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THE LUFKIN LINE

Published monthly to advance and promote friendly service with the customers of The Lufkin Foundry & Machine Co., Lufkin, Texas

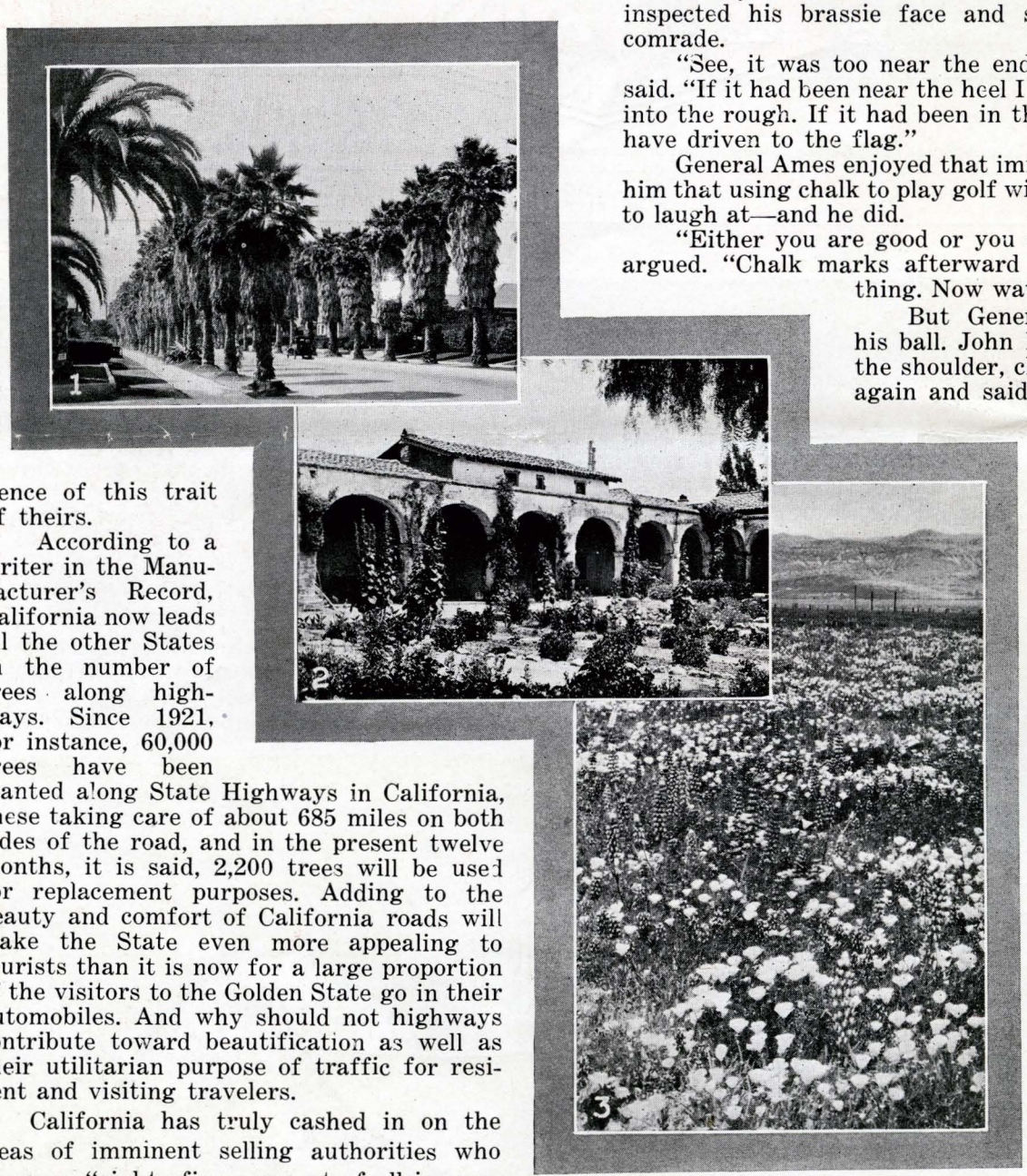
Vol. 7 May, 1928 No. 2



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California Special Edition

CALIFORNIANS go in for the artistic. They, very apparently, have an eye for beauty that people in many other States seem to lack. They not only build beautiful buildings and homes and lay out their towns with a view to civic attractiveness, but they beautify their landscapes, they turn the desert into lawns and gardens of beautiful flowers. Their planting of shade trees along their highways is another evidence of this trait of theirs.



According to a writer in the Manufacturer's Record, California now leads all the other States in the number of trees along highways. Since 1921, for instance, 60,000 trees have been planted along State Highways in California, these taking care of about 685 miles on both sides of the road, and in the present twelve months, it is said, 2,200 trees will be used for replacement purposes. Adding to the beauty and comfort of California roads will make the State even more appealing to tourists than it is now for a large proportion of the visitors to the Golden State go in their automobiles. And why should not highways contribute toward beautification as well as their utilitarian purpose of traffic for resident and visiting travelers.

California has truly cashed in on the ideas of imminent selling authorities who say over "eighty-five per cent of all impressions are received through sight and only 15 per cent are received through hearing."

1. Typical Palm Street, Southern California.
2. Typical Spanish Home, Los Angeles.
3. Poppy Field on the Desert near Bakersfield, Cal.

Jonn D. Chalks Up Even His Golf

When John D. Rockefeller drives he uses his brassie. Never mind the reason; when you've read a little farther you'll agree that the brassie must be the best club for John D. if John D. selects a brassie. The other day a representative of Universal Service was trailing the twosome composed of John D. and General Ames, his golfing companion at Ormond, Fla. John D. carefully chalked the face of his brassie and let fly. The drive veered aside a bit. John. D. inspected his brassie face and showed it to his comrade.

"See, it was too near the end of the club," he said. "If it had been near the heel I would have sliced into the rough. If it had been in the middle I would have driven to the flag."

General Ames enjoyed that immensely. It struck him that using chalk to play golf with was something to laugh at—and he did.

"Either you are good or you are not good," he argued. "Chalk marks afterward don't mean anything. Now watch me."

But General Ames topped his ball. John D. tapped him on the shoulder, chalked his brassie again and said:

"A man of words and not of deeds is like a garden full of weeds."

John D's approach shot was as straight as a plumb line and true as a shot. He raised his brassie face and let his little gallery see. The spot was exactly in the middle of the chalked surface.

Chalking your brassie is a good idea in business and in the professions too, now and then. If somebody takes John D's rule of golf and applies it to business it will work.

