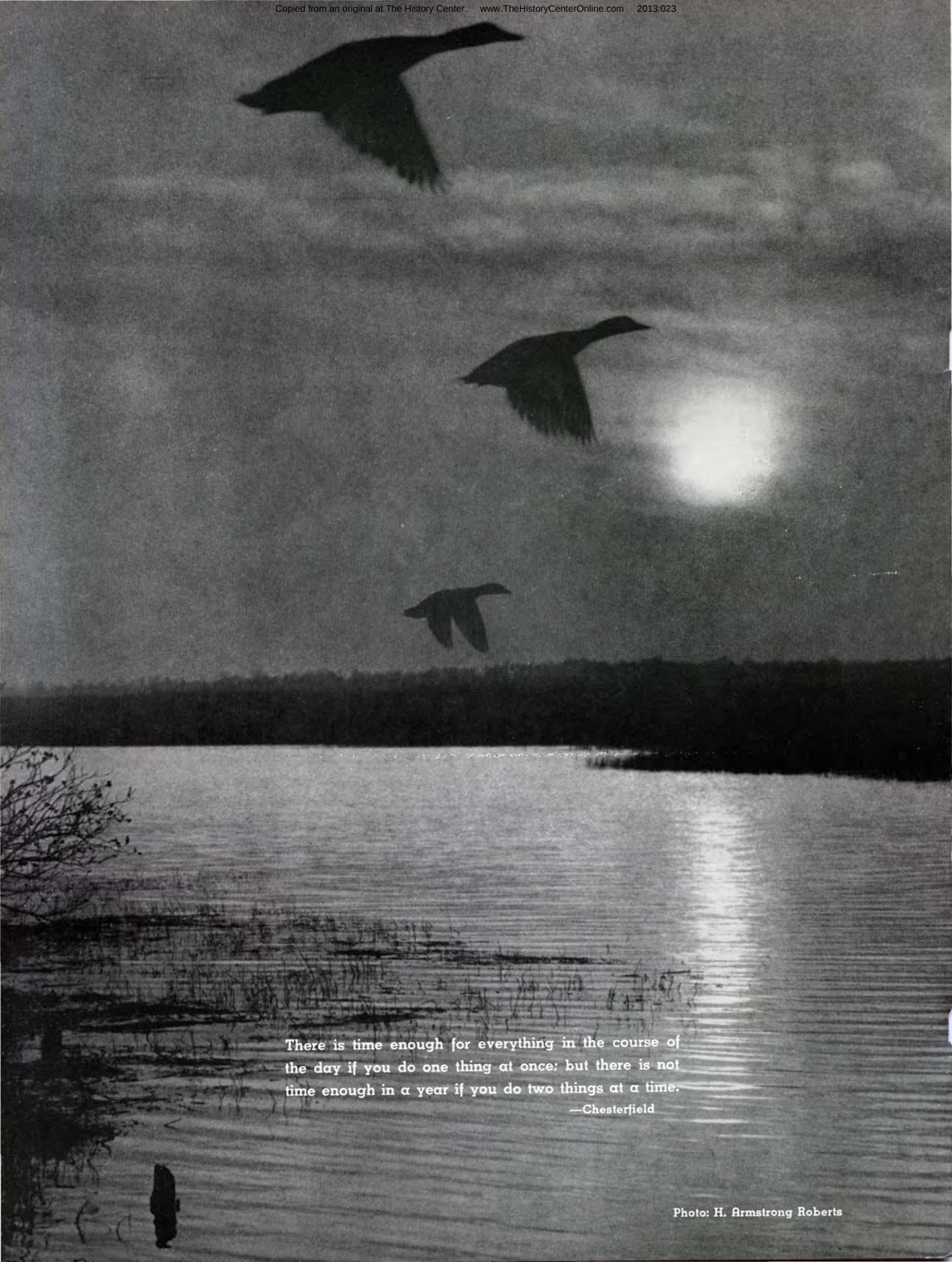




The Lufkin Line

VOLUME XXVII . . . NUMBER 4



There is time enough for everything in the course of
the day if you do one thing at once; but there is not
time enough in a year if you do two things at a time.

—Chesterfield

Photo: H. Armstrong Roberts

The Lufkin Line

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VIRGINIA R. ALLEN, Editor

Volume XXVII

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The yelp of the critic may be quoted widely, but the silent prayer of the constructive thinker is incomparably more powerful.—**Good Business.**

Good temper, like a sunny day, sheds a brightness over everything; it is the sweetener of toil and the soother of disquietude.—**Washington Irving.**

Reversing your treatment of the man you have wronged is better than asking his forgiveness.—**Elbert Hubbard.**

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Phone 667-W

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General Sales Manager



MANY gracefully-arched foot bridges cross the river as it winds through downtown San Antonio.

IDYLIC BEA

OUTLINED as it is with lilies, ferns, bananas, crepe myrtle and the reflected images of the tall towers that men have made, one would never dream that the little San Antonio River was cradled in the wilderness. But that is where it originated. One would not guess that it had ever gone wild. But it did! It would be hard to believe that the placid water had ever been stained with human blood. But it was!

It does not seem possible that the orderly City of San Antonio, Texas, was at one time the most fought over area in America. But there was bloodshed with the shifting of the six flags that have flown over the town. The Insignia of Spain, the Lily of France, the Serpent of Mexico, the Star of Texas and the Bars of the Confederacy exemplify the spirited battles that were waged for the coveted kingdom of Texas. It was not until Texas was admitted to the Union in 1845 under the Stars and Stripes of Old Glory that the "leveling off" process began and finally resulted in the full fledged maturity of the booming metropolis.

