

Al Ring's Hubbard Lane Enco

October 16, 1967 to December 1, 1970

**4201 Shelbyville Road
Louisville, KY 40207**

By Al Ring, 2007

In 1967 Enco approached me to take over a brand new station they were going to build at the corner of Shelbyville Road and Hubbards Lane. (They would not even interview with me a few years earlier, but at that moment, I had a very good service station business just a block away.) The thought of having a brand new station, with what was considered a top oil company was just too much for me to pass up. At the time, I was not able to get American to commit to modernize my present station. (They did so after I left.) The first thing I did was convince them to leave some of the trees on the lot and I put up signs saying so. This brought a lot of comments and business. While there the station won many Beautification Awards.

During 1969, we had the biggest price war on gasoline this area has ever had. It got very bad! I remember I got fed up with Enco and told them I was going to lower it way below their recommended price if they didn't stop the price war in this area. They didn't do anything & I did. I don't remember the prices, but I went about 5¢ a gallon below the lowest on the street. Shortly after I did this, the police were there and we really had a mess. We had lines up and down Shelbyville Road of people trying to buy gas from us. What I didn't tell anyone was that I raised the price of the other 2 brands of gas and when it was all said and done, I made more money. Shortly after this the prices leveled off. I'm not saying this had anything to do with it, but they knew how I felt, and it sure was fun!

In 1970 Humble Oil Company got in the craze of "Car Care Center's." They had hoped to convert my station to one. This story is covered in another section called "My Battle With Humble Oil Company."

This battle was the reason I was forced to leave my Enco station and move to a Standard Oil station near the end of 1970.

These pictures are from a large picture I had in the station lobby showing construction of the station.



Al Ring's Hubbard Lane Enco, October 16, 1967 to December 1, 1970

3

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Al Ring's Hubbard Lane Enco, October 16, 1967 to December 1, 1970

4

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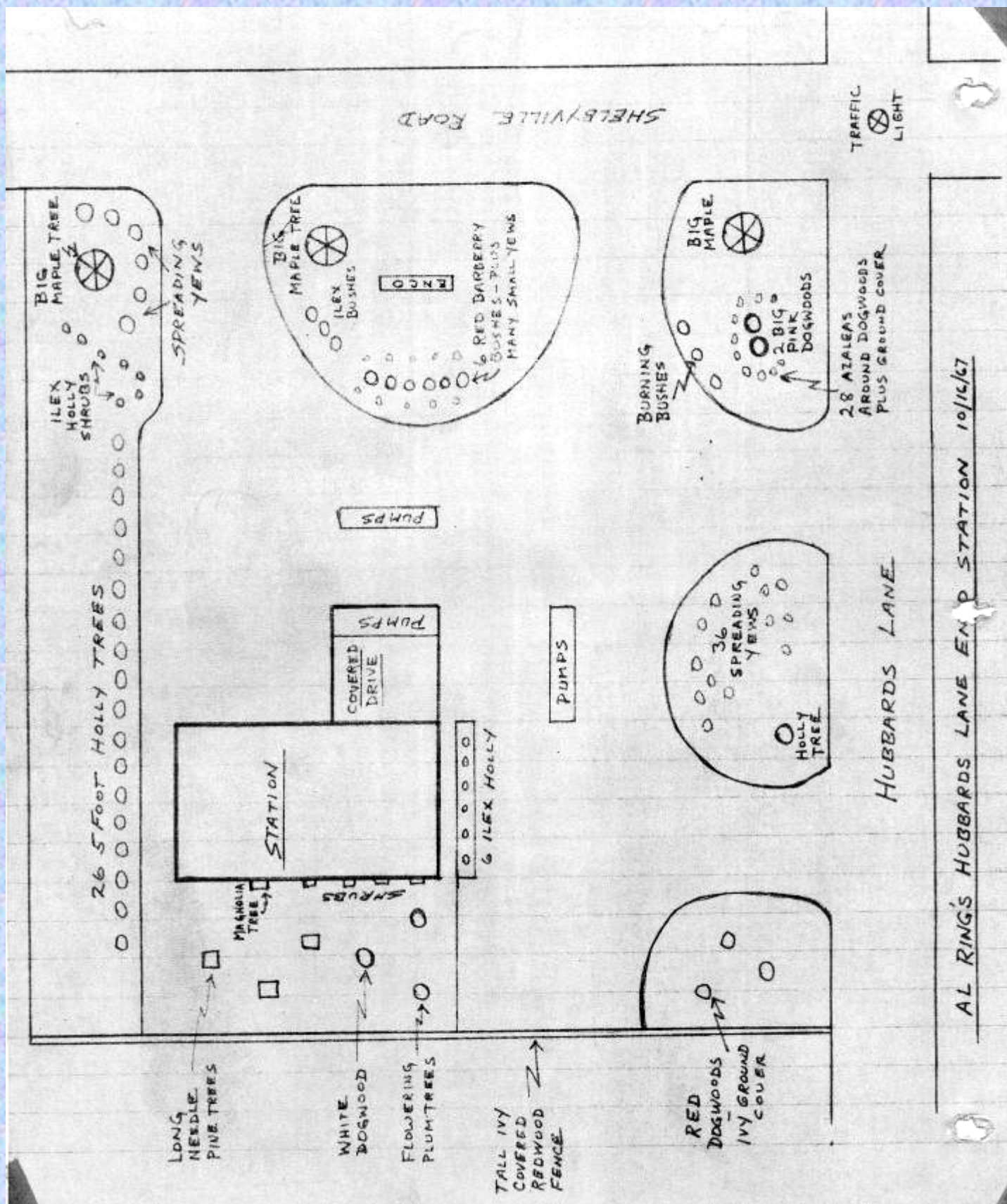






<p>CLASS OF SERVICE</p> <p>This is a fast message unless its deferred character is indicated by the proper symbol.</p>	<h1 style="margin: 0;">WESTERN UNION</h1> <h2 style="margin: 0;">TELEGRAM</h2> <div style="display: flex; justify-content: space-around; font-size: small;"> W. P. MARSHALL CHAIRMAN OF THE BOARD R. W. McFALL PRESIDENT </div>	<p>SYMBOLS</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="padding: 2px;">DL = Day Letter</td></tr> <tr><td style="padding: 2px;">NL = Night Letter</td></tr> <tr><td style="padding: 2px;">LT = International Letter Telegram</td></tr> </table>	DL = Day Letter	NL = Night Letter	LT = International Letter Telegram
DL = Day Letter					
NL = Night Letter					
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<p>The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination</p>					
<div style="display: flex; justify-content: space-between;"> <div style="width: 60%;"> <p>356P EDT OCT 16 67 CTB324 LA335</p> <p>L BIA009 CGN PD BISBEE ARIZ 16 145P MDT</p> <p>MR AND MRS ALAN RING</p> <p>25 WEST PORT TERRACE LVILLE</p> <p>CONGRATULATIONS AND BEST WISHES ON YOUR NEW STATION AND CAR</p> <p>LEASE BUSINESS. AFFECTIONATELY</p> <p>AUNT EUNICE AND UNCLE DOC</p> <p>(50).</p> </div> <div style="width: 35%; text-align: right;"> <p style="font-size: large;">1967 OCT 16 PM 3 04</p> <p>NO FONE 330PVL</p> </div> </div> <div style="text-align: right; margin-top: 20px;"> <p style="font-size: large; font-family: cursive;">(895-5154)</p> <p>DA332PVL DA342PVL NBR NOT AT ADS. 412P BG</p> </div>					





