

- Hey, mom, look what Sears packed in our new Kenmore electronic dryer!

- That's how I discovered Bounce. The dryer releases Bounce's unique softeners to all our clothes.

- My jeans are soft!

- My shirt feels soft.

Mom: Bounce controls static better than liquids because it works in the dryer.

- My pajamas don't cling!

- My socks don't cling.

Mom: The fresh smell of Bounce stays on our clothes long after they're out of the dryer.

- My turtleneck smells fresh.

- My jacket smells fresh.

Announcer: Sears Kenmore dryers feature a new electronic control that senses when clothes are dry and automatically shuts off the dryer.

- Bounce and our new dryer make it easy for me to do many nice things for my family.