The San Antonio River rises from springs and artesian wells in the bowels of the earth on the edge of the City of San Antonio. The narrow river

LEFT: The Smith-Young Tower, a 31-story edifice, overlooks winding, beautiful San Antonio River.



THERE ARE forty-four bridges in San Antonio that cross the famous, picturesque San Antonio River.



THE ARNESON Theater stage is on one side of the river while the audience is on the opposite side.

UTY WORTH \$430,000⁰⁰

By C. FAYE BENNETT

weaves its way through Breckenridge Park and continues on a leisurely, zig-zag course through the heart of downtown San Antonio where it is crossed by 44 bridges of various shapes and designs.

In the beginning was the River. The crystal clear River of the wilderness that attracted the thirsty from miles around. That those who came with fevered brow and parched lips were not necessarily friends is a matter of record. "I have always observed," said the world traveler Monsieur de Pages when he visited the river soon after the missions were founded, "that the malice of man is in direct proportion to his birth, education and consequence in the world."

The San Antonio River region was the abiding place of the bear, the leopard, the wolf, the deer and the buffalo. The vast areas surrounding it were populated only by aborigines who knew nothing of spiritual and moral restraint in the use of bows and arrows.

Gleanings from the musty records of history lend the idea that Cabeza de Vaca was held prisoner by the Indians in the region in 1536. In 1691 when Father Massanet, the Franciscan Priest, arrived at the Indian Village which was called Yanaguana,

he re-christened the place "San Antonio de Padua" and the "soldiers fired a great many salutes."

Three early settlements marked the beginning of San Antonio. On May 1, 1718, the Franciscan Priest, Father Olivares, founded "a little mission in a hut made with poles chinked with mud," on the site where the historic Alamo with its unforgettable history stands today. Four days later, Don Martin de Alarcon, emissary to the King of Spain, founded the military garrison known as the Villa de Bexar. The roots of the Spanish Settlement were more deeply planted with the founding of Villa of San Fernando by the Canary Island settlers in 1731. The San Fernando Villa, was, at one time, the civil, social and military center of Texas. Four more missions approximately three miles apart were built along the River. The Padres of the missions, the Canary Island settlers and the residents of the Villa San Antonio de Bexar "quarreled with Latin ardour, mostly about land and water rights."

Now that the city of more than half a million people has turned its thirsty lips to larger drinking fountains, the little river of Destiny continues to occupy a position of unique aloneness in its past and present history. The last battle over the destiny of



FAMOUS for unique carvings and spanish-colonial ornamentation, San Jose Mission draws visitors.



THE MISSION La Purissima Concepcion de Acuna is the best preserved of all San Antonio Missions.

the river was waged in the realm of politics. The issue was finally settled in favor of the proposed \$430,000.00 River Beautification Project that has made the meandering little stream, a source of idyllic beauty.

Since the launching of the project in 1939 by the Works Project Administration, the San Antonio River has become a garden spot of rare distinction. Stone steps and winding stairs leading from the street level bridges lure one down to the water's edge into a place of charm and beauty. More than four thousand sub-tropical trees and plants adorn the setting of green Carpet Grass and Bermuda. Park benches invite you to relax and rest in the shadows of the willows and live oaks. A romantic touch is added at the sight of drifting canoes and gondolas. The odor of Mexican Chilli from open air, water front restaurants contributes a tempting Latin flavor. In the lazy murmur of the water and the subtle interplay of light and shadow in the reflected images of the current, it is even possible to forget, for a moment, that a rumbling city is passing by in the traffic on the upper level of bridges.

"Where, in all the world is there another river like it?" say the people who see it for the first time. The irregularity of the downtown streets is due to the twisting, turning course of the river. The ground plan of the old Spanish Pueblos and plazas were laid out according to the tempermental turn of the river channel.

The Arneson River Theatre is uniquely situated on both sides of the River. The narrow strip of water separates the audience from the stage. The projection room and the concession house are located above the rows of seats on the South bank of the river. A structure topped with three mission bell type arches provides a backdrop for the stage on the opposite bank. The dressing room building is of Spanish design adorned with a dove cote.

It has been said, "you can neither escape history nor forget it in San Antonio." In the cannon-pocked walls, the moldering missions and timeworn ruins is exemplified all that mankind has thought, done and achieved from the days of savagery to freedom and culture. Here is the story of liberty and the price that men have paid for it. Here is the blending of many cultures in the high tide of progress. The cry of the human heart for liberty is commemorated in the names of the men who cried in the siege of the Alamo, "God and Texas, victory or death!"

It is but a few steps from the river to Alamo Plaza and the \$100,000 cenotaph which marks the spot where the bodies of the one hundred eighty-two valiant soldiers who defended the Alamo were burned. San Antonio, the Alamo City, will never forget the day San Antonio Lopez de Santa Anna, President of Mexico, planned the Subjection of Texas. The figures of Travis, Bowie, Crockett and the men who died with them in 1836 stand out in



THIS CENOTAPH commemorates the valor of 182 men who died defending Texas liberty at the Alamo.



