

A.V. Roe Canada Ltd.

10th
Anniversary Dinner

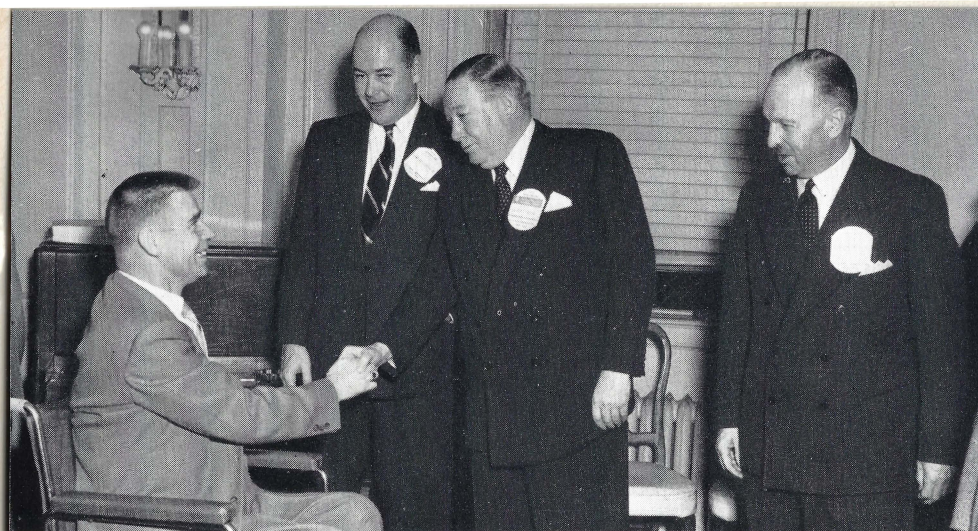
*A Souvenir
in Story and Pictures*



NOT even the most elaborate combination of recording equipment and photographers could have captured everything that went on during the December 1 dinner celebrating the tenth birthday of A. V. Roe Canada and the instant of birth for the Ten-Year clubs of Avro Aircraft and Orenda Engines. There were the calls of greeting in the entrance hall as men who once worked side by side (and now may work nearly a mile apart) spotted one another. There were chuckles as men recalled incidents only they could recall, laughter at pungent descriptions by founder Sir Roy Dobson and first employee Fred Smye of events which often hadn't seemed funny at the time, bursting applause when Crawford

Gordon, Jr., as chairman, mentioned this name or that. And sometimes there was total quiet, not a chair scraping or a cup rattling, as when parts of Walter McLachlan's thank-you speech to Sir Roy struck extra close to home.

Between 7:00 p.m., when the reception lines formed, and quarter to 12:00, when came the first (but not quite the last) goodnights, there were these and many other moments whose only possible record is in memory. But when words and scenes could be caught on paper or film, this was done, and this booklet containing some of those words and some of those scenes may help you now, or years from now, to remember the rest of it.



As the ten-year club members passed the reception line, they shook hands and chatted with Crawford Gordon, Jr., Sir Roy Dobson shaking hands with Lou Miron, Air Marshal W. A. Curtis, John S. D. Tory, Walter McLachlan, Fred Smye.



To the left, a general view of the reception line. Lower left, Fred Staines is greeted by Walter McLachlan. Centre, Bill Boothroyd is welcomed by Sir Roy and Crawford Gordon. Right, Lorne MacKenzie, John Spencer and Mike Rose say hello to Air Marshal Curtis and John Tory.



Who was there? Once during Sir Roy's speech, the main one of the evening, he referred to himself and the other Ten-Year clubbers as "we hoary-headed old so-and-sos". It would have been hard for a stranger to find anyone to fit that description, but the 300 veterans — among them 10 women — who were the dinner's guests of honour accepted the designation with laughter. They showed by further laughter and applause that they were with Sir Roy as he went on to say that, himself included, they'd be the last to think that they alone brought the company to its present state, "but we are very, very proud, mind you, of being there when it started. And whatever these young so-and-sos do that follow us, we'll take a good lot of the credit for what is achieved." Among the guests were a few of these "young so-and-sos", chiefly men who have been particularly important in guiding the company through latter years when the promise of its founding has been fulfilled. Other guests included the heads of Canadian Car and Foundry, Limited, and Canadian Steel Improvement, Limited, which now with Avro and Orenda make up the A. V. Roe Canada group.

