

WILLIAM LEIGH RIDGEWELL

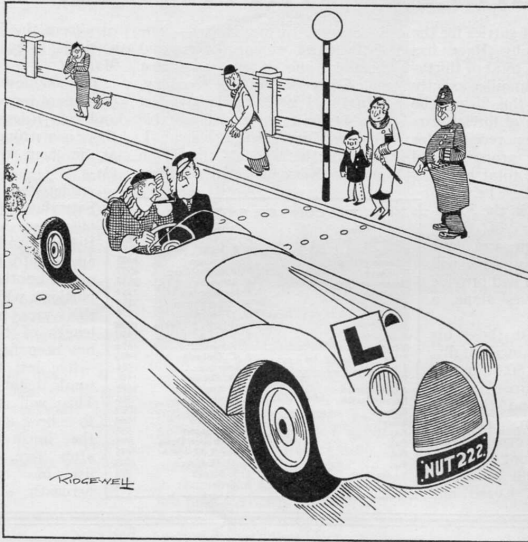
1881 - 1937

Page
—830—

Speed

August
—1936—

AD-MISSIONS OF AN OFFICIAL TESTER



BERTIE BLICESTER: "Dash it all, old chappie, I can't think why the jolly old bus is missing like this."

OFFICIAL TESTER: "Missing her Esso Ethyl, I guess."



*World's most
advanced petrols*

ESSO ETHYL Still further advanced in anti-knock and power-producing properties. Faster than ever! Remarkable hill-climbing and top-gear performance. Sold in other countries at a premium, but the same price as ordinary petrols in Great Britain.

ESSO HIGH TEST A perfectly balanced petrol crystal clear. Double-quick starting, unfaltering power, with a degree of acceleration that makes driving delightful.

ESSO BENZOL MIXTURE Highest quality British benzol with pure Esso, perfectly blended by the newest scientific methods.

FOR LUBRICATION USE ESSOLUBE MOTOR OIL

Cartoonist and humorous illustrator who did many motoring cartoons. Also did a series of advertising cartoons for Esso Ethyl in the mid 1930's.

FURTHER REFERENCE

Line and Laughter, a Book of Drawings by Ridgewell 1934