



Presenting

A NEW AMBASSADOR
TO LATIN AMERICA
TO MEET
A NEW NATIONAL NEED





THE SECRETARY OF STATE
WASHINGTON

September 28, 1940

My dear Mr. Yandell:

Thank you for your interesting letter of September seventeenth telling me of your company's activities in the field of direct broadcasting to the other American Republics in Spanish and Portuguese.

In my judgment, every form of international communication which creates closer relationships and a better understanding between the people of the twenty-one American Republics is of particularly great value at this time.

Sincerely yours,

A handwritten signature in blue ink, reading "Cordell Hull". The signature is written in a cursive style with a large, sweeping initial "C".

Mr. Lunsford P. Yandell,
Director, International Commercial
Broadcasting,
National Broadcasting Co., Inc.,
30 Rockefeller Plaza,
New York, New York.

Let's look at Latin America!

Never before in the history of the Western Hemisphere has more attention been focused on Latin America. Day by day the southern Republics increase in importance politically, economically, and as factors of vital concern to the United States.

In his Columbus Day address to the nations of the Western Hemisphere, the President said:

"American radio stations will play their part in the new unity that has been built so solidly between the American nations during the past eight years. They must be effective instruments for the honest exchange and communication of ideas."

How can U. S. business use American radio stations as effective instruments toward cementing this new unity between the American nations?

By presenting entertaining and informative radio programs direct to Latin American audiences in Spanish and Portuguese, programs stressing the mutual value of a clearer understanding and closer relations between the twenty-one American republics, in the interest of hemisphere solidarity and of mutual national defense.

But the communication of ideas must not be a one way street. The programs that U. S. business leaders are now broadcasting direct to Latin Americans in their own languages are inviting the return of programs broadcast to us from below the Rio Grande.

This exchange and communication of ideas through the medium of radio programs is already producing sounder public relations for the twenty-five American business leaders who are broadcasting direct to Latin America today.

Enduring trade relations could not be built on a firmer base.





NBC Direct Radio Broadcasting

-the new Sales Ambassador to Latin America!

Never before has there been more urgent need or a finer chance for U. S. business to inaugurate broad, convincing public relations and sales campaigns to go directly to the peoples and markets of Latin America.

For such campaigns, what U. S. business needs in Latin America is, literally, a "sales" ambassador: a cordial and effective agent to interpret and promote its interests.

There is no more effective medium for furthering Latin American relations and promoting goodwill for U. S. advertisers and their products than NBC's newly developed direct short wave broadcasting service.

For the first time, international advertisers are offered a radio medium whose advanced facilities, comprehensive coverage and promotion possibilities all compare favorably with the advantages enjoyed by national network advertisers in the United States.

The same marked successes in sales and public relations achieved by national network broadcasting are now made possible internationally by NBC's direct broadcasting to Latin America.

This new radio service to Latin America is available during the nine best hours of the day and night to U. S. advertisers to present their products and services in Latin American markets and in the language of their customers.

**Relative time in Latin American capitals
when it is 12:00 noon—EST in New York:**

ASUNCION . . . 2:00 PM (Summer Time)
BOGOTA . . . 12:00 NOON
BUENOS AIRES . . . 2:00 PM (Summer Time)
CARACAS . . . 12:30 PM
CIUDAD TRUJILLO . . . 12:20 PM
GUATEMALA . . . 11:00 AM
HAVANA . . . 12:00 NOON
LA PAZ . . . 1:00 PM
LIMA . . . 12:00 NOON
MANAGUA . . . 11:00 AM
MEXICO CITY . . . 11:00 AM
MONTEVIDEO . . . 1:30 PM
PANAMA . . . 12:00 NOON
PORT-AU-PRINCE . . . 12:00 NOON
QUITO . . . 12:00 NOON
RIO DE JANEIRO . . . 2:00 PM
SAN JOSE . . . 11:00 AM
SAN JUAN . . . 1:00 PM
SAN SALVADOR . . . 11:00 AM
SANTIAGO . . . 1:00 PM (Summer Time)
TEGUCIGALPA . . . 11:00 AM

**NBC DIRECT SHORT WAVE
BROADCASTING STATIONS**



WNBI • 50,000 watts

WRCA • 50,000 watts

- 17,780 Kilocycles
- 11,890 Kilocycles
- 6,100 Kilocycles
- 21,630 Kilocycles
- 9,670 Kilocycles

NEW YORK



Here's Latin America -our greatest foreign trade frontier!

CONSIDER THE MARKET!

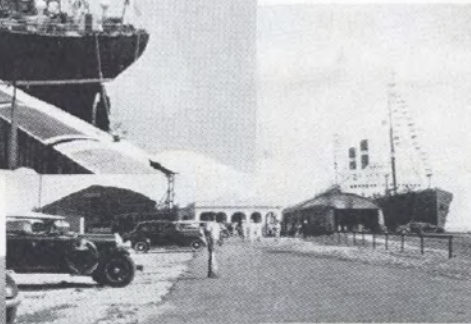
Shrewd, farsighted U. S. advertisers realize that Latin America is our greatest foreign industrial and trade frontier. Within its areas are Spanish and Portuguese speaking populations totaling 132,000,000 people, who in 1939 spent \$719,869,000 on U. S. imports alone, and who own over 4,000,000 radio receiving sets.

