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LUFKIN ROUNDUP

FEBRUARY, 1985



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FROM THE CHAIRMAN'S DESK



See if you can discover another Texas town of Lufkin's size with so much to offer its citizenry...

I have often thought about how fortunate we are here at Lufkin Industries to have been located, along with so many other fine organizations, in such a charming place as Lufkin and Angelina County.

This, the Forest Capitol of Texas, is truly the crossroads of East Texas. Take a look. See if you can discover another Texas town of Lufkin's size with so much to offer its citizenry.

For instance:

1) Six major industries known state, country and world-wide. Also, some two dozen other small and medium industries.

2) Three major golf courses within a nine-mile radius, one of which is ranked by Golf Digest Magazine and Muse Airlines among the five best in Texas.

3) Two large, first-class hospitals that make Lufkin the medical center of East Texas; plus a treatment/rehabilitation center most unique for a city of our size.

4) A city zoo, maintained and supported by the community, and, for its size, second to none anywhere.

5) A civic center and an exposition center, built and maintained by our city and county, and each larger than many other states' centers.

6) A television station, daily and weekly newspapers, and four radio stations, two of which cover East Texas, from Tyler to Houston.

7) Eight fine banks and three savings and loan associations within our county.

8) Two large shopping malls and several shopping centers with nationally advertised stores; and ten movie theaters.

9) Nineteen motels with eight of these from national chains.

10) A school system and college that enables our children to obtain the best education within our state, allowing them to compete with others on a nationwide basis.

11) The highway center of East Texas, where a State Department of Highways and Public Transportation office is located and whose staff looks after a nine-county area.

12) Home of a new federal court and a Federal Office Building. Adopted 16-county headquarters of the Texas Second Congressional District's United States Representative.

Many might wonder why a small city with only approximately 30,000 population could attract such a compliment of businesses and services. If you know about our city and county officials, and the superior local government which they provide for us, it is easily understandable to realize why this is such an excellent environment for business and industry.

I have always firmly believed that the character and integrity of our people go a long way toward making this city and county the envy of many of those in the larger cities of Texas. Our religious environment is outstanding, with many fine churches. Because of this, our families and children have been kept clear of drugs and liquor as much as possible.

I often think of our company as being a family organization and about how very well it has served our employees and stockholders. I also believe Lufkin and Angelina County are almost as closely knit, making our area one of the bright and exceptional localities of Texas.

I travel world-wide, and whenever I happen to come across someone from Lufkin or Angelina County, we usually have a happy, on-the-spot, reunion. I am proud to be a native and citizen of this classic community.



February Cover

Company engineers Cecil Hunt and Clayton Jircik were two members of a team of engineers involved in the design of a new prototype gear reducer. For more, see pages 7-8. Photo by Chuck Stevenson.

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Sales conference highlights

Comments from annual Machinery Division sales conference were all optimistic.

Of all the rhetoric from 52 Lufkin Industries' sales representatives during an annual January sales conference, perhaps none was more welcome than encouraging words from company chairman and chief executive officer R.L. (Bob) Poland.

''We're over the hump and heading for much brighter horizons,'' said Poland. ''We've just enjoyed the third best year in the (nearly 83-year) history of our company. I'm optimistic about a continued upsurge in business during 1985.''

Stressing three primary goals for the company during 1985—improved marketing, product development and further diversification—Poland said, ''We have the manufacturing facilities right here in Lufkin to turn out twice the production we now have. We've put 540 people back to work during the past 12 months and are hopeful of increasing our current workforce of 2,802 even more during 1985.''

Mentioning enthusiasm, teamwork and innovations, company president and chief operating officer Frank Stevenson (see pages 3-4) commented, ''We have objectives for our engineers to make oil field pumping units better and cheaper.''

''I'm optimistic about 1985,'' said LUFKIN vice president and machinery division sales manager Ben Queen. ''We're looking for continued business increases, particularly in California, and we're overcoming the obstacles of stiff export duties in Canada and Venezuela. Our competition (see pages 5-6) beats us to death with lower price quotations, but they cannot match our quality and service. Those are two things that have put us where we are today, and that is in a very healthy financial position.''

According to financial figures released by company secretary-treasurer C. James Haley, Lufkin Industries finished 1984 with a total sales volume approximately 35 percent higher than that of 1983.



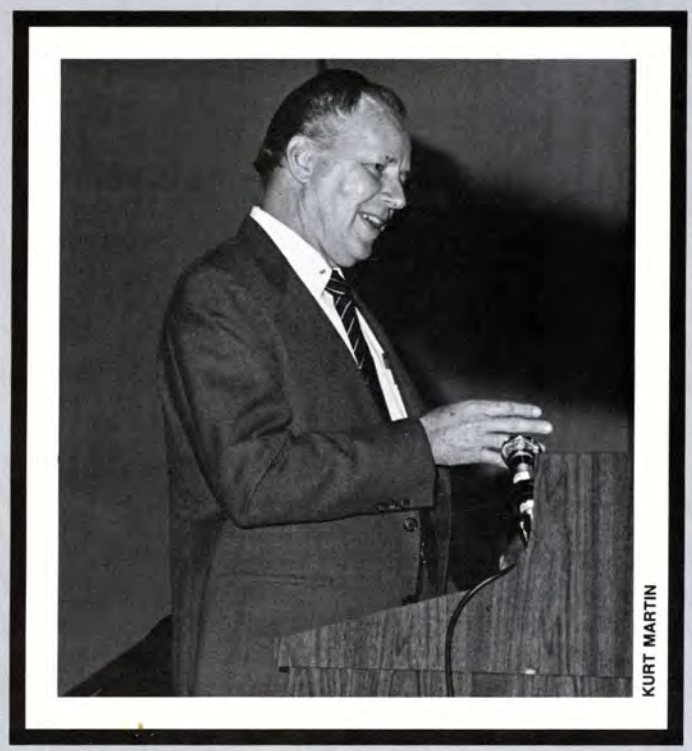




(Above) Receiving service awards were Doyle Herndon, Odessa, and Ed Patterson, Houston, both for 25 years, and Hugh McWilliams, Lufkin, 15 years.
(Top Left) Enjoying the sales banquet were (l-r) Joe Simmons, manufacturing engineering; Mike Penn, vice-president, manufacturing, and Charlie Dyer, sales retiree after 51 years service. Dyer was one of several former LUFKIN employees recognized by Bill Trout at the banquet. These include: L.A. Little, R.E. Barr, Bayo Hopper, Joe Byrd and Virginia Allen, of Lufkin; Tom Bowers, Marlin; Tom Crowder, Longview; Ben Elliott, Houston; Bill Miner, Kerrville; and Jack Gissler, Dallas.
(Bottom Left) Among those receiving service awards were: Bob Hail, Casper; Howard Stevens, Bakersfield; George Adda, Pittsburgh; John Rouse, Dallas, and Nester Goshko, Edmonton, all 10 years. Others were Rick Muller, Dallas, 35 years; Karen Demeter, Edison, 10 years; and five-year employees Amando Ramirez, Houston; Rick Neal, Denver; and Jon Pennington, Casper.

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"Our best, the



KURT MARTIN

EDITOR'S NOTE: Frank Stevenson, president and chief operating officer of Lufkin Industries presented the keynote address during the company's annual sales conference banquet. The following are excerpts from Stevenson's speech, entitled: "Lufkin Industries: What Made It Great, And What We Can Do To Keep It Great."

Of all the freedoms we have to be thankful for in this great country—religious, political and others—we also have the free enterprise system. Lufkin Industries is one of the best examples of how the free enterprise system really works. We've seen the tremendous growth of Lufkin Industries over the years and it is because of the free enterprise system.

There are three founding pillars of the free enterprise system: (1) the customers; (2) the employees; (3) the owners.

In our company, the customer has always been the key—the absolute key. One thing that has built our company is our willingness, through the years, to be of service to the customer. Customer service, quality, reliability and value. The customer has always been able to buy a cheaper unit, but he has never been able to buy a better unit in anything we produce, whether it be pumping units, gears or truck trailers.

And, there is the employee. Another thing that has built our company is the fact our employees, over the years, have had the opportunity for continual growth, continual learning, continual challenge, and the opportunity to apply their talents to the job. The job they have done has been great.

