



The **LUFKIN** Line

SUMMER, 1980

# An Era Has Passed



Edward P. Trout, retired executive vice-president and director of Lufkin Industries, Inc., Lufkin, Texas, died August 15, 1980. He was 77.

His death closed an era that parallels the history of Lufkin Industries. He was the last of three sons of W. C. Trout, who was the guiding influence of the company (known then as Lufkin Foundry & Machine Company) from his arrival in 1905 from Milwaukee, Wisconsin, until his death in 1947.

Ed Trout received a mechanical engineering degree from Purdue in 1925 and joined the company's sales force. After a brief period of service in Tulsa, Oklahoma, he was assigned to the company's sales office in Los Angeles, California. He served in the Los Angeles office until returning to Lufkin during the war years to assist in the company's war production efforts.

He was named vice-president in 1945 and placed in charge of foundry operations. He maintained supervision of the West Coast sales activity and was named manager of West Coast sales in 1948. He was named to the board of directors in 1949.

Trout was instrumental in the company's acquisition of the rights to manufacture Lacy Oil Tool Company's air balanced pumping unit in 1952.

Until his retirement in 1968, Trout was an influential member of the company's management and contributed much to the success and growth of Lufkin Industries.

He served as the company's chief labor negotiator and supervised the personnel department. In 1964, he was named Executive Vice President and assumed additional responsibilities as supervisor of the Mill Supplies division.

He was active in professional associations, serving as a past director of the Gray Iron Foundry Society and the National Foundry Association. He was the second president of the Texas Chapter of the American Foundrymen's Society and a member of the American Society of Mechanical Engineers. He was a member of the Jonathan Club of Los Angeles and the Los Angeles Petroleum Club.

He is survived by his wife, formerly Kay Wessling of Los Angeles, one daughter and four grandchildren.

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# The **LUFKIN** Line

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CONVENTIONAL

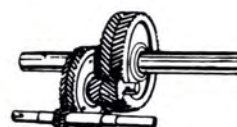


AIR BALANCED



MARK II

### OIL FIELD PUMPING UNITS



### GEARS FOR INDUSTRY AND SHIP PROPULSION

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### COVERS:

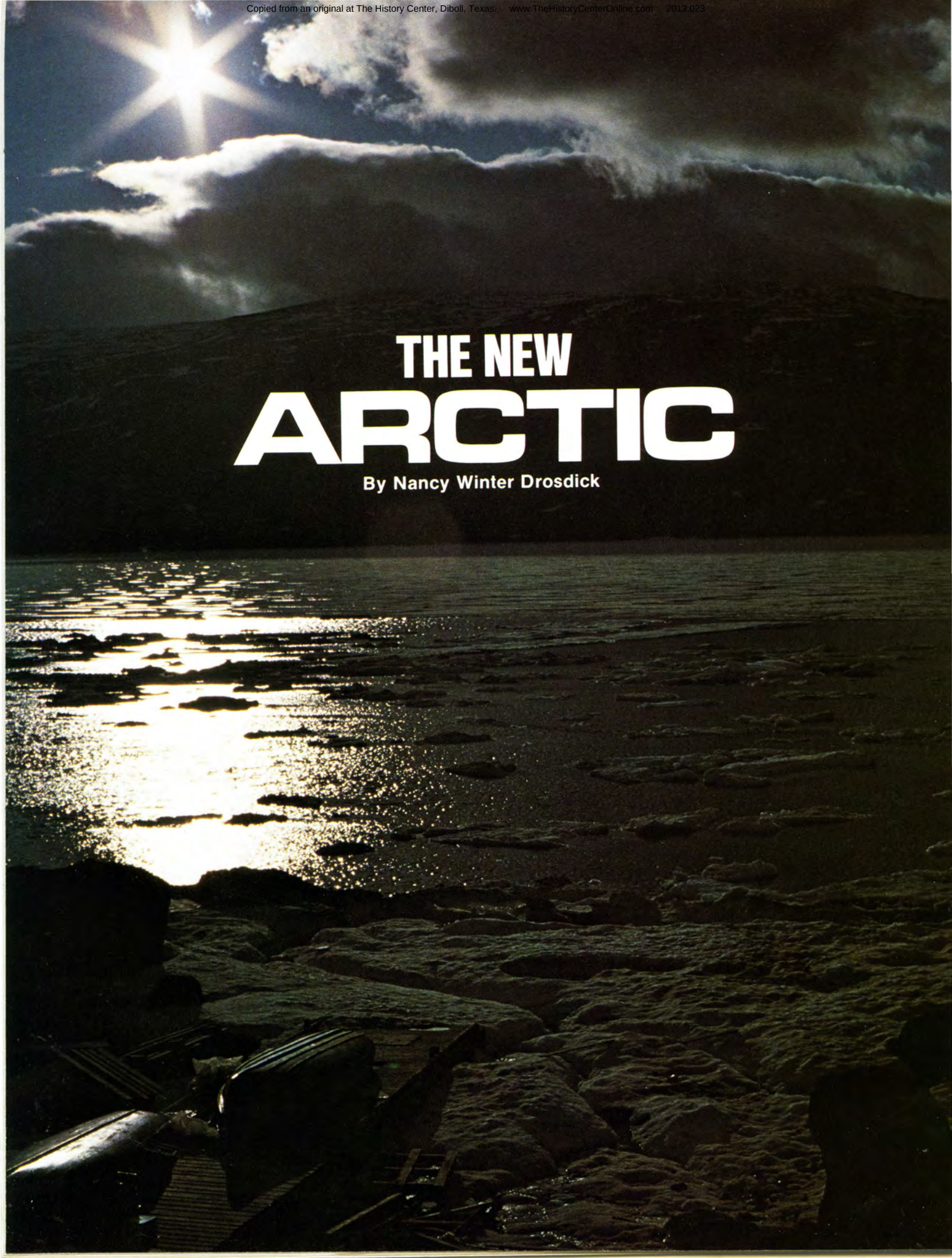
Front: Rocky Mountain National Park  
Estes Park, Colorado  
Tom Johnston, LUFKIN  
Photographer



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# THE NEW ARCTIC

By Nancy Winter Drosdick





**S**eemingly frozen in time and place for centuries, Canada's eastern arctic is now changing.

Change is rippling across the arctic archipelago that stretches north of Quebec Province and comprises the eastern shoulder of the Northwest Territories.

Fueled by the wealth of recently discovered mineral deposits, new towns have emerged along the northern coast of Baffin Island. Nanisivik is only five years old and already world famous for its lead and zinc ore bodies. Iron ore is being mined in the region of nearby Mary River.

Frobisher Bay, some 800 miles south of Nanisivik, on the southern tip of Baffin Island had its start in 1942 as a U. S. Air Force airstrip. It is now the eastern arctic jet hub.

Three hundred miles away, Cape Dyer sits astride the Arctic Circle and waits for a decision on oil exploration. Three Canadian oil companies have joined to propose oil exploration, and research is now underway.

The region has historically drawn men attempting to unlock its frozen secrets. This part of the arctic, Baffin Island, is famous for holding the key to the Northwest Passage.

For four centuries, explorers commissioned by European royal charters and trading companies sought the passage across the roof of the world to the Orient's fabled riches.

Explorers like John William Davis, William Baffin and Sir John Ross were lured into deadends on deceptively inviting fjords that lace Baffin Island's eastern coast on Davis Strait.

One of the earliest explorers, Sir Martin Frobisher, never sailed farther north than the bay that now bears his name. During his three voyages between 1576 and 1578, the arrogant English sea captain sailed into the bay, spotted Eskimos, viewed their Siberian faces and concluded he had reached Asia.

Frobisher made another mistake. He found ore and believed it held gold. He shipped 200 tons back to England. "Frobisher's Folly" was analyzed and later dumped in the Thames.

