

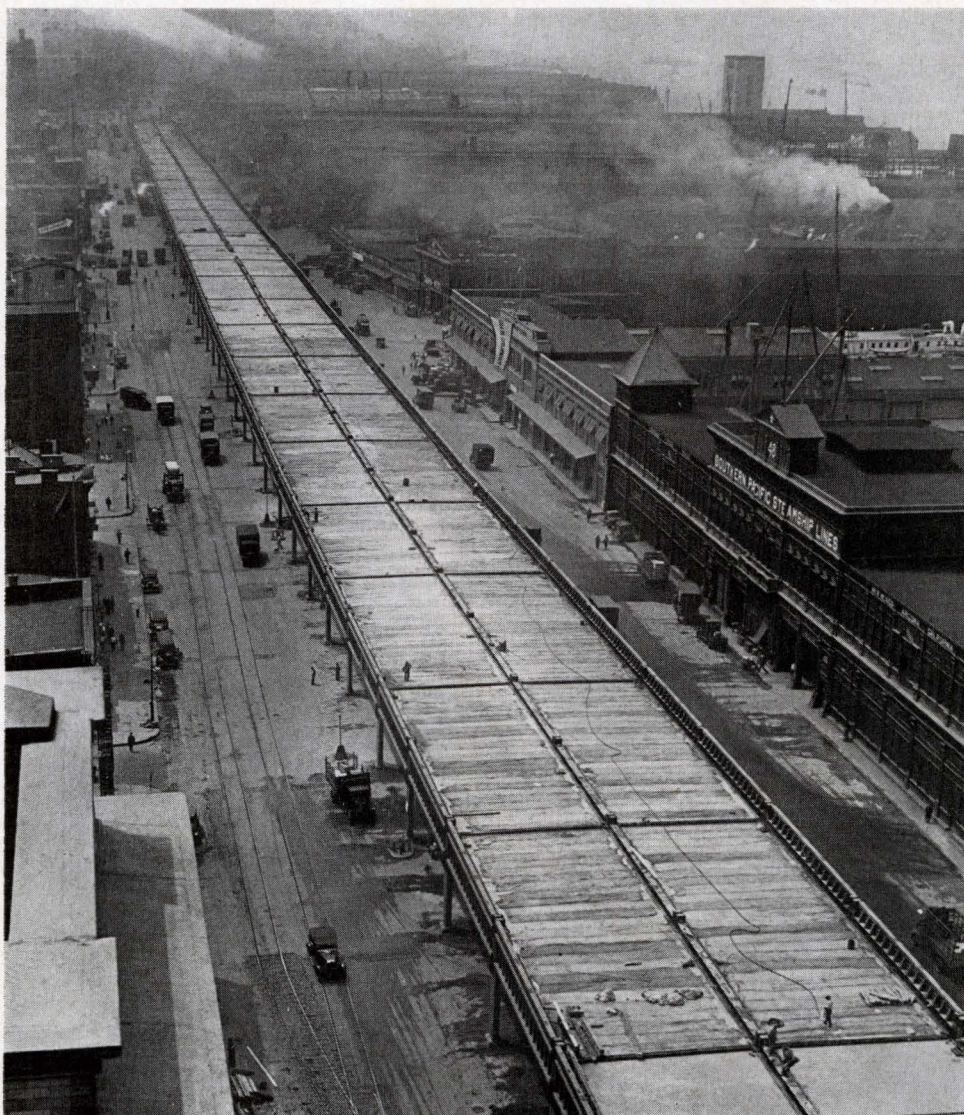
The **LUFKIN** **LINE**



Vol. 11

JANUARY « » FEBRUARY

No. 1



—P & A Photo

NEW YORK BUILDS \$14,000,000 DOUBLE-DECK THOROFARE

IT TAKES all kinds of schemes and devices to solve the problems of street congestion in metropolitan cities. Underground and overground railways as supplements to surface cars have done their best, but failed to provide adequate ways and means of meeting these demands. Yet, of course, subways and elevateds will continue in use, although New York has reached the point of subway extension where she is now moving to-

ward the retirement of her elevated railways. Chicago, with excellent elevated lines, has only attained the stage of subway building, so she is about to begin upon a campaign of developing new and more extensive elevated lines, together with her surface and subway systems, to be built.

