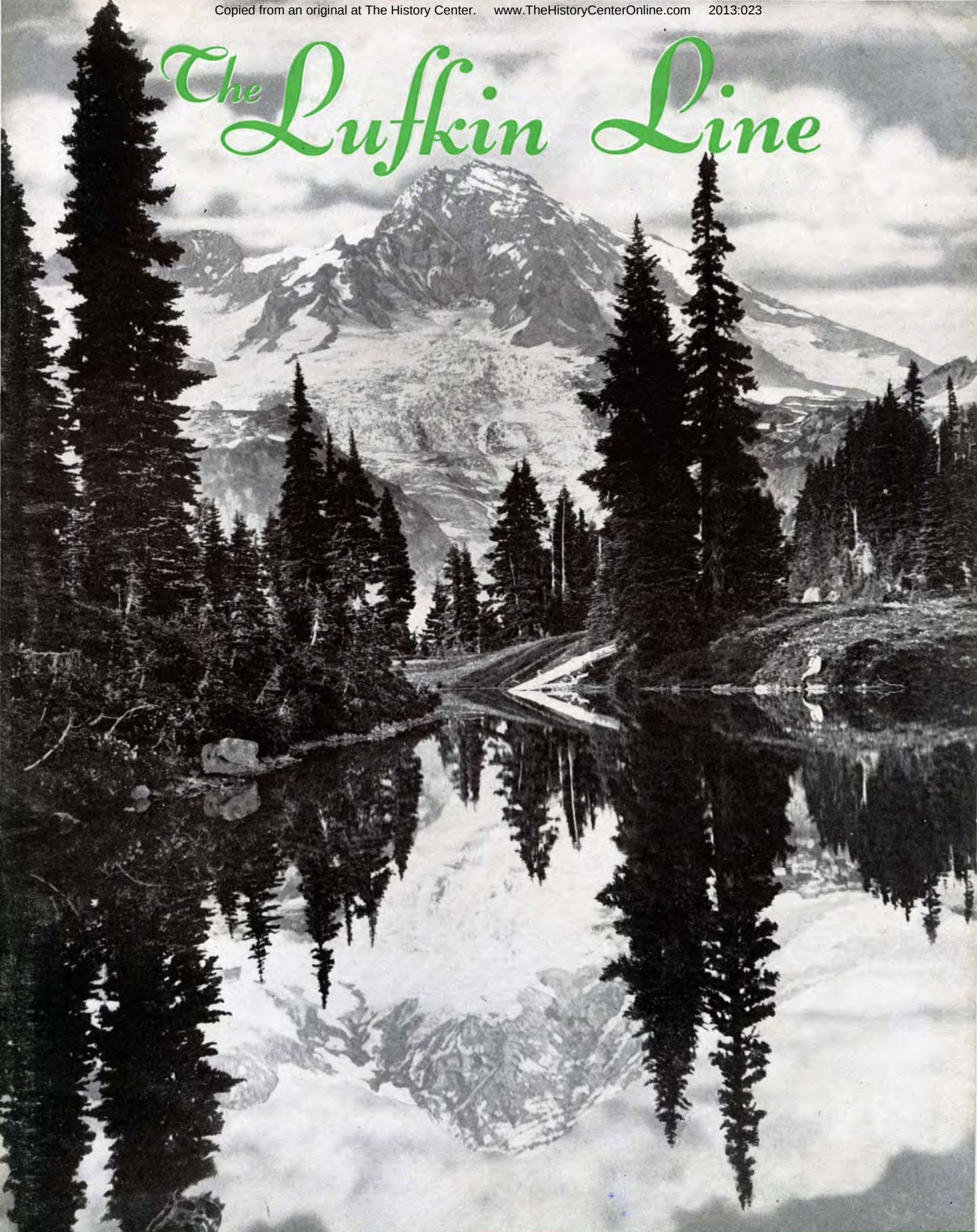
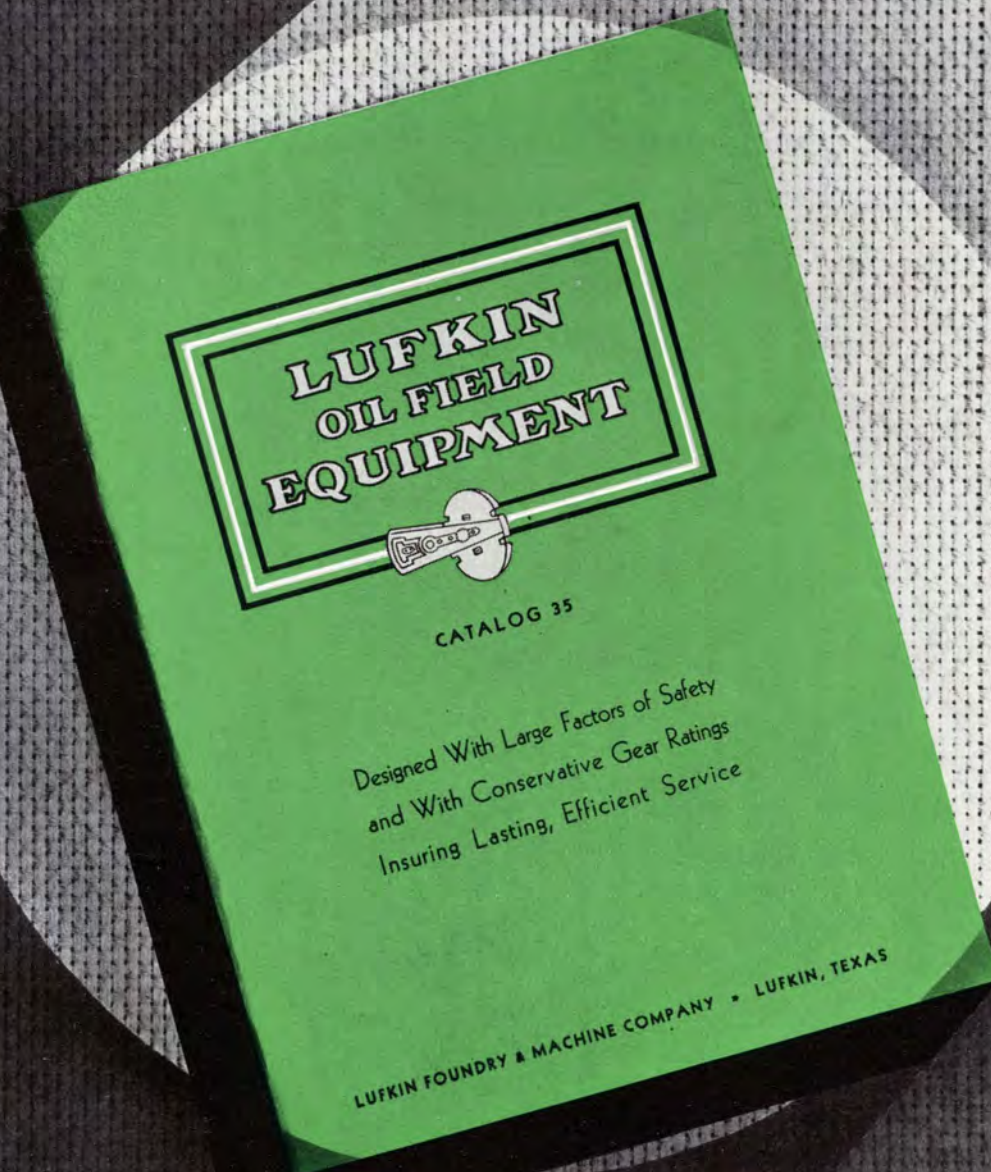


The Lufkin Line



for the man responsible for-
PRODUCTION



Lufkin's New #35 Catalog

Contains engineering data, dimensions and specifications on all types and sizes of Lufkin Units and other Lufkin Products and mailed free upon request.

