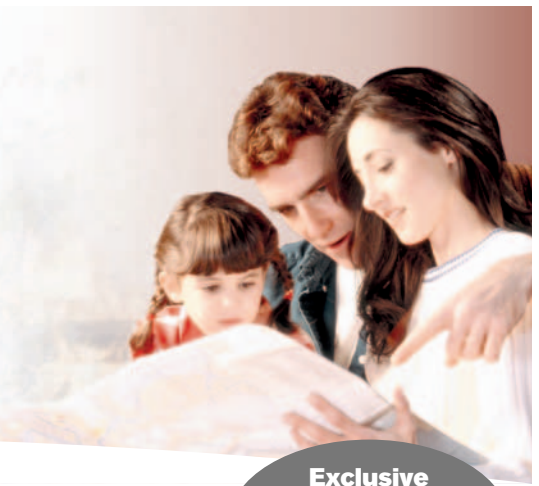


HOME *comfort* NEWS



Your Home Comfort Specialists
Since 1939



FALL/WINTER 2006

Exclusive
home comfort
coupon savings
in this issue!



In Touch with You

Ready to serve all your home comfort needs through this winter season

Dear Valued Customer,

Now that leaves are turning, many of you are asking about our predictions for oil prices over the next few months.

The fact is, in July crude oil hit an all-time high. Since then prices have declined as Middle East and hurricane activity have eased. In the end, one thing is certain: oil is a highly volatile commodity. As we've seen all too much in the past, prices could swing wildly in either direction *overnight* for any one of several reasons beyond our control.

Because of this uncertainty, all of us at Campbell Oil are totally dedicated to solutions that take some of the "worry" out of these trying times. Here are just some of the new, exciting ways we can help you take control of your energy costs, enjoy greater home comfort, and bring you greater peace of mind:

- **CapAdvantage:** Rest easy with our new cap price plan! It puts a ceiling on the rate you pay for your fuel. You should have already received information about CapAdvantage — but just in case you haven't enrolled, we've included information inside!
- **Rocket:** Save time and trouble with

this wireless remote that monitors the level of fuel in your tank. No need to go outside or down in the basement to determine the level of fuel!

Even with these new solutions, there are still many things that remain the same here at Campbell Oil. For example, unlike all the other fuel companies in this area, our own trusted **service team** (with over 40 years of oil burning equipment experience) is ready to serve your heating and cooling emergency needs 24 hours a day. And, our **abundant oil supply** means you never have to worry about getting your next delivery, no matter what the situation around the world.

So, as the days get colder, *remember we are here for you* whether you need fuel, service, equipment, or simply an answer to your energy questions. We look forward to serving you through another heating season, and thank you for trusting us with your home comfort. Sincerely,

Brian Burrow
Brian Burrow
President




If you live in the Massillon area you may be familiar with our home office, where you can talk with our experts or fuel up at our unattended filling station. We serve many families outside of the Massillon area as well:

Minerva — call Kim: 330-868-6806
Millersburg — call Jessie: 330-674-6826

We're proud to now offer Marathon® fuel at all our BellStores locations. Marathon, an American owned oil company, manufactures and employs locally to keep our communities strong. Marathon benefits our customers in other ways too. They offer an excellent rebate on their gas card (that means free gas for you!). Plus, regular use of Marathon fuel with STP® ADDITIVES helps prevent deposit buildup, maintain vehicle performance, maintain fuel economy, and control vehicle emissions.





With colder weather on the way, many of our customers are asking the very same questions that plagued us all last winter...

What will fuel prices be like this year? Will unexpected events around the world cause huge increases like they did last year? Just how high can fuel prices go?

The fact is, if you are on a cap plan, *you don't have to worry*. Sure, your price can rise a little — we all expect that during the heating season. But a cap plan *protects you from the huge price increases that affect us the most*.

No fine print – No surprises

A good cap plan is a *win-win situation*. In other words, you can't lose with a good cap plan—you can only benefit.

In spite of that, many people don't take advantage of cap plans. It may be that it all sounds too good to be true, and people feel there must be some fine print with extra costs.

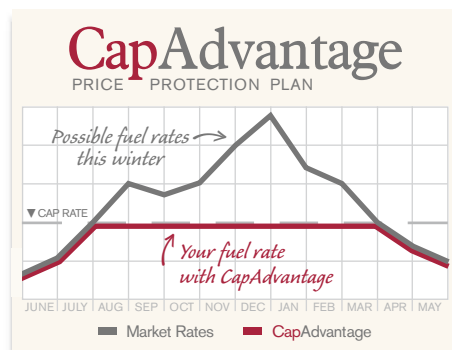
Not so. Here's a clear description of a cap plan, and what to look for when you are considering one.

