

Rinses twice as clean!

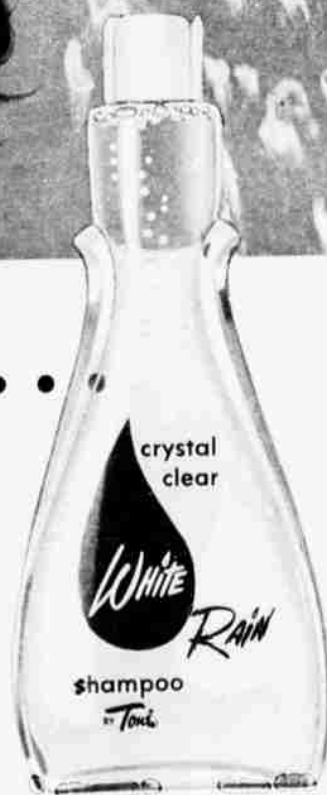


It's crystal-clear...

the first and only crystal-clear liquid shampoo!

The difference is *clear*! It's new, pure . . . that's why it rinses twice as clean as any other leading shampoo. No thick, hard-to-rinse oils. No artificial color. Nothing but rich, crystal-clear WHITE RAIN . . . shining with a thousand sparkling bubbles . . . to leave your hair gloriously clean . . . freshly laced with sunshine. Try it tonight!

NEW! CRYSTAL-CLEAR **WHITE RAIN** LIQUID SHAMPOO



Also available—
The original lotion shampoo . . . creamy-rich and so gentle. Three times milder than most shampoos.

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