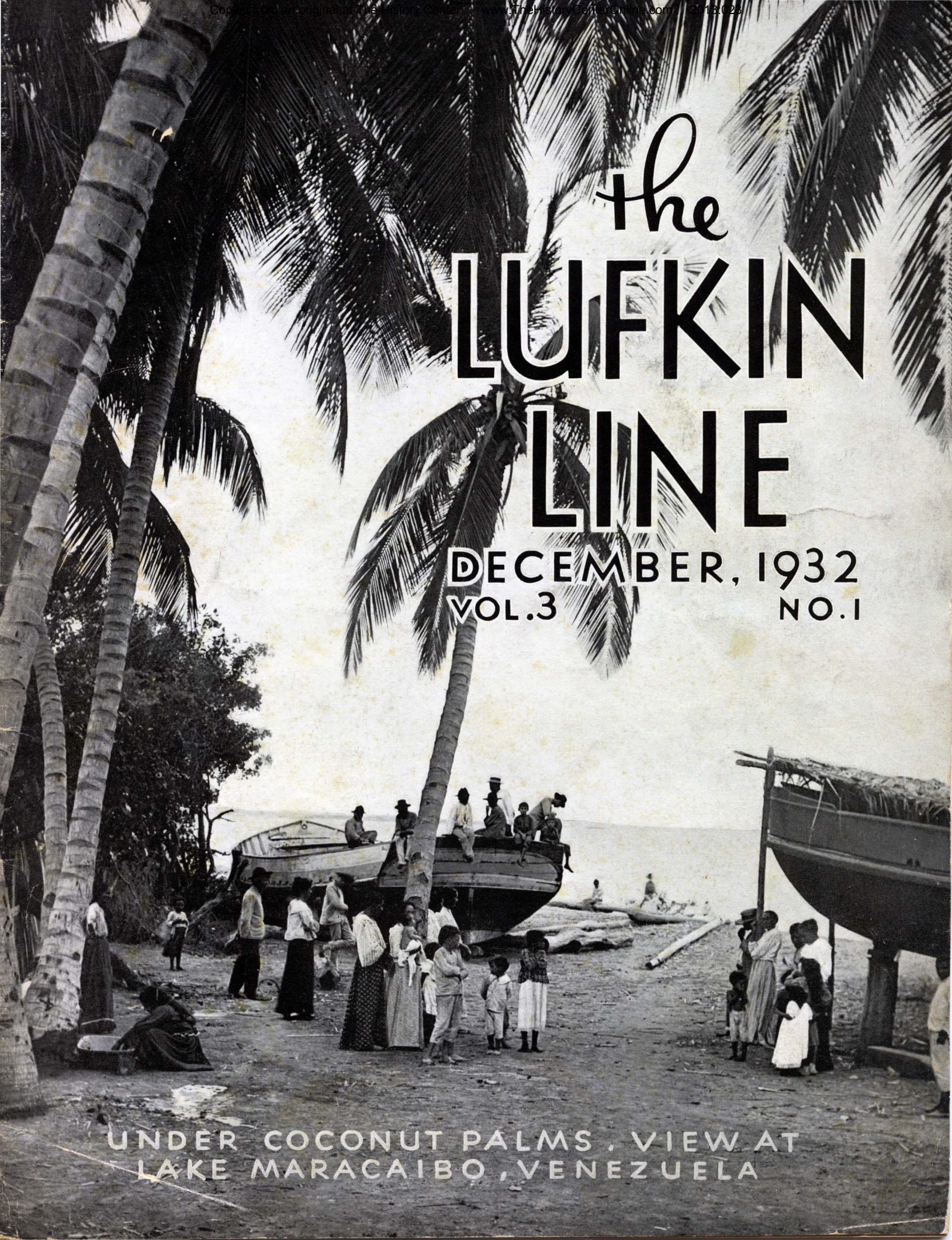
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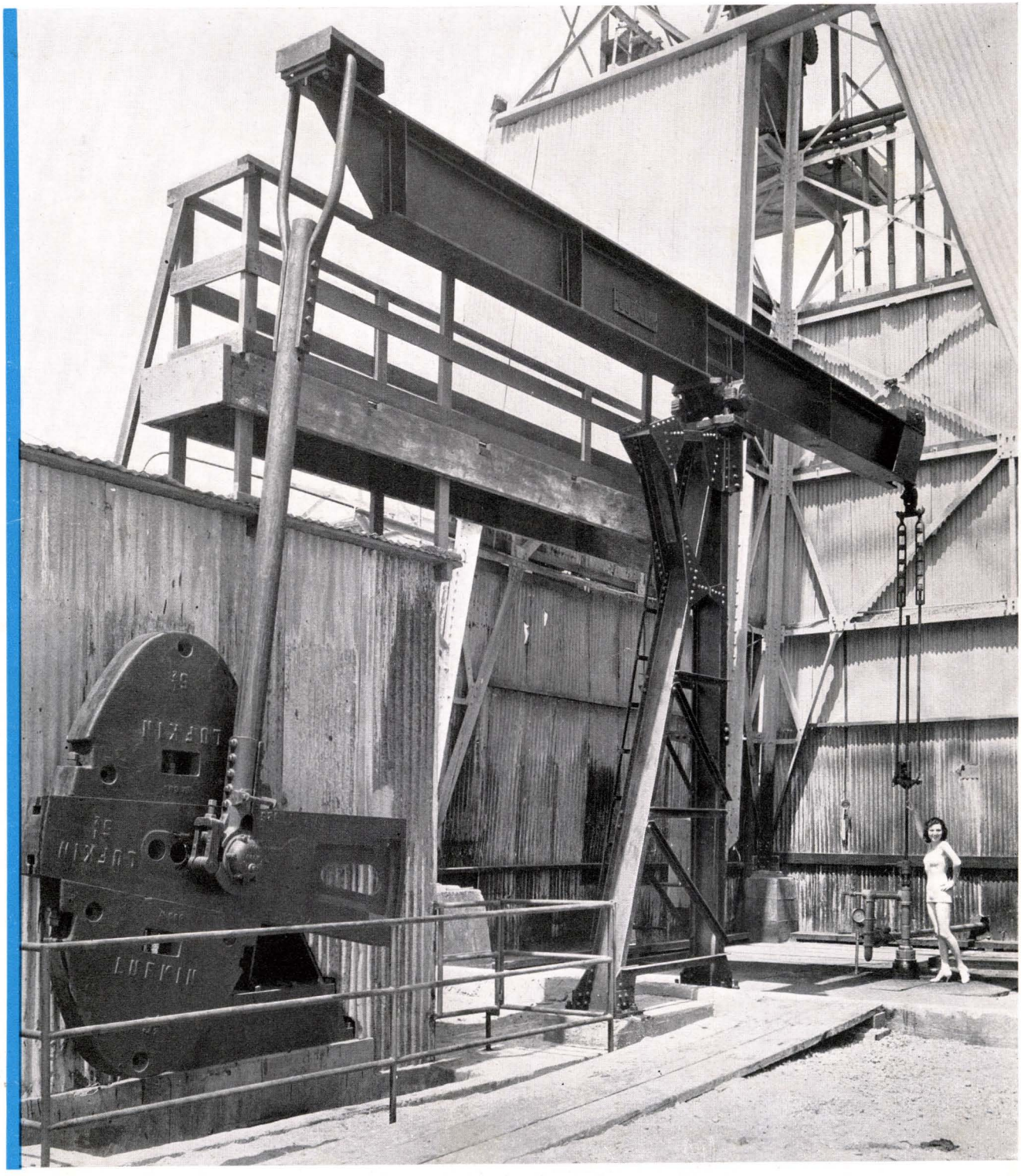


the LUFKIN LINE

DECEMBER, 1932
VOL. 3 NO. 1

UNDER COCONUT PALMS, VIEW AT LAKE MARACAIBO, VENEZUELA

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California . . . Here I Come!

What the photographer found posed around the Ohio Oil Company's "Lufkin" installation at Venice, California

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A Squawk from the Petroleum Goose

By J. HOWARD PEW
President, The Sun Oil Company

Reprinted from Nation's Business

In the old Greek mythology we find man placating the gods by unloading his sins on somebody else and then, in the sacrifice of that substitute, obtaining his own expiation. It is a comfortable system for all save the victim. As one of the victims, I am accepting the editor's invitation to explain how it feels in the case with which I have been particularly familiar — that of the oil industry.

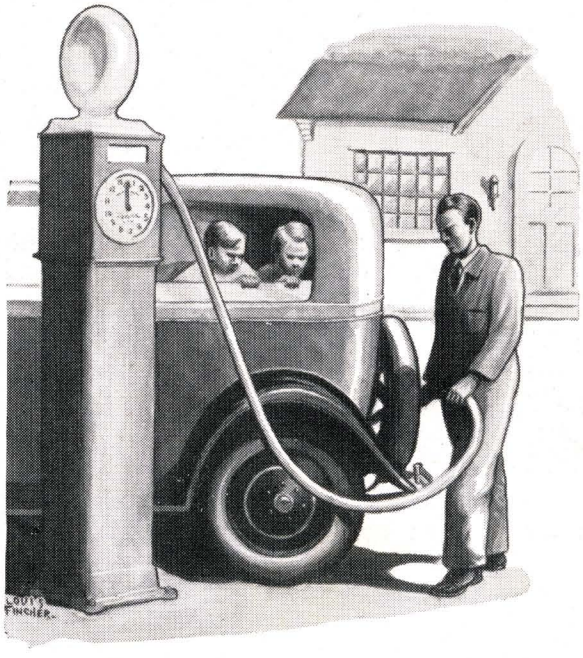
Each time I have been brought in close contact with the activities of other industries I have been left with a strengthened conviction that the oil business is the most efficiently operated of American industries. Possibly that accounts for the fact that there are so many critics of the oil business, who are so unanimous in making it the whipping boy to receive the taxation punishment in the present exigent conditions of public finance—Federal, state and local. There is scarcely an industry which is not benefited directly or indirectly by the building and operation of motor vehicles and the roads which they use. There is no sound reason why the oil industry, which is only one of the many to be so benefited, should be singled out to carry the lion's share of the highway taxation burden.

It was Representative Rainey, I think, who in a burst of candor quoted the statement that "the science of taxation is the science of getting the most feathers with the least squawking of the goose." Convinced that the oil industry has thus far yielded altogether too good-naturedly to the plucking operation, I am rising to enter my squawk.

No other industry pays more than a fraction of the taxes under which this one labors. State gasoline taxes in 1931 were $536,000,000. Add property, corporate, production, income, license and other levies, and we have a total of $709,000,000. Now, add to this the new Federal taxes which will produce $160,000,000 on gasoline, $33,000,000 on lubricants and $7,000,000 on pipe line transportation, and we have a grand total of $909,000,000 for the current fiscal year. And that is highly conservative.

