

AMERICAN OIL



MAY • JULY
1962

THE
MAGCOSCENE

quarterly



War to the hilt between capitalism and communism is inevitable. Today, of course, we are not strong enough to attack. Our time will come in 20 or 30 years. In order to win, we shall need the element of surprise. The bourgeoisie will have to be put to sleep so we shall begin by launching the most spectacular peace movement on record. There will be electrifying overtures and unheard of concessions. The capitalist countries, stupid and decadent, will rejoice to cooperate in their own destruction. They will leap at another chance to be friends. As soon as their guard is down, we shall smash them with our clenched fist.

LEST WE FORGET

Dimitri Z. Manuilsky—to the students of the Lenin School of Political Warfare, Moscow, U.S.S.R. in 1931 (authenticated by a former student before a Congressional Committee).

THE COLUMBAN FATHERS



may-july, 1962

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Jerry Adelman, *Editor*

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THE COVER

Perhaps as important a piece of equipment as any around a drilling rig is the tin hard hat worn by tool pusher, rough neck, roustabout, and mud engineer alike. On the Magcoscene cover this issue, it represents the Magcobar attachment to oil well drilling and the attention to equipment maintenance which the company stresses in order to do a safer, better job. (See page 20.)



Five Year Pins Presented At Athens and Mykonos Dinner Parties

Mykobar Mining Company Presents Service Awards

Mykobar Mining Company, in two separate ceremonies, recently feted the first employees of the company to reach their five year service anniversaries. In Athens, headquarters and administrative personnel were hosted by Board Chairman Dan Martin at Vachos Taverna. Dinner was served with wine and a stringed ensemble played for the guests. Service pins were presented to Andreas Drakoulis, Despina Molianou, Charles Riquelmy, Dan Martin, and Kyriakos Kyriakides who was unable to attend.

A few weeks later, on the island of Mykonos, the mine and plant personnel gathered for a similar program of dinner and music. Folk dancing was also enjoyed as five year service pins were presented to some thirty one employees. Dan Martin was also host at this dinner which was held at the Delos Hotel.



Present at the Athens award dinner were (L. to R.) Mr. and Mrs. Drakoulis, Mr. and Mrs. Anastassiou, Nick Setakis, Mary Karapati, Charles Riquelmy, Dan Martin, Elaini Riquelmy, Ike Presanis, Shirley Martin, Marina Presanis, and Andreu Onopas.



Receiving five year pins from Dan Martin at the Athens dinner were (l. to R.) Despina Molianou, Andreas Drakoulis, and Charles Riquelmy. Dan also received his five year pin along with Kyriakos Kyriakides who could not be present.



One of the highlights of the Mykonos award dinner was the folk dancing afterward. Don't know what it's called, but they seem to be enjoying it.





Some of the honorees at the Mykonos ceremony were (front row, L. to R.) John Bouyouris, Chris Kapsis, John Koltsakis, Pete Loizos, Lou Paraskevaides, Thanassis Monoyios, Bill Politis, Chris Papadopoulos, Theocharis Detsis, Nikos Dantos, Nick Mandilaras, and Kostos Skoulaxinos. Second row, L. to R. Nick Ganotis, John Asimomitis, Mitsos Antonakos, and George Monoyios.



Others presented awards at Mykonos were (kneeling L. to R.) John Ploumistos, Mitsos Anastassiou, Lefteris Fiorentinos, Starros Bouyiouris, and John Famelis. Standing L. to R. are Steve Passas, Demeneos Kontizas, John Sideris, Ike Presanis, Mitsos Polykandriotis, Apostolis Santorineos, Antonis Daktilidis, and Vassilis Xenarios. Also earning service pins but not pictured are Vasilis Zouganelis, and Michalis Apostolou.



Three Houston office men have recently been elected to offices within their professional organizations. Jack Powell, Manager of Office Services, has been elected as Treasurer of the National Office Management Association. Bob Brimberry, Assistant Credit Manager, has been voted the office of Treasurer, Oil Field Division, Houston Credit Association. David Willis, Advertising Manager, assumed the office of President, Association of Industrial Advertisers, Houston chapter, on July 1st.

