## dmbb46910.mov / P&G: Charmin Bath Tissue, 1960s / Duke Digital Repository

- Mr. Whipple?

- Yes, little girl?

- Some ladies are squeezing the Charmin.
- Isn't that nice? Som ladies are squeezing the Charmin? Ladies, control yourselves.
- But Charmin has a deep-down, squeezable softness.
- Nice fragrance too. We can't resist it.
- But you must obey signs. The youth of America is watching.
- Mr. Whipple, please don't squeeze the Charmin.