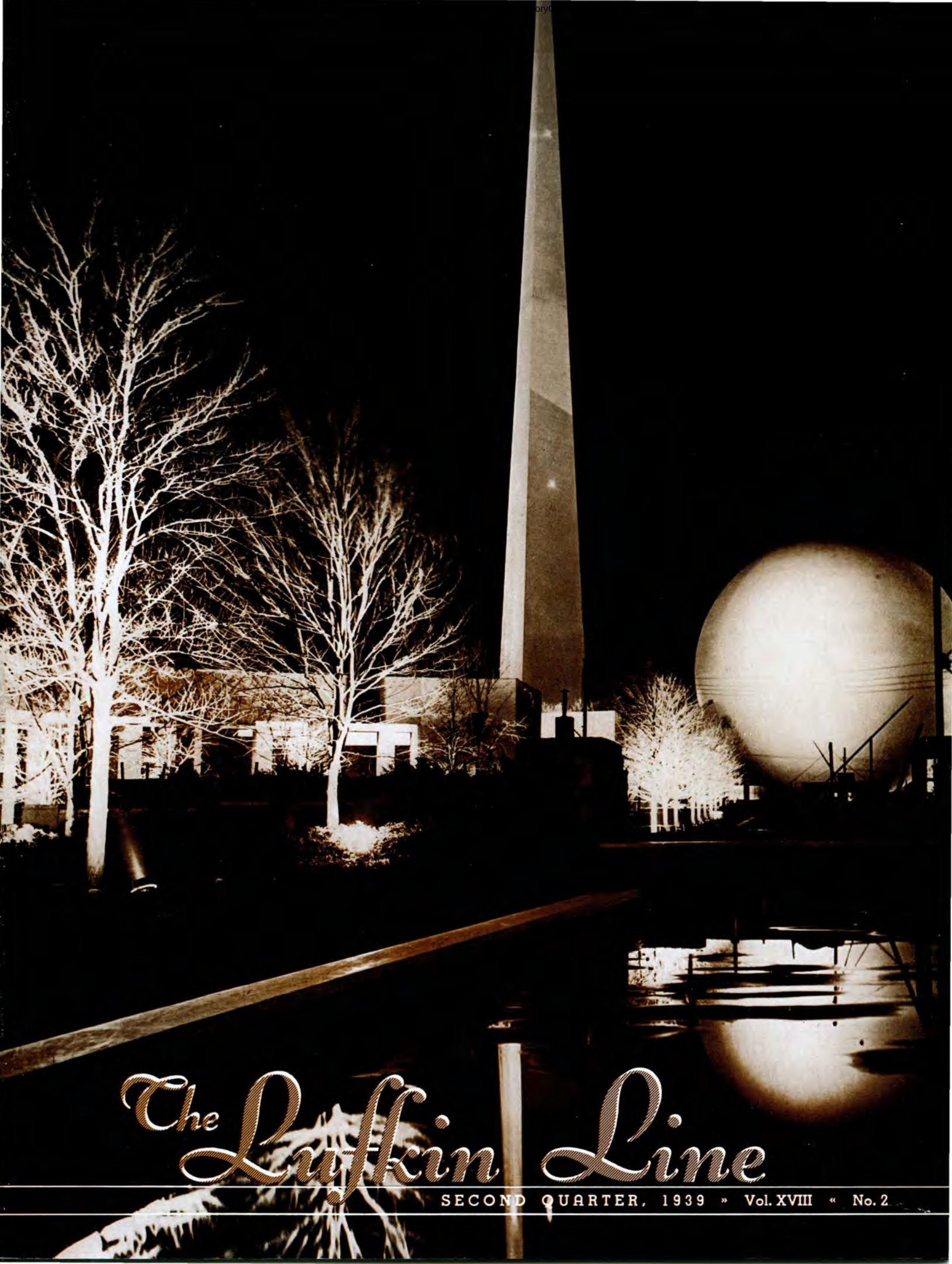




The Lusk Line

SECOND QUARTER, 1939 » Vol. XVIII « No. 2

Did You **KNOW...**

That LUFKIN pioneered★ the application of reduction gears to oil well pumping?

That LUFKIN maintains standards of perfection in the manufacture and design of reduction gears never before attained in this industry?

That LUFKIN Engineers, in close cooperation with engineers of the oil industry—and metallurgical engineers of the steel industry, are making constant improvements in design and practice in the manufacture of Lufkin Pumping Units?

A visit to the South's most modern plant will convince you of LUFKIN SUPERIORITY . . . for this purpose, we extend, at all times a most cordial welcome.

★ The first LUFKIN Unit was installed for a major company in the Goose Creek field, in January, 1924. This Unit was subsequently moved to another location and **is still, at this time, in operation.**

The Lufkin Line

Published to promote Friendship and Good Will with its customers and friends and to advance the interest of its products by the Lufkin Foundry & Machine Company, Lufkin, Texas.
AL E. CUDLIPP, Editor

Volume XVIII

2ND QUARTER, 1939

Number 2

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THE COVER . . . INCANDESCENT BEAUTY

Sharply etched against the darkness of the night, the towering Tylon and the huge Perisphere, as well as nearby trees, gleam brightly in the reflected glow of indirect lighting at the New York World's Fair. Capillary mercury tubes, one of science's newest sources of light, brighten the trees. The Theme Center, seen in this striking photo taken from Constitution Mall, is bathed in shifting clouds of light from batteries atop nearby buildings. The Consumers Building can be seen at the left. This spectacle of illumination will be given nightly and will climax the Cosmic Ray display at the Theme Center.

SALES and SERVICE

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Newell Lynch

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D. A. Reid

**EXECUTIVE OFFICES
AND FACTORY**
Lufkin, Texas



"HELLO" FROM THE BRIDGE OF WINGS at the New York World's Fair 1939. Miss Betty Tuomy of Chicago strikes a pose that hundreds from other parts of the country will probably follow during the next few months, with a gaily-colored mural abstraction on the Hall of Pharmacy and the Perisphere and Trylon in the background.



IF ONE STOOD on one's head beneath the portico of this Operations Building of the New York World's Fair 1939 one would get a view something like this.

The World of TOMORROW

CONCEIVED and carried out on a gigantic scale, the \$155,000,000 New York World's Fair 1939 is not only the world event of this year. For years to come its influence on civilization, its impetus to international trade and good will, are destined to be felt with increasing force.

