



The Luffkin Line

THIRD QUARTER, 1938 * Vol. XVII * No. 3

"MAMA! MAMA! *I Don't Wanna Die!*"

BUT SHE DID DIE! Poor kid, only 8 years old . . . prettiest little girl you'd ever want to see. It was horrible to see her lying in the street . . . bloody and broken. Her Mother hysterical . . . holding her in her arms for the last time. And the man who killed her was there too. He didn't look like a murderer, but you could tell by his face that he felt like one. He just stood there thinking . . . thinking that if he had only been driving a little slower . . . watching where he was driving instead of rushing to get home a few minutes earlier, that child would still be living. But all the "ifs" in the world wouldn't bring that little girl back to life. It was too late!

And pity that driver . . . he will always see that scene . . . his punishment is life imprisonment to a horrible memory. No, Mister, you don't want to be that way . . . just remember when you drive your car that "ifs" can't bring back the dead, or restore the crippled to health . . . drive carefully and there won't be any "ifs"! **Please Drive Carefully!**





Photos: Courtesy Hershey Estates.



THE HERSHEY COMMUNITY BUILDING, erected in 1933 at a cost of more than \$2,000,000, is a model recreational building. This beautiful six story stone building of Italian Renaissance architecture covers six acres of floor space. The interior decorations are in keeping with those of the most exclusive clubs and is a living tribute to Mr. Hershey's idea of the educational, moral and civic needs of his community. LEFT: a beautiful spot in the Hershey Rose Garden which contains more than 20,000 rose plants of over 500 varieties.

HERSHEY

... the Modern Utopia

BY C. F. GREEVES-CARPENTER

THERE are but few people in the world today who have not seen the name Hershey on chocolate bars and other confections. But the millions to whom this is a household word perhaps know little or nothing at all of the early life of the man who has built up a fortune and shares it with his employees and the world at large.

Brought up on a farm near Harrisburg, Pennsylvania, he was first apprenticed by his father to a printer. Milton S. Hershey's next venture into the business world was of his own choosing and he became a horse-cart peddler of home-made caramels. One day the cart and his complete stock was overturned on the streets of Philadelphia and thus disastrously ended his second business venture. Next, he set up in the caramel business in Lancaster Pennsylvania, and built up a fine business which he sold for a

million dollars, in the meantime becoming interested in chocolates. Then he and his wife decided to take a trip, got as far as Mexico, became further interested in Cacao trees from the pods of which cocoa and chocolate are manufactured, decided to forego the pleasures of vacationing for the surety of happiness in industry near at home, and returned to their native county.

This gives us a glimpse of a background of struggle, of failure, of rising above conditions, of the *will* to succeed. Wrapped in that wealth of experience, Mr. Hershey found time to observe his fellowmen, to see many sides of life and from that rich past he evolved a scheme that is outstanding of what one man alone can do for those in his employ as well as for others. Mr. Hershey's plan has been far-reaching in its effects and, with the provisions he has established for the continuance of his program, it will be of inestimable value to future generations.

Before touching on that plan let us continue with the



DANCING to the music of a popular orchestra in the Hershey Community Building. Left: Cantering through shady lanes in the foothills of the Blue Ridge Mountains near Hershey, "The Summer Playground of Pennsylvania."



story of the development of the Hershey interests for in them we can see the gradual unfolding of the plan in all its ramifications. Through the years since 1903 Mr. Hershey has been building toward a finished program.

First of all there was the construction of a small factory for the manufacture of chocolate and with that went the building of a community settlement for the employees and their families. Primarily Mr. Hershey believed and is now firmly convinced that comfortable homes make for a happy home life which is reflected in the personalities and attitudes of the workers. Each home was individually designed and each is, therefore, different from its neighbor. Every home in Hershey has its own lawn area and garden; an attention to detail that is characteristic of Mr. Hershey's attitude. Gardens create brightness, joy, and give healthy interests to the entire family.

Houses and factory were not sufficient, though, and streets were laid out and paved in this embryonic model

community which has now grown to the size of a town of 2,500 inhabitants, a large percent of whom are employees of the Hershey Chocolate Corporation and Hershey Estates. Mr. Hershey also built a Post Office, a bank, a department store and along with these he constructed a power plant, traction system, water works and sewerage system. Then Mr. Hershey built the Hershey Industrial School which is in reality the culmination of a very definite ambition. As any plan comparable to Mr. Hershey's would have to take cognizance of the need for furnishing educational facilities to the offspring of its employees, we will deal at some length with that system as it works in Hershey today. The school was founded in 1909 for orphan and half-orphan boys and it really grew out of a desire to help boys in a sound, practical manner to find their niche in life. The Hersheys, though childless, have always had a keen interest and love of youth and long before the school was started they undertook the responsibility of educating four orphans. From that early start, Mr. Hershey built his Industrial School which houses and educates 1020 boys. The school is non-sectarian, but both moral and religious training are given prominence in the school program.

The founding of the school plays an important role in the assured continuance of all the Hershey interests. Mr. and Mrs. Hershey founded and endowed the school in perpetuity and deeded several farms and farm stock

INTERIOR OF THE COMMUNITY THEATRE



OUTDOOR SWIMMING POOL in the Hershey Park.



SWIMMING POOL inside the Hershey Community Building.





THIRD HOLE, Hershey Park Golf Course—a picturesque spot, on one of Hershey's four golf courses. There is also one juvenile country club for girls and boys, the only one of its kind in America. (Inset)—**THE HERSHEY PARK** comprises 1,000 acres and offers clean, wholesome entertainment to as many as 60,000 visitors a day.



which established a trust that could be carried on ad infinitum. The property was deeded to the Hershey Trust Company of which Mr. Hershey is president and thus remains in control of policies, but the future of the community is vested in the Hershey Industrial School trustees. Soon a very large block (500,000 to be exact) of common shares of capital stock of what is now called the Hershey Chocolate Corporation was assigned, together with other securities, to the Trustee. It is said that never once since the establishment of the endowment has the income fallen below \$1,500,000 in any year.

