

Thrilling Beauty News for users of Liquid Shampoos!

LUSTRE-CREME is the favorite beauty shampoo of 4 out of 5 top Hollywood stars... and you'll love it in its new Lotion Form, too!

Marilyn Monroe starring in "GENTLEMEN PREFER BLONDES"

A 20th Century Fox Production  
Color by Technicolor  
myvintagevogue.com

MARILYN MONROE says, "Yes, I use Lustre-Creme Shampoo." When America's most glamorous women use Lustre-Creme Shampoo, shouldn't it be your choice above all others, too?

Now! Lustre-Creme Shampoo also in New Lotion Form!

Yes! Now take your choice:  
Famous Cream Form...or new Lotion Form

**NEVER BEFORE**—a liquid shampoo like this! Lustre-Creme Shampoo in new Lotion Form is much more than just another shampoo that pours. It's a new creamy lotion, a fragrant, satiny, easier-to-use lotion, that brings *Lustre-Creme* glamour to your hair with every heavenly shampoo!

**VOTED "BEST" IN DRAMATIC USE-TESTS!**  
Lustre-Creme Shampoo in new Lotion Form was tested against 4 leading liquid and lotion shampoos... all unlabeled. And 3 out of every 5 women preferred *Lustre-Creme* in new Lotion Form over each competing shampoo tested—for these important reasons:

- \* Lather foams more quickly!
- \* Easier to rinse away!
- \* Cleans hair and scalp better!
- \* Leaves hair more shining!
- \* Does not dry or dull the hair!
- \* Leaves hair easier to manage!
- \* Hair has better fragrance!
- \* More economical to use!

**POUR IT ON...OR CREAM IT ON!** In famous Cream Form, *Lustre-Creme* is America's favorite cream shampoo. And all its beauty-bringing qualities are in the new Lotion Form. Whichever form you prefer, lanolin-blessed *Lustre-Creme* will leave your hair shining clean, eager to wave, never dull or dry.

Famous Cream Form in jars or tubes, 27¢ to \$1. (Big economy size, 85¢.)  
New Lotion Form in handy bottles, 30¢ to \$1.

Prove it to Yourself...  
Lustre-Creme in new Lotion Form is the best liquid shampoo yet!

new PANTENE PRO-V  
HAIR SO HEALTHY YOU SHINE™

new HAIR new YOU

CLINICALLY PROVEN:  
HEALTHIER HAIR WITH EVERY WASH\*  
Featuring new Pro-V antioxidant shampoo formulas. As gentle as the leading sulfate-free shampoo. When your hair is transformed, so are you.  
#newHAIRnewYOU

GISELE BÜNDCHEN

\*Shampoo and conditioner system vs. non-conditioning shampoo. ©2013 P&G

1953 Marilyn Monroe

2018 Gisele Bündchen