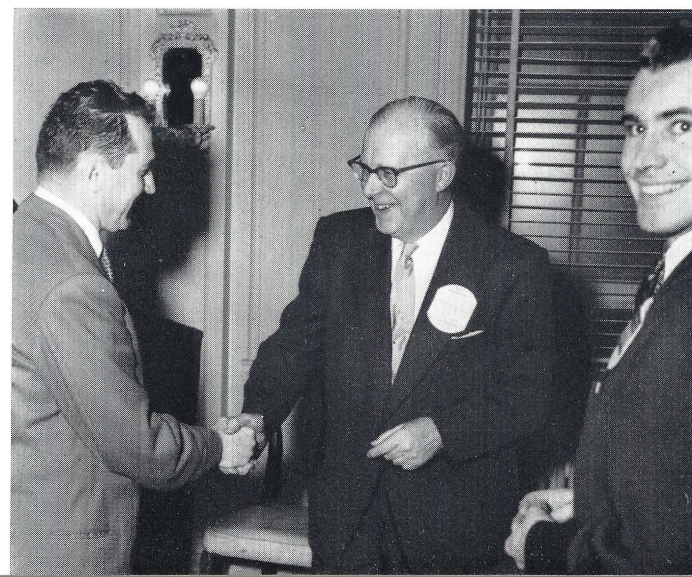
Chairman and host was Crawford Gordon, Jr., president and general manager of A. V. Roe Canada since he joined the company in 1951. In his easy and informal handling of the program, he kept the main focus always on the people who had been there since January 1, 1946, and earlier. And when, near the end of the evening, Jack Hilton presented him with honorary memberships in the Avro and Orenda Ten-Year clubs "because the security and happiness of all the people that you see here before you are represented in the things that you have helped us to do," Mr. Gordon said, "Jack, you know, you make me mad, but you also make me very proud . . . I really had hoped six years from now to get these pins, after having won my spurs." Accepting the pins, he asked to be allowed to do so "on behalf of the group as a whole, because without the complete and utter support of everybody I would be completely useless."

This was part of the distinct tone apparent in all phases of this gathering. Perhaps this tone would not be as noticeable to people within the company as it was to an outsider, such as the writer of this account, who could only conclude that such

From lower left to top right, members seen receiving their pins:
Lower left, Fred Lee and Norm Wilson with Fred Smye;
centre, Fred Tarnowetski and Chad Williams with Walter
McLachlan; lower right, Eileen O'Donnell, Eldene
Pipher and John Sheepway; right centre,
Earle Brownridge and Lew Graham.



Receiving their pins from Fred Smye and Walter McLachlan are Jim Christie, Steve Fulton, Joe Moore and, just visible, Bill Macdonald.



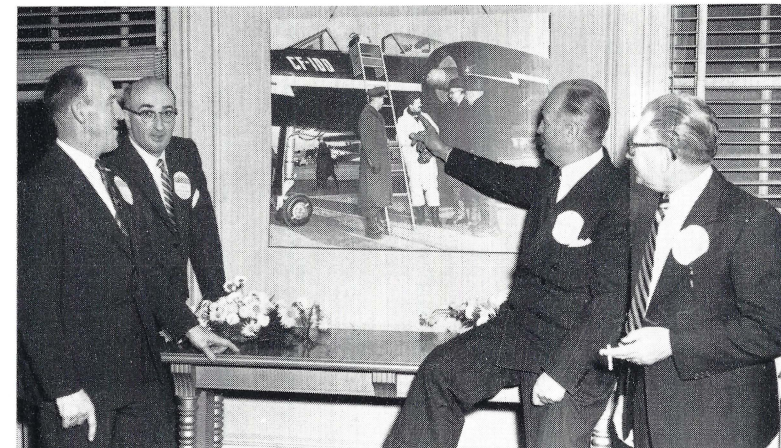
comradeship probably is natural among people who have come a long way together in a short time. The telegrams and cables that poured in from Canadian industrial and government leaders, and from as far away as England and South Africa, unmistakably reinforced their own recognition of what had been done. And, finally, the way Sir Roy and Fred Smye spoke, saltily and without reserve, of the troubles and triumphs of the formative days, contributed greatly to the remarkable intimacy of the whole affair. Yet in an evening which nominally was devoted to looking backward, in every word spoken there also seemed to be a real sense of the excitement of the future—what Walter McLachlan called “the spirit of adventure and confidence” with which the companies within the group now look ahead.

