

Features

30-year-old steam drill betters today's oil rigs

United Press International
GRANDFALLS — Rising from the dry, flat expanse of the west Texas Panhandle, the derrick of Amigo State No. 18-1 is a welcome sight to oil men desperate for drilling rigs.

Such a derrick rising from the High Plains is usually a common sight but this Amigo State well offers new promise to rig-hunting drillers because of its uncommon source of power: steam.

"Steam in the oil field was phased out 15 or 20 years ago," said Tom Young, drilling manager for the Boarder Exploration Co. "But now, we're drilling in Ward County with steam, using equipment that's 30 years old."

Steam rigs almost had gone the way of the dinosaur — they became extinct and disappeared with more efficient models.

But the demand for drilling rigs in the booming, oil-rich region has given steam another chance, and on the Amigo State 18-1, steam is

giving the more modern diesel engine a run for its money.

"We were faced with a lease expiration and had to drill or lose the lease," Young said. "No diesel rigs were available because of the domestic rig shortage so we decided to stick our necks out and try this unique 'old-new' approach."

Young said he heard of an Odessa company, D&R Drilling, that was assembling a steam-powered rig out of old and new parts. He contracted for the rig and it is currently drilling about 300 feet per day toward its 14,800-foot destination in the Ellenburger formation, about five miles northwest of Grandfalls, Texas.

"We thought a better approach (over diesel) would be to modify old steam engines and rigs to take advantage of the new technologies developed in diesel-powered rigs and still use steam as our primary power source," said D&R president Ed Durrett.

Durrett took six months to

build the rig, which was assembled with about 60 percent new parts and 40 percent old parts. He said the old parts came mostly from Louisiana, where steam drilling was popular in the past.

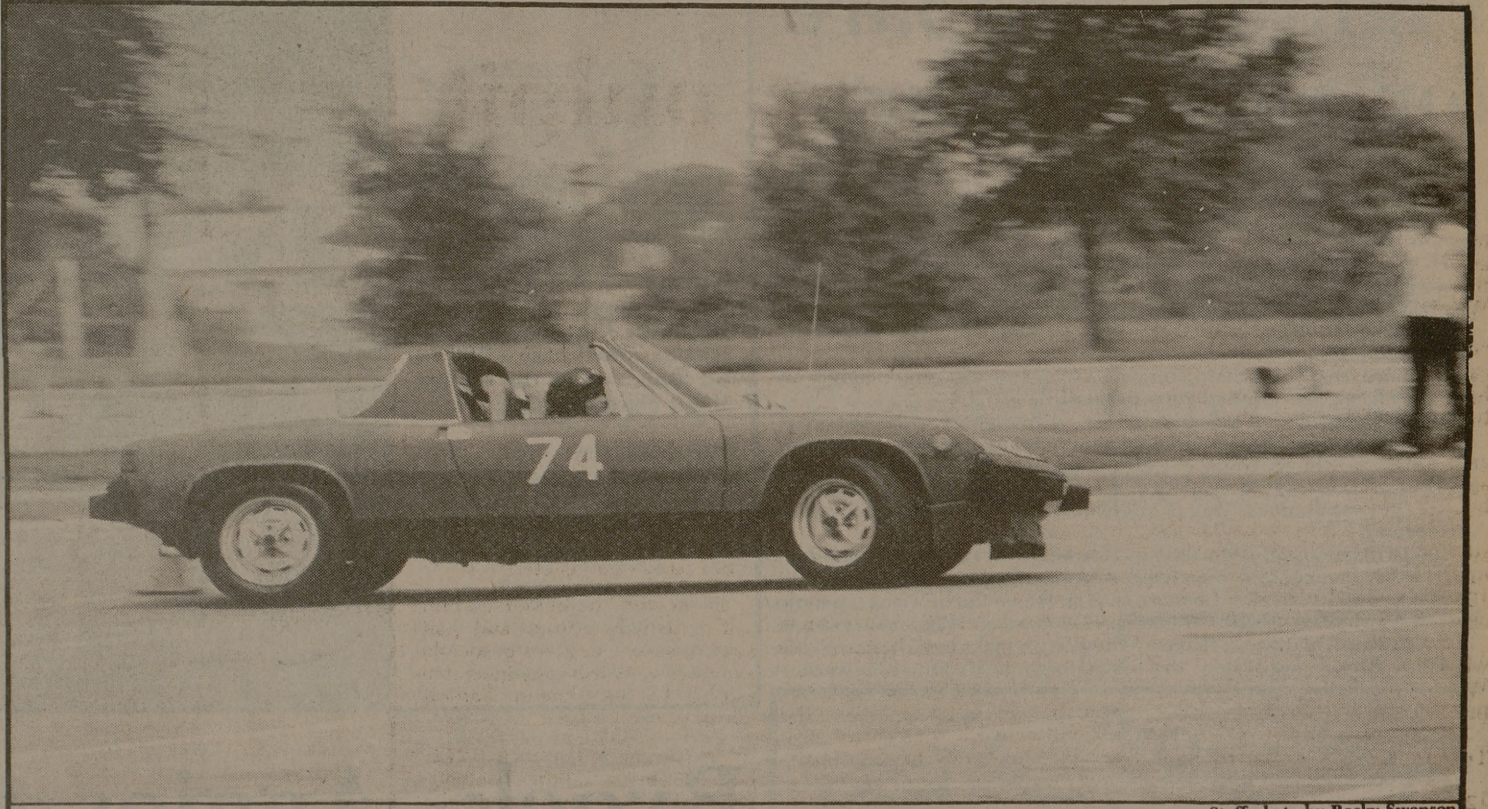
The "old-new" rig is superior to new diesel rigs, he said, adding that tests show the steam rig is 86 percent thermally efficient, compared to 65 percent with diesel rigs.

