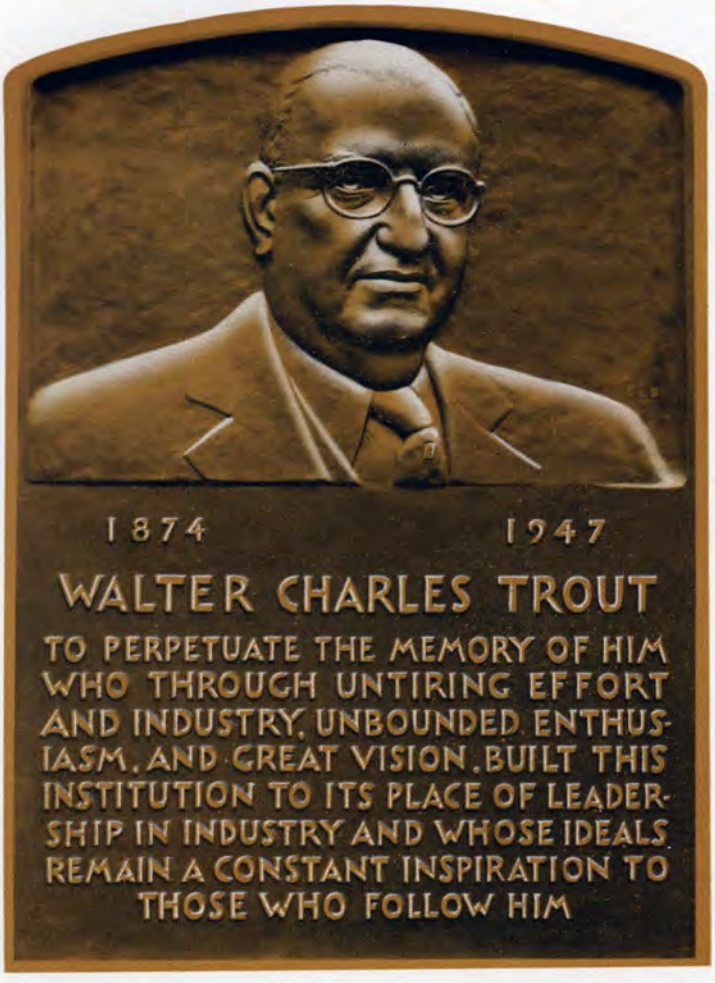
Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023



The Luffkin Line

VOLUME XXIII • • • NUMBER 6

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023



PLAQUE CEREMONY HONORS LATE LEADER

IN HONOR of Walter Charles Trout, late beloved President of Lufkin Foundry and Machine Company, a memorial plaque was unveiled last November. Men and women who had served the Company long and well assembled near the main office to witness the unveiling of a bronze plaque which they had dedicated to their past leader and friend.

While the men and women, employees and friends, gathered near the speaker's platform, many minds were focused backward to a day when Mr. Trout had been among them—working with them, laughing with them, swapping stories, and being a kind friend to them. Back went their memories to the day some three years ago when, though the majority of the nation was torn with strife between employees and employers, the men employed by this Company wanted to express their love and appreciation for their President.

Some of the men got together and talked about it. With Mr. Trout's birthday nearing, it was unanimously agreed that a party in his honor would be given. So, in April of 1946, the employees voluntarily made up a pot and gave the party, at which time they presented Mr. Trout with an old hinge from the door of the first shop. The hinge was mounted and beneath it was written a poem in story form about the "good ole days" and about some of the oldtimers employed in the initial days of the Company.

Mr. Trout considered the party, the gift, and the expression from the men as a signal honor and he proudly told his business acquaintances throughout the United States about the occasion.

When 1947 rolled around, the employees again wanted to give him a birthday party, and a voluntary pot of money was made up for this purpose. However, the event was postponed because of his illness and subsequent death.

Later the men wondered what they should do with the money. No one seemed to think it should be refunded, but that it should be spent in some way to honor Mr. Trout. It was then that the idea of a memorial plaque was born. The employees wanted to pay tribute to their beloved friend and to perpetuate his memory in such a way that his council and guidance might be preserved in the hearts of the present generation and that his work and noble life be an inspiration to the generations to follow.

Mr. Carl L. Schmitz, renowned sculpture artist of New York City who was born in France but who has acquired fame and high recognition since coming to the United States in 1923, was commissioned to execute the plaque. From only a few scattered snapshots, Mr. Schmitz was able to mold into a beautiful bronze plaque a warm, life-like bust of Mr. Trout. Mr. William B. Wiener, architect of Shreveport, Louisiana, spent a great deal of time designing an appropriate wall for the memorial. With the inscription, the plaque measures 18 by 26 inches. It, the wall, and the landscaping was completed at a cost of about $2,000.

So it was with a deep feeling of pride and humility and with an abiding love for a great man that the employees of the Lufkin Foundry and Machine Company dedicated the bronze plaque to the memory of the late W. C. Trout.

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023

The Lufkin 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 & Machine Company, Lufkin, Texas.
VIRGINIA R. ALLEN, Editor

Volume XXIII WINTER, 1948-49 Number 6

CALIFORNIA NUMBER

The Editor wishes to express sincere appreciation to the various Chambers of Commerce and to our friends and customers for their kind and generous assistance in the compilation of editorial and pictorial material for this issue of THE LUFKIN LINE. Also, thanks are herewith rendered to V. J. "Vic" Fawcett of the California Office for his diligent and untiring efforts to obtain the information contained in this magazine.

In This Issue

PLAQUE CEREMONY HONORS LATE LEADER 2
Employees Dedicate Bronze Memorial to W. C. Trout, Late President of the Company

CALIFORNIA OFFICE PERSONNEL 4
Lufkin Representatives, in Typical Californian Fashion, Boast of the Wonders of the Sunshine State

LOS ANGELES—CITY WITHOUT LIMITS 5
This Municipality Has Set Her Goal at Catching Up With Metropolitan Chicago in the Next 10 Years

BEAUTY COMES TO AN OILFIELD 7
Signal Oil Company Has Set a New Precedent in the Beautifying of Its Santa Barbara Lease

SNAPSHOTS 8-9
Your Friends in the California Area

CELEBRATION HIGHLIGHTS OF THE GOLD RUSH CENTENNIAL 10
California Commemorates the Discovery of Gold in Grandiose Fashion

"OLD MAUD" 12
An Old-Timer Recalls the Day When a Rigger's Mistake Spelled Riches for an Oil Company

LUFKIN INSTALLATIONS 14-15
Lufkin Pumping Units Throughout California

PLYMOUTH ROCK OF THE WEST 16
San Diego, Only 16 Miles From Old Mexico, Is Still Truly an American City

SACRAMENTO—THE NEAR-PERFECT CITY 19
This Capital City Lies in a Fertile Valley in Northern California Where Opportunity Still Abounds

CALIFORNIA'S OIL DISCOVERIES OF '48 ..... Ed Lloyd 20
If the Oil Future Can Be Judged by This Past Year, It Will Be Abundant for Many Years

SAN FRANCISCO—MODERN METROPOLIS OF THE WEST 22
Home of Many Facets of Brilliance and Charm, This City Is Loved by All Peoples

CALIFORNIA'S "FIRST" 26
The First Lufkin Pumping Unit Was Installed in Baldwin Hills Field in Inglewood

LET'S LAUGH 27

THE COVER

While the rest of the country shivers and shakes in the dead of Winter, Comely Californians, like the pretty one who graces our Cover, bask in the warm sunshine and brag about the lack of snow and slush and freezing temperatures.

SALES and SERVICE Offices and Warehouses of the LUFKIN FOUNDRY & MACHINE COMPANY

CASPER, WYOMING
P. O. Box 1849
Phone 3438-W
R. S. Miller

CORPUS CHRISTI, TEXAS
433 Wilson Building
Phone 3-8429
Moulton B. Harrison
William M. Dowling (Trailer)

DALLAS, TEXAS
1317 Magnolia Building
Phone Central 5834
L. A. Little
A. E. Caraway
R. C. Thompson
Carl Wilkinson (Trailer)

EL DORADO, ARKANSAS
7 Melrose Street
P. O. Box 748
Charles Dyer

GREAT BEND, KANSAS
935 Washington
P. O. Box 82
Phone 1044
Linville Caraway
J. D. Bradley

HOUSTON, TEXAS
2106 Second Nat'l. Bank Bldg.
Phone Capitol 0108
Bill Miner
Tom Bowers
Val Gallia
Wiley K. Poston (Trailer)

KILGORE, TEXAS
P. O. Box 871
Phone 875
W. T. Crowder, Jr.
Vernon Glenn

LOS ANGELES, CALIFORNIA
5959 South Alameda
Phone Lafayette 1201
V. J. Fawcett
Al McConville
Robert R. Spaulding
Glenn E. Henderson

NEW YORK, NEW YORK
149 Broadway
Phone Barclay 7-0562
A. V. Simonson

ODESSA, TEXAS
P. O. Box 1632
Phone 5662
Elvin Read
Edd Terrill, Jr.

OKLAHOMA CITY, OKLAHOMA
537 Commerce Exchange Bldg.
Phone 7-7480
Cooper Richards

SEMINOLE, OKLAHOMA
312 Eighth Street
Phone 34
Newell Lynch

TULSA, OKLAHOMA
719 Thompson Bldg.
Phone 3-0204
D. A. Reid
Byron Robbins

WICHITA FALLS, TEXAS
256 Allison-Duncan Bldg.
P. O. Box 2465
Phone 2-1967
Jack Gissler