The owners, of course, have played a tremendous part in our growth. They have provided the funds which have allowed us to build the plants, and to have the employment we have. They have poured millions of dollars into the company. One of our strong cards is that the owners continue to pour a large portion of the earnings back into the company. If this is not faith in the future, I don't know what is. They have continued doing this through good times and through bad times.

One of the important factors of our entire company is that we have great teamwork and pride in everything we do. Where you read daily of the decline of pride in the American system, that's not true at LUFKIN. How could you have a group with more pride than us. Just fantastic.

You also read daily about the decline of the smokestack industry in America. I don't believe it. I think there will always be the need, and I think we'll always be competitive. LUFKIN could be classified as a smokestack industry to a certain point. But, we are past that point. We are into the area of high-tech. We are a user of high-tech and a producer of high-tech products.

Quality has been a real principle on which our progress has been founded. We learned a long time ago we couldn't hire enough inspectors to inspect the quality of the product. We had to make sure everybody did his job at every step, through the entire process.

We also learned that quality is not just another shop problem. We learned we can get everything right; then put the wrong zip codes on invoices and the whole thing goes down the drain. We've learned each step is important.

Innovation is another principle on which the company has grown. The pumping unit was invented over 60 years ago, but every day it is being reinvented. It's being improved every day, the same as all our products.

Over the years, we've had some basic founding principles, I call them LUFKIN values. We truly believe in the importance of people as individuals. We believe in people as innnovators. We believe in the customer and economic growth. We believe in providing superior, quality service. Superior is the key. And, we've done it.

We also believe in individual opportunity and reward and in individual contributions. We believe in excellence in everything

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key to success"

we do. And, we believe work should be fun and enjoyable.

Well, that all sounds pretty slick, you might say. That sounds like some public relations deal we might put in the newspaper. But, is it that, or is it something more than that? Charlie Dyer (retiring after a 51-year sales career with LUFKIN) thought it was something more than that. Charlie believed in these principles and he practiced them every day of his life and still is. All our honored guests here tonight did the same thing. They blazed the trail for us. They believed and lived these founding principles.

There's no magic to the total LUFKIN process, although we have tremendously complicated equipment. But still, the essence of our business boils down to taking care of the customer, and our people believing in the jobs they do.

You might ask, what makes a company great? You realize bricks, mortar, cranes and computers are available to anyone. They're certainly available to all our competitors. There is nothing unique, really, about the equipment we have. I think one way to realize this is to walk through the plant or through the offices on a weekend. The silence is absolutely *deafening*.

It's then you realize all this equipment and all this technology is not really an asset, but a liability, until the people come in and put it all to work. It's easy to recognize our people are our most important asset.



Lufkin Industries president and chief operating officer Frank Stevenson, center, receives congratulations for his sales conference banquet keynote address from the Rev. Steve Bancroft, left, and vice president Ben Queen.

Let's look into our past for a minute. We have faced adversity and we have tasted success. We have, as you know, had much adversity—poor economic conditions, recessions and even depressions. We have faced fires and labor strikes. But, probably our greatest adversity is complacency, and that's the thing that has never been a factor, and must never be a factor.

"...All this equipment and all this technology is not really an asset, but a liability, until the people come in and put it all to work...our people are our most important asset."

Of course, of the success we had, probably our greatest success is that we've helped people succeed. We've had increased customer acceptance everyday, throughout our 83 years; customer acceptance of our products and our service. This has brought increased sales and earnings.

I think the thing to realize is the future of this company is in the hands of our employees. All of us face tremendous opportunities and responsibilities.

So, as the days go by; as we face more adversity, and we will, and as we face more successes, there is only one simple request that I will ever ask of you. And that is, I will ask you to do your best. Whatever your job, wherever you are, do your best.

I know when we do our best, we'll continue our great growth and success.

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Dealing with Competition

By RICK PEZDIRTZ

Check page 230 of Webster's New Collegiate Dictionary, entry No. 7, and you'll discover the word: COM*PE*TI*TION.

According to Webster, COMPETITION is: "The act or process of competing. The effort of two or more parties acting independently to secure the business of a third party by offering the most favorable terms."

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Perhaps no one associated with Lufkin Industries knows more about confronting or combating competition—butting heads to heads, as it were, with competitors from other manufacturing concerns—than do the 52 LUFKIN salesmen who were here for an annual early January sales conference.

They were in East Texas for three days, from their homes across the United States and Canada. Several answered ROUNDUP questions about competition in general, the continuing task of selling LUFKIN oil field pumping units and industrial/marine gears.

The consensus of opinion indicates LUFKIN's competing for orders, both domestic and foreign, is more rigid than it seemed 5-10 years ago. This is what LUFKIN salesmen had to say:

John Skillern, Houston/Gulf Coast Division, district manager—Five years ago, our gear business was not in such a tight situation. But now, with high prices, the business is tough. Foreign competition knew when to get their foot in the door. With our economy like it is, the Japanese and Germans see our market as a big candy store. With their 30-40 percent price cuts, if they get 10-12 percent of our market there is less for us. The way to combat this problem is to emphasize our quality and long-term staying power. Technically, we are more capable than we were five years ago. Ultimately, we will succeed because of our strength in sales, engineering and service.

George Adda, Pittsburgh/Northeastern Division, district manager—I find our competition for gear sales much stronger now than five years ago. There are reasons for this, the first of which is our stronger U.S. dollar. The foreign manufacturers are sending their salesmen after our strong dollars and we must combat this with better and quicker service to our customers.

John Fincher, Houston/International Division, Europe-Africa-Middle East, district manager—It's tougher now than five years ago with gear competition up tremendously and stiffer than pumping unit competition. Our prices are up in relation to foreign currencies. The last sale I lost in France was because of a 40 percent price differential. But still, my 1984 sales were up 250 percent because our units simply outlast what the other guys are selling.

Pat Stanley, Houston/International Division, Latin America, manager—CMI (now Baker International) presents some competitive problems for me in South America. There are so many government purchasing agents down there who look *only* at buying bottom dollar. If they have bids from two different brands (companies), they invariably buy the cheaper pumping unit. They don't give a passing thought to our better equipment or our split gear boxes that can be repaired in the field. CMI can't repair a unit in the field. They have to haul a broken gear through maybe 500 miles of jungle to a machine shop.

Dan Pillar, Odessa/Central Division, sales representative—I've only been in sales with LUFKIN for 18 months, but it is definitely tougher now than when I started. Although we have *all* our competitors beat with the actual quality of our product, purchasing agents *are* looking at the bottom dollar. Our units do stand up better over years of use.

Len Ruzicki, Calgary/Canadian Division, division manager—We are seeing more manufacturers getting into our business. The list is growing. However, a year ago I predicted a 10 percent sales increase and it turned out to be a pleasant 60 percent, or 273 more units sold than the previous year.

Willard Chappell, Kilgore/Central Division, district manager—Ten years ago, there were only three or four major competitors. Beginning in 1979, that figure grew to about 250 competitors. Now, we are back to about 40 competitors. I spoke with one of our competitors a few weeks ago. He said his company lost $30 million during 1984. But, he said, they are determined to stay in the pumping unit business. Just being with LUFKIN gets you in the door of most oil companies.

Rick Schlabach, Oklahoma City/Mid-Continent Division, manager—Our efforts and the economy have forced many competitors out of business. They couldn't compete with our better products and fair business practices.

John Rouse, Dallas/Central Divison, district manager—The nature of our business has changed. Today, we deal with purchasing agents where before we dealt with people who had a certain amount of career time in the oil fields. They knew the quality they needed, whereas now we deal with someone who has a college degree in purchasing and their concern is with buying low dollar equipment. His job is to justify he's saving his company money. Over the long haul, he may not be saving his company money by buying a cheaper unit. Our job is to convince a purchasing agent he saves money by buying better quality equipment.

David Corderman, Brea, Calif.,/Pacific Coast Division, district manager—Five years ago the customer was looking for product excellence and good service. Today, price is more important. Purchasing agents are looking for the low dollar. In the gear market, five years ago, we had expanded so rapidly we couldn't produce fast enough to supply all our customers. But now, that has fallen almost flat.

