

EMSCO

AIRCRAFT FOR LAND AND SEA



*E*conomical—
*M*aneuverable—
*S*afe—
*C*omfortable—
*O*riginal—

THE EMSCO AIRCRAFT CORPORATION is organized and financed to manufacture a complete line of land and water aircraft to meet all requirements.

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We hope the following brief series of introductory advertisements will be of interest.

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Since its inception in 1911, the Emsco organization has enjoyed a steady and consistent growth. The policy of the various enterprises has been aggressive yet conservative. The Emsco Aircraft Corporation has been founded on these same sound business principles. The corporation is adequately financed and is being directed by a group of successful and progressive business men.

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We sincerely believe that the Emsco Aircraft Corporation is but a logical and forward step in rounding out the world-wide chain of EMSCO industrial and commercial activity.

EMSCO AIRCRAFT CORPORATION

E. M. Smith

President

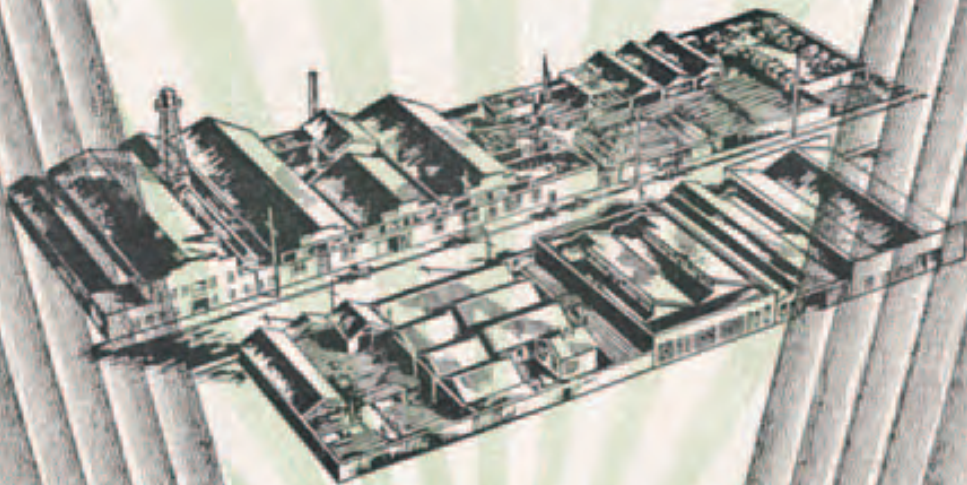


In 1911 the first EMSCO trade mark was introduced by the E. M. SMITH COMPANY, parent plant of all the EMSCO organizations. The entire plant is devoted to manufacture of Transmission Belting, Rubber Products and Hydraulic Brake Linings.

No. 1—of a series on the history and development of the giant chain of EMSCO organizations.

The most recent addition to this chain is the EMSCO AIRCRAFT CORPORATION, completely organized and financed to manufacture a COMPLETE LINE OF AIRCRAFT to meet ALL REQUIREMENTS — LAND and SEA.

EMSCO



**EMSCO AIRCRAFT CORPORATION
DOWNEY, CALIFORNIA**

★ACHIEVEMENT (Noun) *A noteworthy and successful action or a distinguished feat. (Heraldry) An escutcheon.*

This series of seven advertisements appeared in: Western Flying, Aero Digest, Aviation, and Oil Weekly—months of May, June, July and August, 1929.



In 1920 the EMSCO ASBESTOS COMPANY was organized. It is the only organization on the Pacific Coast which produces crude asbestos from its own mines and carries it through the various processes of manufacture.

No. 2—of a series on the history and development of the giant chain of EMSCO organizations.

EMSCO AIRCRAFT CORPORATION factory now under construction on a site of 75 acres located in the hub of the great Southern California Metropolitan Area.