EXECUTIVE OFFICES AND FACTORY
Lufkin, Texas

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023

Lufkin's . . . CALIFORNIA OFFICE PERSONNEL



V. J. "VIC" FAWCETT



MARION MONROE, CARL FRAZER, and DOROTHY BAYLES



GLENN E. HENDERSON



ROBERT "BOB" SPAULDING



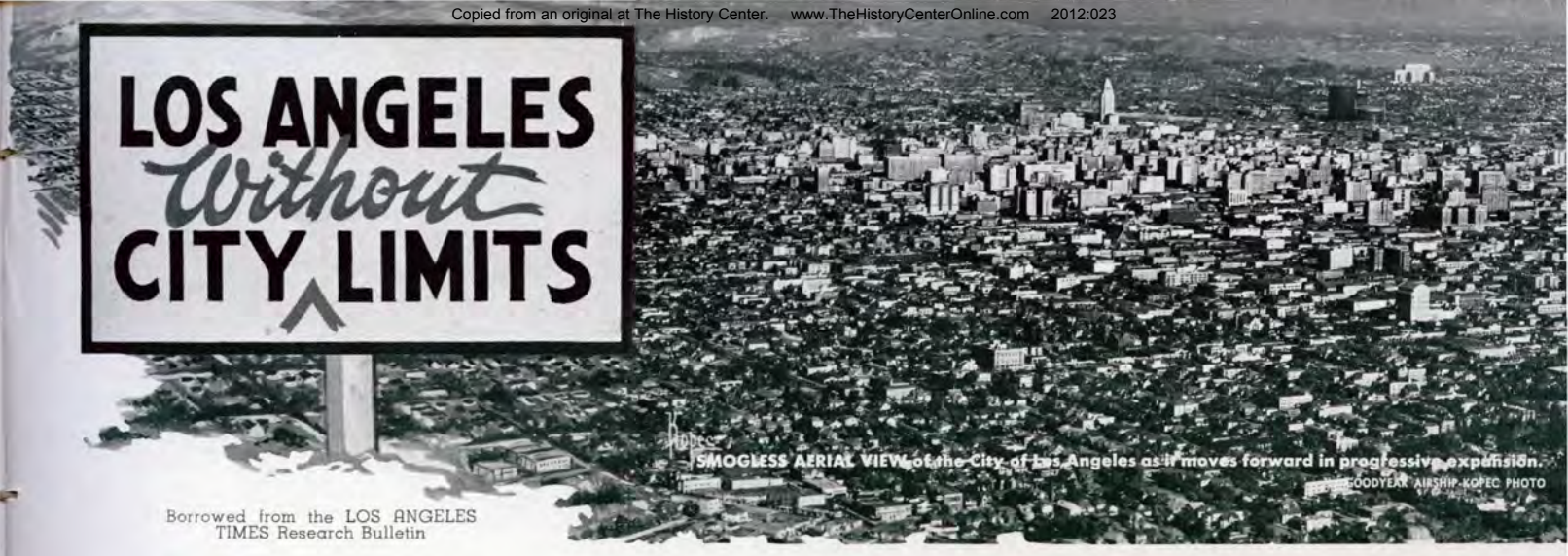
AL McCONVILLE



CALIFORNIA'S PERSONNEL: Back row, left to right: JOHN MILLER, JOHN HARBOTTLE, GUY VAUGHN, EDDIE CARPENTER, WALTER McCOMMON, ROLAND WILLIAMS, and ANTONIO MACIAS. Front row, left to right: BOB SPAULDING, ART NEUREITHER, CARL FRAZER, MARION MONROE, DOROTHY BAYLES, VIC FAWCETT, AL McCONVILLE, and LAWRENCE HURLEY.

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023

LOS ANGELES *Without* CITY LIMITS



SMOGLESS AERIAL VIEW of the City of Las Angeles as it moves forward in progressive expansion.
GOODYEAR AIRSHIP-KOPEC PHOTO

Borrowed from the LOS ANGELES TIMES Research Bulletin

FROM jackrabbit land to third largest metropolitan area in 100 years is the record of Los Angeles, miracle city of the West.

To describe Los Angeles, it is necessary to talk about more varieties of topography, scenery, people and business than for any other city. Actually, Los Angeles has within its county borders greater variety of life than many states.

The city covers 452 square miles, almost half the size of Rhode Island. The county, encompassing 4,080 square miles, is half as large as Vermont. Los Angeles County is a place where scenery and topography run from arid, sandy desert to lush gardens and orchards, to pine-studded mountains, to cool surf-washed beaches. It is a place where Manhattanite mingles with Hollywoodite, where Kansans rub elbows with Parisians, where spurs on cowboy boots jingle alongside patent leather pumps.

Los Angeles is cosmopolitan, its atmosphere of Spain blending with a touch of the Orient, a whiff of Paris and a dash of the Old West—all wrapped in modern American trimmings.

Commercially and economically, Los Angeles is as kaleidoscopic as it is in terrain and people. It ranks as a national leader in manufacturing of all sorts, with no single industry predominating. It is a center of fashion creating, petroleum production, airplane building, automobile assembly, giftware designing, rubber working, and countless other fields producing around $2,000,000,000 worth of goods per year.

ONLY a century ago, Los Angeles was a wilderness town of 1600. Now the city population is about 2,000,000 and the county population approaches 4,000,000.

New residents are still streaming Westward. The Los Angeles population gain since 1940 is estimated at about 40 per cent, a figure in line with the state-wide average. The Chamber of Commerce, now celebrating its 60th anniversary, stopped ballyhooing for new population many years ago, but when the war brought service men pouring through Las Angeles, the seeds of immigration were sown anew.

"This is where I want to live," declared service men and war workers who tasted California life. "No more snow, no more slush, no more stifling summers."

Now the Chamber of Commerce finds itself in the position of discouraging the thousands who write that they intend to move to Los Angeles, rent a cottage and work in the California sunshine. "Stay home until our housing shortage is solved," the Chamber advises.

Pace of construction is one of the big Los Angeles stories. The county nailed up a record of $456,000,000 in building permits in the first half of 1948, a 63-per cent gain over the first half of 1947. There is a strong chance that construction topped the billion dollar mark at the year's end, according to Chamber statisticians.

For more than half of the total construction volume, by dollar value, is for dwellings, single and multiple. Dwellings are being provided for upwards of 6,000 families per month, or nearly 20,000 persons.

And while homes sprout in multi-acre plots from the rolling hills of seaside Palisades Del Rey to edge-of-the-desert Antelope Valley, business structures go up also to serve the mushrooming residential neighborhoods.

INDUSTRIAL development has defied predictions of the best experts. During the war, when military production brought $232,190,000 in industrial investments, businessmen shook their heads and said that there would be a sharp dropoff when peace came.

Instead, factory development continued to soar,

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012.023



LOOKING UP MAIN CHANNEL from entrance of Harbor across Wilmington and West Basin to Downtown Los Angeles. 1. San Pedro; 2. Wilmington; 3. West Basin; 4. Downtown Los Angeles; 5. Cahuenga Pass, Hollywood.



AERIAL VIEW of new multi-million-dollar department stores and supermarket. Left to right, The Broadway-Crenshaw; Von's Market, The May Company-Crenshaw; Metropolitan Insurance Company housing project in the background; Baldwin Hills Oil Field and the Pacific Ocean define the horizon. —Pacific Air Industries Photo

passing all previous records. Since V-J Day, manufacturing investments—in new and expanded plants—total $364,000,000. The predicted dropoff turned out to be a 57 per cent increase, in dollar value. In number of plants, the postwar gain has been 721, compared with 581 in war years.

Another postwar outgrowth is an increase in the number of national firms selecting Los Angeles as the site of western branch plants, according to Frank N. Rush, telephone executive and chairman of the Chamber of Commerce Industrial Development Committee.

Who is moving to Los Angeles? Here are just a few who came this year: Arabol Manufacturing Co., industrial adhesives; Cutler-Hammer, Inc., switches, etc.; International Paper Company and National Container Corp., corrugated containers; Krause Plow Corp., farm implements; Pabst Brewing Company; Revere Copper and Brass, Inc., tubing and rods; Reynolds Metals Co., laminating.

LOS ANGELES is hard at work to improve a traffic-clogged transportation system. During the war, when highway improvement work was at a minimum, the number of automobiles increased heavily with population growth. At the end of gas rationing, traffic congestion appeared as a serious problem.

Freeways were hailed as the answer to traffic snarls affecting the entire county. A state-wide freeway construction program was launched, with $300,000,000 earmarked for Los Angeles County over a 10-year period. In 1947, Los Angeles forces helped push through the legislation for modernized highways. Some units of the freeways are already in operation, others under construction. In Los Angeles County the 165-mile network of nonstop highways will interconnect every important community.

Public transit posed another problem. Rail and bus systems were slowed along with the automobiles. The Chamber of Commerce has fostered an estimated $310,000,000 rapid transit plan, which would incorporate rail lines in the center of key freeways yet to be built.

First, however, before any transit plan is

Continued on Page 26

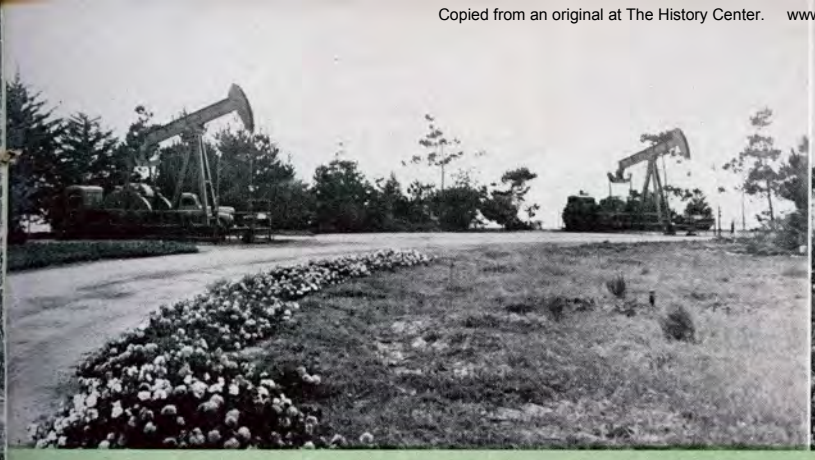
LOOKING NORTHWEST FROM PRUDENTIAL BUILDING across Park La Brea. 1. Prudential Building; 2. La Brea tar pits; 3. Park La Brea, Metropolitan Project. Site of old Salt Lake Field; 4. Farmer's Market; 5. Gilmore Stadium; 6. Drive-in Theater; 7. Hollywood Ball Park.



THIS PANORAMA VIEW of Los Angeles' Freeways System indicates the progress the city has made toward solving her congested traffic problems.



Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023



BRIGHTLY COLORED GERANIUMS dot the landscape around Lufkin Pumping Units in the Signal Oil Company's Elwood Division.



ROWS OF MODERN HOUSES, provided by Signal for their lease personnel, line the white crushed rock streets. Their yards are neat, clean, and attractively groomed with shrubs and seasonal flowers.

Beauty COMES TO AN OILFIELD

ON THE coast highway north of Santa Barbara at Elwood, the Signal Oil and Gas Company is developing their Dos Pueblos Ranch in a way that is outstanding in oilfield development by landscaping and beautifying their property to screen the view of oilfield activities and equipment.

Signal's property is situated on a hundred foot high bluff arising out of the ocean surf providing a wonderful view of the blue Pacific and the rugged Santa Barbara Islands with their high, green mountains serving as a scenic back drop. With this beautiful setting in mind and the fact that the heavily traveled Southern Pacific Railroad and Highway 101 parallel the property, the management conceived the two-fold plan of planting trees and shrubbery to enhance the beauty of the area, and to shield the view of passing tourists from the sight of oilwell equipment and drilling activity and to give passers-by the most favorable impression possible of this park-like oilfield development.

The result of this planning has created an oilfield in a beautiful park where oil wells cannot be seen unless one happens to be in the park, and then by thoughtful creation and application of a special paint, known as "Signal green," presence of pumping equipment blends into the green shrubbery. Winding roads covered with crushed rock are bordered with red, white and pink geraniums; next, flowering shrubs, and behind this shrubbery, grow pine trees. Crushed rock is also placed around well locations, pumping units, tanks, on walks and roads, which makes a very clean, neat lease.

Into this setting are placed storage tanks, storehouses, shops, and a modern office building. Also, a row of modern homes which Signal provides for lease personnel, grace the property. These homes, surrounded with wide, green lawns beautifully landscaped with evergreen shrubs and tree-lined walkways, would be the pride of any subdivision.

Some twenty-five wells have been drilled along the ocean bluff in an area of about two hundred yards wide and about one and a half miles long. The wells are located on shore atop the 100-foot-high bluff being thence directionally drilled to the desired oil zones at a depth of about 5000 feet.

Thus, beauty comes to an oilfield. Where once there could have been the unsightly rigs and storage tanks synonymous with oil well drilling, there now are neat, attractive homes, colorful flowers, and the greenness of trees and shrubs. Perhaps Signal's beautification theme will spread to initiate radical changes in oilfield scenes throughout the country.



