

Announcer: Women like Bounce Fabric Softener so much, they're telling their friends about it.

- You can tell the difference as you're folding them, right as you take them out of the dryer. They smell fresh (laughs). It's really nice and soft. That's important to my kids. I told them my friend Rae Mohrman about it.

- I really liked it because for one thing, it's not, you know, big and heavy, like those big bottles that you have to carry. You just pull it out and nothing stuck to anything else. So there's like no static and nothing's clinging to something else. I told Carol Motherway.

- I had never used a fabric softener before. The thing that impressed me the most with Bounce was the fact that my husband could tell a difference in all of the wash. And I just told the neighbor, whose name is Judy Gray?

- It just smells good. It's convenient. And I don't have a mess to measure, you know, and pour in, and--

Announcer: We think you'll like Bounce's, softening, static-control, and clean smells so much, you'll tell your friends about it. Who'd you tell about Bounce?

- (laughing) Lucy Coath, and Kathy Lancer, my mother.