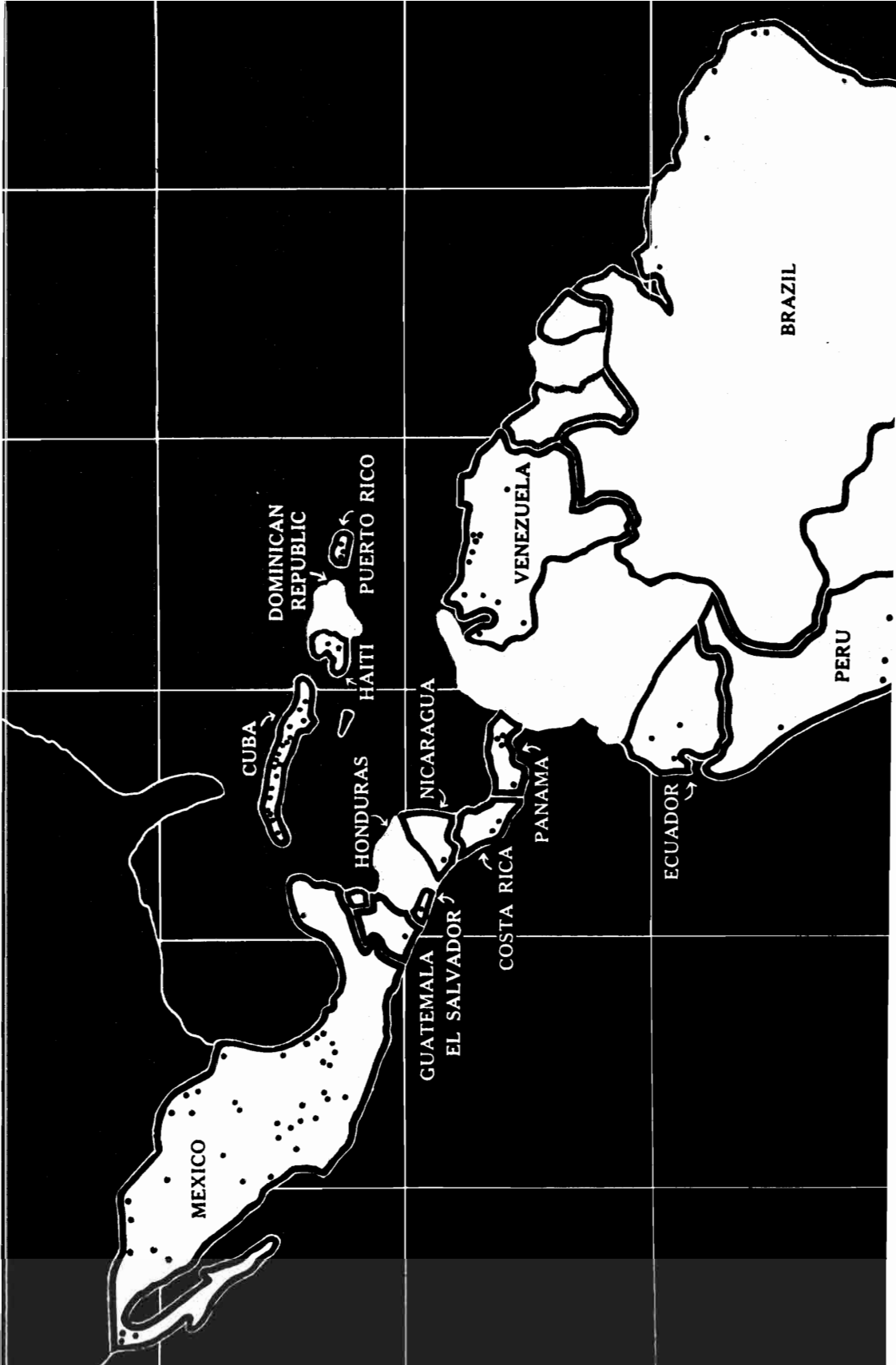
FOOTNOTE ON CANADA

The total land area of Canada is 3,466,566 square miles; the population is 10,380,000.

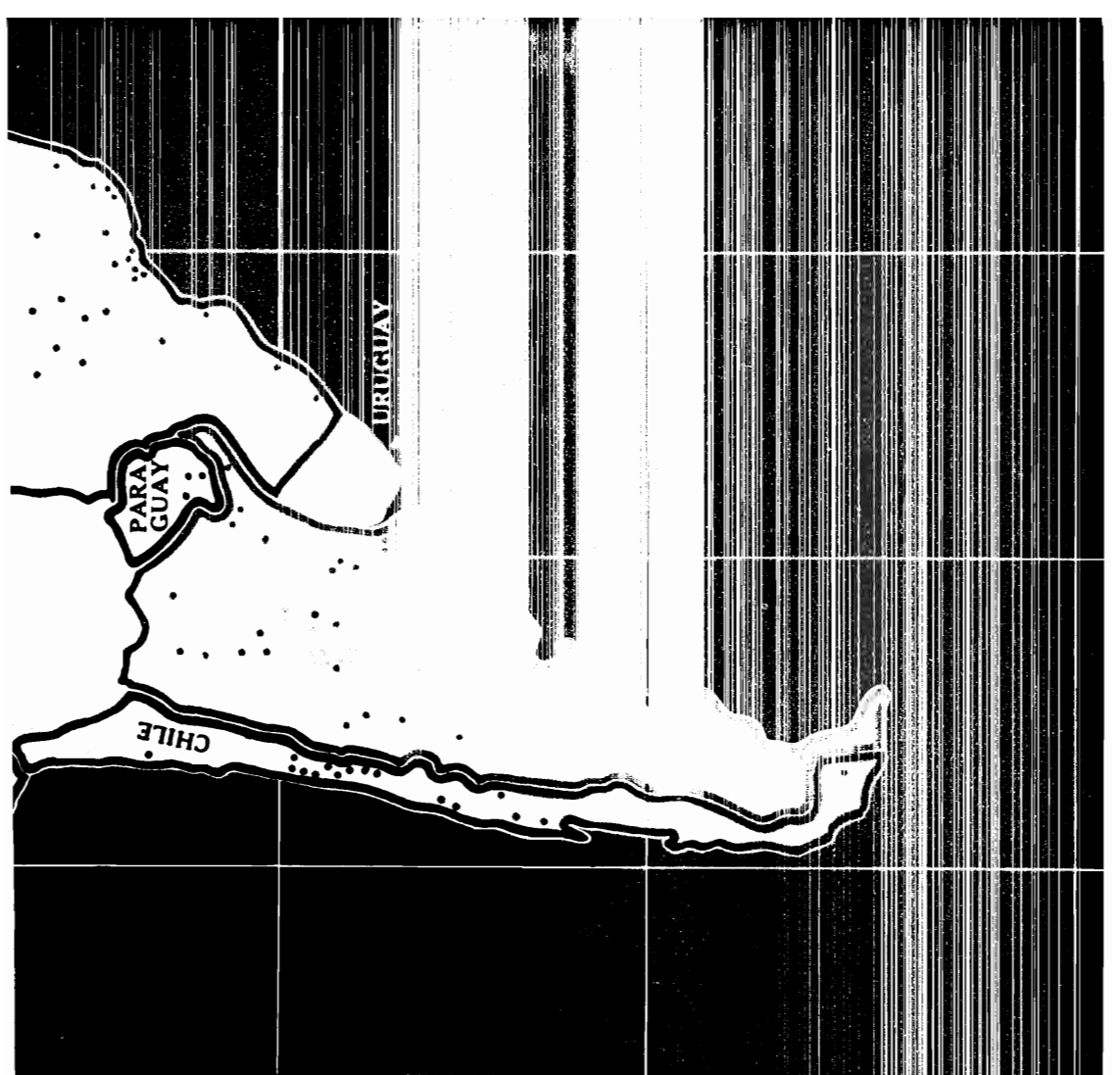
Radio sets in Canada are subject to a tax amounting to \$2.50 per annum. As of March 31, 1937, some 1,038,000 taxes were paid. Admittedly, however, this figure does not show the total set ownership of Canada. Reputedly tax collections in some of the agricultural provinces have been incomplete, and in other instances multiple set ownership was not shown in the tax collection statistics. The radio set builders of Canada believe that the ownership is about 1,672,000 sets. There are an estimated 56,000 auto radios.

Continual references are made in the station information (pages 901-919) to "CBC regulations" or "CBC rules." This means that the stations adhere to the rules of conduct laid down by the Canadian Broadcasting Corp. For a *verbatim* copy of these rules, see pages 570-577.





FOR DETAILS ON
NATIONS, CITIES
AND INDIVIDUAL
STATIONS, SEE THE
INDIVIDUAL MAPS



SOUTH AND CENTRAL AMERICAN STATIONS

Compiled Under the Supervision of
ELLEN L. DAVIS
VARIETY RADIO DIRECTORY STAFF

(Note: Each dot on the color map on the preceding two pages indicates a city having one or more radio stations.)

There are approximately 510 radio stations in South and Central America (as compared to 730-odd U. S. stations and some 85 Canadian stations). No compilation of their rates, facilities, etc., has been available prior to the listing in the following pages. Because the policies of these stations differ widely from accepted U. S. policies, the following should be borne in mind:

Wattage

The given wattage of virtually all stations is subject to change. It seems apparent to the VARIETY RADIO DIRECTORY that the stations do not monitor their wattage as exactly as U. S. stations do, and that transmitter capacity largely determines maximum wattage.

Announcements

Whereas U. S. stations simply classify "spot" announcements as "spot," or "chain-breaks," the South and Central American stations have a multitude of breakdowns. The major divisions in this multitude are as follows: (a) spot announcements in the accepted U. S. sense of the word; and (b) "classified" spot announcements, or announcements strung together verbally in the fashion of a newspaper classified advertising page. Other breakdowns are indicated in the individual station information as best possible.

Program Types

To familiarize the reader with popular program types, each station was asked to submit a list of programs judged most popular on the basis of fan mail. When such lists were returned, the programs are noted in exact order of popularity.

Representation

Exclusive representation, in the U. S. and Canadian sense, is apparently unknown to many Central and South American stations. The representatives designated for these stations are the ones they claim as their official sales people, although the representatives are prone to dispute over the matter.

Omissions

Stations which failed to reply to questionnaires, or whose representatives had no suitable information, are omitted, *except on the maps. These omissions were not made in the interests of conserving space, but because there was a strong suspicion in many cases that the stations were no longer in operation.*

Miscellaneous

Data on languages, area of nations, etc., precedes each nation.

ARGENTINE

Official language: Spanish. *Money:* Peso. *Area:* 1,078,278 square miles. *Population:* 12,561,361. *Estimated number of receiving sets:* 1,000,000. *Tax or registration:* Sets are required to be registered at post office; no tax.

Duty on transcriptions and records: On phonograph discs up to 25 centimeters, the official valuation is 6.40 gold pesos per dozen, on which the duty is 25%, plus a surtax of 17%, making a total tax of 42%. On discs up to 30 centimeters, the official valuation is 9.60 gold pesos per dozen, and the rate of duty is the same. On discs over 30 centimeters, the official valuation is 12.80 gold pesos per dozen, rate of duty the same. On blank discs there is a reduction of 50% in the official valuation, making the duty one-half.

LU2, BAHIA BLANCA

Operator: Radio Bahia Blanca. *Address:* Donado 25, Bahia Blanca. *Power:* 6,500 watts on 900 kc. *Affiliation:* Argentine Blue and White Network, including LRI, LRU, LRX, LT5, LU4, LU12, LT9, LV5, LV7, LT3 and LU2 (key station is long-wave LR1, with its affiliated short-wave stations LRU and LRX). *Opened:* Jan. 1, 1929.

Owner-manager: Camilo V. Bertorini. *Station manager:* Norberto Parenti. *Commercial manager, publicity director:* Aurelio Sueiro. *Program director:* M. Justiniano. *Musical director, artists bureau head:* Juan L. Cornejo.

Rep: Own offices at Florida 229, Buenos Aires. *News:* Obtained by own reporters from radio bulletins. *Merchandising:* Offer space in offices in Bahia Blanca for display purposes, and publicize programs by means of a loudspeaker-equipped automobile; services are free on long-term contracts. *Foreign language programs:* Accept English, French, Italian and German programs.

Electrical transcriptions: Have a library of 5,000 records of unspecified make. Turntables take records at 33 1/3 and 78 r.p.m. *Best programs:* Argentine native orchestras, singers of national Argentine songs, international classical orchestras, tenor soloists. *Artists bureau:* Yes; lists 84 artists.

Rates: Quarter-hour, 8 to 10 a.m., \$22; 10 to 11 a.m., \$25; 11 a.m. to noon, \$30; noon to 1.30 p.m., \$35; 1.30 to 2 p.m., \$30; 2 to 5 p.m., \$25; 5 to 6 p.m., \$30; 6 to 8 p.m., \$35; 8 to 10 p.m., \$40; 10 to 11 p.m., \$30. Fifteen quarter-hour programs earn 10% discount. Ten sentences of 10 words each, \$350 per month; 5 sentences of 20 words each, \$300; 10 sentences of 20 words each, \$500; 15 sentences of 20 words each, \$650; 20 sentences of 20 words each, \$750. Contracts for 3 or more months earn 10% discount.

Copy restrictions: All advertising must adhere strictly to the rules of the Argentine Radio Communication Law.

LU7, BAHIA BLANCA

Operator: Julio & Gennari. *Address:* Sarimento 54, Bahia Blanca. *Power:* 5,000 watts on 1240 kc. *Affiliation:* Argentine Broadcasting Chain. *Opened:* 1932. (Note: The co-proprietor of LU7, D. Enrique Julio, is owner and manager of the newspaper *La Nueva Provincia*.)

General director: Nestor E. Julio. *Station manager:* G. Esmoris. *Chief engineer:* Norberto Parenti. *Publicity director:* E. Arguelles.

Rep: None. *News:* Taken from local paper, *La Nueva Provincia*. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have RCA Victor and Odeon records; turntables take 33 1/3 and 78 r.p.m. *Best programs:* Popular Argentine music, popular Spanish music, classical music, and dramatic programs. *Artists bureau:* None.

Rates: Quarter-hour program, one time, \$25; half-hour, \$50; full hour, \$100. Quarter-hour daily for one month, \$400; half-hour, \$700; full hour, \$1,200. Five daily spot announcements, up to 20 words, \$100 per month; 15 daily spot announcements, \$240; 30 daily spot announcements, \$400; 50 daily spot announcements, \$540.

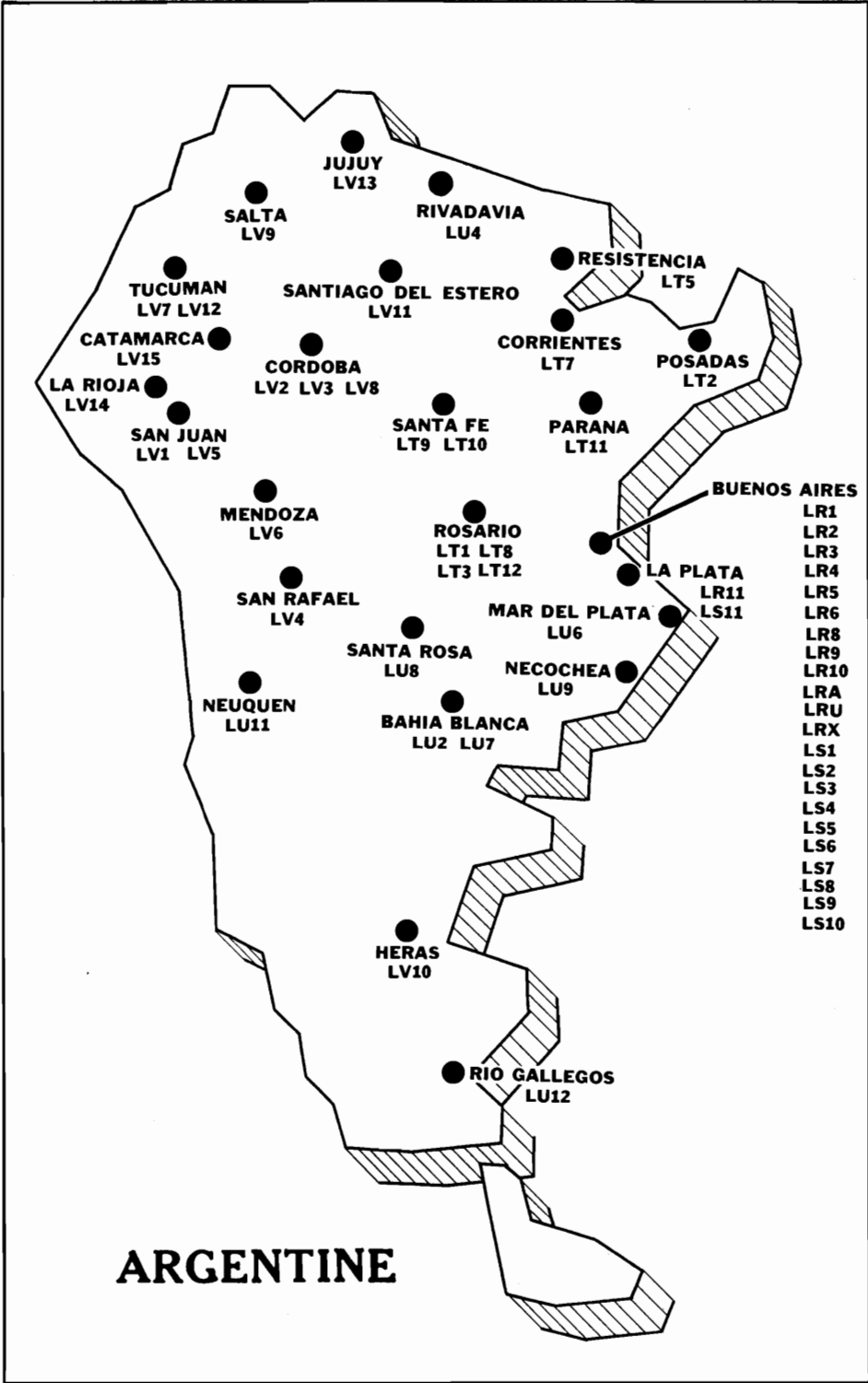
Copy restrictions: Commercials must not exceed 100 words.

LR1-LRX-LRU, BUENOS AIRES

Operator: Editorial Haynes, Ltd. *Address:* Maipu 555, Buenos Aires. *Power:* LR1, 60,000 watts on 1070 kc; LRX, 7,000 watts on 9660 kc; LRU, 7,000 watts on 15,280 kc.

Affiliation: Cadena Azul y Blanca (the Blue and White Network). *Opened:* Nov. 29, 1935. (Note: Editorial Haynes, Ltd., also publish *El Mundo*, an illustrated daily, and *El Hogar* and *Mundo Argentino*, weeklies.)

Note: Unless otherwise stated, all rates are in Argentine Pesos.



ARGENTINE STATIONS—Continued

Rep: Universal Publishers Representatives, Inc., 500 Fifth Ave., New York City; Editorial Haynes, Ltd., Aldwych House, Aldwych, London, W.C.1. *News:* Obtained from newspaper affiliate, *El Mundo*. *Merchandising:* No details given. *Foreign language programs:* Not accepted. (Short announcements in English and occasionally in French are made on opening and closing short-wave transmissions.)

Electrical transcriptions: Have turntables and recording equipment but policy is not to accept transcribed programs. *Best programs:* Tango music and singers, humor, radio theatre, musical variety. *Artists bureau:* None.

Rates: From 7 to 10:30 p.m. only half-hour programs accepted. Prices cover quarter-hour programs and are for a minimum of 2 programs a week of 15 minutes each, or their equivalent. Orders for programs under that minimum bear an overcharge of 20%. Eight to 11 a.m., \$60; 11 a.m. to 12 noon, \$120; 12 to 12:30 p.m., \$160; 12:30 to 1:30 p.m., \$180; 1:30 p.m. to 2 p.m., \$140; 2 to 2:30 p.m., \$100; 2:30 to 5 p.m., \$80; 5 to 6 p.m., \$120; 6 to 7 p.m., \$140; 7 to 8 p.m., \$160; 8 to 8:30 p.m., \$220; 8:30 to 10 p.m., \$250; 10 to 10:30 p.m., \$220; 10:30 to 11 p.m., \$150; 11 p.m. to midnight, \$100.

Rates quoted are for station time with advertiser's own program or with standard station programs (list of which will be furnished on request). Special charges made for special programs or special artists.

Copy restrictions: Accept alcoholic beverages; local regulations prohibit broadcasting medical lectures, advice on health, hygiene, therapeutics or disease prevention, medical or curative prescriptions and medicinal formulae. Between 7 and 10:30 p.m. only half-hour programs are accepted.

LR2, BUENOS AIRES

Operator: Alfredo Schroeder. *Address:* Bolivar 1356. *Power:* 10,000 watts on 910 kc. *Affiliation:* None. *Opened:* 1924. (Note: This station is affiliated with LS2, Buenos Aires, operated by Teodoro Prieto, manager of this station. S. A. Radio Prieto also manufactures receiving sets, transmitters, dry and storage batteries).

General manager: Teodoro Prieto. *Commercial and artistic director:* Jose A. Zatzkin. *Chief engineer:* Enrique Windus. *Program director:* Roberto Gil. *Musical director:* Guillermo Bajadoni. *Publicity chief:* Alberto Armengol.

Rep: None. *News:* Obtained through own reporters. *Merchandising:* None. *Foreign*

language programs: Accept programs in any language.

Electrical transcriptions: Have 2,500 records of various make. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Popular Argentine music, radio theatre, sports broadcasts. *Artists bureau:* None.

Rates: No information given.

Copy restrictions: None.

LR3, BUENOS AIRES

Operator: Jaime Yankelevich. *Address:* Belgrano No. 1841, Buenos Aires. *Power:* 50,000 watts on 950 kc. *Affiliation:* Belgrano Network, including stations LT1, Rosario; LV3, Cordoba; LV1, San Juan; LV12, Tucuman; LV4, San Rafael; LU7, Bahia Blanca; LV10, Mendoza; LV11, Santiago del Estero; LT7, Corrientes. *Opened:* 1924.

Owner, manager: Jaime Yankelevich. *Station manager, chief engineer:* G. Guntsche. *Commercial manager:* Juan E. Cossio. *Program and musical director:* Raul H. Rosales. *Publicity director:* E. Puzio Rossi.

Rep: Fally Markus, 1560 Broadway, New York City. *News:* Andi and Havas agencies. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: No recorded music broadcast. *Best programs:* Typical national music, radio theatre, jazz and classical music. *Artists bureau:* None.

Rates: Fourteen-minute program, one time, 9 to 11 a.m., \$100; one month, \$3,000; 11 a.m. to 12:30 p.m., one time, \$130; one month, \$3,900; 2 to 5 p.m., one time, \$150; one month, \$4,500; 5 to 8 p.m., one time, \$200; one month, \$6,000; 8 to 10:45 p.m., one time, \$350; one month, \$10,500; 10:30 p.m. to 1 a.m., one time, \$200; one month, \$6,000. One 20-word announcement, \$300 per month; 2 announcements, \$600; 3 announcements, \$900; 4 announcements, \$1,200; 5 announcements, \$1,500; 10 announcements, \$3,000 per month. One 10-word announcement, \$200 per month; 2 announcements, \$400; 3 announcements, \$600; 4 announcements, \$800; 5 announcements, \$1,000; 10 announcements, \$2,000. Daily announcement, live or recorded, of not more than 30 seconds, \$500 per month; 2 announcements, \$1,000; 3 announcements, \$1,500; 4 announcements, \$2,000; 5 announcements, \$2,500; 10 announcements, \$5,000 per month. Announcements, live or recorded, of not more than 30 seconds, \$20 each time. Prices quoted are for regular station programs; special programs carry no increased rate, but are subject to station approval and the regulations of the Post Office and Telegraph Department. *Rates for Belgrano Network:* Charges are total of each station's

ARGENTINE STATIONS—Continued

rates, except during the following time segments, when there is an additional charge of \$150 per quarter-hour—10 to 11 a.m., 12.30 to 2 p.m., 4 to 5 p.m. and 8 to 10.45 p.m.

Copy restrictions: All copy must adhere to the regulations of radio communication of the Argentine Republic.

LR4, BUENOS AIRES

Operator: Devoto & Gache, "Radio Splendid." *Address:* Calle Ayacucho 1556, Buenos Aires. *Power:* 15,000 watts on 990 kc. *Affiliation:* Key station of a chain, which operates on occasion, including stations in Rosario, Cordoba and Bahia Blanca. *Opened:* June 9, 1924.

General managers: Antonio C. Devoto, Benjamin Gache. *Commercial manager:* Benjamin Gache. *Chief engineer:* Cesar J. Guerrico. *Program director:* Federico Dupuy de Lome. *Musical director:* Miguel Raux-Deledicque. *Publicity director:* Antonio C. Devoto.

Rep: Conquest Alliance Co., Inc., New York City. *News:* Obtained from the daily *La Prensa*. *Merchandising:* None. *Foreign language programs:* Accept French, English and German programs, provided a portion of the broadcast is given in Spanish.

Electrical transcriptions: Use NBC The-saurus transcriptions when requested by advertiser. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

Rates: Fourteen minute programs, 8 to 11 a.m. and 3 to 5 p.m., \$70 each; 11 a.m. to 3 p.m. and 5 to 7 p.m., \$100; 7 to 11 p.m., \$200; 11 p.m. to sign off, \$100. Broadcasts with special programs subject to an extra proportional charge. Twenty-word announcements, 8 to 11 a.m. and 3 to 5 p.m., \$10 one time, \$150 per month; 11 a.m. to 3 p.m. and 5 to 7 p.m., \$15 one time, \$200 per month. Spot announcements not accepted after 7:30 p.m.

Copy restrictions: Accept alcoholic beverages and patent medicines. All copy must be in good taste.

LR5, BUENOS AIRES

Operator: Radio Excelsior. *Address:* Av. de Mayo 821. *Power:* 33,000 watts on 830 kc. *Affiliation:* None, other than a chain arrangement with its subsidiary station, LT8, in Rosario, Argentine. *Opened:* 1922. (Note: Station is part of an organization exploiting advertising rights of most street car companies in the Argentine.)

Managing proprietor: A. B. Dougall. *Station manager:* Ing. Orzabal de la Quin-

tana. *Commercial manager:* E. W. Labbe. *Chief engineer:* David Graziani. *Program director:* J. Callino Rivero. *Musical director:* Ricardo Linares. *Publicity director:* I. Firmat Lamas.

Rep: Broadcasting Abroad, Ltd., 119 West 57th St., New York City. *News:* Obtained through local newspaper. *Merchandising:* No special department; assist in placing sponsor's product in local market, and cooperate with independent companies rendering such service. *Foreign language programs:* Programs accepted in any language, but all commercials must be given in Spanish.

Electrical transcriptions: Have 10,000 transcriptions and records, chiefly U. S. makes; RCA turntable, adjustable to 33½ and 78 r.p.m. *Best programs:* Tango music, orchestral and semi-classical music. *Artists bureau:* None.

Rates: Quarter-hour, 8 to 11 a.m., \$80; 11 a.m. to 12 noon, \$90; noon to 2 p.m., \$120; 2 to 7 p.m., \$90; 7 to 8 p.m., \$120; 8 to 10 p.m., \$200; 10 p.m. to midnight, \$150. (These rates are for LR5 only; rates for LR5 and LT8 in combination are quoted under LT8, Rosario, q.v.)

Copy restrictions: Commercials limited to 100 words apiece; no advertising which might reflect upon station's "credit, prestige and good taste."

LR10, BUENOS AIRES

Operator: Radio Cultura Sociedad de Responsabilidad, Ltda. *Address:* Florida 570, Buenos Aires. *Power:* 15,000 watts on 790 kc. *Affiliation:* None. *Opened:* 1922.

General manager, program and musical director: G. Del Ponte. *Station manager:* C. Barral. *Commercial manager:* Alfredo L. Gregorio. *Chief engineer:* F. Guntche. *Publicity director:* G. Blanco.

Rep: None. *News:* None. *Merchandising:* None. *Foreign language programs:* Accept English, Italian, French and German programs, provided they are authorized by the Radio Communication Department.

Electrical transcriptions: Have a library of 5,000 records of unspecified make, and RCA turntable equipment. *Best programs:* Theatrical ensemble, native orchestras, jazz, male and female singers, lyrical singers. *Artists bureau:* None.

Rates: Daily quarter-hours, per month (30 broadcasts): 8 to 9 a.m., \$400; 9 to 10 a.m., \$500; 10 to 11 a.m., \$750; 11 a.m. to 12 noon, \$1,000; noon to 1.30 p.m., \$1,500; 1.30 to 2 p.m., \$1,000; 2 to 2.30 p.m., \$900; 2.30 to 5 p.m., \$750; 5 to 6 p.m., \$900; 6 to 6.30 p.m., \$1,000; 6.30 to 7 p.m., \$1,500; 7 to 8 p.m., \$1,700; 8 to 9.30 p.m., \$2,000; 9.30 to 10.30 p.m., \$1,500; 10.30 to 11 p.m., \$1,200; 11 to 11.30 p.m., \$1,000. Daily 10-word announcements, per month: one announce-

RADIO

STAGE

SCREEN

VARIETY

A Trade Paper of International Reputation

Maintaining its own news-
gathering organization
throughout the world

For more than thirty years the acknowledged
authority of international show business



\$6 the Year

15c the Copy



HOLLYWOOD
1708 N. Vine St.

NEW YORK
154 W. 46th St.

CHICAGO
54 W. Randolph

LONDON
8 St. Martins Pl., Trafalgar Sq.

The International Advertising an

For the American Film Colony

DAILY VARIETY DAILY

NEWS OF THE SHOW WORLD
Hollywood, California, Wednesday, May 23, 1934

Vol. 19 No. 69

5 Cents



WB, PARSONS AND FIDLER SUED

UGETS FRESH \$1,000,000 BANKROLL—

New York, May 24.—Universal's bankroll was reinforced today with another \$1,000,000 from industry sources in addition to that recently obtained in London and here. The new financing provided for this year's production program. * Continued on page 2 *

Merrith May Produce Pic Or a Legatee—

New York, May 24.—Burgess Merrith and Paul Lorenz may join in an independent film venture next season. While still under discussion, the idea is fairly well worked out. There is also a change that Merrith will join Owen Maltz in producing a legatee play to be written by Maltz. Merrith is currently working on a European vacation next month for a European vacation next month.

Yokel On Way Here To Make Crime Series—

New York, May 24.—Alex Kraskol, New York best producer, has left for Hollywood to enter former production with Joe Brandt in Columbia picture and partner in Columbia series of Yokel comedies, two or three years from picture release. These initial efforts will be ready by October release.

Myron Selznick Quits Chicago For Coast—

Chicago, May 24.—Myron Selznick left here tonight for the coast to join his brother-in-law, Selznick, in his Hollywood home. Selznick will remain here over the weekend, going to his Beverly Hills offices on Monday.

WAGE AND HOUR BILL PASSES WITH CHILD FILM ACTORS EXEMPT

Washington, May 24.—Containing the so-called "Sulzby" regulation amendment which assures Hollywood that federal regulations will not affect child players, the wage-hour legislation rolled through the house late today. * Continued on page 2 *

JUDY GARLAND BADLY HURT IN WILSHIRE BLVD. AUTO CRASH

Judy Garland, Metro moppet singer, currently appearing in 'Love Finds Andy Hardy', received three broken ribs and a bruise on her forehead in an auto accident at Rimpau street in a Metro car driven by a chauffeur. * Continued on page 3 *

RKO REORG SPEED URGED AT MEET—

New York, May 24.—The RKO reorganization meeting was last night called to RKO's general counsel, to discuss the general reorganization of the company. * Continued on page 2 *

KORDA WILL MAKE 3 QUOTA PICTURES FOR COL IN BRITAIN

London, May 24.—Alexander Korda will make three pictures for Columbia each costing \$300,000 to \$500,000. Arrangements are being conducted between Korda and Joe Lumby's major quota requirements in England, with an eye on the additional minimum cost features needed for the company's alignment in the first year of the quota. * Continued on page 2 *

PAT O'BRIEN IS CENTER OF 250G ACTION

Warner Brothers Pictures Inc. Pat O'Brien and Jerome Louella O'Parsons and Jerome Fidler are named defendants in a \$250,000 court action. * Continued on page 2 *

J. M. Schenck May Drop Zanuck Party Trick—

New York, May 24.—Joseph M. Schenck probably will not go party with the Zanuck party. * Continued on page 2 *

Prager Reaches Gotham PLAN OKLAHOMA EXCHANGE LEVY—

Oklahoma City, May 24.—Council of American-Spanish film exchange levies on film exchanges in Oklahoma. * Continued on page 2 *

Yesterday's Hits Big Flop On Release Big

New York, May 24.—Several movies have been outstanding flops on release. * Continued on page 2 *

Previewed ALEXANDER'S BACTIME BAND (1934-1935) Preview on page 3

PUBLISHED IN HOLLYWOOD CAL. AT 1708 NO. VINE STREET

Relationship between
radio and television

RADIO

SCREEN

STAGE

Vol. 120 No. 11

NEW YORK, WEDNESDAY, MAY 25, 1938

PRICE 15¢

66 PAGES

MORE 'N' MORE RADIO GAMES

Nitery-Golf Cocktail
e Rough; Boosts Jobs

BUT NO. 1 GAME IS:
'WHO WAS FIRST?'

Fascists Ogle Canada Kibocycles As
Means for No. American Propaganda

NBC's Jitter Ward

'BILLIES'
IDEAS OF B.O.

CONFLICTIONS

SONG COS. SANS
PROFL. DEPTS.?

Color Mixing Held
Cause for WPA Play
Exiting in New York

'Mummy Case', Television's Equivalent
Of 'Great Train Robbery', Shown in N. Y.

Television Warning

Mysterious Mummy Case

Pass the Aspirin

Nix Barley by Minsky

U. S. REALLOCATION WILL WAIT UNTIL MEXICO, SOUTH AM. WAVES SMOOTHED

Havana Conference Seen as Presaging Mexican Sharing of Certain Yankee Broker Channels—Washington Censors News

Washington, March 30. Bright prospects of satisfactory Western Hemisphere were wire news.

GRABHORN QUITS BLAIR OFFERS OVER New Production Policy of Station New Firm

Murray Grabhorn, cop and New York manager of John Blair & Co., is leaving with a stock after two years as soon as a stock settlement is worked out with Blair.

Radio 'Resignation' Following dialog occurred last week in a New York social club between two local station men, who are friendly.

First question: "When are you taking over my job?"

Stations Must Control Programs

By WILLIAM J. SCRIPPS
F. W. J., Detroit

Detroit, July 6. Our new policy on sponsored programs is the result of many of the needs in many of the levels of the N. A. C. B. D. O. and of the play of radio ownership which has taken each step for an eight and a half years of radio.

Agencies—Sponsors

General Electric last week started test campaign of foreign-language spots on WJZZ and WJVD, New York, and WARD, Brooklyn, using 15% made by Sterling-Gilman Productions.

Over a time-elapsed signature of Victor Lerner of the McClain-Frick agency in Chicago has given notice to media representatives that he will be available only on Wednesday and Friday between 2-4 p.m.

Guild-Columbia Set Minimums: Producers \$85, Announcers \$50; WMCA, New York, Gets Attention

Manhattan Sa... agency, Los Angeles, Looking...
American Guild of Radio...
Hansen as Agency V.P. Leaves Rockwell-O'Keefe for Russell Comer Adv. Agency

PETRILLO STIRS UP ALL U. S. A. LOCALS; WANTS STANDBY RULE ON DISKS

Stations Would Have to Employ Same Number of Musicians as Made Recorded Program—Many Locals Promise to Enforce Such Rules

Are You Nervous?

Chicago, March 30. Herald A. Examiner, morning daily has new if the day spot on WED, D. Program on the street and house Reporter, an off-h...

ASCAP Challenge in Washington Heard

Broadcasters Assn. Defends Law Which Per- forming Rights Soc. Calls Unconstitutional

More Quotes On Convention

EDWIN W. CRAIG
WIM, Nashville

STANLEY HUBBARD
KFF, St. Paul

WILLIAM GILLESPIE
KTUL, Tulsa

DR. LEON
WCAU, Phila.

RADIO

FARM VS. CITY RADIO LIKES

Survey is based on completed interviews with 9415 farmers and 10,255 rural small town set sur- vis communities and towns in the basic area...

FARMS

RADIO

OLDEST LOCAL COMMERCIAL IN LOUISVILLE?

Louisville, July 8. Greater Louisville Hour, sponsored by Greater Louisville First Federal Savings and Loan Association, and thought to be the oldest local program on any day and station having...

OLSEN AND JOHNSON
WIN...
CHASE & SANBORN
WED...
KEL, Los Angeles

RADIO ADVERTISING PLACED IN LONDON

London, March 30. Placement of radio time on conti- nental radio stations for longwave...

HEINZ MAY REVIVE BEERY-HATTON PAIR

Little Rock, March 30. A series of broad- casting...
SOSNIK TO HOLLYWOOD WITH MCA OFFICIAL

Lams Club Bulletin In Appeal for Free Actors On Religious Programs

Father Anselm, Franciscan Friar from the Grayson Monastery, Har- rison, N. Y., who handles the 'Ave Maria Hour' over the Inter-City...

Unions Which May Affect Radio, show business and their jurisdiction...

Actors Equity Association

Louisville, July 8. Greater Louisville Hour, sponsored by Greater Louisville First Federal Savings and Loan Association, and thought to be the oldest local program on any day and station having...

Reverse 10 of 25 Examiner Reports

F. C. C. in Pre-Recess Rampage Sets Down 15 Applications—Only 9 Get Through

Washington, July 6. True potent figures in broadcast business were the casualty list this week after the Federal Commu- nications Commission Friday (2)...

Actors Equity Association

Louisville, July 8. Greater Louisville Hour, sponsored by Greater Louisville First Federal Savings and Loan Association, and thought to be the oldest local program on any day and station having...

Actors Equity Association

Louisville, July 8. Greater Louisville Hour, sponsored by Greater Louisville First Federal Savings and Loan Association, and thought to be the oldest local program on any day and station having...

SONJA HENDE
CHASE & SANBORN
WED...
KEL, Los Angeles

RADIO SHOWMANSHIP

Attention-Getters, Tie-Ups, Ideas

standing Stations:

WORLD SAFETY TIE-UP

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Actors Equity Association

ARGENTINE STATIONS—Continued

ment daily (30 monthly), \$60. Five daily announcements (150 monthly), \$280; 10 daily announcements (300 monthly), \$550; 15 daily announcements (450 monthly), \$800; 20 daily announcements (600 monthly), \$1,000.

Copy restrictions: Commercials must not exceed 100 words, and must be within the moral standards. Patent medicines must be approved by the Buenos Aires Board of Health.

LS1, BUENOS AIRES

Operator: Municipalidad de Buenos Aires. *Address:* Viamonte 1160, Buenos Aires. *Power:* 75,000 watts on 710 kc. *Affiliation:* None. (Note: This station is municipally-owned). *Opened:* Rebuilt March, 1938.

Director: Teatro Colon. *Station and commercial manager, publicity director:* Olive-sky Hnos. *Chief engineer:* Raul Orzabal. *Program director:* Floro M. Ugarte. *Musical director:* Adolfo Sauze.

Rep: None. *News:* From *La Nacion*, metropolitan daily. *Merchandising:* None. *Foreign language programs:* Accept musical programs in any language, but commercials must be in Spanish.

Electrical transcriptions: Use RCA Victor, Odeon, Polydor and other records, have 2,500 records; turntables run at 33½ and 78 r.p.m. Also have a Kalee Indomitable sound-on-film projector. *Best programs:* Typical Argentine music and singers, folklore music, jazz, Viennese and international music, comic sketches, current events and classical music. *Artists bureau:* None.

Rates: Quarter-hour program, 8 to 10 a.m., \$50.00; 10 to 11 a.m., \$60.00; 11 a.m. to noon, \$100.00; noon to 12:30 p.m., \$150.00; 12:30 to 1:30 p.m., \$180.00; 1:30 to 2:30, \$130.00; 2:30 to 5 p.m., \$75; 5 to 6:30 p.m., \$100.00; 6:30 p.m. to 8 p.m., \$140.00; 8 to 8:30 p.m., \$220.00; 8:30 to 10 p.m., \$250.00; 10 to 10:30 p.m., \$220.00; 10:30 to 11 p.m., \$140.00; 11 p.m. to midnight, \$90.00; two broadcasts weekly minimum contract for quarter-hour programs; between 8 and 10 p.m. only half-hour broadcasts are taken. Spot announcements of one sentence, \$150.00 per month on an hourly schedule, except between noon and 2 p.m., and 7:30 to 10:30 p.m.

Copy restrictions: Accept patent medicines, except those for social diseases; no other restrictions on products or advertising except that it be in good taste, and commercials do not exceed 100 words.

LS2, BUENOS AIRES

Operator: Teodoro Prieto. *Address:* Bolivar, 1356, Buenos Aires. *Power:* 30,000 watts on 1190 kc. *Affiliation:* None.

Opened: Dec. 19, 1925. (Note: Teodoro Prieto also manages LR2, Buenos Aires, and engages in the manufacture of receiving sets, transmitters, dry and storage batteries).

General manager: Teodoro Prieto. *Commercial and artistic director, artists bureau head:* Jose A. Zatzkin. *Chief engineer:* Enrique Windus. *Program director:* Enrique Schmidt. *Musical director:* Guillermo Bajadoni. *Publicity director:* Alberto Armengol.

Rep: None. *News:* Obtained through own reporters. *Merchandising:* None. *Foreign language programs:* Accept programs in any language.

Electrical transcriptions: Have 4,500 records of various make. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Popular Argentine music, International music, particularly Spanish and Italian, radio theatre. *Artists bureau:* Yes; lists 220 artists.

Rates: No information given.

Copy restrictions: None.

LS8, BUENOS AIRES

Operator: S. A. Stentor. *Address:* Florida 8, Buenos Aires. *Power:* 20,000 watts on 1230 kc. *Affiliation:* None.

General manager, publicity director: C. S. Prats. *Chief engineer:* G. E. Guntche. *Program director:* I. J. Odena. *Musical director:* F. Logiovine.

Rep: None. *News:* Obtained through local agency. *Merchandising:* None. *Foreign language programs:* Accept English, French, Italian and German programs.

Electrical transcriptions: Use RCA Victor and Odeon records. Turntables take records at 33½ and 78 r.p.m. *Best programs:* Plays adapted from novels, stories, etc., and comedy sketches. *Artists bureau:* None.

Rates: Prices quoted are for a quarter-hour, with or without studio program: 9 to 11 a.m., 2 to 6 p.m. and 10:30 p.m. to midnight, \$75; 11 a.m. to 2 p.m. and 6 to 10:30 p.m., \$125.

Copy restrictions: All copy must adhere to government rules and regulations.

LV2, CORDOBA

Operator: Luis Maunier. *Address:* San Jeronimo 362. *Power:* 5,000 watts on 960 kc. *Affiliation:* Blue and White Network. formed and operated by Radio El Mundo, and consisting of LR1, LRU and LRX, of Buenos Aires (all owned by Radio El Mundo); LT3, Rosario; LU2, Bahia Blanca; LV7, Tucuman; LV5, San Juan; LT5, Re-

ARGENTINE STATIONS—Continued

sistencia; LU4, Rivadavia; LU12, Rio Gallegos; LT9, Santa Fe. *Opened:* Oct., 1927.

Proprietor and director: Luis Maunier. *Station manager:* Isidoro L. Menta. *Commercial manager:* J. Menta. *Chief engineer:* G. Guntsche. *Program director:* E. Corte. *Musical director:* J. Gonzales Torres. *Publicity director:* E. Manetti.

Rep: None in the U. S.; in Buenos Aires: Blue and White Network, Florida 229, Office 616. *News:* Obtained from newspapers *Los Principios, Comercio & Tribunales, of Cordoba; El Mundo and Noticias Graficas, of Buenos Aires. Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: None used. *Best programs:* No list available. *Artists bureau:* None.

Rates: None available; will be furnished advertisers on request.

Copy restrictions: Accept alcoholic beverages; patent medicines subject to approval. No political advertising. Government restrictions prohibit talks on hygiene, medicine, diseases or curative methods, etc.

