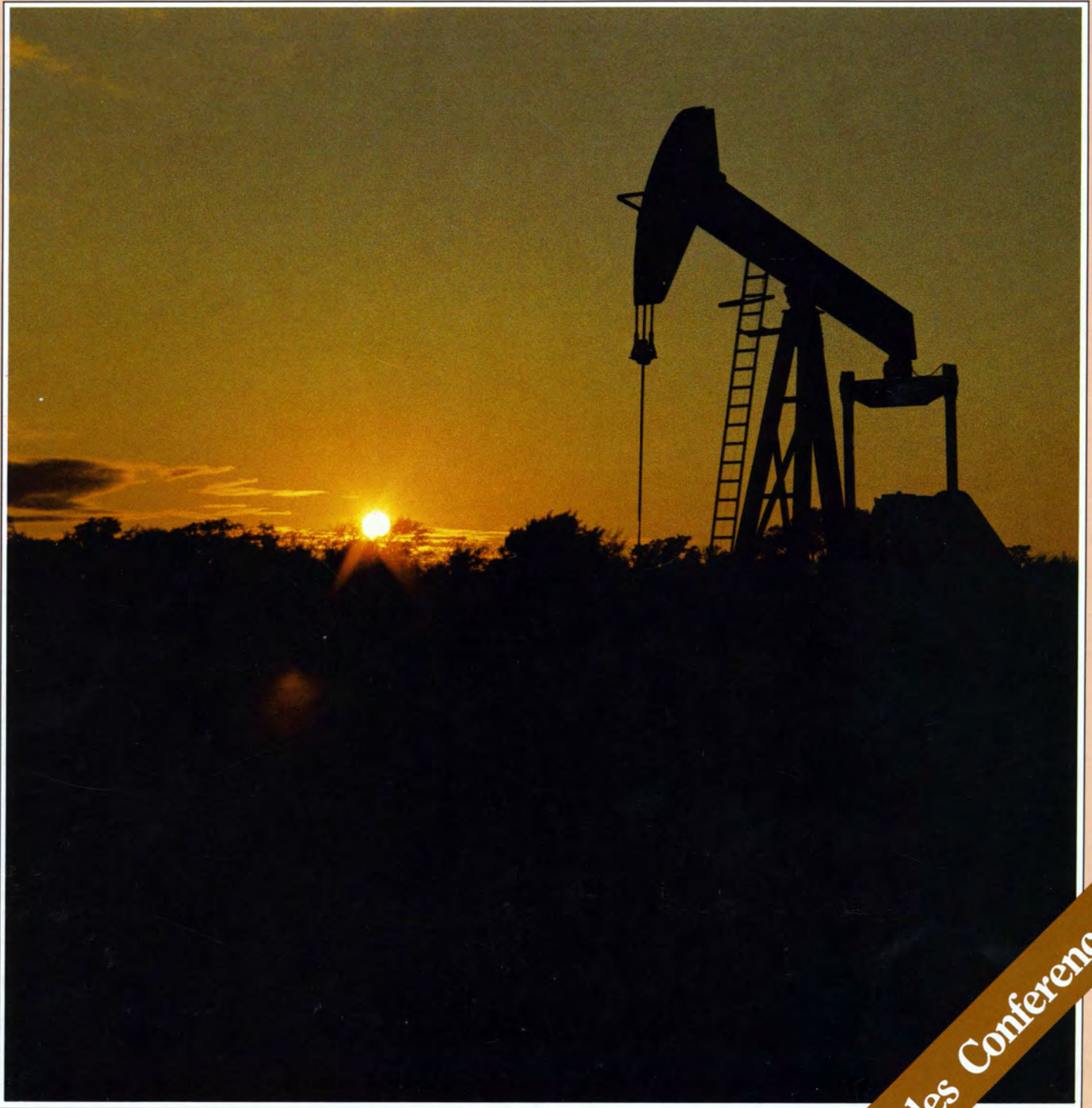


LUFKIN

FEBRUARY, 1984

ROUNDUP



1984 Sales Conference

From the President's Desk

"I am extremely impressed with the caliber of people we now have..."

There are many events that crop up each year at Lufkin Industries which make my job a genuine pleasure . . . happy events that quite often offset less pleasant tasks that occasionally occur.

As most of you know, I am a dyed-in-the-wool Texas Aggie. But, when it comes to spirit, I am no less enthusiastic about Lufkin Industries. I try not to be too bullish, nor obnoxious in any way, about either the Aggies or LUFKIN, but I am always ready to say something good about either if called on for a few words.

Two events I always look forward to are our Annual Awards Dinner and the Annual Banquet for our retirees. These joyful gatherings give us an opportunity to talk to you about Lufkin Industries . . . what we have done, where we are now, and what to look for in the future.

Another event that is certainly important to our Company is our Annual Sales Conference. Here, we are given an opportunity to meet again and visit first-hand with our salesmen from across the United States, Canada, Central and South America . . . those on the "firing line" who have direct contact with our customers.

We completed our Machinery Sales Conference in January and begin our Trailer Sales Conference the first week in February.

I am extremely impressed with the caliber of people we now have in all our sales groups. We lost some of our great old-timers due to retirement, but we have a new crop of young "tigers" to fill the ranks. We're elated to have them "cast their lot" with LUFKIN.

The Trailer Division had a record sales year in 1983, and forecasts indicate another good year in 1984.

The Industrial Supplies, our oldest division, is really the most stable, year in and year out, although its overall volume is smaller compared to other divisions.



The Machinery Division, by far the largest in sales and profit, sets the pace for our yearly average. Even though 1983 was its poorest profit year since 1976, due to the recession, we believe it is on the upswing and will perform better in 1984.

We appreciate the efforts of our sales force in these trying times, and we know they will continue to put forth their best efforts. The future of our business is in their hands.

While blue-chippers lost, LUFKIN stayed in the black.

By Rick Pezdirtz

“We turned an after-taxes profit in 1983 ... the future looks promising ... there are so many things we can do,” Poland says.

Without question, America the Beautiful's business scene — both big and small — assumed a rather grotesque, semi-shambles appearance during a 1983 recession that thankfully did not roll-over and lapse into another full-fledged Great Depression.

Forty-eight federally-insured banks bellied-up and failed. Alan Whitney, Federal Deposit Insurance Corporation spokesman, affirms this was the highest total of bank failures since 1939.

While sinking deeper and deeper into troubled financial waters, even those businesses that managed to stay afloat had squeaks and squawks

emitting from top-executive suites that sounded this warning: “Everything's aleak and lifeboats there are none!”

However, despite all the gloom and doom from other industrial segments, the panoramic picture at Lufkin Industries, Inc., appears more sunshiny than dark-clouded.

At least, this is the message visiting sales representatives from across the United States, Canada, Central and South America received from Company President and Chief Executive Officer R.L. Poland at the conclusion of the annual three-day sales conference at the Lufkin Civic Center in early January.

