

Humble Introduces New Gasolines And New Trademark - Enco

Today Humble Oil & Refining Company unveiled its new Enco trademark to motorists of Texas and the Southwest. Announcement of the new brand name was made last week.

Enco comes from the company's slogan, "America's Leading Energy Company," adopted after the merger last year of domestic affiliates of Standard Oil Company (New Jersey) into the new Humble Oil & Refining Company.

The new trademark will identify Humble gasolines, motor oils and other products throughout the West, Middle West and Southwest. Except in Texas, Enco will also be used in the oval sign identifying service stations selling Humble products. In Texas, service stations will continue to be identified by an oval Humble sign.

By replacing 12 different brand names and four different service station identification signs established before the merger, Enco is expected to end a confusion of brand names among the company's customers as they travel from state to state.

Two new premium gasolines make their debut under the Enco trademark. Through an exclusive combination of additives developed by Humble research, these new premium gasolines give cars what Humble calls an "energy boost."

Humble engineers say this energy boost results from greater engine efficiency achieved by the cleansing action of the new combination of additives.

To acquaint motorists with the new Enco trademark, a widespread advertising campaign in all media began this week. One feature of this campaign is an offer of a free Parker Eversharp Reporter ball-point pen to the first 200,000 customers who test-drive a new Enco premium gasoline and report on the results. The public is also invited to regis-



The big news! Today Humble dealers all over Texas will change the names of the company's gasolines to Enco.

ter in the "Enco Energy Travelcade," an obligation-free drawing. There will be 2,046 prizes, including the grand prize — a "Happy Motoring" family vacation every year for five years.

The Enco trademark was first tested last Summer when the new Humble Oil & Refining Company began to market Enco gasolines through Carter stations in the Pacific Northwest. Later, the identification sign was tested in eastern Washington and western Montana, and Enco gasolines were introduced at Pate stations in Wisconsin. Humble found that the name was popular, easily remembered and quickly associated with the company's slogan — "America's Leading Energy Company."

Consequently, Enco gasolines and the Enco identification sign were used from the start when Humble entered Los Angeles late in 1960. After today's introduction of Enco in other parts of the Southwest and West travelers will find the Enco trademark from Brownsville to Milwaukee, and from Los Angeles to Chicago.

Humble is the largest domestic oil company in the United States. It is a leader in production, refining, research, transportation and marketing. The company has national headquarters in Houston, where a new 44-story Humble Building is scheduled for completion by mid-1962.



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*Trademark of The Dow Chemical Company

STANTON CHEMICAL & SEED CO.
Stanton, Texas

PERSONALS

Mr. and Mrs. E. W. Holcombe have been visiting in Gainesville. Visiting over the weekend in Gainesville were Mr. and Mrs. Kenneth Holcombe and Pam.

Mrs. Sammy Yates has been a patient in Medical Arts Hospital, Big Spring.

Mr. and Mrs. Jim Hopkins spent the weekend in Odessa with their son-in-law and daughter, Mr. and Mrs. Cleo Pate.

Grady Scouts To Hold Awards Court

Grady Girl Scouts and Brownie Scouts will hold a Court of Awards Thursday, May 11.

Girls will receive awards they have earned this year.

The program will begin at 8 p.m. on the Grady school grounds, near the Scout house. A campfire will serve as a setting for the program.

Each leader will present awards girls have earned, girls will sing songs and play games. Refreshments also are to be served.

Members of Girl Scout Troop 254, led by Mrs. Raymond Prihyla, and Girl Scout Troop 397, led by Mrs. James Jones, will receive proficiency badges.

Second class badges will be presented to members of Troop 56, led by Mrs. Houston Woody.

Members of Brownie Troop 356, led by Mrs. Joe Ramos, will fly up from Brownie Scouts to Girl Scouts. They will receive Girl Scout pins, Brownie fly-up wings and world association pins.

Members of Brownie Troop 414, led by Mrs. Glen Holloway, and Troop 250, led by Mrs. Jack Kuhlman, will receive world association pins.

PERSONALS

E. T. Williamson was in Waco this week on business.

Mr. and Mrs. J. S. Tunnell of Valley View, visited Monday with Mr. and Mrs. G. Tunnell.