AL RING'S HUBBARD'S LANE ENCO STATION 10/16/67

Service station owner says trees will stay

When a filling station advertises "The Trees Will Stay!" instead of its products, the opening day tells the story of a young man's knowledge of people.














Al Ring opened his new Enco service station Monday at Shelbyville Road and Hubbard Lane, and "business was wonderful on opening day, beyond expectations", . . . and without the usual station opening hoopla of clowns, balloons, searchlights, and give-aways.

Finding the station open, people drove in to compliment him on the landscaping job, the big trees remaining in front, the huge revolving sign at eye level, and the general attractiveness of the setting. And they bought gas.

A graduate of Waggener in its second graduating class, the 24-year-old business man had operated a station for another company in the neighborhood for two years. He's an active member of the St. Matthews Volunteer Fire Dept. and lives at 25 Westport Terrace.

Married to Gale Minnich, he is the son of Mr. and Mrs. C.E. Ring, 501 Kinglan Road.

A feature of his business will be an innovation in the service station business in this area with a sideline operation of automobile and truck leasing.

 <p>FRED GUTEKUNST Eiglebach Enco 1400 Poplar Level</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%; text-align: center;"> <h2 style="margin: 0;">WIN CASH!</h2> </div> <div style="width: 45%; text-align: center;"> <h2 style="margin: 0;">WIN PRIZES!</h2> </div> </div> <p>Every time you play Winning Ticket at participating Enco stations, you get three separate chances to win cash, prizes or both. Win as much as \$50 cash just by spelling "Tiger" in Tigerino. Or collect one of thousands of "instant cash" awards (up to \$1.00) paid right on the spot.</p> <p>More than \$3,000,000 in prizes, including Tiger Oldsmobile Vista Cruiser, \$500 vacation checks, and phonographs, Polaroid cameras, and hundreds more. No purchase necessary. Any driver can play. Winner's name in Enco.</p>		
 <p>ROY FAITH Fountain Square Enco 3620 Buechel By-Pass</p>	<h1 style="margin: 0;">Save the Tiger and win Oldsmobile Vista Cruiser!</h1>		
 <p>KENNY FAITH Fountain Square Enco 3620 Buechel By-Pass</p>	  <p style="text-align: right;">Humble Oil & Enco</p>		
 <p>KEN GRUNWALD Bittersweet Enco 8511 Preston</p>			
 <p>ROBERT RUCKER Clay & Breck Enco 645 E. Breckinridge</p>			
 <p>AL RING Hubbards Lane Enco 4201 Hubbards Lane</p>	<p>MIKE HALLORAN Taylor Blvd. Enco 3424 Taylor Blvd.</p>		<p>FRED WILBURN Fred's 7th St. Enco 2226 So. 7th St. Rd.</p> 
 <p>CLIFF JOHNSON Manslick & Gagel Enco 4952 Manslick Road</p>	<p>RICHARD MORTON 18th Street Enco 309 So. 18th St.</p>		<p>JAMES STARKEY 15th St. Enco 1166 So. 15th St.</p> 

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ROAD SERVICE

ENGINE ANALYZER
FOR TUNE-UPS

AL RING'S

HUBBARDS LANE ENCO

4201 SHELBYVILLE ROAD AT HUBBARDS LANE - ST. MATTHEWS

**HUBBARDS LANE ENCO
AL RING DEALER**

4201 SHELBYVILLE ROAD AT HUBBARDS LANE



**WE'VE MOVED FORWARD A BLOCK TO ENCO
AND JEFFERSON COUNTY'S NEWEST AND FINEST SERVICE STATION.**



"YES- THE TREES ARE HERE TO STAY"

RING "RING" FOR SERVICE 896-9120













BEAUTIFICATION LEAGUE
of
LOUISVILLE AND JEFFERSON COUNTY, INC.

P. O. Box 20-104
LOUISVILLE 20, KY.

September 16, 1968

Enco Service Center
4201 Shelbyville Road
Louisville, Kentucky

Attention: Mr. Ring

Dear Sir:

The Beautification League of Louisville and Jefferson County is happy to tell you that you are a winner in the 1968 judging of industrial grounds which took place August 28 and 29. The competition was keen and you may well be proud of your achievement.

This high honor is given you for outstanding landscaping and excellent maintenance of your grounds and the significant contribution you have made toward the beautification of our city and county.

Your award denoting this achievement will be presented at the Industrial Grounds Awards Luncheon, 12:00 noon, October 3, at Executive Inn.

Perhaps several persons from your company may wish to attend the luncheon. Please let us know by September 28 how many reservations you would like and the name of the company representative who will accept the award.

Cordially,

Mrs. C.V. Magruder
Mrs. C.V. Magruder, Acting Chrmn.
Industrial Grounds Committee

Luncheon \$2.50 per plate

Make check payable to: Beautification League

Mail to: Mrs. T. M. Wade
3309 Oriole Drive
Louisville, Kentucky 40213

HUMBLE OIL & REFINING COMPANY

MEMPHIS, TENNESSEE 38101

MARKETING DEPARTMENT

POST OFFICE BOX 367

CENTRAL REGION

J. A. ECKARDT
MANAGER

October 18, 1968

Mr. Al Ring
Hubbards Lane Enco Service Station
4201 Hubbards Lane
Louisville, Kentucky

Dear Mr. Ring:

I have just been advised of the fine honor you received from the Jefferson County Beautification League. Please accept my congratulations on the 1st place award you earned.

All of us at Humble are proud of your accomplishment and I am sure it gives you a real sense of satisfaction to receive this recognition from your community. It's bound to pay off for you.

Best wishes for continued success.

