

LUFKIN

APRIL 1979

ROUNDUP





FROM THE PRESIDENT'S DESK ...

FELLOW EMPLOYEES:

Recently, Ben Queen, sales manager of the Machinery Division, brought a new sales trainee by the office to introduce and get him acquainted with some of the people with whom he will be working.

Ben pointed out to him that now we would all be working on the same team. This seemed to impress this young gentleman. Apparently, he just realized that now he would be a part of a team effort, and that he would have an important position in a big business.

This is exactly what Ben meant. Every job on the team is important, and the manner in which he accomplished his job would affect the whole outcome of our entire business.

Team effort by employees is a "must" in this busy world of business. The day of the hermit and lone wolf is gone forever. We do things better, we produce more, and we live better by helping each other. The person who lends a helping hand benefits himself at the same time that he helps the other person.

The reverse is also true. When we don't help each other, the whole system starts to rattle and shake, whether it be a business or a community.

In the business world, the difference between a successful company and a poor one, an effective department and an inefficient one, is quite often a reflection of the cooperation—or lack of it—among the people who work there.

When there is no cooperation—no spirit of a helping hand freely extended—what might have been an interesting, challenging assignment becomes a grudging chore.

But when people willingly help each other that spirit of teamwork has a way of removing any unpleasant aspects of the job ahead for a department or a company.

A business is like any other game. To be a winner, all members of the team must pull together, and strive for the maximum cooperation. Otherwise, they will not make the playoff in the long run.

I am proud of the team effort between the various departments of Lufkin Industries, and I believe that our success and growth has been due, in large part, to this attitude of working together to get the job done without considering who might get the credit.

A handwritten signature in dark ink, appearing to read "Deland".

LUFKIN Helps County Schools Teach CPR

Approximately 100 Hudson junior and senior high students have completed the basic cardio-pulmonary resuscitation (CPR) course. The course teaches the student how to sustain life in a person unable to maintain breathing and/or heart action.

Through the combined efforts of the Hudson Junior High A.C.Y.A.C. council, the American Heart Association and the Hudson P.T.A. the course was taught during school hours so that more students could participate. The four volunteer instructors were Joan Ragland, Melody Adams, Sandy Penn, the wife of Joe Penn, foundry office and Janice Reynolds.

Lufkin Industries purchased the "Resusci Anne's" used in this program and similar programs in schools throughout Angelina County. ■



Sandy Penn, wife of Joe Penn, foundry office, instructs Hudson school students in cardio-pulmonary resuscitation



John Adams, Hudson health instructor, watches as four groups of students work over Resusci Anne's provided by Lufkin Industries

BERING SEA...



TOUGH TEST FOR LUFKIN GEARS

It is often hard to visualize the end product of our work, especially in a company as large as LUFKIN. It takes literally hundreds of individual workers to produce a single pumping unit, industrial gear or trailer.

Unfortunately, very few of our employees ever actually see what all their work goes for. Except for the final assembly and shipping areas, few employees even see where their particular job fits into the completed unit.

It's easy to think sometimes that our work isn't important because the end result isn't obvious.

The *Ocean Ranger*, a giant self-propelled, semi-submersible drilling platform is proof-positive that each and every job is important. Without the two C9614 propulsion gears built by LUFKIN, the *Ocean Ranger* would not be self-propelled.

Powered by two 3500 horsepower motors, these gears drive the four-bladed, 12½-foot propellers that pushed the platform 3000 miles from its construction site in Hiroshima, Japan to the Bering Sea off the