The enormity of such a total will be emphasized when it is considered that customs receipts for 1931 were only $378,000,000; internal revenue taxes on tobacco, $444,000,000; and railroad taxes according to the Interstate Commerce Commission, $353,000,000. In the peak prosperity year 1928 Federal income taxes were only $1,184,000,000.

Now, keep that figure, $909,000,000, in mind. It is the oil industry's tax bill for this fiscal year. Here is the World Almanac, 1932. Turn with me to page 478, "Political and Financial Statistics of the States." The state budgets are there tabulated: yearly costs of all the state governments. As everybody knows, these costs mounted tremendously during the boom years.



Every time this average motorist stops at a filling station he pays a tax ranging from two to seven cents on every gallon of gasoline he buys. Quite likely his gas tax is more than his income tax although he does not complain nearly so loudly about it.

Taxes Equal 40 State Budgets

Lately, legislatures everywhere have been trying desperately, under pressure of exasperated public opinion, to reduce them. Everywhere the cry goes up that there can be no return of prosperity until the tax burden is drastically cut. So let's add up these figures and see how they compare with oil industry taxes. If we omit a little group of states—Washington, Wisconsin, California, Missouri, Ohio, Illinois, Pennsylvania and New York—we get a total of $911,000,000 for the state budgets of the remaining forty states. The oil industry's taxes of $909,000,000 this year will just about equal the state government costs of forty states! Shocks you a bit? Well, it shocks us of the oil industry quite as much.

I know it doesn't seem quite believable; but the statistics are all public property and you can figure it out for yourself. Fortunately for taxpayers, Congress and the legislatures have been trying hard to prune taxes—for nearly everybody except the oil industry. This industry faces a constant multiplication of public charges.

Starting in Oregon in 1919 at 1 cent a gallon, the gasoline tax has spread to every state. Today, three states fix it at two cents; 12 at three cents; 17 at four cents; and nine at five cents; one at five and a half cents; four at six cents, and two at seven cents. The average for the country in 1931 was

(*Continued on page* 18)

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Ruth Stevens "Movie Star" deserts beach to inspect nearby "Lufkin" installation and is caught in the act by our cameraman.

All the Beauties Are Not on the Beach . . .

ED TROUT* TELLS ABOUT LUFKIN BEAUTIES IN CALIFORNIA

As the sea beaches of California are graced with the beauty and splendor of Hollywood actresses so are the California coastal oil fields decorated with the beauty and magnificence of LUFKIN PUMPING EQUIPMENT. No bathing beauty was ever blessed with such graceful lines as the Lufkin Unit, and engineers find in the construction and contours of this machine the same lines an artist sees in a comely figure. The accompanying photographs illustrate both types of perfection.

Not only do Lufkin Units have perfection in design, but also have constantly proven their worth as an investment. The original unit installed in California in 1924 is still operating and has no shut-down time charged to it in the past year, and the unit possesses its original gears and shafts.

Perhaps the best illustration of a good investment would be the maintenance and upkeep of Lufkin Pumping Units in California during the past two years. In the first nine months of 1932 the total repairs on almost 150 pumping units was $57.19, of which, $15.54 was for V-belt replacements and $11.00 for wrist pin bushings. In 1931 there was one V-belt replacement and two small coupling items totaling $18.81. There were a few wrist pin breaks that could not be attributed to the fault of the unit and we believe that the maintenance of $18.81 for a period of one year on almost 150-pumping units is unexcelled. This figure does not include a few hoist parts that were sold during the year, but the hoist items would not total $100.00 on over 50-hoists. A majority of these units have operated over 2½ years and some as long as seven to eight years.

*California District Manager for Lufkin.

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Deep well production holds no terror for LUFKIN UNITS, as illustrated by several units that have operated over a period of years on wells tubed below 6000-ft., one Unit pumping three wells dry; two of which the pump set below 5700-ft. We have one heavy duty worm gear unit operating on a well below 8000-ft. which is tubed 6980-ft., and this unit has operated periodically for four years without a minute shut-down time due to any part of the Lufkin Equipment.

Another interesting case with our 6½" Herringbone Gear Pumping is a well in Venice slightly below 6200-ft. and is operating 23-strokes per minute in a 52" stroke and the well is producing 730-barrels of fluid per day of which 80% is water. Recently the stroke in this unit was lengthened to 62" and is handling an additional 90-barrels of fluid per day. There have been very few rod jobs on this well, which can undoubtedly be attributed to the smoothness and ease of operation that only a LUFKIN PUMPING UNIT can give to a long string of rods.

Lufkin Units have established enviable records in California fields and are accepted by some of the major companies as standard equipment.

Californians—lovers of perfection — have accepted LUFKIN UNITS as the ultimate in mechanical perfection.

Editor's note: O.K.! California, more power to you.

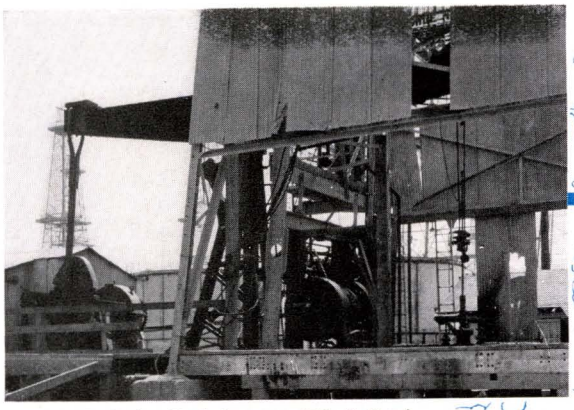
★ ★ ★ ★ ★



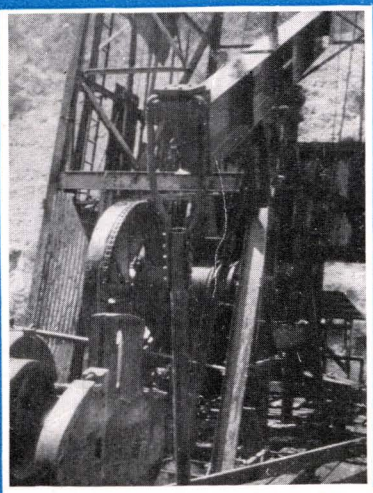
One of seven such installations for the Ohio Oil Company, Venice, California. Ruth Stevens "Movie Star" posing

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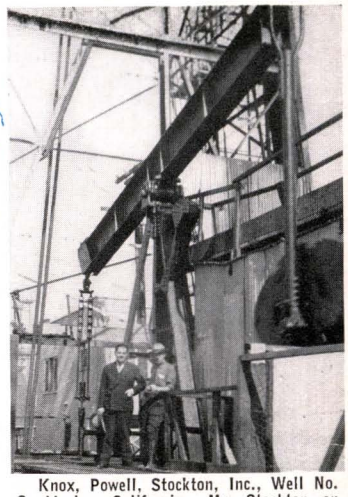
WITH THE CAMERA IN CALIFORNIA



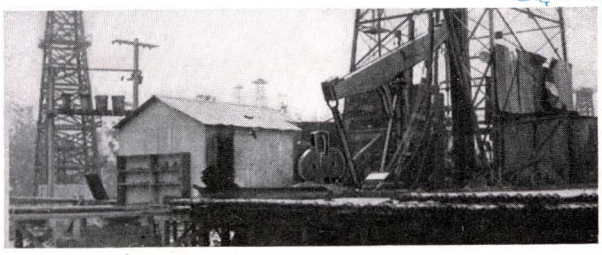
A. T. Jergins Trust Company, 47th & Speedway, Venice, California. Lufkin equipment includes 5½" Herringbone Unit, Trout Pitman, No. 1 Post and Lufkin No. 141 Rod and Tubing Hoist.



Western Gulf Oil Company, Chino, California. Lufkin 5½" Herringbone Unit, No. 1 Post and Beam assembly.



Knox, Powell, Stockton, Inc., Well No. 2, Venice, California. Mr. Stockton on left, Mr. Foyer, Supt., right (in boots). Equipment: Lufkin 6½" Herringbone Unit, No. 1 Post and Beam assembly. Well tubed approximately 5,000 ft., 2½" tubing producing 400 bbls. fluid.



Lufkin Unit & Hoist on 8300 ft. well Signal Hill, Cal.—drilled with cable tools from 7000 ft.—pipe perforated for 1300 ft. The Lufkin Heavy Duty California Type Hoist is the only hoist on the market capable of spooling 8500 ft. of ¾" line.

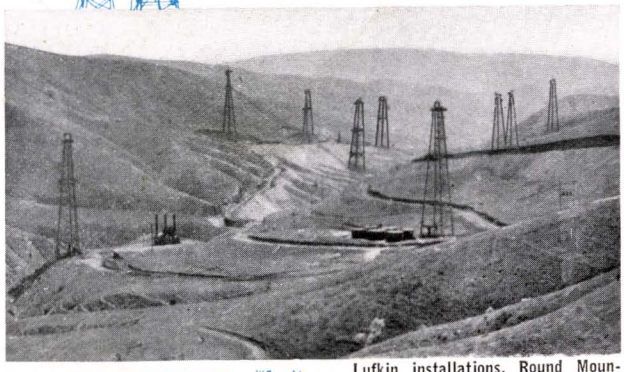


Signal Pier; Signal Oil & Gas Company, Elwood Field, Golita, Calif. Entirely LUFKIN equipped.

CALIFORNIA ranks first in oil production by a safe margin and of the total World's oil produces about 20 per cent. Here we find some of the world's deepest wells, as well as some very shallow production. California operators have their own peculiar and distinct method of drilling and producing oil and have contributed much to the advancement of modern production methods—they are quick to recognize and accept real contributions to this end. It is therefore quite natural that "Lufkin" should play an important part in supplying modern equipment for this vast oil country. It is significant to note that since its introduction in California Lufkin equipment has seen service on wells varying in depth from 1400 feet to below 8000 feet. It is of interest to note that Lufkin Unit No. 16 and Lufkin Hoist No. 3 are today operating on a lease at Inglewood, Calif.

The inherent love of all Californians for the beautiful—the artistic is permitted to truly express itself in the use of Lufkin Units. Lufkin Unit installations permit clean, fireproof, attractive, efficient and practical leases.

Hail California! Overwhelming—fascinating—intriguing California.



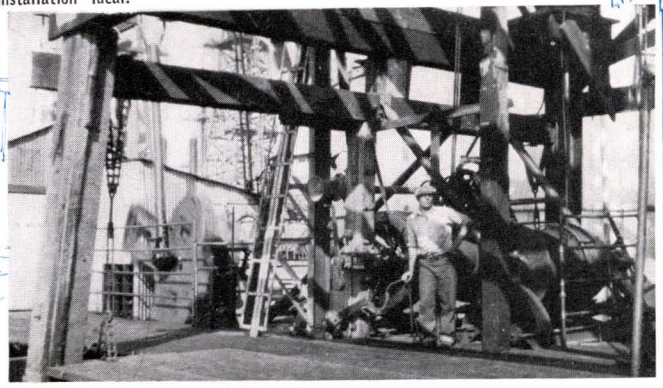
Lufkin installations, Round Mountain, California. It is significant to note that every visible derrick is completely LUFKIN equipped. Difficult locations where space is at a premium, makes a LUFKIN installation ideal.



