dmbb05704.mov / Borden's Ice Cream, 1950s-1960s / Duke Digital Repository

- How, I'm chief Little Eagle.
- How, I'm chief Cook and Bottle Washer.
- Pete, the chief's here is my new friend.
- Swell. Let's celebrate with some delicious Borden's ice cream.

- Got enough for all of us?
- Sure. We buy Borden's in the big half gallon package. So we always have plenty, no matter what flavor.
- I like them all, because Borden's makes them taste so good.
- In Indian sign language, this means taste. This means... Good.
- I get it. Borden's ice cream tastes... Good.
- Good enough to have seconds? What's that mean, chief?
- More, please! (chief chuckling)
- Kids, you can have more too if you make sure mom gets a big half gallon package of Borden's ice cream. ♪ Giddy up, giddy up, giddy up ♪ ♪ Buy Borden's today ♪