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937.61/1-1454

FOREIGN SERVICE DESPATCH

FROM : USIS-Habana JAN 13 1954 USIS-40  
TO : USIA-Washington, attention OLI/IAD/FP, pass copies to  
THE DEPARTMENT OF STATE, WASHINGTON. January 14, 1954  
REF : USIA CA-3477 of January 5, 1954

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SUBJECT: Local Newspapers

USIS-Habana under cover of OM dated September 30, 1953, supplied USIA and the Department of State with a list of leading Habana newspapers and pertinent data thereto. This despatch presents a more complete and later list in line with the points requested in the reference airgram.

Leading Cuban newspapers and magazines, with the names of the directors, reliable circulation figures, political trends and other data, as of January 1954:

HABANA DAILIES

(All Spanish-language unless specified otherwise)

DIARIO DE LA MARINA (daily except Monday, A.M.)

Director: José Ignacio Rivero Hernández  
Circulation: 28,000 daily, 35,000 Sunday  
Political slant: Conservative, Catholic, strongly anti-communist; pro-Franco; a "prestige" paper  
Price: 5 cents daily, 10 cents Sunday

INFORMACION (daily except Monday, A.M.)

Director: Dr. Santiago Claret  
Circulation: 30,000 daily, 45,000 Sunday  
Political slant: Conservative, independent, anti-communist.  
Price: 5 cents daily, 10 cents Sunday

EL MUNDO (daily except Monday, A.M.)

Director: Dr. Luis Botifoll  
Circulation: 32,000 daily, 42,000 Sunday  
Political slant: Independent, anti-communist; mildly anti-Batista; has been somewhat responsive to the business interests of President Amadeo Barletta, who has business dealings in banks, insurance companies, oil drilling, buses, radio, television, and automobiles (GM).  
Price: 5 cents daily, 10 cents Sunday

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EXCELSIOR (daily except Monday, A.M.)

Director: Victor Bilbao

Circulation: 42,000 daily, 68,000 Sunday

Political slant: Pro-Liberal Party (centrist) of which Owner Alfredo Hornedo is President; otherwise fairly independent in thought; strongly anti-communist, responsive to business interests of Hornedo in Sports Palace, Blanquita Theater, a large farmers' market, etc.; same enterprise as El País below.

Price: 5 cents daily, 10 cents Sunday

EL PAIS (daily except Sunday, P.M.)

Director: Dr. Guillermo Martínez Márquez

Circulation: 30,500 (Excelsior's Sunday edition goes to El País subscribers)

Political slant: Same as that of Excelsior

Price: 5 cents

PRENSA LIBRE (daily except Sunday, P.M.)

Director: Sergio Carbó

Circulation: 92,000

Political slant: Somewhat leftist, independent, sensationalist (large headlines, colored inks); anti-Batista; Carbó, sole owner, has kept his name clean, always has been pro-democracies, friendly to the United States, although often critical of

Price: 5 cents United States policy in Latin America.

MAÑANA (daily except Monday, A.M.)

Director: José López Vilaboy

Circulation: 42,200 daily, 45,800 Sunday

Political slant: Pro-Batista, and responsive to the varied business interests of Vilaboy, which include Rancho Boyeros Airport, the "Mañana" residential area, the Banco Comercial, and others. Anti-communist.

Price: 5 cents

EL CRISOL (daily except Sunday, A.M.)

Director: Dr. Raúl Rivero Ruiz

Circulation: 18,000 Tuesday-Saturday, 35,000 Monday

Political slant: Fairly independent, responsive to business interests of Alfredo Hornedo, who is a heavy shareholder; mildly anti-communist.

Price: 5 cents

ALERTA (daily except Sunday, A.M.)

Director: Ramón Vasconcelos

Circulation: 11,000 daily, 22,000 Monday

Political slant: Actively Pro-Batista, although supported the government of Carlos Prío just as strongly; anti-communist. Vasconcelos and Sánchez Maspon are joint owners.

Price: 5 cents daily, 10 cents Monday

AVANCE (daily except Sunday, P.M.)

Director: Mario Massens Vázquez

Circulation: 12,000 daily, 14,000 Monday

Political slant: Responsive to business interests of Carlos Saladrigas, a heavy shareholder; anti-communist.

Price: 5 cents

PUEBLO (daily except Sunday, P.M.)

Director: Juan González Martínez

Circulation: 8,000

Political slant: Independent, although most of Pueblo's stock is held by José López Vilaboy, owner of Mañana, and the paper's policy is sensitive to his many business interests; anti-communist.

Price: 5 cents

TIEMPO EN CUBA (daily except Monday, A.M.)

Director: Rolando Masferrer

Circulation: 14,000

Political slant: Pro-Batista, pro-Argentina, frequently anti-United States. While both Masferrer and his editorial chief, Alfonso Granados, are ex-members of the Communist Party, the paper has no Communist slant. It supports nationalistic expressions of Cuba and other Latin American countries. It is heavy on local politics, sports, and semi-nudes, and light on international news.