JACK HOLLINGSWORTH, Production Foreman for Signal Oil and Gas Company, of the Elwood Division.

GREGG REAY, Superintendent, is proud of the Elwood Division's beautification project.



NO ONE WOULD GUESS there were oil well drilling activities here where green shrubbery and pines grow beside crushed rock drives.

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023

SNAPSHOTS . . .



Lufkin was host recently to those representatives of the Gulf Oil Corporation. Front row, left to right, are W. W. RAMSEUR, CHARLES DYER, Lufkin's Arkansas representative, JIMMIE OTTS, and E. W. SUTHERLIN. Back row, left to right: J. O. CROW, ED TROUT, ED CARAWAY, and W. W. TROUT of Lufkin, and R. P. ADAMS.



Another group of Gulf Oil men who visited the Lufkin plant not long ago were, first row, left to right, B. E. LACEY, GREEN MAYHARD, BUCK MAREK, and SHORTY WALKER. Back row, left to right: BAYO HOPPER, Lufkin engineer, FRED G. COURTNEY, W. T. CROWDER, JR., Lufkin's Kilgore district representative, A. E. DOUTY, and V. B. GLENN, also Lufkin's representative at Kilgore.



This Barber Shop group came forth with some mighty fine singing at the Petroleum Production Pioneers barbecue in Brea, California. L. to r.: JOHNNY HILLS, TED FORSYTH, GEORGE TREMBLY, CHARLES PERKINS, HUDSON DRAKE, CLINT EDDLEMAN, and LEE LAIRD.



No need to ask if they had a good time at the Petroleum Production Pioneers barbecue. Flirting with the photographer are TED SUTTER, Baker Oil Tool Co., and "FROSTY" MARTIN, Long Beach Harbor Dept.



Never a dull moment here. Smiling at you are JULES TOUSSAINT, Standard Oil Co.; JOE ROBINSON, Santa Fe Drilling Co.; R. F. CANN, Oilwell Supply Co.; and ELMER WYCOFF, National Tube Company.



HARRY CARRICK and JACK NOBLE of the General Petroleum Corporation, Bakersfield, California.



H. E. RADFORD and FRANK SIKES of Shell Oil Corporation, Bakersfield.



JERRY RUSK and KEITH UTTERBACK of Hancock Oil Company, Welmington, California.



TED MOSHER, Production Engineer for General Petroleum Corporation, Taft, California.



Time out for typical production Pioneers smiles. Left to right: "SWEDE" LARSON, Union Oil Co.; GEORGE TREMBLEY, Howard Supply Co.; and JIM GOSLINE, Standard Oil Co.



Production Pioneers at ease and enjoying good fellowship. Left to right: JIM MacDONALD, Chain Belt Co.; FRED CURRIE; Copper Weld Steel Co..; HOLLY HAYTER, Tide Water Assoc. Oil Co.; and JOE HACKER, Ladish Drop Forge Co.



Patiently awaiting the click of the shutter before getting in the chow line are JOHNNY LACY, Lacy Trucking Co., and AL COLLINS, Shell Oil Co.

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023

WITH THE *Lufkin* CAMERAMAN



Shell Oil Corporation men, escorted through the Lufkin plant in December, were, first row, left to right, JOHN BREITHAUPT, HAROLD PEARCE, and T. S. HAYWOOD. Second row, left to right: W. W. TROUT, President of Lufkin Foundry & Machine Co., MOULTON HARRISON, Lufkin's Corpus Christi representative, and ED TROUT, Vice-President.



Another group of Gulf Oil Corporation men visited in the plant several months ago. Shown in this group are, reading left to right, W. W. TROUT, BAYO HOPPER, JOEL R. HYMES, Shreveport, Louisiana; C. M. FOSTER, Odessa, Texas; GORDON JAMES, and OSCAR F. GLENN, Houston district; and BILL MINER, Lufkin's Houston representative.



Production Pioneers line up for chow at Union Oil's Brea picnic grounds.



These fellows, located on the New Kern Lease of General Petroleum Corporation at Bakersfield, are left to right, ROY HOLLIMAN, BILL SONGER, SKEETER GOLDSBERRY, JACK BELL, and LARRY HUDGINS.



E. J. CARNAHAN and CHARLES GANDAUBERT, General Petroleum Corporation, Vernon, California.



A. HARRISON, General Petroleum Corporation, Los Angeles.



CHET BURT, Beverly Oil Company, Los Angeles, California.



Posing in the shade of the old peach tree are LOU KELSEY (left) and RALPH OPENSHAW, both of Union Oil Co., Santa Fe Springs, California.



These jovial gentlemen are Union Oil Company representatives at their Brea, California headquarters. Left to right: HAROLD KEANS, IRA TRIGGS, I. R. "TINK" TINKER, "TEX" MYRACLE, and HERB DALTON.



Having a good time at a recent "Nomads" whing ding in Los Angeles are, standing, W. J. LARSON, Union Oil Co., and W. E. LARSON, McCullough Tool Co. Seated, RAY C. ZELL, Union Oil Co., and J. D. ROBINSON, Santa Fe Drilling Co.

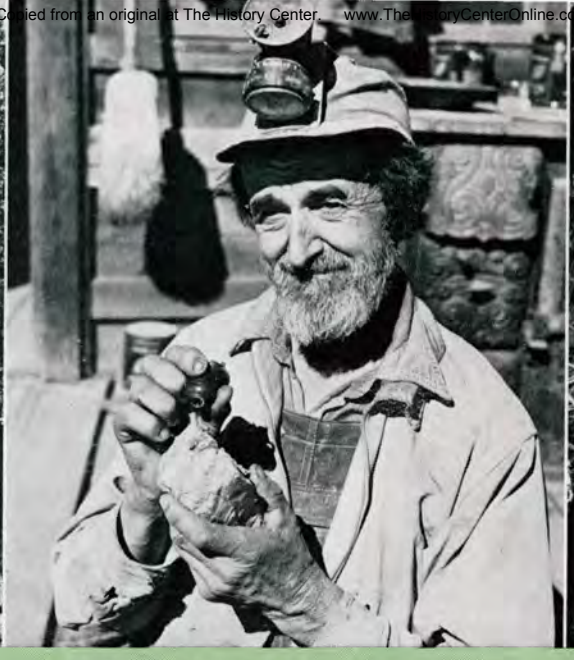


This picture was taken at a recent meeting of Los Angeles Chapter "Nomads." Left to right: GLENN HENDERSON, Lufkin representative, W. G. "BILL" COREY, Lacy Oil Tool; and RALPH PORTER, Standard Oil Company.

Copied from an original at The History Center. www.TheHistoryCenterOnline.com



OLD MILL WORKINGS on the Fremont mine property. The dump with its chunks of quartz bring back memories of a century ago when Fremont installed a stamp mill and showed millions could be extracted profitably from Mother Lode.



CONFIDENT—Ed Welch is typical of old miners still in the Mother Lode country. He's been prospecting for 30 years and hasn't hit it rich yet. "Still," says Ed, "you can't expect cream every day." And that is that.



GOLD'S WHERE YOU FIND IT, but where is it? P. C. Mather tried, but got disgusted; now he mows lawns for a living. It's a sad fact that you can't pan over $1 a day in gold now.

CELEBRATION HIGHLIGHTS OF THE GOLD RUSH CENTENNIAL

". . . Gold! Gold in California!" Those magic words were the keynote of the first Centennial year of 1948.

California's Centennial celebrations began at Coloma on January 24, 1948, exactly 100 years after James Marshall's momentous discovery of the precious speck of metal. Close by the shallows of the American River, where once stood Sutter's Mill, throngs of Californians from every part of the State gathered to witness this opening event of the three-year series of commemorative activities.

The calendar turned backward as the ghost town came to life again with excited crowds, bewhiskered miners with red shirts and high boots, motion picture stars, ranchers, housewives, and merchants.

"That's California, that's California, that's California—"

Massed on the stage of a huge tent, the chorus sang lustily as thousands watched the colorful pageant of a hundred years ago, and loud speakers carried the program to other thousands outside, overflowing the road and the great parkway which had been gouged out of the hillside.

"Everybody in the county," wrote one enthusiastic onlooker, "saddled up their burros and shouldered their picks, as it were, to make the initial event in a series that will commemorate each stage of California's lusty birth, something for every other celebration to live up to, if it can."

And millions of people not present at Coloma for the celebration joined it through the broadcast which sent out to the nation the re-creation of the gold discovery. With prominent Hollywood personalities in the leading roles, the play presented, with high fidelity to the historical facts, all the drama and pageantry contained in the century-old story.

The staging of this celebration was the work of many people. Residents of Coloma and Placerville, and the people of the little nearby crossroads settlements—Kyburz, Novato, Lotus and the like—pitched in with a will, not just with the celebration which began on Friday and lasted through Sunday, but with all the work that goes to make such a celebration. They weren't having it all handed to them from the outside; they were among the makers of it.

There was celebrating in true Western fashion—dancing and singing by old and young. Strangers received a "howdy" of welcome reminiscent of Gold Rush days.

As one writer viewed it, "Every aspect of the state's character has been manifest these last two days. We are a people acutely aware of our history. . . . This feeling for our past as a mighty and significant thing has been reflected in the serious parts of the program; the dedication of a plaque to mark the site of the discovery of gold, the official

Copied from an original at The History Center. www.TheHistoryCenter.org



AN OLD TIMER—The little white frame Courthouse, built in 1854, is still in use at Mariposa. Residents can remember with singular pride that at one time it was the grandest structure in those parts.



THIS FAMOUS NAHL PAINTING depicts Sutters Mill, one of the more famous which sprang into existence after James Marshall discovered gold in California on January 19, 1848.



ERECTED IN THE MEMORY of James Marshall, this monument stands as a ceaseless reminder of those days when the pick, the pan, and the yoke spelled for some, riches—for others, death!

Centennial ceremonies, with Governor Warren, Joseph R. Knowland and other state notables paying tribute and interpreting the meaning of the occasion."

OTHER celebrations have followed close on the heels of the Coloma fete, as towns in the gold area joined in the Centennials program with their own activities.

Yolo County's "Youth Day" celebration in Winters in April, featured a Centennials theme. There was a parade with military units, youth organizations floats and special entries devoted to the discovery of gold and the gold rush. The early history of the country was portrayed by a pageant given in Madison, a short distance from Winters, together with a program of dancing, sports and other forms of entertainment.

Highlighted by a pageant depicting the historic background of Stanislaus County, La Grange held its Centennial celebration, also in April. Outstanding among the events of the two-day program was a parade which included covered wagons, miners, colorful floats and 700 mounted horsemen. A replica of an early mining camp was open to public inspection, giving a realistic picture of pioneer mining methods.

Many more Northern California towns have held a wide variety of Centennial activities. Turlock, Jackson, Eureka, Tuolumne City, Mokelumne Hill —all have drawn thousands of visitors to their pageants, exhibits, rodeos and parades. Made famous by the immortal writing of Mark Twain, the "Jumping Frog Jubilee" of Angels Camp was augmented by the events of the Calaveras Centennial Fair. A three-day program included a mining exposition, demonstrations of early day mining operations, a "Century of Gold" pageant and a colorful parade.