“We turned an after-taxes profit in 1983 while several so-called blue-chip companies lost money,” announced Poland. “And, I might add, the future looks most promising for this nearly 82-year-old company. So long as we continue offering customers high quality products and furnishing after-delivery service, we'll be just fine.

“Over the past three years, we've spent over \$100-million for expansion and new equipment, plus \$20-million on a new foundry facility. During 1984, we'll concentrate on upgrading and improving our production — oil well pumping units, marine and industrial

gears, truck trailers — and at the same time see what we can do better, more efficient, toward building new products.”

Although Poland and other company executives admit Lufkin Industries stands on firm financial foundations, they blanch away from sitting with a pat-hand about the future.

“There are so many more things we can do,” says Poland. “We need to diversify even more. We’re very flexible here at LUFKIN. We can make our own decisions without having to answer to some parent company in New York or elsewhere. We can gear up to manufacture many different products to make a buck.”

Poland has even had thoughts about the unthinkable — a national emergency or war. “We made guns and tanks during World War II and

and we could one day be called on to do it again,” he said. “In any case, we have our manager of gear sales, Hugh McWilliams, and U.S. Congressman Charles Wilson continually looking at possible defense work for Lufkin Industries.”

Touching lightly on the quick downturn in the oil industry in 1982 when major oil companies cancelled over \$100 million in pumping unit orders during one month, Poland said the company is more efficient as a result of efforts to reduce the work force and inventory.

“Our inventory had reached a record of \$75-million and our stockholders were taking notice. Now, we have our lowest inventory since 1976, in the \$25-30 million range. Although our oilfield equipment business was off during 1983, our truck trailer sales were back up.”

During the boom months of a world-wide shortage of oil field pumping units, Poland said, “we gained about 200 competitors, perhaps 100 serious ones internationally. Everybody and his brother who had a shop, geared up to produce pumping units. Our international export business may dwindle some now with so many new foreign companies trying to manufacture products similar to ours. However, we held our price structures during the plush times and our old customers haven’t forgotten this good treatment.”

Comments from other Lufkin Industries executives included:

FRANK STEVENSON,
Executive Vice President —

“Nobody can produce equipment or service it better than Lufkin Industries. We’re an extremely strong financial company with high



Receiving service awards at last month’s sales conference banquet were LUFKIN sales representatives, (l-r) Billy Burnette, 40 years, New Orleans; Roy Lilley, 30 years, Denver; Jim Trout, 15 years, Houston; Len Ruzicki, 30 years, Calgary, Canada; Willard Chappell, 20 years, Kilgore; Ben Queen, 25 years, vice president, machinery sales and Charles Dyer, 50 years, Tulsa.

tech equipment that plans to build a better and stronger organization. Today, we have interest coming in while others have interest outlay."

W.W. TROUT, JR., Vice President — "We have an industrial system that can't fail. You salesmen are the backbone of this company by getting out and beating the bushes for orders to keep our machines here in Lufkin humming."

BEN QUEEN, Vice President and Sales Manager, Machinery Division — "I've heard from some that our prices are too high, but never that our quality or equipment value is not high enough. The Germans and Japanese have no better factories or personnel than us, but when you put a 60 per cent duty on exports you have to look toward additional international markets and manufacturing."

DICK McKAY, Vice President

and Manager of Trailer Division — "A year ago, we had no business at all. We tried our hand at making garbage containers and had to cut back to 3-day work weeks in January and February. In the late spring, we received the first of several orders from the J.B. Hunt Company in Arkansas for 1,412 truck trailers. Our November billings set a record and December billings were our second largest ever."

JIM HALEY, JR., Secretary-Treasurer — "Despite the 1983 downtrend in business, we never had a month where we showed a loss. We were also able to maintain our price structures. I see 1984 as a year with great promise. We're in an advantageous position . . . in a strong financial condition to accept new types of work and contracts."

JOHNNY LONG, Personnel

Director — "We're gradually calling back some of the laid-off workers. In 1983, we recalled 163 workers bringing our total employment up to nearly 2300, and we started off the New Year with a request from the foundry for 10 more employees. Despite our past problems, we have not relinquished any fringe benefits."

In closing the company sales conference, Poland told the sales force, "I've made 35 of these annual meetings and this is by far our best yet. We have sincere, dedicated salesmen who are our partners. They work for us in the field, we work for them at the factory.

"You'll never find me too busy to talk on the phone to any of our distant salesmen about any matter."



Also receiving service awards were, (l-r) Elton Fenley, 10 years, Lufkin; Rick Schlabach, 5 years, Oklahoma City; Keith Walters, 10 years, Odessa; John Skillern, 5 years, Houston and David Freeze, 5 years, Casper, Wyoming.

The consensus from LUFKIN sales representatives is that 1984 will be "happy days."

1984:

NORTHEASTERN DIVISION

JOHN FINNEY, division manager, Pittsburgh: "Lufkin Industries is one of the few companies that has a Company Conference every year . . . and, this

"We must remember those customers who paid our price . . ."

is good. Here we can sell each other with ideas and improvements. When we go home, we must sell ideas to the people we work with — better quality, less scrap, more output, and most important, the desire for self-motivation. Instead of telling, try selling."

JOHN CALLENDER, service representative, Pittsburgh: "With field customer service, I feel we provide an integral support function between manufacturing and marketing efforts of the company. What do we hope to gain from service calls whether they be warranty, breakdown, or courtesy? Our hope is to sell more LUFKIN equipment, parts and services."

BOB BURRELLI, district manager, Cleveland: "The ingredients for a better year in 1984 are there although present conditions are subject to change without notice. In spite of what you may have read, not all industry has died or moved out of the northeast. Some are actually flourishing."

SCOTT HUNSINGER, district manager, Baltimore: "The

market place in 1983 was not the best. We are seeing five to six different gear vendors on each project, instead of the two or three we saw just a few years ago. The Germans are gaining a larger share of the market in the U.S."

CENTRAL DIVISION

RICK MULLER, division manager, Dallas: "We must remember customers who paid our price when they could have bought units at 6-20% below LUFKIN. If you have the best product with the best service and delivery, it doesn't require salesmanship if you also have the best price."

CANADIAN DIVISION

LEN RUZICKI, division manager, Calgary: "We came through 1983 better than our predictions of a year ago, invoicing 493 units or about 50% more than in 1982. I look at 1984 with great optimism. There'll be a great requirement for pumping units in Canada."

INTERNATIONAL DIVISION

PAT STANLEY, Latin America manager, Houston: "In 1983, we had an 80% decrease in business over 1982 figures which were 84% above 1981 totals. Last year's decrease was mainly due to a depressed world economy. We are looking forward to 1984 and increased sales."

INO REYES, Latin America sales representative, Houston: "There were many problems during

1983. Mexican companies could not find dollars to buy American goods and when they did, they had to fight the government to obtain import permits. Due to Mexico's poor economical situation, currency devaluation and new government policies our sales were off. I can only hope for a much better 1984."

AMANDO RAMIREZ, South America sales representative, Houston: "Because of heavy rains we had a difficult year in Peru, but in Columbia we had a record year with 76 units sold. In Bogota, ECOPETROL has informed us they will now purchase only LUFKIN units."