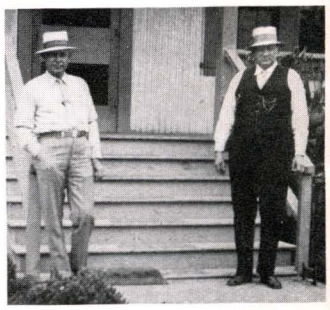
Nile Oil Company Well No. 2, Venice, Calif. 6½" Lufkin W. G. Unit. Mr. Plant, left, Supt. of the Nile; Mr. Royer of Knox, Powell, Stockton, in rear.



V. K. Douglas, Supt., Monawk Petroleum Corporation and his dog, "Huskie."



Santa Fe Springs, California, installation of Lewis Hampton, Recv'r. 6½" Lufkin W. G. Unit, No. 12 Hoist, No. 1 Post assembly and Lufkin No. 5 Sand reel. Frank Durham, foreman, in foreground.



Left, Sam Furman, Prod. Supt., right, A. J. Rosenlieb, Dist. Supt., the Ohio Oil Company, Venice, California.

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TEXACO . . . IS ON THE AIR!



ED WYNN, "The Perfect Fool"

Wynn's own shows have all been distinguished for their lack of smut and double entendre. It is his boast that an objectionable line has never appeared in one of his own revues.

ED WYNN . . . GRAHAM McNAMEE

With Fire Chief Quartette and Don Vorhees Band

COMBINE TO STIMULATE TEXACO SALES

AND WHAT A WHALE OF A JOB THEY ARE MAKING OF IT . . . .

Ed Wynn, the laugh parader, zany, clown and utter loon—and however redundant the adjectives, they seem to fit an elastically grotesque star of comedy—has now become a fire chief and as such entertains millions of radio listeners one evening a week on the Texaco program.

For the nonce, however, suffice it to say that the famous Wynn lisp and giggle cues a thirty minute program, each gag or musical note or "straight" line of which comes from performers as equally distinguished in the departments of music and ceremony mastery as Wynn is in the field of comedy. The broadcasting is presented weekly by the retail dealers of The Texas Company.

For those of the radio audience who have not seen Wynn in any of his many Broadway successes or road shows, here's the why of what he is:

Turned Actor Early

Ed Wynn was born in Philadelphia circa 1886. While attending grammar school in Philadelphia he became fascinated by the theatre, and pleading medical attention for a mysterious ailment deserted the school each Monday afternoon that he might attend vaudeville. Detected in this malingering by his father he was barred from all theatres for three months and was sentenced to stand in the corner for ten minutes each Monday afternoon.

After leaving high school in Philadelphia he was pointed by his father towards the University of Pennsylvania, and a check was sent to the bursar covering his freshman tuition and dormitory fees. He enrolled but immediately decamped and was found by a vigilance committee organized by his worried parent acting in a repertory company in Norwich, Conn.

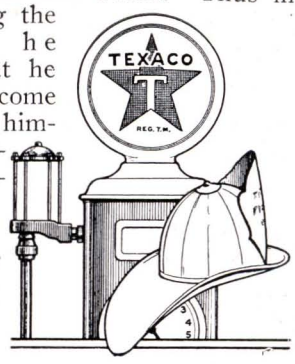
Wynn was then 16, and in his first role in his first play, "American Grit," played a minister of 70. He received $12.00 a week, and the company stranded in Bangor, Maine, after a $10.00 matinee. Wynn used to pass out handbills on the streets before the performance. This was in 1902.

Was Millinery Salesman

His father was, and is the head of one of the largest wholesale millinery establishments in America, with headquarters in Philadelphia. It was while amusing himself by trying on the women's hats in his father's stores that he became aware of the comic possibilities of hilarious headgear, an important item in all his antics to this day. After working as a salesman—millinery—for his father, he resumed his theatrical adventures in 1904 in vaudeville.

Wynn continued in vaudeville with one partner or another until 1914. Then while getting a vaudeville salary of $750 a week, agreed to take $225 for a chance in the Ziegfeld Follies of 1914. It was in this show that he gained his first recognition as a comic in New York. He was with the Follies for two seasons and then with The Passing Show of 1916 at the Winter Garden.

When the Actors' strike broke in 1919, Wynn's activities in behalf of the actors so incensed the managers that he was outlawed and when peace was made Wynn found that no manager would engage him. In this extremity he retired to his Long Island home and in six weeks wrote the book, lyrics and music for "Ed Wynn's Carnival." He opened this under his own management and it ran in New York and on tour for 117 weeks. Thus in combatting the managers he found that he must become manager himself to obtain employment.



The Familiar Texaco Fire Chief Trade Mark

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View of Tropical Oil Company camp, El Centro, Colombia. Quarters for the married in the background



L. A. LITTLE

OIL

IN COLOMBIA AND VENEZUELA

A. V. SIMONSON AND L. A. LITTLE, LUFKIN REPRESENTATIVES, TELL OF AN INTERESTING TRIP TO SOUTH AMERICA.



A. V. SIMONSON

Two of the most prolific oil producing countries in South America, are Colombia and Venezuela. These two countries were originally conquered by Spain and ruled by her for three hundred years; freed from the Spanish yoke by the great liberator Simeon D'Bolivar, and established as the Republic of Colombia in 1819. Venezuela and Ecuador were a part of this Republic, but they withdrew in 1830 and Panama seceded in 1903, since then the Republic has been tranquil.

Colombia has a coast line of 465 miles on the Pacific Ocean and 640 miles on the Caribbean Sea. Venezuela is the Northern-most State of South America and is bounded on the north by the Caribbean.

The most important producing area in Colombia is El Centro, this producing field is operated by the Tropical Oil Company. The only ingress to El Centro is up the Magdalena River from either Calomar, which is reached by train from Cartagena or from Barranquilla. One navigates the Magdalena River as far as Baranca Bermeja, 360 miles from Cartagena, where the Tropical Oil Company has transportation, commissary, warehouse and refinery facilities. El Centro is about 30 miles via narrow-gauge railway from Baranca Bermeja.

Modern Oil Camp

The Tropical Oil Company has a modern camp with fine homes for the married men, and comfortable "bunk houses" for the bachelors, and is practically a self-supporting community, having its own power plants, water system, and all the comforts of the modern world with excellent sanitary conditions.

The golf course, tennis courts and club house makes up the chief sources of recreation. The golf course is a sporty one with a tenth hole located on top of a knoll, which always catches the breeze; is protected from the sun and rain by a thatched roof, and the refreshments are not hampered or softened by a Volstead Act.

The Club consists of billiard room, library, barber shop, bowling alleys, bar, and a large general assembly room. The assembly room is filled to over-flowing every Sunday night when the weekly movie is the attraction.



Hospital Tropical Oil Company, Barranca Bermeja-Colombia.

El Centro Principal Pool

There are approximately 600 wells in El Centro pool. About three hundred of these wells are being pumped, mainly by individual rigs, although there is one central pumping power. Needless to say, all of the modern rigs which have been installed in the last few years are LUFKIN UNITS

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driven by electric motors. All of the wells are serviced by portable pulling equipment.

A. V. Simonson and L. A. Little, representing the Lufkin Foundry & Machine Company, made a complete survey of the LUFKIN UNITS operating in Colombia. The first Lufkin Units started operating in the El Centro field in November, 1929, and have been operating continuously since that time.

At the present time there are more than 100 LUFKIN UNITS operating in the El Centro Pool. The survey showed that LUFKIN UNITS were giving uninterrupted service and had operated for long periods without any serious signs of wear.

Lake Maracaibo Pool

In Venezuela the principal oil producing region is in and along the shore of Lake Maracaibo. The three major operators in this area are: The Lago Petroleum Corporation, The Caribbean Petroleum Corporation, and the Venezuela Gulf Oil Company. As yet there is very little pumping in the Lake Maracaibo area, but there are several Lufkin Units in operation in this area, and when the time comes for extensive production "LUFKIN" will undoubtedly lead the way.



—Photo Keystone-Underwood.

A Business Street in the seaport town of Cartagena, Colombia, on the Atlantic side. This is one of the main business towns of South America. Note the old world architecture, most of the buildings having balconies.

In Eastern Venezuela the Creole have opened up some new and promising production at Quirequire. The Creole is now called the Standard Oil of Venezuela and is a direct Subsidiary of the Standard Oil Company of New Jersey.

The pool at Quirequire is reached by traveling up the San Juan River to Caripito, thence by road to Quirequire. The nearest town of any size is Maturin. These wells have just recently been put on the pump, and Lufkin Units are being used for pumping.

A new oil pool has recently been discovered a few miles from the Caribbean Sea near Cumarebo This is also a Standard Oil Company of Venezuela project, and is producing high gravity oil from very shallow depth. The production is so located that the oil will flow by gravity from the producing field to tank ers located in the sea.

Courtesy Abounds

The visitor to the South American countries will find the oil company officials and employees to be most cordial and hospitable. It was our pleasure to attend quite a few social functions while there and to be the recipients of many courtesies for which we were and are now, most appreciative and grateful. We can only say the finest things for those whose acquaintance we made and who are carrying on so efficiently in our neighboring country to the South.



—Photo Keystone-Underwood.

Native women pounding corn for bread in the yard of a Barranquilla home, Colombia, S. A.



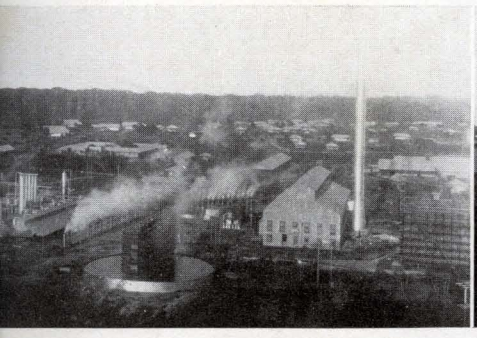
—Photo by Ewing Galloway.

A squad of native two-cylinder water-carriers in Barranquilla, Colombia. Like city milkmen, these carriers furnish the Colombian city with drinking water. All oil companies have their own water supply and maintain most modern sanitary conditions.

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SOUTH AMERICA

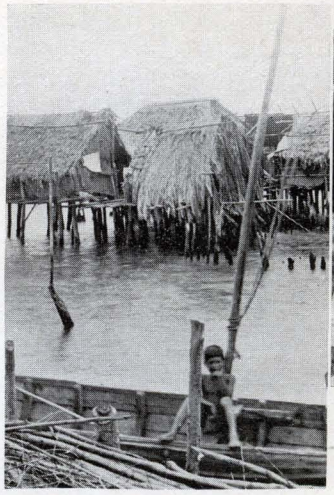
"Si" Simonson and "Pete" Little, "Lufkin's" representatives to the South American oil fields, proved to be better visitors than photographers, consequently many personalities, installation views and interesting scenes of that country are not in the collection here reproduced. The tropical garden surrounding the Administration Building at El Centro is a thing of rare beauty and the magnificent home of B. A. Myers, General Manager of the Tropical Oil Company, is worthy of special note. Due to poor photography neither of these could be reproduced which we regret very much.