Ed Patterson, Houston/Gulf Coast Division, division manager—Our pumping unit sales will continue to be challenged by low dollar purchasing policies of many major oil companies. Our grimmest problem is the falling price of crude oil. Pumping unit sales during 1985 will be tougher to obtain since only the majors can afford to work big projects if prices of crude dip to $25-26 per barrel.

Ken Diana, Crystal Lake, Ill., Northeastern Division, district manager—We must continue responding quickly and accurately to customer requests for quotations before our competition does so. Prices, terms and deliveries are key factors of our success. Same day response to customer service problems must be assured. It is estimated we lost $7-10 million in orders to foreign competition during 1984, thus a continued effort must be made to achieve on-time deliveries.

John Finney, Pittsburgh/Northeastern Division, division manager—We can't dodge foreign competition but we can continue our superior service capabilities and quick deliveries. This will give us the edge we need.

David Bishop, San Francisco/Pacific Coast Division, manager—To combat competition we could look at extended warranties and investigate bartering or exchanging our pumping units to Third World countries for their oil. There are many Third World countries that desperately need machinery. They are working through trading companies since they have no money but do have oil to trade.

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Re-inventing the pumping unit

A team of engineers are proposing new designs for pumping unit components that take advantage of new manufacturing capabilities.

BY DAVID WILLMON

Possibly the greatest advantage of the free enterprise system is that the struggle to remain competitive forces manufacturers to constantly search for ways to improve the products and services they provide. If someone wasn't always trying to "re-invent the wheel," as the old cliche goes, we'd still be driving on tube-type tires.

With similar goals in mind, a team of LUFKIN engineers have been involved, since the summer of 1984, with a project to re-invent, or re-design the LUFKIN pumping unit.

There is nothing wrong with the current design of a LUFKIN pumping unit, you understand. Nobody really knows how long one might last. There are so many LUFKIN pumping units, built during the 1920s still in use, no one has attempted to make a count. Still, last summer, engineers from the foundry, machine shop and the engineering department, met for the first time to take, as one engineer put it, "an out-of-the-blue approach to re-design the pumping unit."

This effort at re-designing the pumping unit is directed at developing something bold and innovative. These engineers are looking for component designs that are most compatible with the new manufacturing technology and, therefore, less expensive to produce.

"During the last ten years, we've spent at least $150 million on new machine tools, new facilities, and new processes that give us practically unlimited alternatives in the manufacture of our products," says Clayton Jircik, chief foundry engineer.

"We can produce castings with methods that weren't available to us a few years ago. I think our real goal is to create designs that take advantage of the tremendous progress we've had in manufacturing capabilities in the past few years."

Other members of the re-designing team were Cecil Hunt, assistant chief oilfield engineer in the engineering department, and Joe Simmons, manufacturing engineering. At times the design team would invite opinions from others in their departments—Kent James, David Bowers, and Riley Webb from manufacturing engineering; Howard McGill, Ross Pinner and Kent Neuvar from engineering; and, Ernest Lord, foundry production manager.

The team approach to designing new pumping unit components was a novel approach and regarded a wonderful opportunistic task. After the engineers' concept of designing a new gear reducer for one of LUFKIN's smaller pumping units, the 57D, is proven, the concept may be extended to other pumping unit components.

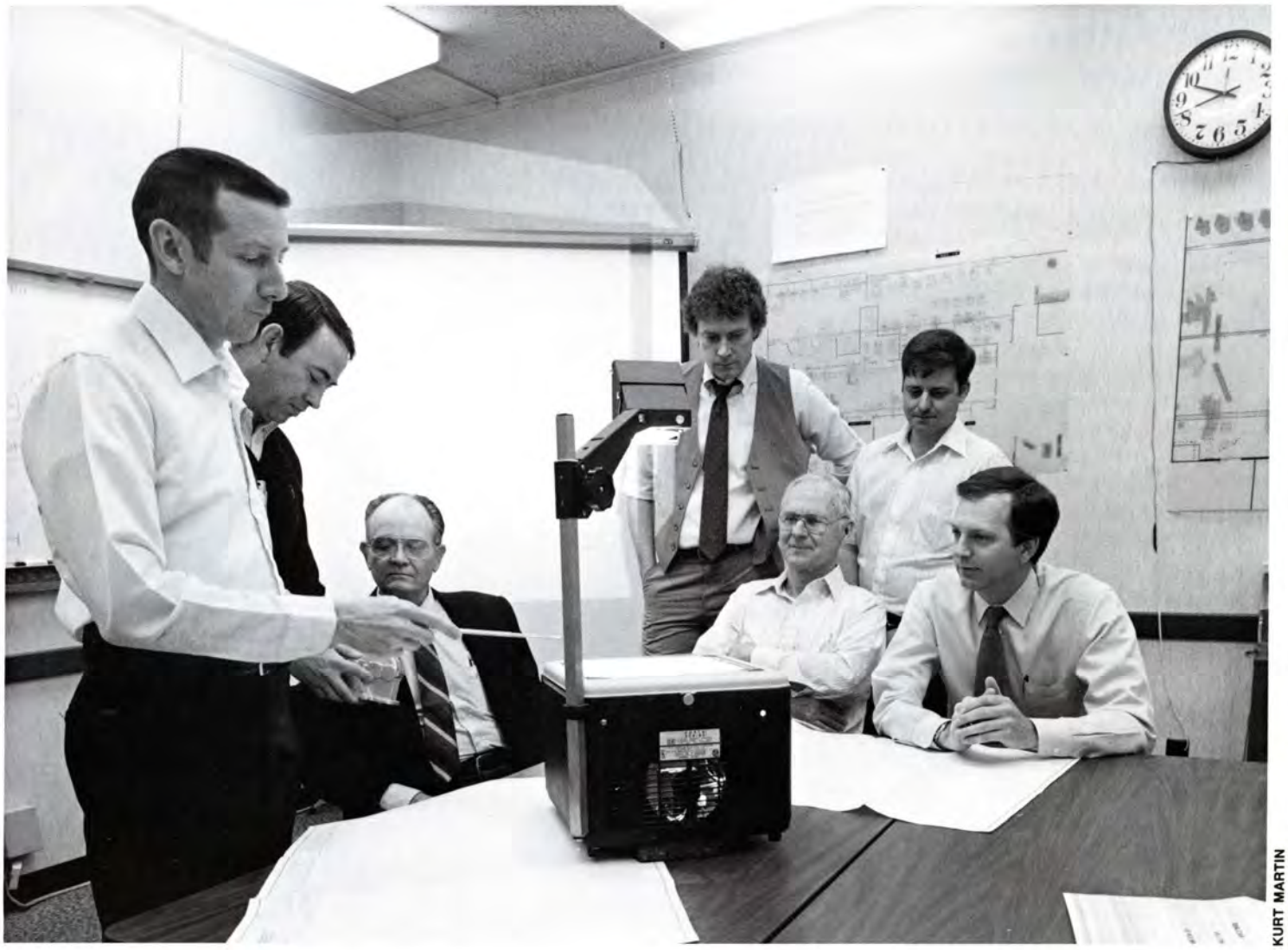
"I think it's a good approach just to get a blank piece of paper and start from scratch," says Hunt. "We tried to forget that we had been doing this or that a certain way. We sat down to design a gear reducer, using just our experience in manufacturing and the knowledge of the manufacturing capabilities that we knew were available to us."

Each proposal from the engineering group was studied by engineers from the foundry and machine shop to determine what the cost would be to produce a component of that design.

"We worked up eight or nine different gear designs and the group from manufacturing engineering would take each design and do the best they could to determine what it would cost to produce those gears," says Hunt. "At the same time, our foundry people were looking at different ways we could change the gear housing that would enable more effective production."

Jircik, the foundry's representative, says, "The main object was to eliminate the core which made the casting simpler and easier to clean. We also reduced the weight of the new box by 32%, which is a savings in the cost of material in the new 57D housing."

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KURT MARTIN

Members of the design team included (l-r): Joe Simmons, David Bowers, Howard McGill, Herb Green, Clayton Jircik, Kent James and Cecil Hunt.