Very truly yours,


L. A. Tierney
Marketing Manager

LAT/pg

cc: Mr. D. E. Lee - Louisville
Mr. W. O. Martin - Memphis
Mr. J. N. Melton - Memphis



BEAUTIFICATION ACHIEVEMENT AWARDS were presented Sunday by the St. Matthews Business and Professional Women's Club at their annual Prayer Breakfast held at Howard Johnson's Restaurant. Receiving the awards and keys to the city were from left: John Ratterman; Newell Fox; Albert Entwistle; Mrs. John Mich, president of the BPW; Mrs. Gretchen Kaiser; Al Ring and Jack Sutton. Earlier an award was presented to Mayor Bernard Bowling for the City of St. Matthews.

Six beautification awards presented by local club

Beautification awards were presented Sunday by the St. Matthews Business and Professional Women's Club to five local businesses.

Mayor Bernard F. Bowling also received a special award prior to the meeting for his beautification efforts in

the city hall area.

Awards were presented by Gretchen Kaiser, Awards Committee Chairwoman, to Howard Johnson's Motel and Restaurant, Burger King Corporation, Jamestown Apartments of St. Matthews, Ratterman Brothers Funeral Home, and Al Ring ENCO Service.

Keys to the city were presented to the group by Councilmen Harry Jones in the absence of Mayor Bowling.

The club received a proclamation from Councilman John Barker, also on behalf of Mayor Bowling.

The proclamation declared Oct. 19-25 Business Week in St. Matthews.

The awards meeting was one of several programs the local club held in conjunction with National Business Week. Eighty two other Business and Professional Woman's Clubs across the country also have been observing National Business Week.

Mayor given award for beautification

Mayor Bernard F. Bowling, of St. Matthews, received a special recognition award Friday from the Beautification League of Louisville and Jefferson County.

He received the award "for outstanding achievement in beautification of a community through landscaping."

Singled out for special praise was the beautification of the area along the L. & N. Railroad tracks in St. Matthews.

Thirteen businesses and institutions in the St. Matthews area also received awards for beautification projects.

Lincoln Income Life Insurance, located at 6100 Dutchman's Lane, and Louisville Water Company Park at Frankfort Avenue and Siltz won recognition in the special awards class.

Second place winner in Class I was the Louisville Presbyterian Theological Seminary.

The General Motors Acceptance Corporation, 211 Brown's Lane took the merit award in Class III.

The Burger King Restaurant, 100 S. Sherrin Ave., won the merit award in Class V.

Taking merit award in Class VI was the First National Bank of Louisville, 3901 Frankfort Avenue.

St. Matthews City Hall, 201 Thierman Lane, was awarded third place honors in Class VII.

Winning Class VIII competition was the Howard Johnson's Motor Lodge and Restaurant, 4261 Shelbyville Road.

The Eight Mile Enco Service Center, 7515 Shelbyville Rd., won third place in Class IX. The merit award in Class VIII was presented to Holiday Inn East, 1125 Hurstbourne Lane.

Al Ring's Hubbards Lane Enco Service, 4201 Shelbyville Road, took the first place award in Class IX.

The Standard Oil Co. Service Station, Hubbard Lane and Westport Rd., won the merit award in Class IX.

The Veteran's Administration Hospital, Zorn Avenue, won the second place award in Class X.

Ratterman's Funeral Home, 3711 Lexington Rd., won the merit award in Class XI.

The award for best in competition was

Continued To Page A 7

Mayor given award

Continued From Page 1

awarded to the Methodist Evangelical Hospital, Inc., 315 East Broadway.

Fairdale Woman's Club received a merit recognition for initiating and providing a program of community beautification through industrial landscaping. In all, Louisville industries received 38 bronze plaques, 32 merit awards and 29 certificates.

Judged in the preliminaries were 225 locations; 103 of these scored 180 points or more to qualify for final judging on August 27 and 28.

Among the guests at the luncheon were Judge and Mrs. W. Armin Willig; Ryan Halloran of WAVE Inc.; Ed Hadley, garden editor of The Courier-Journal; Ed Thompson, president of the Iroquois Civic Club, and Mrs. Thompson; Bernard F. Bowling, mayor of St. Matthews, and Mrs. Bowling; Mrs. Ernest M. Keim, president of the Fairdale Woman's Club, and William R. Nash, director of the State Department of Natural Resources.

AL RING'S

HUBBARD LANE ENCO

4201 SHELBYVILLE ROAD

LOUISVILLE, KY. 40207

PHONE 896-9120

ENCO

Dear Friend:

This is just a note to let you know we have added a new service - the service and repair of lawn mowers. It may seem early to announce this, but spring is just around the corner and you know how long it takes to get mowers repaired and ready for use in the busy season.

Because it is early, we are offering a special spring servicing plan - and for a short period of time, we will be glad to pick up and deliver your mower after putting it in tip-top shape.

Just call us and ask for the spring servicing on regular lawn mowers - which consists of changing the oil, sharpening the blade, cleaning the mower and a complete tune up all this, from now until April 1, 1969, will be done for only \$8.95 plus parts.

Thank you for your time - hope to be hearing from you.

Sincerely,

Al Ring

Copy To Mr. Al Ring

Louisville, Ky.
May 27, 1969

Humble Oil Co.
Houston, Texas

Gentlemen:

Re: Sales Promotions

I enjoy buying my gasoline from Al Ring who operates a station here in Louisville. His Station is beautiful, well kept and the service is courteous, prompt and complete. I have no complaint except for the sales promotions that someone, somewhere thinks up.

The promotion at present is the giving of spices. My husband and I each have a car and we fill each car up at least once a week. Can you imagine how many bottles of spices we have collected? I have finally refused to accept dry mustard, ginger, thyme, sage, oregano but will accept the seasoned salt which is good and the cinnamon sugar. I have given away several bottles of the caraway seeds.

Why can't we just go quietly into a station and buy gas? I do not object to the S&H stamps for there I can make my own choice of what to redeem.

A previous sales promotion was sending little presents to us through the mail and all but one of these found their way into the waste basket or the Goodwill bag.

Just a pet peeve of mine. But for goodness sakes don't start another game of chance where we have to match up numbers or words or presidents, etc. I know that some advertising man is going to hate me, but I thought since these are the days when everyone speaks out against any and everything that does not suit them, I just might do the same.

I will continue to buy my gasoline from Humble Oil in spite of all this.

Sincerely,

Hazel Forrester (Mrs. H.C.)

Mrs. H.C. Forrester
421 Kaelin Drive
Louisville, Ky. 40207 Acct. 4246044483

May 5, 1969

Waggener High School
330 S. Hubbards Lane
Louisville, Ky.

Al Ring's Enco Station
4201 Shelbyville Road
Louisville, Kentucky

Dear Sir:

The Business Staff of Waggener High School's yearbook, the
LAIR, appreciates your patronage and hopes that you are satis-
fied with your advertisement.