DON STANLEY, Far East manager, Houston: "Pumping unit sales in the Far East were the best ever in 1983, surpassing for the first time our South America and European combined sales. Australia

"The potential for the West Coast is great but will come along slowly."

is picking up in activity. Gear sales to the Far East were also up substantially."

JOHN FINCHER, Europe-Africa-Middle East manager, Houston: "In 27 years, I have never quoted more and sold less than in 1983. This was the first year gear and parts sales surpassed pumping unit sales. We have Syrian Petroleum quotes still alive but the present Lebanon situation doesn't keep me holding my breath for orders. Although 1984 is hard to determine, I feel optimistic."

What's Ahead

ROCKY MT. DIVISION

ROY LILLEY, division manager, Denver: "After an extremely slow first six months of 1983, sales picked up considerably in the second half. Mobil Oil, for instance, purchased 46 pumping units. Although drilling has been off 40% from our high market of two years ago, every week now more rigs are being put to work . . . 1984 looks better and we're hoping to double our sales."

RICK NEAL, district manager, Denver: "It's evident 1983 was a white-knuckle type year for the oil industry. Adversity, however, sharpens the senses, toughens the hide and spurs aggression. By year's end most companies were leaner, meaner, wiser and busier and, like us, expecting a better 1984."

PACIFIC COAST DIVISION

CHUCK DAVIS, division manager, Bakersfield: "The potential for the West Coast is great but will come along slowly. However, 1983 was a better year than I anticipated. We are seeing a small upturn in drilling activity in the San Joaquin Valley."

MIKE BOMBAY, district manager, Bakersfield: "The San Francisco area is almost virgin territory and although business there is nearly nonexistent, there is potential. LUFKIN has a good name in the Northwest marine industry and when business picks up we'll be fighting for our share of orders."

DAVID CORDEMAN, district manager, Fountain Valley: "Although many jobs these days are

going out for world-wide bids, prospects are brighter for 1984 than last year. I think we have weathered the storm. Business should be 50% better than 1983."

“Total sales have rebounded and we look forward to similar sales figures in 1984.”

KENT PEPPARD, sales representative, Fountain Valley: "Due to a lack of new drilling activity, pumping unit sales were slow in 1983. Small independents are becoming more active and I see things starting to turn around."

LEE STEVENS, sales representative, Oakview: "The huge inventories oil companies had in 1983 are now dwindling in the Ventura-Santa Monica area, thus 1984 should be a better year."

MID-CONTINENT DIVISION

CHARLES DYER, division manager, Tulsa: "There's been a tremendous change in our organization since my first sales meeting in 1939 when about a dozen salesmen met in Mr. W.C. Trout's office. The first nine months of 1983 were gloomy but the last quarter was happy days and I think 1984 will be a happy year. We had several customers who hadn't bought pumping units from us in 18 months come back to us with orders in the last quarter of 1983."

SOUTHEASTERN DIVISION

DAVID BISHOP, division manager, Atlanta: "What a difference a year makes. I'm saying goodbye in February to the Southeast where I have 17 years of my life invested for the new job in San Francisco. There was a long list of 1983 horror stories in the gear business with the lack of boat-building business cutting back on our marine gear sales. One bright spot in the Southeast is the re-emergence of the dredge-boat gear business. I had a late-December order from a company we hadn't sold since 1971."

GULF COAST DIVISION

ED PATTERSON, division manager, Houston: "Although machinery sales are a far cry from what they were during the 1979-81 boom years, we had a surprisingly good year. Total sales have rebounded and we look forward to similar sales figures in 1984."

JOHN SKILLERN, district manager, Houston: "I'm optimistic about 1984. The big news for 1984-85 is the \$1-billion expansion at Exxon's Baytown facility and their off-site revamp. We're spending more time calling on public utility companies. If offshore activity steadily increases and idled work boats are put back to work, we look to a revitalized marine market."



A Gold-club Member

By Rick Pezdirtz



Charlie Dyer becomes only the fifth employee to receive 50-year service award.

For fifty years now, Charles Dyer has earned his sirloin, sarsaparilla and shekels as a Lufkin Industries employee. Only four other men can stake such a claim.

When company president R.L. Poland presented Dyer with his 50-year service award at the annual sales conference banquet last month, Dyer joined Guy Croom, Louis Fincher, the late Sam Kerr, Jr., and Austin Johnson as half-century associates with Lufkin Industries.

The Dyer family name has even longer been synonymous with Lufkin Industries since two generations of Dyers have contributed 122 years of service to the Company — Charles, 50 years; his brother, Hubert Lee, 43 years; and their father, Richard Lee, 29 years.

Richard Dyer retired in 1956 as foreman of the pumping unit assembly department. Hubert Dyer retired in 1976 as company treasurer.

“The only company Hubert or I ever worked for has been Lufkin Industries and working for this company is the best thing that has ever happened to either of us or our father,” says Charles. He is currently manager of the Mid-Continent Division in Tulsa, a position he has held the past 24 years.

“The mark of a good salesman is knowing your product and Lufkin Industries always gives its new



Charles Dyer (right) gets a helping hand from Mutt Barr, retired executive vice president of Lufkin Industries, as Virginia Allen peeks over Barr's shoulder. Dyer was “walked” to the rostrum to receive his 50-year service award.

salesmen excellent training in this phase of the job,” says Dyer. “We’ve kept our customers for years because of our high quality products.

“I credit Bob Poland for our happy employees. He’s looked after us by giving us a Thrift Plan, improved pension plans and Christmas bonuses.”

It was Sept. 10, 1933 when Dyer started with the Company. He spent six years learning the pumping unit business at the shop level before joining the sales force in 1939. “I attended my first yearly sales

conference in W.C. Trout’s office 44 years ago and, needless to say, our sales force was considerably smaller then,” recalls Dyer, who reaches age 70 in December.

He later worked in Great Bend, Kansas; El Dorado, Ark.; Wichita Falls, Texas; Edmonton, Alberta, Canada; Oklahoma City and has been in Tulsa since 1959.

If the Dyers had a family affair with Lufkin Industries, so did 40-year service award recipient Billy Burnette whose father, Joe, also labored over 40 years for Lufkin Industries.

"Attitude Makes the Difference"

It has been nearly 10 years since George Anthony Adda graduated from the campus of Penn State University and reported for sales training at Lufkin Industries' machine shop. His leisure-wear wardrobe hasn't been the same since.

He showed up with a dozen or so Penn State T-Shirts, most of which were daily scissored from his back by Texas Longhorn-loving machinists who hadn't quite forgotten a 1972 Cotton Bowl scoreboard that blinked Penn State 30, Texas 6.

Adda is older, and perhaps wiser, now about proper wearing apparel when in the Lone Star State. But, he'll admittedly still be waving his blue-and-white Nittany Lions pennant when the two collegiate football powers play for only the second time next autumn.

George has come a long way since those learning days in Lufkin.

