

# PRESS RELEASE



# COMMUNIQUÉ

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FOR RELEASE AT 2.30 P.M. E.D.T.  
MONDAY, JUNE 8, 1964

The Secretary of State for External Affairs, the Honourable Paul Martin, announced today that the Government had agreed to release Mr. James A. Roberts from his functions as Deputy Minister of Trade and Commerce in order to enable him to assume the post of Deputy Secretary-General of the North Atlantic Treaty Organization.

Mr. Roberts had a distinguished record during World War II when he commanded the 8th Infantry Brigade with the rank of Brigadier, being awarded the Distinguished Service Order, and the order of Orange-Nassau by the Dutch Government. He has had a distinguished record in Government service since his appointment as Associate Deputy Minister of Trade and Commerce in July 1958. As the senior Canadian official in the trade field, he has been a member of or has led many trade missions and participated in trade and economic negotiations in many parts of the world.

The Canadian Government, when asked by the other members of the NATO Alliance to provide a nominee for the post of Deputy Secretary-General, believed it was essential to propose someone of stature who would make a first class contribution to the NATO Alliance. This is the first time a Canadian has been appointed to a senior position in NATO and this appointment will give added emphasis to the trans-Atlantic nature of the Alliance which is so vital if NATO is to evolve in the coming decade. Mr. Roberts' appointment is an indication of the importance which the Government attaches to continuing Canadian membership in NATO.

Mr. Roberts is to take up his new appointment on September 1, 1964.

## BIOGRAPHY OF MR. JAMES A. ROBERTS

Mr. James A. Roberts, D.S.O., E.C., Deputy Minister of Trade and Commerce, was born in Toronto on August 19, 1907, and educated at University of Toronto Schools and the Jarvis Collegiate Institute.

Prior to his appointment as Associate Deputy Minister on July 7, 1958, Mr. Roberts was President of James A. Roberts Investments Limited; Vice-President and Director, Halton & Peel Trust & Savings Company; Partner, Roberts Stanley & Company, active in public relations and marketing; Past regional Director of the Canadian Chamber of Commerce; and Past-President of the Canadian Exporters' Association.

Mr. Roberts was employed with the Sun Insurance Office Limited from 1926-1937; the Stewart Automatic Freezers Limited, London, England, from 1937-1939; and the Mercury Mills Limited, Hamilton, Ontario, of which he was President from 1946 to 1953.

Mr. Roberts has been a member of many trade missions, and has participated in trade and economic negotiations in many parts of the world.

He served with the Canadian Militia from 1933-1955, and with the Canadian Army from 1940-1946. During the Second World War he commanded the 12th Manitoba Dragoons; and the 8th Infantry Brigade, with the rank of Brigadier. He was awarded the Distinguished Service Order, and the Order of Orange-Nassau (Netherlands).

In addition to his present duties as Deputy Minister of Trade and Commerce, to which he was appointed on March 4, 1960, Mr. Roberts is Chairman of the Board of Directors, Export Credits Insurance Corporation, an Executive Director of the Industrial Development Bank and President, Northern Ontario Pipe Line Crown Corporation.

He is married to the former Marie Dorothée Brandt of the Netherlands and has four children.