

HOME *comfort* NEWS



Your Home Comfort Specialists



FALL/WINTER 2005



In Touch with You

Here for you with savings in the midst of rising energy prices

Dear Valued Customer,

Welcome to our second issue of *Home Comfort News*. As you know the weather is already turning and it won't be long now before the full force of winter has taken hold of us.

As you have surely noticed, crude oil prices have risen 65% since a year ago. And unfortunately, the devastating effects of hurricane "Katrina", market speculation, and general consumer fears may cause prices to rise even more.

Keep in mind that you are not alone in the rise in energy prices. Natural gas and propane prices are also at record levels. It's all just as upsetting to us as it is to you. As your home comfort specialists, it's especially frustrating because we simply have no control over the situation. Together we will work through these difficult times.

To help alleviate some of the pain you are feeling with energy prices, we offer you some choices:

- Consider spreading your bills out over the year through our **budget plan**
- Make sure your heating system is operating at peak efficiency by having a **tune-up** performed saving you as much as 10% on your annual fuel bill

- Consider upgrading your heating equipment if it is 15 years old or more to a new, high efficiency system which can cut your fuel bills by up to 30%

- And, reduce fuel consumption with a programmable thermostat!

In addition, it's more important than ever to have a strong relationship with an oil company you can trust—one that will be there for you no matter what happens. That company is Campbell Oil Company, your home comfort specialists since 1939.

Regardless of what the upcoming season brings, you can count on us to keep you warm, safe and cozy with on-time deliveries, 24-hour emergency coverage and expert, friendly service. *Plus, with our own storage terminals, you can rest assured that we'll always have an adequate supply of home heating oil for your needs.*

Thank you for trusting Campbell Oil with your family's comfort.

Sincerely,

Brian Burrow
President

Save time. Stay warm. Never worry!

Automatic Fuel Delivery

Do you ever feel like there's just not enough time in the day to do all you want to do? So why waste your precious time checking the level of heating oil in your tank, scheduling deliveries — or worrying about running out?

Choose automatic delivery service, and leave the rest to us. We'll keep track of your usage and weather patterns to schedule your deliveries accordingly. We even *guarantee* you won't run out! (If you do, we promise to give you a \$25 credit on your fuel account!)

So save time, let *us* keep you warm! Choose automatic delivery today.

\$25 Credit

when you upgrade from
"will call" heating oil delivery to
automatic delivery service

\$50 Credit

Refer a friend who becomes a
new automatic delivery customer
and you each receive a credit!

(Credits applied to the 3rd delivery from time of enrollment)



HEATING OILS ♦ GASOLINES ♦ DIESEL FUELS ♦ HEATING & COOLING SERVICE/INSTALLATIONS

We're here to serve you Mon-Fri 8AM-5PM ♦ 24/7 Emergency Service ♦ 330.833.8555 ♦ Toll-Free 800.589.8555



Fall is the busy season for our service techs...

Call to schedule your tune-up now so we can service your system before cold weather strikes!

BACK-TO-SCHOOL ENERGY 101:

Heating Tune-ups = Smart Savings

One of the best ways to keep your heating bills low is with an annual tune-up of your heating system. It's a small investment that pays for itself in extra savings — and peace of mind!

Save up to 10% on energy bills.

When you tune-up your car you get better gas mileage. Likewise, our tune-ups bring your furnace or boiler up to peak efficiency so you save on energy bills all winter long.

Have less costly repairs.

We'll take care of small problems before they turn into inconvenient and expensive breakdowns.

Help your heating system last longer.

Furnaces and boilers cost a

lot to replace. Regular maintenance protects your investment so you have years of trouble-free heating!

Worry less with a safer system.

We'll prepare your heating unit for the cold winter season, plus perform a thorough inspection for carbon monoxide leaks in your home.

Keep warranties in effect.

Even newer systems benefit from tune-ups! Plus, the documented maintenance protects you in the event you need warranty work done.



Conservation Corner

Many of you ask what kind of fuel savings you can expect with the installation of a new high efficiency heating system. It's actually pretty easy to calculate! Simply ask our technicians to help you determine your present efficiency (AFUE), then get a **free estimate** from one of our heating specialists. You'll be able to see how different AFUE's and installation costs affect your projected annual savings, and the total return on your investment!

HIGH EFFICIENCY HEATING SYSTEM

Dollar Savings per \$100 of Annual Fuel Cost

		AFUE OF NEW SYSTEM						
		65%	70%	75%	80%	85%	90%	95%
AFUE OF EXISTING SYSTEM	50%	\$ 23	\$ 28	\$ 33	\$ 37	\$ 41	\$ 44	\$ 47
	55%	\$ 15	\$ 21	\$ 26	\$ 31	\$ 35	\$ 38	\$ 42
	60%	\$ 7	\$ 14	\$ 20	\$ 25	\$ 29	\$ 33	\$ 37
	65%		\$ 7	\$ 13	\$ 18	\$ 23	\$ 27	\$ 32
	70%			\$ 6	\$ 12	\$ 14	\$ 22	\$ 26
	75%				\$ 6	\$ 11	\$ 16	\$ 21
	80%					\$ 5	\$ 11	\$ 16
	85%						\$ 5	\$ 11

EXAMPLE: If your present AFUE is 65% and you install a new 90% AFUE high efficiency oil system, the projected savings are \$27 per \$100. If your annual fuel bill is \$1300, then the total yearly savings should be \$27 x 13 = \$351.