(*Note:* This information was supplied by Universal Publishers Representatives, Inc., U. S. representative of Radio El Mundo, operators of the Blue and White Network, and not by the station direct.)

LV3, CORDOBA

Operator: Ing. Alberto P. Brouard. *Address:* San Martin 74, Cordoba. *Power:* 2,500 watts on 620 kc. *Affiliation:* First Broadcasting Chain, comprising Radio Belgrano; Radio General San Martin, of Bahia Blanca; Rural Wheat Growers Radio, of Rosario; Radio Norte, of Santiago del Estero; Radio Aconquija, of Tucuman; Radio Roca, of Santa Fe; Radio Cuy, of Mendoza; Radio Atlantica, of Mar del Plata, Radio Chaco, of Chaco, and XXA8, short-wave from Montevideo. *Opened:* October, 1930.

Owner and chief engineer: Alberto P. Brouard. *Manager:* Marcelo Brouard. *Program and musical director:* Luis Martinez. *Publicity director:* F. Uranga.

Rep: Offices at Diagonal Roque Saenz Pena No. 501 and Federico Lacroze 1976, Buenos Aires, Argentine. *News:* Obtained from daily papers, *La Prensa, of Buenos Aires; La Capital, of Rosario, and Diario Cordoba, of Cordoba. Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have large library of RCA Victor, Columbia, Polydor, Odeon and other records. Also have RCA turntables for any size record, at 33½ and 78 r.p.m. and Western Electric amplifiers. *Best programs:* Dance music, folklore, operettas, grand opera and concert music. *Artists bureau:* None.

Rates: One quarter-hour, \$40; 15 quarter-hours per month, \$550; daily quarter-hours for one month, \$1,000. All rates for larger time segments—half-hour and hour—are in direct proportion. Ten-word announcement, \$1.50 each time. No discounts of any kind—including agency—allowed.

Copy restrictions: Accept all alcoholic beverages. Patent medicine copy strictly censored for misleading or untruthful statements. Announcements must not exceed 100 words between musical selections.

LS11, LA PLATA

Operator: Gobierno Provincia de Buenos Aires. *Address:* Pasaje Dardo Rocha, La Plata. *Power:* 30,000 watts on 1310 kc. *Affiliation:* None. *Opened:* 1937.

Station manager, chief engineer: Juan Pablo Arnaud.

This station is non-commercial; owned and operated by the provincial government of Buenos Aires.

LT5, RESISTENCIA

Operator: Jose M. Noveri. *Address:* Radio Chaco, Resistencia. *Power:* 5,000 watts on 1080 kc. *Affiliation:* Frequently broadcast programs of El Mundo of Buenos Aires (key station of the Blue and White Network of Argentine), formed and operated by Radio El Mundo, and consisting of LR1, LRU and LRX of Buenos Aires (all owned by Radio El Mundo); LT3 Rosario; LU2, Bahia Blanca; LV7, Tucuman; LV5, San Juan; LU4, Rivadavia; LU12, Rio Gallegos; LT9, Santa Fe; LV2, Cordoba. *Opened:* Feb. 1, 1933. (*Note:* Jose M. Noveri is also a manufacturer.)

Station head: Jose M. Noveri. *Station manager:* Hermo Mino. *Commercial manager, publicity director:* Juan B. Sobrado. *Chief engineer:* Emilio Couto. *Program director:* Alberto Echeverria. *Musical director:* Luis Casamayor.

Rep: Manuel Valls, Pueyrredon 569, Buenos Aires. *News:* Obtained from local daily, *El Pueblo. Merchandising:* None. *Foreign language programs:* Radio regulations of the country prohibit such programs.

Electrical transcriptions: Have 6,000 records of various make, principally RCA Victor. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Popular Argentine music, folk music and light classical music of northern Argentine and Paraguayan region, theatrical broadcasts, including singers. *Artists bureau:* None.

Rates: Programs at a fixed time: 10 quarter-hours per month, \$280; 20 per month, \$500; 30 per month, \$700. Ten half-hours

ARGENTINE STATIONS—Continued

per month, \$500; 20 per month, \$900; 30 per month, \$1,200.

Announcements on a rotary schedule: 20 daily announcements of 5 words each, \$350 per month; 10 announcements of 10 words each, \$300; 5 announcements of 20 words each, \$250; 10 announcements of 20 words each, \$400; 15 announcements of 20 words each, \$550; 20 announcements of 20 words each, \$670. For fractions, 20% overcharge. Prices to be agreed upon for rebroadcasts.

Copy restrictions: All copy must adhere to the radio regulations of Argentine.

LU12, RIO GALLEGOS

Operator: Cia. Broadcasting de la Patagonia S. A. *Address:* San Martin 50, Buenos Aires. *Power:* Will operate on 680 kc.; wattage not yet assigned. *Affiliation:* Blue and White Network, formed and operated by Radio El Mundo, and consisting of LR1, LRU and LRX, of Buenos Aires (all owned by Radio El Mundo); LT3, Rosario; LU2, Bahia Blanca; LV7, Tucuman; LV5, San Juan; LT5, Resistencia; LV2, Cordoba; LT9, Santa Fe; and LU4, Rivadavia (also owned by Cia. Broadcasting de la Patagonia S. A.).

(Note: At press time, this station had not yet begun to operate, hence no more specific data is available. The information given above was supplied by Universal Publishers Representatives, Inc., the U. S. representative of Radio El Mundo, operators of the Blue and White Network, and not by the station direct.)

LU4, RIVADAVIA

Operator: Cia. Broadcasting de la Patagonia S. A. *Address:* San Martin 50, Buenos Aires. *Power:* Will operate on 640 kc.; wattage not yet assigned. *Affiliation:* Blue and White Network, formed and operated by Radio El Mundo, and consisting of LR1, LRU and LRX, of Buenos Aires (all owned by Radio El Mundo); LT3, Rosario; LU2, Bahia Blanca; LV7, Tucuman; LV5, San Juan; LT5, Resistencia; LT9, Santa Fe; and LU12, Rio Gallegos (also owned by Cia. Broadcasting de la Patagonia S. A.).

(Note: At press time, this station had not yet begun to operate, hence no more specific data is available. The information given above was supplied by Universal Publishers Representatives, Inc., U. S. representative of Radio El Mundo, operators of the Blue and White Network, and not by the station direct.)

LT1, ROSARIO

Operator: Fernando Maliandi. *Address:* Cordoba 1169, Rosario. *Power:* 10,000 watts

on 780 kc. *Affiliation:* "Primera Cadena Argentina de Broadcastings" (First Argentine Broadcasting Chain), consisting of LR3 and CXA8, Buenos Aires; LV3, Cordoba; LU7, Bahia Blanca; LV10, Mendoza; LV1, San Juan; LV11, Santiago del Estero, and LT7, Corrientes. *Opened:* 1932.

General director: Fernando Maliandi. *Station manager:* Juven Ron. *Commercial manager:* Ernesto Adrian. *Chief engineer:* Guillermo Guntsche. *Program director:* A. Arias Sanz. *Musical director, artists bureau head:* Amadeo Maliandi. *Publicity director:* P. de Paoli.

Rep: None. *News:* Obtained from daily papers, *La Capital*, of Rosario, and *La Razon*, of Buenos Aires. *Merchandising:* None. *Foreign language programs:* Accept English, French, Italian, German and Portuguese programs.

Electrical transcriptions: Equipped to handle recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Radio theatre, symphony orchestra, typical orchestra and popular singers, pianists and instrumentalists. *Artists bureau:* Yes; lists 50 to 60 artists.

Rates: Quarter-hour, m\$*n.* 45; one announcement, up to 20 words, every other day, m\$*n.* 3 each time; 2 to 10 announcements, m\$*n.* 2 each. Rates quoted are for usual station programs; prices to be agreed upon for special broadcasts, lectures, etc. For broadcasts at stated hours, add 20%.

Copy restrictions: All copy must adhere to the rules and regulations of the General Department of Posts and Telegraphs of the Argentine Republic.

LT8, ROSARIO

Operator: Radio Rosario. *Address:* Cordoba 1825, Rosario. *Power:* 250 watts on 840 kc. *Affiliation:* None, other than a chain arrangement with its affiliate station LR5, in Buenos Aires. *Opened:* Jan. 1, 1938. (Note: This station is part of an organization which exploits the advertising rights of most Argentine street companies.)

Managing proprietor: A. B. Dougall. *Station manager:* E. Anolles. *Commercial manager:* E. W. Labbe. *Chief engineer:* D. Graziani. *Program and musical director:* G. Funoll. *Publicity director:* V. Lisandi.

Rep: Broadcasting Abroad, Ltd., New York City. *News:* Obtained from local newspaper. *Merchandising:* No special department; assist in placing sponsor's product in local market, and cooperate with independent companies rendering such service. *Foreign language programs:* Accept programs in any language, but all commercials must be given in Spanish.

Electrical transcriptions: Have about 10,000 records, chiefly manufactured by U. S. concerns. Turntables take recordings at

ARGENTINE STATIONS—Continued

33½ and 78 r.p.m. *Best programs:* Tango, orchestral and semi-classical music. *Artists bureau:* None.

Rates (for LT8 only): Quarter-hour, 8 to 11 a.m., \$20; 11 a.m. to 12 noon, \$30; noon to 2 p.m., \$50; 2 to 7 p.m., \$40; 7 to 8 p.m., \$50; 8 to 10 p.m., \$60; 10 p.m. to midnight, \$40. Announcements up to 20 words, \$2. For LT8 and LR5 combined: Quarter-hour, 8 to 11 a.m., \$90; 11 a.m. to 12 noon, \$100; noon to 2 p.m., \$160; 2 to 7 p.m., \$140; 7 to 8 p.m., \$160; 8 to 10 p.m., \$250; 10 p.m. to midnight, \$170.

Copy restrictions: Commercials limited to 100 words. No advertising which might reflect upon the station's "credit, prestige and good taste."

LV5, SAN JUAN

Operator: Candido Rodriguez Vila & Co., Ltd. *Address:* Laprida 837, San Juan. *Power:* 5,000 watts on 1090 kc. *Affiliation:* Blue and White Network, formed and operated by Radio El Mundo, and consisting of LR1, LRU and LRX, of Buenos Aires (all owned by Radio El Mundo); LT3, Rosario; LU2, Bahia Blanca; LV7, Tucuman; LV2, Cordoba; LT5, Resistencia; LU4, Rivadavia; LU12, Rio Gallegos; LT9, Santa Fe. *Opened:* Aug. 2, 1928.

Administrator, station manager, program director: Candido Rodriguez Vila. *Commercial manager, publicity director:* R. Rodriguez. *Chief engineer:* J. Coulter. *Musical director:* Prof. A. Lores.

Rep: None in the U. S.; in Buenos Aires: Blue & White Network, Florida 229, Office 616. *News:* Obtained from Grafos Agency, Radio El Mundo and local newspapers. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have 3,000 records of unspecified make; turntables take recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* None.

Rates: None available; will be furnished advertisers on request.

Copy restrictions: Accept alcoholic beverages; patent medicines subject to approval. No political advertising. Government restriction prohibits talks on hygiene, medicine, diseases or curative methods, etc.

(Note: This information was supplied by Universal Publishers Representatives, Inc. U. S. representative of Radio El Mundo, operators of the Blue and White Network, and not by the station direct.)

LT9, SANTA FE

Operator: Roca Hermanos & Cia. *Address:* Calle 9 de Julio 2823, Santa Fe. *Power:* 1,000 watts on 1200 kc. *Affiliation:*

Blue and White Network, formed and operated by Radio El Mundo, and consisting of LR1, LRU and LRX, of Buenos Aires (all owned by Radio El Mundo); LT3, Rosario; LV2, Cordoba; LU2, Bahia Blanca; LV7, Tucuman; LV5, San Juan; LT5, Resistencia; LU4, Rivadavia; LU12, Rio Gallegos. *Opened:* June 24, 1924. (Note: Roca & Co. also own a department store in the city of Santa Fe.)

Co-proprietor and director: Alfredo F. Roca. *Station manager:* Jose M. Perez. *Commercial manager:* Antonio Romera.

Rep: None in the U. S.; in Buenos Aires: Rosario & Parana (Entre Rios). *News:* Obtained from local papers and private news agency. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Use transcriptions and RCA Victor, Odeon, Columbia, Parlophon and Nacional records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* None.

Rates: None available; will be furnished advertisers on request.

Copy restrictions: Accept alcoholic beverages; patent medicines subject to approval. No political advertising. Government restrictions prohibit talks on hygiene, medicine, diseases or curative methods, etc.

(Note: This information was supplied by Universal Publishers Representatives, Inc., U. S. representative of Radio El Mundo, operators of the Blue and White Network, and not by the station direct.)

LT10, SANTA FE

Operator: Broadcasting Universitaria Oficial. *Address:* Boulevard Pellegrini 2750. *Power:* 500 watts on 1320 kc. *Affiliation:* None. *Opened:* 1931.

Station manager: V. T. Rigonelli.

This station is non-commercial; owned by the National Sea Coast University.

LV11, SANTIAGO DEL ESTERO

Operator: El Liberal Sociedad Anonima. *Address:* Calle Libertad 251. *Power:* 2,000 watts on 1170 kc. *Affiliation:* Belgrano Network, of which LR3, in Buenos Aires, is the key station. *Opened:* August 5, 1937.

(Note: This station is newspaper owned and operated by *El Liberal*.)

Director: Dr. Jose F. L. Castiglione. *Station manager:* Juan Skiba. *Commercial manager:* Sotero Perez. *Chief engineer:* Jose A. Spath. *Program director:* Irma Renzi. *Musical director:* Pedro Cinguerani. *Artists bureau heads:* Segundo Gennero, Frank Botter. *Publicity director:* Jesus M. Suarez.

Rep: None in the U. S.; Agencia Andi,

ARGENTINE STATIONS—Continued

Calle Sarmiento 320, Buenos Aires. *News:* UP, Agencia Andi and own paper, *El Liberal*. *Merchandising:* Services rendered gratis. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have RCA Victor, Odeon, Accort and other records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Tangos, folklore, classical music, jazz and waltzes. *Artists bureau:* Yes; lists about 30 artists.

Rates: Quarter-hour, on rotary basis, \$20; at fixed hour, \$25. Quarter-hour, daily for one month, on rotary basis, \$300; at fixed hour, \$400. One 20-word announcement daily, on rotary basis, \$40 per month; 2 announcements daily, \$70; 3 announcements daily, \$90; 5 announcements daily, \$120; 10 announcements daily, \$200; One 20-word announcement daily, at fixed hour, \$50 per month; 2 announcements daily, \$80; 3 announcements daily, \$100; 5 announcements daily, \$140; 10 announcements daily, \$240 per month. Single announcements, \$3 to \$5. For announcements up to 10 words, one-half of prices quoted; up to 40 words, double prices quoted. Agency commission, 20%.

Copy restrictions: All advertising must abide by the government rules and regulations.

LV7, TUCUMAN

Operator: Munoz y Cia. *Address:* Mendoza 437, Tucuman. *Power:* 2,500 watts on 820 kc. *Affiliation:* Blue and White Net-

work, formed and operated by Radio El Mundo, and consisting of LR1, LRU and LRX, of Buenos Aires (all owned by Radio El Mundo); LT3, Rosario; LU2, Bahia Blanca; LV5, San Juan; LT5, Resistencia; LU4, Rivadavia; LU12, Rio Gallegos; LT9, Santa Fe; LV2, Cordoba. *Opened:* Nov. 25, 1928.

Station and publicity director: A. Munoz. *Commercial manager:* Julieta Carrer. *Program director:* A. M. Carrer. *Musical director:* Mario Cognato.

Rep: Broadcasting Abroad, Ltd., New York City. *News:* Obtained from daily *El Mundo* and local dailies. *Merchandising:* None. *Foreign language programs:* Accept English and Italian programs.

Electrical transcriptions: Have a library of musical records of various make (78 r.p.m.). Turntables take records at 33½ and 78 r.p.m. *Best programs:* Radio Theatre, typical orchestras, classical orchestras, popular singers and commentators. *Artists bureau:* None, but can supply talent on request.

Rates: Quarter-hour, 8 to 10 a.m., \$15; 10 to 11 a.m., \$18; 11 a.m. to noon, \$25; noon to 1 p.m., \$30; 4 to 6 p.m., \$15; 6 to 7 p.m., \$25; 7 to 9 p.m., \$30; 9 to 10 p.m., \$40. Price for announcements on rotary schedules (no fixed arrangement made): 30 a month, \$45; 60 a month, \$72; 90 a month, \$99.

Copy restrictions: None listed.

BOLIVIA

Official language: Spanish. *Money:* Boliviano. *Area:* 506,467 square miles (subject to revision on settlement of disputed boundary line). *Population:* 3,170,807. *Estimated number of receiving sets:* 20,000. *Tax or registration:* None.

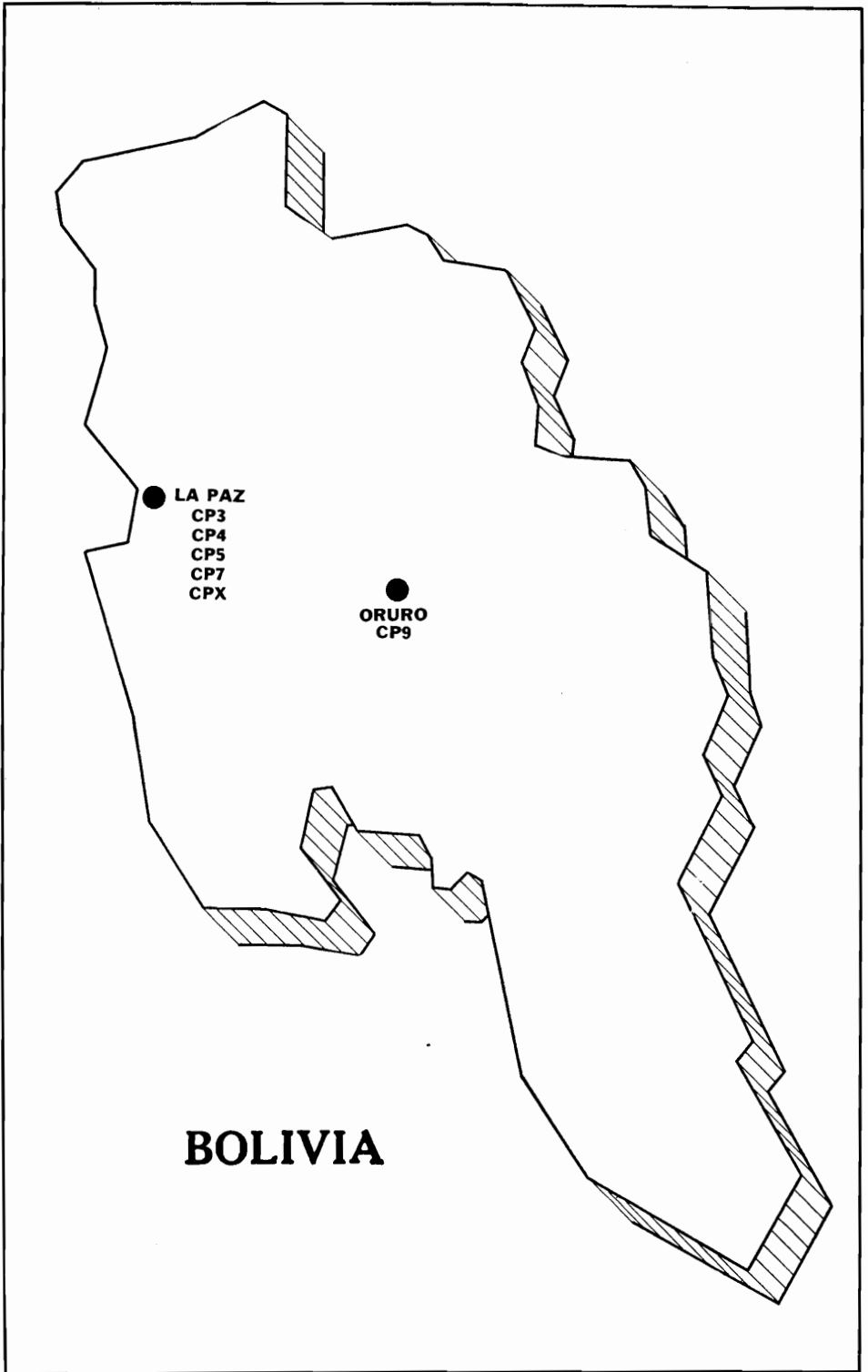
Duty on transcriptions and records: Discs, cylinders and other mediums for reproducing sounds on phonographs, talking machines, etc., except those intended for teaching languages, 1.50 bolivianos per legal kilo; surtax, 20% of basic duty; currency depreciation tax, 384% of basic duty. In addition, there is a tax of 10% ad valorem. Discs and cylinders of metal, cut or perforated for automatic or mechanical reproduction of music, 1.25 bolivianos per legal kilo; surtax, 20% of basic duty; currency depreciation tax, 384% of basic duty. Blank cylinders and discs, 10% ad valorem; surtax, 20% of basic duty; currency depreciation tax, 384% of basic duty.

CPX-CP3, LA PAZ

Operator: Radio Nacional de Bolivia. *Address:* Comercio 423 or Casilla 596, La Paz. *Power:* CPX, 5,000 watts on 1350 kc; CP3, 500 watts on 6000 kc. *Affiliation:* None. *Opened:* CPX, 1929; CP3, 1936.

General managers: R. and E. Costas. *Station and commercial manager:* Rodolfo Costas. *Chief engineer:* Enrique Costas. *Program and musical director, artists bureau head:* H. Fernandez. *Publicity director:* G. Chavez.

Note: Unless otherwise stated, all rates are in Bolivianos.



BOLIVIA STATIONS—Continued

Reps: Conquest Alliance Co., Inc., New York City; Broadcasting Abroad, Ltd., New York City; Pan American Radio Productions, Inc., 306-07 Postal Union Bldg., Hollywood, Calif. *News:* UP. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Use transcriptions and records manufactured by RCA, Radio Recordings, Inc., Decca, etc. Turntables take 10, 12 and 16 inch records at 33½ and 78 r.p.m. *Best programs:* Native music, popular songs, semi-classical music, comedy and dance music. *Artists bureau:* Yes; number of artists not listed.

Rates: One hour, 12 noon to 1:30 p.m., \$415; half-hour, \$242; quarter-hour, \$130; 5 minutes, \$52; one minute, \$12. One hour,

7 to 10 p.m., \$460; half-hour, \$265; quarter-hour, \$145; 5 minutes, \$57; one minute, \$13.50. One hour, 10 to 11:30 p.m., \$435; half-hour, \$255; quarter-hour, \$137.50; 5 minutes, \$55; one minute, \$12.75. *Discounts:* 5 to 10 times, 5%; 10 to 15, 10%; 15 to 20, 15%; 20 or more times, 20%. Five minutes daily for one month, 12 noon to 1:30 p.m., \$375; 7 to 10 p.m., \$420; 10 to 11:30 p.m., \$395. One minute daily for one month, 12 noon to 1:30 p.m., \$210; 7 to 10 p.m., \$230; 10 to 11:30 p.m., \$220. *Discounts:* More than one month and less than 3 months, 5%; more than 3 and less than 6, 10%; more than 6 and less than a year, 15%. *Agency commission,* 30%.

Copy restrictions: None.

BRAZIL

Official language: Portuguese. *Money:* Milreis. *Area:* 3,285,319 square miles. *Population:* 45,332,660. *Estimated number of receiving sets:* 400,000. *Tax or registration:* Law provides that sets are to be registered at Federal post and telegraph offices and a stamp tax of 2 milreis paid (as no penalty is provided for failure to comply, the law is virtually inoperative).

Duty on transcriptions and records: Blank discs, 6.270 milreis per legal kilo; with music on one side, 9.405 milreis; with music on both sides, 15.675 milreis. In addition, there is a surtax of 2% ad valorem, and an internal tax, as follows: Discs up to 20 centimeters, with music on one side, 0.110 milreis each; over 20 and up to 30 centimeters, 0.220 milreis; over 30 and up to 40 centimeters, 0.330 milreis; over 40 centimeters, 0.550 milreis. Discs up to 20 centimeters, with music on both sides, 0.220 milreis; over 20 and up to 30 centimeters, 0.440 milreis; over 30 and up to 40 centimeters, 0.660 milreis; over 40 centimeters, 1.100 milreis.

PRA4, BAHÍ (Ciudad do Salvador)

Operator: Radio Sociedade da Bahia, S. A. *Address:* Ciudad do Salvador, Bahia. *Power:* 10,000 watts on 740 kc. *Affiliation:* None. *Opened:* May, 1934.

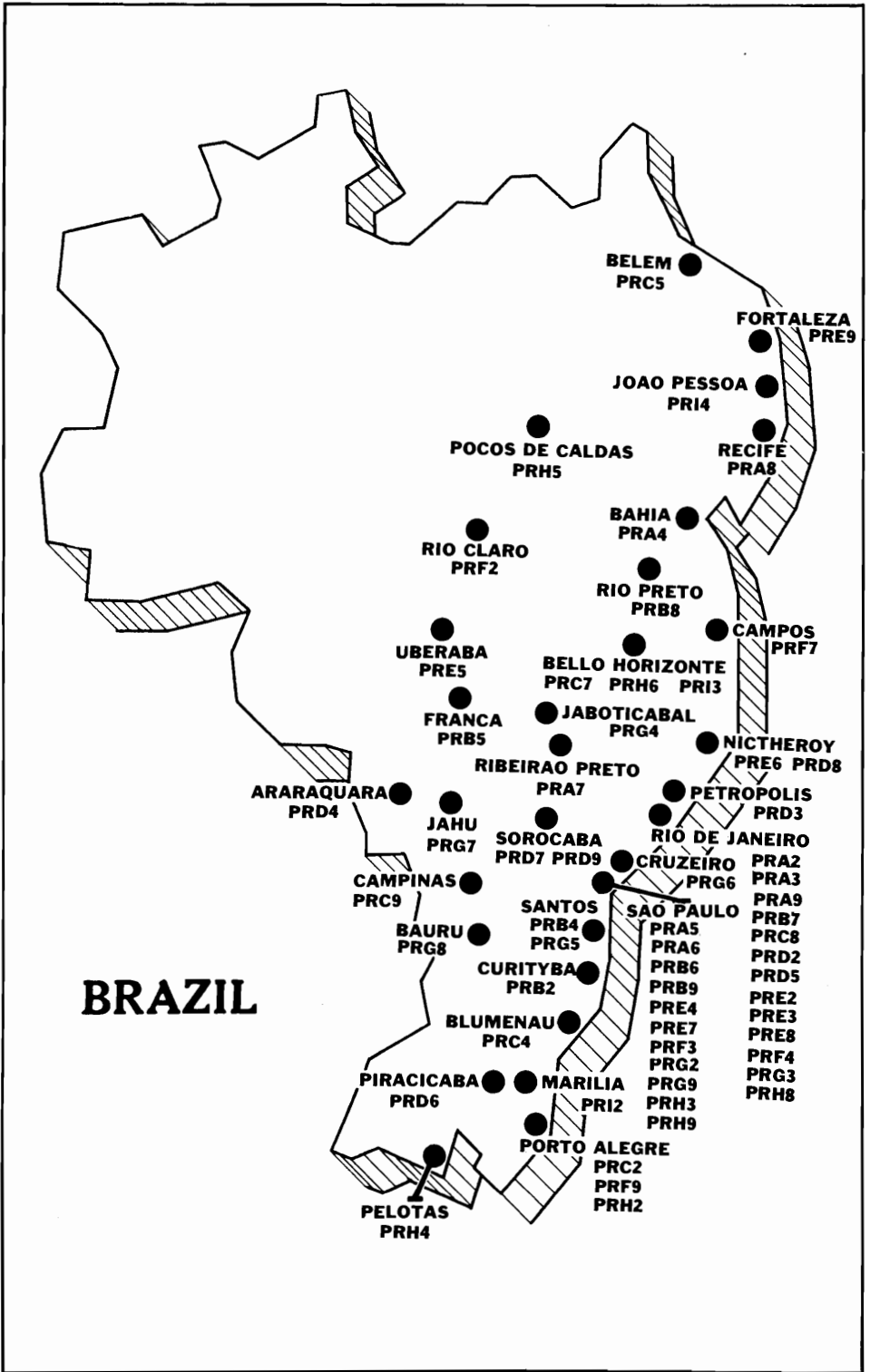
Manager and general department head: Wilfred Ferreira. *Artists bureau head:* Pedro Jatoba.

Rep: None. *News:* Obtained locally. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have RCA Victor, Odeon, Telefunken and other records. Turntables take recordings at 33 1/3 and 78 r.p.m. *Best programs:* Popular songs and music, Brazilian waltzes, classical music. *Artists bureau:* Yes; lists 25 artists.

Rates: One hour, 10 a.m. to 12 noon, 400\$000; half-hour, 200\$000; quarter-hour, 100\$000. One hour, noon to 1 p.m., 600\$000; half-hour, 300\$000; quarter-hour, 150\$000. One hour, 1 to 2 p.m., 400\$000; half-hour, 200\$000; quarter-hour, 100\$000. One hour, 4 to 6 p.m., 600\$000; half-hour, 300\$000; quarter-hour, 150\$000. One hour, 6 to 7.30 p.m., 1:000\$000; half-hour, 500\$000; quarter-hour, 250\$000. One hour, 7.30 to 10.30 p.m., 1:250\$000; half-hour, 650\$000; quarter-hour, 330\$000. Twenty-word announcements 10 a.m. to 12 noon, one to 14 times per month, 10\$000 each time; 15 to 29 times, 9\$000; 30 or more times, 7\$000. Twenty-word announcements, noon to 1 p.m., one to 14 times per month, 15\$000 each time; 15 to 29 times, 14\$000; more than 30 times, 12\$000.

Note: Unless otherwise stated, all rates are in Milreis.



BRAZIL STATIONS—Continued

Twenty-word announcements, 1 to 2 p.m., one to 14 times, 10\$000; 15 to 29 times, 9\$000; more than 30 times, 7\$000. Twenty-word announcements, 4 to 6 p.m., one to 14 times, 15\$000; 15 to 29 times, 14\$000; more than 30 times, 12\$000. Twenty-word announcements, 6 to 7.30 p.m., one to 14 times, 25\$000; 15 to 29 times, 22\$000; more than 30 times, 20\$000. Twenty-word announcements, 7.30 to 10.30 p.m., one to 14 times, 30\$000; 15 to 29 times, 27\$000; more than 30 times, 24\$000. Twenty-word announcements, 10.30 to 11 p.m., one to 14 times per month, 22\$000 each time; 15 to 29 times, 20\$000; more than 30 times, 18\$000.

Copy restrictions: Accept alcoholic beverages and patent medicines; government regulations state that commercials must not exceed 20% of the program time devoted to music.

PRC5, BELEM

Operator: Radio Clube do Para. *Address:* Trav. dos Jurunas, 479, Belem, Para. *Power:* 2,500 watts on 670 kc. *Affiliation:* None. *Opened:* Sept. 7, 1929.

Station head and broadcast director: Roberto Camelier. *Commercial manager:* Eriberto Pio Santos. *Program director:* Wandick Amanajas. *Musical director:* M. Guiaes Barros. *Publicity director:* A. Oscar Fernandes.

Rep: F. Pereira de Sousa & Filho, Rio de Janeiro, Brazil. *News:* Obtained from office of the Secretary of the State of Para, Department of Propaganda of Brazil. *Merchandising:* None. *Foreign language programs:* Accept programs in any language.

Electrical transcriptions: Turntables take records at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

Rates: One announcement, one time, noon to 1:30 p.m. and 6 to 10 p.m., 10\$000; twice, 15\$000; 3 times, 20\$000. Announcements once in each daily program, noon to 1:30 p.m., 150\$000 per month; 6 to 10 p.m., 200\$000 per month. Announcements once in each program on alternate days, noon to 1:30 p.m., 80\$000 per month; 6 to 10 p.m., 120\$000 per month. Ten or more sentences daily (minimum, ten days), price is calculated at the rate of 3\$500 per sentence; for more than 10 days, at 3\$000 per sentence; both morning and evening hours. One hour, 330\$000; half-hour, 180\$000, quarter-hour, 100\$000. Rates include station time only. Contracts of 6 months or more earn 10% discount.

Copy restrictions: None listed.

PRC9, CAMPINAS

Operator: Sociedade Radio Educadora De Campinas. *Address:* Rua Francisco Glycerio, 1316, Campinas. *Power:* 500 watts on 1170 kc. *Affiliation:* With Rede Verde-Amarella, PRB5, PRA7, PRD9, PRB4, PRB6, PRD3, PRD2, PRB3. *Opened:* November, 1933.

Vice-president, chief engineer: A. T. Pagano. *Station manager:* A. Nascimento. *Commercial manager:* F. Haddad. *Program director:* A. Sadeira. *Musical director:* M. Tullio. *Publicity director, artists bureau head:* M. B. Almeida.

Rep: Have representation in Sao Paulo and Rio de Janeiro. *News:* Carry social news, privately obtained. *Merchandising:* None listed. *Foreign language programs:* Accept English and Portuguese programs only.

Electrical transcriptions: Have library of 2,448 records made by Odeon, Victor and Telefunken; turntables take 78 and 33½ r.p.m. *Best programs:* Amateur hours, humor. *Artists bureau:* Yes; lists 24 artists.

Rates: One sentence of 15 words, daily, per month, between 10:30 a.m. and 1 p.m., 200\$000; between 5 and 5:30 p.m., 160\$000; between 5:30 and 6 p.m., 180\$000; between 6 and 6:45 p.m., 200\$000; between 7:30 and 9:30 p.m., 250\$000; between 10:30 and 11 p.m., 150\$000; for two sentences on same basis, add 20%; for three sentences on same basis, add 30%; for four sentences, add 40%; for five sentences, add 50%; for more than six sentences, add 60%. Quarter-hour, 10:30 a.m. to 1 p.m., 80\$000; 7:30 and 9:30 p.m., 250\$000; all other times, 50\$000. Three months contract earns 8% discount; six months, 15%; 12 months, 35%.

Copy restrictions: None listed.

PRE9, FORTALEZA

Operator: Ceara Radio Club. *Address:* B. de Rio Branco 1172. *Power:* 2,000 watts on 1320 kc. *Affiliation:* None. *Opened:* 1931.

Rep: Conquest Alliance Co., Inc., New York City. *News:* No information available. *Merchandising:* No information available.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No information available. *Foreign language programs:* No information available.

Rates: One hour, 600\$000; half-hour, 350\$000; quarter-hour, 200\$000. Twenty-word announcements, 11:30 a.m. to 12:30 noon, 10\$000; 8 to 10 p.m. (Saturdays to 11 p.m.), 15\$000; 4 to 6 p.m. (Sundays only), 15\$000.

BRAZIL STATIONS—Continued

Copy restrictions: No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

PRG7, JAHU

Operator: Radio Sociedade Jahuense. *Address:* Box 3, Jahu, Sao Paulo. *Power:* 500 watts on 1010 kc. *Affiliation:* Rede Verde-Amarella, totalling 13 Brazilian stations. *Opened:* Dec. 19, 1934.

President: U. N. Ferreira. *Station manager:* J. Quevedo. *Commercial manager:* J. J. Almeida. *Musical director and artists bureau head:* G. Leanza.

Rep: None. *News:* None. *Merchandising:* None. *Foreign language programs:* Accept Portuguese programs only. (Portuguese is national language of Brazil.)

Electrical transcriptions: Have 2,000 records of unspecified make. Turntables take standard size records at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Popular and regional music. *Artists bureau:* Yes; number of artists not given.

Rates: Quarter-hour, with records, one time, 100\$000; 10 times, 70\$000 each; 15 times, 60\$000 each; 30 times, 50\$000 each. Half-hour, with records, one time, 180\$000; 10 times, 130\$000 each; 15 times, 110\$000 each; 30 times, 90\$000 each. Programs, with orchestra (national or regional music), add 30% to foregoing prices.

One 20-word announcement, 10\$000; 5 announcements, 40\$000; 10 announcements, 70\$000; 15 announcements, 90\$000. Announcements up to 20 words, on basis of 30 times per month, 4\$500 each; 60 times, 4\$000; 90 times, 3\$700; 120 times, 3\$400; 150 times, 3\$200; 180 times, 3\$000; 300 times, 2\$800; 450 times, 2\$600; 600 times, 2\$400. Words up to 3 letters not counted; announcements up to 10 words, 30% discount. Three-month contracts earn 10% discount; six-month, 20%; one year, 25%.

Copy restrictions: None, other than regulations governing political, religious and moral matters.

PR12, MARILIA

Operator: Radio Club de Marilia. *Address:* Caixa Postal 326, Marilia. *Power:* 1,000 watts on 1090 kc. *Affiliation:* None. *Opened:* June 22, 1936.

Director, commercial manager: Oscar Moraes Barros. *Station manager and publicity director:* Dr. Sylvio Ache. *Chief engineer:* Leopoldino B. Junior. *Program director:* Raul Brunini Junior. *Musical director:* Joao Amaral.

Rep: None. *News:* None. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Use RCA Vic-

tor, Columbia, Odeon, Polydor, Telefunken and other records. Turntables take recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Brazilian and international music, children's programs, chamber music, regional music. *Artists bureau:* None.

Rates: Announcements, up to 20 words, 9 a.m. to 2 p.m. and 5 to 11 p.m.—up to 30 times, 4\$000 each time; up to 60 times, 3\$800 each time; up to 90 times, 3\$700 each time; up to 120 times, 3\$600 each time; up to 180 times, 3\$500 each time; up to 300 times, 3\$400 each time; up to 600 times, 3\$334 each time. For announcements at a specified time, add 10%. Quarter-hours, 10.30 a.m. to 1 p.m. and 5 to 11 p.m.—one time, 120\$000; up to 4 times, 110\$000 each time; up to 8 times, 100\$000 each time; up to 12 times, 80\$000 each time; up to 16 times, 70\$000 each time.

Copy restrictions: None listed.

PRC2, PORTO ALEGRE

Operator: Sociedade Anonyma. *Address:* Rio Grande do Sul, Porto Alegre. *Power:* 5,000 watts on 680 kc. *Affiliation:* Confederacao Brasileira de Radiodifusao, Rio de Janeiro. *Opened:* 1927.

Operator: J. Oswaldo Rentzsch. *Director:* Luiz de Carvalho Bastos.

Rep: None. *News:* None. *Merchandising:* None. *Foreign language programs:* Station states a recent decree of Minister of the Interior prohibits such programs.

Electrical transcriptions: Use RCA Victor records. Turntables take any type recording. *Best programs:* No list given. *Artists bureau:* Yes; number of artists varies.

Rates: Twenty-word announcements, 11 a.m. to 12 noon, 5\$000; noon to 2 p.m., 10\$000; 2 to 6.45 p.m., 5\$000; 7.30 to 11 p.m., 12\$000. Quarter-hour, 11 a.m. to 12 noon, 80\$000; noon to 2 p.m., 120\$000; 2 to 6.45 p.m., 80\$000; 7.30 to 11 p.m., 150\$000. Half-hour, 11 a.m. to 12 noon, 150\$000; noon to 2 p.m., 240\$000; 2 to 6.45 p.m., 150\$000; 7.30 to 11 p.m., 300\$000. Discounts on 10-month contracts up to 5:00\$, 10%; more than 10:00\$, 15%; more than 20:00\$, 20%. Twelve-month contracts for announcements at any hour (no discounts); 5,000 words, 2:500\$000; 10,000 words, 4:500\$000; 20,000 words, 8:000\$000.

Copy restrictions: None.

PRF9, PORTO ALEGRE

Operator: Radio Difusora Alegrense. *Address:* Sequeira de Campos 1221, Porto Alegre. *Power:* 5,000 watts on 570 kc. *Affiliation:* None. *Opened:* Oct. 27, 1934.

President: Arthur Pizoli. *Station and*

BRAZIL STATIONS—Continued

commercial manager, publicity director: Henrique J. Pereira. *Chief engineer:* Lourival Ancantara. *Program and musical director:* Nelson Lanca.

Rep: None. *News:* National Telegraphic Agency. *Merchandising:* Though no such services have been rendered to date, would undertake to do so at actual cost. *Foreign language programs:* Accept Italian and English programs.

Electrical transcriptions: None. *Best programs:* Musical programs. *Artists bureau:* None.

Rates: No information given.

Copy restrictions: None.

PRAS8, RECIFE

Operator: Radio Club Pernambuco. *Address:* Recife. *Power:* 25,000 watts on 730 and 6040 kc. *Affiliation:* None. *Opened:* 1922.

Rep: Conquest Alliance Co., Inc., New York City. *News, merchandising and foreign language programs:* No information available.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs and artists bureau:* No information available.

Rates: One hour, 7 a.m. to 6 p.m., 650\$000; half-hour, 350\$000; quarter-hour, 200\$000. One hour, 6 p.m. to midnight, 1:000\$000; half-hour, 650\$000; quarter-hour, 350\$000. One-minute announcements (100 words) per month: daily, 7 to 11 a.m. and 2 to 5 p.m., 300\$000; alternate days, 225\$000; every other week day, 200\$000. Daily, 11 a.m. to 1 p.m. and 11 p.m. to midnight, 600\$000; alternate days, 450\$000; every other week day, 400\$000. Daily 5 to 7 p.m. and 10 to 11 p.m., 900\$000; alternate days, 675\$000; every other week day, 600\$000. Daily, 7 to 10 p.m., 1:800\$000; alternate days, 1:350\$000; every other week day, 1:200\$000. Artists' services not included in above rates.

Copy restrictions: Electrical transcriptions and recorded music must be announced as such. Government regulations stipulates that no more than 10% of program time (quarter-hour or longer) be devoted to commercials; commercials must be distributed throughout the program, and each must not exceed one minute. Continuous repetition of slogans prohibited. All programs and copy subject to station approval.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

PRA7, RIBEIRAO PRETO

Operator: Radio Club de Ribeirao Preto. *Address:* Rua Tybirica 26, Ribeirao Preto,

Sao Paulo. *Power:* 1,000 watts on 670 kc. *Affiliation:* Green and Yellow Network. *Opened:* Nov. 10, 1925. (Note: The owners of this station, Louzada, Bueno & Cia., also own stations PRB8, PRG4 and PRH7).

Director: J. C. Louzada. *Station manager:* F. Paulo. *Commercial manager:* Accacio Silweira. *Chief engineer:* Jose da Silva Bueno. *Program director, artists bureau head:* Edu Carvallio. *Musical director:* Jose Gumerato. *Publicity director:* Sebastiao Porto.

Rep: Have representatives in Rio de Janeiro and Sao Paulo; none in the U. S. *News:* Obtained from various sources. *Merchandising:* None. *Foreign language programs:* Accept English, French and Italian programs.

Electrical transcriptions: Have 4,000 records of various make. Turntables take 10 and 12-inch recordings at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* Yes; lists 28 artists.

Rates: Quarter-hour, one time, 10.30 a.m. to 1 p.m. and 5 to 11 p.m., 140\$000; quarter-hour up to 4 times per month, 130\$000 each time; up to 8 times per month, 120\$000 each time; up to 12 times per month, 100\$000 each time; up to 16 times per month, 90\$000 each time. Twenty-word announcements up to 30 times per month, 10.30 a.m. to 1 p.m. and 5 to 11 p.m., 6\$000 each time; up to 60 times per month, 5\$800; up to 120 times, 5\$4000 each time; up to 150 times, 5\$200 each time; up to 180 times, 5\$000 each time; up to 300 times, 4\$800 each time; up to 450 times, 4\$600 each time; up to 600 times per month, 4\$400 each time. Words up to 3 letters not counted; name of product, place and advertiser counted as one word each. Contracts for 3 months earn 10% discount; 6 months, 20%.

Copy restrictions: None.

PRA3, RIO DE JANEIRO

Operator: Radio Club do Brasil. *Address:* R. Bethencourt da Silva, 21-30. *Power:* 10,000 watts on 860 kc. *Affiliation:* None. (Management, co-operating with Conquest Alliance Co. will undertake to organize, at cost, any hookup desired). *Opened:* Jan. 6, 1924.

President: Dr. Raul Faria. *Commercial manager:* Isidoro E. Kohn. *Chief engineer:* Major W. A. M. Vasconcellos. *Program director:* Gluckman Arnold. *Publicity director:* O. Forin.