LUFKIN FOUNDRY & MACHINE COMPANY • LUFKIN, TEXAS
BRANCHES: HOUSTON, DALLAS, TULSA, HENDERSON, LOS ANGELES, NEW YORK

The Complete Contents of this New Catalog also found in The Composite Catalog of Oil Field Equipment

THE LUFKIN LINE

Vol. XIV
No. 1

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.—AL. E. CUDLIPP, Editor.

FIRST QUARTER
* 1935 *

California » THE INEVITABLE!

By FOX CASE*

The certain password to vacation pleasures of a distinctly delightful nature

To one who has not yet visited the Southland, it seems incredible that there is so much bewitching within the 250 miles of Southern California's territory. Just think! A few days travel brings you to surroundings unlike any other section of America. Here is the romance of the Latin world combined with an intriguing American modernism. A land ranging from below sea level desert stretches to glacial fields atop America's highest mountain, from sub-tropical vegetation of palms and orange groves to stately redwood groves that antedate all living things.

In scenery and climate, Southern California has a dozen towns on the ocean which are what the Riviera of the Continent is advertised to be—Laguna, Santa Monica, Palos Verdes, Santa Barbara and La Jolla possess an architectural loveliness and natural glamour which rival the scenes that have made the South coast of France and Italy famous.

Your vacation days in California's Southland will consist of a mixture of carefree fun and an easily

achieved program of sight-seeing. With Los Angeles as your headquarters you may motor to sunny beaches, sail the sparkling waters of the Pacific; "do" Hollywood; visit Riverside among the Orange Groves, and see its unique Mission Inn; motor to Pasadena, foremost among the country's residential cities, where you will want to spend some time in the famous Huntington Library and Art Gallery.

An easy drive transports you to mountain resorts high above fruitful valleys, or to the silent places of the great California desert.

In Death Valley and Mojave, a new and spectacular scenery awaits—sunsets reflected on shimmering sands—horizons that blend into cloudless skies

—mile on mile of wild flowers, splashing their reckless color on the sandy floor, these are worth a trip across the continent.

Forty-five minutes from Los Angeles to Santa Monica Palisades, where wooded hills drop right down

A seeming paradox of Southern California scenery—mountain peaks clothed in wintery white . . . ripening oranges in the semi-tropical valleys below. — All-Year Club of Southern California photo.



*Director of Public Relations, All-Year Club of Southern California.

The Lusk Line

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to the sea, wide paved boulevards lead past quaint cottages fronting the clean sandy beach, scores of imposing beach clubs with their beautiful esplanades, outdoor and indoor swimming pools, gymnasiums and dancing salons—Ocean Park, Venice, Playa Del Rey, Manhattan, Hermosa, Redondo—all with the diversified pleasures of beach sports, pleasure piers and fishing piers.

The Roosevelt Highway which skirts the entire length of the Southland's three hundred miles of ocean frontage, connects all the coast resort cities, Santa Barbara, Santa Monica, Long Beach and San Diego, the southernmost city of Southern California and a half hour's drive from Old Mexico.

Whatever your hobby may be, you will find every sport at its best in Southern California.

Not only competitive sports such as golf, tennis, polo, yacht racing, etc., but every vacation pleasure sport which young and old like to pursue; beach play, horse-back riding and the ever fascinating sport of the chase such as hunting, deep sea fishing and mountain lake and stream fishing.

The saddle horse as a recreational factor in outdoor life has always held an important position in Southern California. Horse-back riding through beautiful Griffith Park near Los Angeles with its more than nine-

ty miles of picturesque trails, Laurel Canyon, the hard surfaced beach road extending for many miles along the coast, has many followers. Paths of gentle ascent lead one up through deeply wooded canyons with icy streams of melted snow, then on and on to mountains covered with stately pines, cedar and manzanita.

Within thirty minutes of Los Angeles there are more than a score of splendid bridle trails, stables and mounts, including Bel-Air, Beverly Glen, Altadena, Pasadena, Santa Monica, Beverly Hills, Laurel Canyon and Del Rey. Santa Barbara and beautiful Montecito, San Diego and Palm Springs, each contribute many miles of fine bridle paths, scores of riding academies and privately owned stables.

Practically every mountain resort has its own staff of fine saddle mounts with a choice of scenic trails to satisfy the tastes of the most discriminating horsemen.

Fishing in Southern California waters (lake and deep sea fishing) has its share of loyal,

enthusiastic devotees. Good roads have made accessible the mountain regions where trout, charr and other game fish abound in clear blue lakes and rushing, foam-flecked streams.

Literally hundreds of cold mountain streams are fairly alive with trout—eastern brook, lockleven, cut-throat and steelhead—receiving each year from the California Fish and Game Commission millions of fry to insure good catches in seasons to follow. It is not unusual to land



Santa Catalina Island, where memory is fed with South Sea lure. All-Year Club of Southern California photo.

ten-pound lake trout, and yearlings run about twelve inches in length.

Along the shore line of more than one hundred miles are found vast schools of many varieties of sea fish; these include barracuda, halibut, yellowtail, pompano, crockers, smelt, herring, perch, bass, cod and mackerel.

Then there is the thrill of fishing for the marlin swordfish with light tackle. It is a thrill among thrills—first the strike—then the battle is on! The fighting marlin offers the fisherman a genuine struggle. For hours he fights, until, worn with bat-



Vacationists in Southern California have more than sixty all-grass golf courses from which to choose.—All-Year Club of S. C. photo.



San Fernando Mission near Los Angeles, one of the famous chain of Spanish-California missions founded by the Franciscan Padres.—All-Year Club of Sou. Cal. photo.

the Santa Barbara group, San Clemente and others are appealing for short or long stay anchorage.

An illustrated guide book for your Southern California prepared by the All-Year Club of Southern California is a "real personal con-

ductor" and will be mailed free-of-charge in answer to written requests to the club's headquarters, 1151 South Broadway, Los Angeles.

This itinerary describes the highlights of a vacation trip in the Southland and gives a comprehensive cost schedule for sight-seeing trips, hotels, meals, etc., while here.

To go to Southern California, or not to go—that is no longer the question—a California trip is inevitable—it is the certain password to vacation pleasures of a distinctly delightful nature.

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"Symphonies 'neath the stars," presented during July and August in Hollywood Bowl, are Southern California's summer contribution to the world of music.—All-Year Club of Southern California photo.



Movies and Sunshine

One cannot think of California and leave out either; they are absolutely inseparable.

—Photos by courtesy Paramount Productions, Inc.



THE SUN DISK HEAD-DRESS—Symbol of Isis, Goddess of Love, with its long golden wings, was worn with costumes of state by Cleopatra. With a black metal cloth costume, an intricate set of jewelry is fashioned from beaten gold and adorned with black and silver scarabs for Claudette Colbert who plays the title role in Paramount's "Cleopatra."



BING! BANG! BOOM!—When Lanny Ross records "Stay As Sweet As You Are" for Paramount's "College Rhythm" it takes three cameras as well as a flock of laborers to get it down on film properly.



CLEO PUTS ON A SHOW—History proves that Cleopatra knew showmanship from beginning to end, as Cecil B. DeMille found out when he came to reproduce this revel in his latest Paramount picture, "Cleopatra." Henry Wilcox as Marc Antony and Claudette Colbert as Cleopatra are in the background.

THE COVER — Remarkable photo of Mt. Rainier makes you look twice to find out which is the mountain itself and which is the reflection. This gives a beautiful view of the famous peak from which Rainier National Park gets its name, and which attracts thousands of sightseers every year.—Photo by Ewing Galloway.