No other exposition has been dedicated to the praiseworthy task of "Building the World of Tomorrow." No other exposition can rival it in scope of mankind's activities, in participation by industry, business, states of the union and foreign nations, in sheer physical enormity. Independent surveys forecast that at least 60,000,000 admissions will be paid during the six months period, that \$100,000,000 will be spent at the Fair, \$1,000,000,000 in the New York area, and that business activity in the United States will benefit by a \$10,000,000,000 fillip attributable to the Fair.

Colossal is the word and it is used advisedly.

Occupying a tract of 1216½ acres, the New York World's Fair has been zoned into four major divisions: Main Exhibit Area; Court of States; Foreign Zone and

Amusement Area. Other sections include parking lots for 43,000 cars; a boat basin on Flushing Bay for crafts up to 12-foot draft, and picnic area.

The heart of the entire exposition is the Perisphere and Trylon, the one a gleaming sphere 200 feet in diameter, the other a 700-foot triangular spire. Together they dominate every corner of the colorful pattern which extends to the four points of the compass. From this Theme Center radiate the highways and walks that knit the entire tract into a unit. Here is the source of the varied hues that define sections of the main area, and within the Perisphere is the theme exhibit of the exposition—the inspiring spectacle of "Democracity," ideal city of tomorrow.

Viewed from revolving balconies, the city is seen as from a height of two miles as one of the largest models ever built, covering an area 100 feet in diameter and the first to portray a full-size metropolis. As planned, the city has a working population of 250,000. No one, however, lives in the city proper. Residents are housed in a rim of garden apartments, in suburban developments

and in satellite towns, five of which with their factories are shown. Open country encircles the city, a river winds through it, providing a shipping center, and an airport on the outskirts.

Bright daylight floods the model for two minutes, then evening falls and lights appear in the city. Stars come out in the arching firmament overhead and suddenly a chorus of a thousand voices is heard in the distance singing a march. High in the heavens ten marching columns are seen to converge on the city. As they approach, increasing in size, they are recognized as the various groups in modern society—farmers, laborers, machinists, artisans, bankers, miners, architects, engineers, educators—all the elements which must work together to make possible the city lying below. Arms upraised, the men and women sing the song of tomorrow.

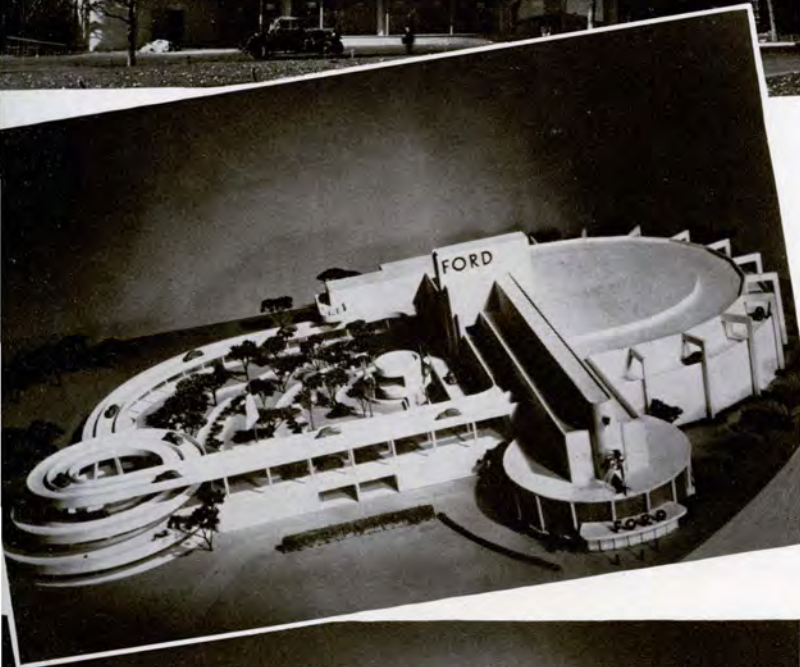
Eventually they form a vast mural of heroic figures around the vault of heaven. One final burst of song and the music dies away, streamers of light and color break from the zenith and pour down upon the scene. Dawn begins to break, the marchers vanish and another cycle begins. The thrilling spectacle, the Perisphere and Trylon themselves and the vast panorama of the exposition

Top—BATHED IN EVER-CHANGING LIGHTS and keyed to a musical accompaniment, this fountain display (upper right) in the Lagoon of Nations at the New York World's Fair 1939, will be one of the spectacular free attractions at the Exposition.

Center—BROADWAY BILLY ROSE "opened the eyes and stirred the impulse" of the citizenry attending the New York World's Fair 1939 by staging a "Million Dollar" Aquacade, starring Eleanor Holm, "in a breath-taking blaze of beauty, action and color."

Below—FIRST OFFICIAL PAINTING of New York World's Fair 1939, showing \$155,000,000 "World of Tomorrow" Exposition. Beyond colorful structures of this metropolis of a New Day rise slender spires of host city of New York where lavish preparations are also under way to entertain millions of visitors this Summer. Fair and City are expected to vie with each other as attractions during coming months, the one offering a glimpse of possibilities for peace and progress in future, the other portraying great achievements of present and rich treasures of past.





obtained as one descends the spiral ramp or Helicline, combine to make a highly appropriate introduction to the Fair. Fired by the novelty, the drama, the sheer size of what has been witnessed within the Perisphere, the visitor is ready for comparable splendors, and no matter where he wanders within the grounds, he will not meet disappointment.

All that mankind has accomplished and all that can be foreseen now which he is likely to accomplish, unfold in the exhibit area, covering hundreds of acres. Wonders are on parade, and the parade is practically endless, for days would be required to reach every corner of the exposition and gain a clear impression of each display.

Only a few of the highlights awaiting visitors can be enumerated, and they comprise just an average sample of what is offered. The foremost industrial designers in this country have contrived them, designers whose determination to make the industrial and business exhibit sections memorable has been strikingly realized.

In the Medical and Health exhibit is a model of a human eye so large that it permits several visitors to enter at the same time. The lens, or pupil, of the eye looks upon a busy avenue of the Fair. The scene is projected upon an artificial retina within the model. By the manipulation of levers, visitors view the lively scene as it appears to a nearsighted or farsighted person, and to one of normal vision.

Twice daily during the exposition, 150 prize milch cows are milked mechanically on a huge revolving platform. The milk is pasteurized immediately, chilled and bottled, ready for the customer within an hour.