During the introduction of head table guests there were many spontaneous asides which brought laughter and applause. But the really solid business of the evening began when Crawford Gordon presented Fred Smye with his Avro Ten-Year club pin and said, “Now I think it is most fitting that the first

Numerous photo-murals of big moments of the past decorated the walls. Pointing themselves out in this 1947 photograph are Russ Dickin, left, and Grahame Wishart.



Seldom will you find two men with the same name in the same company. Here is the exception — two Jack Reids, both Avro ten-year men.



Charlie Jones, Joe Morley, Air Marshal Curtis and Jack Milling reminisce with a photo blow-up of the first CF-100 as background and a reminder.

Percy Francis, a 16-year veteran at Malton, with Jean Cronie, secretary to Orenda's general manager, and the Orenda 10-year club's only girl member.



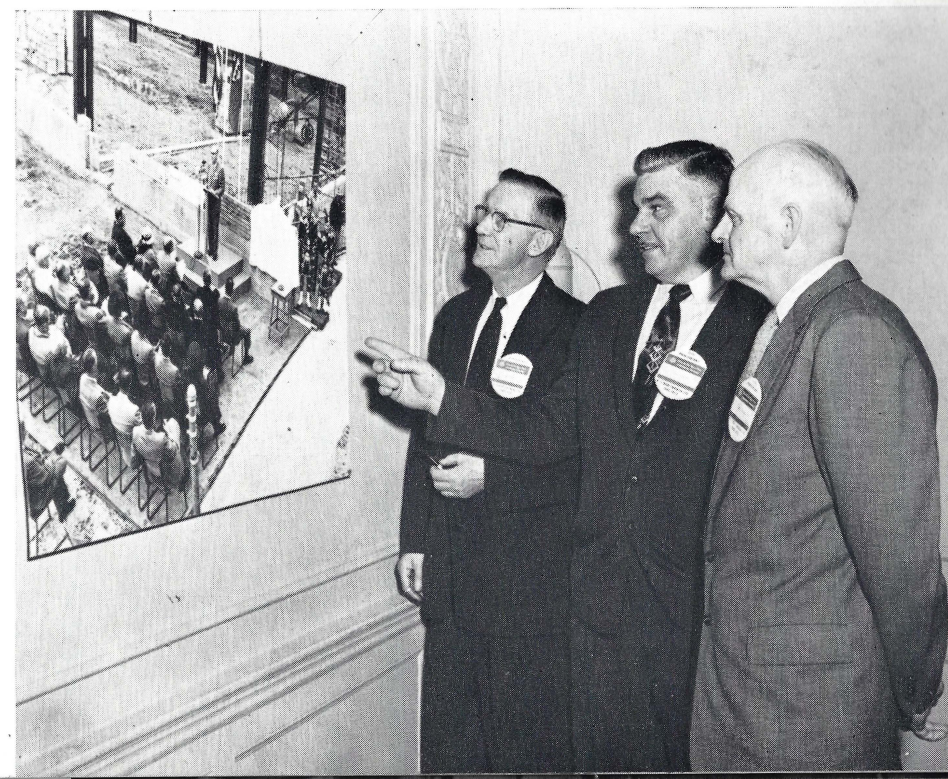


Men who once worked side by side and now work up to nearly a mile apart, had a great deal to catch up on.

Prettier than the picture, Kay Burrows commands the attention of Ted Mahoney, and G. L. Humphrey, A. V. Roe Canada Ottawa and U. K. representatives respectively, and Joe Moore.



Laying of the cornerstone of Orenda's Sopwith laboratory by Sir Thomas Sopwith is recalled by A. H. Veale, Steve Fulton and H. M. Maclean.



employee of this organization should introduce the founder of this organization.”

As Fred Smye went about introducing Sir Roy, here was a speech with a rare combination of humor and memories deeply felt. Many of the men listening, who had worked at the crown-owned Victory Aircraft plant before A. V. Roe Canada bought it from the government, had not known until this moment some of the behind-the-scenes events Fred Smye described — “of the birth and before the birth of this company”. He asked them to cast their minds back ten years to the war and immediate post-war atmosphere in which the company was founded, told them how Sir Roy after a visit to Canada in 1943 “liked Canadians, had respect for their ability, became inspired with a great feeling for the future development of Canada,” and felt

that one prime necessity in that development would be a basic aircraft industry — from design to production of both aircraft and engines — which Canada never had had. He delighted the audience with anecdotes of early trials before this came to pass, told of 90 days spent in a suite at the King Edward “with three chirpers” Sir Roy sent late in 1945 to help in setting up the new company. He told of the attitude in the aircraft industry at that time, when most companies “were engaged in a kind of competition to see who would be liquidated first” and of the incredulous reaction when men in these companies heard about “this crazy Englishman who was going to start where they were going to stop.”