Tropical Oil Company, Colombia, S. A. Left: Refinery, administration building and married couples' quarters. Right: Machine shop and foundry.

NATIVE SCENES



—Keystone-Underwood

Indian Huts over Lake Maracaibo. Venezuela.



—Thomas F. Lee from

Venezuela. Native LLano turning from the wash with clothes cal



imonson, a native and the wooden fish loaned to all visitors by the village photographer.



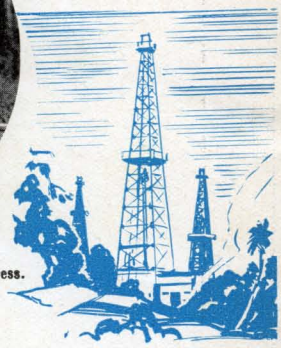
Simonson and Jim Childers, Shop Supt., for Lago Petroleum Corp. The extra stein belongs to Pete Little who took the snapshot.





Johnnie Nations, Production Supt., Standard of Venezuela, An ex-Humble official from Texas.

MUCHACHO in native dress.





Left, Peppy (owner of Scandia Hotel, Maracaibo) Mrs. Peppy and "Si".



"Pete' Berg, Farm Boss, "Nick" George, Ch. Field Mech., "Shorty" Eateman, Farm Boss, Frank Gilstrap, Asst. Prod. Supt., all with Tropical Oil Company



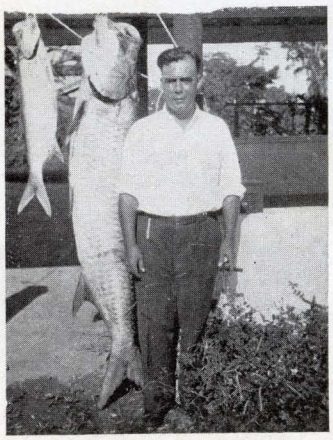
"Si" left, W. B. Goke, Prod. Foreman, Lago Pet. Corp., right.



Bart Myers, General Manager, Tropical Oil Company, and Mrs. Myers.



Harry McCobb, Production Supt., Tropical Oil Co., El Centro, Colombia.



A. L. Owens, Supt. operations, Trinidad Oil-fields Operating Co., Ltd., and one of five fish caught same afternoon, the large specimen weighing 107 lbs.

The traveler making his first trip from the United States to South America visualizes, to some extent, the countries and conditions which he will encounter. This vision is a conglomeration of all the pictures, reading and discussion to which he has been subjected.

The average American is very much sold on the idea that the manner in which things are done at home are the acme of perfection and that modern methods are unknown and not practiced in most foreign fields.

In some remote areas where oil is produced this may be true but in the newer centers of oil development in

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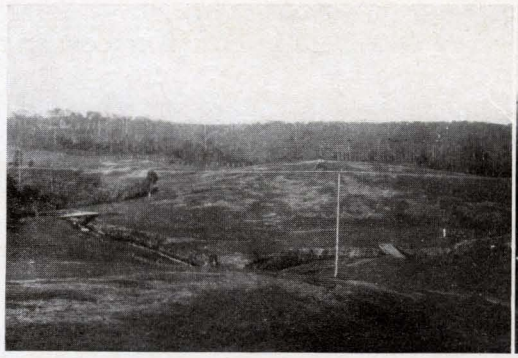
Lee from Ewing Galloway

ve LLanos Indian girls re- ash place in a creek. hes calabash tubs.

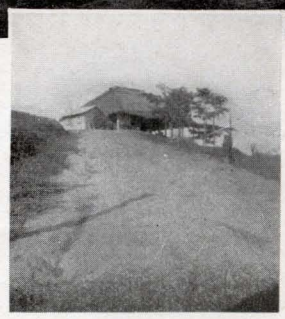


—Keystone-Underwood

Barranquilla, Colombia, where the luscious papya (papaw) flourishes.







TROPICAL OIL COMPANY'S EL CENTRO, COLOMBIA, GOLF COURSE

This nine hole course is one of rare beauty and is indeed a sporty one. Upper left is view from club house showing fairway and No. 1 green. Upper right is 9th tee and fairway. Right is the tenth hole, situated on a high hill, always cool and equipped with pre-Volstead thirst dispensary.



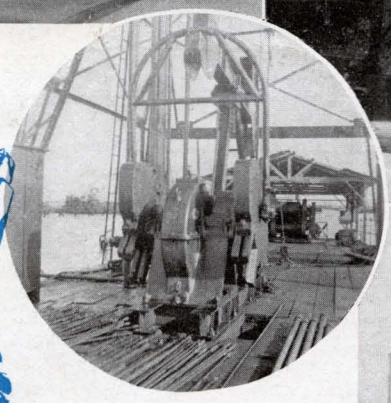
Lufkin Baby Unit, Tropical Oil Company, El Centro, Colombia.





Lago Petroleum Corp., Lake Maracaibo, Venezuela. Note barge in background on which is mounted portable pulling equipment.



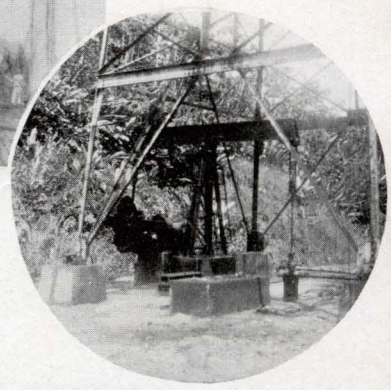


Lufin twin-crank Unit, Lago Corp., Lake Maracaibo, Venezuela.



Servicing Tropical Oil Co. well equipped with Lufkin Baby Unit.

Right: Lufkin Baby Unit with tropical scenery in background, Tropical Oil Company, Colombia.



Colombia and Venezuela this is certainly not the case. A trip through the oil fields of these countries is truly a revelation to the visitor. On every hand one finds the most modern equipment being used and the soundest practice employed in production methods. The older centers have a background of European construction and customs, but these are being rapidly modernized.

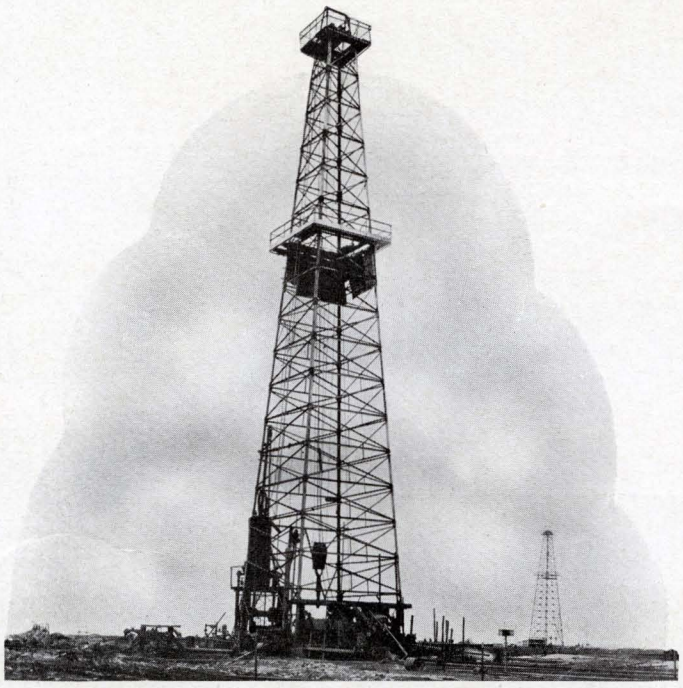
In the search for modern, efficient and economical production equipment it is quite significant to note how keenly and quickly Lufkin equipment has been accepted by operators in this South American country. Today foreign operators have Lufkin equipment in use in the fields of Colombia, Venezuela, Mexico, Argentine, Roumania, India, Russia and Japan.



Street Scene in Barance Bermeja

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Shell Pilots . . . Doolittle and Haizlip, Prove





Lt. James G. Haizlip and Mrs. May Haizlip broke several records and brought honor to the "Shell Family."

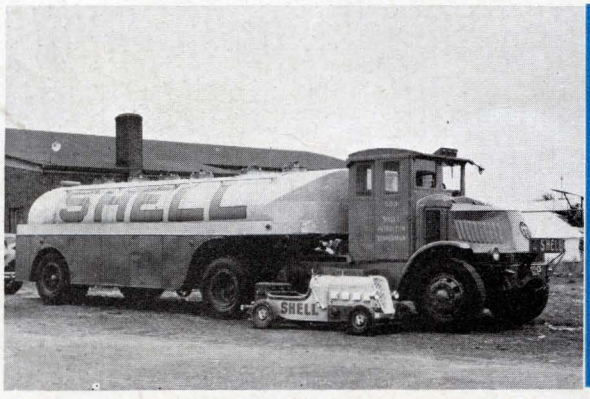
It's a long, long trail from the oil derricks in the producing fields to the pylons at the National Air Races, but Shell Petroleum Corporation products planes and pilots have successfully travelled the route in the merchandising of aviation fuels and lubricants.

Pilots who participated in the 1923 National Air Races held in St. Louis well remember Shell. St. Louis was the "home town" of Roxana Petroleum Corporation, as Shell was then known, and the company furnished 20,000 gallons of aviation gasoline to the spectacular enterprise.

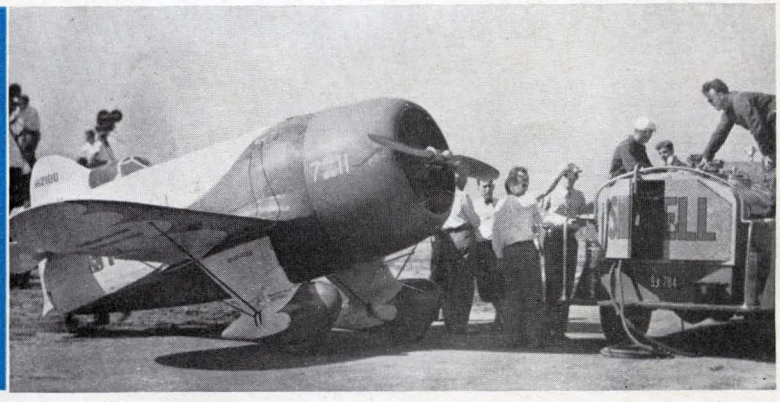
As the demand for aviation fuels and lubricants increased, the Shell Petroleum Corporation realized the need of a flying laboratory from which accurate data concerning aeromotive fuels and lubricants might be obtained. A tri-motored Fokker F-10 was purchased in 1929. The ship was christened—"Gold Shell," and served its purpose commendably in test and transport work until destroyed in a hangar fire at the Chicago Municipal Airport in 1930.