Once all the numbers were in, the two-piece 57D gear reducer design, on display at the company's annual sales meeting last month, was the logical choice. Team members agree that it is a good design.

The gear reducer's two-piece housing is an example of why the team-designing concept works. The two piece housing is less expensive for the foundry to produce. There are additional savings in the manufacturing and assembly of the two-piece gear box. The team believes its hobbed, double-helical gear train will be of even higher quality than present 57D gears, also less expensive to produce.

Additional modifications and improvements are expected before the new gear reducer carries the LUFKIN name in field operative status.

"During the last ten years we've spent at least $150 million on new machine tools, new facilities, and new processes that give us practically unlimited alternatives in the manufacture of our products."

Some may see little need for change when the company has enjoyed such success in the market place. But the company's success may, in part, be due to the fact that LUFKIN has historically been the most innovative of all pumping unit manufacturers.

LUFKIN patented the counter-balanced crank in 1925, introduced the twin-crank unit during the 1930s, pioneered the use of nodular-iron as a material for pumping unit gears during the 1950s, and introduced the Mark II pumping unit in the 1962.

Jircik is one team member anxious to look at other pumping unit components. ''There's always somebody that says 'This is not going to work.' But, my philosophy is: Let's build it, load it way above what it's rated and see what happens. It may not work, but we'll learn something.''

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EAGLE CREEK

Trailer mechanics for LUFKIN by day, musicians at night, these company employees wait for the 'big break.'

By DIANA HILL

The hands of Dan Ussery and Jerry Winslett work skillfully by day and by night. They're developing two different career paths.

Lufkin Industries Trailer Division mechanics in Oklahoma City, Winslett and Ussery work on LUFKIN vans, floats, and dumps eight hours each day, Monday through Friday. But when their 3:30 p.m. quitting time arrives, their day's work is only half finished.

When daylight fades to darkness, Ussery and Winslett stop twisting and turning their wrenches and screw-



PHOTO BY KRISTA NIXON

The LUFKIN members of Eagle Creek are (l-r) James Kennedy, Jerry Winslett and Dan Ussery.

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several songs, but hasn't had one climb to the top of C&W charts—yet. Some of their past records have been: ***Oklahoma Girl, Falling Back in Love, So It Seems*** and ***Stepping Out***. Another that shows promises ***Too Many Exes in Texas***, is due for release this month.

"If we can make a decent enough living playing, recording and writing music, that's all we really want to do," says Winslett. "But, if that's not in the cards for us, we'll continue enjoying our work with LUFKIN as trailer mechanics.

Both Winslett and Ussery joined Lufkin Industries in 1984.

"Before I joined LUFKIN, I worked as a mechanic for International Harvester," says Winslett. "LUFKIN people have been great to me," says Ussery. "I came to this company knowing very little about repairing truck trailers. But, with much patience, they trained me. I really love my work here."

Winslett is one of the original members of ***Eagle Creek***. The musical group was formed eight years ago. He plays bass, sings and writes some of the music. Ussery, a guitarist and singer, joined ***Eagle Creek*** four years ago.

The group's greatest thrill came in November. They opened the Marlboro Country Music Concert in Oklahoma City, which featured headliners Merle Haggard, Ricky Skaggs, Janie Fricke and Lee Greenwood. ***Eagle Creek*** won the opportunity to open the huge concert, plus $5,000 in a Marlboro Talent Roundup musicians' contest.

"Next to that Marlboro concert, our largest audience has been at Gilley's (the country music nightclub in Pasadena, Texas, made world famous by John Travolta's hit movie, ***Urban Cowboy***)," says Ussery. "That place has had as many as 5,300 jammed in there for country and western entertainment."

James Kennedy, Oklahoma Trailer Division foreman, is ***Eagle Creek's*** public relations coordinator and doubles as the group's bus driver.

"It's kind of fun having our supervisor involved with both our lines of work," says Ussery. "We're all just like one, big, happy family," insists Winslett.

drivers. Instead, they start picking guitar and bass strings.

Ussery and Winslett are members of ***Eagle Creek***, a six-piece band that entertains audiences across Texas, Arkansas, Missouri, Tennessee, and, of course, Oklahoma. ***Eagle Creek*** musicians strum and beat out a variety of sounds: conventional country, southern rock 'n roll, cajun and blues.

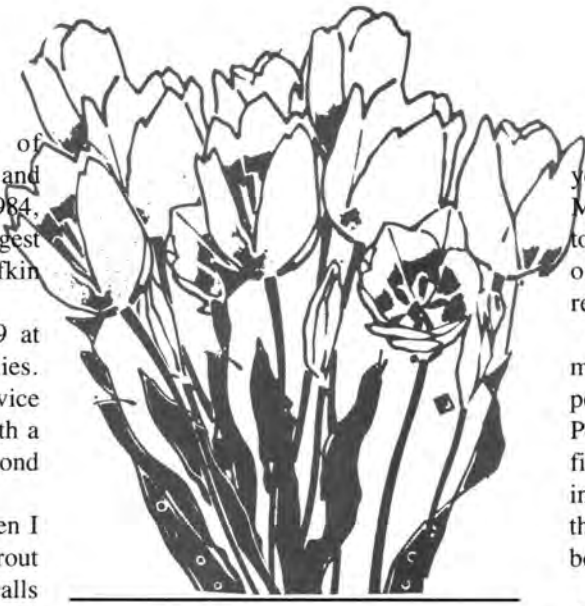
Weeknights, the group remains close to home; weekends and holidays they hit the open road for professional bookings.

"Our ultimate goal is to become full-time paid musicians," says Ussery. "But first, we need to record a hit song."

"There are about 2,700 radio stations in the United States with a country/western format," explains Ussery. "Whether or not we make it to the top mostly rests in the hands of disc jockeys at those stations and their country and western music fans. Our success depends largely on those disc jockeys liking our recordings enough to play them and, of course, whether they receive enough listener requests to re-play our songs."

Eagle Creek has recorded and released

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Bouquets from Barbara

An employee says thanks to those who have helped during her long career.

By DIANA HILL

With the retirement of Virginia Allen in 1983 and Luda Belle Walker in 1984, Barbara Pletcher now reigns as the longest tenured female employee at Lufkin Industries.

Barbara began work here in 1949 at what was then known as Mill Supplies. During last December's annual service awards banquet, she was honored with a 35-year ring, encrusted with a diamond and two gold sapphires.

''I was just an ol' country girl when I started work here, But Mr. (Walter) Trout decided he'd give me a chance,'' recalls Barbara. ''My cousin, the late Woodrow W. Lee (machine shop employee), had put in a good word for me. However, Mr. Trout, not really knowing what I could or could not do, sort of stuck his neck out for me.''

Conversing with Barbara, even briefly, about her LUFKIN career, usually leads to her making mention of several other employees who she credits with helping her along the way. Her lengthy and successful work career has been enriched by many others.

''I like to extend bouquets to others while they are still alive, not when they're six-feet under,'' she says.

Armed with self-determination and a strong support system from Allen, Walker, Winnie Berry, Bob Poland, M.S. Spitler, Carl Garner, Dick McKay, Edwin Dietz and Elton Fenley, Barbara has kept her mind on business. She's worked many hours learning all possible about her job as pricing supervisor at Industrial Supplies.

''If so many fine people were willing to support me, I wasn't about to let them down,'' says Barbara. ''I would come in early and stay late, studying the thousands of different supplies we have in the warehouse. I carried stacks of books home nights so I could learn all about our merchandise as quickly as possible.''

As pricing supervisor, much of Barbara's workday is spent researching various plumbing, electrical and industrial supplies prices. Besides quoting prices to prospective customers, she is responsible for cataloging and invoicing.

''When I first joined this company 35 years ago, I had so many questions to ask. My bosses were patient with me. They took time, explaining information a second or third time if necessary,'' she remembers.

One of the aspects Pletcher appreciates most about LUFKIN, is the open-door policy extended by top personnel. ''Mr. Poland (company chairman) told me his office door was always open. I could come in and discuss anything with him. I thank the Lord for such good and understanding bosses.''

Today, church work occupies many of Barbara's evenings and weekends. ''I try to help sick people, providing them with hot meals or just friendly visits,'' she says.

