Too Precious
To Take
Any Chances!

The difference between safe and unsafe milk makes a lot of difference to the health of adults, but it is particularly important to babies. Parents who are enjoying the thrill of parenthood should not overlook their obligation to see that The GiltEdge Dairy Plant follows the requirements of the standard federal milk ordinance and city regulations—based on scientific research by governmental agencies—in order to earn the right to put the "GRADE A" label on its milk.

Handling of milk is protected by standard practices all the way from the dairy farm—where cows have been carefully inspected—to the consumer. And continuous use of the "GRADE A" label is dependent upon passing frequent inspections.

Insist Gilt Edge Pasteurized Grade "A" Milk to their child drink only milk that meets the standards recommended by physicians. And although safe milk is most important to the baby, because a small child's powers of resistance are limited, the health of adults is also susceptible to the quality of milk used.

Take Advantage of Scientific Discoveries of the methods by which the milk is handled. The Gilt Edge Dairy Plant also uses modern equipment for pasteurizing its milk, thus giving patrons of this firm an additional health protection that is widely recommended by scientists and physicians.

Prompt delivery of Gilt Edge "GRADE A" Milk to your doorstep can be started immediately by telephoning 130. Delivery may be obtained in either morning or evening. Or call your grocer for Gilt Edge Milk.

Play Safe - Protect Your Health

McCormick's GILT EDGE Dairy Products
Eufaula and Highway 77
NORMAN, OKLAHOMA
Phone 130

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