THE ALAMO, shrine of Texas liberty, is renowned for a battle for liberty fought within her walls.

bold relief at the base of the monument erected to their unexampled fortitude. The inscription reads, "They were ordered to retreat, but would not; they could have saved themselves, but did not. Foregoing life itself for a merciless death . . . that from the fire that burned their bodies rose the eternal spirit of the sublime sacrifices that gave birth to an Empire State."

The reconstructed walls of the Alamo Chapel remain as they were built. The walls and the haloed dirt floor that were the setting for the world's greatest tragedy, house the museum records and relics of the period.

The neighboring Menger Hotel, a place of glamour and romance from its beginning in 1858 through the "plush" days of the gay 90's was famous for its soup made from turtles caught in the San Antonio River and the splendor of its taproom, which is a replica of the taproom in the House of Lords in London. The Menger, with its original mirrored walls, open patios and balconies, is completely modernized. The Queen's Ball and other glamorous affairs of Fiesta week are held there.

A tour through La Villita, (little town of the Spaniards), near the Alamo Mission is like a brief journey into the past. The village, once a cluster of huts occupied by the Indians of the mission, later became the dwelling place of the Spaniards when the little river went on a rampage and drove them from the Villa de San Fernando to higher ground.

The steep roofed adobe houses and rock walls present the authentic architectural picture as it was in the beginning.

The San Fernando Cathedral with its twin square towers is the oldest parish church building in Texas. The cornerstone was laid in 1736, and the rear portion of the structure is a part of the original building. Over the door of the reconstructed Spanish Governor's Palace is the Hapsburg Coat of Arms dated 1749. The Governor's Palace once the center of political and social life, is a long, flat building with ten rooms and a loft. The Hidalgos and their ladies dressed in satin and lace wine and dined in the elegant fashion of the period when Spain was in power.

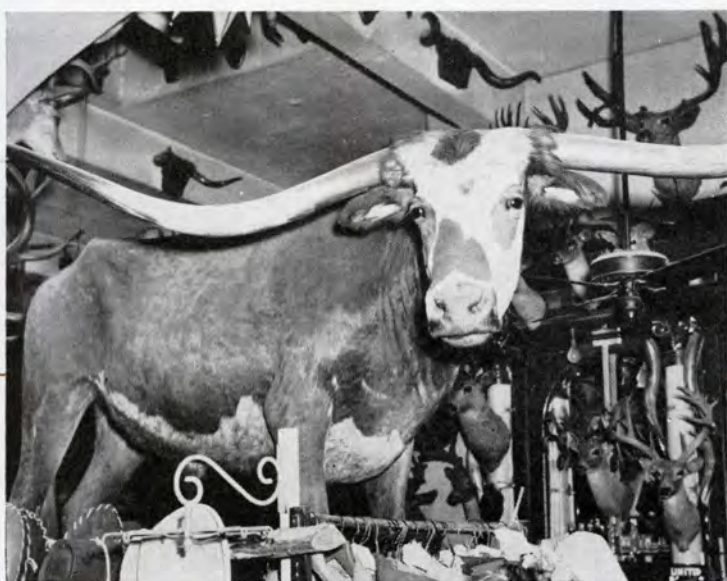
The fountainhead of missions established along the River more than two hundred years ago, with their stone carvings, Roman arches, open belfries and splendid domes continue to be the center of admiration and interest. When the cathedral bells ring out the angelus, the modern churches of many races, faiths and religion add their spiritual influence to the City of San Antonio.

The wilderness frontier which began as a presidio and a mission is today the largest military center in the Nation. Fort Sam Houston, the U. S. Arsenal, Camp Normoyl, Duncan Field, Brooks Field, Kelly Field and Randolph Field add their prestige and distinction to San Antonio. The 88 foot clock tower, which was used by eagle eyed guards in the early



ABOVE: Fountain and patio of governor's palace.

BELOW: Famous head collection in Buckhorn Shop.



days of the Fort Sam Houston Quadrangle continues to be of interest.

San Antonio has a cosmopolitan population of more than 30 nationalities. The intermingling cultures of the Spanish, the French, the Mexican, the Italian, the German and the Anglo American have favorably affected the cultural and the economic life of San Antonio. Latin music, symphony orchestras, military bands, jazz bands, art galleries, literary centers and theatres dominate the scene. Million dollar school buildings, sub-tropical gardens and towering skyscrapers with wealth producing industries, oil, livestock, banking and manufacturing, link the present with the past.

The little river breaks forth in a new blaze of glory during the celebration of the Fiesta de San Jacinto during the entire week of April 21. In a



Each year in April the Fiesta de San Jacinto is fun and gaiety rule the city. This is a night scene of

flood of lights, the flare of color and a "sea of faces" the town literally goes wild with music and gaiety. There is laughter and the sound of many bands. There is much singing and dancing and a carnival spirit prevails. Pandemonium breaks loose on the night of the River Pageant when "King Antonio" makes his appearance in the spectacular flotilla of decorated river barges. The coronation ceremony takes place on the Arneson River Theatre Stage.

The sleepy little river seems to come alive in the brilliant flare of light. The crowds which jam its shores, the sidewalks, the parks and the plazas are light-hearted and gay. The carnival spirit prevails everywhere. One parade follows another. There is a Western Parade and a spectacular Night Parade with flare lit torches, and, a night in old San Antonio at la Villita. Hundreds of children participate in the Children's Dance Fete in the municipal auditorium. The crowning of the Queen and the Battle of the Flowers Parade move on to a climax of breath-taking splendor. The pageantry assumes the elegance of fairyland with the coronation ceremony.



celebrated in San Antonio. For one long week, of the spectacular river pageant flotilla parade.

