

Classic & Iconic British Aviation Ads Series: 1900 - 1970

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A Pictorial History Of The British Aviation Industry From 1900 to 1970 From A Company Advertising and Marketing Perspective.**The Age Of Mergers & Acquisitions****Hawker Siddeley Group Ltd**

By 1960 Hawker Siddeley had evolved through a series of mergers and acquisitions going as far back as 1935 as one of the "big two" British aerospace companies.

Hawker Siddeley Aircraft was originally formed in 1935 through the purchase by Hawker Aircraft of the companies of J. D. Siddeley, Armstrong Siddeley and Armstrong Whitworth Aircraft. Around this time Hawker Siddeley also came into control of A.V. Roe, Gloster Aircraft Company (Gloster) and Air Training Services although the founder companies continued to produce their own aircraft designs under their own name but shared manufacturing work throughout the group. As the diagram opposite will show there were significant overseas operations incorporated within the group.

In 1948, the company was renamed The Hawker Siddeley Group. In time the aircraft division would become Hawker Siddeley Aviation (HSA) and the guided missile and aerospace technology operations as Hawker Siddeley Dynamics (HSD).

In 1959, the aero engine business, Armstrong Siddeley was merged with Bristol Aero Engines to form Bristol Siddeley. Around 1959, the British government determined that there would only be limited government contracts being offered, and it made sense to merge the existing companies, of which there were about 15 surviving at this point, into several much larger firms.

Out of this decision, came the "order" that all future contracts being offered had to include agreements to merge companies. In 1959, Folland Aircraft was acquired, followed by de Havilland Aircraft Company and Blackburn Aircraft in 1960. By 1963, the names of the constituent companies had been dropped, with products being rebranded as "Hawker Siddeley" or "HS".

The State Of Play 1960

Hawker Siddeley ¹
Industries Ltd
Duke St St James SW1

Board - Products-Services

Bristol Siddeley ²
Engines Ltd

Board - Products-Services

Hawker Siddeley ³
Aviation Ltd
Richmond House Kingston

Board - Products-Services

50%

**Hawker Siddeley Group Ltd**

Richmond Road, Kingston-on-Thames. Surrey (Kingston 7741)

Sir Thomas Sopwith, Ch ; Sir Ray Dobson, MD, Sir Aubrey Burke, D MD ;
John F. Robertson, FD ; Hugh Burroughes, Harold T. Chapman ; Sir Arnold
Hall ; Hugh G. Herrington ; Arthur Jopling ; James A. R. Kay ; A. Stewart
Kennedy, John T. Lidbury ; Sir Halford Reddish.

Employees: 120,900 (excluding Bristol Siddeley) Value: £79m

A.V. Roe ⁴
Canada Ltd
170 University Ave Toronto
58%

Board - Products-Services

De Havilland ⁵
Holdings Ltd
Nast Hyde Hatfield Herts

Board - Products-Services

Constituent Companies**1. Hawker Siddeley Industries Ltd:****2. Bristol Siddeley Engines Ltd:**

3. Hawker Siddeley Aviation Ltd: [Sir W.G Armstrong Whitworth Aircraft; ATS Co Ltd; Blackburn Aircraft; Folland Aircraft; Gloster Aircraft; Hawker Aircraft; A.V. Roe & Co Ltd]

4. A.V. Roe Canada Ltd: [Avro Aircraft; Orenda Engines; 21 Misc Non Aero companies; Canadian Car & Foundry, Canadian Applied Research.]

5. De Havilland Holdings Ltd: [D.H. Aircraft; D.H. Engines; D.H. Propellers; D.H. Aircraft of Canada; D.H. Aircraft of Australia; S.G. Brown Ltd; (Controlling Interest); 2 Non Aero subsidiaries]

See tables below for detailed information of products & services

Prime Minister: Harold Macmillan (Con) - Secretary of State for Air: Julian Amery - Head Of The RAF: Sir Thomas Pike

Hawker Siddeley Group Board



Hawker Siddeley Industries Ltd

Sir Roy Dobson. Employees 17,700 UK - 23,600 Canada.

