

- Ladies, you can't squeeze the Charmin.

- But this isn't Charmin, Mr. Whipple. This is new Charmin, even more squeezably soft.

- But-

- You can see, feel and hear the difference. See the bigger puffs of softness.

- But-

- You can feel the difference, feel how much softer.

- You can even hear.

- Enough! No matter how irresistibly soft, please don't squeeze the new Charmin.

- Mr. Whipple.

(laughing)

Narrator: Introducing new Charmin, so much softer you can actually see, feel and hear the difference.