

# Office Memorandum

RESTRICTED

DEPARTMENT OF STATE  
 • UNITED STATES GOVERNMENT  
 INTERNATIONAL AFFAIRS

TO : MID - Mr. ~~Manh~~ <sup>TCM</sup>  
 ARA - ~~Mr. Spalding~~  
 Mr. Miller

FROM : MID - Mr. Desvernine <sup>ED</sup>

DATE: August 8, 1950

SUBJECT: Reduction of Advertising in Cuban Communist Newspaper Hoy.

Embassy Habana has been conducting a campaign in recent months to reduce advertising in the Communist newspaper Hoy. It now reports that according to reliable information the average value of the advertising in Hoy has been reduced during the past two months from approximately \$6,000 to about \$500 per month. In the beginning the Embassy approached only American firms or firms acting as exclusive agents for United States products. Later firms handling any American products on any scale whatsoever were contacted, and finally Cuban commercial houses even though selling only domestic merchandise were asked to cooperate.

The Embassy approach has been purely informal and no attempt has been made to put pressure on any of the advertisers. The response has been very successful and it is believed that the campaign has seriously affected Hoy's financial situation.

I would like to suggest that consideration be given to circulating Habana's despatch no. 238 of August 2, 1950, which reports the above developments, among our other missions in the other republics with a view to similar action where appropriate.

Attachment:

Habana's despatch 238  
 of August 2, 1950.

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