Sincerely yours,

Karen Krueger

Karen Krueger
Business Manager

KJK/shn

Enclosure

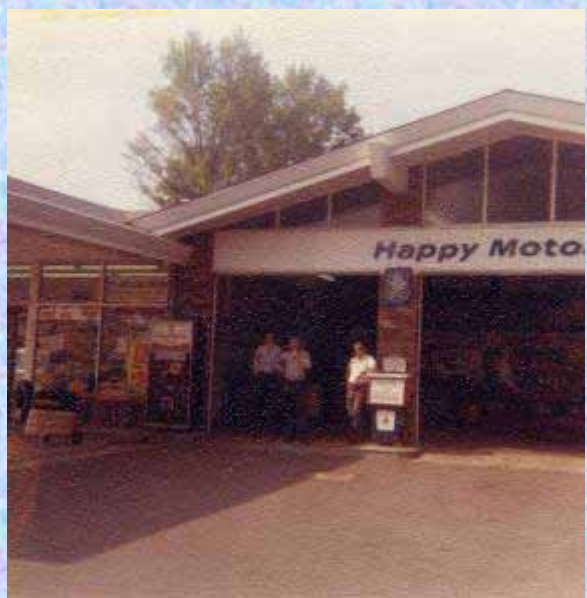
Al Ring's
ENCO STATION



Al Ring, from the Class of '61
wants all Waggenerites to
Patronize His Enco Station

4201 Shelbyville Road 896-9120







14 St. Matthews groups win awards in landscape contest

Two business places and four other groups in the St. Matthews area received awards in the annual industrial grounds landscape contest of the Beautification League of Louisville and Jefferson County.

The awards were presented at a luncheon of the Executive Inn Thursday, Oct. 5.

St. Matthews area winners were: Howard Johnson's Motor Lodge and Restaurant, 4621 Shelbyville Rd.; St. Matthews City Hall, 301 Thierman Lane; Kentucky Farm Bureau Federation, 120 S. Hubbards Lane; General Motors Acceptance Corporation, 211 Brown Lane; First National Lincoln Bank, 2901 Frankfort Avenue; Citizens Fidelity Bank & Trust Co., 4810 Brownsboro Road; Enco Service Station, 4201 Shelbyville Road; Eight Mile Service Center, 7013 Shelbyville Road; Standard Oil Service Station, Hubbards Lane and Westport Road; Sunoco, 4160 Shelbyville

Road; Marathon Service Station, 4164 Westport Road; Raderman's Funeral Home, 2711 Lexington Road; Jerry's Drive-In Restaurant, 4220 Shelbyville Road, and the Louisville Water Company Park at Frankfort and Skitz.

Plaque winner

Howard Johnson's Motor Lodge and Restaurant was the only business place in the motel class to receive a first-place bronze plaque.

Thirty-nine bronze plaques, 26 merit awards and a special trophy to WAVE, Inc. were presented. The Methodist Evangelical Hospital at 315 E. Broadway, won the best in competition award.

The special trophy, the first ever given in the 34-year history of the industrial grounds program, was awarded to WAVE for superior achievement in landscaping of their building at Broadway and Floyd Street.

Three hundred men and women from industry attended the luncheon. The Humble Oil and Refining Co. furnished color slides that were flashed on a large screen, as the winner was announced and the representative walked up to receive the award.

Twenty-four garden and civic clubs, affiliated with the league, participated in the preliminary judging in June and August. There were 130 places in preliminary judging and 83 industries in the final judging which took place Aug. 28 and 29.

Participating clubs were: Audubon Park Garden Club, Bashford Manor Homemakers, Buschelman's Club, Clear Creek Garden Club, Colonettes, Crescent Hill Woman's Club Garden Department, Delta Zeta Sorority Alumnae, Fern Creek Woman's Club, Redbud Garden Club, Louisville Bar Association

Continued to page B-7

14 area groups win landscape contest awards

Continued from page A-1

Auxiliary, Louisville Woman's City Club, Meadow Heights Woman's Club, Perennial Garden Club, Rambler Garden Club, Junior Circle Queen's Daughters, Richlawn Garden Club, Rock Creek Garden Club, Wellington Homemakers, Henry Waterson Garden Club, Woman's Club of Louisville Garden Department, Woman's Club of St. Matthews Garden Department, Younger Woman's Club of Louisville, Younger Woman's Club of St. Matthews and the Lyndon Woman's Club Garden Department.

Judges listed

The out-of-town judges were: Richard Ammon, Ammon Nursery, Florence, Ky.; Richard Hensley, state extension horticulturist, University of Kentucky; Clarence Hubbsch, Bernhelm Forest, Cincinnati, Ky.; James I. Stephens, area extension horticulturist, Alexandria, Ky.; W. S. Tallaferra, Mt. Pleasant Gardens, Fort Thomas, Ky.

William Gladden, public relations director of WAVE Inc., announced the winners, and Mrs. Wilbur Zapp and Mrs. William P. Durkin, members of the Industrial Grounds Committee, presented the awards.

Mrs. Henry P. Wibling is president of the beautification league and Mrs. C.V. Neugruder and Mrs. Harold T. Hotopp are acting industrial grounds chairman.



The members of the St. Matthews Business and Professional Women's Club, invite you to be their guest for breakfast on Sunday, October 19, at Harold Johnson's Lamplighter Room,

The Beautification League of Louisville and Jefferson County

P. O. BOX 20-104

LOUISVILLE, KENTUCKY 40220

September 20, 1969

Al Ring's Hubbards Lane Enco Service
4201 Shelbyville Road
Louisville, Kentucky 40207

Attention: Mr. Al Ring

Dear Mr. Ring:

The Beautification League of Louisville and Jefferson County is happy to advise you that your grounds have been judged a winner in our 1969 Industrial Grounds Contest.

The awards, recognizing those organizations which have added significantly to the beautification of the community through outstanding landscaping and excellence of maintenance, will be presented at an Awards Luncheon at 12:15 P.M., October 20, 1969 at Executive Inn.

We hope you will be able to attend and bring with you other members of your organization. The program will be concluded by 1:05 P.M.

Please let us know by October 2 how many reservations you would like and the name of the representative who will accept the award.

Cordially,

Betty Hotopp

Mrs. Harold P. Hotopp, Chairman 425-
Industrial Grounds Committee 228-8559

Luncheon-- \$3.00 per plate

Make checks payable to: Beautification League

Mail to: Mrs. T. M. Wade
3309 Oriole Drive 428-1722
Louisville, Kentucky 40213

NEWS

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FOR IMMEDIATE RELEASE: OCTOBER 24, 1969

HUMBLE RECEIVES LANDSCAPE AWARDS

WASHINGTON, D. C.--The American Association of Nurserymen has awarded citations for outstanding landscaping to four Humble Oil & Refining Company service stations.

