dmbb02901.mov / SC Johnson: Pledge, 1960s / Duke Digital Repository

- Used to be, "Hands off the furniture, Sally!" Till Mother let Pledge do the dusting.
- It used to be, "No, no, no, Billy!" Till Mother let Pledge do the dusting.
- I was a pest about the furniture, until I let Pledge do the dusting. That's 'cause Pledge doesn't just dust, it cleans and shines too, wipes up stains, smudges, and dust! (gentle music)

Announcer: Let Pledge do the dusting for you, and get waxed beauty instantly as you dust, every time you dust.