Since the outbreak of the war, there has been a marked increase in U. S. exports to Latin America. In 1939, U. S. companies did \$75,000,000 or 11% more export business with Latin American countries than in 1938. The first six months of 1940 show an increase of \$138,781,000 or 44% in U. S. exports to Latin America over the same period last year. (For detailed data, see the last page of this book.)

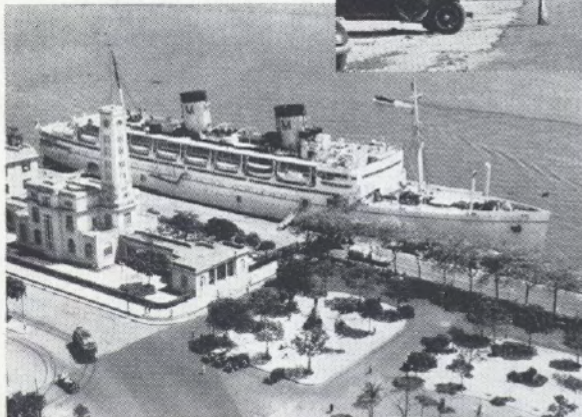
While war in Europe and Asia curtails previous sources of supplies to Latin America, aggressive companies are taking advantage of this opportunity to safeguard their interests through increased business with the southern republics. U. S. business is rapidly realizing the necessity for creating goodwill in these markets where the development of natural resources, industrial progress and rising standards of living demand more and more of the kind of goods and services offered by the United States.



Puerto Colombia



Kingston



Rio de Janeiro



Airport at Rio



Rio Opera House

WHAT ABOUT RADIO FAMILIES?

To international radio advertisers, the important consideration is the size and type of listening audience they can count on to hear their programs. What these radio advertisers want to know is:

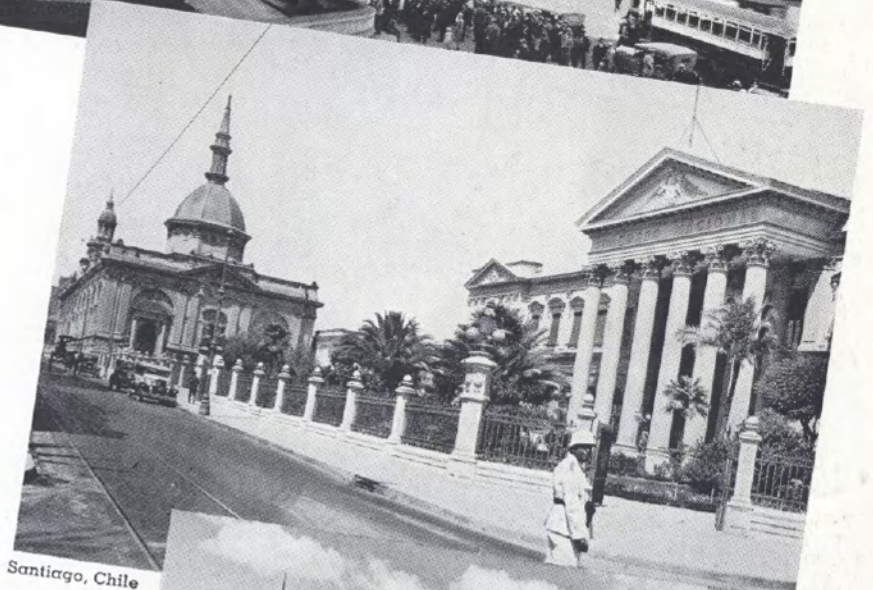
"How many radio families can we reach through NBC's direct short wave service to Latin America?"

Of the 4,021,470 radio families in Latin America, it is estimated that 2,462,110 are short wave listening families, representing a vast audience. To these are added great numbers of listeners who hear NBC short wave programs simultaneously picked up and re-broadcast by local Latin American stations.

Local stations often broadcast programs on both long wave and short wave bands simultaneously in order to reach all types of receiving sets in use. In this connection it should be remembered that topographical obstructions and atmospheric disturbances common to the southern hemisphere have less effect on short wave transmission than on long wave broadcasting.

In Latin America, short wave listening is widespread, for while there are only 12 short wave broadcasting stations in the United States, there are nearly 200 spread throughout Latin America. This has caused the ownership of "all-wave" receiving sets to grow rapidly. Approximately, 95% of all receiving sets exported from the U. S. to Latin America are all-wave sets.

Both European and U. S. programs have developed regular audiences in Latin America with fixed listening habits. Sales of foreign all-wave sets in Latin America show a tremendous increase.



