

The Luskinn Lane



THE COVER

A beautiful photograph by J. H. Reinhart of Bull-Frog Lake, High Sierras, California, showing Deerhorn Peak in the distance.

SAN FRANCISCO-OAKLAND BAY BRIDGE

San Francisco-Oakland Bay Bridge looking towards San Francisco. The bridge will very shortly be ready for traffic. . . . This monumental structure or series of structures dwarfs other bridges. Its total length is $8\frac{1}{4}$ miles and its length over water is $4\frac{1}{2}$ miles. Its cost complete will be \$77,600,000.

—By Courtesy of the U. S. Steel News and the California Toll Bridge Authority.



First office of Union Oil Company at Santa Paula, California. Note "high wheel" bicycle in center of picture and the horse and buggy extreme right.—Photo courtesy Union Oil Company of California.

THE HISTORY OF

Oil in California

By C. F. GREEVES-CARPENTER

SINCE THE FIRST WELL DRILLED IN 1875, AN AMAZING DEVELOPMENT HAS BEEN MADE IN THE OIL INDUSTRY IN CALIFORNIA. STANDARD AND UNION OIL PLAY BIG PART IN EARLY DEVELOPMENT.

There is a difference of opinion as to the location of the earliest wells in California. Some claim one at Eureka in Humboldt County as being the first, others staunchly maintain that those at Newhall and Santa Paula are the forerunners of the oil industry in California. Be that as it may one thing certain is that so far no oil has been produced in commercial quantities in Humboldt County, but at the present time the Texaco Company, with its practically unlimited finances and modern equipment, is working there on a geophysical basis. The other contenders for the title of the earliest wells are still pumping oil, though by far the major portion produced today comes from the Long Beach, Santa Fe Springs and Kern County fields.

In the Long Beach area, Signal Hill is nationally famous for its wells which are estimated to have produced more oil over a longer period than any others in the United States. The innumerable derricks, presenting a forest-like appearance,

perched on top of a hill form quite a landmark as they can be seen for miles. Production was first started in 1921 by the Shell Oil Company and there are now 1200 producing wells with a maximum daily yield of 268,000 barrels, though the present production under the curtailment program is only 82,000 barrels. It is claimed that Signal Hill has the largest absorption plant and the greatest of oil sands ever discovered. The

field also produces four million cubic feet of gas daily.

Credit for drilling and first producing petroleum in California on a commercial basis belongs to the founders of the old California Star Oil Works Company—the original predecessor of the Standard Oil Company of California—though the drilling was accomplished a year earlier than the formation of the company. Drilling was done by the aid of a

An early day tank wagon. They played a big part in the early development of oil merchandising.



Nope, this is not a modern East Texas Refinery, but an early refinery built by the Pacific Coast Oil Company about 1878. Note nonchalant pose of the "brother" on top of the still.

first refinery in California at Santa Paula; he is credited with having built the first tanker on the Pacific Coast in conjunction with Mr. Hardison, and he did some major work in connection with the first oil burning locomotive.

The Union Oil Company of California actually derived its name from the union of three oil companies: Hardison & Stewart, Sespe Oil Company, and Torrey Canon Oil Company. It had its inception in Santa Paula October 17, 1890, and at that time consisted of a small refinery with comparatively few employees, yet the annual production then approximated 80,000 barrels of crude. Today, the company's annual production amounts to thirteen million barrels, which is supplemented by the purchase of an additional fifteen million barrels. Its harbor facilities consist of two docks in Los Angeles harbor, and pipe lines maintain bunker oil service to vessels at ten other berths.

One of the most interesting developments by the Union Oil Company was the purchase in November, 1930, for \$8,000,000, of an undivided half-interest in 160 acres of the King lease of the Amerada Petroleum Cor-

primitive spring-pole. Slow, laborious work, yet when a depth of thirty feet had been achieved the first well in Pico Canyon brought in two barrels a day. With a depth of 120 feet it yielded ten to twelve barrels daily. This well, Pico No. 1, was drilled and operating in August, 1875. Now, though, it only yields part of a barrel daily.

Hand in hand with production went the problems of transportation and refining. Two refineries were established by the California Star Oil Works Company, one at Lyon Station near Newhall in 1876 and the other near San Buenaventura, which is now known as Ventura. The crude oil was trucked in wooden barrels out of the canyon by teams. Three years later the equipment from the two refineries was consolidated at a new site nearer the point of production. Trucking the oil out of the canyon then became a thing of the past as a 2-inch cast iron pipe was laid from the wells to the refinery. This, it is claimed, was the first pipe line in the State. Today California has miles of pipe lines which connect every oilfield in the State with tidewater or the refining centers of Los Angeles and San Francisco Bay.

The first well to be drilled in California with factory made machinery was Ojai No. 6, at the foot of Sulphur Mountain near Santa Paula. This well was put down in 1866 and from then on begins the history of the oil equipment industry in the United States.

The first tank ship, the schooner Hardison, designed specifically to transport California oil was constructed for Hardison & Stewart, predecessors of the Union Oil Company of California, and she had a capacity of 6,500 barrels.

The first steam tanker to be constructed and operated on the Pacific

Coast, the George Loomis, was commissioned by the old Pacific Coast Oil Company in 1896, and she was the second steel steam-driven tanker built in the United States.

An amazing development has been made in the oil industry of California. Today there are 750 producing and 275 developing companies operating in the State. There are over 11,500 producing wells, 4,000 capped wells, 73 refineries, 95 natural gasoline plants engaged in recovering "casing-head" gasoline, approximately 5,600 miles of pipe lines, and storage facilities in excess of 233,000,000 barrels.

Statistics, though often dull and uninspiring, show that from the time the first producing well in California came in until January first 1935, oil produced in that State totaled 4,253,116,605 barrels.

