

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

LEB

10343
DOR/p

No. 59

American Embassy
Habana, Cuba, January 27, 1949

CONFIDENTIAL

Rec'd
Jan. 31

Subject: Radio Attacks Against United States by
Owner of RHC Radio Chain; Attitude of
an American Company

ACTION
DCR-R(Com)

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The Honorable
The Secretary of State,
Washington.

Sir:

(2)
I have the honor to refer to this Embassy's despatch No. 51 of January 25, 1949 reporting the recent anti-United States utterances of Señor Amado TRINIDAD Velasco, director of the radio network RHC, and pointing out that two American firms, Sears, Roebuck & Company and the Ford Motor Company, had consulted the Embassy with regard to their using this station for their advertising.

811.503137
In line with the policy outlined on page nine of the above-mentioned despatch, the Embassy yesterday furnished an officer of the Ford Motor Company with a copy of the Spanish text of Trinidad's radio address of January 17. The Ford official returned the text today, remarking that it was easy to conclude which course his company should follow, that the text of the speech was very convincing and that his company would place its radio advertising elsewhere.

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as pointed out in its previous despatch, while this Embassy does not feel it is at present in a position to make recommendations to American business concerns with respect to their advertising over RHC, it sees no objection to furnishing American inquirers with copies of Trinidad's speech so that they can reach their own conclusions.

Respectfully yours,

L. D. Mallory

Lester D. Mallory
Chargé d'Affaires ad interim

DVAnderson/dts

CONFIDENTIAL

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Office Memorandum • UNITED STATES GOVERNMENT

TO : CRB - Mr. Price
 - Mr. Walker
 ARA - Mr. Woodward

FROM : CRB - Mr. Mackay

AMERICAN ECONOMIC AFFAIRS

DATE: January 31, 1949

SUBJECT: Embassy Habana Suggests Definite Policy be Formulated toward RHC Broadcasting Network in View of Virulent Radio Attacks Against the United States.

Embassy Habana believes that the radio attacks of Amadeo Trinidad, pro-Argentine director of the RHC network, against the United States have now reached such a point of bitterness that a definite policy needs to be formulated toward the RHC chain, with particular reference to the advice to be given by the Embassy to American firms which are using or considering the use of this network for their advertising.

Sears Roebuck and Company, it will be recalled, last October withdrew its advertising from this chain in protest against Trinidad's editorial views. An officer of the Ford Motor Company has now requested the Embassy's advice whether, in view of reports of RHC's anti-American broadcasts, his company should sign a contract with that station.

At present the Embassy, in the absence of specific instructions from the Department with respect to this network, has not felt in a position to make recommendations to American business concerns with respect to their advertising over RHC. It has, in the meantime, however, seen fit to provide to the Ford Motor Company a Spanish transcript of Trinidad's latest diatribe without comment in order that this firm might reach its own conclusions.

In a later despatch, the Embassy reports that the Ford official returned the text of Trinidad's speech remarking that the speech was "very convincing" and that, in the light of Trinidad's views, his company would place its advertising elsewhere.

Attachments:

1. Despatch No. 51 from Habana dated Jan 25, 1949.
2. Despatch No. 59 from Habana dated Jan 27, 1949.

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CRB: DAD Mackay: arp

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DOE ARA Unit

Bm Boyer

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