The slender-waisted queen in her royal robes with her beautiful attendants in satin and velvet, make a memorable setting.

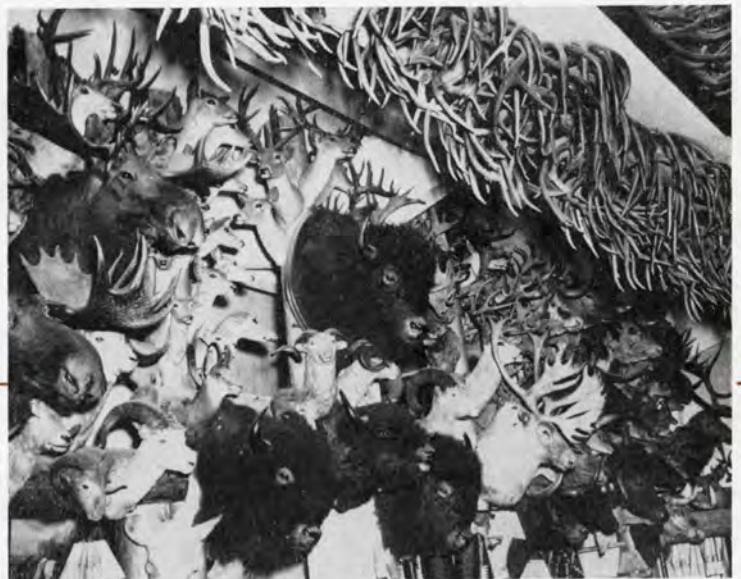
The Battle of Flowers Parade seems endless. Sometimes it lasts throughout the afternoon with all of San Antonio participating. The streets are jammed for miles and seats and standing room are at a high premium. The schools, the military, the arts and the trades, sororities, fraternities, the King, the Queen and her royal consorts join the long procession of flowers that terminates with the Alamo. As the cars pass by, flowers are tossed or carefully laid on the haloed ground of the Alamo. People in the parade fling flowers from one car to another. A literal bombardment of flowers where once the thunder of cannons and the shriek of bullets sounded the death knell of 182 brave soldiers.

The Fiesta de San Jacinto celebrates the day of the Independence of Texas. It was just one month from the date of the siege of the Alamo in 1836, that General Sam Houston gathered his army and subdued Santa Anna in the battle of San Jacinto.



ABOVE: Battle of Flowers parade at Fiesta time.

BELOW: Buckhorn Saloon's wild horns collection.



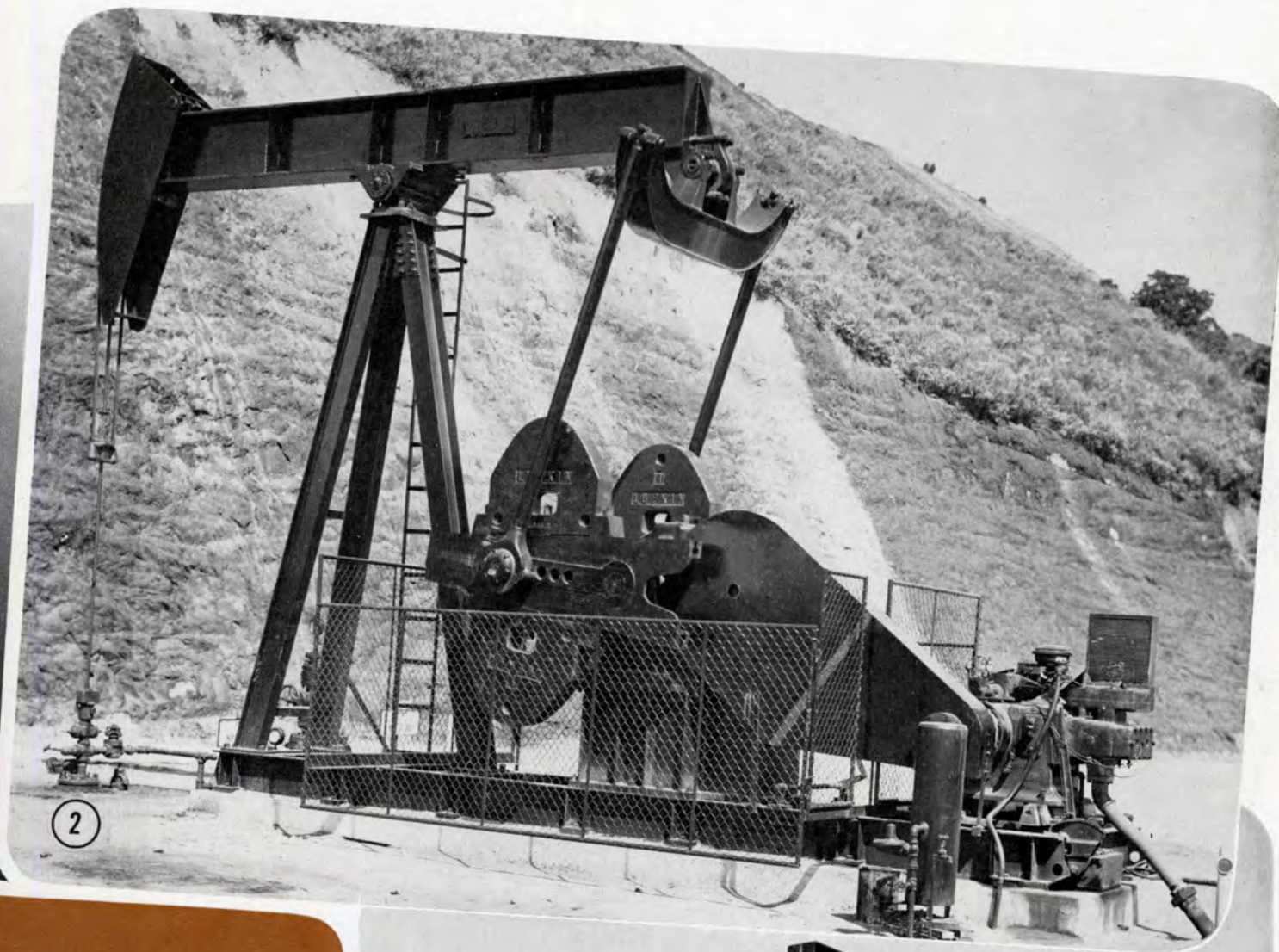
The first parade, which was held in 1890, consisted mostly of commercial floats. With the exception of the wartime years when time and energy were needed for the country's defense, San Antonio has held the parade at the same time each year during the week of April 21. The Fiesta did not spring into full bloom however until 1909, when an organization of young men, the Order of the Alamo, named a King and Queen, and various organizations were invited to join in promotion of the city-wide affair.

