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*Experience the souvenir fun of the 60s & 70s again, for the first time...*

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Club-A-Rama Week 23:

## ENCO WATCHDOG

December 1963



We've got another one of my absolute favorites on the machine this week:

The **ENCO WATCHDOG SERVICE** bank!



The name ESSO was a trademark of JERSEY STANDARD OIL, but because of the similarity to the parent company STANDARD OIL, Jersey Standard Oil was essentially restricted from using ESSO in the US. In states where it was restricted from using the ESSO name, the ENCO or HUMBLE brands were marketed. The name ENCO was created as an abbreviation of the phrase "ENERGY COMPANY." In 1959, JERSEY STANDARD gained full control of HUMBLE OIL and marketed nationwide under the ENCO, ESSO and HUMBLE brands.

In 1960 Humble introduced the ENCO brand in Oklahoma and surrounding states. Humble also tried marketing under ENCO in Ohio, but Standard Oil Company of Ohio (Sohio) protested that it too closely resembled ESSO. Consequently, stations in Ohio were rebranded as Humble. After the ENCO brand was discontinued in Ohio, it was moved to other non-ESSO states. In 1961, Humble stations in Arizona, New Mexico, Oklahoma and Texas were rebranded to ENCO, as were former Carter stations in the Midwest and the Pacific Northwest.

"Now... from Coast-to-Coast"

**HUMBLE**

Five leading regional oil companies become one!

**HUMBLE** America's Leading Energy Company

RECOGNIZE US COAST-TO-COAST BY THESE FINE TRADE MARKS

**HUMBLE** OIL & REFINING COMPANY

Carter PATE OKLAHOMA HUMBLE Happy Motoring!

By the late 1960s, HUMBLE officials realized that the time had come to develop a new brand name that could be used nationwide. At first, consideration was given to simply rebranding all stations as ENCO, but that was shelved when it was learned that the word "ENCO" is similar in pronunciation to a Japanese term for "stalled car."

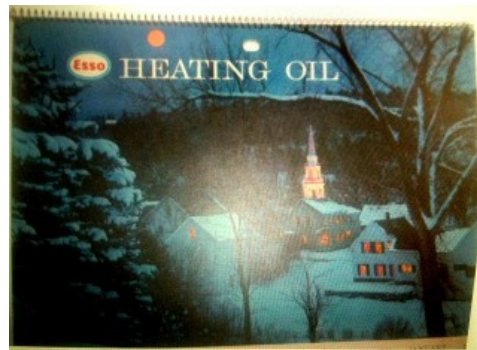
The company initially came up with the name EXON, in keeping with the four-letter format of ENCO and ESSO. But it was noted that the governor of Nebraska was named James Exon, and that it would seem ill-advised to



rename the company after a sitting governor. In 1973 the EXXON brand formally replaced the ESSO, ENCO and HUMBLE brands in the US.



The WATCHDOG SERVICE was a home heating oil service initially provided by HUMBLE OIL & REFINING COMPANY.



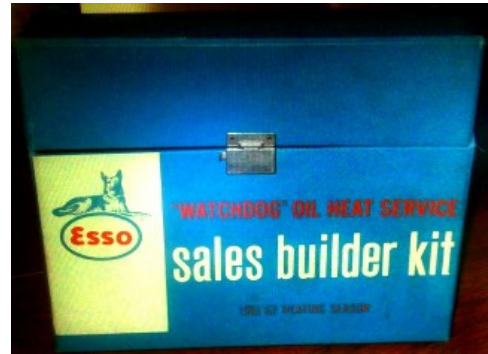
This is a HUMBLE OIL & REFINING COMPANY calendar for 1962.



The ESSO WATCHDOG was around for much of the 1960s. (ENCO in certain regions.) At left is a calendar from 1967.



This vintage postcard reads on the back: "Famous Esso Watchdog . . . guardian of your home heating comfort."





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THE MAGIC SOUVENIR MAKER





This week's SUPER RARE figure is a BANK - and a large one at that. This dog can hold some serious change!



The ENCO WATCHDOG service bank was numbered immediately after Lyndon Johnson became president (his presidential bust is numbered just two before the ENCO WATCHDOG), dating it rather definitively to December 1963.

Disclaimers: The color and/or exact condition of the MOLD you get in the CLUB-A-RAMA may or may not be as shown. Not for children under 3.

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