Mirages also hindered exploration. By the 1800's, explorers knew the

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(Above), A sledge at Broughton Island ready for seal hunting. (Left), Midnight Sun, late June, at Pangnirtung.

passage's key was through Lancaster Sound on Baffin Island's northern coast. Sir John Ross sailed to the entrance in 1818, but turned back when he saw mountains. He named the mirages "Crocker Mountains" and their location was sought until the 1900s.

The error cost Ross his prestige as a British rear admiral. Sir William Parry, who sailed with Ross on the attempt, penetrated turbulent Lancaster Sound in 1819. Almost 100 years later, Danish explorer Roald Amundsen aboard his 70-foot converted herring sloop, *Gjoa*, sailed the complete passage to Nome, Alaska. In 1969, the U.S. icebreaker and research ship, *Manhattan*, used Amundsen's route on its way to Alaska's Prudhoe Oil fields.

For centuries, Baffin Island slept, virtually unrecorded except by note-taking explorers.

Now Frobisher Bay, a bustling frontier village of 2,500, is the center of eastern arctic activities.

Some of the region's most ambitious architecture is here, such as St. Jude's Anglican Cathedral, an igloo-shaped church, and the arctic's only high-rise hotel, the six-story Frobisher Inn. Canadian Broadcasting Corporation also maintains its regional station here beaming color television all over the arctic.

From this point north, the settlements bridge the gap from stone age to contemporary living.

During the last 20 years, the Eskimos have left the ice and now live in modern, prefab houses. The huskies are gone, and snowmobiles now pilot sledges across hunting grounds. The name "Eskimo" is being abandoned too, in favor of "Inuit" that means "The People." The former name was coined by the enemy Indians from the Hudson Bay region and means "eater of raw flesh."

Inuits at Pangnirtung no longer hunt year-round, but make their living at carpentry, government jobs and crafts. Practically every eastern arctic settlement has an Inuit Co-op. At Pangnirtung, local artists, weavers and sculptors have become famous for products exhibited in world-wide museums.

This hamlet of 900 Inuits and southern Canadians near Cumberland Sound



has been tied historically to whaling. Large scale beluga hunting for oil and baleen continued until the 1960s. Intensive drives have depleted school numbers, but beluga whales still swim the waters. The waters teem with arctic char, a salmon species that weighs seven pounds or more. Sealing continues as a major income producer.

Travel fanciers describe Pangnirtung as "Switzerland of the North." It is set on the fjord beach in a U-shaped glacial valley. Its tundra stretches east to Mt. Duval, a sloping terrain that brightens in summer with brilliant flowers. At the hamlet's shore, ice that remains in the fjord until July piles up in dramatic heaps at the whim of 20-foot tides.

Auyuittuq National Park is also bringing prominence to this Cumberland Peninsula region. Southern access is from Pangnirtung, and hikers and wilderness buffs are searching out the area for its pristine wildlife and endangered species such as puffins, harlequin ducks and peregrine falcons.

The major hiking route extends along Pangnirtung Pass, a 60-mile trough of gravel flats with braided streams and boulder strewn moraines. Along the pass are 3000-foot fjord cliffs with glacier tongues spilling down the crevices.

Broughton Island on Davis Strait is the pass' northern terminus. It also has the marks of civilization with its Angelican church, Hudson's Bay company store, small hotel, restaurant and airport. On the settlement's westward side are the Auyuittuq foothills, snow-ribbed granite mountains. In front is Davis Strait, historical maritime highway.

Eric the Viking sailed these waters about 900 A.D. and described landfall as "Helluland," land of flat stones. John Cabot sailed past Broughton Island, but perished in Baffin Bay's ice packs farther north.

This century, icebergs calved in these waters reached their zenith of fame when the *Titanic* sank and still haunt North Atlantic shipping lanes.

Over it all is enormous clear sky. Piercingly blue, the sky stretches across a scenic tapestry reminiscent of the last Ice Age. Change has come to the eastern arctic, but it remains one of the world's last frontiers.