Lyman Stewart, late president of the Union Oil Company, built the

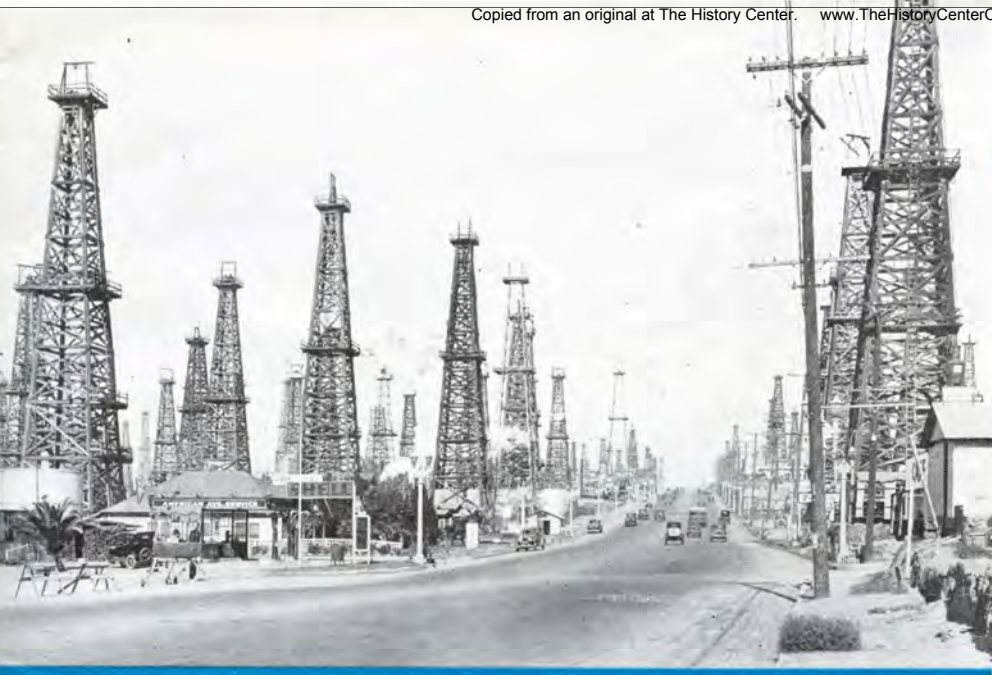


Los Angeles Harbor through which most of the oil and gasoline from California is shipped.



The Lufkin Line

Long Beach thru section of Signal Hill oil field. Signal Hill is not visible as photo was taken on American Avenue.



Oil Company, which bought the former organization, was formed three years later, and the Standard Oil Company bought that firm in 1900. In 1926, on the merger of the Pacific Coast Oil Company, these predecessors became the Standard Oil Company of California. In the early days the old Standard Oil Company was solely a marketing organization for the distribution of the products of its Eastern refinery, but the Pacific Coast Oil Company, on the other hand, pioneered in petroleum producing and refining activities.

The advance of the automotive and electrical industries is strongly reflected in kerosene statistics for in 1880 more than 755 of the refinery yield from crude oil was kerosene and today it only amounts to 2%. The balance of 98% consists of all the products which are so essential for the correct functioning of all the appliances which have come to make modern life so pleasant and convenient.

The Standard Oil Company of California now has a fleet of 23 ocean-going tankers, together with a lot of small craft for river and harbor transportation. In addition it has two wharves at Los Angeles harbor which are served by five 12-inch and nu-



Shell Petroleum Co., Security No. 7, Poso Creek field. In this field the Shell has about 40 Lufkin Units in operation and approximately 30 such units in the Round Mountain field about 12 miles from Poso Creek.

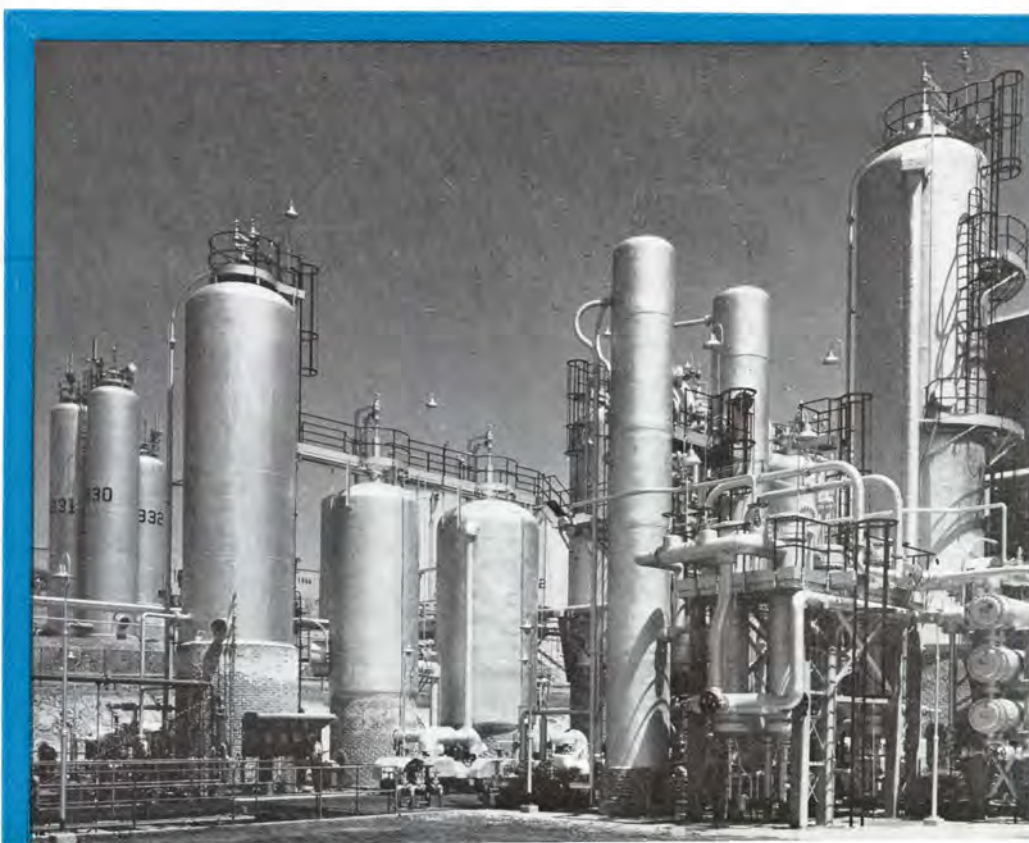
42 producing wells, 15 shut-in wells and 19 drilling wells in this particular area. Millions of cubic feet of natural gas are piped to the northern cities of San Francisco, Oakland and towns in the San Joaquin Valley, and to the southern metropolis of Los Angeles and its surrounding towns and villages. Crude oil and casing-head gasoline are piped to three refineries: Richmond in the north, Bakersfield in central California, and El Segundo in the south. The first and last have a daily capacity of 100,000 barrels and the Bakersfield refinery handles up to 25,000 barrels a day.

The earliest predecessor of the Standard Oil Company of California, the California Star Oil Works, was organized in 1876; the Pacific Coast

poration at Kettleman Hills as well as a lease on another 160 acres nearby. The first well brought in, the Amerada King No. 1, was the largest producer: its initial flow, only partly open, was 20,000 barrels a day.