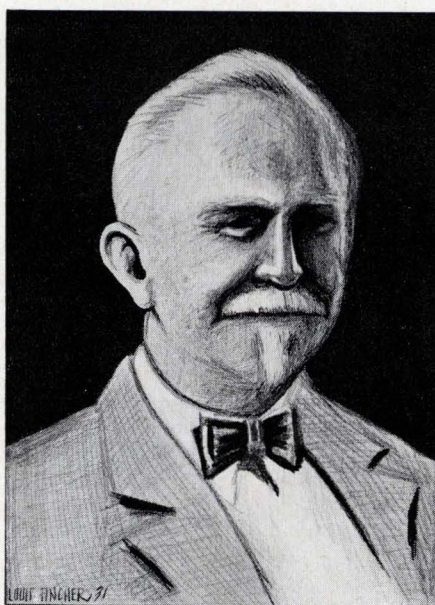
Here is New York's latest attempt to solve her increasingly difficult street traffic problems. This illustration shows the rapid progress that is

being made on the new West Side elevated highway, for autos, trucks and wagons, not for street cars. It is the first section of a \$14,000,000 project. This is a construction view at Bethune street, a water front thoroughfare. It might be compared with Chicago's double-decked, water front street, Wacker Drive, which lines the Chicago river on the south, although Wacker Drive's double is below instead of above ground.

BABSON SEES 1931 AS YEAR OF GOLDEN OPPORTUNITY

▼ AND A 1932 REPUBLICAN VICTORY AS A DECIDING FACTOR IN THE RETURN TO NORMALCY » » »

EMPHASIZING 1931 as a year of exceptional opportunities in stocks, bonds, commodities, general business and everything else, Roger Babson, Internationally known Statistician and Economist, "predicts the crucial time will come with the Presidential nomination in the early Summer of 1932, a date, which from an economical viewpoint is not so far ahead." If the Republican party hangs together, (still quoting Mr. Babson) the chances are fair for a Republican victory, an event which should bring the depression era to an end. On the other hand, if the Republican party gets split on



ROGER W. BABSON

prohibition, there may be a Democratic victory which would depress business unless a conservative of the type of Owen D. Young should be selected.

In 1929, according to Mr. Babson, we were living in a place with a *powder mine* in the cellar. In 1931 we may feel that we are living in a poor house, with a *gold mine* in the cellar. During the year ahead there will be truly remarkable opportunities for picking up securities, buying commodities, hiring men, starting careers, and capitalizing conditions in countless ways. Remember (still quoting Mr. Babson) that the loftiest skyscrapers start from a hole in the ground—and we are certainly in a hole!

In 1929 the Nation's need was the fear of God. In 1931 the Nation's need is faith in God, according to Mr. Babson.

DEPRESSIONS thrive on pessimism and fear. But they are not invulnerable. They cannot survive courage and faith. Our consumption excesses of 1929 are apparently cleared away. Price declines have given the dollar a purchasing power that is now greater than it has been for more than a decade. Money we have in abundance, seeking employment at the lowest rates obtainable in the last quarter century. Obsolescence and wear, together with deferred buying, have built up a high level of potential demand.

The chief obstacle to recovery is now the state of mind. Too many of us have become depression-minded. The well-to-do and those who have jobs wear longer faces than do the unemployed.

Cheerfulness is contagious, as well as pessimism. We cannot laugh away a depression, but we can spread the germs of cheerfulness with smiles.

As Mr. Farrell says, in an article published in the January Rotarian, "Let's quit harping upon depression. Let's talk better times."



EMPIRE SUPERINTENDENTS HOLD ANNUAL CONFERENCE

EARLY in November Superintendents from the various Divisions of the Empire Oil & Gas Company held their annual conference at the Company's office at Bartlesville, Oklahoma, which is general headquarters for

the Company. All of the field superintendents of this Company are in the picture above except Mr. D. A. Howard, Superintendent for Oklahoma, and Mr. McCudden, Superintendent at Darst Creek.

In the picture, left to right they are:

Front row: N. H. Moore, division superintendent for south Texas, Houston; E. E. Ives, assistant division superintendent for Oklahoma, Bartlesville; D. D. Bodie, New Mexico division superintendent, Hobbs; C. S. Warren, Kansas division superintendent, Oil Hill; G. E. Goddard, north Texas division superintendent, Wichita Falls; Max Mahaffey, Panhandle division superintendent, Pampa; W. H. Betz, assistant superintendent for Kansas, Oil Hill; M. R. Shaffer, general superintendent, Bartlesville; J. E. Howell, assistant general superintendent, Bartlesville, and C. E. Beecher, chief production engineer, Bartlesville.