Of greater importance in Shell's entrance into the aeromotive fuels and lubricants field was the selection, by the management, of the man to guide the destinies of the Aviation Sales Department. The newly created position called for the services of a recognized aeronautical technologist, an experienced pilot of acknowledged ability, one versed in technical knowledge of fuels and lubricants and above all an executive. In this selection Shell Petroleum Corporation chose well, as has been demonstrated repeatedly.

On January 1, 1930, Major James H. (Jimmie) Doolittle, of blind-flying fame, left the U. S. Army Air Service to join Shell as manager of the Aviation Sales Department. He selected Lt. James G. (Jimmy) Haizlip as his flying assistant in March, 1930, and Rex Brashear as office assistant during the department's inception. Shell bought a Lockheed Vega five place ship and a Travelair "Mystery Ship," the second of its type manufactured. A Bellanca "Skyrocket" six-passenger plane for official travel was added to the fleet in the summer of 1930, and the most recent acquisition is "Shellightning," a low wing five passenger Lockheed-Orion powered by a super-charged 700 H. P. Wright Cyclone engine, making it the world's fastest commercial airplane. The rebuilt Laird racing plane "400", of 1931 racing fame is Doolittle's own ship and is frequently flown by him.



The miniature Shell advertising car vied with its monster brother at the Cleveland Airport.



Maj. James H. Doolittle, America's speed champion, inspecting his Shell Aviation Gasoline before the Thompson Trophy Race.

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Products' Quality at National Air Races

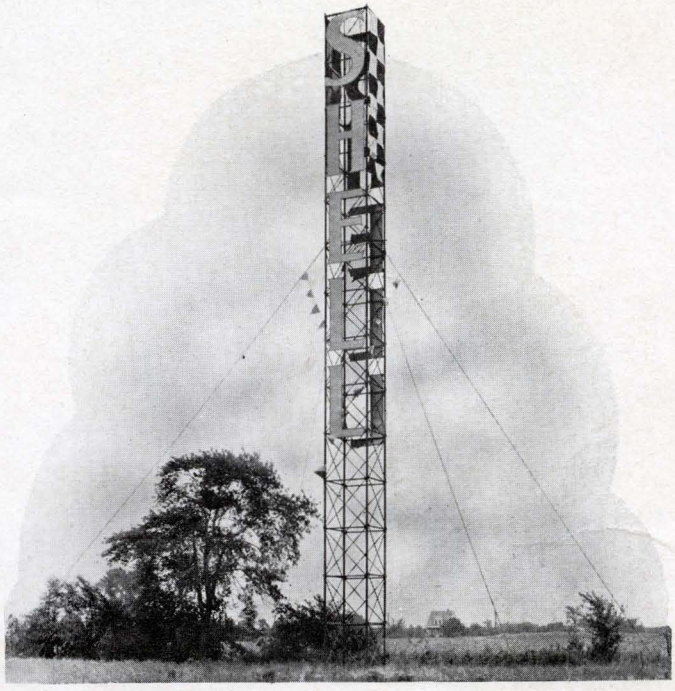
Shell's first active participation with planes and pilots in the National Air Races was at Chicago in 1930. Doolittle thrilled the crowds daily in sensational maneuvers with the Shell "Mystery Ship," and Haizlip won honors in several races, finishing second in the Thompson Trophy Race with the "Mystery".

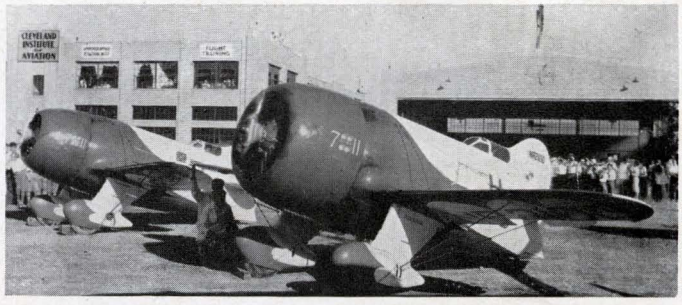
As a part of the 1931 National Air Races at Cleveland, Doolittle won the Bendix Trophy Race from Los Angeles to Cleveland continuing on to New York to establish a new Transcontinental record of 11 hours and 16 minutes. Soon after came the pioneering Three American Capitals Flight from Ottawa, Canada, to Washington and Mexico City in 12 hours and 36 minutes. The company instituted the Shell Speed Dashes for men and women pilots, giving placques and trophies as an incentive to the development of speed in flying.

However, it was the 1932 National Air Races which were a series of gala days for Shell. Major Doolittle broke the world speed record for land planes by flying an average speed of 296.287 miles an hour in the Shell Speed Dashes for men. At one time he attained a speed of 309 M. P. H. He also won the speed classic, the 100-mile Thompson Trophy Race, at an average speed of 252.686 M. P. H., setting a new world's closed course record. Lieutenant Haizlip won the Bendix Trophy Race from Los Angeles to Cleveland in record time of 8 hours 19 minutes, continuing on to New York in 2 hours to establish a new transcontinental record of 10 hours and 19 minutes.

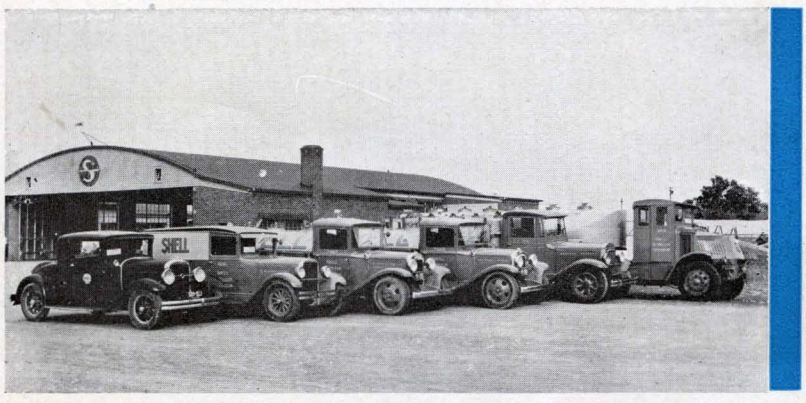
May Haizlip, wife of Lt. "Jimmy" and equally famous as a woman pilot, flew 255.513 miles an hour in the Shell Speed Dashes to establish a world speed record for women. Many other famous flyers also won honors with Shell Products and a tabulation shows that Shell users won 13 firsts—10 second—and 4 third places and 19 trophies and placques, in addition to prize money.

The accomplishments of the aviation sales department, under the direction of Major Doolittle, have been myriad in number. Triumphantly emerging from gruelling grinds, Shell pilots, Doolittle and Haizlip, have publicly demonstrated the worth of their company's products in the greatest of aviation proving grounds—the National Air Races.





"Gee-Bee" racing planes Nos. 7 and 11 used Shell. Lee Gelbach piloted 7 and Doolittle made history with the higher-powered 11.

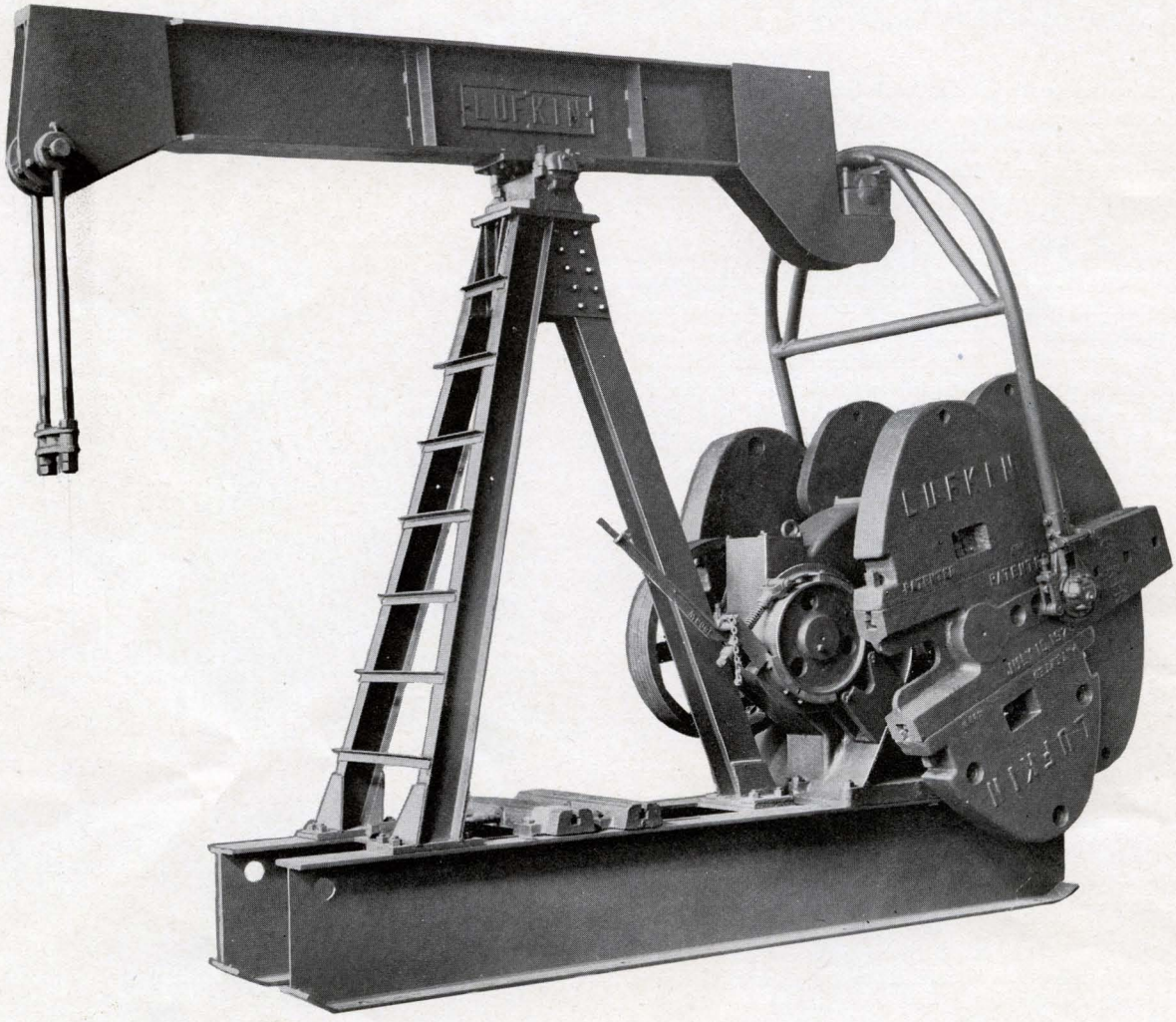


Shell's automotive fleet made an impressive sight and Shell service men rendered excellent co-operation.



This de luxe bulletin sign, at the west end of the High-Level Bridge, told the "big story" to air race visitors.