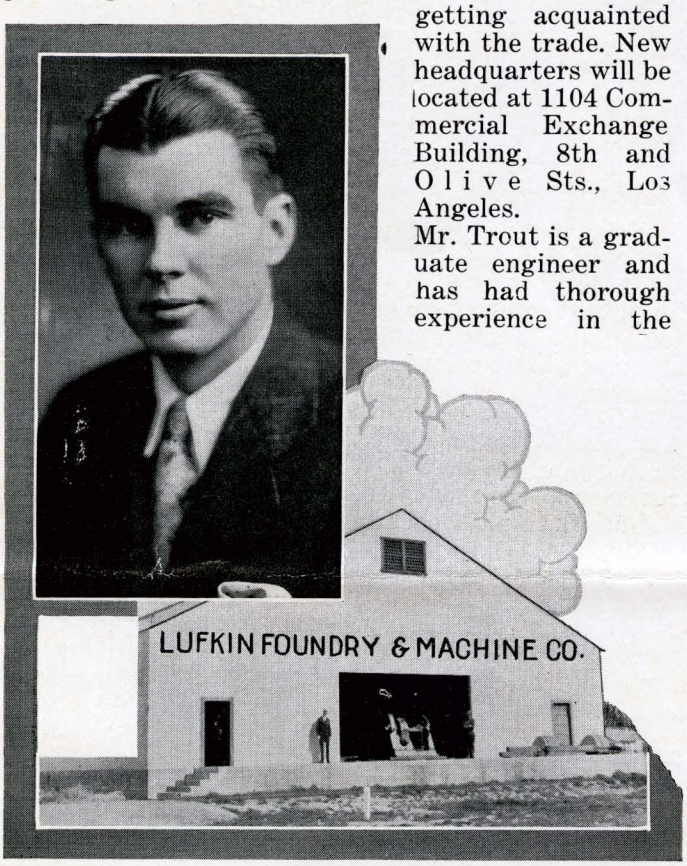
It worked there first

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Our Own Office In California Now

This office will be in charge of E. P. TROUT, who has been in California for some months acquainting himself with local field conditions and getting acquainted with the trade. New headquarters will be located at 1104 Commercial Exchange Building, 8th and Olive Sts., Los Angeles.

Mr. Trout is a graduate engineer and has had thorough experience in the Oklahoma fields where our equipment is extensively used and has been standardized on by many of the leading companies. We enjoy a good business in California, with considerable equipment in satisfactory service in both the Los Angeles and Midway districts.



Our California Branch Manager and Bakersfield Warehouse

Large stocks of Units are maintained for immediate delivery both at Los Angeles and Bakersfield.

This Company's interest does not cease with the sale of equipment for we maintain a thoroughly experienced corps in the fields whose business is not only to thoroughly acquaint the users as to the use and advantages of our machinery, but to watch results so that continued improvement in our product may be made at every opportunity. In California, Mr. Fred Yeager, who is thoroughly experienced in field practice and has also been representing this company in this capacity for the last two years, will continue looking after the company's interest in the fields.

The Strenuous Life

I wish to preach not the doctrine of ignoble ease, but the doctrine of the strenuous life, the life of toil and effort, of labor and strife; to preach that highest form of success which comes, not to the man who desires mere easy pace, but to the man who does not shrink from danger, from hardship, or from bitter toil, and who out of these wins the splendid ultimate triumph.

A life of slothful ease, a life of that peace which springs merely from lack either of desire or of power to strive after great things, is as little worthy of a nation as of an individual. I ask only that what every self-respecting American demands from himself and his sons shall be demanded of the American Nation as a whole.—**Theodore Roosevelt.**

Our Mid-Continent District Office

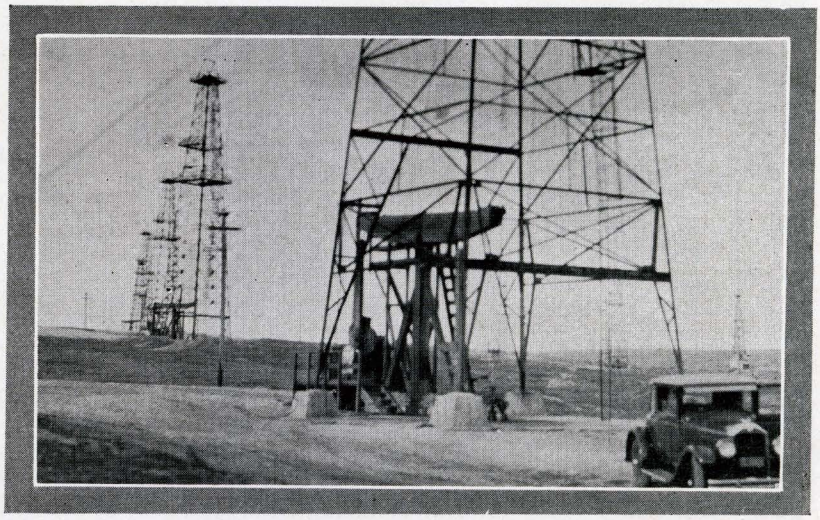
is now located in

The Philtower Building

Room 503

Having recently removed from the Mid-Continent Building.

Will you kindly make this change in your records.



Five Lufkin Installations in a Row On the Western Front in Kern County, California. Typical Lufkin Installations.

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Take Your Vacation in Your Car Help the Oil Industry

IT has been estimated that if every person would consume 20% more fuel for six months this great surplus of oil would be a thing of the past. One way to do this is to take your vacation in your car. It will yield dividends in comfort and pleasure surpassing all other means of travel and will at the same time help the oil industry.

Remember the "Buy a Bale" movement of a few years ago that put the South on its feet?

Broad, hard surface highways running in and out, dipping into beautiful glades, rising to the summit, opening to the eye something new and wonderful which beckons one on and on to more discoveries.

On the borders of this page will be found some of the beautiful scenes in Southern California. We mention these in particular because our theme this month concerns that State, but beautiful scenery abounds in all the States of the Union to a greater or less degree.

Many attractions are offered to automobile tourists. Wonderful camp sites are to be found everywhere with all conveniences. One can go to sleep with the breath of the pine or cedar or whatnot in his lungs and awaken next morning with every muscle rested and with renewed life in his veins.

Use your car more!