Sometimes, Barbara can also be found sitting at a piano, tapping away at its keyboard. ''I love music. I play several musical instruments, but especially love playing a piano,'' she says.

One of her greatest hopes is that she manages to pass on similar knowledge and care, as she received from so many LUFKIN people, to others within her department. ''I've so much to be thankful for,'' she says. ''Lufkin Industries has always been like one, big and happy family to me. It will be difficult leaving this place when retirement time comes.

''But, I suppose I do have a couple good years remaining.''



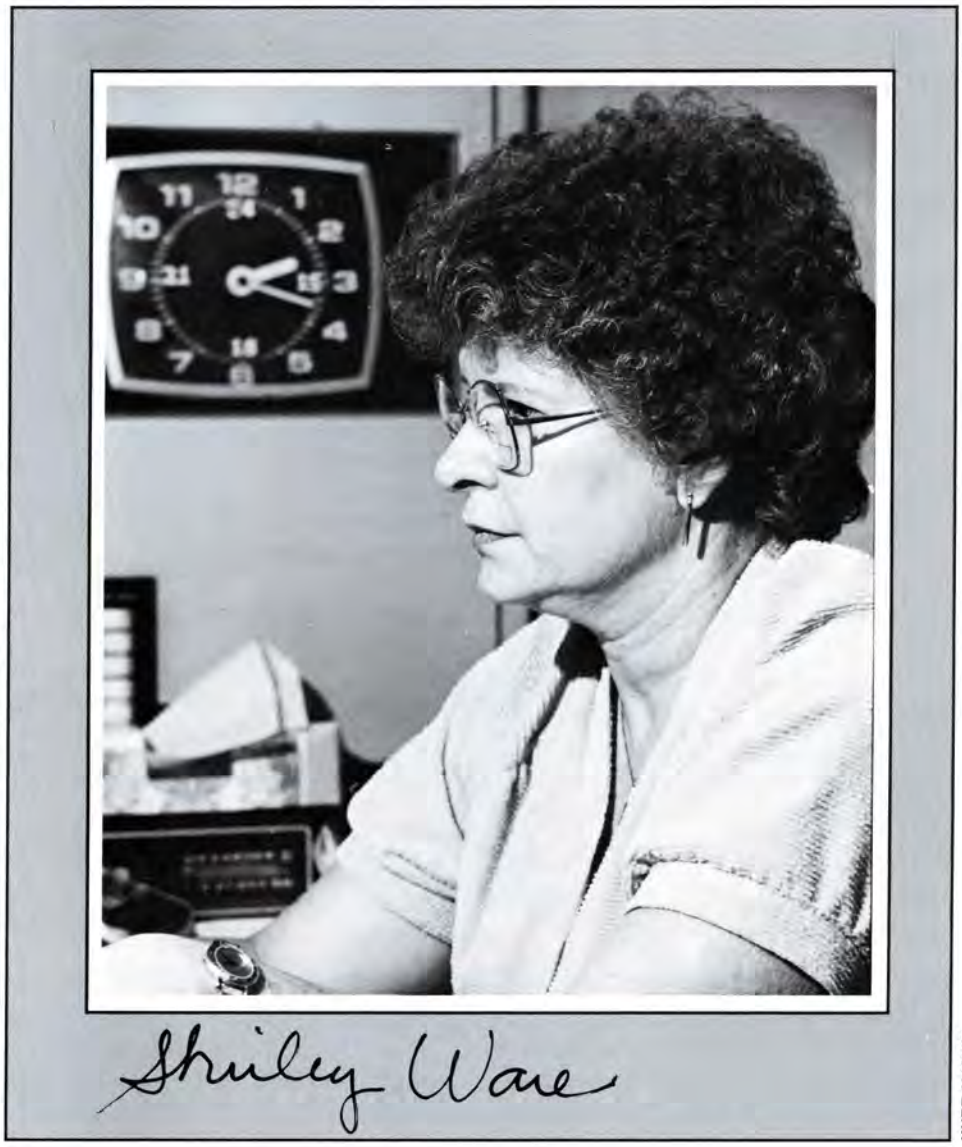
DIANA HILL

Barbara Pletcher spends hours checking price lists.

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This month THE ROUNDUP goes on-the-job with timekeeper . . .

Shirley Ware



KURT MARTIN

Ask almost anyone and they might tell you, clock watching seems to slow the hands of time. This is hardly true for Lufkin Industries' timekeeper Shirley Ware. For her, working hours rarely drag along; instead minutes and hours tick away at much too rapid a pace.

"I often find there aren't enough hours in a day to accomplish everything I want to do," says Shirley. "I stay so busy, when I glance up from my work my time has flown by all too quickly."

Shirley keeps time for 272 Trailer Division employees—for all hourly shop workers and all salaried foremen. Each of her working days for the past 12 years, she has tallied job and time cards. She may shuffle through as many as 500 job cards each morning.

"It is possible for one employee to have as many as a dozen job cards, depending on how many orders he worked on during his eight-hour shift," she says. Job cards are utilized to keep tabs on how much labor is charged to each order.

"The job cards help us determine whether we are making or losing money on a particular job. They indicate exactly how many man-hours are put into any one order," she says.

Shirley's work-day begins at something of a fast gallop. Usually, by afternoon, it slows to a steady jog. At 6:30 a.m., she arrives at her office with a 9:30 a.m. deadline for turning in job cards for keypunching. "Once that deadline is met, I can slow my pace somewhat," she says.

The Trailer Division timekeeping job once required two employees and two extra hours. "Several years ago, I worked with a stack of 500 employee timecards and at least 1,000 job cards each day. My desk was literally covered with them. Now, it is only half covered," she says.

When finished with time and job cards each day, Shirley completes a daily absentee report. This is a record of those absent due to illness, vacations or simply away from the plant for other reasons.

Shirley also switches work caps occasionally, figuratively speaking, by doubling as something of a nurse. "I keep a first-aid kit handy and use its contents to treat the minor cuts or scrapes of shop employees. We have a regular first-aid clinic in another building here at Buck Creek, but for minor problems it is quicker and easier for me to patch 'em up right here in my office," she says.

Despite the repetition of her work, Shirley doesn't consider her job in the least boring.

"There's never a dull moment," she insists. "Between filling out so many reports, a constantly ringing telephone and employees requiring first-aid, the job keeps me hopping."

When Shirley leaves her office for the day, usually at 3 p.m., a clock or timepiece of any type is hardly on her mind.

"I completely forget about time, at least I manage to until my alarm clock sounds the next morning, and it's back to work again," she says.

—DIANA HILL

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Employees promoted in Little Rock foundry and machine shop

Promotions of two employees have been announced by company officials in the machine shop and Little Rock Foundry.



Mark Townley

In the machine shop, Mark Townley was promoted to manufacturing engineering technologist from industrial engineering draftsman. He joined the company in 1984. Following graduation from Big Sandy High School in Dallardsville, Texas.

Townley graduated from Angelina College with an associate of applied science degree in drafting.

Townley, also received a bachelor of science degree in industrial technology from Lamar University in Beaumont.

In the Little Rock Foundry, Bobby Hall was promoted to melt technician from melting helper. He joined the company in 1979. Following graduation from Wynne High School in Little Rock, Ark., Hall attended the University of Arkansas. He is married to Deborah Hall.



Bobby Hall



Poland recognized for outstanding community service

When the East Texas chapter of the Society for the Preservation and Encouragement of Barbershop Quartet Singing in America presented their annual Award of Harmony for community service, Lufkin Industries' chairman and chief executive officer, R.L. Poland, was the 1985 recipient. Poland, right, is shown here accepting his plaque from Ralph Vallone of the Barbershop Quartet Society.

NAMES & NOTES . . .

When **Virginia Allen** retired from 37 years as Lufkin Industries' public relations director in December of 1983, she vowed to spend time upgrading Kurth Memorial Library. ''Lufkin deserves a first class library,'' Virginia said at the time.

Other trustees of Kurth Memorial Library have taken Virginia at her word. They've elected her KML board president. Virginia, now busy preparing LUFKIN's annual shareholders report, was also named to the Lufkin Daily News' Ten Most Influencial Women in Angelina County poll.