He told of the lack of encouragement Sir Roy received from almost everyone, except C. D. Howe, and in his summing-up

At the head table, left to right: Frank Trethewey, Cyril Luby, John Tory, Fred Smye, Sir Roy, Crawford Gordon (chairman), Air Marshal Curtis, Walter McLachlan, E. J. Cosford, Earle Brownridge, Joe Morley, Bill Dickey (on the far left but not shown: A. A. Bailie).



tribute said: "This man was at that time at the apparent peak of his career. He had established for himself a world-wide reputation because of the part he played in the production of the Lancaster. Everyone recognizes that it was one of the greatest factors, one of the greatest weapons, in the hands of the allied forces in the war. He had made a terrific contribution to the allied cause and in recognition of this he had been knighted by the King. (Applause). So when this man assessed and weighed up all these things with regard to starting this company in Canada he knew that he had nothing to win — and he didn't — but he had everything to lose, and he knew this. But he held to his ideals....He told me, 'This is a long-term interest which we have in a principle, something we think should be done in the interest of Canada and the British Empire'.

"In closing, there is one thing which I would like to convince you of tonight. That is that without Sir Roy's vision and courage and faith in our country and in the principle that this country should have a basic aircraft industry, there would be no CF-100, no Orenda engine, no C-105, no PS-13, and you would not be here tonight reflecting and reminiscing on the things which have taken place here in this company in the last ten years."

To great applause, Mr. Smye then presented, on behalf of Avro and Orenda, pins in both Ten-Year clubs to Sir Roy, and also presented him with a silver cigar and cigarette box, inscribed in memory of the occasion. Sir Roy unwrapped it, read the inscription, and said slowly, "You shouldn't do these things. You know that. However, I am very grateful to you. It is nice, of course, when some old guy like me is told, 'Well, we're pleased with what you have done.' But as I will tell you a little later on, it is really not me that has done it. You have done it yourselves."

Sir Roy then presented Ten-Year club pins to John Tory, "friend and mentor and guide through all the early years and even today as a director of all our companies." Then Sir Roy asked all other Ten-Year club members to "put up the pins with me. I hope you'll wear these pins and be proud of them."

Where Fred Smye had told of Sir Roy's early part in the founding of the company, the trips to and from England, meetings with T.C.A. and the R.C.A.F. and with Mr. Howe, Sir Roy



Crawford Gordon, standing in front of large photograph, had the honor of presenting a 10-year pin to A. V. Roe Canada's first employee—Fred Smye.



Fittingly, Fred Smye had the privilege of introducing Sir Roy . . . and of presenting him with his emblem of membership in the Avro Ten-year Club.



went back even farther — and gave an hilarious account of his first trip to Canada, in 1943, in a brand-new York. With him was Sir Frank Spriggs, now managing director of Hawker Siddeley of England, A. V. Roe Canada's parent group. They were dogged with bad weather all the way from Manchester to Prestwick to Iceland to Goose, where bad weather made them go back to Bluey West One at Greenland. Finally they made it to Dorval. One of the purposes of the trip had been to be present when the first Lancaster rolled off the line at the Malton plant, then operated by Victory Aircraft. The delays had made them too late for that, but they did have a good "cross-section look-see at Canadian industry — and I was very impressed."

Referring to his decision to establish in Canada, Sir Roy said: "Fred makes out that it was an awful gamble and all that sort of thing. Well, I don't agree. I think it was just common horse-sense. You see, here was the way I looked at Canada . . . I saw a great country full of natural resources,



The presentation of an inscribed silver cigar and cigarette box to Sir Roy by Fred Smye on behalf of the 10-year veterans, caused a moment of great emotion for the Company's founder." . . . the value in the Company isn't the things it is making or in its technical achievements; it is the people in it," he said.

Walter McLachlan, thanking Sir Roy, said: "We thank you for your faith in us and in Canada."



