

# Amazing Shampoo Does Wonders For Dream Girls

“Dream Girl..... Dream Girl  
Beautiful *Lustre-Creme* Girl  
You'll owe your crowning glory to  
A *Lustre-Creme* Shampoo.”

-- Ken Carson ■

Lincoln, Me. (DG)—

Kay Daumit created an extraordinary beauty product. Not only did the product do what it was supposed to do, it also transformed women who used it into “**Dream Girls.**” This miracle product in question was *Lustre-Creme*, a gentle creme shampoo. Radio listeners of *A DAY IN THE LIFE OF DENNIS DAY, CAN YOU TOP THIS?*, and other programs sponsored by *Colgate-Palmolive-Peet* products heard about this amazing product and the wonderful things it did for the hair--- and to the psyche of its users. Included with the commercial was the “**Dream Girl**” jingle mentioned above sung by Ken Carson. It was a short jingle, but a memorable one. It was definitely a jingle many satisfied *Lustre-Creme* users took seriously.

Since *Lustre-Creme* was a shampoo by trade, how did it transform ordinary women into “**Dream Girls?**” To start off with, *Lustre-Creme* didn't have any harsh ingredients that turned hair into a disaster area. It was a blend of the ever popular “**Secret Ingredients**” and “**Gentle Lanolin,**” which also had a reputation in its own right of doing good things for the hair. This unbeatable combination glamorized hair with new “**3-Way loveliness**”--- 1.) Fragrantly clean, free of loose dandruff; 2.) Glistening with sheen, and 3.) Soft, easy-to-manage hair. The best news of all, *Lustre-Creme* did all this with any type of water--- even water that you could chisel.

Although the *Lustre-Creme* radio commercials featured the “**Dream Girl**” jingle and announcer Verne Smith describing the “**World Of Glamour**” ■ in each *Lustre-Creme* jar, nothing was said about the women who used it--- but the magazine ads did. Pardon me for getting off the subject for a moment, but this is interesting.



The story on the enclosed magazine ad was something that could be used in a radio soap opera. The attractive brunette in the magazine ad was already successful as a business executive. Although she was doing well with her work, she wasn't happy with her lifeless hair. She asked her co-worker, who was something of a glamour girl, on what to do about her problem. The co-worker quickly responded with, “**Use *Lustre-Creme.***” Our heroine bought a jar and used it that night. The next morning, the executive's boss remarked how shiny and soft her hair was. When the work day was done, the boss helped our heroine on with her coat while tenderly touching her hair in the process. The boss asked her out to dinner and, believe it or not, proposed marriage that evening. If you think *Lustre-Creme* is a miracle product--- granted, it helped the executive to win over her boss, but according to the

magazine ad, the boss had a secret affection for her, anyway. The magazine ad does not guarantee such drastic results for every woman who used **Lustre-Creme**, but it does guarantee their hair would be something for other people to make compliments about--- and to give them that “**Dream Girl**” look.

Among the women who used **Lustre-Creme** were famous Hollywood movie actresses, who were already “**Dream Girls**” to their many fans. As you might expect, it was the main objective of the Hollywood actresses to maintain their beauty--- especially the beauty of their hair. Of the many shampoo brands that were available, expensive and inexpensive, 4 out of 5 famous Hollywood actresses used the same **Lustre-Creme Shampoo** anyone could use. Not only did the stars use it, they also gave their endorsement for **Lustre-Creme** in the product’s advertising. Among a large list of actresses who used **Lustre-Creme** were Jeanne Crain, Marilyn Monroe, Jane Russell, Rhonda Fleming, Bette Davis, Barbara Stanwyck, and Doris Day, to name just a few.

**Lustre-Creme** may be the shampoo the majority of famous Hollywood actresses use, but it was still the same affordable shampoo any woman could buy and use. It wasn’t surprising that **Lustre-Creme** was among the leading brands of shampoo. Being a “**Dream Girl**” was a proposition **Lustre-Creme** users couldn’t turn down. The only difficult decision was to buy the economical jar or the handy tube. Who said life was easy!

The advertisement features a large portrait of Jeanne Crain with her signature red hair styled in waves. Text in the top left corner reads: "Jeanne Crain starring in 20th Century-Fox's 'DANGEROUS CROSSING'". Below the portrait, a quote from Jeanne Crain says: "This is my Lustre-Creme Shampoo." In fact, in a mere two years, Lustre-Creme has become the shampoo of the majority of top Hollywood stars! When America's great glamorous women use Lustre-Creme Shampoo, shouldn't it be your choice above all others, too?"

The central text reads: "For the Most Beautiful Hair in the World 4 out of 5 Top Hollywood Stars use Lustre-Creme Shampoo".

At the bottom, there are three smaller images: a woman holding a tube of shampoo, a woman applying shampoo to her hair, and a jar of shampoo. Each image has a small caption:

- Under the tube: "Doesn't wash out? Even in hardest water, Lustre-Creme 'Moist' is a shampo... keeps hair soft and supple, free of any dandruff. And Lustre-Creme Shampoo is blended with natural lanolin to keep it soft on your hair!"
- Under the woman applying: "Makes hair easier to comb! Plus you can 'do things' with your hair—right after you wash it! Lustre-Creme Shampoo helps make hair so pliable to manage—Groom it up like in the latest beach buns, buns and other fun styles."
- Under the jar: "...and the filling, moist bit more of your shampoo! Lustre-Creme Shampoo has a special bit of... in some bottles... 3 1/2 oz. jar."