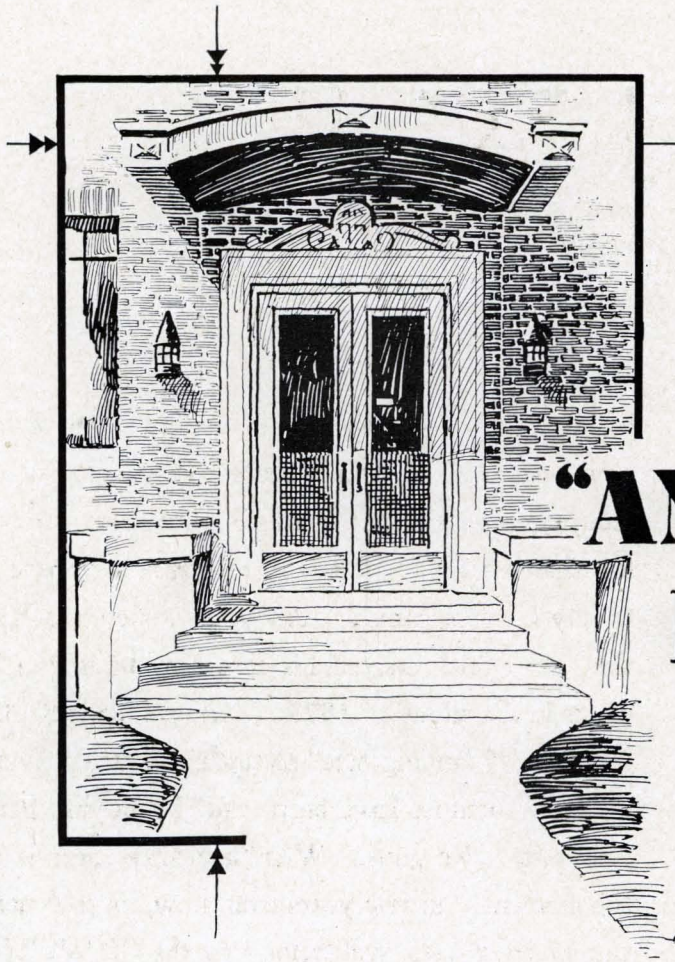


The
LUFKIN
LINE



New Lufkin Office Building



“AND THE END IS NOT YET”

Thirty odd years ago the Lufkin Foundry & Machine Company came into existence. Lufkin, at that time, was centrally located in the thickly forested pine belt of East Texas. The “plant” at that period consisted of one large wooden building and a few used tools. Its purpose was “a handy repair shop” for the yellow pine mills nearby.

From this humble beginning has grown one of the South’s important factories.

For the first time in the South, a complete saw mill plant was manufactured by this concern.

For the first time in the Southwest, refinery fittings of a special nature were manufactured in Lufkin.

For the first time in the Southwest, heavy duty pipe line fittings were manufactured in Lufkin.

For the first time *anywhere*, the first successful reduction geared pumping unit for the oil fields was manufactured by the Lufkin concern who were pioneers in this type of oil field equipment.

In addition to developing the first successful reduction gear for pumping and pulling—

Lufkin developed the first counter-balanced crank;

The Trout dust proof, oil bath Pitman;

And many other improvements for the oil industry.

Modern buildings, production tools and capable men are being constantly added to the facilities and forces of this Southern institution. Today it leads all others in the production and sale of its particular specialty—**LUFKIN PUMPING UNITS—**

“And the end is not yet.”

*Entrance to new office of the
Lufkin Foundry & Machine
Company*



“Rise and Walk!”

An Editorial by

HERBERT N. CASSON

THE San Francisco earthquake, if I may use that forbidden word, cured hundreds of cripples. They jumped up and ran for their lives. They weren't as badly crippled as they thought they were. They didn't know that they could run until their houses began to shake. The Good Book, too, tells the story of a cripple whose weakness was more in his mind than in his legs. The Master said to him: “Rise, take up thy bed and walk.” He rose and walked and carried his bed. So here is the thought that I would like to send out to the business men of America:

“You are depressed. You think you are crippled. You are afraid of the future. You are full of fears. You have half the gold of the world and half of the machinery and most of the automobiles and all of the skyscrapers. You have the greatest home market in the world and the largest corporations that the world has ever seen. You are ruled more by ideas and less by tradition than any other people in the world. You have usually done what you thought you could do. How can it be possible that a progressive nation of 120,000,000 people can be wrecked by the speculations of a little handful of fools in Wall Street? The prices that were forced too high had to come down. Today all the prices are too low. There is now a golden opportunity

for every man who has eyes to see it. Dollars are now being sold for thirty cents. Practically every security in the United States is now being sold at less than its value. The way to create a fortune is to buy from pessimists. Pay your money and take the risk. Frick started his career by buying coke ovens in the slump of 1873. Carnegie made \$300,000,000 by buying steel plants in slumps. Hundreds of fortunes have been made by buying from pessimists. Ye gods! What a chance there is at the moment! In five years from now, most American business men will belong to the “I WISH I HAD CLUB.” Then, it will be too late to buy a dollar for thirty cents. The opportunity will be gone. When a horse balks, the balk is in his head, not in his legs. He moves on when he thinks he will. And when an American business man is depressed, the slump is in his head. There is nothing serious to prevent him from making money if he thinks he will. When fear rules the will, nothing can be done, but when a man casts fear out of his mind, the world becomes his oyster. To lose a bit of money is nothing, but to lose hope—to lose nerve and ambition—that is what makes men cripples. This silly depression has gone on long enough. Get rid of it. It is inside of you.

“RISE, AND WALK!”



Friends *and* Operations in The Field



- No. 1—Venice, California. Well in foreground is Jergins Trust; Robertson No. 1, an all electric rig.
- No. 2—Same well showing Lufkin Unit, Hoist, etc. Photo taken from sea wall showing concrete mud pits and electric mud pumps.
- No. 3—Close-up of Lufkin No. 141 Hoist on Jergins Trust; Robertson No. 1. Mr. Graham, tool pusher in the foreground.
- No. 4—C. O. Moss, chief engineer, Deep Rock Oil Co., Tulsa; R. R. Hawkins, chief engineer, Texas Co., Tulsa, Okla.
- No. 5—Frank Kaufman, electrical engineer, Gypsy Oil Co., Tulsa.

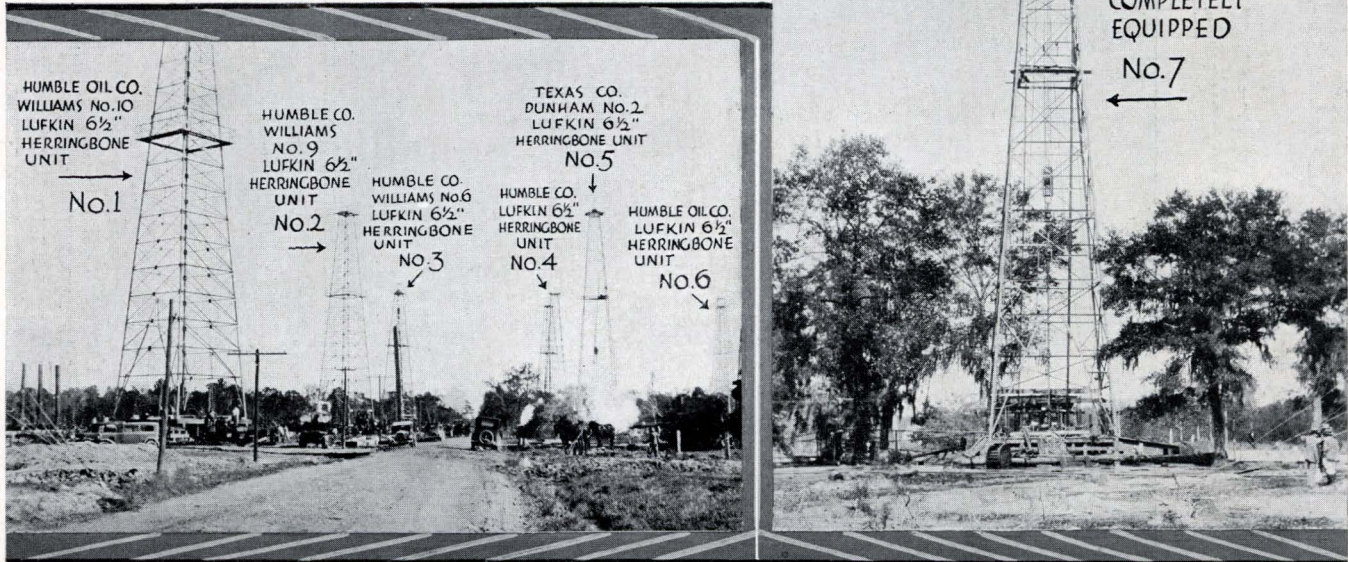
- No. 6—"Shorty" Wilson, district foreman; Deep Rock Oil Corp., Drumwright, Okla.
- No. 7—Mr. Hawkins, Texas Co., Mr. Hall, The Tidal; Mr. Moss, Deep Rock; Mr. Collings, Gypsy; Mr. Kaufman, Gypsy; Mr. Danforth, Deep Rock, all of Tulsa.
- No. 8—Continental Oil Co., installation at Carpenteria, Calif. Well is 6000 feet deep. Lufkin Heavy Duty Worm Gear is driven by a 120 H. P. Clark Drilling engine.
- No. 9—View across the bay to Continental's Carpenteria well.
- No. 10—Ernest Bell, superintendent of shops and transportation, Deep Rock Oil Corp.,

- W. H. Bettis, district superintendent, Deep Rock, Drumwright, Okla.
- No. 11—O. C. Arnold, district foreman; "Brigham" Young, production clerk, Amerada Pet. Co., Seminole, Okla.
- No. 12—Harry Hite, assistant superintendent, Amerada Pet. Corp., Seminole, Okla. He had charge of first Lufkin Heavy Duty Units shipped to Oklahoma which operated on Amerada's Fredricks lease near Wewoka. Some fast pulling records were set here that are still a mark to shoot at. He is now in charge of several properties equipped with Lufkin Units.



Humble Dome Ranks High in Production

By JACK LOGAN



ACTIVITY IN THE WEST EXTENSION OF THE HUMBLE FIELD

Left: View along highway towards center of activity in the Humble field, west extension. Wells "Lufkin equipped" in the picture, are marked. Right: Texas Company Dunham No. 2 completely "Lufkin equipped."