He now represents Lufkin Industries as Northeastern Division District Manager at Pittsburgh and presented an inspiring keynote address at the Company's annual awards banquet at the conclusion of this year's sales conference.

Tattered fragments of George's Penn State T-Shirts may no longer exist, but his message to the company sales force and executives should long echo in the minds of his listeners. Here are some excerpts from Adda's address entitled "Attitude Makes the Difference."



George Adda

I believe there are three basic groups of people in the world today. People who *make* things happen. People who *watch* things happen. People who *wonder* what happened.

In order to make progress and improve ourselves, we must learn to live on the fringes of fear — doing things that we haven't done before. People who make things happen are lucky. They're lucky they aren't lazy. A lazy man is full of excuses. And, an excuse is a thin shell of truth stuffed with a lie.

People who make things happen believe they can accomplish anything because they have a burning desire to achieve. It is always better to shoot for the moon and land in the mud, than to shoot for the mud and hit.

If you don't stand for something, then you stand for nothing. People who stand for nothing make few mistakes, are seldom criticized, and never accomplish much in their careers or in their lives.

Every salesman must accept the responsibility for his own success or failure. A salesman cannot hide his

failure. We cannot send it (failure) back to the cupola and repour, we cannot chrome plate and remachine, we cannot rework and then retest. There are no middle-of-the-road results in sales . . . you either win or lose. Closeness only counts in horseshoes and hand grenades.

We can all journey down the path to happiness and success, or we can journey down the path to mediocrity and failure. We must be accountable and responsible for the path we travel.

No one in this room tonight would have a job if someone didn't go out into the foxholes and trenches of the world and sell the products. Everyone is a salesman — you know that, especially if you're married — because someone sold somebody something.

Anyone can be up when up, but it takes a special type person to be up when he's down. We must guard against arrogance and over-confidence. We must keep ourselves razor sharp, and be careful who we compare ourselves to. Productivity is nothing more than attitude.

Man was designed for accomplishment, engineered for success, and endowed with the seeds of greatness.

We are a great organization. I'm proud to be part of it. We should always remember where we came from and what it took to get us here. Few people in the free world would have questioned the value and price of freedom 40 years ago during World War II, but today many in this country take our freedom for granted.

When a young boy reads
he sometimes grows up
to write a beautiful book.

If there's one thing Lufkin Industries' President and Chief Executive Officer Robert Linwood (Bob) Poland is . . . it's well-read.

For most of his 64 years, Poland has carried on a torrid love-affair with the written word. From his early boyhood days, growing up on a farm at Shawnee Prairie only 18 miles from the huge industrial complex he now commands, Poland has been an incessant reader.

And now he has his own book published.

When Poland's book — "From the President's Desk" — came whirring off a Heidelberg Press at Lufkin Printing Company (only the 25th hardback book published by this East Texas firm) in December, with it came much of the man himself.

The book is a compilation of 77 editorial columns Bob has written for this magazine over his nearly 17 years as Company president. From an ipso-facto standpoint, "From the President's Desk" is more than merely a collection of Poland's column set to type . . . much more than that.

The book is a penetrating insight into the very mind, heart and soul of this former U.S. Army Major, Bronze Star winner, and now, author.

Although Poland is considered something of an industrial giant these days — heading up the world's largest manufacturing corporation of oil-well pumping units — there is hardly a lilliputian amount of big business and/or operational information in his book. Mostly, "From the President's Desk" is his past essays on moral and character issues.

Perhaps because he wasn't exposed to the fluff and stuff, the wiggle and jiggle of some of today's shallowbrained television shows at an early age, Poland learned stern and lasting lessons about morality and good-character at his mother's knee.

"We didn't have any TVs, or even radios for that matter, back on the farm in those days," recalls Poland. "But, I did have four wonderful and gracious ladies who taught me the enriching value of reading good books . . . my mother (Etta Dora) and our old Manning High School teachers, Wanda Newman, Fate Thomas and Elizabeth Williams (who recently celebrated her 50th wedding anniversary as Mrs. Clint Hawkins, a renowned Texas educator).

"Without radio and television, you just had to read for information and entertainment back then," says Poland.

A Man and His Writing

By Rick Pezdirtz

Company President R.L. Poland with his recent book, "From the President's Desk", a collection of his monthly columns which have appeared in the ROUNDUP during the last 17 years.

Clint Hawkins was principal of the 32-student Manning High School when it closed after the town's only industry, a sawmill, went up in flames one night. The 32 students were consolidated into Huntington High School. "We were bused to Huntington and I think every kid on that bus was a relative of mine except maybe one," recalls Poland.

Hawkins has long since retired from school administration work, but no haze fogs his memory about Poland.

"I remember him very distinctly," says Hawkins. "My dad used to call him 'a manly man.' He was one of the smartest students we ever had and one year he won the Angelina County Declamation Contest for reciting poetry."

Although it was almost a half century ago, Poland's memory doesn't dim, either, about the award he won for reciting poetry back in high school. "It was Rudyard Kipling's 'If' and I think I could still recite it today," says Poland.

"I was most fortunate. I was always able to memorize lines and lines of poetry rather rapidly. Those good teachers (Newman, Thomas and Williams, nee Hawkins) stressed on us at an early age the importance of presenting oral book reports and reciting poetry."

Poland is still far from a stranger around iambic pentameter or blank verse. He closed this year's company sales conference (pgs. 2-6) with a stirring recitation of Will Allen Dromgoole's "The Bridge

S
ys



Builder." Poland's rendition earned a standing ovation from the visiting sales reps from across the United States, Canada, Central and South America.

Poetry, of course, hasn't been Poland's lone literary love.

"I've always loved history and literature. As a boy I read such books as Huckleberry Finn, A Tale of Two Cities, Treasure Island, Robinson Crusoe and Gulliver's Travels. They're all still excellent reading fare today."

Poland remains an avid reader these days, but not as constant as he would wish. "Although I read every chance I get, I've never had enough time to read all I wanted because of work and raising a family. But, I still read myself to sleep each night," he says.

Shove anything written about the Civil War or World War II beneath Poland's nose today, and chances are he'll digest its every paragraph. He served in five European theatres in what Archie Bunker used to call, "the Big One — WWII," earning a Presidential Citation for excellence in combat.

"I guess I've read 'Lee's Lieutenants' three or four times and I've read all the volumes of the Time-Life Books on World War II," says Poland.

In his own folksy way, Poland has always been something of a mover and a shaker. Perhaps this is because he was a child of the Great Depression; then a college student (Texas A&M where he earned a mechanical engineering degree) in the rather carefree, halcyon days before the United States was plunged into global conflict by two funny, little mustachioed men — Germany's Hitler; Japan's Tojo.

When the Japanese "awakened a sleeping giant" with their Day of Infamy (Dec. 7, 1941) sneak-bombing-attack on U.S. Naval installations at Pearl Harbor, Poland was nearly halfway through his senior year at Texas A&M.

"We were allowed to finish that senior year . . . then shipped as graduating cadets, in May of '42, directly to the Army. We didn't even have time to visit home before we were wearing khaki and digging foxholes," recalls Bob.

