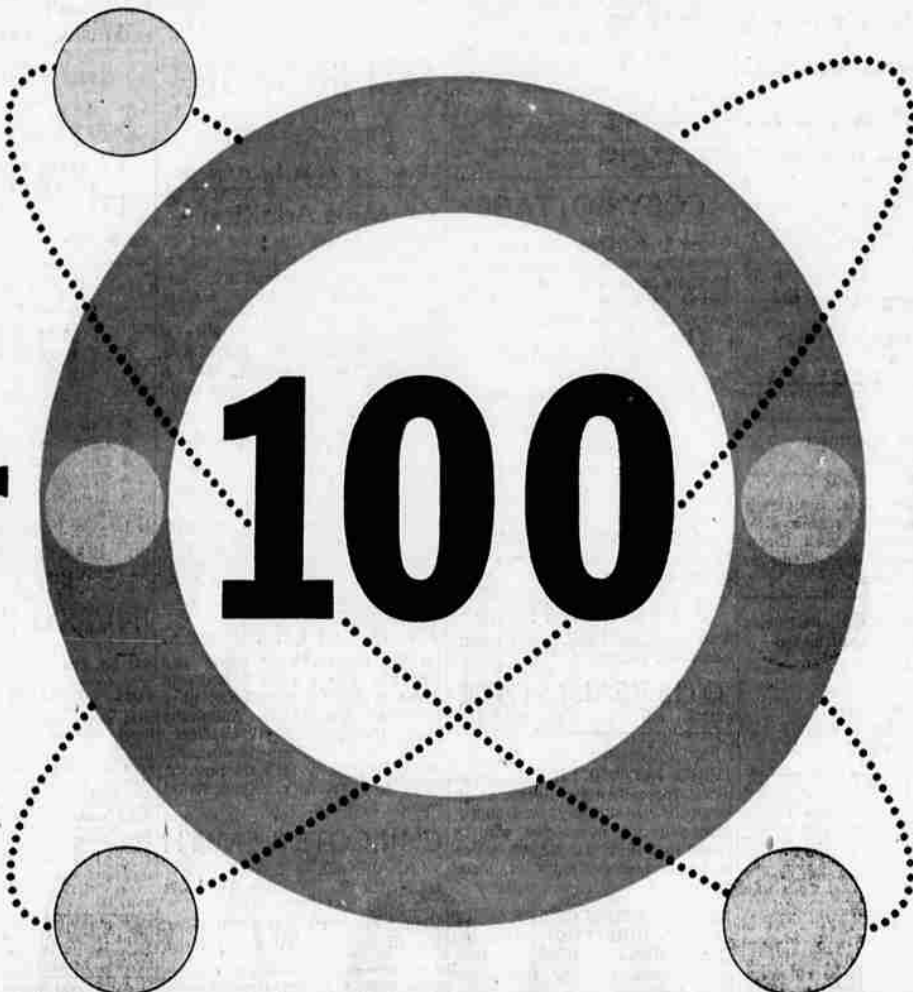


For real driving economy  
**YOUR BEST BUY IS**  
**RICHFIELD BORON**

Now over  Octane

Only Richfield Boron  
delivers the power...  
mileage...and  
performance for  
**real driving economy**

Don't let 'em fool you about gasoline values. When you spend your hard-earned cash for premium motor fuel, be sure you **GET WHAT YOU PAY FOR.**

For what many people are paying for other gasolines, they could just as well buy the economy performance of Boron gasoline—but *they're not getting it.* The prices are the same, but the gasolines are not.

If you're a premium gasoline buyer, more interested in performance than promises, you should be using years-ahead Richfield Boron Gasoline.

It's over 100 octane. It's the **ONLY** gasoline in the West providing the patent-protected Boron formula, and is guaranteed for the maximum in mileage and power performance.

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**RICHFIELD BORON**