The ESSO Tiger; emigrated to South Africa in 1963. He spearheaded the drive which established Esso in this country for all time. The Esso Tiger stands synonymous with the world’s most advanced research and practical applications of all types of oil, fuels and chemicals. He is known to millions of motorists, who rely upon the expert service he typifies. The constant improvement of Esso fuels has now taken him to the forefront of every method of mechanised transport on land, sea and in the air.

The ESSO TIGER has emigrated to South Africa to support the white racist military operations against the African peoples

Esso and its partners, Mobil and Caltex (Standard Oil of California), control 44% of the market for all petroleum products in South Africa

Esso fuel transports white South Africa troops and military equipment to suppress African freedom fighters in neighboring countries...
...
...on land: 1700 S. A. troops in Zimbabwe (Rhodesia); S. A. police occupy Namibia (South West Africa)
...by sea: S. A. troops aid Portuguese army in Angola
...in the air: helicopters fueled the Esso-way fly against freedom fighters in Mozambique

The ESSO TIGER...paw in paw with white racist militarism in Southern Africa

KEEP THE TIGER OUT OF YOUR TANK
KILL THE TIGER
POWER TO THE PEOPLE