

Spanish Magazine Begins Sales in Major U.S. Cities

Special to The New York Times

MIAMI, Aug. 19—Réplica, a Spanish-language weekly news magazine, appeared this week for the first time on newsstands in major United States cities with large Latin populations, and in Puerto Rico.

The magazine, which is edited in Miami, has been for the last two years a small local publication, principally geared to Cuban readers in south Florida. But with the Aug. 16 issue, Réplica added color to its cover and increased its size.

Of its 50,000 copies, 20,000 are on sale in greater Miami; 10,000 are destined for the New York area; 10,000 for Puerto Rico; 3,000 for Los Angeles; 3,000 for Chicago, and 4,000 are sent to Texas and to other cities around the country.

Most of Réplica's editorial personnel of about 40, including its chief editor and owner, Max Lesnik Menendez, are Cubans.

"We fully realize that it is not easy to reconcile the idiosyncracies of Puerto Ricans, Mexican-Americans, Cubans and other Latin Americans living in this country," Mr. Lesnik said, "but I believe that in addition to our common language there are more traits that unite us than differences that keep us apart."

According to census figures, the nation's Spanish-speaking population totals nearly 10 million, concentrated mainly in California, Texas, New York, Florida and New Mexico.

Réplica will have illustrated reports of special interest to most of the components of the Latin community, Mr. Lesnik

said, adding that he planned to have correspondents in major capitals of Latin America.

Mr. Lesnik, who is 42 years old, studied law at the University of Havana and, with Fidel Castro, then a law student, was active in the Cuban Federation of University Students.

A leader of a guerrilla group during Mr. Castro's fight against the regime of Gen. Fulgencio Batista, Mr. Lesnik was initially a supporter of Premier Castro, who he praised and defended as a Havana radio commentator.

Later, Mr. Lesnik broke with the Premier over Communist infiltration of the Cuban Government. He came to the United States as a political exile in 1961.

In 1967, Mr. Lesnik, with \$100, started an eight-page

weekly newspaper called Réplica, which he wrote almost single-handed in his garage. Today the local publication has 40 pages. When Réplica magazine appeared in 1970, it was first sold at 10 cents a copy and later at 25 cents each. Now the 100-page copy costs 35 cents in Miami, 50 cents elsewhere.

9/3/72 Js, What I find particularly interesting about Je's sending of the clip on Replica in the timing of the costly expansion for a publication of such obviously meager resources. It would be quite interesting to learn that it has a pro-Republican slant. The Republicans have done this kind of thing traditionally with revanchist "refugees" in this country most of whom are of the type likely to have been considered the equivalent of "war criminals" in their native lands. How the Democrats have missed with with some of the Yugoslavs and Baltics with the Jewish vote being fought for I can't understand. Matter of fact, the CIA has not only used such groups but has intruded into their affairs to dominate and change leadership. One case is famous and was litigated.

The contributors list contains most of the traditional fatcats of the Republican past. Some of these are also recorded in the then-famous Hugo Black investigation of lobbying activities as racists, contributors to racism and fascism, etc. I suppose over my lifetime, even including the size of such modern contributions as that of Stone, the Pews have been the heaviest contributors, directly and indirectly. HW