DuVal P. Dickey, manager of retail marketing in Humble's Houston headquarters, received the awards for the company and dealers in ceremonies October 15 in Washington, D. C., at the Seventeenth Annual Landscape Awards Program of the American Association of Nurserymen.

The winning Humble stations received Certificates of Merit. The stations are located at 3505 Macpark Street, Thousand Oaks, California; 503 South Nevada, Colorado Springs, Colorado; 201 Manitou Avenue, Manitou Springs, Colorado; and 3201 Hubbards Lane, Louisville, Kentucky. The dealers are Matthew Pasulo at Thousand Oaks, William A. Lawrence at Colorado Springs, Allen L. Branine at Manitou Springs, and Al Ring at Louisville.

Purpose of the annual awards program is to stimulate achievement in landscaping as a means of improving the environment. In making awards presentations during the ceremonies, Mrs. Richard Nixon and Secretary of Agriculture Clifford M. Martin expressed hope that the program will encourage more organizations to accept leadership roles in community-wide improvement programs.

HUMBLE OIL & REFINING COMPANY

LOUISVILLE, KENTUCKY 40222

MARKETING DEPARTMENT
LOUISVILLE OFFICE

POST OFFICE BOX 20200

November 17, 1969

Mr. Al Ring
Hubbards Lane Enco
4201 Hubbards Lane
Louisville, Kentucky

Dear Al:

I felt you would find the enclosed of interest. Our headquarters' office is in the process of reproducing the certificate from in the enclosed picture.

Yours truly,

Ruby H. Price

Ruby H. Price
District Manager

RHP:bbs

Encl.



FOR RELEASE OCTOBER 6

LOCAL BUSINESSMAN TO RECEIVE
LANDSCAPE AWARD

(name, address) has been selected to receive a Landscape Award Certificate of Merit from the American Association of Nurserymen for the outstanding landscaping of (Name of project when applicable). The Certificate of Merit, while not a first place award, is a high tribute to the excellent landscaping contributing to good community and business relations, said Robert F. Lederer, executive vice president of the national nurserymen's association. The Landscape Awards Program, now in its 17th year, is credited for playing a major role in causing business to be aware of its responsibility to make industry a pleasing addition to the community. According to Mr. Lederer, "environmental improvement makes good business sense. Previous award recipients attest to the fact that an attractive environment not only wins greater public affection, but also increases the profit potential of a business." The objective of the AAN's Landscape Awards Program is to encourage and stimulate greater interest in the landscape beautification of buildings, thus contributing to better community and employee relations, as well as to give public recognition to firms which have made American business a good neighbor. There were 137 entries submitted in this year's program of which 15 were selected to receive Landscape Awards and 24 will receive Certificates of Merit.

*Al Ring
Hubbard Lane Enco*

LOUISVILLE RETAILERS "TOPS" IN BEAUTIFICATION COMPETITION*

For the second year in a row, Humble retailers in the Louisville area have taken first, second, and third places in the Industrial Grounds Landscape competition of the Beautification League of Louisville. After a summer of intense competition among every service station in the Louisville metropolitan area, Tom Higgs' Audubon Enco received the first place beautification award. Completing the sweep were Al Ring's Hubbard Lane Enco and Jack Morgan's Eight Mile Enco, finishing second and third, respectively.

Founded in 1934, the Beautification League presents annual awards to the top three business firms in each of twelve different classes, including service stations. Other classes are based on the size of the industrial grounds, and functional characteristics such as banks, public buildings, motor inns, hospitals, funeral homes and restaurants. Twenty-five affiliated clubs of the League were responsible for the initial screening of the various classes. Such criteria as landscape and design, care, attractiveness, color, and lawn were judged under different degrees of importance to produce the final round of competition.

*Report of the 1970 Industrial Grounds Award Luncheon of the Beautification League of Louisville and Jefferson County, October 1, 1970.

Henry Ford — Reputation — You can't build a reputation on what you're going to do.

The Teachers News

Check Phone Number!

T. N. Rep. *E. J. Jones*
Authorized by *al*

TO *Hubbard Lane Enco*
4201 Shelbyville Rd

DATE OF ORDER *2-27-70* ISSUE *12* SIZE *4"* COST *9108*

Dixley Rd -
Teachers News

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HUMBLE OIL & REFINING COMPANY
8003 Shelbyville Road
Louisville, Kentucky 40222

For Additional Information:

William R. Brooks
(312) 654-2600

by H. Price
(502) 426-1383

FOR IMMEDIATE RELEASE

Humble Oil & Refining Company has been selected to receive a Landscape Award Certificate of Merit from the American Association of Nurserymen for the outstanding landscaping of its Enco station at Hubbard's Lane and Shelbyville Road, Louisville, Ky.

Robert F. Lederer, executive vice president of the National Nurserymen's association, in notifying R. H. Price, Humble district manager for Kentucky, of the award said, "The award is a high tribute to the excellent landscaping contributing to good community and business relations."

Hubbard's Lane Enco, managed by Al Ring, has won top awards in local beautification contests for several years.

Mrs. Richard N. Nixon, chairman of the 1969 program, will present the Landscape Awards during a luncheon on October 15, 1969, at the Statler Hilton Hotel, Washington, D. C.

The Landscape Awards Program, now in its 17th year, is credited for playing a major role in causing business to be aware of its responsibility to make industry a pleasing addition to the community. According to Mr. Lederer, "Environmental improvement makes good business sense. Previous award recipients attest to the fact that an attractive environment not only wins greater public affection, but also increases the profit potential of a business."

MORE

2

The winners of each class were then chosen by unbiased out-of-town judges using the same criteria used in the first round.

All three Humble retailers have won numerous beautification awards in the past, and have proven themselves most successful in business and their community as well. Furthering Humble's image as a civic-minded enterprise, the Louisville office once again was responsible for providing and showing color slides of the winning firms at the ceremony.

*Al: In my way of thinking
your still number one. Your performance
in landscaping is truly outstanding.
Rdy Price 10/2*

Henry Ford — Reputation — You
can't build a reputation on what
you're going to do.



