

annual brief to the Government urged membership in OAS. And the Engineering Institute of Canada has a role in the Union of Pan American Engineering Institution. The Chemical Institute of Canada, also, has contact with Latin America.

It is obvious that the Government's expressed interest in Latin America stimulated the business community. Articles placed in such journals as the Financial Post, Monetary Times, Canadian Chemical Processing and Canadian Business in late 1960, and early 1961, reflected this. Businessmen were urged to look at Latin America as a potential market, and to consider the pros and cons of membership in the OAS. After 1961 there was a notable decline in the number of articles dealing with the area. As the business community settled back into its old channels, John Harbron's report of a comment, "Why try and sell in Bogotá when I can make a buck in Windsor?", apparently had some validity.<sup>7</sup>

The Financial Post has been the most consistent publication in urging Canadian businessmen to look south of the United States for markets. As Latin America moved very slowly toward a common market, the journal has urged Canadians to move more quickly so that Canada is not shut out. But even its writers are not really sure about what is taking place or how best to respond to such a move on the part of the Latin Americans.

It is also apparent that Canadian business, like the public at large, prefers to have government take the initiative. The lack of interest in Latin America before 1960-1961 and the lack of interest afterward demonstrate this.