



Campbell 66 Express, Inc., Collection (SP0121)

Collection Number: SP0121

Collection Title: Campbell 66 Express, Inc., Collection

Dates: 1933-2017

Creator: Crim, John Bruce, 1935-

Abstract: This collection contains business records, photographs, publications, and ephemera related to Campbell 66 Express, Inc., a transportation company which operated 46 terminals across 19 states, including Missouri, from 1933 to 1986. The collection also includes the personal papers of Bruce Crim, former employee of Campbell 66 Express, Inc.

Collection Size: 6 cubic feet
(175 folders, 1,960 photographs, 6 audio discs, 2 oversize boxes)

Language: Collection materials are in English.

Repository: The State Historical Society of Missouri

Restrictions on Access: Collection is open for research but may be stored offsite. This collection is available at [The State Historical Society of Missouri Research Center-Springfield](#). If you would like more information, please contact us at springfield@shsmo.org. Collections may be viewed at any research center.

Restrictions on Use: Materials in this collection may be protected by copyrights and other rights. See [Rights & Reproductions](#) on the Society's website for more information and about reproductions and permission to publish.

Preferred Citation: [Specific item; box number; folder number] *Campbell 66 Express, Inc., Collection* (SP0121); The State Historical Society of Missouri Research Center-Springfield [after first mention may be abbreviated to SHSMO-Springfield].

Donor Information: The records were donated to the State Historical Society of Missouri by John Bruce Crim on March 10, 2026 (Accession No. SPA0158).

Related Materials: Additional materials related to Campbell 66 Express, Inc., Collection can be found in the following collections:

[Missouri United States Highway 66 Collection](#) (SP0080)

[Douglas Lee Reed Papers](#) (C2536)

Processed by: Processed by Haley Frizzle-Green, April 7, 2026

Historical Note:

Frank George Campbell was born in Springfield, Missouri, on April 19, 1907, to George Washington Campbell and Allie McKinnis. He graduated from Springfield Senior High School (known as Central High School today) and later worked with Frank Fellows, owner of Springfield Wagon Company. He married Mary Witherspoon on March 23, 1929, and the couple had two children including Trula Ann (Walker) and Patty (Soukup).

In 1926, Frank Campbell founded Campbell Fuel & Transfer Company. The name changed to Campbell 66 Express, Inc., when Campbell purchased Rapid 66 Express Company in 1933. Over the company's sixty-year history, Campbell purchased transportation companies throughout the United States, primarily along United States Highway 66. This included Sunflower Transfer & Storage Company, located in Joplin, Missouri, and owned by John C. Crim. The two companies merged in 1941, with John Crim becoming manager of Campbell 66 Express's Joplin terminal. By 1978, the company covered over 16,000 miles of certified routes throughout the following states: Alabama, Arkansas, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Missouri, Mississippi, Nebraska, New York, Ohio, Oklahoma, Pennsylvania, Tennessee, Texas, and Wisconsin. Campbell 66 Express's home office was first located in Springfield at 701 West Phelps and then 2333 East Trafficway.

Frank Campbell retired from Campbell 66 Express in 1982 and sold his interest in the company to his daughter and son-in-law, Trula and Randall Walker. The Walkers sold the company to a group of employees in 1985. Five months later, Campbell 66 Express filed for Chapter 11 Bankruptcy. In 1988, Trula and Randall Walker were arrested and later charged with fraud and income tax evasion and were ultimately blamed for the company's subsequent bankruptcy. Frank Campbell died July 23, 1989, and is buried in Greenlawn Memorial Gardens in Springfield.

Campbell 66 Express's logo is a camel named Snortin' Norton. The camel's original design was inspired by Camel Cigarette's packaging but was altered to avoid copyright infringement. After several changes, the final design featured a running Snortin' Norton with "66" written below his hump. This design was hand-painted on all Campbell 66 Express terminals and company equipment by artist Bill Boyd. By the 1955, Campbell 66 Express had adopted the slogan "Humpin' to Please!"