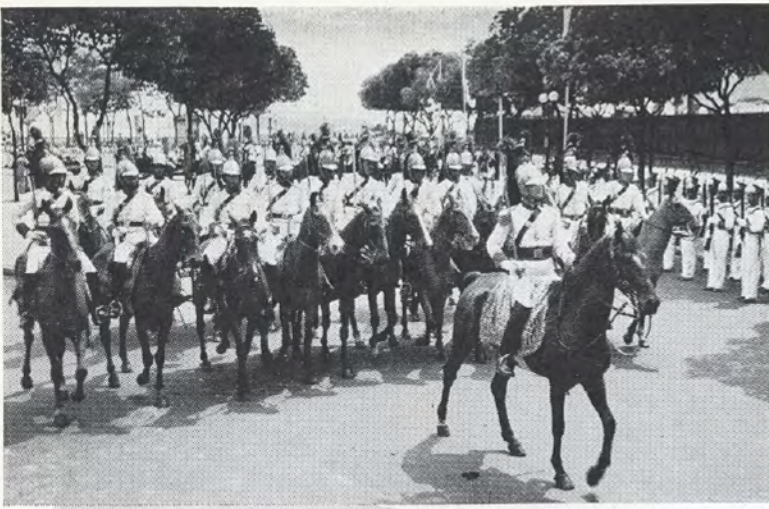
WHO LISTENS IN LATIN AMERICA?

NBC's Latin American short wave audience falls into four major classes of listeners. Among the most consistent and important users of short wave radio receivers are government officials — both national and civic. As a matter of business they must follow local as well as world affairs, and do so by listening to radio, the mouthpiece of many modern governments.

A second group comprises wealthy, influential landowners, mineowners, industrialists and others who spend part of each year away from cities and out of reach of current newspapers. They depend on radio both for news and entertainment, and are particularly receptive to the type of programs being broadcast by U. S. companies direct to Latin America.

Typical of radio audiences the world over is the third group—the rank and file of Latin American consumers who make up the largest listening group. They are also the most articulate, judging from mail responses received by NBC's International Division.

Finally, there is a class of listeners not found extensively in the U. S. This group does not own radio sets, but hears NBC short wave programs on community-owned all-wave receivers through loudspeakers set up in public plazas, streets and market places, often for government purposes. In certain Latin American countries, these receivers are very numerous, and attract thousands of daily listeners. Among these listeners are many who can only be reached through the spoken word. They are important, too, in moulding public opinion.



Presidential Guard—Brazil



Jockey Club—Rio



Subway—
Buenos Aires



Market—Peruvian Andes

WHY NBC DIRECT BROADCASTING?

Direct broadcasting is the only means of reaching all of Latin America simultaneously. There are no networks covering Latin America such as exist in this country.

Realizing the existence of a well-defined, responsive radio audience throughout Latin America, and conscious of the need of U. S. export advertisers for an effective, over-all coverage of this valuable audience, NBC has developed its Latin American service as a highly acceptable and effective medium for fostering goodwill and creating sales for U. S. business in Latin America.

Twelve years ago, the National Broadcasting Company began world-wide broadcasting under experimental licenses from the U. S. Government. By July 1937, NBC was broadcasting to Europe and Latin America on a sixteen-hour-a-day schedule, using six languages in all. This full program service continues today and includes six hours of Spanish, two hours of Portuguese and one hour of English directed to Latin America during the best evening hours.

From its inception, this direct service has had the benefit of RCA's technical resources—the only organization in the world which is active in all phases of radio, from the construction of complete transmitting facilities and receiving sets to the operation of worldwide communication systems and nationwide broadcasting networks.

The same wealth of radio experience, the same superior technical facilities, the variety of talent and the program building skill behind NBC's domestic network presentations are available to NBC short wave advertisers to Latin America.

What is short wave radio?

SOME TECHNICAL ANGLES

NBC short wave broadcasts are transmitted on high frequencies, commonly called short waves. Television also travels on high frequencies, as does radio facsimile and frequency modulation broadcasting. These short waves, traveling with the speed of light, are more efficient and deliver more powerful signals at great distances than the standard radio frequencies used in our domestic long wave broadcasting. Moreover, short waves are less subject to atmospheric and geographic interference.

Technical advances in short wave radio broadcasting and receiving have been as great as those in television and facsimile transmission but less spectacular.



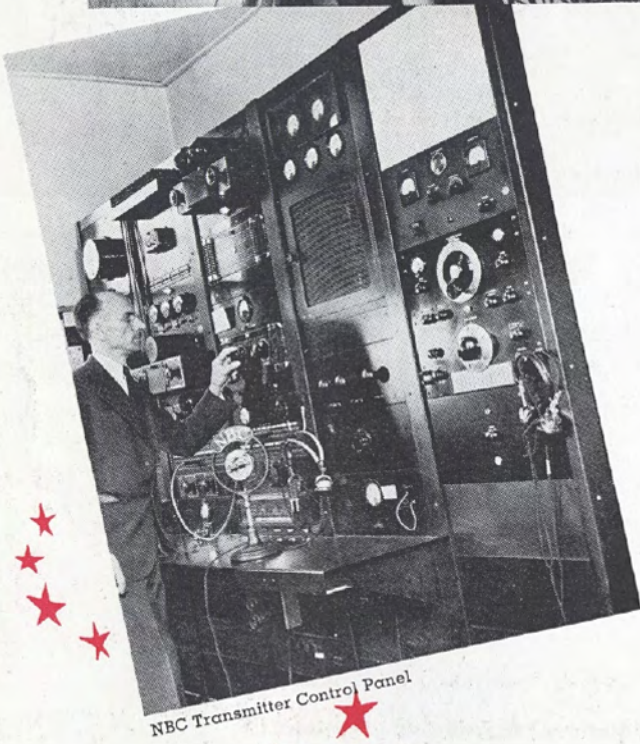
NBC Directional Short Wave Antenna



For example, directional antennas are now used to concentrate powerful radio signals on distant lands. These antennas focus short waves in a predetermined direction creating a radio beam. They produce much the same effect on radio transmission as a reflector does on a searchlight.