The

Teachers News



*Check Phone
Number!*

T. N. Rep. *E. J. Jones*

Authorized by *al*

TO

*Hubbard's Lane Enco
4201 Shelbyville Rd*

DATE OF ORDER *2-27-70*

ISSUE *12*

SIZE *4"*

COST *9/10*

*Display Ad -
Teachers News*

Al Ring
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ENCO**

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Brakes - Mufflers
Tires - Batteries
Accessories**

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896-9120
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Service!**



Teachers Always Welcome

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Deduct 5% if paid in 10 days

4201 SHELBYVILLE RD

HUMBLE OIL & REFINING COMPANY

LOUISVILLE, KENTUCKY 40222

MARKETING DEPARTMENT
LOUISVILLE DISTRICT

POST OFFICE BOX 22206

October 6, 1969

Mr. Al Ring
Hubbards Lane Enco
4201 Hubbards Lane
Louisville, Kentucky 40207

Dear Mr. Ring:

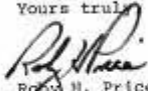
The Beautification League of Louisville and Jefferson County has advised that your grounds have been judged a winner in the 1969 Industrial Grounds Contest.

An awards luncheon will be held in the Canterberry Room, Friday, October 10, at the Executive Inn beginning at 12:15 p.m.

We hope you and your wife will be able to attend and accept the award, which adds significantly to the beautification of the community through your efforts of maintenance at your Humble station.

When you arrive at the Executive Inn, let them know at the door arrangements have been made for you to be seated at the Humble Oil tables.

Yours truly,


Rocky M. Price
District Manager

RHP:bfm

CC: R. M. Pattison
L. L. Stegall

November 12, 1969

Mrs. John Mick, President
St. Matthews Business and Professional
Women's Club
10212 Woodknoll Road
Louisville, Kentucky 40223

Dear Mrs. Mick:

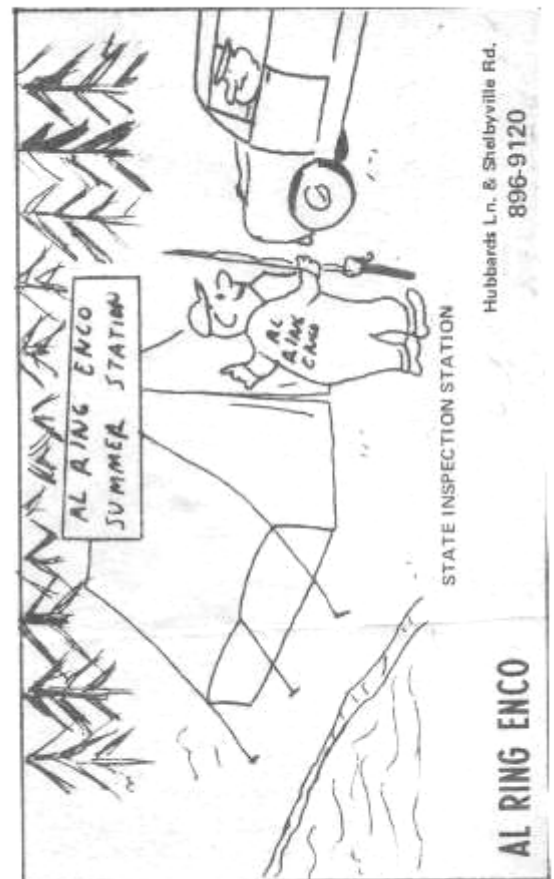
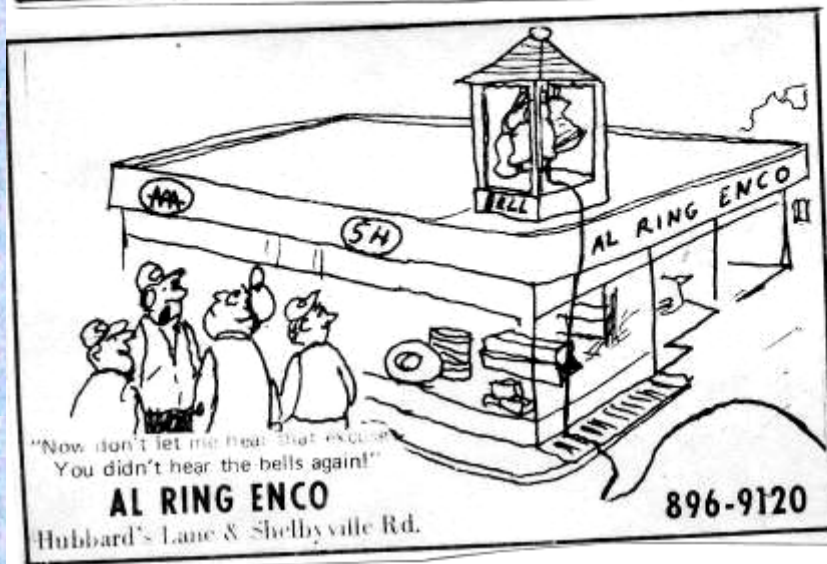
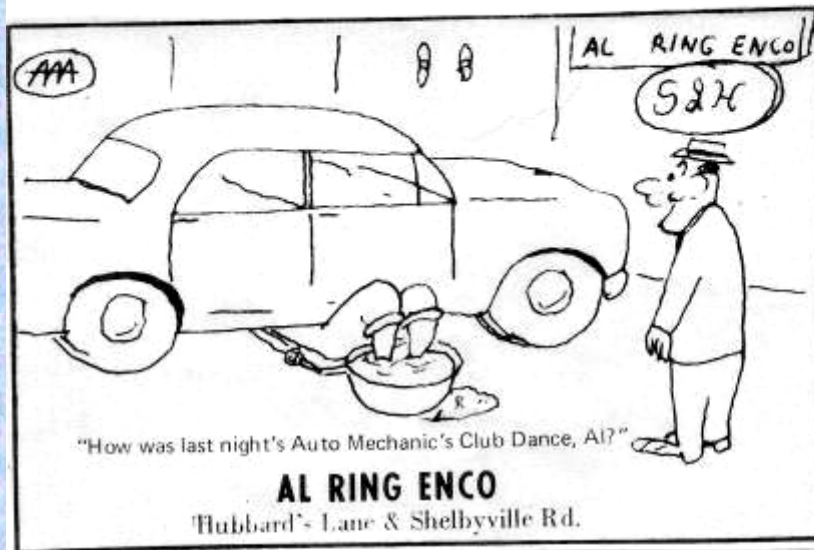
I wish to take this opportunity to express my sincere thanks to you and members of your club for presenting me with a plaque for beautification of my service station.

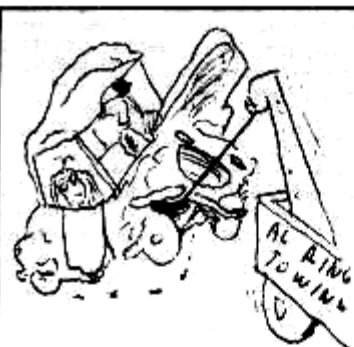
I take special pride in this award because it depicts not only hard work and effort, but a sense of self-pride in my business and my community. I am particularly pleased that my station was chosen the first year your beautification program began and I sincerely hope your efforts will encourage other businesses in the surrounding area to develop an interest in landscaping. You may be assured that beautification has top priority and heads the list of accomplishments I wish to achieve each year.