It hardly seems possible that one little river over a period of two hundred and fifty years, could so widely affect an era and an epoch. But for the river that nurtured the men who have built a city of historic and irresistible charm, there would be no city.



LUFKIN INSTALLATION

- ① LUFKIN TC-1B-41C Unit
San Miguelita F
- ② LUFKIN TC-1LB-41C Unit
Engine, Continental
- ③ LUFKIN TC-33-22G Unit
South Cuyana F
- ④ LUFKIN TC-33-22G Unit
Schlauderman Lease,



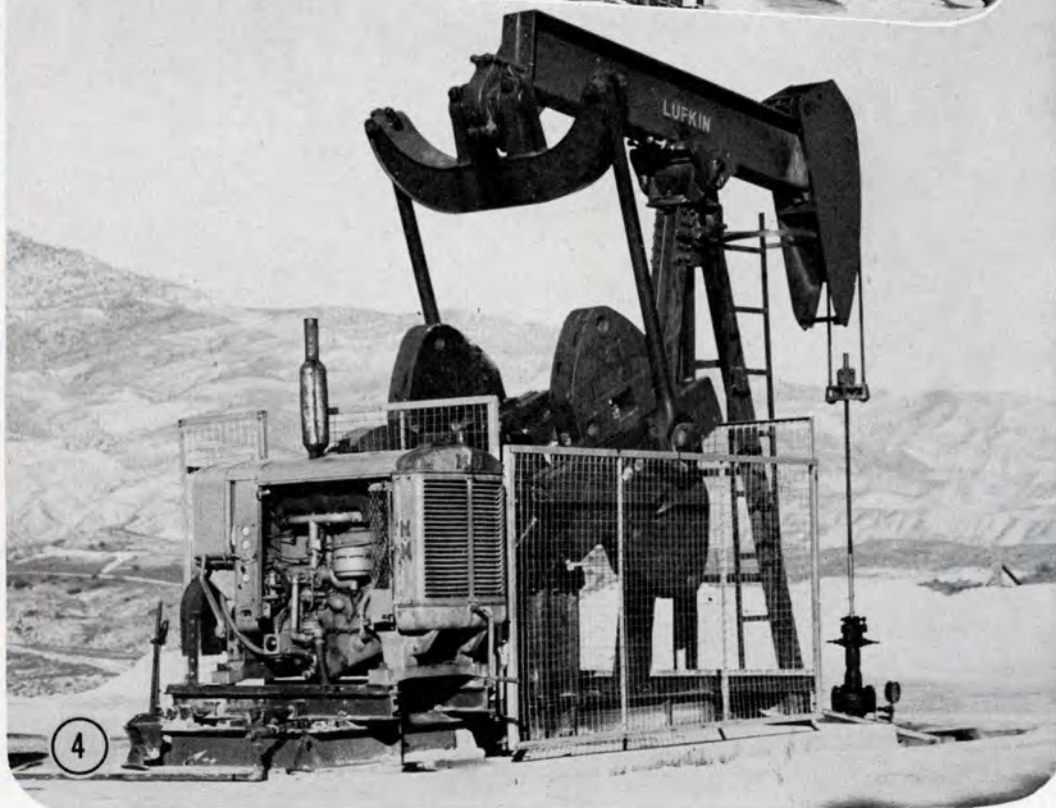
KIN LATIONS

Unit, Continental Oil Company,
Santa Field, Ventura, Calif.

Unit with LUFKIN H-333 Gas
Lufkin Oil Co., Ventura, Calif.

Unit, Richfield Oil Corporation,
Santa Field, Bakersfield area

Unit, Hancock Oil Company,
Santa Field, Cuyama Valley, California





THE FIRST rays of the morning sun of El Salvador shine on the farm women with their produce trudging the narrow hilly roads that lead to the market place in San Salvador.