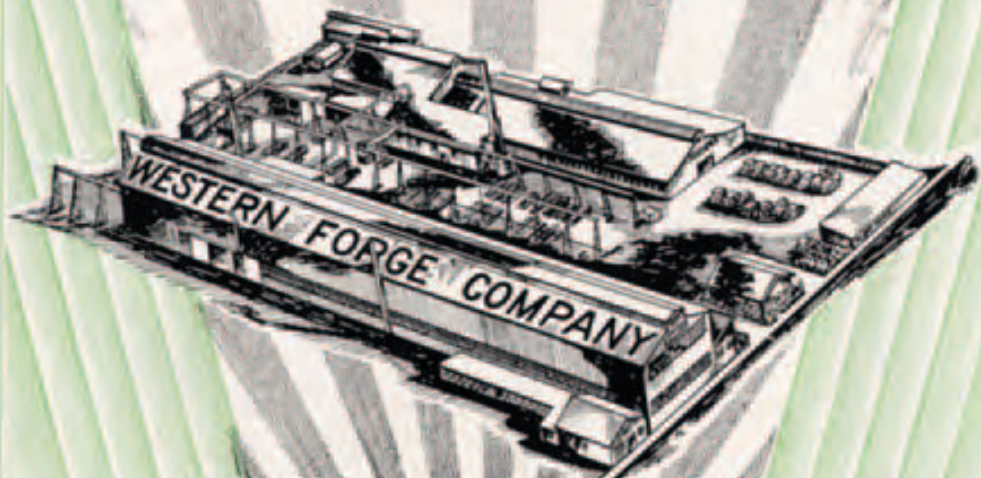
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Western Forge Company, Los Angeles, is a consolidation of the Western Drop Forge Company, organized in 1922, and the Emsco Press Forging Co., instituted in 1923. Produces drop forgings of all kinds and heavy forgings for all purposes.

No. 3 of a series on the growth and development of the mighty chain of organizations bearing the EMSCO trade-mark. Giant factory now building for Emsco Aircraft Corporation, backed and managed by a successful, progressive group of air-minded individuals. Designs by foremost aviation experts. Manufacturing and testing facilities to be unsurpassed. Planned world wide distribution.



EMSCO AIRCRAFT CORPORATION
DOWNEY, CALIFORNIA

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ACHIEVEMENT



1923 marked the beginning of the **EMSCO DERRICK AND EQUIPMENT COMPANY**. It is the only organization that manufactures—**UNDER ONE MANAGEMENT**—a complete line of Oilfield Steel Derricks, Oil Well Drilling Sucker Rods and Production Pumps.

No. 4—of a series on the history and development of the giant chain of **EMSCO organizations**. **EMSCO AIRCRAFT CORPORATION** factory rapidly nearing completion. Arrangements now being made with distributors throughout the world for handling the **COMPLETE LINE OF AIRCRAFT TO MEET ALL REQUIREMENTS**.



Houston, Texas



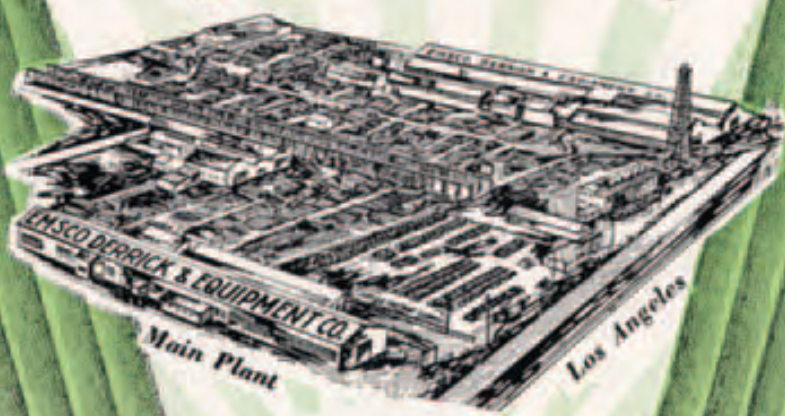
Dallas, Texas



Los Angeles



London, England



Main Plant

Los Angeles

EMSCO AIRCRAFT CORPORATION DOWNEY, CALIFORNIA

★**ACHIEVEMENT** (Noun) *A noteworthy and successful action or a distinguished feat. (Heraldry) An escutcheon.*



EMSCO REFRACTORIES—Largest on the Pacific Coast—Makes FIRE BRICK, SILICA BRICK and GLASS HOUSE REFRACTORIES.
EMSCO AERO ENGINE COMPANY—Now developing DIESEL AERO ENGINE.
JADSON MOTOR VALVE COMPANY—Makes ONE-PIECE VALVES for AUTOMOTIVE, MARINE, AVIATION and COMMERCIAL BANK.
PACIFIC NATIONAL BANK—Organized by E. M. Smith and associates in 1923; **PACIFIC NATIONAL CO.** in 1925—Combined resources over 30 Million.

No. 5—of a series on the History and development of the giant chain of EMSCO organizations.
 One unit of EMSCO AIRCRAFT CORPORATION factory now in operation. **FIRST TRIMOTORED EIGHT PLACE MONOPLANE "EMSCO CHALLENGER"** purchased by **Enesco Derrick and Equipment Company**. Now making 7,000 mile trip throughout U. S. A. visiting various EMSCO factories and representatives.