The Community Building, erected in 1933 at a cost of over \$2,000,000, is a model recreational center for all the inhabitants who wish to pay the modest membership fee: \$12 for adults and \$3.00 for minors, with a less charge for employees. In structure, it is a beautiful stone building of Italian Renaissance architecture and covers six acres of floor space. The interior decorations are in keeping with those of the most exclusive clubs in the country. Mr. Hershey intended the building to aid the educational, moral and civic needs of his community and to that end had the beautiful six-story building designed to include:

A community theatre with seating capacity for 1,904 people. It has the distinction of being the only theater in America to have a rock garden. Revues, comparable to those given on Broadway, are produced on its excellent stage, as well as high class vaudeville performances and modern motion pictures.

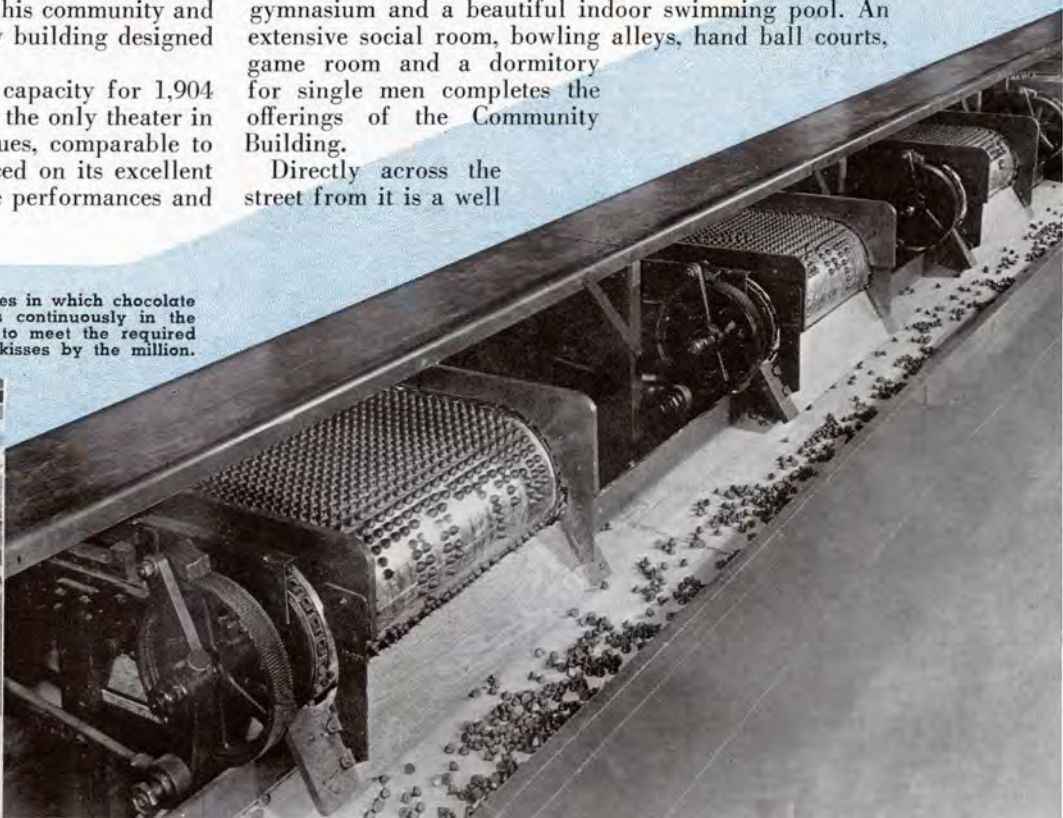
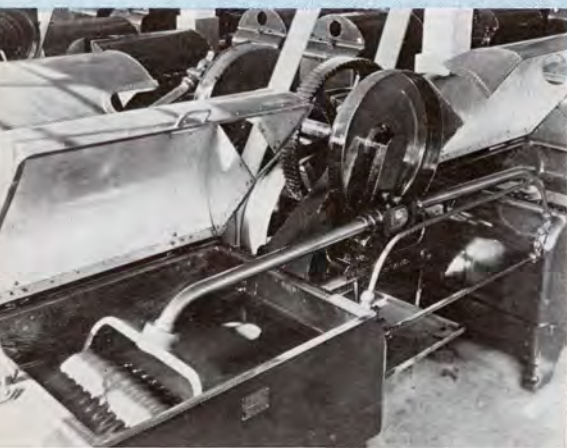
There is also a Little Theatre in the building. It has seating capacity for 600 and was designed for the presentation of plays by the Hershey Little Theatre group.

Also housed in the Community Building is a wonderfully equipped up-to-date library with reading and reference rooms.

The modern Hershey hospital is also located in the Community Building as is a marvelously appointed dining room and cafeteria. Here, too, is a well organized gymnasium and a beautiful indoor swimming pool. An extensive social room, bowling alleys, hand ball courts, game room and a dormitory for single men completes the offerings of the Community Building.

Directly across the street from it is a well

LEFT: One of a battery of Longitudinal Machines in which chocolate is milled and smoothed from 96 to 120 hours continuously in the blending of cocoa, sugar and milk chocolate to meet the required Hershey standards. **RIGHT:** Making chocolate kisses by the million.