After VE-Day, Poland returned to East Texas, courted and won the hand of a little nurse, Peggy Adell Slover. He was married on Nov. 1, 1945, and reported ten days later to his first civilian job at Lufkin Foundry & Machine Company. "This is the only place I've ever worked besides the Army," he says.

Starting as a draftsman for \$32 a week (half his previous Army pay), Poland began an ascent that eventually lifted him to the Company's top executive office. Just as he rose through the ranks from Second Lieutenant to Major with Uncle Sam, he moved from draftsman to design engineer to chief engineer to assistant to the president (Walter W. Trout, Sr.) to the Company presidency.

If Poland is a mover and a shaker, he is also a people person.

Through the years he has made a happy habit of visiting the plant's shops, stopping to chat with lathe operators and machinists, storeroom clerks and maintenance men.

Travis Stone, Machine Shop Production Superintendent, recalls well Poland's visits.

"I remember late one Sunday evening when we had a very critical marine gear job-problem and needed an engineer's opinion," says Stone. "We called Bob and he came from home, still in his house slippers, to help out. I apologized to him for bringing him to the plant at such an awkward time and his only response was: 'Hey! That's what I'm here for. Call me any time.' Devotion like that from someone in Bob's position is invaluable so far as improving machine shop morale."

If Poland had early help from his mother and teachers, he still relies on distaff assistance today. "My wife, Adell, initiated many of the ideas for these columns; my secretary, Luda Belle Walker, was kind enough to decipher my scrawl and put the words through her typewriter," says Poland.

The author persists the best years of his life have been spent with Lufkin Industries and that the 77 columns are nothing more than his sentiments of those golden years.

"From the President's Desk" will doubtfully ever appear on the New York Times' Best Seller List, but not because there isn't enough thoughtful beauty within its pages.

The Quest for Improvement Never Ends

By David Willmon

Continuing a 60-year history of innovation, company engineers introduce new low-profile unit and improved conventional unit design

During the winter months of 1924, LUFKIN's first pumping units were being tested on oil wells at Hull and Goose Creek, Texas.

On the 60th anniversary of that first test at Goose Creek, LUFKIN engineers unveiled a new low-profile pumping unit and further design improvements for the conventional pumping unit at last month's sales conference.

According to Milton Walther, chief engineer, oilfield division, the new low-profile unit is the result of requests from company sales representatives for a pumping unit that could be installed in fields irrigated by traveling sprinkler systems.

Even though the prototype is a dramatic change from the familiar profile of LUFKIN conventional pumping units, Walther says it is not so different.

"The standard walking beam and horsehead have been replaced by a one-piece 'walking head' which utilizes a standard wireline and carrier bar assembly," says Walther. "As we know this is the first use of a 'walking head' feature.

"The low-profile unit also uses standard conventional unit components wherever possible which have been tried and proven through many years of service."

Also involved in the project were Cecil Hunt, assistant chief engineer, and Howard McGill, project engineer. According to Hunt, the new unit will undergo further testing and possibly more refinements after engineers observe the unit's performance in the field.

Although preliminary proposals were first made in April of 1983, it was mid-November before final drawings of the prototype were made. Only four weeks later, a finished prototype was ready for testing.

"We had excellent cooperation from the foundry, machine shop and structural shop," says Hunt. "Everybody showed great interest and enthusiasm and really bent over backward to help us produce the prototype quickly."

The engineers expect the new unit will cost more than the current conventional unit but considerably less than other low-profile units which are as much as thirty percent

higher.

"This unit has several features that will save the customer money," says McGill. "Since it is only eight feet, six inches tall, it can be completely assembled here, shipped on a normal float and still be under height limitations. It is designed to be installed on a two-point portable foundation."

Modifications which will allow LUFKIN's line of conventional units to be installed on two-point portable foundations were also announced at the sales conference.

"By moving the rear post of the sampson post back to the sub-base, which is a much larger, stiffer part of the structure, we have redirected loads to just two basic areas. This same approach has proven successful in our Mark II pumping unit," says Walther.

"We think this is an improvement that will make the unit more durable and will reduce installation costs for customers since the unit can be erected on a two-point foundation."

Although several modified conventional units are already in the field, Walther says they will be

monitored carefully during the next six months to see how actual working stresses compare to the findings at the plant.

According to Walther, tests were conducted earlier in the year with a C-114D-143-64 to determine working stresses and the modified conventional design was based on the test's findings.

The new design will also cut material costs and improve productivity, so company officials are eager to re-design the entire line of conventional pumping units. According to Walther, this will

require new designs for bases, sampson posts, sub-bases, crank guards, belt covers and foundation prints for each of some forty-six conventional pumping unit configurations.

"This is at best a long-term project," he adds, "but one of the things that will make this easier now is the numerically-controlled equipment at our new structural fabricating plant."

Previously changing a sampson post design, for instance, made expensive jigs and fixtures obsolete. "These new NC saws cut beams to

precise angles and NC punches locate holes on the beam line. To make manufacturing changes requires only new program tapes for the machines," Walther says.

In the 60 years since the test at Goose Creek, LUFKIN has pioneered most of the industry's standards, such as the counterbalanced crank, the twin crank unit, and the phased-crank Mark II unit. Now the low-profile unit and the modified conventional units are proof that efforts to improve pumping unit design will never stop.



Standing in front of a newly-developed "low profile" pumping unit unveiled at last month's sales conference are, (l-r), R.L. Poland, company president; Milton Walther, chief engineer; Frank Stevenson, executive vice president; Fred Griffin, vice president and director of product design engineering; Cecil Hunt, assistant engineer; and Howard McGill, project engineer.

FOCUS

DEPARTMENTS ANNOUNCE PROMOTIONS

Company officials in the structural steel plant, machinery sales, corporate communications and personnel departments and trailer division announced promotions for seven employees.

Arthur Donnell was promoted to general foreman, second shift, at the structural steel plant. Donnell joined the company in 1955 and was previously a foreman in the structural steel plant on the second shift.



Arthur Donnell

Donnell attended Huntington High School and resides in Huntington with his wife, Linda, and children, Jennifer and Bryant.

In the Machinery Sales department Jim Still was promoted to district manager in the Machinery Division's office in Houston. Still joined the company in 1980 and after completing his training, served as sales representative in the Odessa office.

Still attended Nacogdoches High School and is a graduate of Stephen F. Austin State University. He and his wife, Debbie, are expecting their first child.



Jim Still

David Willmon, Chuck Stevenson and Jo Ann Anderson were promoted in the company's corporate communications department.

David Willmon was promoted to managing editor/advertising specialist. Formerly manager of advertising and sales promotion, Willmon joined the company in 1976.

He attended Hudson High School and is a graduate of Stephen F. Austin State University. He is a member of the International Association of Business Communicators. Willmon lives in Lufkin and is the father of two children, Scott and Michelle.



David Willmon

Chuck Stevenson has been promoted from audio-visual coordinator to manager,

photographic and audio-visual services. Stevenson was employed by Lufkin Industries in 1976.