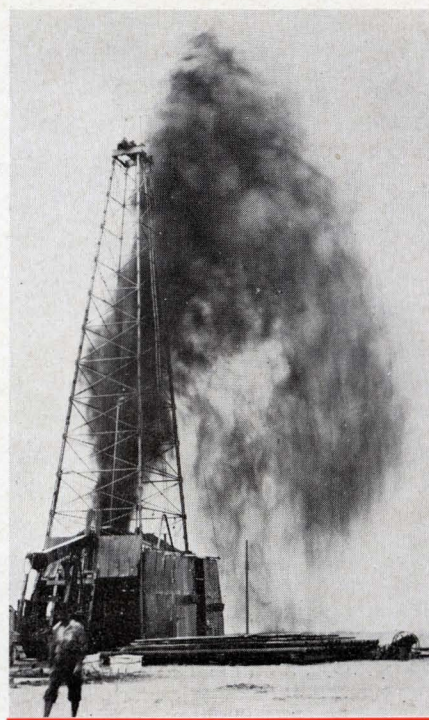
Middle Row: E. G. Brua, office manager oil division, Bartlesville; James Murray, district foreman, Madison, Kansas; W. F. St Clair, district foreman, Okmulgee; W. G. McClune,

district foreman, New Albany, Kans.; Harry Cousland, chief clerk, Oil Hill; S. P. Gates, district foreman for western Kansas, Oil Hill; Charles Galloup, district foreman, Oil Hill; C. P. Conover, district foreman, Seminole, Okla., and E. Dowse, district foreman, Burbank, Okla.

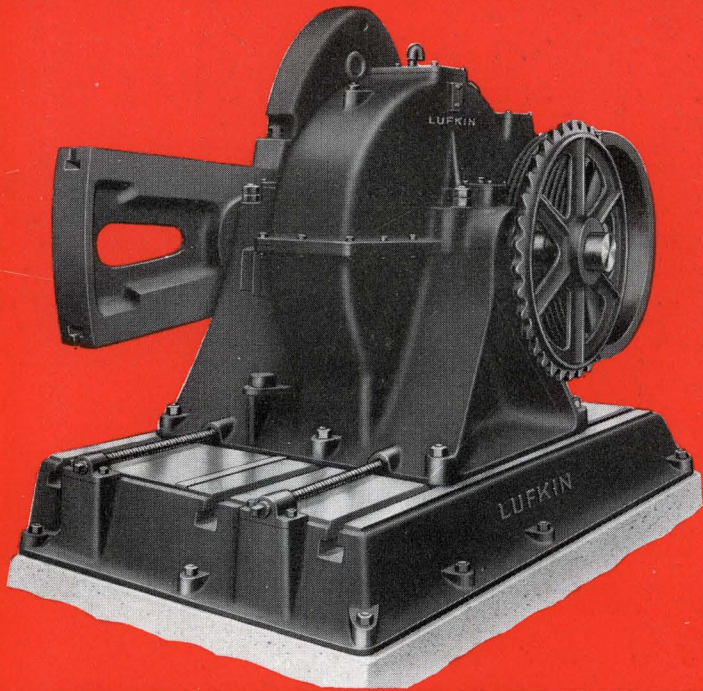
Top Row: W. W. O'Neill, district foreman, Duncan, Okla.; B. I. McClune, district foreman, Bartlesville; A. J. Leonard, construction foreman, Oil Hill, Kans.; L. A. Ogden, production engineer, Bartlesville; F. A. Lawrence, district foreman, Wilbarger county, Tex.; J. A. Cleverly, district foreman, Haverhill, Kans.; N. M. Hutchinson, production engineer, Oil Hill; Ray Hauber, production engineer, Bartlesville; Sam Harlan, production engineer, Bartlesville, and Walter Williams, district foreman, Barnsdall, Okla.