THE HERSHEY HOTEL—A masterpiece of Spanish architecture surrounded with exquisitely landscaped gardens. Lowell Thomas has described this hotel as “—a palace,—a palace that outpalaces the palaces of the Maharajahs of India.” Left: A porch of the hotel Hershey; photographs by Wurts Brothers.

appointed Woman's Club which besides having beautifully furnished social rooms has a gymnasium, swimming pool and accommodation for forty-five guests.

There is so much worthy of mention about the Hershey Estates that in the confines of a single article, it is difficult to present more than a sketchy picture of the community which Mr. Hershey has founded.

On an eminence several hundred feet above the town is a hotel to which all manner of superlatives could be rightfully applied. Lowell Thomas visited the hotel and said of it “. . . a palace, a palace that out-palaces the palaces of the Maharajahs of India.” Surrounded with exquisitely landscaped gardens, this masterpiece of Spanish architecture invitingly beckons every visitor. Once inside, one is entranced with the care which has been given in design, detail and interior appointments. For instance, the circular dining room has thirteen clear glass windows each with a border of stained glass the scenes of which represent vines, birds and butterflies, but the entrancing thing, though, is that each window frames a

different picture, a living, real picture, of Pennsylvania's beautiful landscape.

Let us stroll through Hershey Park which comprises over 1,000 acres and offers clean, wholesome entertainment to as many as 60,000 visitors a day during spring, summer and early autumn. Here there are free band concerts on Wednesdays, Saturdays and Sundays. The park contains the Hershey Park Zoo, Hershey Museum, outdoor swimming pools (of which we will speak more fully later), ball room, Hershey sports arena, seating 7,200 for hockey, rodeos, indoor tennis, basketball, and 10,000 for convention, public golf course (18 holes), golf club dining room, boating and canoeing in spring and swatara creeks, cafeteria (with a capacity of 1,000 people), conservatories, modern creamery, fun house, water toboggan, “The Bug,” pretzel, giant roller coaster, merry-go-round, kiddies' aeroplane ride, kiddies' ferris wheel, children's motor boat ride, mill chute, penny arcade, miniature railway, baseball diamond, children's playground, tennis courts, shooting gallery, skee ball, sunken garden, electric fountain which is illuminated at night (presenting a joyous spectacle of many designs), sanitary drinking fountains of filtered water from Manada Creek in the Blue Ridge Mountains, and picnic tables and benches for 5,000 people. The thousand acres are delightfully landscaped and there are flowers in profusion that blossom in spring, summer and fall. The park also has groves of shade trees and shadowy oaks that combine to create a sense of relaxation and ease.

Of the two lovely swimming pools one is intended for swimmers and is 210' long and 60' wide; the other is for non-swimmers and is 200' long and 180' wide.

And this description of the Hershey Estate only highlights a few of the many activities and buildings which are for the benefit of the residents of the community and for the thousands of visitors who pour in from far and near to enjoy the privileges extended the general public.

Aside from all the modern buildings and the ideal working surroundings, is the PLAN behind it all which not only assures the continuance of the program but its smooth working. Only once in all the thirty-four years of operation has there been any definite labor trouble at Hershey. That occurred in 1937 when the C.I.O. formed a union of employes and by a sit-down strike attempted to dominate the plant.

Previous to this there had been a written agreement



PATIO OF THE
HOTEL HERSHEY.



A BIRD'S EYE VIEW of the Hershey Industrial Junior-Senior High School. The Hershey Industrial School is in reality the culmination of a life-time ambition. The school was founded in 1909 for orphans and half-orphans and grew out of a desire to help boys in a sound, practical manner to find their niche in life. The Hershey Industrial School houses and educates 1020 boys and while non-sectarian, both moral and spiritual training are given prominence in the school program. The Hershey Industrial School, as well as other Hershey Community property, is endowed and it is said the income from this endowment fund has never fallen below \$1,500,000 in any year.

between the Hershey Chocolate Corporation and the United Chocolate Workers Union, the C.I.O. organization, as to the exclusive bargaining agency in respect to rates of pay, wages, hours of employment (8 hours and a forty hour week), seniority rights for present employees guaranteed, and the Corporation agreeing not to interfere with the right of its employees to become members of the union.

The Hershey Chocolate Corporation's business is a seasonal one. A dull season comes in April. Three weeks after the agreement was signed the Hershey Chocolate Corporation made seasonal reductions among the employees and in the matter of seniority rights that were adhered to by the Corporation it caught officers and shop committeemen of the union. The Hershey Chocolate Corporation stood by the agreement of seniority rights in the dropping of employees. The officers of the United Chocolate Workers wanted preference to officers and shop committeemen of the union.

This the Corporation refused to do and the C.I.O. called a strike on April 2. All machinery was shut down and the loyal employees were asked to leave the building and return to their homes to avoid disorder. The C.I.O. took possession of the plant and when the milk arrived from the farmers refused to receive it. That was on Friday, April 2. On Monday, April 5, the farmers, from a radius of six counties, came to town to see if the matter could be adjusted. The Hershey Chocolate Corporation purchases between 75,000 and 100,000 gallons of milk daily.



UPPER PHOTOGRAPH shows boys in one study hall of the Hershey Industrial School. Lower photograph shows the class in Chemistry at study in the Hershey school. Note the very modern equipment.

That morning the farmers and the loyal employees of the Hershey Chocolate Corporation and the other interests of Hershey paraded through the town to show their strength. Between four and five thousand people marched in line carrying banners hastily written conveying their sentiment. The farmers met after the parade and selected a committee of two from each of the six counties furnishing milk and they interviewed the sit-down strikers. The sit-down strikers agreed to receive the milk and to separate the cream from the milk but the farmers would have to remove the milk from the premises, the Hershey Creamery Company endeavoring to sell the cream in

■ CONTINUED ON PAGE 18

SCENES IN THE HERSHEY INDUSTRIAL HIGH SCHOOL. Hershey, Pennsylvania. Extreme left shows machine shop where boys secure practical training in machine shop practice. Center: The wood-working shop. Extreme right: A very modern gymnasium which is a part of the Hershey Industrial high school for orphan boys.