Producing around 18,000 barrels of oil daily, the Humble dome, Harris County, ranks third among Gulf Coast fields at present in production, yielding slightly less than Barbers Hill, while Refugio is in first place. Spindle Top, formerly the leading Coastal field, is not producing quite as much oil now as Humble.

Humble is one of two Texas-Louisiana Gulf Coast fields credited with all-time recovery of over 100 million barrels of oil. By the end of June, 1930, total production at Humble had aggregated 106,374,100 barrels, the yield during the first half of 1930 amounting to 3,224,100 barrels. At the same time the total recovery at Spindle

Top had reached 110,774,700 barrels.

During the first half of 1930 there were 47 wells completed in the Humble field, including 36 oil wells with initial production of 41,472 barrels, one gas well and 10 failures. While most of those completions were along the east, southeast and south flanks of the dome, in the area centering around the original deep sand production established by South Texas Petroleum Company on the Morris lease in January, 1929, there were also various completions on the other flanks of the dome, including the north, northeast and west sides.

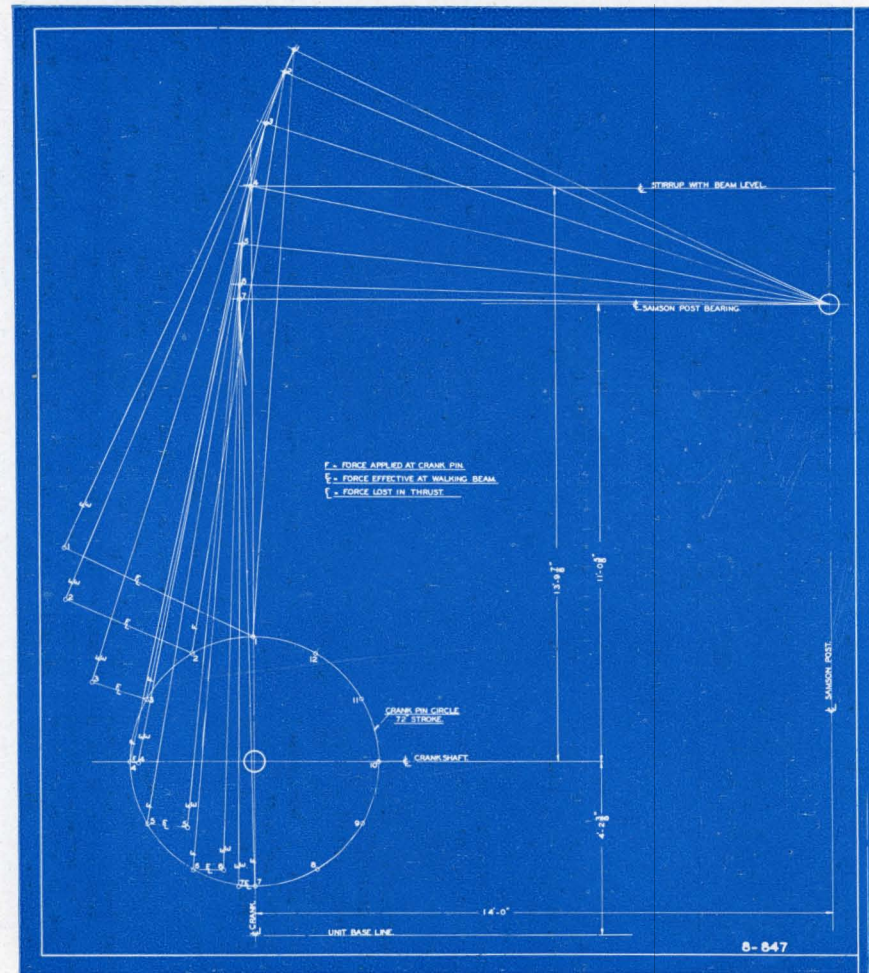
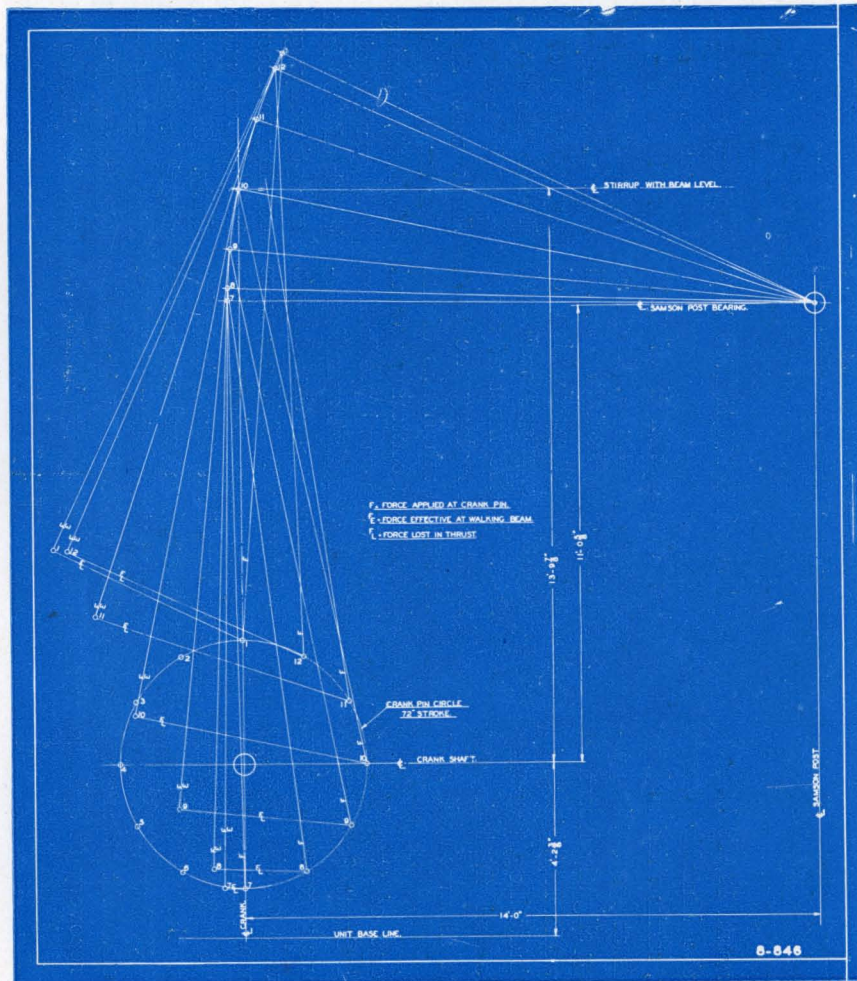
The most interesting development during 1930 has been the extension of deep production to

the extreme west flank, where several producers have been completed in the Humble townsite from sands found around 4000 feet. Formerly production in the west portion of the field was limited to the top of the dome. The first of the deep wells on the west flank was Sun Oil Company's Bender 3, which came in January 28, 1930, flowing 1800 barrels of 31.5 gravity oil daily from total depth of 3903 feet. It has been an exceptionally good well, and according to recent report was still holding up around 1800 barrels daily. Other wells have been completed in the vicinity of that well, since Bender 3 came in, by Sun Oil Company, The Texas Company and Rio Bravo Oil Company.

Diagram of Forces Connecting Points On Crank Pin Circle to Respective Locations of Walking Beam



[6]



The vectors marked "F" represent the force applied by the crank pin through the Pitman to the walking beam. The vectors marked "F. E." represent the resultant "F" or the force effective in moving the walking beam up and down and is

perpendicular to a line from the center of the Pitman stirrup to the center of the walking beam, center bearing. The vectors "F. L." represent the proportional force lost due to angularity of the Pitman with respect to the walking beam. Conclusions completely explained in accompanying article.



The Why of Clockwise and Counter-Clockwise Pumping

By L. A. LITTLE

Mechanical Engineer, Lufkin Foundry & Machine Co.

Considerable discussion as to the advantages and disadvantages of clockwise and counter-clockwise pumping prompts us to offer the following actual comparison of this question from a power input standpoint with an explanation of the advantage of counter-clockwise pumping compared to clockwise pumping.

The graphic wattmeter charts of Malone No. 5 and Malone No. 6 shows the difference of power input characteristics running a Lufkin No. 5 1/2 Pumping Unit forward (Clockwise) and reverse (Counter-Clockwise).

The position of the rods as listed under the Wattmeter Charts are numbered in accordance with the following:

Position of Rods Notation—	Actual Position of Rods
1	Peak load on Pump Stroke
2	Rods at top of travel
3	Peak load on Counterbalance Stroke
4	Rods at bottom of travel

Our conclusions from observing these Wattmeter Charts were:

1. Running Units in reverse de-

creases the amount of Counterbalance required, cuts the power consumption slightly, and makes the peak of the lift portion of the stroke more gradual instead of a sharp peak.

2. Better operating conditions in the reverse direction is due solely to the angle of pull of the Pitman with respect to the Walking Beam.

In order to substantiate our second conclusion we are presenting two diagrams 8-846 and 8-847.

In these two sketches we have laid out a diagram of forces connecting points on the crank pin circle to the respective location of the Walking Beam at these points.

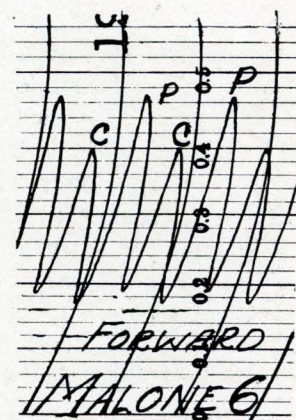
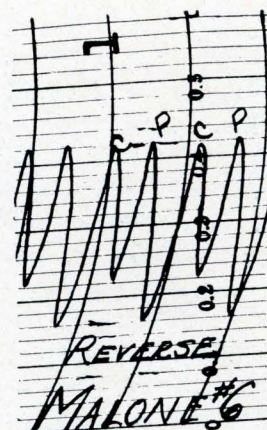
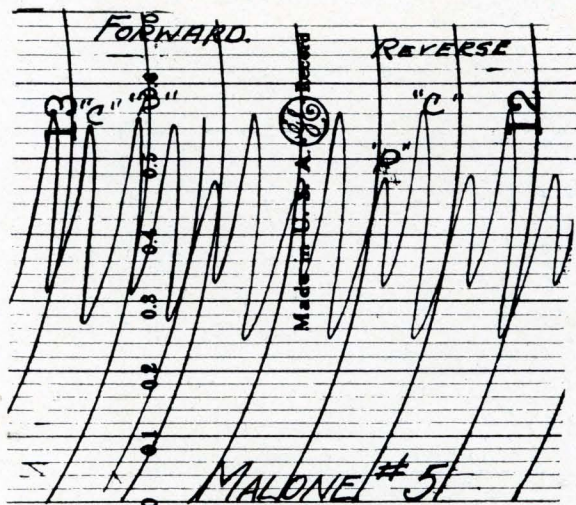
The vectors marked "F" represent the force applied by the crank pin through the Pitman to the Walking Beam. The vectors marked "FE" represent the resultant of "F" or the force effective in moving the Walking Beam up and down and is perpendicular to a line from the center of the Pitman stirrup to the center of the Walking Beam,

center bearing. The vectors "FL" represent the proportional force lost due to angularity of the Pitman with respect to the Walking Beam.