(Below) THE OLD MASTER—Norman Taurog (center), director of Paramount's "College Rhythm", offered to take Mary Brian (on his left) to lunch during the noon-hour "recess" and look what happened—some of the chorus girls, and extras in the picture joined right in the party.





A. J. Jergins Trust Co., Hershey No. 1, Edison Area. WESTERN GULF OIL COMPANY OFFICIALS IN CALIFORNIA—Left, Lot (Jerry) Bowen, Field Superintendent, Fruitvale, California; Right, J. N. Douglass, Asst. Field Supt., Fruitvale, California.



Ellwood Field, Goleta, California—mountain-side view. Thirty-one Lufkin Units are now in operation in this field—a few visible as indicated by arrows.



V. K. Douglass, Supt. Mohawk Petroleum Corporation and his dog "Huskie."



A. T. Jergins Trust Co., Dougherty No. 1, Edison Area.



Left, Sam Furman, Prod. Supt., right, A. J. Rosenlieb, Dist. Supt., the Ohio Oil Company, Venice, California.

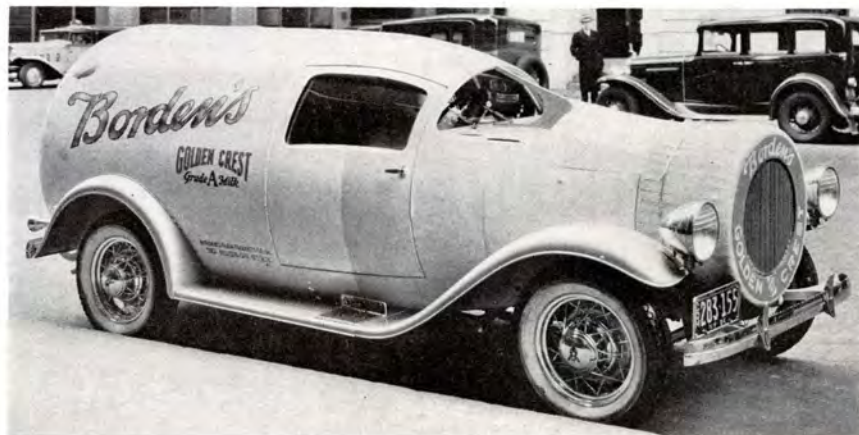


Shell Petroleum Co., Security No. 7, Poso Creek field. In this field the Shell has about 40 Lufkin Units in operation and approximately 30 such units in the Round Mountain field about 12 miles from Poso Creek.

Random Shots . . . So 'elp Me



CROWN BLOCK PROVIDES NEAT HIDING PLACE FOR LOST TOOLS
—Unretouched photo of what happened when tools blew out of hole. After exhaustive search tools were finally located hanging from crown block as will be seen in photo. I.T.I.O.-Barnsdall well, Rogers lease, Okfuskee County, Oklahoma.—Photo courtesy C. O. Rison, Division Supt., I.T.I.O. Mr. Rison was in charge of drilling this particular well.



NEW STREAMLINING TECHNIQUE—With surface coating of enamel paint and finished complete even to the top cream and sluted paper cap is used by Borden's for making special deliveries of milk and cream. In spite of its novelty this type truck is thoroughly practical and combines economical utility with advertising value—Keystone photo.



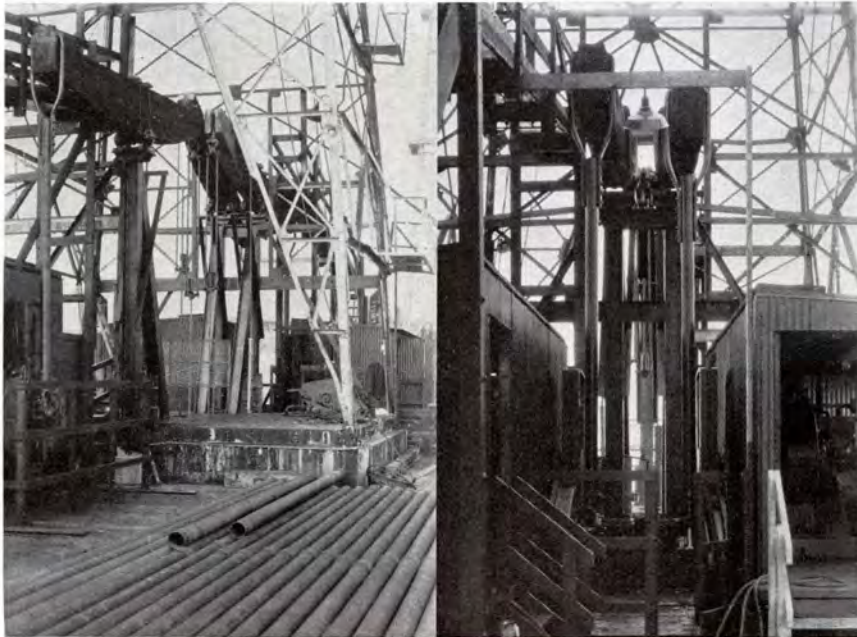
"COLLEGE RHYTHM" PHOTO USES PASADENA ROSE BOWL—Photo shows Director Norman Taurog, in straw hat, preparing to shoot a scrimmage sequence in the picture featuring Joe Penner, Jack Oakie, Lanny Ross, Mary Brian and Helen Mack.—Paramount photo.



LUFKIN TWIN CRANK UNIT powered by Hercules engine on a Van, Texas, lease of the Humble Oil & Refining Co.

CONSTRUCTION CREW of Woodley Petroleum Company. Top row, H. W. Davenport, Supt. Lufkin's L. A. Little, John Fuller. Lower row: Frank Carmichael and Mr. Brooks. Lufkin Unit in background.

TWO UNIQUE LUFKIN INSTALLATIONS



Illustrated on this page are instances of unique installations of Lufkin Units. Many others are available but these are of particular interest at this time. In the upper left picture one will note that three wells have been drilled in the one derrick—the wells being located 30" apart in a triangle shape with three Lufkin No. 58 units operating as many walking beams. The diagram below indicates how units are placed with relation to the derrick and how drives are arranged for multi-cylinder gas engine operation.



ONE LUFKIN UNIT

Pumps Two Wells

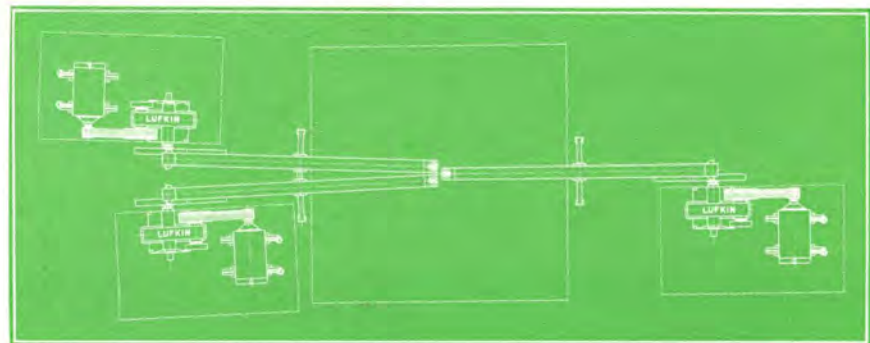
... One From Each Crank

This unique installation concerns an ordinary Lufkin Unit equipped with two regular cranks—each crank connected to separate walking beams and both wells located in the same derrick floor.

The practicability of such an installation would be questionable with any unit not having Trout counterbalance cranks due adjustment of counterbalance weights. By this we mean that due to the ease of adjustment of weights one man can very easily make necessary counterbalance adjustments with very little loss in operating time—just a simple matter of loosening two bolts and sliding the weights to the desired position. In the event one well needs to be closed in for any reason, the pitman is simply released from the crank—the weights slid to a central position to act as a fly-wheel, and the operation continues.