AT THE TULSA SHOW

SNAPSHOTS

BY THE LUFKIN CAMERAMAN





1. Atlantic's R. A. Hamilton, W. W. Yocum, J. K. Rogers and J. W. Crittenden.
2. Amerada's C. W. McLain, Chas. Bancher and Harry Hite.
3. Amerada's H. W. Benedict.
4. Mr. and Mrs. Connie Taylor, I.T.I.O.
5. Mrs. Jack Stewart and son Jack, Jr.
6. Daughters of Mr. and Mrs. Glenver McConnell of the Shell.
7. Dyck Oil Co.'s Eugene Solow.
8. Humble's Lemmex, Pure's Larry Ogden and M. A. Finney.
9. Magnolia's K. M. Feagin and D. V. Carter.
10. Ed Coy and Jake Hamon.
11. I.T.I.O.'s Bud Harter.
12. Deep Rock's Less Smith.
13. Atlantic's Dewey Jordan.
14. Sun's I. C. Jared.
15. Sinclair Prairie's H. B. Bernard.
16. Mudge Oil Co.'s C. S. Fisher—Amerada's John Burline—Lufkin's W. C. Trout.
17. Walt Little, Asst. Drilling Supt., Tropical Oil Co., Colombia, S. A.; A. E. Rubery, Asst. P. A., International Pet. Co., Ltd., Toronto 2, Canada; Bob Block, Asst. Drilling Supt., International Pet. Co., Ltd., Talara, Peru, S. A.
18. Mrs. Dewey Jordan, wife of Atlantic's Dewey Jordan.
19. Phillip's O. L. Carson.
20. Sunray's Van D. Bennett.
21. Stanolind's Fred Schell, Jr.—Tidewater's Fred Schell, Sr.
22. Devonian's E. S. Calvert and Stewart.

23. To the location of "Tropic Holiday," at Catalina Island, go Gwen Kenyon and Cheryl Walker, to work with Dorothy Lamour, Ray Milland, Bob Burns and Martha Raye.
24. Rex E. Watson, Chief Pet. Eng., Lago Pet. Corp., Maracaibo, Ven.; J. A. Holmes, Chief Pet. Eng., Standard Oil Co. of Ven. Caripito, Venezuela.
25. Lufkin's A. V. Simonson; Harry J. Dilday, Asst. Buyer, Standard Oil Co. of N. J. Purchasing Dept., 26 Broadway, New York, N. Y.
26. Tide Water's J. N. Hamil—I.T.I.O.'s F. P. Hall.
27. Arkansas's A. H. Weyland and R. O. Garrett.
28. Amerada's Chas. H. Pishney and H. F. Beardmore.
29. Ohio's Shirk and Askam.
30. Atlantic's J. H. Stewart and W. W. Scott.
31. British America's J. F. Crawford and C. E. Wright.
32. Lufkin Unit on the Petroleum Engineering lot at the University of Texas.
33. Vernon Taylor, Petroleum Engineer, Royalite Oil Co., Ltd., Calgary, Alberta, Canada; H. W. Palkowsky, Petroleum Engineer, International Pet. Co., Ltd., Toronto 2, Canada; Lufkin's Export Mgr., A. V. Simonson.
34. Amerada's H. W. Benedict, Emory A. Cook and W. G. Ricketts.
35. Evans, Stanolind; Pete Little; Doug. Reid; Willig, Texas Co.; Walter Trout; Oleson, Stanolind; Walker, Magnolia; Laird, Magnolia.
36. Arkansas's Chas. Hughes.
37. Homer McDuff, Drilling Supt., Standard Oil Co. of Venezuela, Caripito, Ven.
38. Mr. Barnes, Shell Petroleum Corp., Kilgore; Mr. A. Bustamante, Caribbean Pet. Co., Maracaibo, Ven.
39. Stanolind's Frank Linden—Lufkin's Art Bennett.
40. Atlantic's B. E. Moir.



SO WHAT?

Constant attention of trained field men . . . Close observation to operation and mechanical details . . . The correction of even the slightest imperfection . . . The anticipation of every possible improvement in design and operating efficiency . . .

Does this mean anything?

Oil men everywhere have found the **Lufkin idea** of "Field Tested" means everything from installation to complete operating satisfaction.

"**Field Tested,**" according to Lufkin, means more than the building of one or two units for trial purposes. Building Lufkin Pumping Units has been our job **exclusively** for many years.



LUFKIN PUMPING UNITS

LUFKIN UNITS are manufactured in Lufkin, Texas, by the Lufkin Foundry & Machine Company. Branches in principal oil centers

CALIFORNIA CAMERAMAN

ED TROUT, STAFF PHOTOGRAPHER



"A friendly smile for all the peddlers" ... that's what they all say about Miss Helen Miller, Chief Clerk, A.T. Jergins Trust, Long Beach, California.



Associated Oil Co.'s "Potrero Well" No. 4 equipped with Lufkin T. C. 2-41 assembly ... Note Hollywood Turf Club in background.



Union Pacific two-well hookup of Lufkin equipment in Wilmington field.



Oscar Dye installation of Lufkin No. 31 unit pumping two wells with cranks set at 180 degrees.



Shell's Mountain View installation of Lufkin T. C. 1-41 unit assembly.