It is readily noted that "FL" vectors diagram 8-846 points 8 to 12, are much larger than "FL" vectors diagram 8-847 points 2 to 6. Therefore, less of the forces applied at points 8 to 12 are utilized or effective in doing work than the forces applied at points 2 to 6.

The maximum forces are brought into action during the lifting half of the pump cycle. Therefore the lifting half of the pump cycle should be between points 2 to 6 where the force applied to the crank pin is most effective. Therefore to keep the maximum forces applied as low as possible the pumping units should be operated in a reverse (Counter-clockwise) direction.

Results and diagrams as discussed above have been obtained with stirrup type Pitman, operating on top of beam with walking beam center iron below beam.



Rod Position	1	2	3	4
Forward H.P.	47.2	26.6	46.3	23.2
Reverse H.P.	40.7	27.6	47.2	21.0

Rod Position	1	2	3	4
Forward H.P.	40.3	16.3	34.3	14.6
Reverse H.P.	35.8	19.0	36.2	13.7

Well Conditions: Tubing 3" - Rods 3/4" Depth 2693'-Fluid 1450 Bbl.-Oil 150 S/M 23-Stroke 72" Counterbalance Std. Lufkin 5-1/2" Crank-Beam Wt. 1500# 4' from pitman.

Well Conditions: Tubing 3" - Rods 3/4" Depth 2700' App.-S/M 22-Stroke 72". Fluid 1500 Bbl.-Oil 60 Bbl. Counterbalance: Std. Lufkin 5-1/2" with 3450# on Beam 6' from Pitman.



Primitive Pumping Powers

(Quite a Contrast to the Modern Lufkin
Power Pictured on Page 9)

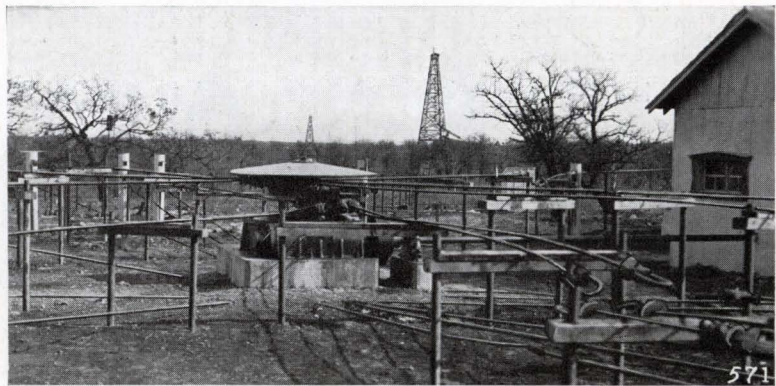


- No. 1—Morocco: A primitive pump, operated by camel.
No. 2—Mexico: Mule power bucket at open well. Mexico is steadily adapting modern machinery most of which comes from the United States.
No. 3—Tuglerad, Denmark: Landscape and an old windmill power.
No. 4—South India: Two kinds of primitive pumps, one a man-power gravity arrangement and the other an oxen-power pulley pump.

—Photos by Ewing Galloway.



Lufkin Power



Lufkin Power on the Simms, Sloan Lease, at Breckenridge, Texas

Proves Efficiency at Breckenridge

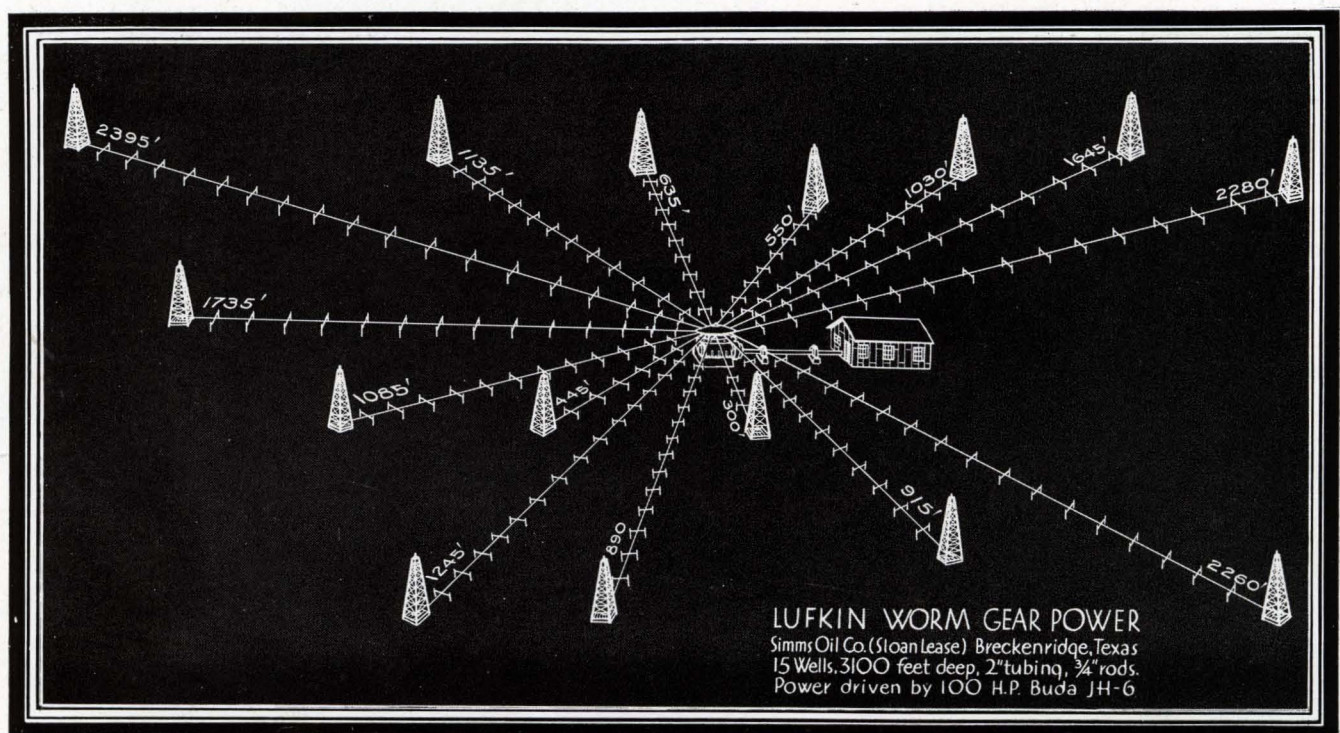
The Sloan Lease at Breckenridge, prior to the time it was taken over by the Simms Oil Company, was pumped with standard rigs. Immediately after passing into the control of the Simms Oil Company a Lufkin Worm Gear Power was installed. The lease consists of 15 wells 3100 feet deep, tubed with 2" tubing and using 3/4" rods. The Lufkin Power is driven by a 100-H. P.

Buda JH-6 gas engine. The wells are all pumped from the bottom and no gas pressure exists. The power is not at all taxed and its smoothness and ease of operation is nicely demonstrated on this job. The nearest well to the lease is 300 feet, while the greatest distance from the power is 2395 feet.

The Lufkin Worm Gear Power is fast taking the place of the old

band wheel power. A number of the larger concerns such as the Gulf, Humble, Shell, Sun and Simms Companies having one or more in operation at this time.

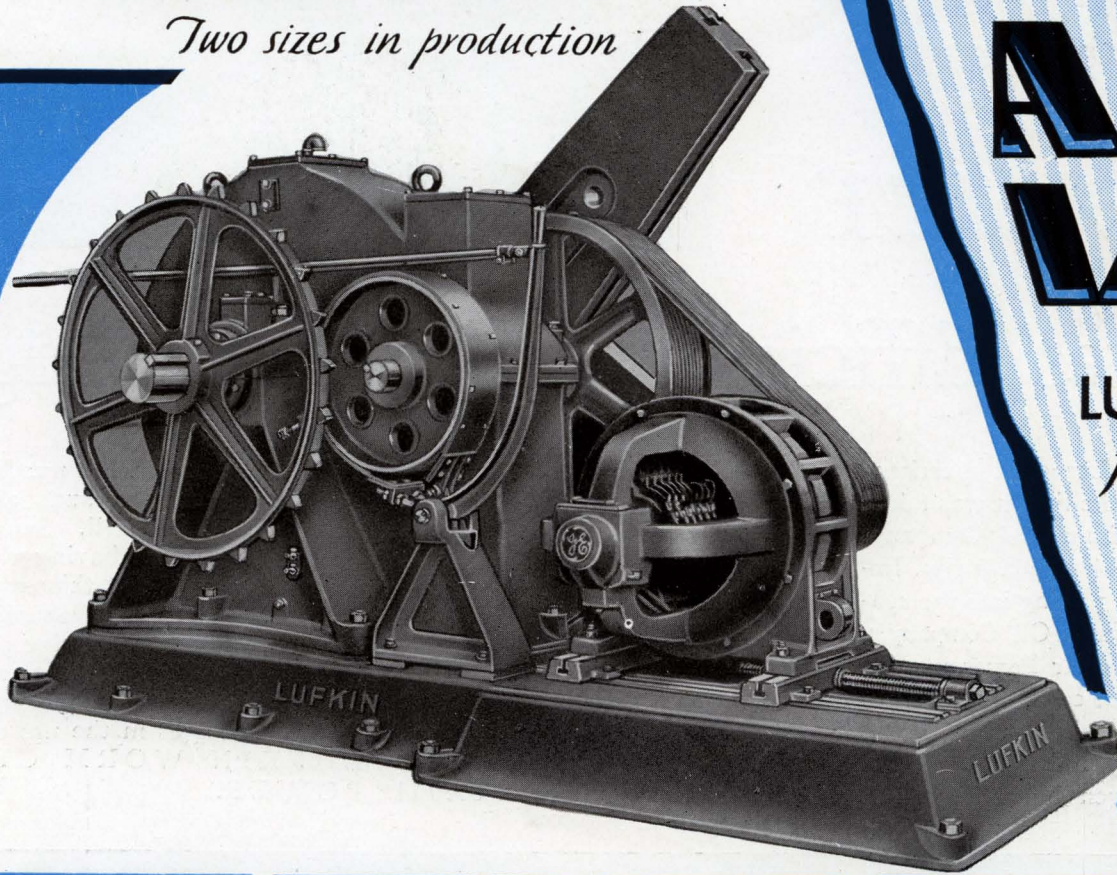
Freedom from fire hazard, belt expense, large expensive band wheel house and low operating and up-keep costs are among the chief advantages in the use of the LUFKIN WORM GEAR POWER.





