

Enter Alcoa Wrap's \$100,000 Wagon-Load Contest!



LOADED
WITH
GROCERIES

10 Rambler V-8 Station Wagons

PLUS—OVER 1000 ADDITIONAL PRIZES

YOU CAN WIN! Over a thousand prizes, so your chances are great! If you're one of the ten first-prize winners, a brand new 1959 Rambler Rebel V-8 Custom Cross Country Station Wagon, luxuriously equipped, is yours—plus \$500 worth of

groceries from your favorite food store. And what a wagon! Gives you Rambler handling and parking ease combined with smooth economical V-8 performance. It's a snap to enter the Wagon-Load Contest, so get your Alcoa® Wrap now.

How to enter? It's easy! Here's all you do:

Just complete this sentence in 25 additional words or less:
"I like strong Alcoa Wrap because _____"

Print or write your entry on a plain sheet of paper. Fill out the coupon in this ad. Then attach entry securely to coupon together with a Better Packaging Label from the lid flap of any size package of Alcoa Wrap. Enter as many times as you like, but be sure to attach your name and address, the name and address of the store where you purchased your Alcoa Wrap and a Better Packaging Label to each entry.

Entries will be judged on the basis of sincerity, originality and aptness of thought. Entries will be judged by the Bruce Richards Corporation. All entries become the property of Alcoa, and none will be returned. Entries must be postmarked no later than midnight, April 20,

1959, and received no later than midnight, April 30, 1959. Winners will be notified by mail as soon as possible, and a complete list of winners will be available to any person who requests the list and sends a stamped, self-addressed envelope approximately eight weeks after the close of the contest. Prizes will be awarded in order of retail value. One prize to a family. Duplicate prizes in case of ties.

This contest open to all residents of the continental United States and its possessions, except employees of Alcoa, its advertising agencies and their families. Subject to all federal, state and local laws and regulations.

15 WESTINGHOUSE REFRIGERATOR-FREEZERS keep meat store-fresh for seven days without freezing, thanks to exclusive Cold Injector refrigeration system.



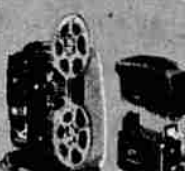
25 WHITE TRIPLE-MATIC ZIGZAG SEWING MACHINES give three needle positions; pushbutton reverse, manual, automatic selection. All custom machine features!



25 SYDNEY-CARLSON CHINA CABINETS feature built-in shelves, drawers, and glass doors. Available in white, black, or red.



40 KODAK SUPER 8 MOVIE OUTFITS contain Brownie Movie Camera, Turrit 1/1.9 Field Cases, Showtime 8 Projectors, and helpful instruction manuals.



300 RIVAL CAN-O-MATIC PORTABLE ELECTRIC CAN OPENERS with retractable legs, so even extra-tall cans may be opened easily, automatically.



75 HOOVER VACUUM CLEANERS for the finest home cleaning equipment. The only cleaner that beats, as it sweeps, as it cleans.



40 UNDERWOOD DELUXE GOLDEN-TOUCH PORTABLE TYPEWRITERS fit perfectly at home, in school, in business. With the sensational new Jam-Release key.



150 KNAPP MONARCH KING-SIZE THERM-A-CHESTS of lightweight aluminum, 62-qt. capacity. By the makers of famous KM Therm-A-Jugs.



150 KROMEX SETS include Tu-Tone bread cabinets with cutting boards in door, 4-piece canister sets, 3-way towel dispensers, sparkling aluminum serving trays.



300 3-PC. ALUMINUM MALLITE SETS BY WEAR-EVER include copper-covered 1 1/2 qt. Saucepan, 7-inch Fry Pan, 8-cup Percolator... rounded in styling, easy to clean.



STRONGEST because it's smooth... BEST because it's strongest

SEND TO: ALCOA WRAP WAGON-LOAD CONTEST, BOX 1668, NEW YORK 46, N.Y.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

STORE WHERE ALCOA WRAP WAS PURCHASED:

NAME _____

ADDRESS _____

Remember to attach your entry and a Better Packaging Label from any size package of Alcoa Wrap to this coupon.

