

(dog growls)

Announcer: Puzzled boy? Well, this baby's diapers were washed in Ivory Snow and Ivory Snow makes diapers behave like they've been (twinkling) sprinkled with baby powder. It makes them baby powder safe. You see Ivory Snow makes every fiber so soft and smooth, it helps protect against diaper irritation, like baby powder. Something detergents just can't do. Mothers, make your baby's diapers (twinkling) baby powder safe. Wash them in Ivory Snow.