

Pablo Neruda: “La United Fruit Co.” from *Canto General* (1950)

Cuando sonó la trompeta, estuvo
 todo preparado en la tierra,
 y Jehova repartió el mundo
 a Coca-Cola Inc., Anaconda,
 Ford Motors, y otras entidades:
 la Compañía Frutera Inc.
 se reservó lo más jugoso,
 la costa central de mi tierra,
 la dulce cintura de América.

When the trumpet sounded
 everything was prepared on earth,
 and Jehovah gave the world
 to Coca-Cola Inc., Anaconda,
 Ford Motors, and other corporations.
 The United Fruit Company
 reserved for itself the most juicy
 piece, the central coast of my world,
 the delicate waist of America.

Bautizó de nuevo sus tierras
 como "Repúblicas Bananas,"
 y sobre los muertos dormidos,
 sobre los héroes inquietos
 que conquistaron la grandeza,
 la libertad y las banderas,
 estableció la ópera bufa:
 enajenó los albedríos
 regaló coronas de César,
 desenvainó la envidia, atrajo
 la dictadora de las moscas,
 moscas Trujillos, moscas Tachos,
 moscas Carias, moscas Martínez,
 moscas Ubico, moscas húmedas
 de sangre humilde y mermelada,
 moscas borrachas que zumban
 sobre las tumbas populares,
 moscas de circo, sabias moscas
 entendidas en tiranía.

It rebaptized these countries
 Banana Republics,
 and over the sleeping dead,
 over the unquiet heroes
 who won greatness,
 liberty, and banners,
 it established an opera buffa:
 it abolished free will,
 gave out imperial crowns,
 encouraged envy, attracted
 the dictatorship of flies:
 Trujillo flies, Tachos flies
 Carias flies, Martinez flies,
 Ubico flies, flies sticky with
 submissive blood and marmalade,
 drunken flies that buzz over
 the tombs of the people,
 circus flies, wise flies
 expert at tyranny.

Entre las moscas sanguinarias
 la Frutera desembarca,
 arrasando el café y las frutas,
 en sus barcos que deslizaron
 como bandejas el tesoro
 de nuestras tierras sumergidas.

With the bloodthirsty flies
 came the Fruit Company,
 amassed coffee and fruit
 in ships which put to sea like
 overloaded trays with the treasures
 from our sunken lands.

Mientras tanto, por los abismos
 azucarados de los puertos,
 caían indios sepultados
 en el vapor de la mañana:
 un cuerpo rueda, una cosa
 sin nombre, un número caído,
 un racimo de fruta muerta
 derramada en el pudridero.

Meanwhile the Indians fall
 into the sugared depths of the
 harbors and are buried in the
 morning mists;
 a corpse rolls, a thing without
 name, a discarded number,
 a bunch of rotten fruit
 thrown on the garbage heap.

UNITED FRUIT CO. S.S. SERVICE UNITED FRUIT CO. S.S. SERVICE

GREAT WHITE FLEET **GREAT WHITE FLEET**

Folder A
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This Sailing List shows the times when steamers may be expected to sail from the several ports, but their sailing or arrival at any port is not guaranteed and the United Fruit Company will not be responsible for any delay or consequence therefrom.

The time of connection with other steamship lines is shown only for the convenience of the public.

**Cuba Jamaica
Panama Central
South America**
Sailing under the American Flag
from **New York**
New Orleans

ADDITIONAL FREIGHT SERVICE FROM BOSTON
PHILADELPHIA BALTIMORE MOBILE GALVESTON

**Cuba Jamaica
Panama Central
South America**
Sailing under the American Flag
from **New York**
New Orleans

ADDITIONAL FREIGHT SERVICE FROM BOSTON
PHILADELPHIA BALTIMORE MOBILE GALVESTON

The United Fruit Company (1899–1970) was a major American corporation that traded tropical fruit (primarily bananas and pineapples) grown in Third World plantations and sold in the United States and Europe. Critics often accused the company of exploitative neocolonialism and described it as the archetypal example of the influence of a multinational corporation on the internal politics of the so-called "banana republics."

The United Fruit Company was known as la frutera ("the fruit company") or Mamita Yunay ("Mommy United") in Central America, where it was most active. For much of the 20th century, it dominated the exportation of bananas from Latin America and maintained a virtual monopoly on the banana trade in certain regions. The company had a deep and long-lasting impact on the economic and political development of several Latin American countries.