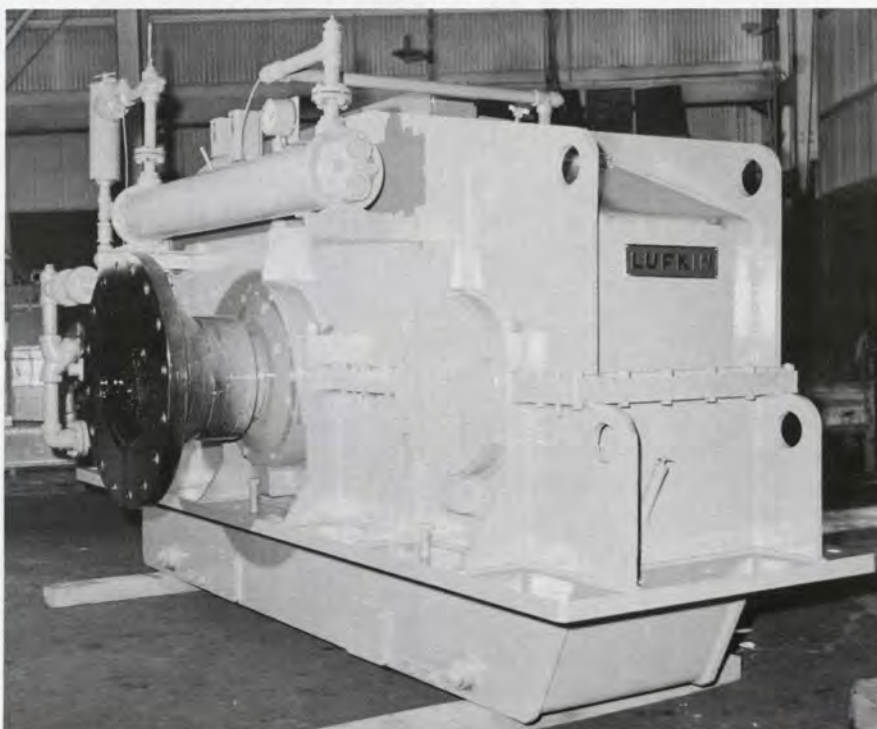
coast of Alaska where oil exploration operations were begun.

At the present time the *Ocean Ranger* is having its anchor chain winches overhauled, but the Ocean Drilling & Exploration Company (ODECO), which owns and operates this platform and many others, expects it to be back in the Bering Sea drilling for oil again this summer.

ODECO spent millions of dollars having the *Ocean Ranger* built. When their buyers decided

on LUFKIN gears, they didn't wonder if the core maker in our side bay was going to do his best in making the bearing carriers for this job. They didn't worry about the welding & structural shop doing a good job of fabricating the gear box. They knew everybody connected with making the gears would produce a quality product.

ODECO knew all this because the name LUFKIN was going on the gear when it left our shop. ■



(Facing page) Oil Rig Photo: Ocean Drilling & Exploration Co., New Orleans, La.

(This page) Two LUFKIN C9614 Marine Gears are aboard the *Ocean Ranger*

QUALITY & SERVICE

Major Selling Points for LUFKIN Products

"Our product sells itself. We've been in the oilfield so long every man in the oil business is familiar with LUFKIN," Doyle Herndon, Odessa District Manager, said when talking about LUFKIN pumping units.

"We build the finest trailer on the market. We're known everywhere for having good, quality products," according to Mike Stringer, Shreveport Trailer Branch Manager.

"It's the company behind the product and its reputation for quality that sells gears. And in more and more cases, that means LUFKIN gears," says Bob Nicholas, Gulf Coast Division gear salesman.

Actually Doyle overstated the issue a little about LUFKIN units selling themselves. LUFKIN employs around 150 people to sell its products.

There are 29 LUFKIN offices in 24 cities across the United States, and two more in Canada.

Of these offices, nine are trailer branches, and 20 are machinery offices.

In past years LUFKIN had maintained several sales offices overseas, but all of these have been closed and moved to the International Division offices on Harwin Drive in Houston.

Ben Queen, vice-president in charge of Machinery Sales remembers that, "we had some skeptics when we moved our export offices to Houston, but I think the record will show that the moves were a definite success. Our export sales have

grown from nine per cent of our total sales to 30 per cent.

