



At left is Crawford Gordon, Jr., kingpin of the new Avro Canada Group of companies. Above is Fred T. Smye, vice president and general manager of Avro Aircraft Limited, which was formerly the Aircraft Division of A. V. Roe Canada Limited.

Immediately below is Walter R. McLachlan who, as vice president and general manager of Orenda Engines Limited, is operating head of the big engine firm. This company was formerly the Gas Turbine Div. of A. V. Roe Canada Limited.



Above is Cyril J. Luby, president and general manager of Canadian Steel Improvement Limited, which, along with Avro Aircraft Limited and Orenda Engines Limited, has now become a wholly-owned subsidiary of A. V. Roe Canada Limited.



Giant of Industry

AVRO CANADA AIRCRAFT, ENGINE DIVISIONS BECOME SEPARATE FIRMS

A MAJOR reorganization of Hawker Siddeley interests in Canada has resulted in the formation of a three-company operating group, including the two divisions of A. V. Roe Canada Limited, each of which is henceforth to be operated as a separate organization.

Under the new set-up, announced December 2 by Crawford Gordon, Jr., Avro Canada president & general manager, A. V. Roe Canada Limited will head the new group as parent company, and the three operating firms will all be wholly-owned subsidiaries. Composition of the Avro Canada Group is as follows:

- **Avro Aircraft Limited**—formerly the Aircraft Division of A. V. Roe Canada Limited; current employment is approximately 10,000.

- **Orenda Engines Limited**—formerly the Gas Turbine Division of A. V. Roe Canada Limited; current employment is approximately 6,000.

- **Canadian Steel Improvement Limited**—formerly owned by the Hawker Siddeley Group and operated as a subsidiary of High Duty Alloys (Canada) Limited, this company has been bought outright by A. V. Roe Canada Limited. Current employment is approximately 400.

Only the parent is a member of the Hawker Siddeley Group.

Avro Aircraft Limited and Orenda Engines Limited were created by letters patent on July 29 under the Dominion Companies Act. Both are private companies having authorized capital of one million npv shares. Each company has purchased the related assets of the A. V. Roe Canada Limited business (and assumes the applicable liabilities) in exchange for fully-paid and non-assessable shares in the capital stock of each company, plus certain other considerations.

Though the purchases were effective August 1, 1954, the two companies will not start doing business publicly under their new names until January 1, 1955.

Canadian Steel Improvement Limited capital stock is purchased for cash from the Hawker Siddeley Group, who bought the plant from the Canadian Government in April, 1954.

Operating heads of the three companies are: Avro Aircraft Ltd.—F. T. Smye, vice-president & general manager; Orenda Engines Ltd.—W. R. McLachlan, vice-president & general manager; Canadian Steel Improvement Ltd.—Cyril J. Luby, president & general manager.

In Control: The board of directors of the parent A. V. Roe Canada Ltd., includes: Sir Roy H. Dobson, chairman; A/M W. A. Curtis, vice-chairman; Crawford Gordon, Jr., president.

Mr. Gordon, who will play a multiple role in the administration of the new Group of companies, holds the following offices: president & general manager, A. V. Roe Canada Ltd.; chairman & president, Avro Aircraft Ltd.; chairman & president, Orenda Engines Ltd.; director, Canadian Steel Improvement Ltd.

Other executive personnel shifts and changes involve the creation of several new vice-presidents:

New vice-presidents in the holding company are—A. A. Bailie, vice-president, finance; W. H. Dickie, vice-president, industrial relations.

In Avro Aircraft—James C. Floyd becomes vice-president, engineering; H. R. Smith, vice-president, manufacturing; J. A. Morley, vice-president, sales & service.

In Orenda Engines—C. A. Grinyer becomes vice-president, engineering; E. K. Brownridge, vice-president, manufacturing; F. L. Trethewey, vice-president, sales & service.

Canadian Steel Improvement—J. A. Wellings becomes vice-president, operations.

On Their Own: Mr. Gordon, in announcing the details of the new Group, stressed that from now on each member unit will be completely independent of the others. He said the move was natural step in the growth of A. V.

Roe Canada Limited. It was, he thought a logical conclusion to a de-centralizing program which had been proceeding for some time.

Noting that Canada had emerged in a very short time as one of the world's four leading nations in air power, Mr. Gordon forecast an ever-enlarging future for Canada's aircraft industry, and for A. V. Roe Canada as its largest enterprise.

Tracing the steady and often-spectacular growth of A. V. Roe Canada from its beginnings in 1945 (when the Hawker Siddeley Group, through Sir Roy Dobson, made its initial investment by purchasing the Crown-owned assets of Victory Aircraft), he said the parent group had since made a total permanent investment in Canada of more than \$16,000,000.

