Cramming
for Exams?

Fight "Book Fatigue" Safely
Your doctor will tell you—a NoDoz Awakener is safe as an average cup of hot, black cof-

fee. Take a NoDoz Awakener when you cram for that exam ... or when mid-afternoon
brings on those "3 o'clock cob-
web.s." You'll find NoDoz gives
you a lift without a letdown...
helps you snap back to normal
and fight fatigue safely!

Weather-sealing the new wrap-around windshields calls for a rubber that can resist the toughest
elements. That's Butyl rubber, made from oil by Esso Research! This remarkable rubber
out-performs natural and other types of rubber in more than 100 parts of today's new
cars. It's dramatic proof that ESSO RESEARCH works wonders with oil.

YOU'LL BOTH GO FOR THIS CIGARETTE!

WINSTON has the flavor you want!

Winston TASTES GOOD!

As the most popular new brand in cigarette history, Winston gives
college smokers something special. It's flavor — the full, rich, tobacco flavor
you want in a cigarette. Along with finer flavor, Winston also brings you
a finer filter that works so well the flavor really gets through. Try Winston!