(Opposite page, Top), Above, Entering Auyuittuq National Park above Pangnirtung Fjord by helicopter. Freightier canoes take visitors into the park by water while the ice is melted during July and August. Below, the eastern arctic from Broughton Island shoreline.

(Opposite page, bottom), Left, From Pangnirtung, hikers can also enter the Auyuittuq National Park by trekking the tundra to the main pass that extends 60 miles. Right, Parks Canada's new museum uses a new architectural principle in dealing with arctic permafrost. The heavy duty plastic shell insulated with styrofoam, fitted with bubble windows, sits on a five-foot high rock base. The foundation allows air to circulate without melting the permafrost.

(Below), Left, An Inuit lad watches a meteorologist studying air pollution on an isolated Pangnirtung beach. "I'm pulling out all the stops and can't get a reading," he says. Right, The whaling station at Pangnirtung was used until the 1960s and an aroma of sweet whale blubber still lingers in the area.



# Installations

**LUFKIN**



LUFKIN M—456-256-144, Cornell Oil Co., Well 6374, Denver City, Texas



LUFKIN B—256



LUFKIN C—456D-305-120, Superior Oil Company, Lee County, Texas



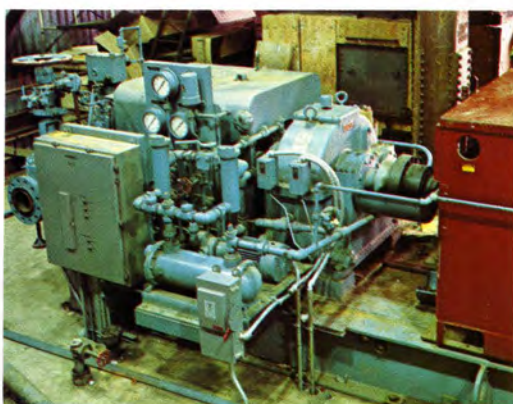
LUFKIN M—1280D-427-216, Cotton Petroleum Corp.  
Wyoming



