Genaire's First Decade

• Ten years on the Canadian aeronautical scene for Genaire Limited



Familiar haven for visiting business aircraft, Genaire at Malton.

Catharines and Malton, Ontario, celebrated its tenth anniversary in August of this year. This highly versatile organization was brought into being a little over ten years ago by a few individuals who were anxious to enter business on their own. Of the four original directors, three, Harry Picken, Gerry Wooll and Charlie Graham are still active officers of the company.

Setting up of the facilities took place at St. Catharines Airport in a wartime built hangar which was on lease to the city from the Department of Transport. This original facility, and still the head office, comprising some 25,000 sq. ft. of work space, was

in turn leased by the city of St. Catharines to Genaire.

From this modest beginning, Genaire has continued to expand its business and facilities for maintenance, overhaul, repair and engineering to the aviation industry. From the outset the company was equipped to provide aircraft service to owners and operators in the Niagara Peninsula area. Genaire was fortunate to receive Government contracts which enabled the company to expand its work force numerically and technically. Genaire still enjoys a substantial volume of repair and overhaul of RCAF and RCN equipment.

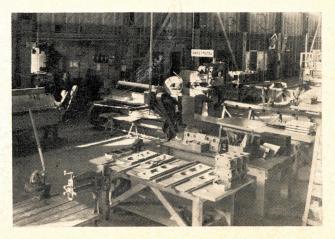
In 1953 Genaire formed an associated company, Avionics Limited,

which is located on the outskirts of Niagara-on-the-Lake. Initially concerned with electronics of the Velvet Glove project, Avionics has continued to expand as a supplier of printed circuitry to many of Canada's prime contractors in the electronics industry. Garth Mitchell is managing director of this subsidiary, which recently received a substantial order for export to West Germany.

Later in 1953, the burgeoning St. Catharines firm decided to form another subsidiary, Gensales Limited, to act as a sales outlet for manufactured products related to Canada's aviation industry. Heading up Gensales, as he has from the outset, is Bob Scripture.

Gensales handles a diversified line





Photos show some of the shops at St. Catharines, Genaire's main base of operations and company headquarters.