

United States Department of the Interior
National Park Service
National Register of Historic Places Registration Form

1. Name of Property

Historic Name: Borden Company
Other name/site number: Borden Creamery
Name of related multiple property listing: NA

2. Location

Street & number: 309 South Pioneer Drive
City or town: Abilene State: Texas County: Taylor
Not for publication: [ ] Vicinity: [ ]

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this
[ ] nomination [ ] request for determination of eligibility) meets the documentation standards for registering properties in the
National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my
opinion, the property [ ] meets [ ] does not meet) the National Register criteria.

I recommend that this property be considered significant at the following levels of significance:
[ ] national [ ] statewide [ ] local

Applicable National Register Criteria: [ ] A [ ] B [ ] C [ ] D

[Signature] Deputy State Historic Preservation Officer
Signature of certifying official / Title Date 2/29/24
Texas Historical Commission
State or Federal agency / bureau or Tribal Government

In my opinion, the property [ ] meets [ ] does not meet the National Register criteria.
Signature of commenting or other official Date
State or Federal agency / bureau or Tribal Government

4. National Park Service Certification

I hereby certify that the property is:
[ ] entered in the National Register
[ ] determined eligible for the National Register
[ ] determined not eligible for the National Register.
[ ] removed from the National Register
[ ] other, explain: \_\_\_\_\_

Signature of the Keeper

Date of Action

Borden Company, Abilene, Taylor County, Texas

**5. Classification**

**Ownership of Property**

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public - Local
<input type="checkbox"/>	Public - State
<input type="checkbox"/>	Public - Federal

**Category of Property**

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

**Number of Resources within Property**

Contributing	Noncontributing	
3	0	buildings
0	0	sites
0	1	structures
1	0	objects
4	1	total

Number of contributing resources previously listed in the National Register: NA

**6. Function or Use**

**Historic Functions:** INDUSTRY/PROCESSING/EXTRACTION: Manufacturing Facility

**Current Functions:** VACANT/NOT IN USE

**7. Description**

**Architectural Classification:** MID-CENTURY MODERN NONRESIDENTIAL: Modern; LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY REVIVALS: Colonial Revival, Classical Revival

**Principal Exterior Materials:** CONCRETE, TERRA COTTA

**Narrative Description** (see continuation sheets 6-12)

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## 8. Statement of Significance

**Applicable National Register Criteria:** A, C

**Criteria Considerations:** NA

**Areas of Significance:** INDUSTRY, ARCHITECTURE (*local level*)

**Period of Significance:** 1957-1974

**Significant Dates:** 1957

**Significant Person** (only if criterion b is marked): NA

**Cultural Affiliation** (only if criterion d is marked): NA

**Architect/Builder:** Walter Kidde Engineers

**Narrative Statement of Significance** (see continuation sheets 13-24)

## 9. Major Bibliographic References

**Bibliography** (see continuation sheets 25-28)

**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 67) has been requested. Part 1 approved on (date)
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

**Primary location of additional data:**

- State historic preservation office (*Texas Historical Commission, Austin*)
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository:

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## 10. Geographical Data

**Acreage of Property:** 2.45 acres

### Coordinates

#### Latitude/Longitude Coordinates

Datum if other than WGS84: NA

1. Latitude: 32.447652°N Longitude: -99.779048°W

**Verbal Boundary Description:** ELMWOOD WEST SEC N, LOT 2, Abilene, Taylor County, Texas (Property ID: 40453) as recorded in the Taylor Central Appraisal District. Data accessed April 20, 2023 (Map 3).

**Boundary Justification:** The boundary follows the legal parcel and includes all property historically associated with the nominated resources.

## 11. Form Prepared By

Name/title: Debbie Sheals and Joshua Amelunke  
Organization: Building Preservation, LLC  
Street & number: 29 South Ninth Street, Ste 210  
City or Town: Columbia State: MO Zip Code: 65201  
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Date: 06/14/2023

## Additional Documentation

**Maps** (see continuation sheets 29-33)

**Additional items** (see continuation sheets 34-60)

**Photographs** (see continuation sheets 5, 61-91)

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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**Photograph Log**

Name of Property: Borden Company  
City or Vicinity: Abilene  
County: Taylor  
State: Texas  
Photographer: Debbie Sheals  
Date: March 24, 2023

*All photographs accurately depict property conditions. No changes nor significant deterioration has occurred since the photos were taken in March 2023.*

- Photo 1. Borden Company façade (west elevation), looking southeast.
- Photo 2. Borden Company façade (west elevation), looking east.
- Photo 3. Borden Company façade (west elevation), looking northeast.
- Photo 4. Borden Company façade (west elevation), looking northeast.
- Photo 5. Borden Company oblique, looking northeast.
- Photo 6. Borden Company south elevation, looking northwest.
- Photo 7. Borden Company south elevation, looking north.
- Photo 8. Borden Company oblique, looking northwest.
- Photo 9. Borden Company rear elevation, looking west.
- Photo 10. Borden Company oblique, looking southwest.
- Photo 11. Borden Company rear elevation, looking southwest.
- Photo 12. View of ca. 1973 cold storage building, looking southeast.
- Photo 13. Garage facade, looking northeast.
- Photo 14. Garage interior, looking northeast.
- Photo 15. Cold Storage Building, looking southeast.
- Photo 16. Borden Company façade (west elevation) and north elevation, looking east.
- Photo 17. Borden Company oblique, looking southeast.
- Photo 18. Borden Company Portico and Front Entrance, looking east.
- Photo 19. Borden Company, First Floor, Interior Front Staircase, looking northwest.
- Photo 20. Borden Company, First Floor, Possible Bottle/Carton Room, looking south.
- Photo 21. Borden Company, First Floor, Laboratory, looking north.
- Photo 22. Borden Company, First Floor, Possible Receiving Room, looking east.
- Photo 23. Borden Company, First Floor, Cold Storage Room, looking south.
- Photo 24. Borden Company, First Floor, Engine Room, looking east.
- Photo 25. Borden Company, First Floor, Southwest Room, looking northwest.
- Photo 26. Borden Company, First Floor, Possible Bottle/Carton Room, looking north.
- Photo 27. Borden Company, Second Floor, Milk Room, looking northeast.
- Photo 28. Borden Company, Second Floor, Southeast corner looking west.
- Photo 29. Borden Company, Second Floor, Office, looking north.
- Photo 30. Borden Company, Second Floor, Staircase, looking south.
- Photo 31. Borden Company, Second Floor, North Wall, looking south.

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## Narrative Description

The Borden Company at 309 South Pioneer Drive in Abilene, Texas was built in 1957 to serve as a dairy processing plant for the local community. The property consists of three contributing buildings, one contributing object, and one non-contributing structure. Designed by Walter Kidde Engineers, the main Borden Company building is a post-war industrial building with painted terra cotta block exterior walls, a concrete structural system, and a flat roof. The symmetrical façade has a two-story core framed by one-story wings and faces west onto South Pioneer Drive. The façade features both Colonial Revival and Classical Revival details with a large full-height porch with Classical columns that shelter the formal front entrance. A large triangular pediment with the words THE BORDEN COMPANY are incised into the frieze board. Other character defining details include ornamental cast iron railings and original multi-light metal casement windows. Interior spaces are mostly utilitarian, with concrete floors, exposed structural members, glazed tile walls, and a few intact offices. The property also includes a 1957 garage (contributing), ca. 1973 cold storage building (contributing), 1964 flagpole (contributing), and ca. 1980s cooling tower (non-contributing). The property has few alterations retaining a high level of historic integrity, and appears today much as it did when it opened in 1957. It was used by Borden Company until late 2022 and is currently vacant.

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### *Setting (Maps 1-6, Figures 1-2)*

The property is located in the Elmwood neighborhood of Abilene, Texas. It is on the west side of town, approximately 2.5 miles from the historic commercial center. It is a half mile southeast of the intersection of South First Street (Business Route 20) and U.S. Highway 83/277. The area to the north is characterized by commercial, industrial, and religious development, while the blocks to the east and south have modest one-story houses that appear to have been built in the 1950s and early 1960s.<sup>1</sup>

The Borden Company property includes 2.45 acres of level land on the east side of South Pioneer Drive. It is bounded on the west by South Pioneer Drive, on the south and east by unnamed alleys, and on the north by a partial CMU wall separating it from a commercial property (former 1955 Dr. Pepper Bottling Company).<sup>2</sup> Three lots directly across the street contain commercial buildings that are surrounded by paved parking. North to south, there is a gas station, a property management business, and a fast food restaurant. Although the red brick property management building at 278 South Pioneer Drive includes simple Colonial Revival styling, it does not appear to have ever been associated with the Borden property.<sup>3</sup>

### *Site*

The site is roughly square. The front (west) edge is slightly angled to follow South Pioneer Drive (Maps 5 and 6). A chain link fence bounds the property to the east and south, while the north property line is defined by a partial CMU wall and some wood fencing. The main Borden building is positioned at the west side of the property, facing South Pioneer Drive. It is separated from the sidewalk by a grass lawn that is about 40 feet wide. The grass lawn is the location of the 1964 flagpole. A short sidewalk leads west from the front door and there is on-street (historically diagonal) parking between the sidewalk and the street. A wide driveway at the north end provides access to the rest of the property, which is almost fully paved. The large paved area has a characteristically post-war site plan with ample room for loading and unloading as well as truck parking, commonly seen at other post-war industrial developments in Abilene. There are two buildings at the rear (east) edge of the property—a three-bay garage added in 1957 (Map 5,

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<sup>1</sup> An aerial photo taken in 1967 shows those streets lined with houses. "Abilene Texas," *Historicaerials.com*, 1967, accessed March 2023, <https://www.historicaerials.com/>.

<sup>2</sup> "Borden Will Build New \$300,000 Plant," *Abilene Reporter-News*, Aug 21, 1955, 1.

<sup>3</sup> R. L. Polk and Co. *Polk's Abilene Directory*, (Dallas Texas: R.L. Polk and Co.1958).

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Photo 13) and a refrigerated storage building added ca. 1973 (Photo 15). The detached ca. 1980s cooling tower is located at the north end of the main Borden building (Photo 16).

***Borden Company, 1957, Contributing Building***

*Form*

The Borden Company is a post-war industrial building constructed in 1957. It has a concrete foundation and structural system, with terra cotta block walls that are painted white. With close to 22,000 square feet, it is by far the largest building on the property. It has a rectangular footprint and is sited with the widest part of the building facing South Pioneer Drive. The overall building measures approximately 163 feet by 60 feet. Most of the building is two stories, with one-story winged sections at the north and south, and a one-story section at rear (Figures 1-2). An original open metal canopy shelters a loading dock along the rear (east) wall. The canopy wraps around to the north end of the building to cover a shorter loading dock and driveway.<sup>4</sup>

*Roof*

The one and two story sections all have flat roofs; most are edged by low parapet walls. Most of the building has light colored membrane roofing and a few areas have built up roofing systems covered with gravel. The canopies over the east and north loading docks have corrugated metal roofing that is painted silver. The roof over the two-story section of the building also has two small square monitors that have flat roofs. The walls of the monitors are lined with windows and exhaust fan louvers. The roof of the rear (east) one-story section of the building has several large rooftop mechanical units of indeterminate age, likely non-historic (Figures 1-2, Photos 8-10).

*Façade (West Elevation)*

The symmetrical façade has a two-story core framed by one-story wings. The façade features both Colonial Revival and Classical Revival details with a large full-height porch supported by Classical columns sheltering the formal front entrance (Photos 1-4).<sup>5</sup> There are four two-story bays on each side of the porch, plus a one story bay at each end that has a wider window opening. All of the windows on the front wall have original multi-light metal casement windows. All are painted the same shade of white used on all exterior walls. The same type of metal framed window is used throughout the building.

Each one-story wing has one large multi-light window. Each window has three parts: a five light sash topped with a transom, each framed by a vertical sidelight. The walls below the windows are ornamented with inset wood panels, and a shallow cornice runs along the top edge of the roof.

The central two-story section of the façade has four identical window bays on either side of the porch. Each bay has a narrow ten-light window at the second floor, with a wider fifteen light opening centered below it on the first floor. Inset painted wood panels below the first floor windows are comparable to the ones in the outer bays. Historic photos show that when the building was new, the windows on the two-story section were flanked by dark shutters. The first floor shutters were longer, to flank the the panels below the windows (Figure 5).

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<sup>4</sup> Original architectural drawings and site plans were not available.

<sup>5</sup> Characteristic features of both Colonial Revival and Classical Revival (also known as Neoclassical) styles include symmetrical façade composition, accentuated front doors with fanlights and sidelights, multi-light windows often surrounded by shutters, and classically derived architectural detailing. Classical Revival style buildings also frequently feature double-height porches and triangular pediments with cornices and architraves like those seen in the design of the Borden Company. See Virginia Savage McAlester, *A Field Guide to American Houses: The Definitive Guide to Identifying and Understanding America's Domestic Architecture*, (New York: Alfred Knop, 2014), 408-446.

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The two-story part of the building has flat masonry parapets above the simple cornice, and the one-story wings feature original dark red ornamental cast iron railings in lieu of parapets. The railings feature a pattern of oak leaves and acorns that is traditional to nineteenth century buildings in southern states (Figure 20).<sup>6</sup>

The full-height porch centered along the façade has a triangular pediment with the words THE BORDEN COMPANY incised into the frieze board supported by Tuscan columns (Photos 1-5, 18). The pediment extends above the roofline and is backed by a masonry parapet. In total there are four large freestanding columns and two pilasters against the front wall that have matching detailing. The cornice soffits on the pediment and the main roof all have stylized mutules formed by wooden blocks. All components of the porch, including the large columns and pilasters, are constructed of white-painted wood. Beneath the porch is a wide arched doorway on the first floor and three windows on the second. The doorway contains an extra wide three-paneled door that is embellished by sidelights and topped with a leaded glass fanlight (Photos 18 and 19). The sidelights each have a paneled base topped by four-light glazing. The arched doorway is surrounded by a brick soldier course and topped with a keystone formed with staggered brick courses (Photos 4 and 18). Each of the three second story windows are ten-light casement windows topped by two-light transoms. A false balcony below the center window has an original ornamental cast iron railing. A long chain descending from the ceiling over the balcony supported an original lantern light fixture (Photo 4). That fixture was stolen early in 2023.

*South Elevation*

There are two sections of south wall, one on the first floor and one on the second (Photos 5-8). The first floor section is approximately 60 feet wide. The smaller west bay has the same roofline as the facade, with a shallow cornice topped by an ornamental cast iron railing. The double doorway is surrounded by flat panels, all painted white. East of the doorway, there is a louvered opening high in the wall and a smaller recessed opening below. The center bay projects about 24". It contains a wide single doorway, a large bank of multi-light windows, and a double doorway (Photos 5 and 7). The single doorway has a paneled wood door, and the double doorway is topped by a large louvered opening. The eastern bay is part of the boiler room and is set back from the center bay. It has a window opening that is roughly the same size as the one in the center bay. The metal-framed window is covered by a flat painted panel, but it is still visible inside the building. A small metal ladder west of the window opening leads to the roof.

The upper south wall is roughly 60 feet wide. The west 40 feet are detailed like the facade, with a wide cornice topped by a flat parapet. There are four original windows below the cornice, identical to those at the second floor of the facade. Further east are two windows that match the other second story windows. Although that part of the wall has different detailing and is slightly offset from the front section, there is no indication that it was a later addition.

*East Elevation*

The rear (east) elevation is different than the other elevations (Photos 8-11). There are no architectural embellishments, and fenestration patterns are clearly based on function more than appearance. The first floor is nearly flat, while the second floor is divided into three distinct sections.

The south bay of the first floor projects a few feet from the rest of the wall. It has a large doorway topped by two six-light transoms (Photo 8). The doorway contains a single modern door plus non-historic infill. A flat section of wall north of the doorway which opens to a large cold storage room has two historic metal insulated hatches that measure roughly 2-1/2 feet by 3-1/2 feet.

The rest of the elevation is covered by an open canopy that has metal framing and a corrugated metal roof. The canopy is supported by slender pipe columns spaced about 15 feet apart (Photos 10-11). A raised concrete sidewalk runs

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<sup>6</sup> See Section 8 for more information about the oak leaf railings.



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beneath the canopy, and there is a taller metal platform and ramp next to it that appear to have been used for loading and unloading. A small one-story room attached near the metal platform houses an office that was likely used for shipping clerks and/or night security personnel. That room has a low flat roof, with a door on its south wall and windows on all three walls.

The fenestration pattern visible beneath the canopy reflects the functions of the interior rooms. A wide area on the south end of the building, which fronts the large cold storage room, has no windows and only three thick insulated metal doors. Just north of the office, the wall contains a long ribbon of multi-light windows that are set high to light the retail sales and processing room (Photo 11). The northernmost bay projects 18 to 24". It has one high 6-light window above a flat metal panel that may have originally contained a door. Most of the wall north of that window is constructed of non-historic concrete blocks that have been painted white. The metal canopy extends to create an open bay with a metal staircase.

There are three separate sections on the second floor, which is approximately 120 feet wide. The three sections are roughly the same width. Moving left to right, the first 40-foot wide section has a high ribbon of windows above a flat masonry wall. There are eight windows each with eight lights. Four lights in one window have been replaced with metal louvers. The center section is a large internal tower that is filled with cooling equipment. There are no openings on the tower, except on the south side which opens to a narrow stairway, containing one door and two multi-light windows (Photo 8). The north end of the second floor mirrors the south end, with a high ribbon of windows above a flat masonry wall (Photo 10). There are just seven windows in that section, each has eight lights.

*North Elevation*

Like the south end of the building, there are two sections, one on the second floor and one on the first (Photos 10, 16-17 and 31). The first floor section is approximately 60 feet wide. Moving left to right, there is a wide bay that is covered by the historic metal canopy, which extends about 20 feet from the wall (Photo 10). That part of the wall has high original ribbon windows above a flat masonry wall. A single door opens to a raised sidewalk that contains a metal staircase to a platform that appears to have been used to access top hatches of trucks. The western bay has the same roofline as the end bays on the façade with a shallow cornice topped by an ornamental cast iron railing (Photos 16 and 17). There are four 15-light windows.