A very successful wildcat venture centers in the Kettleman Hills field, and is purported to be one of the greatest discoveries in recent years. The Standard Oil Company of California has greater interest than any other producer in Kettleman Hills as it owns approximately half the entire acreage. Naturally, with the discovery of the rich yield of these fields a town has been carefully planned and built by the company. On December 1, 1935, the field had

Modern refinery of the Union Oil Company of California to whom we are indebted for this photograph.





"Warwick", modern oil tanker of the Marine division Union Oil Company of California.—Photo courtesy Union Oil Co. of California.

merous smaller lines so that several vessels may be loaded at the same time, and the company maintains extensive storage facilities at the harbor.

The forebears of the present Richfield Oil Company started about thirty years ago with a small topping plant at Richfield, California, operated by the old Kellogg Oil Company and Los Angeles Oil Refining Company. Various consolidations followed. In 1924 Richfield combined with the United Oil Company which had important holdings in the Signal Hill area. The modern Hynes refinery was built nearby and a great impetus was thereby given to the advance of the Richfield Oil Company in California. In 1929 Richfield and Pan American Western Petroleum Company merged into one large organization. Prior to this last consolidation Richfield's refinery had a capacity of 55,000 barrels daily, but this was increased with the Pan American Western Petroleum Company's plant at Watson to 95,000 barrels. The consolidation also brought to Richfield a pipe line connecting the Midway-Sunset fields with

its refineries in the Los Angeles Basin. Richfield with this important merger not only acquired additional output but an important increase in its fleet of tankers which now total a capacity of 476,000 barrels, exclusive of barges. The port facilities are served by seven pipe lines from the refineries in addition to storage tanks at Long Beach and Los Angeles harbor terminals with a capacity of 980,000 barrels. Two vessels can be docked and loaded simultaneously at both Los Angeles harbor and the Long Beach terminal, and bunker oil service is maintained by three steel barges.

Like all the major oil producers, refiners and marketers, Shell Oil Company is the result of the formation and consolidation of a number of companies operating in various parts of the West, the union having been effected to obtain greater efficiency and economy in operation.

The American Gasoline Company, formed in 1912, was the forerunner of Shell. This was a marketing concern which built installations at Martinez, California, Portland, Oregon, and Seattle, Washington, the source

of supply being the Dutch East Indies. While it may seem peculiar today that petroleum was ever imported, especially from far-away Java, it should be remembered that California production was still in its infancy and the great flood of oil which later was to become one of the phenomena of the world petroleum had not developed.

As business grew, the new company quite naturally looked for crude oil supplies in California. California Oilfields, Ltd., was at that time the largest and probably most successful producing company in California with extensive properties near Coalinga. Negotiations for the acquisition of this property were concluded and a new company, Shell Company of California, Inc., was formed to handle the entire business, producing, refining and marketing. In 1915 this company was succeeded by Shell Company of California.

Development of the business called very soon for the construction of a pipe line from Coalinga to tidewater at Martinez and for a complete refinery at the latter point.

Between 1916 and 1922, the Company's sales activities were confined to California north of the Tehachapi, the states of Oregon and Washington, and the province of British Columbia, Canada. Meantime Shell's geologists were busy looking for additional oil reserves. They discovered the Ventura Field in 1917, but equipment then in use and little experience in deep drilling permitted only nominal production. Shell spent sev-



Loading modern oil tanker in Los Angeles Harbor.

eral millions of dollars backing its faith in this field before the company began to realize a return on this investment. Another landmark in Shell's history was discovery of the Long Beach field where Shell brought in the discovery well in 1921 as previously mentioned.

In 1922, Shell Company of California acquired the California holdings of Union Oil Company of Delaware, including several producing properties, a small refinery at Chino, and the sales business in Southern California conducted by the Puente Oil Company. Shell thus entered the important Southern California market and it was decided to build a large refinery at Wilmington. Another was built at Dominguez, giving Shell three large and completely modern refineries on the Pacific Coast. A smaller refinery was later built at Shellburn near Vancouver, B. C.

Shell Oil Company's business now is carried on in ten western states, Hawaii and British Columbia. There are over 10,000 men and women on Shell payrolls, receiving millions of dollars annually in wages.

Shell Oil Company has just recently acquired some 5,300 acres in Kern County between Taft and Bakersfield, and have the distinction of being the first to discover a big field solely by geophysical methods in California. The first well is 7,888 feet deep and its casing is set 80 feet above ground. Pinched down very tight, this well is good for 750-800 barrels of 63 gravity oil daily. It also



"Symphonies 'neath the stars," presented during July and August in Hollywood Bowl, are Southern California's summer contribution to the world of music.—All-Year Club of Southern California photo.



yields about ten million cubic feet of gas.

Shell also discovered shallow production in the Capitan and Edison field as well as deep production in the Inglewood field all of which has greatly added to the earlier proven reserves of this powerful company. This fact, together with the continuous active development of other fields in California, has placed this company among the Big Four of California's oil industry. In 1934 approximately 500 additional wells were drilled and the shut-in production was increased almost 50%.

The company maintains three berths for tankers at Los Angeles harbor, as well as pipe line connections to four berths. It also has in operation three steel barges for supplying bunker oil to vessels.

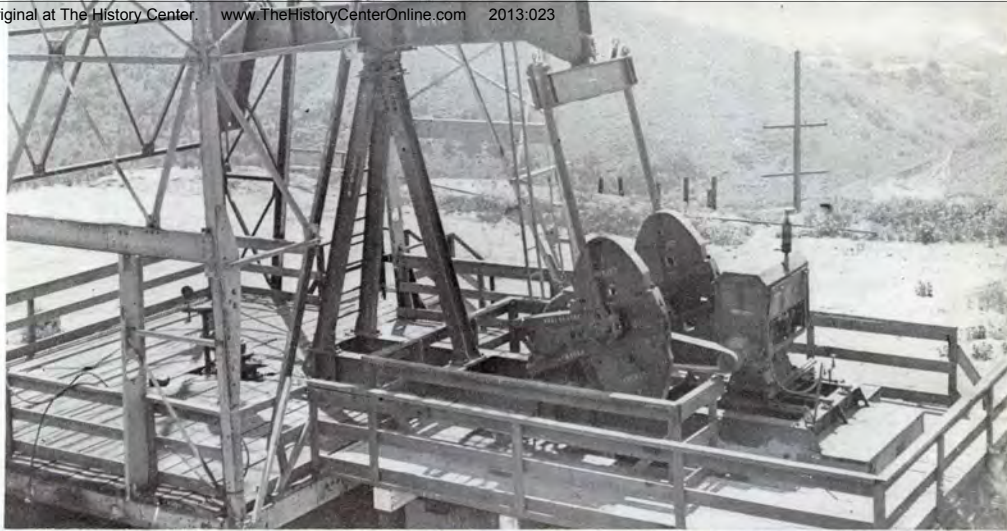
No history of the American oil industry could be written without some mention of E. L. Doheny, discoverer of the Los Angeles and other California oilfields; notably the Elk Hills naval oil reserve. Erstwhile prospector and millionaire, friend alike to Senator and illiterate miner, Mr. Doheny was a fascinating and romantic figure in the development of oil production both in this country and in the Tampico fields in Mexico.