The logical goal toward which transportation is advancing is portrayed by one of the exposition's focal exhibits. Movement, sound and light combine to bring about a remarkable simulation of a rocket flight, including the arrival of travelers at the rocketport, their entry into the cabin-projectile, the loading of this into the rocketgun and the explosion of sending the "ship" hurtling toward Mars or whatever destination is indicated on the tickets of the passengers.

These focal or key exhibits are expansions in specific fields of the general theme of the Fair. They glorify the tools and knowledge with which the world of tomorrow can be built, as the Theme Exhibit in the Perisphere gives a glimpse of Democracy and dramatizes the interdependence of Man. Conceived by outstanding industrial designers they serve as gateways to the major divisions of the exhibits: Community Interests (including Shelter,

GENERAL MOTORS EXHIBIT is in the form of a special Diesel locomotive entrance. A complete 3600 horsepower streamlined Diesel locomotive will be on display for visitors to inspect.

THE TRANSPORTATION BUILDING, which Chrysler Corporation has acquired, will contain the Transportation Focal Exhibit featuring a simulated departure of the rocketship from an interplanetary rocketport.

THE THEME OF THE FORD EXHIBIT will be prophetic of the advances that the United States may expect in Transportation in future decades.

LIGHT POURING FROM INSIDE the huge shell at the back of the Aviation Building produces one of the striking night effects at the New York World's Fair 1939.

Clothing, Religion, Art and Recreation), Production and Distribution, Communication, Transportation, Food, Science and Education, Medicine and Health.

One of the most familiar household adjuncts is the medicine cabinet. Picture one twenty feet high and fifteen feet wide, with a door-mirror large enough to reflect 3,000 faces at one time. Then watch the cabinet transformed into a theatre with puppet actors fourteen feet tall dramatizing the well-known cupboard as the family's first line of defense against disease and infection.

The House of Jewels is not a misnomer for that structure at the Fair. Therein is displayed \$5,000,000 worth of precious stones. They include famous gems and others of high value, either unset or arranged in marvelous examples of the jeweler's art. Historic and modern silverware also is displayed.

An oil well in operation is a novelty to most people and visitors to the Fair become acquainted with one and its operation. Real oil drillers, employing the most modern equipment, show the process of driving a pipe thousands of feet into the earth in search of "flowing gold." A Lufkin Pumping Unit is seen in actual operation lifting oil to the surface.

The largest model railroad ever constructed attracts seniors and juniors. Contained in a room 150 feet long and 50 feet wide, with a seating capacity of 800, it comprises a complete, up-to-date railroad system. Bridges, tunnels, city terminals and open country line the tracks, over which miniature locomotives of many types haul passenger and freight trains on exact time schedules. Cars load and unload shipments of grain and coal, switch engines shunt freight cars around yards while luxury limiteds with streamlined engines flash past.

Glass-blowing, an intricate art, is to be displayed by master blowers before a furnace heating the molten glass to 2,500 degrees. Blobs of the viscous fluid are picked up on the ends of tubes, and by inflation and the adroit manipulation of special implements, they are transformed into graceful bowls and delicate ornaments.

Such is a fraction of the great array of marvels in the main exhibit area. Science and invention, man's ingenuity at its most impressive best, contribute to make these displays without rival. They are of today but they furnish broad hints as to what is to come, a world that will be better because of man's inventiveness.

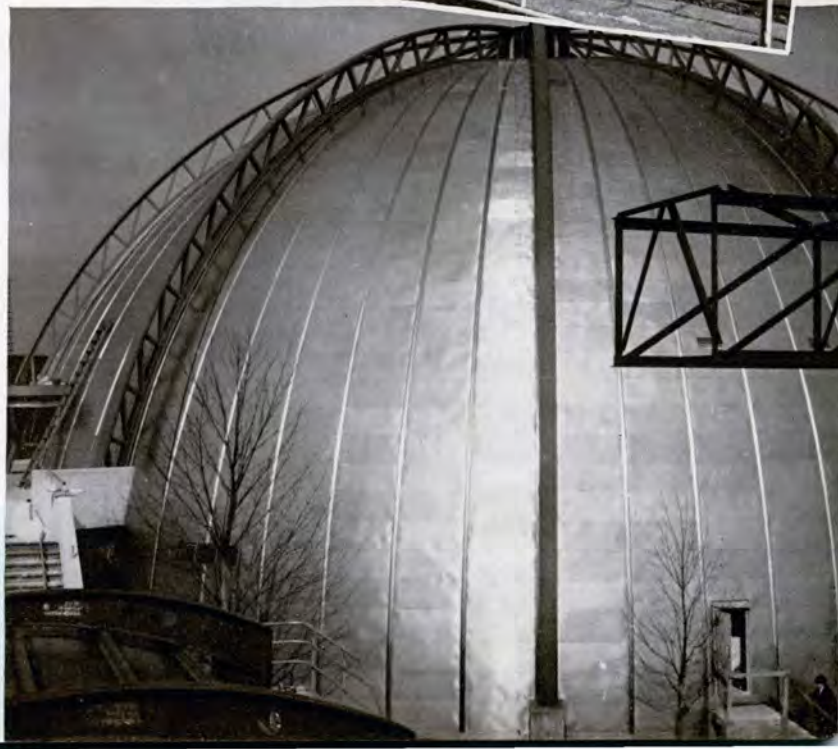
Deserving of special notice in the exhibit area is the unity of purpose, almost of ideals, among manufacturers in the many categories of production. Concerns which are keen rivals in the manufacturing and selling fields, which guard trade secrets jealously, have been convinced that the competitive factor can be set aside and that the higher interests of trade and public are better served through cooperation.

Perhaps no major section of the exposition better illustrates this tendency toward cooperation than the Foreign Zone. Never in history have three score foreign lands assembled in one restricted area to make a peaceful display of each country's contribution to civilization. The honor roll of nations deserves close study to appreciate the vastly different cultures and traditions that have accepted with enthusiasm President Roosevelt's in-

THE HEINZ DOME-CILE . . . a landmark at the Fair. Spectacular lighting effects feature the structure which has 20,000 square feet of floor space. The dome towers 90 feet.