The second floor of the north elevation is comparable to the upper south elevation (Photos 17 and 31). The west 40 feet are detailed like the facade, with a wide cornice topped by a flat parapet. There are three original multi-light windows below the cornice; each has a two-light transom above a pair of five-light casements. A single doorway on the east end of the wall leads to second floor offices. It has a historic painted wood door that has a four-light window above three horizontal panels. The doorway is reached via a slightly raised metal catwalk that leads to a metal staircase to the ground. The staircase is likely a replacement.

*First Floor Interior*

The front door opens to a small formal stair hall (Figure 3, Photo 19). The arched doorway is edged with original painted casing and the floor is covered with historic dark red ceramic tile. An original dogleg staircase provides access to the second floor. The staircase has simple round balusters, and a molded handrail that terminates in a spiral at the base of the stairs. The stair treads are intact, but covered with modern textured vinyl covers. The walls of the stair hall are covered with modern wood paneling and the plaster ceiling has a non-historic textured coating.

Since the original architectural drawings were unavailable some of the exact functions of rooms are not known. The rooms are largely utilitarian reflecting their industrial function. A single door on the north end of the stair hall leads to an open processing room that may have served as the bottle and carton room but may also have housed pasteurizing equipment. It is one of the largest rooms in the building (Photo 20). Like many of the rooms that were used for

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processing dairy products, it has walls of glazed structural tile. The cove base is dark green and there is a single row of dark green accent tile about 4 feet up from the floor. The rest of the tiles are off-white. That basic design is used for all tile walls in the building. Wide round concrete support posts run down the center of the room. The floor and ceilings are concrete.

The row of smaller rooms at the north end of first floor includes an office and a small room that has a sign identifying it as a laboratory for quality testing (Photo 21). A restroom and locker room sit between the lab and a larger receiving room that is in the northeast corner (Photo 22). The receiving room, which has an exterior door to a covered loading area, appears to have been the first stop for raw milk that was to be processed. The lab and receiving room have tile walls, and the office and locker room have painted concrete block walls. The lab has tile flooring, and the other rooms there have concrete floors.

Just south of the receiving room sits a large room that was most recently used for retail sales. It may also have also had pasteurizing equipment during the period of significance. The finishes are the same as those in the bottle room. The room south of the retail sales room is a large cold storage room (Photo 23). That room has round concrete columns and the floors are covered with thick metal plates. The walls and ceilings are covered with thick layers of styrofoam that appears to be non-historic. There is a sign outside the room that calls it a milk storage area, and it may have had a freezer as well as a refrigerated space when new.

The south end of the first floor contains a boiler room, a larger engine room, and a small shipping-receiving room (Photos 24-25). The boiler room is almost completely filled with a steel boiler, and the engine room contains electrical panels, pumps and multiple pipes. The shipping-receiving room, in the southwest corner of the building, has double doors on the south exterior wall and a mechanized conveyor belt that runs up to the second floor. A wide opening in the north wall of the shipping-receiving room accesses the south end of the bottle room, which has an open stairway to the second floor. That stair is much simpler than the front stair, with steel treads and risers and a simple pipe railing (Photo 26).

### *Second Floor Interior*

The second floor is smaller than the first floor (Figure 4). The stairs from the south end of the bottle room lead to a room in the center of the building that may have housed tanks of pasteurized milk that was awaiting further processing. (Photo 27). It has the same type of wall tile and cove base as the first floor, plus tile flooring like that found in the lab. There are several floor drains. The ceiling is concrete, with large openings to the two roof monitors. There is a large I-beam mounted in the wall near the ceiling below the north monitor. It may have been used to support a hoist or other equipment when the plant was in operation.

There is a long L-shaped room east of the milk room that appears to have been for stock (Figure 4, Photo 28). Unlike processing areas, it has terra cotta block walls, and a steel and wood ceiling structure. Support posts are vertical painted I-beams. That room covers most of the east side of the second floor, with doorways into several other rooms. The conveyor belt from the shipping-receiving room gives access into this room. An opening in the east wall leads to a set of steel stairs that access the upper level of the large east cooling tower. That door is the only access to the tower, which is filled with piping and other equipment.

The southwest corner of the second floor was mainly used as office space (Photo 29). It has modern finishes: carpeted floors, wood paneled walls, and a suspended tile ceiling. A large safe on the east wall of the room appears to be historic. It has a painted steel door and masonry block walls. The top floor of the stair hall is centered on the west side of the second floor (Photo 30). The upper stair hall has modern wood paneling, a textured ceiling finish, and asbestos tile flooring. Only the flooring appears to date to the period of significance. Doors in the stair hall lead to adjacent offices. The north end of the second floor is filled with office space. There is one private office just north of the stair

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hall and the rest of the space is relatively open. The private office has wood paneling and ceiling tiles may be historic, plus modern carpeting. The other offices have historic painted masonry walls and concrete flooring and ceiling tiles that may be modern. The ceiling is in very poor condition due to roof leaks. A raised platform on the north wall of the office suite leads to an exterior door that accesses the catwalk (Photo 31).

***Flagpole, 1964, Contributing Object***

A flagpole is mounted to a small concrete pad located in the lawn along the facade (Map 6, Photo 17). A small metal plaque on the concrete pad reads “PRESENTED BY BORDEN EMPLOYEES JULY 4, 1964.”

***Cooling Tower, ca. 1980s, Non-Contributing Structure***

A large square tower that sits very close to the north elevation and appears to have been constructed between 1975 and 1983 (Map 6, Figures 1-2, Photos 9-10 and 16).<sup>7</sup> It has painted concrete block walls topped with plain concrete coping. Aerial photos show that it does not have a roof. There is one small door on the east wall, and no windows. The interior of the tower is not accessible, but contains cooling equipment.

***Garage, 1957, Contributing Building***

The garage is in the northeast corner of the lot. It is approximately 42 feet deep and 60 feet wide. (Map 6, Photos 13-14) It has a side gable roof, vertical galvanized metal siding, a steel structural system, and a concrete foundation. The foundation walls extend a few feet above grade to form a base for the walls. The roof is clad with the same type of ribbed metal siding as the walls, with inset fiberglass panels that serve as skylights. The ridge of the gable roof runs north-south. A CMU wall separates the garage from the property to the north and rises slightly above the north gable end giving a stepped effect. The wall was likely added when the 1955 Dr. Pepper Bottling Company was constructed to the north, or just as Borden’s was constructed in 1957. There is no internal connection or historic relationship with the building to the north.

The façade (west elevation) contains three truck bays. Each bay has an overhead door; the northern doorway is smaller than the other two. The north and south doors are newer; they have horizontal metal panels. The center garage door, which is likely original, is painted wood, with rectangular panels and five window openings.<sup>8</sup>

The south elevation has four window openings that have original nine-light metal-framed windows. One metal sash is missing. The others are in fair condition. There is also a large louvered opening set high in the south gable end. The east elevation, which sits close to the property line, has no doors or windows. Two round exhaust flues near the eave line on that wall appear to be historic. The interior of the garage is roughly divided into two large rooms, one at the north bay and one for the two southern bays. Non-historic partitions and stairs have created a small loft area in the north room. Its exact use is unknown but it was likely used for delivery truck or other maintenance.

***Cold Storage, ca. 1973, Contributing Building***

The cold storage building is near the southeast corner of the property (Map 5-6, Photo 15). Aerial photos show that it was built between 1967 and 1974.<sup>9</sup> It is slightly smaller than the garage, about 36 feet by 42 feet. It is rectangular, with the long walls facing north and south. A small square addition on the north wall appears to be an early loading dock that was later enclosed. The building has a flat roof, high concrete foundations, and smooth galvanized metal wall panels. A large section of the rear (east) wall has recently been removed.

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<sup>7</sup> Per early aerial photos and Google Earth images. No architectural plans have been found.

<sup>8</sup> The following terms are used throughout to describe resources and materials: *Original* features were installed when the buildings were constructed in 1957. *Historic* features were installed within the period of significance, which for this property is 1957-1974. *Non-historic* or *modern* features were added after 1973, which is the end of the period of significance.

<sup>9</sup> “Abilene, Texas,” *Historicaerials.com*, 1967 and 1974, accessed May 2023, <https://www.historicaerials.com/>.

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The west elevation has two truck loading doors that are several feet above grade, and the west wall of the addition has one loading door that is similar. The addition also has a wide set of concrete steps and two pedestrian doors. There are no other doors or windows. An open canopy appears to be non-historic. The interior is generally open, with galvanized metal wall cladding and exposed metal structural systems.

***Alterations***

The main Borden Company building has seen notably few changes since it opened in 1957. On the facade, tall shutters that originally flanked the windows have been removed, and the original light fixture in the front portico was recently stolen. One large bay of windows on the south elevation has been covered, but the windows are intact and visible inside the building. A few exterior doorways on secondary elevations have been infilled, but the original masonry openings all appear to be original. At the north end of the rear elevation some non-historic concrete blocks were added, and a non-historic staircase was added from the catwalk on the north elevation. Interior alterations include minor plan changes and updated finishes. On the first floor, it is possible that the large opening between the shipping-receiving room and the bottling room was originally filled with some sort of partition, and the cold storage room may have originally included a freezer. Non-historic finishes include styrofoam added to the cold storage room, vinyl covers on the stair treads in the stair hall, wood paneling, and plaster or dropped ceilings. On the second floor, a large storage closet was added to the northeast corner of the building in recent decades, and the wall between the east room and the southwest office also appears to be new. Finishes have been altered in several offices and most of the processing equipment has been removed. Changes to the site and setting have also been minimal. The garage has two non-historic doors, but the original doorways there are intact. Part of the rear wall of the cold storage building was removed, and a replacement canopy added. The detached cooling tower was added to the property ca. 1980s.

***Integrity***

The Borden Company exhibits integrity of location and setting. The property remains in the same location and the surrounding development has much the same character it had during the period of significance. The original post-war site configuration and design remains intact, and all original buildings remain. The non-contributing cooling tower north of the main building is relatively small and does not detract from the setting. Design, materials, and workmanship are intact, inside and out. There have been no major additions or other changes to the original footprint of the main building, and only minor changes to fenestration. It retains its post-war industrial design with painted terra cotta block exterior walls, concrete structural system, and flat roof. The symmetrical façade with two-story core framed by one-story wings is intact with both Colonial Revival and Classical Revival details visible. The large full-height porch supported by Classical columns remains. Other intact character defining exterior features include the triangular pediment with the words THE BORDEN COMPANY incised into the frieze board, cornices, mutules, as well as the distinctive original cast iron railings, and original multi-light metal casement windows. The intact rear loading areas are also important features that reflect the everyday workings of the facility. Significant intact interior features include the largely intact floor plan, the formal staircase and stair hall, tile walls and other finishes, and exposed structural members. The garage, cold storage building, and flag pole also retain the majority of their original character defining features. Combined, these aspects of integrity reinforce the feeling of a 1950s post-war industrial food manufacturing plant. While no longer associated with the Borden Company, the property clearly reflects its historic function as a commercial dairy processing plant.

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### Statement of Significance

The 1957 Borden Company at 309 South Pioneer Drive was constructed to serve as a dairy processing plant for Abilene and the surrounding area. In 1952 Borden's acquired and started operating out of the former Longhorn Creamery. As Abilene grew by the mid-1950s, increased local milk production and consumer demand necessitated the construction of a new state-of-the-art plant. Over the years, the Borden Company offered a range of dairy and manufactured food products to local consumers. The property is nominated to the National Register of Historic Places under Criterion A in the area of Industry at the local level of significance for its association with post-war advances in dairy processing and distribution in Abilene and the Central West Texas region. The property is also nominated under Criterion C in the area of Architecture at the local level as an intact example of the work of Walter Kidde Engineers and as a post-war Borden plant embodying the company's "Southern Colonial" corporate architecture used at select southern locations between the 1940s and the mid-1960s. It is the only surviving post-war dairy processing plant in Abilene. The period of significance spans from the building's construction in 1957 to 1974, the NPS 50-year cut-off.

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### *Gail Borden and the Borden Company History*

Gail Borden left his mark on Texas history years before he had any connection to the dairy industry. He was born in New York in 1801. His family relocated to Covington, Kentucky, then later to New London, Indiana. In Indiana, Gail received his only formal schooling and learned to survey while helping his father with the farm. As a young man, he moved to New Orleans, where he worked as a land surveyor and teacher. Borden married Penelope Mercer in 1828, and the two set out for Texas a year later to join his father and brother.

In Texas, Borden farmed, raised livestock, and surveyed. He also became involved in Texas politics. During the 1830s, Borden worked with Texas leader Stephen F. Austin surveying the land and tending to Austin's affairs while he was away in Mexico. Borden completed the first topographical map of Texas in 1835 and was responsible for laying out Houston's streets at an angle as opposed to true north and south so "Houston folk could catch the Gulf breeze coming out of the southeast."<sup>10</sup> Borden also helped write the first drafts of the Texas Constitution and started the *Telegraph and Texas Register* with his brother and another associate. The newspaper kept Texans informed and raised support for the fight against Mexico during the Texas Revolution. Sam Houston took notice of his work and, later as president, appointed Borden the Republic of Texas Collector of Customs in Galveston.

After an argument with Sam Houston, Borden left his position as the Collector of Customs and began work for the Galveston City Company in 1839. The company owned and was responsible for Galveston's layout and city planning. During his twelve years at the Galveston post, he lost his wife Penelope and four-year-old child to yellow fever, and he later remarried in 1845. Having also lost his mother to yellow fever earlier in life, he began to work on methods of curing the illness. This work shifted Borden's focus to the suffering and death of emigrants and travelers. He began research on a safer, more stable food supply to help solve the problem.<sup>11</sup>

While working to develop a nutritious transportable nonperishable food, Borden mixed condensed beef broth and flour, creating the product he called the meat biscuit. At the time, he believed it was the solution to prevent malnutrition and starvation on long journeys. Borden moved to New York in 1851 for better marketing opportunities. He then traveled to London to exhibit his meat biscuit at the Great Exhibition in 1851 and received a first-place medal for his preserved food product. During the return voyage to New York City, Borden noted that many people got sick

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<sup>10</sup> "Gail Borden Figure of the Texas Revolution," *Abilene Reporter-News* (Abilene, Texas), September 25, 1957, 4.

<sup>11</sup> S. L. Goodale, *A Brief Sketch of Gail Borden, and His Relations to Some Forms of Concentrated Food* (Portland, ME: B. Thurston & Co., Printers), 1872, 5.

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through contaminated milk stored on the ship. Some of the children died along the journey. Borden immediately began brainstorming ways to preserve milk to prevent sickness, suffering, and death.<sup>12</sup>

After returning to New York, Borden began experimenting with condensing milk using equipment borrowed from a nearby Shaker settlement that canned fruit. His successful method of heating, condensing, and vacuum sealing milk prevented spoilage and allowed it to be transported and stored without refrigeration. In 1856 he received a patent for condensing milk in a vacuum, laying the foundation for the modern dairy industry (Figure 6).

After little success in marketing and selling his condensed milk, Borden convinced Jeremiah Milbank to invest in his product. The two men founded the New York Condensed Milk Company in 1857 in Wassaic, New York. The company secured contracts with the United States Government and supplied the Union Army with condensed milk during the Civil War.<sup>13</sup> The increased demand secured the company's success and helped create a household name for the product (Figure 7).<sup>14</sup>

Through his earlier research on yellow fever and milk contamination, Gail Borden believed a lack of sanitation was behind sickness and disease. Although his understanding of germs and bacteria was not wholly accurate, Borden was an early advocate of sanitation, and he pushed the dairy industry to be clean and scientific. Before formal regulations were in place, the New York Condensed Milk Company took steps and required its milk producers to wash udders and keep manure away from milking stalls.<sup>15</sup> Borden's promotion of cleanliness to prevent contamination and disease helped to save countless lives.

Borden returned to Texas with his sons and brother in 1872. They built homes in the Harvey's Creek area and renamed it Bordenville. He set up condensing equipment and continued experiments condensing juices and coffee until his death in 1874. The New York Condensed Milk Company remained in business and in 1919, changed its name to the Borden Company in his honor.<sup>16</sup> The company expanded and acquired over 200 dairy companies during the late 1920s. The Borden Company grew into the largest dairy manufacturer in the United States by the 1930s.<sup>17</sup>

### **Early Texas Dairy Industry 1880-1940s**

Texas was predominantly rural through most of the 19<sup>th</sup> century, meaning that most dairy farming was small, and subsistence based. Many failed creamery businesses were established in Texas in the 1880s, and by 1900, Texas only had twelve creameries.<sup>18</sup> By the early 1900s, Texas dairy farmers were producing a large surplus of milk. They discovered the advantages of selling their surplus cream and feeding skim milk to their hogs. Most liquid milk continued to be consumed on farms until advancements in processing and packaging made way for commercial dairy. Fear of disease and other milk contaminations led to the need for pasteurization. Improvements in the pasteurization process helped create momentum for a commercial market. By 1914, Texas had close to 100 commercial creameries operating.<sup>19</sup>

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<sup>12</sup> George Moore, *The Illustrated Story of Milk, Cooperstown* (New York: Freeman's Journal Co., 1943), 7-8.

<sup>13</sup> "The Story Behind the Name: Borden, an American Heritage Brand," *Borden Dairy*, accessed December 1, 2022, <https://www.bordendairy.com/press-room/history/>.

<sup>14</sup> Joe B. Frantz, "Gail Borden Jr.," *Texas State Historical Association*, accessed December 1, 2022, <https://www.tshaonline.org/handbook/entries/borden-gail-jr>.

<sup>15</sup> Carolyn Hughes Crowley, "The Man Who Invented Elsie the Cow," *Smithsonian Magazine*, August 31, 1999, <https://www.smithsonianmag.com/science-nature/the-man-who-invented-elsie-the-borden-cow-171931492/>.

<sup>16</sup> "The Story Behind the Name: Borden, an American Heritage Brand," *Borden Dairy*.

<sup>17</sup> "Gail Borden Figure of Texas Revolution," *Abilene Reporter-News*, September 25, 1957, 4.

<sup>18</sup> Dale E. Odom, "Dairy Industry," *Texas State Historical Association*, accessed December 01, 2022, <https://www.tshaonline.org/handbook/entries/dairy-industry>.

