

Hugh Lavington-Evans and Cyril Teed worked on the opening stages of the scheme but the final stages were carried through by Gordon Williams, now Manager, Broadcasting Division, and Pedro Martinez. Pedro worked in Mexico City at the offices of our agent Mauricio Gerdes for several weeks on and off at the time of the presentation of the tenders, planning and costing different schemes put forward by the customer.

It became a most exciting contest with other American competitors, he says. Many times the scheme was altered or our prices undercut, and the tense struggle went on for weeks.

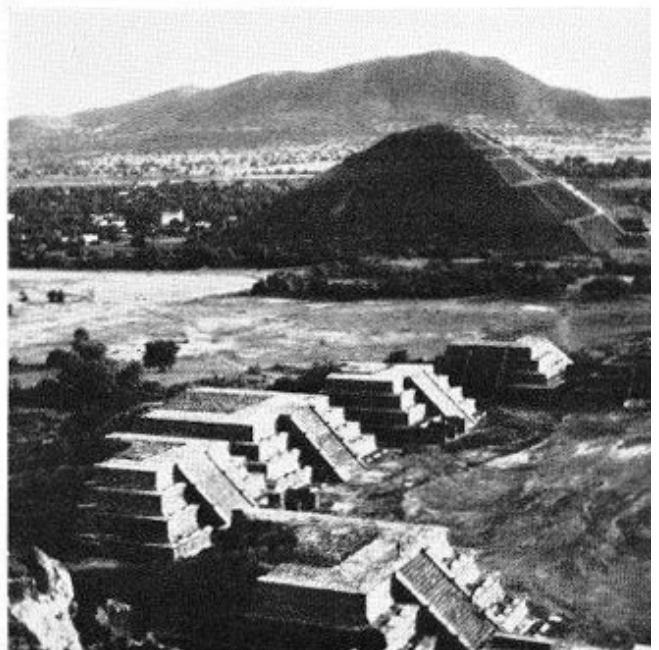
'I was constantly in touch with the Division at home, and had a tremendous backing from them. I would telex my technical queries and problems at 11 p.m., about 4 a.m. in London, and receive

LEFT: The Latino Americana building in Mexico City, claimed to be the tallest building in Latin America. The Marconi television transmitting aerial will be cited on the top of this building with the 20 kW transmitter in the basement

RIGHT: The old and the new. Mexico City has big new avenues and many modern buildings. This picture was taken from a hotel off Reforma Avenue and the top of the statue of independence, which is in the avenue, is on the right. The houses in the foreground are of the old Spanish colonial style and are the homes of many television viewers. The population of Mexico City is over 6,000,000 and the country is as big as Western Europe

Broadcasting Division win export contract for new TV station

A GREAT DEAL of design, planning and costing work was done by engineers of Broadcasting Division both at home and in Mexico for nearly twelve months before the recent announcement that Mexico City's new television station would be a Marconi installation.



Mexico is a land of contrasts. Only twenty miles from Mexico City are some of the finest Aztec relics. Here in the foreground is the Pyramid to the Moon photographed by Pedro Martinez, a television sales engineer of Broadcasting Division, who climbed the Pyramid to the Sun to get the picture. Each pyramid is about the height of St. Pauls Cathedral



RIGHT: Colour television is already in operation in Mexico and broadcast by means of Marconi Mark VII colour cameras. These cameras were bought last year by Telesistema Mexicano S.A., who operate three major television networks in Mexico. This Company also has thirty-six black-and-white Marconi cameras in operation. On the right is one of our Mark VII cameras ready to televise the fight between Saldivar, the world featherweight champion, and Howard Winstone, the British champion. Saldivar retained his title and announced his retirement after the fight [Pedro Martinez]

answers worked out in detail in time for me to submit them at lunch time the next day. It was terrific.

Now the contract is in our hands, and Corporacion Mexicana de Radio Y Television S.A. de C.V. will install Marconi equipment in the complete new station. The order includes transmitters, aerial arrays, cameras, a full range of studio equipment, sound and lighting systems, and even grand pianos.

Black-and-white and colour programmes will be transmitted on 525 line standards on channel 13 in band III. The installation will be supervised by our engineers, and the station is expected to be on the air by the autumn.