Company News Briefs



Jack Powell

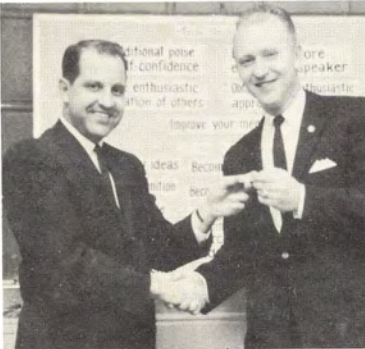


Bob Brimberry



Dave Willis

Jim Burst, Sales Representative in the Rocky Mountain Region, recently received an award in his Dale Carnegie class in Human Relations, Effective Speaking, and Leadership Training. The prize was given for Jim's outstanding ability to remember names, a valuable asset in any sales endeavor. Jim is pictured on the left in the accompanying photo receiving a prize pencil from the Dale Carnegie representative.



Again this summer some of the more athletic home office male employees have banded together for the purpose of playing softball. Playing in the Industrial League, the Magcobar nine has compiled a rather unimpressive record but has had a lot of fun anyway. Team members pictured here are, front row, l. to r. George Lovett, Leroy Carney, and Pat Ross. Back row, l. to r. are Al Landgraf, Rick Condra, Charley Helms, Medford Stuckey, Paul Taylor, and Gene Werlein. Not pictured are team members John Sloan, Ronald Boatman, Fred Brunk, Ernie Grebe, and Bill Murchison.

Latest group of Sales Engineering prospects to clear instructor Charlie Henderson's field training lab are (back row, l. to r.) John Cherry, assigned to Region 10; Jim McCaig, Region 60; and

Jim Dickey, Region 00. Front row, l. to r. are Bill Miller, assigned to Field Service Lab; William Kramer, since terminated; Roy Scott, Region 50; and Don Bilbo, Region 00.



A well deserved honor has lately been given to one of Magcobar's most charming secretaries, Mrs. Elsie Smithers of the Traffic Department. She has been chosen as the Transportation Woman of the Year for Houston.

Elsie has a long list of credits in the transportation field to her record which more than justify her election. To quote from a letter written by Mrs. Estelle Welshimer of Humble Oil and Refining Company in which Elsie was nominated for this honor:



Elsie Smithers is shown here with her boss, Magcobar Traffic Manager Austin Glover. Austin is himself a highly thought of member of the Traffic Club of Houston, having recently been elected a Director of that organization.

"Mrs. Smithers has been engaged in traffic and transportation activities for a number of years as Secretary to the Traffic Manager of Magnet Cove Barium Corporation, Mr. Austin Glover, who holds her in high esteem and has great respect for her judgment, ability, poise, and decorum.

She served as President of The Women's Traffic Club of Houston during 1960-61, and served with distinction. Her graciousness, charm, interest, and untiring devotion to duty as President inspired the membership many times when interest and activity had fallen to a dangerously low ebb. She presided with charm and dignity at all of our functions, and represented us at outside functions with much elegance and discrimination. She stepped down from the Presidency at the end of her tenure of office and accepted the most difficult and controversial job in the club—that of Finance Chairman, and did such an outstanding job that she increased the greatly depleted club treasury twofold...

Mrs. Smithers is serving with distinction as Secretary of the Executive Committee of the Associated Traffic Clubs of America Convention to be held in Hous-



ton in September of 1962. She is relied upon to a very great degree by all members of this committee, . . . whose activities will reflect honor on Houston . . . She has attended several A. T. C. conventions, one as President . . . at which she reflected honor on her local club, as well as the transportation industry as a whole."

April Pfleger, daughter of Magcobar staff engineer Ken Pfleger (See Magcoscene of November-January, 1962), has been elected to the office of Lt. Colonel of Records for the Austin High School Scottish Brigade for the school year 1962-63.

The Scottish Brigade is a bagpipe marching and drill group which performs at football games, parades, and similar events. April's election makes her one of the top three officers of the group. Selection of officers for the brigade is based on scholastic achievement, leadership ability, personality, and other judgement factors. Congratulations April!



April Pfleger

The Magcoscene extends sympathy to the family of Sam E. Condo, Jr., Magcobar Sales Engineer in Region 20, who died May 5 as a result of a car-truck accident near Fairfield, Illinois. Also, condolences to the family of J. R. Bruch, Magcobar truck driver in Region 30, who died March 23 near Wakeeney, Kansas, as a result of a one vehicle truck accident.

From South Louisiana comes word of a very successful bowling team organized by Region 10 Sales Representative Charlie Kerin. Jo Anne Domengeaux, Regional Secretary, supplies the following narrative of the teams' accomplishments.