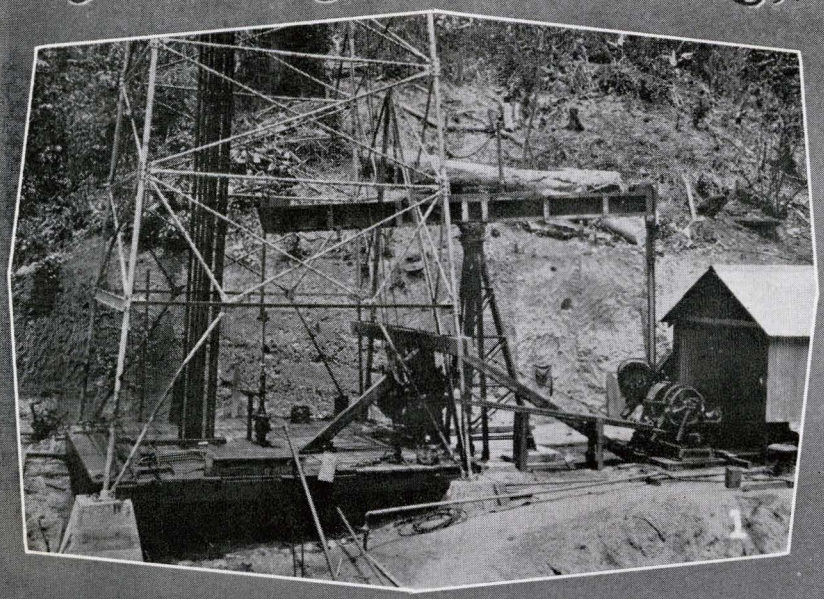


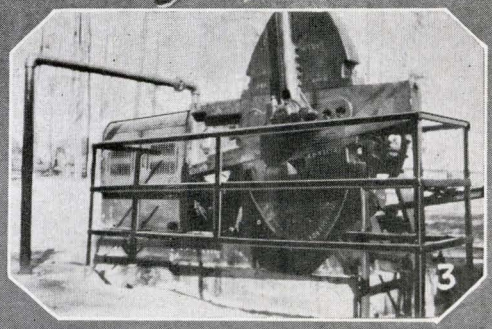
THE BEAUTIES OF CALIFORNIA DRIVES

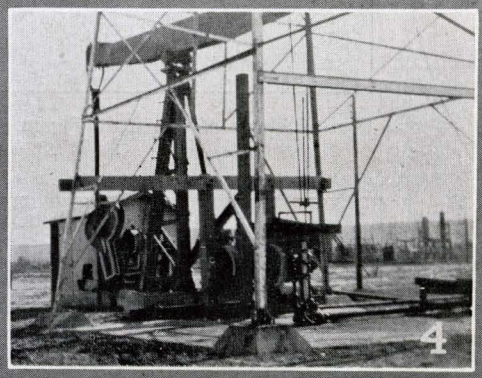
1. Yosemite River Valley.
2. Two of the Numerous Falls in the Yosemite Valley.
3. Snake Bend Drive in Southern California.
4. California Poppy Field.
5. Another View of the Snake Bend Drive.

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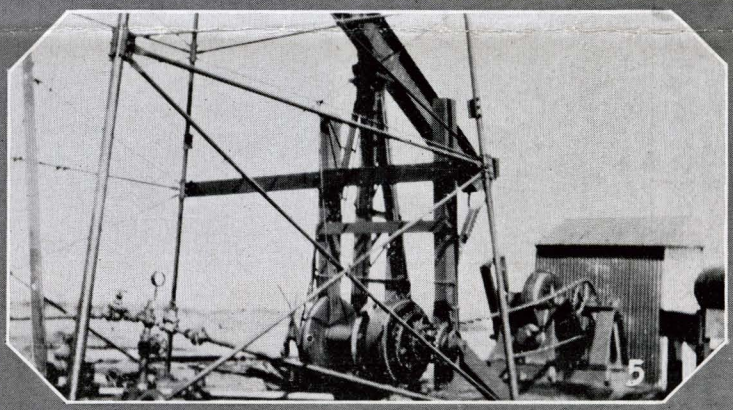
In The Fields With Lufkin Equipment













(1) Well Feaisola 35—Francita Field, Puerto, Mexico.

(2) Baby Unit, Walking Beam and Sampson Post complete. Marland Oil Company, Chaulk No. 2, Big Springs, Texas.

(3) Ohio Oil Company, U. R. Crain No. 5 Champagnolle District, near El Dorado, Arkansas. (Note guard rails).

(4) One of many Gulf installations of our equipment. Gulf Production Company's Lane No. 5 near McCamey, Texas.

(5) Humble Oil & Refining Co., Ida Hendricks No. B-1, Winkler Co., Texas. One of twenty-six such installations for this company in Winkler County, Texas.

(6) Amerada Petroleum Company, Rosco Lease, Bowlegs, Oklahoma. One of the many Lufkin installations in the Seminole Bowlegs District.

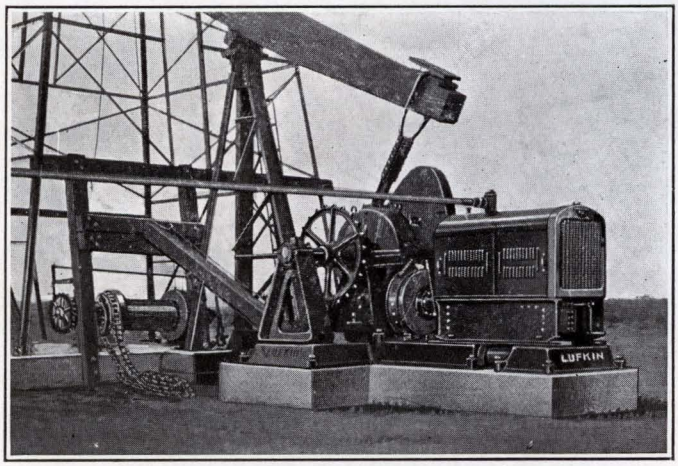
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A FEW ORIGINAL AND A FEW MODERN I

MODERN
Installations

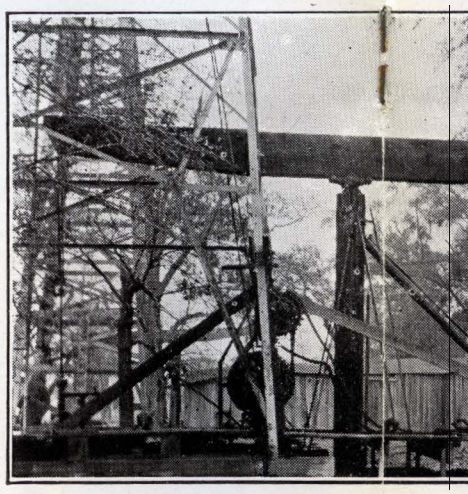
ORIGIN
Installati
(Four Years

IN THE GULF COAST — IN MID-CONTINENT — IN CALIFORNIA

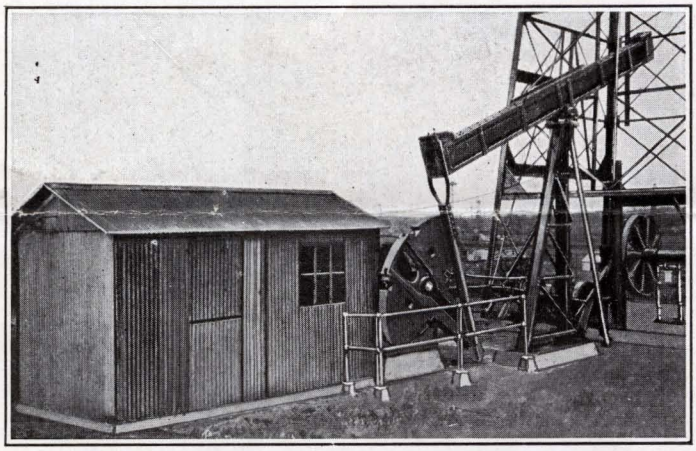


One of Many of the Gulf Production Company's Installations in West Texas.