<sup>19</sup> Dale E. Odom, "Dairy Industry."

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During World War I, feed and dairy retail prices increased while the price of wholesale milk remained low. The federal government intervened, fixed milk prices, and gave new hope to dairy farmers.<sup>20</sup> Price stabilization supported the creation of regional creameries, and the dairy industry in Texas grew exponentially. In the 1930s, dairy producers gained bargaining power by joining with other local producers to form dairy cooperatives.<sup>21</sup> The South Texas Producers Association was established in Houston by the 1930s. Other regional cooperatives like the North Texas Milk Producers Association and the Central West Texas Producers Association, based in Abilene, followed after World War II.<sup>22</sup> By the early 1940s, almost all grade-A milk producers sold to dairy processors.<sup>23</sup> Borden, Foremost, and other national corporations expanded and began acquiring smaller regional dairy facilities across the United States.

### *Other Early Borden Plants in Texas*

The first Borden-built plant in the state opened in Waco in 1929 (demolished).<sup>24</sup> In May 1935, Borden added a cooling plant in Mexia, Texas, to support the Waco facility.<sup>25</sup> Borden continued to expand in Texas through the 1930s and 1940s to the extent that some monopoly lawsuits were filed. By the 1950s, Dallas, Houston, Amarillo, Corpus Christi, Tyler, and San Antonio had Borden processing plants, with holding plants stationed around many of them. The 1933 Borden Creamery in San Antonio (NRHP 2021), and the 1925 plant (not built by Borden but later acquired) in Tyler, Texas, are two known surviving examples.<sup>26</sup>

### *Abilene Dairy Industry*

One of the first creameries in Abilene was Jarrett's Pasteurized Milk at 1232 N 1<sup>st</sup> street, established ca. 1919 (demolished).<sup>27</sup> Two Abilene businessmen bought the creamery in 1923 and renamed it Westex Creamery, increasing output and expanding distribution. They caught the attention of the Fort Worth-based company Pangborn who purchased the creamery in 1927, then in 1946, it was sold to Foremost Dairies, a national corporation based in Florida.<sup>28</sup>

Banner Creamery, another local Abilene dairy, was established in the 1920s.<sup>29</sup> Banner Ice Cream moved its headquarters to 1426 Butternut in Abilene and created Banner Creamery in 1927.<sup>30</sup> Abilene served as the company's headquarters, with other creameries and ice plants in surrounding towns.<sup>31</sup> In 1953 the company was also purchased by Foremost, which continued operations on Butternut until 1974. That building is no longer extant.

Longhorn Creameries was established in Abilene in 1930.<sup>32</sup> Grover Brock, a former employee of Banner Creamery, opened the location to supply fresh milk to the immediate Abilene area. Longhorn's production grew, and in 1946 they expanded their building on Fourth street to keep up with production. By 1950 Longhorn was buying milk from farmers within a 15-mile radius. Company co-owner Sam Hill told the *Abilene Reporter-News*, "We feel that in buying milk

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<sup>20</sup> Sarah Wassberg Johnson "World War Wednesday More Milk," *The Food Historian*, accessed March 10, 2023, <https://www.thefoodhistorian.com/blog/world-war-wednesday-eat-more-milk>.

<sup>21</sup> USDA, "Cooperatives in the Dairy Industry, Report 1, Section 16" (Washington D.C. : USDA, 2002), 6, 11.

<sup>22</sup> Dale E. Odom, "Dairy Industry."

<sup>23</sup> Dale E. Odom, "Dairy Products," *Texas State Historical Association*, accessed March 28, 2023, <https://www.tshaonline.org/handbook/entries/dairy-products>.

<sup>24</sup> "Dairying Becomes Fact," *The Waco Tribune-Herald* (Waco, Texas), May 19, 1929, 1.

<sup>25</sup> "Borden Plant Here Reaches 10,000 Pounds of Milk Per Day," *The Mexia Weekly Herald* (Mexia, Texas), July 17, 1936, 14.

<sup>26</sup> Maria Watson Pfeiffer, et al. "Borden's Creamery, San Antonio, Texas." National Register Nomination, (Washington, D. C.: National Park Service). Listed November 11, 2021. The above list includes the only known current or former Borden facilities in Texas.

<sup>27</sup> R. L. Polk and Co. *Polk's Abilene Directory*, (Dallas, TX: R. L. Polk and Co., 1924), 369.

<sup>28</sup> "Change Brings More Business," *Abilene Daily Reporter* (Abilene, Texas), October 23, 1927, 6.

<sup>29</sup> "Dairying Project Plan at Ballenger," *The Abilene Morning News* (Abilene, Texas), December 11, 1926, 6.

<sup>30</sup> R. L. Polk and Co. *Polk's Abilene Directory*, (R. L. Polk and Co. 1931), 501.

<sup>31</sup> "Dillingham Spreads," *Abilene Morning News*, September 25, 1927, 14.

<sup>32</sup> "Longhorn Creamery Sold to Borden's," *Abilene Reporter-News*, June 16, 1952, 1. R. L. Polk, and Co., *Polk's Abilene Directory* (R. L. Polk and Co., various issues 1931-1960).

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from these local producers, we are not only giving the customer a better milk product but are doing the community a service in keeping West Texas money at home.”<sup>33</sup> The *Abilene Reporter-News* stated that plant operations included “production and distribution of homogenized Vitamin D milk, Grade A pasteurized milk, buttermilk, cottage cheese, cream, chocolate milk, and ice cream.”<sup>34</sup>

### ***First Borden Plant in Abilene***

In June of 1952, Borden bought and took over production at the Longhorn Creamery (Figure 8). They retained the Longhorn employees and the Fourth Street facility (demolished).<sup>35</sup> Longhorn co-owner and president Sam Hill stayed on as the Abilene plant’s manager.<sup>36</sup> Borden’s move to Abilene supported the corporation’s expansion, but as the 1951 annual report stated, “The procurement, processing, and distribution of fluid milk is—and must be—a local business.”<sup>37</sup> As a dairy industry leader, Borden’s emphasized sanitation and a reputation for high-quality milk. In 1955, the Fourth Street facility reached its limit. Borden announced plans to replace the former Longhorn facility with a new plant that would be the “most modern of its kind.”<sup>38</sup>

At the time of the announcement, the Fourth Street plant was processing over 5,000 gallons daily and buying from 72 farmers through the Central West Texas Milk Producers Association. The Central West Texas Milk Producers Association, based in Abilene, was formed by 1950.<sup>39</sup> The association supplied locally produced milk to Foremost and Borden as well as Gandy’s, another local dairy company.<sup>40</sup> At the time of formation, the directors stated their purpose in the *Abilene Reporter-News*, “we must organize to get our fair share out of the consumer’s dollar, and in turn the creameries get their fair share and local dollars stay at home.”<sup>41</sup> By 1952 the association had grown to represent local dairy in 27 counties in Central West Texas.<sup>42</sup> In 1954 the association’s monthly milk delivery to Abilene processors and retailers was valued at \$275,000 or more, all coming from farmers in the region.<sup>43</sup>

### ***Criterion A: Industry***

#### ***The New Borden Company Plant in Abilene***

The new Borden site was located adjacent to U.S. Highway 83/277 and the newly constructed Interstate 20 on the west side of town. The location offered easy highway access for deliveries of raw milk as well as distribution of finished products. The Borden Company obtained the lot from W. O. Hayter, who owned the Dr. Pepper Bottling Company to the north.<sup>44</sup>

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<sup>33</sup> “Longhorn Creamery Adds More Producers,” *Abilene Reporter-News*, Sept 2, 1950, 3.

<sup>34</sup> “Longhorn Creamery Sold to Borden’s,” *Abilene Reporter-News* June 16, 1952, 1.

<sup>35</sup> “Let your Grocer Be your Milk Man-Borden’s Found at All Stores in Abilene Area,” *Abilene Reporter-News*, Aug 2, 1952, 5.

<sup>36</sup> “Longhorn Creamery Sold to Borden’s,” *Abilene Reporter-News*, June 16, 1952, 1.

<sup>37</sup> The Borden Company, *Annual Report 1951*, The Borden Company, 1950,14.

<sup>38</sup> “Borden Will Build New \$300,000 Plant,” *Abilene Reporter-News*, Aug 21, 1955, 1.

<sup>39</sup> “Dairymen Say Co-operative Will Continue,” *Abilene Reporter-News*, January 13, 1950, 1; “USDA Representatives Will Arrange for Milk Hearing,” *Abilene Reporter-News*, February 8, 1952, 25.

<sup>40</sup> Central West Texas Milk Producers Association, *Abilene Reporter-News*, March 22, 1953, 10; Central West Texas Milk Producers Association, *Abilene Reporter News*, April 2, 1961, 23.

<sup>41</sup> “Dairymen Say Co-operative Will Continue,” *Abilene Reporter-News*, January 13, 1950, 1.

<sup>42</sup> “USDA Representatives Will Arrange for Milk Hearing,” *Abilene Reporter-News*, February 8, 1952, 25.

<sup>43</sup> “Abilene Milk Business Amounts to Nearly \$500,000 Monthly,” *Abilene Reporter-News*, May 28, 1945, 21.

<sup>44</sup> “Borden Will Build New \$300,000 Plant,” *Abilene Reporter-News*, 1; Hayter was also a developer and investor. He owned several lots on Pioneer Drive in the early 1950s and in 1953 pushed for widening the section between First and Seventh Streets to create a business district. He was one of the first to benefit from that development. In 1955 Hayter constructed a new building on Pioneer Drive to house his Dr. Pepper Bottling Company. “Sewer Line Probe Ordered; City Pans Drainage Move,” *Abilene Reporter-News*, Oct 3, 1953, 15; “Bottling Plant Owner Has Building Background, Too,” *Abilene Reporter-News*, May 2, 1955, 7.



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Design work for the new Borden plant began in 1955, and the construction team was in place by the summer of 1956. *The Borden Company Annual Report 1956* featured a sketch of the new Abilene plant noting, “The Southern Colonial architecture is in keeping with the area’s tradition, and the plants add to the beauty of the communities in which they are located” (Figure 9).<sup>45</sup> It was designed to supply dairy products to a city of 100,000 with an additional 100,000 in surrounding areas.<sup>46</sup> The plant was scheduled to open in 1957 to coincide with the 100<sup>th</sup> anniversary of the Borden Company. Walter Kidde Engineers from Houston prepared the plans. Local engineers Boone and Pope oversaw the construction, Oscar Rose won the bid as the general contractor, and Everett Engineering provided mechanical, HVAC, and plumbing work.<sup>47</sup>

Rose Construction had equipment on site by the formal groundbreaking ceremony held on Tuesday, July 3, 1956. Abilene Borden manager Sam Hill, Abilene Mayor C. E. Gatlin, and Air Force Col. Kendall, Deputy base commander, spoke and ceremoniously broke ground on the project while the crowd enjoyed buttermilk.<sup>48</sup> They planned for the completion of the plant in 250 days. Hill informed the public, “That will enable us to move into the new building during Borden’s 100 years of business.”<sup>49</sup>

### *Construction Team*

Walter Kidde (1877-1943) graduated from the Stevens Institute of Technology in 1897 and soon after established the Kidde Construction company in New York City. His interest in fire suppression led to business expansions, and he purchased the “Rich” System patent in 1918. The “Rich” System extinguished ship fires with steam. Kidde modified the design to use carbon dioxide instead of water to minimize damage to a ship’s cargo in the event of a fire. Perfecting and advancing the system’s technology led to the first portable carbon dioxide fire extinguisher in 1924. Kidde’s success in fire suppression led him to separate the companies under the same name. This was only the first multi-interest split of many that were to come. The company grew exponentially during World War II, producing fire suppression for tanks, planes, and ships while expanding into the production of safety belts and life rafts.<sup>50</sup>

Walter Kidde Engineers—Southwest out of Houston, was a subsidiary of New York-based operations. Under government contracts, the company and the New York office designed, engineered, and built industrial plants and facilities throughout the United States and in war zones. Two other extensive facilities designed by Walter Kidde Engineers in Texas were the General Electric plant in Tyler, in 1957 and a plant for Ethicon, an affiliate of Johnson and Johnson, in San Angelo.<sup>51</sup> The General Electric and the Ethicon plants were much larger than Borden’s Abilene plant. Both were clean-lined Modern industrial buildings with modest architectural detailing—more typical of post-war industrial design (Figure 10). The nominated property stands out as a local example of a post-war industrial plant with Colonial Revival and Classical Revival detailing within the firm’s body of work.

Boone and Pope Architects and Engineers oversaw the Borden Company building’s construction. Daniel Boone and William A. Pope’s company first appeared in directories and newspaper ads in 1955.<sup>52</sup> After overseeing construction in 1956, they were hired to design and oversee several large government and commercial buildings. The West Texas Rehabilitation Center in 1957, the Chamber of Commerce Headquarters in 1958, and two schools on Vogal Minter, and Hartford streets in 1958 were some of their other significant works in Abilene.<sup>53</sup>

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<sup>45</sup> The Borden Company, *The Borden Company Annual Report 1956*, The Borden Company, 1957, 17.

<sup>46</sup> “Borden Will Build New \$300,000 Plant,” 1.

<sup>47</sup> “Borden Plant Dirt Spaded,” *Abilene Reporter-News*, July 3, 1956, 1.

<sup>48</sup> “Borden Plant Dirt Spaded,” 1. “Borden Praised for new Plant,” 11.

<sup>49</sup> “Borden Awards Plant Contracts” *Abilene Reporter-News*, June 21, 1956, 35.

<sup>50</sup> Walter Kidde, *Encyclopedia.com*, accessed March 23, 2023, <https://www.encyclopedia.com/books/politics-and-business-magazines/kidde-plc>.

<sup>51</sup> “Salute to GE Company’s New Award-Winning Tyler Plant,” *Tyler Morning Telegraph*, (Tyler, Texas), July 27, 1957, 24. “Kidde to Build Plant,” *New York Times*, October 14, 1961.

<sup>52</sup> “Boone and Pope,” *Abilene Reporter-News*, June 15, 1956, 15.

<sup>53</sup> “C-C Will Open New Building,” *Abilene Reporter-News*, April 6, 1958, 17.

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The project's general contractor was Rose Construction, owned by Oscar Rose. Rose began in 1924 and was involved in the construction of some of Abilene's largest buildings.<sup>54</sup> These included Citizens National Bank, the First Baptist Church auditorium, units of Hendric Memorial Hospital, and buildings at Hardin-Simmons University, McMurry College, and Abilene Christian College.<sup>55</sup> Rose worked on several jobs in Abilene with Boone and Pope. Other subcontractors included Galbraith Electrical Co. and Everett Engineering, to name a few (Figure 11).<sup>56</sup>

### *Grand Opening*

By June 1957, the new \$500,000 building was complete. About half of the equipment was also new. Equipment upgrades included an all-new refrigeration system and a milk carton machine. Previously cartons were filled offsite.<sup>57</sup> The new plant provided Borden employees with about 22,000 square feet of workspace and a 2,500 square foot garage to house and maintain the refrigerated delivery trucks.<sup>58</sup> Trucks moved from rented garages to the Pioneer Drive facility storage by the first of the month, along with ice cream operations. Offices were operational by the tenth of the month, and reusable equipment was moved over on the weekend of the 21st-24th.

The grand opening for Borden's new plant was a four-day event. The *Abilene Reporter-News* featured a full-page ad of the event that proclaimed, "The new milk and ice cream plant is Colonial in design with snowy white pillars and majestic Colonial columns."<sup>59</sup> Plant management gave guided tours from September 26th-29th. Few details were provided about the tours, but the main purpose was public education on "modern dairy equipment and their various stages of milk production."<sup>60</sup> There were also raffle giveaways of television sets and Elsie the cow dolls (Figure 11).<sup>61</sup> The event's highlight was the Syncopated Waters, a water fountain show that toured the U.S. and Europe and was featured at Radio City Music Hall. An estimated 1,500 people toured the new plant during the grand opening weekend.<sup>62</sup>

### *Dairy Processing*

Cleanliness remained an important aspect of the Borden Company. Before milk arrived at the Borden Company, a full-time field tester inspected milk that was then tested by federal and state agencies. Once the raw milk got to the plant, it was promptly quality tested again. Lab technicians checked for bacteria before milk went to pasteurization and homogenization, where it was held under heat longer than was required by federal regulations. It was then pumped upstairs to holding tanks. From the holding tanks, milk was pumped down to modern bottling and carton machines.<sup>63</sup>

Post-war advances in pasteurization allowed milk to be held at a higher temperature for a shorter time resulting in higher quality and faster pasteurization. Continuous pasteurization machinery replaced batch pasteurization giving producers the ability to pump thousands of gallons throughout the day. The American Dairy Science Association reported that the number of gallons per man-hour jumped from 28 gallons in 1945 to 180 gallons in 1965 due to scientific innovations.<sup>64</sup>

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<sup>54</sup> "Framework Erected for Borden's New Plant," *Abilene Reporter-News*, October 30, 1956, 5.

<sup>55</sup> "Borden Plant Framing Up," *Abilene Reporter-News*, October 31, 1956, 5.

<sup>56</sup> "Borden Plant Award Total At \$370,040," *Abilene Reporter-News*, June 21, 1956, 35.

<sup>57</sup> "Borden's Moving into New Home," *Abilene Reporter-News*, June 16, 1957, 10.

<sup>58</sup> "Rose Low Bidder on Borden Plant," *Abilene Reporter-News*, May 6, 1956, 7. "Borden Company Building Permit issued," *Abilene Reporter-News*, July 10, 1956, 2.

<sup>59</sup> "Highlight Opening of the New Borden Co. Plant," *Abilene Reporter-News*, September 22, 1957, 10.

<sup>60</sup> "Borden's Grand opening Begins Here Thursday," *Abilene Reporter-News*, September 22, 1957, 17.

<sup>61</sup> Elsie and her husband, Elmer the Bull, from the company's chemical division, had four calves, Beulah and Beaugard, and twins Larabee and Lobelia. "The Story Behind the Name: Borden, an American Heritage Brand," *Borden.com*.