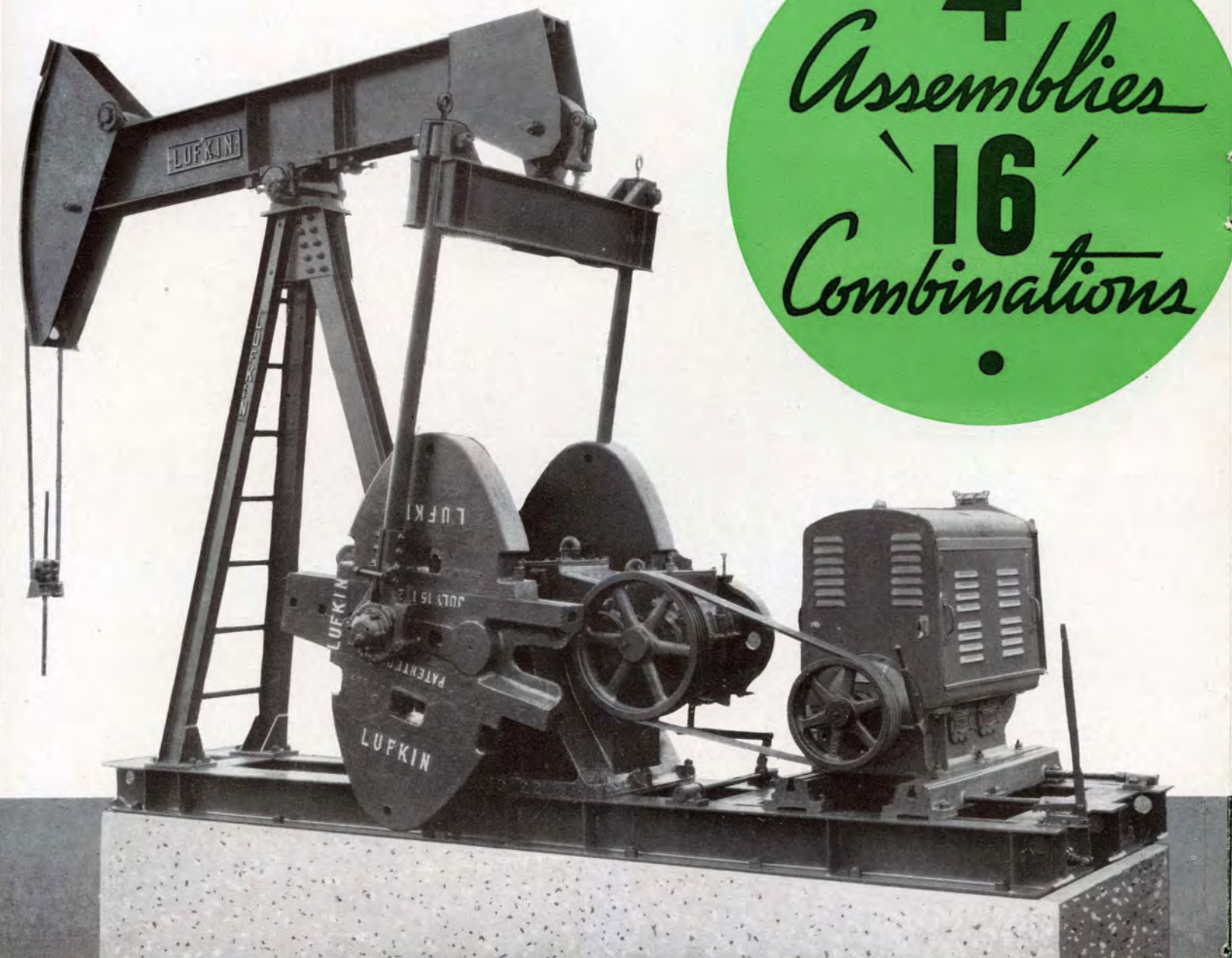


It is understood, however, that these installations are not recommended for the simple reason that many unit salesmen are walking the streets now, due to a multiplicity of wells being pulled from one central unit.—EDITOR.



LUFKIN TWIN CRANK

4
Assemblies
16
Combinations



LUFKIN TWIN CRANK UNIT ASSEMBLY

T. C. No. 3 Series (See Print) 48.8" Maximum Stroke . . . 17,000 lbs. Polish Rod Stroke
(Unretouched Photo.)

Lufkin Twin Crank Units are now available in four assemblies and in sixteen possible combinations. Horsepower sizes are available from 10 to 60 and strokes from 18" to 72". Single or Double reduction Lufkin-Sykes Herringbone gears may be had in any of the various assemblies.

These compact, highly efficient units come completely assembled on rugged structural steel bases which are designed to accommodate any type of prime mover. Samson Posts and Walking Beams are all designed in proportion and in the larger sizes a well designed pitman equalizer with full universal connection to the beam insures evenly divided bear-

ing pressures. Counterbalance capacities in the Lufkin Twin Crank Units range as high as 16,000 pounds with polish rod load capacities to 25,000 pounds.

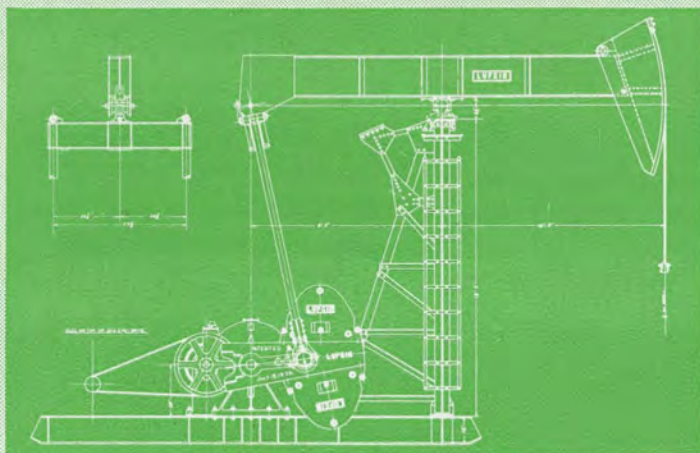
In keeping with the regular Lufkin Herringbone gear unit characteristics these units are designed and rated on a wear basis and to insure five to ten years service without appreciable loss in efficiency.

Complete detailed information concerning the Lufkin Twin Crank Unit Assemblies will be gladly mailed to oil men anywhere upon request and without obligation.

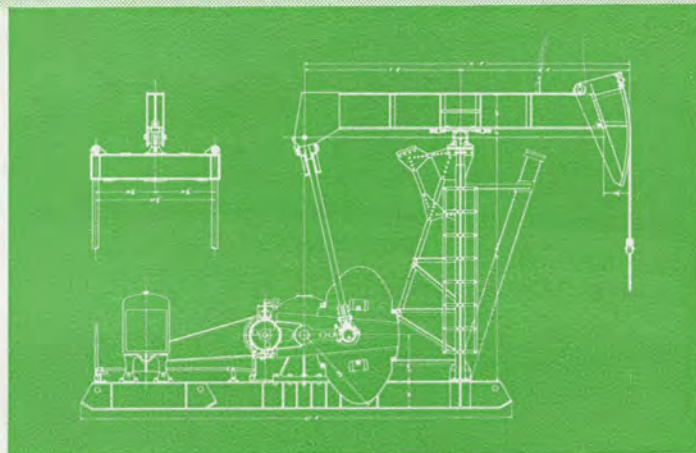
LUFKIN UNIT ASSEMBLIES

Horsepower Range From 10 to 60 . . . Strokes 18" to 72" . . . Herring-bone Gears . . . Double or Single Reduction . . . Highly Efficient and Designed for Lifetime Service . . . Compactly Assembled on Rugged Structural Steel Bases.