Rep: Conquest Alliance Co., Inc., New York City. *News:* None. *Merchandising:*

BRAZIL STATIONS—Continued

None. *Foreign language programs:* Accept programs in any language.

Electrical transcriptions: Have General Electric sound reproducing system, double turntables for recordings at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None; will furnish lists of talent on request.

Rates: One hour, 7:30 a.m. to noon, 650\$000; noon to 6 p.m., 800\$000; 6 to 8 p.m., 9 p.m. to midnight, and Sundays, 1:000\$000; 8 to 9 p.m., 1:600\$000. Half-hour, 7:30 a.m. to noon, 350\$000; noon to 6 p.m., 450\$000; 6 to 8 p.m., 9 p.m. to midnight, and Sundays, 600\$000; 8 to 9 p.m., 900\$000. Quarter-hour, 7:30 a.m. to noon, 200\$000; noon to 6 p.m., 250\$000; 6 to 8 p.m., 9 p.m. to midnight, and Sundays, 350\$000; 8 to 9 p.m., 500\$000. One-minute announcements, 7:30 to 10 a.m., 5 or more times, 16\$000; noon to 2 p.m., and 11 p.m. to midnight, 40\$000; 2 to 6 p.m., 20\$000; 6 to 7 p.m. and 10 to 11 p.m., 60\$000; 7 to 7:30 p.m. and 9 to 10 p.m., 80\$000; 8 to 9 p.m., 120\$000. Six-month contract for announcements earns 10% discount. Artists' services not included in above rates. Minimum time sold: 20 words.

Copy restrictions: Brazilian law restricts commercials to 10% of contracted time on programs of 15 or more minutes. Commercials must be distributed throughout the program, with each limited to one minute. Continuous repetition of slogans not permitted. All copy subject to station approval.

PRA9, RIO DE JANEIRO

Operator: Radio Sociedade Mayrink Veiga. *Address:* Rua Mayrink Veiga 15, Rio de Janeiro. *Power:* 20,000 watts on 1220 kc. *Affiliation:* None. *Opened:* Jan. 20, 1926.

President: A. Mayrink Veiga. *Station and commercial manager:* Edmar Machado. *Chief engineer:* E. B. Lacerda. *Program and musical director, artists bureau head:* Cesar Ladeira.

Rep: None. *News:* UP, Agencia Brasileira, Agencia Nacional. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle lateral cut recordings at 33½ and 78 r.p.m. *Best programs:* Radio theatre, novelty programs, singers, popular and concert orchestras, commentators, comedy. *Artists bureau:* Yes; lists 63 artists.

Rates: Half-hour, up to 6 p.m., 650\$000; after 6 p.m., 1,000\$000. Quarter-hour, up to 6 p.m., 380\$000; after 6 p.m., 600\$000. Twenty-word announcements, up to 6 p.m., 20\$000; after 6 p.m., 50\$000.

Copy restrictions: All advertising must be in Portuguese. Commercials limited to

60 seconds each and time devoted to them must not exceed 20% of the program.

PRCS, RIO DE JANEIRO

Operator: Radio Sociedade Guanabara. *Address:* Rua 10 de Marco 123, Rio de Janeiro. *Power:* 75,000 watts on 1360 kc. *Affiliation:* None. *Opened:* 1932.

President: G. Manes. *Station and commercial manager, program, musical and publicity director:* Alberto Manes. *Chief engineer:* Guilheme Manes.

Rep: None. *News:* None. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* Yes; number of artists not given.

Rates: No information given.

Copy restrictions: None.

PRE2, RIO DE JANEIRO

Operator: Radio Vera Cruz, S. A. *Address:* Rua Buenos Aires 168, Rio de Janeiro. *Power:* 5,000 watts on 1430 kc. *Affiliation:* None. *Opened:* June 22, 1937.

President: Dr. Placido de Mello. *Commercial manager:* Paulo Rodriguez Alves. *Chief engineer:* Dr. Adherna de C. Joheire. *Program director:* Paulo Bevilsequa. *Publicity director:* Alberto G. de Souza.

Rep: None. *News:* None. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

Rates: No information given.

Copy restrictions: None.

PRH8, RIO DE JANEIRO

Operator: Radio Ipanema. *Address:* (office) Av. Rio Branco, 190, Rio de Janeiro. *Power:* 7,500 watts on 1130 kc. *Affiliation:* None. *Opened:* June 4, 1934.

President: Francisco Xavier Filho. *Commercial manager:* Jose da Motta E. Silva. *Chief engineer:* N. Xavier de Araujo. *Program director:* Antonio Gomez. *Musical director:* Maestro Gluckman. *Publicity director:* Tullio Gracindo.

Rep: None. *News:* Obtained from local papers. *Merchandising:* None. *Foreign language programs:* Accept programs in any language.

Electrical transcriptions: Use RCA Victor, Polydor, Telefunken and other records. Turntables take any type recording at 33½ and 78 r.p.m. *Best programs:* Argentine programs (tangos, rancheras, Argentine songs, etc.), orchestral programs. *Artists bureau:* None.

Rates: No information given.

Copy restrictions: Commercials must not exceed 20% of program time. All copy subject to government regulations.

BRAZIL STATIONS—Continued

PRB8, RIO PRETO

Operator: Radio Rio Preto, S. A. (Louzada, Bueno & Cia.). *Address:* Rua Siqueira Campos 1308, Rio Preto, S. Paulo. *Power:* 1,000 watts on 690 kc. *Affiliation:* This station is affiliated with PRG4, of Jaboticabal, PRA7 and PRH7, of Ribeirao Preto, also controlled by Louzada, Bueno & Cia. *Opened:* Dec. 1, 1936.

Station head: J. C. Louzada. *Station manager:* J. Camargo. *Commercial manager, publicity director:* Andrassy Ribeiro. *Chief engineer:* Jose da Silva Bueno. *Program director, artists bureau head:* Alceu C. Ailveira. *Musical director:* Prof. Ranzini.

Rep: None in the U. S.; in Sao Paulo: Nester Macedo, Caica Postal 247, Edificio Mantinelli; in Rio de Janeiro: Alcen N. Fonseca, Caica Postal 3098, Rua Alfandaga 41. *News:* Obtained from domestic and foreign commercial bulletins and exchange reporter. *Merchandising:* None. *Foreign language programs:* Accept Italian, French, Portuguese and English programs.

Electrical transcriptions: Have 2,482 records of various make, 10 and 12-inch, at 33½ and 78 r.p.m. *Best programs:* Popular music, humor, national songs. *Artists bureau:* Yes; lists 15 artists.

Rates: Quarter-hour, one time, 140\$000; quarter-hour up to 4 times a month, 130\$000 each time; up to 8 times, 120\$000; up to 12 times, 100\$000; up to 16 times, 90\$000. Twenty-word announcements, up to 30 times a month, 6\$000 each time; up to 60 times, 5\$800; up to 90 times, 5\$600; up to 120 times, 5\$400; up to 150 times, 5\$200; up to 180 times, 5\$000; up to 300 times, 4\$800; up to 450 times, 4\$600; up to 600 times, 4\$400. For announcements at stated times, add 10%. Contracts for 3 months earn 10% discount; 6 months, 20% discount.

Copy restrictions: None.

PRG5, SANTOS

Operator: Sociedade Radio Atlantica. *Address:* Rua 15 de Novembro N. 10, Santos, Sao Paulo. *Power:* 3,000 watts on 720 kc. *Affiliation:* None. *Opened:* 1934.

President and chief engineer: Carlos Baccarat. *Station manager:* J. Mello. *Commercial manager:* J. L. Baccarat. *Program director:* V. Leporace. *Musical director:* Antonio Mazagao. *Artists bureau head:* V. Leporace and Antonio Mazagao. *Publicity director:* E. S. Pinto.

Rep: Organizacao Publicitas, Sao Paulo; A. Fonseca, P. O. Box 3098, Rio de Janeiro. *News:* Obtained via local paper, *Tribuna*. *Merchandising:* Distribute pamphlets and samples of advertisers' products, and contact dealers by phone; all services ren-

dered at cost. *Foreign language programs:* Accept programs in any language.

Electrical transcriptions: Have 8,000 transcriptions and records of various makes, including RCA, Brunswick, Decca, Perfect, Columbia, English Parlophon, Odeon, Telefunken, etc. Turntables take records up to 24 inches, at 33½ and 78 r.p.m. *Best programs:* Liars Club, Radio Theatre of the Air. *Artists bureau:* Yes; lists 38 artists.

Rates: Quarter-hour studio program, before 6 p.m., \$375; after 6 p.m., \$400. Recorded quarter-hour program before 6 p.m., \$300; after 6 p.m., \$375. Spot announcement, 30 words, before 6 p.m., \$20; after 6 p.m., \$35.

Copy restrictions: None, other than limiting commercials to 120 seconds during the day, 60 seconds at night.

PRA5, SAO PAULO

Operator: Radio Sao Paulo. *Address:* Rua 7 de Abril 39, Sao Paulo. *Power:* 10,000 watts on 1260 kc. *Affiliation:* State key station for the National Brazilian Hour, broadcast to 25 other stations daily, 6:45 to 7:30 p.m. *Opened:* June, 1924.

Director: J. B. Amaral. *Station manager:* A. Toledo Passos. *Commercial manager:* Pedro Santoro. *Chief engineer:* Engo Carlos Monaco. *Program director:* Gabriel Migliore. *Musical director:* Luiz Schiavo. *Artists bureau head:* Theodorico Soares. *Publicity director:* J. F. Fontes.

Rep: None. *News:* UP and Havas Agency service from local paper, *O Estado de S. Paulo*. *Merchandising:* None. *Foreign language programs:* Accept French and Italian programs.

Electrical transcriptions: Have records only, totalling 14,193 selections, at 33½ and 78 r.p.m. *Best programs:* Dramatic programs, Italian Hour, Alarm Clock programs. *Artists bureau:* Yes; lists 58 artists.

Rates: Quarter-hour, 3 to 6 months, 500\$000 for studio program; 400\$000 for recorded program. Quarter-hour, 6 to 12 months, 400\$000 for studio program; 320\$000 for recorded program. Half-hour, 3 to 6 months, 900\$000 for studio program; 720\$000 for recorded program. Half-hour, 6 to 12 months, 720\$000 for studio program; 580\$000 for recorded program. Spot announcement of 25 words: 7 to 11 a.m., 10\$000; 2 to 6 p.m., and 11 p.m. to midnight, 15\$000; 11 a.m. to 2 p.m., and 6 to 7 p.m., 20\$000; 7 to 11 p.m., 30\$000.

Copy restrictions: All advertising must adhere to laws of the country which prohibit "broadcasts of immoral subjects."

PRB9, SAO PAULO

Operator: Paulo M. Carvalho. *Address:* Praca da Republica, 15, Sao Paulo. *Power:*

BRAZIL STATIONS—Continued

20,000 watts on 1000 kc. *Affiliation:* None. *Opened:* June 11, 1932.

Owner, station manager: Paulo M. Carvalho. *Commercial manager, publicity director:* Teofilo A. Sa. *Chief engineer:* Nicomedes Oliveira. *Program and musical director:* Otavio Gabus Mendes. *Artists bureau head:* Raul Gama Duarte.

Rep: None in the U. S.; Pedro Marinho, Natal Hotel, Rua Alvaro Alvim, in Rio de Janeiro. *News:* Obtained through own reporters. *Merchandising:* No special service; will cooperate with advertisers, if length of contract warrants, without charge. *Foreign language programs:* Accept programs in any language, but commercials must be given in Portuguese.

Electrical transcriptions: Have 4 turntables, one at 33½ r.p.m., 3 at 78 r.p.m. *Best programs:* Police serials, humor, Brazilian music, American music, radio theatre, Italian music and sports broadcasts. *Artists bureau:* Yes; lists 12 artists.

Rates: Half-hour, 800\$000; quarter-hour, 450\$000. Ten-word announcements, 8:30 to 9:30 a.m., 2 to 10 days a month, 12\$000; more than 10 days a month, 10\$000; for 3 months, 8\$000; 6 months, 5\$000. Ten-word announcements, 11 a.m. to 12 noon, 2 to 10 days a month, 15\$000; more than 10 days a month, 12\$000; for 3 months, 10\$000; 6 months, 8\$000. Ten-word announcements, 12 noon to 6 p.m., 2 to 10 days a month, 20\$000; more than 10 days a month, 18\$000; for 3 months, 15\$000; 6 months, 13\$000. Ten-word announcements, 6 to 11 p.m., 2 to 10 days a month, 30\$000; more than 10 days a month, 27\$000; for 3 months, 24\$000; 6 months, 22\$000. Ten-word announcements, 11 p.m. to 12:30 a.m., 2 to 10 days a month, 17\$000; more than 10 days a month, 15\$000; for 3 months, 12\$000; 6 months, 10\$000. Thirty-word announcements, 8:30 to 9:30 a.m., 2 to 10 days a month, 24\$000; more than 10 days a month, 20\$000; for 3 months, 16\$000; 6 months, 12\$000. Thirty-word announcements, 11 a.m. to 12 noon, 2 to 10 days a month, 25\$000; more than 10 days a month, 24\$000; for 3 months, 20\$000; 6 months, 16\$000. Thirty-word announcements, 12 noon to 6 p.m., 2 to 10 days a month, 35\$000; more than 10 days a month, 31\$000; for 3 months, 27\$000; 6 months, 24\$000. Thirty-word announcements, 6 to 11 p.m., 2 to 10 days a month, 56\$000; more than 10 days a month, 48\$000; for 3 months, 44\$000; 6 months, 38\$000. Thirty-word announcements, 11 p.m. to 12:30 a.m., 2 to 10 days a month, 27\$000; more than 10 days a month, 25\$000; for 3 months, 23\$000; 6 months, 20\$000.

Copy restrictions: No religious programs accepted. No advertising offensive to morals or good taste. Only one minute

commercials allowed between 3 or 4 minutes of music.

PRF3, SAO PAULO

Operator: Radio Diffusora Sao Paulo, S. A. *Address:* Viaducto Boa Vista 119, Sao Paulo. *Power:* 15,000 watts on 960 kc. *Affiliation:* None. *Opened:* Nov. 24, 1934.

President. Dr. Ubiratam Pamplona. Commercial director: Decio P. Silveira. *General manager:* Manfredo A. Costa. *Chief engineer:* Lauro V. Bacellar. *Musical director:* Leon Kaniefsky. *Publicity director:* Fernando G. Costa.

Rep: Conquest Alliance Co., Inc., New York City. *News:* Obtained from Brazilian Telegraphic Agency. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have 8,000 records of unspecified make, and 4 turntables taking records up to 20 inches at 33½ and 78 r.p.m. *Best programs:* Health programs and musical programs. *Artists bureau:* None.

Rates: Following prices are quoted for 15-minute periods; longer periods are pro rata. From 10 to 11 a.m., 4 to 6 p.m., and 11 p.m. to 12 midnight, from 4 to 8 times monthly, 100\$000; from 9 to 12 times, 90\$000; from 13 to 16 times, 80\$000; from 17 to 19 times, 70\$000; more than 20 times, 50\$000. From 11 a.m. to 2 p.m., and 6 to 7 p.m., from 4 to 8 times monthly, 150\$000; from 9 to 12 times, 135\$000; from 13 to 16 times, 120\$000; from 17 to 19 times, 105\$000; more than 20 times, 90\$000. From 7 to 11 p.m., from 4 to 8 times monthly, 360\$000; from 9 to 12 times, 340\$000; from 13 to 16 times, 320\$000; from 17 to 19 times, 300\$000; more than 20 times, 280\$000. Artists' services extra. Minimum time sold: 2 words.

Copy restrictions: Brazilian Radio Law restricts commercials to 10% of contracted time on programs of 15 minutes or more. Commercials must be distributed throughout program, and each limited to one minute. Continuous repetition of slogans prohibited. All copy subject to station approval.

PRG2, SAO PAULO

Operator: Radio Tupan, S. A. *Address:* Rua 7 de Abril No. 62, Sao Paulo. *Power:* 25,000 watts on 1040 kc. *Affiliation:* None. *Opened:* Sept. 3, 1937.

Station and commercial manager: H. D. Menezes. *Chief engineer:* M. Alderighi. *Program and musical director, artists bureau head:* Souza Lima. *Publicity director:* Masarenhas.

BRAZIL STATIONS—Continued

Rep: None. *News:* Obtained from newspaper, *Diario de Sao Paulo*. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* Variety programs. *Artists bureau:* Yes; lists 40 artists.

Rates: Quarter-hour, 10 to 11 a.m., 2 to 6 p.m., 11 p.m. to midnight, more than 4 times per month, 100\$000; 11 a.m. to 2 p.m. and 6 to 7 p.m., 150\$000; 7 to 11 p.m., 360\$000. Quarter-hour, more than 9 times per month, 10 to 11 a.m., 2 to 6 p.m. and 11 p.m. to midnight, 90\$000; 11 a.m. to 2 p.m. and 6 to 7 p.m., 135\$000; 7 to 11 p.m., 340\$000. Quarter-hour, more than 13 times, 10 to 11 a.m., 2 to 6 p.m. and 11 p.m. to midnight, 80\$000; 11 a.m. to 2 p.m. and 6 to 7 p.m., 120\$000; 7 to 11 p.m., 320\$000. Quarter-hour, more than 17 times, 10 to 11 a.m., 2 to 6 p.m., 11 p.m. to midnight, 70\$000; 11 a.m. to 2 p.m. and 6 to 7 p.m., 105\$000; 7 to 11 p.m., 300\$000. Quarter-hour, more than 20 times per month, 10 to 11 a.m., 2 to 6 p.m. and 11 p.m. to midnight, 50\$000; 11 a.m. to 2 p.m. and 6 to 7 p.m., 90\$000; 7 to 11 p.m., 280\$000. For half-hour programs, double quarter-hour prices; for full hour programs, multiply quarter-hour rates by four. More than 30 announcements per month, 10 to 11 a.m., 2 to 6 p.m. and 11 p.m. to midnight, 6\$500; 11 a.m. to 2 p.m. and 6 to 7 p.m., 8\$500; 7 to 11 p.m., 12\$500. More than 120 announcements per month, 10 to 11 a.m., 2 to 6 p.m. and 11 p.m. to midnight, 5\$600; 11 a.m. to 2 p.m. and 6 to 7 p.m., 7\$400; 7 to 11 p.m., 11\$000. More than 180 announcements per month,

10 to 11 a.m., 2 to 6 p.m. and 11 p.m. to midnight, 5\$200; 11 a.m. to 2 p.m. and 6 to 7 p.m., 6\$800; 7 to 11 p.m., 10\$000. More than 210 announcements per month, 10 to 11 a.m., 2 to 6 p.m. and 11 p.m. to midnight, 5\$000; 11 a.m. to 2 p.m. and 6 to 7 p.m., 6\$500; 7 to 11 p.m., 9\$000. Contracts for 3 months earn 10% discount; 6 months, 15%; 12 months, 20%.

Copy restrictions: None.

PRH9, SAO PAULO

Operator: Sociedade Bandeirante de Radio Diffusao. *Address:* 365 S. Bento, Sao Paulo. *Power:* 5,000 watts on 840 kc. *Affiliation:* National government network. *Opened:* June 5, 1937.

Director: J. G. Guimaraes. *Commercial manager:* O. F. Camargo, Jr. *Chief engineer:* A. C. Terra Netto. *Program director, artists bureau head:* Ulysses Lelot. *Musical director:* Leo Peracchi.

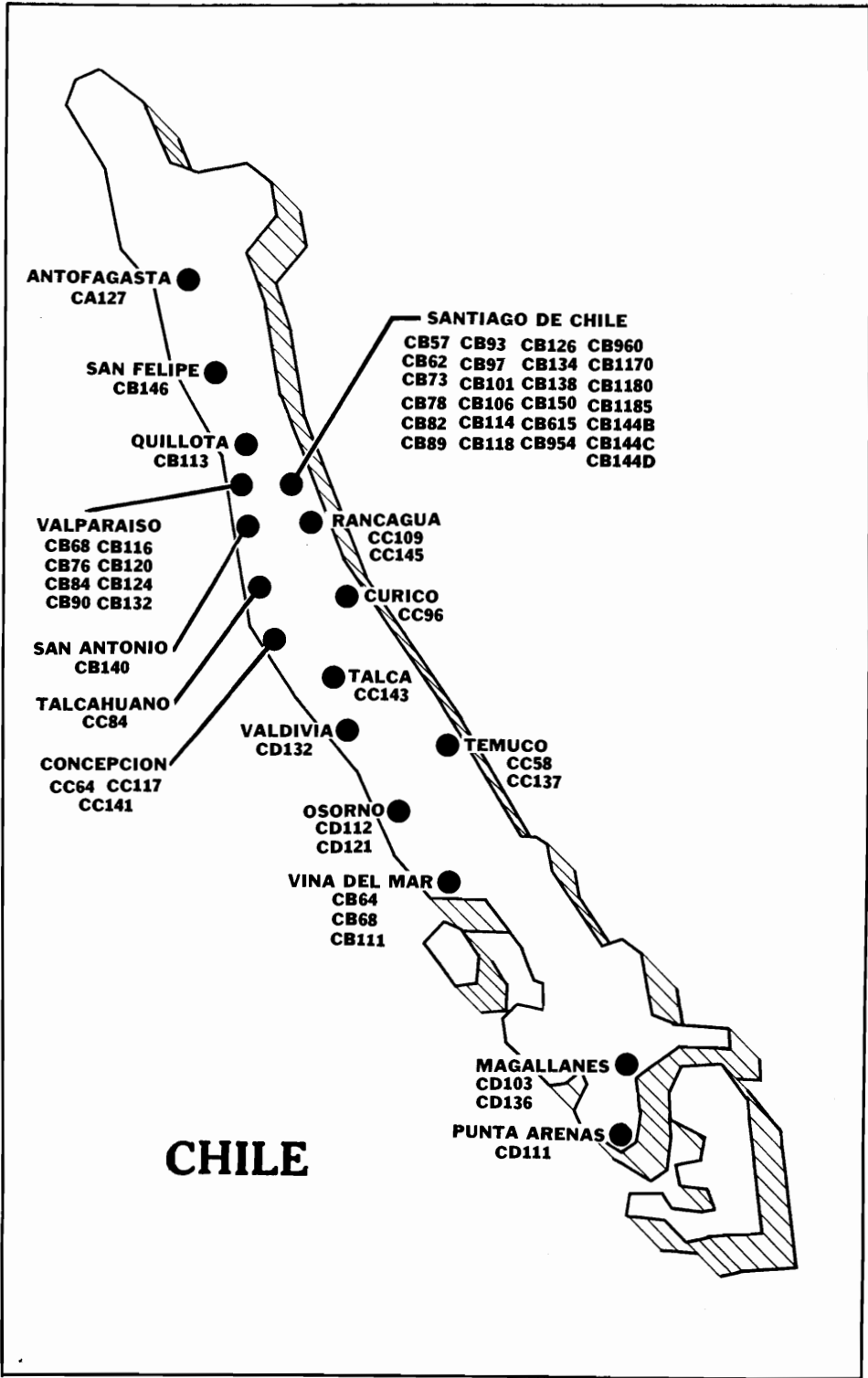
Rep: A. N. Fonseca, Rio de Janeiro, Brazil. *News:* None. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have 800 records of various make. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Popular Brazilian music, jazz and fox trots, orchestras. *Artists bureau:* Yes; lists 23 artists.

Rates: One hour, nighttime 1:200\$000; half-hour, 600\$000; quarter-hour, 300\$000. One hour, daytime, 600\$000; half-hour, 300\$000; quarter-hour, 150\$000. Spot announcements (20-word maximum), nighttime, 15\$000; daytime, 9\$000.

Copy restrictions: None listed.





CHILE

Official language: Spanish. *Money:* Peso. *Area:* 286,322 square miles. *Population:* 555,872. *Estimated number of receiving sets:* 75,000 to 80,000. *Tax or registration:* None.

Duty on transcriptions and records: Finished transcriptions, cylinders and discs for phonographs and similar uses, 80 paper pesos per legal kilo; blank, 20 paper pesos per legal kilo. Sales tax, 5% of duty paid value; statistical tax, 3½%. In addition, there is an internal tax: 0.50 pesos when the price does not exceed one gold peso (4 paper pesos equal one gold peso); 1 pesos when the price is from 5 to 15 gold pesos; 2 pesos when the price is from 15 to 25 gold pesos; 3 pesos when the price is from 25 to 35 gold pesos; when the price is over 35 gold pesos, 0.50 pesos for each 10 pesos or fraction of excess.

CC64, CONCEPCION

Operator: Hucke & Cia. Ltd. *Address:* Barros Arana 902, Concepcion. *Power:* 100 watts on 640 kc. *Affiliation:* No information available. *Opened:* Sept., 1930.

Rep: Conquest Alliance Co., Inc., New York City. *News:* No information available. *Merchandising:* No information available. *Foreign language programs:* No information available.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: One announcement daily, \$70 per month; 2 announcements daily, \$110 per month; 3 announcements daily, \$180 per month. One announcement, after each musical number, during one hour daily, \$300 per month. Quarter-hour daily, \$400 per month; half-hour daily, \$700 per month; three-quarter hour daily, \$1,000 per month; full hour daily, \$1,200 per month. On contracts for 15 days, 25% increase; 8 days, 40% increase. On contracts for 6 months, advertiser will receive one extra month's broadcast gratis.

Copy restrictions: No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

CD112, OSORNO

Operator: Radio Difusora Cia., "Cervecerias Unidas." *Address:* Casilla 724. *Power:* 250 watts on 1120 kc. *Affiliation:* No network, but station states it is affiliated with a station in Puerto Montt. *Opened:* 1933. (Note: Radio Difusora Cia. "Cervecerias Unidas" also engages in the sale of radio sets and electric lighting systems.)

Proprietor: R. E. Riedel. *Chief engineer:* Gust. Geisse. *Program director:* Fdo. Pi-

zarro. *Musical director:* Raul Valewancla.

Rep: None. *News:* Obtained from daily papers. *Merchandising:* None. *Foreign language programs:* Accept German programs.

Electrical transcriptions: Turntables take recordings at 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

Rates: Daily quarter-hour, 12:15 to 1 p.m. and 8:30 to 10 p.m., \$240 per month. Quarter-hour, Monday, Wednesday, Friday and Sunday, 1 to 1:45 p.m. and 7:30 to 8:30 p.m., \$200 per month. Quarter-hour, Tuesday, Thursday and Saturday, 1 to 1:45 p.m. and 7:30 to 8:30 p.m., \$160 per month. Three daily announcements in following time segments: 12 noon to 12:15 p.m., 1:45 to 2:30 p.m., 4 to 7:30 p.m., and 10 to 11 p.m., \$80 per month; 6 daily announcements, \$120; 9 daily announcements, \$180 per month. Announcements must not exceed 30 words; additional words, 30% extra.

Copy restrictions: None listed.

CD111, PUNTA ARENAS

Operator: Turina y Cia. *Address:* Casilla 206, Punta Arenas. *Power:* 100 watts on 1110 kc. *Affiliation:* None. *Opened:* 1931. (Note: Turina y Cia. also act as forwarding agents in Valparaiso, Natales and Punta Arenas.)

Station and commercial manager, publicity director: Victor Turina. *Chief engineer:* Enrique Nielsen. *Program director, artists bureau head:* Esteban de los Hoyos. *Musical director:* Juan Medina.

Rep: None in the U. S.; Turina y Cia, in Valparaiso; Abogado Alejandro Markovic, in Santiago. *News:* Havas Agency. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have a library of RCA Victor and Odeon records. Turntables take recordings at 78 r.p.m. *Best programs:* Select music, waltzes, Chilean

Note: Unless otherwise stated, all rates are in Pesos.

CHILE STATIONS—Continued

popular music, typical Argentine music, classical, chamber and operatic music. *Artists bureau:* Yes; lists 9 artists.

Rates: One announcement daily (up to 25 words), noon to 2 p.m., \$75; 4 to 6 p.m., \$30; 8 p.m. to midnight, \$60. Two announcements daily, noon to 2 p.m., \$100; 4 to 6 p.m., \$45; 8 p.m. to midnight, \$75. Three announcements daily, noon to 2 p.m., \$125; 4 to 6 p.m., \$60; 8 p.m. to midnight, \$100. Four announcements daily, noon to 2 p.m., \$150; 4 to 6 p.m., \$100; 8 p.m. to midnight, \$125. For announcements exceeding 25 words, add 10%. Ten minutes, daily, noon to 2 p.m., \$350; 4 to 6 p.m., \$100; 8 p.m. to midnight, \$300. Quarter-hour daily, noon to 2 p.m., \$550; 4 to 6 p.m., \$125; 8 p.m. to midnight, \$500. Twenty minutes daily, noon to 2 p.m., \$850; 4 to 6 p.m., \$200; 8 p.m. to midnight, \$800. Half-hour daily, noon to 2 p.m., \$1,500; 4 to 6 p.m., \$400; 8 p.m. to midnight, \$1,200. One hour, noon to 2 p.m., \$2,000; 4 to 6 p.m., \$700; 8 p.m. to midnight, \$1,500. On Sundays, no advertising accepted during evening hours. Contract advertising is broadcast from 4 to 8 p.m. on weekdays only; programs at stated hours take next highest rate.

Copy restrictions: None.

CB140, SAN ANTONIO

Operator: Radiodifusora Onda Azul. *Address:* Casilla 406, San Antonio. *Power:* 1,000 watts on 1400 kc. *Affiliation:* None. *Opened:* March 1, 1938.

Station head: S. F. Ayala. *Station manager, artists bureau head:* Enrique Espiro Yanez. *Commercial manager:* Fernando Suarez V. *Chief engineer:* Otto Spitz. *Program director:* Reinaldo Flores. *Musical director:* Miguel Riera. *Publicity director:* Carlos Toral M.

Rep: At press time, this station had just organized its business offices, and no representatives had been chosen. *News:* Obtained from local press. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Use recordings at 33½ and 78 r.p.m. *Best programs:* Chilean folk songs and tunes, Spanish and American music. *Artists bureau:* At press time had not been completely set up.

Rates: Prices for foreign advertising—quarter-hour midday, \$30; afternoon, \$40; nighttime, \$50. One announcement daily, midday, \$10; afternoon, \$15; nighttime, \$20; Two announcements daily, midday, \$15; afternoon, \$20; nighttime, \$25. One announcement in each broadcast (totalling 3 announcements daily), \$35; 2 announcements in each broadcast, \$50. Contracts for 6 months or more earn 10% discount; 12 months or more, 15%.

Copy restrictions: Accept alcoholic beverages; patent medicines must be approved by the Board of Health. No political advertising, and none offensive to public morals. Copy must be in Spanish and maximum for commercials is 35 words.

CB57-CB1180, SANTIAGO DE CHILE

Operator: Sociedad de Broadcasting Sociedad Nacional de Agricultura y Cia., Ltda. *Address:* Tenderini 187, Santiago de Chile. *Power:* CB57, 15,000 watts on 570 kc.; CB1180, 2,500 watts on 11,800 kc. *Affiliation:* None. *Opened:* CB57, 1936; CB1180, 1938. (Note: These stations are owned by the National Agricultural Society, a corporation promoting agriculture.)

Commercial manager, publicity director: M. Undurraga. *Chief engineer:* F. Caspar. *Program director:* R. Silva. *Musical director, artists bureau head:* F. Ortuzar.

Rep: All-American Newspapers' Representatives, New York City. *News:* Maintain own press department. *Merchandising:* Offer full cooperation. *Foreign language programs:* Not accepted.

Electrical transcriptions: Use NBC Thesaurus transcriptions. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* National music, select music by symphonic orchestras, dance music, comedy. *Artists bureau:* Yes; lists 50 artists.

Rates: One minute, from 12 noon to 3 p.m., \$50 daily; 3 to 8 p.m., \$25; 8 p.m. to midnight, \$100. Minimum contract, 15 minutes monthly for 6 months.

Four 25-word announcements daily, one from 8 a.m. to 12 noon, one from noon to 5 p.m., one from 5 to 8 p.m. and one from 8 p.m. to midnight, \$850 per month. Each announcement in excess of the foregoing schedule has a rate of: One 25-word announcement, 8 a.m. to 12 noon, \$75 per month; 12 noon to 3 p.m., \$200; 3 to 8 p.m., \$100; 8 p.m. to midnight, \$300. Minimum contract, three months.

Thirteen-minute program, 7 a.m. to 12 noon, \$40 each; noon to 3 p.m., \$100; 3 to 6:30 p.m., \$40; 6:30 to 7:45 p.m., \$60; 8 to 8:45 p.m., \$150; 9 to 10:30 p.m., \$300; 10:45 to 11 p.m., \$200; 11 p.m. to sign-off, \$150. Regular programs, as just quoted, sold only on the basis of a minimum of 13 programs per month.

Copy restrictions: Copy must not be offensive to morals, or contain exaggerated or untruthful claims.

CB78, SANTIAGO

Operator: La Cooperativa Vitalicia. *Address:* Casilla No. 37, Valparaiso. *Power:* 5,000 watts on 780 kc. *Affiliation:* None. *Opened:* Feb. 18, 1935. (Note: This company also owns CB76, Valparaiso, with

CHILE STATIONS—Continued

which it operates simultaneously during certain hours.)

General and station manager: M. Fiora del Fabro. *Commercial manager, publicity director:* Luis Baraona. *Chief engineer:* Jorge Wesnakov. *Program and musical director, artists bureau head:* Luis Guzman.

Rep: Station states it is represented, in the U. S., by an advertising company, but name is not given. *News:* UP, and the Valparaiso and Santiago daily, *El Mercurio*. *Merchandising:* Services rendered at special charge of 25% of time price. *Foreign language programs:* Not accepted.

Electrical transcriptions: Use RCA Victor, Columbia, Viva Tonal and Odeon records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Popular songs, waltzes, operettas, select music, classical music, comedy, dance music. *Artists bureau:* Yes; lists about 70 artists.

Rates: CB78 operates simultaneously with CB76 from 9 to 11 p.m., hence rates quoted are for both stations:

One hour daily, \$550; half-hour, \$325; quarter-hour, \$175.

One announcement up to 25 words, \$40; one announcement daily for one month, \$320; 2 daily, \$520; 4 daily, \$975; 6 daily, \$1,365; 8 daily, \$1,820; 10 daily, \$2,275.

Half-hour daily for one month, \$8,550; quarter-hour, \$4,550.

Prices are for regular station programs now current. Special programs arranged by agreement. Six-month contracts earn 7% discount, 12-month, 11%. A legal tax of 2½% is not included in rates quoted. (During the day, and certain hours of the night, this station does not operate. Broadcasts are carried over CB76, and rates are quoted under that station—q.v.).

Copy restrictions: Accept alcoholic beverages and patent medicines, provided copy is in good taste and not offensive to public morals.

CB82, SANTIAGO DE CHILE

Operator: Radio El Diario Ilustrado. *Address:* Moneda 1158. *Power:* 1,000 watts on 820 kc. *Affiliation:* Hookup with CB114 and CB960, both of Santiago (their representative, Conquest Alliance Co., of New York, will also undertake to organize, at cost, any hookup desired by advertiser). *Opened:* 1931. (Note: This station is newspaper-owned by *El Diario Ilustrado*, but is operated by Spencer & Vivado, Ltda., owners of CB114, with which it has a network affiliation as noted above.)

Station head, chief engineer: Ricardo Vivado O. *Station manager:* Jorje Quintero T. *Program and musical director:* Carlos

Huidobro V. *Publicity director:* O. Morrelle.

Rep: Conquest Alliance Co., Inc., New York City. *News:* Obtained through newspaper affiliate, *El Diario Ilustrado*. *Merchandising:* None. *Foreign language programs:* Will accept; English and French hours current.

Electrical transcriptions: Have two turntables for records at 33½ and 78 r.p.m. *Best programs:* Classical music, comedy, dance music and semi-classical music. *Artists bureau:* None.

Rates: One hour, one time, 11:30 a.m. to 6 p.m., \$3.42; 13 times, \$3.08; 26 times, \$2.89; 52 times, \$2.74. Half-hour, one time, \$1.85; 13 times, \$1.62; 26 times, \$1.58; 52 times, \$1.48. Quarter-hour, one time, \$1.04; 13 times, \$.93; 26 times, \$.91; 52 times, \$.83. One hour, one time, 6 to 11:30 p.m., \$4.62; 13 times, \$4.17; 26 times, \$3.93; 52 times, \$3.68. Half-hour, one time, \$2.78; 13 times, \$2.50; 26 times, \$2.36; 52 times, \$2.24. Quarter-hour, one time, \$1.67; 13 times, \$1.50; 26 times, \$1.43; 52 times, \$1.34. One-minute announcements daily, \$12 per month; every other week day, \$6 per month. Rates quoted do not include artists' services; electrically transcribed programs, regular time rate. (Note: These prices are in U. S. A. currency.)

Copy restrictions: A recent government ruling prohibits the broadcasting of musical programs which may be construed as propaganda, or in which the theme of a song has reference to some definite propaganda.

CB89-CB1170, SANTIAGO

Operator: Sucesora Otto Becker, Ltda. *Address:* Casilla 706, Santiago. *Power:* CB89, 2,000 watts on 890 kc; CB1170, 1,000 watts on 11,700 kc. *Affiliation:* None, but Radio Carve and El Espectador, of Montevideo, and Radio Nacional, of Lima, occasionally rebroadcast programs sent by short-wave station CB1170. *Opened:* Jan. 19, 1934. (Note: Sucesora Otto Becker, Ltda. also engages in the sale of radio sets and musical instruments).

General, station and commercial manager, publicity director: Bernardo Becker. *Chief engineer:* Hector Fernandez. *Program and musical director, artists bureau head:* Raul Braun.

Rep: None. *News:* Obtained through own reporters and from the daily *La Nacion*. *Merchandising:* None. *Foreign language programs:* Accept German and English programs.

Electrical transcriptions: Use RCA Victor, Odeon, Brunswick, Columbia, Electrola, Telefunken, Polydor, Gramophon and other records. Turntables take records at

CHILE STATIONS—Continued

33 1/3 and 78 r.p.m. *Best programs:* Select music, international dance music, theatre programs, police theatre and serials. *Artists bureau:* Yes; number of artists not given.

Rates: No information given.

Copy restrictions: All copy must conform to the rulings of the General Electrical Service Administration.

CB93, SANTIAGO DE CHILE

Operator: Orlandini & Raggio, Ltda. *Address:* Av. B. O'Higgins 924, Santiago de Chile. *Power:* 12,000 watts on 930 kc. *Affiliation:* None. *Opened:* 1932.

Station manager, chief engineer: Arturo Ried. *Commercial manager:* Aldo Orlandini. *Program director, artists bureau head:* Paul Fiori. *Musical director:* Garcia Schuman. *Publicity director:* Juan Raggio.

Rep: None. *News:* Obtained from daily *El Imparcial* and from the Ministry of the Interior. *Merchandising:* None. *Foreign language programs:* Accept programs in any language.

Electrical transcriptions: Use RCA Victor, Columbia, Polydor and other records. Turntables take recordings at 33 1/3 and 78 r.p.m. *Best programs:* Comedy, dance music, Chilean music, operettas, Italian music and songs. *Artists bureau:* Yes; lists 18 artists.

Rates: No information given.

Copy restrictions: None.

CB114, SANTIAGO DE CHILE

Operator: Radio del Pacifico. *Address:* Huerfanos 1153, Santiago. *Power:* 5,000 watts on 1140 kc. *Affiliation:* Hookup with CB82 and CB960, both of Santiago (their representative, Conquest Alliance Co., of New York, will also undertake to organize, at cost, any hookup desired by advertiser). *Opened:* 1934. (Note: Spencer & Vivado, Ltda., owners of this station, also operate but do not own station CB82, with which it has a network hookup shown under *affiliation*, and also engage in the repair of radio sets, manufacture of sound equipment for theatres, talking films and radio transmitters.)

Co-owner, chief engineer: Ricardo Vivado O. *Station manager:* Jorje Quintero T. *Program and musical director, artists bureau head:* Donato Roman Heitman. *Publicity director:* O. Morelle.

Rep: Conquest Alliance Co., Inc., New York City. *News:* Obtained from *El Diario Ilustrado* (owner of CB82, operated by Spencer & Vivado) and the daily *El Imparcial*. *Merchandising:* None. *Foreign language programs:* Will accept; English and French hours current.

Electrical transcriptions: Have 3 turntables for records at 33 1/3 and 78 r.p.m. *Best programs:* Mystery stories, comedy, dance music, semi-classical and classical music. *Artists bureau:* Yes; lists 20 artists.

Rates: One hour, one time, 11 a.m. to 6 p.m., \$5.70; 13 times, \$5.13; 26 times, \$4.81; 52 times, \$4.56. Half-hour, one time, \$3.08; 13 times, \$2.70; 26 times, \$2.62; 52 times, \$2.46. Quarter-hour, one time, \$1.73; 13 times, \$1.55; 26 times, \$1.51; 52 times, \$1.38. One hour, one time, 6 to 9 p.m., \$7.70; 13 times, \$6.95; 26 times, \$6.54; 52 times, \$6.12. Half-hour, one time, \$4.62; 13 times, \$4.16; 26 times, \$3.93; 52 times, \$3.72. Quarter-hour, one time, \$2.78; 13 times, \$2.50; 26 times, \$2.37; 52 times, \$2.22. One hour, one time, 9 to 11:30 p.m., \$15.30; 13 times, \$14.70; 26 times, \$14.16; 52 times, \$12.33. Half-hour, one time, \$7.70; 13 times, \$6.93; 26 times, \$6.54; 52 times, \$6.12. Quarter-hour, one time, \$3.75; 13 times, \$3.39; 26 times, \$3.15; 52 times, \$3. One-minute announcements daily, \$15 per month; every other week day, \$7.50 per month. Prices quoted do not include artists' services; electrically transcribed programs, regular time rate. (Note: These prices are in U. S. currency.)

Copy restrictions: A recent government ruling prohibits the broadcasting of musical programs which may be construed as propaganda, or in which the theme of the song has reference to some definite propaganda.

CB138-CB1185, SANTIAGO DE CHILE

Operator: Empresa Periodistica "El Mercurio" Compania. *Address:* 1288, Santiago, Santiago de Chile. *Power:* CB138, 10,000 watts on 1380 kc.; CB1185, 2,500 watts on 11,850 kc. (operating on trial). *Affiliation:* None. *Opened:* CB138, May 21, 1925; no date given for CB1185. (Note: This station is newspaper-owned by the daily *El Mercurio*).

Manager: L. E. Brain. *Station manager:* M. Bauer. *Commercial manager:* J. Martinez. *Chief engineer:* Jorge Echegoyen. *Program director, artists bureau head:* G. Campana. *Musical director:* Tulio Meneses.

Rep: S. S. Koppe & Co., Inc., New York City. *News:* UP and Havas Agency service through affiliate, *El Mercurio*. *Merchandising:* Services have never been rendered, but would be on request. *Foreign language programs:* Accept English, French and German.

Electrical transcriptions: Turntables take recordings at 33 1/3 and 78 r.p.m. *Best programs:* Police news, amateur hour, variety. *Artists bureau:* Yes; lists 28 artists.

Rates: Quarter-hour, minimum of twice weekly, \$300 per week; half-hour, minimum of twice weekly, \$700 per week. Six-

CHILE STATIONS—Continued

month contracts earn 5% discount; 12-month, 10%. Minute contracts: \$20 per minute for the first 10 minutes; subsequent time at rate of \$30 per minute. Announcements, minimum of 35 words, 12 noon to 2 p. m., \$250 per month; 7 to 9 p. m., \$300; 9 to 10 p. m., \$350. Six-month contracts earn 5% discount; 12-month, 10%.

Copy restrictions: Certain restrictions on political and international news broadcasts; station deletes from commercially sponsored newscasts any item contrary to morals.

CC143, TALCA

Operator: Radio Atlántida. **Address:** Casilla 191, Talca. **Power:** 240 watts on 1430 kc. **Affiliation:** None. **Opened:** Dec. 31, 1930.

Station head, commercial manager and chief engineer: Enrique Garcia V. **Station manager:** Oscar Saez. **Musical and publicity director:** V. Rojas. **Program director:** Julio Guerra.

Rep: None. **News:** None. **Merchandising:** None. **Foreign language programs:** Not accepted.