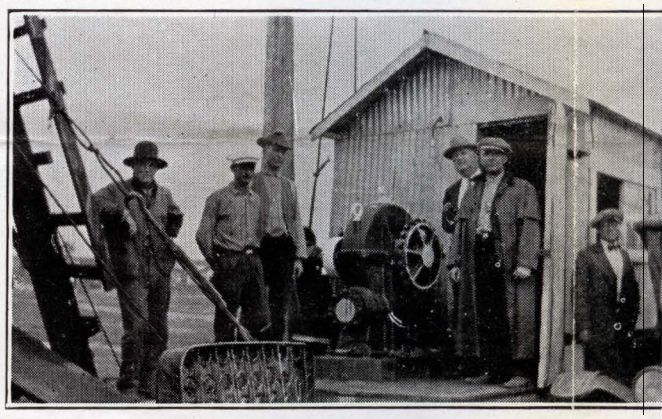
Economical
=
Efficient
=
Saves Space



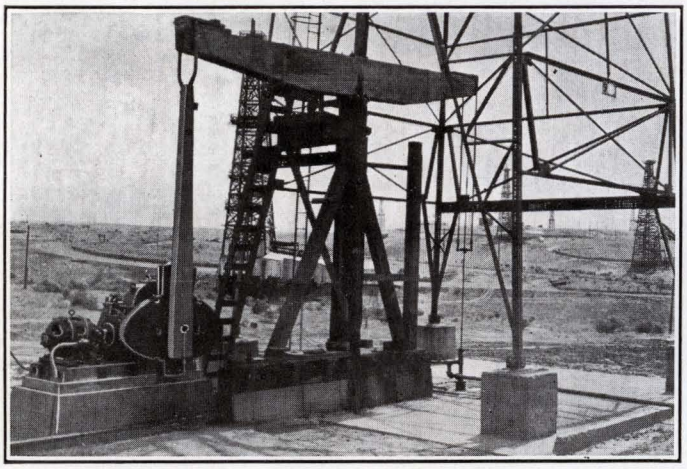
Original installation, Goose Creek, Texas, pany's well. Still going with very company now has ov



Carter Oil Company, Seminole, Okla. One of Nearly 100 Units in This Field.

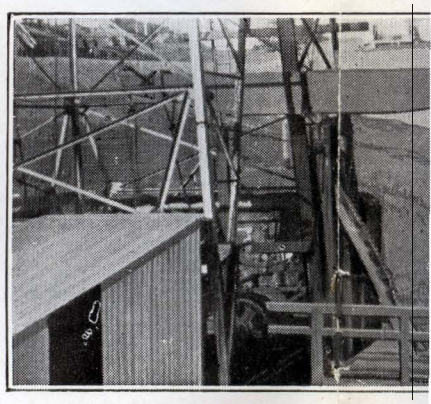


One of original installations of seven, Shaffer (Upkeep expense practically nil. Still going str



One of Standard Oil of California's Installations in the Midway District.

Lufkin Service Men in Principal Fields Supervise Installation and Make Minor Adjustments When Necessary Without Cost to the Operator



Original California installation, Bald lease, This company now has a la

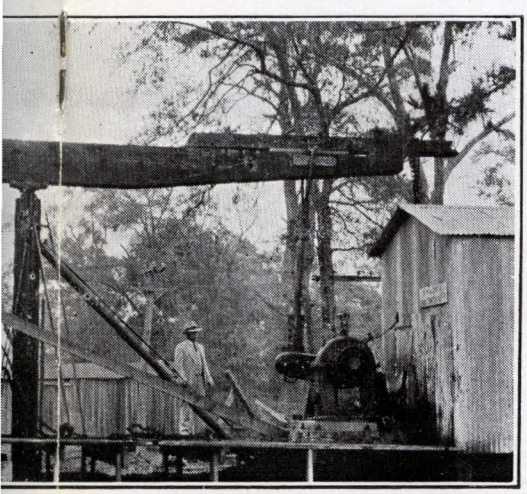
Lufkin Equipment Repeats

Original Installations Are (

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RN INSTALLATIONS OF LUFKIN EQUIPMENT

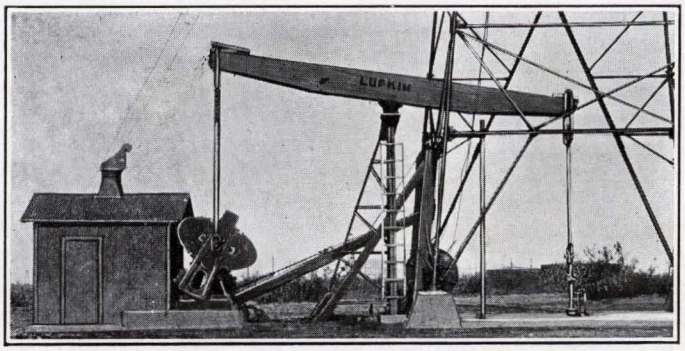
ORIGINAL Installations
(Four Years Ago)



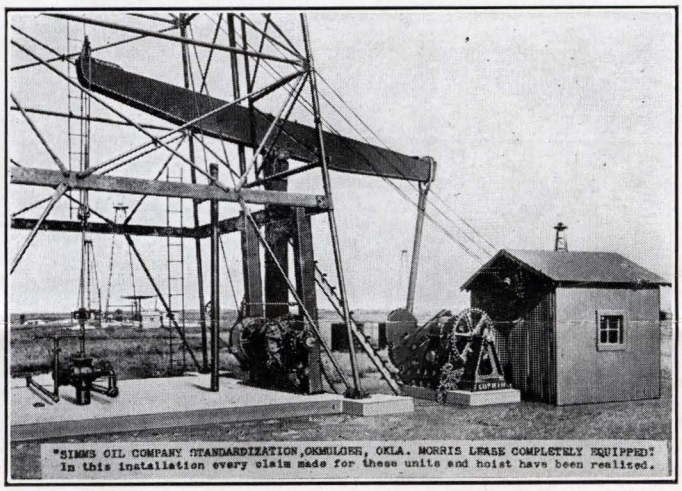
Creek, Texas, on Humble Oil & Refining Com-
ng with very little signs of wear. This
now has over 100 in use