Also busy in retirement is **Joe Byrd,** former director of development and research for Lufkin Industries. Currently president of Angelina College's board of trustees, Byrd was recipient of a Chamber of Commerce award for his 25 years service with the organization's beautification council.

* * *

A check for $100 from Morrow Buick-Pontiac went to **Lank Ballard,** shop custodian supervisor at the Trailer Division, for his recent near-perfect bowling at Lufkin Lanes. Ballard was only 11 pins shy of a perfect 300 game with his 289 score. Had he picked up those other 11 pins, his reward would have been $300.



* * *

Amando Ramirez, supersalesman for LUFKIN in Latin America, was telling about a recent trip to Columbia during the company sales conference. He had a stopover enroute, in Miami.

''On the way to Houston Intercontinental Airport, my three-year-old son, **Andres,** asked where I'd be that night at his bedtime. I told him Miami,'' said Amando. ''Oh, daddy! I hope you sleep well in Your-ami,'' replied Andres.

Amando plans to teach Andres more about some of the world's geography he covers for the company . . . in a few more years.

* * *

Deadroah Deason, daughter of Trailer Division welder specialist **Polly Deason,** has earned a bachelor of business administration in marketing degree from Sam Houston State University. And, she did it with some speed, finishing a four-year course in only three. Her college career grade point average was a sparkling 3.0.

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Gardening, auto repair new careers for retirees

A.C. Hunt may have received a gold, retirement watch from Lufkin Industries in December, but it's rather difficult to tell he's completely retreated from the workforce. A quick glance at his busy daily agenda would indicate otherwise.

When Hunt put away his LUFKIN hardhat and safety glasses, he almost immediately hung out a sign advertising his services as a mechanic. In January, he opened his own auto repair shop.

"My two sons have always enjoyed tinkering with our personal cars," he says. "I decided it would be a good idea to have a regular shop so I could devote more time to auto repair and maybe make a little extra money. My sons and grandsons will help me when they have some spare time."



A.C. Hunt
30 years

Hunt began work with LUFKIN in 1954, equally dividing his thirty years with the company between three different departments—10 years each with the machine shop, material control and final assembly and shipping.



Eulies Edwards
39 years

For Eulies Edwards, gardening is a favorite pastime. After 39 years of employment in Lufkin Industries' foundry, he plans to make gardening more than a part-time hobby.

"I love gardening. Now I have time to really work my garden," Edwards says. "I don't do it for profit; I just enjoy being outdoors. I have a freezer full of vegetables for Matty (his wife), my children and neighbors."

Edwards joined LUFKIN in 1945. He retired in December after spending most of his career operating a no-bake molding machine.

Matty will retire from Elite Cleaners later this year. The couple may travel some, but not much.

"We will probably visit my son in Memphis, Tenn., and my wife's sister in California, but I'm not too excited about traveling," he says. "I'd rather stay close to home."

When Eulies and Matty are not planting, picking or freezing butter beans, peas, okra, onions, collards and turnip greens, they pack fishing gear and head for a nearby East Texas lake.

"I've been wonderfully blessed with good health," Edwards says. "I plan to stay busy, gardening and fishing while I'm still able to move around."

The couple have seven children and 18 grandchildren.

NAMES & NOTES . . .

Jim Partridge, chief engineer, gears, has been reappointed by Lufkin City Commissioners to a three-year term on the city's Planning and Zoning Commission.



The Trailer Division played host to several guests in January.

Visiting from Fleetco Trailer Corp. were Dale Broadrick, vice president and general manager; Rick Pipin, salesman; Tom Miller, parts manager; and Ronnie Sowards, salesman. After becoming a dealer for Lufkin Industries in mid 1984, Fleetco sold 155 trailers worth $2,000,000.

Also, visiting were Tankslay Foster, president of T.F. Express Industries (a Nashville, Tenn. truckline); Philip B. George, president of Tennessee Commercial Warehouse; and Ray Hagan, chairman of the board for Hahan Truckline in Oklahoma City.



The stork cometh . . .

When **Meridith** and **Melinda Miranda** became parents of twin girls, **Crystal Dawn** and **Ashley Nicole,** recently, they made a great-great grandfather of **J.D. Drake,** machine shop retiree; and great uncles of Trailer Division employees **Robert Thigpen** and **Thomas Windham.** Drake and wife, **Mable,** also became grandparents with the birth of **Derrick Adam,** son of **Mike** and **Marsha Baker** of Tulsa.

Also becoming grandparents were **James Glass,** machine shop, and **Felipe** and **Lupita Lerma,** Buck Creek, with the birth of **Daniel Ray** to **Patrick** and **Brenda Lerma.**

Allan Whitaker, side bay molding shakeout operator, and wife, **Lisa,** welcome a son, **Darel Daniel.** Grandparents are **Ella Banks,** main bay molding, and husband, **H.L. Banks.**

Thank heaven for little girls: **David Penningston,** machine shop technician, and wife, **Tamara,** welcome new daughter, **Marcie Jeanette.** She's a grand-daughter of company vice president **Bill Pennington, Sr.**

New daughters have also arrived for **Gene McGallion,** final assembly and shipping, and wife, **Theresa,** who gave birth to **Leslie Diane;** plus **Carnuto Rios,** Trailer Division welder, and wife, **Mary Helen,** who gave birth to **Noelia.**

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KURT MARTIN

Lufkin Industries' personnel director Johnny Long, left, presents Angelina County Salvation Army Commander Cecil Sellers, a $1,200 check as the company's annual Christmas assistance to the organization. The contribution was made from the Lufkin Industries Foundation.

INSURANCE UPDATE

Hourly and salaried insurance plans for Lufkin Industries employees remain in surplus and deficit status respectively according to financial figures released that cover the first 11 months of 1984.

The hourly insurance plan, with a $56,646 plus for premiums paid in against claims paid out during November, shows a $306,824 plus for the first 11 months of 1984 and an overall plus of $142,383 since inception of the hourly insurance program.

The salaried insurance plan, with a $58,651 plus for premiums paid in against claims paid out during November, still shows a $78,534 deficit for the first 11 months of 1984 and a sizable $353,795 deficit since inception of the salaried insurance program.

	Premiums Paid for November	Medical Claims for November	Plus or Minus for November	Premiums Paid for 11 Months	Medical Claims for 11 Months	Plus or Minus for 11 Months	Plus or Minus Since Plan Began
Hourly Employees	$205,666	$149,020	+ $56,646	$2,075,166	$1,768,435	+ $306,824 *	+ $142,383
Salaried Employees	$133,576	$76,026	+ $58,651 *	$1,191,235	$1,272,194	− $ 78,534 *	− $352,795

*—includes interest received

Company officials have announced job changes and new assignments for 43 employees. They include:

MATERIAL CONTROL—Belinda Pyle, from reporting clerk to material control clerk.

TRAILER DIVISION—Sylvester McClain, from inspector to class A trailer builder.

MACHINE SHOP—Todd Cordray, from laborer to machinist helper; **Mitchyl Haggerton,** from laborer to machinist helper; **Robert L. Taylor, Jr.,** from laborer to machinist helper.

Also, **Craig Hodges,** from blacksmith helper to heat treat helper; **Keith Purvis,** from blacksmith helper to heat treat helper; **Pablo Solis,** from truck operator to heat treat helper.

FINAL ASSEMBLY AND SHIPPING—Evan Davis, from class B assembler to class C electrician; **Robert F. Foote,** from painter-cleaner to fork truck operator; **David Jasso,** from rough carpenter to class B assembler; **Eddie Mask,** from foreman 9 to class A assembler specialist.

