

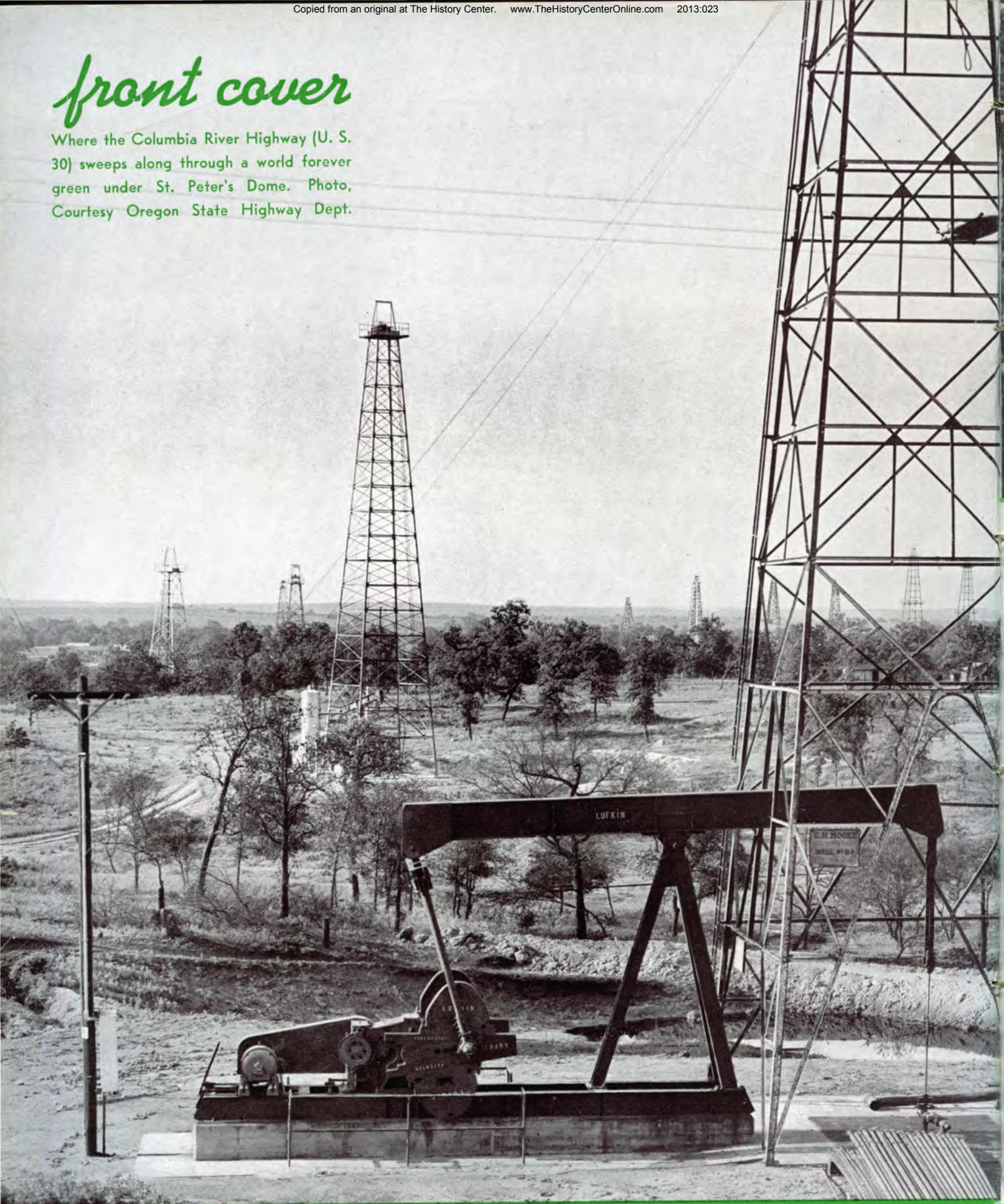


The Lufkin Line

THIRD QUARTER, 1937 » Vol. XVI « No. 3

front cover

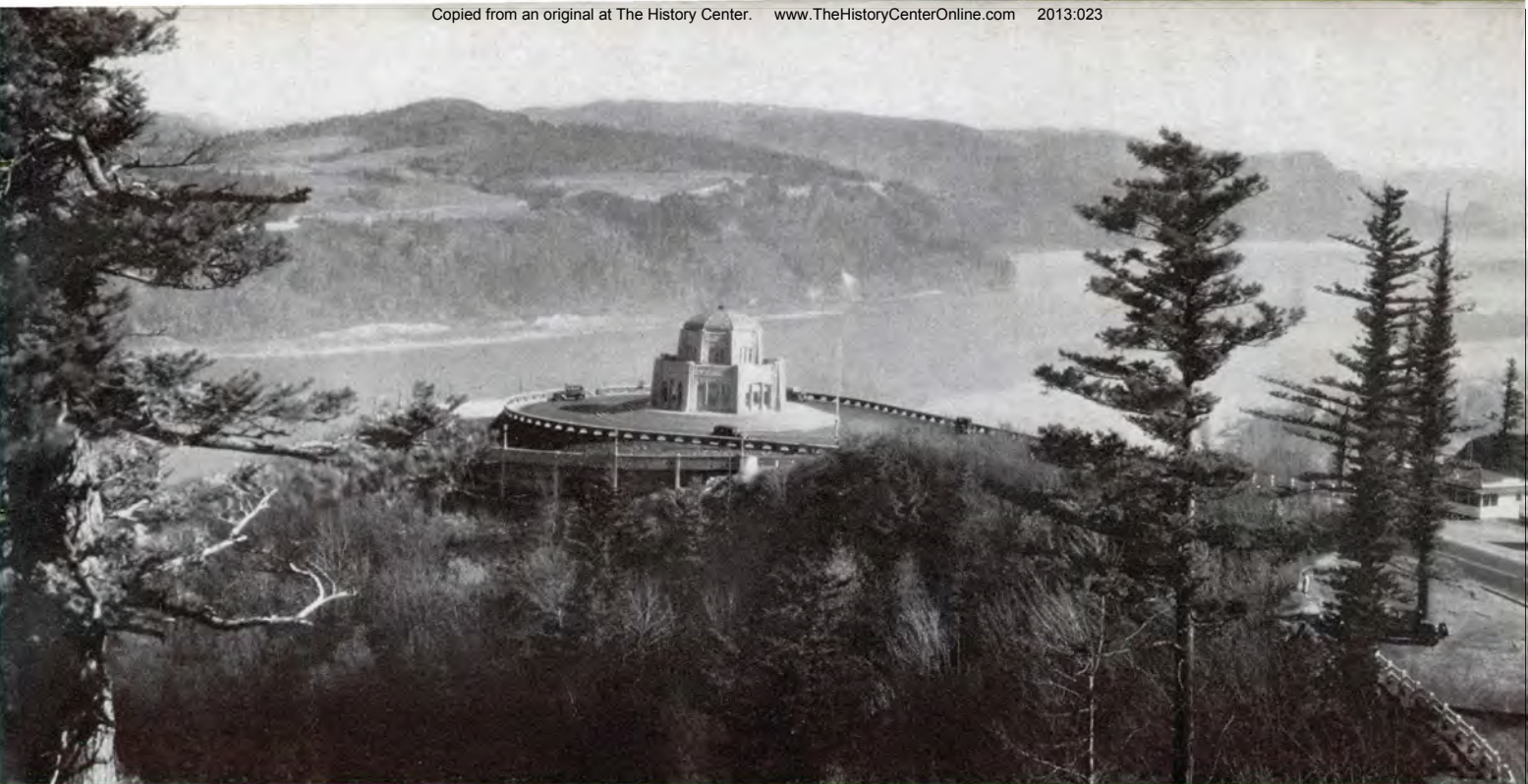
Where the Columbia River Highway (U. S. 30) sweeps along through a world forever green under St. Peter's Dome. Photo, Courtesy Oregon State Highway Dept.



As far as the eye can see

LUFKIN UNITS

SCENE ON THE E. L. SHAVER LEASE OF E. H. MOORE, INC., FITTSTOWN, OKLA.



