

- Wonderful Ivory Snow for all your dishwashing. (happy music) There's nothing like it. Nothing like wonderful Ivory Snow. Yes, Ivory Snow is perfect for dishes because it's the safest possible soap you can buy for your hands in the dish pan. And it's granulated for speedy suds, rich, long-lasting suds that get dishes done so fast. And there's just nothing kinder to hands. Those rich, hard-working suds are Ivory-mild, 99 and 44/100% pure. Yes, for all your dishes from glassware to pots and pans, there's nothing like Ivory Snow because it's the only soap both Ivory-mild for kindness to hands and granulated for speed. For speed of your dishwashing, for snow white hands. There's nothing like it. Nothing like wonderful Ivory Snow.