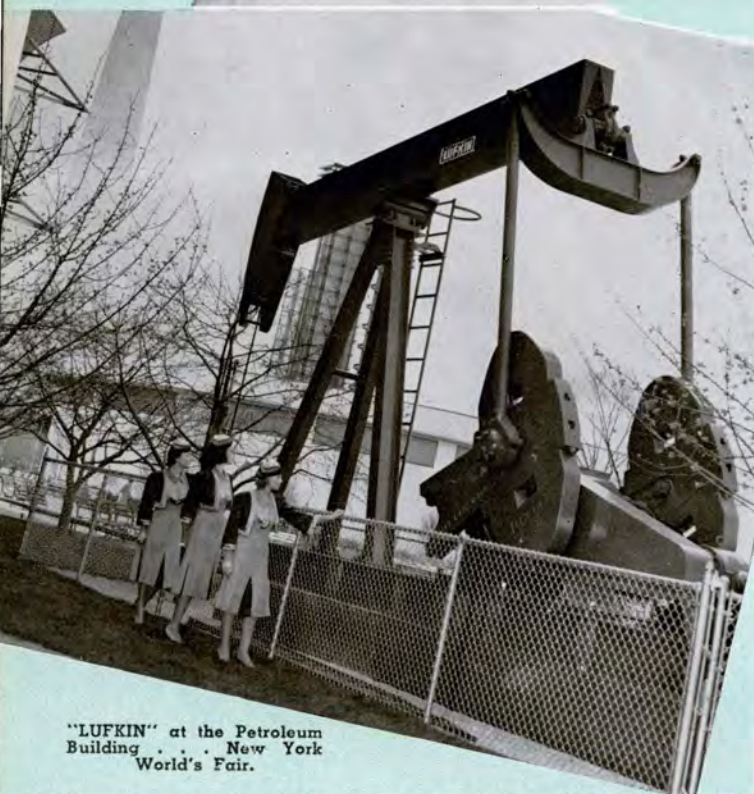
SO EFFECTIVE was the steel work of the semi-circular shield forming the facade of this building at the New York World's Fair that DuPont decided not to cover it.

NORMAL CONSTRUCTION PRACTICE was reversed in this building erected by the United States Steel Corporation. Structural members are on the outside with walls and roof beneath.





FACING THE PERISPHERE and Tylon from the Court of Communications, is this figure of a woman astride a winged horse. The title of the group is "Speed" in the world of modern communications.



"LUFKIN" at the Petroleum Building . . . New York World's Fair.



visitation to participate in the New York World's Fair 1939.

Inspiration can be taken from such a roster at a time when turmoil is found in various parts of the world. These nations welcome the opportunity to gather about a Court of Peace and there to show in vivid displays that civilization is on a solid foundation, that it can survive and advance.

The huge parade ground forming the Court of Peace is flanked on two sides by the Federal Government's Halls of Nations, comprising eight sections with the Pan-American wing. Participating nations have their official exhibits in these halls, while 22 governments have individual pavilions for more extensive displays.

Travelers, real and potential, find the Foreign Zone a realization of that hitherto imaginary goal, "Around the World in 80 Minutes." It becomes a fact at the Fair. People, scenes and products from countries representing 90 per cent of the inhabited portions of the globe can be glimpsed within that brief period of time.

Nevertheless, a more leisurely trip is advised, for the occasion is unique for studying the industrial products, the native arts and crafts, the mode of living in so many nations. Two phases of these exhibits should be noted: the emphasis placed on national cultures and the desire to attract travelers. The one represents something finite to offer, the other a desire for an ever-wider appreciation of that offering. The exposition has brought together three score nations, which are investing \$25,000,000, for 60,000,000 visitors to make their acquaintance. If from that develops a steady intermingling of nations, then understanding and good-will can become world-wide.

Dominating the Court of Peace and the displays of participating nations is the United States Federal Building, an imposing structure with two massive towers flanking a colonnade of 13 columns, representing the original thirteen states.

On the left is the Tower of Judiciary, on the right, the Tower of Legislature, each adorned by a 30-foot sculpture. On the facade of the center motif is a rostrum from which President Roosevelt delivers his address at the opening of the Fair on April 30. Within the semi-circular sector behind the balcony are exhibits portraying the executive department of government. Twelve basic sections include conservation, food, shelter, industry, trade, finance and credit, transportation and communication, social welfare, education, arts and recreation, protection, foreign relations and territories, and fiscal affairs.

Exhibits by states of the Union represent the most comprehensive display of this nature in the annals of expositions. Thirty-four states and one possession, Puerto Rico, are taking part. Fifteen occupy individual pavilions, the others being housed in Court of States buildings erected by the exposition. Exclusive of New York State's expenditure, more than \$2,500,000 have been appropriated by legislatures. Funds from private sources bring the total to \$5,000,000.

New York State and New York City make the only contributions to the Fair which will survive after the exposition closes and the large tract of former swamp and ash heaps is transformed into a municipal park. The state's participation is represented by a permanent amphitheater on the north end of Fountain Lake with

MEMBERS OF THE EXECUTIVE COMMITTEE of the Board of Directors of the Petroleum Industry Exhibition. Left to right: E. E. Puryear, The Texas Company; T. H. Taylor, Standard Oil Company of New Jersey; and D. T. Pierce, Sinclair Refining Company. In the background, on easel stands, is an artist's conception of the interior of the Petroleum building showing the murals, the puppet movie and the tank exhibits. On the left, set on a table, is a model of the building and the derrick.

a capacity of 10,000 persons. The island stage can be screened from the audience by sheets of water shot up from the lake. The New York City Building is built with the intention of turning it into a recreation center for the future park.

Every exposition must have its lighter side, and the New York World's Fair offers 280 acres of diversion and entertainment. Extending in a broad arc beyond the New York State Amphitheater and along the eastern shore of Fountain Lake are two miles of looped roadway providing amusement of every kind. They are zoned according to group appeal. Rides and thrillers occupy one section; games another, and so forth. Villages include the Cuban Village, covering three acres; Winter Wonderland; Merrie England and Old New York. And there'll be a wild west show, operated by John Ringling North of circus fame.

The foregoing paragraphs have described the major sections of the exposition. But there are special features of the Fair and areas of more limited importance which nevertheless deserve separate mention.

Primarily, there is Constitution Mall, the central esplanade leading from the Theme Center to the Lagoon of Nations. With its cascades and pools and fountains, its sculptured groups and 65-foot statue of George Washington, with its landscaping and murals and lavish details, the Mall, including adjoining buildings, represents an expenditure of \$60,000,000.

Washington stands with his back toward the towering Federal Building. He faces the Trylon and Perisphere. Symbolically, the founder of the republic, whose inauguration as first president of the United States 150 years ago is commemorated by the exposition's opening on April 30, has a century and a half of successful democratic government behind and now gazes serenely toward the future.