Crown Point, 750 feet above the Columbia River. Here the vast gorge of the Columbia stretches seemingly for miles on end. The \$100,000 Vista House on this spot is a memorial to the Oregon pioneers and is used as an observation point and rest stop.—Photo A. M. Prentiss.

Oregon

THE EVERGREEN PLAYGROUND

By MILDRED G. DURBIN

BY MAKING THE COLUMBIA RIVER HIGHWAY BEAUTIFUL AND EASY TO TRAVEL, PORTLAND HAS MADE HERSELF FAMOUS AND BROUGHT THOUSANDS TO SEE THIS ROAD.

PORTLAND, OREGON, has demonstrated with the Columbia River Highway how a city can make the most of its best feature. When the road was built the people did not rely solely on a scenic location to attract millions annually.

But let us go back to the year of its beginning, 1913, to find why the portion of this road, from Portland to The Dalles, 91 miles in length, has become internationally famous.

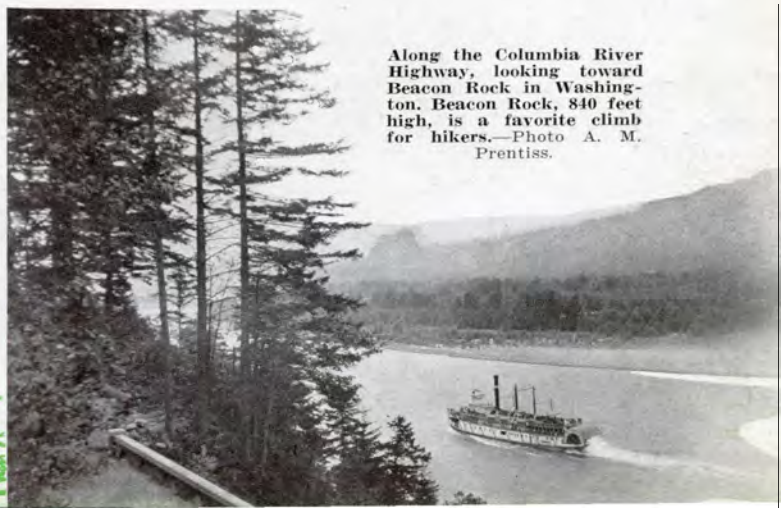
Prior to 1913 the heart of the Cascade Mountains was inaccessible except by boats on the Columbia River or the railroad along its banks. The people of Portland and the county in which it is located, Multnomah, realized that the increasing use of motor vehicles, if a paved road could be built in the scenic Columbia River gorge through the Cascade Mountains, it would be of great value as a means of truck transportation and particularly a source of pleasure to motorists on the Pacific coast and even the whole United States.

Accordingly the people of Multnomah County, eighty per cent of whom live in Portland taxed themselves for nearly \$1,500,000, bought their own bonds and the Highway was begun. They engaged the services of an architect-engineer who not only knew how to build a safe, durable road on the steep cliff of the south side of the gorge, which rises in places to 2,000 and 3,000 feet,

but who would also conserve all the natural beauty of this cliff.

The entire road is a demonstration of the success of his three-fold aim. Take as a specific example the Highway just east of the Vista House. From a height of 700 feet the road descends to the River's edge in a mile and a quarter, with a grade of but 5 per cent. This is accomplished by a double figure eight, that is, eight loops in forty acres of wild beauty of forest and giant ferns that delight all travelers.

In some places a road could not be carved on the



Along the Columbia River Highway, looking toward Beacon Rock in Washington. Beacon Rock, 840 feet high, is a favorite climb for hikers.—Photo A. M. Prentiss.



The Columbia River Highway at Shepperd's Dell near Portland.—Photo A. M. Prentiss.

Below—Mirror Lake in the Wallowa Lake country in Oregon, "The Switzerland of America." — Photo Oregon State Highway Dept.

rock cliffs that rise perpendicularly from the river, and the road was made *through* them. The most interesting of these tunnels is at Mitchell Point, 61 miles east of Portland. It is 390 feet long and 24 feet wide. Being constructed on both a horizontal and vertical curve, great care was necessary in blasting and grading. In order to furnish natural light and give the motorist a fine view of the river and mountains beyond, five huge openings or "windows" were cut in the side.

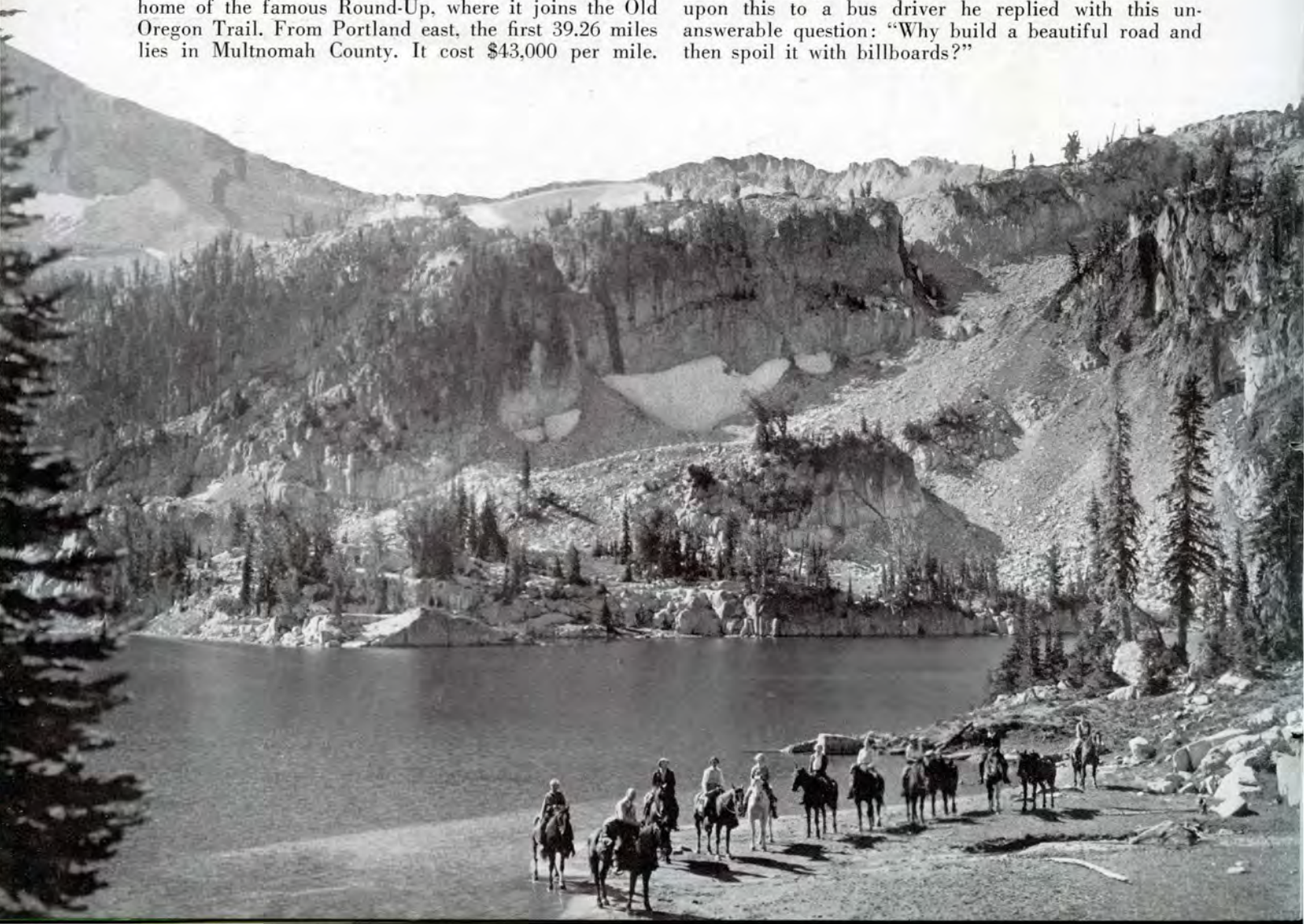
The Columbia River Highway, surfaced, 24 feet wide, now extends from Astoria on the Pacific, through Portland and east a total of 336 miles to Pendleton, the home of the famous Round-Up, where it joins the Old Oregon Trail. From Portland east, the first 39.26 miles lies in Multnomah County. It cost \$43,000 per mile.