How a cap plan works

A cap plan gives you a "cap" on the price you pay for your fuel. Whenever market prices are below the cap rate, you pay market price. But if prices spike, like they did last year with Katrina, your price never rises above your cap. *You stay protected*.

EXAMPLE: Say the price of fuel is \$3.00/gal. You sign up for a cap plan with a cap rate of \$3.25. Whenever market prices are lower than 3.25/gal., you pay that lower market price. But if prices rise to \$3.45, \$3.75, or even \$4.50 — you stay protected. While others are paying nearly 150% more for fuel, YOU only pay \$3.25/gal., which is your cap rate.

Put a cap on it.



Our new cap plan eliminates the risk of fuel price spikes with a "cap" on the price you pay for your heating oil. You also take advantage of lower rates whenever prices drop below your cap.

Automatic delivery

Most cap plans require automatic delivery. In the end, it's a huge benefit for you. You never have to worry about checking your tank to see if it's low, or calling for a delivery.

At Campbell Oil, we monitor your usage through the use of computer technology to anticipate your needs and schedule deliveries, keeping our routes efficient. Plus, you receive an extra 5¢ off per gallon as do all our automatic delivery customers.

No-Run-Out Guarantee

Some fuel companies guarantee their automatic delivery if you are on a cap plan. *At Campbell Oil, we pledge \$25 in free fuel to all our automatic delivery customers if their tank runs dry.*

Budget Plan payments

Most companies also require cap customers to be on the budget plan. The budget plan doesn't cost you any more than if you pay for each delivery as you receive it. The difference is not in *how much you pay per year* — the difference is *how much each payment is*.

EXAMPLE: Without the budget plan, you might make four payments a year at \$420 each. That's quite a large amount to come up with all at once! Especially when you consider most fuel deliveries are made around the expensive holiday season.

With our budget plan, this annual cost is spread out into 12 payments. That means each month you would pay just \$140. You never get surprised. And each bill is easy to manage.

Enrollment fees

Some companies may tell you they don't have enrollment fees with their cap plan. But these same companies give you a cap rate that's so high, chances are you will never feel it's protection even once during the entire heating season! *At Campbell Oil, our enrollment fee guarantees your place in the program with a cap rate that could save you up to \$200 or more in just one heating season, depending on market rates.*

CapAdvantage: The smart plan

We hope this has helped you to understand what to look for in a cap plan. And *CapAdvantage* has it all:

- ✓ A win-win cap price
- ✓ Automatic delivery convenience
- ✓ No-Run-Out Guarantee
- ✓ Easy budget payments

If you haven't already signed up, do yourself a favor and enroll right away! *Enrollment is limited, so call us today.*

Comfort. Quality. Value.



Turn to the Experts.™

SAVE up to 35% on your home heating costs



Enjoy up to \$1,100 in Carrier Cool Cash rebates!
Don't wait — offer expires Nov. 10th!



With fuel prices higher than ever, now's the time to find the best, most economical solution for indoor comfort.

Still heating with a system that's over 15 years old? It may keep on running through another winter season, but it's also *wasting your fuel dollars.*

Technology has changed a lot over the last decade, and today's systems are more efficient than ever. That's why installing a new Carrier heating system is a *smart investment.* You'll experience energy savings right away that will help pay for the system now — then keep on saving for years to come.

- **Use less fuel to heat your home:** A unique heat exchanger transfers heat more economically than any other unit on the market.
- **Enjoy years (and years) of comfort:** Carrier's exclusive stainless steel chamber will not rust or corrode—that means longer life and fewer repairs.
- **Say goodbye to the basement drummer:** Years of research bring you a system that's significantly quieter than other heating systems.
- **Easily add A/C or air quality equipment:** These systems accommodate all your extra home comfort equipment needs without a fuss.

Need a new system?

Learn how much extra energy savings and improved home comfort a new Carrier heating or central air conditioning system could bring your family. Call us for your no-obligation **FREE SAVINGS ESTIMATE** today!

Keeping what you have?

Ensure it runs better and lasts longer with a heating efficiency tune-up. It's practical preventive maintenance that could help you save up to 10% on this year's heating bills! Call to schedule your tune-up today.