Electrical transcriptions: Use RCA Victor and Odeon records. Have three turntables at 78 r.p.m. **Best programs:** No list given. **Artists bureau:** None.

Rates: One Hour, one time, \$80; half-hour, \$45; quarter-hour, \$25; five minutes, \$10. Half-hour daily for one month, \$35 each; for 3 months, \$30; 6 months, \$25; 12 months, \$20. Quarter-hour daily for one month, \$20 each; 3 months, \$18; 6 months, \$16; 12 months, \$14. Five minutes daily for one month, \$8 each time; 3 months, \$7; 6 months, \$6; 12 months, \$5. Daily announcements up to 20 words, \$100 per month. Daily announcements for 3 months, \$90 per month; 6 months, \$80; 12 months, \$70.

Copy restrictions: None.

CB76, VALPARAISO

Operator: La Cooperativa Vitalicia. **Address:** Casilla No. 37, Valparaiso. **Power:** 10,000 watts on 760 kc. **Affiliation:** None. **Opened:** Feb. 18, 1935. (Note: This company also owns CB78, Santiago, with which it operates simultaneously during certain hours.)

General and station manager: M. Fiora del Fabro. **Commercial manager, publicity director:** Luis Baraona. **Chief engineer:** Jorge Wesnakov. **Program and musical director, artists bureau head:** Luis Guzman.

Rep: Station states it is represented, in the U. S., by an advertising company, but name is not given. **News:** UP and the Valparaiso and Santiago daily, *El Mercurio*.

Merchandising: Services rendered at special charge of 25% of time price. **Foreign language programs:** Not accepted.

Electrical transcriptions: Use RCA Victor, Columbia, Viva Tonal and Odeon records. Turntables take recordings at 33½ and 78 r.p.m. **Best programs:** Popular songs, waltzes, operettas, select music, classical music, comedy, dance music. **Artists bureau:** Yes; lists about 70 artists.

Rates: From 8 to 9.30 a.m., noon to 2 p.m., 4 to 9 p.m. and 11 p.m. to midnight, prices quoted are for CB76 only. From 9 to 11 p.m., CB76 operates simultaneously with its affiliate station, CB78, and prices quoted are for both stations.

One hour daily, 8 to 9.30 a.m. and noon to 2 p.m., \$420; 4 to 8 p.m., \$410; 8 to 9 p.m. and 11 p.m. to midnight, \$420; 9 to 11 p.m. (stations operating together), \$550. Half-hour daily, 8 to 9.30 a.m. and noon to 2 p.m., \$220; 4 to 8 p.m., \$220; 8 to 9 p.m. and 11 p.m. to midnight, \$250; 9 to 11 p.m. (both stations), \$325. Quarter-hour daily, 8 to 9.30 a.m., noon to 2 p.m., and 4 to 8 p.m., \$120; 8 to 9 p.m. and 11 p.m. to midnight, \$135; 9 to 11 p.m. (both stations), \$175.

Announcements from 8 to 9.30 a.m., 12 noon to 2 p.m., 4 to 9 p.m. and 11 p.m. to 12:30 a.m., CB76 only: One announcement up to 25 words, \$25; one daily for one month, \$250; 2 daily, \$400; 4 daily, \$750; 6 daily, \$1,050; 8 daily, \$1,400; 10 daily, \$1,750. Announcements from 9 to 11 p.m., both stations operating simultaneously: One announcement up to 25 words, \$40; one daily for one month, \$320; 2 daily, \$520; 4 daily, \$975; 6 daily, \$1,365; 8 daily, \$1,820; 10 daily, \$2,275.

Half-hour daily for one month, 8 to 9:30 a.m. and noon to 2 p.m., \$4,800; 4 to 8 p.m., \$5,500; 8 to 9 p.m. and 11 p.m. to midnight, \$6,600; 9 to 11 p.m. (both stations), \$8,550. Quarter-hour daily for one month, 8 to 9.30 a.m. and noon to 2 p.m., \$2,500; 4 to 8 p.m., \$2,900; 8 to 9 p.m. and 11 p.m. to midnight, \$3,500; 9 to 11 p.m. (both stations), \$4,550.

Prices for broadcasts are for regular station programs now current. Special programs arranged by agreement. Six-month contracts earn 7% discount; 12-month, 11%. A legal tax of 2½% is not included in rates quoted.

Copy restrictions: Accept alcoholic beverages and patent medicines, provided copy is in good taste and not offensive to public morals.

CB124, VALPARAISO

Operator: Radio Vina del Mar. **Address:** Avenida Brasil 2142. **Power:** 5,000 watts (rated) on 1240 kc. **Affiliation:** None.

CHILE STATIONS—Continued

Opened: 1936. (Note: This station also cooperates with all Chilean newspapers and will accept orders for advertising in them.)

Director and commercial manager: Ramon Garcia B. *Station manager:* Rafael Garcia B. *Chief engineer:* Ricardo Volkman. *Program director:* Sam Nagel. *Musical director:* Fernando Garcia. *Publicity director and artists bureau head:* Rebelde Valente.

Rep: None. *News:* Local papers, *El Mercurio*, *La Hora* and *L'Italia*. *Merchandising:* Complete service rendered at actual cost. *Foreign language programs:* Accept English, German, French and Italian programs, with Italian and German hours current. Suggests that Spanish be used, however, as it is more suitable to the territory.

Electrical transcriptions: Have 3,500 RCA Victor and Odeon records, 10 and 12 inches, at 78 r.p.m. *Best programs:* Humorous character sketches, Spanish and Spanish-American folk lore, police serials, theatrical broadcasts, amateur hour and dance music. *Artists bureau:* Yes; lists 23 artists.

Rates: Daily daytime musical quarter-hour, \$300.00 per month; nighttime, \$600.00 per month. Combination price of \$400.00 per month is quoted for a daily broadcast in each of the following time segments: Noon to 2:30 p.m.; the "domestic hour" (4 to 5 p.m.); the "popular hour" (7 to 8 p.m.) and "night" (8 p.m. to midnight). Spot announcements of one sentence at each broadcast, \$200.00 per month.

Copy restrictions: Any article or product may be advertised, providing copy is in good taste and avoids political allusions or extremist propaganda.

CB68, VINA DEL MAR

Operator: Renard y Garcia Tello, Ltda. *Address:* Casilla 325, Vina del Mar, Valparaiso. *Power:* 5,000 watts on 680 kc. *Affiliation:* None, but exchanges programs with the stations in Santiago, the capitol. *Opened:* Sept. 25, 1936. (Note: Renard y Garcia Tello, Ltda., also engages in the sale and repair of radio sets and construction of radio telephone transmitters).

Station head, commercial manager, chief engineer: Raul Renard S. *Program director:* V. Silva C. *Musical director:* Ricardo Braga. *Publicity director:* L. Montecinos.

Rep: None. *News:* Obtained through own reporters and the daily *El Mercurio*. *Merchandising:* None. *Foreign language programs:* Not accepted at present due to recommendation by the government that foreign languages be banned in order to avoid dissemination of political propaganda.

Electrical transcriptions: Have about 2,000 RCA Victor, Brunswick, Odeon and other records. Also have RCA High Fidelity equipment at 33 1/3 and 78 r.p.m. *Best programs:* Chamber music, operettas, light music, folklore music, jazz, classical music, symphonic music and operatic selections. *Artists bureau:* None; program director can supply talent on request.

Rates: No information given.

Copy restrictions: Accept alcoholic beverages, but reserve right to censor advertising approach used; political advertising is subject to certain restrictions set forth by the government; no copy must be contrary to the usage and custom of the country.



COLOMBIA

Official language: Spanish. *Money:* Peso. *Area:* 443,985 square miles. *Population:* 8,665,000. *Estimated number of receiving sets:* 50,000. *Tax or registration:* None.

Duty on transcriptions and records: Recordings containing commercial announcements, 10 pesos per legal kilo; without commercial announcements, .50 pesos per legal kilo. (These rates were supplied by Conquest Alliance Co., Inc.; those furnished by the Department of Commerce and defined as duty on separate parts of musical instruments, including records, cylinders, etc., are 0.25 pesos per gross kilo under a trade agreement; regular duty, 1.50 pesos per gross kilo.)

HJ1ABA-HJ1ABB, BARRANQUILLA

Operator: La Voz de Barranquilla. *Address:* Apartado 715, Barranquilla, Atlantico. *Power:* HJ1ABA, 500 watts on 1300 kc; HJ1ABB, 300 watts on 6450 kc. *Affiliation:* No information available.

Station head: Elias J. Pellet B.

Rep: Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast daily; source not specified. *Merchandising:* Distribute circulars, handle fan mail, supply newspaper publicity. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: One hour, one time, \$15; half-hour, \$9; quarter-hour, \$5; five minutes, \$2.50; one minute, \$1.25. Frequency discounts: 27 to 52 times, 5%; 53 to 104 times, 10%; more than 104 times, 15%. One minute daily, \$25 per month; five minutes daily, \$70. Frequency discounts: 6 months, 5%; 12 months, 10%. (Note: These rates are quoted in U. S. A. currency.)

Copy restrictions: Commercials must not exceed 100 words. Patent medicine advertising subject to approval of Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the stations direct.)

HJ1ABH-HJ1ABG, BARRANQUILLA

Operator: Emisora Atlantico. *Address:* Apartados Aereo, No. 174, Barranquilla, Atlantico. *Power:* HJ1ABH, 1,000 watts on 1080 kc; HJ1ABG, 1,000 watts on 6040.3 kc. *Affiliation:* None.

Owner: M. A. Blanco.

Rep: Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast daily; source not specified. *Merchandising:* Distribute circulars, handle fan mail, supply

newspaper publicity. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: Five minutes, 3 times weekly, for 26 weeks, \$12 per week; for 52 weeks, 10% discount. Five minutes, 6 times weekly for 26 weeks, \$22.80 per week; for 52 weeks, 10% discount.

Copy restrictions: Patent medicine advertising subject to approval of Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the stations direct.)

HJ3ABD-HJ3ABB, BOGOTA

Operator: Columbia Broadcasting, S. A. *Address:* Carrera 8a, No. 15-91, Bogota. *Power:* HJ3ABD, 1,000 watts on 1105 kc; HJ3ABB, 1,000 watts on 4841 kc. *Affiliation:* None. *Opened:* 1930.

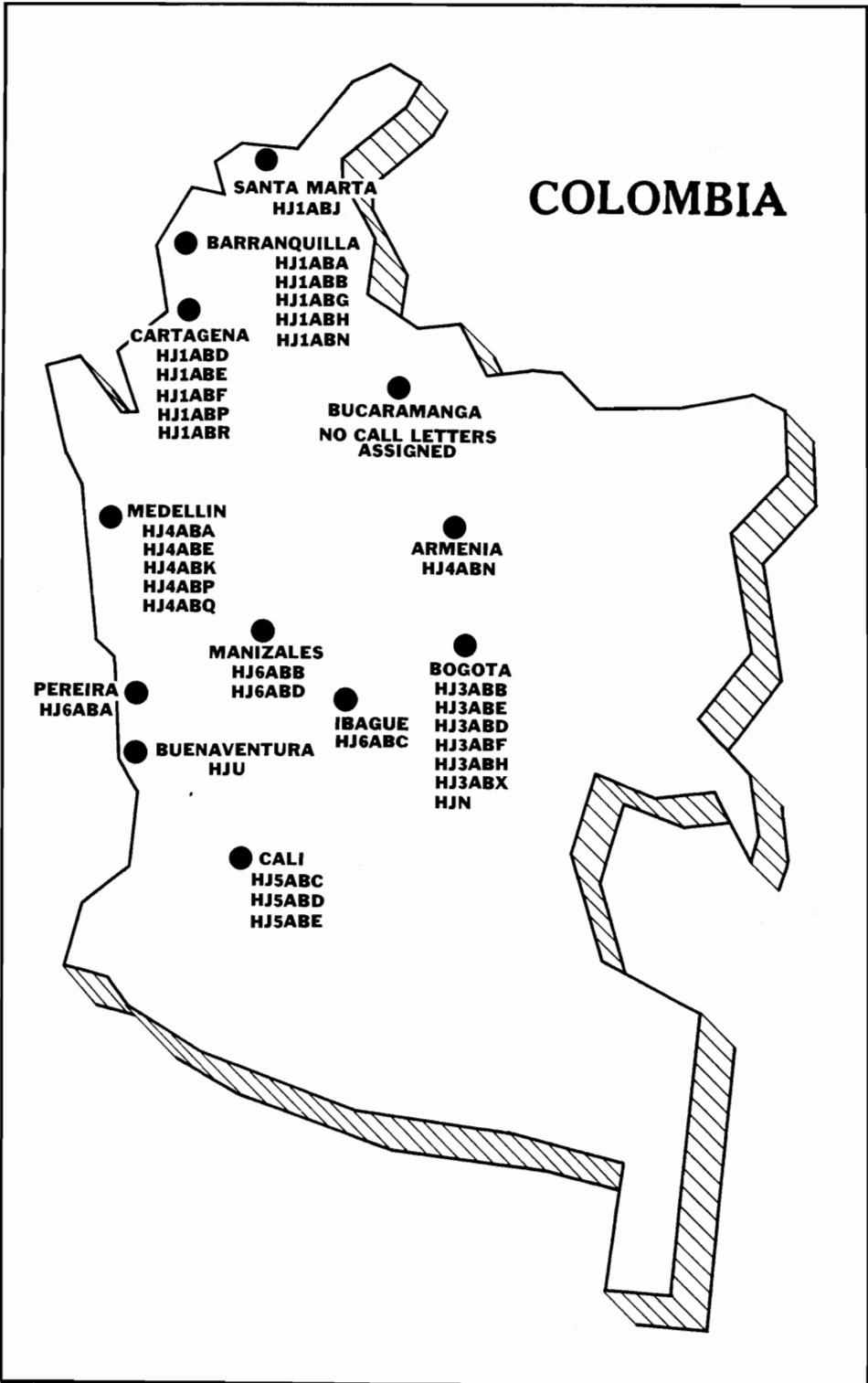
General manager: R. Ramirez G. *Station manager:* Jesus Escobar. *Commercial manager:* E. Ramirez G. *Chief engineer:* Jorge Alford. *Program director:* E. Ramirez P. *Musical director:* M. Alberto Rueda. *Artists bureau head:* Jose Roldan Castello. *Publicity director:* A. B. Alford.

Rep: None. *News:* UP. *Merchandising:* No special service. *Foreign language programs:* Accept French, English and German programs.

Electrical transcriptions: Have over 4,100 RCA Victor, Columbia, Odeon, Perfect, Pathe, Telefunken and other records (all 10 or 12 inches at 78 r.p.m.). Turntables take 10, 12 and 16-inch records at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Children's hour, program of old and modern musical masterpieces, with explanations and biographies of their composers, popular Colombian music. *Artists bureau:* Yes; lists eight artists.

Rates: Quoted for one broadcast daily,

Note: Unless otherwise stated, all rates are in Pesos.



COLOMBIA STATIONS—Continued

except Sundays, for one month. One hour, 8 to 11 a.m., \$400; 12 noon to 3 p.m., \$600; 5 p.m. to midnight, \$1,000. Half-hour, 8 to 11 a.m., \$200; noon to 3 p.m., \$300; 5 p.m. to midnight, \$500. Quarter-hour, 8 to 11 a.m., \$100; noon to 3 p.m., \$150; 5 p.m. to midnight, \$250. One daily announcement, for one month, up to 50 words, 8 to 11 a.m., \$15; noon to 3 p.m., \$20; 5 p.m. to midnight, \$30. For contracts over 3 months, 10% discount. Special rates may be obtained by using a combination of all Bogota stations.

Copy restrictions: None.

HJ3ABH-HJ3ABI, BOGOTA

Operator: Almacenes Victor, Manuel J. Gaitan. *Address:* Carrera 8a No. 10-45, Bogota. *Power:* HJ3ABI, 1,000 watts on 4970 kc; HJ3ABH, 1,000 watts on 1160 kc. *Affiliation:* No network, but station is affiliated with HJ3ABJ. *Opened:* 1933.

(Note: The operators of this station also serve as RCA Victor distributor.)

Station head: Manuel J. Gaitan. *Station and commercial manager:* Jesus Maria Garcia. *Chief engineer:* Cesar Estevez Leon. *Program director:* R. Valencia Aguirre. *Musical directors:* R. Valencia Aguirre and Jesus Maria Garcia. *Publicity director:* Ciro Vega A.

Rep: Conquest Alliance Co., Inc., New York City. *News:* Obtained through own correspondents and reporters. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Use RCA Victor records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Concert orchestra, German orchestra, native music, humor, news bulletins, opera. *Artists bureau:* None; will supply talent on request.

Rates: Daily quarter-hour, noon to 6 p.m., \$150 per month; every other day, \$80 per month. Daily quarter-hour, 6 to 7 p.m., \$200 per month; every other day, \$110 per month. Daily quarter-hour, 7 to 10 p.m., \$250 per month; every other day, \$130 per month. Daily quarter-hour, 10 p.m. to midnight, \$150 per month; every other day, \$80 per month. Daytime quarter-hour, one time, \$10; nighttime, \$12.50. Daily fifty-word announcements, 9 a.m. to 12 noon, \$15 per month; noon to 6 p.m., \$20; 6 to 7 p.m., \$25; 7 to 9:30 p.m., \$35; 9:30 to 10 p.m., \$30; 10 p.m. to midnight, \$20 per month.

Copy restrictions: No patent medicines of any kind accepted. Commercials must not exceed 15% of program time.

BUCARAMANGA*

Operator: Santander Broadcasting. *Address:* Apartados Nacional 37, Aereo 3, Bucaramanga. *Power:* 350 watts on 1280 kc. and 750 watts on 4820 kc. *Affiliation:* None.

Station head: Hijos de B. Bueno Sues.

Rep: Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* No information available. *Foreign language programs:* No information available.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: One hour, 11 a.m. to 1 p.m., one time, \$40; per month, \$180; 5 to 8 p.m., one time, \$50; per month, \$500; 8 to 11 p.m., one time, \$60; per month, \$750. Half-hour, 11 a.m. to 1 p.m., one time, \$25; per month, \$100; 5 to 8 p.m., one time, \$30; per month, \$300; 8 to 11 p.m., one time, \$40; per month, \$400. Quarter-hour, 11 a.m. to 1 p.m., one time, \$15; per month, \$60; 5 to 8 p.m., one time, \$25; per month, \$180; 8 to 11 p.m., one time, \$30; per month, \$240. Five minutes, 11 a.m. to 1 p.m., one time, \$8; per month, \$25; 5 to 8 p.m., one time, \$12; per month, \$70; 8 to 11 p.m., one time, \$15; per month, \$100. One minute, 11 a.m. to 1 p.m., one time, \$2; per month, \$6; 5 to 8 p.m., one time, \$3; per month, \$15; 8 to 11 p.m., one time, \$4; per month, \$25. Frequency discounts: three to five broadcasts, 5%; five to eight, 10%; eight to 12, 15%; 12 to 20, 20%; 20 to 30, 25%. One to three months, 5%; three to six, 10%; six to 12, 15%; 12 or more months, 20%. Each 30 broadcasts counted as one month.

Copy restrictions: Patent medicines must be approved by the Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the station direct.)

HJU, BUENAVENTURA

Operator: Consejo Administrativo F.F. C.C. Nales. *Address:* Ferrocarriles Nacionales, Buenaventura. *Power:* 1,000 watts on 9510 kc. *Affiliation:* None. *Opened:* May, 1935.

Station manager, chief engineer: A. Pinzon Neira. *Commercial manager:* Admor. Puerto.

(Note: This station is operated by the Board of Directors of the Ferrocarriles Nacionales (National Railways) and is used exclusively to advertise its railways

*This station was recently rebuilt; call letters have not yet been assigned.

COLOMBIA STATIONS—Continued

and to spread a knowledge of the country. Since June, 1937, it has worked only on maritime and domestic radio telegraphy, but plans to begin broadcasting again during 1938.)

HJ5ABC, CALI

Operator: Rafael Angulo. *Address:* Carrera 3, No. 14-36, Cali (Valle). *Power:* 300 watts on 1300 kc. *Affiliation:* None. *Opened:* Feb. 1, 1934. (Note: Rafael Angulo is also a distributor for Crosley radios.)

Owner, director: Rafael Angulo. *Station manager:* Daniel Benitez. *Chief engineer:* Antonio J. Restrepo. *Artists bureau head:* Alfonso Mesa Vargas.

Rep: None. *News:* Obtained from the Sociedad Informativa de Occidente. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Turntables take recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Popular songs, dance music and select music. *Artists bureau:* Yes; lists 14 artists.

Rates: Special quarter-hour program each night, \$50 per month. Fifteen-word announcements, every quarter-hour, \$100 per month. Fifteen-word announcements, every half-hour, \$60 per month. Announcements up to 100 words, 4 times daily, \$25 per month. Prices quoted do not include the commission of advertising agencies nor discounts for long-term contracts.

Copy restrictions: Certain types of medicines for internal use are prohibited.

HJ5ABD, CALI

Operator: La Voz del Valle. *Address:* Plaza de Cayzedo 324, Cali. *Power:* 500 watts on 1150 kc; 1,250 watts on 6490 kc. *Affiliation:* No information available.

Operators: Cordoba & Rivas.

Rep: Broadcasting Abroad, Ltd., New York City. *News:* Daily bulletins broadcast; source not specified. *Merchandising:* Distribute circulars, handle fan mail, supply newspaper publicity. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: One hour, 11 a.m. to 7 p.m., \$20; 7 to 11 p.m., \$25. Half-hour, 11 a.m. to 7 p.m., \$15; 7 to 11 p.m. \$20. Quarter-hour, 11 a.m. to 7 p.m., \$10; 7 to 11 p.m., \$15. Five minutes, 11 a.m. to 7 p.m., \$5; 7 to 11 p.m., \$7.50. One minute, 11 a.m. to 7 p.m., \$2.25; 7 to 11 p.m., \$2.50. Frequency discounts: 53 to 104 times, 5%; 104 to 156 times, 10%; 156 to 260 times, 15%; more than 260 times, 20%.

Copy restrictions: Patent medicine advertising subject to approval of Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the station direct.)

HJ5ABE, CALI

Operator: Cia. Radiodifusora Colombiana, S. A. *Address:* Apartado No. 50, Cali. *Power:* 1,000 watts on 1090 kc. *Affiliation:* None. *Opened:* Jan. 10, 1933. (Note: Cia. Radiodifusora Colombiana, S. A. also sells radio sets, supplies, etc.)

General manager and publicity director: Jose T. Calderon. *Station manager:* E. de Subia. *Commercial manager:* L. C. Hansen. *Chief engineer:* A. Gandini. *Program director:* F. de la Cuesta. *Musical director:* E. Arjona.

Rep: Pan American Broadcasting Co., New York City. *News:* International News Service. *Merchandising:* Service available through commercial department of the station; no details given. *Foreign language programs:* Accept any language, but suggest Spanish as most suitable.

Electrical transcriptions: Have over 2,000 Columbia records. Also have four turntables which take any size record, two at 33 $\frac{1}{3}$ and two at 78 r.p.m. *Best programs:* Comedy, news, drama and variety. *Artists bureau:* None.

Rates: One hour, 12 noon to 2 p.m. and 7 to 9 p.m., \$15. One hour at any other time, \$12. Fractions of hour add 20% to fractional price. One 100-word announcement, \$0.50.

Copy restrictions: Accept alcoholic beverages. Patent medicines for social diseases not accepted; all other patent medicines must be approved, and the copy must not be misleading or exaggerated.

HJ1ABD, CARTAGENA

Operator: Ondas de la Heroica. *Address:* Apartado Postal 252—Apartado Aereo 58, Cartagena. *Power:* 100 watts on 7281.55 kc. *Affiliation:* No information available.

Station head: Ignacio de Villarreal.

Rep: Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast daily; source not specified. *Merchandising:* Distribute circulars, handle fan mail, supply newspaper publicity. *Foreign language programs:* Not accepted.

Electrical transcriptions: None. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: One hour, \$30; three-quarter hour, \$23; half-hour, \$17.50; quarter-hour, \$10. (Time not available on foregoing rates Monday evening between 7:30 and 8:30 and Wednesday evening between 7:30

COLOMBIA STATIONS—Continued

and 9 p. m.) One hundred word announcements, \$2.50; 75 words, \$2.25; 50 words, \$1.75; 25 words, \$1. Frequency discounts: 5 to 10 times, 10%; 10 to 20 times, 15%; 20 to 30 times, 20%.

Copy restrictions: Patent medicines must be approved by Department of Health.

(This information was supplied by **Broadcasting Abroad, Ltd.**, and not by the station direct.)

HJ1ABE-HJ1ABF, CARTAGENA

Operator: Laboratorios Fuentes, S. A. *Address:* Apartado Aereo No. 91, Cartagena. *Power:* HJ1ABE, 1,000 watts on 4800 kc; HJ1ABF, 500 watts on 1240 kc. *Affiliation:* "Costa a Costa"—(coast-to-coast radio chain) with HJ4ABE, Medellin; HJ3ABD, Bogota; HJ4ABU, Pereira; HJ5ABD, Cali; and HJ7ABD, in Bucaramanga. *Opened:* 1933. (Note: Laboratorios Fuentes, S. A., also manufacture pharmaceuticals.)

General manager: Ant. J. Fuentes. *Station manager:* Ramon Mendez V. *Commercial manager:* Rafael Fuentes. *Chief engineer:* Guillermo Llano. *Program director:* R. Simmonds. *Musical director:* Victor Pareja, Jr. *Publicity director:* Julio Cantillo Najera.

Rep: Conquest Alliance Co., Inc., New York City. *News:* Obtained from local paper, a news service, and from U. S. and European broadcasts. *Merchandising:* By special arrangement, advertisers may have station handle direct mail, posters and newspaper advertising. *Foreign language programs:* Accept English and French programs.

Electrical transcriptions: Have library of U. S. and German transcriptions, and 2 turntables which take 12-inch records at 33½ and 78 r.p.m. *Best programs:* Cuban music with orchestra and singers, Hawaiian music, select orchestral music, guitar music, quita (typical local instrument) music, and U. S. music. *Artists bureau:* None.

Rates: One hour once a month, \$15; 5 times a month, \$13; 10 times a month, \$11; 15 times, a month, \$10; 20 times a month, \$8; thirty times a month, \$6. Half-hour once a month, \$10; 5 times a month, \$9; 10 times a month, \$8; 15 times a month, \$7; 20 times a month, \$5; 30 times a month, \$4. Quarter-hour once a month, \$6; 5 times a month, \$5; 10 times a month, \$4; 15 times a month, \$3.50; 20 times a month, \$3; 30 times a month, \$2. One announcement daily, \$15 per month; 2 daily, \$20; 3 daily, \$25; 4 daily, \$30; 6 daily, \$38; 8 daily, \$48; 10 daily, \$57; 12 daily, \$65 per month. All prices are for time only; talent extra.

Copy restrictions: Accept alcoholic bev-

verages and patent medicines. Commercials must not exceed one minute each in a quarter-hour program nor total more than four minutes altogether, and all copy must be in good taste.

HJ1ABP-HJ1ABR, CARTAGENA

Operator: Radio Cartagena, S. A. *Address:* P. O. Box 37, Cartagena. *Power:* HJ1ABP, 1,000 watts on 9600 kc; HJ1ABR, 1,000 watts on 1400 kc. *Affiliation:* None. *Opened:* April, 1936. (Note: Operators of these stations also engage in the dairy products and furniture business, being proprietors of Lequerica Hermanos).

General and commercial manager: Manuel Lequerica. *Station manager:* Ild. Franco. *Chief engineer:* Roberto Troncoso N. *Program and publicity director, artists bureau head:* J. Balthazar.

Rep: None. *News:* Obtained from local daily, *El Figaro*. *Merchandising:* None. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Use transcriptions of "various American and German make"; turntables take any type recording at 33½ r.p.m. *Best programs:* Musical programs, with orchestra and singers, amateur hour, American Hour (for English-speaking listeners). *Artists bureau:* Yes; lists 10 artists.

Rates: Vary according to type of advertising; minimum charge per month, \$20; maximum, \$120.

Copy restrictions: Accept alcoholic beverages and patent medicines; no advertising accepted from saloons, gambling houses, etc.; restrictions are imposed on the number of words in commercials.

HJ6ABC, IBAGUE

Operator: Lamus & Rivera. *Address:* Carrera 2a con calle 11, Ibague. *Power:* 1,000 watts on 4740 kc. *Affiliation:* Cadena Indo-Latina (Indo-Latin Chain). *Opened:* June, 1935.

(Note: Lamus & Rivera are also importers.)

Rep: Conquest Alliance Co., Inc., New York City. *News:* No information available. *Merchandising:* No information available. *Foreign language programs:* No information available.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: Daytime prices: One announcement, every other day, \$15 per month; one announcement daily, \$25 per month. Quarter-hour once a week, \$40 per month; quarter-hour, twice a week, \$70 per month; quarter-hour, 3 times a week, \$90 per

COLOMBIA STATIONS—Continued

month. Short announcements, 2 or more every day, \$7.50 each. Nighttime prices (7 to 11 p.m.): One announcement, every other day, \$20 per month; one announcement daily, \$30 per month. Quarter-hour once a week, \$80 per month; quarter-hour, twice a week, \$120 per month; quarter-hour, 3 times a week, \$150 per month. Short announcements, 2 or more every day, \$10 each. Three-month contract earns 10% discount; 6 or more months, 15%.

Copy restrictions: No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

HJ6ABB-HJ6ABD, MANIZALES

Operator: Radio Manizales. *Address:* P. O. Box 175. *Power:* HJ6ABB, 2,500 watts on 6105 kc; HJ6ABD, 1,000 watts on 1390 kc. *Affiliation:* None. *Opened:* 1930.

Director: A. Hoyos A. *Commercial manager:* J. Jaramillo C. *Chief engineer:* R. Baena V. *Musical director:* Maestro R. Vargas. *Artists bureau head:* J. Camargo. *Publicity director:* T. Calderon.

Rep: Conquest Alliance Co., Inc., New York City. *News:* Obtained from local papers. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have NBC The-saurus transcriptions, and over 4,000 American and European records. Turntables take recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Latin-American music, semi-classical music, drama and comedy. *Artists bureau:* Yes; lists 20 artists.

Rates: One hour, \$25, with artists' services extra. (Note: Price quoted in U. S. currency.)

Copy restrictions: Patent medicines for social diseases not accepted.

HJ4ABA, MEDELLIN

Operator: Francisco Cuartas P. *Address:* Cundinam x Av. de Greiff, Medellin. *Power:* 750 watts on 1360 kc. *Affiliation:* None.

Station head: Francisco Cuartas.

Rep: None. *News:* Obtained from news broadcasts. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Popular Colombian music. *Artists bureau:* None.

Rates: One hour, with recorded music up to 6 p.m., \$40. One hour, with live talent musical ensemble, 6 to 11 p.m., \$60. Thirty-word announcements, up to 6 p.m., \$15 per month; after 6 p.m., \$20 per month.

Copy restrictions: None listed.

HJ4ABK-HJ4ABE, MEDELLIN

Operator: La Voz de Antioquia. *Address:* Carrera Jurin No. 52-78, Medellin. *Power:* HJ4ABK, 300 watts on 1250 kc.; HJ4ABE, 750 watts on 6097 kc. *Affiliation:* No information available.

Manager: Luis Ramos H.

Rep: Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* No information available. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: One hour, \$40 per broadcast weekly; half-hour, \$25; quarter-hour, \$15. Frequency discounts: Quarter-hour once weekly for 26 weeks, 5%; 52 weeks, 10%. Half-hour once weekly for 13 weeks, 5%; 26 weeks, 10%; 39 weeks, 15%; 52 weeks, 20%. Hour discounts same as those for half-hour periods. In the case of two quarter-hours weekly for 52 weeks, the discount is the same as for half-hours over a similar period (20%). One-minute recorded announcement, daily for a period of 13 weeks, \$70 per month; two-minute announcements, \$100; 3 minutes, \$135; 5 minutes, \$200. Frequency discounts: 26-week contract, 5%; 39 weeks, 10%; 52 weeks, 15%.

Copy restrictions: Patent medicines must be registered with the Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the stations direct.)

HJ4ABQ-HJ4ABP, MEDELLIN

Operator: Emisora Philco. *Address:* Medellin. *Power:* HJ4ABQ, 500 watts on 1320 kc; HJ4ABP, 1,000 watts on 6030 kc. *Affiliation:* None.

Station head: Cristobal Garcia P.

Rep: Broadcasting Abroad, Ltd., New York City. *News:* Daily bulletins broadcast; source not specified. *Merchandising:* Distribute circulars, handle fan mail, supply newspaper publicity. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: One hour, one time, \$55; half-hour, \$30; quarter-hour, \$15. One minute daily, \$55 per month; quarter-hour daily, \$280 per month; quarter-hour, three times weekly, \$145 per month. Contracts for 4 to 6 months earn 5% discount; 6 to 12 months, 10%.

Copy restrictions: Patent medicine ad-

COLOMBIA STATIONS—Continued

vertising must be approved by Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the stations direct.)

HJGABA, PEREIRA

Operator: La Voz de Pereira. Address: Pereira, Caldas. Power: 750 watts on 6054.3 kc. Affiliation: No information available.

Rep: Broadcasting Abroad, Ltd., New York City. News: Bulletins broadcast daily; source not specified. Merchandising: Distribute circulars, handle fan mail, supply newspaper publicity. Foreign language programs: Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. Best programs: No list available. Artists bureau: No information available.

Rates: One hour daily, 7 to 10 p. m., \$1,000 per month; half-hour daily, \$600; quarter-hour daily, \$360; five minutes daily, \$100; one minute daily, \$70 per month. (Thirty broadcasts considered one month).

Copy restrictions: Patent medicine advertising must be approved by Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the station direct.)

COSTA RICA

Official language: Spanish. Money: Colon. Area: 23,000 square miles. Population: 577,833. Estimated number of receiving sets: 10,000. Tax or registration: None.

Duty on transcriptions and records: 1.00 colones per gross kilo, plus a surtax of 4% of basic duty. Wharfage charge, 0.02 per gross kilo; additional wharfage charge, 0.005 per gross kilo. There is a surcharge of 5% of basic duty in the Province of Limon; 2% in San Jose, Cartage, Heredia and Alajuela.

TIWX-TI4WX, HEREDIA

Operator: La Voz de la Patria. Address: Apartado 48, Heredia. Power: TIWX, 500 watts on 690 kc.; TI4WX, 50 watts on 7200 kc. Affiliation: No information available. Opened: Dec., 1933.

Manager: Marcial Pacheco R.

Rep: Conquest Alliance Co., Inc., New York City. News: No information available. Merchandising: No information available. Foreign language programs: No information available.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. Best programs: No list available. Artists bureau: No information available.

Rates: Fifty-word announcements: 2 daily, 22.00 Colones per month; 3 daily, 30.00 Colones per month; 6 daily, 43.00 Colones per month; 9 daily, 57.00 Colones per month; 12 daily, 75.00 Colones per month. One-minute announcements: 2 daily, 30.00 Colones per month; 4 daily, 50.00 Colones per month; 6 daily, 65.00 Colones per month; 12 daily, 100.00 Colones per month.

Copy restrictions: No information available.

(This information was supplied by Con-

quest Alliance Co., Inc., and not by the station direct.)

TIPG, SAN JOSE

Operator: La Voz de la Victor. Address: San Jose. Power: 1,500 watts on 6400 kc. and 4,000 watts on 625 kc. Affiliation: No information available. Opened: 1935.

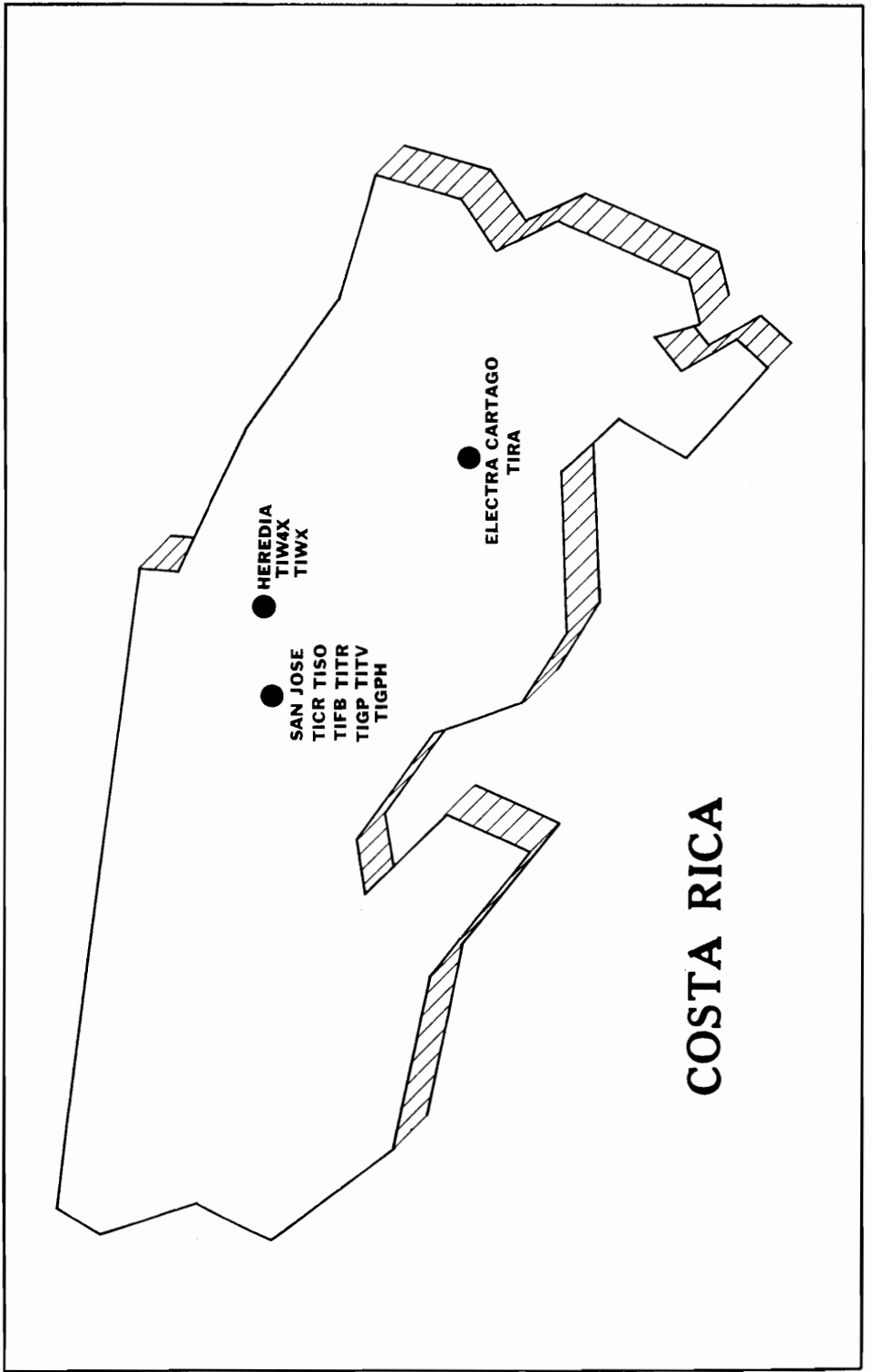
Owner: Perry Girton.

Rep: Conquest Alliance Co., Inc., New York City. News: No information available. Merchandising: No information available. Foreign language programs: No information available.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. Best programs: No list available. Artists bureau: No information available.

Rates: One hour, \$5; one hour, twice a week, \$4.50; 3 times a week, \$4; 4 times a week, \$3.50; 6 times a week, \$3; 7 times a week, \$2.50. Half-hour, \$3; half-hour, twice a week, \$2.60; 3 times a week, \$2.40; 4 times a week, \$2.10; 6 times a week, \$1.80; 7 times a week, \$1.50. Quarter-hour, \$2; quarter-hour, twice a week, \$1.80; 3 times a week, \$1.60; 4 times a week, \$1.40; 6 times a week, \$1.20; 7 times a week, \$1. One-minute announcements, 7 times a week, \$2.25 per week. Thirteen-week contract

Note: Unless otherwise stated, all rates are in Colones.



● HEREDIA
TIW4X
TIWX

● SAN JOSE
TICR TISO
TIFB TITR
TIGP TITV
TIGPH

● ELECTRA CARTAGO
TIRA

COSTA RICA

COSTA RICA STATIONS—Continued

earns 5% discount; 26 weeks, 10%; 39 weeks, 15%; 52 weeks, 20%. (Note: These rates are quoted in U.S. currency.)

Copy restrictions: No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

TIGPH, SAN JOSE

Operator: Gonzalo Pinto H. (Publicity licensee: Cia. Publicidad Moderne, S.A.—P.F. Saborio). *Address:* Ave. 2 between 20/22. *Power:* 200 watts on 650 kc. and 100 watts on 5830 kc. *Affiliation:* No information available. *Opened:* 1929.

Manager: P. F. Saborio.

Rep: Conquest Alliance Co., Inc., New York City. *News:* No information available. *Merchandising:* No information avail-

able. *Foreign language programs:* No information available.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: One hour, 34.00 Colones; one hour, 6 times weekly, 400.00 Colones per month. Half-hour, 17.00 Colones; half-hour, 6 times weekly, 200.00 Colones per month. Quarter-hour, 8.50 Colones; quarter-hour, 6 times weekly, 100.00 Colones per month. Two announcements daily, except Sunday, 100 words or one minute, 40.00 Colones per month.

Copy restrictions: No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

CUBA

Official language: Spanish. *Money:* Peso. *Area:* 41,325 square miles. *Population:* 3,763,375. *Estimated number of receiving sets:* Estimates vary from 50,000 to 150,000 sets. *Tax or registration:* None.

Duty on transcriptions and records: Phonograph discs, \$0.07 each. (This is the rate to the U. S., and is payable in Cuban pesos or U. S. dollars.)

CMHD, CAIBARIEN

Operator: Manuel Alvarez. *Address:* Box 155, Caibarien. *Power:* 250 watts on 1270 kc. *Affiliation:* None. *Opened:* 1922. (Note: Manuel Alvarez also engages in the sale of radio and electrical goods.)

Station and commercial manager, chief engineer: Manuel Alvarez. *Program, musical and publicity director, artists bureau head:* Olimpia Casado.

Rep: None. *News:* None. *Merchandising:* None. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Have a library of popular records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* Yes; number of artists not given.

Rates: One hour daily, \$180 per month; half-hour, \$100; quarter-hour, \$50. Special hours, with artists, \$15 per hour; with recorded music, \$6 per hour. Recorded music with announcements, \$10 per month.

Copy restrictions: Price mention prohibited.

CMJA-COJQ, CAMAGUEY

Operator: Rafael Valdes Jimenez. *Address:* Maceo No. 1, Camaguey. *Power:*

CMJA, 300 watts on 1010 kc; COJQ, 300 watts on 8665 kc. *Affiliation:* None. (The management, cooperating with Conquest Alliance, will undertake to organize, at cost, any hookup desired by advertiser). *Opened:* 1923.