EMSCO



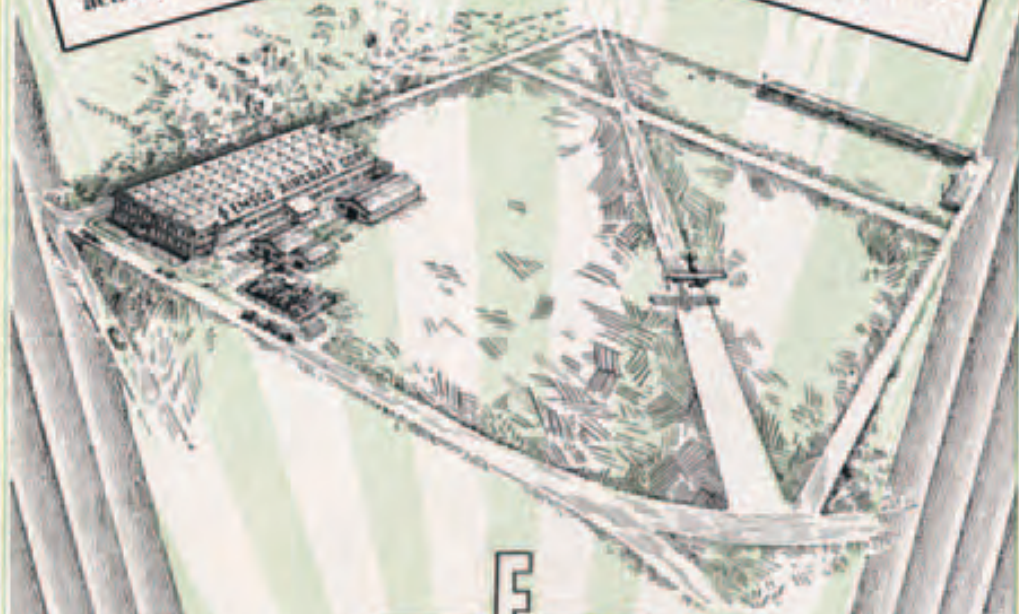
EMSCO AIRCRAFT CORPORATION DOWNEY, CALIFORNIA

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The EMSCO AIRCRAFT CORPORATION is but a logical and forward step in rounding out the world-wide chain of EMSCO industrial and commercial activity.

First unit of Downey, California, factory with 40,000 square feet floor space and 75-acre private airport now in operation, to manufacture a complete line of aircraft to meet all requirements—land and sea.



EMSCO

AIRCRAFT CORPORATION



THE FOUNDER
AND HEAD
OF THE
MIGHTY
CHAIN
OF
EMSCO
COMPANIES

Medium priced, eight-place, tri-motored monoplane. Offers economical transportation, with extreme safety, for corporation executives, transport operators or private owners. Takes off with full load using any two motors and lands at 50 miles per hour.

Length over all, 36 feet; Span 57 feet; Height 12 feet. Powered with three Curtiss Challenger motors, 170 horsepower each. High speed, 130 miles per hour; Cruising speed, 100 miles per hour. Welded chrome molybdenum steel tube fuselage. Service ceiling, 15,000 feet.



E. M. SMITH



Emsco
CHALLENGER

EMSCO AIRCRAFT CORPORATION

DOWNNEY

CALIFORNIA



The Emsco Plant

Downey, California



THE factory of the Emsco Aircraft Corporation, on Cerritos boulevard, Downey, Calif., has 60,000 square feet of floor space. The factory buildings are equipped with the most modern and efficient equipment in line production methods. The dope, paint and wood-working shops are in separate buildings adjoining the main assembly plant.



The corporation's private airport, containing seventy-five acres, adjoins the factory. The field has two hard-surfaced runways, one 3,000 feet long into the prevailing wind and the other 2,000 feet long. The field, one of the most modern in Southern California, is twelve miles from downtown Los Angeles, about 25 minutes by automobile.



Officers and Directors

E. M. SMITH

President

The Emsco Chain of industries, which today numbers a score of affiliated industrial and business organizations, began in 1911 when E. M. Smith founded the E. M. Smith Company, to manufacture transmission belting, rubber products and hydraulic brake lining. In addition to the original company, Mr. Smith is president of the Pacific National Bank of Los Angeles; the Emsco Derrick & Equipment Co.; D. & B. Pump & Supply Co.; Peerless Pump Co.; Emsco Asbestos Co.; Emsco Aero Engine Co.; Emsco Refractories Co.; the National Tools & Metals Co., and the Emsco Engineering Co., of London, Eng. He also is a director in many other enterprises.