From the beginning of the present year to the end of April there were no less than 39 wildcat wells actively drilling and eight new wildcat rigs had been erected in California. Undoubtedly there is a tremendous amount of oil reserve which yet remains to be discovered and tapped for seemingly California's oil wealth is inexhaustible.

Elwood field, Goleta, California—Mountainside view looking into the Pacific Ocean. Arrows point to Lufkin installations. There are thirty to forty Lufkin Units not visible in this photograph.



TYPICAL *Lufkin* INSTALLATIONS in CALIFORNIA



Associated Oil Company, Ventura, California.



Western Gulf Oil Company, Fruitvale field, Lufkin T.C. 3-22 unit assembly.



Display of Lufkin Units T.C. 8-7, T.C. 4-11, and T.C. 3-22 at our valley warehouse, Bakerfield.



Associated Oil Company, Ventura, California.



McVicar and Rood, Huntington Beach, California. Lufkin Unit S.C. 41 (Special 88-inch Stroke set up).



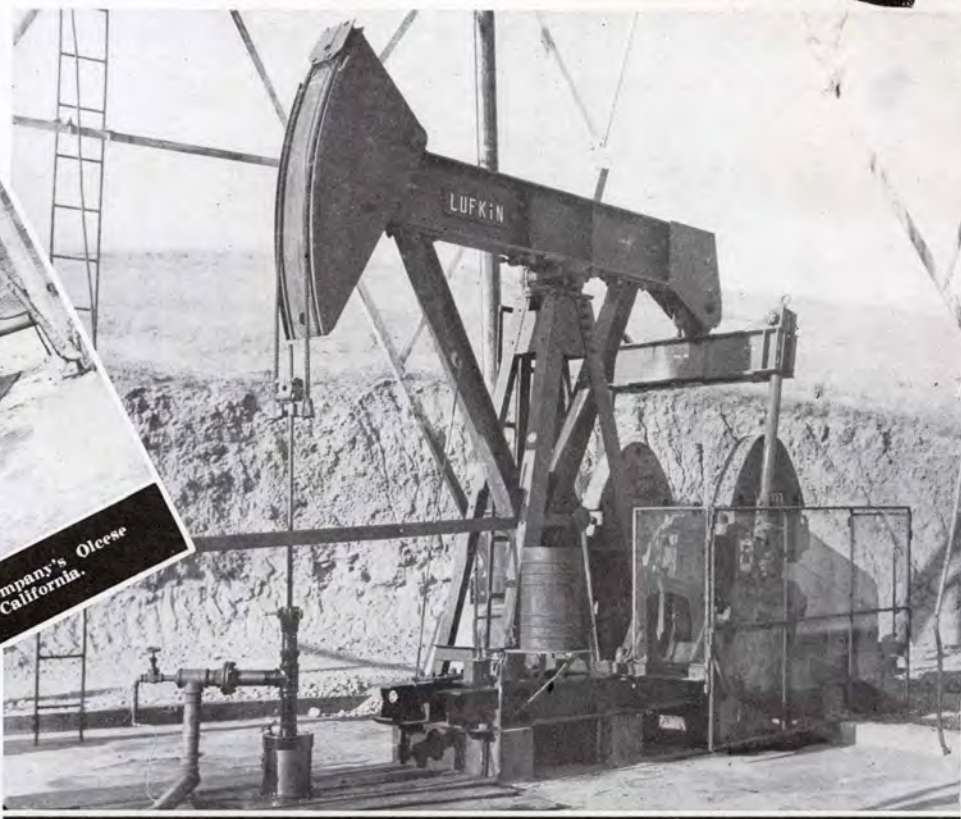
Shell Oil Company, Maricopa Flat, Lufkin Unit Assembly T.C. 3-22-B.



Standard Oil Company, Buena Vista Hills, adjacent to Taft, California.
Lufkin T.C. 3-32 unit assembly.



Lufkin units with G.E. motor drive on Shell Oil Company's Olease
lease at Round Mountain field in Kern County, California.



The Texas Company, Mt. Poso, Lufkin T.C. 4-11 unit assembly with extra well takeoff.



Shell Oil Company, Mountain View, Lufkin, T.C. 1-41 unit assembly.



TC-1-41 Lufkin Unit on Royalty Service Corporation's Well Playa Del Rey,
California. (Mr. Fred Owen, Superintendent, standing on floor.)

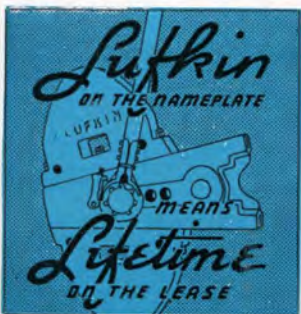
Lufkin Long



STROKES: 50", 60"
POLISH ROD CAPACITY
DOUBLE REDUCTOR
ELECTRIC MOTOR
ENGINE.



Lufkin Long Stroke Unit (120" Maximum) L.S.-10-41, Magnolia Petroleum Company, State No. 3, Westlake, Louisiana, 5400 feet deep, 2 1/2" Tubing, 3/4" Rods, No. 300 McCormick-Deering Gas Engine. Note piling installation of this unit. Compactness of unit makes for simple and inexpensive installation in such locations. For complete details write our Lufkin office.



Lufkin Units are manufactured in Lufkin, Texas, by the
LUFKIN FOUNDRY & MACHINE COMPANY
Branch offices and warehouses: Houston, Dallas, Henderson, Longview, Odessa, Tulsa, Seminole, Los Angeles, Bakersfield, New York City.

G STROKE Unit

, 60", 80", 100", 120".

CAPACITY: 30,000 LBS.

CTION GEARS IN 40 OR 55 H.P.