Orenda's Jack Hilton presented silver cigarette boxes to Fred Smye, left, and Crawford Gordon, Jr., right, on behalf of members of both clubs. In a special presentation, Mr. Gordon also received honorary 10-year pins from both clubs.





Reading clockwise from bottom are: Harry Shipley, Dave Wagner, Don Rogers, Mario Pesando, Bill Shaw, Ron Adey, Norm Lucas and Bert Small.



From left: Sam Southern, Les Garth, Len Chapman, Harry Snell, R. W. Watson, Jimmy Tawse, Joe Savage and Joe Sheppard.

all kinds of metals, all kinds of minerals and oil, all kinds of capacity for growing wheat and other kinds of food, and yet it seemed to me that it might be lacking in the finer engineering developments and the finer developments in things like aircraft, aircraft engines and so on. And I couldn't imagine, I couldn't possibly imagine a nation with this sort of potential carrying on without demanding — not just asking, or thinking about it, but *demanding* — its own aircraft, its own aircraft industry, its own engine industry and indeed a lot of other industries too. But of course I was an aircraft man and so I said, 'All right. That's my field. I'm going to have a go.' And so, well, we had a go."

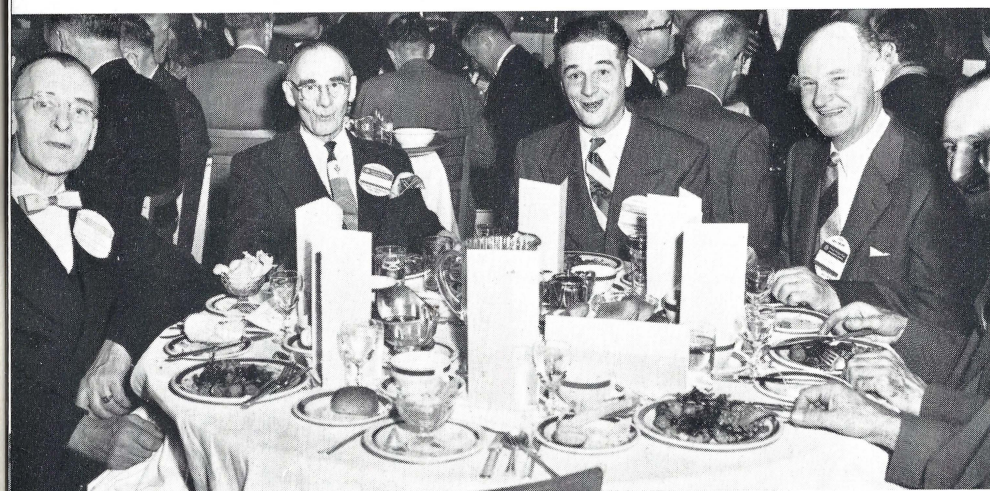
He told of the beginnings, when the road looked rocky ("Although I had firmly in my mind what we would do") and of a change in the attitude of the R.C.A.F. because a new chief of staff began to guide the thinking of the air force. "He was determined to have an industry behind his air force. He was

determined that his air force should grow. He was quite sure that it was a factor for safety in defence, not only the defence of Canada but of the whole western world. . . . In other words, he took the real long and strong view. That man is our vice-chairman who is sitting on my left now, Air Marshal Curtis. (Applause). I shall always feel a debt of gratitude to you for what you did in those very dark and troublesome days, Wilf. And indeed I think that not only we but the whole of Canada should echo those sentiments. (Applause)."

He told of how the Jetliner flew — "the finest jet transport in the world then, and I believe it is today." He gave this little-known sidelight on the acquisition of Turbo-Research: When the government decided that a private company should take over from where this crown-owned research organization left off, it was suggested that Sir Roy get three others of the world's most famous aero-engine companies in with him to do the job. "Well, I didn't like the sound of that. But neverthe-



Gerry Devries, Spud McBride, Jean Cronie, Olive Wurm, Percy McConnell and Bill Carter.



Left to right: Harold Shilson, Ed Wilkinson, Wilf Farrant, Art McAteer and Jack Creek.

Back row, from left to right: George McDonald, Doug James, Chad Williams.
Front: Bill Turnbull, Jim Storr, Paul Neilson, Walter Kohn and Ray Woodfield.



less I carried out my part of the deal and I personally approached each one of these companies. Well, in plain language they told me not to be a ruddy fool, Canada had never built an engine, it had never designed an engine, and it never would. 'Not only that,' they said, 'but we'll supply all the ruddy engines that Canada ever needs anyway.' Well, you can only imagine what I said to that. They didn't know the potential of Canada. But I think they know it now."

