dmbb25616.mov / P&G: Pampers Disposable Diapers, 1970s / Duke Digital Repository

(horn honks)

- Taxi's here.

- Oh, I gotta change him. He's soaked.

- Again?

- What can I do, use two diapers?
- Two diapers?
- Oh, seriously, what can I do? He's a heavy wetter.
- Don't you know about these?
- Pampers?
- New Super Absorbent Pampers.
- They're really better?

- Yep, lots more padding, and with Pampers' Stay-Dry Lining, they keep even heavy wetters drier than ever before.

- They really feel thick. (car honking)
- Meter's running.

Announcer: New Super Absorbent Pampers, the most absorbent Pampers ever made.