FOR OR MULTI-CYLINDER GAS

WALKING BEAM CENTERS: 24' 0".

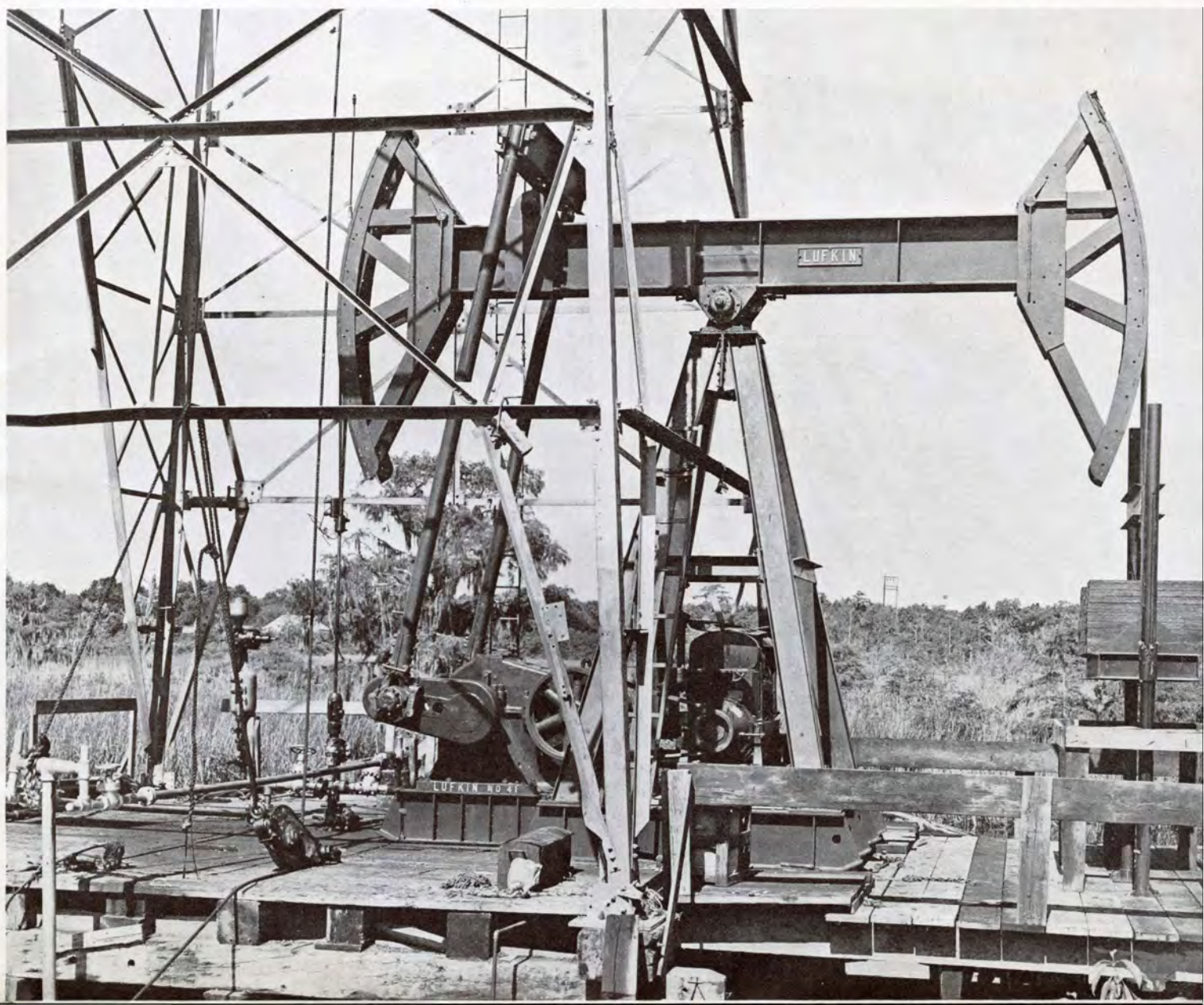
BRONZE CENTER BEARING: 6" x 20".

BASE: 9' 0" WIDE; 14' 6" LONG; 16" DEEP.

SAMSON POST: 4 LEGS, 14' 3" ABOVE BASE.

WEIGHT, LESS COUNTERWEIGHTS: 27,000 LBS.

Write for Complete Details



PROMINENT PERSONALITIES in the CALIFORNIA OIL INDUSTRY



Martin Mears, Div. Supt., F. W. Hertel, Associated Oil Co., Ventura, California.



Fred Yeager, Foreman, Construction, Oceanic Oil Co., Long Beach, California.



Art Wilson, Supt. Huntington Beach Division, Standard Oil Co.



Al Brain of O'Kane & Brain, Inc., Mountain View operators.



Bill Bates, Al Morrison, Charlie Roripaugh, Paul Lehr, Shell Oil Co., Ventura. Chas. Roripaugh is Resident Engineer; Bates and Morrison his assistants. Paul Lehr, Production Superintendent.



One of the Texas Co.'s crews, Bakersfield District. Left to right: Roberts, Howard, Hamilton, O. H. "Dick" Hoover, Production Foreman; Dunn, Marchant, Kasline.



Doc Rood, McVicar & Rood, Huntington Beach, California.



Don K. Stewart, Production Foreman, and R. E. "Bony" Dugger, Engineer, Shell Company, Bakersfield Division.



R. M. Grey, Res. Engineer; Walter Thompson, Supt., Standard Oil Co., La Habra, California.



R. C. Head, pumper; B. Ballard, Supt., Berry Holding Company well, Edison Field, California, Lufkin TC-5-7 Unit.



Bob Grey, Resident Engineer, Standard Oil Co., La Habra, California.



Jack Omelia, Production Superintendent, Bankline Oil Co., Elwood, Calif.



Jack Green, Gauger; Tom E. McCarty, Supt.; Harry Campbell, Geologist, A. T. Jergins Trust, San Joaquin District.



Mr. Bruce Barkis, General Field Supt., Rio Grande Oil Co.



Installing Lufkin No. 41 Unit on Jergins Trust's Wright-Bloemer Lease, Mountain View Field. Buckelew, Crawford, Al Simonds, Fritz Utzerath, Asst. Supt.



Shell Co.'s Mt. Poso Warehouse—Bakersfield Division. Left to right: Ed Underwood, Transportation Foreman; Drex Clark, Stock Clerk; Joe Aston, Stock Clerk; Walt Isensee, Storekeeper; Harry Heimiller, Tool and Transportation Foreman; Ed Goss, Transportation Strawboss; Carl Fairbanks, Toolhouse.