After the Shot » »

The Simms-Phillips University, No. 3, the Ector County well on which the Simms Oil Company established a cable tool drilling record with the use of a Lufkin Heavy Duty Herringbone Unit. (Lufkin Line, Oct.-Nov.)



the Lufkin **SLIDE BASE** *Unit*



FOR SINGLE CYLINDER GAS ENGINE DRIVE

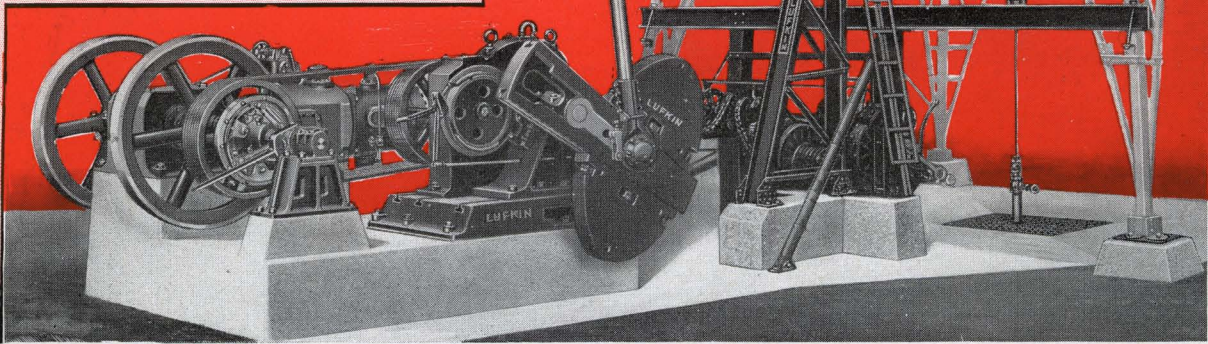
Designed particularly to meet the need for a reduction geared unit adaptable for Single Cylinder Engine Drives, the new Lufkin Slide Base Unit has met with instant success. The regular Lufkin Herringbone Unit is mounted upon a "slide base" which eliminates the use of a tightener, found so impractical in this type drive.

All reverse clutches are eliminated and "V" pulleys and belts with clutch and extension shaft are furnished to fit any size and make of Single Cylinder Engine.

The gear box of this Lufkin Unit, is interchangeable with the regular unit and if found desirable, after installation is made, to use electric power, this may be done by setting the motor on a concrete base behind the unit in the regular manner.

The New Lufkin Slide Base Unit permits the use and salvage of idle single cylinder engines, so many of which were replaced by Lufkin Units and electric motors before a practical drive was designed for this type of prime mover.

A request will bring specifications and full details concerning this New Lufkin Slide Base Unit.





SALES REPRESENTATIVES AND ENGINEERS OF THE LUFKIN FOUNDRY & MACHINE CO. ATTENDING ANNUAL MEETING » » »

THE annual sales and engineering meeting of the Lufkin Foundry & Machine Company was held at headquarters office in Lufkin during December 29, 30 and 31st, 1930.

The men attending are pictured above and includes all Representatives except A. V. Simonson, Export Manager with headquarters at 149 Broadway, New York, and Fred Yeager of Los Angeles, California.

The introduction and development of new equipment was discussed; Engineering papers were read and plans for the new year formulated. The meeting closed with the annual Employees Ban-

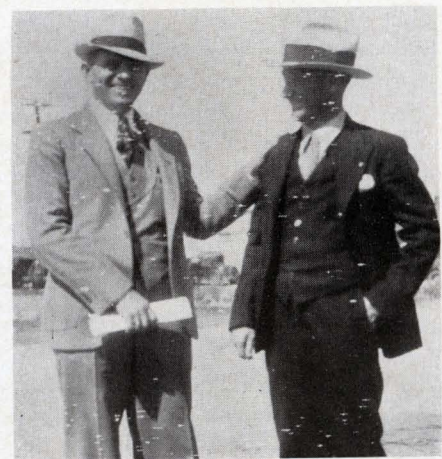
quet at the Hotel Angelina, to which more than four hundred employees and guests attended. A feature of the banquet was the address by W. C. Trout, Vice President and Gen. Mgr. who talked on the subject of "Progress and Prosperity." A Cabaret act and a "badger fight" featured in the entertainment.

The Cover » »

How the Humble Oil & Refining Company beautifies their leases. A reproduction in true colors . . . A distinct credit to this operator and a contribution towards neatness and cleanliness in which "Lufkin" is happy to have a part.