TO MARKET . . . *with*

By VORIES FISHER

WITH A FEW exceptions, the tradition of the farmers' market has virtually disappeared in America. Modern transportation and distribution methods have in a relatively few years done away in this country with a system of marketing farm produce as old as farming itself.

In El Salvador, smallest of the Central American countries, the most primitive form of marketing is still carried on in the same way it was done when the Spanish conquered this nation of farmers in 1525.

Raising and harvesting his crops is only half the work of the Salvadorean farmer. The other half is disposing of his surplus produce. Most of this is left to the farm women of El Salvador. Loading a large straw basket with shelled corn, rice, beans or a variety of tropical fruits, which she carries on top of her head, the Salvadorean farm wife walks off to market long before the sun rises.

Every good-sized community in El Salvador has

a market place—a certain street set aside for the market since time immemorial. The farm woman's walk may be only a matter of hours if she goes to the nearest town. If however, she wishes to sell her basketload at the biggest farm market, located centrally in the capital city of San Salvador, it may take her a day or two to arrive there.

Marketing begins as soon as there is light enough to see. Each woman chooses her spot, preferably on the side of the street which the sun will be longest in finding. She sets her basket on the curb and then squats down beside it until a customer comes her way. She, along with the hundreds of other women beside her selling the same products, hopes her basketful will be exchanged for cash or rather colones, which is the monetary unit of El Salvador.

She is also ready to barter. By the time her sales are completed, her purchases also have been made and thus, with her basket again filled, she walks home.

This is the way the majority of the people of El Salvador who earn their livelihood on farms exchange their produce for other goods.



THE SAN SALVADOR market place is the largest in El Salvador. Here women exchange money for food.



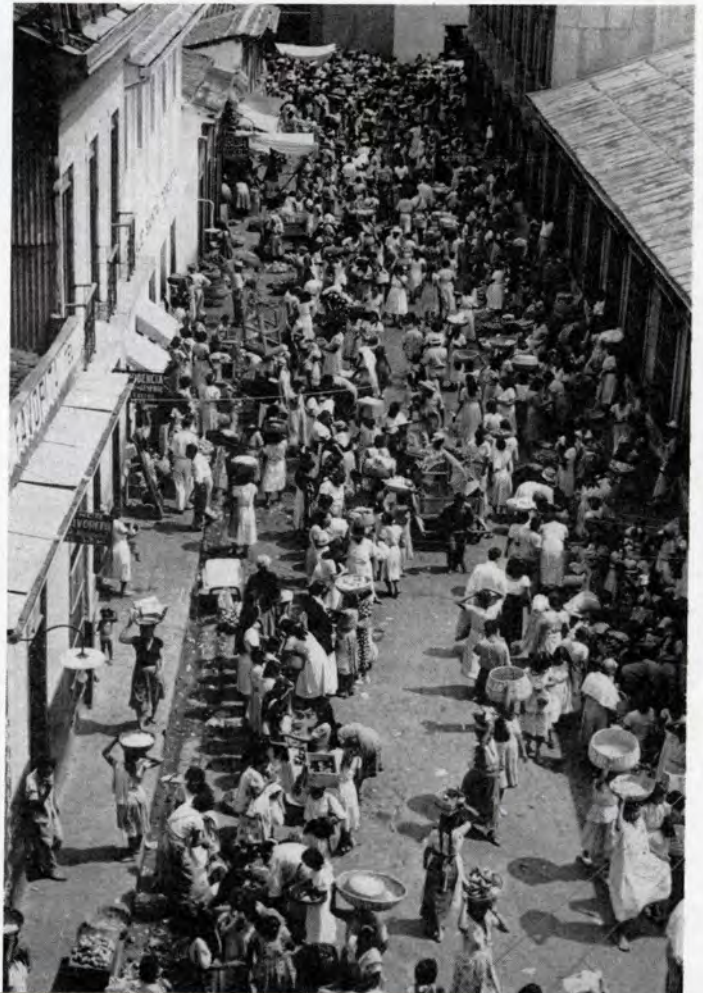
THIS TYPICAL farm house provides shelter for the El Salvador residents while they till the soil.

a hat full of Produce . . .

A FARM WOMAN sits with her young child awaiting a customer to whom she can bargain her produce.



THE SAN SALVADOR market place draws large crowds to examine and bargain for the farmer's produce.





L. E. (PRINCE) WALES. The soft-speaking cigar-smoking "Prince" has built a profitable oilfield and heavy hauling business from a meager start of three truck-trailers.

THE PRINCE AND THE INDIAN HEAD

JUST EIGHT years ago, L. E. (Prince) Wales purchased three trucks and trailers, hired three drivers, and embarked upon a career in the transportation field.

Oklahoma-born "Prince" Wales could see that there was a growing need for transportation facilities in the oilfield and heavy machinery line, and he felt that he could really offer a better service to the shippers.

Today, "Prince" has built a profitable oilfield and heavy hauling business. As common carriers on irregular routes, Wales' trucks carry an Indian head trade-mark through twenty states. The Wales permit covers 1,686,319 square miles of U. S. territory or 55.8 percent of the total area of the United States.

At the present time, cigar-smoking "Prince" Wales operates 185 pieces of equipment over the roads of twenty states, including Arkansas, Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky,



Louisiana, Minnesota, Missouri, Montana, Nebraska, New Mexico, North Dakota, Ohio, Oklahoma, South Dakota, Texas, Utah, Wyoming and Canada.