"Organized in 1959 by Kerin, the team became Lafayette City Champions. That same year they brought in the Division A Championship trophy for the Lafayette Petroleum League and lost in the playoff to Union Oil of California Engineers for the "Heymann Trophy".

This trophy, the most sought after, is a rotating award donated by Maurice Heymann, developer of the Lafayette Oil Center.

In 1961 the team, consisting of Charlie Kerin, Magcobar; Tom Stoma, Cities Service; Grayson Frakes, Petroleum, Inc.; Joe Mustacchia, Phillips Petr.; and Bob Vannoy, Cherokee Laboratories, copped second place in the Petroleum League. Joe Mansueto, Mobil Oil, was later acquired to give the team added strength.

This year, not only did MAGCOBAR take first place-Petroleum League-Division A, but walked away with exactly what they have been working toward for the past four years, the prized "Heymann Trophy".

The team was matched against two other teams in a nine game roll-off. Typical of their bowling skill, Joe Mansueto averaged 200 pins per game with a total of 1801 pins for nine games.

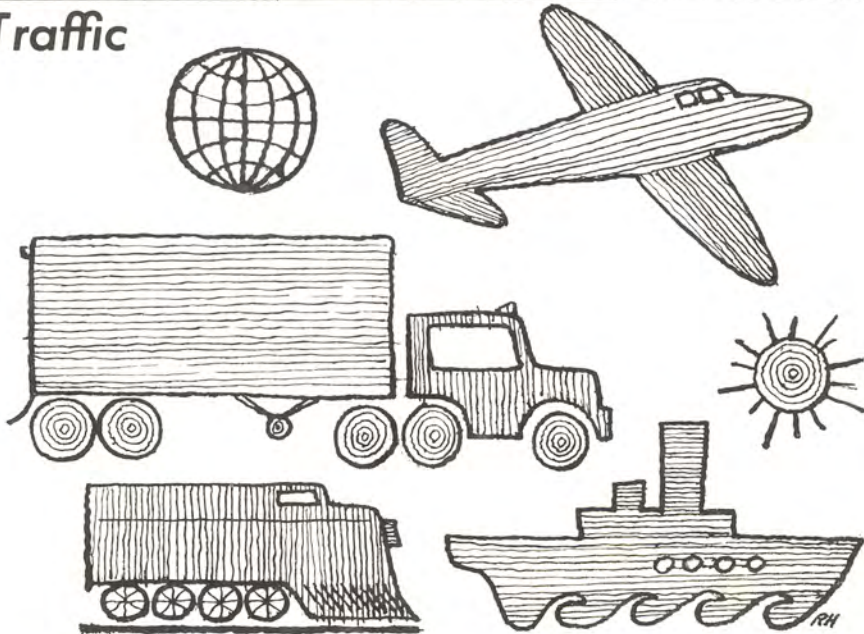
The team will keep this trophy on display at the Magcobar office in Lafayette along with the other trophies earned by their skill and effort."

Charlie Kerin, Regional 10 Sales Representative for South Louisiana, is pictured with the many trophies won within the past four years by the MAGCOBAR bowling team.



If It Needs To Be Shipped—

Call Traffic



Short On Fanfare, Long On Results, Magcobar Traffic Department Ships Company Products All Over The World

Traffic, to most people, means the hustle and bustle of many persons and automobiles or a combination of both. When a tired city worker gets home in the afternoon and says, "Boy, that traffic was terrible," everyone knows just what he means.

"Traffic" at Magcobar, however, means something entirely different. It means the "movement of company products to meet sales requirements with minimum transportation costs."

There is far more to this definition than first meets the eye. For example, the last four words "with minimum transportation costs" require Traffic Manager Austin Glover and his staff to know rate and time schedules, loading requirements, Inter-State Commerce Commission (and various state) rules and regulations, routing alternatives, and even packaging techniques. All of this

information must be available for all types of carriers including rail, air, truck, barge, and ship. If foreign traffic movement is involved, then additional information such as import-export laws and customs documents must be dealt with.

To assist in the administration of this complex and important function, Manager Glover has divided his department into two sections, Foreign Traffic and Domestic Traffic. These two sections are headed by Alan Cooper and Russel Lapetina respectively. Together with Rate Analyst Mel Lofton and some long-time dependable female administrative aide, this group, by knowing and applying best shipping, routing, and rate schedules, is responsible for a saving of more than 5% of the total yearly traffic expenditure. Since transportation costs represent about 25% of Magcobar gross sales, this saving is a very large sum indeed.



