

# Fashion Smash!

Imagine! A Bulky Knit  
Orlon Sweater  
with your monogram  
only \$2.00 with an  
**ALCOA WRAP**  
label



This dreamy soft sweater will set off your blouses to perfection. Wear it jauntily with skirts, slacks, Bermuda shorts. Wear it beautifully to the office, to school, to sporting events. Wear it practically everywhere. It's fashion right for any occasion.

This special offer may never be matched again. The very smartest of vest sweaters, bulky knit in soft luxurious orlon. Two radiant colors—Blaze Red or Snow White. Plus, your choice of any monogram in rich black. A wonderful gift to give, a wonderful treasure for you yourself to own.

**How to get your sweater**—Just fill out and return the coupon at right, along with \$2.00 in cash, check or money order, and a Better Packaging label from the lid flap of any package of Alcoa Wrap. Mail to Alcoa Sweater, Box 373, New York 46, New York.

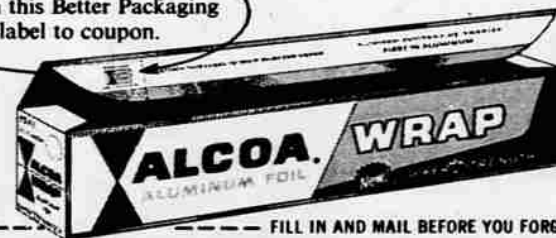
Order as many sweaters as you like, but be sure to enclose \$2.00 and a Better Packaging label for each one. Make your check or money order payable to Bruce, Richards Corporation. And hurry! This offer is limited. Allow at least four weeks for delivery.

## You'll like new SUPER STRENGTH ALCOA WRAP

- The aluminum foil with the super-strength symbol of quality
- Perfect for wrapping, cooking and freezer storage
- Seals flavor in, keeps air and moisture out
- Leak-proof—foods stay fresher days longer
- You'll find uses for Alcoa Wrap everywhere



Attach this Better Packaging label to coupon.



FILL IN AND MAIL BEFORE YOU FORGET

Alcoa Sweater—Box 373—New York 46, N. Y.  
(Print in ink or type)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Please send me \_\_\_\_\_ sweaters. I enclose \$2.00 and a Better Packaging label for each.

My size is: Small (32) \_\_\_\_\_ Medium (34-36) \_\_\_\_\_ Large (38) \_\_\_\_\_

The color I want is: Snow White \_\_\_\_\_ Blaze Red \_\_\_\_\_

The one-letter, easy-to-apply monogram I want is \_\_\_\_\_  
(one monogram per sweater)

Offer void in localities where prohibited, regulated or taxed. Offer expires midnight, December 31, 1960.  
Offer good in United States and Puerto Rico only.