The LUFKIN HERRINGBONE GEAR UNIT

Two sizes in production



LUFKIN ALWAYS LEADS

LUFKIN DEVELOPED

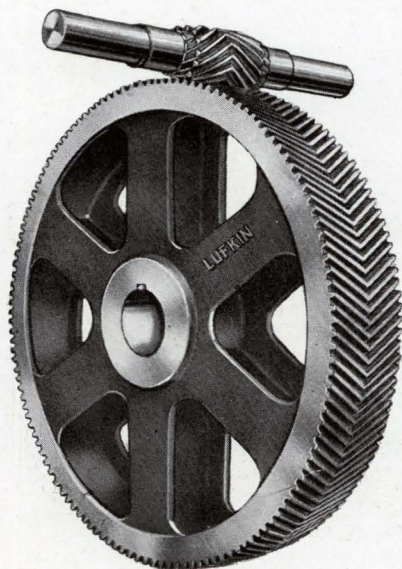
*first successful REDUCER
for Pumping and Drilling*

first COUNTER BALANCE

TROUT DUST PROOF
ALIGNING PINION

*and many
improvements
for the Oil
Industry*

"AND THE EVIDENCE
IS NOT YET IN"



SYKES-HERRINGBONE GEAR AND PINION
LUFKIN HERRINGBONE UNIT

The Sykes-Herringbone Gear type of Unit is the latest and most popular type of the line of Lufkin Pumping Units. Designed to stand the most severe operating conditions the Herringbone Unit is found readily adapted to the oil field pumping use.

The Sykes-Herringbone Gears used in this Unit are of heavy construction, are superior in strength and are silent in operation. Freedom from backlash; continuity of tooth contact and maximum tooth surface for width of gear face, are features of this type gearing. This unit is very easily adapted to any type of power drive, particularly single cylinder gas engines. Having the right kind of "fall" makes this Unit ideal for cable tool drilling.

Lufkin Foundry & Machine Works
Lufkin, Texas

Branch Offices and Warehouses

Houston — Tulsa — Los Angeles — New York
Seminole — El Dorado — New York



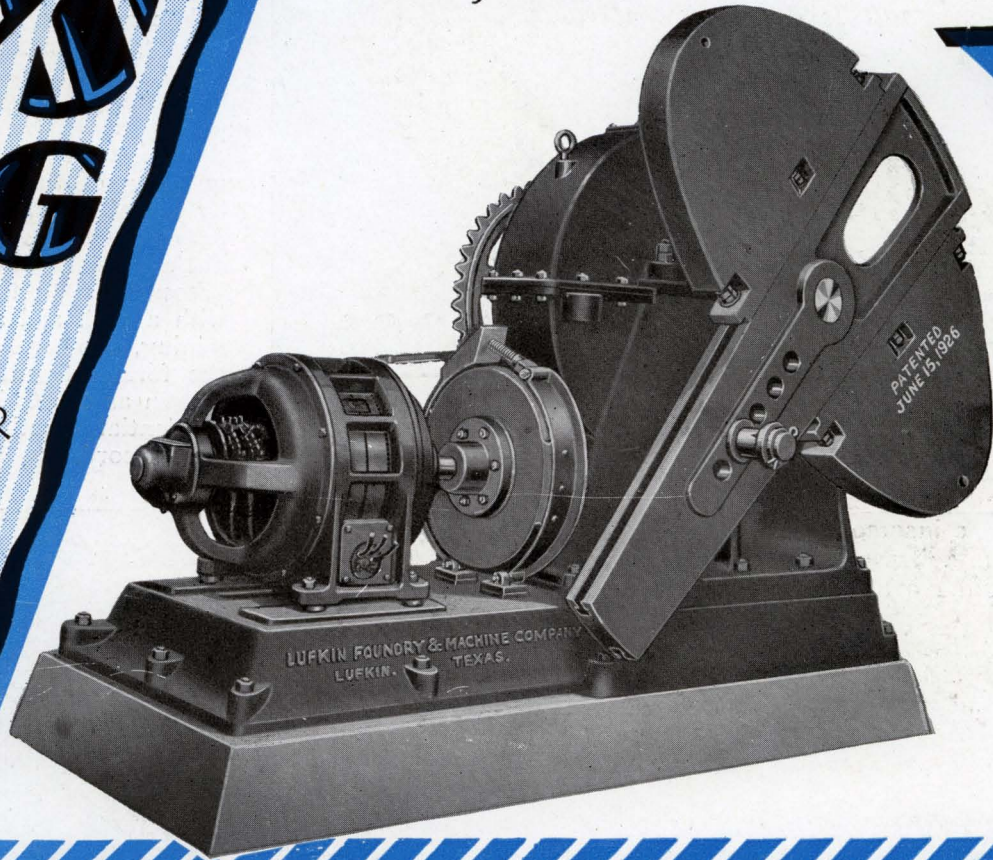
**LUFKIN
WAYS
LOADING**

The **LUFKIN
WORM GEAR UNIT**

Manufactured in four sizes

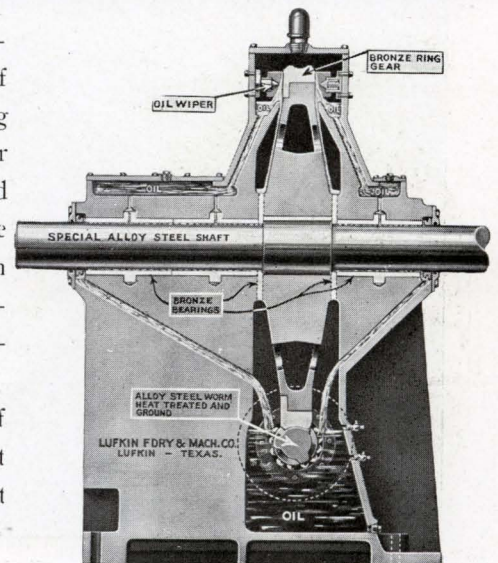
DEVELOPED - - -
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ND THE END
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The Lufkin Worm Gear Unit is the original perfected Lufkin Unit. This Unit employs the use of a Nickel Alloy Steel, heat-treated steel worm driving a special bronze gear. It is furnished for either direct connection to electric motor or gas engine and is also furnished with "V" belt drive to accommodate regular motors. It is also furnished for connection to single cylinder gas engine. Many operators maintain that the Worm Gear is the most practical pumping Unit.

We recommend both and say it is a matter of choice—"some prefer blonds, some brunettes," but there are jobs where one or the other unit is most practical.



CROSS SECTION
LUFKIN WORM GEAR UNIT

**dry & Machine Co.
Lufkin, Texas**

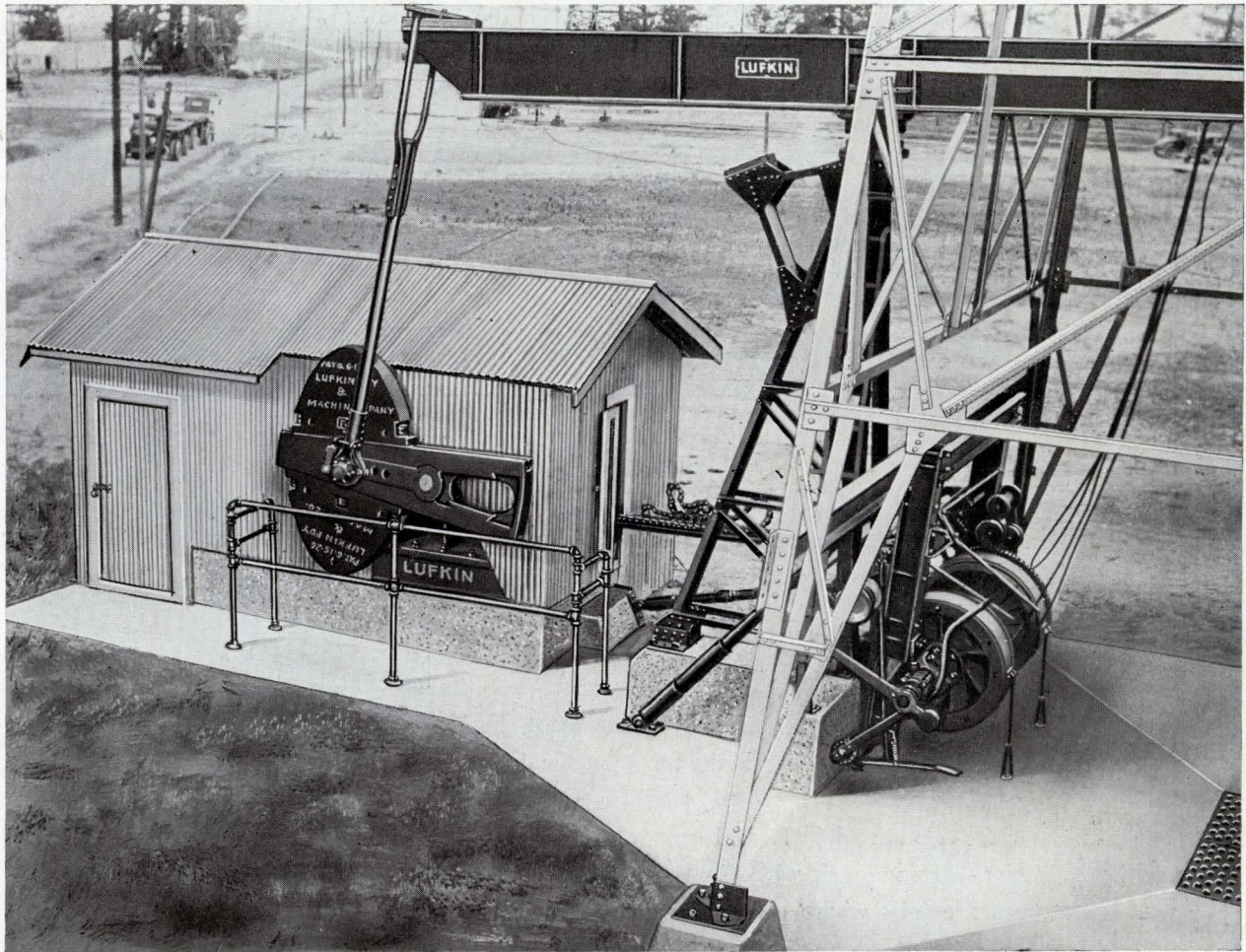
Offices and Warehouses:
a — Los Angeles — Odessa
orado—New York City, N. Y.