Monday visitors with Mrs. Annie Thomason were her daughter, Mrs. Tom Estes and Mrs. Sam Parum, both of Patricia.

Mr. and Mrs. S. E. Boyce Jr., Bob Boyce and Mr. and Mrs. Sid Yates and Karen of Midland, spent the weekend at Colorado City Lake.

FARM REVIEW and FORECAST



For the 52nd consecutive year Texas A&M College offers its special Summer cotton school.

Its purpose is to provide training for persons who expect to enter the cotton trade; for growers who desire to learn more about cotton marketing and for buyers who wish to review grade and staple standards or become more familiar with the elements of quality in cotton.

The 1961 school will again be conducted by the Department of Agricultural Economics and Sociology during the six weeks between June 5 and July 14. Professor J. M. Ward will again be in charge of the school.

Ward says such important phases of the cotton industry as grading, stapling, and the determination of cotton properties and trade procedures will receive major attention. Most of the time will be spent doing actual practice work and in discussions covering techniques of classing. A few lectures by visiting specialists will cover phases of production, marketing and processing of cotton.

Most farmers and ranchers are interested in doing the best possible job of managing wildlife. Ed Cooper, extension wildlife specialist, points out that nature does a good job, but says man can be a big help.

Probably the most important principle of wildlife management is to preserve or encourage the growth of food and cover plants. Every wild creature's livelihood depends on certain types of plants or animals that feed on plants, and landowners can be good managers by making sure food and cover plants are provided, Cooper continues.

In many cases, specialized agriculture reduces the amount of food available for game animals. It is possible to offset some of this loss by providing food plots for wildlife. For deer and wild turkeys, small acreages of winter grains can be most helpful. Oats, wheat and similar winter crops offer attractive grazing for these animals. The food plots have even greater value when domestic livestock are excluded, the specialist explains.

Quail and dove will quickly take advantage of certain types of food plots. In the areas where they can be grown, Kobe lespedeza, German millet and sesame produce seeds highly desirable for birds. Several small strips of these plants, located near permanent, low-growing woody vegetation, are quite valuable.

Even wild geese can be benefited by winter food crops in Texas. In some areas, Gulf rye grass produces excellent grazing for these birds. Any type of winter grazing, including oats, rye, wheat and similar crops, can be used to advantage.

For greatest profits, poultrymen who produce and sell eggs on the basis of known grade standards should apply good business principles to their marketing operations. Producers must be alert at all times for the handling and marketing practices that will maintain the high quality that eggs have when laid, says F. Z. Beanblossom, extension poultry marketing specialist.

Heat and time are two mighty important considerations in maintaining egg quality. Because heat causes eggs to lose quality, it is especially important at this time of the year to pay particular attention to conditions under which eggs are kept. Too long a handling time can deteriorate egg quality, according to the specialist.

If a producer of quality eggs does the things necessary to maintain quality, it is equally important that dealers, wholesalers and retail distributors keep eggs cool, handle them carefully and package them in clean and well constructed containers, Beanblossom points out.

When hens bred for quality are used as producers, and the eggs are handled properly, the poultryman should market 90 to 93 percent of his eggs at A quality or above. This is very important because market value and net profits from eggs will vary according to the percent of the different grade produced. A producer selling only 75 percent A quality will receive much less for his eggs than will the one who sells 90 percent A quality.

There are usually other losses when the percent of eggs sold drops below 90 percent A quality. There will be more B quality and a possibility of some C quality eggs. In most cases, there will also be more loss from breakage due to poor handling and management practices, the specialist explains.

During the next six weeks, judging teams will score 241 communities in their search for Texas' most progressive rural community. Reagan Brown, extension sociologist, says the past year has been the most successful in the 14-year history of the Extension Service conducted program of community improvement. Awards under the program are currently being provided by 10 electric utility companies operating in Texas.

Two Texas county agricultural agents, D. F. Bredthauer of Refugio County and Rayford G. Kay, Matagorda County, have been named recipients of 1961 Dow Study Tour Scholarships. They will join 10 other county agents from southern states in Memphis, Tennessee, July 10 to begin a 19-day tour which will take them into at least 10 states.