FOUNDRY—Raul Castillo, from chipper grinder to casting painter; **Christopher Duirden,** from chipper grinder to shakeout tender; **Larry Goodwin,** from iron pourer to shakeout tender; **Ronnie Harris,** from class B to class A molding machine operator; **John Harrison,** from molding systems helper to shakeout tender; **Charles Johnson,** from molding systems helper to class B mold machine operator; **Gustavo McCoy,** from core finisher to core finisher checker; **Tracy McGee,** from molder finisher and coresetter to crane operator learner; **Kenneth Haight,**

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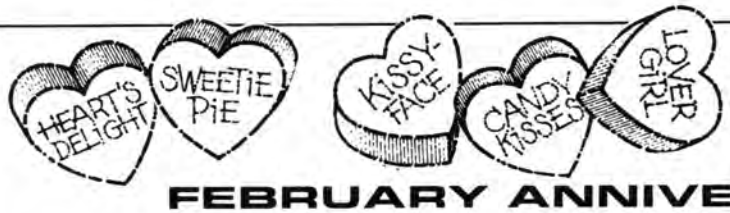
CHANGES

from molding systems helper to class B pattern tender.

Also, **Tommy Arnett,** from chipper grinder to crane operator learner; **James Bussey,** from chipper grinder to core finisher; **James Hendrix,** from coremaker helper to class B core machine operator; **Kingsley McKay,** from chipper grinder to mechanic helper; **Kenneth Sowell,** from class B pattern tender to class A pattern tender; **Bryan Squyres,** from class B core machine operator to molder-finisher-coresetter; **Edward Trotty,** from shakeout tender to fork life operator.

Also, **Kenneth, Moore,** from class B core machine operator to hydraulic manipulator operator; **Eduardo Perez,** from chipper grinder to core finisher; **Anthony Porter,** from chipper grinder to iron pourer-side bay; **Dwayne Rawlinson,** from chipper grinder to shakeout tender; **Gregory Toliver,** from crane operator learner to crane operator.

STRUCTURAL STEEL—Patrick Brazeal, from helper to class C welder; **Darvin G. Dominey, Jr.,** from helper to class C welder; **Travis E. Foster,** from helper to class C welder; **James M. Hambrick,** from fork truck operator to class B structural worker; **Charlene J. Hough,** from class C welder to class A structural machine operator; **Vernon K. Ivy,** from class C welder to class A structural machine operator; **James Jones,** from class B structural worker to class B maintenance mechanic; **Cy C. Perry,** from helper to class C welder; **William F. Rosser,** from helper to class C welder; **John Withem,** from helper to fork truck operator.



FEBRUARY ANNIVERSARIES

STRUCTURAL STEEL OPERATIONS

Marcus Patrick	38
Malchom Lowery	26
David Merritt	23
Jay Tarver	21
J.P. Womack	18
Leandro Vasquez	18
George Waldrep	16
Charles Lee	15
Gregory Dempsey	9
Sam Figueroa	8
Therman Davis	8
Nelson Reynolds	8
Millard Barge	7
Billy Hoosier	6
Ricardo Ibarra	5
Perry Hoff	5
Gilberto DeJesus, Jr.	5
Rosalio Moreno	5
Ismael Terrazas	5
Curtis Flakes	5
Tommy Butler	5
Bobby Napier	5
Javier Horta	5
Jose Aldaba	5
Richard Barrett	1
James Hambrick	1
Gregory Harrison	1
William Williams	1
Roger White	1
Billy Vardeman	1
James Cooper	1
Edna Ross	1
Benjamin Pinkerton	1
Douglas Dolan	1
Dennis Hulett	1
John McAdams	1
Gerald Thomas	1
Perry Bell	1
Richard Wright	1
Daniel Burchfield	1
Vernon Ivy	1
David Alexander	1
Randal Burgay	1
Jerry Ferguson	1
Charlton Hough	1

FINAL ASSEMBLY AND SHIPPING

Robbie Barley	21
Theron Williams	19
Ted Hearnsberger	17
John Bridges, Jr.	9
Oscar Houston	9
Joe Foreman	7
Billie Lee	6
Armando Guerrero	5
J.D. Olford	5
Freddy Hensley	5
Victor Doggett	1
Billy Loftin	1
Don Arriola	1
Lawrence Kallas	1
Gary Telford	1
Mack Saxton	1
Robert Johniken	1

FOUNDRY OPERATIONS

James Scott	39
Rex Jones	34
James Jones	30
Clayton Jircik	30
Thomas Boulware	30
William Westbrook	29
E.G. Pittman	25
James Jones	23
Charles Minton	23
Lewis Ferguson	19
Archie Williams	19
Donald Kuehl	18
Everett Rhodes	18
Jewel Hale	17
Juan Reyes	15
James Johnson	13
Troy Allen	12
Walter Cummings	10
Eddie Wade	9
Wilkin Mickey	8
Jack Bates	8
Clara Lisenby	7
David Ramirez	7
Alfred Broussard	6
Mitchell Ware	4
Anler Mullins	4
Joe Hankins	4
Jesse Ferguson	4
William Peavy	4
Ann Lisenby	3
Darrell Cranford	1
Daryl Curl	1
Jerry Thornton	1
Louis Killingsworth	1
Stevan Tullos	1
Willie Hageon, Jr.	1
Charles Johnson	1
Adolphus Richardson	1
Johnny Corcoran	1
Rufus Kirkwood, Jr.	1
Kelvin Crain	1
Jewel Swint	1
Donald Davis	1
Johnny Ward	1
Florentino Lopez	1
Gordon Tull	1
Andro Branch	1
James McDougald	1
Dan Legg	1
Jerry Jeffery	1
Edward Trotty	1
Enrique Dominguez	1
James Branch	1
Tim Crawford	1
David Lewis	1
Jeffery Barron, Sr.	1
Lawrence Wyatt	1
Rickey Green	1
Enrique Moyeda	1
Joseph White	1
Clifton Anders, Sr.	1
Alvin Erwin	1
Jose Ramos	1
Karl Grimes	1
Judge Handy	1
Gerald Warner	1
Joseph Loyd	1
Robert Clark	1
Tony Torres	1
Donald Hagins	1
Cester Mack	1
Michael Bronson	1
Donald Kirkwood	1
Floyd Gilmore, Jr.	1

MACHINE SHOP

Stanley Beck	30
Barbara Fowler	28
Betty Stewart	27
Donald Wallace	26
Jack Landrum	26
Hulen Warren	23
Curtis Thomas	20
James Luce	20
Ronnie Parker	19
Austin Stein	17
Raymond Solly	16
Marvin Powell, Jr.	16
Ben Newsom	15
Kenneth Brashear	14
Billy Addison	13
Robert Gresham	13
Harold Lane	12
Kenneth Burke	12
Steven Langston	12
Marvin Sowell	11
William Barnett	10
Sidney Alvers	10
Victor Reese, Jr.	10
Robert Lewis	10
Thomas Thomas	9
Robert Dunn	8
Joy Ouseph	7
Lacy Ford	7
Dennis Massey	6
Gary Ritnour	6
Ladonna Stapleton	6
George Shimer	6
Fred Sutton	6
William Reneau, Jr.	6
Fernando Arredondo	5
Albert Stokley	5
Robert Bailey, Jr.	5
Michael Cassin	5
Michael Horn	5
Irineo Mendoza	5
James Crain	5
Freddie Baker	5
Jo Dixon	4
Lawrence Hawthorne	4
Joe Hood	4
David Henry	3
Richard Childress	1
Ronnie Pace	1
Phillip Alexander, III	1
Thomas Miller	1
Verble Lawson	1

WELDING SHOP

Earl Burchfield	23
Lawrence Holt	11
John Jones	7
Don Mayo	5
Kenneth Hryhorchuk	1

LITTLE ROCK FOUNDRY

Wilbur Hileman	1
John Wright	1
Troy Troutman	1
Odell Marshall	1
Devon Johnson	1
Ricky Jones	1
Kerry Walker	1
Terry Wallace	1
Otis Gammel, Jr.	1
Michael Hobbs	1

MANUFACTURING ADMINISTRATION

Delbert Ellison	21
Henry Sumlin	12
Rex Whitaker	9
John Duke	7
Harvey Corder	7
Michael Medley	6
Belinda Pyle	5

CORPORATE OFFICES

David Pustka	8
Douglas Hudson	8
Eleanor Hohimer	6
Ronald Sharp	1

INDUSTRIAL SUPPLIES

Dorothy Bohn	20
Lee Saxon	17
Kendall Moseley	13
Ellis Saucier	9
Joe Branton	5

ENGINEERING

William Wagner	33
James King	20
Robert Estes, Jr.	15
Ellen Lightfoot	9
Ragena Thompson	2
Kurt Ulmer	1