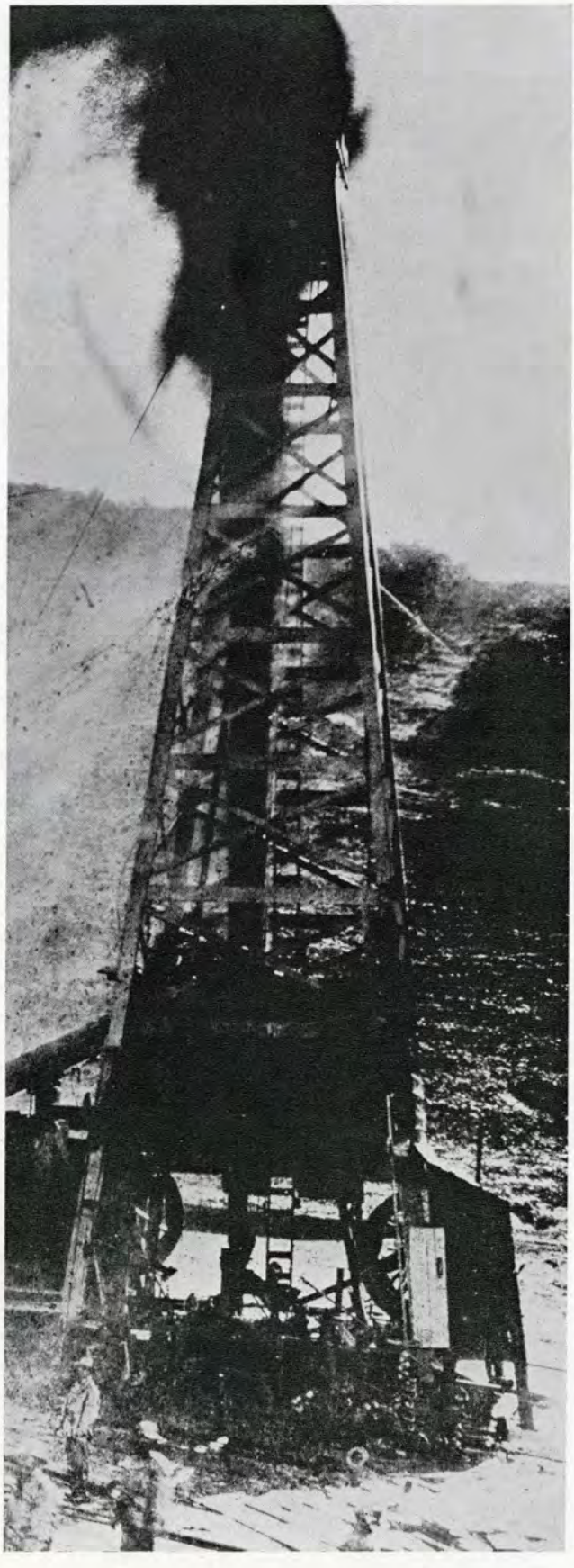
SOUTHERN California adopted the Centennials theme in numerous events. One of the most significant of these was the re-enactment of that historic expedition of 1769 under Don Gasper de Portola which paved the way for the colonization of California and the establishment of the Missions. The trek, which began in San Diego on July 14—just as it did 179 years ago—and ended in San Francisco on October 18, graphically depicted the Spanish and Mission days of early California history. Fourteen seasoned horsemen representing the core of the original Portola Party made the ride, which covered 780 miles over a 108-day period.

As this party of riders progressed along the Portola trail, they were joined by others who acted as escorts through their respective counties. All wore authentic reproductions of the brilliant costumes of the romantic era symbolized by the trek. The horseman who took the role of Father Crespi kept a day-to-day diary, as did the Franciscan Father who accompanied Portola. Cities, towns, and Missions re-enacted the ceremonies of the earlier trek.

THREE other Centennial events held in Southern California attracted wide attention. The first took place in Redlands, in San Bernardino County,

(Continued on Page 13)

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023



"OLD MAUD"

As told by Jack Reed
Reprinted from Union Oil Company's *"ON TOUR"*

"WE REALLY caught the devil from the boss," Jack began as he introduced us to Union's famous Hartnell No. 1, an oil well familiarly known as "Maud" to oldtimers at Orcutt.

"You see, back in 1904 we didn't think a few feet one way or the other made much difference in the drilling of a new well. Actually the boss had told our rigging crew to put the engine house here and the derrick over there. But it looked a darn-site easier to put the engine house where the derrick was supposed to be, so we sort of read the orders left-handed. The boss was mad all right when he saw what we'd done, but not mad enough to make us tear up a day's work and start all over again.

"As it turned out, we made a pretty fortunate mistake. Hartnell No. 1 was spudded in on June 22, 1904. On December 2 of that year, when nobody was expecting to get much of a well, 'Maud' suddenly started rumbling and shaking. A column of gas and oil shot up through the rig floor to a height of 150 feet. Oil began pouring down the gulleys and creek beds at the rate of 12,000 barrels per day. It was the biggest producer the world had seen so far. We didn't have tanks or pipe lines big enough to handle the flow, so we scraped up a series of earthen dams. Pools of crude began to collect all the way to Orcutt pump station. Even when we finally got the well capped, oil started shooting out of every gopher hole within a hundred feet.

"Yes, sir," 'Maud' gave the struggling Union Oil Company a new lease on life. The well produced a million barrels during its first 100 days, 1½ million barrels during its first ten months, and more than 2,612,000 barrels by the time it was abandoned in 1918. Within three years Company stock rose from $50 to $100 a share and our capitalization jumped from something like 10 million to 50 million dollars.

"Naturally everybody in the country came to see the excitement, and it was quite a job keeping the visitors from tossing cigar butts and lighted matches into the streams and reservoirs of oil. One night a train crew from the Pacific Coast Railway came over to satisfy their curiosity. Each of 'em brought along a lighted kerosene lantern, and we

"MAUD," although drilled where her engine house was intended, blew in on December 2, 1904, at an initial production rate of 12,000 barrels daily. When capped, well spouted oil through gopher holes.

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023



JACK REED (right), drilling superintendent, tells Ernie Miller, Orcutt production foreman, some interesting facts about the drilling of Hartnell No. 1 (background with Lufkin Unit), one of Union Oil's greatest producing wells.

found 'em bending down close to the crude to get a good view. Fortunately, there were no disastrous fires.

BUT, getting back to the story about our rigging crew catching the devil from the boss, here's what happened in 1918:

"After 14 years of producing, 'Maud' was still good for about 250 barrels a day. Then one day in 1918, its old 8¼-inch casing collapsed. It looked like a pretty uncertain and expensive job to fish the tubing and rods out of the hole, so we decided to drill a twin well nearby, our Hartnell No. 7.

"Now the derrick for Hartnell No. 7 was located on the site of 'Maud's' engine house, or exactly where we were supposed to have built the first Hartnell derrick back in 1904. But, strange to say, No. 7 turned out to be a disappointment. Although only 65 feet away from 'Maud' the best Hartnell No. 7 ever did was 95 barrels a day.

"Of course, you hadn't better conclude from what I've said that a rigger's mistakes are more reliable than a boss's calculations. If a rigger today should take the liberties we did in 1904, I wouldn't blame any boss for paying him off with bird-shot. But it's a fact that we probably wouldn't have struck it rich in 1904 if our rigging crew had followed orders.

"How do we account for the difference in the two wells? Several years ago we concluded that one or both of the wells might have been drilled crooked, bringing them several hundred feet apart at the bottoms. The belief today, partly substantiated by a 3-degree gravity difference in the crude oils, is that the Hartnell fault separates the producing zones of the two wells and accounts for 'Maud's' greatness.

"YOU notice that 'Maud' is pumping today despite being abandoned in 1918. That's an interesting part of the story also:

"In 1943, as the war demand for oil increased, we remembered the well's 250 barrel rate of production in 1918 and decided to clean out the hole. With a string of cable tools we soon succeeded in coming out with 1765 feet of tubing and rod, a working barrel, a joint of anchor, some chain tongs, and pieces of practically everything that was ever fished out of a well. Our first attempt at pumping resulted in one barrel of oil and 1000 barrels of water. However, at the suggestion of an old-time production man, we raised the pump 30 feet and got 40 barrels of oil. One year later, 'Maud' was getting back in stride with a net of 175 barrels of oil a day. Today the former world's champion is still one of the best producers in this field."

CELEBRATION HIGHLIGHTS

(Continued from Page 11)

when that community celebrated its 60th anniversary with a "Surrey Days" program in May. A capacity crowd thronged the Redlands Bowl for two performances of a pageant dramatizing history from conquistador and padre through the days of the Dons, down to the turn of the century.

On an afternoon in June, a crowd of 6,500 persons at the Shrine Auditorium in Los Angeles witnessed a special performance of Southern California's celebrated Mission Play.

Hollywood Bowl was the scene of an inspiring program on an evening in July, when the first Fourth of July ceremony ever held in California was vividly re-enacted. The original ceremony was held 101 years ago when Fort Moore, near the present Civic Center in downtown Los Angeles, was dedicated by American forces.

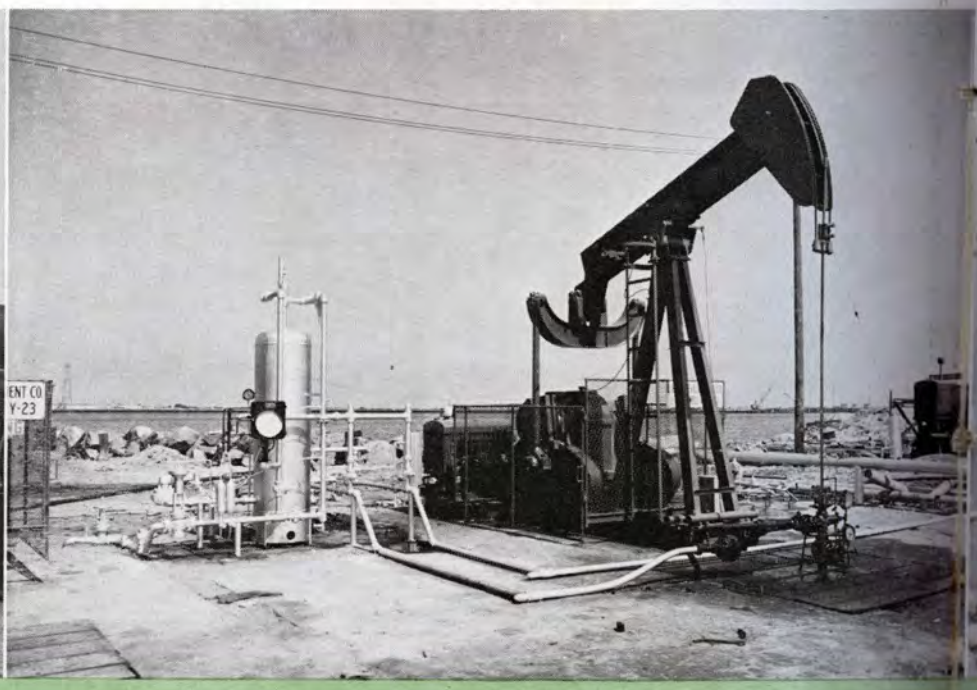


TWO PUMPING WELLS in foreground are Hartness No. 1 (left) and Hartnell No. 7. The latter, drilled where No. 1 was intended, yields oil of a different gravity and has never been a big producer.

