

# Oiler

VOLUME LXVIII, NUMBER II

WINSTON-SALEM, NC

FALL 2019

## Mule Ride - A Reflection of Yourself

Henry David Thoreau is quoted, "It's not what you look at that matters, it's what you see." We look at so many people every day, but what do we really see?

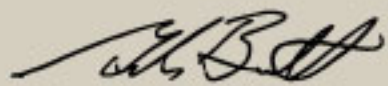
No one likes to be judged, but that's just what we do too often. Our human tendencies make it easy to judge, especially with the small things. How many times have we found ourselves frustrated with the small nuisances of life: long, slow grocery lines, other drivers' behavior on the road, a crying baby on a plane, etc. We all feel so rushed in our complicated, high-tech environment with all the small situations where we find ourselves irritated and judging people beyond a healthy attitude. It affects our own behavior to the negative.

My mother often used the phrase, "Best way to ride the mule is the way it's going." Her way of saying, just go with the flow - don't let the small stuff rule the day. A good example in my life is that I find myself correcting or being impatient with my grandchildren. Being judgmental versus enjoying the moment and riding the mule the way it's going!

A psychology researcher said it best. Your perception of others, both positive and negative, reveals much about your own personality. When viewing others under a positive light, you are shining the light on your own positive traits. On the flip side, viewing someone negatively, even if just for a fleeting moment, puts the spotlight on your own negative personality traits.

Wayne Dyer said it best, "When you judge another, you do not define them, you define yourself."

Dang, I need to do better - "Better today than yesterday."



Graham Bennett  
President, Quality Oil Company



**Quality Oil**  
COMPANY LLC  
*Since 1929*

# CELEBRATING OUR FIRST 90 YEARS

*Since 1929, we have developed a longstanding heritage of integrity, honesty, ethical dealings, and trust easily recognized by our vendors, co-workers, and the communities we serve. This has led to a sense of pride and loyalty that can only be admired by our competitors. With these time-honored values to guide us into the future, our commitment will be:*

To do it because it is right  
To treat others as we would like to be treated  
To be financially responsible  
To be better today than yesterday



**Quality Oil**  
COMPANY LLC  
*Since 1929*



# Quality Oil Company History



**1932:** In an effort to generate interest in the Shell name, Quality Oil developed and designed the first Shell shaped station. One of the eight originals remains at the corner of Sprague and Peachtree streets in Winston-Salem. It has been refurbished and recognized nationally.



**1929:** Quality Oil founded, partners Joe Glenn and Bert Bennett Sr. acquired Quality Oil.

**1933:** Archer B. Glenn became a partner.



**1938:** Paul A. Bennett became a partner.



**1938:** Quality Oil Headquarters moved from Haled Street to Northwest Boulevard and Reynolda Road. A modern "T" shaped building was constructed housing a service station on the first floor, administrative offices upstairs, and the fuel oil/burner department located in the rear.



**1960:** Modern full-service Shell Stations progressed with 2 to 4 service bays with the convenience store concept.



**1970:** J. Kirk Glenn Jr. and Graham F. Bennett joined ranks of partner, implementing the company's current Vision and Core Ideology.



**1984:** Quality Oil Transport became Reliabe Tank Line.



**1996:** Quality Oil opened Hampton Inn in Columbia, SC.



**1998:** Quality Oil opened Hampton Inn & Suites in Raleigh, NC.



**2015:** Quality Oil acquired 20 GOGAS fuel outlets along the coast of NC.



**2016:** QOC built the Hilton Garden Inn Asheville Downtown with a farm-to-table restaurant and rooftop bar.



**2007:** Quality Oil opened Homewood Suites in Atlanta, GA.



**2003:** Quality Oil opened Hampton Inn in Atlanta, GA.

**2009:** Historic Shell-Shaped Shell Station on Sprague St. in Winston-Salem, NC was refurbished.

1925 1930 1935 1940 1945 1950 1955 1960 1965 1970 1975 1980 1985 1990 1995 2000 2005 2010 2015 2019

**1930:** Quality Oil offered fuel oil and burner service to residential communities.



**1930:** All oil and gas distributed was brought to the area by railroad from Wilmington, NC.



**1934:** Quality Oil Transport began transporting petroleum products using trucks rather than railways.



**1934:** Most gasoline was sold in country stores. Quality grew so fast and so many stores throughout NC, that there was an old saying, "If a farmer bent down to tie his shoe, when he looked up he would find a Quality Oil pump in front of him."

**1950:** James K. Glenn, Sr. and Bert L. Bennett, Jr. assumed the leadership of Quality Oil. During this decade Quality experienced aggressive growth and service stations evolved from "mom & pops" to service bays, waiting area, and more modern pumps.



**1962:** A 13-acre site on Lockland Avenue (now Silas Creek Parkway) was chosen to be the new corporate office.



**1962:** Quality had the distinction of being the largest Shell jobber in the United States with approximately 115 full service stations and 300 country accounts.



**1971:** First Gas House developed in Danville, VA. Ralph and Lois Laws were our first managers..

**1974:** The worst gas crisis in history occurred, creating hardships for all aspects of the company. The Journal-Sentinel featured Frank Bates at Old Town Shell. Frank served his customers for 48 hours going without sleep and pumping gas until the last drop was delivered to waiting customers. The headline read: "The Scramble for Gas: Long Lines, Little Sleep".



**1993:** QOC developed Greenbrier Farms off Old Yadkinville Road, one of the leading residential housing developments in Winston-Salem, NC.



**2004:** QOC purchased Brookberry Farm, 800+ acres to be developed as residential and mixed use properties. It will be one of Winston-Salem's largest community developments.



**2004:** Quality Oil opened Hampton Inn & Suites in Jacksonville, FL.

**2017:** Quality Oil remodeled the corporate offices with a modern layout and design.



**2001:** Quality Oil grew its operations department by acquiring most of its competitors and also expanding into the propane industry.



**2009 - 2015:** Reliabe expanded its footprint and now has terminals located in Winston-Salem/Greensboro, NC - Charlotte, NC - Selma, NC - Chesapeake, VA - Roanoke, VA - Richmond, VA and Spartanburg, SC.