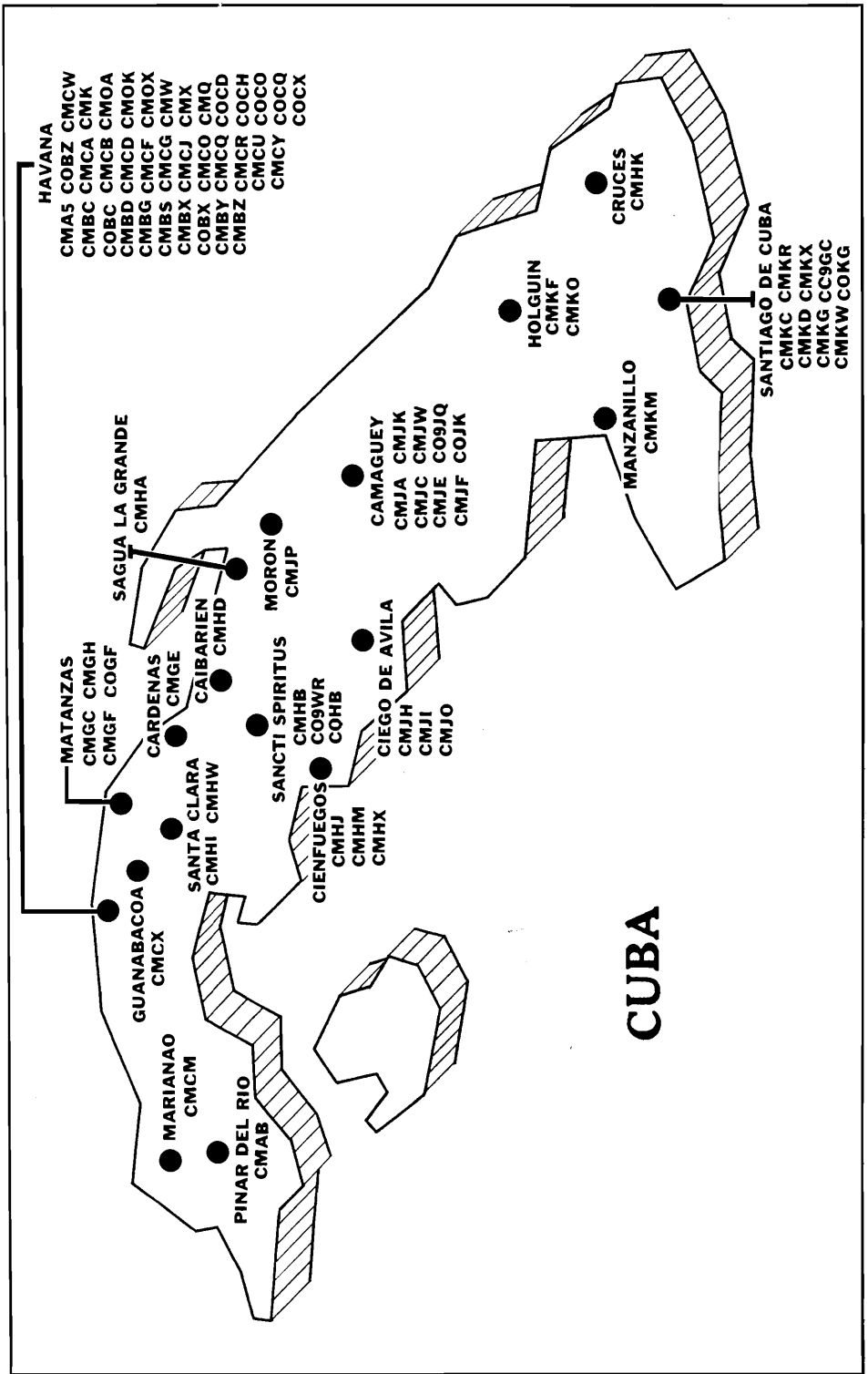
Owner, station and commercial manager and chief engineer: Rafael Valdes Jimenez. *Program director:* L. J. Romero. *Musical director:* Victor M. Gonzales. *Artists bureau head:* Pedro Virgili.

Rep: Conquest Alliance Co., Inc., New York City. *News:* Obtained through own office in Havana. *Merchandising:* None. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Use RCA Victor and Columbia records. Turntables take records up to 16 inches, at 33½ and 78 r.p.m. *Best programs:* News and dance orchestras. *Artists bureau:* Yes; lists 20 artists.

Rates: One hour, once weekly, 7 to 10 p.m., \$10; twice weekly, \$8; 3 times weekly, \$7; 6 times weekly, \$5. One hour, once weekly, 8 a.m. to 7 p.m. and 11 p.m. to midnight, \$5; twice weekly, \$4; 3 times weekly, \$3.50; 6 times weekly, \$2.50.

Note: Unless otherwise stated, all rates are in Pesos.



CUBA STATIONS—Continued

Half-hour, once weekly, 7 to 10 p.m., \$6; twice weekly, \$4.80; 3 times weekly, \$4.20; 6 times weekly, \$3. Half-hour, once weekly, 8 a.m. to 7 p.m. and 11 p.m. to midnight, \$3; twice weekly, \$2.40; 3 times weekly, \$2.10; 6 times weekly, \$1.50. Quarter-hour, once weekly, 7 to 10 p.m., \$4; twice weekly, \$3.20; 3 times weekly, \$2.80; 6 times weekly, \$2. Quarter-hour, once weekly, 8 a.m. to 7 p.m. and 11 p.m. to midnight, \$2; twice weekly, \$1.60; 3 times weekly, \$1.40; 6 times weekly, \$1. One daily announcement, 6 to 10 p.m. (1 minute recorded or 100 words), \$7.20 monthly; 2 daily spots, \$12; 4 daily spots, \$19.20; 8 daily spots, \$36 per month. 26-week contract earns 10% discount, 52-week, 20%. Artists' services are not included in above rates. (Note: These rates are quoted in U. S. A. currency).

Copy restrictions: Government regulations prohibit price mention, spot announcements on Sunday and news broadcasts from 11 a.m. Sunday to 11 a.m. Monday. Sunday programs must not be less than a quarter-hour, with announcements at the start and ending, and one during program. All copy subject to station approval.

CMJF, CAMAGUEY

Operator: John L. Stowers. *Address:* Republica, No. 88, Camaguey. *Power:* 500 watts on 1150 kc. *Affiliation:* CMJF is affiliated with CMBG, Havana, both being under the same ownership. (Note: John L. Stowers also manufactures pianos, distributes radios and accessories, phonographs and records, and owns several retail stores.)

Owner: John L. Stowers. *Station and commercial manager:* Angel Perez G. *Chief engineer:* Gabriel Barreras. *Program director:* Justo Valees B. *Musical director:* Jesus Fernandez Lopez. *Publicity director:* Juan De La Cruz.

Rep: None. *News:* Cuban Transradio. *Merchandising:* None. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Use RCA Victor and Columbia records, 12 and 18-inch size; turntables of 33 $\frac{1}{3}$ and 78 r.p.m.; also have a large stock of records. *Best programs:* Popular Cuban music. *Artists bureau:* None.

Rates: Daily quarter-hour with orchestra, during daytime periods, \$25; every other day, \$15; daily with recorded music, \$18; every other day, with recorded music, \$10. Daily quarter-hour, nighttime, with orchestra, \$35; every other day, \$20; daily quarter-hour with recorded music, \$22;

every other day, \$15. Daily half-hour with orchestra, daytime, \$45; every other day, \$25; daily, with recorded music, \$32; every other day, \$18. Daily half-hour with orchestra, nighttime, \$65; every other day, \$35; daily with recorded music, \$42; every other day, \$26. Daily hour with orchestra, daytime, \$80; every other day, \$50; daily, with recorded music, \$60; every other day, \$37. Daily hour with orchestra, nighttime, \$120; every other day, \$65; daily, with recorded music, \$80; every other day, \$45. Two-minute announcements, live or recorded, during daytime hours (9 a.m. to 6 p.m.), \$10; during evening hours, \$12.50.

Copy restrictions: All copy must be in good taste.

CMJK-COJK, CAMAGUEY

Operator: Jones, Castrillon & Cia. *Address:* Finlay No. 3 (Altos), Camaguey. *Power:* CMJK, 200 watts on 780 kc; COJK, 1,000 watts on 8664 kc. *Affiliation:* None. *Opened:* June 1, 1937 (COJK only; no date given for CMJK.)

General manager: Juan B. Castrillon. *Station manager:* Vincent P. Jones. *Chief engineers:* Vincent P. Jones (CMJK); Felix Isaac (COJK).

Rep: Pan American Broadcasting Co., New York City; Conquest Alliance Co., Inc., New York City and Havana, Cuba; Export Advertising Agency, Chicago. *News:* Obtained from the newspaper *El Camagueyano*, with which CMJK has a commercial tie-in. *Merchandising:* None. *Foreign language programs:* No information given.

Electrical transcriptions: RCA Victor used principally; use two turntables—one crystal pick-up, and one RCA pick-up—both taking 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* News, dance music, and musical programs. *Artists bureau:* None.

Rates: One quarter-hour per week, \$4; per month, \$16. Two quarter-hours per week, \$4 each; per month, \$32. Three quarter-hours per week, \$4 each; per month, \$48. Six quarter-hours per week, \$4 each; per month, \$96. One 30-word announcement daily, 10 to 11.30 a.m., \$5 per month; three 30-word announcements daily, \$12.50 per month. One 30-word announcement daily, 8 to 11 p.m., \$7.50 per month; three 30-word announcements daily, \$20 per month. One 20-word announcement daily in Select Social Hour, 11.30 to 12.30 p.m., or in the Select Hour, 7 to 8 p.m., \$10 per month; three 20-word announcements daily, \$25 per month. When more than three announcements are desired over several hours of broadcasting, each announcement costs \$0.35. Sunday

CUBA STATIONS—Continued

and hourly prices not indicated above will be supplied upon request.

Copy restrictions: CMJK notes that no mention of prices is allowed.

CMGE, CARDENAS

Operator: Genaro Sabater. *Address:* Cespedes 180 (altos), Cardenas. *Power:* 250 watts on 1370 kc. *Affiliation:* None. *Opened:* 1929.

Station and commercial manager, program and musical director: Genaro Sabater. *Chief engineer:* Bernabe de la Torre. *Artists bureau head:* Manuel Lopez. *Publicity director:* J. L. Almeida.

Rep: None. *News:* Obtained from private service. *Merchandising:* Service available by special arrangement with advertiser. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Have records of unspecified make. Turntables take 10, 12 and 18 inch records at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Typical Cuban music, jazz, Cuban, Mexican and Argentine trios, Argentine tango music, creole songs and amateurs. *Artists bureau:* Yes; lists about 50 artists.

Rates: One hour, \$3; one hour every weekday, \$75 per month. Two daily announcements, up to 40 words, \$3 per month; 4 daily announcements, \$5; 10 daily announcements, \$10; 24 daily announcements, \$20. Add 50% to above rates if sponsor wants to use his own transcriptions.

Copy restrictions: Accept any product or article except hard liquor. No price mention is allowed, though percentage may be stated. Commercials must be an average 40 to 50 words.

CMJH, CIEGO DE AVILA

Operator: Luis Marauri Mendoza. *Address:* Honorato Castillo 37, Ciego de Avila. *Power:* 100 watts on 1360 kc. *Affiliation:* National Radio Chain of the Cuban Telephone Co. *Opened:* Sept. 6, 1931.

Station and general department head: Luis Marauri Mendoza. *Musical director:* Professor Lombida.

Rep: None. *News:* Obtained from newspaper, *El Pueblo*. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Use RCA Victor records. Turntables take recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

Rates: No information given.

Copy restrictions: None.

CMJO, CIEGO DE AVILA

Operator: Benito Rodrigalvarez y Hermano. *Address:* Cuba 100, Ciego de Avila. *Power:* 100 watts on 1180 kc. *Affiliation:* None. *Opened:* 1928. (Note: Benito Rodrigalvarez y Hermano are proprietors of the book store, Renacimiento, in Ciego de Avila.)

Station head: B. Ildefonso. *Station manager:* B. I. Morales. *Commercial manager, publicity director:* Benito Rodrigalvarez. *Chief engineer:* Carlos Andux. *Program director:* D. Rodrigalvarez. *Musical director:* Miguel Riveron. *Artists bureau head:* Raul Canedo.

Rep: Conquest Alliance Co., Inc., New York City. *News:* Bulletins are broadcast daily, but source not listed. *Merchandising:* None. *Foreign language programs:* Will accept.

Electrical transcriptions: Turntables take records at 33 1/3 and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* Yes; number of artists not given.

Rates: One hour, \$30 per month; half-hour, \$18; quarter-hour, \$10. One daily announcement, \$2 per month; 2 daily announcements, \$3.50; 3 daily announcements, \$4; 4 daily announcements, \$4.50; 5 daily announcements, \$5 per month.

Copy restrictions: None listed.

CMHJ, CIENFUEGOS

Operator: Romualdo Ugalde. *Address:* P. O. Box 112, Cienfuegos. *Power:* 250 watts on 1160 kc. *Affiliation:* None. *Opened:* 1930.

Owner: Romualdo Ugalde. *Station manager and chief engineer:* Ricardo Ugalde. *Commercial manager:* Antonio Mirette. *Program director:* Sergio Anleo. *Musical director:* Osvaldo Allen. *Artists bureau head:* Jose Domec. *Publicity director:* Carlos Garate.

Rep: None. *News:* Obtained from local paper, *El Comercio*. *Merchandising:* Services rendered at 30% of contract rate. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Have RCA Victor and Oriole records. Turntables take records up to 16 inches, at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Classical music, popular Cuban and American music, comedy and dance music. *Artists bureau:* Yes; lists 103 artists.

Rates: One hour, once a week, 8 to 10 p.m., \$4.00; twice a week, \$3.50; 3 times weekly, \$3.00; 6 times weekly, \$2.50. One hour, once a week, 7 to 8 p.m., \$3.50; twice weekly, \$3.00; 3 times weekly, \$2.50; 4 times weekly, \$2.00. One hour, once a week, 12 noon to 2 p.m., 6 to 7 p.m., and 10 p.m. to midnight, \$3.00; twice weekly, \$2.50; 3

CUBA STATIONS—Continued

times weekly, \$2.00; 6 times weekly, \$1.50. One hour, once a week, 7 a.m. to 12 noon and 2 to 6 p.m., \$2.50; twice weekly, \$2.00; 3 times weekly, \$1.50; 6 times weekly, \$1. Half-hour program is 60% of hour rate; quarter-hour is 40%. One daily announcement, \$2.50 per month; 12 daily announcements, \$22.80; 20 daily announcements, \$37.50 per month.

Copy restrictions: Commercial programs of less than 15 minutes not permitted between 11 a.m. Sunday and 11 a.m. Monday. Commercials must not exceed 2 minutes per quarter-hour.

CMHM, CIENFUEGOS

Operator: Jose Ramon Femenias. *Address:* D'Clouet 33, Cienfuegos. *Power:* 250 watts on 1450 kc. *Affiliation:* None, but occasionally has hookup with local or Havana stations. *Opened:* 1935.

Station head, chief engineer: J. R. Femenias, Jr. *Station manager:* J. R. Femenias, Sr. *Commercial manager:* J. Morales. *Program director, artists bureau head:* J. R. Femenias. *Publicity director:* Jovina Garcia.

Rep: Mr. Caos, Havana, Cuba. *News:* Obtained through own reporters. *Merchandising:* Offer space on premises for demonstration and display purposes. *Foreign language programs:* English program current.

Electrical transcriptions: Use RCA Victor and Pathe 10 and 12 inch records. Turntables take records at 33 1/3 and 78 r.p.m. *Best programs:* Typical dance and tango music. *Artists bureau:* Yes; lists 48 artists.

Rates: Exclusive programs range from \$120 to \$500 per month; minimum rate for spots, \$5 each; no rate card.

Copy restrictions: No commercial broadcasting permitted on Sunday; no price mentions. Political broadcasts and special campaigns must be paid for in advance.

CMHK, CRUCES

Operator: Virgilio Villanueva Fernandez. *Address:* Apartado 79, Cruces. *Power:* 500 watts on 1330 kc. *Affiliation:* None. (Note: Virgilio Villanueva Fernandez also engages in retail of electrical appliances, hardware, toys and stationery.)

Proprietor and commercial manager: Virgilio Villanueva. *Station manager:* Joaquin Hernandez. *Chief engineer:* J. Ventura Montes. *Program director:* Pedro Arango. *Musical director:* Enidio Villanueva. *Publicity director:* I. Villanueva.

Rep: Messrs. Humara y Lastra, S. en C., Apartado 508, Havana, Cuba. *News:* Obtained from reporters and newspapers. *Merchandising:* Offer premises for display

purposes; other services also available. *Foreign language programs:* Accept programs in any language required.

Electrical transcriptions: Use 10 and 12 inch records, obtained from representative in Havana. Have 3 turntables at 33 1/2 and 78 r.p.m. *Best programs:* Cuban music and songs with guitar and trio accompaniment; singers with orchestra. *Artists bureau:* None.

Rates: Two announcements daily, \$5; 4 daily, \$9; 8 daily, \$16; 12 daily, \$20; 20 daily, \$30.

Copy restrictions: None.

CMBC-COBC, HAVANA

Operator: El Progreso Cubano. *Address:* Monte 139, Apartado Postal 132, Havana. *Power:* CMBC, 1,700 watts on 950 kc; COBC, 1,700 watts on 9960 kc. *Affiliation:* No information available.

Director: Luis Aragon. *Administrator:* Manuel Fernandez.

Rep: Broadcasting Abroad Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* Offer limited service. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33 1/2 and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: One hour weekly, 8 to 10 a.m., 2 to 5 p.m. and 11 p.m. to midnight, \$8; twice weekly, \$6.60; three times weekly, \$5.50; six times weekly, \$4.50. One hour weekly, 10 to 11 a.m., and 5 to 6 p.m., \$12; twice weekly, \$10; three times weekly, \$8.50; six times weekly, \$7. One hour weekly, 11 a.m. to 2 p.m., 6 to 8 p.m., 10 to 11 p.m., \$22; twice weekly, \$18; three times weekly, \$15; six times weekly, \$12. One hour weekly, 8 to 10 p.m., \$30; twice weekly, \$24; three times weekly, \$20; six times weekly, \$17. Half-hour period, 60% of hour rate; quarter-hour, 40%. Contracts for 13 to 26 weeks earn 5% discount; more than 26 weeks, 10%. Forty-word announcements on a rotative schedule: two daily, \$23.40 per month (30 days); five daily, \$52.50; 10 daily, \$96; 15 daily, \$130.05; 20 daily, \$156; 30 daily, \$216; 40 daily, \$264; 50 daily, \$300. Announcements at fixed times during the day, add 10%; nighttime, add 30%. Announcements with sound effects (not more than 30 seconds), add 30%; with records (not more than one minute), add 50%. Contracts for more than three months earn 5% discount; more than six months, 10%; more than one year, 15%. (Note: These rates are quoted in U.S.A. currency.)

Copy restrictions: Accept alcoholic bev-

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erages. Patent medicines must be approved by the Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the stations direct.)

CMBS, HAVANA

Operator: Enrique Artalejo. *Address:* Calzada y H, Vedado, Havana. *Power:* 500 watts on 1170 kc. *Affiliation:* Member of an inter-city chain, which includes most of the stations of Havana.

Owner and station manager: Enrique Artalejo. *Commercial manager and publicity director:* A. L. Artalejo. *Chief engineer:* V. J. Montes. *Program and musical director:* A. Parets.

Rep: None. *News:* Obtained from reporters. *Merchandising:* None. *Foreign language programs:* Accept programs in any language.

Electrical transcriptions: Use records distributed by Cia. Cubana de Fonografos; no further details given. *Best programs:* No list given. *Artists bureau:* None.

Rates: \$7 per announcement per month.

Copy restrictions: Price mentions not allowed.

CMBX-COBX, HAVANA

Operator: Alberto Alvarez. *Address:* San Miguel, 194, Havana. *Power:* CMBX, 1,000 watts on 1070 kc; COBX, 750 watts on 9200 kc. *Affiliation:* With CMKL, in Bayamo, Province of Oriente. (Note: Alberto Alvarez also manufactures transmitters, transformers, condensers, etc.)

Manager, chief engineer and publicity director: Alberto Alvarez. *Station manager:* Vicente Espinosa. *Commercial manager:* Julia Nunez. *Program and musical director:* Ernesto Espinosa.

Rep: None. *News:* None listed. *Merchandising:* None listed. *Foreign language programs:* Accept Spanish, English, French, German, Russian and Portuguese programs.

Electrical transcriptions: Have RCA Victor and Columbia records, 10 and 12 inches at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* None listed. *Artists bureau:* None.

Rates: Quarter-hour live talent program, 8 a.m. to 5 p.m., \$60; recorded program, \$40. Quarter-hour live talent program, nighttime, \$75; recorded program, \$60. Programs over a quarter-hour earn 15% discount on the regular rate progression. These prices are for CMBX, COBX, and affiliate Station CMKL.

Copy restrictions: No subversive advertising, nor any which is not in good taste.

CMBZ-COBZ, HAVANA

Operator: Manuel y Guillermo Salas. *Address:* San Rafael 14, altos, Havana. *Power:*

CMBZ, 1,000 watts on 1000 kc.; COBZ, 250 watts on 9030 kc. *Affiliation:* None. *Opened:* 1922.

Station heads: Manuel and Guillermo Salas. *Station manager:* Eleuterio Salas. *Commercial manager:* Guillermo Salas. *Chief engineer:* Guillermo Palanes. *Program director:* M. A. Salas. *Musical director:* M. A. Luis Suao.

Rep: None. *News:* Through own local reporters. *Merchandising:* None. *Foreign language programs:* Accept programs in any language.

Electrical transcriptions: Use RCA Victor records at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Popular Cuban music. *Artists bureau:* None.

Rates: One announcement every commercial hour, 7:45 to 10 a.m., 11 a.m. to 12 noon, 4 to 5 p.m. and 8 to 9 p.m., \$30. One announcement from 4 to 5 p.m. at the commencement of every musical number, \$60; from 11 a.m. to noon, at the commencement of every musical number, \$80; from 8 to 9 p.m., at the commencement of every musical number, \$100. Ten announcements at different times from 7:45 a.m. to 12:30 a.m., \$60; 20 announcements, \$100. One station break from 7:45 a.m. to sign-off, \$175. Two announcements during commercial hours before 12 noon, \$20. Thirty-five announcements at fixed times from 8:15 a.m. to 8:45 p.m., \$250 on 3 month contract. All above prices presume a 3-month contract. Announcements with sound effects, 25% extra.

Copy restrictions: Price mentions not permitted.

CMCF-COCH, HAVANA

Operator: General Broadcasting Co. *Address:* P.O. Box 41, Havana. *Power:* CMCF, 5,000 watts on 810 kc.; COCH, 5,000 watts on 9437 kc. *Affiliation:* None. *Opened:* 1924.

Manager: Oscar Gutierrez. *Station manager:* Miss M. Madariaga. *Commercial manager:* L. Cano. *Chief engineer and musical director:* A. Z. Bazan. *Program director:* A. Iglesias. *Artists bureau head:* A. Joffre. *Publicity director:* J. Z. Bazan.

Rep: None. *News:* Own reporters and News Department of Mendoza & Co. *Merchandising:* Yes, details of service not given. *Foreign language programs:* Accept French and English programs.

Electrical transcriptions: Have RCA Victor records, 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Cuban dance music, American dance music, comedy and drama. *Artists bureau:* Yes; number of artists not listed.

Rates: Quarter-hour, 8 a.m. to 12 noon, \$15; 12 noon to 2 p.m., \$30; 2 to 5 p.m., \$15; 5 to 7 p.m., \$30; 7 to 10 p.m. \$50; 10 p.m.

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to midnight, \$15. One hour, 8 a.m. to 12 noon, \$35; noon to 2 p.m., \$70; 2 to 5 p.m., \$35; 5 to 7 p.m., \$70; 7 to 10 p.m. \$120; 10 p.m. to midnight, \$35 Talent extra. Four 35-word spot announcements, 2 daytime, 2 nighttime, \$70 per month; twenty 35-word announcements, 12 daytime, 8 nighttime, \$270 per month; forty 35-word announcements, 24 daytime, 16 nighttime, \$395 per month.

Copy restrictions: None listed.

CMCD-COCD, HAVANA

Operator: La Voz del Aire, S.A. *Address:* 25 and G-Vedado, Havana. *Power:* Stations operate on 960 kc; no wattage given. *Affiliation:* No information available.

Manager: J. Benitez.

Rep: Conquest Alliance Co., Inc., New York City. *News:* No information available. *Merchandising:* No information available. *Foreign language programs:* No information available.

Electrical transcriptions: No information available. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: One hour, 8 to 10 p.m., \$18.50; one hour, twice a week, \$13.50; 3 times a week, \$10.50; 6 times a week, \$9. Half-hour, 8 to 10 p.m., \$11.10; twice a week, \$8.10; 3 times a week, \$6.30; 6 times a week, \$5.40. Quarter-hour, 8 to 10 p.m., \$7.40; quarter-hour, twice a week, \$5.40; 3 times a week, \$4.20; 6 times a week, \$3.60. One hour, 7 to 8 p.m., \$13; twice a week, \$10; 3 times a week, \$8; 6 times a week, \$7. Half-hour, 7 to 8 p.m., \$7.80; twice a week, \$6; 3 times a week, \$4.80; 6 times a week, \$4.20. Quarter-hour, 7 to 8 p.m., \$5.20; twice a week, \$4.00; 3 times a week, \$3.20; 6 times a week, \$2.80. One hour, 12 noon to 2 p.m., 6 to 7 p.m. and 10 p.m. to 1 a.m., \$10; twice a week, \$8.50; 3 times a week, \$7; 6 times a week, \$6. Half-hour, \$6; twice a week, \$5.10; 3 times a week, \$4.20; 6 times a week, \$3.60. Quarter-hour, \$4; twice a week, \$3.40; 3 times a week, \$2.80; 6 times a week, \$2.40. One hour, 7 a.m. to 12 noon and 2 to 6 p.m., \$10; twice a week, \$7.50; 3 times a week, \$6; 6 times a week, \$5. Half-hour, \$6; twice a week, \$4.50; 3 times a week, \$3.60; 6 times a week, \$3. Quarter-hour, \$4; twice a week, \$3; 3 times a week, \$2.40; 6 times a week, \$2. Announcements (not exceeding 40 words): 2 daily, one day, one night, \$16 per month; 4 daily, 2 daytime, 2 nighttime, \$29 per month; 6 daily, 4 daytime, 2 nighttime, \$39 per month; 8 daily, 5 daytime, 3 nighttime, \$50 per month; 14 daily, 8 daytime, 6 nighttime, \$78 per month; 20 daily, 12 daytime, 8 nighttime, \$112 per month; 30 daily, 18

daytime and 12 nighttime, \$150 per month; 15 daily, in change of every program, \$120 per month. Announcements (one-minute, recorded or spoken): Four daily, 2 daytime, 2 nighttime, \$50 per month; 6 daily, 4 daytime, 2 nighttime, \$70 per month; 8 daily, 5 daytime, 3 nighttime, \$85 per month; 14 daily, 8 daytime, 6 nighttime, \$140 per month; 20 daily, 12 daytime, 8 nighttime, \$192 per month; 30 daily, 18 daytime, 12 nighttime, \$275 per month; 15 daily, in every program change, \$240 per month.

(Note: These rates are quoted in U.S. currency.)

Copy restrictions: No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

CMCQ, HAVANA

Operator: Andres Martinez. *Address:* Vista Alegre 269, Havana. *Power:* 2,000 watts on 1410 kc. *Affiliation:* None. *Opened:* Feb. 16, 1929.

Owner, station manager, program director: Andres Martinez. *Commercial manager, publicity director:* Bienvenido Martinez. *Chief engineer:* Bonifacio Martinez. *Musical director and artists bureau head:* Filiberto Martinez.

Rep: None. *News:* Domestic news obtained from representatives in the chief agencies; foreign news from foreign papers. *Merchandising:* Services rendered at cost. *Foreign language programs:* Accept English, French, German, Italian and Chinese programs.

Electrical transcriptions: Have 2,000 records of unspecified make, 10 and 12 inch. Turntables take 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Popular dance music, typical and comic songs, and Argentine music. *Artists bureau:* Setup is nominal only; number of artists not given.

Rates: One hour, \$180; half-hour, \$100; quarter-hour, \$50. Spot announcements, \$5 each; 10 times or more, \$4.50 each.

Copy restrictions: Price mention not permitted; all copy must be in good taste, and adhere to government regulations and standards of decency.

CMCR, HAVANA

Operator: Juan Gonzales. *Address:* Infanta No. 115 Altos, Havana. *Power:* 250 watts on 1380 kc. *Affiliation:* None.

Owner, and director of most departments: Juan Gonzales. *Chief engineer:* Oscar Montenegro.

Rep: None. *News:* None. *Merchandising:* Services rendered for a fee, which

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is in proportion to contract. *Foreign language programs*: Accept programs in any language.

Electrical transcriptions: Have 3,500 to 4,000 records of various make. Turntables take recordings at 33½ and 78 r.p.m. *Best programs*: No list given. *Artists bureau*: None.

Rates: No information given.

Copy restrictions: None.

CMCU, HAVANA

Operator: J. Garcia Serra. *Address*: E. Palma, No. 63 and 65, Havana. *Power*: 1,000 watts on 1290 kc. *Affiliation*: None. *Opened*: 1928.

Station head: J. Garcia Serra. *Station manager*: R. Garcia Serra. *Commercial manager*: Garcia Serra. *Chief engineer*: V. Montes. *Program and musical director*: M. Cambas. *Artists bureau head*: Mario Garcia. *Publicity director*: A. Rivero.

Rep: None. *News*: Obtained from reporters of the "Air Press of Cuba." *Merchandising*: Services rendered by special arrangement. *Foreign language programs*: Accept English programs.

Electrical transcriptions: Have 3,000 RCA Victor, Columbia and Perfect records, at 33 1/3 and 78 r.p.m. *Best programs*: Popular songs and typical dance music. *Artists bureau*: Yes; number of artists not listed.

Rates: No information given.

Copy restrictions: Price mention not permitted.

CMCW, HAVANA

Operator: J. Vilarino & Co. *Address*: Malecon No. 54, Havana. *Power*: 500 watts on 1140 kc. *Affiliation*: None. *Opened*: 1938. (Note: J. Vilarino & Co. also owns the Predilecta Furniture Store.)

Owner: J. Vilarino. *Station manager, program director*: F. Barinaga. *Commercial manager*: J. Catano. *Chief engineer*: Antonio Santos. *Musical director*: Angel Fernandez. *Artists bureau head*: Gomez Sanchez. *Publicity director*: E. Bombalier.

Rep: None. *News*: Obtained through own reporters. *Merchandising*: None. *Foreign language programs*: Accept English and French programs.

Electrical transcriptions: Have 500 RCA Victor, Columbia and other records. Use 10 and 12 inch records at 78 r.p.m. (though turntables can also take 33½ r.p.m.). *Best programs*: Cuban and Argentine music, singing troubadours, etc. *Artists bureau*: Yes; number of artists not listed.

Rates: Vary according to number of spots, type of advertising desired, etc.; basic price is \$10 per spot announcement,

one each day for a month, with discount allowed on a quantity basis.

Copy restrictions: Price mention prohibited by the Cuban government; accept all patent medicines except those for social diseases.

CMCY, HAVANA

Operator: Autran & Carbo, Ltd. *Address*: Ave. de los Presidentes, No. 125, Vedado, Havana. *Power*: 15,000 watts on 570 kc. (station states that it will change to 590 kc., an international clear channel assigned during the first Inter-American Radio Conference). *Affiliation*: None (on completion of its short-wave station, will have a wireless hookup with stations in Matanzas, Santa Clara, Camaguey and Santiago de Cuba).

General director: Sergio Carbo. *Station manager*: Alberto Valdes. *Commercial manager, program director, artists bureau head*: Rene Canizares. *Chief engineer*: M. D. Autran. *Musical director*: Jose Zamora.

Rep: Conquest Alliance Co., Inc., New York City. *News*: Obtained through own reporters and by cable from World News Service. *Merchandising*: Complete service offered at 20% of contract rate; printing, mailing, etc., rendered at actual cost. *Foreign language programs*: Accept English programs.

Electrical transcriptions: Recorded programs used rarely; turntables take recordings up to 16 inches, lateral and vertical cut, at 33½ and 78 r.p.m. *Best programs*: Cuban dance music with singers, news bulletins, variety musical programs with orchestras and guest stars, amateur programs. *Artists bureau*: Yes; lists 18 artists.

Rates: One hour once a week, 8 to 10 p.m. (Class "A"), \$22.50; 12 noon to 2 p.m., 6 to 7 p.m., 10 p.m. to 1 a.m. (Class "B"), \$15; 7 a.m. to 12 noon and 2 to 6 p.m. (Class "C"), \$12. Half-hour once a week, Class "A," \$13.50; Class "B," \$9; Class "C," \$7.20. Quarter-hour, once a week, Class "A," \$9; Class "B," \$6; Class "C," \$4.80. Rates diminish when programs are broadcast more than once a week. From 7 to 8 p.m. only spots on the National Radio Forum are sold: One announcement, \$25; 2, \$45; etc. Two regular announcements, one daytime, one nighttime, for 40 broadcasts, \$14; etc. on sliding scale. If a specific hour is desired for a program there is an extra charge of 25%.

Copy restrictions: Accept alcoholic beverages; all patent medicines must be approved by the Board of Health; copy subject to station approval.

CUBA STATIONS—Continued

CMOX, HAVANA

Operator: Perez & Chisholm. *Address:* 10 y 19 Vedado, Havana. *Power:* 500 watts on 1320 kc. *Affiliation:* None. *Opened:* June, 1934.

Station head and chief engineer: E. E. Chisholm. *Station manager:* C. Reyes de Perez. *Commercial manager:* R. Perez Diaz. *Program and musical director:* Mario Milian. *Publicity director:* Mario Lorie.

Rep: None. *News:* None. *Merchandising:* None. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Use RCA Victor records; turntables take recordings at 33 1/3 and 78 r.p.m. *Best programs:* American dance music, Cuban dance music, popular Latin American songs, vocal select music and classical music. *Artists bureau:* None.

Rates: No information given.

Copy restrictions: No mention of prices, and no political broadcasts permitted.

CMQ-COCQ, HAVANA

Operator: Cambo y Gabriel, S. A. *Address:* Monte y Prado. *Power:* CMQ, 25,000 watts on 600 kc; COCQ, 5,000 watts on 9740 kc. *Affiliation:* None.

President and publicity director: Angel Cambo. *Manager:* Miguel Gabriel. *Chief engineer:* Raul Karman. *Program and musical director and artists bureau head:* Emilio Medrano.

Rep: Conquest Alliance Co., Inc.; Inter-American Advertising Agency. *News:* Obtained by own reporters. *Merchandising:* None. *Foreign language programs:* Accept programs in any language.

Electrical transcriptions: Records own programs or uses those sent to them by advertisers. Have two RCA turntables which take vertical and lateral recordings. *Best programs:* Musical programs and news bulletins. *Artists bureau:* Yes; lists 150 artists.

Rates: One hour, once a week, 7 a.m. to 12 noon, 2 to 5 p.m. and 10 p.m. to 1 a.m., \$50.00; 12 noon to 2 p.m. and 5 to 7 p.m., \$100.00; 7 to 10 p.m., \$175.00. Half-hour, once a week, 7 a.m. to 12 noon, 2 to 5 p.m., and 10 p.m. to 1 a.m., \$30; 12 noon to 2 p.m. and 5 to 7 p.m., \$60.00; 7 to 10 p.m., \$105.00. Quarter-hour, once a week, 7 a.m. to 12 noon, 2 to 5 p.m. and 10 p.m. to 1 a.m., \$20.00; 12 noon to 2 p.m. and 5 to 7 p.m., \$40.00; 7 to 10 p.m., \$70.00. Four daily announcements (up to 35 words), 2 daytime, 2 nighttime, \$100.00 per month. Twenty daily announcements, 12 daytime, 8 nighttime, \$380.00 per month. Forty daily announcements, 24 daytime, 16 nighttime, \$560.00 per month. Payment must be made in advance.

Copy restrictions: Price mentions prohibited.

CMW, HAVANA

Operator: Cia. Latino-Americana de Radiodifusion, S.A. *Address:* Paseo de Marti, No. 105, Havana. *Power:* 1,000 watts on 600 kc. *Affiliation:* None. *Opened:* 1923.

Rep: Conquest Alliance Co., Inc., New York City. *News, merchandising, foreign language programs:* No information available.

Electrical transcriptions: Equipped to handle recordings at 33 1/2 and 78 r.p.m. *Best programs and artists bureau:* No information available.

Rates: One hour, 8 to 10 p.m., once a week, \$15; twice a week, \$13.50; 3 times a week, \$10; 6 times a week, \$7. One hour, 7 to 8 p.m., once a week, \$8; twice a week, \$7; 3 times a week, \$6; 6 times a week, \$5.50. One hour, 12 noon to 2 p.m., 6 to 7 p.m., and 10 p.m. to 1 a.m., once a week, \$6; twice a week, \$5; 3 times a week, \$3.50; 6 times a week, \$3. One hour, 7 a.m. to 12 noon and 2 to 6 p.m., once a week, \$5; twice a week, \$4; 3 times a week, \$3; 6 times a week, \$2.50. Half-hour, 8 to 10 p.m., once a week, \$9; twice a week, \$8.10; 3 times a week, \$6; 6 times a week, \$4. Half-hour, 7 to 8 p.m., once a week, \$4.80; twice a week, \$4.20; 3 times a week, \$3.60; 6 times a week, \$3.50. Half-hour, 12 noon to 2 p.m., 6 to 7 p.m. and 10 p.m. to 1 a.m., once a week, \$3.60; twice a week, \$3; 3 times a week, \$2.10; 6 times a week, \$1.80. Half-hour, 7 a.m. to 12 noon and 2 to 6 p.m., once a week, \$3; twice a week, \$2.40; 3 times a week, \$1.80; 6 times a week, \$1.50. Quarter-hour, 8 to 10 p.m., once a week, \$6; twice a week, \$5.40; 3 times a week, \$4; 6 times a week, \$2.80. Quarter-hour, 7 to 8 p.m., once a week, \$3.20; twice a week, \$2.80; 3 times a week, \$2.40; 6 times a week, \$2.20. Quarter-hour, 12 noon to 2 p.m., 6 to 7 p.m. and 10 p.m. to 1 a.m., once a week, \$2.40; twice a week, \$2; 3 times a week, \$1.40; 6 times a week, \$1.20. Quarter-hour, 7 a.m. to 12 noon and 2 to 6 p.m., once a week, \$2; twice a week, \$1.60; 3 times a week, \$1.20; 6 times a week, \$1. Announcements up to 40 words: 2 daily, 1 daytime, 1 nighttime, \$12.50 per month; 4 daily, 2 daytime, 2 nighttime, \$22.50 per month; 6 daily, 4 daytime, 2 nighttime, \$30 per month; 8 daily, 5 daytime, 3 nighttime, \$38.50 per month. One-minute recorded announcements: 4 daily, 2 daytime, 2 nighttime, \$45 per month; 6 daily, 4 daytime, 2 nighttime, \$60 per month; 8 daily, 5 daytime, 3 nighttime, \$77 per month. If announcements are desired

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at specified hours, there will be a surcharge of 25%. Announcements every other day, deduct 30% of the gross rates. Artists and announcers' services not included in rates quoted. Frequency discounts: more than 13 and less than 26 weeks, 5%; 26 weeks or more, 10%.

(Note: These rates are quoted in U.S.A. currency.)

Copy restrictions: Government regulations prohibit price mention, spot announcements on Sunday, news bulletins from 11 a.m. Sunday to 11 a.m. Monday, Sunday programs of less than a quarter-hour. All copy subject to station approval.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

CMX-COCX, HAVANA

Operator: Francisco Lavin. **Address:** Ave. Simon Bolivar No. 76, Havana. **Power:** CMX, 1,000 watts on 920 kc; COCX, 1,000 watts on 11,450 kc. **Affiliation:** None. **Opened:** 1930.

Director: Dr. Francisco Lavin. **Station manager:** Francisco Lavin, Jr. **Commercial manager:** Gilberto Lavin. **Chief engineer:** Edmundo Recamier. **Program and publicity director:** Mario Viera G. **Musical director and artists bureau head:** Jesus Lopez.

Rep: None. **News:** Obtained from papers, *El Pais-Excelsior* and *Crisol*. **Merchandising:** None. **Foreign language programs:** Accept English programs, though occasion is rare.

Electrical transcriptions: Have 8,000 RCA Victor records. Turntables take recordings at 33½ and 78 r.p.m. **Best programs:** Typical Cuban music, jazz, Argentine and Spanish music and troubadors. **Artists bureau:** Yes; lists 50 artists.

Rates: Two daily announcements, one daytime, one nighttime, \$14 per month. Four daily announcements, 2 daytime, 2 nighttime, \$24.50 per month. Eight daily announcements, 5 daytime, 3 nighttime, \$45.40 per month. Twenty daily announcements, 12 daytime, 8 nighttime, \$91 per month. Thirty daily announcements, 18 daytime, 12 nighttime, \$122.50 per month. Station-break announcements, \$122.50 per month. One daily announcement up to 35 words, \$0.50. Announcements considered to contain no more than 40 words; if specified for broadcast at a stated hour, add 25% to above prices. Transcribed announcements (minimum of 4 daily) add 50% to above prices. Announcements with sound effects, up to 14 times, add 30%; more than 14 times, add 20%.

Copy restrictions: Price mentions prohibited. No spot announcements between

11 a.m. Sunday and 11 a.m. Monday, during which time commercials must be a part of quarter, half or full hour programs.

CMKF, HOLGUIN

Operator: Compania Oriental de Radio, S. L. **Address:** Apartado 152, Holguin. **Power:** 250 watts on 1460 kc. **Affiliation:** National Radio Chain. **Opened:** 1930.

Manager: M. J. de Gongora. **Station manager and chief engineer:** M. J. de Gongora, Jr. **Commercial manager:** C. de Gongora.

Rep: None. **News:** Obtained from broadcasts throughout the world. **Merchandising:** Have available an exhibition room in its office building; arrangements made for rental, decoration, lighting, etc. **Foreign language programs:** Will accept English programs, though Spanish is preferred.

Electrical transcriptions: Have standard make records and transcriptions supplied by advertisers. Turntables take any size record, at 33½ and 78 r.p.m. **Best programs:** No list given. **Artists bureau:** None.

Rates: One hour, 8 to 11 a.m. and 2 to 5 p.m., \$5; half-hour, \$3; quarter-hour, \$2. One hour, 11 a.m. to 2 p.m. and 5 to 7 p.m., \$10; half hour, \$6; quarter-hour, \$4. One hour, 7 to 10 p.m., \$17.40; half-hour, \$10.50; quarter-hour, \$7. These prices are for one broadcast a week. Three broadcasts a week earn 10% discount; daily for one month, 20%. One 50-word announcement, day or night, \$7 per month; 2 announcements, 1 daytime, 1 nighttime, \$11; 8 announcements, 5 daytime, 3 nighttime, \$19.60; 15 announcements, 10 daytime, 5 nighttime, \$34; 30 announcements, 20 daytime, 10 nighttime, \$57. Seven station-break announcements from 8 a.m. to 10 p.m., \$16 per month; 15 announcements, \$30. Announcements in news bulletins: Once in the morning, \$5 per month; once in the afternoon, \$8; two announcements, one in each edition, \$10; 4 announcements, 2 in each edition, \$16 per month.

Copy restrictions: Price mention prohibited by Cuban government; all copy must be in good taste.

CMKM, MANZANILLO

Operator: Raimundo Comas Soler. **Address:** Merchan y P. Figueredo. **Power:** 250 watts on 1120 kc. **Affiliation:** None. **Opened:** Oct. 1, 1932.

Station manager, co-proprietor: Raimundo Comas Soler. **Chief engineer, musical, program and publicity director, co-proprietor:** Jesus Armesto Branas. **Artists bureau head:** Professor Julio Gutierrez.

Rep: None. **News:** Obtained through other stations. **Merchandising:** Arrange

CUBA STATIONS—Continued

for poster displays, handle direct mail, etc.; charge varies according to service performed. *Foreign language programs:* Not accepted.

Electrical transcriptions: Recorded programs used rarely; have no library. Turntables take records at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* Yes; lists 32 artists.

Rates: Prices quoted are on the basis of a month's continuous run, Sunday excepted. Station operates from 9 a.m. to 12 noon and from 7 to 10 p.m. One hour daily, including music and announcer, \$100; half-hour, \$55; quarter-hour, \$30. One announcement daily, \$3; 2 daily, \$6; 4 daily, \$10; 8 daily, \$18; 12 daily, \$26; 15 daily, \$32; 20 daily, \$42. Programs of station are mainly musical with newscasts interspersed. (Note: These rates are quoted in U.S.A. currency.)

Copy restrictions: Price mention prohibited by the Cuban government.

CMGF-COGF, MATANZAS

Operator: Bernabe de la Torre. *Address:* General Betancourt No. 51, Matanzas. *Power:* CMGF, 250 watts on 1120 kc; COGF, 1,000 watts on 11,800 kc. *Affiliation:* None. *Opened:* CMGF, 1928; COGF, May, 1937.