The state and national governments aided the other counties. The average cost for the entire road, exclusive of the 11½ miles within the city of Portland was \$38,054. This includes all items except rights of way, most of which were donated.

After the road was finished the people did not feel that their task was completed. Multnomah County and private individuals began to decorate it. For example, as a memorial to the Oregon pioneers, the Vista House, a little gem of a building costing \$100,000, was perched upon Crown Point. Here visitors may stop to rest and enjoy the view of the Columbia twenty-five miles both east and west and the rugged shore across the River, backed by mountain scenery. At the foot of Multnomah Falls is another useful memorial to the pioneers—a drinking fountain erected by the Portland Rotary Club.

Mr. George Shepperd gave to the City for a public park Shepperd's Dell, eleven picturesque acres through which the Highway winds. Mr. Simon Benson gave 760 acres embracing two beautiful waterfalls, while Messrs. R. D. Chatfield and Mark A. Mayer gave parks to the state. In the parks along the Highway and almost concealed by trees and undergrowth are many picnic grounds and tourist camps.

Private capital supplies everything that is purchased by the tourist, but no billboards obtrude upon the view or conceal scenic beauties. The few that you see are small, on a level with the eye of the motorist and only those that advertise immediate necessities such as food or gasoline are permitted. When the author commented upon this to a bus driver he replied with this unanswerable question: "Why build a beautiful road and then spoil it with billboards?"





Lighthouse at Heceta Head, named for the Spanish explorer, Bruno Heceta. For many miles near the head, the Oregon Coast Highway was literally chipped out of the face of a solid cliff.

Nor has the preservation of natural beauties always been easy. The crowning glories of the Highway are its fifteen waterfalls. Eleven are in one division of ten miles. Fed by melting snows, they dash over the top of the gorge and fall in spray hundreds of feet to join the broad Columbia. Against the almost perpendicular cliff covered with shrubbery and ferns, their beauty is indescribable. The power of these falls has offered a strong temptation to use it, and in that wooded country extensive logging interests could use the falling torrents in flumes to carry logs or boards to the River. But only one is "harnessed" and that was done before the Highway was built.

By making the Columbia River Highway beautiful and easy to travel, Portland has made herself famous. Every year thousands stop off or go hundreds of miles out of their way to see this famous road. The mighty Columbia divides the states of Oregon and Washington. The Highway is on the Oregon side, but now there is an excellent road, the Evergreen Highway, on the Washington side. And Why? So that the tourist who travels from Portland may return to that city by a different route from the one by which he departed.

THE MOUNT HOOD LOOP

Delightful hours of driving along the Columbia, combined with equally delightful hours motoring around famed Mount Hood, such is the treat in store for Portland visitors who make the Columbia River-Mount Hood loop drive—for certainly no one should miss the Mount

■ CONTINUED ON PAGE 18

TOP: On the Alderwood Country Club Course, Portland, where the 41st Amateur Golf Championship of the United States will be played August 23-29. Portland is the "City of Golfers" because of the mild climate that permits year-round golfing.

CENTER: Portland is a leading port of the Pacific Coast with ships from many lands discharging and loading cargo. Sixty steamship lines give regular service between Portland and approximately 150 world ports.

BOTTOM: Mitchell Point Tunnel, 61 miles east of Portland. It is 390 feet long and 24 feet wide, with 5 huge "windows" in its side which afford a fine view of the river and mountains beyond.

All photos by courtesy Oregon State Highway Commission.





Hawaii

By WOODS PETERS



ABOVE: Close to Waikiki Beach rise the coral-pink towers of the Royal Hawaiian Hotel. Photo shows a crowd gathered on the beach to watch a race between Hawaiian outrigger canoes shown in foreground—a unique feature in American aquatic sports.—Pan Pacific Press Photo.



RIGHT: American Hawaii has not done away entirely with its native traditions, as seen by this group of stalwart Hawaiian fishermen launching their outriggers in the shadows of volcanic mountains.—Pan Pacific Press Photo.

IT IS A NEVER ENDING SOURCE OF ASTONISHMENT that people of the mainland know so little of Hawaii. It is also astonishing the number of eyebrows that go questioningly upward when that word "mainland" is used. Mainland? What mainland? Despite all the millions of words spilled across the printed pages of the country and over the ether lanes, there are *still* some who visualize that string of golden isles as some far off, strange tongued and grass skirted world.

There are 50,000 highly intelligent travelers annually who pass beneath the shadow of Honolulu's symbolic "Aloha Tower." There's 25,000 who drop off the trans-pacific liners, or clipper planes, there to see for themselves just what it is that so lures one to Hawaii. They talk, they bring back pictures, they write letters—and still the Honolulu postoffice receives mail addressed to the Philippines, Tahiti, China, India and heaven knows where.

May we once and for all time (admittedly that is *most* optimistic) point out that Hawaii is so much a part of the United States that she is quite likely to some day secure her much desired statehood? That she has been American for 39 years? And that there is not the slightest possibility—when *you* visit Hawaii—of finding yourself misunderstood because you ask for a "ham and" or ask the dark skinned newsie for "change for a buck?"

Hawaii is almost as astounding as the mainland reception of her. I am reminded of the noted writer who commented once at Honolulu: "No, I'm not going to

write a story of the Islands. I've only been here a year; I don't know anything of them, yet." One doesn't know, even after three decades. One only realizes how little he does know of Hawaii. Oh, of course, from the geographies, you may learn that:

1—There are twenty islands in the Hawaiian group, four of which are continually visited. These four possess common appeals and distinctive attractions and are easily reached over the frequent air and sea excursions between the various ports.

2—Honolulu is on Oahu. Here are situated Schofield barracks, largest of United States army posts, and Pearl Harbor, the naval station. A paved highway runs around the island and side roads lead to native villages and scenic points of great beauty. Intensive cultivation of trees and flowers has made Honolulu one of the most colorful cities in the world. Orchids grow along the by-ways, the flame tree raises its crimson crown above the green foliage, and the island's official flower, the hibiscus, appears everywhere in its many colors and forms. Above the ancient palm grove of the kings, rise the coral pink towers of the Royal Hawaiian, one of the great hotels of the world, and below is Waikiki, the beach which gave us surf-boarding and sets swimming fashions for all nations.

(All thrilling, eh, what? Factual, but . . . ! We learn further:)

3—Kauai is called the Garden Isle because of the luxuriance of its vegetation, the number and variety of



ABOVE: The giant China Clipper lands in the calm waters of Pearl Harbor near Honolulu, bringing the island territory within hours of her sister states. Pan Pacific Press Photo.



LEFT: Lei-bedecked natives and tourists—the extreme courtesy of the residents, native, American and Oriental—the beautifully kept gardens—the coconut palms—these are among the delightful impressions of Hawaii.—Photo R. T. Nesmith.



its blossoms, the rich greens of its undergrowth and the heavy foliage of its trees. On this island are canyons, often mist covered and bathed in all the glory of the tropic rainbows. It has many peaceful inlets where the warm waters roll idly over the sands or dash in spray against the coral barrier.

4—The double isle of Maui boasts the greatest extinct volcano in the world. Haleakala is the "House of the Sun," so named from the peculiar and beautiful effect of the sunshine on the mists that hover about the brow of the mountain. The gulches are covered with strange plant life and one canyon resembles California's Yosemite. Roads wind along the seacoast by cliffs of pastel shades and dazzling blue waters like those of Amalfi and Naples.

5—Hawaii is known as "The Big Island." On this are the only active volcanoes of the group, the red molten lake of Kilauea, easily reached by automobile, and Mauna Loa, a cloud-wreathed mountain mass culminating in a live crater at a height of more than 13,000 feet.

For twenty years I have been writing about Hawaii, but that I have avoided the end of inspiration on a subject limited to 6,406.0 square miles of volcanic soil and coral beaches is not due to the knowledge that one stretch

of modern highway cost a million and a half. Scarcely!

