Milkman Pete Alvarez loads Borden milk on shelves at a local grocery store. The cooler is a cold 38 degrees, sometimes requiring Alvarez to wear a coat while he stocks the cooler.
Pete Alvarez
Borden Representative
invites you
and your family
to meet

ELSIE the COW and
her TWINS in person

in their famous Barn Boudoir at BORDEN’S
OPEN HOUSE in Beaumont... IT’S FREE
10 a.m. to 8 p.m. November 12 2 p.m. to 6 p.m. November 13

FOLLOW THIS MAP
to the New Borden Plant

ENTER BORDEN’S “Name-The-New-Plant” Contest

WIN $300.00 GOVERNMENT BOND
OR 5 SHARES BORDEN CO. STOCK

HOW TO ENTER: Print your entry in coupon below and deposit in box when you come to Opening.

“What I learned about milk on my visit to Borden’s dairy plant.” (Borden employees, their families, advertising agencies, newspapers, radio, and television personnel are not eligible to enter.)

“NAME THE BORDEN PLANT” CONTEST
Name for Plant
My Name
Address
City Zone State