Fine Home Becomes Memphis Museum



The Pink Palace Museum has opened at Memphis, Tenn., as a public museum and little theatre building; it was originally planned by Clarence Saunders, chain store magnate, as his home and was partly finished by him in 1924 at a cost of more than \$500,000. Acquisition of the home and estate by a realty company when Saunders became involved in financial difficulties resulted later in its presentation to the city, together with a park and artificial lake adjoining, also parts of Cla-Le-Claire, the former Saunders estate, now known as the Chickasaw Gardens residential section.—Manufacturers' Record.



Typical Gulf Coast installation of Lufkin Herringbone Unit, including Lufkin No. 52 Hoist with steel jack posts and Lufkin No. 1 Samson Post assembly. Unit is Lufkin-Herringbone No. 6½—Well depth 4650 feet.



Simms Company set new drilling record with Lufkin-Herringbone Unit

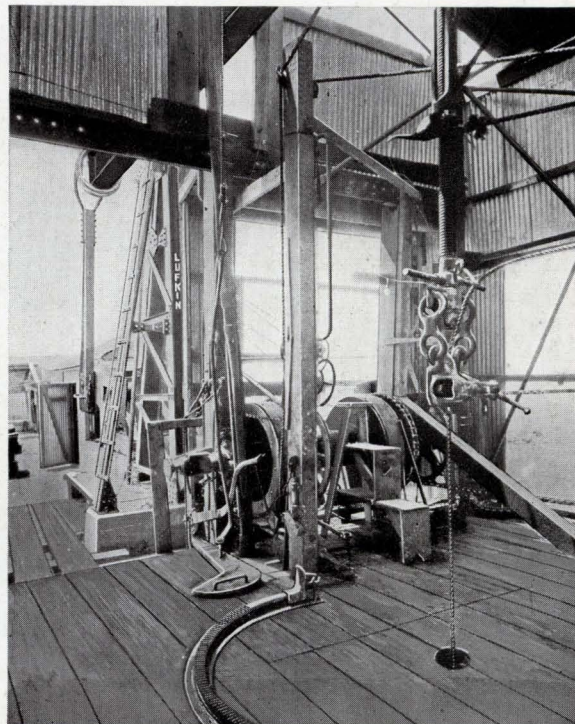
3650-Foot Well Completed in 37 Days

What is believed to be a record in cable tool drilling is that established by the Simms Oil Company on their Simms Phillips U No. 3 in the Ector County pool in West Texas.

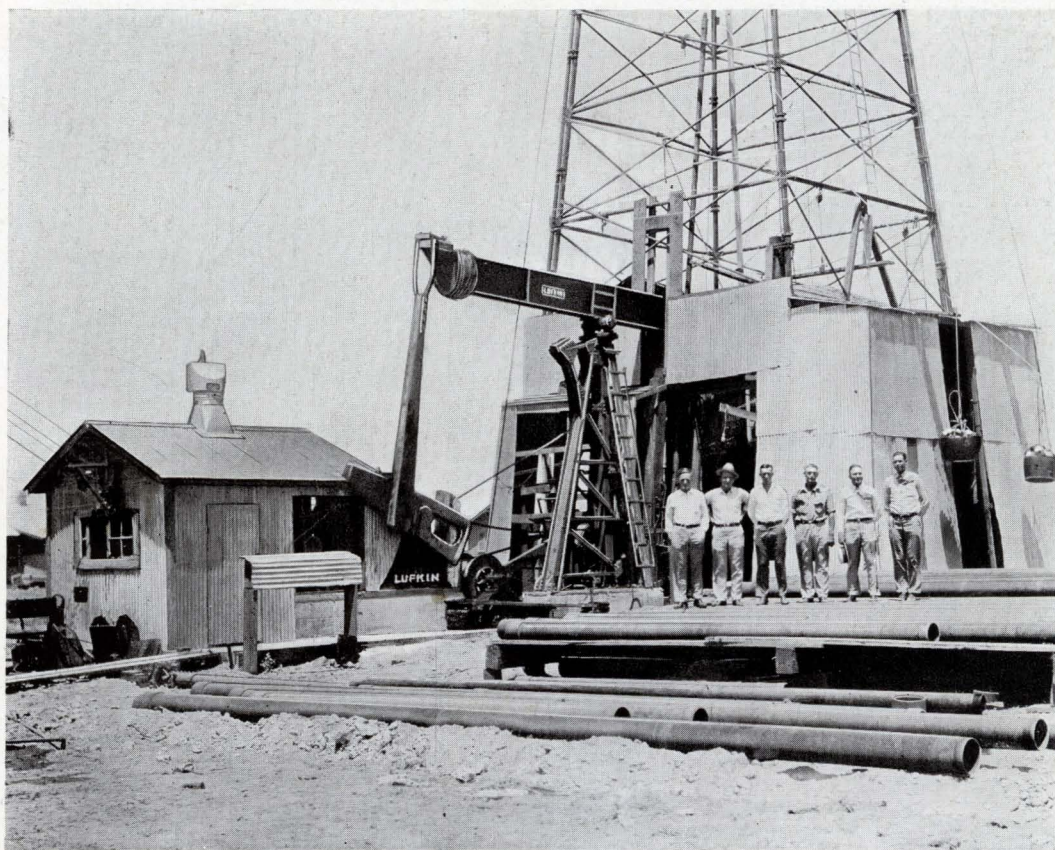
This well was equipped with a Lufkin 6½" Heavy Duty Herringbone Unit, which was driven by a 35/75 G. E. Motor. The casing was run off of a Lufkin No. 522 Hoist and the tools were handled by a chain driven bull wheel from the Unit.

This well was completed from the ground in thirty-seven days to a depth of 3650 feet which is understood to be the fastest time this company has ever completed a well with cable tools from the top of the ground to this depth. From information we have a well on a nearby lease required forty-seven days to complete.

A complete report showing a detailed account of the expense of drilling this well, including labor, power consumed in spudding, drilling and setting pipe, together with a log of the Simms-Phillips U No. 3 is now being prepared and will be gladly sent to interested oil men upon request.



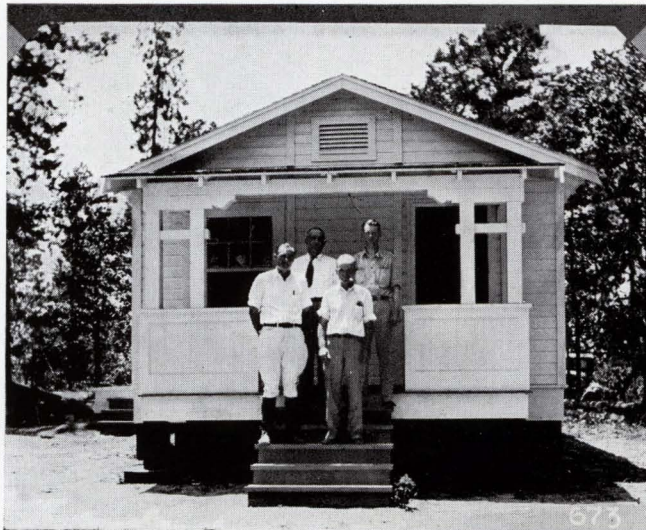
On the floor of Simms-Phillips U. No. 3 showing Lufkin Equipment which set a new record for cable tool drilling.



Lufkin equipment and drilling crew that set a new record for cable tool drilling in Ector County, West Texas, reading from left to right: T. J. Saugher, T. D., E. D. Ruse, D. R., E. T. Barnes, T. D., A. T. Nuttall, D. R., J. D. Best, Lufkin Representative, S. P. Todd, Tool Pusher.

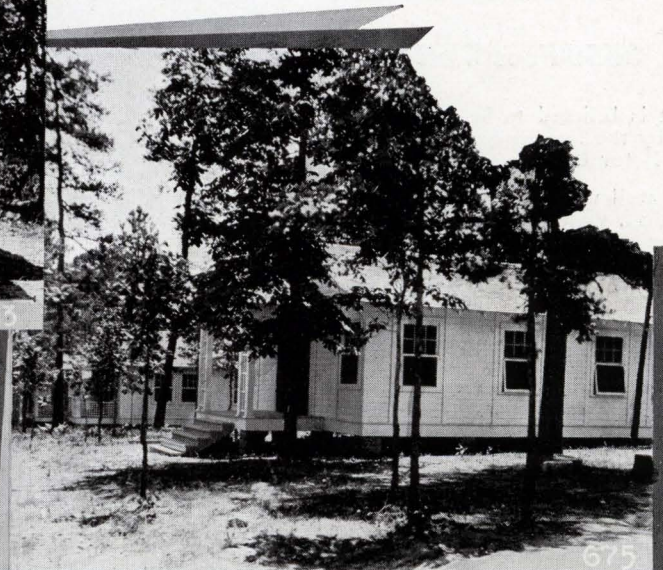


LORING OIL COMPANY CAMP *and* Lufkin Equipment in the Zwolle Field

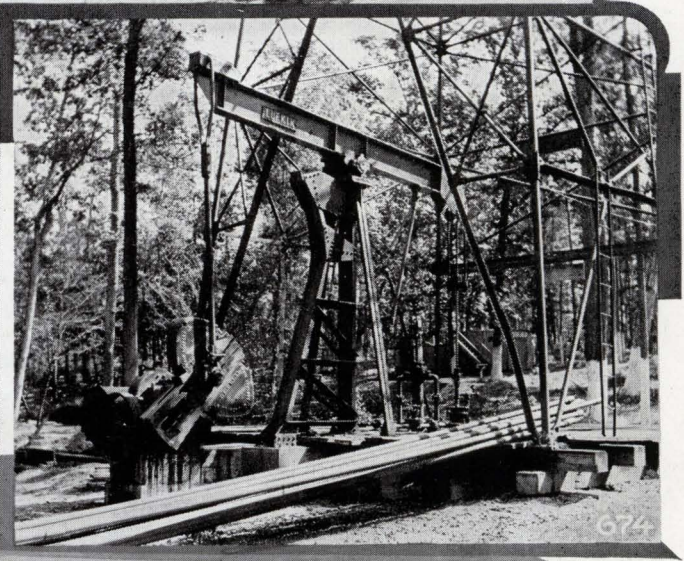


Photograph No. 673:—Loring Oil Company warehouse, Zwolle. Front row: H. E. Sullivan, Gen. Supt., Loring Oil Co.; L. A. Little. Back row: J. H. Reeves, Teaming Contractor; T. G. Fleming, Chief Clerk.