Again, let me thank you and welcome you to my station.

Best personal regards,

Al Ring



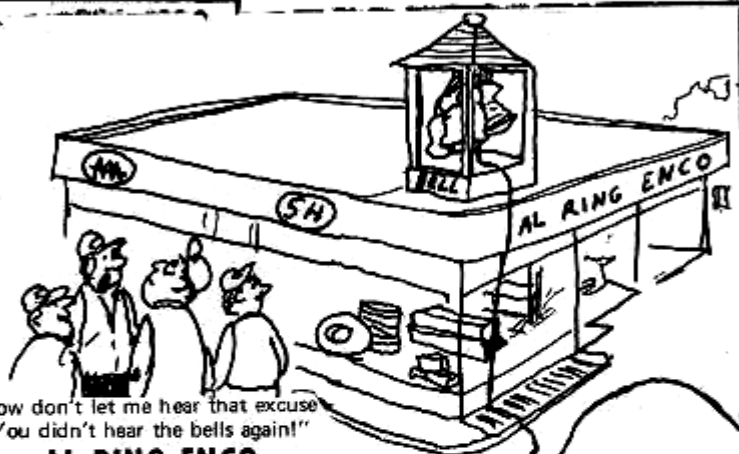


"There's one thing to be thankful for...
I'm sure I beat the \$50 deductible
clause this time."



AL RING ENCO

Hubbard's Lane & Shelby



AL RING ENCO
Hubbard's Lane & Shelbyville Rd.

896-9120

FOR SAFETY'S SAKE

TRAVEL-GUARD

MAY BE PURCHASED AT

AL RING **ENCO**

HUBBARD LN. & SHELBYVILLE RD.

AND

HUBBARD LANE

CONVENIENT FOOD MART

SEE NEWS STORY
ON THE FRONT PAGE

"It may save your life"

MAYME S. WAGGENER HIGH SCHOOL

JEFFERSON COUNTY SCHOOL SYSTEM

330 SOUTH HUBBARD LANE

ST. MATTHEWS, KENTUCKY 40207

ARTHUR K. DRAUT
PRINCIPAL

JOHN T. COREY
ASSISTANT PRINCIPAL

WILLIAM B. HOKE
ASSISTANT PRINCIPAL

SIDNEY S. BAXTER
ASSISTANT PRINCIPAL
JR. HIGH DIVISION

Al Ring Enco
4201 Shelbyville Rd.
Louisville, Ky.

Dear Sir:

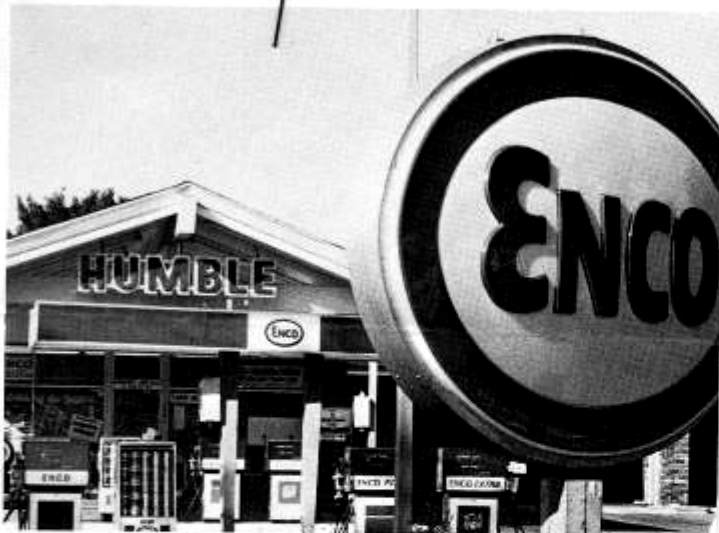
The Lair buisness staff wishes to thank you for your advertisement in our yearbook. Enclosed is your ad as it appears in the Lair. We appreciate your cooperation and look forward to doing buisness with you next year.

Sincerely,

Nonny Peterson
Steve Heishman

Al Ring's **ENCO STATION**

*Nonny Peterson
Steve Heishman*



Al Ring, from the Class of '61
wants all Waggenerites to
patronize his Enco Station.
4201 Shelbyville Rd. 896-9120

WSTM BROADCAST TIME ORDER AND CONTINUITY

SPONSOR Al Ring's Enco Service Station ADDRESS _____

START DATE _____ STOP DATE _____

SALESMAN _____ AGENCY _____

APPROVED BY _____

Schedule Instructions

S M T W T F S

Rate per Bd'cast

Other Charges

Total Cost

Additional Instructions

10 prospect spots

This is the way that your advertising will be read, please check

1

THE BEST SERVICE IN TOWN IS NOT GOOD ENOUGH FOR AL RING'S ENCO SERVICE STATION...THAT'S WHY AL USUALLY BUYS HIS GAS SOMEWHERE ELSE.

2

3

✓ AL RING GIVES SERVICE WITH A SMILE AT HIS ENCO STATION...HE LIKES TO SHOW OFF HIS NEW SET OF FALSE TEETH.

4

5

✓ AL RING'S ENCO SERVICE STATION AT SHELBYVILLE ROAD AND HUBBARD'S LANE HAS TREES PLANTED ALL OVER THE PLACE...IT'S REALLY GOING TO THE DOGS.

6

✓ IT'S NOT HARD TO FIND AL RING'S ENCO SERVICE STATION...YOU CAN HEAR THE ENCO TIGER GROWLING FOR MILES.

7

8

✓ STOP BY ANYTIME AT SHELBYVILLE ROAD AND HUBBARD'S LANE AND SEE AL RING'S ENCO TIGER...UH, MAKE THAT ANYTIME EXCEPT FEEDING TIME. VICIOUS, THOSE TIGERS.

9

✓ AL RING AND HIS ENCO TIGER GET ALONG PRETTY WELL...JUST THROW HIM A BONE NOW AND THEN AND HE'S PERFECTLY HAPPY. AL'S FUNNY THAT WAY.

10

11

✓ AL RING WAS CLEANING HIS REVOLVING ENCO SIGN THE OTHER DAY...ENJOYED GOING ROUND AND ROUND SO MUCH HE REFUSED TO COME DOWN. WAVE TO AL WHEN YOU PASS BY SHELBYVILLE ROAD AND HUBBARD'S LANE.