One of the most startling things about Hawaii is the invisibility of its industry. It's to be seen, to be sure, but it so delightfully merges with the island surroundings that it fails to scar the countryside by its progress. The vast miles of sugar cane, chief support for the Territory's 400,000 inhabitants, melt softly into the semi-tropic landscape. The unbelievable water system, that feeds that cane daily with water sufficient to supply the needs of a sixth of America's inhabitants . . . try and find it without a good, hard look. The roaring mills, whose product supplies the domestic sugar need of 20,000,000 Americans—they are sheltered in the idyllic canyons, nestled against the foothills, or half hidden among plantation villages softly shaded with palms and flowering trees.

Is it any wonder people love Hawaii?

There's another startling thing: Volcanic eruptions in

A tropical jungle? So it appears, but it is a fern forest in Hawaii National Park, the most westerly of Uncle Sam's natural preserves. These ferns grow 20 feet high. Excellent motor highways and trails enable visitors to penetrate all points of the great park which centers around an active volcano.—Pan Pacific Press Photo.





JEANNETTE MacDONALD, GENE RAYMOND AND THE BRIDAL ATTENDANTS. Pictured at her home just before the wedding reception and honeymoon trip to Hawaii. Left to right: Helen Ferguson (Mrs. Richard Hargreaves), Marie Blake (Mrs. Warren Rock, the bride's sister and matron of honor), the bride and groom, Fay Wray (Mrs. John Monk Saunders), Ginger Rogers and Mrs. John Mack Brown.—M. G. M. Photo.



most parts of the world send people scurrying, and with good reason. In Hawaii, the reaction is just the reverse. The hissing, steaming firepit is the big attraction. Government geologists keep a close watch on affairs and can predict well in advance any signs of activity down below. From a vantage point on the rim of Halemaumau, near the center of the crater, the onlooker in periods of activity may gaze into a pit of fire about seven city blocks across. The lava is several hundred feet in depth at the point of source and at times bubbles over into the main crater where it hardens into flint-like rock.

Nearby are strange formations known as Pele's Tears and Pele's Hair. Lava tubes and tree molds, sulphur and steam baths, all offer interesting sidelights on the volcanic process. On the Kona side are the lava flows, sweeping periodically to the sea. One has to see them to appreciate them. "Spectacular," "dramatic"—these are idle words to convey the inspiration of flaming rivers so harmless, in Hawaii, that one can mount their slowly tumbling lateral moraines to better see the fire.

Thousands have written of the exhilaration of surfing at Waikiki. It's all they say of it, but to me the greatest thrill lies in the ancient legends Island folks once believed. Those waves, for instance . . . their streaming crests were the spirits of warriors long since gone and now returned to play a while in the waters no man can ever forget. The clouds above the Waianae Mountains . . . those are the form of legendary Pōkī, an animal god whose time is spent in doing good for men.

There is an interesting legend associated with the crater of Haleakala on Maui which had its origin in the pre-historic past. The island was supposed to be the home of the demi-god Maui. Hina, mother of Maui, was busily engaged in making tapa cloth, but the sun sped too swiftly across the sky for her handiwork to dry. Her son therefore set a trap in the heights of the mountain and ensnared the sun god in a net. The struggles of the sun broke many of its rays and it appealed to Maui to set it free. He did so on the sun's promise that it would travel through the sky at a slower speed so that Hina could dry her tapa cloth.

On the southwest slope of the crater is the battleground where native armies fought with spears and slings centuries ago.

Such things comprise the colorful background on which the American Isles of today are built. Such things are they which set Hawaii apart from any other section of the nation, add brilliance to her sports, her relaxations and her industry, lift a glorious tapestry of semi-tropical atmosphere against which she carries on the play of her inborn Americanism.



S. S. LURLINE, flagship of the Matson fleet, Hollywood "Honey-moon" favorite, in service between Honolulu and California ports of San Francisco and Los Angeles. The Lurline has a gross tonnage of 19,000; length 632 feet; beam 79 feet, and speed in excess of 22 knots.—Pan Pacific Press Photo.

Hawaii



HONEYMOON RENDEZVOUS FOR HOLLYWOOD STARS

AS A FAVORITE HIDE-OUT for honeymooning Hollywood stars, Hawaii ranks in first place. As a matter of fact, Hawaii has long attracted a large section of Hollywood's motion picture colony on "commuting" trips during the short periods of respite between shooting schedules. Robert Taylor, June Lang, Arline Judge (Mrs. Dan Topping), and William Boyd (honeymoon trip No. 5) are just a few of the stars that have been basking in the Hawaiian sun and hiding in the Island moonlight. Recent spotlights have centered on the Raymond-McDonald and Rogers-Pickford romances culminating in honeymoon trips to Hawaii. Most of the Hollywood headliners visit the Islands so regularly that they have been made members of Hawaii's novel Comeback Club, whose membership is limited to globe trotters who have been to the Islands on two or more trips.

Mark Twain, one of the first writers to "discover" the Islands, coined the descriptive phrase that has become a synonym for Hawaii: "The loveliest fleet of islands that lies anchored in any ocean."

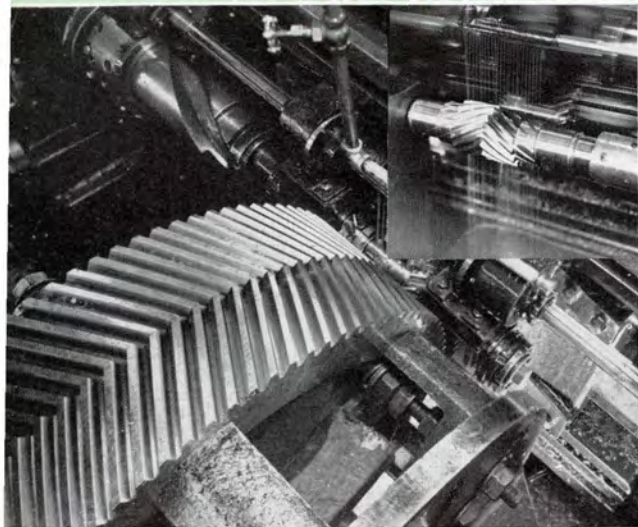
"HONEYMOON BOUND"
for Honolulu: Charles
(Buddy) Rogers and Mary
Pickford just before de-
parture on the SS. Larline.
—Los Angeles Times Photo.



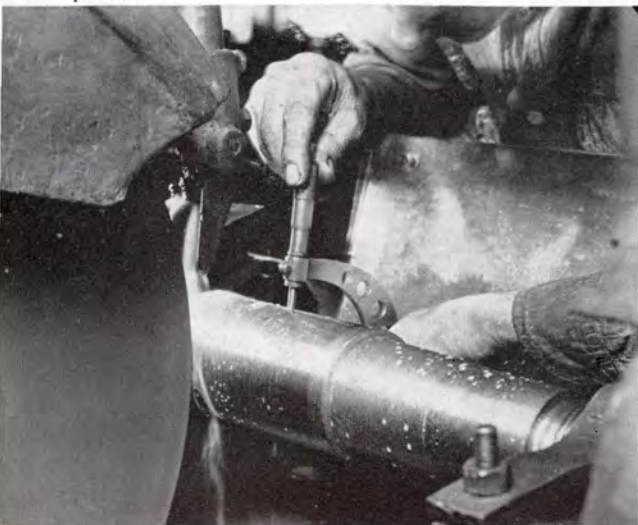
Below—Its motors humming perfectly in a golden tropic morning, one of Uncle Sam's mail planes leaves Honolulu for the neighboring islands of the Hawaiian group. It is shown passing Koko crater, rugged land mark of the Island of Oahu.—Pan Pacific Press Photo.