The Mall terminates at the Lagoon of Nations, beyond which are the government and foreign zones. This lagoon, 700 feet long and 400 feet wide, is a formalized development of the river that existed before a large tidal gate was installed to hold back the waters of Long Island Sound. It is the stage for nightly spectacles in which fountains, flame, sound and light combine to produce effects that could only be equalled in nature by piling Vesuvius on top of Niagara. At the climax of the display, which lasts half an hour, all valves are closed instantaneously, leaving 50 tons of water in the air to crash down in a tremendous finale.

Spreading fanwise from the Theme Center and toward the Lagoon are such radial highways as the Avenue of Patriots and Avenue of Pioneers; Park Row and the Avenue of Labor; Petticoat Lane and Gardenway. The Center is flanked by the Court of Communications, Court of Power and the Plaza of Light. The main transverse thoroughfare, Rainbow Avenue, swings in a broad arc across the radial highways.

Such is the New York World's Fair 1939. It has risen over a tidal swamp and true to its purpose of Building the World of Tomorrow it will leave a magnificent park to replace an eyesore. It is elaborate beyond compare yet it appeals to everyone. Visited by royalty, rulers and eminent statesmen, it nevertheless is everyman's exposition and looks toward everyman's future.

PETROLEUM AT THE NEW YORK WORLD'S FAIR. A view of the triangular Petroleum Industry Exhibition and the towering 200 foot oil derrick that will demonstrate the process of drilling for oil. Rising eighty feet into the air and partially supported by four simulated oil tanks which will house special exhibits the building is considered one of the most striking exhibits at the Fair.



"RIDERS OF THE ELEMENTS" is the title of this group by Chester Beach. The group consists of three mounted horsemen representing riders of the land, sea and air.

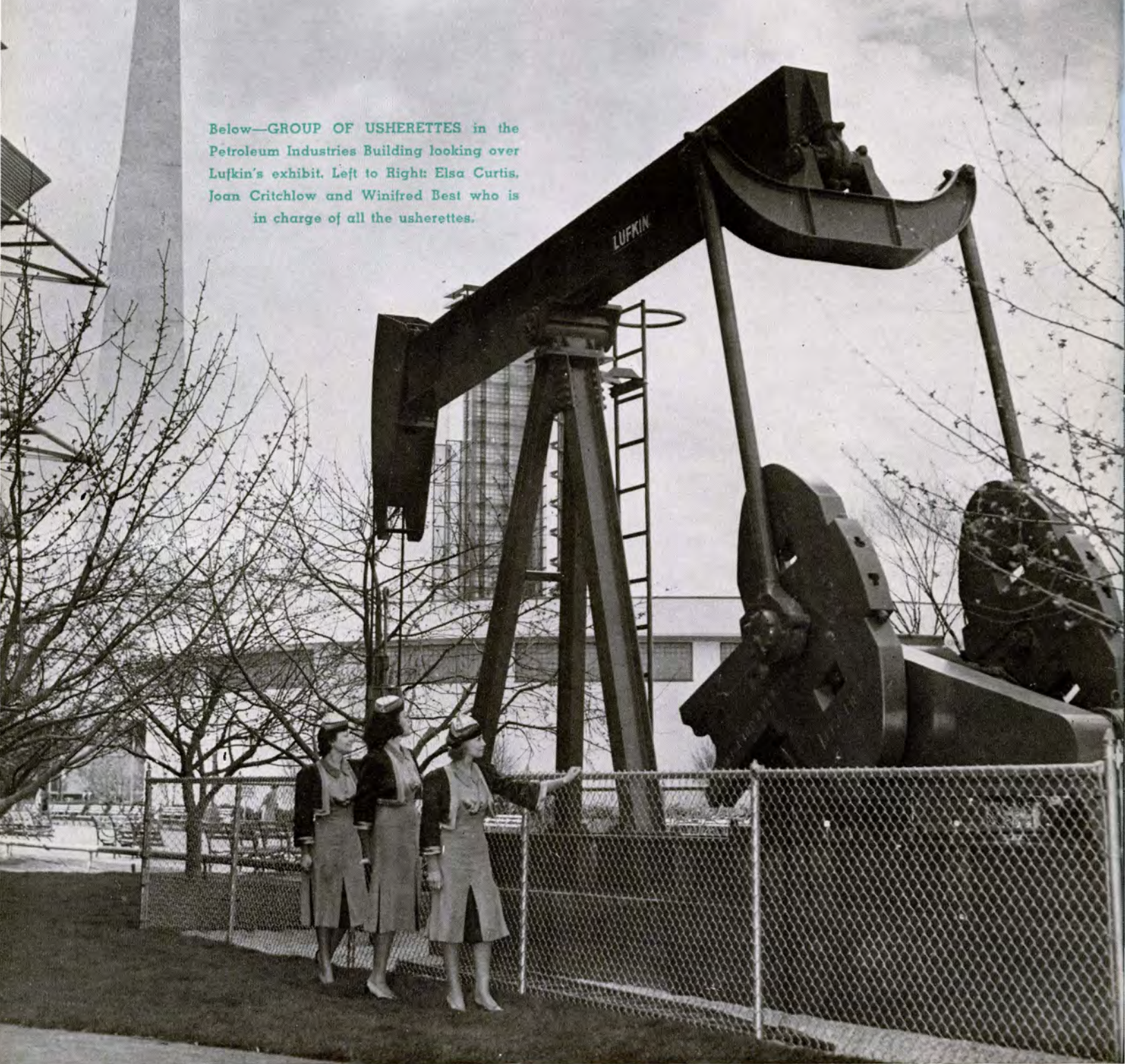


OIL FOR "THE WORLD OF TOMORROW"—Miss Grace G. Drake, granddaughter of Col. Edwin L. Drake, the man who, eighty years ago, drilled the first oil well in the United States at Titusville, Pennsylvania, fastens the key bolt on a super-modern oil derrick at the Petroleum Industry Exhibition. Left to right: Miss Drake, Grover Whalen, President of the New York World's Fair Corporation and Thomas H. Taylor, Chairman of the Executive Committee of the Petroleum Industry Exhibition.



LUFKIN

Below—GROUP OF USHERETTES in the Petroleum Industries Building looking over Lufkin's exhibit. Left to Right: Elsa Curtis, Joan Critchlow and Winifred Best who is in charge of all the usherettes.