Regular signal strength tests by government and commercial radio experts in Buenos Aires, Rio de Janeiro, Montevideo and key market centers throughout Latin America, provide a constant check on frequencies and power best suited for the coverage a U. S. advertiser wants. Good short wave reception is dependent upon these factors, as well as upon a knowledge of the listening habits of Latin American audiences.

Fortunately for U. S. advertisers, north-south transmission from New York to Latin America is aided by the earth's magnetic currents, an advantage not always enjoyed by European stations broadcasting toward the Western Hemisphere.



NBC Transmitter Control Panel

ABOUT STATIONS & FACILITIES

The secret of successful short wave broadcasting is multiple transmission—carrying the same program simultaneously on at least two transmitters and two frequencies. This multiple transmission increases the reliability of reception and is almost universally practised among foreign nations.

All NBC foreign programs are carried simultaneously on its two short wave radio stations WRCA and WNBI, located at Bound Brook, New Jersey, with studios in Radio City, New York.

Recently the Federal Communications Commission granted NBC an additional frequency, and the power of NBC's two international stations is now being doubled, while new antenna systems are being erected to increase further the effective power of the stations. With each station using 50,000 watts power, NBC's Latin American broadcasting service will cover additional markets and listeners throughout the southern hemisphere.

THE HUMAN SIDE

Each week, a competent and experienced staff of more than forty men and women prepares NBC's international programs in six foreign languages. These programs are built to inform and entertain listeners in every Latin American country.

Successful broadcasts, with their established listening audiences, do not just happen. Back of them are years of experience and many hours of preparation. NBC's Spanish and Portuguese broadcasts develop and hold listeners because the programs are designed specially for these audiences. NBC strives to perform its world-wide good neighbor service by presenting entertaining and informative programs created primarily for foreign listeners and their interests.

Reliable news, great music, drama, education, sports, special events and many of the outstanding network programs and public service features which make NBC the world's largest broadcasting system, are offered to foreign listeners in their own languages, at hours convenient to their own time zones and ways of life.

But more interesting is the fact that NBC's international programs are specially prepared in the languages of its foreign audiences.

In addition to its English programs, specially prepared for English speaking audiences in foreign lands, 69% of all of NBC foreign broadcasting is done in foreign languages.



*In Latin America, they listen
— and answer in three languages!*

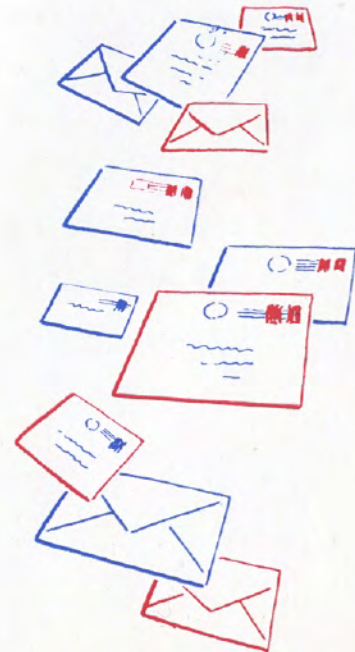


NBC Latin American mail

THROUGH THE MAIL BAG

Convincing proof of audience interest and fixed listening habits is the ever-increasing stream of letters, pictures and other responses from foreign listeners to NBC's short wave programs. Many comments include special praise for the non-sectional pronunciation of Spanish and Portuguese by NBC announcers.

Analysis of NBC international mail response discloses a convincing story of coverage and audience interest. Last year, over 39,000 letters were received from the foreign audience. Foreign mail returns are expected to reach a total of 80,000 this year. Spanish mail shows a particularly marked increase over 1939.



IN THE LISTENERS' LANGUAGE

★ I get London, Berlin and Moscow quite well, but your station comes in stronger and clearer. Recently I was seated in a park in a distant city in the evening. I noticed the people grouping around a loud speaker in the middle of the park. I soon learned the reason—they were awaiting the news from Radio City. . . . RIO GRANDE DO SUL, BRAZIL

★ I only have words of praise for the reception of your transmissions which are absolutely perfect in this city, making one believe it were a local station. . . . BUENOS AIRES, ARGENTINA

★ Everybody in this locality is extraordinarily pleased to hear your programs so clearly and with such perfection, especially the magnificent news bulletin of the "Spanish Hour." Due to the unfavorable atmospheric conditions in this tropical village at the coast of the Mexican Gulf, most of the local and South American short wave stations offer poor reception, while your broadcasts are so impeccably clear that we forget our receiving set, imagining that we have the announcer in the same room with us. . . . VERA CRUZ, MEXICO