Repeat Orders from Original Users are Our Best Testimonials

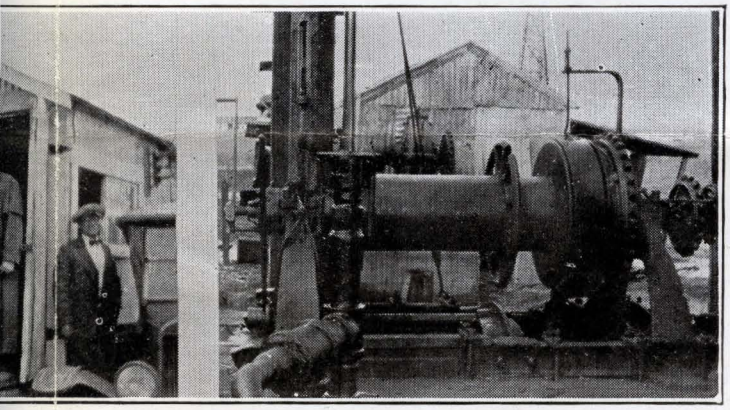
MODERN Installations



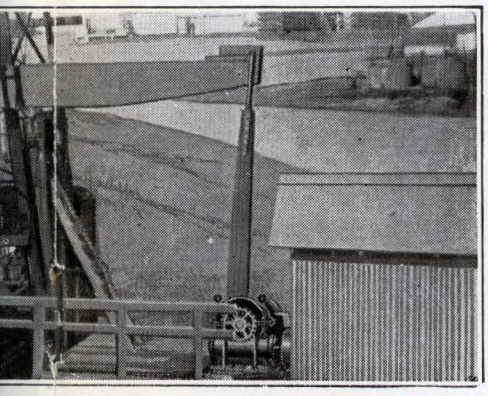
Sims—Crane County, Have Over Twenty Similar Installations



Sims Morris Lease, Okmulgee, Okla., Have Many
Lufkin Equipped Wells.

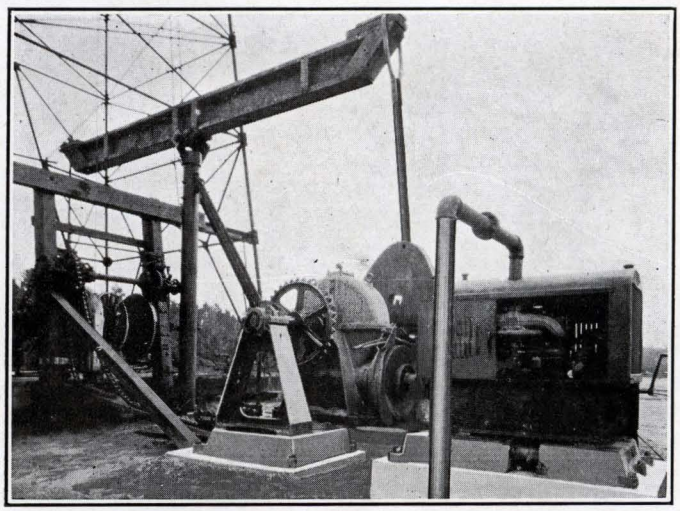


ven, Shaffer Oil & Refining Company, Wewoka, Okla.
Still going strong. This company has over 60 in use.



tallation, Baldwin Hills, on Pan American
now has a large number in operation.

Lufkin Equipment is found in all Principal Oil Fields in the United States as well as most Foreign Fields



Installation of Ohio Oil Company Near Eldorado, Arkansas
—From "Stem to Stern"—Lufkin Equipped—

ions Are Our Best References

Lufkin-ize Your Leases

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Mother's Day

May 13th

The second Sunday in May of each year is now observed throughout our country as "Mother's Day."

The founder of this custom is said to be Miss Anna Jarvis, of Philadelphia, and, according to a recent statement accredited to her, it was nationally started in 1905. The idea was born in Virginia, where her mother lived.

According to Miss Jarvis' statement, "The white carnation was adopted as a symbol because I thought it peculiarly fitting. To me, the white stands for a mother's purity, and the fragrance for the incense of her prayers. Its lasting qualities are the emblem of her fidelity, and the wide field of its growth stands for the charity of the mother heart. The carnation does not drop its petals, but like the mother heart closes up and holds within it the virtues and shortcomings of its children. As it grows old it withers a little, but the sweetness and the beauty remain."

Is it merely a coincidence that the golf and fishing seasons will open this year at the same time the house-cleaning and garden-planting seasons begin?

Our Limitations

By WILLIAN FEATHER

A friend of mine made a refreshing confession last night. He said he saw no obstacle to the realization of his fondest dreams—except his own limitations.

He admitted he was not being held back by the Democratic or Republican party, by his wife or his mother-in-law, by his employer or his job.

"I question whether I shall ever set the world on fire," he said. "Of course, I would like to. The field is wide open and I know it. If I had it in me I would do it. But I haven't got the stuff."

I may be all wrong, but I think that man will go farther than he would if he looked for causes outside himself.

In the first place, it is far easier to correct faults within ourselves than to change the administration at Washington or swap mothers-in-law.

In the second place, by concentrating on self-improvement we reap the entire reward of our efforts. If, after improving ourselves, we have any energy left over, we can direct it to the improvement of general conditions.

The United States is slowly annexing Canada, bottle by bottle.—Missouri Outlaw.

How We Stand In Oil

Few people realize that the United States, with only 12 per cent of the world's oil reserves, produces almost three-quarters of the world's oil. Though 30 per cent of the reserves are in Russia, that nation's production is less than 6 per cent of the world's total. The table below gives a comparison of production totals:

Country	Barrels	Per cent
United States	905,800,000	72.23
Russia	72,400,000	5.77
Venezuela	64,400,000	5.14
Mexico	64,200,000	5.12
Persia	36,800,000	2.93
Rumania	26,100,000	2.08
Neth. E. Indies	21,400,000	1.71
Columbia	14,600,000	1.16
All others	48,445,000	3.86

(From a preliminary department of commerce estimate prepared by John H. Nelson, Bureau of Foreign and Domestic Commerce, and E. B. Swanson, Bureau of Mines).