Texas Company, Wickman No. 7 Santa Fe Springs. Jack Carter, foreman, holding clutch lever.



Texas Company, Foix No. 6, Santa Fe Springs. Installation is Lufkin T. C. 1-41 unit assembly.



Sun Ray's W. H. Eastham, manager of field operations at Wilmington.



Bob Villegrano, Res. Engr., Standard Oil Company, Greenley field, Bakersfield.



Tide Water's Le Prohn, Res. Engr., Tide Water Associated, Bakersfield.



Lufkin's Ed Trout—Western Gulf's Jess Douglass.



Left to right: H. O. Wold, C. C. Winslow and W. Ash of Hilldon Oil Company.



Chief Engineer Sullivan of the Hogan Petroleum Co.



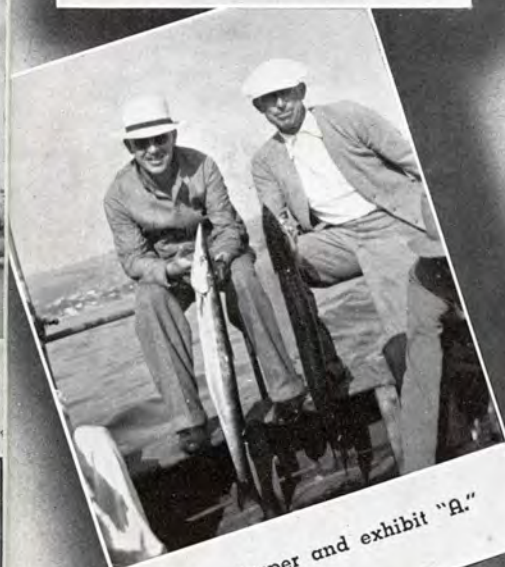
Lufkin's Bob Casson.



Honolulu's Engineer Draper, George Rawlings,
Texas Co.'s J. H. Puls.



Lufkin's Ed Layton.



Puls, Draper and exhibit "A."



Richfield's purchaser, H. H. Kelly.



Shell's Wally Gilbert and Ned Clark.



Barnsdall's Dave Caldwell.



General Manager of Field Operations,
Bob Keys of The Texas Company . . . "Would you believe it?"



AH, SENORITA! . . . It's Zoe Dell Lantis,
San Francisco World's Fair "Theme" girl—
one of the most photographed girls in the
world. Zoe Dell was recently seen in Para-
mount's Musical "Tropic Holiday" with
Bob Burns and Martha Raye.

—Photo by Talmage Morrison

RAMBLING

WITH THE LUFKIN CAMERAMAN



Lufkin TC 1A-41A Unit Assembly, W. S. Spanzenberg, Richardson Pool, Hudson, Kansas.



Stanolind Oil & Gas Co., Ellinwood, Kansas, Camp. Left to Right: Front Row, A. O. Miller, C. D. Kerr, J. O. Fair. Second Row, Bugs Young, H. G. Nething, I. H. Wilcox, J. W. Manning. Back Row, L. Wilkinson, D. H. Cral, Ben Snyder, Harold Dunson, George Wight and Ivan M. Weaver.



I.T.O. Camp, Ellinwood, Kansas



Carter Oil Company, Susank, Kans. Mr. and Mrs. W. R. Hall and 9-months-old son, Ray LaVerne Hall.



Home of W. W. Yokum, Great Bend, Kansas, Material Man for Atlantic Oil & Refg. Co.



Stanolind Oil and Gas Camp, Ellinwood, Kansas.



Lufkin Units Bemis Pool; Hays, Kansas



Deep Rock Camp; Hays, Kansas



Carload of Lufkin Units for Centralia, Illinois field. Upper: Installation for W. B. Johnson. Lower: Installation for Paul Doran.



Atlantic Oil & Refining Co., Lufkin TC 2A-26 Unit Assembly, St. John, Kansas.



Left to Right: Paul McCreedy, Prod. Supt. for Continental Investment Corp.; Cooper Richards, L. F. & M. repr.; Jack Smith, Deep Rock Supt.; Geo. Henson, L. F. & M. repr.



Deep Rock Oil Co., Bemis Pool, near Hays, Kansas. Front Row: E. W. Hart, F. C.; Ollie Wilkerson, F. B.; Jack Smith, Supt. Back Row: A. L. Love, H. R.; W. B. Thompson, pumper; H. W. Phillips, roust.; G. M. Wynne, truck driver.



Atlantic Oil Co., Lease House, Richardson Pool, Hudson, Kansas.

FOR SALE - KANSAS CRUDE OIL
 PRICES CASH AND CARRY 63¢ PER BBL.
 BY PIPELINE 11.06¢ PER BBL.
 PIPELINE CUSTOMERS: PLEASE FURNISH YOUR OWN PIPELINE - WE HAVE NONE
 All Quotations subject to change and confirmation by the KANSAS CORPORATION CORP.
TED S. KORS
 DISCOVERER, OWNER, OPERATOR, MARKETER, ROUSTABOUT AND CHEERFUL SACKHOLDER OF THE WHOLE
KOBLITZ POOL.

Sign at entrance of a section road. Owner of the lease has a 30,000-bbl. well, but no pipe line and cannot sell oil.



Lufkin installation for Magnolia in Mitchell County, West Texas.



W. O. Woody, pumper, Atlantic Oil & Refining Co., Saxman area.



Magnolia Men. Made on the Andrea No. 6 Louisa, near Claflin, Kansas. Left to Right: Claude Chance and John Davis.



W. C. Hutchins, Magnolia Petroleum Co., Ellinwood, Kansas.



Reading from left to right: I. T. I. O.'s C. A. Watson, Thos. Mace, Jessie Meek.