SD-53-20, R. H. Davis Oil Company, Caddo Lake, Louisiana



LUFKIN M—228D-256-100, Thomas D. Coffman, Lee County, Texas



LUFKIN N1404C Reducer, Akron Recycle Energy System, Akron, Ohio



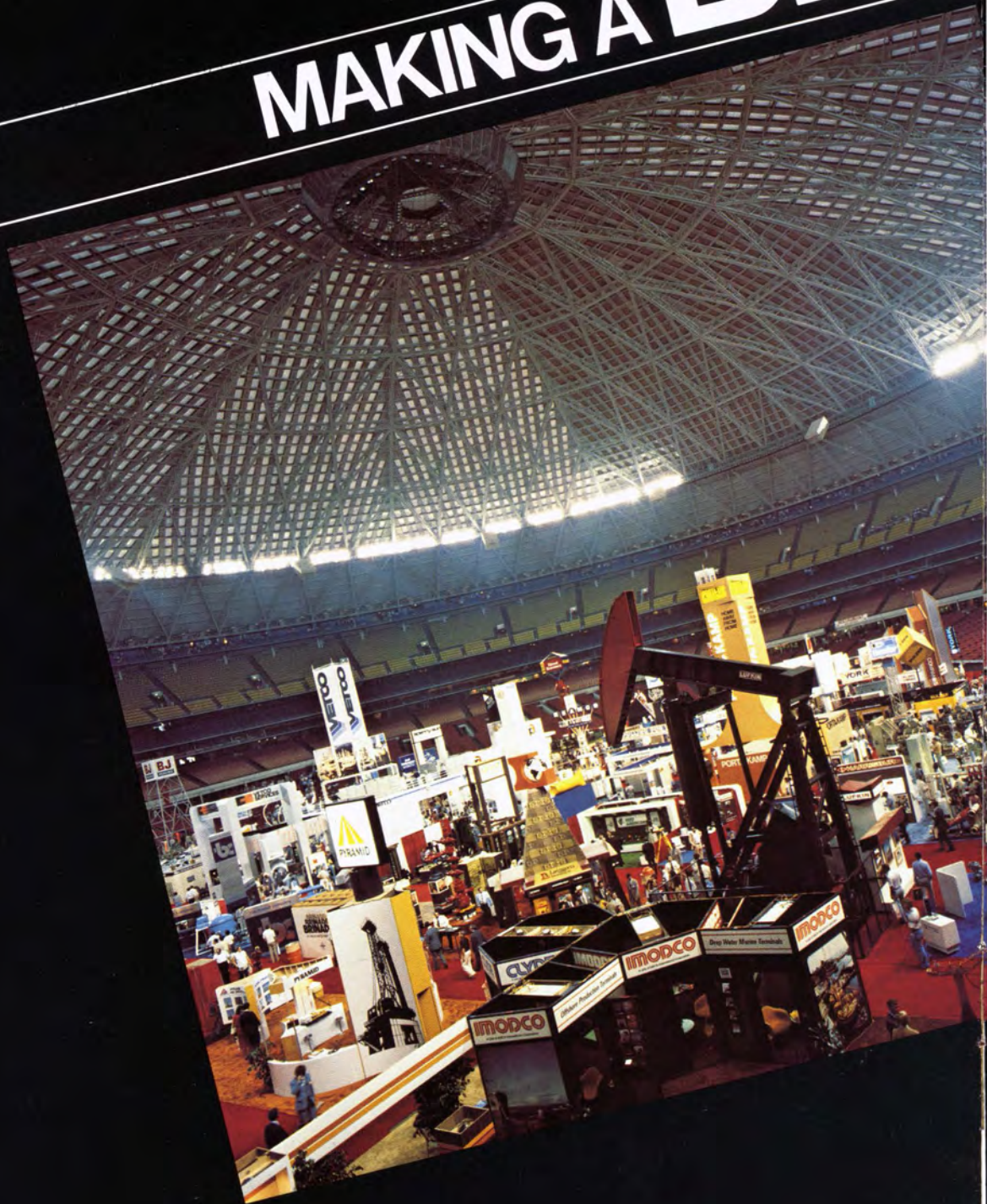
poration, Campbell County,



LUFKIN C—228D-213-86, Windsor Production Co. Gittings, Texas

# MAKING A BIG

Its tremendous size and quiet operation made the LUFKIN A-1280D-427-192 unit ideal for the Offshore Technology Conference and a popular attraction during the show.



# IMPRESSION AT OTC

By David Willmon

If the Offshore Technology Conference has any shortcoming, visitors and exhibitors would probably say it is too big. But the fact that it is the biggest show for the oil industry is why some exhibitors hardly flinch at spending over \$100,000 on their exhibit and visitors stand in line for hours to get inside.

Over the years, since the first OTC in 1969, the contest to attract the attention of the visitors milling around in the aisles has produced more elaborate booths every year and in turn bigger crowds, over 86,000 this year.

During the course of this battle for the OTC visitor's attention, the 2,200 exhibiting companies have worked out an unwritten set of guidelines for the successful exhibit.

Try to make your booth taller than the next guy's. Especially for the Astrodome exhibitors, the sky is the limit. Signs hang seventy feet in the air and two-story booths are more popular today.

Exhibitors use the upstairs area of their two-story booth as a place to get away from the crowd when talking to important visitors. It is also a handy place to go look out over the exhibit floor and try to figure out how to get back to "Wonder Woman" or the booth that was giving away white hats (they're the good guys).

Anything moving attracts attention. This can be scale models of products or just real models that you can hire. The more they have moving the more attention they attract.

Exhibit your product if possible. Visitors like to sit inside your helicopter, walk inside a boat or operate a computer.

