

**Why settle for
top octane
without Boron?**

**Only Richfield Boron.
gives you BOTH!**

TWO special qualities give Richfield Boron its "years-ahead" superiority!

1. Guaranteed OVER 100 OCTANE!
2. West's ONLY Boron gasoline!

Richfield Boron has the special ability to prevent pre-ignition in high-compression engines. And every drop burns exceptionally clean to give more miles to each gallon. If you want smoother, knock-free power, YOUR BEST BUY IS BORON!

Do you use a premium gasoline? Then your car needs a premium that's OVER 100 OCTANE...and one that provides the *immediate* benefits of Boron.

You get BOTH *only* in Richfield Boron Gasoline.

Without this combination of super octane and Boron, you're just not getting the most for your gasoline dollar.

Boron is not a coined word. It's the name of a real atomic element. Already, high-energy Boron fuels for jets, missiles and rockets, have shown remarkable results.

Inside your car's engine, the patented Boron formula in refining Richfield Boron Gasoline provides exceptional combustion control. There's no knock or ping. You get more power...smoother power...with your *very first tankful!*

CLEANER GASOLINE FOR EXTRA MILEAGE

And you won't find the equal of Richfield Boron Gasoline in accomplishing the clean, deposit-free burning of motor fuel. Every drop burns cleanly, *completely*, to give you more miles to each gallon.

That's why we say, if you use premium gasoline, YOUR BEST BUY IS BORON!

A GREAT GASOLINE FOR EVERY CAR

Perhaps your car doesn't need a premium fuel like Boron. In that case, your car will operate with greatest economy on *improved* Richfield Hi-Octane Regular - a thrifty, modern motor fuel.

One of these two great gasolines - *Richfield Boron* or *Richfield Hi-Octane Regular* - meets the requirements of *any* make or model car...assures you the ultimate in driving pleasure and economy.



RICHFIELD BORON

PARTNER IN POWER: RICHFIELD HI-OCTANE REGULAR