Owner, station manager and chief engineer: Bernabe de la Torre. *Commercial manager and program director:* Salvador de la Torre. *Publicity director:* L. Villabella.

Rep: None. *News:* Obtained from station COCO in Havana. *Merchandising:* None. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Have 5,000 RCA Victor records. One turntable takes records at 33 1/3 r.p.m.; two others take 78 r.p.m. *Best programs:* Typical music, Cuban songs and classical music. *Artists bureau:* None.

Rates: No information given.

Copy restrictions: None listed.

CMGH, MATANZAS

Operator: Manuel Garcia Alvarez. *Address:* Blanchet No. 25, Matanzas. *Power:* 500 watts on 790 kc. *Affiliation:* None. *Opened:* Jan. 19, 1936. (Note: M. Garcia Alvarez is also owner of the Rialto, a dress factory, and La Estrella, a retail house, in Matanzas, Cuba.)

Owner, station and commercial manager: Manuel Garcia Alvarez. *Chief engineer:* Ruben Escobar. *Program and musical director:* Conrado Forte. *Publicity director:* Julio Gonzales.

Rep: None. *News:* Obtained by special reporter and editorial service. *Merchandising:* Can arrange with advertiser to organize displays, place posters in the studio

building, etc. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have 1,000 RCA Victor records. Turntable with double plate takes records at 78 r.p.m. *Best programs:* Children's programs, orchestra music, Cuban and Spanish programs. *Artists bureau:* None.

Rates: Two daily announcements, 6:45 a.m. to 12:30 p.m., 5 to 6 p.m. and 7 to 11 p.m., \$5. Three daily announcements, 1:30 to 4 p.m. and 11 p.m. to midnight, \$5. Eight daily announcements, 6:45 a.m. to 12:30 p.m., 5 to 6 p.m. and 7 to 11 p.m., \$16. Nine daily announcements, 1:30 to 4 p.m. and 11 p.m. to midnight, \$16. Higher frequency of announcements earns rate reductions.

Copy restrictions: All advertising must conform to the regulations of the Cuban government.

CMAB, PINAR DEL RIO

Operator: Francisco Martinez. *Address:* Marti y Recreo, Pinar del Rio. *Power:* 300 watts on 1340 kc. *Affiliation:* None. *Opened:* January, 1930.

Station manager and chief engineer: F. Martinez. *Commercial manager:* R. Jordan. *Program director:* F. M. Bretau. *Musical director:* L. R. Martinez.

Rep: None. *News:* Obtained from newspapers. *Merchandising:* Services offered; charges vary according to type and amount of advertising. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Have records of unspecified make, at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Popular Cuban music, troubadours and dance music. *Artists bureau:* None.

Rates: One hour, 6 a.m. to 5 p.m., \$50.00 per month; 5 to 8 p.m. and 10 p.m. to midnight, \$75.00; 8 to 10 p.m., \$150.00. Half-hour program is 60% of these prices, quarter-hour, 40%. Two daily spot announcements up to 40 words, 8 to 10 p.m., \$6.50 per month; 20 daily announcements, 8 to 10 p.m., \$52; 2 daily announcements, 5 to 8 p.m. and 10 p.m. to midnight, \$5 per month; 20 daily announcements, \$42; 2 daily announcements, 6 a.m. to 5 p.m., \$4.00 per month; 20 daily announcements, \$28.00. Prices for participation in Radio Theatre Hour and other special programs "to be agreed upon." Payment must be made in advance.

Copy restrictions: Alcoholic beverages not accepted.

CMHB-CO9WR, SANCTI-SPIRITUS

Operator: Weiss & Ramirez. *Address:* Serafin Sanchez 3 altos, Sancti-Spiritus S. C. *Power:* CMHB, 250 watts on 1240

CUBA STATIONS—Continued

kc; CO9WR, 250 watts on 11,800 kc. *Affiliation:* With COBZ, CMBZ, CMGH, CMHW, CMJA, CMKR, CMQ, COCQ, CMHI, CMHK, CMJK and CMKD. *Opened:* April 1, 1934. (Note: Weiss & Ramirez are also representatives for Neon advertising signs.)

General director: Adolfo Rubio. *Station manager and artists bureau head:* Ernesto Gonzalez. *Commercial manager:* Reinaldo Villa. *Chief engineer:* Ortelio Ramirez. *Program director:* Rogelio Mendez. *Musical director:* Rogelio Marin Mir. *Publicity director:* Vicente Weiss.

Rep: Conquest Alliance Co., Inc., New York City. *News:* Obtained from own local service. *Merchandising:* Have own display rooms; services rendered vary with amount of advertising. *Foreign language programs:* Accept English and French programs.

Electrical transcriptions: Have 2,500 RCA Victor records. Turntables take records up to 16 inches, at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Typical Cuban music. *Artists bureau:* Yes; lists 120 artists.

Rates: For CMHB: One hour, one time, \$10; half-hour, \$6; quarter-hour, \$4. One hour per week for one month, \$20; 2 hours per week, \$30. Daily hour, \$80 per month; half-hour, \$45; quarter-hour, \$25. One announcement, \$3; 2 announcements, \$5; 5 announcements, \$10. For CO9WR: One hour one time, \$20; half-hour, \$15; quarter-hour \$10. One hour per week for one month, \$50; 2 hours per week, \$80. Daily hour, \$150 per month; half-hour, \$85; quarter-hour, \$55. One announcement, \$6; 2 announcements, \$10; 5 announcements, \$20. For both stations combined: one hour, one time, \$25; half-hour, \$18; quarter-hour, \$12. One hour per week for one month, \$60; 2 hours per week, \$100. Daily hour, \$200 per month; half-hour, \$100; quarter-hour, \$60. One announcement, \$8; 2 announcements, \$12; 5 announcements, \$25.

Copy restrictions: No price mentions.

CMHI, SANTA CLARA

Operator: Laviz y Paz. *Address:* Independencia 34, Santa Clara. *Power:* 500 watts on 1210 kc. *Affiliation:* None. (Note: Laviz y Paz are also agents for RCA Victor radios, Kodaks and electrical appliances.)

Station manager: Juan Laviz. *Chief engineer:* Luis Slanes. *Program director:* Rene Tomen. *Musical director:* Lascadia Laviz. *Publicity director:* Amado Diar.

Rep: None. *News:* Obtained by own reporters. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have RCA Victor records, 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Dance music and popular songs. *Artists bureau:* None.

Rates: One hour daily, with orchestra, \$250 per month (\$10 one time); half-hour, \$140 per month (\$5.50 one time); quarter-hour, \$75 per month (\$3 one time). One hour transcribed program daily, \$120 per month; half-hour, \$70; quarter-hour, \$40. One hour daily program, baritone with piano accompaniment, \$150 per month; half-hour, \$90; quarter-hour, \$60. One 35-word spot announcement daily, \$5 per month; two announcements daily, \$9; 3 announcements daily, \$12 per month.

Copy restrictions: None listed.

CMHW, SANTA CLARA

Operator: Jose R. Domenech Calichs. *Address:* Marta Abreu No. 2, Santa Clara. *Power:* 1,000 watts on 820 kc. *Affiliation:* Cuban Radio Chain (CMHW, CMGH, CMBZ, CMHB, CMHJ, CMJA, CMJW, CMKR, COBZ, COHB, CMCK, COCO, COCH and CMCF).

Owner, station manager: Guillermo Domenech Calichs. *Chief engineer:* Carlos Estrada. *Program director:* Cesar Torres Diaz. *Musical director:* Armando Clapera. *Publicity director:* Rafael Domenech Calichs.

Rep: None. *News:* Obtained by own reporters, and from daily papers, *El Pais*, *El Mundo*, *La Publicidad* and *Diario de la Marina*. *Merchandising:* Offer direct mail and sample distribution for a fee, plus actual expenses involved. *Foreign language programs:* Accept English, German, French and Chinese programs, at special rates.

Electrical transcriptions: Use records manufactured by British-American Productions, Inc., American Record Corp., Oriole and RCA Victor. Turntables take 12, 14 and 16 inch records at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Typical Cuban and Argentine music, and American jazz music. *Artists bureau:* None.

Rates: One announcement daily, \$8 per month; 4 announcements daily, \$26 per month; 8 announcements daily, \$36 per month. One hour live talent musical program, \$20; one hour transcribed program, \$10. Contracts for more than 6 months earn 10% discount. Transcribed commercials are billed at 30% extra. (Note: These rates are quoted in U.S.A. currency.)

Copy restrictions: No price mentions.

CMKC, SANTIAGO DE CUBA

Operator: Juan Pinol (on ten-year lease from Medardo Arroyo and Ramon Duran). *Address:* J. A. Saco alta 23 y 25, Apartado 466, Santiago de Cuba. *Power:* 350 watts

CUBA STATIONS—Continued

on 1250 kc. *Affiliation:* None. *Opened:* March 13, 1931. (Note: Juan Pinol is a member of Pinol Batlle & Co., which own the fur store, La Opera, and the silk store, La Creacion, in Santiago de Cuba).

Director, commercial manager, program and publicity director: M. Arroyo Torres. *Station manager and chief engineer:* Ramon Duran.

Rep: Conquest Alliance Co., Inc., New York City; Rene Canizares, Edificio Metropolitana, Havana. *News:* Obtained by own reporters. *Merchandising:* Fee for service varies with size of contract; put up posters in the city, contact distributors, etc. *Foreign language programs:* Accept English programs, provided broadcast is not less than one hour.

Electrical transcriptions: Have records of unspecified make. Turntables take standard size records at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

Rates: One daytime hour, one time, \$5; half-hour, \$3; quarter-hour, \$2 (talent extra; evening rates are double). One hour 3 times a week, 8 a.m. to 6 p.m., without artists, \$50 per month; half-hour, \$30; quarter-hour, \$18. One hour 6 times a week, 8 a.m. to 6 p.m., without artists, \$90 per month; half-hour, \$50; quarter-hour, \$30. One hour studio program, \$250 per month; half-hour, \$160; quarter-hour, \$90; 3-month contract earns 10% discount. Half-hour recorded program, \$80 per month; quarter-hour, \$50; 3-month contract earns 10% discount. Two announcements daily, \$10 per month; 4 announcements daily, \$15; 3-month contract of 4 or more daily announcements earns 10% discount. Participation program, \$5 per day.

Copy restrictions: Price mentions not permitted.

CMKD, SANTIAGO DE CUBA

Operator: Emisora Oriental CMKD. *Address:* El Edificio Latorre, Santiago de Cuba. *Power:* 1,000 watts on 1050 kc. *Affiliation:* None. *Opened:* 1929.

Managing Director: Jose Vias T. *Commercial manager:* Eduardo Caballero. *Chief engineer:* Francisco Meneau. *Program director:* A. Gervet. *Musical director:* Pascual Oliván. *Publicity director:* Suarez Silva.

Rep: Matias Vega Aguilera, Infanta 6, Havana, Cuba. *News:* Correspondents in Havana. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have RCA Victor and Radio Records, Inc., transcriptions; two turntables take 33½ r.p.m., two others take 78 r.p.m. *Best programs:* Dance music, popular creole music, Cuban and

Spanish radio theatre, detective, dramatic and comic programs and news bulletins. *Artists bureau:* None.

Rates: Quarter-hour before 6 p.m., one time, \$3.00; after 6 p.m., \$4.00; quarter-hour before 6 p.m., 25 times, \$2; after 6 p.m., \$2.65. Talent extra. Spot announcements of 40 words, 4 times a day before 6 p.m., \$20.00 per month; after 6 p.m., \$25.00; spot announcements of 40 words, 25 times a day before 6 p.m., \$100.00 per month; after 6 p.m., \$125.00. Discount of 2% for advance payments. Agency commission: 30%.

Copy restrictions: Prohibit advertising of patent medicines for social diseases and price mention of any product.

CMKG-COKG, SANTIAGO DE CUBA

Operator: Hermanos Grau. *Address:* Sagarra Alta No. 26, Santiago de Cuba. *Power:* CMKG, 1,200 watts on 1160 kc.; COKG, 2,400 watts on 8935 kc. *Affiliation:* None.

General director, station manager and publicity director: Emilio Grau M. *Chief engineer:* Manuel Grau Medina. *Program director:* Ludia Giro M.

Rep: None. *News:* Inter-American news service and local daily paper, *Oriente*. *Merchandising:* None. *Foreign language programs:* English programs accepted on COKG.

Electrical transcriptions: Have RCA Victor records of all sizes, 33½ and 78 r.p.m. *Best programs:* Cuban music. *Artists bureau:* None.

Rates: Quarter-hour program every weekday, \$45.00 per month; one hour every weekday, \$150.00 per month. Spot announcement every weekday, \$15.00 per month; 6 spot announcements every weekday, \$40.00 per month. CMKG adds 50% to these prices. Talent extra on both stations.

Copy restrictions: Do not accept alcoholic beverage advertising. All other copy accepted.

CMKW, SANTIAGO DE CUBA

Operator: Raul Fernandez Rubio. *Address:* Ave. y 13, Vista Alegre, Santiago de Cuba. *Power:* 1,500 watts on 1350 kc. *Affiliation:* Station states it has hookup with El Progreso Cubano, which operates CMBC and COCB in Havana.

Owner and general manager: Raul Fernandez Rubio. *Chief engineer:* Raul Rojas. *Program director:* Ricardo Miranda. *Musical director:* Raul Soulyer. *Artists bureau heads:* Ricardo Miranda, D. Balaguer. *Publicity director:* D. Balaguer.

Rep: None in the U. S. *News:* Obtained through own reporters. *Merchandising:*

CUBA STATIONS—Continued

None. *Foreign language programs*: Not accepted.

Electrical transcriptions: Use records of unspecified make. Turntables take 8 to 14 inch recordings at 33½ and 78 r.p.m. *Best programs*: Popular dance music and singers of popular songs. *Artists bureau*: Yes; lists 35 artists.

Rates: One hour, daytime or nighttime, \$100 (special rate of \$70 if broadcast at noon); half-hour, with orchestra, quintet or trio, daytime or nighttime, \$60 (at noon, \$40); quarter-hour daytime or nighttime, \$40 (at noon, \$30). Three announcements daily, \$10; 5 daily, \$12; 8 daily, \$15; 12 daily, \$20; 15 daily, \$25. Announcements at program changes (minimum of 15 daily), \$20 on 3-month contract.

Copy restrictions: Commercials limited to 40 words, and price mention prohibited. All copy must adhere to government regulations, and is subject to station approval.

CMKX, SANTIAGO DE CUBA

Operator: Radiodifusion Vidal. *Address*: C. Nro. 3 R. Ensanche Fomento, Santiago de Cuba. *Power*: 250 watts on 1190 kc. *Affiliation*: Eastern Radio Chain, to which most of the stations of the province belong; RCA Victor Chain, with programs originating at CMQ-COCQ, Havana. *Opened*: 1934. (Note: Radiodifusion Vidal is also a publicity and advertising agency).

Owner, director and chief engineer: Oscar Vidal Benitez. *Station manager*: Pedro Vidal R. *Commercial manager*: Enrique Munoz C. *Program director*: Maria Pascual L. *Musical director*: Alberto Veloso S. *Publicity director*: Carlos Quintana.

Rep: None. *News*: Obtained from the daily *Oriente*. *Merchandising*: Complete service offered at a minimum charge. *Foreign language programs*: Accept English programs.

Electrical transcriptions: Use RCA Victor records at 33½ and 78 r.p.m. *Best programs*: Dance music with orchestra, songs and tangos, comedy and drama, select music, children's programs, literature and poetry, ancient music, religious broadcasts. *Artists bureau*: None.

Rates: One hour program any day except a holiday, \$4; Sunday, \$5; one hour daily for one month, \$60; half-hour, \$35; quarter-hour, \$20; one hour every other day for one month, \$35; half-hour, \$20; quarter-hour, \$13. Two announcements daily for one month, \$10; with records, \$15. Ten announcements daily for one month, \$40; with records, \$45. Twenty announcements daily for one month, \$70; with records, \$78. Prices quoted do not include artists.

Copy restrictions: Accept alcoholic beverages and patent medicines; price mention not permitted.

V
RD

DOMINICAN REPUBLIC

Official language: Spanish. *Money:* U. S. dollars. *Area:* 19,325 square miles. *Population:* 1,478,121. *Estimated number of receiving sets:* 4,500. *Tax or registration:* 50 cents per annum.

Duty on transcriptions and records: 15% ad valorem, plus a use and consumption tax, which varies.

HI6H, TRUJILLO

Operator: Luis Prince S. *Address:* Calle General Luperon, Ciudad Trujillo. *Power:* 100 watts on 6600 kc. *Affiliation:* None.

Station manager: Luis Prince S. *Commercial manager:* Rafael Gil. *Chief engineer:* Andres Cordero. *Program director:* Jose Henriquez. *Musical director:* Gerson de Marchena.

Rep: None. *News:* None. *Merchandising:* None. *Foreign language programs:* Accept programs in any language, but suggests Spanish as being more effective in the territory.

Electrical transcriptions: Use RCA Victor and Columbia records. Turntables take 10 and 12 inch records at 33 $\frac{1}{2}$ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

(Note: This station has suspended operation temporarily, hence no rates are available.)

Copy restrictions: None.

HI6Y, TRUJILLO

Operator: Alfonso Cuervo. *Address:* Jose Reyes No. 73, altos, Ciudad Trujillo, Distrito de Santo Domingo. *Power:* 50 watts on 1400 kc. *Affiliation:* None. *Opened:* Jan. 13, 1936.

Owner and station manager: Alfonso Cuervo.

Rep: None. *News:* Obtained from local paper, *Listin Diario*. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have RCA Victor, Columbia, and other records. *Best programs:* None listed. *Artists bureau:* None.

Rates: Forty-word announcements 2 or 3 times daily, \$4 per month; on contracts for several months, \$3.50 per month. Prices to be agreed upon for quarter, half and full hour programs. (Station operates for 3 hours daily—12:30 to 2 p.m. and 7 to 8:30 p.m.).

Copy restrictions: Accept alcoholic beverages and patent medicines; no copy restrictions mentioned.

HI8Q, TRUJILLO

Operator: Julio O. Gareia Alardo. *Address:* Wenceslao Alvarez. *Power:* 250

watts on 1475 and 6206 kc. *Affiliation:* None. *Opened:* Aug. 16, 1935.

Owner and manager: Julio O. Garcia Alardo. *Station manager:* Goergina Minino G. *Commercial manager:* George O. Mansfield. *Chief engineer:* George Abbes. *Program director:* Rafael R. Polanco. *Musical director and artists bureau head:* Marcos Gomez A. *Publicity director:* Edgar Ettiene.

Rep: Ernesto S. Barbosa, Puerto Rico. *News:* Obtained from local paper *La Tribuna*. *Merchandising:* None. *Foreign language programs:* Accept English and French programs.

Electrical transcriptions: Have about 5,000 records, made by RCA Victor, Columbia, Decca, Odeon, etc., at 78 r.p.m. *Best programs:* Dominican and Cuban songs and boleros, Argentine tangos and songs, typical Dominican music, and classical symphonic music. *Artists bureau:* Yes; lists 16 artists.

Rates: One hour daily, \$120 per month; quarter-hour daily, \$30 per month. Fifty-word announcement, twice a day, \$10 per month.

Copy restrictions: Accept any article or product; no restrictions are listed.

HIG, TRUJILLO

Operator: A. Cordero Puella. *Address:* Santiago Rodriguez, 12, Trujillo. *Power:* Long-wave, 200 watts on 900 kc.; short-wave, 300 watts on 6280 kc. *Affiliation:* None. *Opened:* Feb. 12, 1935.

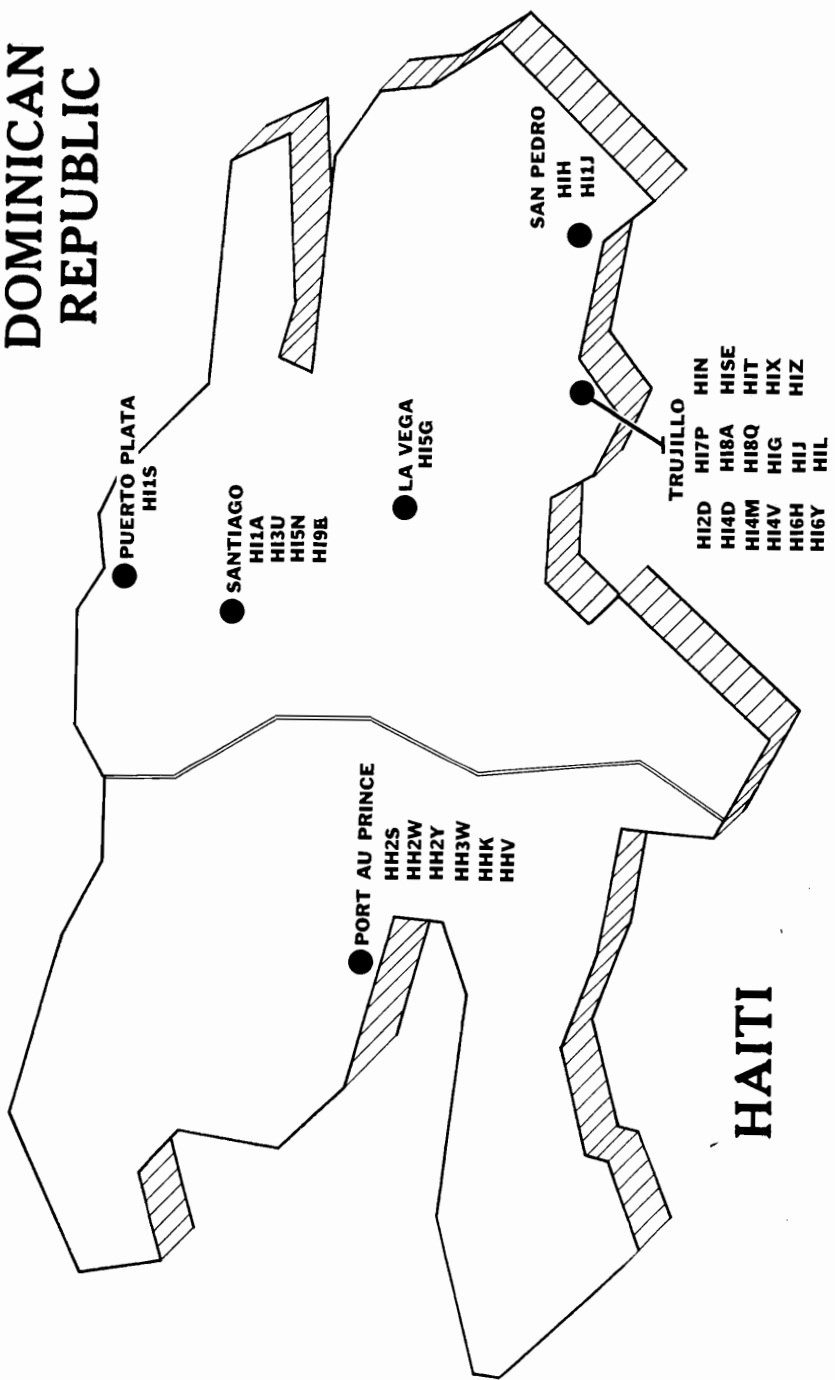
Owner and chief engineer: A. Cordero Puella. *Station and commercial manager, publicity director:* G. Saladin. *Program and musical director:* A. Cruzado.

Rep: None. *News:* Obtained from local agency. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have 2,000 RCA Victor and Columbia records. Turntables take records up to 16 inches at 33 $\frac{1}{2}$ and 78 r.p.m. *Best programs:* Dance music, chamber music, comedy sketches and recorded music. *Artists bureau:* None, but can supply talent.

Rates: One hour, once a week, 12:30 to

DOMINICAN REPUBLIC



HAITI

DOMINICAN REPUBLIC STATIONS—Continued

2 p.m. and 7 to 9 p.m., \$5; half-hour, \$3; quarter-hour, \$1.75. One hour twice a week, \$4; half-hour, \$2.50; quarter-hour, \$1.50. One hour, 3 times weekly, \$3.50; half-hour, \$2; quarter-hour, \$1.25. One hour, 4 to 7 times a week, \$3; half-hour, \$1.75; quarter-hour, \$1.00. One announcement daily, up to 50 words, in programs with artists paid by the station and with popular records, \$5 per month; twice daily, \$9; 4 times, \$16; 6 times, \$23. One-minute announcement (recorded or spoken), once daily, \$15 per month; twice daily, \$25; 4 times, \$40; 6 times, \$50. One hour, once a week, 7 to 9 a.m., 2 to 3 p.m., 4 to 7 p.m. and 9 to 10 p.m., \$4 per week; half-hour, \$2; quarter-hour, \$1.25. One hour, twice weekly, \$2.50; half-hour, \$1.75; quarter-hour, \$1.00. One hour, 3 times weekly, \$2.25; half-hour, \$1.40; quarter-hour, \$0.80. One hour, 4 to 7 times weekly, \$2; half-hour, \$1.25; quarter-hour, \$0.60. One announcement daily, up to 50 words, in programs with artists paid by the station and with popular records, \$3 per month; twice daily, \$5; 4 times, \$10; 6 times, \$15. One-minute announcement (recorded or spoken), once daily, \$10 per month; twice daily, \$15; 4 times, \$20; 6 times, \$23. Prices quoted include station time and announcer; artists' fees for special programs must be paid by advertiser; recorded programs add 25%; when records are supplied by advertiser, add 10%. Saturday night there is an additional charge of 25%. Advertisers desiring one-minute announcements at a definite time, add 25%.

Copy restrictions: Commercials must not exceed 75 words.

HIT, TRUJILLO

Operator: F. A. Sanabia. *Address:* Calle Nicolas Ovando No. 14, Trujillo. *Power:* 200 watts on 1050 kc and 6630 kc. *Affiliation:* None. *Opened:* Oct. 3, 1932.

Owner: F. A. Sanabia. *Station manager:* Julian Espinal. *Commercial manager:* J. R. Gomez. *Chief engineer:* Efrain Gomez. *Program director and artists bureau head:* Humberto Garcia. *Musical director:* Marcos A. Gomez. *Publicity director:* Rafael Arraiz.

Rep: None. *News:* Press Radio Service. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have over 600 records at 33½ and 78 r.p.m. *Best programs:* Dance music, typical music, popular songs, talks, etc. and religious programs. *Artists bureau:* Yes; lists 17 artists.

Rates: Daily quarter-hour, \$16 per month; quarter-hour every other day, \$9

per month. Daily half-hour, \$30 per month; half-hour, every other day, \$16 per month. One minute, twice a day, \$5 per month. Live talent musical programs add 100% to foregoing rates. Station operates daily, except Sunday, from 12:30 to 2 p.m. and from 6 to 9 p.m.

Copy restrictions: Accept alcoholic beverages and patent medicines, provided copy is in good taste. Commercials must not exceed 75 words, and no comparison may be made between price of advertiser's product and those of competitors.

HIZ, TRUJILLO

Operator: Frank Hutton. *Address:* Trujillo. *Power:* 150 watts on 1370 and 6317 kc. *Affiliation:* None. *Opened:* 1929.

Owner: Frank Hutton.

Rep: Conquest Alliance Co., Inc., New York City. *News, merchandising and foreign language programs:* No information available.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs and artists bureau:* No information available.

Rates: One hour, 13 times, 11 a.m. to 11 p.m., \$10.75; 26 times, \$10; 52 times, \$9.50; 104 times, \$9. Half-hour, 13 times, \$5.75; 26 times, \$5.40; 52 times, \$5; 104 times, \$4.75. Quarter-hour, 13 times, \$3; 26 times, \$2.90; 52 times, \$2.70; 104 times, \$2.50. One-minute daily announcements, \$7.50 per month. Artists' services not included in above rates.

Copy restrictions: All programs and copy subject to station approval. Electrical transcriptions and recorded music must be announced as such.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

HISU, SANTIAGO

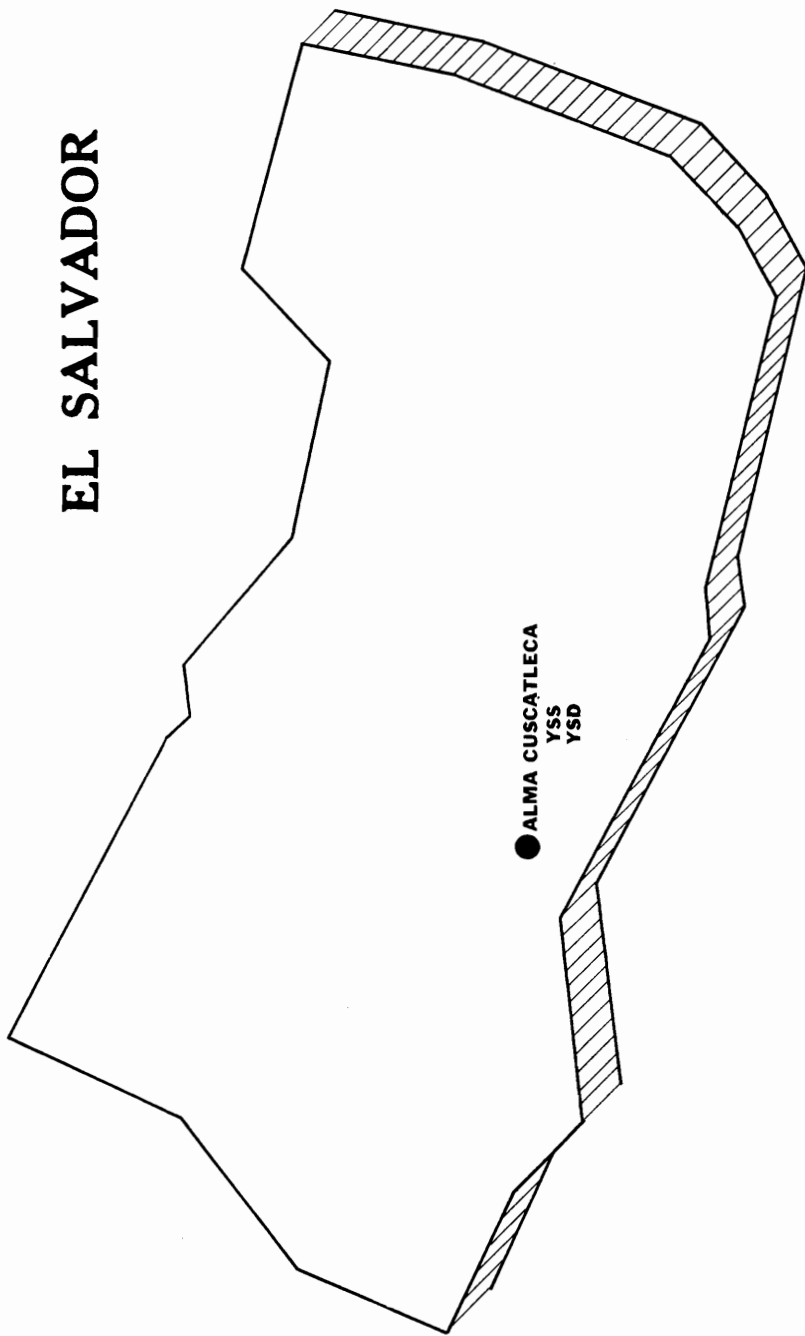
Operator: La Voz del Comercio. *Address:* Calle Beller, Santiago de los Caballeros. *Power:* 150 watts on 6015 kc. *Affiliation:* None. *Opened:* Dec. 28, 1935.

General manager, commercial manager, publicity director: Moises Franco Franco. *Station manager:* Fernando Bertran Gimeno. *Assistant manager:* Delio Franco Franco. *Chief engineer:* Luis F. Moscoso. *Program director and artists bureau head:* B. Simo Sagredo. *Musical director:* Pablo Campos.

Rep: None. *News:* Obtained from news broadcasts in the U. S. and Europe. *Merchandising:* Write commercials and plan programs, if requested. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have records of

EL SALVADOR



DOMINICAN REPUBLIC STATIONS—Continued

unspecified make, but station broadcasts studio programs almost exclusively. *Best programs:* News bulletins and dance and classical music. *Artists bureau:* Yes; lists 20 artists.

Rates: One hour daily, \$70 per month; half-hour daily, \$40; quarter-hour daily, \$25. One announcement a day in El Noticiero del Aire (news program), \$3 per month. One announcement in each of station's broadcasts, \$5 per month. One announcement every quarter-hour, \$15 per month. One announcement at the beginning or end of every musical score, \$40 per month.

Copy restrictions: Commercials must not exceed 75 words.

HI9B, SANTIAGO

Operator: Marcial Smester. *Address:* Box 95, Santiago. *Power:* 250 watts on 5885 kc. *Affiliation:* None. *Opened:* January, 1936.

Station manager: J. L. Sanchez, Jr. *Commercial manager:* Juan B. Sanchez C. *Chief engineer:* Pedro U. Escobosa. *Musical director:* Luis F. Alberty.

Rep: None. *News:* None. *Merchandising:* None. *Foreign language programs:* Accept English programs.

Electrical transcriptions: None. *Best programs:* Dance music and classical music. *Artists bureau:* None.

Rates: No information given.

Copy restrictions: None listed.

EL SALVADOR

Official language: Spanish. *Money:* Colon. *Area:* 13,173 square miles. *Population:* 1,574,495. *Estimated number of receiving sets:* 8,000 to 10,000. *Tax or registration:* 5 colones per annum.

Duty on transcriptions and records: Phonograph discs, with music or recitation, 18.60 colones per 100 kilos (treaty rate; regular rate is 75 colones per 100 kilos).

YSS-YSD, ALMA CUSCATLECA

Operator: Owned by the Government; operated by "Fucsina". *Address:* Alma Cuscatleca. *Power:* 500 watts on 660 and 78.94 kc. *Affiliation:* None. *Opened:* Feb. 1, 1922.

Manager: F. Albayeros-Sosa.

Rep: Conquest Alliance Co., Inc., New York City. *News, merchandising and foreign language programs:* No information available.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs and artists bureau:* No information available.

Rates: One hour, 13 times, \$30; 26 times,

\$28.50. Half-hour, 13 times, \$16; 26 times, \$15.20. Quarter-hour, 13 times, \$9; 26 times, \$8.55. Five minutes, 13 times, \$4; 26 times, \$3.80. One-minute announcements, 13 times, \$1; 26 times, \$95. Prices are for broadcasts between 7 and 10 p.m. and do not include artists' services. (Note: These rates are quoted in U.S. currency.)

Copy Restrictions: Electrical transcriptions and recorded music must be announced as such. All programs and copy subject to station approval.

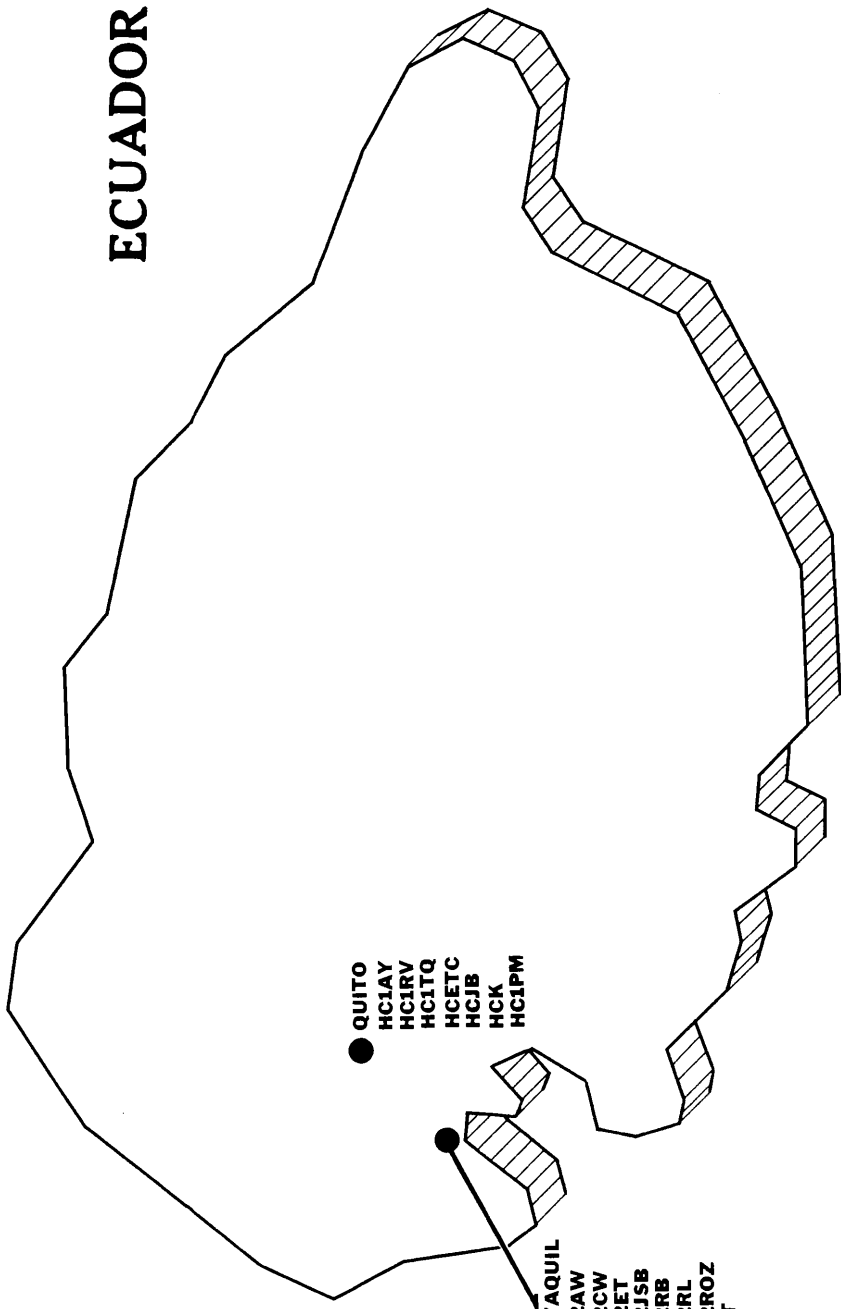
(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

ECUADOR

Official language: Spanish. *Money:* Sucre. *Area:* Estimated at 337,392 square miles (no exact figures available; frontier east of the Upper Amazon is completely unsurveyed, mostly unexplored; claims by Ecuador, Peru, Colombia and Brazil conflict). *Population:* 2,701,662. *Estimated number of receiving sets:* 6,000. *Tax or registration:* 10 sucres per annum.

Duty on transcriptions and records: Discs, cylinders and other mediums for reproducing sounds for phonographs and talking machines in general, except those intended for teaching languages: 7.00 sucres per dozen (U. S. preferential rate; regular rate, 10.00 sucres per dozen), plus 7% ad valorem (regular rate, 10%). In addition, there is a surtax of 5% of F.O.B. value at port of export. Import permits required on all items.

ECUADOR



ECUADOR STATIONS—Continued

HC2AW-HC2CW, GUAYAQUIL

Operator: A. E. Wilmot & Cia. *Address:* P. O. Box 1166, Guayaquil. *Power:* HC2AW, 200 watts on 1350 kc.; HC2CW, 100 watts on 9300 kc. *Affiliation:* None. *Opened:* August 2, 1936. (Note: A. E. Wilmot & Cia. are also representatives).

General manager: A. E. Wilmot. *Program director:* F. Huerta. *Publicity director:* David Huerta. *Chief engineer:* A. E. Wilmot. *Musical director:* Louis Albizury.

Rep: None. *News:* AP.

Merchandising: Advertising department submits estimates for complete campaigns in various media to be used in conjunction with radio; charge advertiser a fee, and any newspaper used a commission. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Use 8, 12 and 24 inch records at 33½ and 78 r.p.m.

Best programs: Comedy, national music, foreign dance music, classical music. *Artists bureau:* None, but can supply talent on request.

Rates: No information given.

Copy restrictions: None.

HC2ER-HC2JSB, GUAYAQUIL

Operator: Ecuador Radio. *Address:* P. O. Box 805, Guayaquil. *Power:* HC2ER, 200 watts on 1100 kc.; HC2JSB, 500 watts on 7854 kc. *Affiliation:* None. *Opened:* July, 1932.

Station manager and chief engineer: Juan S. Behr. *Program director:* Edgardo Aguirre. *Musical director and artists bureau head:* Rosendo Pino. *Publicity director:* Ricardo Mejia.

Rep: National Export Advertising, Inc., Chrysler Bldg., New York City. *News:* Local news through own reporters and correspondents; foreign by cable from a daily newspaper. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have RCA transcriptions and RCA Victor, Odeon, Columbia and Telefunken records; turntables take 33½ and 78 r.p.m. *Best programs:* Typical national music and dance music. *Artists bureau:* Yes; lists 19 artists.

Rates: Quarter-hour daytime program; 3 times a week, S/ 100 per month; 6 times a week, S/ 170 per month. Quarter-hour nighttime program, 3 times a week, S/ 140 per month; 6 times a week, S/ 240 per month. Spot announcement in each quarter-hour program from 11 a.m. to 1:30 p.m., S/ 120 per month; in each quarter-

hour program from 4 p.m. to 11 p.m., S/ 300 per month.

Copy restrictions: Accept alcoholic beverages and patent medicine advertising, provided copy is in good taste.

HC2RB, GUAYAGUIL

Operator: Ecuador Broadcasting Co. *Address:* Palacio Municipal. *Power:* 300 watts on 1250 kc. *Affiliation:* None. *Opened:* 1932.

Director and station manager: Eric Williams.

Rep: Conquest Alliance Co., Inc., New York City and Chicago. *News:* Obtained through own correspondents. *Merchandising:* Distribute booklets by mail, arrange window displays, etc. Fee depends on amount of labor involved and includes actual cost. *Foreign language programs:* Will accept programs in any language, but Spanish is preferable for the territory.

Electrical transcriptions: Have about 4,000 RCA Victor, Columbia, Decca and other records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Comedy, drama, Hollywood news, music (jazz, waltzes, rhumbas, tangos and local), opera. *Artists bureau:* Yes; lists 15 to 25 artists.

Rates: One hour, \$6; half-hour, \$3; quarter-hour, \$1.50. One-minute announcements, daily, \$3 per month. Prices do not include artists' services; transcribed programs take regular rates. Six-month contracts earn 10% discount.

Copy restrictions: No tobacco, wine, beer, liquor, narcotic or political advertising accepted.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

HC2RL, GUAYAQUIL

Operator: Quinta Piedad. *Address:* Calle Tomas Martinez 309, Guayaquil. *Power:* 200 watts on 6668 kc. *Affiliation:* None. *Opened:* 1932.

Manager, chief engineer and program director: Dr. Roberto Levi. *Musical director:* Mrs. Maria Piedad de Levi.

This station is non-commercial; operates only as a "goodwill station" between Ecuador and other parts of the world. Hours of broadcast: Sunday, 5.45 to 7.45 p.m.; Tuesday, 9.15 to 11.15 p.m., EST.

HC2ROZ, QUAYAQUIL

Operator: Radio-Emisora Ortiz. *Address:* Casilla 1077, Guayaquil. *Power:*

Note: Unless otherwise stated, all rates are in Sucre.

ECUADOR STATIONS—Continued

250 watts on 900 kc. *Affiliation:* None. *Opened:* Oct. 9, 1935.

Station head: Ing. J. Ortiz. *Station and commercial manager:* J. A. Ortiz. *Chief engineer:* A. Megen. *Program director:* A. Cepeda. *Musical director:* Efrain Gonzales. *Publicity director:* R. Ortiz.

Rep: None. *News:* Obtained from local daily papers. *Merchandising:* None. *Foreign language programs:* Accept English programs at certain broadcast periods.

Electrical transcriptions: Use RCA Victor, Odeon and Decca records. Turntables take any recording at 33½ and 78 r.p.m. *Best programs:* Sports broadcasts and women's programs. *Artists bureau:* Yes; lists 6 artists.

Rates: Quarter-hour in morning and afternoon periods, S/ 50.00 per month; during evening periods, S/ 100.00 per month; morning, afternoon and evening, S/ 150.00 per month. One announcement during the morning, S/ 25.00 per month; afternoon, S/ 25.00 per month; evening, S/ 40.00 per month. Three announcements daily. S/ 60.00 per month. Announcements each quarter-hour, in all broadcasts during day, S/ 200.00 per month.

Copy restrictions: Patent medicines must be registered with the government; all copy must be in good taste, containing nothing offensive to morals or social standards; restrictions are maintained on political propaganda, domestic and international.