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023



Beautiful Republic Pictures Starlet Adele Mara invites you to look at a Lufkin Unit installed on a Shell Oil Company lease in Ventura, California.



This Lufkin Unit is installed on Long Beach Harbor for the Long Beach Oil & Development Co., Long Beach, California.

Lufkin Ins

No, Rexall doesn't merchandise Lufkin Units — YET — but undoubtedly some of their mineral oil preparations were generated from these oil wells, pumped by twin Lufkin installations. This is World Headquarters for the Owl Rexall Drug Stores. Both these wells of the Beverly Oil Co. produce in excess of 500 barrels daily.



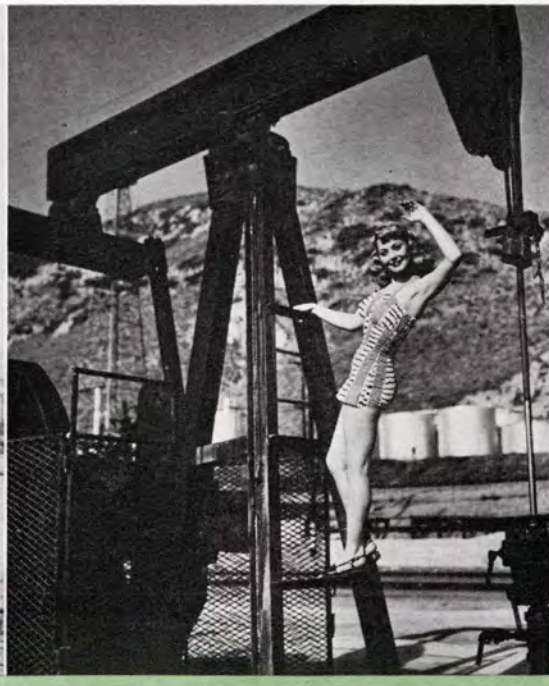
Lufkin was right in the middle of the Union Oil Company's p held last June in Stearns Park, Brea, Cali nia.



Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023



An Array of Lufkin Pumping Units on Wilmington Harbor, Long Beach Oil & Development Co., Wilmington, California.



This Lufkin Unit is installed on a Richfield Oil Company lease at Seacliff, California. Comely Adele Mara, Republic Pictures Starlet, poses for the photographer.

nstallations

Lufkin at work for the Richfield Oil Company, Signal Hill, California.

Oil Company's picnic
, California.

In a new attire, Starlet Adele Mara focuses your attention on a Lufkin Unit on State Lease for Signal Oil Company, Santa Barbara, California.







Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023



CABRILLO NATIONAL MONUMENT, located on the tip of Point Loma near San Diego, is the nation's smallest national monument, occupying but a third acre. It commemorates the landing there of Cabrillo, famed Portuguese navigator, in 1542. Open to the public.



THE BRILLIANT JAI-ALAI Fronton in Tijuana, Mexico, is one of that city's outstanding buildings. A statue of a Jai-Alai player atop the world stands in front of the building which houses the Jai-Alai playing court, import shops, cafe and cocktail lounge. Tijuana is just 16 miles from San Diego, across the international border that is always open.



SKIING ON THE WATER is one of the many exciting aquatic sports available throughout the year in San Diego's bays. Here one of the more expert skiiers hurdles the tow rope of his attractive partner.

PLYMOUTH ROCK OF THE WEST

SAN DIEGO, "*where California began,*" is often referred to as the "Plymouth Rock of the West." For it was here that the first white men discovered what was to become the Pacific Coast of the United States. It was in San Diego that they first settled, first raised the cross, first built their crude irrigation systems, first cultivated fields, first erected their schools and first built their historic missions which ushered in the Christian Era in California.

Located but 16 miles from Old Mexico yet still a truly American city, San Diego has inherited much of the easy-going, colorful life of its old Spanish days. People dress and live for comfort as life moves at a modulated pace.

Encircling a great, landlocked harbor, one of the 10 best in the world, San Diego plays constant host to freighters and tramp steamers from all over the world. Here are based many of the famous fighting ships of our Fleet, for it is the headquarters of the important Eleventh Naval District. With sixty-five per cent of the tuna catch of the country canned in San Diego, it is the most important tuna center of America. A fleet of sturdy tuna clippers, manned by Portuguese and Italian fishermen, plies in and out of the harbor bringing in their bulging holds catches of a variety of tuna. Returning sport fishermen bring in prized yellowtail, barracuda, swordfish and marlin from the waters off Point Loma, La Jolla and the Coronado Islands, among the finest fishing grounds in the world. Graceful sailboats and yachts dot San Diego Bay and the ocean off Coronado and power-cruisers churn the water around great warships riding at anchor within the harbor.

The close proximity of Old Mexico offers the visitor to San Diego a glimpse into picturesque handicraft shops, gay cafe life and interesting stores carrying importations from all over the

THE LUFKIN LINE expresses appreciation to the "*San Diego-California Club*" for this editorial and pictorial material. All photographs were made by EDWARD SIEVERS, San Diego.



AS IN A PAINTING of intricate detail, the photographer has captured here the beauty and fiesta-flavored atmosphere of San Diego, city of many tourist attractions. The mysterious mountains in the background and San Diego Bay at its doorstep provide a sightseers' thrill of a lifetime.

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012023



"WALKING THE WALL" is a favorite pastime along the many beaches of sunny San Diego County.



THIS GIANT CAGE at the San Diego Zoo houses, among others, fine examples of the Black Vulture, the Bald Eagle, the Golden Eagle and the South American Condor—which has a wing span of from nine to eleven feet.



MISSION SAN DIEGO DE ALCALA. First of the California Missions, built in 1769 by Fra Junipero Serra. It was here that the first dam, first irrigation and ditches in California were built, and the first palm and olive trees were planted. This Mission marked the beginning of El Camino Real (the King's Highway), extending as far north as Sonoma, with twenty-one Missions.

world. Horse racing and bull fights are a regular part of the life in this typical border scene.

Downtown San Diego, divided by Broadway which runs from the waterfront to the outer suburbs, is a mixture of the old and new. To the south of Broadway, in the shadow of a group of tall buildings that dominate the business district, are many plain buildings of the 1870 vintage and the gingerbread structures dating from 1890. These still are in use and house a variety of small shops and hotels. To the north of Broadway are the more modern buildings, many attractive and exclusive shops, department stores, theaters and restaurants. Markets and stores line Twelfth Avenue, displaying fruits and vegetables in gala array, and great open-air markets add color to El Cajon Boulevard and University Avenue.

BALBOA Park's giant green square begins just north of the business district, and to the north and northwest are residential areas into which has flower much of San Diego's increased population. To the west of the park is Middletown, a narrow segment extending from the bay to the low hills where live many of San Diego's industrial workers. Old Town, site of the original Spanish settlement, is northwest of Middletown and has been completely encircled by the expanding city. Old Town retains, however, the flavor of its day and contains many fine adobe buildings, fringed with rose bushes and flowers and arrayed around the old Viejo Plaza.

San Diego's population increased nearly 100 per cent during the period 1940-1946, largely due to the influx of workers for war industries. These figures show no tendency to decline, with the result that San Diego has a larger percentage of its population dependent upon local industry and business for livelihood, plus as ever-increasing number of persons who, once introduced to "the nation's most equable climate," are returning to enjoy it forever.

The site of San Diego was visited in 1542 by Juan Rodriguez Cabillo, a Portuguese explorer in the service of Spain, who spent six days in the harbor; and sixty years later by Sebastian Viscaino, merchant navigator charting the coast for Spain.

In 1769 Governor Portola, with Franciscan



THE "COVE" at La Jolla in San Diego is world-famous as a year-round spot for bathing and relaxation.

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023

friars, including Father Junipero Serra, and soldiers, established a mission and presidio here. The English sloop Discovery, engaged in scientific research, visited San Diego in 1793, and in 1803 the Yankee-owned Lelia Byrd, caught while smuggling otter skins, fought a cannon duel with the battery of Ballast Point. San Diego became the center of the coastal hide trade, and was organized in 1834 as a pueblo. By 1838 the population had decreased and San Diego became a department of Los Angeles.

During the Mexican regime, San Diego took on more color. Beautiful senoritas danced picturesque dances at balls following bull fights and fiestas. Many Spanish families, on bad terms with the Mexican governor, assisted the Americans in their conquest of the territory. After the Treaty of Guadalupe, the town came under American rule and the first American flag was raised in San Diego's old Town Plaza on July 29, 1846.

In 1850, the present Old Town was incorporated as a city. The site of the present city was called New Town, or "Davis' Folly" for William Heath Davis who first built there. Alonzo E. Horton, for whom New Town was named "Horton's Addition," profited more than he. From 1867 to 1872, New Town grew steadily; then a fire wiped out Old Town's business district and New Town became the city's center.

THE Santa Fe Railroad laid tracks into San Diego in 1885 and made it a transcontinental terminus. Two years later it had 40,000 residents, but the boom collapsed, and by 1890 there were only 17,000. Since 1910, however, the growth of

(Continued on Page 26)



GIANT OCOTILLOS interrupt the view of the great Anza Desert in San Diego County.

PALOMAR OBSERVATORY. The huge dome on Palomar Mountain, 65 miles north of San Diego in San Diego County, houses the world's largest telescope. The giant 200-inch mirror will enable scientists to explore an area one billion light years away. The observatory is reached over scenic highway through San Diego's backcountry, and a visitors' gallery is open daily.

ESCORT CARRIER tied up to the dock in San Diego Bay at the big North Island Naval Air Station.





Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023

SACRAMENTO
The NEAR-PERFECT CITY

IN A vast, fertile valley in Northern California lies Sacramento, Capital of the State, whose populace speaks of it as a land of romance, recreation, and enterprise. Sacramento is the center of unlimited wealth of natural resources, barely tapped. In agriculture, forest products and minerals, the fields of the great valley and foothills and mountains surrounding provide a vast storehouse of raw materials, only awaiting development through new enterprise in the Sacramento region.

Here is the cross-roads, the hub of rail, air, and highway transportation of the whole Pacific Coast.

This Capital City is proud of its many advantages. At the head of the valley, which is the setting for Sacramento, is one of the man-made wonders of the world—Shasta Dam. To the wide Sacramento River, it improves and extends water transportation the year 'round. To the valley, it provides flood control. To agriculture, it brings life-giving waters to millions of acres. To industry, commerce, the farm, and the home, Shasta brings a new source of cheap hydroelectric power.

Sacramento is the hub of California's richest agricultural area. A total of 52.2 per cent of the State's agricultural commodities are produced within a 100-mile radius of the city. But opportunity still abounds, for it is estimated that there still are more than two million acres of plowable land within the same 100-mile circle.

This agricultural produce channels through Sacramento, either for fresh shipment to the marts of the nation, or for processing in the large canneries located in the city.



CAPITAL BUILDING in Sacramento. With a climate where the temperature falls to freezing only eight days in the year, Sacramento's Capital grounds are always adorned with evergreens and moss-laden trees.