Price: 5 cents

ATAJA! (daily except Monday, P.M.)

Director: Alberto Salas Amaro

Circulation: 2,000

Political slant: Strongly pro-Batista; Salas Amaro is a long-time confidant of Batista, and is reported to have the President's financial backing.

Price: 5 cents

LA CAMPANA (daily except Monday, A.M.)

Director: Dr. Vito Raúl Rodríguez

Circulation: 2,000

Political slant: Pro-Batista, pro-Argentine, occasionally anti-United States; no definite Communist line at present, although several staff members are considered Red.

Price: 5 cents

THE HAVANA POST (daily except Monday, A.M.)

Director: Mrs. Clara Park Pessino

Circulation: 2,800 daily, 3,200 Sunday

Political slant: Only English-language newspaper in Cuba, catering chiefly to the American-British colony; pro-Batista, anti-Communist.

Price: 5 cents daily, 10 cents Sunday

FINANZAS (daily except Monday, A.M.)

Director: Manuel Camio

Circulation: 3,200

Political slant: Independent; strictly a financial newspaper, friendly to the United States

Price: 5 cents

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Note: The Communist newspaper Hoy (daily except Monday, A.M.) with a circulation of probably no more than 5,000, was closed down by the government on July 27, 1953, along with the Communist monthly magazine La Última Hora. Since that date there have been no Communist publications as such in Cuba.

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INTERIOR DAILIES  
(All Spanish-language)

EL CAMAGUEYANO of Camaguey (daily except Monday, A.M.)

Director: Dr. Walfredo J. Rodríguez

Circulation: 15,000

Political slant: Independent, although slightly anti-Batista in tone; this is the most important of the interior newspapers, with complete U. S. wire service coverage; anti-communist.

Price: 5 cents

LA CORRESPONDENCIA of Cienfuegos (daily except Monday, A.M.)  
Director: Nicolás Machado Rodríguez  
Circulation: 8,000  
Political slant: Independent, anti-communist  
Price: 5 cents

DIARIO DE CUBA of Santiago (daily except Monday, A.M.)  
Director: Eduardo Abril Amores  
Circulation: 10,000  
Political slant: Anti-Batista, anti-communist  
Price: 5 cents

EL COMERCIO of Cienfuegos (daily except Monday, A.M.)  
Director: Alberto Aragónés Machado  
Circulation: 6,000  
Political slant: Independent, anti-communist  
Price: 5 cents

PRENSA UNIVERSAL of Santiago (daily except Monday, A.M.)  
Co-directors: Vicente Pujals Garay and Raúl López Lacau  
Circulation: 3,000  
Political slant: Pro-Batista, anti-communist  
Price: 5 cents

LEADING MAGAZINES  
(all Spanish-language)

BOHEMIA (weekly)  
Director: Miguel Angel Quevedo  
Circulation: 240,000 (including 100,000 for export)  
Political slant: Strongly anti-Batista, anti-communist;  
supported the late Eddy Chibás, an Ortodoxo,  
in his presidential aspirations and now dis-  
creetly backs Dr. Roberto Agramonte, who  
considers himself Chibás' successor as an  
Ortodoxo "purist"; Quevedo is the sole owner  
of the valuable Bohemia property, one of the  
best in Latin America.  
Price: 15 cents

CARTELES (weekly)

Director: Antonio Ortega

Circulation: 35,000

Political slant: Until purchased in December by Miguel Angel Quevedo, owner of Bohemia, this magazine was considered independent, but is expected to swing subtly to an anti-Batista line although the first issues under Quevedo have been apolitical.

Price: 15 cents

U. S. CORRESPONDENTS IN CUBA

Associated Press--Ben Meyer

United Press--Francis McCarthy

International News Service--Carlos Tellez

New York Times--Ruby Hart Phillips

Time-Life--Henry Wallace

North American Newspaper Alliance (NANA) and NBC--Edward (Ted) Scott

Miami Herald and ABC--Mrs. Ruth McCarthy

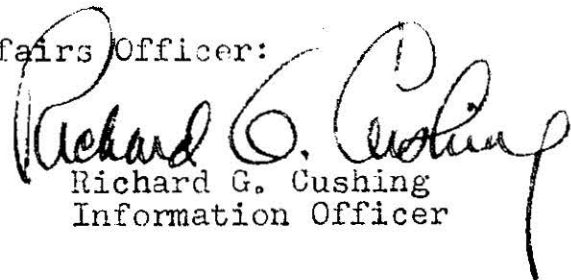
Miami Daily News--Tano Gomez

Agence France Presse--Carlos Tellez

Reuters--Carlos Tellez

Acme Newspictures--Gene Carrier

For the Public Affairs Officer:

  
Richard G. Cushing  
Information Officer