L. J. Van Dijk of the Shell Petroleum Corp., Maracaibo, Venezuela. A recent visitor to our Lufkin plant.



Chas. P. Prewett, Supt., Golden Bear Oil Co., Oildale, Calif.



F. A. "Fritz" Utzerath, Assistant Superintendent, and R. E. "Sandy" Stadtmiller, Prod. Foreman, A. T. Jergins Trust. Edison Mountain View fields.



J. H. McMillan, Res. Engineer, Elwood Lease, Elwood, Barnsdall Oil Co.



Geo. O. Suman, Supt., Associated Oil Company, Oil Center, San Joaquin Valley.



S. F. "Diny" Post, Res. Eng.; Claude E. Peavy, Supt., Shell Oil Co., Bakersfield. Taken at Shell's Stevens A-1 Discovery Well, new "Ten Section" Oil Field.



J. H. Abranson, Supt. A. T. Jergins Trust, Long Beach, Calif., Signal Hill.



Clint Langstaff, Superintendent, Barnsdall Oil Co., Elwood, Calif.

OIL MEN
You
SHOULD KNOW



It is said no small community in America can boast a finer golf course and club house than that of the Ojai Valley Country Club. The club house, a low rambling hacienda-like structure, is one of the most interesting examples of Spanish architecture in California.

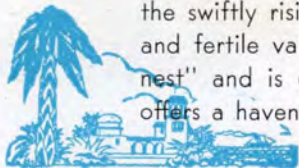
LOVELY

Ojai

O-HI—"The Nest"



East and North of Ventura by the sea, swung like a nest among the swiftly rising foothills of the Coast Range, lies the secluded and fertile valley of the Ojai. The word translated means "The nest" and is entirely appropriate. This lovely California Valley offers a haven for all who seek peace and quiet amidst beautiful and healthful surroundings.



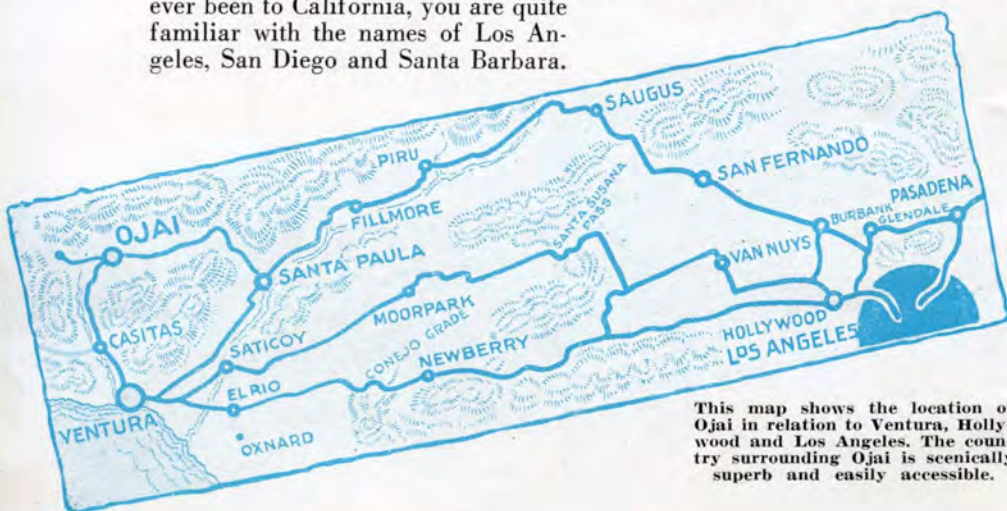
Interior of the Ojai Valley Country Club. It may well be the living room of a gentleman's estate.

Visiting California without seeing Ojai is like going to Paris and missing the Sainte Chapelle. Both are surpassingly beautiful and satisfying, unlike anything else in their class, easily accessible and yet comparatively little known to the average traveler. Whether or not you have ever been to California, you are quite familiar with the names of Los Angeles, San Diego and Santa Barbara.

But what and where is Ojai and why is it called "Lovely?" If you know the answers, your score is perfect. And you pronounce Ojai as Oh High.

Long before the Spanish Conquistadores sailed their frail crafts along the Pacific Coast from the south, the Indians had discovered a veritable

Paradise snuggled down and cupped in the shaggy mountains of the Coast Range. They called it Ojai, which means "The Nest." And what a nest it is today, with the dark green foliage of orange and lemon trees painted against the pinks, browns and purples of the distant mountains, and the yellow fruit spotted against the leaves like glowing lamps on Christmas trees. In addition to a perpetually changing feast for the eye, Nature is almost prodigal in her provisions for the inner man, and something good to eat is growing in the Ojai Valley every month in the year. Avocados, apricots, apples, almonds, olives, peaches, pears and grapes respond prolifically to the finest climate in California. The air is dry and invigorating; the days are warm and sunny, and the nights are clear and cool. Small grains and hay are extensively cultivated, and lend their patches of color to the landscape.



This map shows the location of Ojai in relation to Ventura, Hollywood and Los Angeles. The country surrounding Ojai is scenically superb and easily accessible.

Cattle ranches dot the mountainsides and look down upon the basin in which the town is located. Here are old Spanish buildings surrounded by gardens with ever changing colors throughout the year. From December to April the air is filled with the fragrance of orange blossoms and fruit; then the pepper trees bloom into huge purple bouquets, followed by the stunning brilliancy of the flaming eucalyptus.

Into this sheltered valley came the late Edward Drummond Libbey, of Toledo, Ohio. After spending many winters in California and appraising

A dining room domed by the sky and muraled with mountains. Another view of the Ojai Valley Country Club.



the various sections as to beauty, climate and accessibility, there was neither doubt nor hesitation in selecting Ojai as the ideal center for development. Situated at the easterly end of the lower valley at an elevation of 750 feet, Ojai was then a typical California town composed principally of dwellings in the Spanish style. In purchasing an estate in the vicinity, Mr. Libbey had a much broader vision than the improvement of his own property. In conjunction with Mr. John Burke and other prominent citizens of the community, a

Where peaks can be seen for fifty miles. Ojai has a special appeal to those who love horses. Open valley roads extend in every direction; there are miles of bridle paths maintained by the Ojai Riding and Trails Association, and hundreds of miles of trails in the surrounding mountains, including those of the famous Santa Barbara National Forest with its trails maintained by the United States Forestry Service.