Delbert Lewis » » »

Pictured below is a likeness of Mr. Delbert Lewis, Drilling Superintendent of the Lago in Maracaibo, Venezuela, on his recent vacation at the Oil Show in Tulsa. Mr. Delbert has just met Freddy Coats, one of his many friends in the U. S.



The LUFKIN LINE

Published to promote Friendship and Goodwill with its customers and friends and to advance the interest of its products by the Lufkin Foundry and Machine Co.

A. E. CUDLIPP, Editor

Vol. 11 January-February, 1931 No. 1

Trends, tersely » »

COUNTRY goes Democratic . . . Wall Street responds with drop in stocks . . . "Buy Now" campaigns sponsored by many cities . . . Department stores extend liberal credit terms to stimulate sales . . . Good times still ahead . . . Americans become ginger ale addicts, sales in all brands increase 546 per cent over 1929 . . . Cigar sales continue to slide downward as advertising men seek new appeals . . . 41 chain store systems show gain in October over September . . . American Type Founders Company covers dividend requirement in spite of business slackening . . . Ford says depression is due to laziness . . . Catalogue of Sears, Roebuck & Co. opened to advertisers . . . Circulation 7,500,000 . . . France enjoys prosperity with only 900 men reported unemployed . . . 70 per cent of population at 21 have intellects of 14 year olds . . . Advertising talkies loom up as important medium . . . Railroads lose 40 per cent passenger travel in last decade . . . "Advertising is one of the vital organs of our entire economic and social system," says President Hoover in speech before Association of National Advertisers . . . Average Philadelphia family spends \$74.74 each year at the drug store.

Two maids were in an insane asylum for years, always knitting and knitting.

"Gee," sighed Mayme one day, "I

wish some tall, handsome man would wind his arms around me and squeeze me until I gasp."

"Now you're talking sense," from Hattie. "You'll be out of here in a few days."

"Look what the lawd's done fo' you all, bredern!" he shouted. "Give Him a portion of all you has. Give Him a tenth. A tenth belongs to de lawd!"

"Amen!" yelled a perspiring member of the congregation overcome by emotion. "Glory to de lawd, give Him mo"—give Him a twentieth!"

Form in line, please

Dumb: "We're going to give the bride a shower."

Dumber: "Count me in. I'll bring the soap."

—The L. & N. Employes' Magazine.

The good looking blonde, her clothes all mussed up, when asked if knocked down by another one of those reckless motorists, replied, "No, just picked up by one of them."

The bride was very much concerned at seeing twin beds in their bridal suite.

"What's the matter, dearest?" asked the attentive groom.

"Why, I certainly thought we were going to get a room all to ourselves."

"I Can't Give You Anything But Love, Baby," sang father, as he rocked the infant back to sleep.

The minister called at the Jones Home one Sunday afternoon, and little Willie answered the bell. "Pa ain't home," he announced. "He went over to the golf club."

The minister's brow darkened, and Willie hastened to explain:

"Oh, he ain't gonna play any golf. Not on Sunday. He just went over for a few highballs and a little stud poker."

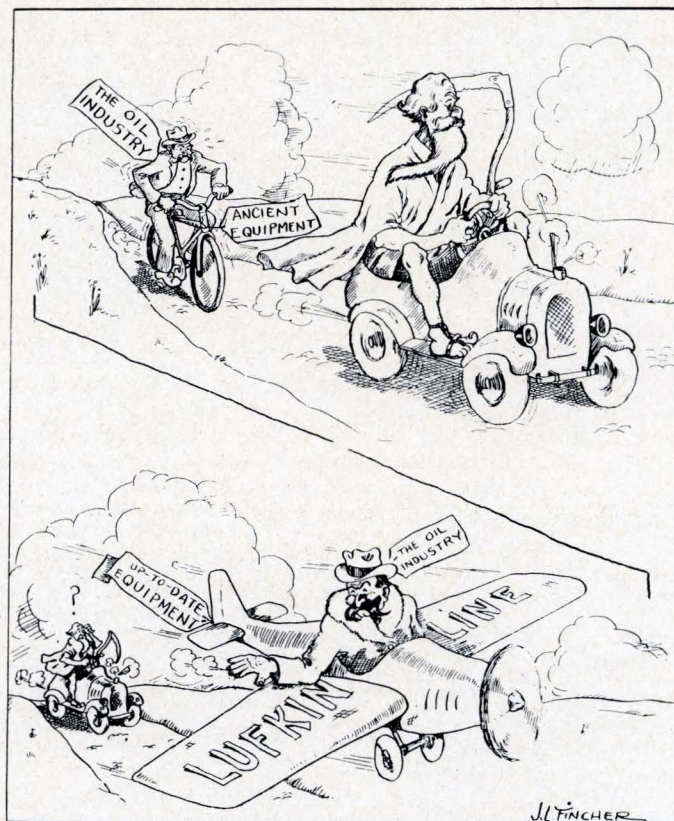
Soon after the arrival of his first baby, his wife went upstairs one evening and found him standing by the side of the crib, gazing earnestly. She was touched by the sight, and tears filled her eyes. Her arms stole softly around his neck as she rubbed her cheek caressingly against his shoulder. He started slightly at the touch.