Save \$200

on the installation of any new Carrier furnace or heat pump



1-800-589-8555 ■ 1-330-833-8555

Coupon expires 3/31/07. One per household. Not valid in combination with any other offers or prior purchases. May not be redeemed for cash. OH LIC #33792



Save \$30

on an efficiency tune-up of your home heating system



1-800-589-8555 ■ 1-330-833-8555

Coupon expires 3/31/07. Must have received at least one (1) heating oil delivery of 150 gallons or more prior to redemption. One per household. Not valid in combination with any other offers or prior purchases. May not be redeemed for cash. OH LIC #33792





Turn to the Experts.™

Take the Air Quality Quiz

Score 3 points for a "Yes" and 0 points for a "No"

1. Does anyone in your home suffer from allergies? _____
2. Do you have any pets? _____
3. Does anyone in your home often get winter colds? _____
4. Does anyone in your home have dry skin? _____
5. Do you have mold in your basement, bathroom, or closets? _____
6. Do you have creaky floors? _____
7. Do you have valuable wood furniture in your home? _____
8. Do you have a newly built or tightly insulated home? _____
9. Do you need to use a lot of air fresheners to keep your home smelling clean? _____

TOTAL

How did YOU score?

- 0** Wow, you have no air quality issues! We're impressed!
- 3-9** You scored low, but not low enough! Schedule a free consultation to learn more about air quality in your home.
- 12-18** This is nothing to sneeze at! With winter coming you really should take action to improve your air quality right away. Call us for a free consultation.
- 21-27** Pick up the phone and call us NOW. If ignored, your poor air quality could lead to serious health problems!



With winter around the corner, many of us will be spending the majority of our time indoors. Unfortunately, the air outside is often much cleaner than the air in our own homes!

Most people don't understand how much poor air quality is affecting their health and home. But when you consider how many impurities are in your air, it's easy to understand why it's a major cause of colds, aggravated allergies and asthma, skin problems, and damage to walls and furnishings.

Fortunately, *Campbell Oil* and *Carrier* have the healthy air solution that's just right for your family including:

- Air Purifiers
- Fresh Air Ventilation Systems
- Humidifiers
- Ultra Violet Germicidal Lights

Air quality systems eliminate viruses, mold, dust mites, bacteria, and other contaminants in the air so they don't keep recirculating.

Learn more!

Find out how the right indoor air quality equipment could help your family feel healthier and your home smell fresher. Call us today for your **FREE ESTIMATE.**

Save \$30 on an air purifier or humidifier for your home

Save \$50 on a fresh air ventilation system or ultra violet germicidal lights

1-800-589-8555 ■ 1-330-833-8555
Coupon expires 3/31/07. One per household. Not valid in combination with any other offers or prior purchases. May not be redeemed for cash. OH LIC #33792



One customer's love affair with oil... (and with Campbell Oil, too!)

Last March, Jonathan Dilley moved from his old farm house to a new home in Massillon. Besides the big change in location, he also faced an unexpected change in his heating bills.

"My farmhouse was heated with oil, and even though everything was so old and poorly insulated, my Campbell Oil budget bill was only \$120 per month."

"My new home had gas heat. And let me tell you, it was a big adjustment. My first month's gas bill came to \$323, and that didn't include any cooking! The bill stated the average outside temperature that month was 28° — and I couldn't help wondering what kind of bill would I have gotten if temperatures dipped below zero!"

"Furthermore, I always felt cold. The furnace was constantly turning on and off all day long, but the temperature in my home never really felt warm."

Realizing he had to make a change, Jonathan proceeded to get estimates for a new system. One company estimated between \$6000-\$7000 for a new gas

system. Discouraged, he researched an electric system. That price was high, too: \$5000-\$7000 as well.

That's when he called Campbell. "I always loved oil heat, but I realized also that I'd need both a furnace AND an oil tank. And I figured staying with gas might be better."

*I trust Campbell Oil completely.
Even if I wasn't home,
I would have no problem
letting them come in my house
for any service work.*

"I have to admit I was totally elated when I received my Campbell quote. For less money, I could have a new high efficient oil furnace PLUS new oil tank, all installed and ready to go."

He also shared with us that the other installations wouldn't have been compatible with his existing A/C system. Of course, our new unit hooked up easily with his central air.



Jonathan and "Sheba" sit in front of his new oil furnace. In the background is his home, comfortably and economically heated with oil.

"Campbell Oil has always been there for me but they really impressed me this time. If Hank and the boys had to move furniture, they moved it back. They vacuumed and cleaned up every mess. I was nothing short of 100% satisfied with all the work."

"Now my heating bills are budgeted at \$100 a month for the oil. Even better, my house feels warm!!! The furnace really puts out heat, and the house stays cozy. My cat Sheba loved sitting near the registers when I got the new system, something she didn't even bother doing before with the gas heat."