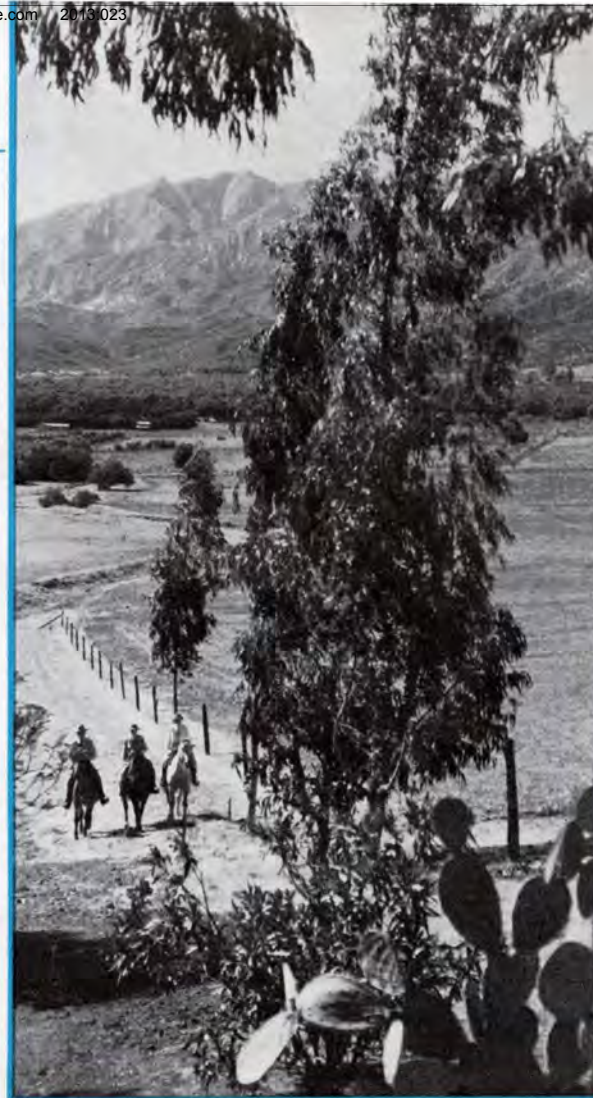
A study in foliage and vistas—in the Ojai Valley. There are many large and small fruit ranches in this fertile region, growing the finest quality of oranges, lemons, apricots, grapes, almonds, avocados, olives, walnuts, peaches, pears and apples. Note the fruit ranch in distance at the foot of the mountain which forms the background of this picture.

wholesale town-planning scheme was proposed and carried out in a manner that has never been previously achieved. In a magnificent natural setting, an entire community has been rebuilt to a uniform and harmonious plan, applying the best features of Spanish architecture with the most charming results.

No small community in America enjoys the advantages of a finer golf course and club house than that of the Ojai Valley Country Club. The golf course is admittedly one of the finest in America, and was designed so that the average player can enjoy his round without too great a penalty, yet it affords a true test for the expert and requires him to play fine golf to secure a par score. It is of championship length, 6,625 yards, and par is 72.

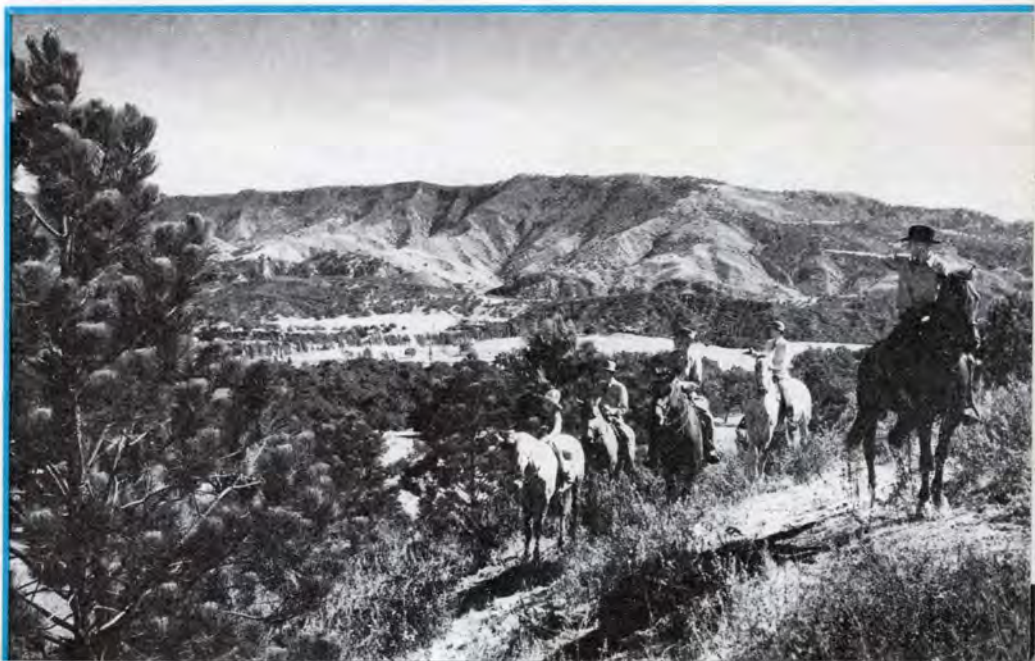
The club house has recently been enlarged, and the new buildings are located so that all rooms receive the maximum amount of sunlight all day long. Spacious patios provided with tables, comfortable chairs and varicolored sun shades invite the guests to dine outside where they may enjoy an unobstructed view of the golf course and the surrounding mountains. An entirely new kitchen and a delightful dining room in charge of experts enable the mangement to attain the highest standard of food and service.

A spacious lounge with rough-hewn beamed ceiling, ample windows,



richly colored draperies and deeply upholstered furniture built for comfort affords a quiet retreat for rest, reading and social entertainment.

There are about twenty-five beautifully furnished sleeping rooms, all facing the south and affording magnificent views of the valley and mountains. Individually electrically-controlled air-conditioned heating equipment has been installed to provide comfort for guests on cool evenings.





WHAT THE WELL-DRESSED LADIES ARE WEARING IN SOUTHERN CALIFORNIA—so we are told. Terry Walker, Paramount Star from St. Petersburg, Alaska, does "justice" to such attire. Miss Walker was recently the model for a Norman Rockwell Magazine cover.

uated about three miles east of Ojai. They surround a picturesque central dining hall and living room with a large open fireplace, and are open only during the winter season.