Traffic Department Manager Austin Glover, a thirty year veteran of the traffic business and an eleven year Magcobar employee, started the Traffic Department back in 1951 and has built it to its present importance with the Finance Division.

Alan Cooper, Supervisor of Foreign Traffic, has been with Magcobar since April of 1956. Alan started with the company as a rate clerk and was promoted to his present job in January of 1959.



Elsie Smithers, Secretary to the Department Manager, is a nine year member of the Magcobar family. Her contribution to the success of the Traffic Department is attested to by the fact that she was recently elected Transportation Woman of The Year by the Associated Traffic Clubs of the city of Houston. (See Company New Briefs)

Russel Lapetina, Supervisor of Domestic Traffic, has also been with Magcobar since April of 1956. He was promoted to his present job in early 1959 after serving a hitch as rate clerk.



Dorothy Imler, secretary to the Foreign Traffic Supervisor, is a six year Magcobar veteran, all of which has been spent in the Traffic Department. This experience has made her a valuable asset to the department as well as to her boss.

Mel Lofton, Rate Analyst, has been with Magcobar since October of 1959. As Rate Analyst, he secures and verifies rates via the various carriers in line with the Tariffs on file. Mel's research in securing proper routes and in fitting products into their proper classification for lowest freight rates is a big money saver for the department and for Magcobar.





Velma McManus, Special Traffic Clerk, has been in the department as long as Manager Glover. Her extensive knowledge of traffic matters fits her ideally into the job of verifying rate, routing, and freight data on all types of shipments.

Joanna Schultz, General Clerk, divides her time between Traffic and Purchasing. She is the "Girl Friday" who keeps the day to day tasks of filing and typing cleaned up. Joanna is the short termer of the department, having been with the company since September of 1961.



To determine what is the best approach to a traffic problem, the department has some 600 tariffs on file which show rates, rules, and regulations as set down by the ICC and the various states involved. Each tariffs has many additions and/or changes. The rate schedules and regulations are subject to almost continual changes. This means that the Traffic staff must continually study and analyze the tariffs so as to be up-to-date at all times. All company shipping is classified in accordance with tariff regulations so that lowest freight rates can be secured.

Other duties of the department in-

clude assisting in studies of possible plant locations with regard to transportation problems, filing cases with the ICC seeking rate quotations as different shipping situations arise, advising marketing as to various freight rates so the most economical shipping method is utilized, and arranging shipment of household goods for transferred employees.

Domestic traffic is, of course, concerned with product movement within the United States. Supervisor Lape-tina is responsible for preparation of freight rate quotations on domestic shipments, tracing and/or diverting shipments as required for prompt delivery, and staying familiar with latest traffic and transportation rule changes which might effect company business. Perhaps his most important duty is reading and analyzing a weekly publication called the "Traffic Bulletin" which is published by a service agency. This bulletin reports all proposed tariff changes or suspensions and a sharp eye can spot those which will affect Magcobar either favorably or adversely.

Foreign traffic, under Supervisor Cooper, is concerned with the most economical movement of company products to and from foreign locations. This requires current knowledge of import-export laws, customs documents, and the ship chartering industry. Also, the movement of equipment and supplies to foreign plant sites and offices is arranged by this section.

The Traffic Department, then, is seen as a vital spoke in the Magcobar wheel. The ever changing nature of shipping rate schedules, Interstate and Foreign transportation regulations, and the complexities which enter into the best administration of such problems are a daily task for the eight persons who make up Magcobar's Traffic staff. The fact that Magcobar delivers the goods on time and at a shipping cost which results in big savings each year is proof of their success.

Editor's Scratch Pad

Births

Louis Fanning, District 14, and wife Anna are parents of a baby boy born May 2.

Arnulfo Varga and wife Ofelia, District 02, have a new baby born on May 2.

Marvin Jones, District 02, and wife Grace have a baby boy born on May 3.

Vernon Richey, District 13, and wife Martha have a baby boy born on May 12.

Rodolfo Ozuna and Mrs. Ozuna of District 01 have a baby born on May 17.

Jeane Abell, formerly of Region 00, and husband Ted are parents of a baby girl born on May 23.

Ken Bond, District 13, and wife Doris are parents of a baby born June 7.

Jules and **Gyrthel Dewey**, District 11, have a baby boy born on June 13.

Al Schreiner, Houston office, and wife Marcella have a baby girl born on June 23.

Bob Kelly, Houston office, and wife Carolyn have a baby boy born June 24.

