

# CAMPBELL QUARTERLY

Volume 1, Issue 5

Editor: Dan Touchon

December 1997

## Campbell Oil Wins in Texaco Building the Brand Contest!

### We have Four of the Top Ten in the Orlando Division

We proudly announce that at the end of the recently completed second grading period the following stations were in the top ten:

1. 303 Governors Dr., Huntsville, AL.
2. 7825 Bailey Cove Rd., Huntsville, AL.
3. 13375 S. Memorial Pkwy., Huntsville, AL.
4. 7584 Hwy. 72 E., Madison, AL.

Great Job – keep it up. Customers deserve and expect clean outlets with dazzling customer service. Average is not good enough in today's world of marketing. We must be the ***BEST!***

Campbell & Sons Oil Co., Inc. won a custom metal relief sculpture for performance as Top-Performing Marketer in Period Two.

## INSIDE THIS ISSUE

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- 1 Merry Christmas & A Happy New Year to our many great customers. Star 21 image improvements.
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- 2 Employees on the GO.
- 3 Advertising and Sales Promotion.
- 4 Business office remodeled. – Schedule of events.

## Merry Christmas and Happy New Year

*Labronn, Alan and Tony Campbell*

**We wish to all of you a most joyous Holiday Season and a happy and prosperous New Year.**



## New Star 21 Image Continues



Jordan Lane Texaco in Huntsville



Bates Texaco in Athens, AL.

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## New Star 21 Texaco Food Mart Opens in Decatur

Ray Thompson Opens Star 21 at 1801 6<sup>th</sup> Ave. in Mid-Sept.

The location in Decatur is doing great. Ray has a Sneaky Pete Hot Dog restaurant in the store that is exceeding sales estimates. Gasoline sales are strong and we had a super Grand Opening recently with WZYP and WRSA doing live radio remotes. See picture below.



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**NEWS FLASH-LATE BREAKING**  
**CONOCO BULLETIN**

Conoco announced this week that the Campbell Oil Co. Conoco-Krystal store in Decherd, Tn. for the second consecutive grading period scored perfect 100 in Conoco Image Contest.

Congratulations to Ernie and Garrel.

## Campbell Lubricants Company Is Moving Forward

### Ray Ward Reports Progress In Building New Plant.

Our lubricants company has acquired new site in Decatur for lubricant office and plant that will meet the needs of the rapidly expanding Decatur industrial base. Construction to begin at once.

We are happy to announce that Mrs. Doreatha Lowery has joined the Lubricants Co. as Administrative Assistant.

### Employees On the Move!

Mark Cowan and Jerry Randles -

Mark, married to Tracy, Store Manager at Governors Dr. Texaco, has two lovely children, Ashley, age 10, and Zachary, age eight. Mark has worked for Campbell Oil for four years as a driver. Duties include delivery of products, packaging products, and whatever to get the job done. Mark's hobbies include deer hunting, fishing, and coaching baseball and basketball.

Jerry Randles is single and reports he has two of the very best children on earth, Beth is eighteen and Tyler who is eight. Jerry has been with the company fifteen years. Jerry makes product deliveries, drums oil and really enjoys his work. Jerry's avocations include sports and spending time with his children. Picture of Jerry and Mark at top of page three.

Did you see our Kerosene TV Advertising on all week 6:00 News on Channels 19,31,and 48?

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## Advertising And Sales Promotion Extensive

We are using all types of media to reach customers!

Radio, cable TV, channel 31,48,19, newspaper, coupons, point of sale, etc. We are really trying to bring customers into your stores. It's up to you if we keep the customers. No advertising can replace quality customer service and clean facility.



Mark Cowan on the left and Jerry Randles

## Advertising Information:

1. See copy of layout for Dec. 30, 1997 Huntsville newspaper attached. This is full page ad in color. Please note the four coupons at bottom. Make sure when you turn them into us for credit you have sales receipt attached.
2. Please make sure you have adequate Kerosene in your inventory. We are advertising on Comcast and Cable Alabama with our Kerosene TV spot. We have just completed an entire week on 31,48, and 19 advertising our Kerosene and we do not want to disappoint customers.
3. Grand Opening promotion with live Radio and door prizes will be done in early Jan. at our new Conoco in Hartselle, Al. on U.S. Hwy. 31.
4. WRSA radio sponsorship of Univ. of Alabama basketball continues each week. More Star drawings.

