

(upbeat music)

Narrator: There once was a pirate who sailed in search of Elsie's treasure. Beau the Buccaneer! Beau says, "Land ho! Heave to ma lads! Ah, the sign of the Elsie Daisy. Now 10 paces to the treasure. Ashore my lads and look lively. We're in for a treat. Ooo! Borden's Ice cream Sandwiches! Mmm! Crisp, crackling crackers, and in-between, creamy smooth Borden's Ice Cream. Ho, ho, ho, nobody makes ice cream like Borden's. That's what makes Borden's Ice Cream Sandwiches the best treasure of all." Elsie says, "make sure mom keeps plenty of Borden's Ice Cream Sandwiches on hand. All the other Borden's Ice Cream treats too." Beau says, "look lively for Elsie on the package!" ♪ Giddy up giddy up giddy up ♪ ♪ Buy Borden's today. ♪