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Lufkin Twin-Crank Unit

IS A REAL PUMPING JOB . . .

THIS COMPACT, HIGHLY EFFICIENT UNIT IS DOING A REAL JOB IN MANY FIELDS

The Lufkin Twin Crank Herringbone Unit Assembly was originally designed to meet a need for a "floor unit" for installations over water or swampy ground, saving necessarily expensive foundations for pumping equipment.

The first Units were of the Standard Crank Type for use in medium depth fields, but later, with the addition of crank counterweights, deep well pumping was made possible. The "wind and weave", so often found in light single-crank units, is entirely eliminated in the LUFKIN TWIN CRANK UNIT due to the even balance of the double adjustable cranks.

This compact, self-contained unit —smooth and silent in operation— high in mechanical efficiency, is the ultimate in equipment for pumping loads of 20 H.P. and under.

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Mechanical Construction Lufkin Twin Crank Unit Assembly

The LUFKIN TWIN CRANK UNIT is constructed along the same general mechanical lines as is the larger Lufkin Units of the Herringbone Gear Types, using large gears at slow speeds—designed on a wear basis with ample factors of safety for strength. The result of this practice is reliability for continuous service and reserve for undue punishment and long life.

The large gear of the TWIN CRANK UNIT is made of a special alloy steel and the pinion is of forged alloy steel, generated integral with shaft, hardened and heat treated. The main shaft is of S. A. E. 1045 steel, turned and ground. Extra long, renewable bronze bearings are used in the main shaft bearings and Hyatt roller bearings on the pinion shaft. Bath and splash lubrication system—simple and positive in action, is employed, the rotation of the gear producing a continuous flow of lubricant to the bearings and gear teeth.

The Twin Cranks used on this Unit are of the Trout Counter-balance type which provide for the maximum effective counter-balance. Special auxiliary counter-weights are furnished, when needed, at a slight additional cost. Trout Counter-balance Cranks are conceded to give at least a 10% saving in power over beam or reciprocating types of balance.

The Twin Pitman is of tubular construction and braced for greatest strength. The top pitman bearing is of ball and socket construction—universal in action, having special patented Lufkin features. Special Trout universal oil-bath crank pin connections have been designed for use with this Unit.

The Samson Post is of tripod design, allowing the strain and weight of the well to be spread over two-thirds of the length of the Base beams. This post is fitted with an oil-bath and dust proof Center Iron which is so designed that by loosening two bolts the beam and pitman may be swung to right angles of the well, allowing ample room for well servicing.

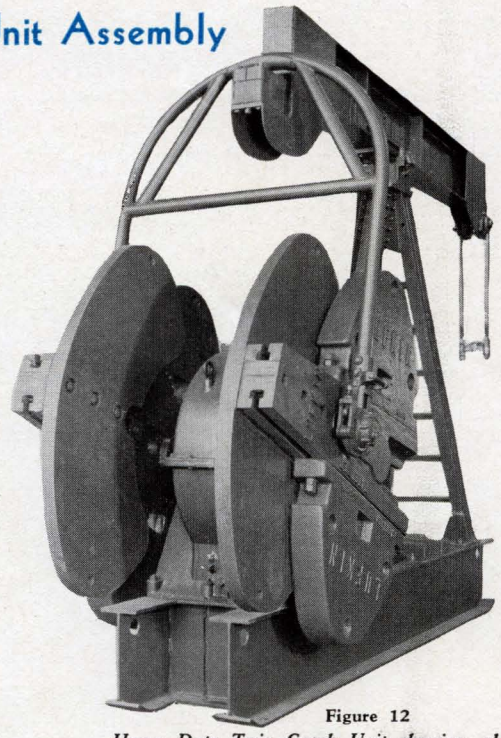


Figure 12

Heavy Duty Twin Crank Unit showing additional crank weight arrangement and heavy beam base allowing for additional length of crank.

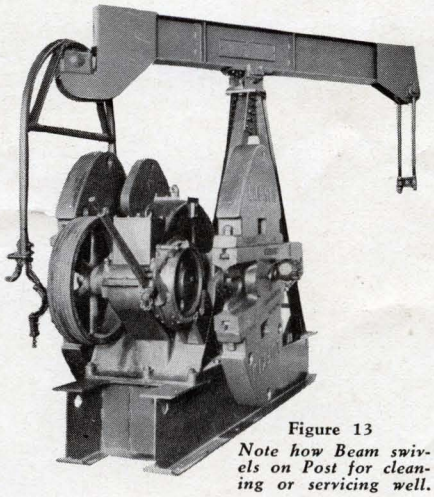


Figure 13

Note how Beam swivels on Post for cleaning or servicing well.

The entire assembly is compactly mounted upon a heavy, rugged, electrically welded "I" beam base of ample size which is well braced throughout. This base is designed to fasten directly to the derrick floor or to a concrete foundation.

The LUFKIN TWIN CRANK UNIT is easily adaptable to any type prime mover. A cover is provided for motor and drive and when driven by a gas engine the Unit is reversed on the base and engine set at rear—away from well, (see Figure 14).

Note:—This Unit can be furnished with a double set of Herringbone Gears when it is desirable to operate at less than 12-strokes per minute. We do not, however, recommend double geared rigs for normal pumping on account of excessive gear speeds and resulting shortened life.

For complete specifications see detailed table and for well conditions handled by this Unit—see the "Unit Service Chart." Further detailed information will be gladly furnished upon request.

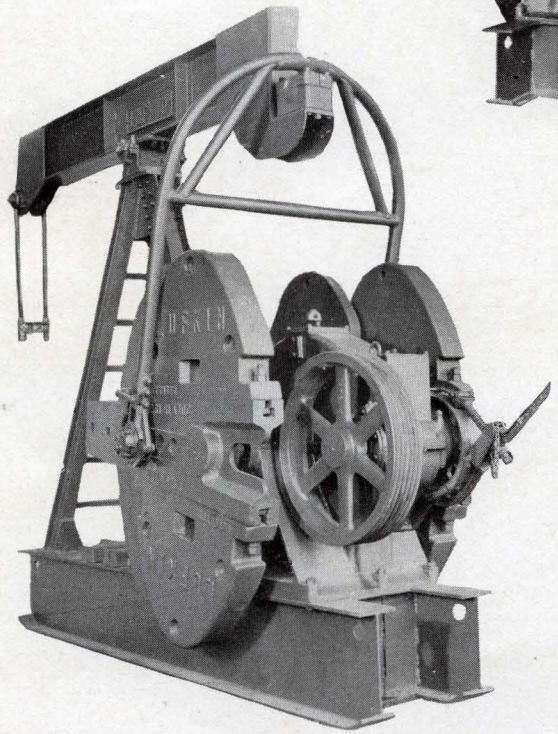
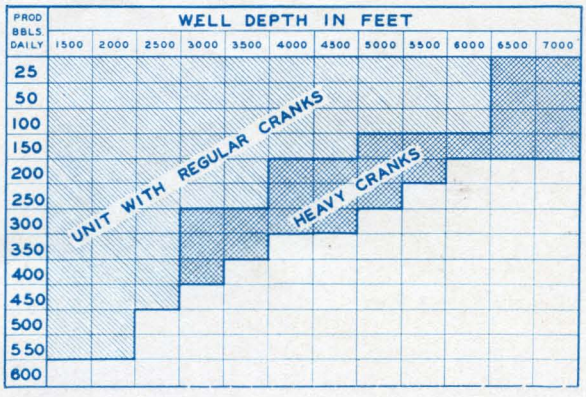


Figure 14

Unit arranged for multi or single cylinder engine operation.



Lufkin Twin Crank Unit Service Chart

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Twenty-Two Operators are Using Lufkin Equipment in East Texas

Much improvement has been made in LUFKIN EQUIPMENT since the discovery of oil in the East Texas field and therefore in East Texas is to be found the most modern efficient Lufkin equipment of all fields—the ultimate in production equipment.

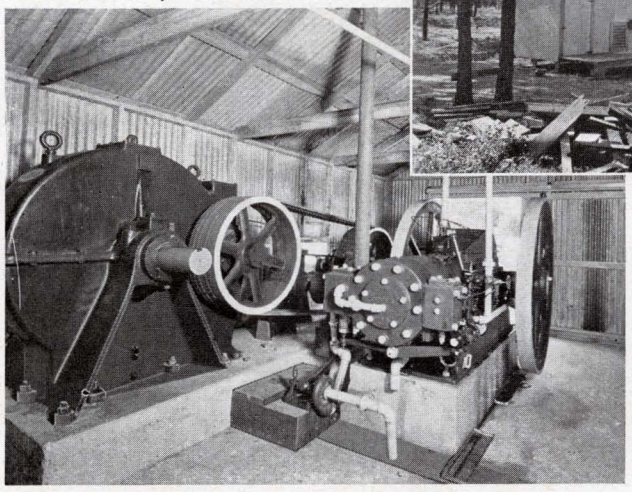
On this page is illustrated modern installations of a few of the twenty-odd operators in East Texas who are using Lufkin Equipment. All types of equipment is in use from the smallest to the largest units. A number of Lufkin Central Powers are also operating in East Texas. Note various types illustrated on this page.



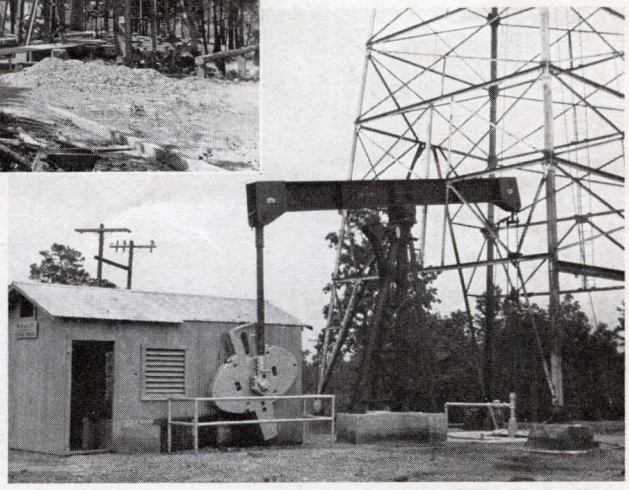
Sinclair Oil & Refining Co. Daisy-Bradford No. 2. Lufkin 6½" H. B. Unit, Post Assembly and Hoist.



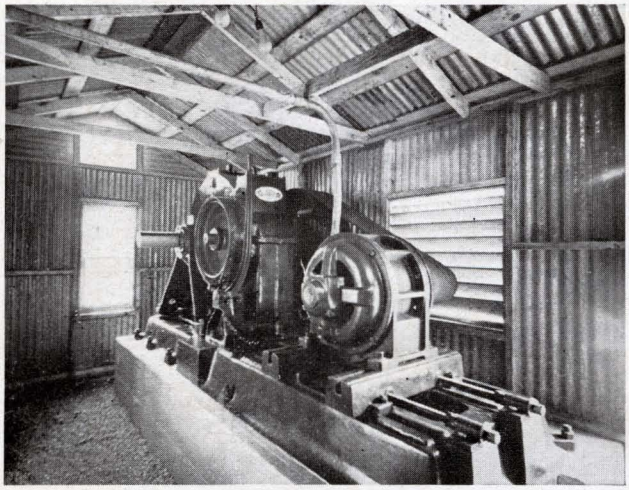
Pilot Oil Co. Finney No. 1. Lufkin 5½" H. B. Unit, Post Assembly and Hoist.