CHARLES F. ROCHEVILLE

Vice President, General Manager and Designer

Charles F. Rocheville, vice president and general manager of the Emsco Aircraft Corporation and designer of all Emsco planes, began his aeronautical career 15 years ago, when he entered the Royal Flying Corps of Canada. When the United States entered the World War he transferred to the United States Navy Air service.

During his career in the naval air service, Mr. Rocheville was concerned almost entirely with experimental and test work. He was a member of the McMillan expedition into the Far North in 1925, during which time Commander Richard E. Byrd, began his polar exploration career. Shortly after returning from Alaska in 1926 as a member of the Naval aerial mapping expedition, Mr. Rocheville resigned from the Navy and entered commercial aeronautics.

He first gained repute in this field as designer of the Albatross. The particular wing curve perfected by Mr. Rocheville and used on all Emsco models, set a new world's record for power loading, lifting 41 pounds per horsepower.

Officers and Directors

- I. W. FUQUA** *Vice President*
 Formerly Vice President and Director—Pacific National Bank, President and General
 Manager—California Petroleum Corporation.
- J. E. LONG** *Treasurer*
 President and General Manager—Western Malleable Casting Company
- HAL R. BAKER** *Director*
 Vice President and General Manager—Western Auto Supply Company
- R. C. BAKER** *Director*
 President—Baker Oil Tools, Inc., Director—Western Forge Co.
- T. J. CRUMPTON** *Director*
 Chairman of the Board—Eureka Casualty Co., Director—Pacific National Bank,
 Director—Cooling Star Oil Co., Vice President—Richfield Consolidated Oil Co.
- WAYNE H. FISHER** *Director*
 President—Walter H. Fisher Corporation
- GEO. A. J. HOWARD** *Director*
 President—California Securities Company, Vice President—California Bank
- R. E. MILLSAP** *Director*
 Board of Directors—Pacific National Bank, Board of Directors—National Bank of
 Commerce Building
- FRED SWENSEN** *Director*
 President—Pacific National Co., Vice President—Pacific National Bank
- HARRY G. STEELE** *Director*
 President—U. S. Electrical Mfg. Co., Director—Pacific National Bank
- W. A. TROUT** *Director*
 Vice President and General Manager—Emvco Derrick and Equipment Co.
- THOS. A. YOUNG** *Director*
 Secretary and Treasurer—Loftis Land Co., Secretary and Treasurer—Sunshine Finance Corp.

Facts--

Safety

EMSCO airplanes are safe because of the sound engineering principles used in their design. These principles are the result of fifteen years of research and practical experience of the designers in military and commercial aeronautics.

Dependability .

EMSCO airplanes are dependable because the finest materials obtainable are fabricated by master craftsmen in a modern, well equipped factory.

Controlability & Performance

Controlability, stamina and exceptional performance are the natural results of reliable engineering and thorough manufacturing methods.

Economy

The tri-motored EMS CO CHALLENGER offers the most economical air transportation to private and transport operators. Its initial cost and maintenance is consistent with reasonable and practical investment.

Comfort

The comfort and luxury of EMS CO cabin planes is comparable to that of the finest motor cars. The cabins are quiet. A unique method of insulation reduces sound to a minimum. The luxuriously upholstered individual chairs are large and restful.



Emsco
CHALLENGER



The Emsco Challenger

THE eight-place, tri-motored Emsco Challenger was designed and built to meet a need in commercial aeronautics not filled by another plane. To the transport operator it will give high performance and dependable service with sensible economy and to the private or corporation owner it will provide the safety and dependability of the tri-motored plane with the utility and economy of the more powerful single-motored planes.

THOSE who have seen the interior of the Challenger say it is the most beautifully appointed. The large comfortable seats are luxuriously upholstered. The arrangement of the large windows in the cabin afford the passenger a wide, unobstructed view.





THE efficiency of the Emsco Challenger is apparent in the front view of the plane. Drag is reduced to a minimum by perfect streamlining, even to the landing wheels. N. A. C. A. cowling on the nose motor is standard. The vision from the cockpit is unimpaired. Maximum safety for both takeoff and landing is assured by the landing gear tread of fourteen feet, eight inches, almost one-third of the wing span. Because of its low initial cost and maintenance the field of usefulness for the Challenger is large.

ANOTHER view of the interior of the cabin, looking forward to the cockpit, accentuates the comfort and convenience of the seating arrangement.