Many Texas dairymen make the common mistake of setting up their feeding program without considering the moisture content of the feed, as fed, as compared to the moisture in the sample analyzed. J. W. Davis, extension dairy specialist, points out that all feed samples must be dried before analyses can be made and many laboratories report the results of their analyses on a dry basis. Others will convert the figures to the moisture content of the sample as they received it.

If the producer assumes the laboratory is reporting moisture content one way when they are actually reporting the other, his feeding program would be very inefficient. In one situation a wrong assumption would mean underfeeding, and the reversal of that situation would mean overfeeding. The solution to the problem would be to ask the laboratory which way they report analyses, explains Davis.

When results are reported on the basis of sample as received, the values must be converted to a dry matter basis before applying the formulas used in the Pennsylvania Forage Testing Program or in similar programs for estimating digestible protein, total digestible nutrients and net energy. Dividing

the values given by the percent dry matter in the feed will convert the figures to a dry basis.

Davis says the importance of using the correct values when formulating the feeding program cannot be overemphasized. A wrong assumption usually shows up where it hurts the most — in the pocket-book.

PERSONALS

Recent visitors with Mrs. S. A. Ashley were Mr. and Mrs. Wesley Ashley and family of Odessa, Mrs. Carrie Rives of Robert Lee, and Mrs. Willie Belle Campbell and David of Big Spring.

Mrs. Cecil Hamilton of Big Spring, visited Sunday with Mrs. Joan Long and Carrie Alvis.

Mr. and Mrs. Virgil Brothers vis-

ited Sunday in Midland with Mrs. Hershell Howard. Also visiting in the home were Al Ganzano, Mr. and Mrs. Gene Miller and children and Mrs. Marguerite Hauber and Daphne, all of Odessa.

Mr. and Mrs. George Cornelius visited Sunday in Hobbs, N. M., with her brother-in-law and sister, Mr. and Mrs. J. B. Thomas and her father, W. F. McCain.

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The Launching Pad

By NEAL ESTES

PERHAPS THERE ARE THOSE IN THE COMMUNITY WHO WOULD LIKE TO RE-DEDICATE THEMSELVES TO THE TRUE CONCEPTS OF MOTHERHOOD. NO NEED OF WAITING FOR RESOLUTION TIME NEXT JANUARY.

—Estes

A report service on Texas millionaires is out. There are only 884 genuine millionaires in Texas. 118 of the big money men live in Dallas and 114 reside in Houston. Texas has more millionaires than any state except New York and the District of Columbia. Nothing was said in the report about Alaska. So it is good to know that the Lone Star state is maintaining a top three rating in the big money field.

THE best way to get real enjoyment out of working in the yard or garden is to put on a wide straw hat, dress in light, loose-fitting clothes, hold a little trowel or the hose in one hand and a cool drink in the other. Then tell the man where to dig.

At times, we get sick and tired of hearing complaints about juvenile delinquency. By and large, in Stanton, the thing known as juvenile delinquency is at a very low ebb. On the other hand, we have daily observation of a first rate case of adult delinquency. When two grown people, in a small town, pull off childish capers in plain view of the populace, indeed, they are delinquents.

STANTON streets are in bad shape. This is really true in West Stanton. We have been making a block-by-block survey of the conditions of our town thoroughfares and with all those nice homes in that section of the city, it is a real shame that every property owner don't sign up to participate in the coming paving program. Possibly there are reasons why some folks don't want to sign. MAYOR WHEELER has an answer for almost everybody who really wants to pave. They have a five-year payment plan at city hall and that is generous and considerate. The city fathers can issue a mandate for paving in most cases — particularly where vacant lots are in the proposed paving area. Stanton has attractive homes in every section of the city and the paving program is for all the people. Sign up today!

SPEAKING of signing up—your correspondent never has used this column to advocate something we did not think right. We signed up the day the paper was published carrying the coupon to be mailed to the city secretary indicating a desire to participate in the proposed paving program. As a matter-of-fact, HARVEY WHITE said we were the first bachelor in town to get on the dotted line for two strips of paving—one on St. Boniface and one on School Street. And to keep the record straight, and to eliminate any suggestion of bragging in the above sentence — we may have to use MAYOR WHEELER'S five-year plan twice—five years on paying out Boniface and five years paying out School.