Then, with a chuckle, he addressed himself directly to the Ten-Year clubbers — "we hoary old so-and-sos" — and said he wanted to speak to them of "the nine-year-olds, the eight-year-olds, the seven-year-olds, right back down to the one-year-olds. They are all playing their parts. Let's start with your president, Crawford Gordon . . ."

Sir Roy told of how Mr. Gordon came to the company, in 1951. With the company on the eve of big things, the CF-100 and Orenda ready for large-scale production, Sir Roy felt the company needed strengthening all over, including in top management, where Fred Smye was "worked to a frazzle; Walter Deisher (the first general manager) . . . a sick man." He had heard some time earlier about Crawford Gordon in Canadian industry and said that the day he came to A. V. Roe Canada "was a very big turning point in the history of our company. (Applause). Not only did I hire that day a most successful young president and general manager; I made a friend, one of the best friends I ever had. And I don't want any better . . . When he sets his mind to do a job he'll do it in spite of hell and high water. And that is what he has done in A. V. Roe. If you compare A. V. Roe now to what it was just over four short years ago when Crawford came you will realize some of the things he has done. You can rely on him. As long as he is at the helm of this company you haven't anything to worry about."

He referred to projects coming along in the company, the 105 and the PS-13, and other things. But "there is something we have got in this company today which is much more valuable . . . the value in the company isn't in the things it is making or in its technical achievements; it is the people in it. Bricks and mortar and machine tools, technical equipment — you can buy all those. But you cannot buy your men and

women, you cannot buy that spirit they've got. And those are the things we are dealing in, and those are the things we are proud of, just as much as we are proud of the things we make."

Earlier he had mentioned, among others, Don Rogers and Ernie Alderton as exemplifying the early spirit of the company — and "while that spirit is around, this company simply cannot miss." Now he mentioned Walter McLachlan ("Orenda hasn't gone short of much since Walter took over"); Earle Brownridge ("he was young, without much experience — look at him now"); Charles Grinyer ("Crawford said, 'He'll blossom.' Well, how he blossomed — Charles is now more respected in the engine industry than most of the fellows who've been at it for thirty or forty years down in the States"); Frank Trethewey ("He was the first chairman of de Havilland's; I felt very proud that Frank should come to us"); Jim Floyd ("I watched him grow up from an apprentice; he finished off the design of the CF-100, did all the design for the Jetliner; is now doing the design for the 105, the most advanced and sophisticated aircraft in its class in the world today"); Harvey Smith ("A strong, capable manufacturer — I won bets when he did the impossible with the Mark IV production programme"); Joe Morley ("a tower of strength"); Harold Young, Jim Kenny, Burt Avery, Harry Keast, Archie Bailie . . .

Then Sir Roy turned to the other companies besides Avro and Orenda now in the A. V. Roe group. "Canadian Steel Improvement," he said, ". . . they're building themselves up, just completing a new foundry, screaming for a new forging press, things of that kind. We can expect big things from them before very long.

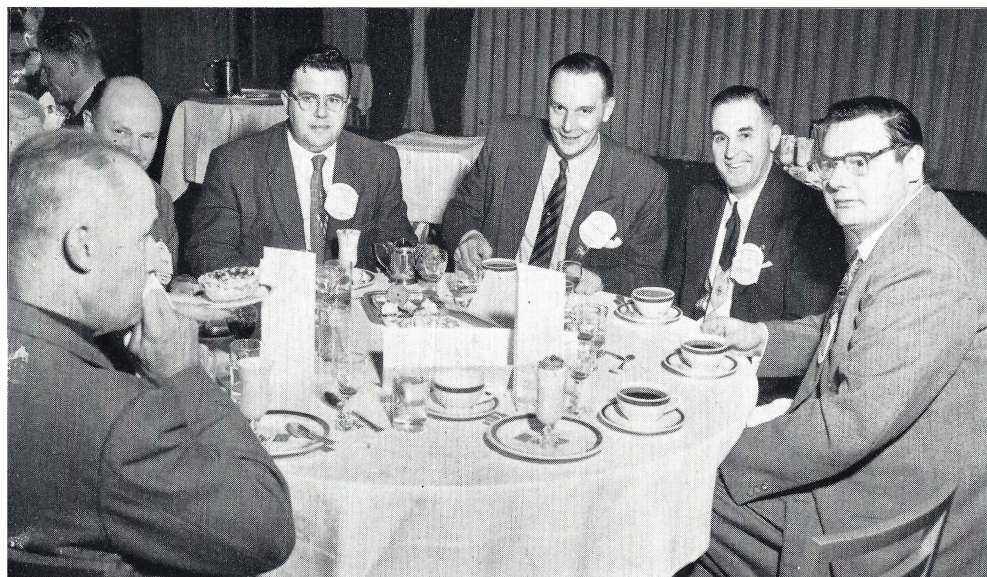
"Now we come to the latest company to join our group, Mr. Cosford's company, Canadian Car and Foundry." (In his earlier introduction of E. J. Cosford, president and managing director of CanCar, Crawford Gordon had said: "I couldn't be more pleased that CanCar and we are now 100 percent linked," and had mentioned a plan already in being for interchange of ideas between CanCar and other companies in the group.) Sir Roy added: "We consider that the products this company makes, and the way it operates, are basic to Canada, just as aircraft and engine design and development also are basic to Canada. I am quite confident that as time rolls by — and not all that