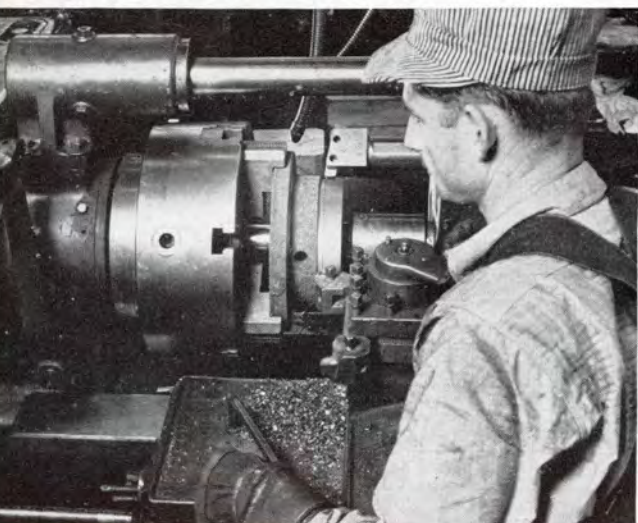
The Heart of a "A Good Heart is



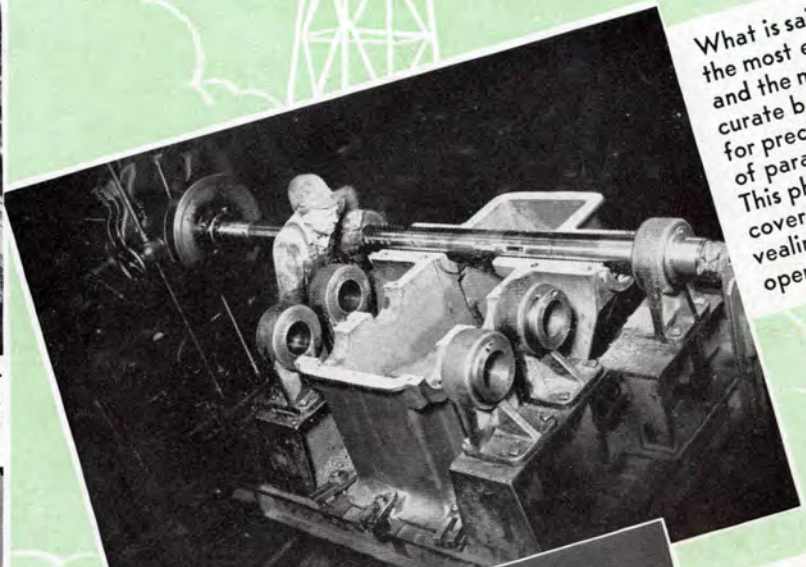
All herringbone gears are generated on Sykes Patented gear generators in our own plant and under the most rigid inspection system. Photos show cutters in action generating gear and pinion.



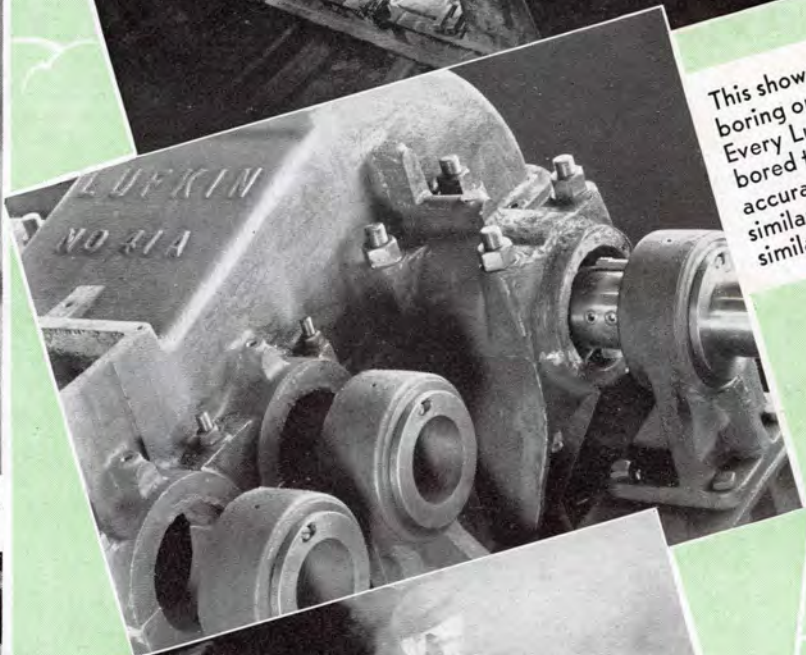
Grinding for accuracy. All shafts, pinions, crank pins, etc., are ground to absolute micrometer size.



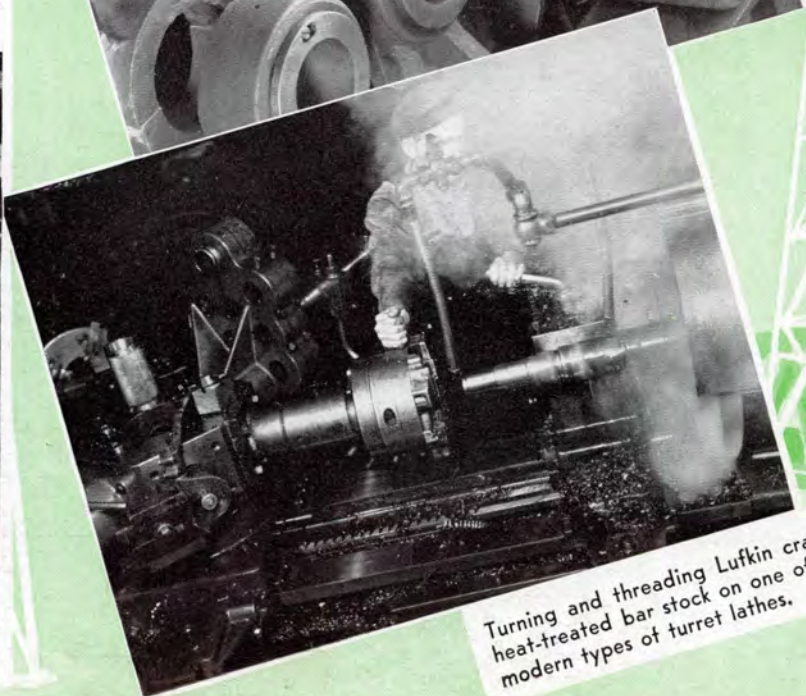
The most modern type of turret lathe — one of a battery performing similar operations. Note that boring, facing and turning rough and finish cuts are completed in one operation.



What is said to be the most expensive and the most accurate bar yet built for precision boring of parallel bearings. This photo shows cover removed revealing its particular operation.



This shows start of boring operation. Every Lufkin Unit is bored to absolute accuracy with similar jigs and with similar bars.



Turning and threading Lufkin crank pins from heat-treated bar stock on one of the most modern types of turret lathes.

LUFKIN UNIT

Worth Gold"

Shakespeare

Shakespeare had the right idea!

Of course, he had reference to the human heart. But, after all, the heart of any piece of machinery is just as important, relatively, to the worth of a particular machine as the human heart is to the soul of man.

● Only materials of the finest character — the very best now obtainable—go into the making of Lufkin Units.

● The finest and most modern tools — marvels of mechanical science—produce parts to precision for Lufkin Units.

● Skilled workmen—specialists with years of mature experience—men with their hearts in their jobs—assemble and construct Lufkin Units.

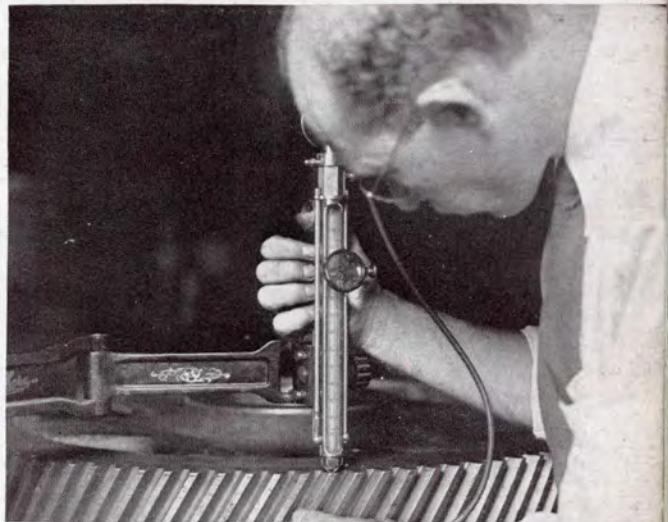
● There is little wonder that Lufkin, pioneers in the production of geared units for oil well pumping, has maintained its leadership in this field.