THE mother of our mayor, STANLEY WHEELER, was in our city Saturday morning and we had the pleasure of an introduction. She is a charming, aristocratic, wonderful woman. Somehow, we knew that before we had the privilege of meeting her in her son's place of business. The Mayor has talked to us many times about the days of his boyhood with his mother. Yes, it sure was nice to meet the Mayor's mother and we are happy to send special Mother's Day greetings to her!

THERE is a popular song hit they are playing these days. "I Can't Do It By Myself." Calls back about a year ago when we heard such a frantic plea from a young matron. We tried to help. We failed. We are kicking around this song title for some guy up in tin-pan alley. It might go. Here it is: "Get Lost Grief."

BEFORE signing thirty, we have a message for a good gal in town and a friend of ours. She is married and a wonderful mother and her children are absolutely lovely. Her husband is tops and we don't want to see her make a mistake in the "being used department." Else she is going to wind up writing that song mentioned above, along with me.

Sixth Grade Returns Home From Trip

Grady sixth graders returned home Sunday night from a trip to Austin, San Marcos, and San Antonio. The group left Friday morning and went to Austin, where they held a picnic lunch at Zilker Park. They then toured the state capitol and sat in on a session of the senate. Friday afternoon they journeyed to San Marcos and toured the Aquarena. They arrived in San Antonio Friday evening and went swimming. On Saturday they visited the Brackenridge Park and Witte Museum, went swimming and visited downtown San Antonio. Friday night they were entertained with a Spanish dinner and took boat rides down the San Antonio River. Sunday the students attended church services of their choice, then visited the Alamo and San Jose Mission. On the return trip home students visited at Brady and ate a picnic lunch at Brady Park. Twenty sixth graders made the trip. They were accompanied by Mr. and Mrs. L. V. Welch, Mr. and Mrs. Jack Kuhlman, Mr. and Mrs. Dale Frayar, Mr. and Mrs. Raymond Prihyla, and Mr. and Mrs. L. M. Hearn.

Sheriff's Posse Places Third At Rotan

Martin County Sheriff's Posse placed third in the Fisher County Junior Rodeo Parade Thursday in Rotan. The group was presented with a trophy for winning third. The Scurry County Sheriff's Posse from Snyder placed first and the Stonewall County Sheriff's Posse from Aspermont was second. Other posesses were entered from Fisher, Haskell, Kent, and Jones counties. Members of the local posse will make their next appearance on Thursday, May 25 at the Dawson County Rodeo in Lamesa. About 14 men rode with the posse Thursday at the parade and then in the grand entrance at the opening performance of the rodeo.

PERSONALS

Mr. and Mrs. H. R. Caffey and Mrs. J. C. Scott were in Andrews Wednesday, May 3 to attend funeral services for Ike Whitehead. He was their niece's husband. Mr. and Mrs. J. T. Davis visited Sunday in Midland with their son-in-law and daughter, Mr. and Mrs. R. J. Holbrook and family, and Mr. and Mrs. Leon Johnson.

To My Late Mother

By NEAL ESTES

Many memories linger in my mind for the remarkable mother I knew, loved, admired, and worshipped in life, and I would not dim those beautiful hours by finding or holding to principles she would not endorse.



For the first time, it will be my sad lot to join other men and women in wearing the white rose on my coat lapel this Mother's Day. My late, now sainted mother, would want me to wear the white badge with tranquility of mind and peace in my heart. She was that kind of soldier. There have been countless others who had my kind of mother. Motherhood is God's greatest privilege. But mothers have to earn the right to wear the title by adhering to the community rules of decent conduct, love of husband, home, her child or children and not by trespassing on the laws of God and man. Motherhood is a courageous assignment in life. To live up to the high standards is the crowning achievement of the mother's tenure of days here on earth. To cast aside the belief in all or any one of the ten commandments, spoils the right any woman has to be called mother.

