

## TRADE WITH LATIN AMERICA

Canada's export and import trade with Latin America have both continued to increase this year, "Foreign Trade" reports. By the end of August, exports to the 21 Republics totalled \$161 million, compared with \$116 million for the same period in 1956. Total imports from Latin America reached \$187 million by the end of June, but the \$26 million unfavourable trade balance for Canada was unusually small, despite record petroleum purchases from Venezuela. It is expected that by the end of this year total exports will easily exceed \$200 million.

### MARKET HIGHLIGHTS

Although currency difficulties continue to plague such historic markets as Brazil, Argentina, Colombia, Chile, Uruguay and Bolivia, developments in all Latin American countries favour better marketing conditions for Canadian products. New import programmes have been instituted in Brazil, Colombia, Chile and Bolivia which should strengthen these countries economically. The Argentine Government, despite many difficulties, is making sincere efforts to expand its foreign exchange-earning industries. Mexico, Venezuela, Peru, the Dominican Republic, Cuba and most Central American countries are all in favourable hard-currency positions and appear to be becoming more prosperous as time goes on. Among the countries which have increased their purchases from Canada sizably during the first eight months of this year are Panama, up 742 per cent, Argentina 199 per cent, Brazil 112 per cent, Uruguay 101 per cent, Honduras 37 per cent, Mexico 22 per cent, and Puerto Rico 16 per cent.

### COMMODITY TRADE

The leading Canadian exports to South America are newsprint, industrial and farm machinery, flour, synthetic plastics, rolling mill products, wheat, milk powder, aluminum, asbestos, electrical appliances, fish, copper, malt, aircraft and parts, wood pulp, auto-

mobiles, purebred cattle and seed potatoes. Of particular interest this year was the sale of Canadian ships worth \$22 million to buyers in the Republic of Panama, and an Argentine order for 25 diesel electric locomotives. Sales of wheat and flour have declined in the face of United States surplus disposal programmes and increasing flour-milling capacity. Some interesting new business has been developed in synthetic textile fibres, cobalt beam therapy units, leather, purebred cattle, lumber and fine papers. Canadian engineers and air survey firms are active in a number of countries.

Although exports to Latin America account for only 4 per cent of our total export trade, it is worth noting that the area purchases a much higher percentage of manufactured goods than do most of our principal customers. This market is also vital for a number of important Canadian export industries.

### PETROLEUM LEADING IMPORT

Imports of petroleum and petroleum products from Venezuela account for some two-thirds of total imports from all Latin American countries. Purchases this year had increased 40 per cent to \$130 million by the end of June, despite growing Canadian production. Canada is now Venezuela's second most important export market, a fact which is of particular significance to the Venezuelan Government in view of the restrictions which the United States Government has placed on imports of petroleum.

Canadians have also been buying substantial quantities of coffee from Brazil, Colombia, Mexico and Guatemala, bananas from Costa Rica, Honduras, Panama and Ecuador, and sugar from Cuba. Purchases of raw cotton from Mexico totalled \$29 million last year but have fallen off for the present because the United States Department of Agriculture is offering surplus stocks at attractive prices. An interesting development has been the export of Chilean steel bars, rods and sheets to buyers in Western Canada.

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### TREND TO TV

Close to 63 per cent or 2,536,000 out of an estimated total of 4,055,000 Canadian households were equipped with television sets at the end of May this year, according to estimates based on the annual sample survey by the Dominion Bureau of Statistics. This was a substantial increase over last year's September estimate of 54 per cent of all households. Ninety-six per cent of all households (3,894,000) -- the same proportion as in September last year -- had radio receiving sets, and some 76 per cent or 3,084,000 had telephones as compared with 74 per cent a year earlier.

### PARKS POPULAR

Attendance at Canada's National and Historic parks showed a marked increase during the period April 1 to September 30, 1957. During these months the parks were host to 3,748,241 visitors or 413,425 more than for the same period of 1956.

Parks showing the largest gains were Banff with an increase of 76,207; Jasper, an increase of 56,773; Riding Mountain, in Manitoba with a reported gain of 52,926; and Waterton Lakes, Alberta, with an increase of 57,457 visitors.