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The Department of External Affairs announced today the appointment of Mr. Sydney Pierce as Canadian Ambassador to Brazil, to succeed Dr. E.H. Coleman who is retiring from the public service. Mr. Pierce is Minister at the Canadian Embassy, Washington, and in that capacity is Director of the Washington office of the Department of Defence Production.

Sydney David Pierce, OBE, was born in Montreal on March 30, 1901. He attended McGill University and later lectured on political science at Dalhousie. He served on the editorial staff of the Montreal Gazette and of the Associated Press in New York.

In 1940 Mr. Pierce joined the Department of Munitions and Supply and became Director General of its Washington office. He joined the Department of External Affairs in 1944 and three years later was appointed Canadian Ambassador to Mexico. In 1949, on leave of absence from the Department, he was named Associate Deputy Minister of Trade and Commerce. In this capacity he assumed many of the responsibilities concerned with the procurement of supplies for the Armed Forces, in so far as these were related to Canadian industry. He also took part in negotiations with the United States, as a member of the Joint U.S.-Canada Industrial Mobilization Committee, to ensure that the industrial potentials of both countries were more closely integrated to meet their joint defence requirements.

The following year Mr. Pierce became Canadian representative to the Organization for European Economic Co-operation, Paris, and in 1951 was appointed Director of the Washington office of the Department of Defence Production, with the rank of Minister.

Mr. Pierce has served as Canadian Executive Officer on the Combined Production and Resources Board (Canada-U.K.-U.S.), Canadian Executive Director of the Joint War Production Committee (Canada-U.S.), Chairman of the External Trade Advisory Committee, Director of the Canadian Commercial Association, Chairman of the Foods Requirements Committee and as member of the Canadian Shipping Board, the Trade and Tariff Committee and the Crown Assets Allocation Board.

He attended the Interim Assembly of the Provisional International Civil Aviation Organization, the first and second sessions of the Preparatory Committee of the United Nations Conference on Trade and Employment and the Second Session of the United Nations General Assembly. Mr. Pierce is married and has four children.

Ephraim Herbert Coleman, CMG, Q.C., is resuming the practice of law after some twenty years in the public service, during sixteen of which he served as Under-Secretary of State and Deputy Registrar-General. Born near Renfrew, Ont., on July 21, 1890, Dr. Coleman attended the University of Manitoba. He was called to the Bar of Manitoba in 1922, created King's Counsel (Dominion) in 1929 and during the following four years served as Dean of the Manitoba Law School. He has been associated with the Canadian Bar Association since 1919, serving as Secretary-Treasurer and later Hon. Executive Secretary.

In his capacity as Under-Secretary of State, Dr. Coleman took charge of administrative arrangements for the two Quebec conferences held during the last war. He was made a Commander of the Order of St. Michael and St. George in 1944.

Dr. Coleman was appointed Canadian Minister to Cuba in 1949 and became first Canadian Ambassador to that country the following year. He was appointed Canadian Ambassador to Brazil in 1951.