HCIRV, QUITO

Operator: La Voz del Ecuador. *Address:* Caldas 145, 3er piso, Quito. *Power:* 300 watts on 9615 kc. *Affiliation:* Stations in Guayaquil, Cuenca, Esmeraldas, Manta and Bahia, in Ecuador, and various stations in Colombia. *Opened:* 1937.

Managing director and commercial manager: J. A. Vizcaino V. *Station manager:* L. Solorzano. *Chief engineer:* N. Zavala. *Program director:* Ezequiel Abad. *Musical director and artists bureau head:* Guillermo Garzon. *Publicity director:* Luis Anda R.

Rep: Dr. Eduardo S. Gomez, 2 Rector Street, New York City. *News:* Stressed by station, which describes itself as a "talking daily paper"; obtained through own reporters and correspondents, and through other stations by interchange. *Merchandising:* Complete service offered; charges vary according to amount rendered; partial payment must be made in advance. *Foreign language programs:* Would accept programs in English and German.

Electrical transcriptions: Have RCA Victor, Columbia large size, and standard records; RCA Victor turntable,

double plate. *Best programs:* Classical and dance music. *Artists bureau:* Yes; lists 20 artists.

Rates: S/ 1.50 per minute for announcements inserted in a series of 30 daily participation programs. S/ 10.00 for 4 minutes once a week; S/ 20.00 for 5 minutes. Talent extra. Payment must be made in advance.

Copy restrictions: Accept alcoholic beverages and patent medicines, with copy edited for "honesty, truth and morality"; no international advertising harmful to the country accepted.

HCJB, QUITO

Operator: La Voz de los Andes. *Address:* Casilla 691, Quito. *Power:* 1,000 watts on 8831 kc; 200 watts on 4107 kc; 50 watts on 974 kc. *Affiliation:* No network; have hook-up with HCJB4, in Portoviejo, installed as an experimental station in Oct., 1937. *Opened:* Dec. 25, 1931.

Director: C. W. Jones. *Station manager:* Ruben E. Larson. *Commercial manager:* Ing. F. J. Cruz M. *Chief engineer:* Victoriano Salvador. *Program director:* F. Y. Cruz Ch. *Musical director:* Jose Ignacio Canelos. *Publicity director:* Gustavo Coruejo.

Rep: Conquest Alliance Co., Inc., New York City; Pan American Broadcasting Co., New York City. *News:* Obtained from local dailies, *El Comercio* and *El Dia*; station is also official organ for the Air College, organized by the Ministry of Education. *Merchandising:* None. *Foreign language programs:* Accept English and French programs.

Electrical transcriptions: Use RCA Victor and Columbia records. Turntables take recordings up to 16 inches at 33½ and 78 r.p.m. *Best programs:* Classical music and cultural programs, light music and popular songs (native and foreign), drama, comedy. *Artists bureau:* None, but supply talent on request.

Rates: Station states that on foreign contracts Schedule A, as follows, applies: S/ 1.50 per minute of broadcast; minimum nighttime period, 15 minutes. Special broadcasts, S/ 2.00 per minute. Contracts for 5 broadcasts per week include Tuesday to Saturday; 3 times per week, Tuesday, Thursday and Saturday; twice a week, Wednesday and Friday. Rates include services of announcers and musical staff, recorded music of the station or as supplied by the advertiser. Contracts from 3 to 12 months earn 2% discount.

Copy restrictions: No beer or other alcoholic beverages, tobacco, drugs, cabaret, motion picture or political advertising.

GUATEMALA

Official language: Spanish. *Money:* Quetzal. *Area:* 45,452 square miles. *Population:* 2,420,273. *Estimated number of receiving sets:* 12,000. *Tax or registration:* Receiving licenses are required; change in ownership of receivers to be reported; applications and notices to be on 10-cent stamped paper. Tax of \$3.00 per annum is levied.

Duty on transcriptions and records: 0.50 quetzales per gross kilo.

TGW-TGWA, GUATEMALA

Operator: The Guatemalan Government. *Address:* Guatemala City. *Power:* TGW, 1,000 watts on 1210 kc; TGWA, 10,000 watts on 9,685, 11,760, 15,170 and 17,800 kc. *Affiliation:* No information available.

Director: L. Schlesinger Carrera.

Rep: Conquest Alliance Co., Inc. *News, merchandising and foreign language programs:* No information available.

Electrical transcriptions, best programs and artists bureau: No information available.

Rates: TGW only: Class A (12 noon to 2 p.m. and 6:30 to 11 p.m.)—65.00 Quetzales; three-quarter hour, 49.50; half-hour, 33.20; quarter-hour, 17.50; 5 minutes, 6.50. One hour, 26 times, 55.00 Quetzales; three-quarter hour, 42.30; half-hour 28.00; quarter-hour, 14.30; 5 minutes, 5.50. One hour, 104 times, 49.00 Quetzales; three-quarter hour, 37.00; half-hour, 24.70; quarter-hour, 12.30; 5 minutes, 4.90. Class B (2 to 6:30 p.m.), same rates as above, less 15%. Class C (8 a.m. to 12 noon), same rates as above, less 30%. One minute announcements of 120 words, Class A, 26 times, 1.92 Quetzales; 52 times, 1.84; 79 times, 1.76; 104 times, 1.66; 156 times, 1.60. Class B, same rates as above, less 15%; Class C, same rates as above, less 30%. Rates for TGW and TGWA jointly: Class A—One hour, 260.00 Quetzales; three-quarter hour, 198.00; half-hour, 132.80; quarter-hour, 70.00; 5 minutes, 26.00. One hour, 26 times, 220.00 Quetzales; three-quarter hour, 169.20; half-hour, 112.00; quarter-hour, 57.20; 5 minutes, 22.00. One hour, 104 times, 196.00 Quetzales; three-quarter hour, 148.00; half-hour, 98.80; quarter-hour, 49.20; 5 minutes, 19.60. Class B, same rates as above, less 15%; Class C, same rates as above, less 30%. One-minute announcements of 120 words, Class A, 26 times: 7.68 Quetzales; 52 times, 7.36; 79 times, 7.04; 104 times, 6.64; 156 times, 6.40.

Copy restrictions: No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

TGX, GUATEMALA

Operator: M. A. Mejicano Novales. *Address:* Guatemala. *Power:* 500 watts on 1400 and 6130 kc. *Affiliation:* None.

Owner: M. A. Mejicano Novales.

Rep: Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* No information available. *Foreign language programs:* Not accepted.

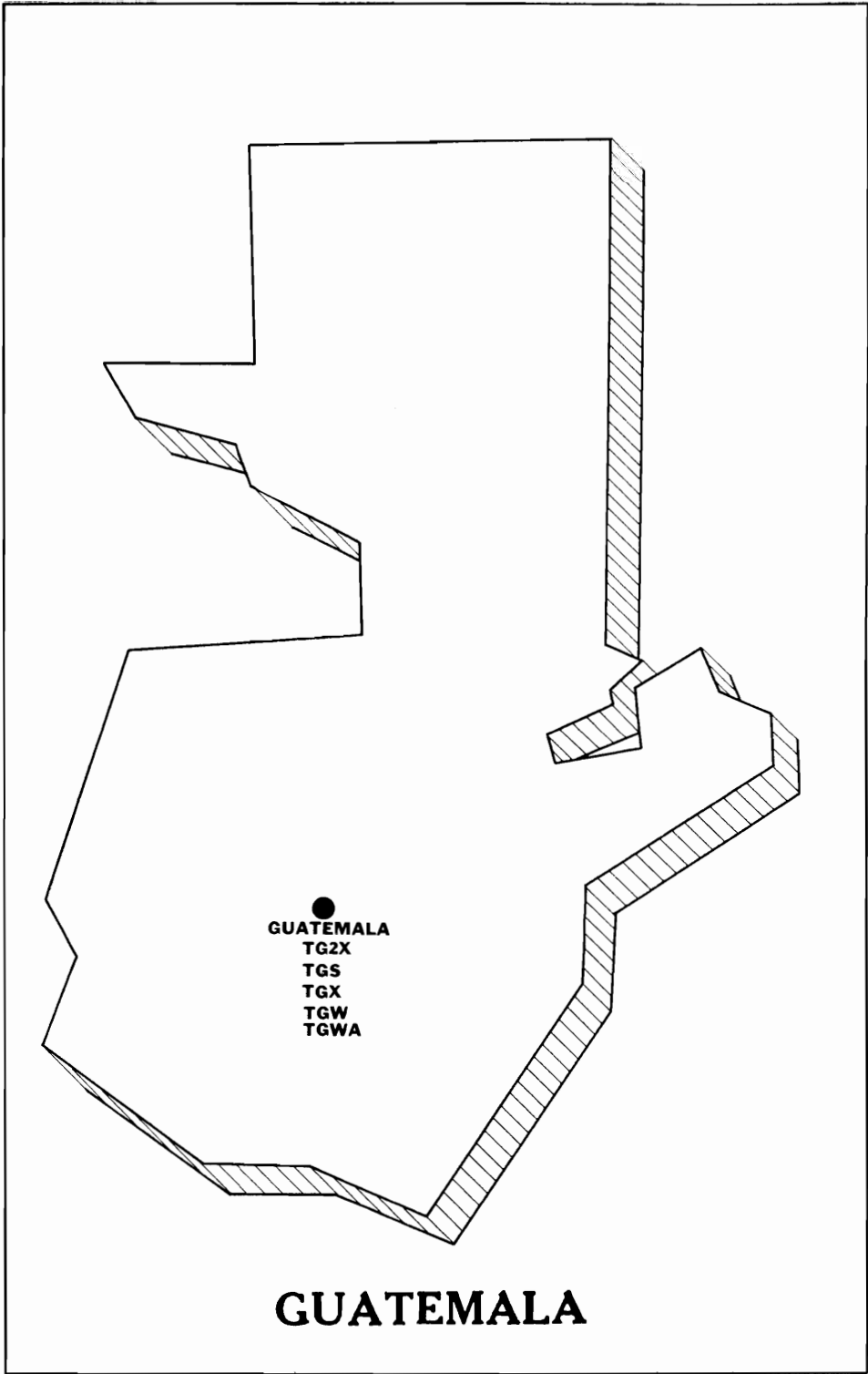
Electrical transcriptions: Equipped to handle recordings at 33 $\frac{1}{4}$ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: One hour, 7 to 11 a.m. and 2 to 3 p.m., \$17; half-hour, \$9.25; quarter-hour, \$5; 5 minutes, \$1.75. One hour, 7 to 8 p.m. and 10 to 11 p.m., \$20; half-hour, \$11; quarter-hour, \$6; 5 minutes, \$2.25. One hour, 12 noon to 2 p.m., 8 to 9 p.m. and 9 to 10 p.m., \$25; half-hour, \$13; quarter-hour, \$8; 5 minutes, \$2.50. One hour, Sunday, 1 to 3 p.m. only, \$25; half-hour, \$13; quarter-hour, \$8; 5 minutes, \$2.50. One-minute announcements, 7 to 11 a.m. and 2 to 3 p.m., \$0.50; 7 to 8 p.m. and 10 to 11 p.m., \$0.55; 12 noon to 2 p.m., 8 to 9 p.m., 9 to 10 p.m. and Sunday, \$0.65. Contracts for 14 to 26 times earn 5% discount; 27 to 52 times, 10%; 53 to 104 times, 15%; 105 or more times, 20%. Prices quoted are for station time and announcer only. Prices quoted for announcements apply to spots on a rotative schedule; announcements at a fixed time earn no frequency discount. (Note: These rates are quoted in U.S.A. currency.)

Copy restrictions: Accept alcoholic beverages. Patent medicines must be approved by Department of Health. Commercials limited to 120 words in one-minute period; three minutes in five-minute period; four minutes in quarter-hour period; seven minutes in half-hour period, and 13 minutes in full hour. Only one product may be mentioned in a one-minute announcement.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the station direct.)

Note: Unless otherwise stated, all rates are in Quetzales.



●
GUATEMALA
TG2X
TGS
TGX
TGW
TGWA

GUATEMALA

HAITI

Official language: French. *Money:* Gourde. *Area:* Approximately 10,200 square miles. *Population:* 3,000,000. *Estimated number of receiving sets:* 3,000. *Tax or registration:* One gourde per annum (those installed in public places, such as cafes and restaurants, are taxed 1.50 gourdes per annum per tube).

Duty on transcriptions and records: 30% ad valorem, based on C.I.F. value. *Surtax,* 20% of the duty.

No stations in Haiti answered questionnaires, or supplied any suitable information. For a map of Haiti, see page 972.

HONDURAS

Official language: Spanish. *Money:* Lempira. *Area:* Approximately 10,200 square miles. *Population:* 3,000,000. *Estimated number of receiving sets:* 15,000. *Tax or registration:* None.

Duty on transcriptions and records: Discs for phonographs, 0.20 lempiras per gross kilo. *Surtax,* 10% of the duty.

HRD, LA CEIBA

Operator: T. Castaneda y Cia. *Address:* Ave. 14 de Julio, La Ceiba. *Power:* 250 watts on 6235 kc. *Affiliation:* None. *Opened:* March 1, 1936.

Owner: Dr. Tulio Castaneda. *Station manager, program and publicity director:* Antonio Redondo. *Commercial manager:* A. Guerrero. *Chief engineer:* Reinhold Walter. *Musical director and artists bureau head:* Tito del Moral.

Rep: Has representation in the important cities of Honduras. *News:* Obtained from local weekly paper, *El Pais*; the *Diario Comercial*, of San Pedro Sula; and from the office of the Honduran Press, of Tegucigalpa. *Merchandising:* Service offered to all advertisers, with charges for special services; an exhibition room is also available, gratis. *Foreign language programs:* Accept French and English programs, provided commercials are also given in Spanish.

Electrical transcriptions: Use RCA transcriptions; turntables take 33 $\frac{1}{4}$ and 78 r.p.m. *Best programs:* Orchestral music and songs, Marimba dance music, classical and semi-classical music, drama, comedy and romances. *Artists bureau:* Yes; lists 15 artists.

Rates: One announcement daily for 4 weeks, L. 30; one announcement 5 times a week for 4 weeks, L. 25; one announcement 4 times a week for 4 weeks, L. 20;

one announcement 3 times a week for 4 weeks, L. 15; one announcement twice a week for 4 weeks, L. 10; one announcement once a week for 4 weeks, L. 5. Prices to be agreed upon for special programs and foreign advertising.

Copy restrictions: Accept alcoholic beverages and patent medicine advertising.

HRP1, SAN PEDRO SULA

Operator: Diaz Zelaya & Cia. *Address:* San Pedro Sula. *Power:* 75 watts on 6351 kc. *Affiliation:* No information available. *Opened:* Aug., 1936.

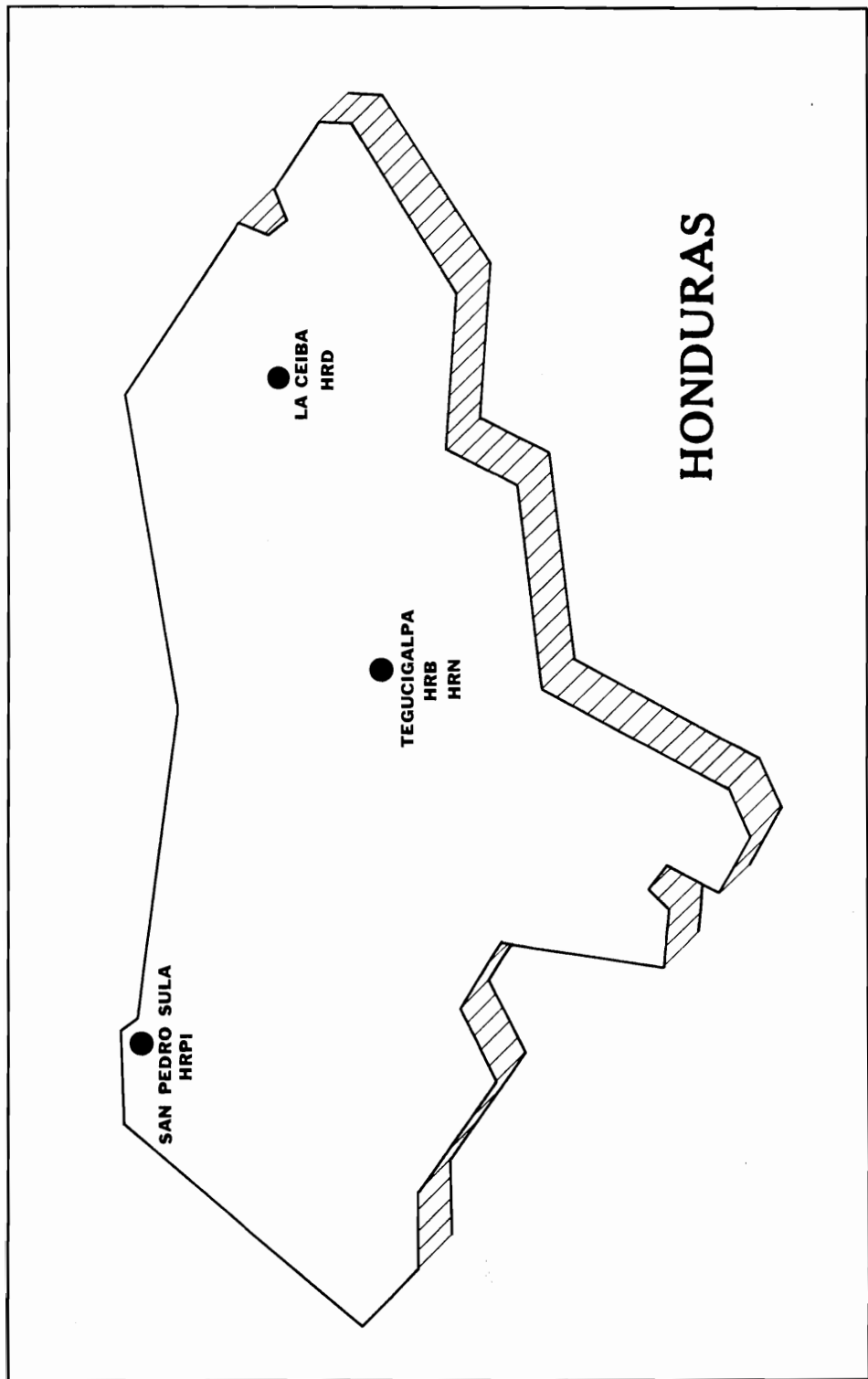
Managing director: Gral. F. Diaz Zelaya. *Station manager:* Manuel Escoto.

Rep: Conquest Alliance Co., Inc., New York City. *News, merchandising and foreign language programs:* No information available.

Electrical transcriptions, best programs and artists bureau: No information available.

Rates: One-hundred word announcements, one day a week, L. 10.00 per month; once daily, 2 days a week, L. 15.00 per month; once daily, 3 days a week, L. 20.00; once daily, 6 days a week, L. 40.00. Quarter-hour, once a week, L. 40.00; twice a week, L. 75.00; 3 times a week, L. 110.00. One-minute announcements, L. 1.00; 5-

Note: Unless otherwise stated, all rates are in Lempiras.



HONDURAS STATIONS—Continued

minute announcements, L. 4.00; 10-minute announcements, L. 7.00.

Copy restrictions: No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

HRN, TEGUCIGALPA

Operator: Paul John and Rafael Ferrari. *Address:* Tegucigalpa. *Power:* 500 watts on 5875 kc. *Affiliation:* None. *Opened:* Sept. 15, 1932.

Station and commercial manager, artists bureau head: Rafael Ferrari. *Chief engineer, program director:* Paul John. *Musical director:* F. R. Diaz Zeleya. *Publicity director:* M. Rusel.

Rep: Conquest Alliance Co., Inc., New York City. *News:* Obtained through own correspondents. *Merchandising:* Service rendered at cost. *Foreign language programs:* Station states that "this matter is subject to study."

Electrical transcriptions: Have a library of 4,000 records. Turntables take 10, 12 and 18 inch records at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* News, Marimba concerts,

local artists. *Artists bureau:* Yes; states number of artists is variable.

Rates: One hour, one week, 40.80 Lempiras; 5 weeks, 37.94; 9 weeks, 35.28; 13 weeks, 32.81; 17 weeks, 30.51; 21 weeks, 28.37; 25 weeks, 26.38. Half hour, one week, 30.60 Lempiras; 5 weeks, 29.45; 9 weeks, 26.39; 13 weeks, 24.67; 17 weeks, 22.92; 21 weeks, 21.32; 25 weeks, 19.82. Quarter-hour, one week, 20.55 Lempiras; 5 weeks, 19.11; 9 weeks, 17.77; 13 weeks, 16.53; 17 weeks, 15.37; 21 weeks, 14.29; 25 weeks, 13.30. These rates are applicable to the number of minutes per week: for example, 60 minutes a week may be divided into two half hours, four quarter hours, 12 five minutes, or any other way suitable to the advertiser. They do not include artists' services. Electrically transcribed programs, regular time rate. Agency commission (on time charges only) 15% to recognized agencies. No cash discount. Time segments of 37, 22, 14 and 7 minutes available.

Copy restrictions: No political advertising, except from official sources in Honduras; no exaggerated or unprovable claims; all copy must be in good taste and is subject to station approval, electrical transcriptions and recorded music must be announced as such.

MEXICO

Official language: Spanish. *Money:* Peso. *Area:* 767,198 square miles. *Population:* 16,552,722. *Estimated number of receiving sets:* 500,000. *Tax or registration:* Sets to be registered at post office (not enforced).

Duty on transcriptions and records: Blank discs, 0.60 pesos per legal kilo. Phonograph discs, not specified, 1.20 pesos per legal kilo. Phonograph discs recorded in Spanish or with music, intended for use with synchronized film, 25 pesos each; in any language other than Spanish, 50 pesos each. Surtax on all of above, 3% of duty.

XEBI, AGUASCALIENTES

Owner and operator: Pedro C. Rivas. *Address:* Primo Verdad 14, Aguascalientes. *Power:* 25 watts on 1000 kc. *Affiliation:* None. *Opened:* September, 1936.

Owner and chief engineer: Pedro C. Rivas. *General director:* A. Rivas Toledo. *Station manager:* Victor M. del Villar. *Commercial manager and publicity director:* Rafael Leal Camarena. *Program director:* R. Armijo Rodriguez. *Musical director and artists bureau head:* Lourdes Rivas.

Rep: None. *News:* None. *Merchandising:* None. *Foreign language programs:*

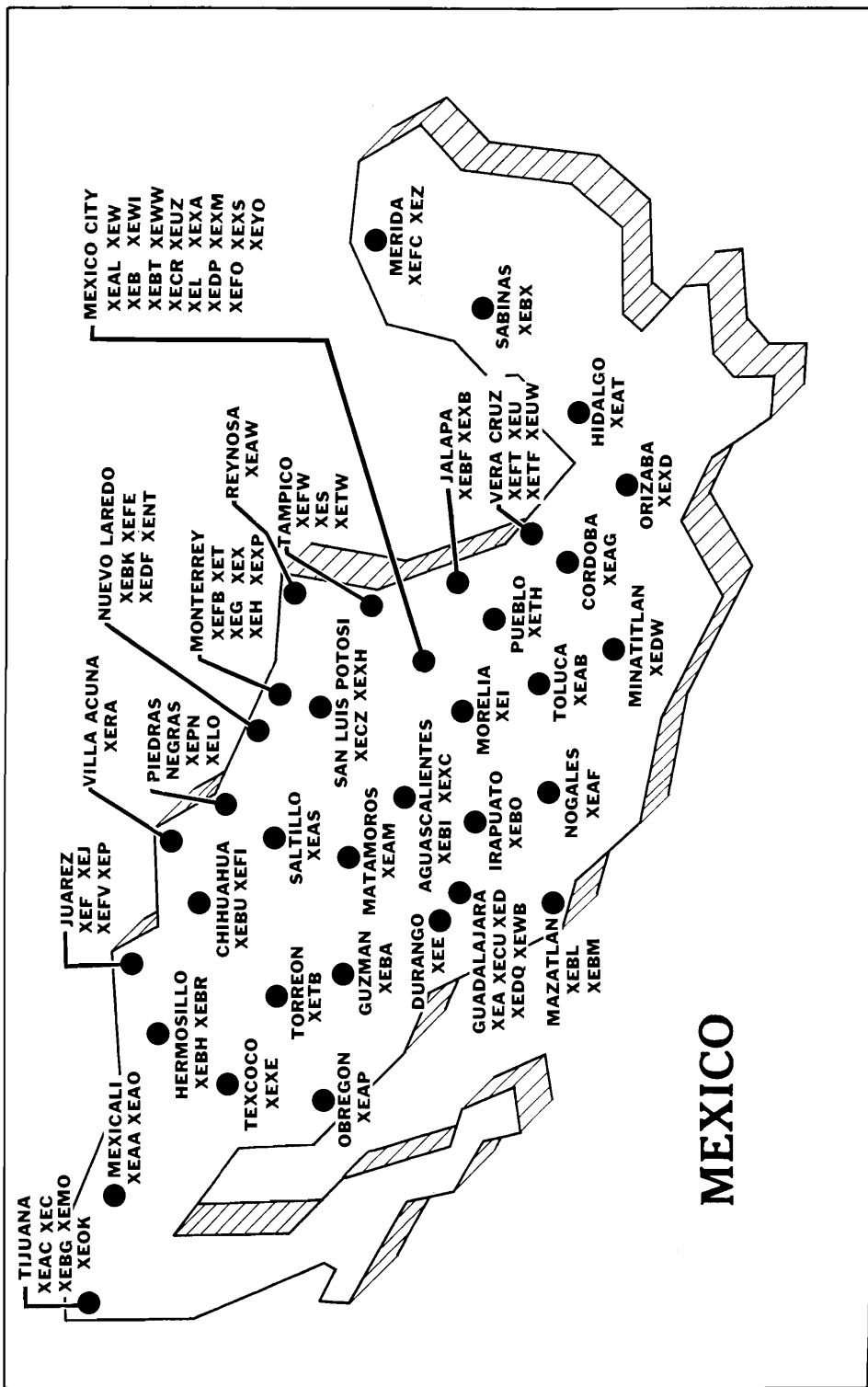
Accept English programs, but translations must also be broadcast.

Electrical transcriptions: Turntables take 16 or 18-inch recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Remote control programs from film house and children's programs with stories. *Artists bureau:* Yes; lists several orchestras and a number of singers.

Rates: \$4.00 per quarter-hour program. Sixty cents per spot announcement, up to 50 words. Spot announcements on monthly schedule: \$30.00.

Copy restrictions: No wines or alcoholic beverages accepted; no religious or polit-

Note: Unless otherwise stated, all rates are in Pesos.



MEXICO STATIONS—Continued

ical broadcasts; patent medicine advertising supervised by the Board of Health.

XEBU, CHIHUAHUA

Operator: F. Lopez Islas. *Address:* Avenida Ocampo No. 2605. *Power:* 100 watts on 1250 kc. *Affiliation:* Frequently operates with XEFI, Chihuahua; XEJ and XEP, of Ciudad Juarez; XEAT, of Parral. *Opened:* Dec. 6, 1936.

Owner and chief engineer: F. Lopez Islas. *Station and commercial manager, program and publicity director:* Alf. Garcia D. *Musical director:* Rafael Armendariz.

Rep: None in the U. S.; Anuncios, S. A., in Mexico City. *News:* Obtained by own reporters (station states it serves as cable and news correspondent for various local and foreign stations). *Merchandising:* None. *Foreign language programs:* Accept English, French, German and other language programs; government requires that text be given first in Spanish.

Electrical transcriptions: Use RCA Victor records. Turntables take 10, 12 and 15-inch recordings at 33½ and 78 r.p.m. *Best programs:* Select music and news. *Artists bureau:* Talent obtained through Sindicato de Filarmónicos (Philharmonic Syndicate).

Rates: No information given.

Copy restrictions: Accept light wines, but no hard liquor; patent medicines must be registered with the Department of Health. Commercials must not exceed two minutes.

XEE, DURANGO

Operator: Alejandro O. Stevenson. *Address:* Apartado Postal No. 148, Durango. *Power:* 50 watts on 1210 kc. *Affiliation:* Mexican Radio Chain, S. A., 54 Ayuntamiento, Mexico, D. F. *Opened:* June 27, 1934. (Note: Alejandro O. Stevenson is also Zenith Radio representative for the State of Durango.)

Owner: Alejandro O. Stevenson. *Station manager:* Roberto Stevenson. *Commercial manager:* Jose Vazquez. *Musical director:* Manuel Paez. *Publicity director:* Jose Corral.

Rep: RCA Victor Mexicana, S.A., 196 Calzada Vellalouquin, Mexico, D.F. *News:* Obtained from Station XEW, of Mexico, D.F. *Merchandising:* None. *Foreign language programs:* Not accepted; all programs and commercials must be in Spanish.

Electrical transcriptions: Use transcriptions sent them by advertisers. Turntables take 33½ and 78 r.p.m. *Best programs:* Mexican songs, Mexican cowboy songs, Mexican dance music, American dance music, chamber and classical music. *Artists bureau:* None.

Rates: Fourteen-minute program once daily except Sunday, before 1 p.m. or after

3.30 p.m., \$60 per month; 3 times a week except Sunday, before 1 p.m. or after 3.30 p.m., \$30; once daily except Sunday, between 1 p.m. and 3.30 p.m., \$90 per month; 3 times a week, except Sunday, before 1 p.m. or after 3.30 p.m., \$50; minimum contract, 3 months. Twenty-eight-minute program once daily except Sunday, before 1 p.m., or after 3.30 p.m., \$120 per month; 3 times a week, before 1 p.m. or after 3.30 p.m., \$60; once daily except Sunday, between 1 and 3.30 p.m., \$180 per month; 3 times a week between 1 and 3.30 p.m., \$90 per month; minimum contract, 3 months. Classified announcements up to 50 words daily except Sunday, before 1 p.m. or after 3.30 p.m., \$10 per month; spot announcements up to 20 words daily except Sunday, between 1 and 3.30 p.m., \$15 per month. One 14-minute program, one time, \$10; one 28-minute program, one time, \$15; one 56-minute program, one time, \$25; one classified announcement, \$1.

Copy restrictions: Accept beer and wine only; patent medicines must be approved by Department of Public Health.

XED-XEDQ, GUADALAJARA

Operator: Radiofonografica de Guadalajara, S. A. *Address:* 16 de Septiembre 170, Guadalajara. *Power:* XED, 2,500 watts on 1160 kc; XEDQ, 500 watts on 9520 kc. *Affiliation:* None.

President: E. Sauza. *General manager:* Alfredo Levy. *Chief engineer:* Guillermo Johnston. *Program and musical director and artists bureau head:* Jose Suarez Garrido.

Rep: None. *News:* None. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have facilities for any type of recording. *Best programs:* Popular and select music. *Artists bureau:* Yes; lists 40 artists.

Rates: 14-minute program, 11 a.m. to 1 p.m. and 7 to 8.30 p.m., \$15; 29-minute program, \$30; 59-minute program, \$50. Fourteen-minute program, 1 to 3.30 p.m. and 8.30 to 11 p.m., \$20; 29-minute program, \$35; 59-minute program, \$60. Eighty-word spot announcements, 1 to 10 times, 11 a.m. to 1 p.m. and 7 to 8.30 p.m., \$1.50; 1 to 3.30 p.m. and 8.30 to 11 p.m., \$2. Eighty-word announcements, 11 to 25 times, 11 a.m. to 1 p.m. and 7 to 8.30 p.m., \$1.25; 1 to 3.30 p.m. and 8.30 to 11 p.m., \$1.50. Eighty-word announcements, 26 to 50 times (minimum of two daily), 11 a.m. to 1 p.m. and 7 to 8.30 p.m., \$1; from 1 to 3.30 p.m. and 8.30 to 11 p.m., \$1.25. Eighty-word announcements, 51 to 100 times (minimum of three daily), 11 a.m. to 1 p.m. and 7 to 8.30

MEXICO STATIONS—Continued

p.m., \$0.85; from 1 to 3.30 p.m. and 8.30 to 11 p.m., \$1. Eighty-word announcements, 101 or more times (minimum of four daily), 11 a.m. to 1 p.m. and 7 to 8.30 p.m., \$0.75; from 1 to 3.30 p.m. and 8.30 to 11 p.m., \$0.85. Announcements between concerts and musical signatures at any hour: 1 daily, \$75 per month; 2 daily, \$120; 3 daily, \$135; 4 daily, \$150; 5 daily, \$165 (to be paid each month). Contracts for 11 to 25 times earn 10% discount; 26 to 50 times, 15%; 51 or more times, 20%, except on spot and signature announcements which earn no discount.

Copy restrictions: Accept beer and light wines, but no hard liquor; patent medicines must be approved by the Department of Public Health.

XEBA, GUZMAN

Operator: XEBA Radio Broadcasting. *Address:* Independencia 32, Ciudad Guzman, Jalisco. *Power:* 20 watts on 1080 kc. *Affiliation:* None. *Opened:* June 15, 1934.

Station head, commercial manager, chief engineer, publicity director: Xavier Velasco. *Musical director, artists bureau head:* Joaquin Vera.

Rep: None. *News:* Obtained from the Mexico City daily, *El Nacional*. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have RCA High Fidelity equipment at 78 r.p.m., and use records of various make. *Best programs:* Native cowboy music, native music of modern composers, national and American dance music, semi-classical and classical music. *Artists bureau:* Setup nominal only; supply talent.

Rates: No information given.

Copy restrictions: Accept beer and wine, but no hard liquor; patent medicines must be registered at the Mexican Department of Health; all script and commercials must be in Spanish.

XEBH-XEBR, HERMOSILLO

Operator: Radio Difusora de Sonora. *Address:* Hidalgo 23, Hermosillo de Sonora. *Power:* XEBH, 500 watts on 930 kc; XEBR, 150 watts on 11,820 kc. *Affiliation:* None.

Station head and program director: Luis Hoeffler. *Station and commercial manager, chief engineer:* Jose Remigio Agraz. *Musical director:* Armando Portugal. *Publicity director:* Jose Gallegos.

Rep: Edward Gilbert, 5445 Brynhurst Ave., Los Angeles, Calif. *News:* By special service from Mexico City. *Merchandising:* None. *Foreign language programs:* Accept English and Spanish programs only.

Electrical transcriptions: Use RCA Victor, Columbia, Brunswick, Decca, Bluebird, Peerless, Polydor and other records. Turntables take any size records, at 33½ and 78 r.p.m. *Best programs:* Popular Mexican songs, Mexican cowboy songs, chamber music, selected airs, classical music, opera, drama and dialogue. *Artists bureau:* None.

Rates: One hour, one time, \$30; half-hour, \$18; quarter-hour, \$10; 10 minutes, \$7.50; 5 minutes, \$5. Thirty-word announcement, once daily, \$18 per month; 4 times daily, \$40; 10 times daily, \$100. Fifty-word announcement, once daily, \$22 per month; 4 times daily, \$45; 10 times daily, \$110. Hundred-word announcement, once daily, \$25 per month; 4 times daily, \$50; 10 times daily, \$120. Local remote control program, \$30, plus time used. Prices do not include artists.

Copy restrictions: Accept beer, but no other alcoholic beverages. Patent medicines must be approved by the Department of Health. (Station broadcasts from 12 to 3 and 8 to 11 p.m.)

XEBO, IRAPUATO

Operator: Luis Garciduenas. *Address:* Guerrero No. 26, Irapuato, Gto. *Power:* 50 watts on 1310 kc. *Affiliation:* None. *Opened:* Jan. 16, 1937.

Station and commercial manager, publicity director: Alfonso Martinez V. *Chief engineer:* Luis Garciduenas. *Program director:* H. Esparza. *Musical director:* Professor Esteban Almanza.

Rep: None. *News:* Obtained from local paper, *Evolucion*. *Merchandising:* Arrange for counter displays, etc.; fee varies according to amount of work and time involved. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Use RCA Victor and Peerless records. Turntables take 6 to 25-inch records at 33½ and 78 r.p.m. *Best programs:* Amateurs and musical concerts. *Artists bureau:* None.

Rates: One hour, 30 times, noon to 3 p.m. and 7 to 10 p.m., \$150; 15 times, \$110; 9 times, \$65; 4 times, \$32. Three-quarter hour, 30 times, noon to 3 p.m. and 7 to 10 p.m., \$120; 15 times, \$85; 9 times, \$50; 4 times, \$25. Half-hour, 30 times, 12 noon to 3 p.m. and 7 to 10 p.m., \$90; 15 times, \$60; 9 times, \$35; 4 times, \$18. Quarter-hour, 30 times, noon to 3 p.m. and 7 to 10 p.m., \$50; 15 times, \$35; 9 times, \$20; 4 times, \$10. Ten-minute program, 30 times, \$40; five-minute program, 30 times, \$25. One daily classified announcement up to 50 words, \$20 per month. Two-month contract for announcements earns 3% discount; 3 months, 5%; 4 months, 7%; 5

MEXICO STATIONS—Continued

months, 10%; 6 months, 15%. Prices quoted include announcer and transcribed music; artists, remote control, etc., extra.

Copy restrictions: Patent medicines must be approved by the Board of Health, and all copy must comply with government regulations.

XEF, JUAREZ

Operator: Gilberto Gil. *Address:* Apartado 70, Juarez, Chih. *Power:* 100 watts on 1450 kc. *Affiliation:* None.

General and commercial manager: J. M. Gil. *Program and publicity director, artists bureau head:* L. C. Trevino. *Musical director:* L. Lechuga.

Rep: None. *News:* Through correspondents in Mexico. *Merchandising:* None. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Use standard records; no further details given. *Best programs:* Domestic hour, novelty and variety, news bulletins. *Artists bureau:* Yes; lists 11 artists.

Rates: One hour, 11 a.m. to 3 p.m., \$7; half-hour, \$3.75; quarter-hour, \$2. One hour, 6 to 8 p.m., \$6; half-hour, \$3.50; quarter-hour, \$2. Contracts from 1 to 3 months (30 programs to the month): Five minutes, \$14 per month; 10 minutes, \$25; 15 minutes, \$37.50; 30 minutes, \$70. Weekly contracts (7 programs a week): Five minutes, \$4 per week; 10 minutes, \$7; 15 minutes, \$10; 30 minutes, \$19. Fifty-word announcements, per month: One daily, \$6; 2 daily, \$10; 3 daily, \$14; 4 daily, \$18. Special discounts earned on 6-month and 1-year contracts.

Copy restrictions: Alcoholic beverages not accepted.

XEFV, JAUREZ

Operator: Dario Cordora. *Address:* 814 Maxtla, Ciudad Juarez. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* September, 1932.

General and station manager, program and publicity director: Dario Cordora. *Commercial manager:* Raul Rodriguez. *Chief engineer and musical director:* Mosteta Olvera.

Rep: None. *News:* Trens News Agency. *Merchandising:* Services are available, at prices to be agreed upon. *Foreign language programs:* Accept English programs.

Electrical transcriptions: None. *Best programs:* Typical and popular Mexican music. *Artists bureau:* None.

Rates: Half-hour, one time, \$5; daily half-hour, \$36 per week; \$60 per fortnight; \$100 per month. Quarter-hour, one time, \$3; daily quarter-hour, \$20 per week; \$35 per fortnight; \$60 per month. One 1-min-

ute announcement, \$1; daily announcement, \$5 per week; \$10 per fortnight; \$15 per month. Two 1-minute announcements, \$1.50; 2 daily announcements, \$7.50 per week; \$15 per fortnight; \$22.50 per month.

Copy restrictions: Accept beer and wine, but no hard liquor. Patent medicines must be approved by the Department of Health.

XEJ, JUAREZ

Operator: P. Meneses, Jr. *Address:* 16 de Septiembre, 313, Juarez, Chih. *Power:* 1,250 watts on 1020 kc. *Affiliation:* None; occasionally arranges hookup with XEBU, Chihuahua. *Opened:* 1929.

Owner, station and commercial manager: P. Meneses, Jr. *Chief engineer:* J. G. Buttner. *Program director, artists bureau head:* T. Rios. *Musical director:* Humberto Vargas M. *Publicity director:* M. Aragon.

Rep: Mithoff & White, El Paso, Tex. *News:* Argos Service, Mexico, D. F.; also use UP news obtained from papers. *Merchandising:* None. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Use transcriptions manufactured by C. P. MacGregor, Hollywood, Calif.; Peerless and RCA Victor records. Turntables take recordings up to 16 inches at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Ancient music, by string orchestras; cowboy singers, with guitar accompaniment; popular Mexican music; music by modern Mexican composers; news; comedy; adventure programs; classical music. *Artists bureau:* Yes; lists 12 artists.

Rates: "Economical" announcements (50 words in each language, English and Spanish, between musical selections at any time from sign-on time to 12 noon and from 3 to 6 p.m., daily except Sunday); once daily, \$12.50 per month; twice daily, \$22.50; 3 times daily, \$32; 4 times daily, \$40; 5 times daily, \$45; 6 or more times daily, prices are in proportion.

Quarter-hour, from sign-on to 12 noon, 3 times a week, \$20 per month; half-hour, \$35; full hour, \$60; quarter-hour, daily except Sunday, \$35 per month; half-hour, \$60; full hour, \$90. Quarter-hour, 12 noon to 3 p.m., 3 times a week, \$25 per month; half-hour, \$45; full hour, \$75; quarter-hour, daily except Sunday, \$45 per month; half-hour, \$80; full hour, \$130. Quarter-hour, 6 p.m. to sign-off, 3 times a week, \$40; half-hour, \$75; full hour, \$120; quarter-hour, daily except Sunday, \$75 per month; half-hour, \$130; full hour, \$225.

Prices for Sunday programs (no economical announcements permitted): Quarter-hour, one time, until 12 noon, \$2.50; 4 times, \$9; half-hour, one time, \$4.50; 4 times, \$16.50; full hour, one time, \$9; 4 times, \$30. Quarter-hour, one time, noon to 6 p.m.,

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\$4.50; 4 times, \$16.50; half-hour, one time, \$7; 4 times, \$24; full hour, one time, \$12.50; 4 times, \$40. Quarter-hour, one time, 6 p.m. to sign-off, \$7; 4 times, \$24; half-hour, one time, \$12; 4 times, \$40; full hour, one time, \$20; 4 times, \$60. Two-month contracts earn 5% discount, 3-month, 10%; 6-month, 15%; 9-month, 20%; 12-month, 25%. Cash discount is 2%. (Note: These prices are in U. S. currency.)

Copy restrictions: Accept beer and wine, but no hard liquor; patent medicines must be registered with the Board of Health. Fortune telling, magic, astrology, etc., strictly prohibited. All copy subject to station approval and regulations of the Mexican government.

XEP, JUAREZ

Operator: E. Parra. **Address:** 111-16 de Septiembre, Juarez, Chih. **Power:** 500 watts on 1160 kc. **Affiliation:** None. **Opened:** May 10, 1936.

Owner and station manager: E. Parra. **Commercial manager:** L. Allande. **Chief engineer:** J. G. Buttner. **Program and musical director:** A. Gardea. **Publicity director:** C. Failliner.

Rep: Conquest Alliance Co., Inc., New York City. **News:** Trens News Agency. **Merchandising:** None. **Foreign language programs:** Accept English programs.

Electrical transcriptions: Have transcriptions and records of various make. Turntables take 10, 12 and 16-inch records at 33½ and 78 r.p.m. **Best music:** Popular Mexican music, select programs, popular dance music and sketches. **Artists bureau:** None.

Rates: Quarter-hour programs, 12 monthly, \$75; 30 monthly, \$150. Half-hour programs, 12 monthly, \$150; 30 monthly, \$225. One minute, 30 times monthly, \$20. One announcement, one time, \$0.50. One announcement daily, \$10 per month; 2 daily, \$17.50; 3 daily, \$25; 4 daily, \$32.50; 5 daily, \$40 per month. Prices are for station time only; artists and transcriptions extra.

Copy restrictions: Accept beer and wines, but no hard liquor. Patent medicines accepted, provided they have been registered in Mexico City and a permit obtained. No religious or political broadcasts.

XEAG, CORDOBA

Operator: Diodoro Zuniga. **Address:** Avenida 1, No. 135, Cordoba de Veracruz. **Power:** 10 watts on 1310 kc. **Affiliation:** None, but is a member of the Mexican Association of Commercial Broadcasting Stations. **Opened:** 1935. (Note: Diodoro

Zuniga is also engaged in the jewelry and watch making business.)