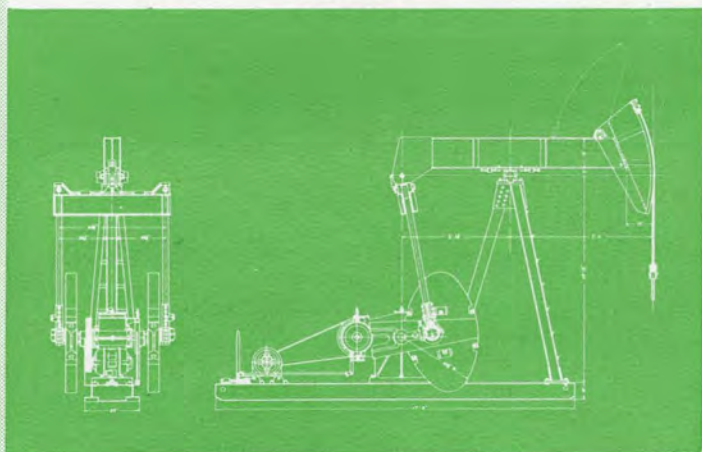
PROPORTIONATE SIZES LUFKIN TWIN CRANK UNIT ASSEMBLIES



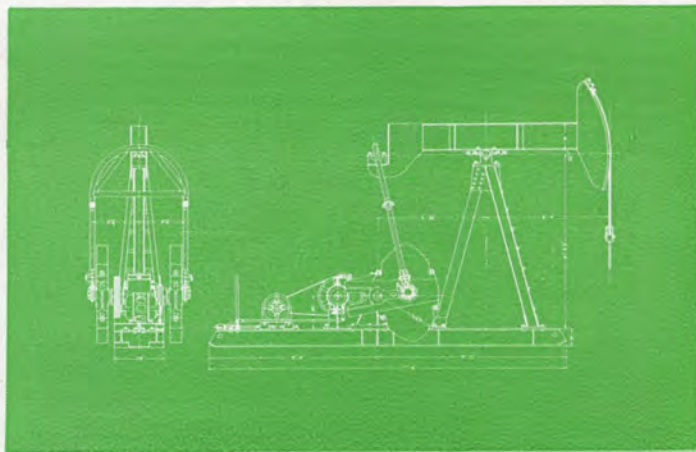
T. C. NO. 1 ASSEMBLY
25,000 Lbs. P.R. Loads
72" Max. Strokes



T. C. NO. 2 ASSEMBLY
20,000 Lbs. P.R. Loads
56" Max. Strokes



T. C. NO. 3 ASSEMBLY
17,000 Lbs. P.R. Loads
48.8" Max. Strokes



T. C. NO. 4 ASSEMBLY
12,000 Lbs. P.R. Loads
42" Max. Strokes

SPECIFY.



NEW! LUFKIN'S No. 35 Catalogue
Contains Engineering Data on All Types and Sizes of
Lufkin Units and Sent Free on Request.

PUMPING UNITS

Manufactured in Lufkin, Texas, by the
LUFKIN FOUNDRY & MACHINE COMPANY
Branches in Principal Oil Field Centers



BAMBOURGH CASTLE—Located on the Northumberland Coast, this old English castle presents one of the most striking scenes in Europe. The castle is situated on a lofty mass of Casaltic rock and overlooks the North Sea on the East and the Cheviot Hills on the West. The Village of Bambourgh is quite small, but for a short period in Saxon days was the capital of ancient Northumbria, a kingdom which included the whole of Britain between the Rivers Humber and Forth.

—Photos courtesy Associated British Railways, Inc.

Lincoln . . . ITS FANE AND FENS

A step into the old for those who would travel abroad

Above the wide levels of the somnolent Lincolnshire Fens, so often veiled in summer with a translucent blue haze, the glorious towers of Lincoln rise like those of some dream city magically conjured up on the borderlands of Fen and Wold. Durham Cathedral, high upraised on its rock above the valley of the Weir, dominates the surrounding country like a stern fortress, while other famous English ministers, closely pressed upon by ancient houses within their precincts, preserve an aspect and atmosphere of monastic seclusion; but Lincoln's three towers, standing out in bold relief against the blue of the sky, have the aerial beauty of some mystic fane in a realm of enchantment. Nathaniel Hawthorne, who saw the cathedral when the upper part of its great central tower loomed dimly through the mist, came under the spell of its loveliness, and, as he writes, gladly as I would have "felt myself released from further thralldom to the Cathedral—the longer I looked, the better I loved it."

The stranger who goes to Lincoln for the first time usually does so with some preconceived notion of what are the most noteworthy features of the city, and the cathedral, with its incomparable angel choir, its beautiful chapter house, its grand east window, and much other beautiful work of different periods, proves well worth a

journey half way round the world to see; but fitly to appreciate Lincoln it should be borne in mind that this city has a history going much further back than the latter part of the eleventh century, when the building of the cathedral was begun by Remigius, the first Norman bishop. At the time of the dawn of English history

there was a British town or stronghold in existence on its site, and during the period of Roman domination "Lindum Colonia" from which the name of Lincoln is derived, became one of the nine "coloniae" of Romanized Britain. One of the oldest canals in the kingdom, the Foss-dyke, was cut by the Romans to connect Lincoln with the River Trent; some of the huge embankments they heaped up to keep the sea back from the wide fens, still serve their purpose after the lapse of nearly 2000 years; and just north of the cathedral the city can still be entered through an archway, the Newport Gate, which is the only remaining Roman arch in the kingdom and originally formed part of the wall which was the northern boundary of the Roman city. The names of Roman emperors are not so intimately associated with Lincoln as with York and Colchester, where some of them lived at times, but that



HISTORIC LINCOLN CATHEDRAL—

"Open your gates, oh! everlasting pile,
Open your gates, oh! monument of love
Divine! thou Lincoln, on thy Sovereign hill"

was the poet Wordsworth's apostrophe to this magnificent fane, and the appeal seems a natural one to anyone who approaches it by way of the far-spreading level lowlands and, from afar, sees this man-wrought miracle of wondrous majesty.



OLD YORK MINISTER—York Minister is the largest of the mediaeval English Cathedrals and the most beautiful in Britains best preserved mediaeval city. The church at York was founded in 627 A.D. when Paulinus set up a wooden chapel for the baptism of Edwin, King of Northumbria; the chapel was followed by a stone church which after various reconstructions was burnt down in 741. Another church was built only to be razed in a Danish foray in 1069. The present edifice which, started in 1230 A.D. took nearly 250 years to complete. The special glory of York Minister is its stained glass windows which include the earliest glass in England.



Traditionally, the Lincoln building was the scene of the ritual crucifixion of little St. Hugh of Lincoln by the

local Jews, and it is recorded to have been owned, in the reign of Edward I, by a Jewess who was hanged for the offense of clipping coin.

From the tourist's point of view, as from that of everyone who, like Oliver Goldsmith, loves "everything that's old—old friends, old times, old manners, old books, old wine"—the chief charm of cities like Lincoln is that they preserve so many impressive relics of earlier centuries of their existence.

Lincoln, in ordinary times, is a fairly flourishing center of industrialism, and its modern developments, as in the case of most considerable towns, have tended to rob it of much of the quaint and picturesque mediaevalty which survived until the early part of the nineteenth century; but fortunately enough of it

survives to enable the visitor to reconstruct in imagination a great deal of what has been lost and to surround the glorious cathedral with the Lincoln of the past. The cathedral, the Stonebow, and such old houses as the Jews' House are visible links with remote ages, and for thousands of American visitors they have the interest of being part of a heritage they share with the people of England. Hawthorne, in writing of the Stonebow, remarked that it was an arch through which "you look into the Middle Ages" and in referring to the Lincoln inn at which he stayed, and which is one of the most famous in the country, he humorously comments on its "long corridors" and "meandering staircases amid which it would be no marvel to encounter some forgotten guest who had gone astray a hundred years ago, and was still seeking for his bedroom."