<sup>62</sup> "Snip-Snip," *Abilene Reporter-News*, Sept 27, 1957.

<sup>63</sup> "Science Put to Work to Produce Borden Foods," *Abilene Reporter-News*, March 30, 1958, 20.

<sup>64</sup> S. A. Rankin, et al. "A 100-Year Review: A century of dairy processing advancements—Pasteurization, cleaning and sanitation, and sanitation equipment design" *American Dairy Science Association*. 2017, 9906, 9907.

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Updated technology paired with increased floor space allowed production to significantly increase at the new plant.<sup>65</sup> New pasteurizing machines increased Borden's capacity from 700 gallons to 1,600 gallons per hour. The new plant could handle 12,000-14,000 gallons per day versus 7,000 per day at the old plant. The new storage unit could hold over 300,000 gallons of ice cream annually. The only thing that did not increase was personnel.<sup>66</sup> Along with increased mechanization, the plant also featured "clean in place" (CIP) equipment, reflecting advances in sanitation that were developed during World War II. The CIP process increased cleaning efficiency and used less labor. Rather than disassembling piping systems for cleaning, as had been done in the past, CIP systems used glass and stainless steel components that allowed the system to be flushed with detergents and hot water, resulting in a thoroughly sanitized system.<sup>67</sup> After seeing the facility, the *Abilene Reporter-News* described it, "From the milk receiving room to the truck loading dock, the prevailing impression is one of mechanized efficiency."<sup>68</sup> (Figure 12)

### *Products and Marketing*

Similar to the earlier Borden plant in Abilene, the South Pioneer Drive plant produced buttermilk, regular and chocolate milk, and cream. Sam Hill did not waste time planning the facility's future sales and production. He told reporters in 1957 "When a community grows as fast as Abilene, it takes a lot of doing to keep pace."<sup>69</sup> In October 1957, Hill hosted nearly one hundred sales managers from the company's Southern Division to tour the plant and discuss new approaches for merchandising.<sup>70</sup> Products added to the production line in later years included whipping cream, coffee cream, cereal cream, and ice cream mix.<sup>71</sup> Refrigerated delivery trucks delivered the products at 40 degrees to ensure a high level of quality and taste to the consumers.<sup>72</sup>

Over time, Borden marketed a wider range of products including homogenized milk with more added cream, as well as vitamin and mineral fortified milk, cottage cheese, ice cream, skim milk, and "Hi-Pro" low fat milk (Figure 28).<sup>73</sup> Products that were not produced at the Abilene facility, such as ice cream, were brought in from other Texas locations and stored in the cold storage building on the property and distributed to local grocery stores.<sup>74</sup> All products were promoted as "the freshest, purest, and best tasting milk products."<sup>75</sup> The company continually employed stricter quality control than what was legally required to give confidence to consumers.<sup>76</sup> By the late 1950s and 1960s, Borden's also sold a wider range of manufactured food such as Borden's Super Starlac Nonfat Dry Milk, Chocolate Flavored Instant Milk Powder, Instant Nonfat Dry Milk, Instant Whipped Potatoes, and Tomato Ready Diet. All products were inspected and tested by the United States Department of Agriculture for food safety.<sup>77</sup>

Borden's branding and marketing often featured Elsie the cow. Elsie was usually depicted in advertisements with her calves, sometimes accompanied by real photographs of mothers and children, always with an emphasis on childhood nutrition (Figure 27).<sup>78</sup> Milk packaging gradually shifted from glass bottles, to cartons, to plastic coated cartons which

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<sup>65</sup> "Science put to Work," *Abilene Reporter-News*, 20.

<sup>66</sup> "Borden's Moving into New Home," *Abilene Reporter-News*, June 16, 1957, 10.

<sup>67</sup> Rankin, "A 100-Year Review: A century of dairy processing advancements," 9908, 9909.

<sup>68</sup> "Science Put to Work to Produce Borden Foods," 20.

<sup>69</sup> "Borden Opening Set Thursday,"

<sup>70</sup> "Borden Sales Executives Discuss Advertising, Milk," *Abilene Reporter-News*, October 2, 1957.

<sup>71</sup> "Dairy Industry Major in City, Area, Economy," *Abilene Reporter-News*, March 19, 1969, 103.

<sup>72</sup> "Longhorn Leads Nation in New Delivery Method," *Abilene Reporter-News*, June 3, 1950, 5.

<sup>73</sup> Advertisement, *Abilene Reporter News*, August 14, 1964; Advertisement, *Abilene Reporter News*, January 24, 1958; Advertisement, *Abilene Reporter News*, December 13, 1961; Advertisement, *Abilene Reporter News*, February 1, 1968; Advertisement, *Abilene Reporter News*, February 3, 1966; Advertisement, *Abilene Reporter News*, October 7, 1971.

<sup>74</sup> Advertisement, *Abilene Reporter News*, July 26, 1963.

<sup>75</sup> Advertisement, *Abilene Reporter News*, June 7, 1968.

<sup>76</sup> Advertisement, *Abilene Reporter News*, October 11, 1957.

<sup>77</sup> Advertisement, *Abilene Reporter News*, June 30, 1967; Advertisement, *Abilene Reporter News*, April 23, 1959; Advertisement, *Abilene Reporter News*, February 19, 1959; Advertisement, *Abilene Reporter News*, March 21, 1961.

<sup>78</sup> Advertisement, *Abilene Reporter News*, May 26, 1961; Advertisement *Abilene Reporter News*, November 15, 1963; Advertisement, *Abilene*

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prevented leaks and allowed for more efficient pouring by the early 1960s. Reusable one-handed gallon jugs were introduced in the early 1970s.<sup>79</sup>

The company also continued to advertise public tours after the grand opening in 1957. This was likely an attempt to reassure customers that the plant was an accessible local business employing local residents, and that the “hometown milk” was coming from local and regional dairy producers (Figure 26).<sup>80</sup>

In 1966 the Borden Company annual report showed record sales. The report also documented planned expansions and new construction in the milk and ice cream division, however, Abilene was not one of the expanded locations.<sup>81</sup> By 1966 the Abilene plant had 75 employees, with a fleet of 47 trucks delivering to 12 wholesale and 16 retail routes in Taylor, Coleman, Callahan, Nolan, Runnels, Haskell, and Fisher counties.<sup>82</sup>

### ***Dairy and the Local Economy 1957-1973***

Records show Abilene’s population was growing quickly after World War II, jumping from 45,570 in 1950 to 90,368 in 1960.<sup>83</sup> The Interstate Highway System led to the construction of four-lane roads, creating a web of interstate commerce from coast to coast. In Abilene, Interstate 20 opened in 1957 connecting it to Fort Worth and the rest of the state. Interstate 20 followed the Texas and Pacific rail lines that had helped populate the city sixty years earlier.<sup>84</sup> Other changes contributed to post-war growth including the completed Dyess Air Force Base, and expansion of Central West Texas’s agricultural and oil industries.

Oil exploration in Taylor County after the war had led to the discovery of over 900 oilfields within 75 miles of Abilene.<sup>85</sup> In 1947, the *Abilene Reporter-News* described the impact of the oil industry as “second to farming,” with over 650 families in the area working in geology, drilling, and other related oil industries.<sup>86</sup> As Abilene grew into a metropolitan area it also attracted many in rural residents due to its employment, educational, and social opportunities.<sup>87</sup>

Agriculture played an important role in Abilene’s growth since its early days and continued to contribute to the economy in the post-war years. Advancements in irrigation such as pumping equipment and deeper well drilling allowed farmers to move to commercial agriculture. Tractors and other harvesting equipment, combined with hybrid seeds and advancements in fertilizers, increased yields and production. While there were fewer farms overall, farms got much larger all of which contributed to extensive agricultural growth in the Central West Texas plains.<sup>88</sup> After the 1930s, the remaining dairies grew into larger corporations.<sup>89</sup> Gandy’s, a smaller company, only had a receiving station in Abilene with the production facility in San Angelo. Foremost acquired two other dairy processing companies in the area. While there was distribution in Abilene, a large portion of Foremost’s distribution was West

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*Reporter News*, January 17, 1964; Advertisement, *Abilene Reporter News*, June 7, 1968; Advertisement, *Abilene Reporter News*, October 25, 1962; Advertisement, *Abilene Reporter News*, November 2, 1967.

<sup>79</sup> Advertisement, *Abilene Reporter News*, December 21, 1962; Advertisement, *Abilene Reporter News*, December 28, 1962; Advertisement, *Abilene Reporter News*, February 25, 1963; Advertisement, *Abilene Reporter News*, September 5, 1972.

<sup>80</sup> Advertisement, *Abilene Reporter News*, October 11, 1957; Advertisement, *Abilene Reporter News*, October 10, 1958; Advertisement, *Abilene Reporter News*, November 21, 1958; Advertisement, *Abilene Reporter News*, March 13, 1966.

<sup>81</sup> The Borden Company, “Borden Company Annual Report 1965,” (New York: The Borden Company, 1964), 9.

<sup>82</sup> “Borden here since 1952, Employs 75,” *Abilene Reporter-News*, March 13, 1966, 79.

<sup>83</sup> “Texas Almanac: City Population History from 1850-2000,” accessed March 22, 2023, <https://www.texasalmanac.com/drupal-backup/images/CityPopHist%20web.pdf>

<sup>84</sup> Paul H. Carson Ed. et al. *West Texas: A History of the Giant Side of the State* (Norman: University of Oklahoma Press, 2014.), 23.

<sup>85</sup> “Oil is Fair in Revenue,” *ACU Optimist*, accessed June 1, 2023, <https://acuoptimist.com/wp-content/specials/energy/sections/01/main-1.html>

<sup>86</sup> Brooks Peden, “Oil Industry Is a Major Source of Abilene Area’s Prosperity,” *Abilene Reporter-News*, September 14, 1947, 15.

<sup>87</sup> Carson, *West Texas: A History of the Giant Side of the State*, 55

<sup>88</sup> Carson, *West Texas: A History of the Giant Side of the State*, 55.

<sup>89</sup> “Dairy Industry Major in City, Area, Economy,” 103.

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Texas and the eastern edge of New Mexico. Borden operated 23 wholesale routes and 17 residential districts providing the Abilene area with milk. In 1950 Longhorn creamery covered its routes with a fleet of 7 refrigerated trucks. After 1957, Borden expanded its routes to require a fleet of 49 delivery trucks.<sup>90</sup> Foremost closed its Abilene plant in 1974.<sup>91</sup> The Borden Company remained in operation until 2022.

A review of the former locations of Borden competitors during the period of significance—Gandy’s, Banner, and Foremost—indicates that the Borden Company at 309 South Pioneer Drive is the last surviving mid-century dairy facility in Abilene. The Banner Dairy building, which was purchased and used by Foremost until 1974, was demolished (Figure 13). Gandy’s plant has also been demolished.<sup>92</sup>

***Criterion C: Architecture***

The Borden Company in Abilene is locally significant in the area of Architecture as a post-war industrial building with Colonial Revival and Classic Revival architectural detailing and serves as an excellent example of the Borden Company’s “Southern Colonial” corporate architecture. The Abilene plant’s façade is typical of Borden plants built in the southern United States at the time. According to Borden, the term “Southern Colonial” represented a combination of Colonial Revival and Classical Revival styles. A review of select southern Borden plants constructed in the same period shows that the company used the architecture to help establish a unified corporate design (Figures 14-15).<sup>93</sup>

Colonial Revival and Classical Revival architecture was applied to a variety of buildings, but they were particularly popular for domestic and institutional buildings. Colonial Revival and Classical Revival share several attributes. Characteristic features of both styles include symmetrical fenestration, accentuated front doors, multi-light windows, and classically derived architectural detailing. Classical Revival style buildings also frequently feature monumentally scaled classical columns.<sup>94</sup>

Colonial Revival domestic architecture was popular in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, with more modest iterations of the style built in later 20<sup>th</sup> century.<sup>95</sup> The Colonial Revival style was inspired by American Georgian and Federal era buildings, which emphasized symmetrical compositions and classically inspired ornamentation. The prominent full-height porch is a character defining element of the Classical Revival style, which is also referred to as Neoclassical or Neoclassical Revival. Classical Revival domestic architecture was also popular in the late 19<sup>th</sup> and into the mid-20<sup>th</sup> centuries and was commonly derived from Early Classical Revival (ca. 1770-ca. 1850) buildings.<sup>96</sup> Classical Revival porticos were frequently topped with large Classical triangular pediments centered on the façade.

***Design of Comparable Borden Plants in the South***

Beginning in the 1940s, Borden employed the “Southern Colonial” detailing on select plants in the southern United States (Figures 14-15). In 1942, the company built a small creamery in Baton Rouge, Louisiana that included design elements typical of the Colonial Revival style (demolished, Figure 17).<sup>97</sup> The one-story building had a side-gabled roof, symmetrical composition at the center, and a large Classically detailed portico that may have served as a prototype for Borden corporate design in the years that followed. The portico had paired front columns, with matching pilasters, cornices with mutule blocks, and a wide front door topped with an elaborate fanlight.

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<sup>90</sup> “Dairy Industry Major in City, Area, Economy,” 103.

<sup>91</sup> “Abilene’s Changing Face,” *Abilene Reporter-News*, February 24, 1991, 55.

<sup>92</sup> Google Earth shows that the Gandy’s lot no longer holds an early building.

<sup>93</sup> Other Borden plants were identified via record review and online searches of newspapers. The list in Figure 14 should be considered more of a sampling than a comprehensive inventory.

<sup>94</sup> Virginia Savage McAlester, *A Field Guide to American Houses: The Definitive Guide to Identifying and Understanding America’s Domestic Architecture*, (New York: Alfred Knop, 2014), 408-446.

<sup>95</sup> McAlester, *Field Guide to American Houses*, 200-232, 406-413.

<sup>96</sup> McAlester, *Field Guide to American Houses*, 200-242, 406-436.

<sup>97</sup> Gabrielle Begue, “Borden Dairy, Baton Rouge, LA.” National Register Nomination, 2019. It is unclear if this building was ever listed.

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A few years later, Borden constructed a larger new facility in New Orleans, Louisiana that repeated the stylistic details used on the Baton Rouge plant. That new plant, built ca. 1947, was also very similar to the Borden Company in Abilene built ten years later (demolished, Figure 18). The New Orleans plant had a two-story core and one-story side wings and featured a large full-height porch supported by Classical columns, triangular pediment, and embellished front entrance. Also visible were the words “THE BORDEN COMPANY” to the frieze board.

The New Orleans plant had a decorative cast iron balcony railing above the front door with matching ornamental ironwork atop the one-story wings (Figure 20). The ironwork, which featured vertical panels of oak leaves and acorns, appears to be an exact match to those later used in Abilene. The cast iron railings reflect southern architectural traditions. That same pattern is featured on the balconies of the LeBranche House in New Orleans’ French Quarter. An article about New Orleans balconies described it as a “popular oak leaf and acorn design.”<sup>98</sup> Almost identical ironwork was also prevalent in Richmond, Virginia, where ornamental cast iron was used for porch railings throughout the 1800s. A recent description of those railings noted that “the Oak Leaf design became the most common ornamental pattern in the city.”<sup>99</sup>

The Baton Rouge and New Orleans plants provided a precedent for Borden’s Southern District corporate architecture. While the southern district spanned from Alabama to Arizona, similar examples were mostly concentrated in Louisiana and Texas.<sup>100</sup> The company later noted that “Southern Colonial architecture is in keeping with the area’s tradition, and the plants add to the beauty of the communities in which they are located.”<sup>101</sup>

### *Design of Comparable Borden Plants in Texas*

Over the next two decades Borden built at least six other new plants in Texas with three that included “Southern Colonial” stylistic elements (Figures 14-15). Plants in Abilene, Amarillo (1957) and Corpus Christi (1952), featured porticos and entryways that were nearly identical to the ones in New Orleans (Figures 22 and 23). The striking similarities of the porticos, down to the mutules and incised Borden Company sign, invites speculation that the porticos were mass produced elsewhere for or by Borden, for installation on buildings that could be designed to meet specific local processing requirements.<sup>102</sup> The buildings listed above, for example, came in a variety of sizes, but all had the same portico design.

The plant in Amarillo was built the same year as the Borden Company in Abilene.<sup>103</sup> An article describing that project noted that the building would “resemble the recently completed Borden buildings in New Orleans, Baton Rouge, Corpus Christi, Midland, and the new plant under construction in Abilene,”<sup>104</sup> The *Amarillo Globe* noted that their plant was to “follow the Borden standard pattern.”<sup>105</sup>

As the Borden Company’s one-hundred-year anniversary approached, the company also remodeled existing plants to bring them into line with the new corporate image. A 1957 article in the *Marshall News Messenger* article described

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<sup>98</sup> Morgan Randall, “Discover the Hidden Histories told by the French Quarter Balconies,” *Atlas Obscura*, 2017. Accessed 2023.

<https://www.atlasobscura.com/articles/ironwork-new-orleans-french-quarter-pontalba-adinkra>.

<sup>99</sup> “Cast Iron Porch Expansion,” *Richmond Iron*, accessed March 30, 2023, <https://richmondiron.com/1505-west-ave-cast-iron-porch-expansion/>.

<sup>100</sup> “Borden to Build \$1,200,000 Plant on Canyon Highway Site,” *Amarillo Globe-Times* (Amarillo Texas), July 9, 1956, 1.

<sup>101</sup> The Borden Company, *Annual Report 1956*, The Borden Company, 1957, 17.

<sup>102</sup> No specific builder or designer for the porticos have been identified.

<sup>103</sup> The Amarillo plant was located between I-27 and McCarty Boulevard, costing \$1.2 million to build. It was slightly smaller than the Abilene location. For more see Brian M. Ingrassia, “Imagining Skyscrapers in a Wheat Field: Regionalism and Cold War Development in the Texas High Plains,” *Great Plains Quarterly*, Volume 42, Number 3 (Summer 2022): 224, 227.

<sup>104</sup> “Borden to Build \$1200000 Plant on Canyon Highway Site,” *Amarillo Globe-Times* (Amarillo, Texas), July 9, 1956, 1.

<sup>105</sup> “Borden to Build \$1,200,000 Plant on Canyon Highway Site,” 1.