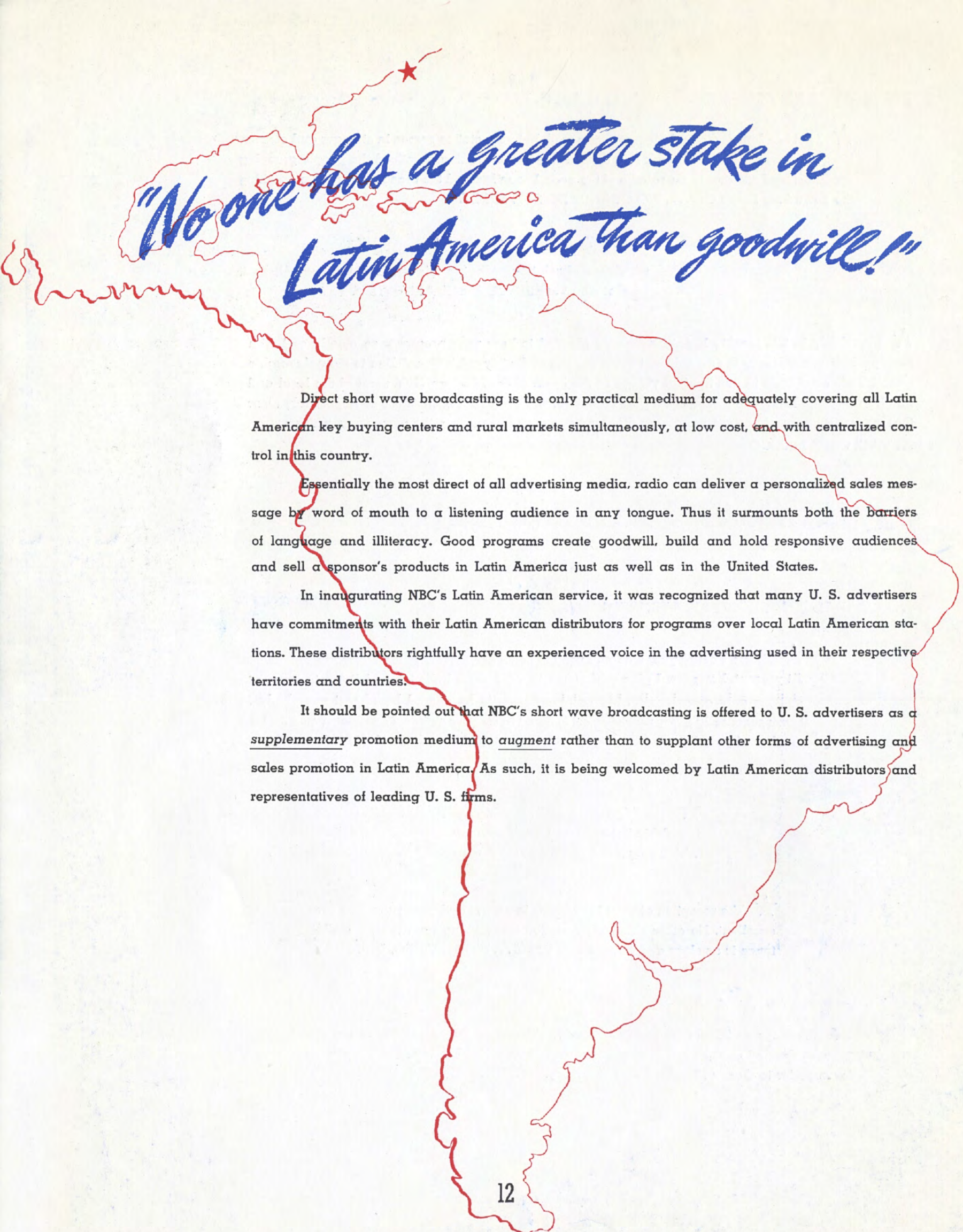
★ I am a great fan of your broadcasting station. Your daily programs are extremely interesting and enjoy an "immense popularity" in this capital. In my opinion, the National Broadcasting Company is one of the most efficient co-operators and also one of the strongest ties of love and brotherhood which unite the "Great Democracy of the North" with the countries "South of the Rio Grande." . . . CIUDAD TRUJILLO, DOMINICAN REPUBLIC

★ Before I heard your station, I used to listen exclusively to the European broadcasts. At present, however, I give preference to your news bulletins and listen to European stations only occasionally. My opinion seems to be shared by almost everybody in town; practically every receiving set is tuned in on your station. I can assure you that the number of your listeners has increased at least 50%. . . . Near HAVANA, CUBA

★ The "Spanish Hour" rates highly because of its culture and propagation of friendship between all Latin American countries and the United States, a nation which only a few years ago we doubted and feared. . . . GIRARDOT, COLOMBIA

★ The reception of your broadcasts is perfect and your programs are excellent. No other short wave station transmitting from a similar distance is as clear and powerful as yours. . . . MONTEVIDEO, URUGUAY

★ Greetings and heartiest congratulations from this southernmost city in the world. Special mention must be made of your news bulletin which I consider one of the best—far superior to those of England and Germany. . . . PUNTA ARENAS, CHILE



*"No one has a greater stake in
Latin America than goodwill!"*

Direct short wave broadcasting is the only practical medium for adequately covering all Latin American key buying centers and rural markets simultaneously, at low cost, and with centralized control in this country.

Essentially the most direct of all advertising media, radio can deliver a personalized sales message by word of mouth to a listening audience in any tongue. Thus it surmounts both the barriers of language and illiteracy. Good programs create goodwill, build and hold responsive audiences and sell a sponsor's products in Latin America just as well as in the United States.