L U F K I N

is very much . . .

"At the Fair"

A HEARTY INVITATION TO VISIT

The Lufkin Exhibit

AT THE NEW YORK WORLD'S FAIR



P U M P I N G U N I T S

LUFKIN UNITS ARE MANUFACTURED IN LUFKIN, TEXAS, BY
THE LUFKIN FOUNDRY & MACHINE COMPANY, BRANCHES IN PRINCIPAL OIL CENTERS

SNAPSHOTS

By the **LUFKIN** Cameraman



C. E. Taber, Supt., C. L. McMahon, Inc., Tyler, and son.



Mr. and Mrs. Blaine Johnston, Gen. Mgr., Crown Central Pet. Co., Houston, Texas.



Tide Water's R. B. McGuire, Corsicana



Shell's L. O'Donnell, Houston.



D. E. Legan, Gen. Supt., Tide Water, Houston.



Magnolia's D. E. Bryan, Dallas.



P. F. Micheal, Chief Eng., Carter Oil Co., Tulsa.



Stanolind's D. C. Harman, Houston, with son and girl friend.



Tide Water's Guelmard, Asst. Supt., Paradis, La. Coe, Pet. Eng. of Cayuga, Geo. Nye, Chief Eng., Houston, Texas.



Sinclair's Al Hardy, Tulsa.



The Laney Brothers, Tulsa and Houston.



Continental's Pat Hurley, Ft. Worth



Atlantic's Curt Oppel, J. S. Parks



Carl Reistle, Humble, Houston, and Mike Haider, Carter Oil Co., Tulsa.



Don Glass, Eng., Humble Oil & Refining Company, Luling, Texas.



Humble's "Dinty" Moore, Houston.



Above left: J. B. Salmon, Oil Supt., Lewis Johnson.

Above: Lufkin's Charlie Hardin and Elvin Read, Salem, Illinois.

Left: Sutton & Hawkins' Supt., C. O. Rockwell.



Left to right: John Toddard, C.C., Jack Homer, Asst. Supt., George Regar, Supt.



Left to right: James Wilkinson, Pres.; Abe Lincoln, Treasurer; J. B. (Buck) Alexander, Vice President and Gen. Mgr. All of Lincoln Oil Co.



Harry W. McDowell, Supt., Mills-Bennett, Dirks Field.



L. O. Holloway, Supt., Humble, Talco.



Class of '39 Petroleum Engineers, Texas A. & M. College, visiting plant of Lufkin Foundry & Machine Company, April 26, 1939.



Left to right: A. B. Bennett, Robert W. Harrison, Div. Engr., Continental Oil Company, Houston, Texas, and R. G. Goff, Div. Engr., Continental Oil Co., Ft. Worth, Texas.



F. M. Austin, Pet. Electric Power Club (Pet. Eng.) W. E. Dickinson, Sun Oil Co., Beaumont.



Recent Wind Storm in East Texas. Sutton & Hawkins Oil Co.'s Derrick blew down, knocking off beam—damaging only center of Bearing Caps. No. 31-C Unit—25' plain beam. 15' 3" post.



Bob Hamilton has furnished the above picture showing H. M. Staggs and Capt. Bob Reese standing in front of their stores at Eunice, La.



Texas University Petroleum Engineering Class of 1939 who visited our plant April 25, 1939.

Lufkin Goes to A.P.I. Party



OKLAHOMA CITY: The District A.P.I. meeting proved a profitable and gala affair for the members of the Mid-Continent area.

LUFKIN'S Cameraman snapped a few choice shots, namely:

1. Halliburton's George Hoisington, Wichita, Kansas. Phillips' Thawley and Sturdevant.
2. R. B. Kay, Amarillo. Lario's Henry Miller, Phillips' T. J. Hamilton, Ind. Terr. Ill. Oil Company's C. O. Rison, Bob Kerr, C. A. Young.
3. Kerrlyn's Bob Kerr and H. R. Goodpaster, C.S.O.'s D. A. Howard (at mike). Front: A.P.I.'s C. A. Young, Dallas Texas; Cities Service's N. M. Hutchinson, Bartlesville, Oklahoma; Jim Hutchinson, Norman Oklahoma; R. H. Maples of A.P.I.; Phillips' Mike Birmingham.
4. I.T.I.O. Company's Ed Kolpfenstein, Seminole, Oklahoma; I.T.I.O. Company's J. A. Deffeyes, Great Bend, Kansas. Front.
5. Walter Trout, Lufkin; Cities Service's M. M. Mahaffey, Kerrlyn's H. R. Goodpaster, R. B. Kay, Amarillo; Lario Oil & Gas Company's Henry Miller, Wichita, Kansas.
6. Phillips' Murray, Oil Hill; Merco-Nordstrom's R. R. Bush, Tulsa, Oklahoma; Phillips' O. L. Carson.
7. Entertainers.
8. Phillips' Tom Hamilton.
9. Cities Service's C. S. Warren and D. A. Howard, Bartlesville, Oklahoma.
10. Bob Kerr, Master of Ceremonies.
11. Dr. F. W. Cloud, Petroleum Engr. School, Norman, Oklahoma; Paul S. Hedrick, Oil Editor, Tulsa World, Tulsa, Oklahoma; and W. C. Bednar, Instructor Petroleum Engr. School, Norman, Oklahoma.



CALIFORNIA

Personalities

By **ED TROUT** Staff Photographer



Bob Gunning, Production Supt., Hogan Petroleum Company, Bakersfield.



A portion of the morning's catch. Ed Layton, Lufkin's Bakersfield representative, goes a fishing on Hot Creek, Owens Valley, California.



Shell Oil Company's "Bony" Dugger, Prod. Engr., Bakersfield, Cal.



Shell Company's Don Stewart, Prod. Foreman, Bakersfield, Cal.



Johnny Alford, Pres., Alford Oil Co., Long Beach, Cal.



Left to right: Shell Company's Eli Pedersen, Drlg. Supt., Don Stewart, Prod. Foreman, Bakersfield, Cal.



Left to right: Hogan Oil Company's Hughey, McCay, H. I. Sullivan, Dick Planck.



Shell Oil's George Mikuls, Prod. Engr., Bakersfield, Cal.



Perce Martin, Gen. Supt., Texas Co., Bakersfield, Cal.



Bill LeProhn, Resident Engineer; Phil Saurenman, Engineer; Al Fritsche, Petroleum Engineer; Joe Thornton, Electrical Engineer; Tide Water Associated Oil Co., Northern Division. The pleased look follows a good lunch at Coalinga.



