

♪ Do do do, do do do ♪ ♪ Soft as a whisper ♪ ♪ Soft as a kitten ♪ ♪ Could anything else be as soft as this? ♪ ♪
Soft as a baby, head to toe ♪ ♪ Our diapers washed in Ivory Snow ♪

Announcer: There's good news in today's Ivory Snow. A built-in fabric softener that gets diapers so soft, they actually help protect your baby's skin. ♪ There's a fabric softener built right in ♪ ♪ To protect your baby's tender skin ♪ ♪ Instead of diapers that rubs their cheeks ♪ ♪ Ivory Snow makes them soft and safe ♪

Announcer: No wonder more baby doctors recommend it. No detergent can match the softness of pure, mild Ivory Snow. It's the softness that tells you his diapers are safe. ♪ There's a fabric softener built right in ♪ ♪ To protect your baby's tender skin ♪

Announcer: Today's Ivory Snow.