Eye-catching demonstrations of the product in use is sometimes very

effective. One exhibitor was showing how his product "actually forms a water-tight protective coating on all electrical surfaces and prevents corrosion." To demonstrate how well it worked, he sprayed a regular light socket, turned it on and held it under water, screwing the bulb in and out several times. Of course demonstrations of this type require a very dedicated sales force.

Dazzle them with song and dance. Taking the old saying about the sales pitch literally, some exhibitors make their pitch with a catchy song and dance routine with real singers and dancers.

Sleight of hand and fast talk. "Pick a card," the man says and the visitor takes a card (always the 7 of spades). "Take the value of your card and double it." Handing the deck to another one in the crowd, "Now you, sir, just pick a card out of the deck, don't look at it and lay it face down right here. This card is going to be exactly double of the card this young man drew. What will this card have to be? Fourteen of spades?" Crowd laughs. "Your kidding." Then he launches into a commercial about products and services, apparently stalling. Then he closes. "Whatever you need, YOU CAN COUNT ON US. (Pause.) And if you need a 14 of spades..." he says as he turns over the card on the table, which is a 14 of spades. "WE WILL DELIVER."

Give something to all your customers. This works well but be prepared to give about two or three to each of the 86,000 visitors. This year at the OTC you could have easily picked up a small screwdriver, yardstick, key rings, pens, pencils, notepads, custom-made luggage tags, fuzzy bugs that stick on anything, all types of candy, colorful posters, an ice cream cone, a white hat and your very own LUFKIN desk thermometer.

If you are willing to stand in the long lines you could also carry home a key ring with your picture on it, a canvas tote-bag, a license to pilot a Goodrich blimp, a computer photo of

you stamped on the front of a T-shirt and an original caricature of yourself.

After several years of experience at the OTC, this year LUFKIN's exhibit was an effective combination of several of the unwritten laws for exhibitors. The A1280-427-192 LUFKIN unit in our booth was probably taller than nearly everything else, it moved, our product was actually on display and shown in operation.

The crew that put the unit together had never been close to a pumping unit before and the only tools they had were two Crescent wrenches and a 24-inch pipe wrench. The fact that they were able to put it together is a tremendous testimony to the simplicity of this 40-ton giant.

It definitely attracted a lot of attention and we had so many LUFKIN customers by our booth we didn't have time to use the dazzling song and dance number we had been working on.

# Snapshots

By

**LUFKIN**

Photographers



**TOM McCORD**  
COFSCO  
Wooster, Ohio



**CURTIS PHILLIPS**  
Union Oil of California  
Tyler, Texas



**JAMES HOLDMAN**  
Mobil Oil  
Morgan City, Louisiana



**JOHN TAYLOR**  
Mobil Oil  
Cameron, Louisiana



**FRED WHITEHEAD**  
Shell Oil  
Houston, Texas

**NORVIN ZUMMALLEN**  
Arco Oil & Gas Company  
Dallas, Texas

**JERRY McCUTCHAN**  
Cities Service  
London, England

**TONY TIRIMACCO**  
Union Drilling, Inc.  
Buckhannon, West Virginia

**RON PURT**  
COFSCO  
Wooster, Ohio

**GENE HODGES**  
Arco Oil & Gas Company  
Dallas, Texas



**JIM BRASHEAR**  
Gulf Oil Exploration  
& Production  
Houston, Texas



**JACQUES CHARMOZ**  
DIMAPE  
Paris, France



**OLIVER WILLIAMS**  
Gulf Oil, Houston, Texas



**FRED DURIO**  
Briley Marine  
Lafayette, Louisiana



**JIM ARNOLD**  
Texas Pacific  
Abilene, Texas





ED PATTERSON, left, LUFKIN, Houston HAROLD DEWLIN, JR., Conoco, Houston, Texas



WARD McCARLEY, left, TOM McNATT both with Shell Oil, Houston, Texas



SID HALEY, left, Standard Oil of Indiana, Chicago, Illinois, JIM DIXON, Amoco Production Company, Houston, Texas