Weddings

Preston McIntyre, Morgan City, Louisiana, was married to Lou Ann Rhodes on February 4, 1962.

Billy Lemoine, Morgan City, Louisiana, and Eva Mildred Cooter were married on March 22, 1962.

Barbara Church, Dallas office, was married to James M. Watson on April 14, 1962.

Mary Korchinski, MCBC Ltd, Calgary, was married to Walter Mihalcheon on May 19, 1962.

Donald Mosely, Houston, was married to Willene Looney on May 23, 1962.

Ronald Boatman, Houston, was married to Marjorie Glaser on June 1, 1962.

New Employees

March

Lucille Ketchum, Secretary 111, Region 50 office, Los Angeles.

Julius Cunningham, Voucher Clerk, Jr., Drilling Mud Region 10, District 13.

April

Thomas Little, Office Clerk, Drilling Mud Region 40, District 43.

Judith Henry, Stenographer, Drilling Mud Region 30 office, Oklahoma, City.

Rudy Collins, File Clerk, Customer Billing, Houston.

Peggy Pack, Librarian-Steno, Technical Department, Houston.

Lott Marsh, Jr., Sales Engineer, Drilling Mud Region 20.

John Megehee, Regional Sales Manager, Drilling Mud Region 40.

Patricia Smith, Secretary 111, Drilling Mud Region 00 office, Corpus Christi.

Ernest Dyson, Office Clerk, Drilling Mud Region 10, District 11.

Fred Gordon, Accountant, Inventory Control, Houston.

William Miller, Sales Engineer, Drilling Mud Region 90.

John Cherry, Sales Engineer, Drilling Mud Region 90.

Donald Bilbo, Sales Engineer, Drilling Mud Region 90.

William Kramer, Jr., Sales Engineer, Drilling Mud Region 90.

May

Barbara Shumaker, Secretary 111, Drilling Mud Region 20 office, Olney, Illinois.

Ernest Haynes, Jr., Sales Engineer—Foreign, Foreign Sales, Houston.

James McCaskill, Jr., Area Manager—Foreign, Foreign Sales, Houston.

James Dickey, Sales Engineer, Drilling Mud Region 90.

Jim McCaig, Sales Engineer, Drilling Mud Region 90.

Philip Kemp, Laboratory Technician, Technical Department, Houston.

Lynda Parker, Secretary 111, Foreign Sales Department, Houston.

Betty Windham, Switchboard operator, Office Services, Houston.

Warren Vestal, Production Chemical Manager, Drilling Mud Region 60.



Magcoscenery

Summer, and vacation time, means swimming, fishing, water skiing, just plain loafing, or any one of several other relaxing pastimes to fun lovers young and old. Young, vivacious, Deanna May thinks swimming is one of the best ways to enjoy the summer sun. Deanna also likes tennis, water skiing, and bowling. Favorite non-athletic activities are music and dancing. This pretty red head brightens up the Drilling Mud Department at Magcobar's Houston office.

Frank Mitchell, Production Chemical Engineer, Drilling Mud Region 60.

Joe Murray, Sales Engineer, Drilling Mud Region 60.

Roger Tagert, Sales Engineer, Drilling Mud Region 20.

Eugene De Lashment, Sales Engineer, Drilling Mud Region 60.

George Cortez, Office Clerk, Drilling Mud Region-10.

David Paige, Lab Technician, Production Department, New Orleans.

Dian Parker, Clerk-Typist, General and Consolidation Accounting, Houston.

Michael Cloteaux, Lab Helper, Product Development Lab, Houston.

Roy Scott, Sales Engineer, Drilling Mud Region 50.

June

George Tackett, Warehouse Manager, Drilling Mud Region 20.

Lumer Kovarik, Regional Sales Representative, Drilling Mud Region 50.

Ervin Lehman, Accountant, General and Consolidation Accounting, Houston.

Dolores Joyce, Secretary 111, Drilling Mud Region 90, Dallas office.

Joe Carl Vawters, Design Draftsman, Equipment Development, Houston.

Promotions

Marion Harris, District 72, promoted to District Engineer.

Wilma Attick, Houston office, promoted to Inventory Control Clerk.

Medford Stuckey, Houston office, promoted to Stock Clerk.

Homer Grant, District 14, promoted to District Service Manager.

Ronald Boatman, Houston office, promoted to Order Clerk.

Norma Safford, Houston office, promoted to Secretary 111, Industrial Relations.