He is a graduate of Lufkin High School and attended Angelina College and the University of Texas. He is a member of the Lufkin Host Lions Club, Angelina Photographic Association, and a past director of the Lufkin Jaycees. He and his wife, Melody, reside in Lufkin.



Chuck Stevenson

Jo Ann Anderson was promoted from administrative assistant to advertising coordinator. Anderson joined the company in 1980.



Jo Ann Anderson

Anderson is a graduate of Lufkin High School and attended Stephen F. Austin State University. She and her husband, Thomas, reside in Lufkin.

In the personnel department, Ginny Landers has been promoted to office manager. Landers was

formerly assistant office manager in the personnel department and was employed by Lufkin Industries in 1980.



Ginny Landers

She is a graduate of Camden Senior High School in Camden, Arkansas and a member of the local chapter of Alpha Beta Chi. She and her husband, Wayne, are the parents of five children, Richard, Joe Dan, Kathy, Margie Waters and Mark.

In the Trailer Division, Ada Beck was promoted to used trailer coordinator in the sales department. Formerly secretary to the sales manager and used trailer manager, Beck joined the company in 1965.



Ada Beck

Beck is a graduate of Radium High School in Radium, Kansas and attended Brown-Mackie School of Business in Salina, Kansas and Angelina College. She and her husband, Stanley, reside in Lufkin.

COMPANY COMPLETES CONTRIBUTION TO COLLEGE



Frank Stevenson, right, executive vice president of Lufkin Industries, Inc. presents Dr. Jack Hudgins, president of Angelina College, a \$3,000 check completing the company's \$30,000 pledge toward the Angelina College Library Construction Fund.

The 2,800 students on the pine-shrouded campus of Angelina College are enjoying the research/study facilities of a recently opened library which was funded in-part by contributions from Lufkin Industries, Inc.

The company recently completed its \$30,000 pledge toward the construction of the \$977,797 facility. Lufkin Industries contributed \$15,000 in 1979 and \$3,000 a year during the last five years.

"We are pleased to have had a part in the construction of this library for Angelina College," says company president, R.L. Poland. "We now have one of the finest libraries of any junior college in the country."

Thanking the company for its contribution, Dr. Hudgins said, "We at Angelina College deeply appreciate the support we've received from Lufkin Industries and we are always grateful for the many courtesies you continually extend to us."

The new 18,500-square-foot facility was partially funded with \$210,000 from nine Angelina County corporations and foundations. Lufkin Industries contribution accounted for 14.28 percent of the outside assistance. The new 36,000-book, two-story library almost doubles the reference and study are available to students in the old facility.

MORE EMPLOYEES END CAREERS

Three more retirees ended careers during 1983. In the machinery sales department, Ben Elliott, district manager in the Houston office has retired, in the trailer plant, Carl Gooding has retired, and J.D. Meek has retired from the material control department.

Even though Ben Elliott spent many years in New Jersey during his working career, he's still a perfect Southern gentleman. He talks slowly, quietly, and smiles easily, as he retraces his long career with LUFKIN.

Although he was born and raised in Texas and was interviewed by both Texas Foundry and Lufkin Foundry and Machine Company after he finished college in 1940, Elliott chose to work in New Jersey.

After six years there, he says he was ready to move back to Texas.

"Bayo Hopper offered me a job in the engineering department in 1946 and I took it, even though I had to pay my way back from New Jersey," Elliott says.



Ben Elliott

Working under Louis Fincher, he was soon involved with the development of many LUFKIN products including pumping units and gas engines. Then in 1974, he

decided to transfer into sales, even though it meant a "second tour of duty in New Jersey," he says.

"Going into sales was a renewal of enthusiasm for my work, a new challenge for me. It seemed best at the time that I try something different. I knew the products quite well, and this was an opportunity to use this knowledge."

He found dealing with people fascinating work.

"Working with people was more satisfying to me. If I could go back and change things, I would be more people oriented," he adds.

Now that he is retiring, he plans to continue working with people. He may do some part-time consulting work and more community work. There will also be time for his wood-working shop and garden, and most of all his biggest hobby, playing the stock market.

"It's almost an avocation," he says. "I spend a good bit of time studying financial information, three or four times a week."

Carl Gooding has finally decided to retire. After retiring from the Marine Corps in 1968 and returning to East Texas, he decided he wasn't quite ready to retire and went to work for LUFKIN Trailers in 1973.

But now he says he and his wife will finally travel and fish and raise a garden. "She wants to go to Hawaii this summer, but other than that, I'm not making any plans," he says. "We're just going to do what we want to do when we get ready to do it."

His decision not to retire in 1973 after more than 25 years of military service is better understood when one realizes what an active career Gooding had in the service. He lied about his age and joined the National Guard in 1937 when he

was a young teenager. In 1940, he was still a minor when his correct age was finally determined.

Although he was deferred from the draft during World War II because of his job at an aircraft plant, he forced his employer to release him so he could join the Marines.

During his career, he served two and one half years overseas during World War II — he voluntarily extended his tour of duty five times, served 18 months in Korea during the last months of the war, and served two tours in Vietnam.



Carl Gooding

Looking back, he says he never regretted making a career in the military even though he was involved in all three of America's conflicts since the First World War.

"Vietnam scared me. I think it was the uncertainty that bothered you most. It was always present. Whether you were on an operation or just sitting in your compound, it was dangerous," he says. "Any time, any place, was dangerous in Vietnam."

Retirement will not be a time to slow down for someone like Gooding, whose civilian life shows a strong military influence. "What's the sense in fighting if you don't want to win," he says, about the Vietnam experience. "I don't believe in it."

When J.D. Meek went to work for LUFKIN 22 years ago, he only intended to stay "until the grass got green and then move on," he says. But his experience at a variety of jobs and one attempt "to go to California to get rich," must have told him to stay.

Starting in the utility maintenance, he is now in the material control crating department. He says in some way, he's worked with wood either as a carpenter, cabinet maker or furniture builder all his life and even builds items in his own shop.

"During the Christmas season I build a lot of rocking horses, doll cradles, potato boxes and bread boxes, things for gifts," he says.

"I've a good mind to start building grandfather clocks. I can order the kits from a firm in Germany and after I see how they do theirs I might design my own cabinet."

With eleven grandchildren and five great grandchildren, he's kept busy in recent years building items for them and people who had heard of his talent. Now that he's retiring and will have more time, he plans to expand his operation.



J.D. Meek

"If my health holds up and we're able to make flea markets around the country pretty regularly, I'm sure I'll sell things faster than I can make them," he says.

EMPLOYEES COMPLETE SHOP CLASSES



Employees completing the Basic Foundry Practices shop class were: Front row, l-r, Stanley Beck, quality control, and foundry employees Linda Robb, Kenneth Burnette, Ferdinand Guillory and Jack Haney. Back row, l-r, foundry employees, Bill Pennington, Jr., James Luce, Walter Culpepper, David Allen; and Charles Shattuck. Not shown are Bobby Allen, foundry, and class instructor, Frank Martin, foundry technical director.