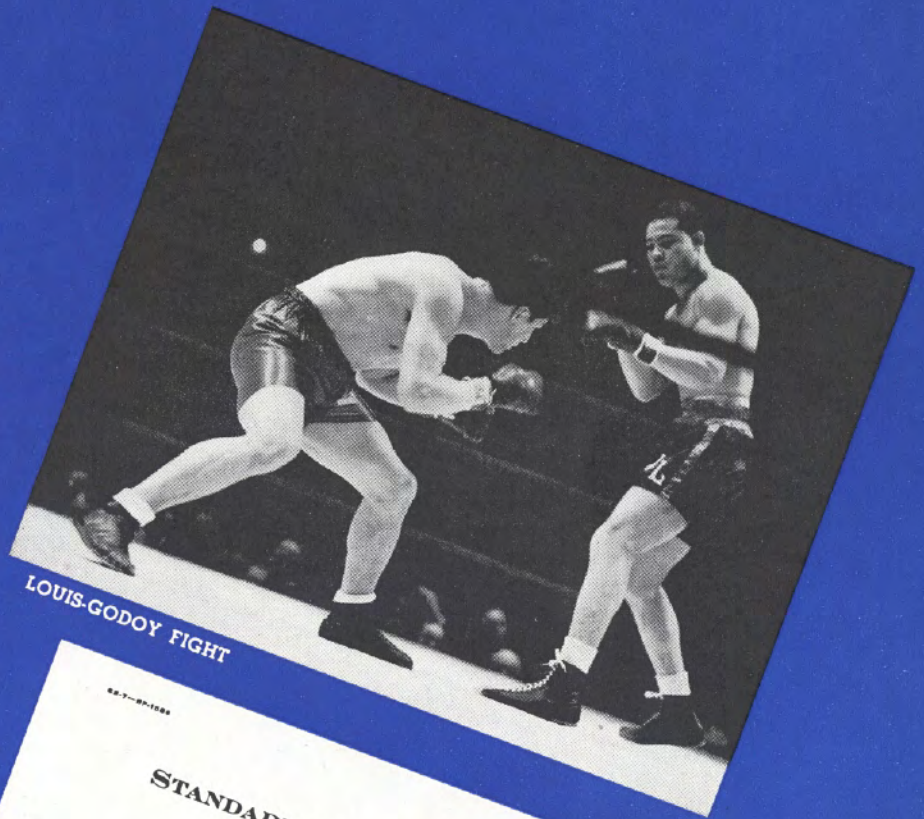
In inaugurating NBC's Latin American service, it was recognized that many U. S. advertisers have commitments with their Latin American distributors for programs over local Latin American stations. These distributors rightfully have an experienced voice in the advertising used in their respective territories and countries.

It should be pointed out that NBC's short wave broadcasting is offered to U. S. advertisers as a supplementary promotion medium to augment rather than to supplant other forms of advertising and sales promotion in Latin America. As such, it is being welcomed by Latin American distributors and representatives of leading U. S. firms.

Getting Results!

U. S. advertisers using this service have already achieved satisfactory results. For example, almost 35,000 letters were received from Latin American listeners who enjoyed NBC's short wave broadcast of the Joe Louis-Arturo Godoy championship fight on February 9, 1940, at Madison Square Garden. The Standard Oil Company of New Jersey, sponsor of this broadcast, is now planning a series of NBC short wave programs to further its goodwill and sales efforts in Latin American markets.

RCA-Victor, first sponsor to use NBC's new service, received 10,000 entries to a contest offering Victor records as prizes. Three thousand records were delivered to the winners, covering almost every southern republic.



LOUIS-GODOY FIGHT

STANDARD OIL COMPANY OF NEW JERSEY
30 ROCKEFELLER PLAZA
NEW YORK May 10, 1940

Mr. Lunsford P. Yandell, Director,
International Commercial Broadcasting
National Broadcasting Company Inc.,
Radio City,
New York, N. Y.

Dear Mr. Yandell:

We are now in a position to appreciate and gauge the full effect of your February 9th broadcast for us to Latin America of the Louis-Godoy fight.

The reaction of our Latin American affiliates and of our own field organization, combined with the quality and quantity of the mail actually received from Latin American listeners as a result of the fight leaves us in no doubt as to:

1. That there exists in Latin America a substantial audience for NBC's new Latin American broadcasting service.
2. The effectiveness of broadcasting directly from this country to the republics to the south of us, and the value of such overall radio coverage of Latin America as offered by NBC.

It is our feeling that your new service supplies a definite and growing need of those American industries that have large sales or investments in Latin America. Our experience with this broadcasting effort convinces us that the effectiveness of your service should assure it an important place in developing sound and lasting relationships with Latin America.

We are truly appreciative of the excellent job done by you and your company for us on the Louis-Godoy broadcast. We believe you will be glad to know that it was of definite help to us in accomplishing the public relations and sales promotional objectives which caused us to make this broadcasting investment and has given us a lively appreciation of the possibilities of sustained programs through the medium of your new broadcasting service.

Very truly yours,
W. B. Miller

GRM/ESK

DIRECT BROADCASTING CLIENTS

More evidence that clients are "getting results" with direct broadcasting to Latin America, are NBC's short wave contract renewals. For example, the Astor Hotel, after 13 weeks of Spanish programs, renewed its contract for another series. Broadcasts will originate at the hotel on Times Square, New York, and will feature music and entertainment from the hotel.