Norman Schulle, Houston, promoted to Supervisor, General and Consolidation Accounting.

Donald Ski, transferred to District 52 and promoted to District Engineer.

Raymond McClendon, Drilling Mud District 03, promoted to Area Supervisor.

Alice Kromer

1957-1958-1959
1960-1961-1962
-Continued

Another Look

At A Magcobar Liebchen— Four Years After Last Chapter and Nine Years After Her Arrival From Germany

The January-February, 1958, issue of *The Magcoscene* carried a story about Alice Kromer, at that time a new Magcobar employee. The story pointed out that Alice was a German girl who had come to



Alice became Mrs. John Dietert on May 25, 1962. Looking lovely, as brides should, Alice (the younger) is Magcobar's loss and John's gain.

the United States in 1953 as governess to the children of an American army officer. After three years as governess, first for the army family and later for another family who brought her to Houston, Alice decided to find an office job. She did, at Magcobar, and started as a clerk in the Inventory Control section in February of 1957.

Alice proved to be not only a hard working, valuable employee, but also a young lady with a purpose. From the time she arrived in the U. S., she saved money from her jobs so that one day she could bring her mother, brother, and sister, to this country also. In November of 1957 this dream was realized.

Much has happened to Alice, and the other Kromers, since that happy reunion in 1957. Alice continued to work for Magcobar and, as her knowledge of company operation increased, she was promoted. Eventually, in early 1962, she became the Secretary to the Personnel Manager.

In the meantime, Alice's mother and brother, Fred, were also working. Sister Angela was in school. The industriousness of the family helped them to be-



The Kromers just after their 1957 reunion. Brother Fred, now grown, has his own business in Houston and sister Angela, then 12, is now a pretty 16 year old high school student.



Alice receives her five year service award pin from Magcobar President Willard Johnson. Short presentation ceremony was held in May and was a surprise to Alice.

come settled in their new environment and they soon purchased a home in the Spring Branch section of Houston.

In May of 1962, Alice left Magcobar. This was a sad time both for her and for the many close friends she had made while working here. The occasion for her leaving was a happy one, however. She was married to John Dietert whom she met while he was also employed by Magcobar. Their marriage meant that Alice would be moving to Corpus Christi where John had accepted a new job.

So, we see the story of a young girl who left her homeland to come to a strange country at the age of 17, worked hard to reunite with her family, helped form a happy home with the family upon their arrival, advanced in her job, and was happily married. This could be the end of a fairy-tale like episode—but it isn't. There is still an Alice Kromer at Magcobar. You guessed it. Mother Kromer joined the company in June and is happily working away in the Inventory Control section, the same place where daughter Alice started over five years ago.



Magcobar's "new" Alice Kromer. She picks up what was started over five years ago by her daughter.



The town of Mykonos, the harbor, and the Aegean Sea as seen from the Presanis home.



Personality Sketch

Ike Presanis is the General Manager of Mykobar Mining Company's Mykonos Island production operation. As such he is responsible for the mining of bentonite and barite ore on the Greek Islands of Milos and Mykonos. He supervises the transportation of the ore to the processing plant on Mykonos, the actual milling of the ore, and transportation of the ore to assigned destinations. Crude, unfinished ore is shipped to Magcobar's New Orleans plant for processing into a finished product. Finished ore is also produced at Mykonos for shipment to European or Middle Eastern markets.

Supervising all this mining, hauling, processing, and shipping keeps Ike on the move a great deal. He travels between Mykonos and Milos by boat to oversee the mining operations. He is trouble shooter, problem solver, and administrator all rolled into one. Mykobar Board Chairman Dan Martin, located at the Athens headquarters of Mykobar Mining, attests to Ike's busy work schedule and provides some additional information about the Presanis personality.

Ike's musical interest is pointed up by his collection of both taped and recorded music, mostly classical selections.





Marina, Johnny, Marianna, and Ike pose for the camera. How about that father-son and mother-daughter resemblance!



Ike at work has many different responsibilities. From mining to inspection to office work is a matter of changing hats and going where the need arises.

A. J. "Ike" Presanis A BUSY YOUNG MAN FROM GREECE

Ike was born in Athens and received his early schooling in Greece. He attended an American high school in Athens where his interest in mining, inherited from his father, started to develop. He received a scholarship to MacAlester College in St. Paul, Minnesota, and got his BS in mathematics. His work at MacAlester earned him another scholarship, this time to Colorado School of Mines at Golden, Colorado, where he received a Masters degree in mining in 1953. During his college years in the United States, Ike contributed to his own welfare by working in various mines. He also managed to travel in 40 of the states in his spare time.