Mr. Elder, Morton & Elder, Ind. Oper., Long Beach, Cal.



Bill Spear, Engr., Shell Oil Co., Bakersfield, Cal.



Shell Petroleum Company's Mr. Homer Hanselman, Assistant Prod. Foreman.



J. A. Smith, Ind. Oper., Los Angeles.



Shell Oil Company's Charley Yeatman, Chief Prod. Engr., Bakersfield, Cal., "Camera Shy."



Mr. J. W. Cox, Pres., Whittier-Santa Fe Oil Co., Whittier, Cal.



Left to right: Geo. Rawlins and Lufkin's Chase Hays, recent Cal. visitor.



Five wells on one floor—one of the smallest leases in the world, 60' by 140'. Four walking beams shown in picture. Santa Fe Springs, Cal.



Shell Oil Co.'s Claude Peavy, Bakersfield, Cal.



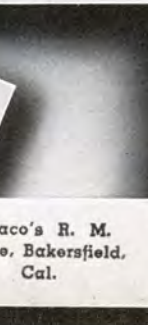
Shell Oil Co.'s Bill Bates, Bakersfield, Cal.



Herb Ellis, Dist. Supt. George F. Getty and Pacific Western Oil Co., Santa Fe Springs, Cal.



Barney Barnhardt, Ind. Operator, Los Angeles, Cal.



Texaco's R. M. Dodge, Bakersfield, Cal.



Bill LeProhn, Northern Division Resident Engineer, Tide Water Associated Oil Co., illustrating that things are getting so tough in California that they are even cutting the two-holers in two.



C. W. Bankston, Prod. Supt. Wolf Creek Oil Co., Sullivan-Gohlman Pool, Kansas.



Atlantic's farm boss at Shallow Water, Kansas. A. H. Meyers.

KANSAS OPERATORS and Lufkin Installations

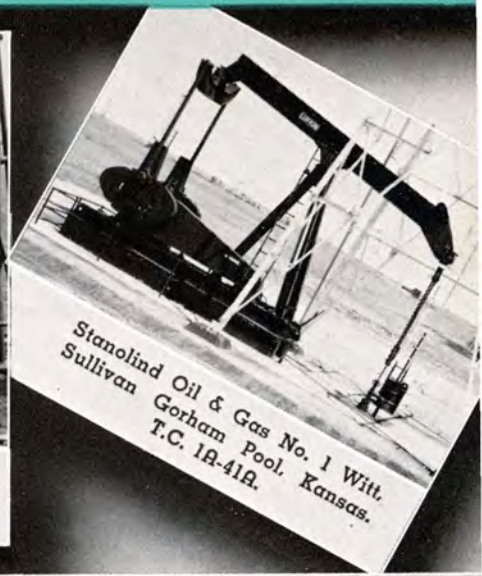
By LARRY GOLDEN *Staff Photographer*



Stanolind's No. 2 Witt Sullivan Gorham Pool, TC-1A-41A.



Western Kansas Co.'s No. 1 Long, T.C. 4-11-A.



Stanolind Oil & Gas No. 1 Witt, Sullivan Gorham Pool, Kansas. T.C. 1A-41A.



Westgate-Greenland's Pumper, John Munds.



Stanolind's G. J. Rilmann No. 8, TC-1A-41A.



Westgate-Greenland's No. 1 Weifert, Kansas.



Deep Rock's Jack Smith, Supt. Bemis Pool, Kansas.



Westgate-Greenland's TC-55-7A No. 1 King.



Continental Investment Company, Bemis Pool.



Ed Morris, Pres. Morris Oil Co. Eldorado, Kansas.

DODGE CITY

Dazzles the West

CITY TURNS OUT EN MASSE to welcome stars and witness photographic historical review of the stirring story of the plains country when it was tough. Cattle stampedes, pioneer railroading, buffalo hunting, plain and fancy killing and a tender love story are some of the highlights in this tale of the town where rancher met banker and the wilderness met civilization.

TO PUBLICIZE its new American epic, Warner Brothers conceived one of the most elaborate promotion stunts in Hollywood history. Scheduling the premiere of *Dodge City*, for *Dodge City*, they chartered a special train from the Santa Fe, and shipped two dozen stars—some from the cast, some pure window dressing, off to Kansas. Between Los Angeles and Kansas City they made twelve stops, signed hundreds of autographs, showed themselves to thousands of people.

Dodge City turned out en masse—60,000 people greeted the stars. The premiere itself was held simultaneously at three *Dodge City* theatres (at \$1.00 to \$6.00 a ticket). An all-night grind showed the picture to *Dodge City*'s entire population before dawn.

Sixty years ago *Dodge City*, Kansas, was the rich



IN *DODGE CITY*, the stars were met by a crowd estimated at 60,000 that had waited at the station three hours. Photos show decorations of *Dodge City*. Below Boot Hill Cemetery, established in 1872 to accommodate gunmen who had been slow on the draw.



THE ARRIVAL of the Santa Fe's first train at Dodge City in 1872 is an occasion for huge celebration. Hatton, Tex and Rusty are among the celebrants who greet Colonel Dodge and the Railway officials and listen to their enthusiastic oratory.

rampageous junction of the Chisholm Trail—up which Texas longhorns were driven to market—and the Santa Fe Railroad's new Western terminus. The confluence of cowboys, cattle traders and railroad men gave Dodge City a lively homicidal character.

Frontier history of the buffalo hunter and the cowboy on which the premiere celebration and the rest of the

Below—JAY WOOTEN, Manager, Fox Theatres; Doe Al Bissing, Dodge City resident and one of those responsible for bringing the premier to Dodge City; Olivia De Havilland, and Jack Warner, Vice-President, Warner Brothers.

Surrett's most talented accomplice at his Gay Lady Saloon is the attractive star entertainer, Ruby (Ann Sheridan, above). Besides being the principal drawing card for the saloon, Ruby handles most of the club's financial matters for Surrett. She is also the badman's most reliable informer.

Right—THE GAY LADY CAFE is the hot spot in Dodge City. "Oomph Girl" Ann Sheridan makes it pay—Errol Flynn cleans place up.





Left—SHOOTING AN IMPORTANT SCENE featuring Olivia de Haviland, Errol Flynn and William Lundigan. Technical, but probably interesting: Each camera costs \$16,000; two must be used on each job. These color cameras now perfected to a degree undreamed of only a few years ago, are the most expensive photographic equipment in the world.