Here is a list of nationally known organizations who have accepted this new service and whose programs are either on the air or in preparation:

FRED A. MUSCHENHEIM
President

R. K. CHRISTENBERRY
Vice President and General Manager

HOTEL ASTOR

Times Square, New York

Telephone, Circle 6-8000

September 20, 1940

Mr. Lunsford P. Yandell, Director
International Commercial Broadcasting
National Broadcasting Company
30 Rockefeller Plaza
New York City, N. Y.

Dear Mr. Yandell:-

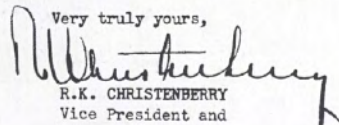
In renewing our contract for NBC's direct broadcasting service to Latin America, I have certain observations to make that I think will help and encourage your company to further expand this worthwhile service.

First, our own reaction to the results accomplished by our first thirteen weeks of broadcasting in Spanish are obviously favorable, or we would not be renewing our contract. The facts are that the response to this broadcast has indicated that our programs are heard and appreciated in parts of Latin America which we are sure could not be reached through any other medium. This response indicates an extraordinarily wide coverage. In addition to response in the form of letters, the program has produced tangible results by bringing to us as guests Latin Americans whose interest in this hotel and its entertainment facilities was aroused directly by our broadcasts.

Second, I want you to know that we heartily subscribe to the belief that at this time no important channel of communication with the people of Latin America should be neglected. You are offering a new and, apparently, a most effective channel of communication. Through it, we are glad to be participating with other leading organizations in creating closer ties with the twenty Latin American Republics by presenting our part of the broad picture of what democracy gives to the people of this country. We feel that the presentation of such a picture has a definite and important place in solving the vital and growing problem of national defense.

Finally, may I say that it has been a pleasure to work with you and your associates and that your staff has spared neither time nor effort to give our programs maximum quality and effectiveness.

Very truly yours,


R.K. CHRISTENBERRY
Vice President and
General Manager

- ★ Adam Hat Stores, Inc.
- ★ Astor Hotel
- ★ S. C. Johnson & Son, Inc.
- ★ RCA Manufacturing Co., Inc.
- ★ Radio-Keith-Orpheum Corp.
- ★ Standard Oil Co. of New Jersey
- ★ The Texas Company
- ★ United Fruit Company



RCA Building—Radio City—New York



INTERNATIONAL DIVISION
NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

Over-all coverage at low cost!

The cost of reaching the promising, war-free Latin American markets by NBC's direct radio service is extremely low. U. S. export advertisers can buy a quarter-hour period on both WRCA and WNBI for as little as \$33.00 per program. NBC has priced its new service this low to encourage its widespread use not only as a service to advertisers, but as a service to the nation.

Obviously, NBC's Latin American broadcasting costs far less in relation to the size of the reachable audience than domestic broadcasting in the United States.

A current rate card showing time costs for broadcasts in either Spanish, Portuguese or English, and discounts and rebates allowed for consecutive broadcast periods, will be mailed upon the return of the attached post card.

GENTLEMEN:

You may send me a rate card and continue to keep me posted regarding further developments in NBC's Latin American Broadcasting Service.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

◀ **TURN THIS PAGE FOR RADIO & MARKET FIGURES**

Consider Latin America!

-new trade horizons for U.S. Commerce and Industry!

LATIN AMERICA

COUNTRY	POPULATION	TOTAL RADIO FAMILIES	SHORT WAVE RADIO FAMILIES
ARGENTINA	12,958,000	1,400,000	910,000
BOLIVIA	3,226,000	21,600	10,800
BRAZIL	46,116,000	1,000,000	600,000
CHILE	4,597,000	190,000	65,000
COLOMBIA	8,702,000	130,000	78,000
COSTA RICA	623,000	20,000	14,000
CUBA	4,228,000	275,000	175,000
DOMINICAN REPUBLIC	1,581,000	7,000	4,900
ECUADOR	3,200,000	7,500	5,250
EL SALVADOR	1,460,000	10,500	8,400
GUATEMALA	3,002,000	14,000	8,400
HAITI	3,000,000	2,700	2,430
HONDURAS	963,000	16,000	12,800
MEXICO	19,154,000	450,000	225,000
NICARAGUA	1,172,000	4,200	4,200
PANAMA	595,000	18,000	14,400
PARAGUAY	955,000	11,200	8,960
PERU	6,500,000	50,000	30,000
URUGUAY	2,093,000	160,000	112,000
VENEZUELA	3,491,000	138,000	82,800
TOTAL FOR 20 REPUBLICS	127,616,000	3,925,700	2,372,340
PUERTO RICO	1,724,000	60,000	54,000
BARBADOS	193,000	1,900	1,900
BERMUDA	31,000	5,000	5,000
JAMAICA	1,174,000	6,000	6,000
TRINIDAD AND TOBAGO	465,000	5,000	5,000
OTHER BRITISH WEST INDIES	297,000	2,260	2,260
BRITISH GUIANA	338,000	1,800	1,800
BRITISH HONDURAS	58,000	1,150	1,150
DUTCH GUIANA	173,000	2,500	2,500
DUTCH WEST INDIES	101,000	2,780	2,780
FRENCH GUIANA	37,000	80	80
FRENCH WEST INDIES	555,000	7,300	7,300
TOTAL FOR OTHERS	5,146,000	95,770	89,770
GRAND TOTAL	132,762,000	4,021,470	2,462,110