Old friends meet—George Perrotti of Orenda is surprised to find a former fellow-employee, Matt Kniska, serving at his table.

Reading from lower left: Bill Barlow, G. C. Best, Jean-Paul Laviolette, M. A. Phipps, Bill Rigby, Joe Purvis and Percy Watt.





Union representatives, facing camera: Al Breadman, Tommy Johnson, Ernie Morris and Rudy Graf, with Jack Nesbitt, centre, Orenda Industrial Relations manager.



C. S. Criggar, Bob Wilson and D. W. Gordon with Tom Gamble.



Len Theobald saves his program.



Left to right: Hugh Galbraith, Tom Williams, Gordie Stewart and Wally Spink.

Below: A. H. Veale, A. M. Maclean, Lou Miron, Grahame Wishart, Bert Beasley.



much time either — we shall be seeing new things rolling out of CanCar just as they have out of Avro and Orenda. And that to me will be another proud day . . .

“What about the future, boys? Well, aircraft and engines . . . are going to go higher and further and faster—very much so. We have put the Jetliner to bed now but we shall probably have a go at another one, and it won’t be anything like the one we have just done. It will be a truly supersonic job that will go across the Atlantic at, let us say, 1,500 miles an hour and do the Atlantic in two and a half hours with real regularity and in comfort and safety. That is the sort of thing that is within our grasp. . . . It calls for different sorts of engines — still gas turbines. It calls for different ways of building aircraft, completely different shapes. But it’s going to be there.

“You will get into electronic things. . . . You will get into missiles. You cannot avoid it. All kinds of fine engineering will have to be developed within our group whether it is in CanCar, C.S.I. or Avro or Orenda. Maybe the future will have some fancy gas turbine or diesel trains too. Those things have got to come . . .

“Whatever the future holds for us, let’s just pursue it, and stick together, and go forward. The future will only belong to Canada *if* Canada, the people of Canada, have faith in the destiny of Canada and work like blazes to make that destiny come true. Now I say: Go to it! And God bless you.”

When the long roll of applause diminished, Crawford Gordon called upon Walter McLachlan to thank Sir Roy. Where Sir Roy and Fred Smye had told of the past and had projected it toward the future, Mr. McLachlan took a thoughtful look at principles underlying the company’s progress — one being that at many points in “the fascinating history we have heard here tonight . . . if the comfortable, easy, short-term view had been taken . . . we would not be here tonight.”

He interpreted the company’s remarkable first ten years on two levels — first, in its fight for the principle of giving Canadians the right to use their creative talents within their own country; second, in its application to the concept of a strong and growing family, of nations as well as of companies, and of men within companies.

“Now, it has always been a matter of some doubt to me as to how you define a Canadian,” he said. “I prefer to think of a Canadian as one who believes in Canada, and who works hard at it. And on this score, I suggest to you that no one qualifies any better than Sir Roy Dobson . . .

“As Sir Roy has said often, if Canadians are given the opportunity and the challenge to use their talents they don’t



Leo Clark with Jack Hilton and Ray Joyce.



Stew Rahmer, Bert Marcouiller and Ambie Smith.

Earle Brownridge, Joe Morley, Bill Dickie, Jim Christie.