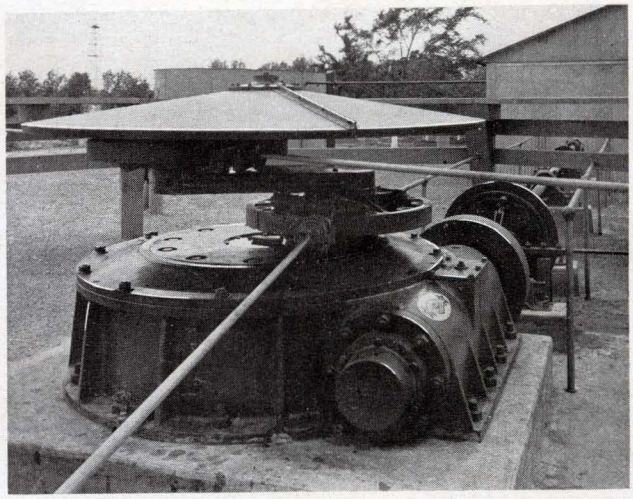
H. K. Spear Oil Corp., Joiner area. Lufkin 5½" H. B. Unit, Post Assembly. An ideal type of single cylinder installation. Unit sets directly on concrete foundation.



Sun Oil Company, E. L. Walker No. 1. Lufkin 5½" H. B. Unit, with Center Line Beam Assembly.



Interior View of Sun Oil Company, Walker No. 1, showing regular electric motor drive for Lufkin 5½" Unit, mounted upon Lufkin Universal base.



Pure Oil Company—Lufkin Standard Central Power installation in the Van field.

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Over 100 Users of Lufkin Equipment

Below is a partial list of users, both in domestic and foreign fields of Lufkin equipment. A careful check of the list will reveal that practically every major oil company is a user of Lufkin Equipment.

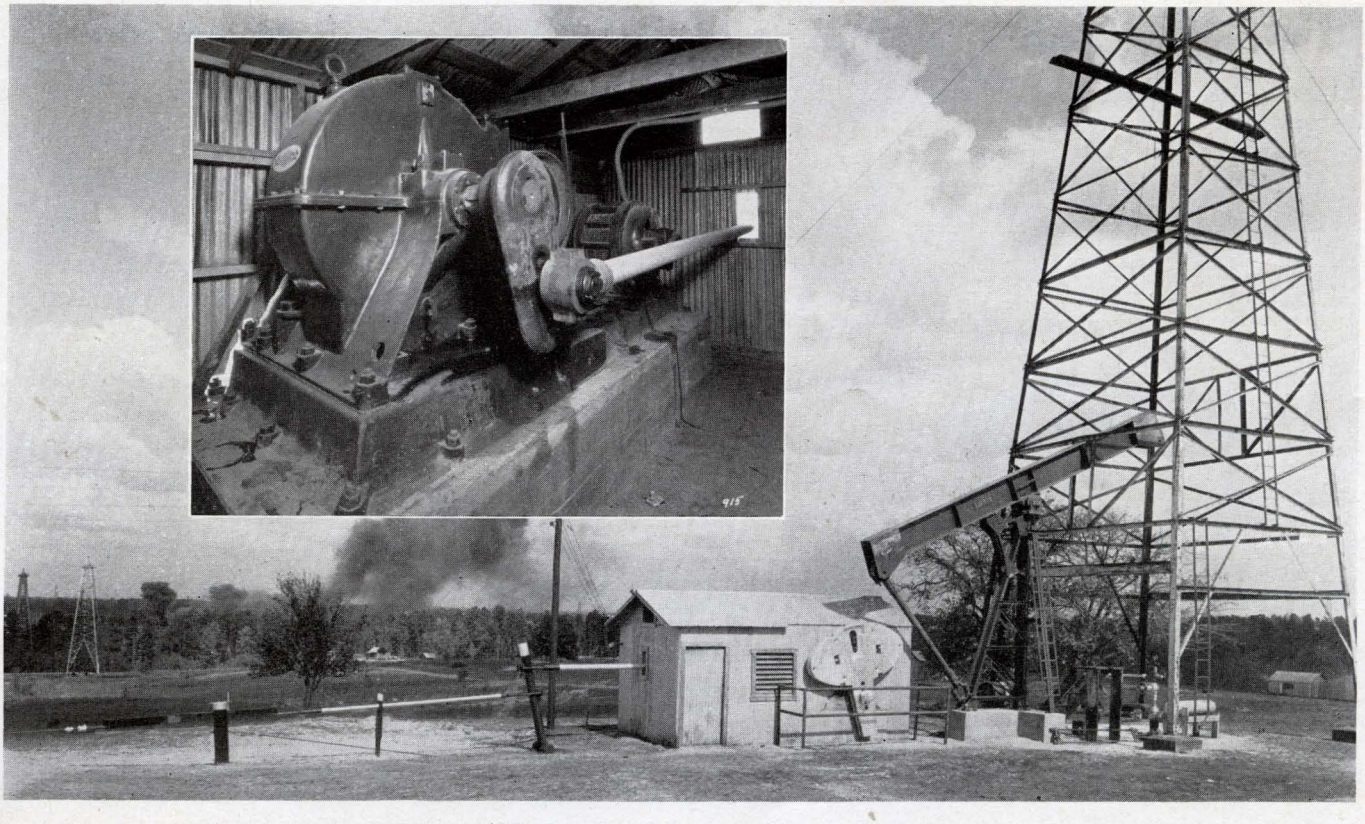
Such an imposing list of users, we feel, is pretty fine evidence of the merit of Lufkin Equipment. We gladly refer you to any user.

LUFKIN EQUIPMENT USERS IN UNITED STATES

Atlantic Oil Producing Co.
Amerada Petroleum Corp.
Arkansas Fuel Oil Co.
Berry Asphalt Co.
Bill and Dave Oil Co.
Cunningham Production Co.
Cosden & Company
California Company
Carter Oil Co.
Continental Oil Co.
Deep Rock Oil Co.
Darby Petroleum Co.
Exchange Oil Company
Empire Gas & Fuel Co.
F. H. & E. Oil Co.
Fort Bend Oil Co.
Falcon Oil Co.
Gulf Production Co.
General Petroleum Corp.
Gordon Folwell & Dickson
Gypsy Oil Co.
Humble Oil & Refg. Co.
Humphreys Oil Co.
Hyland Oil Co.
Houston Oil Co.
Howard County Oil Co.
Hunt, H. L. Production Co.
Kathleen Oil Co.
Jergins Company, A. T.
Johnston & Owens
Knox, Powell & Stockton
Lion Oil & Refg. Co.
Lonnie Glasscock
Laurel Oil Company
Louisiana Oil & Refg. Co.
Loring Oil Co.
Lide Rowe Oil Co.
Luling Oil & Gas Co.
Mills Bennett Production Co.
Mecon Oil Company
Murdock, C. E., Inc.
Magna Production Co.
Marland Oil Company
Magnolia Petroleum Corp.
Mul-Berry Oil Co
Mid-Kansas Petroleum Corp.
Mid-Continent Production Co.
Murray & Goode
Navarro Oil Co.
Nelms, H. G.
Nile Oil Co.
Ohio Oil Co.
Owen & Sloan Oil Co.
Orchard, Chas.
Pure Oil Co.
Prairie Lea Production Co.
Phillips Petroleum Co.
Petroleum Securities
Pan American Petroleum
Pilot Oil Co.
Rio Bravo Oil Co.
Rovenger Oil Co.
Richfield Oil Co.
Shell Petroleum Co.
Sun Oil Company
Shaw, T. G.
Smith, R. E.
Standard Oil Co. of La.
Standard of California.
Simms Oil Co.
Smitherman & McDonald
Stanolind Oil & Gas Co.
Shaffer Oil & Refining Co.
Skelley Oil Co.
South Texas Oil Co.
Southern Development & Prod. Co.
Sinclair-Prairie Oil Co.
Spear, H. K.
Seward Oil Co.
The Texas Company
The Tidal Osage Companies
Turman, L. C.
United North & South Co.
Unity Oil Co.
United Oil Well Supply Co.
Vacuum Oil Co.
Woodley Petroleum Corp.
Western Gulf Oil Co.
Winfree Oil Co.
Witherspoon Oil Co.

FOREIGN

Anglo Mexican Petroleum Corp.
Oil Well Engineering Co.
Burmah Oil Co.
Steaua Romana
International Petroleum
Lago Petroleum Co.
Asiatic Petroleum Co.
Mitsubishi
Standard Oil Co.
Tropical Oil Co.
Argentine Government Oil Fields
Standard Oil Co. of N. J.
Venezuela Gulf Oil Co.
El Aguila.



Sun Oil Company's E. S. Barkee No. 1—Lufkin 5½" H. B. Unit Post, Beam and Pitman with Auxiliary Crank, showing arrangement for pumping additional well. Insert shows crank connection.

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A Squawk from the Petroleum Goose

(*Continued from page 3*)

3.3 cents. Add one cent federal tax; allow for the near-certainty that a number of states will raise their rates the coming winter; add further the county and city taxes, distributors' licenses, etc., and we are in sight of a five cent tax per gallon for the whole country. As much as the manufacturer's cost at the refinery!

A glance at this relationship between the original cost of gasoline and the taxes charged against it will be illuminating. Take a modern refinery in Oklahoma, buying its crude oil and selling its refined products at the plant. Many such refineries are located there. They have sold their gasoline this year at an average price of four cents per gallon. Here we have a state tax of four cents and a Federal tax of one cent, total taxes five cents—a perfect example of a Simon-pure manufacturer's sales tax on gasoline of 125 per cent. Such a refinery, doing a gross business on all products of $1,000,000 per month, would bear taxes on its gasoline amounting to $1,150,000. It would pay fifteen per cent more each month in taxes than would be retained as the selling price of all its products.

Such taxes, applied to any industry you can name, would be denounced as confiscation and would spell ruin. Applied to the oil industry, they have resulted in wholesale tax dodging, "bootlegging" of gasoline, corruption of officials, wreck of the price structure, demoralization of the business. They have put a premium on fraud and a penalty on honesty. If persisted in, they must eventually bring one of America's largest industries under control of gangsters and racketeers. These will not only evade the tax but will create an economic evil whose consequences are difficult to predict.