Employees completing the Basic Shop Math and Blueprint Reading classes were: Front row, l-r, Bob Pennington, industrial engineering and class instructor, and trailer plant employees, Larry Edwards, Andy Beddingfield, and David Ivy. Back row, l-r, Ralph Jones, and Ed Butler, machine shop; Chester Oden, trailer plant; and instructor, Frank Sander, machine shop.

ANNIVERSARIES

STRUCTURAL STEEL OPERATIONS

	Employment Date	Years With Co.
Marcus Patrick	February 7, 1947	37
Malchom Lowery	February 27, 1959	25
David Merritt	February 9, 1962	22
Earl Burchfield	February 15, 1962	22
Jay Tarver	February 10, 1964	20
James Matthews	February 7, 1966	18
J.P. Womack Jr.	February 20, 1967	17
Leandro Vasquez	February 20, 1967	17
George Waldrep	February 12, 1969	15
Charles Lee	February 24, 1970	14
Lawrence Holt	February 19, 1974	10
Gregory Dempsey	February 16, 1976	8
Sam Figueroa	February 7, 1977	7
Therman Davis	February 14, 1977	7
Nelson Reynolds	February 28, 1977	7
Millard Barge	February 13, 1978	6
John Jones	February 22, 1978	6
Billy Hoosier	February 19, 1979	5
Ricardo Ibarra	February 8, 1980	4
Perry Hoff	February 10, 1980	4
Gilberto DeJesus, Jr.	February 11, 1980	4
Rosalio Moreno	February 11, 1980	4
Ismael Terrazas	February 12, 1980	4
Curtis Flakes	February 15, 1980	4
Don Mayo	February 18, 1980	4
Tommy Butler	February 19, 1980	4
Bob Napier	February 21, 1980	4
Javier Horta	February 24, 1980	4
Jose Aldaba	February 29, 1980	4
Tammy Baker	February 2, 1981	3

FINAL ASSEMBLY AND SHIPPING

	Employment Date	Years With Co.
February 10, 1964	Robbie Barlejo	
Theron Williams	February 10, 1966	18
Ted Hearnberger	February 1, 1968	16
John Bridges, Jr.	February 2, 1976	8
Oscar Houston	February 3, 1976	8
Joe Foreman	February 9, 1978	6
Billie Lee	February 6, 1979	5
Carlos Barrera	February 14, 1980	4
J.D. Olford	February 18, 1980	4
Freddy Hensley	February 27, 1980	4

FOUNDRY OPERATIONS

	Employment Date	Years With Co.
James Scott	February 20, 1946	38
Rex Jones	February 20, 1951	33
Carl Ross	February 13, 1952	32
James Jones	February 2, 1955	29
Clayton Jircik	February 21, 1955	29
Thomas Boulware	February 22, 1955	29
William Westbrook	February 1, 1956	28
E.G. Pittman	February 1, 1960	24
James Jones	February 5, 1962	22
Charles Minton	February 5, 1962	22
James Luce	February 8, 1965	19
Lewis Ferguson	February 7, 1966	18
Archie Williams	February 11, 1966	18
Donald Kuehl	February 13, 1967	17
Everett Rhodes	February 15, 1967	17
Jewel Hale	February 14, 1968	16
Juan Reyes	February 5, 1970	14
James Johnson	February 7, 1972	12
Troy Allen	February 5, 1973	11
Walter Cummings	February 4, 1975	9
Eddie Wade	February 23, 1976	8
Wilkin Mickey	February 3, 1977	7
Jack Bates	February 27, 1977	7
Jane Lisenby	February 2, 1978	6
David Ramirez	February 13, 1978	6
Alfred Broussard	February 18, 1979	5
George Shimer	February 21, 1979	5

Carroll Brown, Sr.	February 11, 1981	3
Mitchell Ware	February 12, 1981	3
Anler Mullins	February 18, 1981	3
Joe Hankins	February 18, 1981	3
Jesse Ferguson	February 22, 1981	3
William Peavy	February 23, 1981	3
Mark Cline	February 10, 1982	2
Ann Lisenby	February 11, 1982	2

MACHINERY OPERATIONS

	Employment Date	Years With Co.
Stanley Beck	February 21, 1955	29
Barbara Fowler	February 1, 1957	27
Bety Stewart	February 19, 1958	26
Donald Wallace	February 2, 1959	25
Jack Landrum	February 2, 1959	25
Hulen Warren	February 14, 1962	22
Delbert Ellison	February 17, 1964	20
Curtis Thomas	February 2, 1965	19
Ronnie Parker	February 7, 1966	18
Austin Stein	February 26, 1968	16
Raymond Solly	February 17, 1969	15
Marvin Powell, Jr.	February 19, 1969	15
Ben Newsom	February 1, 1970	14
Kenneth Brashear	February 8, 1971	13
Billy Addison	February 14, 1972	12
Robert Gresham	February 21, 1972	12
Harold Lane	February 2, 1973	11
Kenneth Burke	February 7, 1973	11
Steven Langston	February 15, 1973	11
James Coleman, Jr.	February 4, 1974	10
Marvin Sowell	February 13, 1974	10
William Barnett	February 4, 1975	9
Sidney Alvers	February 10, 1975	9
Victor Reese, Jr.	February 16, 1975	9
Robert Lewis	February 24, 1975	9
Robert Stokes	February 16, 1976	8
Thomas Thomas	February 26, 1976	8
Robert Dunn	February 1, 1977	7
Joy Ouseph	February 10, 1978	6
Lucy Ford	February 22, 1978	6
Dennis Massey	February 12, 1979	5
Gary Rimour	February 19, 1979	5
Fred Sutton	February 22, 1979	5
William Reneau, Jr.	February 26, 1979	5
Fernando Arredondo	February 6, 1980	4
Albert Stokley	February 6, 1980	4
Belinda Pyle	February 11, 1980	4
Michael Cassin	February 18, 1980	4
James Crain	February 26, 1980	4
Jo Dixon	February 18, 1981	3
Lawrence Hawthorne	February 23, 1981	3
Joe Hood	February 24, 1981	3
David Henry	February 3, 1982	2

MACHINERY MANUFACTURING ADMINISTRATIONS

	Employment Date	Years With Co.
Ray Russell	February 7, 1956	28
Henry Sunlin	February 13, 1973	11
Rex Whitaker	February 11, 1976	8
John Duke	February 13, 1978	6
Harwellen Corder	February 8, 1978	6
Michael Medley	February 14, 1979	5

CORPORATE OFFICES

	Employment Date	Years With Co.
David Pustka	February 16, 1977	7
Doug Hudson	February 28, 1977	7
Kermit Gammill	February 28, 1977	7
Jean Hohimer	February 5, 1979	5

INDUSTRIAL SUPPLIES

	Employment Date	Years With Co.
Dorothy Havard	February 1, 1965	19
Lee Saxon	February 1, 1968	16
Kendall Moseley	February 10, 1972	12
Bonnie Marshall	February 2, 1976	8
Wayne Saucier	February 3, 1976	8
Joe Branton	February 18, 1980	4

