

Enter LUSTRE-CREME'S \$100,000 CONTEST!

5 "FAMILY" GRAND PRIZES

WIN A VACATION IN EUROPE FOR 4 PEOPLE!



2 EXCITING WEEKS - IN ONE OF THESE FAMOUS COUNTRIES!



ITALIAN TOUR
See the beautiful cathedrals of Milan.
Take a gondola trip through Venice.
See glamorous Rome—Colosseum—
Vatican Museums—the Sistine Chapel.



AUSTRIAN TOUR
A trip through the Vienna Woods.
Visit Mayerling Castle and famous
Hofbrunn Castle in Salzburg. A day
in Innsbruck—the heart of the Tyrol.



FRENCH TOUR
Spend a week in romantic Paris. Visit
the Eiffel Tower, Montmartre and go to
the nightclubs. Take an excursion to Ver-
sailles. Sightsee in lovely Nice—visit
the casino of Monte Carlo.



SWISS TOUR
Enjoy sightseeing in lovely Zurich—
a boat trip on Lake Lucerne. Visit the
cathedrals of Bern and the League
of Nations Building in Geneva.



SCANDINAVIAN TOUR
Visit picturesque Copenhagen and
Oslo. Tour legendary Elsinore Castle
and the Royal Palace in Stockholm.
See Sweden's scenic lakes and bays.

207 OTHER EXCITING PRIZES!



20 Wurlitzer Pianos. Designed
and built to the highest standards.
Exclusive features assure finest tone
performance and beauty. 10 year
Wurlitzer guarantee.



**40 Mercury Mark 15A Out-
board Motors.** The new slant in
outboards with underwater exhaust
and automatic transmission.



**75 Kodak Cine Auto-
matic Cameras.** Electric
eye lets you just aim and shoot
for beautiful color movies.



42 Colgate Deluxe Gas Ranges.
With Roti-Roaster Rotisserie. Fan-
tastic new Thermostat—cooks every pot
and pan on automatic cooking signals.



**30 RCA Whirlpool Washer-
Dryer Combinations.** Washes,
rinses, dries all fabrics in one unit
—automatically.

fly BOEING "707"
AIR FRANCE JET
WORLD'S LARGEST AIRLINE!



FIVE WINNERS CAN CHOOSE A FABULOUS VACATION—ANY ONE OF FIVE EXCITING EUROPEAN TOURS!

Each winner can take family or friends—up to
a total of 4 people! Stay at the finest hotels in
Europe—all compliments of Lustr-Creme
Shampoo! It's easy! Just write one line to finish
the Lustr-Creme Jingle! Send in your entry today!

FOLLOW THESE EASY CONTEST RULES

1. Use entry blank on this page, or one from your
dealer—or use a plain piece of paper—and write a last
line to the accompanying jingle.
2. Mail your entry to Lustr-Creme Contest, P. O. Box
177, New York 46, N. Y. Submit as many entries as
you wish but with each entry send either the label or
proof of purchase of Lustr-Creme Shampoo—Liquid,
Lotion or Cream—or any other Lustr-Creme Product.
3. Entries must be postmarked not later than October
15, 1959, and received not later than October 22, 1959.
4. Entries must be the original work of contestant, sub-
mitted in own name, and become the property of the
Colgate-Palmolive Company. Contest confined to con-
tinental U.S.A., Alaska and Hawaii.
5. Winners will be selected by the judging staff of
Bruce, Richards Corp. on the basis of originality, inter-
est and aptness. Decision of the judges is final. Duplicate
prizes awarded in case of tie.
6. Employees of the Colgate-Palmolive Company, its
advertising agencies and members of their families are
not eligible to enter this contest, which is subject to all
federal, state and local regulations.



New Lustr-Creme
Shampoo. Now in
liquid, lotion
and cream!

CONTEST ENTRY BLANK

Write the last line of this jingle:

**For shiner, easier-to-manage hair
Try Hollywood's favorite beauty care
It's famous Lustr-Creme Shampoo**

(Write last line here—to rhyme with "Shampoo")

My Name _____

Address _____

City _____ Zone _____ State _____

Enclose either the label or proof of purchase of Lustr-Creme Shampoo
—Liquid, Lotion or Cream—or any other Lustr-Creme Product.

Mail to: Lustr-Creme Contest

P.O. Box 177, New York 46, N.Y.