ROBERT STEELE, left, Texas Pacific, Dallas, Texas, JIM BRANDON, Texas Pacific, Abilene, Texas



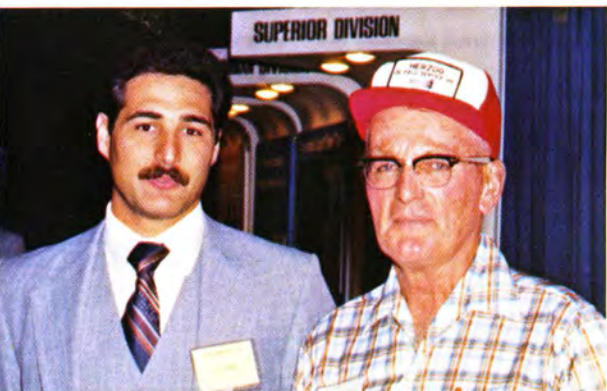
ROGER L. PATON, left, ROGER BALES, Both with Mobil Oil, Houston, Texas



JOHN FANKHAUSER, left, Swiss Oil & Gas, Pittsburgh, Pennsylvania, JOHN FINNEY, LUFKIN, Pittsburgh



EARL GOULD, left, CAROLE WIGHTMAN both with Conoco, Inc., Houston, Texas



JEFF AVERSA, left, LUFKIN, Pittsburgh, RICHARD HERZOG, Herzog Oilfield Service, Bradford, Pennsylvania



CHARLES TIXIER, left, CHARLIE GOTT both with Shell Oil, Houston, Texas



l-r, FRANK RUFFER, LARRY TIERNAN, JIM YARBROUGH, Exxon Co. USA, Houston, Texas



RALPH PENCE, left, JOHN ESCH both with Columbia Gas, Clendenin, West Virginia



l-r, LARRY PARKOS, MARIA RIVERA, CHARLES DOSSETT, Getty Oil Co., Houston, Texas



HAROLD KINNEY, left, WILLIAM KINNEY both with P.O. I. Energy, Inc., Cleveland, Ohio



l-r, WILLIAM FAAS, RONALD RILEY, GENE ABT, Columbia Gas, Charleston, West Virginia



ALAN ABRAMS, left, BRYAN BASSETT both with Shell Oil, Houston, Texas



l-r, DICK McCOY, Union Carbide, Charleston, West Virginia, BOB BURRELLI, LUFKIN, Cleveland, RICK McCOY, Union Carbide, Charleston, West Virginia



## SOME TRAILERS ARE BUILT FOR RUGGED OIL FIELD HAULING

Oil field hauling is tough duty for a trailer. If you do a lot of this type hauling, you've already discovered that some trailers just can't stand up to it.

Forty years of experience, both as a trailer manufacturer and an oil field hauler, go into LUFKIN THT-60 and THT-75 Self-Loading Oil Field Trailers. Our company's Machinery Division has used LUFKIN Trailers, hauling LUFKIN pumping units to locations throughout the Southwest and Rocky Mountains, since our first days in the trailer business.

After years of using them for oil field hauling we know what to expect and LUFKIN THTs are built to take it.

We've built extra toughness into them with a fabri-

cated High-Tensile Wide Flange Main Beam and 6-inch I-beam crossmembers on 18-inch centers on the THT-60 and on 12-inch centers on the THT-75. The side frame is an 8-inch steel channel with stake pockets every two feet. A half pipe crossmember and winch lift in front and a heavy pipe rear bumper are standard on the Self-Loading Oil Field THTs.

LUFKIN Trailers are built to provide reliable, trouble-free service year after year but if you need service, we have convenient sales and service outlets all over the South and Southwest.

If you're in the market for a new trailer, check out the LUFKIN THT Models. We know they will prove reliable.

# **LUFKIN** TRAILERS

A DIVISION OF LUFKIN INDUSTRIES, INC.

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1923



1928



1932



1935



1936

1980



1959



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