## Announcing Texaco-WZYP Racing Expo -1998

### Early 1998 Promotion Our Biggest Promotion In History!

Campbell & Sons Oil Co., Inc. is teaming up with Texaco and four other Texaco Wholesalers in area to have the greatest promotion in our history.

The NASCAR event of 1998 is coming April 10-11 to the Von Braun Center in Huntsville. We will be the Title Sponsor. We will be pushing sales with NASCAR poster and discounted gate tickets available only at Texaco. In the next few weeks details follow.



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## Campbell Oil Co. Office Renovation Completed

*For improved Customer Service we have updated office facilities.*

**From the pictures below you can see our progress in updating our business office. Please come and visit us.**



### QUESTIONS AND ANSWERS

Q: Why do you constantly stress the importance of wearing the Texaco uniform in the work place?

A: The motoring public expects cashiers, sales associates at Texaco facilities to be smartly dressed in a clean, neat, Texaco uniform. We have expended a lot of money to upgrade our facilities to be the best looking in the area and we expect our Dealers to represent the Texaco Brand. The Texaco uniform lets the public know you are part of the team and a professional. Blue jeans and sweatshirt does not get the job done.

Q: Why is it important to promote the business thru radio, tv and newspaper advertising, etc.? When customers need gasoline they will buy.

A: Yes they will buy. The question is where will they buy. We are making every advertising effort to help the customer see the advantages of buying from you - their Texaco Dealer. Remember to the customer - You are Texaco.

### CALENDAR

February 6-9, 1998

#### Winter Management Seminar & Trip

*3-night cruise from San Juan to Thomas and St. Maarten*

March 6-7, 1998

#### Food & Fuel Expo

*Birmingham-Jefferson Civic Center  
Birmingham, Alabama*

June 7-10, 1998

#### 43rd Annual Convention

*SanDestin Hilton  
SanDestin, Florida*

Monday, October 5, 1998

#### 10th Annual Fall Golf Classic

*Wynlakes Golf and Country Club  
Montgomery, Alabama*

October 11-13, 1998

#### NACS Annual Meeting and Expo

*Georgia World Congress Center*

**THIS IS**  **TERRITORY**  
**TEXACO**

*Campbell & Sons Oil Co. Inc.*

would like to thank all  
the citizens of Madison  
County for choosing **TEXACO**  
as your # **1** \* gasoline  
in 1997



*We Wish You A  
Happy New Year*

\*Source-Madison County Tax Report

**TEXACO POWER PREMIUM**  
★ **\$1.00 OFF** ★  
**ANY FILL UP**  
**POWER PREMIUM**  
(8 GAL. MINIMUM)  
Good at all participating Texaco  
locations in Madison County  
 **TEXACO** Good and responsible customer  
the good is responsible with  
the other Texaco  
Texaco 2000

**TEXACO CAR WASH**  
★ **\$2.00 OFF** ★  
**STAR WASH**  
With Any Gasoline Fill-up  
(8 GAL. MINIMUM)  
Good at all participating Texaco  
locations in Madison County  
 **TEXACO** Good and responsible customer  
the good is responsible with  
the other Texaco  
Texaco 2000

**TEXACO CAR WASH**  
★ **FREE** ★  
**REG. CAR WASH**  
With Any Gasoline Fill-up  
(8 GAL. MINIMUM)  
Good at all participating Texaco  
locations in Madison County  
 **TEXACO** Good and responsible customer  
the good is responsible with  
the other Texaco  
Texaco 2000

**TEXACO K-1 KEROSENE**  
★ **\$.75 OFF** ★  
Any 3 Gal. or Larger Purchase  
**K-1 KEROSENE**  
At Any Madison County  
**TEXACO STORE**  
Good at all participating Texaco  
locations in Madison County  
 **TEXACO** Good and responsible customer  
the good is responsible with  
the other Texaco  
Texaco 2000