

Imagine! A shampoo so rich you only need to

Lather Once!

Rich new Lustre-Creme
shampoo makes hair
behave beautifully!

Now you only need to lather once, because Lustre-Creme's new instant-foaming formula makes so much rich, cleansing lather the first time, you don't need to lather again, unless you want to. Your hair will have body... any hair style will be easy to manage... will behave beautifully. Try it and see!

SANDRA DEE,
star of Universal's Ross Hunter
production "If A Man Answers,"
uses New Liquid Lustre-Creme
and look how beautifully
her hair behaves!



NEW LIQUID *Lustre-Creme* SHAMPOO