The day that "Prince" decided that he needed a trade-mark for his trucking business, he was down to his last nickel. Fingering that nickel as he meditated, he suddenly hit upon the idea of the

Indian head. Of course, having some Indian ancestry also helped him with his decision.

The soft-spoken "Prince" believes that democratic principles must be observed in order to gain the confidence of the customer. His unwritten code of ethics has gained for him the confidence of his many shippers and his employees.

Discussing his business, Mr. Wales said, "In general, our business can be divided into two separate classifications—heavy machinery and oilfield equipment. One nice thing about our particular phase of business is that we have just one bill of

lading per load. When you realize that the average freight hauler has many times that number, you can understand why our relatively small office force can take care of the volume of business that we handle."

Wales has offices in Dallas, Texas; Tulsa, Oklahoma; and Chase, Kansas. The Dallas office is the general office, and maintains the largest part of the Wales fleet.

"Prince" attributes his success to a "lot of hard work" and to efficient and capable office personnel. Ray Johnson, general manager, is assisted by Louis Francis, both quite capable in the transportation field.

Other members of the Dallas Office are R. E. Dabbs, Floyd White, William Cunningham, Lynn Gardner, Frances Longfellow, Dan Roberts, Alyce Matthews, and Jim Hightower. Other members of the Wales family that deserve mention are Russ Spurlock, Tulsa office manager; R. R. Davidson, public relations; "Tex" Womack and Joe R. Lunsford, pushers; and Ed Jayroe, shop superintendent.

Modern and efficient practices are readily adopted by the Wales Trucking Company, and the smallest suggestion is always considered. Wales has placed a suggestion box in his Dallas bunkhouse in which drivers and other personnel are

encouraged to place suggestions. Suggestions are wanted regarding more efficient procedures, better working conditions, and the elimination of working hazards.

Wales Trucking Company uses Western Union teletypes in the coordination of its efforts, has the latest in shop equipment, and has recently proven that a machine accounting system can be advantageous.

"Prince" has gained much respect and goodwill through his civic interests. One of his special projects is his baseball team of Junior Leaguers, called the Wales Indians. He is a member of the Kiwanis Club, and is a member of the parade committee of the Hella Temple Shrine. "Prince" has played an active part in the various trucking associations, including Texas Motor Transportation Association, and the Oilfield Haulers Association.

The familiar Indian head insignia is dominant on the greater portion of Wales property, such as shop buildings, passenger car fleet, truck fleet, letterheads, calling cards, cigarette lighters and calendars.

Not so long ago, Mrs. Wales remarked, "One of these days, I will come home and find one of those Indian heads in the middle of our dining room table."

THE WALES Indian head insignia may be seen on 185 pieces of equipment, many of them Lufkin Trailers, in twenty states. The Wales permit covers 1,686,319 square miles.



... SNAPSHOTS ...



CARL JESSE, Continental Oil Company, Casper, Wyoming.



Front row, left to right: **H. J. READLE**, Husky Oil Co., Cody, Wyoming; **L. A. LITTLE**, Lufkin's Vice President in Charge of Sales; **M. B. HEINE**, Phillips Petroleum Co., Bartlesville, Oklahoma; and **HANS CARL DEILMANN**, Bentheim, Haus Valendis, Germany.

Back row, left to right: **TOM CAPSHAW**, Humble Oil & Refining Co., Houston; **WERNER ROHDE**, Celle/Hann, Postfach 110, Germany; **W. W. TROUT**, Lufkin's President; **D. A. REID**, Lufkin's Mid-Continent representative; and **TOM BOWERS**, Lufkin's Gulf Coast representative.



BOB SPALDING, left, Lufkin's West Coast service engineer, and **HARRY CAMPBELL**, Franco Western Oil Co., McKettrick, Calif.



MR. and MRS. JOHN DENNY, at a picnic given him upon his retirement, Continental Oil Co., Casper, Wyoming.



JACK READLE, Husky Oil Company, Cody, Wyoming.



O. I. DUNKLE, left, H. S. Moss Co., Kilgore; and **JIMMY GEORGE**, Gulf Oil Co., Kilgore.



R. E. HICKS, left, Roger Lacy Co., and **BILL MARTIN**, Roger Lacy Co., both of Kilgore.



H. L. PATTERSON, left, and **C. J. MERRYMAN**, both of Sun Oil Co., Odessa, Texas.



Left to right: **A. O. HURST**, Luling Oil and Gas Co., New London, Texas; **R. F. DEAN**, Magnolia Petroleum Co., Overton, Texas; and **H. P. (BUDD) TAYLOR**, Luling Oil and Gas Co., New London.



Left to right: **WALT BURGESS**, Humble Oil and Refining Co., Laird Hill; **T. A. NORMAN**, Gulf Oil Co., Kilgore; and **A. B. CHILDS**, First State Bank, Overton, Texas.

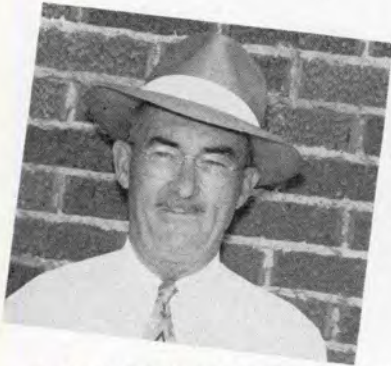
with the Lufkin Cameraman



Purchasing Department of Husky Oil Co., Cody, Wyoming. Left to right: R. M. BRASHER, CAROL WAYMAN, TED HUEGLI, SYLVIA GARTHWAITE, LOUIS E. MOORE, DONALD CAIN, H. J. READLE.



