

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



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.

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.

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.

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.

Entries must be postmarked no later than midnight, April 20,

SEND TO: ALCOA WRAP WAGON-LOAD CONTEST, BOX 1000, NEW YORK 40, 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.

15 WASH-HOUSE REFRIGERATOR-FREEZERS keep meat extra-fresh for greater days without freezing. Thanks to exclusive Cold Sductor refrigeration system.



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



25 WHITE TRIPLE-MATIC DIZZAG SEWING MACHINES give three needle positions, push-button reverse, manual, automatic selection. All custom machine featured.



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



40 EODAK SUPER 8 MOVIE CAMERAS enable friends make cameras. Super 8 film. Total Camera Shutter & Projector, and helpful instruction manual.



100 KNAPP HERBICIDE KING-SIZE THERM-A-CHESTS of lightweight aluminum, 62-qt. capacity. By the makers of famous KA Thermo-A-Jugs.



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



100 KROMEX SETS include To-Toast bread cabinets with cutting board in door, 4-piece castler sets, 3-way toast dispensers, spreading utensils serving trays.



200 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.



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