Atlantic Oil & Refining Co.'s George Fisher, pumper.



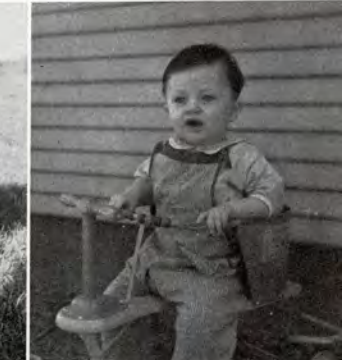
Atlantic Oil Co., pumper, "Pat" Patterson, Richardson Pool, Hudson, Kansas.



Robley W. Davis, Engine Repair Man for Stanolind at Ellinwood, Kansas.



Mr. F. E. Turner & dog, Laddie



Ronald Cleo, son of C. C. McConnell, senior clerk, Stanolind, Hudson, Kansas.



Amerada Oil Co., Walker Lease, Fittstown, Oklahoma, Lufkin TC 3-22C Unit Assembly.



J. C. Peden, Magnolia Petroleum Co., Ellinwood, Kansas.



Stanolind Oil Company Camp, Hudson, Kansas



Partial View, Pure Oil Camp at Noble, Illinois



B. C. Fuqua, Magnolia Petroleum Co., Ellinwood, Kansas.



I.T.I.O. Ellinwood, Kansas, Camp. Left to Right, Front Row: Daugherty, Mabry, Duncan, Ball, Owen, Pierce, O'Hair. Second Row: Burchart, Bixler, Deverse, Gibson, Crosier, Poovey, Podwell. Back Row: Kemering, Wall, Linville, Lewis, Kruger.



Deep Rock Oil Co., Lufkin TC 2A-26 Unit Assembly, Bemis Pool, Hays, Kansas



MONUMENT to Tom Sawyer and Huck Finn, which stands at the foot of Cardiff Hill. Right: Statue of Mark Twain in Riverview Park, Hannibal, 300 feet above the Mississippi.



In the Footsteps of **TOM SAWYER**

By LOIS SNELLING

WHEN on a day in the 18th Century a certain Frenchman by the name of Soulard followed a stream up to its mouth at the Mississippi and called it Hannibal Creek, no perceptible stir was made in the world. It was just another American creek being explored by the inquisitive French. When in 1817 one Moses D. Bates established a village near the mouth of the creek, and named it Hannibal, the world was still unmoved. It was just another Mississippi River burg springing into existence. Even in 1839, when a dreamy-eyed man from another county moved his family, which included a small, blue-eyed, tousle-headed boy of four, into the little town, nobody was particularly interested.

But came 1875. A new book was off the press. It was entitled "The Adventures of Tom Sawyer," and the author was Mark Twain. The book was a sensation, and it caused the world to sit

up and become conscious of Hannibal, Missouri. Tom Sawyer, as everybody knows, was really young Sam Clemens, and his home town of St. Petersburg was the counterpart of Hannibal. So vivid and so characteristic of American boyhood and small-town life of that period were Twain's descriptions of St. Petersburg and the adventures which Tom and Huckleberry Finn encountered there, that the two boys and their village were destined to become symbols. Today Hannibal, alias St. Petersburg, is a shrine to the American people, and is visited each year by thousands of lovers of Mark Twain and his realistic literary characters.

The modern Hannibal is quite different from the sleepy little river landing that Sam Clemens knew. Were it not for the careful preservation of old landmarks which were significant in the life of the humorist, and of new memorials which have been erected in his honor, the casual visitor might fail to recognize the St. Petersburg of ante-bellum days. The humorist himself, in visiting the home of his boy-



ENTRANCE TO MARK TWAIN'S CAVE in which Tom Sawyer and Becky Thatcher were once lost.

hood in later years, expressed surprise and admiration at the progress which had been made. When we consider that Twain died in 1910, we wonder what his feelings would be could he view the changes that have taken place since that date. Located in a fertile agricultural section, Hannibal is a thriving, wide-awake city with a population which ranks seventh in Missouri's municipalities. Many splendid highways pass through the town, supplanting the narrow, rutted wagon-roads which Tom and Huck knew. It is the meeting point of two transcontinental routes, U. S. 61 and U. S. 36, and the splendid new million dollar bridge which carries the traffic of U. S. 36 across the mile-wide river into Illinois would undoubtedly make Tom's blue eyes twinkle with admiration.

But nature is possessed of features which it is difficult for progress and man to change, and many such permanent features around Hannibal are just as they were when Tom roamed the countryside. Jackson's Island still sprawls in the great river, as it did on that day when Tom, Huck and Joe Harper landed there to commence their careers as pirates. The cave, which fascinated Mark Twain when he was an old man even as it had when he was a small boy, still creeps its dark, mysterious way beneath the limestone hill. Cardiff Hill serenely stands, defying time and change. And the river, which had a lure that the humorist never outgrew, and which gave him the pen name that the world knows better than it knows his baptismal name, still flows on with the same deep current. All of these places are familiar to the reader who has followed the adventures of Tom Sawyer and Huckleberry Finn, and to visit them in reality is a joy.

In the cave, which is two miles south of Hannibal and which is open to the public the year round, one cannot help thinking of Tom, Huck and Becky Thatcher. In his "Autobiography" Twain says, "It was an easy place to get lost in; anybody could do it. I got lost in it myself,



BIRTHPLACE of Mark Twain at Florida, Missouri, which was recently moved to the Mark Twain State Park, to be developed into the Mark Twain Memorial Museum.

along with a lady." This lady was the adorable Becky. As a hiding place for outlaw bands the cave continually fired the imaginations of Tom and his friends. In "Huckleberry Finn" we read, "Tom and me found the money that the robbers hid in the cave, and it made us rich; we got six thousand dollars apiece—all gold." Today's visitor, alas, cannot hope to find gold in the cave's passages, but the romantic lure is still there!