● Lufkin has already produced Units with "Hearts worth gold."

Testing pinion shaft blank for eccentricity before generating herringbone teeth. Accuracy, here, is of extreme importance.



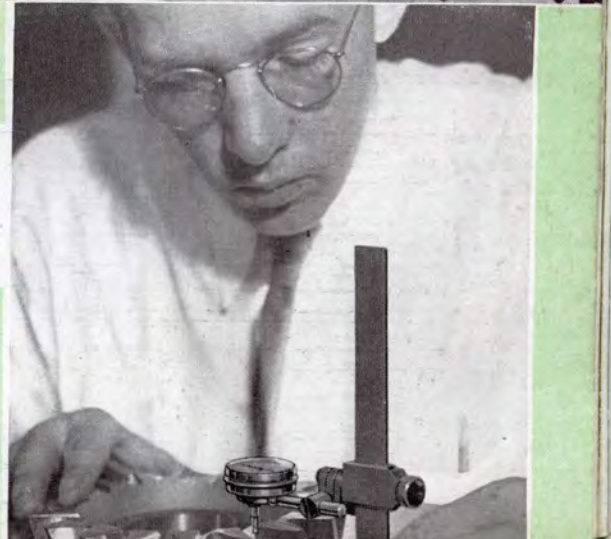
Testing gear teeth for hardness.



Accuracy of tooth formation meets most rigid inspection.



Herringbone gear cutters must meet final inspection after grinding before being sent to gear generators.



INSPECTION SHEET

Order No. 33547

Serial No. 178

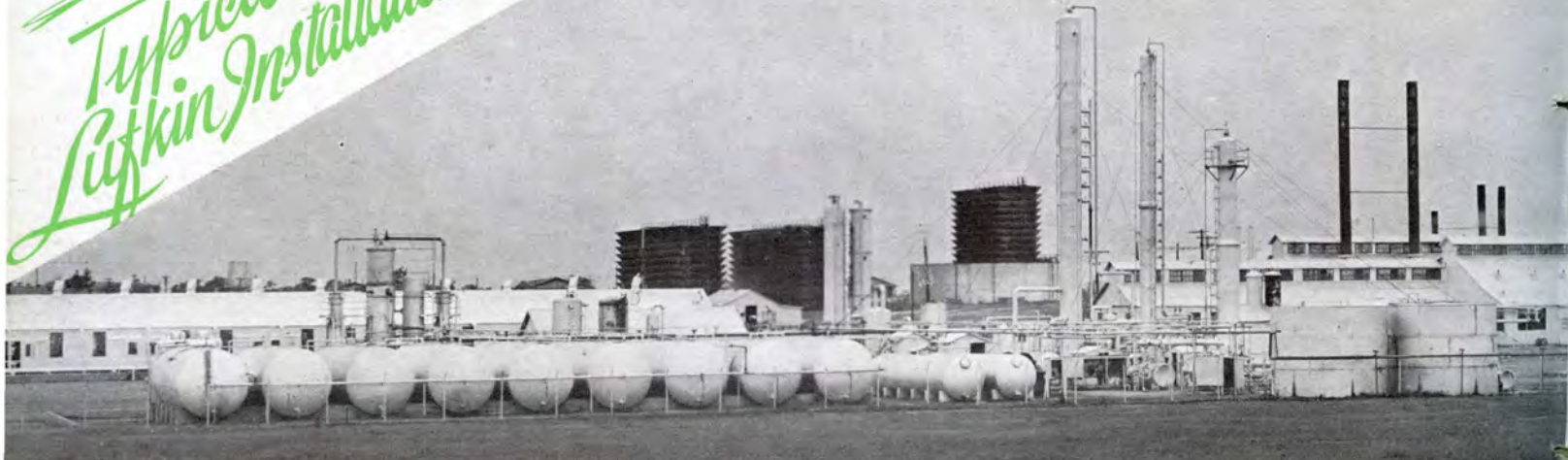
Check with 100000

1. Inspectible plate on cover stamped correctly	OK
2. Bolts for handle bracket in above hole placed	OK
3. Oil wiper with 10 and 100 are clear	OK
4. Gears properly "red" in	OK
5. Bolt secure on correct side and of proper dia.	OK
6. Gears secure. Minimum clearance of hole	OK
7. Pinion shaft in properly. With 100. In correct hole	OK
8. Gears correct. With 100. In correct hole	OK
9. Gears correct. With 100. In correct hole	OK
10. Bolt correct. With 100. In correct hole	OK
11. Bolt correct. With 100. In correct hole	OK
12. Bolt correct. With 100. In correct hole	OK
13. Bolt correct. With 100. In correct hole	OK
14. Bolt correct. With 100. In correct hole	OK
15. Bolt correct. With 100. In correct hole	OK
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24. Bolt correct. With 100. In correct hole	OK
25. Bolt correct. With 100. In correct hole	OK
26. Bolt correct. With 100. In correct hole	OK
27. Bolt correct. With 100. In correct hole	OK

Inspected by _____

Approved by _____

Final inspection blank that has passed from operation to operation for the final "O.K." by the inspection department and after gears have been "run-in." The unit is now ready for shipment to customer.



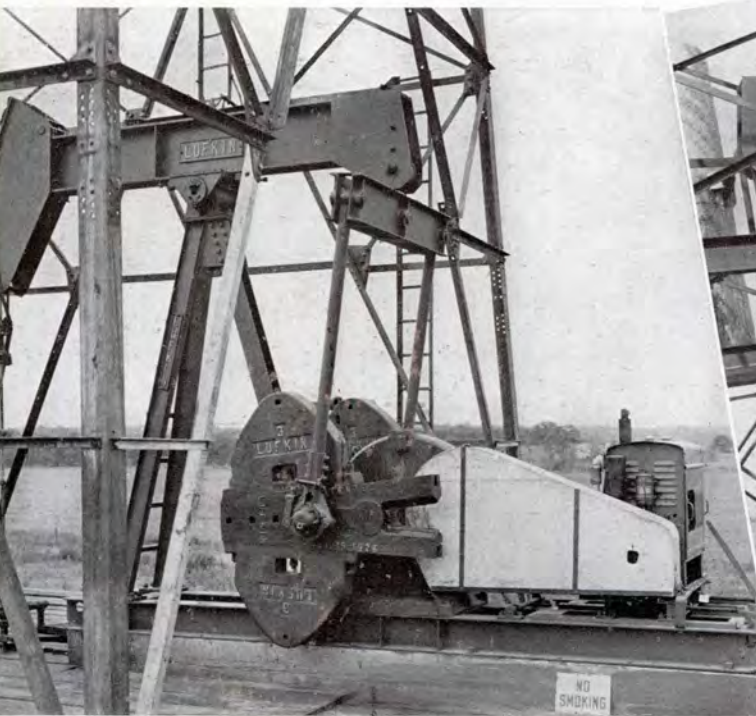
Grisso Gasoline Plant, Seminole, Okla. Note (in right hand corner) Lufkin Worm Gear Unit on Maggie Grisso No. 1 of the Carter Oil Company which has been operating for 10 years.



Deep Rock Oil Corporation, Pontotoc County, Okla. Lufkin Unit TC 4-11A. Note another Lufkin unit in right background.



California Warehouse. A complete stock of Lufkin Units and parts are carried in our warehouses in Los Angeles and Bakersfield. Photo shows stock in Los Angeles warehouse.