*We couldn't have said it any better!
Thank you Jonathan!*



ASK STEVE

OUR HOME COMFORT SPECIALIST

Q I've heard a lot in the news lately about biofuels. Realistically, how long before we will actually be able to use alternative fuels like that?

We already are! Biodiesel is derived from soybeans, so it's produced right here in the U.S. Right now if you request Bioheat™ for your home heating oil (5% Biodiesel blended in heating oil) we can deliver it. We also deliver in bulk, Biodiesel blends for on and off-road diesel use. For your on-road diesel vehicle, consider stopping by our 24/7 unattended fueling site located at our office which offers a blend of Biodiesel with premium on-road diesel by Marathon. The benefits are noticeable for those who use it: a cleaner system, higher performance, greater efficiency, and cleaner emissions. Of course, we can't forget the biggest benefit of them all — a lower dependency on imported oil!

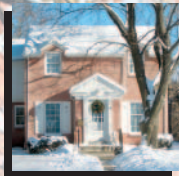
Q How can I prepare my heating system for the upcoming season?

First, I highly recommend you call us to schedule an annual tune-up and cleaning. Then, inspect your tank for rust and possible metal fatigue. Identify your fill pipe and make sure it is made of steel or heavy duty brass pipe. Make sure you have a working vent alarm, otherwise we may be unable to deliver (call our in-house service team for assistance). Finally, make sure our delivery drivers have easy access by clearing low branches and other obstacles in your driveway and around your fill pipe.

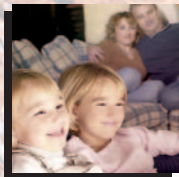
? DO YOU HAVE A QUESTION? I'll try to answer it in the next issue! Simply write to me at Campbell Oil, Attn: Steve, PO Box 907, Massillon, OH 44648.

FALL/WINTER

HOME comfort NEWS



**Put a cap on
your winter
heating costs!**



**Take the
air quality quiz**



**True Story:
One customer's
return to oil heat**



Your Home Comfort Specialists

611 Erie Street South, Massillon, OH 44646

Call us! 330.833.8555 ♦ Toll-Free 800.589.8555



Not a Campbell Oil customer?

*Welcome to our newsletter! Learn more about
what we have to offer your family inside.*

Now, even more sister-company **BellStores** to serve you!

Now featuring
Marathon Gas!



Alliance	Brewster	Crossroads	East Canton	Hills & Dales	Midway	North End	Shreve	S. Wooster	Viaduct	Wales Road
Ashland	Canal Fulton	Dalton East	First Street	Jackson	Mt. Eaton	Orrville	South Market	Strasburg	Waco	West Liberty
Belden Village	Canton South	Dalton West	Hartville	Market & Easton	New Philly Southside	Rt. 585	S. Massillon	Tuslaw	Wadsworth	619



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on all Marathon purchases for the first 60 days

5% rebate

on all eligible Marathon purchases after 60 days

1% rebate

on all other purchases at other shopping locations

No Annual Fee!

Call 1-800-FILL-IT-UP

or apply online at www.ApplyMarathon.com/takeone



\$3 Off CAR WASH



Good towards "Works" car wash
at participating locations



Coupon expires 3/31/07.

Participating Locations

ALLIANCE	2491 West State Street
ASHLAND	1011 Sugarbush Drive
BELDEN VILLAGE	3985 Everhard Road
BREWSTER	146 Wabash Street
CANTON	4332 Hills & Dales Road
DALTON EAST	208 S. Mill Street
HARTVILLE	1261 W. Maple Street
MASSILLON	4141 Erie Street S
MASSILLON	519 Lincoln Way W
MASSILLON	3917 Wales Avenue NW
MASSILLON	108 Lake Avenue NE
N. CANTON	8356 N. Market Street
STRASBURG	7467 State Rt. 260
WOOSTER	132 W. Milltown Road

FREE FOUNTAIN DRINK

With your purchase
of any size sub



Coupon expires 3/31/07.



BREWSTER	120 Wabash Street
DALTON	208 Mill Street
MAGNOLIA	11089 State Rt. 800 NE
WOOSTER	2424 Akron Road
WOOSTER	7170 Lincoln Way E
WOOSTER	404 S. Market Street
WOOSTER	1337 Blacheyville Road



ASHLAND	1011 Sugarbush Drive
HARTVILLE	1261 W. Maple Street
STRASBURG	7467 State Rt. 250 NW