On wooded Cardiff Hill, over which Tom Sawyer tramped so joyously, three monuments have been erected. At its foot is the appealing statue of Huck and Tom, setting forth on one of their thrilling excursions. This is said to be the first monument ever raised in the memory of literary characters. At the top of the hill stands a lighthouse, built as a memorial to Mark Twain. In beautiful Riverview Park a tall statue of the man himself looks out across the river, 300 feet below.

Many of the old buildings related to Mark Twain's life in Hannibal have been preserved. On Hill Street is the old home which his father built in 1844, and where the boy lived until he left Hannibal. The house is now used as a museum, and contains many relics pertaining to the humorist's life. On Rock Street is the frame building where little Becky Thatcher lived, and which young Tom found it necessary to pass so often in the hope of catching a glimpse of her. At an office building on Main Street one sees where Sam Clemens, at the age of twelve, began his work as printer's devil. It was upon the death of his father that Sam gladly abandoned school, which he had always detested, and launched on his business career. Prior to his father's death, the senior Clemens had occupied an office building on Bird Street where he carried on his duties as a Justice of the Peace. One could not view this shabby structure without recalling a story which Twain relates in "Innocents Abroad." Young Sam Clemens being out very late one night, was fearful of going home at such an hour. He decided to spend the night in his father's office instead, and lay down on a couch. Before he got to sleep, however, he observed that he was not alone in the room. The moon was shining brightly, and in the light that streamed through the window, he saw a dead man lying all too close to his own couch. The corpse had been left in Squire Clemens' office, awaiting an inquest the following morning. But Sam waited for nothing. "In going out," he says, "I took most of the sash with me."

During his lifetime Mark Twain established many homes in many different quarters of the world, but nowhere is he remembered with such fervor as at Hanni-

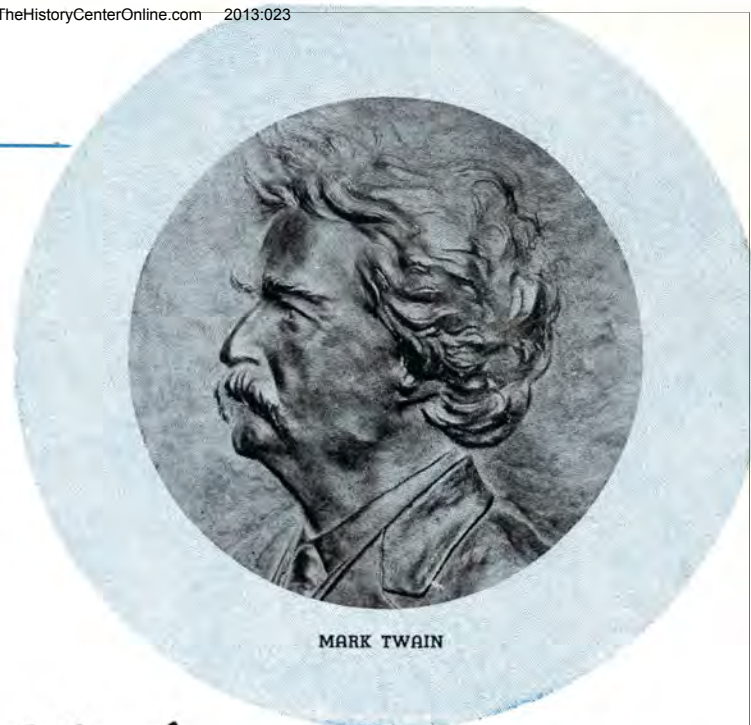
THE BOYHOOD HOME of Mark Twain showing the Tom Sawyer fence which Tom Sawyer persuaded his gang to pay him for the privilege of white washing while he sat by and saw that it was well done.



The Lufkin Line

bal. In every way possible the Mississippi River town seeks to honor its most distinguished citizen. Twain's last visit to the scenes of his boyhood was in 1902, when he was on one of his triumphant tours across the country. The man at that time represented the fulfilled dream of young Tom Sawyer, who swore he would be just what Twain now was—rich, honored, world-traveled!

In the middle of the 19th Century the Missouri countryside over which Tom and Huck, Joe Harper, Nigger Jim and Injun Joe prowled was a delightful area. The middle of the 20th Century finds it still delightful. Clear streams to fish and swim in; rolling hills, with long, winding trails; deep, wooded recreational sites; caves, and the powerful river which forever called with a siren voice to the little Clemens boy.



MARK TWAIN

HERSHEY . . . the Modern Utopia

■ CONTINUED FROM PAGE 7

other communities. This did not work out satisfactorily to the farmer and he had practically a total loss on his hands of his milk.

On the following Wednesday the farmers came back to town and with the loyal workers of Hershey staged another parade in which there were 10,000 people in line. The 600 or more sit-down strikers in the plant (600 out of 2,600 employees in possession of the plant) jeered the paraders and the bitterness between the loyal workers and the C.I.O. strikers was evident as the parade marched past the building.

Joint meeting of the farmers and the loyal workers was called in the Hershey Sports Arena immediately after the parade and an ultimatum was sent to the C.I.O. strikers by the farmers that they would have to get out of the building. The understanding being that ample time should be given for them to do so.