Photograph No. 675:—Loring Oil Company camp, Zwolle, Louisiana.



Photograph No. 671:—Loring Oil Company, Zwolle, La., Bowman-Hicks No. 6. Lufkin Baby Unit—Baby Crank, 15 H.P., 1200 R.P.M. FTR G.E. Motor, No. 2 Sampson Post assembly. Well 2450 feet deep, 3½-inch tubing, ⅜-inch rods, production 250 barrels per day, 42 gravity oil.



Photograph No. 674:—Loring Oil Company, Zwolle, La., Bowman-Hicks No. 3. Lufkin Baby Unit—Baby Crank, 10 H.P., 1200 R.P.M. FTR G.E. Motor, No. 2 Sampson Post Assembly. Well 2450 feet deep, 2-inch tubing, ⅜-inch rods. Production 30 barrels per day, 42 gravity oil.

Erratic behavior of the Chalk rock horizon, found in the Zwolle field has slowed down drilling considerably. This condition has caused a loss of about three out of four wells and has been a very discouraging factor for the smaller producer.

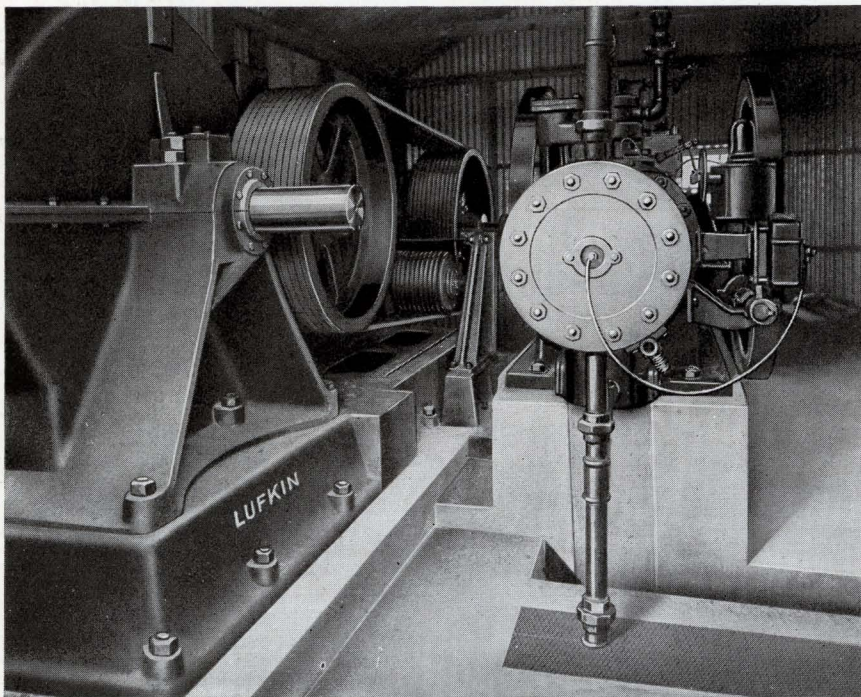
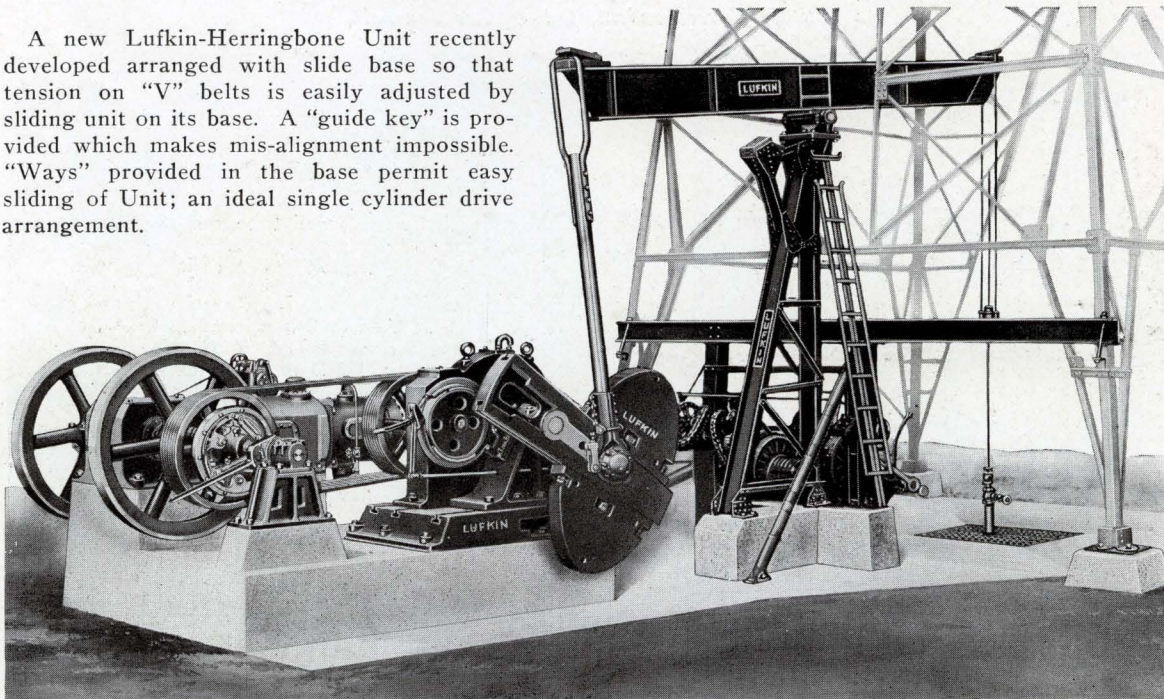
The Loring Oil Company is the most active producer in the field and has enjoyed the most success in their opera-

tions. This Company now have eight Lufkin Baby Units in operation which are equipped with 15-H.P. 1200 r.p.m. type FTR G. E. Motors with Lufkin No. 2 Sampson Post assembly. The wells are 2450 feet in depth and are equipped with 2" tubing and ⅜" rods. The Units are pumping from 10 barrels to 1000 barrels daily. The average electric bill is about \$40.00 monthly which is considered quite a saving over other types of pumping equipment.

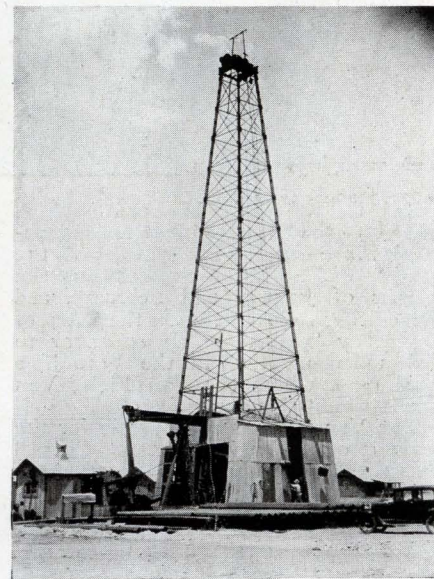


Lufkin Unit *with Slide Base* *particularly adaptable to single cylinder engine drive*

A new Lufkin-Herringbone Unit recently developed arranged with slide base so that tension on "V" belts is easily adjusted by sliding unit on its base. A "guide key" is provided which makes mis-alignment impossible. "Ways" provided in the base permit easy sliding of Unit; an ideal single cylinder drive arrangement.



A popular type of single cylinder drive to Lufkin Herringbone Unit. This drive employs the use of an idler for taking up slack in "V" belts. In this arrangement the Unit is fastened securely to the concrete foundation.



