



Staff photo by Amy Bria

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

**DRIVE
SAFELY**
YOUR CHILDREN
ARE OUR BEST
CUSTOMERS!



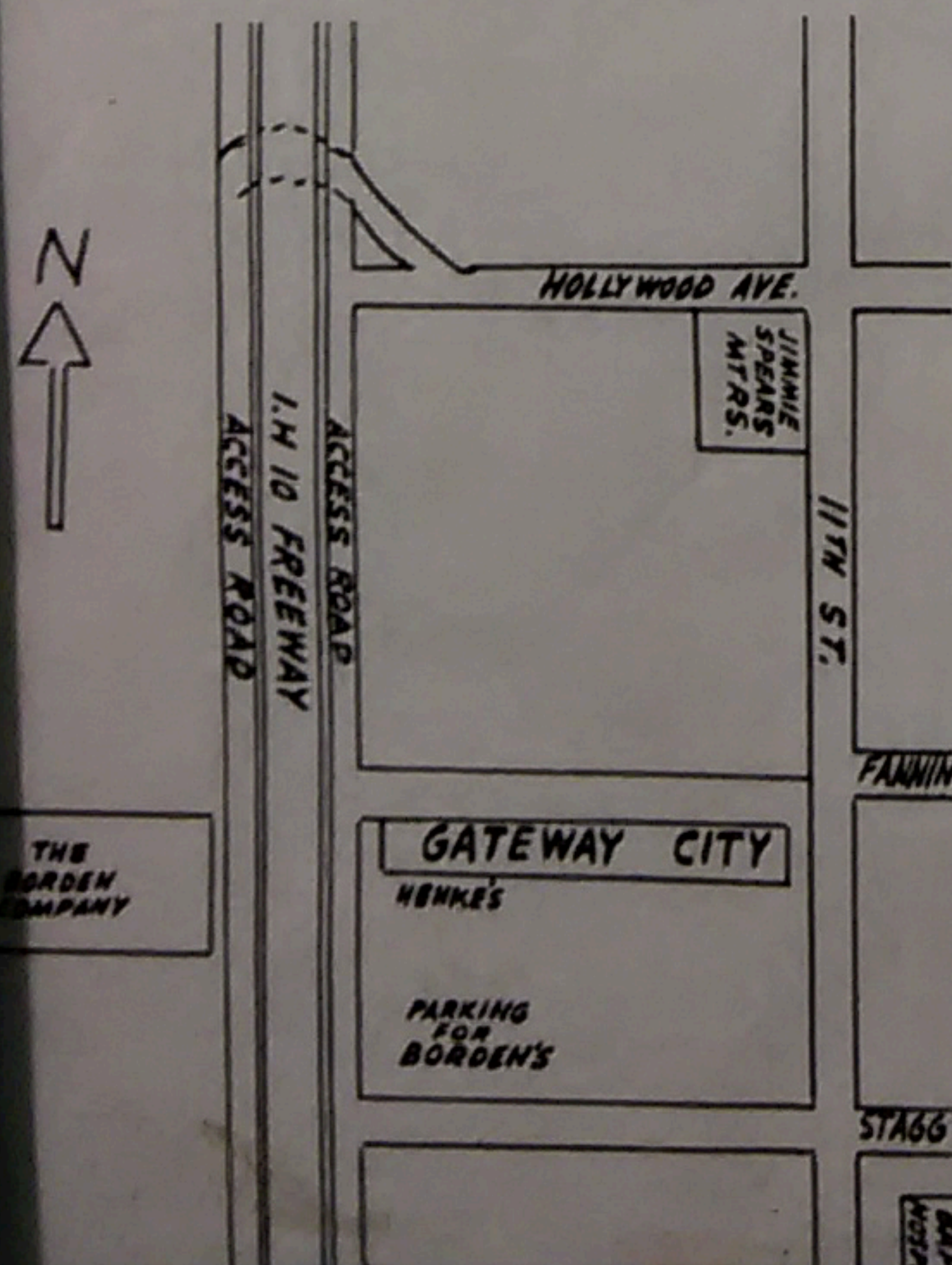
ELSIE the COW and her TWINS in person

*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 our Grand Opening. In case of a tie, award will be made to entrant writing the best letter a "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 _____