Following his graduation from Mines, Ike returned to Greece, entered the Greek navy, served as an officer, and was discharged in 1954. In July, 1957, he joined Mykobar as a Mine Superintendent and was promoted to General Manager in February of 1960.

The Presanis family includes pretty wife, Marina, daughter Marianna, 6, and son Johnny, 4.

Besides job and family, Ike has great

interest in photography (takes both movie and still pictures), classical music which he tapes for both monaural and stereo reproduction, bridge (at which he is a whiz), and all sports. His professional affiliations are AIME and the Greek Engineering Society.

Magcobar and Magcobar affiliates all over the world are loaded with interesting and unique personalities. Certainly one of the more interesting of this large, united family is Ike Presanis.

Johnny and Marianna show that they, too, are music lovers. The natural Greek affinity for songs and dancing seems to show up at an early age.





A Company To Be Proud Of

Well Kept Facilities and Equipment Share In Magcobar Success Story

Magcobar has grown in the past 20 plus years from a small mining operation in Malvern, Arkansas, to a position as the leading drillings fluids company of the world; from one plant with less than 25 employees to some 20 different mining and milling operations (including subsidiaries and affiliates) located in several states and many foreign countries, with approximately 2000 employees. This is a growth record to be proud of.

There are several probable reasons for this tremendous increase in size and

scope of operation. Two of these would be sound management and growth of the oil industry as a whole. There is another, more intangible, reason which must receive some credit for Magcobar's present world reputation. A good name for this contributor might be "company image".

Company image is the mental picture which appears in the mind of a Magcobar customer, dealer, employee, competitor, or other associate when he thinks of Magcobar. A favorable company image is created in several ways. By courteous employees; by good, timely service; by fair policies, practices, and prices; and by the pleasing appearance of company equipment, products, and personnel.

It is the appearance of Magcobar equipment, products, personnel, and facilities which we want to present on these next few pages. While realizing that neat, well maintained equipment and facilities are necessary for the favorable company image, we must not forget the tangible advantages to be gained by cleanliness and maintenance. The extra effort, the pride, required to keep plants, cars, warehouses, and other equipment in first class appearances results in lower maintenance costs, more accident free operation, less down time due to mechanical failure, and over-all more economical operation. More economical operation means greater profits. Greater profits means more for all of us in benefits, salaries, and improved working conditions. Also, it makes sense that a salesman can sell better and with more confidence if he knows that he represents a well-thought-of company which presents facilities, products, or services that more than hold their own against competition.

These pictures of Magcobar equipment and facilities are only a few of the hundreds it would require to cover all areas of operation. They show that many Magcobar people are doing their share to uphold the solid company image created over the past two decades.



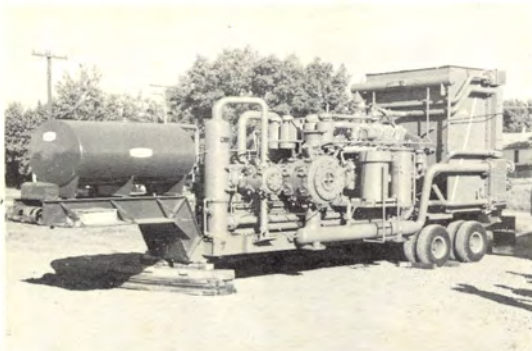
Neat, well designed Magcobar booths for latest LAYFAYETTE, LOUISIANA, oil show (left) and Industrial Foundry show held in Detroit reflect the quality of performance of the products they promote.



This 32 foot diesel tractor-trailer combination can be seen on the highways of Magcobar's MID-CONTINENT REGION carrying the company slogan as well as an approximate 25 ton payload to warehouses and stock points in Kansas, Oklahoma, Nebraska, and parts of Colorado and Texas.



LINDSAY, OKLAHOMA, is the site of this bulk mud system and warehouse. Neat appearance, permanence of construction, distinctive marking, combine to emphasize Magcobar standard of appearance even in far-flung stock point locations.



