

Enter **SUPER X STRENGTH** ALCOA WRAP'S 2nd Annual

\$100,000 Wagon-Load Contest



10 Rambler Station Wagons—loaded with groceries

PLUS—OVER 1,000 ADDITIONAL PRIZES

YOU CAN WIN a compact new 1960 Rambler Custom "6" Cross Country Station Wagon—plus \$500 worth of groceries from your favorite store. What a prize! And what a wagon! Gives you Rambler handling and parking ease combined with smooth, economical performance. It's easy to enter, so pick up a package of new Super-Strength Alcoa Wrap aluminum foil today!

Wagon Load of Prizes! Wagon Load of Fun!

JUST FINISH THIS JINGLE:
 Super-Strength Alcoa Wrap,
 The strongest you can buy,
 Is helpful in so many ways,

Your line goes here

EXAMPLE: As wrapping cheese and pie.

**ALCOA WRAP—THE ONLY ALUMINUM FOIL
 WITH SUPER X STRENGTH**

Don't forget to attach the
 Better Packaging Label to your entry



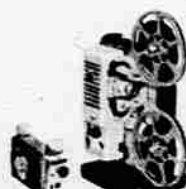
10 HAMMOND EXTRA-VOICE ORGANS with rich brilliant tone, lovely decorator styling. Orchestral voices of three from single manual, single keyboard.



12 \$750 AMPEX STEREO "MONITOR" TAPE RECORDERS. Superb music, permanent fidelity from low-cost four-track tapes. Self-contained stereo recording, playback.



25 TAPPAN "FABULOUS 400" ELECTRIC RANGES hang on wall or set on base cabinet to suit your height.



50 8mm BROWNIE AUTOMATIC CAMERAS AND KODAK CINE SHOWTIME PROJECTORS . . . cameras set automatically, Showtime projectors thread automatically.



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



250 CAN-O-MATIC ELECTRIC CAN OPENER, CLOCK, TIMERS. It's a can opener, a clock, a timer all in one and fully automatic.



300 MEEKER CASUAL HANDBAGS of genuine steerhide leather. Guaranteed for long wear and outstanding fashion value—if it's Meeker-Made.



300 3-PC. ALUMINUM HALLITE SETS WITH WEAR-EVER with copper-covered 1 1/2 qt. Saucepan, 7-inch Fry Pan, 8-cup Percolator. Rounded in styling, easy to clean.

WAGON-LOAD CONTEST RULES

Print or write your last line to the above jingle (to rhyme with "buy"). Use a plain sheet of paper or the coupon in this ad. Be sure you include your name and address and the name and address of the store where you purchased your Alcoa Wrap. Enter as many times as you like. Each entry must be accompanied by a Better Packaging Label from the lid flap of any size of Alcoa Wrap.

Entries must be postmarked no later than midnight, March 31, 1960 and received no later than midnight, April 11, 1960. Winners will be notified by mail, and a complete list of winners will be available as soon as possible after the close of the contest to all who send a stamped, self-addressed envelope. Prizes will be awarded in order of retail value. Only one prize to a family. Duplicate prizes in case of ties.

Contest is open to all residents of the continental United States, Alaska and Hawaii, except employees and their families of the Aluminum Company of America, its subsidiary companies and its advertising agencies. Subject to all Federal, State and Local laws and regulations.

Entries will be judged by the Bruce, Richards Corporation, an independent judging organization, on the basis of originality, sincerity and aptness of thought. Entries, contents, and ideas therein become the property of Aluminum Company of America and none will be returned. Entries must be original in all respects with the contestants submitting them.

SEND TO: ALCOA WRAP WAGON-LOAD CONTEST, BOX 159, NEW YORK 46, N. Y.

MY LAST LINE IS _____

Name _____

Address _____

City _____ Zone _____ State _____

STORE WHERE ALCOA WRAP WAS PURCHASED

Name _____

Address _____

City _____ Zone _____ State _____

DON'T FORGET that each entry must be accompanied by a Better Packaging Label from a package of Alcoa Wrap.