From these hospitable shelters the visitor can step into the brilliant sunshine, survey the peaks of the surrounding mountains, and elect the amusement or recreation of the day. Innumerable trails invite the hiker; splendid automobile roads thread through canyons and lead to main highways; excellent saddle horses trained by the expert Mrs. Harry M. Hunt are available, and for those who like to shoulder a gun, the Santa Barbara National Forest opens to the north with every opportunity for exciting adventure. In season, quail, wild pigeon and doves are plentiful in the valley, and deer, fox, wildcat, coyotes and mountain lion are to be found at the higher levels.

The tennis courts in the village and at the Thacher School for boys are well known, as the annual Ojai Tennis Tournament is an event of considerable importance.

In the town, which now has a population of more than 1,200, there is a beautiful park with many fine trees given by Mr. Libbey; an excellent

public library, many fine churches of various denominations, first class public and private schools, markets and high grade stores. To let your eyes sweep over the majestic immensity of the Pacific ocean, drive southwest fifteen miles over a scenic highway to Ventura by the sea. From Ojai, along a marvelous coast road, it is about two hours by motor to Los Angeles, or one hour to Santa Barbara. Truly, the enchanting valley of Ojai affords the prompt gratification of almost any wish or desire. For rest and relaxation, or for mild or strenuous sports, in an environment of surpassing beauty and calm, no other place in the world compares with Ojai.

The supreme moment of the day in Ojai comes late in the afternoon, just before sunset, when Nature, as with one sweep of her magic brush, seems to paint the mountains an indescribable color; ashes of roses perhaps conveys some idea of the nebulous hue, suffused with tints and shades that linger for a few moments of haunting beauty that defies description.

The air is dry and invigorating; the days filled with brilliant sunshine and warmth; and the nights clear and cool. The golf course is admittedly one of the finest in California. Ojai is encircled by the famous Santa Barbara National Forest on the north and surrounded by the precipitous peaks of the Coast Range. Nowhere in America or in Europe is there a lovelier setting, according to the Ojai Valley Company. —All photos by courtesy, The Ojai Valley Company, Ojai, California.

In addition to the Country Club, there are three good hotels: El Roblar in the village proper is a gem of Spanish architecture, occupying an entire city block and open the year round. It is noted for its service and cuisine. The Foothills is named for its location above the town, and is open only during the winter season. The Pierpont Cottages are sit-



WITH THE *Lufkin* CAMERAMAN



A. T. Jergins, President Jergins Trust Company, Long Beach.



R. A. Bloomfield, Executive Vice-President Barnsdall Oil Company.

PROMINENT PERSONALITIES *in the* CALIFORNIA OIL INDUSTRY



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William C. Whaley, Vice-President and General Superintendent, Barnsdall Oil Company of California.



John M. Peat, Purchasing Agent, Shell Oil Company, Los Angeles.



A. E. Wallace, General Superintendent, Western Gulf Oil Company, Los Angeles.



William H. Farrand, Superintendent, Texas Company, Santa Paula.



R. P. Huggins, Purchasing Agent, Western Gulf Oil Company, Los Angeles.



Dana Hogan, President, Hogan Petroleum Co., Los Angeles.



The Lufkin Line

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"We want a girl to sell kisses at the bazaar. Have you had any experience?"

"I went to college."

"You're hired."—Octopus.

A Tea-ser

"That is a pretty dress you have on."

"Yes. I only wear it to teas."

"Whom?"—Kansas City Star.

She's a triple threat girl. She can hug and kiss . . . and darn socks.

Cat-egorical

John and George, small sons of a Baptist minister, after listening to one of their father's sermons, decided that they must baptize their family of cats. The kittens made no objection. One by one they were put in a big tub of water.

But when it came to the mother cat, she rebelled—and fought—and scratched—until at last John remarked:

"Just sprinkle her, George, and let her go to hell."

In the Dark

Visitor: "Your husband looks like a brilliant man. I suppose he knows everything."

Wife: "Don't fool yourself. He doesn't even suspect anything."

Cop: "Who was driving when you hit the car?"

Drunk: "None of us—we wash all in th' back seat."

Judge (to amateur yegg): "So they caught you with this bundle of silverware. Whom did you plunder?"

Yegg: "Two fraternity houses, your honor."

Judge (to sergeant): "Call up the downtown hotels and distribute this stuff."

Or—No Inspection

Our girl saw a picture of the Leaning Tower of Pisa the other day. "Well, the fellow was drunk who built that silo," said she.

THERE'S A LIMIT TO EVERYTHING!



Cartoon distributed by the Mid-Continent Oil & Gas Association indicative of what is happening to the oil industry in Texas today in respect to taxes. A constant reminder of conditions which confront the oil industry in Texas.

SYNONYMS FOR "DRUNK"

schnozzled	boozey	blind	muzzy	lush
corned	tight	soused	mellow	bun-on
cockeyed	stupefied	tanked	out	high
sloppy	saturated	stewed	fuddled	stormy
squiffed	tipsy	pickled	pie-eyed	liquored-up
crooked	plastered	snooted	inoculated	platzed
half-shot	roddled	barrelled	fried	pifflicated
groggy	stiff	top heavy	sewed-up	

To which may be added:

Three sheets in the wind; Half seas over; Off the wagon; Under the table; Drop too much, etc.

Not to overlook:

On-A's, like, on-a job, -toot-hummer, blender, stew party, etc., etc.

And, of course, we must not overlook intoxicated, inebriated and intemperate.

WHO'S WHO IN HOLLYWOOD



OLD PALS GET TOGETHER—Irvin S. Cobb, Walter S. Kelley. The charming little miss in the center is Marsha Hunt.



WHY THE WILD WAVES ARE WILD—Five Paramount beauties go for a stroll along a Southern California beach.



TINGLEY THE RANGER—Governor Clyde Tingley of New Mexico became the first state chief executive to turn movie actor when he played a Ranger role in the new frontier spectacle, "The Texas Rangers". With Governor Tingley are Jean Parker and Jack Oakie.



PHOTOGRAPHER'S CHOICE—Carole Lombard.



Fred MacMurray



Bing Crosby



GLADYS SWARTHOUT, mezzo-soprano, in fiesta costume.



DAY OFF—Eleanore Whitney, dancer extraordinary. Here Eleanore is relaxing prior to a sail in her new skimmer.



MODERN MERMAIDS—rubber swim suits—glamorous gals.



TWO GLAMOROUS GIRLS — MAE WEST and MARLENE DIETRICH.



CHARMING BETTY GRABLE, recent star of "Collegiate".

Lufkin
ON THE NAMEPLATE



Lifetime
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