



Only ALCOA WRAP gives you **FREE**...  
 ...in this box...20 colorful,  
 gummed labels to mark your foil packages

Each package contains an assortment of convenient labels—some already marked for you, others you can mark yourself. Labels are easy to use, stay on for weeks. Simply moisten, press on with fingers. Now when you seal in flavor and freshness with strong Alcoa® Wrap, you know at a glance what's in every package or container. Next time you shop, get the only aluminum foil that gives you free labels—Alcoa Wrap.

At your store  
**NOW!**



"ALCOA THEATRE"  
 Exciting Adventure  
 Alternate Monday Evenings

ALCOA WRAP IS STRONG BECAUSE IT'S SMOOTH!



PICK YOUR PATTERN: Slip tie over slim umbrella

*Fashion Find*

## New Trick With Neckties

Make your umbrella cover suit your mood

Women have stopped stealing their husbands' shirts since manufacturers caught on and started making shirts for feminine figures. Now they're stealing neckties instead—for umbrella covers. A fashionable New Yorker discovered that a slim, colorful tie makes a perfect umbrella cover and allows changes to match or accent your costume. Pull the wide end over the tip of a long umbrella, covering it up to the handle. Then take the narrow end and pin it snugly with a fancy stickpin (below). To keep peace, we recommend using only discards or buying your own ties in a men's shop. Umbrellas and raincoat by Schiaparelli.

—JOAN RATTNER



HOW TO make each rainy day different from the last

Desmond Russell