MACHINERY SALES

Roy Lilley, Jr.	32
Lyle Carpenter	28
David Bishop, Jr.	28
Jim Trout	17
Cheryl Maitrejean	8
Michael Huff	1

PERSONNEL

Waldo Oakley	4
Robert Meadows	3

TRAILER PLANT

Arthur Warren	35
Granville Wright	35
Boyce Hendry	35
Milton Watson	35
Carl Peppard	25
Gary Hobson	22
Cabe Clonts	21
Charles Kilgore	21
Howard Coleman	21
Freddy Williamson	21
George Oliver	20
Elmer Lynch	19
Charlie Jackson, Jr.	19
J.C. Malnar	19
James Green	19
Sam Adams	17
Walter Butler	17
Whittaker Garrett	16
Kelly Hopson	16
Dean Pruitt	15
Robert Brockett	13
Edward Williams	13
Jerry Sudduth	13
Ira Lewis	13
Sylvester McClain	13
Willie Davis	13
Delbert McGuire	13
Carnuto Rios	9
Kenneth Modisette	7
Herman Blake	7
Shelby Oden	6
Robert Johnson	5
Jerry Mericle	5
Larry Edwards	5
Bobby Conner	4
Edward Woodall	3
Robert Carter	1
James Kennedy	1
Robert Bussell	1
Kenny Kendrick	1
Joe Madden	1
James Sanchez	1
Dale Gandy	1
Paul Fenley	1
Gregory Korn	1
Mark Allen	1
Andy Hazelton	1

TRAILER SALES AND SERVICE

Hoyt Rogers	21



James Scott
39 Years



Marcus Patrick
38 Years



Arthur Warren
35 Years



William Wagner
33 Years



Roy Lilley
32 Years

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'King of Crochet'

Limited to little physical activity, Retiree Bennie Latham creates colorful crocheted spreads and shawls.



DIANA HILL

Within six weeks, Bennie Latham can turn eight skeins of brightly colored yarn into a full-size bedspread. He crochets dresser scarves and carseat covers in half that time.

Bennie Latham never dreamed that one day he'd pick up a crochet needle and begin weaving colorful yarn into bedspreads, shawls, lap covers, carseat covers, dresser and table scarves.

"It is quite a change from being an inspector, crane operator and tool grinder in LUFKIN's machine shop," Latham says.

After five heart attacks, he retired in 1976. But before saying his goodbyes, Latham served the company for 35 years.

"You can call me Bennie or 'Nubbin.' Some of my co-workers called me 'Nubbin,' playfully teasing me, because I'm missing two fingers," he explains as he displays his hand.

Despite the fact Latham is missing the thumb and index finger on his left hand, he has crocheted five bedspreads and numerous dresser scarves and lap covers.

"When I interviewed for the Lufkin Industries job in 1941, the supervisor asked if I could use a wrench and hammer," he recalls. "I told him my hand had been like that since I was nine years old. But, that I could do anything anyone else could, including cutting and splitting wood. So I reckoned, I could handle a hammer and wrench."

At age nine, while walking in the woods one day, he found a stick of dynamite. Oblivious to the danger, he was playing with it, when it exploded in his hand.

The damaged hand never hampered his physical activities. However, since retiring eight years ago, Latham has undergone surgery eight times.

"I can no longer tackle any task requiring much physical strength," Latham says.

One day his wife, Florella, commented she wished she would have asked her now deceased mother-in-law to crochet her a bedspread.

"I told Florella she ought to make one herself," he says. "But then I got to thinking, maybe that is something I could do sitting in front of the television. My mother crocheted all her life, but I never paid much attention to her work while growing up."

With a little help from his step-sister and daughter, Latham took up crocheting about two years ago. "It's really not too difficult," he says. "I've learned mostly by doing it."

His handiwork certainly catches an admirer's eyes. He selects bright, bold colors when choosing yarn and designing patterns.

"Some people ask if I am part Indian or Mexican because I like fire engine reds, sky blues, mint greens and sunshine yellows," Latham says.

Florella has her own hobbies—gardening and quilting. Until Bennie's health diminished, they both painted ceramics. They owned a ceramic shop for about 10 years, but sold it when Bennie retired.

Florella and Bennie celebrate their golden anniversary Feb. 9.

—DIANA HILL

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# of Faces & Places

With Rick Pezdirtz

> **. . . he wants to be known in his home country as the Radio Sheik!**

It is the pleasant duty of this Keen Observer to report to you and maybe Benny Murph Queen, that humor—the rib-tickling and clutching kind—has *not* vanished from the face of this earth. Nor, for that matter, from Queen's annual sales conferences at Lufkin Industries, of which we have recently completed another ring-tailed tooter.

Aside from enough classy calories and dandy drinks to satisfy a retreating Russian army, there are some swell stories that surface from these sales soirees.

Listen up!

Johnny Fincher, manager of LUFKIN sales in Europe-Africa-The Middle East, was telling about an important chief in an Arabian country who has piled up a sizable fortune, serving as sole distributor for a multitude of American and Japanese manufacturing concerns.

"This guy is already so rich he doesn't have to work another day of his life, but he has a burning ambition to become an official distributor for the Tandy Corporation. You know, the Fort Worth company that franchises all those Radio Shack stores," said Fincher.

"He told me, in all sincerity, he wants to be known in his home country as the Radio Sheik!"

Charlie to the rescue

Company chairman Bob Poland told about the time Charlie Dyer, retiring after an illustrious, 51-year LUFKIN sales career, saved him from a watery grave.

"It was a wintry day and we were each wearing overcoats up at Lake Murval when we decided, for some reason, to have a boat race. Remember, we were both much younger then. I had a 25-horsepower motor on my boat; Charlie had only a 10-horse motor.

"It wasn't anytime I'd run off and left Charlie in my wake when my boat flipped over. I was weighted down by my wet overcoat and floundering in the icy water. Charlie came along and *actually* saved my life," recalls Poland.

Upon hearing the story, the late Walter Trout, always a lover of a good joke, started the wheels in motion to have an Andrew Carnegie Hero Fund Commission Medal struck and presented to Dyer.

"After I killed the engine on my boat, I saw Bob bobbing helplessly in that cold water, and I just had to get him," is the way Queen says Charlie later told the heroic tale.

Trickery from a teasipper!

Prior to his keynote sales banquet address, company president Frank Stevenson indicated surprise he hadn't heard any Aggie jokes during the three-day conference.

Perhaps because the Aggies shocked arch-enemy Texas, 37-12, on the football field in November, there was an obvious silence from the Longhorn lovers' camp this time. But, there was this one:

There was this train compartment, see, with four passengers. They were unacquainted—an elderly lady, a beautiful coed, a Texas Aggie and a student from the University of Texas.

The train entered a long, dark tunnel and there were two audible smacks within the compartment.

When the train emerged from the tunnel, it was interesting to learn what thoughts were running through the minds of each.

Elderly Lady:

What a fine, moral girl she is. That Aggie kissed her and she promptly slapped him.

Beautiful Coed:

I wonder why that Aggie kissed that old lady instead of me?

Texas Aggie:

That Texas teasipper is really a wise guy. He kissed that beautiful girl and she slapped me.

Texas Student:

Oh boy, this is my lucky day. I kissed the back of my hand, slapped an Aggie in the face, and got away with it clean.

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A FAMILY AFFAIR

The Basey sisters, LaVerne, left, and Fern, with an accumulated total of 45 years with Lufkin Industries, know all about working together. LaVerne, 20 years in the purchasing department, and Fern, 25 years in LUFKIN's billing and credit department, share most everything—home, car, meals, chores and time. Shown here peeling a supper potato, LaVerne says: "We drive to and from work together, eat together and divide household chores." Fern, who enjoys finding new recipes in old cookbooks, says she especially likes vacations with her sister. "One of our most memorable vacations was snow skiing in Vail, Colorado, although we did seem to spend much of our time there, sitting in snowbanks with skis and poles pointed in different directions," recalls Fern.

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Director
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Managing Editor
Diana Hill
Assistant Editor
Chuck Stevenson
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