SACRAMENTO played a momentous part in early pioneer history as center of the great gold rush of '49 and '50. Today, all of Canifornia's important gold mines are within a 100-mile radius of the Capital City. It still continues to be the outfitting point, the wholesale and jobbing center for one of America's riching mining, lumbering, and agricultural regions.

(Continued on Page 26)

SPRINGTIME ON THE CAPITAL GROUNDS. Beautiful flowering trees and shrubs grace the landscape around the Capital Building in Sacramento.
—Courtesy, Sacramento Chamber of Commerce



SACRAMENTO. Aerial view with Capital in center of picture. Population of City numbers more than 146,000 persons.



Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023



RICHFIELD OIL COMPANY men who figured in their discovery are W. J. Travers, Jr., assistant manager of exploitation (left), F. A. Morgan, vice-president in charge of exploration (holding map), and C. K. Curry, northern division manager.



RICHFIELD'S TEMPORARY PIPE LINE out of Cuyama. It is 4" invasion pipe and laid on top of the ground for most of its 33 miles. It has a capacity of 15,000 barrels per day.



THE WELLS SEEN HERE are in the White Rock area.

CALIFORNIA'S OIL DISCOVERIES OF '48

By ED LLOYD, Oil Editor, *Los Angeles Examiner*

WHEN 1948 took its final bow, noteworthy in review were the number of important oil discoveries and other impressive field developments scored during the year in California.

One of the great discoveries of the past 12-month period was made by Richfield Oil Company with its "Russell No. 28-5" in Cuyama Valley in Santa Barbara and San Luis Obispo Counties. The well came in last June flowing initially at the rate of 500 barrels of 38 gravity oil a day from the interval of 2970 to 3360 feet from the Vaqueros formation of Lower Miocene age.

The new field has officially been named "Russell Ranch Oil Field" with the discovery sector designated as the Russell area and locale of the second well, the White Rock area.

Since the field was opened up, Richfield has been adding excellent producing wells in clock-like regularity and at the same time launching step-out projects to delineate the structure.

Prior to the finding of oil, no more than 15 dry holes by the Norris Oil Company, small producer, had been drilled in Cuyama Valley. Richfield's discovery started off a lively leasing campaign from Cuyama to San Ardo and into the Carrizo Plains, where several exploratory campaigns are under way or in the preparatory stages.

Hancock Oil Company was the second operator to uncover commercial oil production at Cuyama Valley by completing its "Quality No. 67-31," flowing an estimated 500 barrels daily of 33 gravity crude. Location falls about three-fourths of a mile south of the White Rock pool and a mile north of the Russell Ranch producing area.

Cuyama, a few shorts months ago an arid waste, is now the scene of a thriving community, caparisoned with everything enhancing modern business and social life. Old time Cuyama landowners, who long regarded the area as oil bearing, have had the thrill of seeing their faith confirmed by present events on their leases.

BARNSDALL Oil Company contributed sensationally to the State's present known reserves, when it discovered a major oil field in the Guijarral Hills of Fresno County. The oil finder was the Company's "Fred Smith No. 1," which on initial production test flowed at the rate of 825 barrels per day through a quarter-inch orifice. Initial gas yield was gaged at 680,000 cubic feet per day. Production finds its source from the Leda sand at a depth from 8660 to 8730 feet, and bottom is 8730 feet.

Barnsdall is drilling follow-up wells. Standard of California and Robert S. Lytle of the Doheny interests are also drilling east and west of the discovery well. Barnsdall, Standard, and Lytle are the major property owners in the area.

Standard's "Fee No. 7-35F," a northwest offset to the Guijarral Hills pool opener, has run formation test and appears destined as a producer of excellence. The new field is midway between Kettleman Hills North Dome and Pleasant Valley fields.

The Texas Company, which discovered oil in the Upper Miocene at San Ardo, Monterey County, is continuing its drilling program there. When the discovery was made in November, 1947, it marked the culmination of almost 50 years of prospecting exemplified by more than 90 dry holes. Drilling since the discovery has accounted for a few producers and another discovery.

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023



RICHFIELD'S PRODUCING AREA in Cuyama Valley. Russell Ranch area is in foreground. Black top strip is Company's airplane landing strip. At foot of White Mountain is Company's production in the White Rock area.



GENERAL VIEW OF CUYAMA VALLEY. Derricks between White Rock Mountain and Cuyama River are those in the White Rock area.



BARNSDALL OIL COMPANY'S discovery well, "Fred Smith No. 1" (above) was completed September 19, 1948. Initial production ran 968 barrels per day.

Southeast of the discovery well, Jergins Oil Company and North American Oil Consolidated discovered the second pool and have drilled a series of successful wells. The San Ardo discovery opened up a wholly new area in Salinas Valley to exploration. However, all oil produced to date ranges from 11 to 13 degrees in gravity. Active ground extends from King City in Monterey County to the San Luis Obispo County line.

Largest leaseholders in the area are The Texas Company, the Jergins-North American combination and Standard of California. San Ardo, similar to Cuyama, is likely to be the scene of prospecting for many years to come.

IT WAS R. W. Sherman's Newhall "Community No. 3-1" wildcat, southeast of the Newhall-Potrero field, which was brought in at an estimated flow rate of 1000 barrels per day from 5774 feet during the month of November 1948, marking California's newest oil find as this account is in the preparation of printing. Situated in the Newhall area, 31 miles from Los Angeles, this discovery would appear to have opened up a new oil field of considerable proportions. As this is written, however, it is too early to make projected forecasts as to the potentialities of this find.

The project was sponsored jointly by Signal Oil & Gas Company, Buass Drilling Corporation, and R. W. Sherman, operator. Under lease is some 1200 acres, with adjacent ground once the scene of numerous test wells.

These earlier wells included a test about a mile southwest of the discovery. It was completed as a small producer on property owned by the Braille Institute, famed organization of the sightless.

A mile and a half south, the "Tomato Can No. 1" on the Perkins land was finished for several barrels of oil a day. Not far from the Tomato Can well, two holes were drilled a couple of years ago. Both were credited with showings, but of sub-commercial worth.

The 65-acre estate of the late William S. Hart, motion picture star, is approximately 2000 feet southeast of the discovery well. Mr. Hart willed the property to the State for a public park. The will, however, is now the subject of a court contest.

Moran and Mack, famed on stage and radio as "The Two Black Crows" are said to have once owned ground near the Sherman well. Fred Fox, leading cinema scenarist, is among acreage holders in the area. He is the brother of the former Virginia Fox, Max Sennett bathing beauty of another day and now the wife of Darryl Zanuck, top picture executive.

UNDER development in western Los Angeles County is a new shallow field, two miles north of the old Elsmere field. Wells are pumping up to 50 barrels per day of heavy oil from depths ranging from 500 to 1000 feet. The discovery well was sponsored by Nelson-Phillips Oil Company.

Tejon Hills Company has been successful in developing shallow production at Tejon Hills in Kern County. Five wells are on production from extremely shallow depths. Company petroleum engineering is conducted by Richards, Kemnitzer, and Diepenbrock, widely known California consultants.

Angular to a hitherto unheard of degree, Marine

(Continued on Page 26)



PRODUCTION SUPERINTENDENT Loyd H. Smith, Jergins Oil Company, takes time out from his many duties to pose for Lufkin's cameraman.

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023

SAN FRANCISCO

MODERN METROPOLIS OF THE WEST . . . . . .

SAN FRANCISCO'S many facets of brilliance and charm make it a metropolis known and loved by the citizens of the world. The youngest of the world's truly cosmopolitan cities, San Francisco is a happy blend of rugged individualism stemming from its gold rush days and of a continental charm inherited from the many nationalities which founded and built the city.

Typical of its way of life are such famous symbols as the harbor and the bridges . . . the Golden Gate and Ocean Beach . . . Coit Tower and Mission Dolores . . . the hills and cable cars . . . the Ferry building . . . Fishermen's Wharf and the Cliff House . . . Italian flower vendors and Bohemian cafes . . . Market Street . . . Twin Peaks . . the opera, symphony and ballet . . . Chinatown and the International Settlement . . . night clubs and theaters . . . smart shops and bountiful markets . . . exotic foods and superior restaurants . . . luxurious hotels and towering apartments . . . billowing fog and bright sunshine . . . parks and museums and schools.

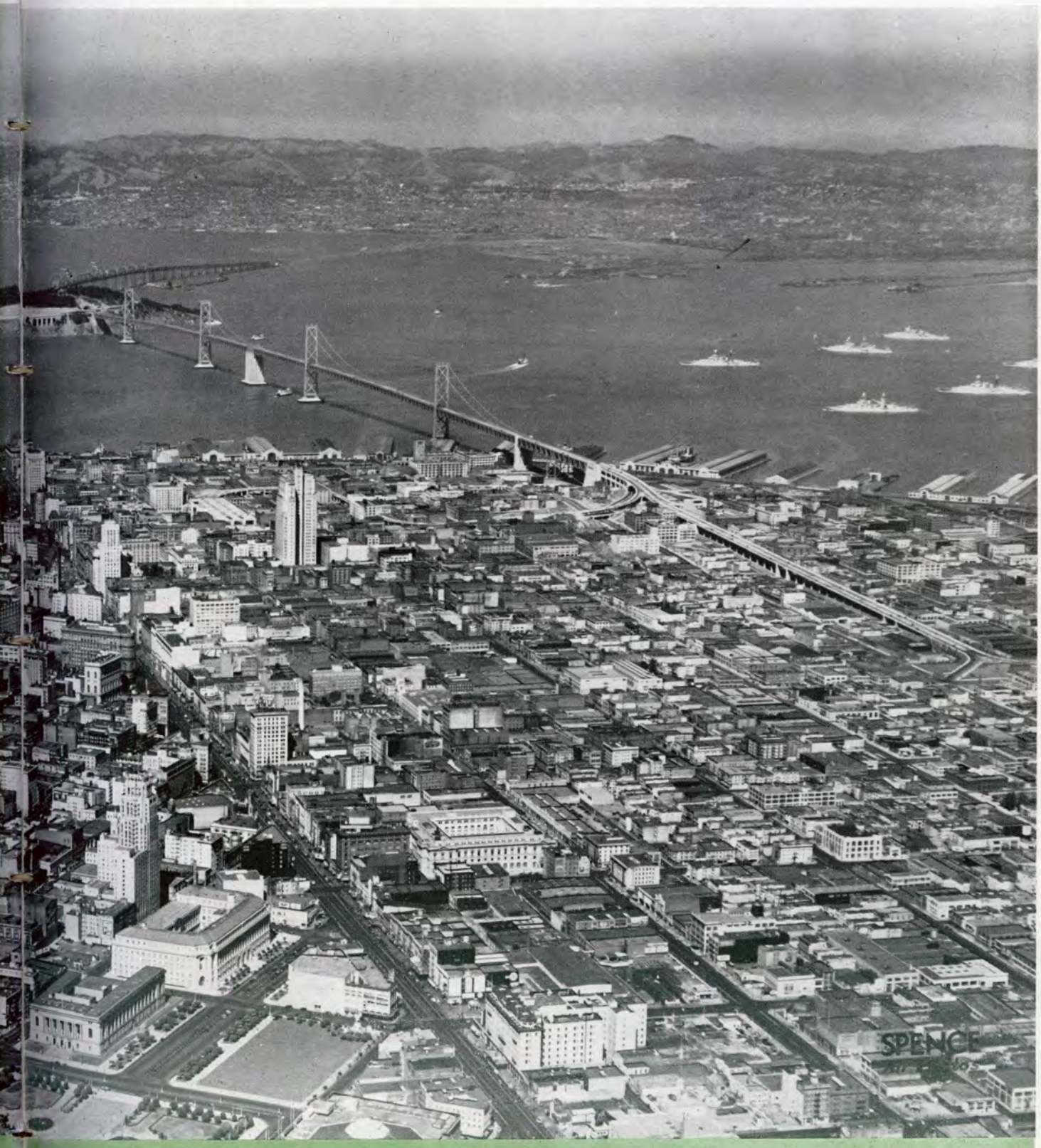
With its rich and diverse qualities, San Francisco has been compared as a Pacific cultural center with the role played by Boston in the New England region. In a city where living is an art, there are many varied activities offered for the enjoyment of San Franciscans. There are the famed restaurants in many different quarters—Italian, French, Chinese, Mexican or Spanish, Russian, Swedish. There are also the night clubs, most notably those located on the site of the former old Barbary Coast; the theaters (some 79 of them); the musical events and festivals and the art museums. Its own symphony orchestra has gained international prestige and its Civic Opera ranks with New York's Metropolitan, with which stars are exchanged. Its opera company is allied with one of the nation's finest corps de ballet, and San Francisco was the first city in the nation to have its own civic opera house.