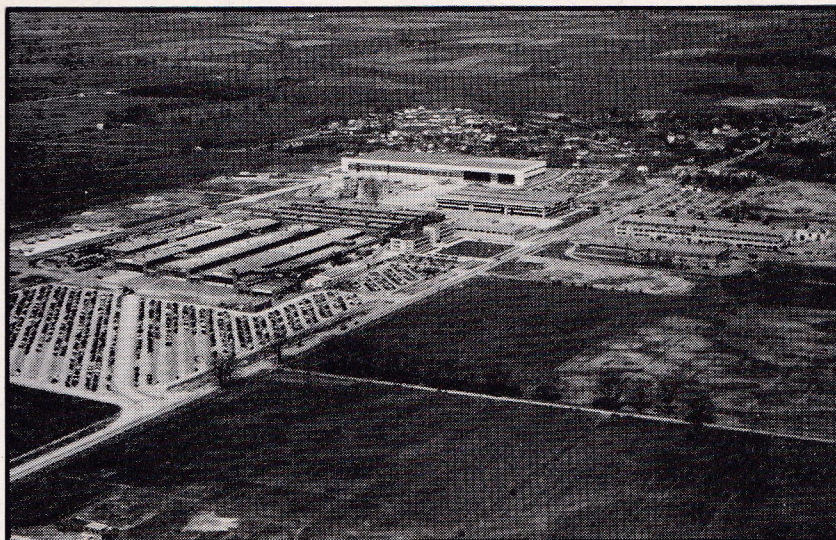
Not one cent of profit had been taken out, it was emphasized. All earnings, with cash recoveries from depreciation, had been re-invested from the start, with the result that today the Avro Canada Group represents the largest single British industrial investment in Canada.

"In addition," Mr. Gordon said, "we have those very substantial but intangible assets of engineering, technical and production know-how and experience — and the various advanced projects now under way."

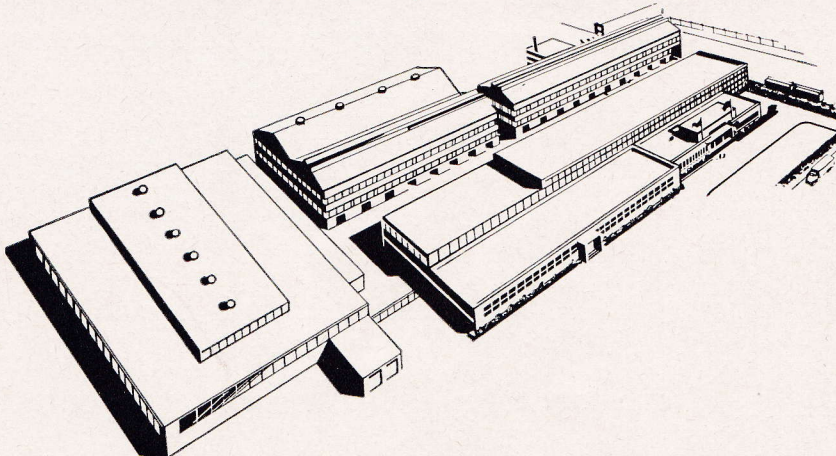
Measure of Growth: It was nine years ago that A. V. Roe Canada began operations, Mr. Gordon noted. Then it had but 300 employees. Today the three companies in the new Group employ a total of 16,000. Total manufacturing and engineering area in 1945 was 1,000,000 sq. ft.; now the total for the three companies is approaching three times this original area; 2,500,000 sq. ft. of the present total is concentrated in the 550 acres at Malton.

According to Mr. Gordon, the new three-company set-up had developed out of the rate of growth and increasing complexity of the aircraft industry. It had been clearly demonstrated, for example, that airframes and engines, as different products, should be dealt with independently of each other.

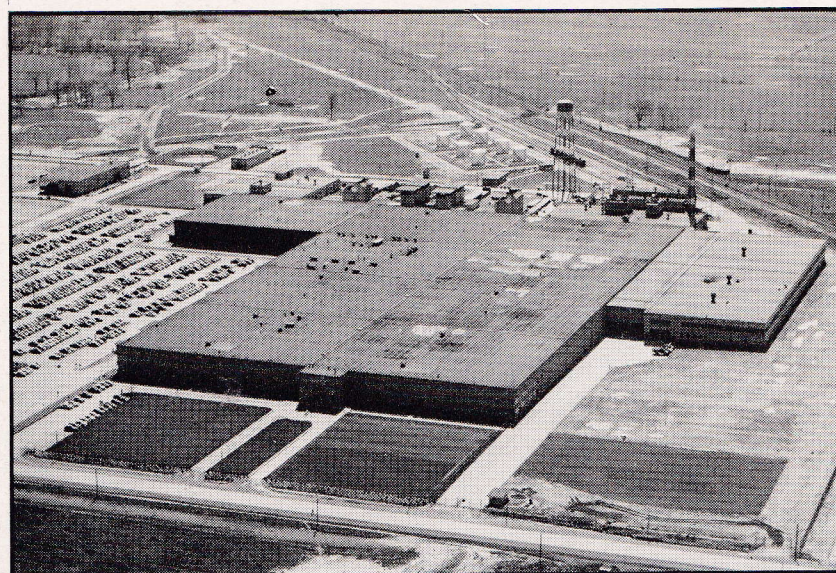
The directors had therefore felt that sound growth could be best achieved by encouraging individual and collective effort and giving each operating unit a bill of rights to develop its own future, and ensure continued advancement of the individual companies.



The big plant of Avro Aircraft Limited, Malton, Ont., has some 1,600,000 sq. ft. of engineering, manufacturing, and hangar space, and provides employment for approximately 10,000 persons. Since 1945, plant additions have included two hangars, buildings for material stores, special projects.



Existing plant facilities and additions to be completed in 1955 are shown in this sketch of Canadian Steel Improvement Ltd., Etobicoke, Ont. A producer of precision forgings, CSI plans a larger forge plant, modern light alloys foundry, and extensions to die shop, laboratory, and office block.



The plant of Orenda Engines Limited, Malton, Ont., has a floor area of 750,000 sq. ft. and is generally recognized as one of the finest production facilities of its size anywhere. Since official opening in September, 1952, over 1,500 Orenda turbojet engines have been turned out for the RCAF.