

Presenter: Everybody knows babies are hard to photograph, but not impossible if you start with a happy baby. To get that happy baby, feed him well, love him a lot, and keep him comfy, with safety-soft baby clothes washed in Ivory Snow. It's the safest possible soap, the only soap that's Ivory safe and granulated for efficiency in your machine. Diapers washed in Ivory Snow always come out light as air, clean as sunshine, far softer than if washed in strong soaps and detergents, and free from irritating deposits that can chafe baby's tender skin. Ivory Snow treats baby things as gently as you treat baby himself. So for happier babies and smiley baby pictures, get diapers and baby clothes really clean, gentle clean, with- ♪ Wonderful Ivory Snow ♪

Commenter: Hmm, so gentle.