

B I O G R A P H Y

DOUGLAS SEAMAN COLE

Canadian Ambassador to
Mexico

H. E. The Honourable Douglas S. Cole, Canadian Ambassador to Mexico, is a career officer who has served his country for thirty-three years at various world posts including the United Kingdom, United States and Mexico. Born in Ottawa, Mr. Cole is a descendant of United Empire Loyalists, one section of his family coming from the Boston area at the time of the American Revolution. After primary education in Ottawa he graduated from McGill University in 1915 with a Bachelor of Science degree after winning several scholarships. During World War I he enlisted in the 77th Battalion, Canadian Expeditionary Force, and later was seconded for duty to the Explosives Division, Imperial Munitions Board.

In 1921, Mr. Cole entered the Canadian Foreign Trade Service, Department of Trade and Commerce, and his first appointment abroad was to Scotland in 1922. Later, he was appointed Trade Commissioner to the West of England, Midlands and Wales and remained on duty in the United Kingdom until 1934. In that year, he was transferred as Trade Commissioner to New York, where in 1939 he was named Commissioner General for Canada, New York World's Fair. In 1934, he was promoted to Senior Trade Commissioner to the United States with headquarters in New York.

While serving in New York, Mr. Cole was granted the King George V Coronation Medal and was presented by Mayor La Guardia with the Freedom of the City of New York

for services to the New York World's Fair. He was President of McGill University Graduates in New York for many years and was Honorary Commander of the Canadian Legion there for ten years.

In 1944, Mr. Cole was appointed Director, Commercial Relations Division, Department of Trade and Commerce, Ottawa, in charge of Canada's trade agreement program. July, 1945, he was named Commercial Counsellor at the Canadian Embassy, Mexico City. While serving in this senior position in Mexico, Mr. Cole was Chargé d'Affaires a.i. at various intervals during three years.

In Mexico City, Mr. Cole successfully negotiated the Canadian-Mexican Most-Favoured-Nation Trade Agreement, signed in February, 1946, and was instrumental in putting into operation the first Canadian-Mexican direct steam-ship services. Also, in 1949, he served as Canadian Delegate to the International Radio Telecommunications Conference, Mexico City.

Mr. Cole has contributed articles to many national magazines and is author of "Mexico - An Economic Survey", published by the Canadian Government.

Both the Mexican and Canadian Governments have given Mr. Cole credit for substantially increasing Canadian-Mexican reciprocal trade in five years, Canada having advanced from 15th to 2nd position as chief world supplier to Mexico. In the same period, his Commercial Division in Mexico was responsible for drastically increasing Mexican trade to Canada from 22nd to 2nd position.

In 1950 he was appointed Canadian Consul General

to the Chicago area which included the eleven States which are the industrial heart of the U.S.A. In November, 1954, he was appointed Canadian Ambassador to Mexico.

Mr. Cole was married in 1921 to Miss Mary Elizabeth Storey of Toronto. They have one son, Douglas S. Cole, Jr., who resides in Toronto and is a graduate of English schools and Columbia University.



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