12

13

✓ AL RING AND HIS ENCO SERVICE STATION ATTENDANTS CHANGED ALL FOUR TIRES ON MY CAR THE OTHER DAY...ONLY THING WAS, I DIDN'T NEED NEW TIRES. GOTTA WATCH THOSE GUYS.

14

15

✓ AL RING HAS BEEN NEGLECTING HIS ENCO SERVICE STATION GARDEN...THE PLANTS HAVE GROWN SO TALL, A SEARCH PARTY WAS NEEDED TO GET POOR AL OUT OF HIS OFFICE LAST NIGHT.

16

17

✓ GOOD THING AL RING PLANTED PLENTY OF TREES AROUND HIS ENCO SERVICE STATION...THE ENCO TIGER GOT LOOSE AND CHASED AL UP A LIMB BEFORE HE COULD BE CAGED. THEY NEVER DID CATCH THE TIGER, THOUGH.

18

19

AL RING'S ENCO SERVICE STATION ATTENDANTS ARE REALLY SHARP...WITH THEIR LITTLE POINTED HEADS. STRANGE LOOKING MEN.

20

✓ AL RING HAS HIS HAND ALL BANDAGED UP, LETTING THE ENCO TIGER EAT FROM HIS PALM AGAIN I SUPPOSE. POOR AL JUST NEVER LEARNS.

**WSTM BROADCAST
TIME ORDER AND CONTINUITY**

SPONSOR _____ ADDRESS _____

START DATE _____ STOP DATE _____

SALESMAN _____ AGENCY _____

APPROVED BY _____

Schedule Instructions

S	M	T	W	T	F	S
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Rate per Bd'cast

Other Charges

Total Cost

Additional Instructions _____

This is the way that your advertising will be read, please check

1

2 ✓ SMILE WHEN YOU PASS SHELBYVILLE ROAD AND HUBBARDS LANE...AL RING WILL SIC
3 HIS ENCO TIGER ON YOU IF YOU DON'T.

4 GOOD SERVICE IS A TRADITION AT AL RING'S ENCO SERVICE STATION. AL'S
5 CRAZY ABOUT TRADITION, DRESSING UP LIKE SANTA CLAUS AND THE EASTER BUNNY
6 AND ALL THAT.

7 ✓ AL RING WAS CLEANING THE ENCO TIGER'S CAGE THE OTHER DAY...HE JUST
8 HAPPENED TO FORGET THAT THE TIGER WAS STILL IN IT. AL'S RECOVERING
9 NICELY IN THE HOSPITAL.

10 ✓ AL RING HAD ALL OF HIS FRIENDS OVER TO HIS ENCO SERVICE STATION YESTERDAY...
11 THE THREE OF THEM REALLY HAD A BALL.

12 ✓ I BOUGHT SOME GAS AT AL RING'S ENCO SERVICE STATION TODAY...I ASKED AL TO
13 PLEASE "CHARGE IT" AND THE CRAZY GUY LET HIS TIGER LOOSE AFTER ME.

14 ✓ AL RING'S MIDDLE NAME AT HIS ENCO SERVICE STATION IS "HONESTY"...
15 STRANGE NAME, AL HONESTY RING.

16 ✓ AL RING HAS A TERRIBLE TEMPER...HE WAS HOPPING MAD YESTERDAY. IF HE
17 HOPS OUT TO YOUR CAR WHEN STOP BY, LOOK OUT!

18 ✓ AL RING'S ATTENDANTS AREN'T TOO BRIGHT...AL ASKED THEM TO CHAIN THE
19 ENCO TIGER AND THEY PUT SNOW CHAINS ON ALL OF ITS PAWS.

20 TOOK MY CAR BY SHELBYVILLE ROAD AND HUBBARDS LANE TODAY AND ASKED AL
21 RING TO CHECK ALL OF THE JOINTS. AL TOOK OFF WITH A BIG SMILE ON HIS
22 FACE...AL, STAY OUT OF THOSE JOINTS!

23

**Al Ring Hubbard Lane
ENCO**

4201 Shelbyville Rd. at Hubbard Lane
896-9120

Present this card for a FREE PLACE MAT
With purchase of 8 GALLONS OR FILLUP
Offer good until all 6 numbers are punched

2 3 4 5 6

AL RING'S ENCO

4201 SHELBYVILLE ROAD

LOUISVILLE, KY. 40207

PHONE 896-9120



Dear Friend,

I would like to take this time to thank you for being patient with us during the bad weather we have had this winter. We kept our two service trucks going as fast as we could and got to you as quick as possible; I hope it was fast enough.

Let's hope that winter is just about over this year, so we can get ready for spring and summer. We will be here to serve you, and hope you will let us check your car out after this winter and get it ready for vacations and all the spring and summer fun.

Please let me also remind you that again this year we will service lawn mowers, and that it is always best to get it ready before grass cutting season, so it's all ready for you.

Enclosed for you is a litter bag, that I hope you will use to help keep our city clean. We try hard to keep our station clean, and have won many beautification awards. Won't you please help too.

Sincerely,

A handwritten signature in cursive script that reads "Al Ring".

P.S. Don't forget the free bonus stamps you can get with the enclosed card.

S & H GREEN STAMPS

ATLAS TIRES - BATTERIES - ACCESSORIES

AAA ROAD SERVICE

STATE INSPECTION STATION



AL RING'S ENCO

4201 SHELBYVILLE ROAD
896-9120



Because we appreciate your business we will give you
50 extra S&H Green Stamps with the next five fill-ups.

NAME _____

ADDRESS _____

PHONE _____

Thank you *Al Ring*

OFFER EXPIRES APRIL 30, 1970

1	2	3	4	TURN IN CARD
---	---	---	---	--------------

STATE INSPECTION STATION

America Beautiful




We Try So Hard We Win Beautification
Awards. Won't You Please Try.

AL RING ENCO

Hubbard Lane and Shelbyville Road 896-9120



AUTO LITTERBAG...attach to dash or door handle

 **SPONSOR
AWARD**

SEASON 1968-69 / **LEAGUE CHAMPIONS**

TO Al Ring SPONSOR

OF THE Al Ring's Enco TEAM

ABC CHAMPION BOWLERS

<u>JAMES POWELL</u>	<u>GIL LIEBERT</u>
<u>BUD MORGAN</u>	<u>FLOYD COMBS</u>
_____	_____

IN RECOGNITION OF THE TEAM HAVING WON THE CHAMPIONSHIP OF THE


East End Merchants League
BOWLING LEAGUE

Robert D. Dempsey
LEAGUE PRESIDENT

E.W. Morgan
LEAGUE SECRETARY

AMERICAN BOWLING CONGRESS

Frank K Baker
EXECUTIVE SECRETARY TREASURER



LITHO IN U.S.A.