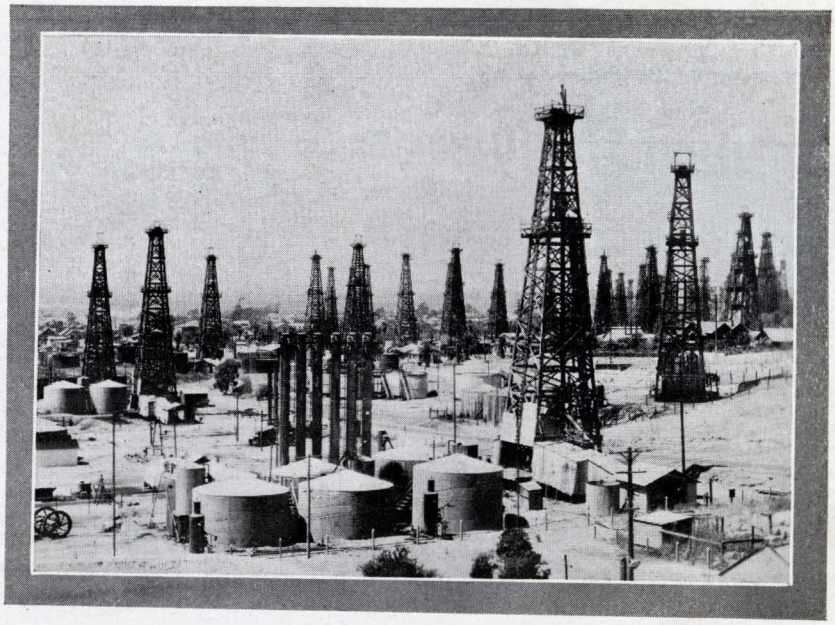
Where There's Noise There's Wear!

It can be no other way, the life span of machines is the wear-prevention. Wear sounds its own tocsin in machinery.

Did you ever notice how silently Lufkin Worm Geared Pumping Units operate? Of course you have.

Remember this—Worm Gears have only one wearing surface. Spur Gears and the like have from two, as a minimum, to as many gears as are required for the ultimate reduction.

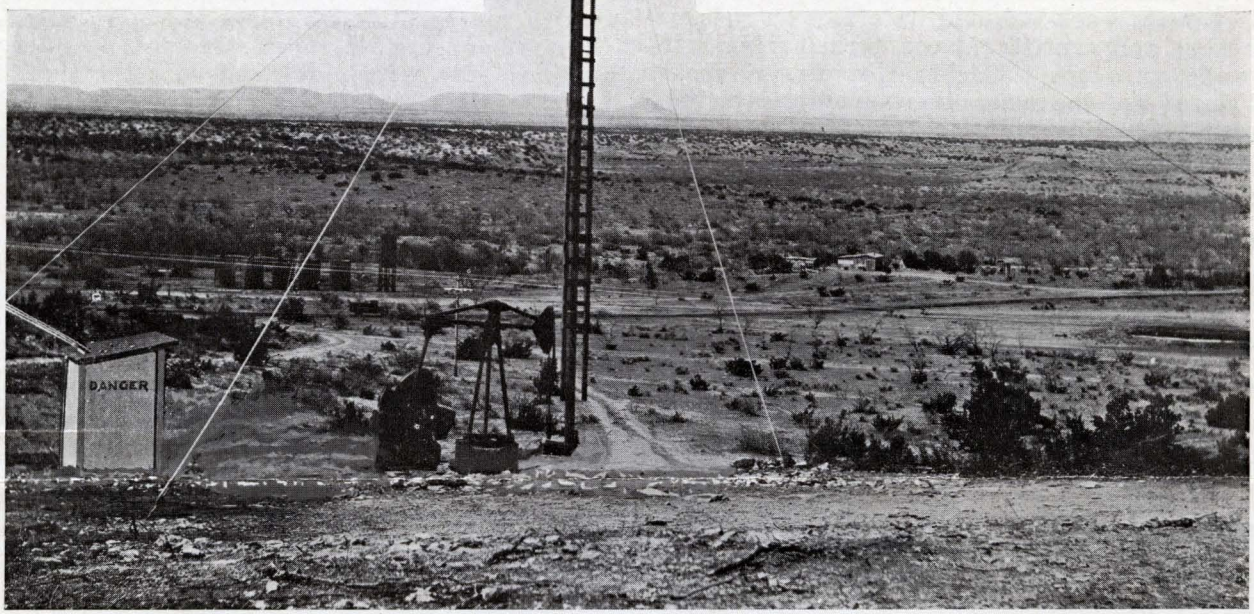
Lufkin Worm Gears Last Longer!



Typical Oil Field Near City of Los Angeles

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Lufkin Baby Unit on Marland E-2 Chalk Fields, near Big Springs, Texas. Fine example of economical installation of Small Unit with Hoisting Mast for pulling well with tractor. Baby Units were designed for just such conditions where individual pumping is desired and owing to the rough country powers are impractical. This well is 1840′ deep, pumping 1800′, 2″ tubing, 5/8 rods, pumping 90 Bbls. oil on 24-30″ strokes, using 2.66 K. W. average per hour since installation. Plain induction type motor used.



Typical West Texas Installation Lufkin Baby Unit

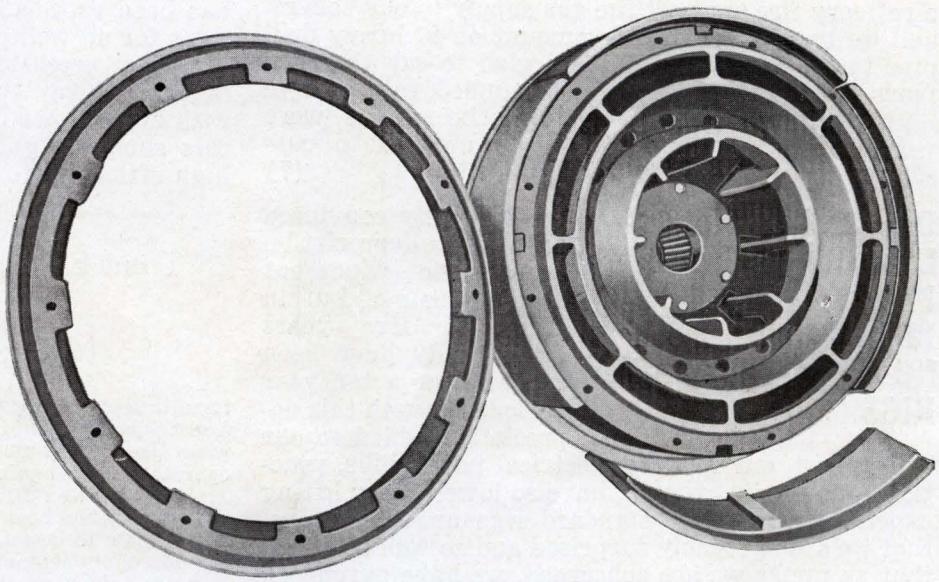
Trout's Expansion Brake Drum and Clutch

Everyone familiar with oil field practice knows from experience the cost of delays and accidents often fatal to operators due to bursting drums from brake band heating in severe service. Many attempts have been made to obviate this, some with flexible spokes, air cooled rims, hollow rims with water circulation, all designed to keep rims cool.