"It's more flexible too," Durrett said. "It can do many things you can't do with straight mechanical power."

"People don't believe it when they see it," said Young. "It's unique to say the least. We knew we would either be a bunch of fools or the rig would work and we could drill."

"No one else was brave enough to contract it, but we thought it would be worth the risk. So far, it looks like it's been a very wise decision."

And Durrett said he is about to begin construction on four more.



Staff photo by Becky Swanson

Hot Wheels

Kristi McLin weaves her 1974 Porsche 914 between the pylons Sunday afternoon at the Dragon's Run autocross, organized by the Texas A&M University Sports Car Club. McLin placed second in her class with a time of 1:41:63.

Chrysler stresses business as usual

United Press International
DETROIT — Chrysler Corp.'s advertising over the past year or so has been geared to convince the public it is still alive, but that pitch is changing this fall.

"In 1982," says Chrysler advertising director Doyle Lott, "we'll be attempting to do business as usual."

The company's 1982 advertising blitz will extol what Chrysler sees as the virtues of its cars and trucks. It doesn't tell people Chrysler is "coming back"; the underlying assumption is that the company has arrived.

Another major change: Chairman Lee A. Iacocca won't appear regularly in the corporation's television commercials as he has in the past. However, there will be a reference to Iacocca in at least one ad.

Actor Ricardo Montalban, long associated with the Chrysler Cordoba, will present the company's new front-wheel drive Chrysler LeBaron. The car is slated for competition against well-equipped Oldsmobile and Buick mid-sized cars.

Montalban refers to the LeBaron as the fulfillment of Iacocca's dream to produce a car combining luxury and high gas mileage.

Chrysler officials said Frank Sinatra, who became associated with the company during its comeback fight, will not appear in corporate or car division advertising but would be available for dealer association ads.

Other celebrities will present Chrysler products: actress Kelly Harmon stressing driving fun for the LeBaron's twin, the Dodge 400; veteran actor John Houseman citing value for Plymouth cars and rodeo star Walt Garrison boasting toughness for Dodge trucks.

Another Chrysler goal, Lott said, is to build distinct identities for the ChryslerPlymouth and Dodge divisions.

Dodge will try to recapture its lost performance image through such offerings as the fast, sporty Charger 2.2 and an "America's Driving Machine" theme.

"We want to be a separate car company from ChryslerPlymouth," said Joseph J. Cronin, Dodge car and truck advertising manager.

Plymouth's major pitch will be value in its Horizon, TC3 and Reliant cars. The theme: "The American way to get your money's worth."

The Ford Division of Ford Motor Co. is also taking a new advertising tack this fall.

Instead of preaching to consumers about high technology or fuel economy, it is seeking to instill the feeling that Ford beams with self-confidence and that its product is lively, fun and competitive.

The response we want to get from the consumer is, 'Cee, Ford

is proud of what they have to offer," Ford Division advertising manager Douglas T. McClure said.

For the first time in recent memory, the Ford Division will use a single theme — and even the same music — to present all its cars. "Look out world — here comes Ford" is the theme, and the concentration is on the division's small car lines.

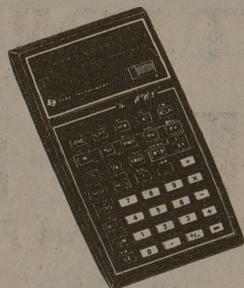
"Above everything, it says Ford has changed," McClure said.

In one television commercial, the division makes use for the first time of its new road racing sponsorship by including shots of the beefy, slick Team Miller Mustang.

The division also relies heavily on big-name singers to present its theme: Neil Sedaka for Escort, the group Air Supply for EXP, Tanya Tucker for Fairmont Futura, Tony Bennett for Granada and Natalie Cole for Thunderbird.

Those Ford and Chrysler messages will be conveyed in a variety of prime time spots: professional football games, established network shows and specials.

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TEXAS A&M BOOKSTORE

TWO HEAVY HITTERS TOUCH BASES ON BATS, BALLS, AND BEER.

BOOG POWELL (Former American Baseball Great): Koichi here has been giving me a new angle on baseball. It seems the game's a little different in Japan.
KOICHI NUMAZAWA (Former Japanese Baseball Great): そう、例えばフィールドが小さめですね。
BOOG: That's right. The field is

smaller over there.

KOICHI: つまり、ショートで小さめな日本人の体格に合わせたんですよ。
BOOG: Well, now that you mentioned it, I guess you guys are kinda smaller. Does that mean you drink Lite Beer 'cause it's less filling?
KOICHI: いやー、おいしいから飲むんですよ。
BOOG: Shortstop?! Very funny.

BOOG: Tastes great? That's why I drink it, too! I guess we have a lot more in common than I thought.
KOICHI: その通り! どうです、日本の野球チームに入りませんか。
BOOG: Me? I'm too big to play on a Japanese team.
KOICHI: そんなことないですよ、ショートに最適ですよ。
BOOG: Shortstop?! Very funny.



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