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937.61/2-2653

FOREIGN SERVICE DESPATCH

FROM AMEMBASSY, HABANA

1334

TO THE DEPARTMENT OF STATE, WASHINGTON.

DEPARTMENT OF STATE  
February 26, 1953

REF Embassy Despatch No. 920 of December 9, 1952

BUREAU OF  
INTERAFFAIRS  
13-2-1953

18	ACTION	DEPT.					
For Dept.	ARA		OLI	IFI	IPS	SA/M	
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SUBJECT: Closing of The Havana Herald

As predicted at the end of the reference despatch, the Havana Herald, one of Cuba's two English-language newspapers, has announced that it will cease publication on February 28 because of "increasing production costs and prevailing business conditions."

The Herald has been losing an average of \$2,100 a month the past year and has not been able to take an appreciable amount of business away from the 50-year-old Havana Post. The Herald's circulation is fewer than 500.

The Herald was established in September 1950 by Amadeo Barletta, Jr., at the suggestion of Francis McCarthy, the United Press Bureau Chief in Habana, who installed his wife as the nominal Manager. McCarthy has been running the Herald with one hand while continuing with United Press.

The decision to close the Herald was dictated by Barletta's desire to divert his capital into television. In company with his father, Barletta this month opened a fourth television channel in Habana, Channel 2. He incurred considerable expense in the construction of studios and equipment, and decided that to continue a losing proposition like the Herald, which he started as more or less a plaything, was not smart business.

The Herald, a 16-page tabloid, employs four Americans and a handful of Cubans, most of whom have found other jobs. The printing is done by Barletta's newspaper El Mundo where the Herald has its offices.

The Havana Post, owned by Mrs. Clara Park Pessino, is a regular-size paper with a circulation varying between 5,000 and 7,000. It has improved considerably because of the competition afforded by the Herald.

For the Ambassador:

*Richard G. Cushing*  
Richard G. Cushing  
Information Officer

RG Cushing/fmr  
REPORTER

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FOREIGN SERVICE DESPATCH

937.61/3-553

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FROM : AMEMBASSY, HABANA

1373  
DESP. NO.

TO : THE DEPARTMENT OF STATE, WASHINGTON. - 1 Enc. March 5, 1953

REF :

DEPARTMENT OF STATE  
BUREAU OF  
INTER-AMERICAN AFFAIRS

41 For Dept. Use Only EP	ACTION- ARA*	DEPT.	OLI	IFI	IPS
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SUBJECT: Transmitting a Copy of Anti-Trujillo Publication

There is enclosed for the information of the Department, in the event that it has not already come to its attention, a copy of a publication entitled "Quisqueya Libre". This small 12-page periodical is understood to be published by the Dominican Revolutionary Party (Partido Revolucionario Dominicano) and is printed in Habana. It describes itself as "for the reestablishment of democracy in the Dominican Republic" and "at the service of the anti-Trujillo cause".

For the Chargé d'Affaires, a.i.:

Earl T. Crain  
Acting Counselor of Embassy

Enclosure:  
Publication entitled "Quisqueya Libre"

Copy to: Amembassy, Ciudad Trujillo

FCFornes, Jr.:rc  
REPORTER

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