Facing camera: Bill Barlow, D. H. Parker and G. C. Best.



Mike Rose, Herb Hale and Charlie Feeheley.



have to take a back seat to anybody. I think, however, he has also said that we must learn to see the challenge and we must learn to make the opportunities . . .

"An example which typifies the spirit of adventure and confidence which Sir Roy inspires in all of us is the PS-13 engine. When this design was conceived late in 1953 it was a very full step indeed, far in advance of anything else known to be in hand. Many people think that this engine was laid down solely for the Avro 105. That is not so. It was laid down solely on the basis that a bold step was needed to establish firmly Orenda as a major contender internationally in the engine field. If the design were successful it would not only power the 105 better than any other known engine but it would lead the parade into the coming supersonic era. This indeed was giving Canadians an opportunity to challenge the world. But it took a lot of money and it took a lot of courage to place those blue chips on the table. They were put on the table. The result today has been to excite the keen interest of the air forces and the aircraft industry of the entire free world."

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Mr. McLachlan then spoke directly to Fred Smye, of "the lasting feeling which I know is in the minds of all those who were associated with the early days of the gas turbine division for the contribution that Fred Smye made to this new and what at times must have been a very frightening venture. . . I say to you, Fred, that the boys won't ever forget those days and the part you played in them."

And then: "Sir Roy, while it is fitting that on the tenth anniversary of A. V. Roe Canada your audience is composed mostly of those who have ten years of service, I think what you have said tonight might well have been said to all the thousands who make up the A. V. Roe Canada family. I feel sure that you would like each of us to pass on this story, this philosophy, and this faith in the future to all the members of our family, not only tomorrow when we tell our friends about the evening we had tonight, but from time to time in the months and years to come. If I may, I suggest that all of us in this room should make a point of doing that, particularly to the younger members of the family who have not had the privilege of being here

Sir Roy with Kay Shaw, Jean Cronie, Kay Burrows, Betty Moore and Mary Newnes.



Joan Whalen, Harvey Smith and Greta Hoar.



tonight and knowing this story and working with it as you have . . .

"Family . . . is a very comprehensive word, a very important word in the free world today, not only in the direct sense as we all know it but in the broadest sense — the British Commonwealth, Nato, the trade unions, the provinces of Canada, our churches, schools, colleges. In none of these cases does the individual member give up his right to say his say and fight for his own future, whether it is son, union, or province, or even Orenda. Yet we are all proud to belong to a group which has common ties; ties in history, in faith and in the belief in freedom of thought and action; bound together by a similar and a common basic philosophy and faith in the future . . .

"I think Sir Roy has told us very clearly tonight that as a family grows in strength and in stature, so may all its members . . .

"Sir Roy, we thank you indeed for coming to speak to us on this tenth anniversary, for your fascinating story of the past and things to come, for your remembrances of the crises and the people who met them. But I'm sure that our thoughts go much deeper. We thank you, sir, for your faith in Canada in the past and in the future, for your faith in us as people, for the wealth of experience that you bring to us, and particularly for the example that you give us in your courage and in your tenacity in carrying out what you believe in."

The audience rose then and gave Sir Roy an ovation to punctuate Mr. McLachlan's closing words. As this ovation ended, Jack Hilton stayed on his feet and asked for permission to speak. He came up and did so, on behalf of both Ten-Year clubs, thanking Crawford Gordon and the company for the dinner, and presenting him with honorary membership in both clubs. Then, again on behalf of both clubs, Mr. Hilton made a presentation to "our boy, Fred Smye . . . We concur wholeheartedly with all the nice things that have been said here tonight about him."

With a few brief words, Mr. Gordon then adjourned the meeting. And after another hour or so, including a sing-song around a piano, and many lingering conversations which had in them a lot of the past, and for that reason a lot of the future too, the birthday party was over.



Art Sawyer gets Sir Roy's autograph on dinner program as a souvenir.

Almost midnight, the evening's over: Art Sawyer, Blake Wheeler, Eric Hall, Brian Wood, Eric Bright, John Thorne and Everett Taylor.





Close harmony, a pause before heading home. The pianists are Reg Whittington, foreground, and Blake Wheeler. The serenaders are Charlie Falardeau, John Spencer, Tommy Johnson, Bill Adamson, Harry Gallinger, John Main, J. P. Laviolette and Joe Sheppard.

In kind
donation:

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