

THE GAME'S ON US!  
CAMPBELL OIL PROMOTION -  
**WRS**  **ROLL** with the **TIDE**  
**CAMPBELL QUARTERLY**

Campbell & Sons Oil Co., Inc., Huntsville, Ala.

Vol. 1 Issue 4

Date: Sept. 3, 1997

Editor: Dan Touchton

CAMPBELL STARS

KICK-OFF

SEASON WITH GREAT

VICTORY!



Captain Mark Campbell (arms raised with fingers pointed skyward) leads victorious Campbell Oil squad to victory in first game of Charity kick ball tournament. WZYP radio Charity tournament attracted 36 teams from the North Alabama Area.

A

SEASON

TO

REMEMBER



Ace pitcher Mark Cowan, on left wearing sunglasses, and members of team look pensive during critical moment of game. The team won the game with a strong positive attitude and great skill.

Star infielder Todd Finnerty glides towards ball to make stellar defensive play. Todd is backed-up by left fielder Shannon Anderson.



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## ALL ABOUT PEOPLE!



Mr. Richard D. Sullivan, Jr. has recently been named Comptroller of Campbell & Sons Oil Co., Inc. Rich is relocating here from Shingle Springs, California (between Sacramento and Lake Tahoe). Rich and Sylvia have been married for thirty-one years and have three sons: Michael, married and attending chiropractic school; James, single, available and a Senior at University of Montevallo; Richard III, married and a school teacher. Mr. Sullivan is a graduate of San Jose State University in California and a CPA. Mr. Sullivan has been employed in the accounting area for twenty-five years having worked in public accounting, building materials manufacturing and distribution, and petroleum sales and trucking. Rich has been a volunteer fireman for over 20 years. Mr. Sullivan is having very positive impact on our organization already but faces one serious problem. He must declare his allegiance to either Alabama or Auburn this season.



George Pugh, Campbell Lubricants Co., Lubricant Sales Supervisor, has thirty-eight years of experience in petroleum marketing. George worked for Sinclair prior to his employment with Texaco, Inc. and joining Campbell Oil Co. in 1983. George calls on consumer and industrial customers for petroleum sales. George has three children and three super grandchildren. Mr. Pugh is a graduate of Auburn University and a **TRUE WAR EAGLE!**

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Page Three

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**MORE  
ABOUT  
PEOPLE!**



We are very fortunate to have three new employees working in our administrative office. From left to right above are: Shannon Anderson, Ginger Jones, and Aundra Drake. In addition to being great on the computer they are valuable players on our company kick ball team. Their hard work in keeping the company books are appreciated. We thank our customers for submitting reports to these ladies in a timely, accurate manner to facilitate our handling. Please call the above ladies if you have any accounting questions that need answers.



Pictured above are the dynamic duo of Kyle and Mary Ann Rainey. For the last five years they have been outstanding Texaco Retailers at several stores in Huntsville. They currently are the Retailers at the Texaco Food Mart (Kyle's Korner), 307 Andrew Jackson Way, and the Rocket Quick Stop at Moores Mill and Winchester. Both Kyle and Mary Ann attended local schools and do an excellent job giving their many customers dazzling customer service. We are happy to report they are expecting a child in January. In Northeast Huntsville we are well represented by Kyle and Mary Ann. Kyle and Mary Ann never let their customers down on those cold, icy winter mornings or late summer evenings. We really appreciate the superior manner they represent the Texaco Star to the motoring public.

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## WE HAVE LOST

## A DEAR FRIEND



We were all saddened by the death of C. H. (Charlie) Rush on July 26th. Charlie was 73 years old and a World War II marine veteran. He played football at Auburn and also at Howard College with his friend Bobby Bowden. Charlie began his career with Texaco in Birmingham in 1950 and served in a number of capacities in this Division including the District Manager's position in Mobile. He served as real estate agent in our area during his closing years with Texaco.

Charlie was a most loyal and capable employee of Texaco and highly respected by customers and company people alike. Charlie did several real estate surveys for our company and his assistance was appreciated. Our condolences to Betty and the family.

## TEXACO CREDIT CARD REBATES (FORD)

Please remove and throwaway all of the Ford Motor Company credit card applications. Ford is discontinuing this program so removal of the applications will allow you to avoid customer confusion. Please ensure you have the new Texaco credit card applications on hand.

## CONGRATULATIONS TO OUR CONOCO IN DECHERD

We know that Garrel Herrington, standing on the left in picture, and Ernie Colvin, store manager on the right, did a fantastic job in this store receiving perfect 100 score in the Conoco Image Contest. Thanks guys - we know it required a lot of work and attention to details.



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Page Five

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## PROMOTIONS

MARSHALL COUNTY PROMOTION A BLAST

**Customer Appreciation Days**  
 JULY 28, 1997 through SEPT. 1, 1997

Stop into the NEW Circle 'C' Texaco for Marshall County!

