## dmbb47802.mov / P&G: Pampers Disposable Diapers, 1970s / Duke Digital Repository

- Happy day. We discovered new super absorbent Pampers. They have a lot more padding in them so, they're a lot more absorbent which helps keep her bottom drier. (giggles) Right happy bottom?

Man: Introducing new super absorbent, Pampers the most absorbent Pampers than ever made.

- This guy is a real bruiser, but they finally made something for him. New Pampers in a new size, extra absorbent, daytimes they`re for heavy wetters, you know, like babies over 16 pounds.

Man: New super absorbent Pampers, in a new size, extra absorbing daytime.

- They did it, made Pampers even better. They soak up more wetness than ever before. It's all the padding they've added.
- New super absorbent pampers, the most absorbent Pampers ever made.
- These new pampers soak up lots more wetness and with the stay dry lining, they help keep babies drier than ever. (baby blabbing) I`m gonna use them when I have a baby, this is my niece. I'm just practicing.

Man: New super absorbent pampers. The most absorbent pampers ever made.