As we approach Mother's Day it is fitting and proper to acknowledge the mighty force of motherhood. For it transforms all things by its mighty heat, it turns timidity into fierce courage and dreadless defiance into tremendous submission; it turns thoughtlessness into foresight and yet stills anxiety into calm content; it makes selfishness self-denial, and gives even to hard vanity the glance of admiring love.

It is well to remember that even He who died for us upon the cross, in the last hour, was mindful of his Mother as if to teach us that His holy love should be our last worldly thought.

To those who have living mothers we suggest you try and be with them on Sunday and if you can't be in their company then let them know in some way how very much they are appreciated. To those whose mothers have passed on, we believe a moment of silent meditation will make your day a finer one.

We maintained a rule in our family. After leaving the presence of our parents, we never told them goodbye. Our comment when leaving was a firm, "I'll be seeing you." Some day, with our course previously charted by Christian parents, we hope for the promised reunion there in God's great upstairs with our departed loved one.

SOIL CONSERVATION DISTRICT NEWS



OUR SOIL ★ OUR STRENGTH

MARTIN-HOWARD-MIDLAND SOIL CONSERVATION DISTRICT
Jack Buchanan, Bob Cox, Bernard Houston, Larry Shaw, J. D. Crawford.

Soil Stewardship Week is being observed this week, May 7-14. Local church ministers used "Soil Stewardship" as the theme of their messages Sunday, May 7. A film, "The Earth is the Lord's," was shown Wednesday night, May 10, at the First Baptist Church in Stanton. The film is available through the courtesy of the Martin-Howard-Midland Soil Conservation District.

In observing Soil Stewardship Week LET US REMEMBER.

1. Man is responsible to God for the wise use of His gifts— soil, water, plants and creatures of the earth.
2. Eroded lands and polluted streams are displeasing to God, man and beast.
3. Floods begin with raindrops, their destructiveness magnified by man's abuse of the land.
4. A river basin is thousands of streams, large and small, each with its own problem, each a watershed.
5. With Divine guidance, wise community action can transform a watershed into a land of enduring beauty and lasting value.
6. Good soil and water management is a Christian duty.

PERSONALS

Mr. and Mrs. C. C. Kelly visited Tuesday, May 2 in Andrews with Mrs. J. N. Clark and family. J. N. Clark, who is a patient in Veterans Hospital in Big Spring, spent the weekend at home. Mrs. J. C. Harwell of Stamford, has been visiting with her brother-in-law and sister, Mr. and Mrs. J. T. Mims.

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DELSEY TOILET TISSUE 8 For \$1.00

CHICKEN Whole, Swift's Can 99c

Orange Drink Hi-C, 46 Oz. Can, 3 for \$1.00

OKRA WHOLE — KIMBELL'S 303 Can, 2 for 29c

Pork & Beans Kimbell's 300 Can, 2 for 21c

PRINCESS CREME Cookies 2 Lbs. 49c

KIMBELL'S 12 Oz. Lunch Meat 39c

KIMBELL'S 1 Lb. Coffee . 59c

SUPREME Crackers Lb. 27c
ASSORTED FLAVORS Jello Reg. Size, 2 for 19c

CANTALOUPE . . lb. 12 1/2c

GREEN BEANS FRESH Lb. 23c

FROZAN GANDY'S 1/2 Gallon 39c

SPRAY SET Lustre Creme 89c

CORN ON COB . . . 2 for 9c

TEA KIMBELL'S 1/4 Lb. 25c

KIMBELL'S — Large 12 Ounce INSTANT COFFEE \$1.19

DINNER ROLL Sun Light Can 19c

DEL MONTE or LIBBY'S

Fruit Cocktail 303 Can 4 For \$1.00

KIMBELL'S (LIMIT 3) Biscuits . 5c

KIMBELL'S OLEO Lb. 19c
FRESH GREEN ONIONS 3 For 10c

MARKET SPECIALS

HAMBURGER MEAT . . . 3 lbs. \$1.00
BACON, Armour Star, Tray Pack . . . lb. 55c

Bologna, Armour Star, lb. 39c | PORK LIVER . . . lb. 19c

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