Atlantic Refining Company, Earlsboro, Okla. Lufkin Unit TC 3-18



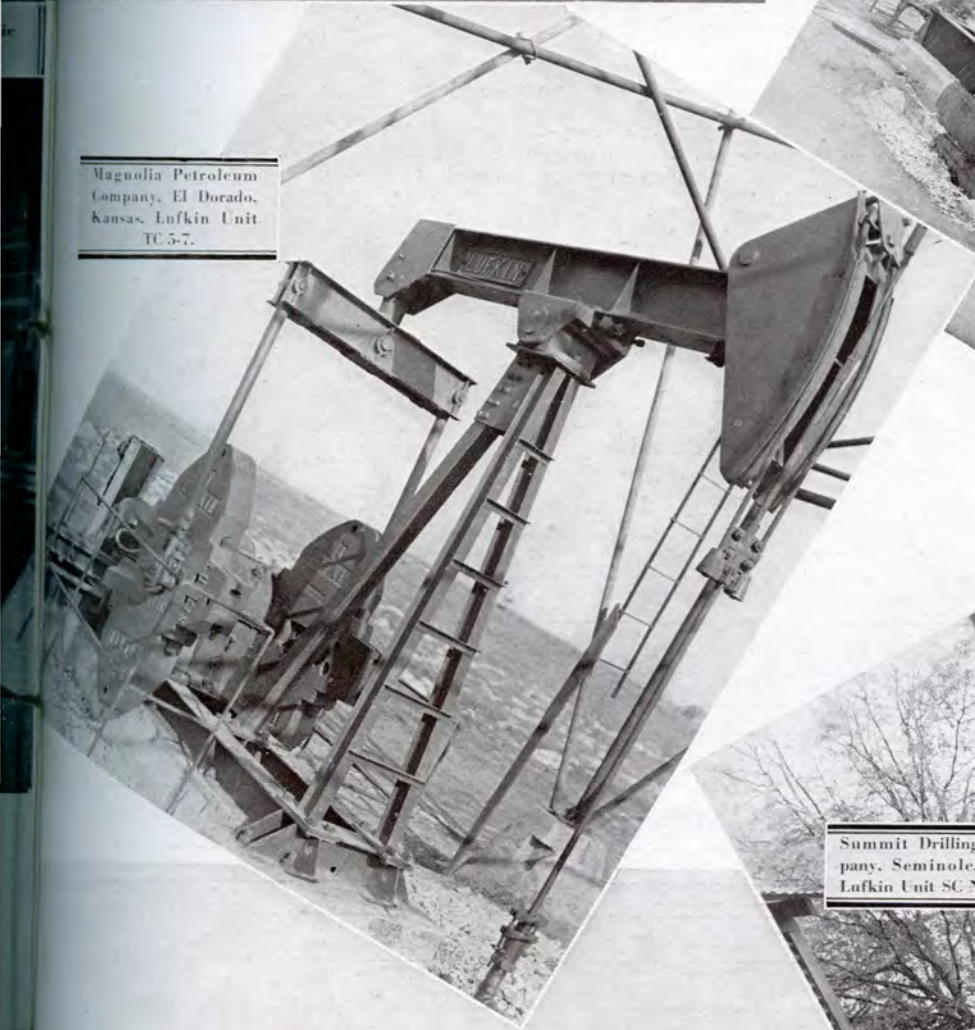
Major Oil Company, Seminole, Okla. Lufkin Unit TC 2A-31C.



Magnolia Petroleum
Company, El Dorado,
Kansas, Lufkin Unit
TC 5-7.



E. H. Moore, Inc., Schor-
ver No. 16, Fittstown,
Okla. Lufkin Unit TC
2A-31B.



Summit Drilling Com-
pany, Seminole, Okla.
Lufkin Unit SC No. 48.



*Typical Lufkin
Installations*



Camp of the Carter Oil Company, Seminole, Okla.

Snapshots by the Lufkin Cameraman

**COLORADO
SPRINGS**

(1) Sun's J. Edgar Pew; (2) Humble's Hu. Harris; (3) Ed Cox, of Cox & Hamon; (4) Atlantic's H. M. Stagg; (5) Carter's C. D. Watson; (6) Texaco's Arthur Levy; (7) Gulf's H. H. Wright; (8) Humble's John Echols; (9) Humble's John House; (10) Seaboard's Bert Schwarz; (11) Humble's Carl Reistle; (12) Phillip's C. P. Dimit; (13) Texaco's Arthur Levy, Atlantic's H. M. Stagg; (14) Sun's Jack Pew; (15) Shell's Glenver McConnell; (16) Humble's Sid Moore; (17) Houston Oil's George Washington Hill; (18) "Buck" Morris of East Texas Engineering Association; (19) Humble's Dr. H. D. Wilde; (20) British American's W. K. Whiteford; (21) H. D. Collins, Fort Worth, and Dr. Stueve, Oklahoma City; (22) Ohio's John Askam and Howard West; (23) Pure's R. B. Kelley; (24) Ray Shaffer of Cities Service; (25) Tom Pew, Houston; (26) Lufkin's C. B. Edwards; (27) Waukesha's Arch Campbell and Stanolind's George Bays.





(28) Standard of Louisiana's J. R. McWilliams; (29) Clark Brothers' George Probst; (30) the swan the boys fed at Colorado Springs; (31) Harry Powers of the University of Texas; (32) Standard of Texas' Harvey Hardison; (33) Lloyd Wheelock of Corsicana; (34) Phillips' Don Knowlton; (35) "Pol" Parrot, cement expert, and Empire's Ray Schaffer; (36) Empire's A. W. Ambrose; (37) Shell's W. E. Gilbert; (38) W. C. Shutts, Standard of New Jersey, New York; (39) General Petroleum's Hal Marsh; (40) E. H. Moore's George Howard; (41) Humble's W. W. Scott; (42) Warren Baker, Editor "Oil Weekly"; (43) Pine's Wharton Weems; (44) Ray Dudley and Walter Trout (these boys fed the passengers on the Fort Worth and Denver when a washout ahead prevented a dining car crew's arrival); (45) Standard Oil's H. A. Sharpnburg; (46) E. H. Moore's George Vandiveer; (47) Lufkin's L. A. Little; (48) Lufkin's Doug Reid and W. W. Trout. Center: Broadmoor Hotel with Cheyenne Mountain in background.
—A. P. I., Colorado Springs.

**COLORADO
SPRINGS**



R. P. Huggins,

General Manager of Western Gulf's California Operations



Shell Oil Company Production and Geological Departments, Bakersfield District, California



Atlantic Student Engineers visit Lufkin
Samuel A. Trent (center) in charge.



Visit Lufkin Plant: (L to R) D.V. Loughlin of General American; "Buck" Morris, East Texas Engineers Association; "Bill" Bowden, Contractor; Murray Sells of Sells Petroleum Co.; "Art" Bennett, Lufkin representative; Paul Pewitt, Ind. operator.



Shell Oil Company Pipe Line and Transportation Depts., Bakersfield, California

USHERETTES IN
This Way, Please
A NEW PARAMOUNT COMEDY

Shell Oil Company Pipe Line and Transportation Depts., Bakersfield, California
Tom McCarty, Abe Abramson, and A. H. Ogle of Los Angeles Fire Department.



MEET MR. ESQUIRE
presented by
Russell Patterson

FORT WORTH SCORES AGAIN

Frontier Fiesta

EXCELS LAST YEAR'S SHOW

SPECTACULAR BEAUTY and unexcelled talent is the combination which makes this year's Fort Worth Frontier Fiesta such exceptional entertainment that attendance is fully 30 per cent over the same period last year and is growing weekly.

Presented in the world's largest cafe-theatre under the star-studded Texas sky, the Casa Manana revue is noteworthy in many ways. Billy Rose, director-general of the Fiesta, has performed a true miracle in presenting a show that far excels last year's Casa Manana, a miracle that those who saw last year's show frankly did not expect to witness.

The show is mounted on the world's largest revolving stage and the settings are unequalled for size anywhere. In the finale of the show, the stage is dressed with a set which, constructed in eleven separate parts, weighs close to a million pounds. The costumes, designed by Raoul Pene du Bois, add to the colorful spectacle.

But it is the array of talent which Rose has gathered together which really makes the show live. Harriet Hocter, brilliant ballerina; Paul Whiteman and orchestra; Everett Marshall, former Metropolitan Opera singer; the Cabin Kids of movie comedy fame; Moore and Revel; the Stuart Morgan Dancers; Sanami and Michi and the California Varsity Eight are some of the stars which appear twice nightly in the revue. This roster of entertainment is augmented by a chorus of 150 fresh, young Texas beauties in dance routines of intricate beauty.