Plant locations throughout U.K. Accelerometers, agricultural machinery, air receivers, alloys in all forms, alternators, aluminium masts, battery electric vehicles, bed plates, boots. buildings (esp industrial and public) ,buses and bus shelters, chemical engineering, coach building, compressors. computers, control gear (electrical) , crankcases, crash rescue vehicles . diesel electric locomotives, diesel engines for all purposes, dual-fuel engines, electric rotating machines of all kinds , electric power track, electronic equipment, fire-fighting vehicles , forgings , piston gasifiers, fuel injection gear, fuel storage and transport. fuse-gear and fuses. gas engines, generating plant, glass fibre products , governors, grass mowers, impermeable graphite, industrial fabrications, lamp posts , landing craft , magnesium in all forms , marine auxiliary power, marine equipment, mining gear (esp electrical, Nimonic products, nuclear reactors (power and training) and associated equipment, office buildings, passenger launches, fast patrol boats, petrol engines, plastic products, pontoon bridges, power projects (complete), precision equipment, prefab. buildings, presses, pumps, rail traction, rainwater goods. refrigeration installations, refuellers, road rollers, road sweepers, scaffolding, sewage and treatment plant, ship stabilizers, starters (diesel) steel in all forms, switchgear, tank vehicles, tap changers, titanium forgings and stampings , transformers, turbines (steam and gas), turbochargers, vaporizing oil engines, vehicles (special purpose), vending machines , ventilating equipment.

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Bristol Siddeley Engines Ltd - (BRISTOL AEROPLANE CO. LTD. 50%) - (HAWKER SIDDELEY GROUP LTD. 50%)

BRISTOL SIDDELEY ENGINES LTD. Mercury House. Knightsbridge. London. SW1. (Tel: Kensington 7090)

Sir W. Reginald Verdon Smith Ch, Sir Roy Dobson VC. H. T. Chapman DC, Air Chief Marshal Sir W. Alec Coryton DC, Sir Arnold Hall MD, Brian Davidson BD. G. L. Hack DPD, Dr. S. G. Hooker TD-Aero, W. H. Lindsey TD-Power, William Masterton, W. F. Saxton PD, J. F. Robertson.

Employees: 25000 Capital: 24m

Sites: In Bristol area, Patchway, Rodney Works and Whitchurch : in Coventry area, Ansty, Parkside and Quinton Road; also Bentham (Glos); London NW.9 and, Sunderland

AERO DIVISION (BRISTOL)

BS.53: 58 and 75 ducted fans; Olympus, Orpheus, Sapphire and Viper turbojets : Double Mamba and Proteus turboprops ; BRSJ 801, BRSJ 824 and Thor ramjets.

POWER DIVISION (COVENTRY)

Gamma and Stentor rocket engines; Maybach high-speed diesel engines; Marine Proteus and industrial Proteus gas turbines ; gas-bearing circulators and pumps ; recirculating ball-screws and splines.

BRISTOL CARS LTD. - Filton

George S. M. White

This company, which makes the Bristol 406 car and a high performance 2-litre engine is a subsidiary of Bristol Siddeley Engines : originally it was a direct subsidiary of the Bristol Aeroplane Co. Armstrong Siddeley Motors Ltd. (one of the two companies which amalgamated to form Bristol Siddeley Engines) no longer manufacture cars.

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Hawker Siddeley Aviation Ltd

Sir Roy Dobson, C. H. Burroughes DC, J. A. R. Kay and J. T. Lidbury JMD's , S.D. Davies TD, Sir Sydney Camm, Sir William Farren, . J. F .Robertson, H.M. Woodhams. Employees: 38,500

SIR W G ARMSTRONG WHITWORTH AIRCRAFT - Baginton, Coventry (Tel: Tollbar 2261)

H. M. Woodhams: Adelaide (SA). Baginton, Bitteswell, Whitley.

AW.650. AW.660, Sea Hawk, Seaslug. Non Aero: Atomic energy, electronics.

A .T. S. CO. LTD. 18 St. James's Square, London SW1 (Tel: Whitehall 2064)

M. N. Golovine.

Market surveys, evaluation of trends and projects, patent co-ordination , press intelligence service.

BLACKBURN AIRCRAFT Brough. E. Yorks. (Tel: Brough 121)

A. J. Jopling. Brough. Holme-on-Spalding Moor. [Blackburn Engines, Blackburn Electronics, + 3 Non Aero Subsidiaries]

NA.39, helicopter- project. Artouste, Nimbus (A.129) , Palouste, Turmo. High-speed computers. digital data loggers.