"A LUFKIN salesman can be anywhere in the world within 24 hours, so it's just not necessary to have expensive offices all over the world."

LUFKIN people have to know more than just selling too. They have to know the LUFKIN product.

According to Doyle Herndon, "we're having to sell to engineers who are trained and knowledgeable, so we have to know our business."

Both Machinery Division and Trailer Division sales people go through many months of intensive training to familiarize

them with all parts and aspects of LUFKIN manufacturing processes before they are assigned to a sales office.

In the market areas of the world, the LUFKIN sales person represents two very important ideals . . . quality and service.

Mike Stringer commented, "As far as I know, I've never lost a sale because a customer really thought another trailer was better than ours. I'm not saying I don't lose sales. The other guy may be able to beat me on a price or deliver a little faster than me, but nobody doubts that LUFKIN makes the best trailer in the country.

"We also service our own



At several oil shows each year, the company displays its products, and sales personnel visit with customers and potential customers

"It's the company behind the product and its reputation for quality that sells gears. And in more and more cases, that means LUFKIN gears..."

products. My customers know that if they have a problem they can bring the trailer back to me and I'll put it right in my shop. They know that we stand behind what we sell."

Don Butler, Trailer Branch Manager in San Antonio had the competition tell him that they would be doing good "if it weren't for LUFKIN."

He continued, "LUFKIN trailers are so easy to sell. Hobbs or Fruehauf or Utility might beat us on a price or on delivery, but we don't have anything to worry about as far as quality is concerned."

Bob Nicholas says, "service is a major selling point. We take care of our customer."

"They get a lot of response out of the home office. When they call to talk to sales, engineering, traffic or anybody else there in Lufkin, they can usually get what they need."

And according to Doyle Herndon, "a major oil company out here (in Odessa) was having trouble with Brand X pumping unit. The district supervisor called me and asked me to send one of our service men to help them with their troubles because he knew our man was more qualified to handle the problems."

LUFKIN products and LUFKIN people both carry the reputation for quality everywhere they go.

"We used to sell pumping units with a fifth of whiskey when I first came into the oilfield," Doyle continued, "but things have really changed; at least