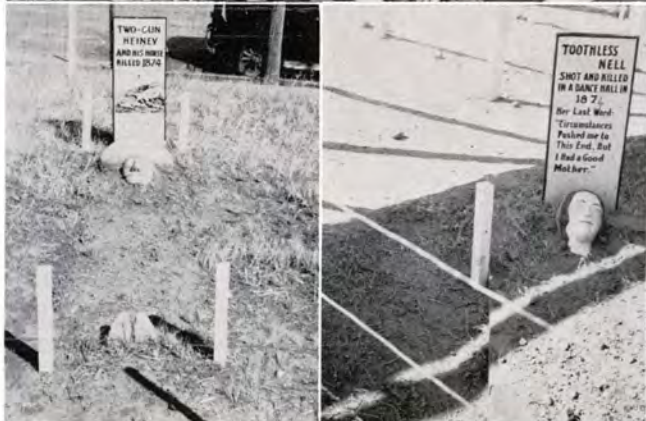


OLIVIA DE HAVILAND AND ERROL FLYNN—a fine man and woman combination—Flynn, as the dashing devil-may-care sheriff and Olivia as the heroine.

Below—FLOAT used in giant parade during the premiere celebration and "free-for-all" fight in Gay Lady Saloon.

six weeks of the Boot Hill Round-up was based, had a parentage of three centuries as colorful, as glamorous and as romantic dating from that eventful June 29th, 1541, St. Peter and Paul's day by the old Catholic calendar, when Coronado crossed the Arkansas River at a point a little below the old Fort Dodge.

We are indebted to Warner Brothers Studios, Life and our own "staff photographer," Larry Golden, for the views and news on the Dodge City premiere.



TOOTHLESS NELL and Two-Gun Heiney—
"Some of them died of lead poisoning.
And some for the want of breath"—
UPPER—View of Parade feature.



Let's Laugh!

Termites come
And termites go
Save us from
Third termites, though.

A college education: something that enables a man to get a job from a man who never went to school.

When a woman goes on a drastic diet, she has one or both of two objectives in mind—to retain her girl-ish figure, or her boyish husband.

Life Insurance Agent—"Do you want a straight life?"

Prospect—"Well, I like to step out once in a while."

A girl went out one evening with three Brewery salesmen. When she got home she had a Blue Ribbon in her hair, Schlitz in her skirt, Budweiser!

"Senator, you promised me a job."
"But there are no jobs open."
"Well, you said you'd give me one."

"Tell you what I'll do: I'll appoint a commission to investigate why there are no jobs, and you can work on that."

Two business men were riding in the subway, sitting side by side, saying nothing but looking very worried. After many minutes one of them heaved a long and deep sigh. The other looked at him for a moment and said, "You're telling me!"

Contractor—"I want a reliable truck driver who takes no risks."
Applicant—"I'm your man, sir. Can I have my salary in advance?"

The "average husband" is one who isn't as good as she thought he was before she married him, nor as bad as she thinks he is afterward.

When you tighten your belt, it's a recession. When you have no belt to tighten, it's a depression. When you have no pants to hold, it's a panic.

Drummer—"I made a lot of friends for the company today."

Ditto—"I didn't sell a thing, either."

Many a girl has had a rough evening with an old smoothie.

"See if you can laugh that off," said the fat man's wife as she wired a button on his vest.

Bobby—"Mama, what is a 'second story man'?"

Mama—"Your father is one. If I don't believe his first story, he always has a second one ready."

The top speed of the 1929 commercial airplane was only about 130

Keeping Your Eyes Open

How can you contribute more to your job than the next fellow?

There are, of course, many ways, but there is one which some men never consider. And it can best be summed up in the form of a question:

Are you, when you are working, constantly alert to look for ways of making your job easier and more efficient?

No matter how efficient any operation is, the chances are that some improvement is possible. The history of industry's progress in making better products and more of them is to a large extent the history of such improvements—most of them small in themselves, but the sum total of their contribution staggering the imagination.

A man can display interest in his work no more evidently than by showing he has studied it closely enough to see what is wrong with it. Interest in your work can be your passport to a better job. So don't forget—

Look for ways to make your job easier and more efficient. Everyone concerned will profit from your interest—you most of all!

miles per hour, while the 1938 average speed is 150 . . . About 68,000,000 telephone calls are made daily in this country . . . When you buy a pair of \$6 shoes, about 60 cents of what you pay for them goes into taxes . . . Over 70 million pounds of plastics are made annually, with new uses being constantly discovered.

WHY ALL THE NOISE

A minister on a westbound train was reading his Bible when a man leaned over the back of his seat and said: "I don't believe a word in that book." The minister ignored him and presently he repeated in a louder voice, "I don't believe a word in that book."

Losing patience, the minister turned and looked at his interrupter. "My good man," he said, "would you mind going to hell quietly?"

A man who was a great admirer of Mark Twain was visiting in Hannibal, Missouri. He asked the native who was driving him about if he knew where Huckleberry Finn lived.

"Naw, suh, I kain't say as I ever heard o' the man."

"Then perhaps you knew Tom Sawyer?"

"Naw, suh, I kain't say ez I hev."

"But surely you've heard of Puddin'-head Wilson?"

"Wall, I ain't never met him pusson'ly, but I voted fer him twicet."

SEW IT SEEMS

He married the dressmaker's daughter,

Many years ago;

But he can't get along with her mother

For she's an old sew and sew.

If a girl wants a strong, silent man she should get herself a North woods hunter. They never open their traps more than three times a year.

A man was fumbling at his keyhole in the wee hours of the morning. A policeman saw the difficulty and came to the rescue.

"Can I help you to find the keyhole, sir?" he asked.

"Thash all right, old man," said the other cheerily; "you jusht hol' the housh and I can manage."

THE PRICE OF PROGRESS



Lufkin
SELECTION
INSURES
PUMPING
PERFECTION

SOME CALL IT THE PRICE OF PROGRESS!

... but, whatever you choose to call it . . . when the "old standard rig", with all its inefficiency and costly maintenance, is moved out and **trouble-free, efficient** LUFKIN PUMPING UNITS are moved in, a real, progressive step in the right direction has been taken.

This major oil company is replacing eighty-five "standard rigs" with LUFKIN UNIVERSAL UNIT ASSEMBLIES.

LUFKIN PUMPING UNITS

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