

# **The History of the “702 Model” Windmill**

THE ARGENTINE AERMOTORS

By T. Lindsay Baker

In 1892, only four years after the establishment of the Aermotor Company in Chicago, the American Firm had begun exporting its products to Argentina, one of the largest windmill markets in the world. In that year the Aermotor firm signed an agreement with Agar, Cross and Company of Buenos Aires to become exclusive agents in the South American country for the sale of the Chicago made mills. Founded in 1884, Agar, Cross and Company became one of the most important distributors of farm and Ranch equipment in Argentina, a distinction which it held for many years.

During the peak of export trade, one to three railway carloads of Aermotor windmills left the Chicago factory each week bound for Argentina. In 1952, however, Agar, Cross and Company initiated efforts to produce 702 Model Aermotor mills themselves. In 1958 they turned over their licensed manufacture to another firm, Metalurgica Tandil S.A., and the mills were sold under several different trade names. Tandil made the mills until its acquisition by Fiat, the Italian auto maker, in 1962, and then Fiat sold the entire windmill manufacturing facility to yet another firm, Fabrica de Implementos Agricolas S.A. (FIASA).

While these events were going on in South America, Aermotor production in the United States was undergoing changes. In 1964 the company closed its old Chicago factory and moved its operation to Broken Arrow, Oklahoma, but there they experienced difficulties in securing satisfactory castings. Soon Aermotor began contracting for castings produced by FIASA, the Argentine licensee, and then in 1968-69 the entire manufacturing process ceased in the United States, with all 702 Model mills being imported from the South America licensee.

For over a decade all new Aermotor windmills sold on the American market continued to be manufactured by FIASA in Buenos Aires. This changed in 1981 when Aermotor introduced its new 802 Model mill produced in Conway Arkansas. The Argentine 702 Model windmills, sold under the FIASA brand name, however, also have remained on the American market, imported and Distributed by ESSEX Associates, Inc., of Dallas, Texas. Thus today one may purchase either the new 802 Model manufactured in Arkansas or the time-tested 702 Model produced in Argentina. [Windmillers Gazette, V. No 1 (Winter 1986), p. 6]

THE AMERICAN WEST WINDMILL<sup>®</sup> COMPANY

By Robert M. Durham

In late 1992, ESSEX Associates, Inc. closed, selling most of their inventory to APSCO, Inc. of Lubbock, Texas. APSCO was the largest FIASA customer in the United States, with distribution for windmills in Amarillo, Texas for over 14 years. This made APSCO, Inc. the perfect agent to resume the responsibility of importing and marketing FIASA windmills throughout most of the United States. In 1998, APSCO reached a marketing agreement with FIASA to market the FIASA windmill under the registered trade name American West Windmill<sup>®</sup> and assumed marketing responsibility for all of North America. With over 20 years in business, APSCO, Inc. created a new division doing business as The American West Windmill Co., completely dedicated to providing quality windmills and components, backed by extended warranties, technical support and continued research and development of system components and installations to insure the overall efficiency of the windmill as a water pumping system. Thus today, one may still purchase the dominant 702 Model American West Windmill produced in Argentina, by FIASA, the world's largest manufacturer of windmills, quality checked and distributed by American West Windmill Co. of Amarillo, Texas and sold through the ground water professionals throughout North America.