

FOREIGN SERVICE OF THE UNITED STATES OF AMERICA

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TO : Department of State

1 Enclosure

FROM : HABANA 569 September 12, 1950

937.61/9-1250

REF :

SUBJECT : Cuba Has New English-Language Newspaper, The Havana Herald

DEPARTMENT OF STATE	
BUREAU OF	AREA
INTER AMERICAN AFFAIRS	
SEP 13 1950	
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The Embassy wishes to report that a new English-language newspaper, The Havana Herald, began publication on September 11, 1950, as a product of the American Publishing Company, headed by A. H. BARLETTA, Jr., as president; Mrs. Ruth C. McCARTHY, vice-president; and Luis BOTIFOLL, secretary. SA/MF IE*

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The newspaper, patterned in format after the New York Herald Tribune, is expected to cut deeply into the territory of The Havana Post, the country's only other formidable English-language newspaper and whose history dates back to days before the beginning of the Republic. The Herald has secured the services of the United Press and has numerous well-known columnists, including Walter Lippman, Alsop Brothers, Constantine Brown, Leonard Lyons, Leroy Pope, Louella Parsons, Henry Gris, Robert Ruark, Inez Robb, Ernest K. Lindley, Robert S. Allen, George Fielding Elliot and Edgar A. Mowrer.

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Feature services of the new daily include Acme Telephoto, United Features, King Features, NEA, Editor's Press, Chicago Tribune and Overseas News Agency. For its comics it has Joe Palooka, Snuffy Smith, Dick Tracy and others.

In its first edition, the Herald declared its aims as follows:

"The Havana Herald is an independent American daily.

"Its course is clear: to serve the principles of Democracy in which we believe; to promote ever-closer cooperation and unity between Cuba and the United States; to aid and defend Anglo-American business interests and property; to keep our community well informed.

"The Havana Herald believes in and will abide by the slogan of José Martí it carries on its masthead: 'Nothing endures against truth.' We will keep you honestly informed, both of the news of the world and the community in which we live.

"We pledge you editorial integrity in a newspaper which will be truly representative of Anglo-American thought in Cuba."

The directors of the newspaper are well-known in Cuba, especially Barletta, Jr., who is an American citizen, and Botifoll,

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a prominent Cuban attorney. Both also appear as directors of the influential El Mundo, backed mainly by the funds of the elder Barletta, Amadeo Sr. The younger Barletta also appears as president of the Ambar Motors Corporation, a lucrative General Motors agency controlled by the father (who was on the Proclaimed List during the last war). Mrs. McCarthy is the wife of Francis McCarthy, head of the United Press bureau in Habana.

Mr. McCarthy recently told the Embassy's Information Officer that The Habana Herald had sufficient funds to operate for a year, even without advertising. He did not say where the funds had come from, but it is assumed the Barletta family will be meeting all expenses in the event advertising does not immediately carry the paper. It has not been determined what interest the Barletta family has in publishing an English-language daily and the only open reason given by any of its directors for the emergence of this newspaper is a desire to give the British-American-Canadian colony in Cuba a better paper than The Havana Post. The Herald is utilizing the printing equipment of the newspaper Avance.

Enclosed herewith are copies of the first edition.

For the Chargé d'Affaires ad interim:

Richard C. Salvatierra

Richard C. Salvatierra
Information Officer

Enclosure: *AT*

Six copies of newspaper.

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