SIMMS-PHILLIPS U. NO. 3 ECTOR POOL, WEST TEXAS

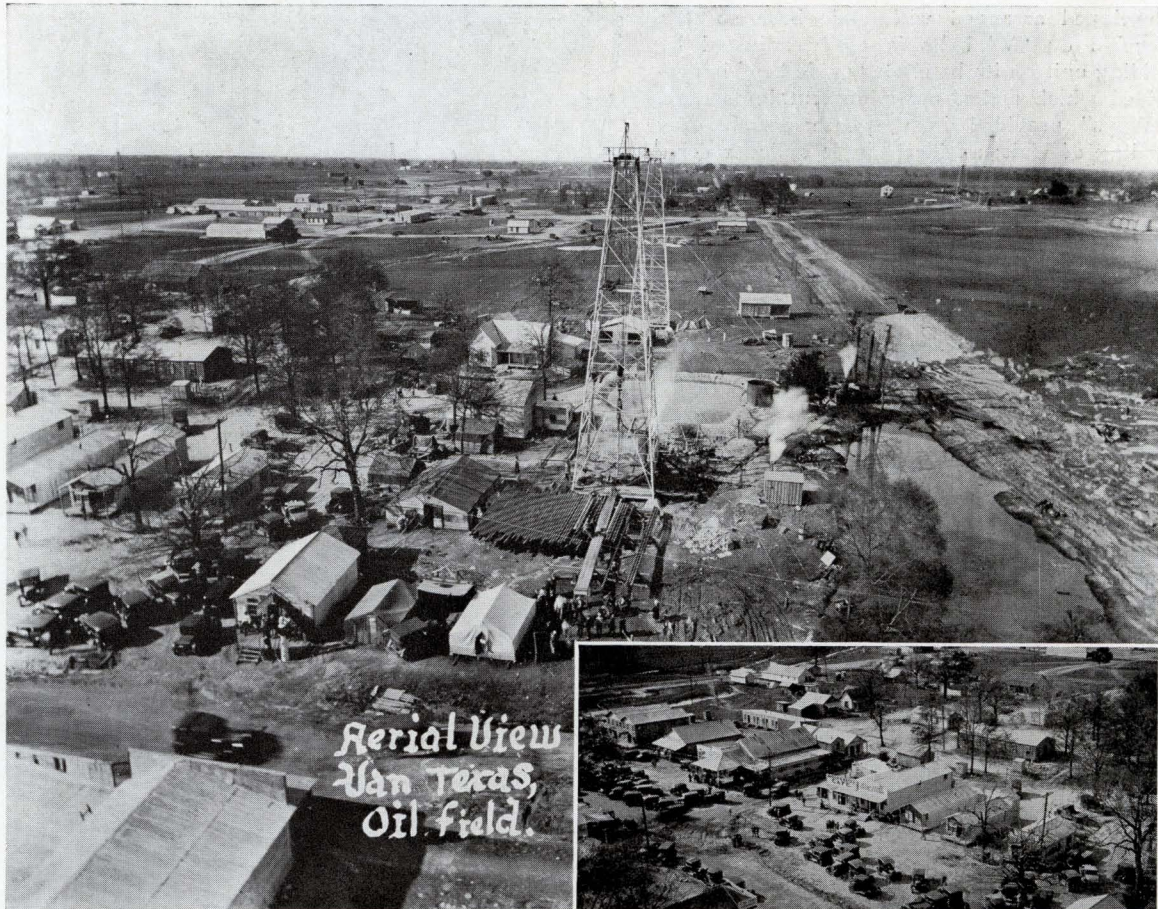
The rig on which new cable tool drilling record was established. (See story, page 13.)



Van Pool Causes Revival of Activity in East Central Texas

By L. E. BREDBERG

Staff Correspondent, Oil & Gas Journal



Aerial View
Van Texas,
Oil field.

East Central Texas has seen the flow and ebb of wildcatting and leasing activities in the past six months, with the height of leasing activities in the months of January and February, and wildcatting following upon the heels of the many "plays," in an endeavor to pick up production in the Woodbine sand from which the Van Field, Van Zandt County, is producing.

The Van Field is responsible for the revival of activity in East Central Texas. This field was uncovered October 14, 1929, by the Pure Oil Company's Jarman, located in the Nacogdoches County School Lands Survey, just north of the town of Van, opening up a 35 gravity Woodbine sand field which now extends about 3½ miles from southwest to northeast, defined on the east and west by small pumpers and dry holes, with the north end also defined, and the northeast defined.

Top of the Woodbine sand was found at 2656 feet in the discovery well, and

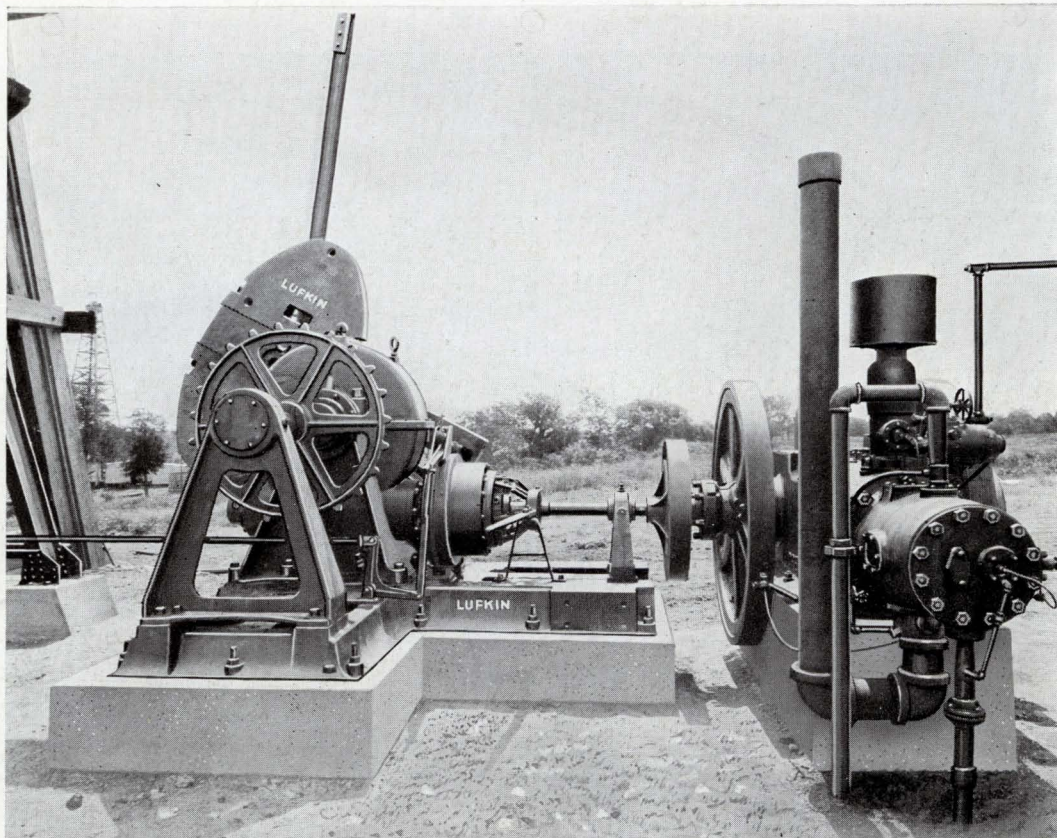
the hole bottomed at 2710 feet, but since producing for the past seven months the discovery well was rigged up and deepened. Several hundred feet of saturated sand are found in some of the wells of this pool, which makes it an especially promising one in production per acre.

Van's Big Potential

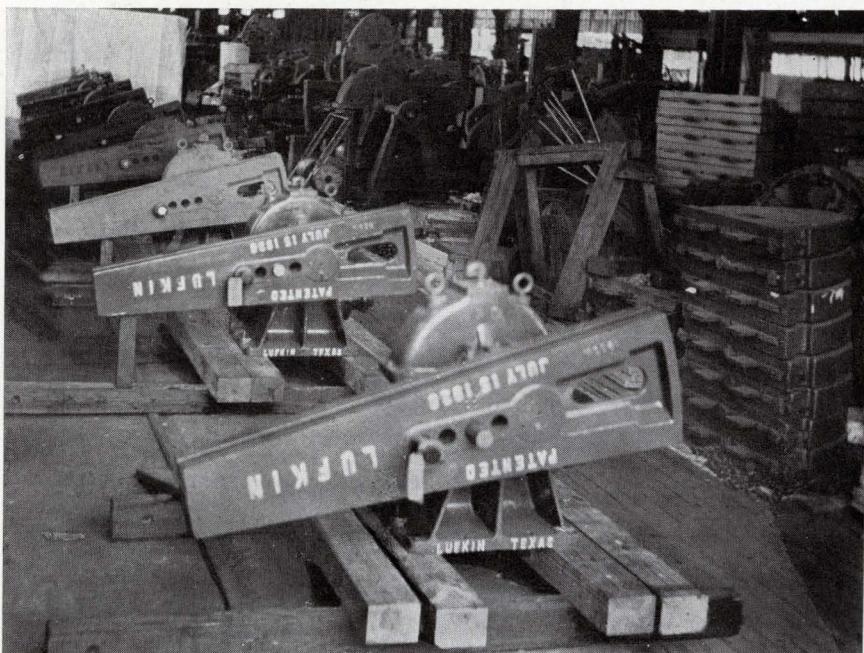
Most of the wells are flowing through three-eighths and one-half inch chokes for the purpose of holding the production of the field to about 25,000 barrels daily, while it has a potential of about 15 times that amount. The 10-inch pipe line of the Pure-Van Pipe Line Company from the field to Smith's Bluff on the Gulf Coast is transporting from 25,000 to 30,000 barrels per day with three main stations pumping the oil, while three booster stations are being constructed to enlarge the capacity of the line in case a larger amount of oil is desired to be run through the line. Oil was started through the line July 11.

Unit Plan in Van

The Van Field is being produced under Unit Plan No. 1 which was systematized by the five companies which hold acreage in the original block, and have production in the field, an extension well has been drilled by the Humble Oil & Refining Company 1¼ miles northeast of production in the pool, and outside of the Unit Plan zone. As a result of this discovery, the companies which hold acreage in that direction from the main pool have been in conference in regard to forming Unit Plan No. 2. Several independent operators have leases on acreage in that direction from the field, two small leases lying on acreage which falls directly between production in Unit Plan No. 1 and the Humble extension, consequently these leases may have considerable weight in the success or failure of forming Unit Plan No. 2. Pure Oil Company produces the leases under Unit Plan No. 1 and transports the oil for all producers in the field.



Lufkin Worm Gear installation with single cylinder engine direct connected drive using twin-disc clutch attached to unit. Location is in Northeast Texas. A very convenient and efficient arrangement with single cylinder engine drive.