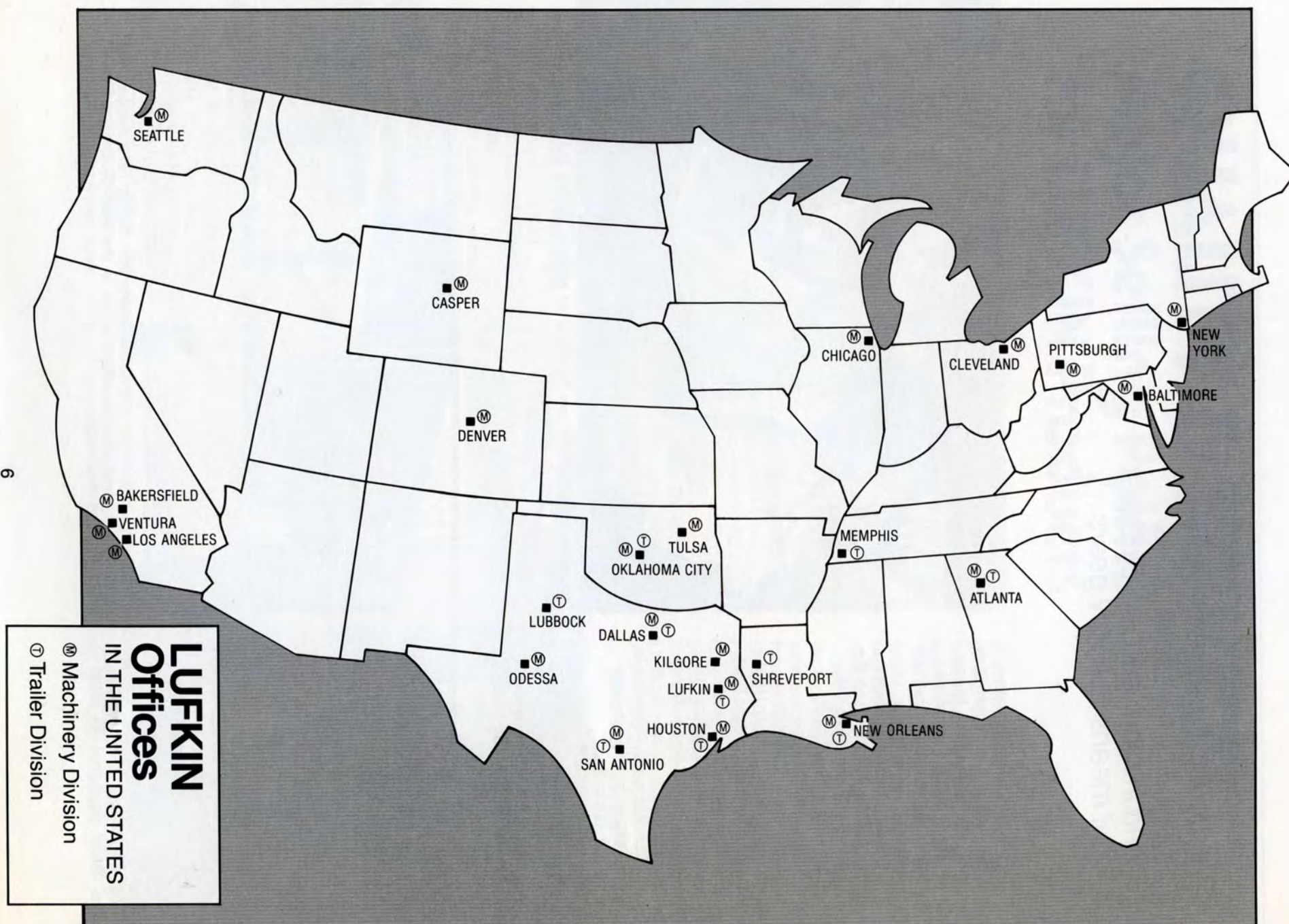


These trailer salesmen are listening to reports during the annual sales conference held in January



Remodeling, renovating and new construction during 1978 resulted in modernizing trailer branch offices. This is the new Oklahoma City sales and service branch

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LUFKIN's line of business is building the best pumping units, trailers, and industrial gears at the best price.

for us."

John Poland, Rocky Mountain Division manager, echoes Doyle's thoughts. "I've only been selling LUFKIN products for a few years, but I know how things were in the past from talking to other LUFKIN salesmen. And I know how things are today for competing salesmen.

"When I call on an oil company, many times there will be several other salesmen ahead of me, but when the secretary tells the man we're all trying to see him and that I'm from Lufkin Industries, I often am asked to come right in.

"I know this isn't due to my personality either. It's due totally to the reputation of LUFKIN going ahead of me.

"I don't have to try to snow these buyers: all I have to do is sell my product.

"I don't get every sale, but I have my self-respect and the knowledge that LUFKIN is still the best manufacturer in my line of business."

LUFKIN's line of business is building the best pumping units, trailers and industrial gears at the best price so the LUFKIN sales force can compete on a free and open market.

Mike Stringer put it this way: "Production, management and sales—all factions have to work together. From that man in the shop backing out rivets, through the office in Lufkin, out here to the branches; we all sell our product. Our people sell our product for us." ■



Machinery salesmen are located in 20 sales and service offices across the United States and in two Canadian cities. These salesmen are attending the annual sales conference



Trailer salesmen are located in nine cities away from the home manufacturing plant. Some offices handle sales and parts, while others are full-service branches