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renovations to the facade of a smaller Borden plant in Marshall, Texas, and noted that the “fronts of the buildings are being redesigned and decorated so that each presents an attractive, all white, Southern Colonial style.”<sup>106</sup>

The corporation’s preference for “Southern Colonial” styling at southern locations continued at least into the 1960s. The latest known example of a “Borden” portico can be found on a one-story creamery that was built in Lafayette, Louisiana around 1966. That building, which is still in use, has red brick walls, shutters, and a symmetrical façade that features a one-story version of the Borden portico (Figure 24).

*Borden Company in Abilene*

The 1957 Borden Company in Abilene was designed by Walter Kidde Engineers as a post-war industrial building with painted terra cotta block exterior walls, a concrete structural system, and a flat roof. The building featured a symmetrical façade with a two-story core framed by one-story wings. The façade was characterized by both Colonial Revival and Classical Revival details with a large full-height porch supported by Classical columns sheltering the formal front entrance. The porch had Tuscan columns and a large triangular pediment with the words THE BORDEN COMPANY incised into the frieze board. Other character defining details included ornamental cast iron railings and original multi-light metal casement windows. Many of these features are identical or very similar to the other Borden’s southern locations mentioned above. Thus, the Borden Company in Abilene is an excellent example of the Borden Company’s “Southern Colonial” plant design.

Some Borden plants in Texas constructed in the 1930s and 1940s were designed in Art Deco and Moderne styles, reflecting modern architectural trends at the time. For example, the 1933 Borden Creamery in San Antonio, designed by Atlee B. and Robert M. Ayres, featured a Modern industrial design (NRHP 2021). The general form of the San Antonio plant was similar to the plant in Abilene. The streamlined stucco exterior featured modern massing and a strong horizontal emphasis with a symmetrical two-story central portion framed by one-story wings, and accented front entrance (Figure 16).<sup>107</sup>

The application of “Southern Colonial” period revival detailing to what were otherwise post-war industrial buildings in Abilene and elsewhere afforded Borden’s a unique and consistent corporate architecture likely chosen to conceal industrial processes.<sup>108</sup> The domestic elements created a more palatable design which supported Borden’s branding as the “hometown dairy,” especially given that the company offered guided public tours of the “modern facility” safe for families. The message was further reinforced with advertisements of Elsie the cow and her calves—all very directly targeting mothers and children as primary consumers of Borden products.

In contrast to other earlier Borden facilities such as the 1933 Moderne example in San Antonio, Borden’s elected to fall back on the nostalgic pastiche in the 1950s, at a time when other corporations embraced sleek post-war modern industrial designs with limited ornament. The conservative southern plantation imagery applied at select southern locations seems to be a projection from the Borden Company for what they believed was “keeping with the area’s tradition.” Given the historic lack of plantations anywhere near Taylor County, it’s odd to see the design in Abilene outside of a school campus or a courthouse square.<sup>109</sup> A database of 420 historic buildings maintained by the City of

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<sup>106</sup> “Failures Pressed Borden to Success,” *Marshall News Messenger* (Marshall, Texas), January 14, 1957.

<sup>107</sup> Maria Watson Pfeiffer, et al. “Borden’s Creamery, San Antonio, Texas,” National Register Nomination, Washington, D. C.: National Park Service. Listed December, 2021. The San Antonio facility was later expanded to its larger current form.

<sup>108</sup> It’s important to note that there are no records that confirm this exact strategy of corporate architecture and marketing, however, when compared to other 1950s facilities and abundant advertisements, it was likely the case.

<sup>109</sup> That combination of a wide two-story façade and full-height Classically detailed portico is similar to the north side of the White House, a resemblance that may have been intentionally used to help brand Borden facilities and products as “all-American” (Figure 19).

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Abilene includes only 6 Classical Revival style buildings and just 30 examples of the Colonial Revival style.<sup>110</sup> Most of those buildings were houses or institutional buildings. There are no factories or industrial buildings in the database that exhibit Colonial Revival or Classical Revival detailing.

*Comparable Post-War Industrial Buildings in Abilene*

Additional review failed to identify any surviving 1950s or 60s industrial buildings in Abilene that were built with Classical Revival or Colonial Revival ornament. The Borden Company is one of just two dairy processing plants that were in operation during the period of significance. The other was operated by Foremost Dairy Company in a modern utilitarian building that was constructed for the 1927 Banner Creamery, and later demolished (Figure 13).<sup>111</sup> Two extant examples of 1950s modern industrial facilities in Abilene include the Coca Cola Office and Bottling Plant that was constructed on First Street in 1951, and the Dr. Pepper Bottling Company built just north of the Borden property at 301 S. Pioneer Drive in 1955 (Figure 21).<sup>112</sup> The Coca Cola Building is still in use but has a new function. The Dr. Pepper property also appears to have survived but was modified and is largely unrecognizable. Both of those facilities were built with horizontal composition and modern designs that contrast with the Borden Company.

**Conclusion**

The Borden Company is nominated to the National Register of Historic Places under Criterion A in the area of Industry and Criterion C in the area of Architecture at the local level of significance. The period of significance is 1957-1974.

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<sup>110</sup> "City of Abilene - Historic Buildings and Districts," Accessed May 2023, <https://www.ruskinarc.com/city-of-abilene-texas/city-of-abilene-texas>. The Colonial Revival group includes 21 Colonial Revival plus 9 called "Georgian."

<sup>111</sup> "Abilene's Changing Face," *Abilene Reporter-News (Abilene, TX)*, Feb. 24, 1991, 55; "Dillingham Spreads," *Abilene Morning News (Abilene, TX)*, Sept 25, 1927, 14.

<sup>112</sup> New Coca Cola Office Building," *The Abilene Times-Reporter, Feb 20, 1951, 2* ; "Interesting Facts a About the Dr. Pepper Bottling Company," *The Abilene Times-Reporter, May 2, 1955, 3*.



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Borden Company, Abilene, Taylor County, Texas

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**Borden Company, Abilene, Taylor County, Texas**

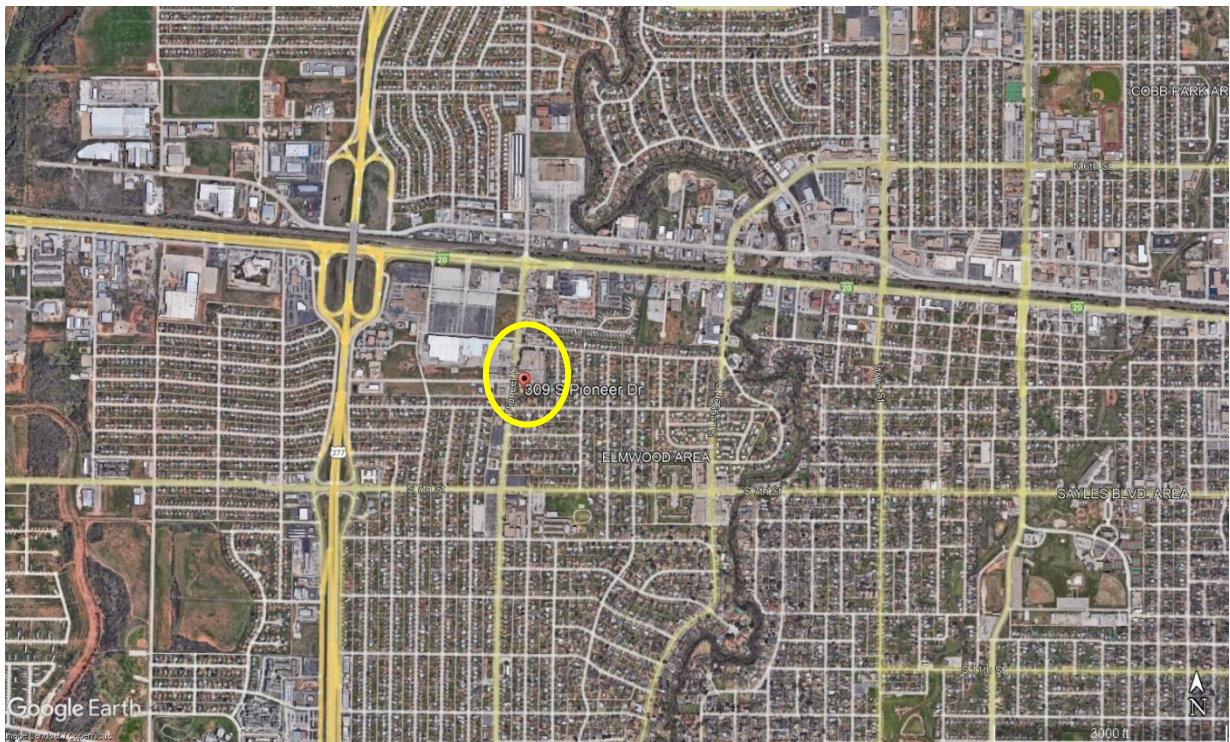
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**Maps**

Map 1: Taylor County, Texas.



Map 2: Google Earth Context View and Location Map (Google Earth.com).



Borden Company, Abilene, Taylor County, Texas

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Map 3: Taylor Central Appraisal District Map. ELMWOOD WEST SEC N, LOT 2, Abilene, Taylor County, Texas (Property ID: 40453) as recorded in the Taylor Central Appraisal District. Data accessed April 20, 2023. The boundary follows the legal parcel and includes all property historically associated with the nominated resources.



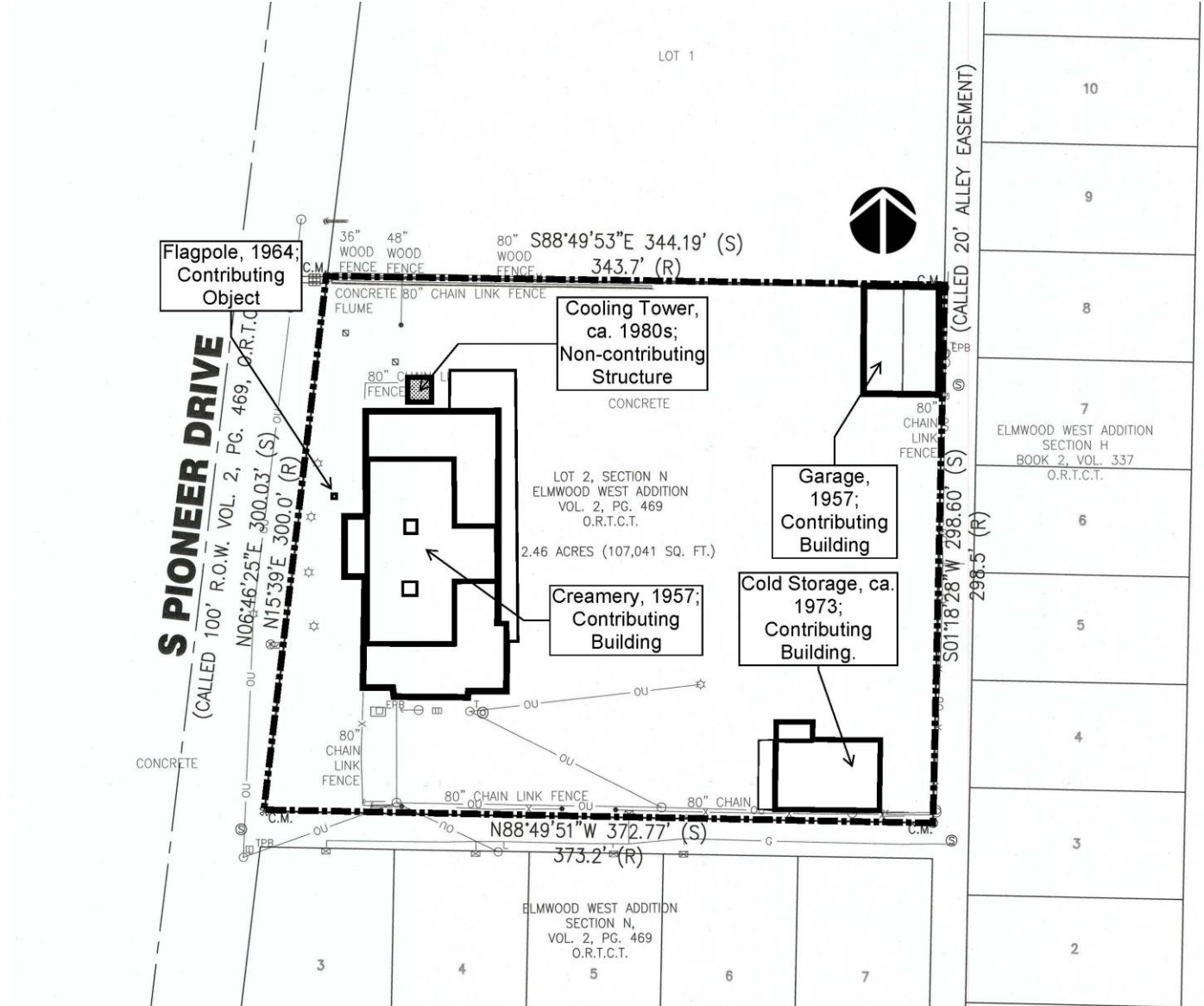
Borden Company, Abilene, Taylor County, Texas

Map 4: Google Earth Map with Coordinates, accessed July 17, 2023.



Borden Company, Abilene, Taylor County, Texas

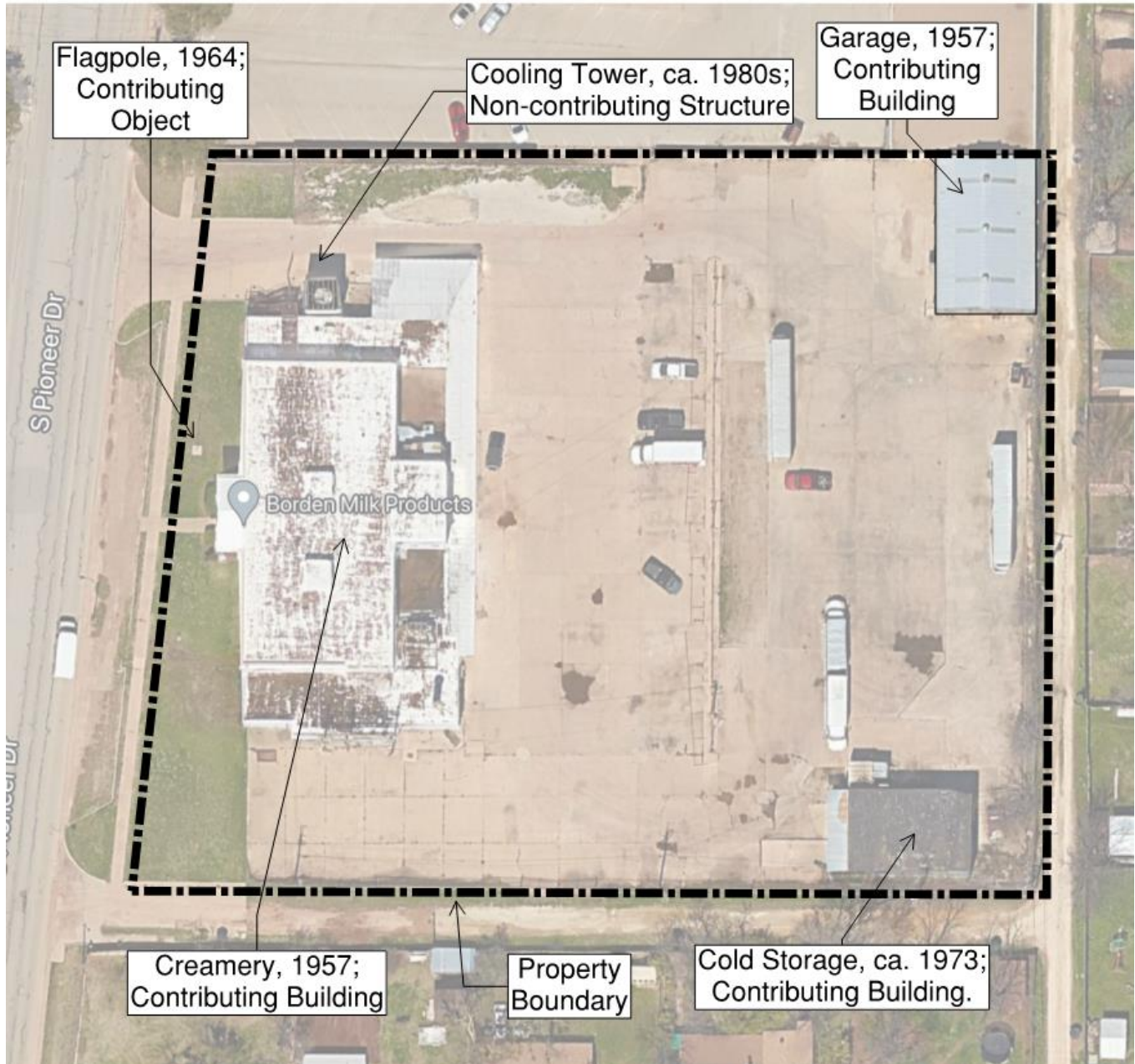
Map 5: Site Plan drawn by Deb Sheals. (Base survey by Cole Civil Engineering, Dallas, 2023.)





Borden Company, Abilene, Taylor County, Texas

Map 6: Aerial photo with resource labels. (Base photo from Google Earth.)



