

- Injuns, injuns, thousands of 'em, swarm in all over! (guns firing) Things looked mighty bad, when suddenly, I reached into my pack, and pulled out an Elsie brand Popsicle. I tell ya, that cool, refreshin' Elsie brand Popsicle was better than a peace pipe. When that injun tasted the fresh fruit flavor, his war paint melted into a great big happy grin.

- Aw, come on Pete, they didn't have Popsicles in those days.

- No, but I sure wish they had. 'Cause there's nothing so downright delicious as Elsie brand Popsicles.

- And Fudgsicles. Boy, the smooth chocolatey flavor of Elsie brand Fudgsicles is real good!

- Yep, so make sure your Popsicles and Fudgsicles have Elsie's picture on the wrapper. That means it's Borden's!

- And if it's Borden's it's gotta be good!

Child Voiceover: Hey Mom! Be sure to buy Borden's! (whistling) Buy Borden's!