

Narrator: Hattie Carnegie. Fabulous New York shop, where among many exquisite things is this hundred dollar slip. Selected by Carnegie's Miss Pen.

- Isn't it lovely? Finest batiste. Alençon lace. Completely hand sewn.

Narrator: Looks too beautiful to wear.

- It was made to be worn. It can even be machine washed if you use Ivory Snow. The soap that treats nice things as if they had to last forever.

Narrator: Yes, fabric experts know Ivory Snow's the safest possible soap. The only one both Ivory safe and granulated to get things gentle clean. Help keep them fresh and beautiful as new. So, whether your nice washables cost a few dollars or a hundred, protect them with Ivory Snow. The soap that treats nice things as if they had to last forever.