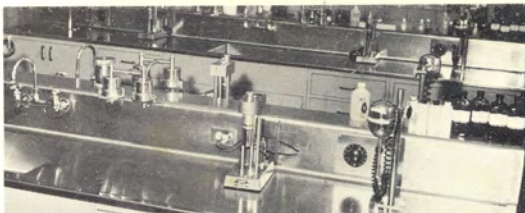
Powerful, custom manufactured air drilling units, in use throughout Magcobar's ROCKY MOUNTAIN REGION, further illustrate the company's desire to offer the best in any service offered. Unit shown here is in the Casper, Wyoming yard.



FARMINGTON, NEW MEXICO, district office and warehouse. Well built, well lighted warehouses such as this provide employees with best possible working conditions and insure maximum protection for stored products.



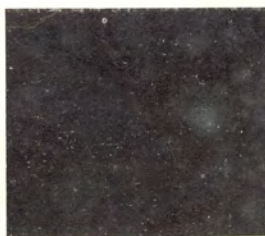
Worn here by Johnny Crocker of the PAMPA, TEXAS, district office, Magcobar cover-alls may soon be seen throughout the oil patch. Neat appearance as compared to ordinary rig work clothes is easily seen. Before going on rig floor Magcobar engineer dons hard hat which is also marked with the easily recognizable Magcobar decal. (See cover)



Modern research labs of Magcobar home office range from conventional "wet" chemistry equipment top to complex X-ray diffraction-emission spectrometer. Smaller, well equipped labs are located in plants, area offices, and other field locations throughout company.



The Magcobar headquarters is, in itself, a major contributor to the company image. A continuous program of building and grounds maintenance assures employees of a work place to be proud of for many years to come.



Float planes, vitally necessary for operations in the SOUTH LOUISIANA MARKETING REGION, receive best possible care and maintenance not only from top-notch mechanics but from their mud engineer pilots. Plane shown here is tied up at Shell Oil Company's Grand Isle dock.



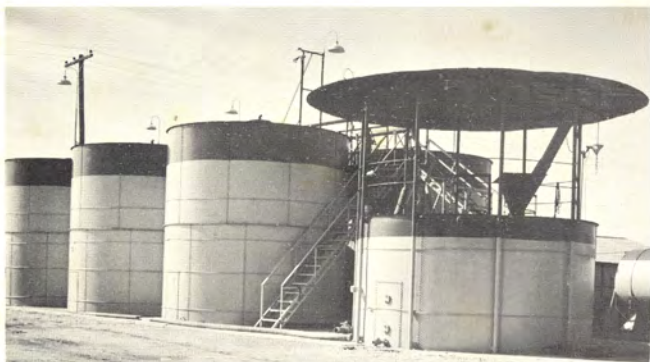
Well-equipped and functional, Magcobar administrative offices from district level on through to Houston headquarters give employees, customers, and visitors a pleasant atmosphere in which to meet.



Interior of fully stocked, well lighted, all weather warehouse at LAKE CHARLES, LOUISIANA, reflects the advantages of proper use of material handling equipment and good clean-up habits.



Fully stocked Magcobar portable field lab, hinge-fastened to fold neatly into car trunk, places all equipment for quick, accurate mud testing at the engineer's finger tips.



LIBERTY, TEXAS, is proud of this liquid mud plant. Neat and well painted (for best safety and longer metal life), well lighted (for possible night deliveries), and with auxilliary hoses ready for instant use, this plant is typical of some twenty liquid mud facilities along the Texas and Louisiana Gulf coasts.



Equal in appearance and serviceability to the liquid mud plant is this bulk mud plant at LIBERTY. With its attractive Magco-bar sign, this bulk facility sitting beside Highway 90 is another testimony of Magco-bar quality.



The old and the new, and the benefits of good equipment maintenance. The 350 sack capacity screw type bulk mud carrier at left has seen several years of service in SOUTH TEXAS. And yet it still operates as smoothly (thanks to good care) and looks as good (if not as modern) as the new 22 ton payload air operated bulk carrier at right.



Magco-bar plants, necessarily located for easiest access by ore supplies, are often in isolated, out-of-the-way places, not often seen by the general public. This being the case, it would be easy for plant personnel to let their work place deteriorate in appearance. This is not the case, however, as evidenced by the ZAVALLA, EAST TEXAS, plant.



The barge delivery equipment, liquid and bulk mud tanks, and warehouse at the BERWICK, LOUISIANA, location are recognizable, even from a distance, as another clean and well maintained Magco-bar service center.



A few of Magco-bar's large fleet of service autos are shown ready for delivery to sales engineers at field locations. Good maintenance practices and a solid trade-in policy keeps this fleet on the road 24 hours a day for maximum customer service.