That's a lot of money to save each year, especially when you consider the expected lifetime of a heating system, but it still doesn't answer the question of whether replacing the system is a good investment. To answer that, you can calculate the first year return on investment (ROI). The equation is as follows:

$$\text{ROI} = \text{first year savings divided by installed cost}$$

$$\text{ROI} = \$351 \text{ divided by } \$2500 = .14 = 14\%$$

14% is a fantastic rate of return! Plus, energy conservation investments are tax free. And if fuel prices go up, the annual savings and return on investment also go up. For example, if fuel prices increase 30%, the annual savings in this example increases to \$456, and the return on investment increases to 18%.

Help us serve you better

It's that time of year again... Our yards are soon going to be filled with leaves, branches, ice and snow.

It's extra work for you — and the cause of service delays for us. And in cold weather, these delays can really add up. It may mean some families don't get their fuel when they need it.

Help us serve you better! Keep your

fill pipe clean and accessible by:

- Clearing leaves and other debris
- Keeping shrubs and trees trimmed
- Clearing snow so there's a path to your fill pipe

Also, make sure your house number is visible from the road. It's easy for us, and will help others find you faster in the event of an emergency!

ASK STEVE

OUR HOME COMFORT SPECIALIST

Q I'm very discouraged about the price of heating oil. With no end in sight, doesn't it make sense to consider another fuel source?

Absolutely not. According to studies made by the Consumer Energy Council of America (CECA), heating oil is still the best fuel choice when it comes to heating your home — especially when compared to natural gas. For one thing, heating oil prices, although high, have historically risen at slower rates than natural gas. Oil equipment is on average more energy efficient than gas systems. CECA studies also found that conservation will give you a much higher return on your investment than installing a new system.

Q Last year I paid a LOT in repairs for my heating system, and it's only 9 years old! Isn't it supposed to last much longer than that?

Your heating system is doing fine! Just like cars, heating (and cooling) systems need regular maintenance to keep running smoothly. And repairs are to be expected! My advice: sign up for a Campbell Oil service plan. You'll get a **tune-up** every year to help you avoid expensive breakdowns and save on energy bills. If you do need service, you'll get a **15% discount** on parts and labor. You also earn **\$50 in Loyalty Credits** each year you renew, good for up to \$500 in credits toward new energy equipment from Campbell Oil. Call us at 330-833-8555 and get started right away!

Q My husband says now is the best time to install central air. I say the big discounts are offered in spring. Who's right?

Sorry—I have to agree with your husband on this one. Come the first of the year, you're going to see an increase in the cost of 10 and 12 SEER units because of new government regulations requiring high efficiency units. Give us a call as soon as it's convenient so we can get together with you for a free estimate!

DO YOU HAVE A QUESTION?

I'll try to answer it in our next issue! Simply write to me at Campbell Oil Company, Attention: Steve, P.O. Box 907, Massillon, OH 44648-0907.



Cozy Home Crazy Savings!

Years ago, we were told that keeping your thermostat at one consistent temperature around the clock was the best way to conserve energy.

Now, we know better!

The fact is, turning your thermostat down while you're away during the day and while sleeping at night can help you save a lot.

So why would you need a programmable thermostat when you can simply do this yourself?

Because a programmable thermostat never forgets to adjust the temperature! It's easy, it's automatic, and it can save you as much as 10% on your heating costs.

And if you have central air, you'll see a real difference in your electric bills throughout the summer months too!

It can pay for itself in energy savings in just a short time, and continue helping you save for years to come.

For more information about programmable thermostats, give us a call today!

WIN FREE HEATING OIL

How would you like to **win a \$500 credit for your heating oil account**? Simply fill out the entry form on the back of this newsletter and drop it off at any **BellStores** location. While you're there, get a **FREE car wash, FREE sub, and FREE coffee or soda** with the coupons we provided! *Don't wait—entries must be received by 10/31.*

FALL/WINTER

HOME *comfort* NEWS



**Register to WIN
a \$500 credit
for Heating Oil**
(see below for details!)



**Smart Tune-up
Savings**



**Ask Steve:
Your Comfort
Questions**



Your Home Comfort Specialists

611 Erie Street South, Massillon, OH 44646

Call us! 330.833.8555 ♦ Toll-Free 800.589.8555

RETURN SERVICE REQUESTED



FILL 'ER UP!

REGISTER TO WIN A \$500 CREDIT FOR HEATING OIL!

Drop off your entry at any BellStores location by 10/31/05! Drawing held 12/4/05. Credit applied to current or new Campbell Oil fuel account. No cash redemption. Limit one entry per household. Call for rules and regulations.

NAME _____
ADDRESS _____
PHONE _____

FREE CAR WASH



Good for one "Works" car wash at participating locations



Coupon expires 12/31/05.

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 208 S. Mill Street
- HARTVILLE 1261 W. Maple Street
- MASSILLON 4141 Erie Street S
- MASSILLON 519 Lincoln Way W
- MASSILLON 3917 Wales Avenue NW
- N. CANTON 8356 N. Market Street
- STRASBURG 7467 State Rt. 260
- WOOSTER 132 W. Milltown Road

FREE BEANTOWN COFFEE OR FOUNTAIN DRINK ANY SIZE

Good at any BellStores location



Coupon expires 12/31/05.



FREE 6-INCH SUB



Good for one 6" sub at participating locations



Coupon expires 12/31/05.



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



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

28 BellStores TO SERVE YOU

- | | | | | | | | | |
|----------------|--------------|-------------|---------------|-----------------|-----------|--------------|---------|--------------|
| Alliance | Brewster | Crossroads | First Street | Jackson | North End | South Market | Tuslaw | Wadsworth |
| Ashland | Canal Fulton | Dalton | Hartville | Market & Easton | Orrville | S. Massillon | Viaduct | Wales Road |
| Belden Village | Canton South | East Canton | Hills & Dales | Midway | Rt. 585 | Strasburg | Waco | West Liberty |

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