The Casa Manana revue is



The Original Dixieland Jazz Band, which many years ago was the first orchestra to introduce jazz music to a startled but rhythmic world, appearing in Billy Rose's honky-tonk revue at the Pioneer Palace. The personnel of the orchestra is the same as it was many years ago, the musicians having been gathered from all over the United States through the efforts of Nick Larocca, trumpet player and leader.

Harriet Hocter, graceful dancing star of Casa Manana, poses with infinite grace on the tips of her toes in a movement from one of her dance numbers

woven about the theme of four current best-selling books. The first episode, "Gone with the Wind," is presented before a columned Colonial mansion representing Tara, the ancestral home of Scarlett O'Hara, played by Miss Hocter. An Oriental setting depicting the grand lamasery in Tibet is the scene for the "Lost Horizon" episode. "Wake Up and Live" is symbolized by a sketchy rendition of Central Park. The finale is based on Sinclair Lewis' "It Can't Happen Here," symbolizing the resources Democracy holds against threats of Fascism and Communism.

Nor is Casa Manana the only amusement feature of this year's Fiesta. Mr. Rose has prepared entertainment for all tastes. The Pioneer Palace houses a rowdy, honky-tonk revue, presented on a stage above the mirrored bar and starring the Rooneys, Hinda Wassau and the Original Dixieland Jazz Band, originators of jazz and swing music. In Firefly Garden the Salici Marionettes live their tiny lives at three shows nightly. Melody Lane is a tune-fest presentation of eight composers of familiar melodies, such as "I Wonder Who's Kissing Her Now," "Margie," "Twelfth Street Rag" and "Sweet Adeline," playing and singing their own celebrated numbers.

Such is the Frontier Fiesta—the show world's entertainment headquarters.

Scene from "It Can't Happen Here" episode, the finale of Casa Manana, showing showgirls in costumes on the chromium steps of the world's largest stage setting





Oregon

■ CONTINUED FROM PAGE 5

Timbered and shrub-clad slopes of the Coast Range come down to meet the sea almost the entire length of the Oregon Coast—400 miles of wondrous driving on the Oregon Coast Highway (U. S. 101). This view was taken where Alsea Bay empties into the Pacific at Waldport.—Photo Oregon State Highway Department.

Hood loop. Oregonians planned this magnificent trip so that no visitor to Portland should miss this drive which parallels the Columbia "River of the West," linked historically with the early settlement of the Oregon country.

The round trip covers 170 miles, which of course may be done in a day, but we suggest taking it more leisurely. There is gold, fishing, skiing, mountain climbing and horseback riding for the devotees of these sports, yet there are plenty of places where one may just rest if your desire is for a more inactive vacation, and resting among such breath-taking grandeur is a pleasure long to be remembered.

Starting from Portland on a good clear day you'll probably catch your first glimpse of Mount Hood, towering into the sky in snow covered glory, as you cross the river eastward. And, not only Hood, but, to the left, Mount St. Helens over in Washington and later on Mount Adams. At Troutdale the highway crosses the Sandy. In early spring this river teems with a smelt run and the mere dip of a bucket will land enough fish for a dozen meals.

The awe inspiring scenery of the highway commences at Crown Point where you are 750 feet above the river, and likewise above Rooster Rock. Here the vast gorge of the Columbia stretches seemingly for miles on end.

From Crown Point you drop down almost to water level in a series of loops called "figure eights." Statistics say there are 11 waterfalls in as many miles on this highway for in rapid succession you pass Latourell, 193 feet high, Shepperd's Dell, 140 feet, Bridal Veil, 80 feet, Wahkeena, 242 feet, Multnomah, 620 feet, Oneonta and Horse Tail falls, 208

feet. Each seems lovelier than the last but it is Multnomah that fairly takes your breath away. These falls tumble down the walls of the gorge, the upper one is a drop of 541 feet and the lower in a short cascade of 79 feet.

Be sure to visit the fish hatchery at Booneville. Here thousands of tiny salmon are released each year and make their way to the sea. After four years they return to their home stream to spawn. These salmon are marked by clipping their fins and thus are easily checked after their four years of absence. See the giant Bonneville Dam now 80% completed and built at a cost of \$45,000,000.

Back to Portland the Loop Highway winds, past the summer home settlements in the national forest, through beautiful Sandy River valley with its prosperous, well-kept farms, a fitting finale or beginning for Oregon's best known drive.

Whether it has taken a day, a week or longer, we know you will have stored up a treasurehouse of delightful memories of the Columbia River Highway and Mount Hood Loop. If you need any help at all in planning your trip to Oregon, the Advertising and Travel Department of the Portland Chamber of Commerce, Portland and the Oregon State Highway Commission at Salem, Oregon, will gladly furnish maps and every possible bit of information one may need to thoroughly enjoy the "ever-green playground" of the Pacific Coast.

By early treaty, Indians enjoy fishing rights at Celilo Falls on the Columbia near the Dalles. Thousands stop to watch them spear and net salmon fighting their way up river to spawning grounds.—Photo Oregon State Highway Department.



The Lufkin Line

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Vol. XVI

THIRD QUARTER, 1937

No. 3

NOTE—Our Great Bend, Kansas, office and warehouse will be open September 1, with a complete stock of units and parts, with service available at all times. George Hensen, long time Kansas representative, will be in charge. Phone 1044.

Jones was sitting with his wife behind a palm on a hotel veranda late one night when a young man and a girl came and sat down on a bench near them. The young man began to tell the girl how pretty and good and lovable he thought she was.

Hidden behind the palm, Mrs. Jones whispered to her husband:

"Oh, John, he doesn't know we're here and he's going to propose. Whistle to warn him."

"What for?" said Jones. "Nobody whistled to warn me."

If husband is a fisherman, wife should dig the bait and have it ready ere the good man comes home.

—Joseph J. Taylor, Dallas.

Even though it has the power, it is not sportsmanlike of the Federal government to bet the taxpayers' shirt on the ultimate salvation of the country.

—Toledo Blade.

As a result of painstaking experiments, a California traffic expert has found that hunger causes dangerous driving. So, unless we have been deceived, does thirst.—Boston Herald.

Lon Crumley took a green fisherman up to his summer home and took him out fly casting. The newcomer, in his excitement at his first catch, reeled it right up to the tip of his rod. "What do I do now?" he called. "Now," said Lon, "you climb up the rod and stab it."

"The true worth of a man lies about half-way between what his wife thinks of him and what his mother thinks of him."

We have a friend out in the grasshopper-infested country, and we weep for him. The grasshoppers have riddled his mint bed.

The balanced budget is also around that corner we were always hunting after 1929.—Dallas News.

It is easy to recognize statesmen in Europe. They are the ones timidly trying to pacify Hitler and Mussolini.

—Newark Advocate.

It took five months for the Senate to decide a question that it took the normal American five seconds.

By showing us how easy it is to fly over here, the Soviets haven't made us feel any easier.

The Cargoes of the World

Some men are like ships that seek the calm

Of the quiet sheltered cove,

Content to stay where the shallows play,

With never the will to rove;

And some are like ships that seek the sea

Where the wind and tide run high,

Where it's fight for days, and the loser pays,

And nobody questions why;

So some lay to, where the winds are few,

With their sails all neatly furled,

And some fight home through the storm-swept foam,

With the cargoes of the world!





Speaking of STATISTICS

THERE were fifty-seven varieties of Pumping Units on the market (including many "make-shift" arrangements for lifting oil) the last time the statisticians took time out to count them.

But there is only one LUFKIN unit.

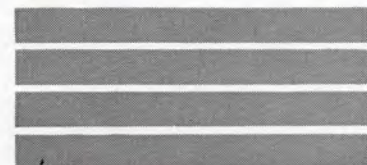
Lufkin pioneered geared reduction units for oil well pumping and has maintained leadership in this field by always furnishing the finest equipment that could be produced.

Modern, precision tools; marvels of mechanical science—plus skilled men with years of matured experience has produced a product considered the ultimate in pumping equipment by oil men everywhere.

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and you'll see the parade of
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LUFKIN PUMPING UNITS