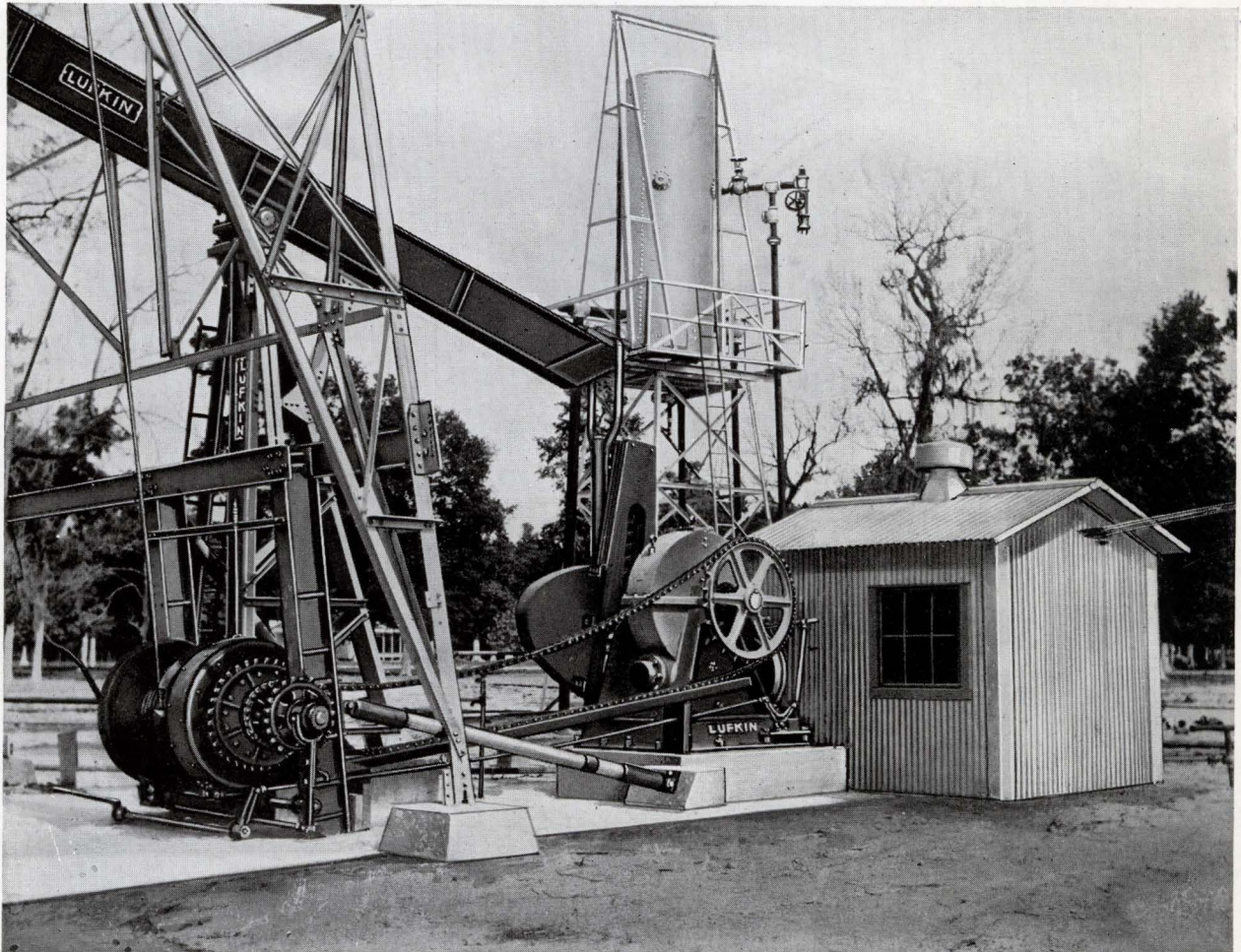


CRATING LUFKIN BABY UNITS
FOR EXPORT

Lufkin Units are well established in foreign oil fields as will be noted from chart on back cover.

This view shows 8 Lufkin Baby Units of an order for 24, being crated for export shipment to the oil fields of Colombia.





Typical Worm Gear Installation

This installation on the lease of one of the larger operators in the Gulf Coast, includes Lufkin 5½" Worm Gear Unit driven by 15/40 Y-Delta Motor with "V" Belt Drive, Lufkin No. 522 Hoist with steel Jack Posts, Lufkin Self-Supporting Sampson Post, Lufkin "I" Beam type beam and Lufkin-Trout Oil-Bath Self-Aligning Pitman.

This equipment installed while drilling the well and is ready when well stops flowing.

Users find total installation cost of Lufkin Unit Equipment is no more than Standard Rig Equipment and the saving in operating and maintenance cost is a well known and established fact.

THE COVER

This issue's cover is adorned with a likeness of the new Lufkin home office building.

The building is two stories in structure of brick and concrete and fire-proof throughout. The entire top floor is devoted to the Engineering Department. The lower floor is devoted to the general and departmental private offices. A more detailed description of the plant and office will follow in an early issue.



The LUFKIN LINE

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

A. E. CUDLIPP, *Editor*

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THE BACK PAGE

From "Oil News" we receive the "Analysis of the World's Oil Production," giving the total world production for last year analyzed into its components from Continents and Countries. The United States figures are official; the other figures are from the best available sources and have whenever possible been checked officially, says the "Oil News." Many interesting facts can be noted in the diagram. Thus the crude oil consumed in the United States fields last year was no less than 2,000,000 barrels; and the three great Centers: California, Oklahoma and Texas, produced among them nearly 53½ per cent of the world's output.

We have tried to reproduce the chart as neatly as possible with the idea in mind that some may want to frame it for handy reference, or, to interested executives, a neatly framed reprint will be gladly mailed upon request.

The stars indicate fields in which LUFKIN equipment is now operating.



The instinctive American dislike of insincerity, fraud and nonsense is indicated by the vocabulary we have created to express this concept.

Each of the following has a special meaning: Guff, blah, boloney, bull, applesauce, taffy, soft soap, soap, soft stuff, oil, hokum, horsefeathers, moonshine, piffle, flapdoodle, mush, blurb, hooley, hot air, banana oil, buncombe, bunk, bushwah, bilge, sludge.

Louise Pound, editor of American Speech, adds: Popycock, humbug, slush, fudge, bladerdash, rubbish, bosh, flamdoodle, clap-trappery, tommyrot, flub-dub.

Here's the Jokes

Frankly second hand—Age not guaranteed.



"I call my girl a 'golf bug'."

"For what ungodly reason?"

"It's her ambition to go around in as little as possible."

"Shay, pardon you, offisher, but where am I?"

"You're on the corner of Broadway and Thirty-eighth street."

"Cut outsh detailsh, offisher, watsh city am I in?"

"Will you donate something to the Old Ladies Home?"

"With pleasure; I'll be glad to donate my mother-in-law."

They tell us that members of the fair sex are just like street cars: If you lose one, don't worry; there will be another along soon. There may not be so many after midnight, but they're faster.

Cohen and his family sat down to dinner on Sunday. To his three boys Cohen said: "Now children, which of you would vant it a nickel instead of meat for dinner?"

Each of the three decided in favor of the cash settlement, so Mrs. Cohen put the meat away. Then she brought in the pie and put it on the table.

"Now my children," inquired Cohen, "how many of you vant a nickel's worth of pie?"

She: "Jack, dear, am I the first girl you ever kissed?"

He: "Yes, indeed. I learned to do that from a radio lecture I heard the other night."

Judge: "What were you doing in that joint when it was raided?"

Locksmith: "I was making a bolt for the door."

Proof of the Pudding

"Do you really love me?"

"Yes."

"How much?"

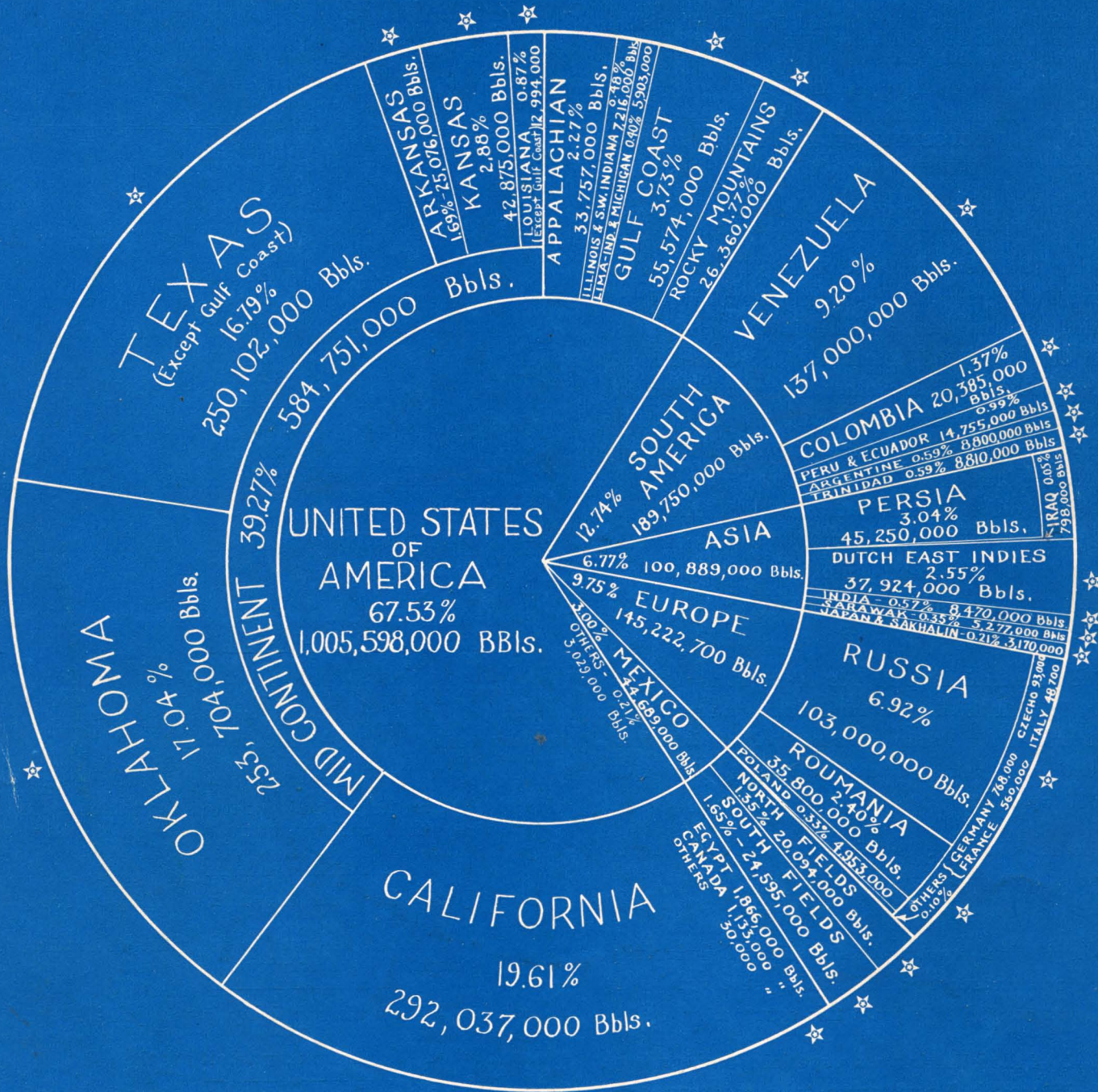
"Well, here's my checkbook. You can look over the stubs."

Not So Bad

Doctor: "Young man, you are on the road to ruin."

Franks: "I don't care, it has some swell parking places."

ANALYSIS OF WORLD'S OIL PRODUCTION



☆ Indicates fields using Lufkin equipment