

Richfield Now Brings You



West's First Boron[®] Gasoline

Once in a very great while there occurs a discovery that thrusts aside the limitations of the past and reveals unexpected new horizons.

Such an advancement has come to the petroleum field. Scientists have found how to make the high-energy, basic chemical element Boron extremely valuable in motor fuel. And this discovery has resulted in a completely new gasoline—Richfield Boron Gasoline.

A years-ahead motor fuel discovery

We at Richfield watched with keen interest the scientific research that finally produced Boron Gasoline. We observed the sensational rise of Boron high-energy fuels for military use. We saw the tremendous acceptance of Boron Gasoline by motorists, like yourself, who road-tested this completely new fuel over millions of miles.

Meanwhile, we matched these laboratory and field tests with our own.

Only at Richfield Stations

When Boron had finally proved itself as a near "miracle element" in gasoline, we at Richfield determined to bring this great new product *first* and *exclusively* to Western motorists. *Richfield Boron Gasoline is here now—available only at Richfield stations.*

Immediate Benefits

The most remarkable fact about Richfield Boron Gasoline is that you notice its benefits in your engine *immediately*. You notice a new smoothness...a new quietness... and a feeling of greatly increased power. Richfield Boron Gasoline accomplishes this by not only controlling, but actually *altering* the combustion of burning gasoline in your engine. *For the first time*, Richfield Boron Gasoline substantially eliminates those spontaneous, "wild," wasteful explosions that cause knocking, roughness of the motor, and loss of power. Proudly Richfield brings you this new motor fuel—finest in Western petroleum history!

HIGHEST OCTANE POWER IN HISTORY!

- Richfield Boron meets the highest octane power rating of any gasoline ever offered to Western motorists!
- Users of Richfield Boron Gasoline report *immediate* improvement in power from the very first tankful!
- Many remark on the unusual *smoothness* in acceleration and power pickup!
- And the great majority of users say they experience *stepped-up performance*—no matter what make or model car they drive.

You will purchase gasoline during the next few days. When you do, purchase a tankful of Richfield Boron Gasoline—for a new experience in engine performance!

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