Station and commercial manager: Diodoro Zuniga. **Program director:** Felix Salmeron. **Musical director, artists bureau head:** Mariano Arcos, Jr. **Publicity director:** Rafael Garcia.

Rep: None. **News:** None broadcast. **Merchandising:** None. **Foreign language programs:** Not accepted.

Electrical transcriptions: Use RCA Victor, Columbia, Peerless and Polydor records. Turntables take 10, 12 and 16 inch records at 33½ and 78 r.p.m. **Best programs:** Popular sectional music, singers, dance and select music. **Artists bureau:** Yes; lists 18 artists.

Rates: One hour, 1 to 3 times, 10 a.m. to 2 p.m. and 7 to 8 p.m., \$10 each; half-hour, \$5.25; quarter-hour, \$2.75; 10 minutes, \$2; 5 minutes, \$1.25. One hour, 4 to 15 times, \$8 each; half-hour, \$4.20; quarter-hour, \$2.20; 10 minutes, \$1.60; 5 minutes, \$1. One hour, 16 to 30 times, \$6 each; half-hour, \$3.15; quarter-hour, \$1.65; 10 minutes, \$1.20; 5 minutes, \$0.75. One hour, 1 to 3 times, 8 to 11 p.m., \$15 each; half-hour, \$8; quarter-hour, \$4.25; 10 minutes, \$3; 5 minutes, \$1.75. One hour, 4 to 15 times, \$12; half-hour, \$6.40; quarter-hour, \$3.40; 10 minutes, \$2.40; 5 minutes, \$1.40. One hour, 16 to 30 times, \$9; half-hour, \$4.80; quarter-hour, \$2.50; 10 minutes, \$1.80; 5 minutes, \$1. Classified advertising of 15 words, 1 to 10 times, \$0.25 each; 40 words, \$0.50; 100 words, \$1; 15 words, 11 to 30 times, \$0.20; 40 words, \$0.40; 100 words, \$0.80; 15 words, 31 or more times, \$0.15; 40 words, \$0.30; 100 words, \$0.60. Thirty-word announcements, 1 to 10 times between 8 and 11 p.m., \$1 each; during other hours, \$0.80; 11 to 30 times, \$0.80 and \$0.65; 31 or more times, \$0.60 and \$0.45. Hundred-word announcements, 1 to 10 times, \$2 each; 11 to 30 times, \$1.60; 31 or more times, \$1.20. Prices do not include artists.

Copy restrictions: Accept beer and wine, no hard liquor; patent medicines accepted if approved by the federal public health offices; advertising must abide by regulations issued by the Secretary of Communications and Public Works.

XEBL, MAZATLAN

Operator: Difusora del Pacifico, S. A. **Address:** Apartado 78, Mazatlan de Sinaloa. **Power:** 300 watts on 1220 kc. **Affiliation:** None. **Opened:** 1936.

Partners: Jose F. Azcona, Ignacio L. Sais and Manuel Rojo. **General manager:** Jose F. Azcona. **Station manager:** A. Shober.

MEXICO STATIONS—Continued

Chief engineer: Manuel Rojo. *Musical director:* M. de los Palos.

Rep: None. *News:* Obtained from Mexican newspapers. *Merchandising:* None. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Turntables take records at 33½ and 78 r.p.m. *Best programs:* Popular Mexican music—with orchestra, with singers or on records; select music. *Artists bureau:* None.

Rates: Half-hour program with orchestra and ensemble, \$15 one time; daily, including Sunday, \$400 per month. Half-hour, with piano and singers, \$11 one time; \$300 per month. Half-hour with transcribed music, \$8 one time; \$30 per month. Ten announcements a day for one day, \$1; daily for one month, including Sunday, \$30. Special prices for 4-month contracts: Half-hour daily, including Sunday, with orchestra or ensemble, \$350 per month. Half-hour, with piano and singers, \$250 per month. Half-hour of transcribed music, daytime, \$100 per month; nighttime, \$150 per month. For 30 announcements daily, including Sunday, \$60 per month and half-hour a week gratis.

Copy restrictions: Accept beer, but no hard liquor; patent medicines must be approved by the Department of Health.

XEFC, MERIDA

Operator: Julio Molina Font. *Address:* 59-517, Merida de Yucatan. *Power:* 250 watts on 550 kc. *Affiliation:* Mexican Broadcasting Chain, Mexico, D. F. *Opened:* 1929. (Note: Station operator is also manager of the commercial house of Julio Molina Font S. en C., of Merida.)

Operator: Julio Molina Font. *Station manager:* Rafael Rivas. *Commercial manager:* Felipe Camara Zavala. *Chief engineer:* Gonzalo Marin R. *Program director:* R. Marin. *Musical director and artists bureau head:* A. G. Rosas. *Publicity director:* Felipe Vela C.

Rep: Broadcasting Abroad, Ltd., New York City; Conquest Alliance Co., Inc., New York City. *News:* Obtained from local daily, *Periodico Diario del Sureste*. *Merchandising:* Will undertake to render any services requested; handle newspaper, magazine and billboard advertising; distribute pamphlets, etc. *Foreign language programs:* Accept English and Spanish programs only.

Electrical transcriptions: Have 6,000 RCA Victor records. Turntables take records at 33½ and 78 r.p.m. *Best programs:* Those from theatres and film houses. *Artists bureau:* Yes; lists two orchestras and five singers.

Rates: One hour, 8 a.m. to 5 p.m., \$6;

5 to 10 p.m., \$8; 10 p.m. to midnight, \$3. Half-hour, 8 a.m. to 5 p.m., and 10 p.m. to midnight, \$3.30; 5 to 10 p.m., \$4.40. Quarter-hour, 8 a.m. to 5 p.m. and 10 p.m. to midnight, \$2; 5 to 10 p.m., \$2.50. Five minutes, 8 a.m. to 5 p.m. and 10 p.m. to midnight, \$0.40; 5 to 10 p.m., \$0.50. One-minute, 2 to 5 p.m., \$0.10. Foregoing rates earn these discounts: 14 to 26 times, 5%; 27 to 52 times, 10%; 53 to 104 times, 15%; 105 times or more, 20%. Five minutes daily, 2 to 5 p.m., \$0.25; one-minute daily, 2 to 5 p.m., \$0.05, with following discounts: 61 to 180 times, 5%; 181 to 360 times, 10%; 361 times or more, 15%. Fifteen percent commission to recognized advertising agencies. All prices quoted include station time and announcer. (Note: These rates are in U. S. A. currency.)

Copy restrictions: Accept advertising for beer, wines, cognac, champagne and vermouth. Patent medicines must be approved by the Department of Public Health.

XEAO, MEXICALI

Operator: Cia. Castro Chavez. *Address:* Ave. Zuazua No. 22, Mexicali, Baja California. *Power:* 250 watts on 660 kc. *Affiliation:* None. *Opened:* 1932.

General, station and commercial manager: Juan C. Chavez. *Chief engineer:* Luis Lopez Castro. *Program director:* P. Castro L. *Musical director, artists bureau head:* Octavio Contreras. *Publicity director:* Sergio Vidaurri V.

Rep: None. *News:* Trens News Agency, Mexico. *Merchandising:* None. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Use RCA Victor records; turntables take records up to 16 inches, at 33 1/3 r.p.m. *Best programs:* News bulletins. *Artists bureau:* Yes; lists 5 artists.

Rates: No information given.

Copy restrictions: None indicated.

XEB-XEBT, MEXICO CITY

Operator: El Buen Tono, S. A. *Address:* Calle del Buen Tono No. 6. *Power:* XEB, 10,000 watts on 1030 kc; XEBT, 1,000 watts on 6100 kc. *Affiliation:* No information available.

Rep: Broadcasting Abroad, Ltd., New York City. *News:* None. *Merchandising:* No information available. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: One hour, 9 a.m. to 12 noon, \$140;

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half-hour, \$80; quarter-hour, \$45; five minutes, \$25; one minute, \$13.25. One hour, 4 to 5 p.m., \$150; half-hour, \$85; quarter-hour, \$47.50; five minutes, \$26.25; one minute, \$14.50. One hour, 12 noon to 1 p.m., 3 to 4 p.m. and 5 to 6 p.m., \$160; half-hour, \$90; quarter-hour, \$50; five minutes, \$27.50; one minute, \$15. One hour, 1 to 3 p.m., \$180; half-hour, \$100; quarter-hour, \$55; five minutes, \$30; one minute, \$16.25. One hour, 6 to 7 p.m., \$200; half-hour, \$110; quarter-hour, \$60; five minutes, \$32.50; one minute, \$17.50. One hour, 7 to 8 p.m., and 11 p.m., to midnight, \$270; half-hour, \$145; quarter-hour, \$77.50; five minutes, \$41.25; one minute, \$22. One hour, 8 to 9 p.m., and 10 to 11 p.m., \$300; half-hour, \$160; quarter-hour, \$85; five minutes, \$45; one minute, \$23.75. One hour, 9 to 10 p.m., \$330; half-hour, \$175; quarter-hour, \$92.50; five minutes, \$48.75; one minute, \$25.75. Frequency discounts: 5 to 11 times, 5%; 11 to 21 times, 10%; 21 to 31 times, 15%; 31 or more times, 20%. Five minutes daily, 9 a.m. to 12 noon, \$610 per month; one minute daily, \$323. Five minutes daily, 4 to 5 p.m., \$641; one minute daily, \$354. Five minutes daily, 12 noon to 1 p.m., 3 to 4 p.m. and 5 to 6 p.m., \$671; one minute daily, \$366. Five minutes daily, 1 to 3 p.m., \$732; one minute daily, \$397. Five minutes daily, 6 to 7 p.m., \$793; one minute daily, \$427. Five minutes daily, 7 to 8 p.m. and 11 p.m. to midnight, \$1,007; one minute daily, \$537; five minutes daily, 8 to 9 p.m. and 10 to 11 p.m., \$1,098; one minute daily, \$580. Five minutes daily, 9 to 10 p.m., \$1,190; one minute daily, \$629 per month. Frequency discounts: more than one and less than three months, 5%; more than three and less than six months, 10%; more than six months, 15%. In addition, there is a government tax of 5% on station time.

Copy restrictions: Accept alcoholic beverages. Patent medicines must be approved by the Department of Health. All copy subject to station approval before being broadcast or recorded.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the stations direct.)

XECR, MEXICO CITY

Operator: Information Bureau of the Mexican Government. *Address:* Mexico, D. F. *Power:* 20,000 watts on 7380 kc. (broadcasts only on Sundays between 6 and 7 p.m.)

Director: Augustin Arroyo ch. (head of the Independent Department of Press and Publicity). *Station manager, program director:* Guillermo Morales B. *Chief engineer:* Fernando Leon Grajales. *Publicity director:* Quintin Rueda.

This station is non-commercial. Its function is to broadcast news of the international relations between Mexico and other nations, by means of lectures on culture, art and politics.

XEDP-XEXA, MEXICO CITY

Operator: Information Bureau of the Mexican Government. *Address:* Mexico, D. F. *Power:* XEDP, 1,000 watts on 1080 kc.; XEXA, 500 watts on 6130 kc. (simultaneous operation weekdays from 7:30 to 10 a.m., 1:30 to 4:30 p.m., and 6 to 11 p.m.; Sundays, 6 to 11 p.m. only.)

Director: Augustin Arroyo Ch. (head of the Independent Department of Press and Publicity). *Station manager, program director:* Guillermo Morales B. *Chief engineer:* Fernando Leon Grajales. *Publicity director:* Quinton Rueda.

These stations are non-commercial. Their function is to inform the people of government work in all branches of public administration.

XEFO-XEUZ, MEXICO CITY

Operator: Partido de la Revolucion Mexicana. *Address:* Av. Cinco de Mayo No. 21, Mexico, D. F. *Power:* XEFO, 5,000 watts on 940 kc; XEUZ, 1,000 watts on 6200 kc. *Affiliation:* None. *Opened:* 1930.

Managing director: A. Vargas MacDonald. *Commercial manager:* Guillermo Haro. *Chief engineer:* Enrique Dorsch. *Program director:* Margarita Rodriguez.

Rep: None. *News:* Obtained from paper, *El Nacional*. *Merchandising:* None. *Foreign language programs:* Accept programs in any language, provided Spanish translation is also given.

Electrical transcriptions: None. *Best programs:* No list given. *Artists bureau:* Yes; no details given.

Rates: One hour, 9 a.m. to noon and midnight to 1 a.m., \$75; half-hour, \$40; quarter-hour, \$22.50. One hour, noon to 1:30 p.m., \$100; half-hour, \$55; quarter-hour, \$30. One hour, 3 to 7 p.m., \$110; half-hour, \$60; quarter-hour, \$35. One hour, 11 p.m. to midnight, \$125; half-hour, \$65; quarter-hour, \$35. One hour, 1:30 to 3 p.m., 7 to 8 p.m. and 10 to 11 p.m., \$150; half-hour, \$80; quarter-hour, \$45. One hour, 8 to 10 p.m., \$200; half-hour, \$110; quarter-hour, \$60. Classified announcements, 9 a.m. to 12 noon and midnight to 1 a.m., \$1; 12 noon to 1:30 p.m., \$1.25; 3 to 8 p.m. and 10 p.m. to midnight, \$1.50; 1:30 to 3 p.m., \$2; 8 to 10 p.m., \$2.50. Spot announcements, 9 a.m. to 12 noon, 3 to 7 p.m. and midnight to 1 a.m., \$3; noon to 1:30 p.m. and 11 p.m. to midnight, \$3.50; 1:30 to 3 p.m., 7 to 8 p.m., and 10 to 11 p.m., \$4; 8 to 10 p.m., \$6.

MEXICO STATIONS—Continued

Prices do not include artists. Rates for remote control programs: Five dollars for transportation, \$30 for equipment.

Copy restrictions: Accept alcoholic beverages, provided alcoholic content is not excessive. Patent medicines must be approved by the Department of Health. All commercials must be accompanied by a musical selection.

XEW-XEWW, MEXICO CITY

Operator: Cadena Radiodifusora Mexicana, S. A. *Address:* P. O. Box 2516, Mexico, D.F. *Power:* XEW, 100,000 watts on 890 kc; XEWW (authorized power), 10,000 watts on 9500 kc. and 15160 kc. *Affiliation:* Mexican Radio Chain, totalling 14 stations. *Opened:* 1930.

President: E. Azcarraga. *Station and commercial manager:* O. M. Velez. *Chief engineer:* J. de la Herran. *Program and musical director:* W. Rademann. *Artists bureau head:* Emilio Balli. *Publicity director:* L. Samaniego.

Rep: V. E. Creighton, P. O. Box 1161, San Antonio, Tex. *News:* AP. *Merchandising:* None. *Foreign language programs:* Programs in languages other than Spanish are accepted, subject to station approval.

Electrical transcriptions: Use NBC Thesaurus, World Broadcasting System and Standard transcriptions. RCA turntable takes recordings at 33½ and 78 r.p.m., vertical and lateral cut. *Best programs:* Symphonic Mexican popular music, semi-classical, Cuban and classical music, American popular music and sketches. *Artists bureau:* Yes; lists 150 artists.

Rates: 28-minute program, 12.01 a.m. to 2 a.m., \$125.00; 2 a.m. to 12.30 p.m., \$75.00; 12.30 to 1.30 p.m., \$100.00; 1.30 to 3 p.m., \$162.50; 3 to 6 p.m., \$106.25; 6 to 7 p.m., \$137.50; 7 to 7.30 p.m., \$175.00; 7.30 to 8 p.m., \$212.50; 8 to 8.30 p.m., \$262.50; 8.30 to 9 p.m., \$281.25; 9 to 10 p.m., \$312.50; 10 to 10.30 p.m., \$262.50; 10.30 to 11 p.m., \$218.75; 11 p.m. to midnight, \$156.25; thirty-five-word announcements, 12.01 a.m. to 12.30 p.m., \$9.00; 75 words, \$13.50; 150 words, \$18.00; 35-word announcements, 12.45 to 3 p.m., \$21.00; 75 words, \$31.50; 150 words, \$42.00; 35-word announcements, 3.15 to 5.45 p.m., \$12.00; 75 words, \$18.00; 150 words, \$24.00; 35-word announcements, 6 to 6.45 p.m., \$15.00; 75 words, \$21.00; 150 words, \$27.00; 35-word announcements, 7 to 10.30 p.m., \$60.00; 50 words, \$90.00. 35-word announcements, 11 p.m. to midnight, \$27.00; 50 words, \$37.50; 40-word announcements before news bulletin, 12.01 a.m., to 12 noon, \$15.00; after news bulletin, 40-word announcements, \$12.00; 40-word announcements before news bulletin, 12 noon to 6 p.m., \$37.50; after news

bulletin, 40-word announcements, \$30.00; 40-word announcements before and after news bulletin, 6 to 8 p.m., \$60.00; 40-word announcements before news bulletin, 8 p.m. to midnight, \$75.00; 40-word announcements after news bulletin, 8 p.m. to midnight, \$60.00.

Copy restrictions: All copy must be approved by the Department of Health; English announcements may only be made with official permission.

XEWI, MEXICO CITY

Operator: Institucion Mundial de la Vida Impersonal. *Address:* Mina 56, Mexico, D.F. *Power:* 450 watts on 11,900 kc. *Affiliation:* None. *Opened:* Aug. 21, 1935.

General manager: L. Gonzalez Burns. *Station manager:* Manuel E. Gonzalez. *Chief engineer:* Andres Reynoso. *Artistic director:* Francisco C. Alvarado.

This station is non-commercial; owned and operated by the World Impersonal Life Institute.

XEFB, MONTERREY

Operator: Jesus Quintanilla. *Address:* 5 de Mayo 112 Oriente, Monterrey, Nuevo Leon. *Power:* 200 watts on 870 kc. *Affiliation:* None. *Opened:* 1931.

General manager: Jesus Quintanilla. *Station and commercial manager:* Mario Quintanilla. *Chief engineer:* Gilberto Quintanilla. *Program director:* Rodolfo Estrada. *Musical director and artists bureau head:* Humberto Calderon. *Publicity director:* Manuel Rodrigue.

Rep: Publicidad Reach, Mexico City; Conquest Alliance Co., Inc., New York City. *News:* Obtained from local daily papers. *Merchandising:* None. *Foreign language programs:* Accept programs in any language.

Electrical transcriptions: Have 5,000 transcriptions and records of unspecified make. Turntables take any size record at 33½ and 78 r.p.m. *Best programs:* News, classical music, sports broadcasts, national folklore programs. *Artists bureau:* Yes; lists 50 artists.

Rates: One hour, 7 to 11 a.m. and 2 to 6 p.m., \$30; half-hour, \$15; quarter-hour, \$8, 10 minutes, \$6; 5 minutes, \$3. One hour, 11 a.m. to 2 p.m. and 6 p.m. to midnight, \$34; half-hour, \$18; quarter-hour, \$10; 10 minutes, \$8; 5 minutes, \$4. One announcement, 11 a.m. to 2 p.m. and 6 p.m. to midnight, \$2.50; 7 to 11 a.m. and 2 to 8 p.m., \$2.

Copy restrictions: Advertising of cabarets and alcoholic beverages not accepted. Patent medicines must be approved by the Board of Health.

MEXICO STATIONS--Continued

XET, MONTERREY

Operator: El Pregonero del Norte, S. A. *Address:* P. O. Box 203, Monterrey. *Power:* 5,000 watts on 690 kc. *Affiliation:* None. (Note: Also owns and operates short-wave station XET in Mexico City. Rates are the same for both stations).

President: Jose F. Muguerza. *Assistant manager:* Gustavo M. de la Garza. *Chief engineer:* Rodolfo Junco. *Program director:* A. Hernandez. *Musical director and artists bureau head:* Jose Sandoval. *Publicity director:* Raul Chapa.

Rep: M. Leon de Larrea, San Antonio, Texas; Ruben Loera, Mexico City, Mexico. *News:* Obtained from local papers, *El Porvenir* and *El Sol*. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have 5,000 records—RCA Victor, Vocalion, Columbia, Telefunken, etc. Turntables take 10 and 12-inch records, at 33½ and 78 r.p.m. *Best programs:* Typical Mexican music and comedy. *Artists bureau:* Yes; lists 35 artists.

Rates: Twenty-five minute program, 7 to 7:25 p.m. and 11 to 11:25 p.m., \$30.00; 8 to 8:25 p.m. and 10 to 10:25 p.m., \$40.00; 9 to 9:25 p.m., \$50.00. Thirty 25-minute programs within 60 days, \$1,500.00, including artists. Four-minute program, 7:25 to 7:29 p.m. and 11:25 to 11:29 p.m., \$10 without artists, \$15.00 with artists; 8:25 to 8:29 p.m. and 10:25 to 10:29 p.m., \$12.50 without artists, \$18.75 with artists; 9:25 to 9:29 p.m., \$15.00 without artists, \$22.50 with artists. Announcement up to 15 words, 7:29 to 7:30 p.m. and 11:29 to 11:30 p.m., \$3.00; 8:29 to 8:30 p.m. and 10:29 to 10:30 p.m., \$5.00; 9:29 to 9:30 p.m., \$7.50. Cost of artists varies between \$25.00 and \$50.00 per twenty-five minute program.

Copy restrictions: Do not accept alcoholic beverages. All commercials must be made in Spanish.

XEAF, NOGALES

Operator: Cia. Radiodifusora Sonorense, S. A. *Address:* Banco de Nogales, Sonora. *Power:* 500 watts on 990 kc. *Affiliation:* None. *Opened:* March 15, 1934.

Station manager: Gaston Mascarenas. *Commercial manager:* Rene Mascarenas. *Chief engineer:* Juan Buettner. *Program director:* H. Hambleton. *Musical director, artists bureau head:* Enrique R. Hambleton. *Publicity director:* F. Flores.

Rep: Enrique Hambleton, P. O. Box 711, Nogales, Arizona. *News:* Obtained from the Dapp and Trens news agencies in Mexico, D. F., and from the paper, *El Oido del Mundo*. *Merchandising:* None. *Foreign language programs:* Will accept programs in any language.

Electrical transcriptions: Use RCA Victor

records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Typical Mexican music, select music, American dance music and Latin songs. *Artists bureau:* Yes; lists 20 artists.

Rates: One hour, one to 11 times, 6 p.m. to midnight, \$60 per hour; 12 to 25 times, \$54; 26 to 51 times, \$48; 52 to 103 times, \$42; 104 to 299 times, \$36; 360 or more times, \$30. Half-hour, one to 11 times, \$36; 12 to 25 times, \$32.40; 26 to 51 times, \$28.80; 52 to 103 times, \$25.20; 104 to 299 times, \$21.60; 360 or more times, \$18. Quarter-hour, one to 11 times, \$24; 12 to 25 times, \$21.60; 26 to 51 times, \$19.20; 52 to 103 times, \$16.80; 104 to 299 times, \$14.40; 360 or more times, \$12. One hour, one to 11 times, 11 a.m. to 2 p.m., \$40 per hour; 12 to 25 times, \$36; 26 to 51 times, \$32; 52 to 103 times, \$28; 104 to 299 times, \$24; 360 or more times, \$20. Half-hour, one to 11 times, \$24; 12 to 25 times, \$21.60; 26 to 51 times, \$19.20; 52 to 103 times, \$16.80; 104 to 299 times, \$14.40; 360 or more times, \$12. Quarter-hour, one to 11 times, \$16; 12 to 25 times, \$14.40; 26 to 51 times, \$12.80; 52 to 103 times, \$11.20; 104 to 299 times, \$9.60; 360 or more times, \$8. One hour, one to 11 times, midnight to 11 a.m. and 2 to 6 p.m., \$30; 12 to 25 times, \$27; 26 to 51 times, \$24; 52 to 103 times, \$21; 104 to 299 times, \$18; 360 or more times, \$15. Half-hour, one to 11 times, \$18; 12 to 25 times, \$16.20; 26 to 51 times, \$14.40; 52 to 103 times, \$12.60; 104 to 299 times, \$10.80; 360 or more times, \$9. Quarter-hour, one to 11 times, \$12; 12 to 25 times, \$10.80; 26 to 51 times, \$9.60; 52 to 103 times, \$8.40; 104 to 299 times, \$7.20; 360 or more times, \$6.

Ten-word announcements, one to 10 times, \$0.80; 11 to 30 times, \$0.72; 31 to 90 times, \$0.64; 91 to 108 times, \$0.56; 181 to 360 times, \$0.48; more than 360 times, \$0.40. Twenty-five word announcements, one to 10 times, \$1.80; 11 to 30 times, \$1.62; 31 to 90 times, \$1.44; 91 to 180 times, \$1.26; 181 to 360 times, \$1.08; more than 360 times, \$0.90. Fifty-word announcements, one to 10 times, \$3; 11 to 30 times, \$2.70; 31 to 90 times, \$2.40; 91 to 180 times, \$2.10; 181 to 360 times, \$1.80; more than 360 times, \$1.50. One hundred-word announcements, one to 10 times, \$5; 11 to 30 times, \$4.50; 31 to 90 times, \$4; 91 to 180 times, \$3.50; 181 to 360 times, \$3; more than 360 times, \$2.50. Prices quoted include time and announcer; artists' services extra.

Copy restrictions: No liquor or advertising of a political-religious nature accepted. Station reserves right to reject any copy.

XEDF, NUEVO LAREDO

Operator: R. Villarrael. *Address:* Gonzalez 3006. *Power:* 100 watts on 810 kc. *Affiliation:* None.

MEXICO STATIONS—Continued

Owner-manager, program director: R. Villarrael. *Chief engineer:* Florencio Loyo Gomez. *Musical director:* Antonio Lozano. *Publicity director:* R. G. Sanchez.

Rep: None. *News:* Obtained from Monterrey newspaper, *El Sol*. *Merchandising:* None. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Have 1,238 RCA Victor, Decca, Brunswick and Columbia records. Turntables take records at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

Rates: Six quarter-hours, 10 a.m. to 7 p.m., \$10; 6 half-hours, \$20; 6 full hours, \$35. One daily announcement for 6 days, \$2.50; 2 daily announcements, \$3.50; 3 daily announcements, \$5; 4 daily announcements, \$6; 6 daily announcements, \$8; 8 daily announcements, \$10. Rates quoted include station time and announcer, but do not include artists' services, remote control, etc.

Copy restrictions: Accept table wines, but no hard liquor; no advertising accepted from gambling establishments. No political propaganda, specifically of the war in Spain.

XEAP, OBREGON

Operator: Emilio Manzanilla. *Address:* Veracruz 83, Obregon, Sonora. *Power:* 400 watts on 1340 kc. *Affiliation:* None. (Note: Emilio Manzanilla also owns a radio store and shop, and a women's clothing store).

Owner: Emilio Manzanilla. *Station manager:* A. Estrado. *Commercial manager and publicity director:* F. Castillo. *Musical directors:* Pedro Escobar, Jose Roberto Gastelum.

Rep: None. *News:* Obtained from newspapers. *Merchandising:* Can handle printed and billboard advertising, charging for the number of copies and the size and cost of the posters. *Foreign language programs:* Accept English and German programs.

Electrical transcriptions: Use 10 and 12-inch records of unspecified make, at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

Rates: One hour, one time, \$50. Half-hour, one time, \$30. One hour daily for one month, \$200. Half-hour daily for one month, \$125. Quarter-hour daily for one month, \$75. Announcements up to 60 words, 16 times a day, \$60 per month. Announcements up to 40 words, 8 times a day, \$40 per month; classified announcements, 4 times a day, \$20; twice a day, \$10. Prices for talks to be arranged. Remote control broadcasts add 20% to prices quoted.

Copy restrictions: Accept beer, wines and patent medicines, but no hard liquor.

XEPN, PIEDRAS NEGRAS

Operator: Piedras Negras Broadcasting Co. *Address:* Apartado 3, Piedras Negras, Coah. *Power:* 100,000 watts on 730 kc. *Affiliation:* None. (Note: This company also owns and operates XELO in Tijuana, Baja California, Mexico, and the electric light plant in Piedras Negras.)

President and chief engineer: W. E. Branch. *Station and commercial manager:* C. M. Bres. *Program director:* Ted Johnson.

Rep: Piedras Negras Broadcasting Co., P. O. Box 360, Eagle Pass, Texas. *News:* None; though news broadcasting may be purchased for regular time charge plus cost of obtaining service. *Merchandising:* Publicity and merchandising service available upon request; special services rendered at cost. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Have C. P. MacGregor and Titan Production Co. transcriptions, lateral cut, at 33½ and 78 r.p.m. *Best programs:* Hillbilly music, cowboy singers, Hawaiian, organ and dance music. *Artists bureau:* None.

Rates: One hour program, 7 to 11 p.m., \$210; 6 to 7 p.m. and 11 p.m. to midnight, \$157.50; midnight to 6 p.m., \$105; one 2-minute announcement, 7 to 11 p.m., \$30; 6 to 7 p.m. and 11 p.m. to midnight, \$22.50; midnight to 6 p.m., \$15; one 1-minute announcement, 7 to 11 p.m., \$20; 6 to 7 p.m. and 11 p.m. to midnight, \$15; midnight to 6 p.m., \$10.

Copy restrictions: Accept beer and light wines, but no other alcoholic beverages; no religious broadcasts; patent medicines and cosmetics must be registered with, and copy approved by, the Department of Public Health of the Mexican Government; all programs subject to station approval and regulations of the Department of Communications of the Mexican National Government; advertisers must also adhere to the Federal Trade and Postal Laws of the U. S.; do not accept announcements on a percentage basis.

XETH, PUEBLA

Operator: Ramon Huerta. *Address:* 2 Oriente No. 3, Puebla de Puebla. *Power:* 250 watts on 1210 kc. *Affiliation:* None. *Opened:* March 6, 1932.

General, station and commercial manager, chief engineer: Ramon Huerta. *Musical director and artists bureau head:* Professor Fidel Barragan. *Publicity director:* Luis M. Rueda.

MEXICO STATIONS—Continued

Rep: None. *News:* Obtained from local sources. *Merchandising:* Handle correspondence and distribute folders and samples; fee varies according to amount of service rendered. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have 1,850 records and sound effects of various makes. Turntables take records at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Popular songs, Spanish music, chamber music with ensembles. *Artists bureau:* Yes; lists 22 artists.

Rates: One hour, 1 to 6 p.m. and 7 to 11 p.m., \$10; half-hour, \$5; quarter-hour, \$3. Announcements, \$0.02 per word per broadcast.

Copy restrictions: No alcoholic beverages; patent medicines, and copy, must be approved by the Board of Health.

XEBX, SABINAS

Operator: Benito Garza Ortegón. *Address:* Ave. Puebla No. 6, Sabinas. *Power:* 250 watts on 640 kc. *Affiliation:* None. *Opened:* October, 1936.

Station manager, program director: Oscar Argumedo. *Commercial manager:* Benito Garza Ortegón. *Chief engineer:* Luis Flores. *Musical director:* Francisco Ordorica.

Rep: None. *News:* Obtained from station XEW, of Mexico, D. F. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: No information listed. *Best programs:* No information listed. *Artists bureau:* None.

Rates: Quarter-hour between 10 a.m. and 2 p.m. and 4 to 8 p.m., \$6; ten quarter-hours or more earn a price reduction to \$3. Half-hour, same time periods as above, \$12; ten or more half-hours earn a reduction to \$6. Full hour, same time periods as above, \$24; ten or more full hours earn a reduction to \$12. Announcements up to 50 words, \$30 monthly; up to 20 words, \$15 monthly. Announcements up to five words, eight times daily for one month, \$30.

Copy restrictions: None listed.

XEAS, SALTILLO

Operator: Radio y Publicidad XEAS. *Address:* Apartado 75, Morelos Sur 125, Saltillo, Coah. *Power:* 100 watts on 1160 kc. *Affiliation:* Mexican National Chain, headed by XEW, Mexico, D.F. *Opened:* Feb. 9, 1934.

Station and commercial manager, program and publicity director: P. Froylan Mier Narro. *Chief engineer:* Fernando Barragan. *Musical director:* Professor Antonio Cuavas.

Rep: None. *News:* None. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Use RCA Victor, Columbia, Peerless, Vocalion, Brunswick, Bluebird, Decca, OK and Electro-Vox records, at 78 r.p.m. *Best programs:* Broadcasts based on contests, old Mexican music, songs and Mexican music in general. *Artists bureau:* None.

Rates: Regular station programs—concerts, lectures, etc.—with announcements interposed: One hour, \$10; half-hour, \$5; quarter-hour, \$2.75; ten minutes, \$2; five minutes, \$1.25. Contracts for more than 30 broadcasts earn 10% discount. Classified announcements up to 50 words, 30 times, \$4.40 each time; 90 times, \$35; 120 times, \$30; 300 times, \$25 each time. Four daily announcements, up to 30 words, \$20 per month. Prices quoted include time and announcer; artists and remote control, when desired, must be furnished by advertiser.

Copy restrictions: Alcoholic beverages and patent medicines must be registered with the Board of Health of Mexico City. No religious or political propaganda.

XEFW, TAMPICO

Operator: Jose Expedito Martínez. *Address:* Ave. Madero 10, Oriente, Tampico. *Power:* 500 watts on 1310 kc. *Affiliation:* None. *Opened:* 1932. (Note: This station has permanent hookup with short-wave station XETW, and prices quoted under rates are for both stations).

Operator and general department head: Jose Expedito Martínez. *Musical director, artists bureau head:* Checo Lopez y Ocampo.

Rep: Dr. Luis de la Rosa, Mexico. *News:* Obtained from newspapers of Mexico, D.F. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Use transcriptions provided by advertising agency; turntables take recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Singers and orchestras. *Artists bureau:* Yes; lists 33 artists.

Rates: One hour, one to 9 times, \$28; 10 or more times, \$25. Half-hour, one to 9 times, \$15; 10 or more times, \$13. Quarter-hour, one to 9 times, \$10; 10 or more times, \$8. Five minutes, one to 9 times, \$3.50; 10 or more times, \$3. Announcements up to 50 words, one to 9 times, \$1.25 each time; 10 or more times, \$1.10. These prices are for station time and announcer, but do not include artists' service, remote control facilities, etc.

Copy restrictions: Accept beer and wine, but no hard liquors; patent medicines must be registered by the government.

MEXICO STATIONS—Continued

XES, TAMPICO

Operator: Difusora Portena S. de R.L. *Address:* Olmos Sur No. 212, Tampico de Tamaulipas. *Power:* 250 watts on 990 kc. *Affiliation:* None. *Opened:* 1930.

Partner-manager, station manager: Clemente Serna Martinez. *Chief engineer:* Felipe Ranero. *Program and musical director, artists bureau head:* Roberto G. Trevino. *Publicity director:* E. Serna Matr.

Rep: Export Advertising Agency, Inc., New York City; Broadcasting Abroad, Ltd., New York City. *News:* UP and local service. *Merchandising:* Station also owns the sole advertising agency in the vicinity; will work out merchandising schemes for 10% on the cost of the outlay (apart from commissions obtained from other media which may be used). *Foreign language programs:* Not accepted.

Electrical transcriptions: Have 200 records at 33½ r.p.m., and 3,000 at 78 r.p.m. *Best programs:* Popular and classical music, Mexican songs, and children's programs. *Artists bureau:* Yes; lists 18 artists.

Rates: 14-minute studio program, \$15; 14-minute transcribed musical program, \$6; with special transcribed music, \$12. 14-minute program, 30 times, at any available time, \$147; 60 times, \$280. Five-minute program, at any available time, \$2.50; at a special time, \$5. Thirty-word announcement, at any available time, \$.80; at a special time, \$1.50. Classified 60-word announcement, at any available time, \$.60.

Copy restrictions: No alcoholic beverages; patent medicines must be approved by the Board of Health. Commercials may not exceed 20% of program time, and must be given in Spanish.

XETW, TAMPICO

Operator: Flores y Martinez. *Address:* Ave. Madero 10, Oriente, Tampico. *Power:* 100 watts on 6045 kc. *Affiliation:* None. *Opened:* 1936. (Note: This station has permanent hookup with XEFW, and prices quoted under rates are for both stations).

Station and commercial managers, publicity directors: Flores & Martinez. *Chief engineer:* Jose Expedito Martinez. *Musical director, artists bureau head:* Checo Lopez y Ocampo.

Rep: Dr. Luis de la Rosa, Mexico. *News:* Obtained from newspapers of Mexico, D.F. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Use transcriptions furnished by advertising agency; turntables take recordings at 33 1/3 and 78 r.p.m. *Best programs:* Singers and orchestras. *Artists bureau:* Yes; lists 33 artists.

Rates: One hour, one to 9 times, \$28; 10

or more times, \$25. Half-hour, one to 9 times, \$15; 10 or more times, \$13. Quarter-hour, one to 9 times, \$10; 10 or more times, \$8. Five minutes, one to 9 times, \$3.50; 10 or more times, \$3. Announcements up to 50 words, one to 9 times, \$1.25 each time; 10 or more times, \$1.10. These prices are for station time and announcer, but do not include artists' service, remote control facilities, etc.

Copy restrictions: Accept beer and wine, but no hard liquor; patent medicines must be registered by the government.

XEC, TIJUANA

Operator: Luis Enrique Enciso. *Address:* Teatro Zaragoza, Tijuana, Baja California. *Power:* 100 watts on 1160 kc. *Affiliation:* None. *Opened:* Sept. 26, 1934.

Station head, station and commercial manager: Luis Enrique Enciso. *Chief engineer:* J. R. Luna. *Program director and artists bureau head:* Miguel Angel Penaloza. *Musical director:* B. Serrano. *Publicity director:* G. Rojas Corral.

Rep: J. M. Macias, 14th and Market Sts., San Diego, Calif. *News:* Obtained from special correspondents. *Merchandising:* None. *Foreign language programs:* Accept programs in any language, provided commercials are also given in Spanish. (Copy must be approved by a member of the station staff, assigned by the Federal Government.)

Electrical transcriptions: Turntables take records of any size, at 33½ and 78 r.p.m. *Best programs:* Humorous dialogue, press reports, radio news, drama and live talent music. *Artists bureau:* Yes, lists 10 artists.

Rates: One announcement, up to 90 words, \$0.50.

Copy restrictions: Accept beer and wine but no hard liquor. Patent medicines must be approved by, and doctors registered with, the Department of Health, before advertising may be accepted. No political or religious programs.

XEMO, TIJUANA

Operator: Fred Ferreira. *Address:* Apartado Postal No. 60, Tijuana, Lower California. *Power:* 5,000 watts on 860 kc. *Affiliation:* None. *Opened:* 1934.

Station manager and chief engineer: Fred Ferreira. *Commercial manager:* Dan Molina, Sr. *Program and publicity director:* Eugenio Carrasco.

Rep: None. *News:* Through own advertising department in Mexico City and local newspapers. *Merchandising:* Service available upon request. *Foreign language programs:* Accept programs in any language

MEXICO STATIONS—Continued

provided Spanish translation is submitted.

Electrical transcriptions: Have a library of recorded programs of unspecified make. Turntables take records at 33½ and 78 r.p.m. *Best programs:* Dance music, cowboy songs, folklore and semi-classical music. *Artists bureau:* None. (Program director will supply talent when required.)

Rates: No information given. Station states it sends price lists "when required."

Copy restrictions: Accept beer and wines but no hard liquor, nor any establishment selling same, such as bars, casinos, cabarets, etc. No religious or political broadcasts. All copy subject to government regulations.

XETF-XEFT, VERACRUZ

Operator: Jose Rodriguez Lopez. *Address:* Independencia No. 28, Veracruz. *Power:* XETF, 12 watts on 1220 kc; XEFT, 12 watts on 9550 kc. *Affiliation:* None. *Opened:* September, 1934. (Note: Jose Rodriguez Lopez also has a store for the sale and repair of radio sets.)

Owner and commercial manager: Jose Rodriguez Lopez. *Chief engineer:* Alejandro Melo. *Program director and artists bureau head:* Jesus Cardona. *Musical director:* Esteban Quevedo, Jr. *Publicity director:* Julio S. Carrasco.

Rep: None. *News:* Obtained from Station XEB and XEBT, Mexico City, which uses news from the daily *El Universal*. *Merchandising:* None. *Foreign language programs:* Accept programs in any language provided commercials are first given in Spanish.

Electrical transcriptions: Have about 5,000 records of unspecified make, at 33½ and 78 r.p.m. *Best programs:* Dance music and typical Mexican songs. *Artists bureau:* Yes; number of artists not given.

Rates: One hour, 1 to 11 times, 12 noon to 2 p.m. and 8 to 10 p.m., \$16; 12 to 25 times, \$14.50; 26 to 50 times, \$13; 51 to 100 times, \$12; 101 to 300 times, \$10. Half-hour, 1 to 11 times, 12 noon to 2 p.m. and 8 to 10 p.m., \$10; 12 to 25 times, \$8.50; 26 to 50 times, \$7.50; 51 to 100 times, \$6.75; 101 to 300 times, \$6. Quarter-hour, 1 to 11 times, 12 noon to 2 p.m. and 8 to 10 p.m., \$7; 12 to 25 times, \$6; 26 to 50 times, \$5; 51 to 100 times, \$4.50; 101 to 300 times, \$4. Five minutes, 1 to 11 times, 12 noon to 2 p.m. and 8 to 10 p.m., \$3; 12 to 25 times, \$2.75; 26 to 50 times, \$2.50; 51 to 100 times, \$2; 101 to 300 times, \$1.75. Broadcasts from 7 to 8 p.m. and 10 to 11 p.m., earn 10% discount on foregoing prices; from 10:30

a.m. to 12 noon, 12%. Announcements, to be given in commercial hours from 10:30 a.m. to 12 noon, 2 to 3 p.m., 6:30 to 8 p.m. and 10 to 11 p.m., \$0.03 per word. Contracts for 31 to 90 announcements earn 10%; 91 or more, 15%. Prices for announcements at any fixed time given on request. *Artists' services extra.*

Copy restrictions: No alcoholic beverages; no religious or political broadcasts. Patent medicines must be approved by the Board of Health.

XEU-XEUW, VERACRUZ

Operator: Fernando Pazos Sosa y Cia. *Address:* Ave. Independencia 98, Veracruz. *Power:* XEU, 250 watts on 1010 kc; XEUW, 20 watts on 6020 kc. *Affiliation:* None. *Opened:* 1930. (Note: Fernando Pazos Sosa is also head of the radio and hardware store, Casa Pazos.)

Director and head of all station departments: Fernando Pazos Sosa.

Rep: None. *News:* Obtained from the newspaper, *El Excelsior*. *Merchandising:* Service offered varies according to amount of advertising. *Foreign language programs:* Accept programs in any language, provided Spanish translation is also given.

Electrical transcriptions: Have 5,500 RCA Victor records, 10 and 12 inches, at 78 r.p.m. Turntables can also handle recordings up to 16 inches at 33½ r.p.m., if furnished by advertiser. *Best programs:* Tropical music and Mexican songs. *Artists bureau:* Yes; lists 43 artists.

Rates: 28-minute program, 7 to 9.30 a.m., 3 to 5.30 p.m. and 11 p.m. to midnight, \$6; 10 to 11.30 a.m. and 6 to 6.30 p.m., \$7; noon to 12.30 p.m., 2 to 2.30 p.m., 7 to 7.30 p.m. and 10 to 10.30 p.m., \$8; 1 to 1.30 p.m. and 8 to 9.30 p.m., \$10. Forty-word announcements, 7 to 9.30 a.m., 3.30 to 5.30 p.m. and 11.30 to midnight, \$0.60; 80 words, \$0.90; 150 words, \$1.20. Forty-word announcements, 10 to 11.30 a.m. and 6 to 6.30 p.m., \$0.70; 80 words, \$1.05; 150 words, \$1.40. Forty-word announcements, noon to 12.30 p.m., 2.30 to 3 p.m., 7 to 7.30 p.m. and 10.30 to 11 p.m., \$0.80; 80 words, \$1.20; 150 words, \$1.60. Forty-word announcements, 1 to 2 p.m. and 8 to 10 p.m., \$1; 80 words, \$1.50; 150 words, \$2. Classified announcements per day: 20 words for \$0.30; 50 words for \$0.60; 100 words for \$1; 150 words for \$1.25.

Copy restrictions: All advertising must adhere to the sanitary code and the communication, laws of the Mexican government.