THE FOREIGN SERVICE

OF THE

UNITED STATES OF AMERICA



CONFIDENTIAL

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Habana, May 12, 1947

Subject: Raoul Alfonso GONSA New Editor of Newspaper, Alerta.

The Honorable

The Secretary of State,

- Washington, D. C.

MTERNATIONAL RESOURCES DIVISI

Sir:

I have the honor to report on the appointment of Dr. Racul Alfonso GONSE, widely read, ace political writer for El Mundo, as editor of Alerta, the afternoon paper owned by the Diario de la Marina interests. Dr. Gonsé's appointment became effective on May 4. Alerta has one edition which comes out at 11 a.m. The average daily circulation is 10,483 copies.

In the course of a visit on May 2 to the offices of Alerta, senor Eliseo GUZMAN, administrator and acting director of the afternoon paper, explained the circumstances of Dr. Gonse's appointment.

Senor Guzman explained that Alerta has been a sort of stepchild of Diario for some time, but in recent months the directors came to the conclusion that its popularity made it necessary to launch the afternooner on a more extensive basis. Additional supplies of newsprint have been obtained from Canadian sources, an Oregon mill, and from Sweden.

In casting about for a director, Dr. Gonse was chosen because of his journalistic standing, his honesty, and, as senor Guzman explained, "because he has the same ideas that we have." This undoubtedly refers to Dr. Gonse's implacable anti-Communist stand.

Senor Guzman said Dr. Pedro CUE, director-owner of El Mundo, was considerably upset because of Alerta's offer to Dr. Gonse, who has been Dr. Cue's right-hand man in the campaign against the policies of President GRAU San Martin and against Communism.

However, senor Guzman explained, the offer was correctly made, and Gonsé accepted because it represented a promotion in the field of journalism. In an off-hand manner, senor Guzman said Dr. Cue offered to sell El Mundo to the Diario interests during their conversation about the hiring of Dr. Gonse.

Alerta has maintained a certain reserve about American the public of Diario, but the visit of the Public ETALBATION DOAMS - (PES)

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Affairs Officer

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Affairs Officer was marked by an atmosphere of cordiality which seemed significant. Senor Guzman declared that Alerta was very friendly to the United States and would cooperate in every way with the Embassy in Habana. These newspapers have been much friendlier since the United States adopted a stiffening attitude toward Russia.

Dr. Gonsé, in a conversation with the Public Affairs Officer. has appeared to be friendly to the United States, and Dr. Cue has corroborated this attitude. In his new position as director of Alerta, criticism by that newspaper of the United States' policies. if any, should be greatly tempered.

Dr. Cué says he tried to influence Dr. Gonsé to remain with El Mundo but appreciated the fact that the post of director was an advancement for his former employee. Dr. Cué believes Dr. Gonsé's political opinions, aside from the anti-Communist stand, will clash with those of Alerta's owners before very long. In other words, either Dr. Gonse or Alerta's owners will undergo an editorial change of policy, or the arrangement will not last.

El Mundo's owner did not say he had offered his newspaper for sale, but he appeared discouraged about its chances of continuing publication.

> Respectfully yours, For the Charge d'Affaires ad interim:

> > C. Allen Stewart

Public Affairs Officer

Callan Stewart

File No. 891 CAStewart/mrf

To the Department in quintuplicate (Ozalid)

STANDARD FORM NO. 64 Lemorandum

UNITED STATES GOVERNMENT

CRB - Mr. Barbeb

TO

ARA - Mr. Woodward

Mr. Briggs

FROM

A-Br - Mr. Bradeh CRB - Mr. Walker

DATE: May 28. 1947

SUBJECT: Raoul Alfonso GONSE, New Editor of Newspaper, "Alerta"

CONFIDENTIAL

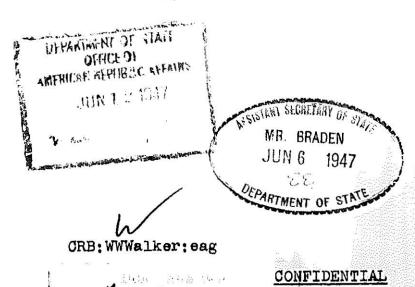
Embassy Habana reports that Raoul Alfonso GONSE, widely read political writer for EL MUNDO, has been appointed editor of ALERTA. Although Dr. CUE was upset over this appointment and endeavored to persuade Gonsé to remain with EL MUNDO, where he had been Cué's righthand man in his campaign against the Grau administration and Communism, he recognized that the new position was an advancement.

Señor GUZMAN, Director of ALERTA, in a recent conversation with the Public Affairs Officer of the Embassy, stated that Cue had offered to sell EL MUNDO to the DIARIO DE LA MARINA interests. There is no indication from other sources, however, that such an offer was made.

Dr. Cué has expressed the opinion that Gonsé's political opinions, aside from his anti-Communistic position, would clash with those of DIARIO - ALERTA owners.

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Confidential despatch no. 3183, 837.911/5-1247 Re: May 12, 1947 from Habana.



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