

- This smart Jack in the box doesn't wear diapers. Lucky baby. He wears Pampers instead. Pampers, Procter and Gamble's discovery that makes diapers old fashioned. Because Pampers are made with seven layers of softness, to bring your baby heavenly comfort as no diaper can. And naturally seven layers make Pampers so absorbent. Look, the water goes right through diapers even cloth diapers, not through Pampers. So you see Pampers are more absorbent. Result, your baby stays comfortably dry. And Pampers' waterproof backsheet means no binding, chafing plastic pants. Wonderful for baby and you. They're flushable. Just follow the directions, to dip, dunk, and flush away. Get Pampers in familiar sizes. (lullaby music)  
And now (lullaby music)  
in this new overnight size (lullaby music)  
made extra absorbent, for use at night. Pampers.