Borden Company, Abilene, Taylor County, Texas

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**Figures**

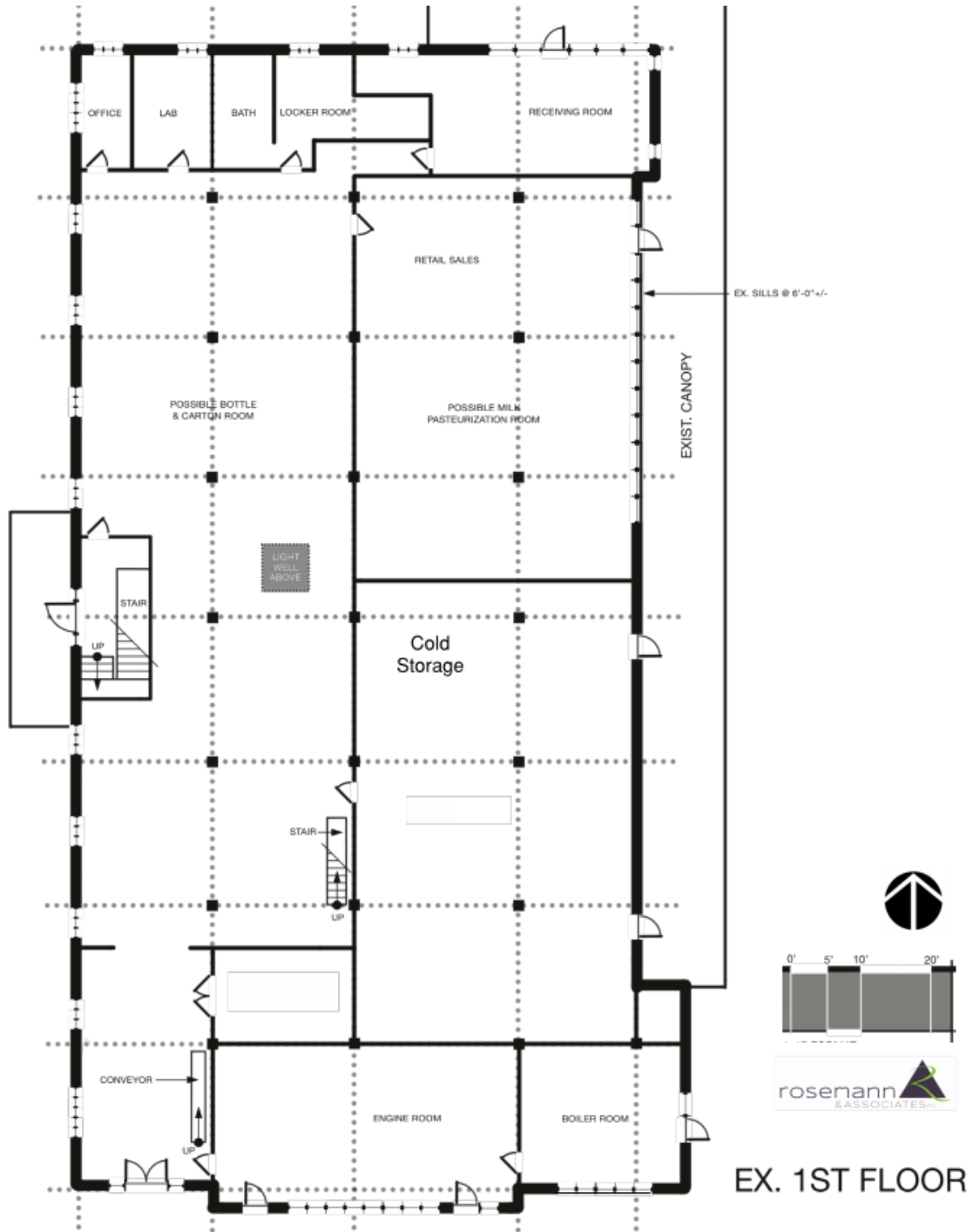
Figures 1 & 2: Aerial views. (Drone photos by Ryan Garcia, November 2022.)

1. Top: From the front, looking east. 2. Bottom: From the rear, looking west.



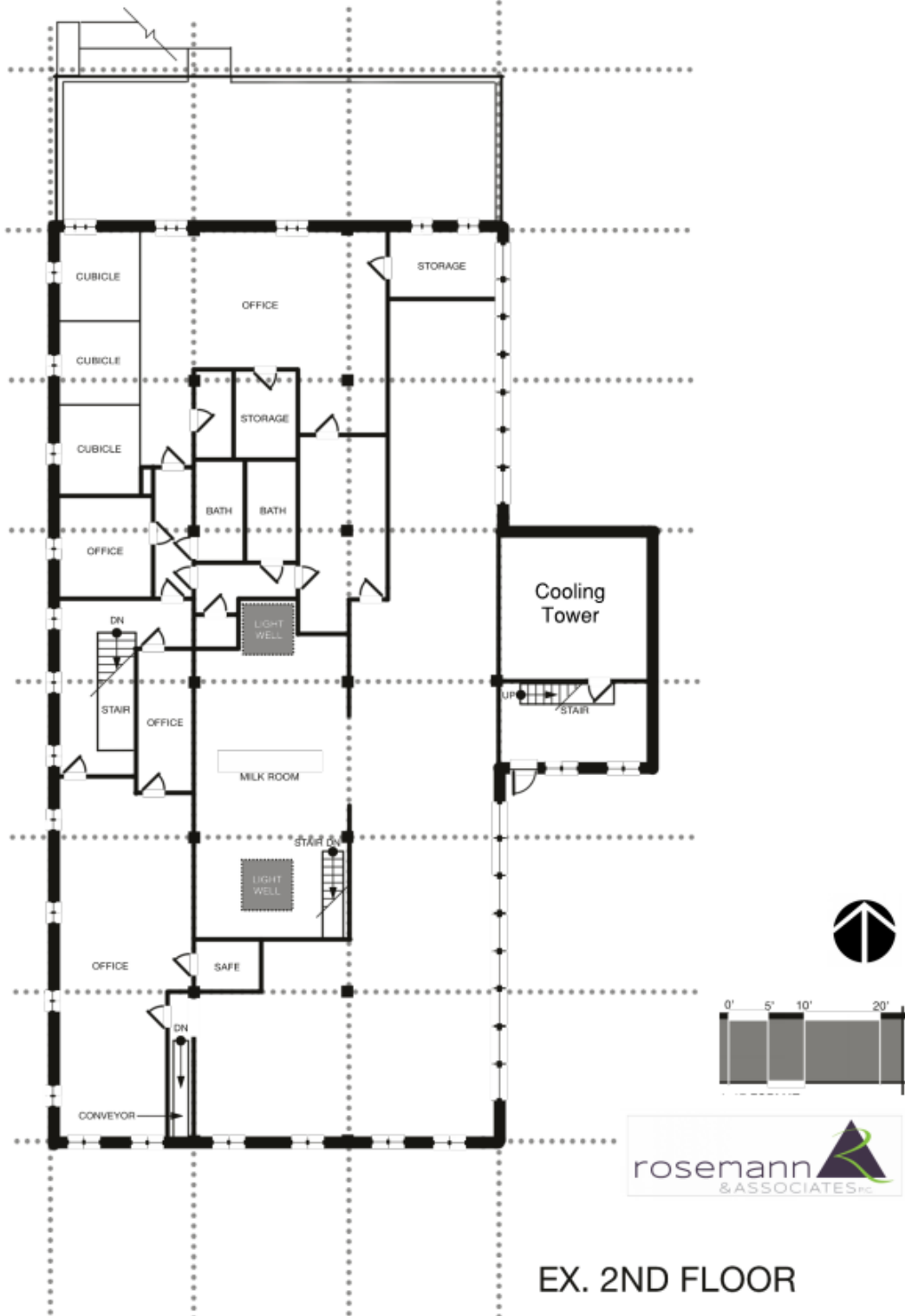
Borden Company, Abilene, Taylor County, Texas

Figure 3: First Floor Plan. (Drawing by Rosemann and Associates, Kansas City, 2023.)



Borden Company, Abilene, Taylor County, Texas

Figure 4: Second Floor Plan. (Drawing by Rosemann and Associates, Kansas City, 2023.)



EX. 2ND FLOOR

Borden Company, Abilene, Taylor County, Texas

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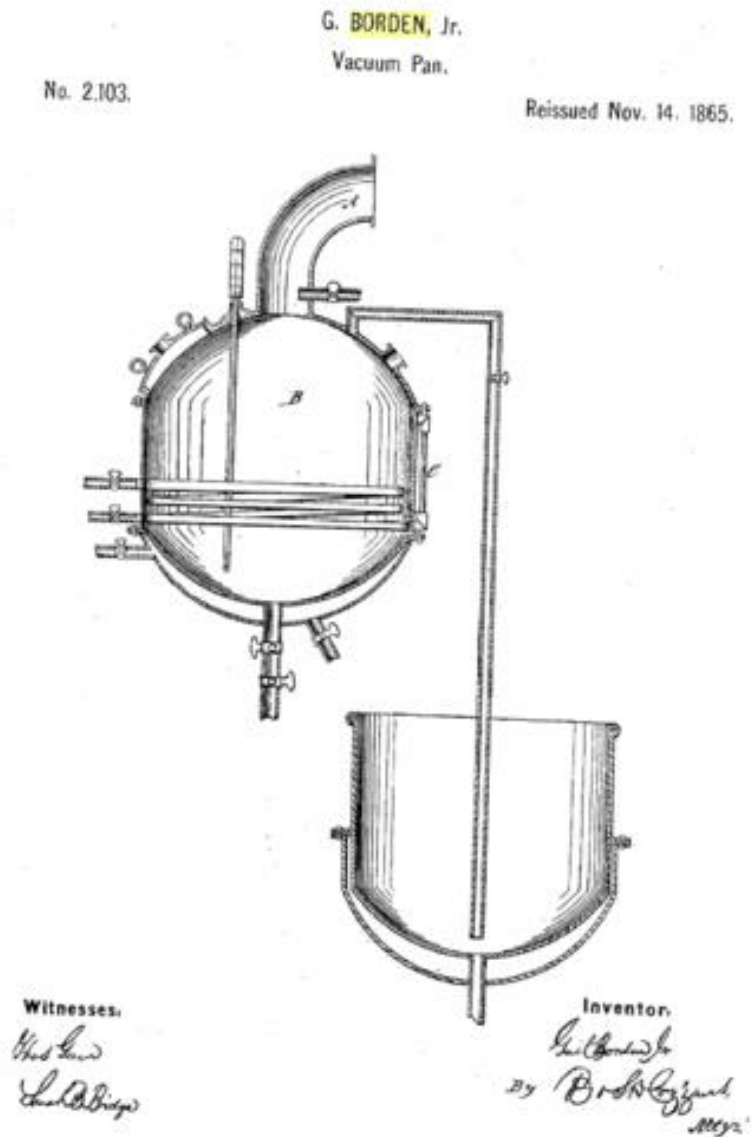
Figure 5: Borden Plant in Abilene, late 1950s or early 1960s. ("Borden Building," *The Portal to Texas History*, Accessed December 6, 2022, <https://texashistory.unt.edu/ark:/67531/metaph55215/?q=borden%20abilene>. crediting Hardin-Simmons University Library.)



Borden Company, Abilene, Taylor County, Texas

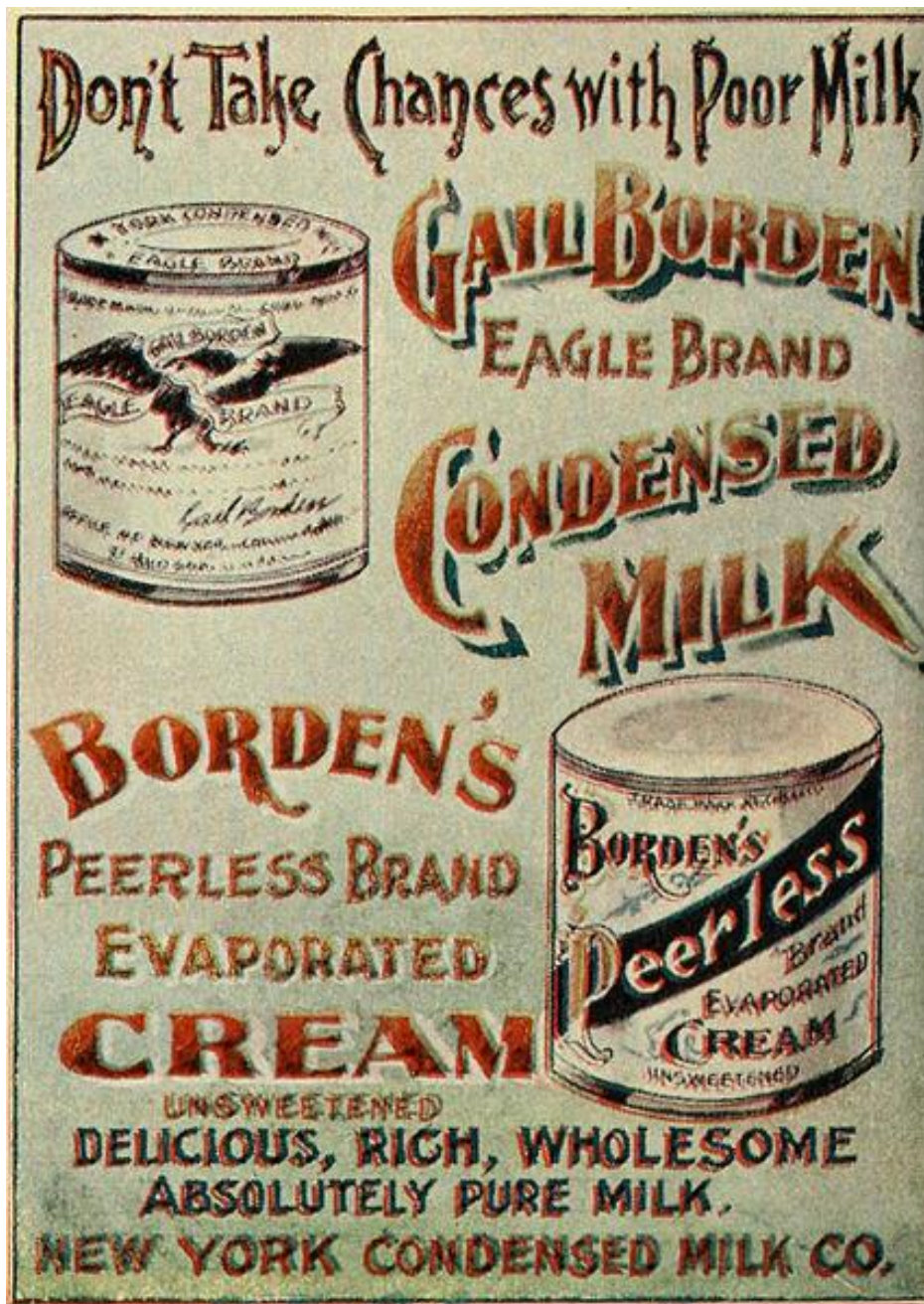
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Figure 6: 1856 Patent by Gale Borden, Jr. (Kate Kelly, "Borden Dairy: The Beginning," *America Comes Alive*. accessed March 30, 2023, <https://americacomesalive.com/borden-dairy-the-beginning/>.)



Borden Company, Abilene, Taylor County, Texas

Figure 7: Borden Condensed Milk Ad. (Kate Kelly, "Borden Dairy: The Beginning," *America Comes Alive*. accessed March 30, 2023, <https://americacomesalive.com/borden-dairy-the-beginning/>.)



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Figure 8: Longhorn Creamery/Borden's First Abilene Plant. ("Borden Company," *The Portal to Texas History*, Accessed December 6, 2022, <https://texashistory.unt.edu/ark:/67531/metaph1167843/>. crediting McMurry University Library.)

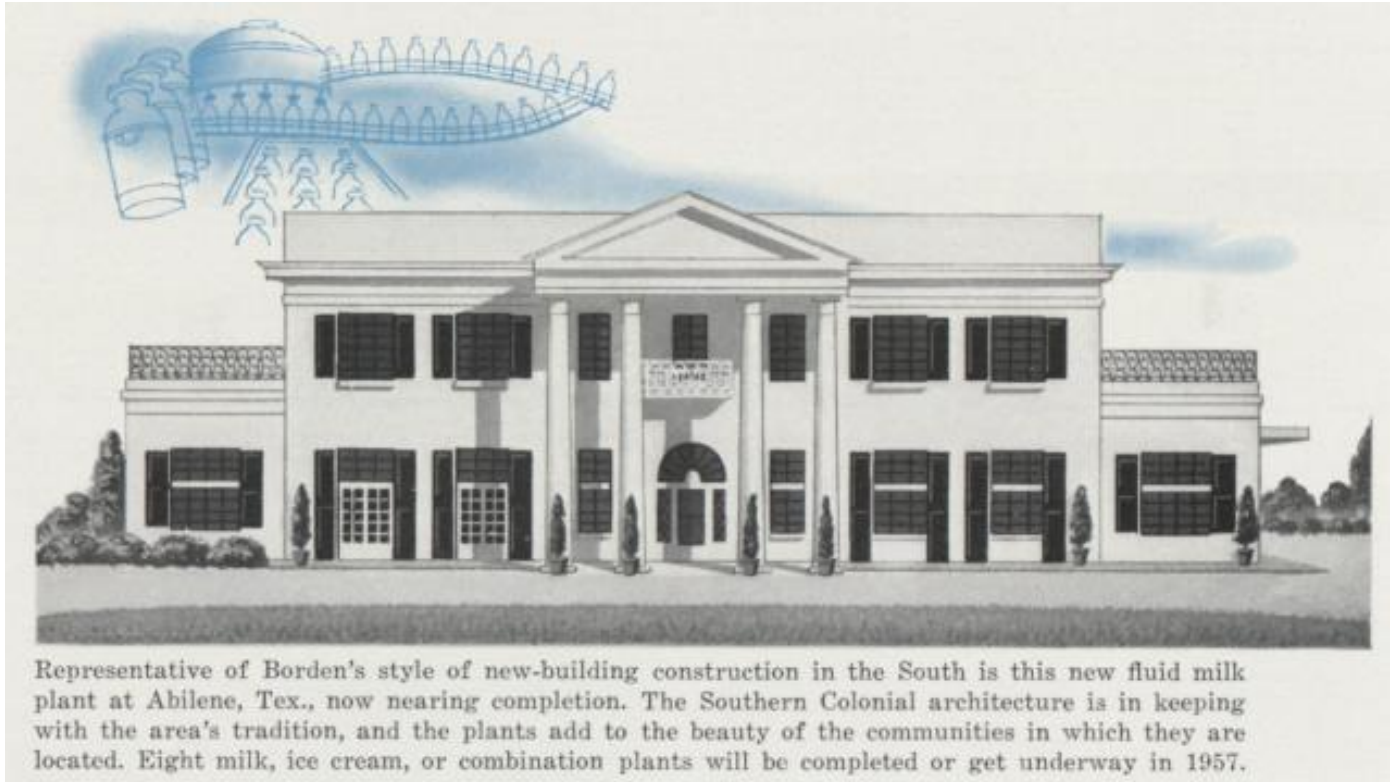




Borden Company, Abilene, Taylor County, Texas

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Figure 9: Rendering of the Borden Plant in Abilene, from the 1956 Borden Annual Report. (*The Borden Company Annual Report 1956*, New York: The Borden Company, 1956, 17.)