PRODUCT DESIGN ENGINEERING

	Employment Date	Years With Co.
William Wagner	February 19, 1952	32
James King	February 8, 1965	19
Robert Estes, Jr.	February 1, 1970	14
Ellen Lightfoot	February 16, 1976	8
Ragena Thompson	February 15, 1983	1

MACHINERY SALES AND SERVICE

	Employment Date	Years With Co.
Roy Lilley, Jr.	February 2, 1953	31
David Bishop, Jr.	February 19, 1957	27
Jim Trout	February 12, 1968	16
Mike Bomboy	February 24, 1969	15
Cheryl Maitrejean	February 7, 1977	7
Betty McIver	February 11, 1980	4
Nathan Kowacich	February 2, 1981	3

PERSONNEL

	Employment Date	Years With Co.
Waldo Oakley	February 19, 1981	3
Robert Meadows	February 8, 1982	2

TRAILER PLANT

	Employment Date	Years With Co.
Arthur Warren	February 1, 1950	34
Granville Wright	February 2, 1950	34
Boyce Hendry	February 9, 1950	34
Milton Watson	February 27, 1950	34
Cabe Clonts	February 6, 1964	20
Charles Kilgore	February 14, 1964	20
Howard Coleman	February 17, 1964	20
Freddy Williamson	February 17, 1964	20
George Oliver	February 24, 1965	19
Elmer Lynch	February 8, 1966	18
Charlie Jackson, Jr.	February 8, 1966	18
J.C. Malnar	February 8, 1966	18
James Green	February 10, 1966	18
Sam Adams	February 6, 1968	16
Walter Butler	February 12, 1968	16
Whittaker Garrett	February 17, 1969	15
Kelly Hopson	February 26, 1969	15
Dean Pruitt	February 16, 1970	14
Robert Brockett	February 7, 1972	12
Edward Williams	February 7, 1972	12
Jerry Sudduth	February 7, 1972	12
Ira Lewis	February 14, 1972	12
Sylvester McClain	February 16, 1972	12
Willie Davis	February 28, 1972	12
Delbert McGuire	February 28, 1972	12
Carnato Rios	February 16, 1976	8
Kenneth Modisette	February 2, 1978	6
Herman Blake	February 28, 1978	6
Shelby Oden	February 16, 1979	5
Robert Johnson	February 1, 1980	4
Jerry Mericle	February 6, 1980	4
Larry Edwards	February 27, 1980	4
Bobby Conner	February 9, 1981	3

TRAILER SALES AND SERVICE

	Employment Date	Years With Co.
Carl Peppard	February 29, 1960	24
Gary Hobson	February 25, 1963	21
Hoyt Rogers	February 17, 1964	20
Edward Woodall	February 22, 1982	2



Of Faces & Places

By Rick Pezdirtz

Yes, Virginia, there is a successor and he's hungry to write about people and places.

They called him "The Great One!" None of us really knew if that was for his tubbiness or terrific talent I always suspected the latter.

Ahhh sure, you remember. Don'tcha?

Sunday nights in front of that brightly flickering one-eyed monster over in the parlor corner. From Miami Beach ... it's the Jackie Gleason Show.

C'mon now. Hark back. He used to always tune-up his telecasts with ... Annnnd awaayyy we goooo!

So saying, I do, too.

Away I go on one of those maiden voyages along life's little look-and-see shipping lanes. This fresh challenge, virginal adventure, if you will, appears both awesome and acceptable.

"If you want to take a crack at being our Director of Corporate Communications, come on to work after the first of the year," Company President R.L. (Bob) Poland told me on the eve of Christmas Eve. And so, I came.

I can follow in the footsteps of my predecessor, but I can't pretend to ever fill her work-shoes. Or dancing slippers, for that matter. Her fervent devotion to her company and the community around her are beyond cloning capture.

After 37 l-o-n-g and lovely years as the melliferous, mirthful matriarch of this magazine, Virginia Allen has taken her Texas-Orange typewriter and opted for early retirement.

She won't merely be missed. She'll be badgered with thousands of phone calls from her hopefully sagacious successor who, if he stays as long as she, will be a creaky age 84 when he steps aside.

Virginia says she'll continue as a consultant to Lufkin Industries for however long her opinions are valued. That should carry us up to at least the year 2020. She'll keep those discerning golden-brown eyes on our publications — the monthly Lufkin Roundup; quarterly Lufkin Line — both of which she's breathed the breath of life into since 1946.

Virginia will also travel some, especially since she's just forsaken a planned cruise to the South China Seas to churn out the 1983 Annual Report for our stockholders. When she does leave East Texas, I've

beseached this classy creature to carry along a red-and-ready hotline telephone for the clamoring calls that are certain to come.

Now then, what about the new guy camped over there in Virginia's chair?

Some skeptics could be scratching under their factory hardhats, wondering aloud — can he improve this? ... can he improve that? Will he be open to new ideas. To suggestions? Will he listen?

There'll always be skeptics. People who say: "Show me." That's to be expected. I do not anticipate converting them over night. But, I do believe, in time, I'll win 'em over.

I will listen. I will be tasteful. I will seek to please. And in an atmosphere of affability, I'll try to pry a laugh or a guffaw from the most crusty of cynics.

If I'm to come close to captivating our reading audience, my aims to attain a comfortable coziness will be predicated with the people of Lufkin Industries who have a cohesive interest in our publications.

This new "kid" on the LUFKIN block has a huge hunger to write about the people, places and products of a company that this month celebrates its 82nd birthday.

Having high-schooled within the shadows of the old Lufkin Foundry along South Raguet, having neighbored across Southwood Drive from former Vice President Ed Trout, having newspapered (circa 1955-57) for W.R. Beaumier here, I'm hardly a stranger to the gumption and growth of this diversified corporation that headquarters among the pines of East Texas.

Coming to work for Lufkin Industries is as close to "coming home" as I could crave and covet.

As any would-be writer worth his weight in liquid paper, I feel about people the way Churchill felt about freedom, Hemingway felt about catching those big billfish or Patton felt about battle.

One of the rare privileges of this job will be the opportunity to meet, greet and interview so many in the Lufkin Industries family.

Expecting a rollicking good time along the way, I am already hearing exciting echoes of the Great Gleason's other 21-inch spellbinder ... How Sweet It Izzzz!

LUFKIN INDUSTRIES, INC.
P.O. Box 849 Lufkin, Texas 75902-0849

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COVERS

Front: Is it the dawn of better days for the oil industry? Forecasts for 1984 suggest there are better days ahead for sales of LUFKIN equipment like this Conventional pumping unit silhouetted against a morning sky near Madisonville, Texas. For the story, see pg. 5.
Photo by Connie Macaldi.

Back: Company sales representatives celebrating anniversaries with the company were honored at the annual sales banquet held last month at Lufkin's Civic Center.

LUFKIN ROUNDUP

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