

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!

**BARBARA EDEN,**  
co-starring in the  
M-G-M-Cinerama film,  
"The Wonderful World of  
the Brothers Grimm," uses  
New Liquid Lustre-Creme  
and look how beautifully  
her hair behaves!



NEW LIQUID *Lustre-Creme* SHAMPOO