The University of California, which is the largest in the world, and Leland Stanford University contribute to the scientific and intellectual life of the area, as do a number of smaller colleges. Throughout the Bay Region and particularly at neighboring Carmel as well as the artists' and writers' colony of San Francisco's own North Beach and Telegraph



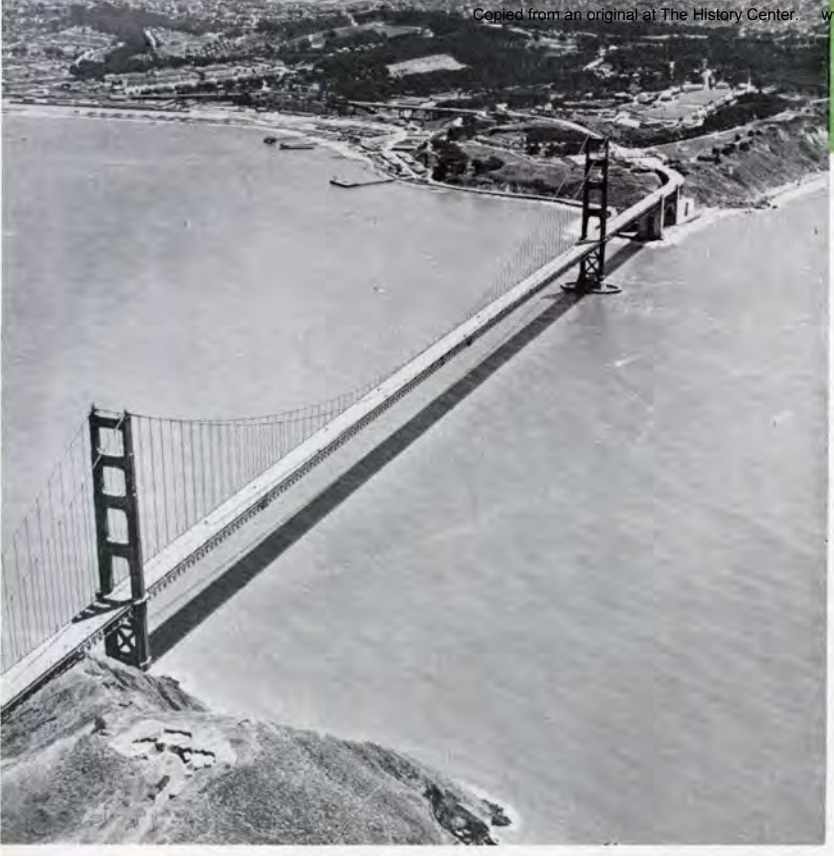
SAN FRANCISCO

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023



LOOKING DOWN MARKET STREET ACROSS OAKLAND BRIDGE

Copied from an original at The History Center. www.TheHistoryCenter.org. Online Edition: 2012-023



GOLDEN GATE BRIDGE. Longest single span suspension in the world (4200 feet) was financed and built by the Golden Gate Bridge and Highway District. Work started on January 5, 1933, and was opened to traffic May 28, 1937. Total length of bridge, including approaches, is 7 miles and length of structure is 6450 feet. One hundred thousand tons of steel and 25,000,000 man-hours were used in the construction. The bridge's capacity is estimated at 283,000 vehicles per 24 hours.

Hill, are centers where creative work is done which carries forward the traditions of Bret Harte, Mark Twain, Ambrose Bierce, Lincoln Steffens and the Norrises.

San Francisco is often called "the city with a flower in its buttonhole" and you will notice the wearing of flowers is natural for San Franciscans. Typical are the sidewalk flower stands, which are symbols of the lightness of heart and gayety of San Francisco.

ALL these facets of the city serve only as a background, however, for its main role—that of a world city. San Francisco is a great seaport, first of all; a crossroads city from which grew the thriving industrial, commercial and agricultural empire of the West. Its market doors open to world commerce. Here, all the goods of the West are gathered and distributed to all corners of the world; here, the world's goods are received and trans-shipped. From this and from gold, from the dusty mining camp of '49, have come the wealth and leadership of San Francisco in western banking, finance, insurance, shipping, industry and trade.

Serving as the outbound gateway to the Pacific and inbound gateway to the Western, Midwestern and Eastern United States, San Francisco brings unexcelled transportation facilities to local business and industry. From this third greatest port in the nation flows a constant stream of goods to the populous lands of the Pacific Basin. More than 177 shipping lines regularly pass through the Golden Gate. They contact at least three hundred of the world's ports. To millions of people in foreign lands ships flying the house flags of these old time shipping pioneers are symbolic of American goods and wealth . . . Matson Navigation Company . . . Grace Lines . . . American President Lines . . . American Hawaiian Steamship Company. These are names that have written shipping history; names that built the port of San Francisco.

As it is true that San Francisco has become a world port by virtue of her shipping and harbor, it is equally true that San Francisco today has become a world air terminal. The city's progressive attitude toward commercial aviation is a major factor in this growth. As the air terminal of the Pacific and a point of departure for the cities of Asia and the Far East, San Francisco maintains a major position in world air commerce.

Based on the solid foundations of great wealth and purchasing power, San Francisco's position as a center of finance is the key to the widespread industrialization and business development of the Pacific Coast. The city today ranks as the second most important financial center in the nation. Seven of the nation's one hundred largest commercial banks, including the world's largest, are located in San Francisco, as are the headquarters of the Twelfth Federal Reserve District. San Francisco is an internationally important center for financing great commercial, industrial and trading operations.

Great wealth is pouring into San Francisco and the Bay area at a rate undreamed of a few short years ago. This wealth, evidenced in the spending of millions of dollars for new factories and present plant expansions is an accurate measure of the solid foundations upon which San Francisco rests.

The readiness of the nation's greatest industrial leaders to invest in the Bay Area supports and encourages San Francisco's high degree of confidence in the future. Even now the hard realities of steel and concrete are arising from the blueprinted dreams of engineers, architects and industrialists who are bringing to the San Francisco Bay Region great new factories, with their payrolls and products to enrich the economic life. The great names of American industry are recited in the roster: General Electric, Westinghouse, Chrysler, Ford, General Motors. In addition, the city of San Francisco is spending over 177 million dollars on projects for a greater city in the next six years. The Great Western Merchandise Mart headquartered in

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023



COLORFUL CALIFORNIA STREET cable car as it approaches Chinatown. Old St. Mary's Church stands in the background. —Tom King Photo

San Francisco has undergone a $1,800,000 expansion. Downtown stores are being enlarged. Everywhere you look the great future of San Francisco takes shape before your eyes.

TYPICAL of the projects planned by San Francisco's builders is the World Trade Center. This is to be an integrated group of modern, skyscraper buildings located near the storied Embarcadero. The buildings will house headquarters for shipping lines, foreign consulates, export and import firms, and product exhibits. Estimated to cost between twenty-five and thirty million dollars, the project has been approved by the California State Legislature. It was originated by the San Francisco Chamber of Commerce and is now being developed by an independent non-profit corporation, with the backing of the entire foreign trading community of San Francisco and the Bay Area.

San Francisco has also opened a Foreign Trade Zone—the third in the nation—where cargoes may be held duty free. In its first month of operation the Zone handled more cargo than the New Orleans Zone did in its first three months; and in its first three months the San Francisco Zone's business far exceeded that of New York's Zone in the same period.

One of the most ambitious projects for a greater San Francisco is now about two-thirds completed. This is the stunning, modern "Apparel City" project of the city's apparel industry, which gathers together in one group of buildings all the diverse manufacturing activities in this industry. The buildings will cost an estimated $7,000,000 and are located on a 34-acre site just ten miles from the heart of the business district.

SAN FRANCISCO'S airport is now undergoing a $20,000,000 expansion program and the airlines themselves are adding millions of dollars to create every facility for all phases of aviation activities. Accessibility of the terminal to areas it is designed to serve are being provided for in a re-routing and modernization of the Bayshore Highway which is now under construction. A separate State project of importance both to the airport and the entire region is a new Bayshore Freeway which will run from San Francisco to San Jose. Designed for high driving speeds, this new freeway will eliminate necessity for grade crossings and cut out many of the present curves and angles.

Already graced by a bridge across its Golden Gate and the inspiring steel arcs of the San Francisco-Oakland Bay Bridge, the Bay of San Francisco is to be crossed by yet another man-made structure. Engineering studies are now under way. Within a very few years the new crossing will be completed and one more strand will be tied in the fabric which knits together the whole San Francisco Bay Region into one economic and social unit.

These projects are just a few of those to make San Francisco and its Bay Region an even more magnificent and productive place in which to live. Here is a city still being built and a city where a ready welcome is always given to big men and big ideas. One of the familiar descriptions of San Francisco is that it is "The City That Knows How." It does.



NO ONE SHOULD LEAVE San Francisco without visiting colorful Fisherman's Wharf which reproduces in detail the life aspect of a south Italian fishing port. Always a busy scene, the Wharf swarms with Greek and Italian fishermen working at their nets and gear, or landing their catches.

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023

LOS ANGELES—City Without Limits

(Continued from Page 6)

adopted, the Chamber proposes creation of a public transportation district. This district could be representative of the people in planning, financing and constructing whatever system is finally determined most suitable for commuters of the county as a whole.

ECONOMIC significance stems from the great recent growth of retailing. Numerous major independent department stores and several chains have built or announced plans for more than a dozen large stores in suburban communities. These, together with hundreds of supermarkets, drug stores and smaller retail units, have helped provide jobs for a large share of war workers and new residents.

Moving West have been Rexall Drug, Carnation Milk, Prudential Insurance, American Potash and Chemical, and several smaller firms. They are welcome to settle in Los Angeles because they hire armies of employees, besides creating business for established service and supply firms which in turn may have more jobs available.

