

Narrator: This is a story about diapers that started life exactly alike. Made from the same soft cotton woven in the very same mill and bought for two equally lovable babies. But here the resemblance ends. One set of diapers was washed in Ivory Snow, the safest possible soap. The only soap both ivory safe and granulated for efficiency to get things really clean, gentle clean in any machine. They came out light as summer air, free from irritating deposits and far softer than those other diapers next door. Done with a wash day detergent they looked so uncomfortable, felt so stiff and rough by comparison. Ivory Snow's perfect for diapers and all baby things. So now wouldn't you know? Both babies are wearing cuddly soft diapers washed in ♪  
Wonderful Ivory Snow ♪

Female: Hmm, so gentle.