General Tax Voted Down

There was a time when this discrimination against the oil industry could be explained on the ground that the industry had taken its punishment lying down, instead of fighting back, but the recent Federal tax on gasoline and lubricants, in the face of bitter protest, looked like the result of deliberate conspiracy to make petroleum carry the load in order that others might escape.

Let me recall some of the circumstances. The House Ways and Means Committee reported a sales tax bill to balance the budget. A strong sentiment has developed for such a measure as the fairest and surest means to raise needed revenue. Canada's experience was all in favor of this program, and the experts of the Treasury supported it. Personally, I believe the plan ought to have been adopted and I pay my compliments to the Ways and Means Committee which reported and made a splendid fight for it. The measure which the Committee brought out, with the sales tax as its basis, would have met the emergency with equity to all. It would have spread the tax burden over so wide a base that no particular interest would have been hard hit or indeed would seriously have felt it.

But a conspiracy of opposition determined that nothing so broad and so fair should be permitted; in order that the majority might escape from any tax at all, this whipped-up and demagogic opposition to a general sales tax organized a revolt in the House and substituted onerous taxes on a limited list of articles. Thus the many were able to escape and the burden, multiplied many times, was shouldered off on the few.

Federal Gasoline Tax Added

It was perfectly plain that the bill which the House finally passed as the result of this conspiracy of selfishness would not bring in nearly as much revenue as was needed; but that meant nothing to the big self-seeking lobby infesting the Capitol. The lobby, along with the House members under its influence, was determined that there should be no general sales tax; and so the bill passed the House inadequate for revenue purposes and went to the Senate practically carrying the message that the House would not have a sales tax.

There were plenty of assurances that a gasoline tax would not be resorted to. The oil industry protested against piling a huge Federal burden on top of the already excessive state taxes. It was urged that the states had discovered and developed this revenue source; that they had given a certain justification to its excesses because they used it for road building; and that Federal invasion of this field would be unjust to both industry and states. But all protest went for nothing. The House had made it clear that it would not have a general sales levy; without it new objects of excise must be found. Taxes on gasoline and lubricants would fill the gap. "Soak the oil boys good and plenty," demanded the lobby of special interests; "if they pay a big tax we won't have to pay any." And in the last hours that was what happened. The consolidated interests of selfishness compelled the imposition of $200,000,000 Federal taxes on the oil industry on top of state taxes already amounting to $709,000,000. Is it any wonder that the industry feels that it has been unmercifully plucked?

Because of the rapidly growing demand for its products, the oil industry has had to find constant supplies of new capital. Its estimated investment rose from $6,500,000,000 in 1921 to $10,000,000,000 in 1930. The money was somehow found, despite that average annual earnings on investment during this decade were only 2.98 per cent.

So long as it is possible that a single industry can be picked out for such treatment as has been accorded to oil, others may well consider when their turn will come. Personally, I feel less concerned about the immediate blow to the oil industry than about this betrayal of economic justice, this commitment to a program that can only prove disastrous. If other industries fail to resent this attack on the oil business, they may as well get ready to take their turn in giving up their feathers. We haven't any more to give.

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The Luffkin Line

Published to promote Friendship and Good Will with its customers and friends and to advance the interest of its products by the Lufkin Foundry and Machine Co.

A. E. CUDLIPP, Editor

December, 1932

The Times Which Try The Hearts of Men

The times which try the hearts of men also build fresh hopes, new determination and greater goals for them.

The lightning bolt which cracks the tree also uproots the soil where fresh roots spring into being. A greater and stronger tree comes to stand where the old one stood.

In still waters there is stagnation. In clear, cold, rushing waters where fish fight against swift currents, the angler finds the true test for his powers.

Man and beast need the spur of challenge and the threat of defeat. Only in this way do they learn to extend themselves; to find themselves; to discover the true sensation and vibration called Life. Thus, the will to live is born.

Life is change. It is the death of the old and the birth of the new. And birth is always filled with pain, for mothers who bring new life, for men who must be re-born and adjust themselves to the new, lest they perish.

Loosely, we call such periods "hard times." Out of each such period a new world is born, new names eclipse the old on the horizon. The cobwebs of stagnation, indifference, easy contentment and spurious satisfaction are swept by a giant broom.

But the will of Man is to survive. To go on. Even as he always has, in war, in pestilence, in flood, in fire, in famine and in hurricane.

Even now the new world of tomorrow is being born. Even now the lightning flashes light up the better world which will come out of the storm. Whatever man wills —will be.—*Selected.*

Not a Family Bus

First girl: "I thought that Mable married a man that was a model in every way."

Second girl: "So she thought, but he turned out to be a sport model."

—*Life.*

Angry Wife: "Very well, now I have a Frigidaire—see what you can do about a mechanical stenographer."

"Can you tell me the name of the Dean of this school?"

"Naw, I'm just a football player here."

NOTHIN' BUT



"Hello, lilone, wana go for a ride?"

"I don't want to do nothin' else, big boy."

"Well, so long."

"Pawdon me, Mrs. Astor, but that never would have happened if you hadn't stepped between me and the spittoon."

After a cessation of his immediate financial worries, John went by the pawn shop and redeemed his suit of clothes. He failed to remove the tags and his mother found the suit next day, and noticing the tag on the coat asked, "John, what is this tag on your coat?"

John lost very little time in answering, "Oh, I was at a dance last nite, mother, and checked my coat."

A moment later mother came across the trousers, tagged in the same way. With a puzzled tone she asked: "John, what kind of a dance was that?"

Proud father (showing triplets to a visitor): "What do you think of them?"

Visitor (Pointing to one in middle): "I'd keep that one."

There was an old lady named Banker,
Who slept while the ship lay at anchor.
She awoke in dismay
When she heard the mate say:
"Let's lift up the main sheet and spanker."

"Where does this inviting shady lane lead to?" asked the motorist.

Without moving from his contented seat on the barbed-wire fence, the farmer launched a jet of tobacco juice with deadly effect upon a grasshopper ten feet away, then scratched his stubbled chin thoughtfully.

"Well, stranger," he drawled, "it's led more'n half the young folks around these parts into a right smart o' trouble."

She was only the skipper's daughter, but, boy, how she knew the holds!

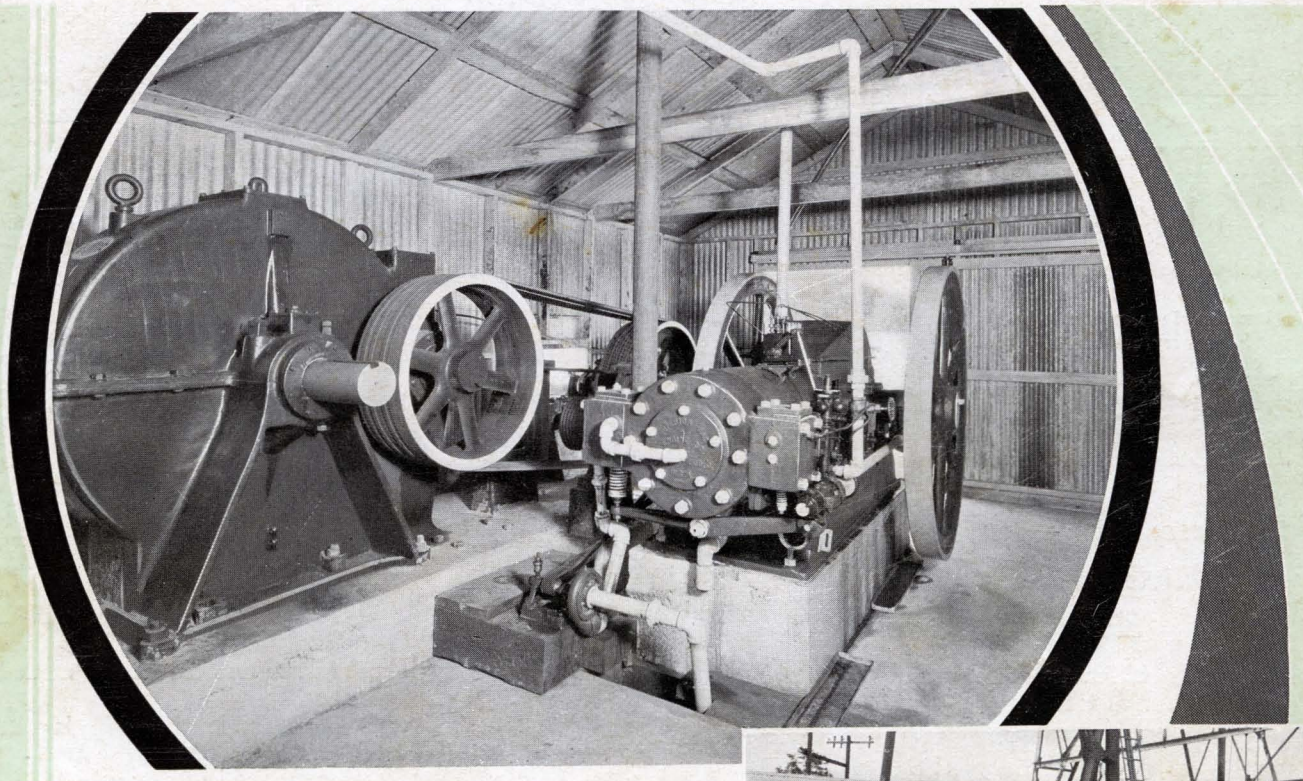
Parson White — Yo' husband am a membah of de Ways an' Means Committee.

Panzy Brown — Is he? Den he's sho' in de right place. Dat niggah knows moah ways of bein' mean den any otha cullud man ah knows.

"It ain't sanitary," protested the traveller, "to have the house built over the hog pen that way."

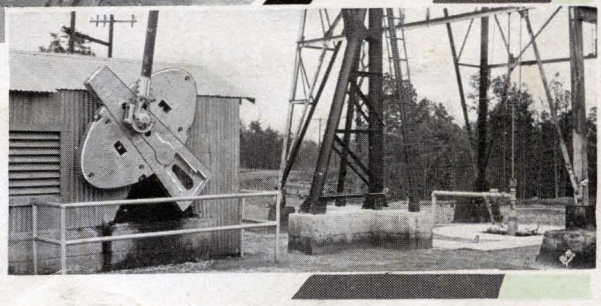
"Well, I dunno," replied the native. "We ain't lost a hog in 15 years."

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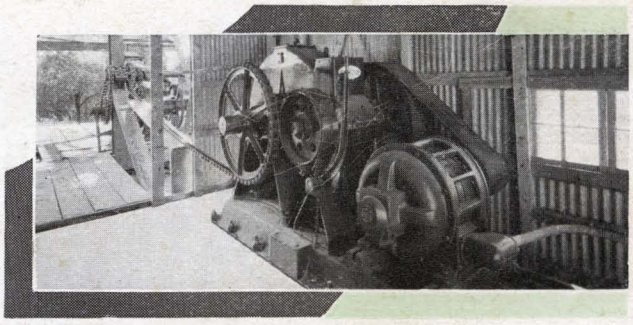
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