CELEBRATING AN ANNIVERSARY 3~9 YEARS

LESTER GILDER
Main Bay
7 years



ROLLAND HALL
Machine Shop—Yard Crew
4 years



TIM COKER
Data Processing
3 years



LINLEY HAM
Trailer—Floats
5 years



MOLLY AVERY
Engineering
6 years



ALFONSO COMPEAN
Welding & Structural
4 years



MAC HATTON
Main Bay
5 years



VIRGINIA BAKER
Automotive & Industrial
6 years



JESUS COMPEAN
Welding & Structural
4 years



ROGER HORACE
Core Room
4 years



OTIS BRADFORD
Cleaning Room
9 years



E. W. DITSWORTH
Sub-Assembly
4 years



NORMAN IRVINE
Welding & Structural
4 years



PRENTICE BROOKS
Trailer—Dumps
7 years



MICHAEL DOSS
Machine Shop
6 years



EWELL JACKSON
Trailer—Machines
6 years



JOHN CANTRELL
Accounting
5 years





SAMUEL JOHNSON JR.
Melting Department
7 years



JOHNNY MILLER
Side Bay
6 years



BOBBY SMITH
Machine Shop
5 years



DAL JOHNSON
Shaft Shop
5 years



JAMES PATE
Machine Shop
9 years



LONNIE TUBBE
Traffic
8 years



LEAH JOHNSTON
Data Processing
3 years



CHARLES POLK
Cleaning Room
4 years



MARTIN WALDEN
Welding & Structural
4 years



W. E. JONES
Welding & Structural
5 years



HERSHEL RAGSDALE
Welding & Structural
3 years



WILLIAM WALKER
Manufacturing Engineering
3 years



CULLEN MALONE
Welding & Structural
9 years



JAMES RANDOLPH
Trailer—Machines
6 years



A. D. WHISENANT
Welding & Structural
7 years



SUE MASSINGILL
Trailer—Sales
3 years



JOHNNY READ
Machine Shop
4 years



HAROLD WOODS
Welding & Structural
4 years



ORPHA McCALL
Engineering
6 years



LINDA SCARBOROUGH
Trailer—Material Control
7 years

WHO'S WHO AT LUFKIN

Arthur Paust has been promoted to Assistant Supervisor of Computer Operations. He will be responsible for all data processing personnel and computer operations on the second and third shifts. He came to work at LUFKIN in 1976.



Arthur Paust

Michael Parker has been promoted to Computer Operator third shift. He was employed in 1978 as an assistant computer operator.



Michael Parker

Tim Beamon will assume the duties of Computer Operator, first shift, in the data processing department.

Ray Hall has been promoted to Supervisor of Office Services. He is responsible for the switchboard operations, mail services and supervises company pool vehicles. He came to work for LUFKIN in 1962.



Ray Hall

David Pustka has been promoted to Systems Analyst in the data processing department. He will have overall responsibility for Inventory Control and Table Master. He has been with LUFKIN since 1977.



David Pustka

Ronald Harrison has been promoted to Systems Analyst in the data processing department also. He will have overall responsibility for Material Planning and Financial Accounting and Reporting systems. He was employed by LUFKIN in 1976.



Ronald Harrison

Pat Merriwether has been promoted to Supervisor of Accounts Payable in the accounting department. She was employed by LUFKIN in 1977.

John Cantrell, Supervisor of General Accounting, has also assumed supervisory responsibilities over Accounts Payable and Payroll.



Pat Merriwether

Elizabeth McDonald has been promoted to Payroll Clerk in the accounting department. She was employed by LUFKIN in 1966.

Harold Davis has transferred to the cost department as Cost Accountant due to the retirement of Raymond Willmon. Davis was employed by LUFKIN in 1956.



Elizabeth McDonald

THEIR EXPERIENCE IS IRREPLACEABLE

Looking around the plant, an auditor could add up the capital invested by LUFKIN in machines, buildings and land. One thing impossible to add up, however, are the years of

experience of our employees.

A grinder operator can be replaced, as can a core room working foreman, a welding machine maintenance man and a foundry muller room operator.

