

Esso Standard Oil Company



1600 WOODLAWN ROAD • CHARLOTTE 9, N. C.

SALES DEPARTMENT
CAROLINAS DIVISION
HERBERT R. DOWD - MANAGER
J. L. HILLER, JR. - ASST. MANAGER

FAIR TRADE NOTICE

To All Esso Dealers in North Carolina

Effective June 17, 1959, we are establishing under the provisions of the North Carolina Fair Trade Act, stipulated minimum retail prices for our motor fuels.

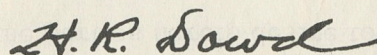
The motor fuel products made subject to Fair Trade and the stipulated minimum retail prices are:

Esso	<u>19.9</u> ¢	per gallon plus Federal and State Taxes
Esso Extra	<u>22.9</u> ¢	per gallon plus Federal and State Taxes
Golden Esso Extra	<u>25.9</u> ¢	per gallon plus Federal and State Taxes.

The provisions of our Fair Trade Agreement, which has been entered into in North Carolina, are printed on the back of this notice.

The existing difference between these minimum retail prices and the prices at which you purchase these motor fuels may in the future change, and we do not make any representation with regard to the continuance of this existing difference.

Very truly yours,



Division Manager

H.R.Dowd:jcc

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WHEREAS, The Company's motor fuel products are and will be distributed under the Company's trade marks, brands or names in free and open competition with commodities of the same general class produced or distributed by others and Dealer is engaged in selling said products at retail and the parties hereto desire to avail themselves of the benefits of the Fair Trade Act of North Carolina now and hereafter in effect:

NOW THEREFORE, in consideration of the premises, the parties agree as follows:

1. Dealer will not advertise, offer for sale, or sell said products at less than the following stipulated minimum retail selling prices:

Motor Fuel Products	Stipulated Minimum Retail Price
Esso	19.9 ¢ per gallon plus Federal and State Taxes.
Esso Extra	22.9 ¢ per gallon plus Federal and State Taxes.
Golden Esso Extra	25.9 ¢ per gallon plus Federal and State Taxes.

2. The minimum retail prices stipulated hereunder do not apply to sales made to employees of the Company or the Dealer or to sales to government agencies or to commercial, industrial or institutional establishments.

3. The Company may at any time and from time to time upon written notice to Dealer change said minimum prices for any or all products now or hereafter included in this Agreement or add products to this Agreement and stipulate minimum retail prices therefor or remove products from this Agreement and any such change, addition or removal shall be effective on and after the date specified in such notice. Each such notice shall be considered an amendment to and a part of this Agreement and the notice last furnished to Dealer shall govern the sale at retail of said products by Dealer.

4. This Agreement shall continue in effect until terminated by either party upon five days' written notice to the other, mailed to the latter's address as set forth above.

5. This Agreement shall be binding upon the successors and assigns of the parties.

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All Esso Dealers in North Carolina

Notice is hereby given, pursuant to the provisions of Section 3 of our Fair Trade Agreement, that effective July 29, 1959, stipulated minimum retail prices for our Motor Fuels are;

Esso 20.9 ¢ per gallon plus Federal and State Taxes

Esso Extra 23.9 ¢ per gallon plus Federal and State Taxes

Golden Esso Extra 26.9 ¢ per gallon plus Federal and State Taxes

Yours very truly,

H. R. Dowd

Division Manager