The Trout Expansion Brake Drum shown absolutely takes care of the heating of the brake bands, as the brake rim of the drum is made in four sections, every allowance is made for the expansion. These drums have been in use for a long period of time and have been thoroughly tested out in the most severe service.

In California oil fields six recent fatalities due to bursting of brake drum flanges was caused by the failure of cast iron rims. Cast steel brake flanges are now being built for hoisting drums used in deep drilling, al-

(Continued on Page Ten)



Trout's Expansion Brake Drum and Clutch. Fully patented. Absolutely proof against breaking of drum from brake band heating.

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PLATINUM POINTS

(APOLOGIES TO JUDD LEWIS)

Extracts from testimonial letters and remarks made by users of Lufkin Equipment. Names will be given on request.

GENERAL REMARKS "You fellows certainly threw a monkey-wrench into the oil rig business by bringing out your worm gear and that funny-looking crank! Not since the coming of the rotary has there been so many arguments about types of gears, back-lash and its effect on rods, reciprocating and centrifugal counterbalancing, efficiency of gear, over all efficiency from prime mover to polish rod, and the many other advantages claimed for geared pumping units that were generally not thought of before." (1)

LESS SPACE We were able to put just double the number of rigs on a lease with Lufkin Units, which with a fast drilling campaign enabled us to secure quick flush production where only early recovery of oil secured a handsome profit on a questionable investment. J. R.

SALVAGE We were compelled to abandon one of our wells after three years operation. We salvaged our Lufkin Rig completely except foundation where as heretofore we done well to salvage 30% of the standard rig, most of it going to the scrap pile. (6)

USED AS A STANDBY IN PLACE OF STANDARD RIGS We purchased one of your Heavy Duty Units and No. 14 Hoist, electric motor driven with considerable fear that this rig would not do in an emergency while deepening our well from 4,800′ to 6,200′ in depth with a regular steam driven rotary rig. While we were around 5,600′ a refinery fire shut off the gas supply to our boilers, and we had to handle this amount of 4″ heavy drill pipe in an emergency. We are glad to say that our fears were unfounded for we handled this pipe in high gear without trouble, and the results were very satisfactory to our whole crew and to ourselves. (7)

DEPRECIATION LOWER POWER COST PRACTICALLY NO REPAIRS NO MORE STANDARD RIGS We are fully convinced that our depreciation charges to wipe out original costs of Lufkin Units in five years could easily have been spread over a ten year period, but with this depreciation added to our lifting cost, our reduced electrical power bills, practically no repair expense, have so lowered our lifting expense below what standard rigs are costing us, that we are agreeably surprised and so well satisfied that as far as we are concerned, we have purchased our last standard rig. (5)

FIRST COST There is no end to what constitutes a standard rig, and due to this fact very few estimates show actual costs. We purchased Lufkin Units for one of our leases with the idea of securing more permanent equipment, expecting the cost to run about $1,500 higher than standard rigs. On another lease where we were jointly interested, standard rigs were purchased with the same sized motors, and in the final analysis, much to our surprise the Lufkin Unit wells cost only $23.00 more than those of the standard rigs. (3)

PROFIT ON REPAIRS? After an experience of nearly four years we have come to the conclusion that in Lufkin Units we have a real piece of machinery that is built to last, and not to be a continual expense to the user, and a regular source of income to the manufacturer on repairs. Considerable equipment offered the oil industry could be given away by the manufacturer. The profit on the repairs would pay handsome dividends. (4)

CLEAN LEASE LOW UPKEEP Lufkin Units and hoists with concrete derrick floors and foundations have taught us that leases can be kept clean with surprisingly low upkeep cost. (2)

There is no need to argue with me any more on different worm gears. I know I am hard to convince, but I am now satisfied that it is the best adapted gear for oil well pumping, and while highly efficient, it is substantially built for this severe service. It has been especially designed to meet all the conditions for oil well pumping and hoisting, not sacrificing very necessary requirements to secure initial high efficiency that at best decreased very rapidly with every other type of gear, except the worm, and this should slightly increase its use and maintain high efficiency for almost its entire life. (8)

Trout Expansion Brake Drum and Clutch

(Continued from Page Nine)

though they stand up better under heavy duty, they are also subject to temperature stresses. Cast steel brake flanges wear the brake lining excessively, and for this reason some operators have again reverted to the use of cast iron rims. Trout Expansion Brake Drums take care of all the expansion due to the heat and at the same time make a stronger drum than is usually designed for brake service. This is regular equipment on Lufkin Hoists of all the larger sizes. You are taking no chances whatever with LUFKIN HOISTING DRUMS.

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Echoes From the Old Standard Rigs



A small boy strolled into a New Mexico drug store and said to the clerk: "Give me a nickel's worth of asafoetida."

The proprietor wrapped it up and passed it over.

"Charge it," said the boy.

"What name?" queried the druggist.

"Hunnyfunkle."

"Take it for nothing," retorted the languid druggist. "I wouldn't write asafoetida and Hunnyfunkle for no nickel."—Exchange.



Youth No. 1—Between you and me, what do you think of Josephine?

Youth No. 2—Between you and me, not so much, but alone—oh boy!

Widow's inscription on husband's tombstone: "Rest in peace—Until we meet again."



An optimist is a tourist who starts out with poor brakes, no spare, and a knock in the motor, and who wires 250 miles ahead for hotel reservations.

In Egypt a plate over the door means there is a marriageable girl in the house. In America a flivver in front of the house says it.—Publishers Syndicate.



Two old soldiers were sitting in front of the Soldiers' home. Suddenly one of them asked: "Say, Bill,, can you remember the first girl you ever kissed?"

The second one scratched his head a moment and then returned: "Shucks, no. I can't even remember the last one."

Worm Drive Increases Life Of Motor Trucks

Pierce-Arrow's conviction when entering motor truck field proves correct one. Seventy-five percent of leading American truck builders now using worm drive.

