

Enter Now! ALCOA WRAP'S 3rd ANNUAL

\$100,000

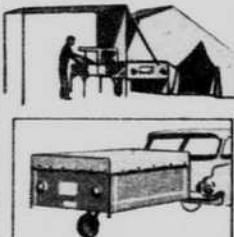
WAGON LOAD CONTEST



10 RAMBLER WAGONS LOADED WITH GROCERIES - OVER 1000 OTHER PRIZES



10 HAMMOND Extravoic Organ—rich, brilliant tone—lovely decorator styling. An instrument the whole family will enjoy.



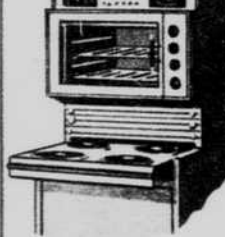
10 HEILITE Camping Trailers. Makes up in just one minute into a complete camp for a family of five. Fully equipped by Heilite of Lodi, California.



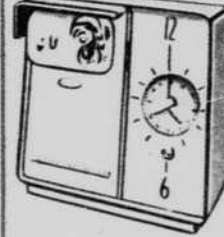
10 DURAFITE 16-ft. all-aluminum boats. Safe, stable, performance-packed by DURACRAFT for maneuverability.



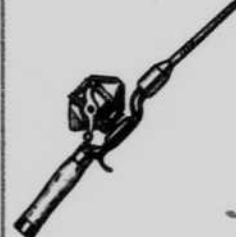
19 FAIRCHILD Cinephonic Cameras and Projectors. 8mm motion picture camera and projector synchronize sound and action automatically on the film.



25 TAPPAN "Fabulous 400" electric ranges with many advanced designs and convenience features.



250 CAN-O-MATIC Electric Can Opener, Clock, Timers. It's a can opener, a clock, a timer all in one and fully automatic.



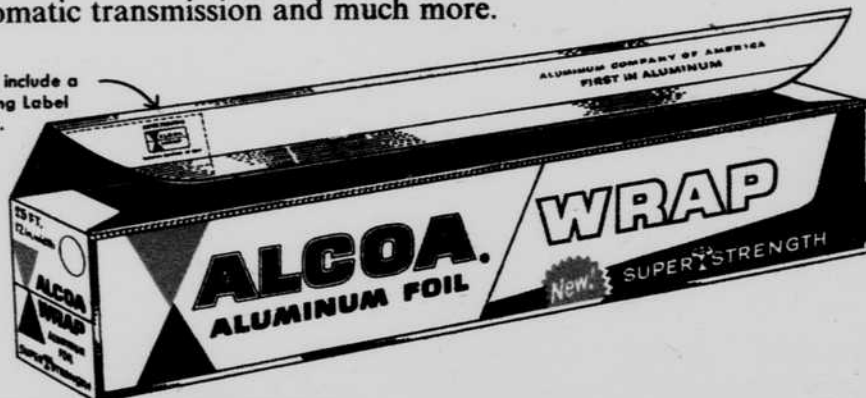
300 ZEBCO Fishing Sets . . . the tackle that puts more fun in fishing. Complete with rod, reel and line.



380 3-PC. ALUMINUM HALLITE SETS by Wear-Ever consisting of 1 1/2-qt. Saucepan, 7-in. Fry Pan, 8-cup Percolator. With non-tarnishing, deep-sea turquoise colored covers.

YOU CAN WIN an all-purpose compact, a new 1961 Rambler Classic, Aluminum Six, Custom 4-door, Cross-Country Wagon—plus \$500 worth of groceries from your favorite store. What a prize! And what a wagon! Gives you famous Rambler handling and parking ease combined with smooth, economical performance. Is complete with Weather-Eye, automatic transmission and much more.

Don't forget to include a Better Packaging Label with your entry.



**WAGON-LOAD CONTEST RULES**

Print or write your last line to the jingle (to rhyme with "day"). 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 on any size of Alcoa Wrap.

Special Bonus Award: A Rival Electric Home Food Slicer will be given to all prize winners if their winning entry is accompanied by both a Better Packaging Label and end panel from the 75-ft. Economy Size package of Alcoa Wrap.

Entries will be judged by an independent judging organization, on the basis of originality (freshness or creativity); aptness (fitness or pertinency to subject); sincerity (believability). 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 and must be submitted in the contestant's own name.

Entries must be postmarked no later than midnight, April 15, 1961, and received no later than midnight, April 26, 1961. 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 of Aluminum Company of America, and their families, its subsidiary companies and its advertising agencies. Subject to all federal, state and local laws and regulations.

**BONUS PRIZE!**



RIVAL ELECTRIC HOME FOOD SLICER—with exclusive "Protect-O-Guide" serrated blade that never needs sharpening—will be awarded as a bonus prize to every entrant who wins a prize and whose entry is accompanied by both a Better Packaging Label and the end panel from a 75-ft. Economy Size package of Alcoa Wrap.

**IT'S EASY!**

**JUST FINISH THIS JINGLE:**

New Super-Strength Alcoa Wrap does every job up right,  
Keeps moisture out and flavor in and always seals so tight.  
For wrapping, cooking, baking, it's the finest foil today,

(Finish the jingle on the coupon below)

EXAMPLE: That's how you know Alcoa Wrap is best in every way!

SEND TO: ALCOA WRAP WAGON-LOAD CONTEST, BOX 42E, MT. VERNON 10, 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. Check this box if you are also submitting an end panel from a 75-ft. Economy Size package of Alcoa Wrap to qualify for the bonus prize.