Los Angeles is a giant who still is growing. The metropolis leaders know their community requires careful guidance to keep the necessary elements of greatness in economic balance. Diversity of commercial endeavor, coupled with diversity of human factors and the all-important balance, enable Los Angeles to set her sights on catching up with metropolitan Chicago within the next decade, if average growth of recent years continues.

SACRAMENTO—The Near-Perfect City

(Continued from Page 19)

Residents proclaim that Sacramento is an ideal city in which to live. They boast of palms, olives, oranges, figs, eucalyptus, and the elm-arched boulevards; of fresh vegetables every day in the year; of a climate in which there are only eight days in the year when temperature falls to the freezing point.

When a city offers a well-balanced combination of good climate, scenic beauty, rich natural resources, sound economic conditions, and unbounded business and industrial opportunities—then that city can boast that here is the near-perfect community for all alike. And Sacramentoans are boasting that this is a true description of their city.

CALIFORNIA'S OIL DISCOVERIES

(Continued from Page 20)

Exploration accentuated recent oil events by completing its "State No. 2" at Seal Beach. This project pushed the drill offshore to formation below the ocean floor for a yield around 200 barrels a day. Beset by a series of mechanical difficulties, the well whipped out oceanward at a degree reaching at times as much as 55 degrees from vertical. Seven strings of pipe were run in going to a total depth of 12,133 feet.

These events are evidence of the determination of California oil men to find new sources of petroleum. The search goes on as oil companies in this State back up their convictions that new sources of oil can be found with cold, hard cash.

PLYMOUTH ROCK OF THE WEST

(Continued from Page 18)

the city has been steady and rapid, with the population doubling about every 10 years.

Depressions have touched San Diego only lightly, and about six months after other sections of the country have been affected. Establishment of Army and Navy bases, completion of the San Diego and Arizona Eastern Railway in 1919, and the location of aircraft manufacturing here, the expositions of 1915-1916 and 1935-1936 have contributed to its prosperity. But the outdoors, an invigorating and healthful climate, however, has been, and remains, San Diego's chief commodity, and tourists are its best customers.

CALIFORNIA'S "FIRST"

One of the latest Lufkin Units is this TC-1-41B which is installed on the Ruble Lease in the shadows of the first Lufkin Unit.



AFTER twenty-four years of service and still going strong at twenty-four strokes per minute, the 41½ Lufkin Worm Gear Unit installed on Standard Oil's Ruble No. 12 Well in the prolific Baldwin Hills field, Inglewood, California, was the first Lufkin Pumping Unit to be put in operation in California.

Name plate bearing serial number 16, this Lufkin Unit served faithfully through the stock crash of '29, a major depression, World War II, and continues to pump twenty-four hours per day, contributing its small part to chalk up new records in our post war economy.

Of particular interest is the maintenance record on this unit. Gear box has never been opened; no bearings have needed replacing in short, "no maintenance."

Truly a pioneer, this little unit has been followed by some 22,000 other Lufkin Units of all sizes serving the petroleum industry throughout the nation and foreign fields as well.

TWO GENIAL GENTS from Baldwin Hills. C. B. BROWN, assistant production foreman, and KENNY PRICE, production foreman, Standard Oil Company, Inglewood, California.



Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023

Let's Laugh

A MODERN real estate sign posted on a vacant lot in one of our smaller cities is causing some of the more sedate citizens some concern. It reads: "Get lots while you're young!"

Hotel Manager: "Did you find any of our towels in that man's suitcase?"

Hotel Detective: "No, but I found a chambermaid in his grip."

She got up in the morning, put on her robe, went downstairs, raised the blinds, took the cover off the parrot, went out into the kitchen, put the coffee on, and lit the fires.

The telephone rang and her husband said, "Hi-ya, Baby? I just got in off the ship. Fix yourself up. I'm coming right over!"

She hung up the telephone, pulled down the blinds, took off the coffee, and turned out the fires. She then came back to the living room and put the cover back on the parrot and began slipping off her robe as she started up the stairs.

It was then that the parrot called out: "Hell's bells! This sure has been a short day!"

One of the modern department stores in a large city instituted an Associated Sales Course for its employees. The idea was to teach the salesmen not to sell just a toothbrush, but also to try to interest the customer in toothpaste, shaving lotion, etc.



Think we'd better wait till the end of the act before we raid? Then we could give a FULL report.

When the course was over, they decided to watch a certain young man to see if he had gained anything from his instructions. At the end of the day, they checked over his sales book and found he had done $20,000 worth of business that one day.

Dismayed but exuberant, they called him to the manager's office to ask how he did it.

"Well, after selling the man some fish hooks, we got to talking about where he was going fishing, and I found there were no living accommodations there, so I sold him an entire camping outfit. Then we talked about deep sea fishing, and I sold him a salt-water rod and reel with all the trimmings. He was so intrigued with the prospect of this sport, that I ended up selling him a yacht."

The manager was bewildered. "Do you mean to tell me that this man came in here to buy a few fish hooks and you sold him $20,000 worth of merchandise?"

"Oh, no, he didn't come in for fish hooks. He came in to buy a box of Kotex and I just suggested to him that since he wasn't going to be busy for three or four days, why didn't he go fishing!"

"Some moon out tonight," said he.
"Some stars," sighed she.
"Some dew on the grass," said he.
"Not me," snapped she.

Little Sammy couldn't give the teacher the definition of "tidbit," but said he had seen a calf kicked into Kingdom Come because of it.

He: "I've made a lot of money exposing girls like you."

She: "Blackmailer!"

He: "No, honey; I manufacture swim suits."

At dinner one evening, George Bernard Shaw was seated next to a striking brunette who complained to him:

"Mr. Shaw, you are breaking up my marriage!"

"I beg your pardon?" murmured the playwright.

"I mean it," said the brunette. "Every night when my husband goes to bed, he sits up reading one of your books, and pays no attention to me!"

Shaw shook his head in disbelief. "I can't understand that," he said. "I should think he would find your lines more appealing than mine."



I have a fear complex doctor. I always feel someone is following me.

A driller had been presented with a bottle of bourbon. On his way across the street, he was knocked down by a car. Picking himself up, he started to walk away when he felt something warm trickling down his pants leg. "Oh, Lord," he groaned, "I hope that's blood!"

Doctor: "Young man, what you need is exercise. By the way, I understand you've recently married?"

Patient: "Just a month today, doctor."

Doctor: "Well, well—and as I was saying, you need exercise—the outdoor kind!"

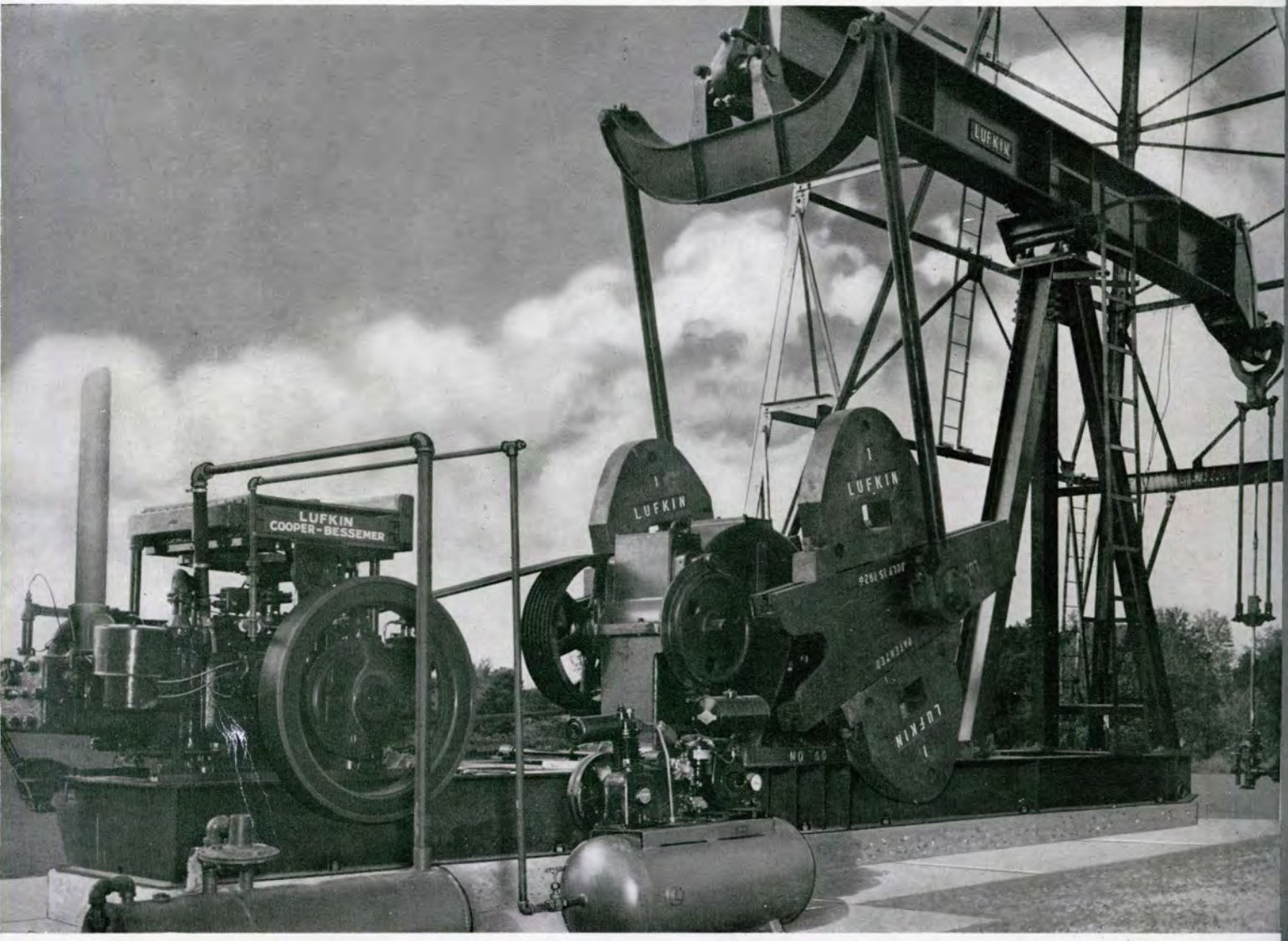
Salesman: "Need any brushes, magazines, or household things?"

Housewife: "No, but come in; I might think of something."

I had sworn to be a bachelor,
She had sworn to be a bride;
But I guess you know the answer.
She had nature on her side.

Copied from an original at The History Center. www.TheHistoryCenterOnline.com 2012:023

LUFKIN *Pumping Units*



ALWAYS A TOP PERFORMER . . .

always operating at top efficiency—always low in maintenance. You can depend upon Lufkin Units for long, trouble-free service. Lufkin Units, installed more than a quarter of a century ago, are still performing daily with hardly any noticeable difference since original installation.

We manufacture a full line of commercial speed reducers and increasers. More than 60,000 sets have been produced in our Lufkin plant. Send for catalog today.



LUFKIN FOUNDRY & MACHINE COMPANY

LUFKIN, TEXAS

Branch sales and service Houston, Dallas, New York, Tulsa, Los Angeles, Seminole, Oklahoma City, Corpus Christi, Odessa, Kilgore, Wichita Falls, Casper, Wyoming; Great Bend, Kansas.