JIM WALVOORD, Humble Oil Co., Bakersfield, Calif.



J. C. MURPHY, International Petroleum Ltd., Barranquilla, Colombia.



Left to right: CLYDE SCHULTZ, EDDIE YARBROUGH, DELBERT SMITH, The Texas Company, Wilson Creek, Colorado.



H. R. CASEY, left, Phillips Petroleum Co., and ROY CARLSON, Oil & Gas Journal, both of Midland, Texas.



DALE THOMAS and D. A. CHASE, Lario Oil and Gas. Co., Midland, Texas.



JOHN JACKSON, left, and JERRY DELAIRE, both of Richmond Exploration, Co., Maracaibo, Venezuela.



Left to right: TED HAENGGI of Inglewood, JIM GOSLINE of San Francisco, and KENNY PRICE of Inglewood, all of Standard Oil of California.



These were the fellows that dished up the chow to feed a large party of Shriners at Kilgore, Texas, recently. Left to right: C. F. NOLAN, Gulf Oil Co., Kilgore; C. B. SMITH, Humble Oil and Refining Co., Laird Hill; and SAM COLEMAN, Gulf Oil Co., Kilgore.



Left to right: ROBERT ARMSTRONG, TURGUT GULEZ, and BILL JACKSON, all of Richmond Exploration Co., Maracaibo, Venezuela.



ARLENE DAHL—Paramount Pictures Corp. star.



LAURA ELLIOT—star of "The Denver & Rio Grande."



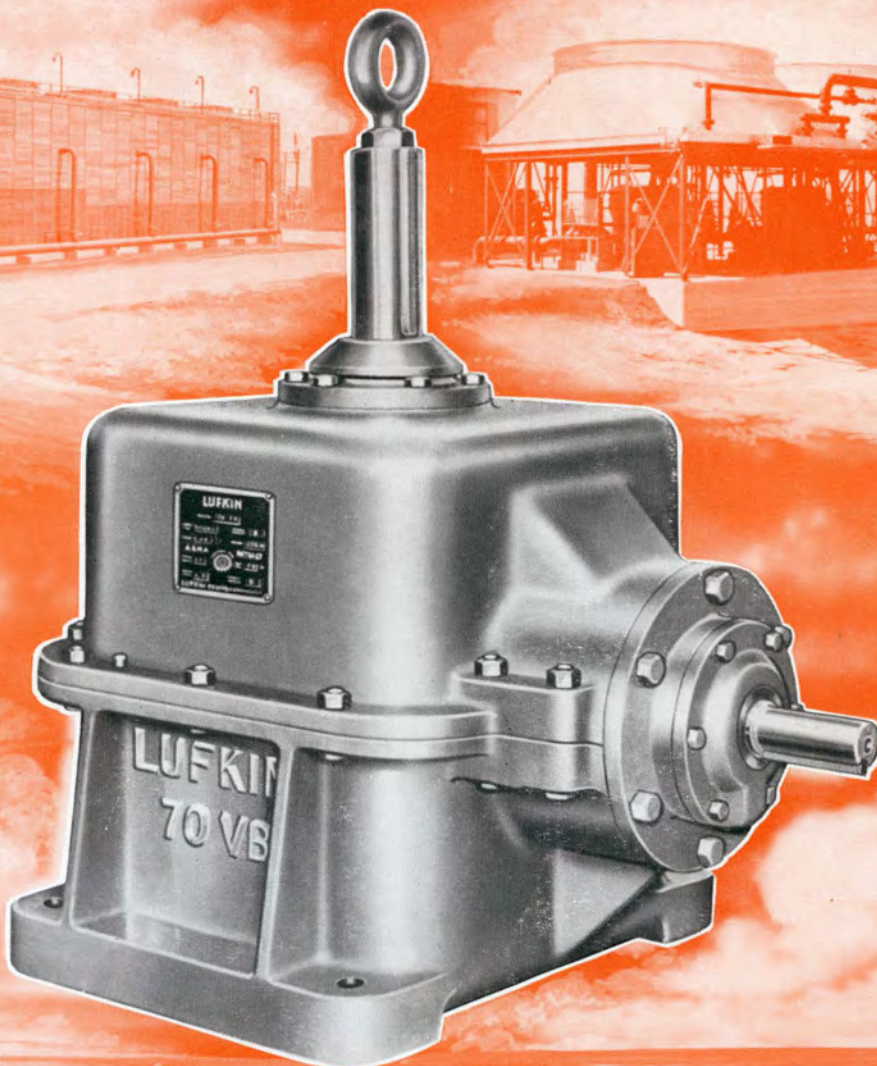
SUSAN MORROW—appearing in "The Blazing Forest."



VIRGINIA MAYO—Warner Bros.' vivacious star.

LUFKIN GEARS

SPIRAL BEVEL GEAR REDUCERS
TYPE VB



for COOLING TOWER FAN DRIVES

BULLETIN G-2

Lufkin's new Bulletin will be off the presses soon. Contact our nearest representative for your copy, or write the Home Office and a copy will be forwarded to you.



LUFKIN FOUNDRY & MACHINE COMPANY

**LUFKIN,
TEXAS**