What can't be replaced are the years of dedication to LUFKIN and the invaluable experience taken from these work areas.



George Haygood, shaft shop, 38 years



Felton Pervis, core room, 36 years



O. A. Harrison, trailer—maintenance, 28 years



Early Mathis, main bay, 24 years

The Youngest Generation

Fred and Jackie Kramer are still adapting to the new boss in their house—Frederick Ray Kramer, Jr., born August 5. Fred works in material control, 1st shift.

Brothers John John, four, Christopher, three, hold new-

comer Jennifer Lea, 11 months, in their laps. All three are the children of John and Christi Poland. John is the Rocky Mountain Division manager. Proud grandfathers are R. L. Poland, president, and Marshall Dailey, sales manager, Trailer

Division.

Shane Michael Price, 17 months, is the pride and joy of his parents, Paul and Debbie Price. His grandfather, Leonard Grimes, utility maintenance, thinks highly of him also.



Ray Kramer, eight months



John, Chris and Jennifer Poland



Michael Price, 17 months

Getting a Headstart on 1979

With the Attendance Program beginning this month, attendance has become a very important subject. Throughout the coming year The Roundup will be

running names and pictures of those workers with good attendance.

Doubtless there will be many with perfect attendance when

1979 comes to a close. On this page are three Trailer Division employees who had perfect attendance in 1978. They have a headstart on 1979.



John Modisette, trailer—van subs



C. B. Kendrick, trailer—maintenance mechanic



Arthur Davis, trailer—van subs

MARKING AN ANNIVERSARY

MACHINE SHOP

	Employment Date	Years with Co.
C. E. Youngblood	April 8, 1952	27
Chester Hornbuckle	April 20, 1954	25
Troy Edwards	April 25, 1955	24
Smith Malone Jr.	April 3, 1962	17
Milton Martin	April 11, 1962	17
Gordon Thomas	April 11, 1962	17
Leroy Garner	April 24, 1963	16
Robert McKneely	April 13, 1964	15
Wallace Lankford	April 20, 1964	15
Leslie Durham	April 15, 1965	14
Grady Hopkins	April 19, 1965	14
Jefferson Kee	April 26, 1965	14
William McCalister	April 26, 1965	14
Darvin Dominey	April 28, 1965	14
James Eddings	April 11, 1966	13
David Jinkins	April 22, 1966	13
Doyle Robertson	April 24, 1967	12
Donald Smith	April 15, 1968	11
J. R. Williams Sr.	April 15, 1968	11
James Pate	April 30, 1970	9
Michael Doss	April 4, 1973	6
Bobby W. Smith	April 16, 1974	5
Dal Johnson	April 29, 1974	5
Rolland Hall	April 7, 1975	4
E. W. Ditsworth Jr.	April 14, 1975	4
Johnny Read	April 28, 1975	4
Bobby Barber	April 4, 1977	2
Donald Jackson	April 5, 1977	2
Temple Farr	April 21, 1977	2
James Edgar	April 25, 1977	2
Troy Looper	April 25, 1977	2
Johnny White	April 29, 1977	2
Elton Hendry	April 5, 1978	1
Billy Thomas	April 5, 1978	1
Terry Light	April 6, 1978	1
Tom Spencer	April 7, 1978	1
Larry Jackson	April 7, 1978	1
Bobby Polk	April 12, 1978	1
John Gyger	April 12, 1978	1
Ray Montgomery	April 19, 1978	1
Reggie Cotton	April 20, 1978	1
Edward Roberts	April 20, 1978	1