**SPECIALS AVAILABLE AT THE FOLLOWING 5 CIRCLE 'C' TEXACO LOCATIONS IN MARSHALL COUNTY:**

- 1) 1400 GUNTER AVENUE, GUNTERSVILLE
- 2) 606 HIGHWAY 431, BOAZ
- 3) 8306 HIGHWAY 431, ALBERTVILLE
- 4) 7155 HIGHWAY 431, ALBERTVILLE
- 5) 601 BALTIMORE AVENUE, ALBERTVILLE

**3 liter PEPSI Products** 99¢

**5 COLOR TV'S!** Register at each store to win COLOR TV!

**3 car washes & receive 1th car wash FREE!**

**105 WQSB**

**LIVE RADIO REMOTES:**  
 Cassie Lee, 105  
 4:00 - 5:00 p.m.  
 Saturday, August 23, 9 a.m. - noon

**105.1 FM**  
 Saturday, August 16, 9 a.m. - noon

**105.3 FM**  
 Thursday, August 28, 5 p.m. - 6 p.m.

**WALK OF FAME**

**TEXACO**

**CONVENIENCE**

**TEXACO**



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## GRANT MOUNTAIN STORES CONTEST RESULTS

During June, 1997 Grant Mountain had a big cigarette contest with all five stores participating. Each store was assigned goal of \$10,000, in cigarette sales. Marlboro awarded prizes to the winning store. Our Conoco store in Decherd, Tn. won the contest. Congratulations Big Orange! In picture above are the winners from left to right; Director of Operations - Garrel Herrington, Manager Ernie Colvin, Terry Saucy, Lou Robinson, Joleen Montgomery, Asst. Manager Linda Taylor, Phillip Morris Rep. Sheila Rothrock, Wendy Burney.

## NEW TEXACO ON I-59 IN FT. PAYNE HAS GRAND OPENING PROMOTION

In late June we had our Grand Opening Promotion in Ft. Payne at our new Star 21 store. We had four day promotion with two live radio remotes, free hot dogs, specials on soda with gasoline purchase, etc. Big crowds, big sales volumes. The good folks of Ft. Payne expressed their appreciation for the arrival of the Star.

*Who is this customer receiving free hot dog*



Traveling down the I-59 hwy, our Texaco Lubricants Representative, Joe Bennett, Jr., could smell the great aroma of our free hot dogs and came in.

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CAMPBELL OIL PROMOTION -

Page Seven

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STILL MORE PROMOTIONS

DOG DAZE BASS CLASSIC  
AUGUST 23, 1997 - GOOSE POND RESORT



GREAT DAY - GREAT TOURNAMENT -  
LABRONN CAMPBELL PRESENTS TROPHIES  
TO WINNERS - Y'ALL COME NEXT YEAR.

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**WE WILL SPONSOR  
UNIV. OF ALABAMA  
SPORTS ON WRSA  
RADIO NOW THROUGH  
FEB. OF 1998.**

Date: August 22, 1997  
To: All Texaco Retailers  
From: Dan Touchon, Linda Robinson  
Campbell & Sons Oil Co. P.O. Box 109 Co.  
Subject: University of Alabama Football and Basketball - 1997-1998  
Sponsorship of Games on WRSA Radio

Dear Customers:

We are happy to announce that we will be sponsoring all University of Alabama football and basketball games this season on WRSA radio. Some information:

1. Three of 5000 member signs will be furnished for all of our retail locations.
2. All Game coverage of Alabama football will be on radio only.
3. We will have 8 commercials during the football season which include the pre-game and post-game shows. Three commercials will be the actual game.
4. We will furnish you Alabama football and basketball schedules to give to the public free. No purchase required.
5. In addition to our advertising during games we will have minimum of 15 spots per week on Monday-Friday drive time.
6. We will be using the Alabama sponsorship as WRSA's plus coupon and Contact and Cable Alabama to have in-store promotions with coupons invited to come to your Texaco Station and register for tickets, etc. We will develop this at the season's onset forward.

WRSA 97 FM, a CBS affiliate, is a 100,000 watt powerhouse in and around Huntsville, the most listened to radio in Alabama and carries signals over 15 counties primary and reaches four states.

WRS ROLL WITH TEXACO PROMOTION FROM CAMPBELL & SONS OIL CO. AND P.O. BOX 109 CO.

*Linda Robinson*      *Dan Touchon*  
Linda Robinson      Dan Touchon

We are excited about our sponsorship of University of Alabama football and basketball this season. We will develop many promotions around this sponsorship to bring new customers into their neighborhood Texaco. It's up to you to give great service and have a clean station and bring them back again and again. Make your customers feel at home at your Texaco store. YOU ARE TEXACO!

Hartselle  Clean City

300 Spawton Drive NW P.O. Box 817 Mableton, AL 35840 (205) 731-6300

June 11, 1997

Weaver's Texaco  
1521 Ashley Drive Road, NW  
Huntsville, AL 35893

Dear Board/Owners Weaver:

On behalf of the Board of Directors for Hartselle Clean City, congratulations to you for being one of Hartselle Clean City's Board/Owner Award winners!

Our four out of five judges go by a strict and subjective scoring sheet that is attached for your review. We hope this information will be of assistance to you and know that you will continue to enhance Hartselle with your excellent landscaping.

As a Board/Owner whose your responsibility is to display the Board/Owner Award signs proudly and continue to maintain your property to the highest of standards, this earned you this award.

Continually your presence in your business. The cities boards constantly read visitors to our community know that there is a strong sense of pride within our community when they view property's that have a Hartselle Board/Owner Sign for all to see.

As a side note, this year, Hartselle Clean City will be putting up new Board/Owner signs. These signs are being designed as I write this letter, the goal is to have the signs in place the week after the July 4th holiday.

Once again, Congratulations to one of Hartselle Clean City's Board/Owner Award Winners!

Best Regards,

*Henry C. Holley*  
Henry C. Holley,  
Executive Director  
Etc.  
rwh

*Chris [Signature]*

**WEAVER'S TEXACO WINS  
HARTSELLE  
BEAUTIFICATION AWARD**

**We salute Margaret and James Weaver  
for this outstanding accomplishment.  
With a little more work and imagination  
we can all become first class merchants.  
Thanks to the Weavers for showing us the way!**

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