UNITED STATES EXPORTS

COUNTRY	1938	1939	% CHANGE	JAN.-JUNE 1939	JAN.-JUNE 1940	% CHANGE	COUNTRY
ARGENTINA	\$ 86,793,150	\$ 71,113,502	-18.1	\$ 27,560,715	\$ 63,975,686	+132.1	ARGENTINA
BOLIVIA	5,394,795	4,512,103	-16.4	2,451,093	3,826,621	+ 56.1	BOLIVIA
BRAZIL	61,956,950	80,440,605	+29.8	33,366,141	61,084,841	+ 83.1	BRAZIL
CHILE	24,603,153	26,788,855	+ 8.9	11,154,799	22,022,721	+ 97.4	CHILE
COLOMBIA	40,862,264	51,294,529	+25.5	24,505,131	27,676,659	+ 12.9	COLOMBIA
COSTA RICA	5,448,505	9,786,121	+79.6	3,940,050	5,420,571	+ 37.6	COSTA RICA
CUBA	76,331,437	81,643,791	+ 7.0	36,479,647	43,393,526	+ 19.0	CUBA
DOMINICAN REPUBLIC	5,695,547	6,780,386	+19.0	3,037,927	3,260,472	+ 7.3	DOMINICAN REPUBLIC
ECUADOR	3,310,925	5,900,300	+78.2	2,180,739	3,851,911	+ 76.6	ECUADOR
EL SALVADOR	3,525,628	4,172,238	+18.3	1,809,789	2,397,615	+ 32.5	EL SALVADOR
GUATEMALA	6,860,847	8,573,760	+25.0	4,002,553	4,838,185	+ 20.9	GUATEMALA
HAITI	3,642,374	5,140,147	+41.1	2,263,087	2,148,216	- 5.3	HAITI
HONDURAS	6,292,011	5,811,868	- 7.6	2,724,405	3,368,127	+ 23.6	HONDURAS
MEXICO	62,016,305	83,177,165	+34.1	40,019,861	44,593,546	+ 11.4	MEXICO
NICARAGUA	2,806,644	4,297,367	+53.1	2,004,861	2,861,638	+ 42.7	NICARAGUA
PANAMA	24,407,115	32,614,617	+33.6	12,374,642	28,717,940	+132.1	PANAMA
PARAGUAY	643,661	675,230	+ 4.9	368,965	719,779	+ 95.1	PARAGUAY
PERU	16,891,780	19,246,327	+12.2	8,316,139	12,347,151	+ 48.5	PERU
URUGUAY	5,059,889	5,177,353	+ 2.3	1,461,109	5,595,325	+283.0	URUGUAY
VENEZUELA	52,278,182	61,951,502	+18.5	28,827,202	36,396,685	+ 26.3	VENEZUELA
TOTAL FOR 20 REPUBLICS	\$494,821,162	\$569,097,666	+15.1	\$248,848,855	\$378,497,215	+ 52.1	TOTAL FOR 20 REPUBLICS
PUERTO RICO	80,746,030	86,450,856	+ 7.1	35,556,753	49,626,514	+ 40.0	PUERTO RICO
BARBADOS	953,876	1,374,301	+44.1	525,672	323,385	- 62.6	BARBADOS
BERMUDA	3,951,172	3,562,830	- 9.8	2,115,027	1,394,959	- 51.6	BERMUDA
JAMAICA	5,745,938	5,904,864	+ 2.8	2,654,084	2,284,054	- 16.2	JAMAICA
TRINIDAD AND TOBAGO	7,442,730	6,947,774	- 6.7	2,764,000	3,641,746	+ 31.8	TRINIDAD AND TOBAGO
OTHER BRITISH WEST INDIES	3,469,887	3,407,218	- 1.8	1,766,449	1,901,675	+ 7.7	OTHER BRITISH WEST INDIES
BRITISH GUIANA	1,025,462	1,276,767	+24.5	511,614	646,962	+ 26.5	BRITISH GUIANA
BRITISH HONDURAS	1,056,593	1,021,433	- 3.3	486,468	608,616	+ 25.1	BRITISH HONDURAS
DUTCH GUIANA	766,526	915,154	+19.4	335,713	1,185,825	+253.2	DUTCH GUIANA
DUTCH WEST INDIES	42,766,879	38,377,729	-10.3	18,413,888	12,420,596	- 48.3	DUTCH WEST INDIES
FRENCH GUIANA	118,603	90,984	-23.3	56,775	44,510	- 27.6	FRENCH GUIANA
FRENCH WEST INDIES	2,009,124	1,441,823	-28.2	613,297	853,209	+ 39.1	FRENCH WEST INDIES
TOTAL FOR OTHERS	\$150,052,820	\$150,771,733	+ 4.8	\$65,799,740	\$74,932,051	+ 13.9	TOTAL FOR OTHERS
GRAND TOTAL	\$644,873,982	\$719,869,399	+11.6	\$314,648,595	\$453,429,266	+ 44.1	GRAND TOTAL



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