Borden Company, Abilene, Taylor County, Texas

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Figure 10: Texas Plants Designed by Walter Kidde. Top: General Electric, Tyler, Texas (GE Plant Heats Economy with Air-Conditioning Plant," *Abilene Reporter-News*, January 1, 2000, 104.) Bottom: Ethicon, San Angelo, Texas. ("Even More Things You Didn't Know About J&J," *Kilmer House*, accessed on June 1, 2023, <https://www.kilmerhouse.com/2010/05/even-more-things-you-didnt-know-about-jj>.)



Borden Company, Abilene, Taylor County, Texas

Figure 11: Plant Contractors. (*Abilene Daily Reporter*, June 2, 1957, 21.)

**Progress Report from Elsie the Borden Cow**

**19 SUBCONTRACTORS**  
Subcontractors for Borden's construction shown above are, back row, left to right, Lewis Gee, Tippett and Gee; Dan Boone, Boone and Pope; Fritz Pinkston, Central Texas Iron Works; Joe English, Everett Engineering Co.; Fuz Lewis, Martin Brick Co.; E. A. Gentry, Lion Hardware; Paul Powers, Abilene Brick Co.; Ernest Wright, Calloway's; Tommy Culver, Abilene Sash & Door Co.; Harold Loblely, West Texas Builders Supply Co.; C. M. Vaden, Vaden Engineering Co.; J. B. Morris and Hugh Hanley, Norris-Hanley, Norris; front row, left to right, Dean Austin, Lydick-Hooks Roofing Co.; Bill Pope, Boone and Pope; Gus Dixon and C. E. Okelly, Okelly Office Supply; Willis McDonald, McDonald Venetian Blind Co.; Jesse Steele, Overhead Door Sales; Dallas Strickland, Citizens Glass Co.; Gene Galbraith, Galbraith Electric; and Bill Hyde, Stanford Engineering Co.

**Subcontractors Near Completion of Abilene's New Borden Plant...**

Subcontractors are busily engaged in completing the various phases of work in construction of Borden's new plant at 309 Pioneer Drive. Each day, the pace of activity seems to heighten. And so does our enthusiasm. As completion draws nearer, we anticipate the pleasure we will take in serving you from the finest dairy we know how to build.

**Borden's** Growing with Abilene

© The Borden Company

Borden Company, Abilene, Taylor County, Texas

Figure 12: "Science is Put To Work," (Abilene Daily Reporter, March 30, 1957, 20.)

## CLEAN AND QUICK

# Science Is Put to Work To Produce Borden Foods

Clean and scientific — these two words best describe the visitor's impression of the Borden Co. here after a tour of the firm's new \$700,000 plant at 309 Pioneer Dr.

Bewildering mazes of shining stainless steel machinery and gauges, testify to the industrial manufacturing nature of today's milk production. It's a far cry from the old system of farmer-to-home delivery.

For one thing, the volume of production would "flabbergast" the average dairyman. Sales last year totaled about nine million quarts of milk, cream, buttermilk and chocolate milk.

Total overall sales (including dairy items such as ice cream and butter that are distributed but not produced by the local company) were about \$2 million.

From the milk receiving room to the truck loading dock the prevailing impression is one of mechanized efficiency.

### Farms Checked, Too

The farms of the 110 families near here from whom milk is purchased are stringently inspected by local, state and federal authorities, and Borden's has its own

full-time field man to do additional checking for the company itself.

In the receiving room each can of raw milk is tested by an employe for "off-flavor" such as a weedy taste. Sediment tests are run periodically.

A full-time laboratory technician is kept busy at his microscope, constantly checking to see that there are no wrong "bugs" present, and the right amount of right ones, especially in the case of buttermilk.

This is made by killing all the natural bacteria and adding sanitary cultures of a particular strain of bacteria, in exact proportions.

The milk goes from the receiving room to the pasteurizing and homogenizing room. An automatic device runs the milk back through the pasteurizing machine if some malfunction prevents its being held under the extreme heat for the period required by Borden's — which is longer than required by law.

Up to the second floor storage tanks the milk goes. Then, as needed, it goes down to the bottling and carton machine. These high-speed apparatuses can turn out 7,000 quarts of milk per hour combined.

### Hold Safety Record

Borden's 67 employes have a record of 592 accident-free days.

They were given an award by the parent company and the Texas Safety Assn. for their 1957 safety record.

Borden's bought the Longhorn Creamery here in 1952 from Sam Hill, long-time local resident. He stayed on as manager.

"I believe that one of the most remarkable aspects of the Borden Co. is the latitude they give local management," Hill commented. "They believe the milk business is local, and should be run by the people in the community who are close enough to know the situation."

The firm continued to operate at the old Longhorn site, 947 S. 4th St. In 1956 ground was broken for the new plant. Complete operations from the Colonial-style structure began in June 1957.

Thousands attended the formal open house Sept. 26-29, 1957.

Milk, butter milk, creams and chocolate milk are produced here, though the firm also acts as distributor for several other Borden products such as ice cream, butter and other dairy products.

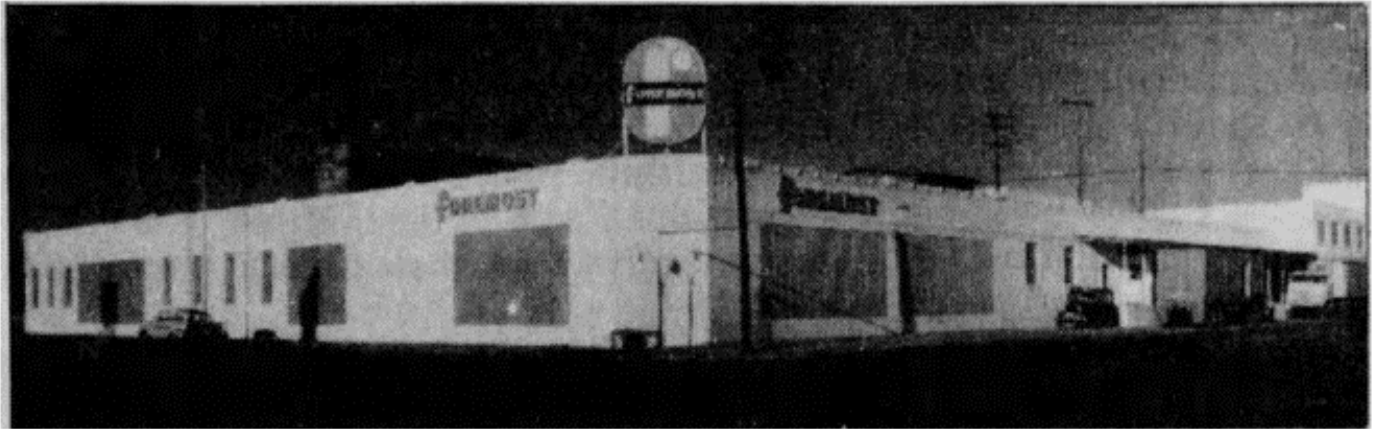
### Camp Lee, near Hopewell, Va., is the Army's largest quarter-master installation and training center on a permanent basis in the United States.

## Sam L. Dryden

Borden Company, Abilene, Taylor County, Texas

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Figure 13: Foremost Dairy Building, formerly the Banner Creamery. Photo taken before 1974. (Bob Bruce, "Abilene's Changing Face," *Abilene Reporter-News*, February 24, 1991).



Borden Company, Abilene, Taylor County, Texas

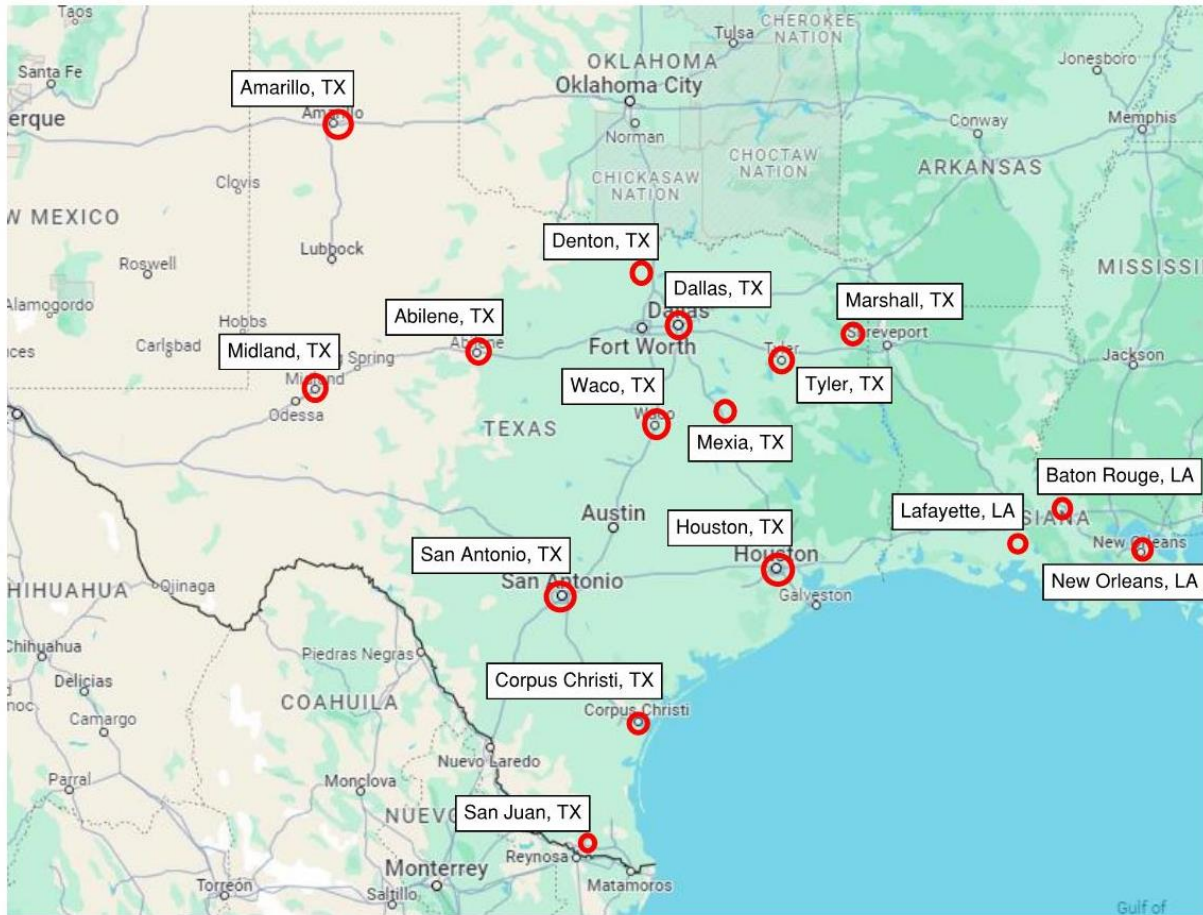
Figure 14: Sampling of Other Borden Processing Plants in the South. (Deb Sheals and Josh Amelunke, 2023. Locations were identified via review of historic newspapers, National Register nominations, and Borden Company Annual Reports.)

Year	Location	Style	Portico	Notes	Extant
1925	Tyler, TX	Industrial	No	Two-story with stepped parapet, not built by Borden, but later acquired at unknown date.	Yes
1929	Waco, TX	Unknown	Unknown	First Borden-built plant in Texas	No
1933	San Antonio, TX	Moderne	No	Two-story with low side wings. Not built by Borden.	Yes
1935	Mexia TX	No style	No	One-story	Unknown
1938	Dallas, TX	Streamline Moderne	No	Three-story	Unknown
1942	Baton Rouge, LA	Colonial Revival	Yes	One-story	No
ca. 1930s-40s	San Juan, TX	Streamline	Yes	One-story	Unknown
1947	Midland	No photo found	Unknown	Unknown	Unknown
1948	New Orleans, LA	Colonial Revival	Yes	Two-story with low side wings	No
1952	Corpus Christi, TX	Colonial Revival	Yes	Two-story with low side wings	Unknown
Before 1950	Denton, TX	No photo found	Unknown	Unknown	Unknown
Before 1951	Houston, TX	Spanish Revival	No	Two-story	Unknown
Before 1957	Marshall, TX	Colonial Revival	No	One-story, columns added 1957	Unknown
<b>1957</b>	<b>Abilene, TX</b>	<b>Colonial/Classical Revival</b>	<b>Yes</b>	<b>Two-story with side wings</b>	<b>Yes</b>
1957	Amarillo, TX	Colonial Revival	Yes	Two-story with low side wings	No
1966	Lafayette, LA	Colonial Revival	Yes	One-story	Yes

**Borden Company, Abilene, Taylor County, Texas**

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Figure 15: Map of Other Borden Processing Plants from Figure 14. Locations were identified via review of historic newspapers, National Register nominations, and Borden Company Annual Reports. Deb Sheals and Josh Amelunke, 2023.



Borden Company, Abilene, Taylor County, Texas

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Figure 16: Borden Plant in San Antonio, TX, ca. 1932, top; August 2021 bottom showing later additions. (Maria Watson Pfeiffer, et al. "Borden's Creamery, San Antonio, Texas." National Register Nomination, Washington, D. C.: National Park Service. Listed December, 2021.)

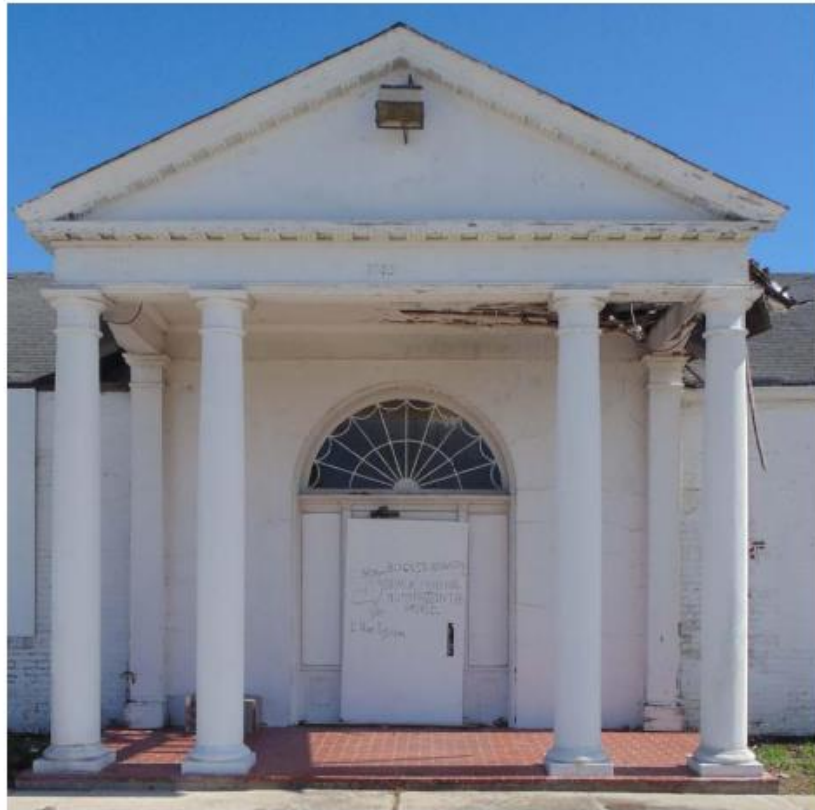




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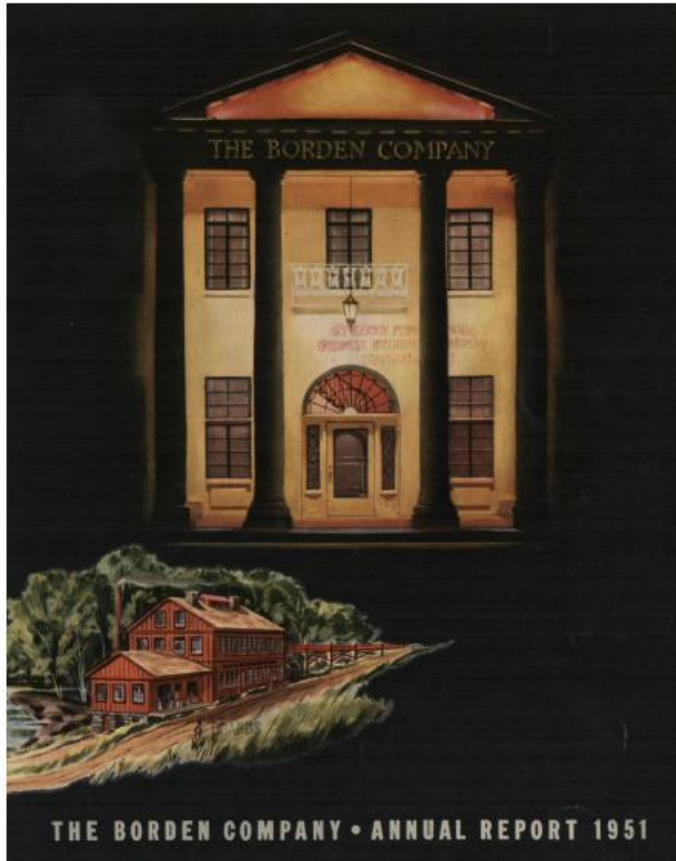
Figure 17: 1942 Borden Plant in Baton Rouge, LA. (Gabrielle Begue, "Borden Dairy, Baton Rouge, LA." National Register Nomination, 2019.)



Borden Company, Abilene, Taylor County, Texas

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Figure 18: Borden Porticos. (Left: The Borden Company Annual Report 1948, New York: The Borden Company, 1949, 5. Right: Photo by Deb Sheals, 2023.)



