

tant, they displayed outstanding qualities of character, energy and capability in their activities within the various markets. Each of them spoke the language of his posted country, some with exceptional skill. They displayed also a good grasp of the psychology and basic character of the peoples in the different countries visited.

### *Conclusions*

The Mission's effort was an exceptionally strenuous one but at the same time, interesting and inspiring. Each member of the Mission returned to Canada feeling that very worthwhile over-all results had been achieved by the Mission, highly pleased with the leadership and fine example of the Mission head, Minister Howe, and likewise pleased with the genial good nature, perseverance and adaptability displayed by each member of the Mission toward his fellow members, and to the contacts made at each city the Mission visited.

It is felt that strong and valuable impetus has been given to trade and cultural intercourse between Canada and Latin American. *The scores of fellow business men of the Mission members in Canada, should now see to it that the present excellent background for substantially increased trade with the Latin American countries is fully realized upon. Intelligent new or expanded effort on the ground is the means to this required follow through.*

F.L. MARSHALL

[PIÈCE JOINTE/ENCLOSURE]

*Commentaires du président de l'Association canadienne interaméricaine*

*Comments by President, Canadian Inter-American Association*

CANADIAN TRADE AND GOOD-WILL MISSION, COMMENTS BY COUNTRIES  
IN THE ORDER VISITED

### *Puerto Rico*

Was the first stop on our itinerary. The visit was informal and unofficial. However, a fine buffet dinner was given the Mission by The Royal Bank in San Juan. The Mission members met leading Puerto Rican business men. Moving pictures were shown of the great developments in Puerto Rico since the war, and the keen interest in greater two-way trade was clearly indicated. The Mission made a short tour by automobile of central San Juan.

### *Brazil*

This country was one of the high points of the Mission, which is understandable, as our two-way trade with Brazil is the largest of any country visited — close to \$100 million in 1952. The Mission spent 3½ days in Rio, and three days in Sao Paulo. Contacts were complete and animated, with government, financial, industrial and commercial leaders of the country. The Mission was presented to President Getulio Vargas. An exceptionally fine press was had in Brazil. Mr. Chateaubriand, who has been termed the "Lord Beaverbrook of Brazil", and who is the owner of several leading newspapers and radio and television stations, took the Mission to his heart, as it were. He and Mr. Howe became great friends. He was also very