Yet although Lincoln is one of the oldest towns in England, having an antiquity equalling that of London, York, Colchester, St. Albans and a few others, the outlook from its wolds is over a wide expanse of level land which, to a large extent, has come into existence since the Roman colonists established themselves on its borderlands.

With Lincoln the Lincolnshire fens are inseparably associated and American visitors to the fine old cathedral city should take the opportunity for seeing something of that Fenland, much of which was won for England by the sturdy farming folk of Lincolnshire, among whom were numbered so many of the Pilgrim Fathers of New England.

As the capital town of the ancient Saxon kingdom of Mercia, Lincoln experienced varying fortunes, conflicts with the northern kingdom of Northumbria being followed by frequent contests with invading hordes of pillaging Danes; but at the time of the Norman conquest it was one of the largest towns in England. To make room for the castle built here by William the Conqueror no fewer than 240 houses were destroyed, and in the second year of William II's reign the city became the see of a bishopric. The present castle is to a large extent a restoration of the old one, but other early buildings in the city are interesting relics of its antiquity. Especially notable among these are the Stonebow, a fifteenth-century gateway spanning the High Street; the Pottergate, one of the ancient gates of the cathedral close, and the High Bridge over the River Witham, which has been described as "the only mediaeval bridge in England preserving the houses upon it." Of greater antiquity is the Jews' House, an interesting twelfth-century house recorded to have been the home of a wealthy Lincoln citizen "Aaron the Jew." At Bury St. Edmund's, in Suffolk, there is a similar Jews' House of contemporary date with which this one may be compared.



RIVERSIDE STATION AND LANDING STAGE AT LIVERPOOL.

The Lufkin Line

[14]



George Bays of the Stanolind and E. B. McFarland, formerly President of the McMahon Oil & Gas Co., and part of their kill of nine bears and eighteen deer on a week's hunt in old Mexico.

Over the Cameraman's Shoulder

Send your snapshots to the editor—they are always appreciated. Here are a few from various places.



Early Indian (?) markings found by drilling crews of I.T.I.O.-Phillips while drilling a wildcat well about 210 miles south of Salt Lake City. Research work has since been conducted by the University of Arizona.



Modern Camp of the Marathon Oil Company in East Texas. Jack Lynch is Superintendent of the Marathon Company in this District.



WHAT'S THIS!!—Looks like the "Pay-off" after the "Huddle." Sol Sanders, Supt. Guiberson Oil Co., and Del Crosby of the Humble.



H. W. Davenport, Superintendent of the Woodley Petroleum Co.



Wayne Hudson, a member of the George Bays' party (upper left) exhibiting a mountain lion as part of the kill—what a tail! (tale).



Attractive and modern camp of the Tide Water Oil Company in the Cayuga District. T. E. Wade is Superintendent.



SERIALIZED

Highway Signs Sell

"BURMA - SHAVE"

This is no attempt to sponsor or to pass upon the advertised merit of a Nationally known product, but to set forth some interesting facts concerning a manufacturer of a shaving preparation, whose sales are dependent upon a traveling public and whose humorous inoffensive manner of product presentation, through means of jingle copy along the roadside, has amused and at the same time brought friends and leaping sales curves to the Burma-Vita Company.

Although the ubiquitous, whimsical little roadside signs, a typical one of which reads: "Every shaver—now can snore—six more minutes—than before—by using—Burma-Shave," have been the golden chant carrying the Minneapolis manufacturer along the road to fame and fortune, several others who have tried to hitch their sales efforts to the same vehicle have met with indifferent success, according to Allen Odell, Vice President and Advertising manager.

Jingled copy was first used in the summer of 1926 on highways leading into Albert Lea, Minn., the initial appropriation being \$200. An increase in sales was noted almost immediately and at once an appropriation of \$25,000 was made and increased from year to year as sales justified. The little red signs may now be seen in 43 states.

An Alger Story

The story of the cream's debut and

Improved highways have been important factor in the sale of this product

its subsequent success reads amazingly like a tale from the fertile brain of Horatio Alger, Jr. It was "found" by a chemist who had been unemployed and who was befriended one Christmas by Clinton M. Odell, president of the firm. The befriended acknowledged in person a "Christmas cheer" check of \$25, and sought and procured work with the company, declaring that he "didn't care if the firm paid him anything for his services or not." After working for the organization only a few weeks he evolved a combination of ingredients that revolutionized the shaving cream industry. He is now a stockholder of the company.

Today the factory turns out over two tons of the cream every working day in the year. The company employs no salesmen to push its products and except for a modest sum appropriated for periodical and radio advertising, depends entirely upon road signs and therefore the traveling public for its sales effort. Farmers, on whose land the signs are placed, are given annual rental fees which amount collectively to about \$30,000 and they in turn are responsible for their protection. A "Jingle contest" is conducted by the firm annually to procure the rhythmical copy. Orig-



BREAKFAST IN BED AT 150 MILES PER HOUR—This charming scene was taken in one of the cabins of the "flying sleeper" Fokker F-36 planes which fly between Amsterdam and the Dutch East Indies. They are equipped with four Pratt & Whitney "Wasp" engines, in which the more important working parts are of nickel alloy steel, so these ladies can enjoy their breakfast coffee after a good night's sleep and not worry about crashes or forced landings. Courtesy "International Nickel News."

* * * * *
inators of accepted jingles are paid at the rate of \$200 each for accepted verses.

Here are some of the more interesting ones:

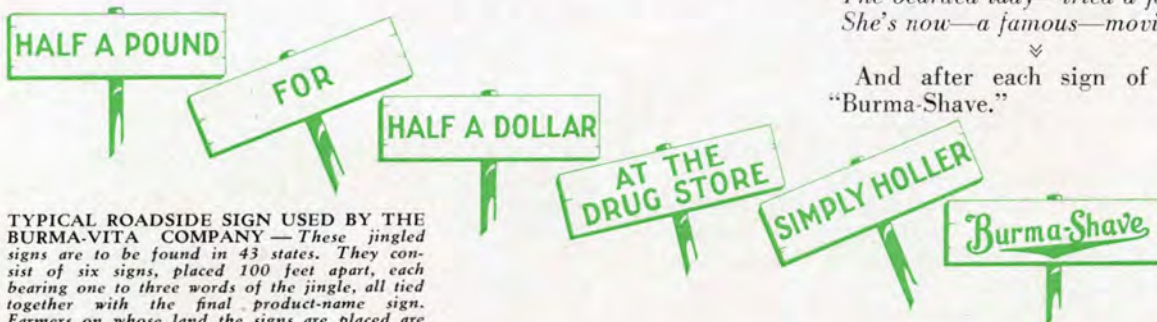
"He had the ring—He had the flat
But she felt his chin—and that was that."

⋈
"Your beauty, boys—is just skin deep,
What skin you've got—you ought to keep."

⋈
"Bachelor's quarters—dog on the rug,
Whiskers to blame—no one to hug."

⋈
"The bearded lady—tried a jar,
She's now—a famous—movie star."

⋈
And after each sign of course,
"Burma-Shave."



TYPICAL ROADSIDE SIGN USED BY THE BURMA-VITA COMPANY—These jingled signs are to be found in 43 states. They consist of six signs, placed 100 feet apart, each bearing one to three words of the jingle, all tied together with the final product-name sign. Farmers on whose land the signs are placed are paid annual rental fees amounting to about \$30,000.