"Darling," he murmured dreamily, "it is incomprehensible to me how they get up such a crib as that for 98 cents."

"Is your father a policeman?"

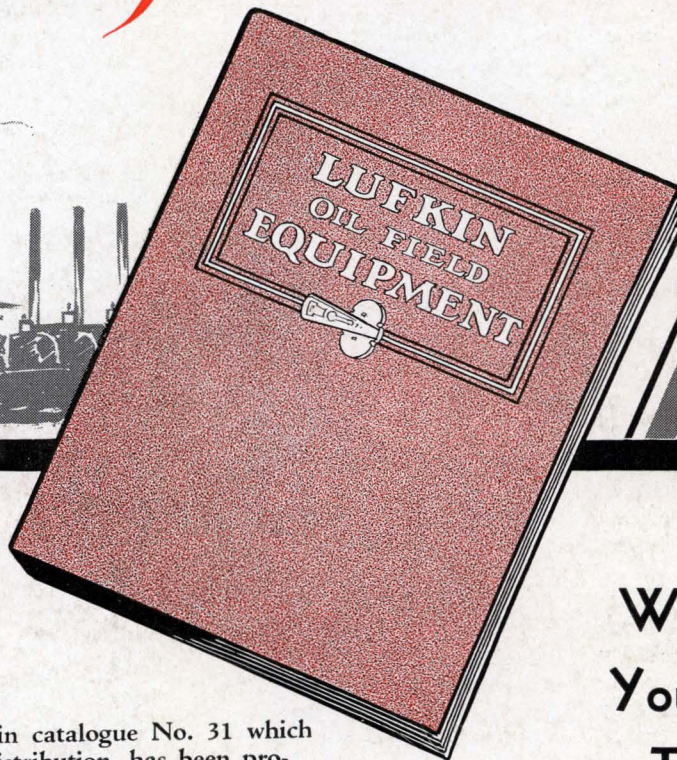
"No, but he goes with them a lot."

During a hold-up in Chicago, according to S. H., a young stenographer was grazed by a bullet. Thinking she was dying, she dictated a farewell note. "Write to Johnnie," she whispered. "Give him my true love and best regards. Carbon copies to Harold, Fred and William."



Our own staff artist pictures the advent of Lufkin Equipment into the Oil Industry and the comparative strides possible with its use for that Industry during the New Year.

FOR THE MAN RESPONSIBLE FOR *Production*



Write For
Your Copy
Today!

THE new Lufkin catalogue No. 31 which is now ready for distribution, has been pronounced by those who have seen advance copies, as an Engineering Handbook for the man responsible for production. . . . It is, without doubt, the most complete, and informative catalogue yet issued relating to the application of the reduction gear (both worm and Herringbone) to oil field pumping and drilling.

Blue print setting plans and Hook-ups of all types of Unit applications are illustrated with the particular merit of each application fully explained. Engineering information, of value to Oil Company engineers is supplemented with charts and diagrams.

The growth and development of the Lufkin Unit from the original machine to the present perfected model, together with many modern installation views are assembled in a special "Sepia" section of the new catalogue in Pictorial form The first few installations are pictured in this section together with a few of the more than seventeen hundred Lufkin modern installations. This 120-page attractively bound catalogue will be gladly mailed to interested oil men anywhere upon receipt of a request addressed our Lufkin office.

LUFKIN FOUNDRY & MACHINE COMPANY

General Office and Factory

LUFKIN « » TEXAS

Branch Offices and Warehouses

HOUSTON

TULSA

LOS ANGELES

NEW YORK

EL DORADO

ODESSA

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BAKERSFIELD