FOUNDRY

	Employment Date	Years with Co.
C. E. Grisham	April 17, 1944	35
Phillip Sharp	April 3, 1951	28
Jim Singletary	April 17, 1952	27
F. J. Berry	April 23, 1952	27
Guy Richards	April 14, 1954	25
James Durham	April 4, 1955	24
Eddie Sowell	April 17, 1962	17
Leon Denning	April 20, 1964	15
George Yarbrough	April 26, 1965	14
Leo Cranford	April 12, 1966	13
John Alexander	April 11, 1967	12
Otis Bradford	April 3, 1970	9
Samuel Johnson Jr.	April 20, 1972	7
Lester Gilder	April 24, 1972	7
Johnny Miller	April 27, 1973	6
Mac Hatton	April 10, 1974	5
Roger Horace	April 23, 1975	4
Charles E. Polk	April 25, 1975	4
Dudley Flenoy	April 21, 1976	3
Elridge Gardner	April 27, 1976	3
Donald Lemelle	April 28, 1976	3
David Runnels	April 4, 1977	2
Rumaldo Villalal	April 4, 1977	2
Loy Williams	April 4, 1977	2
Mary McCuin	April 6, 1977	2
Rufus Kirkwood	April 11, 1977	2

John Ferguson	April 18, 1977	2
Jimmy Suell	April 19, 1977	2
Larry Peters	April 6, 1978	1
Michael Modlin	April 7, 1978	1
Willis Davis	April 11, 1978	1
Joe L. Suell Jr.	April 24, 1978	1
Perry Davis	April 26, 1978	1
Enrique Padilla	April 26, 1978	1

TRAILER DIVISION

	Employment Date	Years with Co.
Bennie Spivey	April 1, 1946	33
A. G. Colburn Jr.	April 12, 1946	33
Andy Williams	April 15, 1946	33
John Bourrous	April 15, 1946	33
Hubert O'Quinn	April 19, 1946	33
Allen Repp	April 26, 1946	33
Billy Deal	April 9, 1951	28
T. H. Leftwich	April 13, 1956	23
William Jones	April 3, 1962	17
Arthur Davis	April 17, 1964	15
Jerry Swearingen	April 15, 1968	12
C. B. Stanley	April 7, 1969	10
Prentice Brooks	April 12, 1972	7
Ewell Jackson	April 2, 1973	6
James Randolph	April 19, 1973	6
Linley Ham	April 5, 1974	5
Tommie Jean Fox	April 11, 1977	2
Frank Williams Jr.	April 25, 1977	2
Anthony Niosi	April 27, 1977	2
Dennis Vestal	April 27, 1978	1

TRAILER SALES

	Employment Date	Years with Co.
Jim Alexander	April 20, 1965	14
Johnny Clark	April 3, 1972	7
Johnny Rhodes	April 11, 1972	7
Linda Scarborough	April 17, 1972	7
James Holton	April 16, 1973	6
Mary Guerra	April 15, 1974	5
L. P. Adair	April 22, 1974	5
Walter Shaw	April 5, 1976	3
Sue Massingill	April 15, 1976	3
Ethel Boyles	April 15, 1976	3
Jimmy Martin	April 6, 1978	1
Doug Polk	April 10, 1978	1

WELDING & STRUCTURAL

	Employment Date	Years with Co.
H. L. Westbrook	April 7, 1937	42
George Little	April 15, 1947	32
A. L. Holiday	April 4, 1956	23
M. A. Nichols	April 25, 1956	23
Roger Williams	April 4, 1962	17
Donald Stringer	April 20, 1965	14
Benny Wilson	April 1, 1966	13
F. J. Heaton	April 29, 1968	11
Cullen Malone	April 2, 1970	9
A. D. Whisenant	April 6, 1972	7
W. E. Jones	April 29, 1974	5
Harold Woods	April 8, 1975	4
Norman Irvine	April 16, 1975	4
Alfonso Compean	April 18, 1975	4
Jesus Compean	April 18, 1975	4
Martin Walden	April 28, 1975	4
Hershel Ragsdale	April 26, 1976	3
Murlin Graham	April 5, 1978	1
Mart Hughes	April 17, 1978	1
Charlie Sanders	April 21, 1978	1
Jerome Stubblefield	April 24, 1978	1