What is true of worm gear in Pierce-Arrow trucks is also true of LUFKIN WORM GEARED PUMPING UNITS.

According to Mr. William E. Bush of the Pierce-Arrow Company:

One of the greatest contributions to the life and service of the heavy-duty motor truck is the worm drive which was introduced by Pierce-Arrow as early as 1911. Other manufacturers were skeptical at first, but they slowly fell into line until now it is used by 75 per cent of the leading American truck builders, according to William E. Bush, distributor of Pierce-Arrow trucks.

"The simplicity of the worm construction, which operates in oil and is silent, gives it longer life than any other type of rear axle," stated Mr. Bush. "Its operation is smooth and positive and it is highly efficient over a long period of time. Some Pierce-Arrow trucks operating for twelve years or more and with more than 300,000 miles to their credit, are still using the original worm drives.

"This drive has the fewest number of working parts and naturally shows the least amount of wear. In this drive there is only one set of gears, which means that there is only one point where gear contact causes loss of power by friction. In the chain-drive vehicles there are seven points of contact to cause loss of power through friction and in the internal-gear type there are three points. The double reduction gear has two points and the double-reduction internal five points.

"The owner of a worm-drive truck can count on practically the same amount of power being delivered to the rear wheels as long as the truck is in operation. The owner of the chain-drive type, however, finds his power delivery decreases with every mile that the truck is run until new chains are installed. The worm drive can be depended upon for at least 100,000 miles and the average is between 150,000 and 200,000 miles. The chain drive is likely to need renewal every 10,000 to 20,000 miles."

"My razor doesn't cut at all."

"Why, George, you don't mean to tell me that your beard is tougher than the oilcloth I cut this morning?"

New York City has a woman blacksmith, Mrs. Sophie Penkinson, who works ten hours a day in her little shop on Pike street. She shoes an average of ten horses a day.

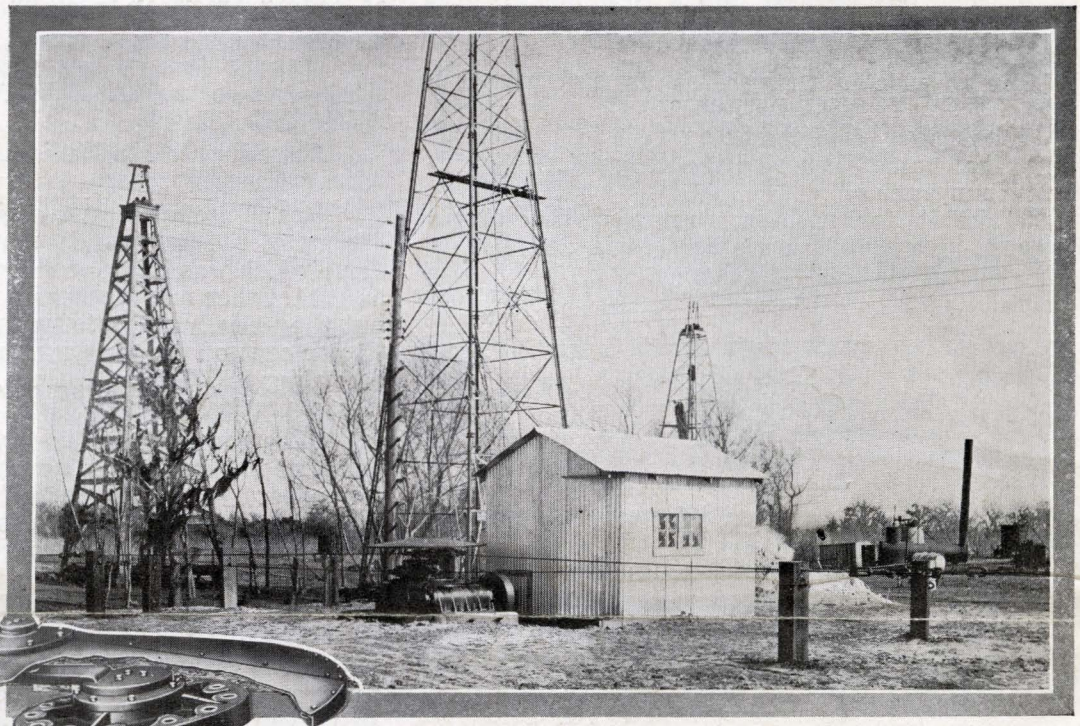
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Lufkin Worm Geared Pumping Power For Economical Pumping

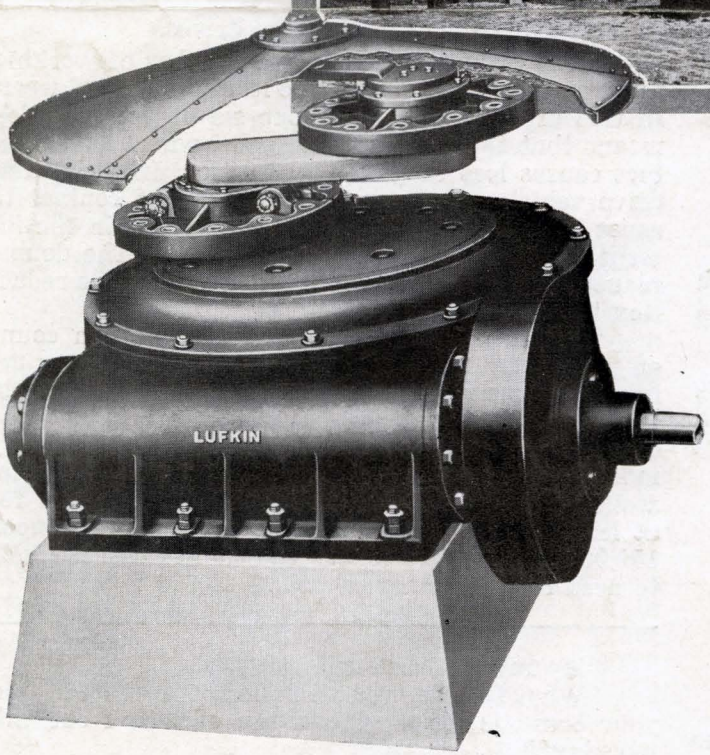
Takes the Place of the Old Band Wheel

—

Arranged for Electric, Gas or Gasoline Engine Drive



Gulf Production Co., Boling, Texas



And they have just bought another power for Saratoga, Texas.

Performance is What Sells all Lufkin Equipment.

No Costly Belts, Bandwheels or Expensive Houses Necessary.

Fire Hazard Eliminated—Automatically Lubricated.

Can Be Driven By Multi-Cylinder Gas Engine, Single Cylinder Gas Engine or Electric Motor.