**IVORY SNOW COMMERCIAL**

<https://www.youtube.com/watch?v=ChaRHzB2EpQ>

*[Needs 1–2 women, 1 male voiceover, nightgown, blanket, two detergent boxes]*

VOICEOVER:

Every girl feels like a storybook princess when she shows off her trousseau: delicate lingerie, lovely linens, romantic breakfast frocks—and a blanket that’s a dream of beauty.

And this princess knew how to take care of her lovely things. Now married in her own little castle, she washes them by machine with—

Uh-uh—not with that washday detergent. Nice laundry deserves the safest possible soap. That’s it: Ivory Snow.

It’s the only soap both Ivory-safe and granulated to get things really clean. Gentle clean. Leaves blankets far softer and fluffier than washday detergents. Pampers pretty colors, too.

So whether your trousseau is still in the honeymoon stage, or has seen many washdays go by, get it gentle clean—in the machine!–with wonderful Ivory Snow. Mmmm, so gentle.