Borden Company, Abilene, Taylor County, Texas

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Figure 19: Top: North Side of the White House. (Tybrez Syed. Unsplash, Accessed May 15, 2023. <https://unsplash.com/s/photos/white-house>). Bottom: Borden Plant in Abilene, 1958. (“Borden Building,” *The Portal to Texas History*, Accessed December 6, 2022.)



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Figure 20: Historic Oak Leaf Patter Cast Iron. Top: LaBranche House, ca. 1840, New Orleans, LA. (Morgan Randall, "Discover the Hidden Histories Told by the French Quarter's Balconies," 2017, accessed 2023. <https://www.atlasobscura.com/articles/ironwork-new-orleans-french-quarter-pontalba-adinkra>. Bottom Left: Nominated Borden Plant in Abilene. (Deb Sheals, 2023.) Bottom Right: Railing on an 1800s house in Richmond, VA. (Richmond Iron, accessed 2023 <https://richmondiron.com/1505-west-ave-cast-iron-porch-expansion/>)



Borden Company, Abilene, Taylor County, Texas

Figure 21: Extant 1950s industrial facilities in Abilene. Top: Coca Cola Offices and Bottling Plant, built 1951. Bottom: Dr. Pepper Bottling Plant, 901 S. Pioneer Drive, built 1955. (New Coca Cola Office Building,” *The Abilene Times-Reporter*, Feb 20, 1951, 2 ; “Interesting Facts About the Dr. Pepper Bottling Company,” *The Abilene Times-Reporter*, May 2, 1955, 3.)



Borden Company, Abilene, Taylor County, Texas

Figure 22: Borden Plant in Corpus Christi, TX, Built in 1952. (*Corpus Christi Caller*, Nov. 19, 1952.)

**The Real Live ELSIE will greet you in person at...**

*the House that You Built!*

**Grand Open House Friday, Saturday & Sunday, November 21, 22 & 23 7 to 10 P.M.**

**B**ring the whole family and come to the Grand Open House at Borden's new Colonial Mansion, 4930 Ayers Street. Elsie, the famous Borden cow, and her calf son Beauregard, will be here in person to greet you from 7 to 10 P.M. each night.

See the real live Elsie... and talk on Corpus Christi's newest milk and ice cream plant. Her milk is a fine egg breakfast... and a delight to the palate of our home from construction, sub. convenience, healthiest milk! Special gifts will show you through the pipes and grounds. Free ice cream, chocolate milk, Blue Cheese and Elsie comic books.

In the 23 years Borden's has been in this community, we've found it increasingly difficult to supply the demand of our local customers, despite the fact that Borden's has a staff of 187 people and four milk wells, from the combined pure cream of all other local distributors.

Now there's lots of more for additional production to meet your requirements. Borden's is equipped to run out 8,000 quarts of milk per hour... 500,000 gallons of ice cream a year! And, most important... in some ways, the finest milk and ice cream Borden's knows how to make. See it in action the hour you are invited!

**SEE BEAUREGARD TOO!**  
**in their Barn Colonial Boudoir**  
 Meet the real live Elsie and Beauregard in person. See Borden's Grand Barn Boudoir... the only one of its kind in the world!

**Borden's** Milk and Ice Cream  
 4930 Ayers Street

Borden Company, Abilene, Taylor County, Texas

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Figure 23: Borden Plant in Amarillo, TX, built in 1957, photo taken ca. 1963. (*Amarillo Graffiti*, accessed March 23, 2023 [http://www.amachron.com/amarillo\\_graffiti2.htm](http://www.amachron.com/amarillo_graffiti2.htm)).



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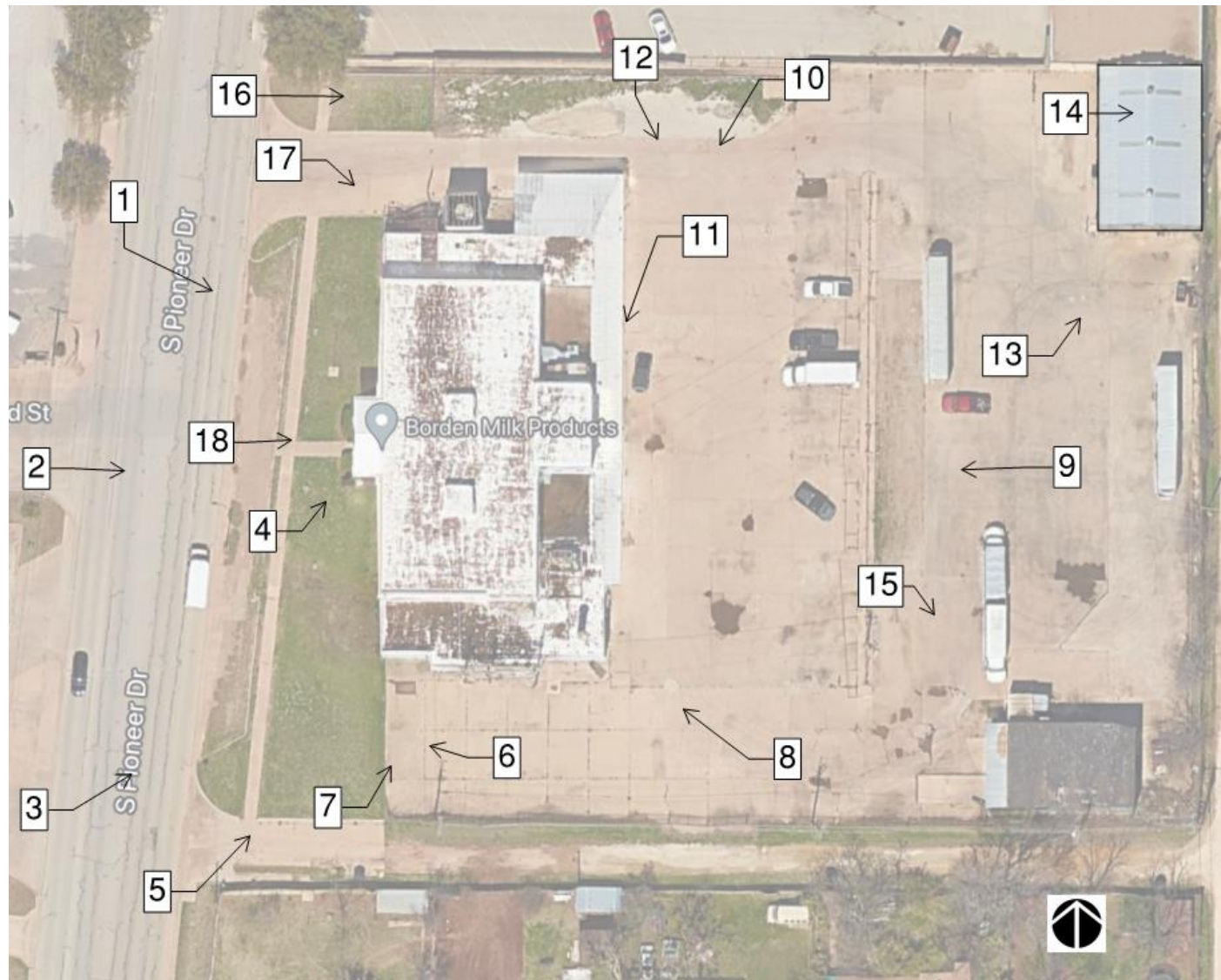
Figure 24: Borden Plant in Lafayette, LA. Built in 1966. (Google Maps, 2023.)





Borden Company, Abilene, Taylor County, Texas

Figure 25: Photo Key: Exterior, Photos 1-18.




Borden Company, Abilene, Taylor County, Texas

Figure 26: Advertisement emphasizing Borden's worked with local dairymen. Photo shows dairyman V.W. Earley, member of Central West Texas Producers' Association, *Abilene Reporter News*, October 11, 1957.



V. W. Earley, a dairyman for 15 years, is a member of Central West Texas Producers' Assn. Mr. Earley and his wife, Lucille, have two sons, Thomas and Billy, and five grandchildren.

# "Borden's is West Texas' best-tasting milk!"

 "I don't say that just because I produce it. Borden's Milk is *extra* good because Borden's strict quality control won't have it any other way. Even tougher than legal requirements, Borden's high standards mean a fresh milk at its best—with plenty of cream for finer flavor. No wonder your other farm neighbors and I are so proud to produce it! Serve your family Borden's Milk—the best-tasting milk in town."



more cream...  
more flavor...  
more servings per pint!

© THE BORDEN COMPANY

Borden Company, Abilene, Taylor County, Texas

Figure 27: Advertisement showing marketing with focus on mothers and children, *Abilene Reporter News*, November 2, 1967.

### ing Yields Debate

There have been rumors that the U.S. Department of Health, Education and Welfare was considering a recommendation that possession of marijuana be removed from the felony category.

"I do understand there are people in the department who feel that way," commented John M. Frazier, director of its Bureau of Drug Abuse Control. "But whether anybody is going to present a paper to Congress... if that were to be done, our position would be that the manufacture, transport and sale of marijuana should remain a felony. But there is no law against it so and there should not be any. The government tries to keep away from making laws to regulate people's morals."

In San Diego, Calif., a group called PAN (Parents Against Narcotics) began selling a kit containing a pellet which when inhaled stimulates the odor of a lighted marijuana cigarette. The idea is to teach parents to recognize the characteristic smell.

In Iowa, where marijuana grows wild in many areas, faced a problem in identifying the plant. More than a score of youths have been arrested for possession of marijuana harvested from these patches. "I suspect that at least 98 per cent of the farmers and other people in Iowa can't identify it," said Paul Rein, state narcotics controller. "I know I can't and I have been walking around in woods and fields all my life."

"Obviously somebody is teaching these kids how to identify it. If they can learn, I think the rest of us can learn. I am sure we would have 100 per cent cooperation in destroying it once people know what it is."


The border state of Arizona also has a special problem—the proximity of Mexico, source of much of the marijuana peddled in Western America. (One variety regarded as particularly potent is called "Acapulco Gold.")

Capt. George Lewis, a U.S. customs agent, said hippie types entering across the border from visits to Mexico receive special attention.

"The figure when we see youngsters dressed like hippies they're good candidates for marijuana smugglers," said Lewis. "But we have seen people come through who were as neat as anybody and they might have marijuana all over the place. We have to figure there can be marijuana in any car which crosses." A high ranking New York police spokesman who declined to be identified said it might look as though pot were in use freely in Greenwich Village but explained that the city narcotics bureau was concentrating on "the dealers, peddlers, sellers, the higher-ups."

"We're not going after every little customer," the spokesman said.

A recent Gallup Poll conducted for the Reader's Digest magazine of 425 college campuses indicated that about 6 per cent of students questioned had used or were using marijuana. There are about 6 million U.S. college students.



## Some straight talk about milk that is important to mothers

No one has to tell you how important milk is to a child's diet. Or that the best milk is none too good for him.

**PROBLEM:** With so many brands to choose from, how do you tell which milk is freshest and provides the most nourishment?


**SOLUTION:** Buy the milk that far exceeds government requirements and goes even further to meet its own higher standards of quality and taste.

**FACT:** The Borden Company has spent more than 100 years building its reputation for milk that is *always* better than it has to be.


Borden's quality control starts at the dairy farm and follows the milk all the way to your home or to the store. It takes 23 separate quality tests for purity, flavor and freshness to tell us we couldn't do better!

This extra care sometimes causes Borden's to cost a little more than some brands. But if we did anything less, we couldn't keep this promise:


So rich and thick it whips up in a wink!!



One knows what of whipped cream makes a simple dessert something special when it's Borden's Whipping Cream.



©1967 BORDEN COMPANY




The milk for children

© The Borden Company

Borden Company, Abilene, Taylor County, Texas

Figure 28: Advertisement showing vitamin mineral fortified milk, *Abilene Reporter News*, December 13, 1961.

**A FIRST from Borden's . . .**  
**A VITAMIN MINERAL FORTIFIED MILK**  
**AT REGULAR PRICES!**  
**Not less than 4% butterfat**  
*One quart contains all of your daily vitamin and mineral requirements*











\*Except Vitamin C which is readily obtained from fresh raw fruits, fruit juices and vegetables.

**LOOK! COMPARE!**  
 You get many more needed Vitamins and Minerals with **GAIL BORDEN MILK**

VITAMINS	REGULAR MILK*	GAIL BORDEN MILK**
Vitamin A	37%	100%
Vitamin B <sub>1</sub> (Thiamin)	42%	100%
Vitamin B <sub>2</sub> (Riboflavin)	100%	100%
Niacin	8%	100%
Vitamin C	***	***
Vitamin D	6%	100%
MINERALS		
Calcium	100%	100%
Phosphorus	100%	100%
Iron	3%	100%
Iodine	Variable	100%

\*\*\*According to the National Dairy Council. These figures represent the average, allowing for seasonal and geographic differences.  
 \*\*According to U. S. Food and Drug Administration.  
 \*Vitamin C is not stable in any milk. It is readily obtained from fresh, raw fruits, fruit juices and vegetables.  
 Percentages are based on the minimum daily adult requirements.

Serve Gail Borden Milk to your family. No more worrying about whether you or the children are getting adequate nutrition. Just one glass of Gail Borden Milk gives you approximately the same amount of . . .

<b>VITAMIN A</b> AS . . .  2 average servings of green peas	<b>VITAMIN B<sub>1</sub></b> AS . . .  2 servings of cooked whole wheat cereal	<b>VITAMIN B<sub>2</sub></b> AS . . .  5 beef hamburger patties
<b>VITAMIN D</b> AS . . .  2 medium-sized eggs	<b>NIACIN</b> AS . . .  2 slices roast leg of lamb	<b>CALCIUM</b> AS . . .  13 slices of enriched white bread
<b>PHOSPHORUS</b> AS . . .  one-half pound whole fish	<b>IRON</b> AS . . .  a large handful of raisins	<b>Plus IODINE</b> . . . more than 25% of your daily requirements in one glass of <b>Gail Borden Milk!</b>

*The label tells you. You know exactly what extra added vitamins and minerals are in Gail Borden Milk — and you know the specific quantities: Vitamin A 4000 U.S.P. Units, Thiamine (B<sub>1</sub>) 1 MGM., Riboflavin (B<sub>2</sub>) 2 MGM., Niacin 10 MGM., Vitamin D 400 U.S.P. Units (from activated ergosterol), Iron 10 MGM., Iodine 0.1 MGM. All these combined with milk's other valuable nutrients! Compare this label with that of the milk you're now drinking. We're sure you'll agree Gail Borden has more—and it tastes so good you'll never go back to any other milk.*

**Borden's**  
**Gail Borden Milk**  
 AT YOUR STORE OR DOOR

Borden Company, Abilene, Taylor County, Texas

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**Photos**

Photo 1. Borden Company façade (west elevation), looking southeast.



Borden Company, Abilene, Taylor County, Texas

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Photo 2. Borden Company façade (west elevation), looking east.



Borden Company, Abilene, Taylor County, Texas

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Photo 3. Borden Company façade (west elevation), looking northeast.



Borden Company, Abilene, Taylor County, Texas

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Photo 4. Borden Company façade (west elevation), looking northeast.





Borden Company, Abilene, Taylor County, Texas

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Photo 5. Borden Company oblique, looking northeast.



Borden Company, Abilene, Taylor County, Texas

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Photo 6. Borden Company south elevation, looking northwest.



Borden Company, Abilene, Taylor County, Texas

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Photo 7. Borden Company south elevation, looking north.



Borden Company, Abilene, Taylor County, Texas

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Photo 8. Borden Company oblique, looking northwest.



Borden Company, Abilene, Taylor County, Texas

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Photo 9. Borden Company rear elevation, looking west.



Borden Company, Abilene, Taylor County, Texas

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Photo 10. Borden Company oblique, looking southwest.



Borden Company, Abilene, Taylor County, Texas

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Photo 11. Borden Company rear elevation, looking southwest.



Borden Company, Abilene, Taylor County, Texas

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Photo 12. View of ca. 1973 cold storage building, looking southeast.





Borden Company, Abilene, Taylor County, Texas

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Photo 13. Garage facade, looking northeast.



Borden Company, Abilene, Taylor County, Texas

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Photo 14. Garage interior, looking northeast.



Borden Company, Abilene, Taylor County, Texas

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Photo 15. Cold Storage Building, looking southeast.



Borden Company, Abilene, Taylor County, Texas

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Photo 16. Borden Company façade (west elevation) and north elevation, looking east.



Borden Company, Abilene, Taylor County, Texas

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Photo 17. Borden Company oblique, looking southeast.



Borden Company, Abilene, Taylor County, Texas

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Photo 18. Borden Company Portico and Front Entrance, looking east.



Borden Company, Abilene, Taylor County, Texas

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Photo 19. Borden Company, First Floor, Interior Front Staircase, looking northwest.



Borden Company, Abilene, Taylor County, Texas

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Photo 20. Borden Company, First Floor, Possible Bottle/Carton Room, looking south.





Borden Company, Abilene, Taylor County, Texas

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Photo 21. Borden Company, First Floor, Laboratory, looking north.



Borden Company, Abilene, Taylor County, Texas

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Photo 22. Borden Company, First Floor, Possible Receiving Room, looking east.



Borden Company, Abilene, Taylor County, Texas

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Photo 23. Borden Company, First Floor, Cold Storage Room, looking south.



Borden Company, Abilene, Taylor County, Texas

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Photo 24. Borden Company, First Floor, Engine Room, looking east.



Borden Company, Abilene, Taylor County, Texas

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Photo 25. Borden Company, First Floor, Southwest Room, looking northwest.



Borden Company, Abilene, Taylor County, Texas

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Photo 26. Borden Company, First Floor, Possible Bottle/Carton Room, looking north.



Borden Company, Abilene, Taylor County, Texas

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Photo 27. Borden Company, Second Floor, Milk Room, looking northeast.



Borden Company, Abilene, Taylor County, Texas

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Photo 28. Borden Company, Second Floor, Southeast corner looking west.





Borden Company, Abilene, Taylor County, Texas

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Photo 29. Borden Company, Second Floor, Office, looking north.



Borden Company, Abilene, Taylor County, Texas

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Photo 30. Borden Company, Second Floor, Staircase, looking south.



Borden Company, Abilene, Taylor County, Texas

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Photo 31. Borden Company, Second Floor, North Wall, looking south.