After the luncheon hour the farmers and loyal workers convened again and the farmers committee reported that the C.I.O. strikers refused to leave the building. Then came the cry "Go to the factory!" They did—in thousands. When they reached the factory entrance many of

the farmers and loyal workers, armed with clubs, were met at the factory by leaders of the C.I.O. strikers who yelled "Come and get us!" They did and eighteen C.I.O. strikers and loyal workers were treated in the Hershey hospital for cuts, bruises and lacerations. The most serious injury was to a loyal worker who was stabbed in the stomach with an ice pick by one of the sit-down strikers. The next day the plant resumed operations.

Mr. Hershey has always been on the side of labor, a fact which is attested as the company pays from 30% to 40% higher wages than is paid for similar labor elsewhere, except with the solitary exception of a plant operating on the Pacific Coast.

The \$100,000,000 Hershey chocolate enterprises has yielded the employees more benefits with less sacrifice of personal freedom than any other system under which the huge industry could have been built. Mr. Hershey, now 80 years of age and with almost 35 years of model community experience from which to draw, believes it possible for similar communities to be started which could function as satisfactorily, and that it is entirely practical for the founders of such communities, the residents and the workers to live in harmony with labor unions headed by responsible leaders.

Mr. Hershey first tried the co-operative idea but found that it did not work out satisfactorily as the workers were impatient to have the cash available and did not wish to wait until it accumulated dividends. So with the failure of the co-operative system, Mr. Hershey assumed control of the business side of the Hershey interest. That period saw the beginning of the 1,000 acre Hershey Park which really developed itself of its own momentum.

Mr. Hershey has made an entirely free community in which people can deal in the Hershey department stores or not as their preference dictates. All the employees receive good wages and are able to participate in the life of the community freely and do so entirely of their own accord and desire.

TYPE OF HOMES on Elm Avenue for Hershey employees. Comfortable homes make for a happy homelife and is reflected in the personalities and attitudes of the workers, is the philosophy of Hershey. Each employee home is individually designed and different from its neighbor. Every home has its own lawn area and garden. Gardens, according to Mr. Hershey, create brightness, job, and give healthy interests to the entire family.



The Lufkin Line

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THIRD QUARTER, 1938

No. 3

Cover . . .

Tranquil beauty on the banks of one of the many cool streams which wind their way through the Hill Country of West Texas. Photo courtesy Kerrville Chamber of Commerce, Kerrville, Texas.

★

Most people would succeed in small things, if they were not troubled with great ambitions.

—Longfellow.

★

He who does not think too much of himself is much more esteemed than he imagines.—Goethe.

★

People are never so near playing the fool as when they think themselves wise.—Lady Montagu.

★

HIS ALIBI

An Italian having applied for citizenship, was being examined in the naturalization court.

"Who is the President of the United States?"

"Mr. Rosfelt."

"Who is the Vice President?"

"Mr. Garter."

"If the President should go away, who then would act as President?"

"Mr. Garter."

"Could you be President?"

"No."

"Why?"

"Mister, you 'scuse, please, I vera busy—warka da mine."

—Christian Science Monitor.

★

Don't worry because a rival imitates you. As long as he follows in your tracks he can't pass you.

Aspiring Authoress: "I know you did not read my story, sir, because I secretly pasted pages 19 and 20 together, and the manuscript came back with those pages still pasted; so now I know you are a fraud, and that you reject stories from unknown writers without even reading them!"

Exasperated Editor: "Madam, at breakfast when I open an egg, I don't have to eat the whole egg to discover that it is bad."

★

Your husband looks like a brilliant man, I suppose he knows practically everything.

Don't fool yourself; he doesn't even suspect anything.

R. W. NEAL.

★

He—"Darn it! Everybody puts their nose in my business."

She—"Can't you do something!"

He—"Why should I? I manufacture handkerchiefs."

★

"I've been in a terrible state of consternation for the past three days."

"Did you ever try bran?"

★

New Guest (at summer resort hotel): "Dull here?"

Old Guest: "Dull! Why, I almost wish that I had brought my wife."

An Oil Field Tragedy

By MARGARET HUGHES

When oil was discovered at Burning Springs
In Wirt County back in '60,
Bill gave up his farm, for adventure and lure
Of easy money . . . tho . . . risky.

He listened to men talk of gushers of oil
And tragically spent every cent
Just drilling dry holes, till he was dead broke
Then back to the farm lands he went.

Then leased a few acres up near his old farm
That would eke out a living if tilled,
And oil was discovered on land just beside
The farm that was once owned by Bill.

As years came and went a location was made
On the farm he had sold Mr. Hill,
And forty good wells poured out oily black gold
From land sold for money to drill.

FIELD TESTED *Lufkin*

UNIVERSAL
UNIT
ASSEMBLY



CHECK THESE *Prerequisites* BEFORE PURCHASING

- 1 Herringbone gears... quiet, efficient, with strength in abundance and designed for maximum compactness.
- 2 Large, oversize bearings, adequate to withstand the severe shocks of variable pumping loads.
- 3 Positive and efficient lubrication to all working parts.
- 4 Center-line beam motion to insure greatest possible efficiency and uniform polish rod motion.
- 5 Counterbalance crank of Rotary type—simple, rugged and easily adjustable to correct position.
- 6 Field service to supervise and check installations—to insure complete operating satisfaction.

"FIELD TESTED" means more than the building of one or two units for trial purposes!

"FIELD TESTED", in the Lufkin sense of the word, means close observation throughout the years . . . of thousands of Lufkin Units and the correction of the slightest imperfection.

LUFKIN ENGINEERS and Lufkin Service-men work very closely with the men in the industry, striving constantly to foresee improvements far in advance of actual requirements.

LUFKIN PUMPING UNITS

LUFKIN UNITS are manufactured in Lufkin, Texas, by the Lufkin Foundry & Machine Company. Branches in principal oil centers