John "Bruce" Crim was born in Joplin, Missouri, on October 16, 1935, to John C. Crim and Hilda Riddle. In 1952, he and his family moved to Springfield where his father worked as general manager of Campbell 66 Express. After graduating from Drury University, Bruce worked for Campbell 66 Express as terminal manager in Coffeyville, Kansas, Joplin, St. Louis, and Kansas City. By 1967, he was director of marketing and sales in Springfield, followed by vice president of traffic in 1983. After Campbell 66 Express filed for bankruptcy, Bruce entered into a partnership with former employees Frank Stanton and Richard Matthews to form Queen City Traffic Service, a transportation auditing and consulting company. As of 2026, Bruce Crim is retired and lives in Springfield.

Arrangement:

The collection has been arranged into the following 6 series with 5 subseries:

Bruce Crim Papers

Business Records

Photographs

 Employees

 Events

 Terminals

Publications

Camel Tracks

 Magazines

Phonograph Records

Ephemera

Scope and Content Note:

Bruce Crim Papers

This series contains materials related to John Bruce Crim, former Campbell 66 Express employee, including notes and research for his unpublished manuscript *Snortin' Norton: The Story of Campbell 66 Express*. This series also includes personal correspondence, business cards he collected while employed at Campbell 66 Express, and paperwork related to Queen City Traffic Service. Of particular note is a folder consisting of newspaper articles covering the trial of Trula and Randall Walker in 1988. Folder 4 contains materials related to the death of Crim's friend and business partner Frank Stanton. This series is arranged by subject and then chronologically. The manuscript notes and research have been left in their original order.

Business Records

This series consists of Campbell 66 Express business records including accident reports, company information guides, correspondence, freight bills, shipment statistics, an annual report from 1984, and contact information for employees and terminals. This series also contains Interstate Commerce Commission (ICC) paperwork and the company's tariff report from 1984 to 1986. Along with employee records, there is also a folder related to a worker's compensation case from September 1956. This series is arranged by subject and then chronologically.

Photographs

The Photographs series has been organized into three subseries. The first subseries includes photographs of Frank Campbell, Bruce Crim, and Campbell 66 Express administration and employees. The employee photographs contain portraits, candid snapshots, and images used in the company's magazine *Camel Tracks*. This subseries is arranged by terminal location and then chronologically. The second subseries consists of company event photographs including award ceremonies, meetings and conferences, company trips, office parties, and Campbell 66 Express's annual picnic in Springfield. This subseries is arranged by subject and then chronologically.

The third subseries contains photographs of Campbell 66 Express terminals across the United States. The images include internal and external shots. This subseries is arranged by terminal location and then chronologically. In addition to the three subseries, there are also three folders containing photographs of company trucks and trailers between 1938 and the early 2000s.

Publications

This series contains publications related to Campbell 66 Express and its employees. Of particular note is the company magazine *Camel Tracks*, published between 1949 and 1982. This series does not contain a complete run of *Camel Tracks*. Also included are advertisements, artwork, newspaper articles, company cookbooks, and magazines containing articles about Campbell 66 Express and its history. In addition to a brief company history written in 1980, there are two *Campbell 66 Atlas & Travel Guides* dated 1968 and 1972. This series is arranged by title and then chronologically by publication date.

Phonograph Records

This series includes six phonograph records related to the trucking industry. There are two 7-inch records that were produced circa 1970s. The first record is titled “The Ballad of the Trucker,” with music by Jack Fascinato and produced by the 3M Corporation on behalf of the American Trucking Industry. The second 7-inch record is two sided; the first side is titled “Humpin’ to Please” and the second side is titled “The Hurt There is in Life.” Both songs are by James Mask and produced by MGM Records, Inc.

This series also contains four 16-inch transcription records, most likely used for radio broadcasts. The first is titled “The Tragic Road to Safety,” produced in 1948 by Atlantic Personnel Service on behalf of the Department of the Army. The second transcription includes part 1 and 2 of “Death at the Wheel,” produced on February 8, 1949, by Empire Broadcasting Group. The third is titled “Campbell 66 Award Presentation” from February 13, 1949. The fourth transcription is untitled, with a shipping label addressed to Pittsburg, Kansas, radio station KOAM, dated February 14, 1949. This series is arranged by size and then chronologically by publication date.

Ephemera

The Ephemera series consists of Campbell 66 Express artifacts, primarily used as marketing objects. Items include keychains, a bumper sticker, cups, pins, notepads, and coasters. Larger artifacts include Campbell 66 Express branded items such as a money bag, binders, hat, belt buckle, a dictionary and thesaurus set, and two Campbell 66 Express replica toy trucks. Of particular note are employee service patches and Bruce Crim’s briefcase with a hand-painted logo. This series is arranged by format.