MACHINERY SALES

	Employment Date	Years with Co.
Ben Elliott	April 16, 1946	33
Lee Stevens	April 25, 1962	17
Gary Seaton	April 4, 1966	13
Doris Jones	April 24, 1969	10
Joyce Powers	April 29, 1975	4
Bob Burrelli	April 16, 1976	3
Paula O'Grizek	April 1, 1977	2
Margaret Thomas	April 18, 1977	2
Inocencio Reyes	April 25, 1977	2
Anna Ballew	April 27, 1977	2

MANUFACTURING ENGINEERING

	Employment Date	Years with Co.
Bill Walker	April 12, 1976	3

ENGINEERING

	Employment Date	Years with Co.
Orpha McCall	April 4, 1973	6
Molly Avery	April 23, 1973	6
Robert Hambrick Sr.	April 3, 1978	1
Cathy Salagaj	April 24, 1978	1

TRAFFIC

	Employment Date	Years with Co.
James Lamont	April 2, 1951	28
Ray Steele	April 10, 1962	17
Talmadge Smith	April 8, 1964	15
Lonnie Tubbe	April 12, 1971	8

AUTOMOTIVE & INDUSTRIAL

	Employment Date	Years with Co.
Kelley Griffin	April 18, 1955	24
Virginia Baker	April 2, 1973	6

PERSONNEL

	Employment Date	Years with Co.
Joan Griffin	April 14, 1955	24

MATERIAL CONTROL

	Employment Date	Years with Co.
Tom Peavy	April 5, 1944	35
Perry Grisham	April 8, 1947	32
Jerry Cortines	April 29, 1968	11
Jack Walker	April 18, 1977	2

MAIN OFFICE

	Employment Date	Years with Co.
R. E. Barr	April 30, 1935	44
Luda Belle Walker	April 7, 1938	41
Betty Bardwell	April 4, 1969	10
John Cantrell	April 29, 1974	5
Leah Johnston	April 12, 1976	3
Tim Coker	April 26, 1976	3
Judy Paulette	April 1, 1977	2
Denise Thompson	April 10, 1978	1
Lorraine Gregory	April 17, 1978	1

LUFKIN INDUSTRIES, INC.
P. O. Box 849 Lufkin, Texas 75901

Address Correction Requested

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roundup laffs

"Tsk, tsk," said the unhappy executive, "I had to fire my new secretary today."

"How come?" asked the friend. "No experience?"

"None whatsoever," the exec replied. "I told her to sit down for some dictation and she looked around for a chair."

An ornithologist says the stork is too often held responsible for circumstances which might be better attributed to a lark.

An evangelist recently announced there are 577 different sins. He received thousands of requests for the list from people who thought they were missing some.

Have you heard about the college girl who was expelled from school for having a record player in her room—the local disc jockey.

The saddest case of all is 24 empties!

"How is your son doing in the army?"

"Very well. They've just made him a court marshal."

A new TV series is in the works to start January 1981. It will come live from Plains and will be called "Welcome Back Carter."

You're getting old when your back goes out more than you do.

Teacher: "Where is Bunker Hill?"

Student: "That's where Archie and Edith live."

Says a collegiate football coach:

"After a season has ended, I've longed to put a football under my arm and head toward Mexico. Across the border, I would keep going until someone came up to me and asked: 'What's that thing under your arm?' When that happened, there's where I would settle down to get a little rest."

When a girl says she's got a boyish figure, it's usually straight from the shoulder.

As a doorman ran down to open the limousine door he tripped and rolled down the last four steps.

"For heaven's sake, be careful," cried the club manager. "They'll think you're a guest."

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IABC Member of International Association of Business Communicators

About the Cover

The importance of teamwork is most evident in this photo by LUFKIN photographer Tom Johnston.

LUFKIN pumping unit parts from all areas of the 90-acre plant converge on the final assembly and shipping department to be partially assembled and loaded for shipment.