

From Thailand's Jungles To The Mountains Of Peru

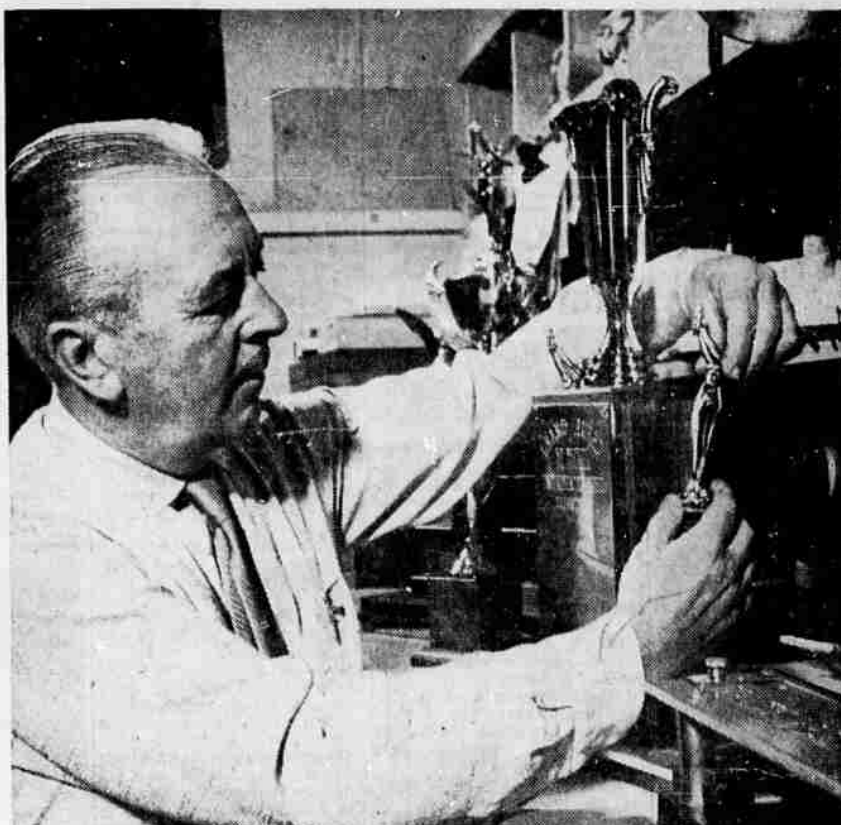


IN ALL PARTS OF THE WORLD, Coleman Castilo of Encino, California, has sold and supervised the operations of giant earth moving equipment. He's a man who knows the feel of power. He says, "Power is what I want under the hood of my car. I've tried all kinds of motor fuels. But I can tell you, nothing compares with this new Richfield Boron gasoline. I think it tops them all."



PHOENIX HOUSEWIFE, Mrs. Arlene Williams, commutes to her job at the Phoenix Airport. Speaking of new Richfield Boron gasoline, she says, "With Boron my motor runs smoother at all speeds. I notice the difference when it's idling. And when I step on the gas pedal, my car responds instantly."

TROPHY MAKER FINDS A REAL WINNER



DESIGNING TROPHIES is the occupation of Thomas Ryan, Jr., who lives in San Diego. Here is what he told us about Richfield Boron: "Boron gives me better acceleration and performance. I've got a Cadillac. Just had it overhauled, and the mechanic was amazed at the lack of carbon. I give Boron all the credit."

1958 PHOENIX RODEO QUEEN



KAREN WOMACK was elected Queen of the Phoenix Rodeo this year. She is also a student at Arizona State and has been driving for several years. "When I started using Richfield Boron," she says, "I noticed an immediate improvement in my engine's performance. It ran much smoother and had more horsepower on the hills."



GOLF IS THE HOBBY of P. R. Palmer, commodity broker of San Francisco. He states, "I am sold on Boron. It gives me a smoother running motor and an appreciable increase in mileage."

LAKE MEAD PILOT TELLS SECRET



"THE CHRIS-CRAFT ENGINES in our boats give smooth, vibration-free performance—even when cruising at 2500 rpms.—since we started using Richfield Boron Gasoline," reveals Lake Mead boat pilot, W. H. (Joe) Tomlinson. Joe also adds, "You can say my '56 Ford performs better on Richfield Boron, too."



MT. HOOD SKI INSTRUCTOR, William H. Truswell, enthusiastically recommends Boron. He says, "With the amount of driving I do up here in this rugged ski country, Richfield Boron is the only gasoline that gives me instant starts in the coldest weather."

People who have tried them all say

NOTHING MATCHES RICHFIELD BORON.*

* Only at Richfield Stations can you buy Boron gasoline in the West. Boron is the high-energy element now being used with spectacular success in fuels for jets, rockets and missiles. In a gasoline, Boron creates a completely *new type*, years-ahead motor fuel. It gives even the latest model cars *all* the octane power they can use. You enjoy more power... smoother anti-knock power with your *very first tankful*. Join the thousands who say *nothing matches Richfield Boron!*

PARTNERS IN POWER—RICHFIELD BORON TEAMED WITH ALL-WEATHER RICHLUBE 10-30 MOTOR OIL