Container List:

Bruce Crim Papers

Box 001	f. 1	Business card file, no date
	f. 2	Campbell 66 item list, 1986-2017
	f. 3	Correspondence, 1986-2014
	f. 4	Frank Staton documents, 1993-2007
	f. 5-7	Manuscript notes and research, 1956-2014, no date
	f. 8	Professional history and resume, circa 1986
	f. 9	Queen City Traffic Service, 1987-1994
	f. 10	<i>Snortin’ Norton: The Story of Campbell 66 Express</i> , 1956-2017
	f. 11	Walker lawsuit, 1988

Business Records

- f. 12 Accident reports, 1980
- f. 13 Annual Report, 1984
- f. 14-16 Campbell 66 Express Information Guide, 1983-1986
- f. 17 Correspondence, 1955, 1974-1979
- f. 18-22 Correspondence, 1980-1989
- f. 23 Employee and terminal contacts, 1982-1986
- f. 24 Employee profit sharing plan, 1983
- f. 25 Freight bills, 1947, 1960
- f. 26 Howard G. Hiser employee records, 1958-1966
- f. 27 Interstate Commerce Commission documents, 1957, 1984-1985
- f. 28 Maintenance Guide, 1976
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- f. 32 Tariff report, 1984-1986
- f. 33 Terminal distances, 1985
- f. 34 Workmen's compensation case, 1956

Photographs

- f. 35-82 Employees
 - f. 35 Administration, 1973, no date
 - f. 36 Atlanta, Georgia, 1969-1973
 - f. 37 Baton Rouge, Louisiana, 1961-1973
 - f. 38 Birmingham, Alabama, 1961-1975
 - f. 39 Brookhaven, Mississippi, 1961-1979
 - f. 40 Buffalo, New York, 1976
 - f. 41 Campbell 66 Express airplane, 1960-1964, no date
 - f. 42 Campbell, Frank G., circa 1940-1984, no date
 - f. 43 Chicago, Illinois, 1964-1977
 - f. 44 Cincinnati, Ohio, 1976
 - f. 45 Cleveland, Ohio, 1976, no date
 - f. 46 Coffeyville, Kansas, 1961, no date
 - f. 47 Columbus, Mississippi, 1966-1973
 - f. 48 Columbus, Ohio, no date
 - f. 49 Crim, Bruce, no date
 - f. 50 Dallas, Texas, 1970-1975
 - f. 51 Des Moines, Iowa, 1975
 - f. 52 Erie, Pennsylvania, 1976-1977
 - f. 53 Fayetteville, Arkansas, 1973, no date
 - f. 54 Fort Smith, Arkansas, 1970, 1975
 - Box 002 f. 55 Greenwood, Mississippi, 1973, no date
 - f. 56 Gulfport, Mississippi, 1958, 1973
 - f. 57 Hattiesburg, Mississippi, 1964-1975, no date
 - f. 58 Indianapolis, Indiana, 1973-1976
 - f. 59 Jackson, Mississippi, 1962-1971