Specifications of the Emsco Challenger

Length Overall	36 feet
Span	57 feet
Height	12 feet
Gross Weight	5700 pounds
Fuel Capacity	130 gallons
Oil Capacity	24 gallons
Useful load	2338 pounds
Pay load	1190 pounds
Power	3 Curtiss Challengers, 170 horsepower each

PERFORMANCE

High Speed	130 m.p.h. (1900 r.p.m.)
Cruising Speed	100 m.p.h. (1630 r.p.m.)
Landing Speed (full load)	50 m.p.h.
Service Ceiling	15,000 feet

EQUIPMENT

Bendix brakes, Aerol Shock-Absorbing Struts, Eclipse starters, Running lights and landing lights. All instruments required by Department of Commerce with duplicate air speed indicator and altimeter in the cabin. All Emsco models are designed so that they may be equipped with Brewster pontoons.

The Emsco Line of Aircraft

The Emsco Aircraft Corporation is organized and equipped to manufacture a full line of airplanes to meet all requirements—land and sea.

Emsco Challenger

A super-powered, eight-place, cabin monoplane using three 170-horsepower Curtiss Challenger motors. It will take off with a full load using any two motors.

Emsco B-3

An eight-place, cabin monoplane of practically the same specifications as the Emsco Challenger except that it is built to be powered with a single Pratt & Whitney Wasp or a Wright Whirlwind J-6 motor of 300 horsepower.

Emsco Cirrus

A two-place, mid-wing monoplane for sport and training. Built to approximate pursuit performance with the economy of a runabout. Powered with a 90-horsepower, four-cylinder in line, air-cooled American Cirrus motor.

Emsco Amphibian

The Emsco Amphibian will be a bi-motored cabin with accommodations for five passengers and a pilot.



The Emsco B-3

POWERED with a Wright 300, a Wasp or a Hornet engine, the Emsco B-3 can carry greater payloads than any other single-motored cabin monoplane of equal horsepower. Its superiority as an economical transport plane cannot be challenged. Powered with a Wright 300, the plane has taken off with a gross load of approximately 10,000 pounds after a half-mile run.

The specifications of the Emsco B-3 and the Challenger are identical, with the exception of the motor mounts. Fittings for outboard motors are standard on the B-3 and no structural alterations are necessary to quickly change it to a tri-motored plane.

TO THE transport operator or the private owner who demands dependable performance with greater payloads and low operating costs, the Emsco B-3 is an all purpose plane. The initial cost is consistent with practical investment.





The Emsco Cirrus

THE Emsco Cirrus is the ultimate in a sport and training plane. It has ruggedness . . . speed . . . maneuverability . . . extreme safety and economy of operation. Added to these qualities, are beauty and grace not alone for appearance, but because they increase efficiency. The performance of the Emsco Cirrus can be depended upon under any condition. Perfect stream lining, even to the landing wheels, greatly increases speed and ease of handling.

The mid-wing construction of the Emsco Cirrus is unique; it combines the stability of the high-wing monoplane with the slow landing speed of the low-wing type, without sacrificing the advantages of either.

BOTH pilot and passenger or student have maximum visibility in all directions. Pyralin shields afford the pilot a view of the ground, directly under the wing, from the cockpit.



Specifications of the Emsco Cirrus

Span	35 feet
Chord	6 feet
Length	22 feet
Height	7 feet
Weight empty	1,090 lbs.
Useful load	550 lbs.
Gross weight	1,640 lbs.
Motor (American Cirrus)	95 h.p.
Gasoline capacity	30 gals.
Oil	3½ gals.

PERFORMANCE

High Speed	131 m.p.h.
Cruising Speed	100 m.p.h.
Landing Speed	38 m.p.h.

EQUIPMENT

Bendix brakes, Aerol shock-absorbing struts, navigation lights, and streamlined wheels, tachometer, altimeter, airspeed indicator, oil pressure and temperature gauges.

"Neither snow, nor rain, nor heat, nor gloom of night stays these couriers from the swift completion of their appointed rounds."

Sales Policy

WE have adopted a selling plan which may be considered new in the sale of aircraft. The factory will be represented by dealers only, and no large blocks of territory will be set aside for distributors. Sales territory to dealers, however, will be allotted with due consideration of the terrain and population.

WE believe that by eliminating the distributor and placing the dealer in direct contact with the factory, the dealer will derive full benefit, not only from his individual sales efforts, but also, from the direct assistance which will be given him by us as a result of national advertising and other sales promotion efforts.

ALL utility, sport and training models will be sold through dealers. The transport cabin planes will be sold direct from factory. The dealers will be encouraged to co-operate with the factory in the promotion of the sale of transport cabin type planes as outlined in the dealer's contract and agreement.

Through this plan of factory and dealer co-operation the purchaser of Emsco aircraft will be better served.