MODERN NEW HUMBLE BUILDING IN TYLER—This new air-cooled modern building will house the East Texas Division offices of the Humble Oil & Refining Company. The architecture of the new building is utilitarian but very attractive. Its facade, 114 feet from corner to corner, is of cream brick with red cast stone and red brick trim pierced by numerous windows. Under the sod of the front lawn is a network of water pipes feeding a sprinkler system, which will maintain a cool, green lawn throughout the hot months of summer. In the basement is a modern air conditioning plant which will heat or cool the building according to the seasons.

An Open Letter TO THE U. S. TREASURY DEPARTMENT

U. S. Treasury Department,
Washington, D. C.,

Gents:

The enclosed form, on which I am asked to make a record of my income for the last fiscal year, is returned to you with my respects and my deepest appreciation of this subtle form of flattery. I am particularly impressed by its resurrections of old forms and figures of English speech such as "compensation from outside sources," "net profit received," "income from rents," "interest on bank deposits," etc.

One question I got a great laugh out of was "Were you, during the taxable year, supporting in your household one or more persons closely related to you?" Boy, that's a honey.

Say, Mister Secretary, you would be surprised. There are so many persons closely related to me staying at my house that I am what you would call surrounded. Only the other day three more distant cousins of my wife's blew in, making a new

high for the movement. And one of them brought a friend.

For the last four years my house has been full of strangers, all claiming to be my cousins or aunts or something. I can't identify half of them, and what burned me up was when my wife's Uncle Jerry, who had been living with us a year, slapped me on the back the other day and asked, "Haven't I seen you some place before?"

The blank says it will allow me \$400.00 for each dependent relative and I would say the government is overpricing them, as I would trade the entire lot for \$11.00, and throw in a pair of bicycle pants and a magic lantern. "Two of my wife's aunts you can have for the asking."

Heigh-ho and Lackaday. The blank also asks me to "describe your business as provided in Item 2" and I am glad to answer, Lousy, Mister Secretary, Lousy. And it asks me to "Enter on line 1 of schedule A my total receipts for 1933." I wish you would stop joking, Mister Secretary.

Fun is fun, but enough is enough, and you can carry anything too far.

Then you say something about allowance for "obsolescence, depreciation and depletion." That's where I come in. As an American business man I am a study in obsolescence. I am depleted, deflated, depressed, denatured, denounced, deranged and dejected. And so is my old man. Yours in a barrel.

—John Doe.



Division superintendent's office, Tyler

GEOLOGIC REPORT* on holdings of Widows and Orphans Oil and Gas Co.

In Secs. 13 to 87 of the Big Windy R. R. Survey, Jesse James County, Texas

NATURAL VEGETATION (*Herbora*)

Acreage mentioned in title is sparsely covered with what appears to be Buffalo grass, however, it may be a type of Mesquite grass (*papyrus*). Samples have been sent various laboratories for analysis and reports.

TIMBER (*Flora Magna*)

On the western sections many different kinds of trees, shrubs and bushes abound. Some of these were identified as Mesquite, scrub oak, pine, cacti and the Artic thistle (*Articus Stickus*). Most of this timber branches out very close to the ground which will prove annoying to workmen seeking protection from the sun rays.

SOIL (*Surfaco Matrixus*)

Soil was examined closely and found to vary in color from a pinkish red to a ghastly gray. For the most part it appears unsuitable for crop growth unless heavily fertilized and irrigated.

STOCK RAISING (*Aminali Erectus*)

On your leases stock raising is carried on only to a very limited extent. Our field men report seeing some small groups of domestic animals thought to be goats (*Hoedi*) and here and there single animals—probably cows (*Bovinae Puellae*) or vice-versa (*Bovini Pueri*). Intensive stock raising on this boundary appears inadvisable at this time.

CLIMATE (*Flatus Climatus*)

The climate in the region where your lands are situated varies from time to time but the general average is low. The temperature varies from that of the equator to that of the Arctic Circle, through which a wind of considerable velocity constantly percolates. We have deduced the mean average animal temperature to be somewhere between 42.563°F. and 52.006 Beaume—with slight corrections for tides and moon phases.

GEOGRAPHY AND ACCOMMODATIONS (*Loci Accomodati*)

Your domain lies about midway between Cactus City and Pine Grove. Rooms and feed in neither of these cities are the most desirable. A fairly good steak can be had at the Plaza Hotel cafe in Pine Grove but the chairs in the hotel lobby are decidedly uncomfortable.

*Said to have been submitted to Mr. H. M. Staggs of the Atlantic Oil Producing Co. Staggs however denies the charge.

WILD LIFE (*Fauna*)

We considered the factor of wild life most important and our field men spent much time and effort along this line—deer, quail, many snakes (*serpentes poisonibus*), jack-rabbits and coyotes (*lupusre volvibus*) were found. For general purposes the shot-gun (*armus scatterboris*) was found effective.

NATIVE INHABITANTS (*Corpus Nativibus*)

Few of these were located and our phrenologist has designated these as a cross between the Meanderthal family and the Arkansas Aborigine known to have been in this region in the remote past. Such labor as you secure from this group should be confined to transportation of vaporous products of oxidation or other light duties.

ACCESSIBILITY (*Viae*)

Roads to and through your holdings are in fair condition but for the most part are dusty and require oiling. You should note this since it will furnish a market for part of your oil when, as and if produced.

WATER (*Aqua Velva*)

There is no surface water on your property and from present appearances never was and never will be. Water wells in the area produce only about enough each for a cow and calf. However, you can easily secure water for drilling purpose by a pipe line to or hauling from Star Lake only about eighty miles southeast by eastward.

DRILLING (*Globus Penetratus*)

We are convinced your drilling will be comparatively easy except where the harder formations are encountered. Due to the fact that petroleum has the peculiar trait of coming out of a hole drilled by cable tools and not coming out of a hole drilled by rotary tools we urge the use of the cable tool method (*percussiomus penetratus*).

GENERAL (*Et Cetera*)

Some geophysical work was done but our staff was about equally divided on the meaning of the readings and consequently no conclusions were reached. However, this does not discourage us since it is now the general thought that geophysical work

will find its greatest usefulness in fields where drilling has been completed as a check on substructure determinations made from well logs.

One of our own developed breed of dogs, which we have named "Black Gold Snifters," was used on your block of leases. We train these dogs from puppyhood to point only birds which have been stuffed with excelsior soaked in petroleum. The object of this training is, of course, to render their noses peculiarly sensitive to the odor of hydrocarbons. We believe our Black Gold Snifter able to pick up the faint odor emanating from deeply overlain deposits of hydrocarbons. Owing to unforeseen events our test on your leasehold was not entirely conclusive. The Black Gold Snifter was working fine and we were expecting some immediate results when a thoughtless jack-rabbit jumped into his line of sight. We are hopeful the dog will eventually be located. We can conclude this rabbit must have been in contact with petroleum, which in itself is a favorable light on your acreage.

During our examination of your domain many whirlwinds (*Cyclonus minutus*) were observed. We surmised that the cyclonic core of these dervish like winds might come from gas emanations. We outfitted one of our field men with a blow torch and instructed him to rush into one of the whirlwinds and attempt to ignite the core. While our man did not succeed in reaching the core and did succeed in burning off his pants, we will try again.

RECOMMENDATIONS (*Advisus Expertus*)

We cannot violate the ethics of our profession by any definite or positive statements yet as far as the possibilities of your domain is concerned we have a feeling that "it is in the bag." We recommend drilling on some select random locations and you strike oil or gas (probably both) at some not too great depth, provided, of course, a petroliferous stratum is encountered. In any event you may rest assured you have our best wishes and regards.