Folland Aircraft - Hamble Hants (Tel: Hamble 3371)

J.T Lidbury. Chilbolton, Hamble

Gnat Fighter, Gnat Trainer, Hovertrucks.

Gloster Aircraft. Gloucester. (Tel: Gloucester 67011)

E.W. Shambrook. Brockworth, Hucclecote, Moreton Valence.

Javelin

Hawker Aircraft - Kingston-on-Thames. (Tel: Kingston 7741)

J.T. Lidbury. Dunsfold, Kinsgton (2 plants)

Hunter, P1127

A.V.Roe & Co Ltd - Middleton Manchester. (Tel: Failsworth 2020)

J.A.R. Kay. Chadderton , Chertsey, Harrow, Langar, Woodford.

Avro 748, Avro 758, Avro 771, Blue Steel Mk. 1 and 1A, Shackleton 1 , Vulcan 1. Aerial components . computers (analogue and digital), honeycomb structures, high temperature strain gauges

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A.V.Roe Canada Ltd - 170 University Avenue, Toronto

Sir Roy Dobson. Employees 27,700 (4100 aero related)

Avro Aircraft - Malton Ontario

H.R.Smith

CF-104 sub assemblies, CF-100 repair and overhaul, WS-606A "saucer-" research aircraft subcontract.

Orenda Engines - Malton Ontario

H.R.Smith

J79-OEL-7. Orenda repair, overhaul and spares, and subcontract.

(Non Aero Companies) 21 including steel, coal, shipping, transport and general engineering

Canadian Car & Foundry - Montreal

E.J.Cosford

CF-104 and DH airframe subcontracts, Harvard spares, and numerous non-aero products.

Canadian Applied Research - Toronto**H.R.Smith**

R-O navigation computer, airborne profile recorders and magnetometers, ice detection and shedding systems.

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De Havilland Holdings Ltd - Nast Hyde Hatfield Herts (Tel: Hatfield 2715)

Sir Aubrey Burke. 37,000 Employees

D.H. AIRCRAFT Hatfield - Herts. (Tel: Hatfield 2345)

Sir Aubrey Burke. Chester. Christchurch . Hatfield . Portsmouth.

Blue Streak airframe, Comet, DH.121, DH.123, Dove, Heron, Sea Vixen.

D.H. ENGINES - Leavesden. Herts. (Tel: Garston 4000)

H. Buckingham. Hatfield. Leavesden, London (Soho) , Stag lane.

Gipsy piston engines, Gnome turboprop and turboshaft , Gyron Junior, rocket engines, Industrial products division : Various non-aero activities. Nuclear Power Group : HTGC reactor work for AERE and 50,000 h.p. propulsion (or Admiralty; AGR for Heron.

D.H. PROPELLERS - Hatfield, Herts. (Tel: Hatfield 2300)

H.G. Sturgeon. Bolton, Edmonton. Farnworth, Hatfield, Lakefield. London WC.1. Lostock, Spadeadam, Stevenage.

Alternators, cold-air units, computers, flowmeters, general engineering , complete guided. weapon systems, propellers, rate gyros.

D.H. AIRCRAFT OF CANADA - Downsview, Ontario

P. C. Garratt. Downsview

Beaver, Caribou, Otter, CS2F-1 (Grumman licence). Guided weapon and engine divisions.

D.H. AIRCRAFT OF AUSTRALIA - Bankstown, NSW

L.J. Brain. Alexandria . Bankstown, Salisbury .

Vampire T.55, service and overhaul under contract. Propeller division at Alexandria. GW Trials at Salisbury.

S.G.Brown Ltd * (Controlling Interest) - Watford Herts (Tel: Watford 27241)

F.W.Gale. Watford

Gyroscopes, Gyro Compasses, Inertial & Master Reference Gyros, Telephone Equipment.

2 NON-AERO SUBSIDIARIES

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Hawker 400/731 For Sale
S/N NA721, RVSM, Fresh Inspections
Reduced Year End Price, Financing
AeroToyStore.com

Luxury Jets and Aircraft
Find luxury jets and aircraft for sale or
charter. Read reviews.
www.Justlux.com/Aviation

Aircraft Mechanics Course
Learn aircraft mechanics at home with
training from ICS Canada.
www.icslearn.ca



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