- f. 60 Joplin, Missouri, circa 1940s, 1962-1983
- f. 61 Kansas City, Missouri, 1962-1983
- f. 62 Lebanon, Missouri, no date
- f. 63 Little Rock, Arkansas, 1961-1973
- f. 64 Louisville, Kentucky, 1976
- f. 65 Memphis, Tennessee, 1955-1978
- f. 66 Meridian, Mississippi, 1966-1973, no date
- f. 67 Milwaukee, Wisconsin, 1975, no date
- f. 68 Mobile, Alabama, 1957-1964
- f. 69 New Orleans, Louisiana, 1962-1975
- f. 70 Omaha, Nebraska, 1975-1977
- f. 71 Pittsburg, Kansas, 1963, 1965
- f. 72 Pittsburgh, Pennsylvania, 1976
- f. 73 Rockford, Illinois, 1972-1973
- f. 74-75 St. Louis, Missouri, 1938-1983, no date
- f. 76-77 Springfield, Missouri, 1940-1976, no date
- f. 78 Tulsa, Oklahoma, 1962-1975
- f. 79 Tuscaloosa, Alabama, 1961-1966
- f. 80 Tupelo, Mississippi, 1955-1973
- f. 81 Waynesville, Missouri, 1961, no date
- f. 82 Wichita Falls, Texas, 1975, no date
- f. 83-93 Events
 - f. 83 Award ceremonies, 1973-1983
 - f. 84 Beard contest, no date
 - f. 85 Halloween, no date
 - f. 86 Hot Springs, Arkansas, trip, 1981
 - f. 87 Lake trip, no date
 - f. 88 Meetings and conferences, 1949-1961
 - f. 89 Meetings and conferences, 1970-1983
 - f. 90 Niagara Falls trip, no date
 - f. 91 Office parties, 1966-1983, no date
 - f. 92 Springfield picnic, 1952-1957
 - f. 93 Western day, 1977, 1985
- f. 94 Snortin' Norton logo, no date
- f. 95-129 Terminals
 - f. 95 Atlanta, Georgia, circa 1970
 - f. 96 Baton Rouge, Louisiana, 1968, 1975
 - f. 97 Birmingham, Alabama, 1959-1967
 - f. 98 Brookhaven, Mississippi, 1961-1965
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 - f. 100 Chicago, Illinois, circa 1940-1970
 - f. 101 Coffeyville, Kansas, circa 1940-1970
 - f. 102 Columbus, Mississippi, 1959-1976
 - f. 103 Dallas, Texas, circa 1970
 - f. 104 Fayetteville, Arkansas, circa 1970
 - f. 105 Fort Smith, Arkansas, 1948-1978
 - f. 106 Greenville, Mississippi, 1957-1964
 - f. 107 Greenwood, Mississippi, 1964, no date
 - f. 108 Gulfport, Mississippi, 1975
 - f. 109 Hattiesburg, Mississippi, 1960

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	f. 111	Joplin, Missouri, 1960-1964, no date
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	f. 114	Little Rock, Arkansas, 1938-1964
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	f. 116	Meridian, Mississippi, 1961
	f. 117	Mobile, Alabama, circa 1940-1976
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	f. 135	Artwork and advertisements, 1955-1976, no date
	f. 136	<i>Basic Facts About Trademarks</i> , 1996
	f. 137-156	<i>Camel Tracks</i>
	f. 137	May-June, 1949
	f. 138	August-October, 1949
	f. 139	January-February, 1950
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	f. 154	July-August, 1978
	f. 155	March-April, 1979
	f. 156	July-August, 1984
	f. 157	<i>Campbell 66 Road Atlas and Travel Guide</i> , 1968
	f. 158	<i>Campbell 66 Road Atlas and Travel Guide</i> , 1972

- f. 159 CB radio codes & glossary, no date
- f. 160-162 Cookbooks, circa 1960, 1970, 1984
- f. 163 *Fruehauf Trailers: In Every Industry*, circa 1950
- f. 164-169 Magazines
 - f. 164 *Diesel Equipment Superintendent*, August 1965
 - f. 165 *Springfield!*, July 1988
 - f. 166 *Route 66 Magazine*, Spring 1999
 - f. 167 *Wheels of Time*, May-June 2014
 - f. 168 *Show Me Route 66*, Vol. 27 No. 1, 2017
 - f. 169 *Show Me Route 66*, Vol. 27 No. 2, 2017
- f. 170-172 Newspaper articles, 1953-1977, 1988, 2013-2017
- f. 173 "Traffic Club Roster," 1962
- f. 174 "The Facts at His Fingertips," 1962
- f. 175 *The Story of Campbell 66 Express & Our Camel Snortin' Norton*, circa 1980

Phonograph Records

- Box 004 a.d. 1 "The Ballad of the Trucker," Jack Fascinato, circa 1970s
- a.d. 2 "Humpin' to Please" and "The Hurt There is in Life," James Mask, circa 1970s
- a.d. 3 "The Tragic Road to Safety," Atlantic Personnel Service, 1948
- a.d. 4 "Death at the Wheel," Empire Broadcasting Corporation, 1949
- a.d. 5 "Campbell 66 Award Presentation," February 13, 1949
- a.d. 6 Untitled KOAM record, February 1949

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- Box 006 Item 17-59 Campbell 66 Express ephemera and artifacts, no date
- OS Shelf Item 60-61 Campbell 66 Express office calendars, 1986
- OS Shelf Item 62 Campbell 66 Express toy truck replica, large, no date
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