W. T. ZENAPHON AWLBUNK
Chief consulting Geologist and
Physicist

The Horsecollar Laboratories

Antiques »

GUARANTEED

"Be not affronted at a joke. If one throw salt at thee, thou wilt receive no harm, unless thou art raw."—Junius.

MARCH SUNSHINE

By LOU WILEY

De rain outside am splashin', an'
dar's puddles in de road.
And de Nawth Wind am a-howlin'
wuss'n Ah evch knowed;
De Sky is gray an' cloudy, an' de sun
don't try to shine,
But Ah puts anudder shavin' on de
fiah, and keeps a cheerful mine,
Fo' spring's aroun' de cawner wid
her cushas an' her greens,
An' Ah'll be powahful glad to git
'em, fo' Ah'm tiahd o' poke an'
beans.

O de March wind am a-howlin', as it
shakes mah ole shack doah;
An' de rain comes seepin' thoo de
cracks an' runs acrost de floah;
De mule out in de pasture tuhns his
back and droops his year,
But Ah fills me up annudder pipe,
and don't p'ten to kere,
Foh spring's aroun' de cawner and
de watermillion vine
Will soon be puttin' out its tendrils,
kase Ah know de wedder sign.

Ah'll be feastin' on green apples, and
sweet roastin' years o' cawn,
An' be trampin' thoo new clovers ere
many moons are gawn,
So, let de Nawth Wind shake his
haid, an' let de rafters crack.
Yes, let ole Winter howl his wust, for
spring is on his back.
Mah lef' foot ben a-itchin' and whit's
surer still, I been
Out behin' de orchard fence dat de
vi'lets leaves am green.

—Globe Democrat.

"Darling, may I kiss your hand?"
asked the young man with oldfash-
ioned ways.

"Sure, kid, hop to it," said the
Modern Jane, "but be careful you
don't burn your nose on my cigaret."

—Florida Times-Union.

Mr. Justwed: "What did you do to
this meat. It has such a peculiar
taste?"

Mrs. Justwed: "Oh, nothing. It did
get a little burnt but I fixed that—I
applied Unguentine right away."

—Safety Bulletin.

An old man fell for a Fountain of
Youth advertisement. He was in-
structed to take six pills—one each
day. Instead he took all six pills at
once.

The next morning his family had
difficulty in waking him up. Finally
he did partly awaken and said—"I'll
get up but I won't go to school."

Boy had father's car and bent the
fender. He took it to the repair man
and said: "Can you fix this fender so
Dad won't know it was bent?"

Repair man replied: "No, but I can
fix it so that in a few days you can
ask Dad how he bent it."

After a woman has displayed her
temper, a man wonders why he ever
imagined she was frail.

Mrs. Gleeson (at concert): "She
has quite a large repertoire, hasn't
she?"

Gleeson: "Yes, and that dress
makes it look all the worse."

And then there was the persistent
lawyer who spent a whole evening
trying to break a girl's will.

Strip poker is a funny game—the
more you lose the more you have to
show for your hard work.

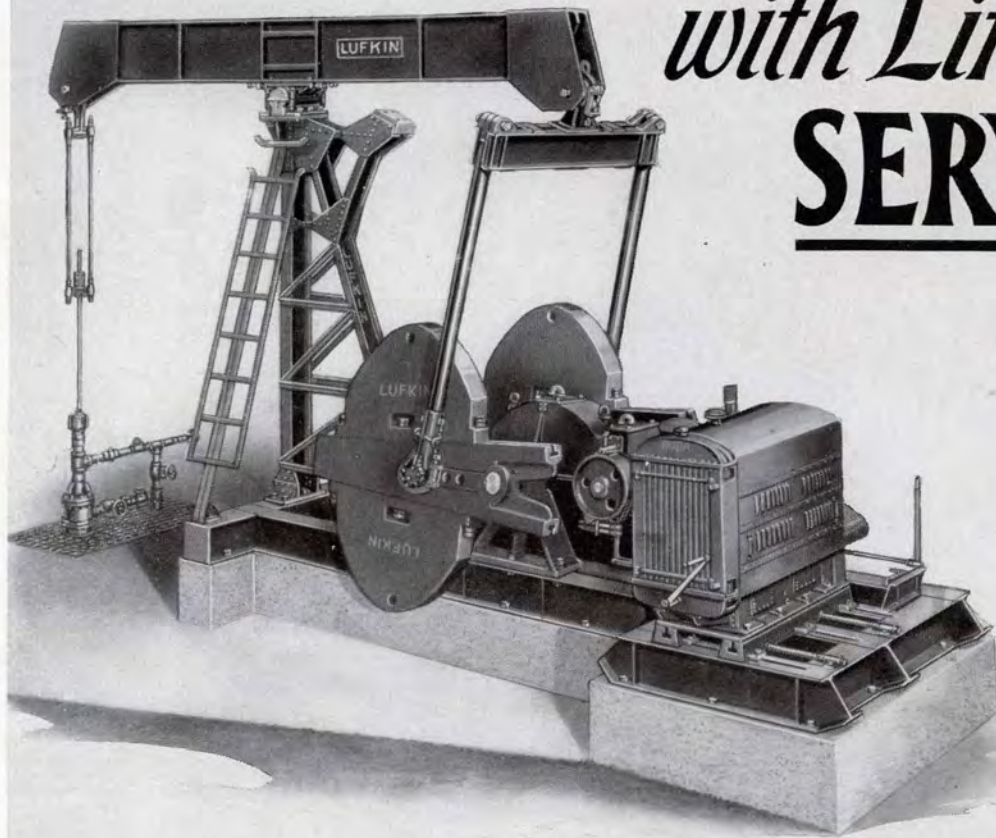
Sign in bathroom in the corner
boarding house:

PLEASE CLEAN TUB
AFTER BATHING
LANDLADY.

GREATER FAITH HATH NO MAN



Combining **EFFICIENCY** *with Life-time* **SERVICE**



Years of experience designing oil well pumping units, plus very close co-operation with practical operators in the field, have developed a standardized Lufkin product combining the highest of efficiency obtainable with gear ratings based on life-time service.

LUFKIN TWIN CRANK UNIT ASSEMBLY WITH BASE FOR MULTI-CYLINDER GAS ENGINE DRIVE.

Illustrated particularly on this page are two views of our Twin Crank Unit Assemblies. This type of equipment is now available in horsepower capacities from 10 to 60 and in strokes up to 72". They are adaptable to any type prime mover—are simple in design, yet very rugged and strong in construction—compact and easily portable.

The complete line of Lufkin Units covers a carefully designed proportional arrangement of sizes to meet every present known requirement. Both single and double crank types of units may be had in four sizes with the choice of either single or double reduction herringbone gears. Beams, Posts and Pitmans and surface equipment for Central Power Pumping are available and designed for their particular application.

A letter addressed to the Lufkin Foundry & Machine Co., Lufkin, Texas, or to branches in principal oil fields will bring latest details. Export office 149 Broadway, New York. Cable address LUFFO.

Specify
LUFKIN *pumping Units*



LUFKIN T. C. 6-11 UNIT ASSEMBLY WITH MOTOR MOUNTED UNDER SAMSON POST MAKING A VERY COMPACT ARRANGEMENT.



TYPICAL LUFKIN INSTALLATIONS OF VARIOUS TYPES OF UNITS.

LUFKIN 3 WELL HOOK-UP



Specify -

LUFKIN

Pumping Units

TYPICAL LUFKIN INSTALLATION FOR THREE WELL HOOK-UP WITH G.E. ELECTRIC MOTOR DRIVE. ANY TYPE PRIME MOVER MAY BE USED.

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