They LIKE Their Milk!

Children enjoy GILT EDGE milk because it has a generous content of cream, and the carefully controlled pasteurizing process makes the flavor uniform at all times.

If making your youngsters drink enough milk is a daily problem with you, why not try GILT EDGE? It will make your task much less troublesome, and you'll find your children enjoying it.

They will especially like GILT-EDGE chocolate milk which is filled with extra nourishment.

Parents must remember two things about milk:

1. Child specialists insist that milk is vital to a youngster's health because of the concentration of important food elements it contains. As much as a quarter a day is recommended for children of most ages.

2. Many diseases may be spread through milk, and it is a parent's duty to see to it that his child's milk is SAFE. The GILT EDGE Dairy displays on a wall in the main salesroom a large chart that shows exactly how pasteurization operates to eliminate the danger of contracting a disease through impure milk. This chart is a valuable lesson in disease prevention.

Visit this modern dairy plant and see the precautions taken to guard your health.

McCormick's GILT EDGE Dairy

Phone 130

Norman, Okla.
Ma"ry has TWO New Dresses

Two dresses for less than her mother used to pay for one. Mary's new ready-made dresses, compared with those her mother bought 20 years ago, are in better style, have faster colors, and are chosen from a far wider range of exciting new fabrics.

Why can Mary have two new dresses today? It is because of the amazing progress the textile industry has made in the last two decades. It is because research scientists and engineers have worked to improve processes and to give the public more for its money—more goods for more people—at less cost.

It is because General Electric engineers and research scientists have contributed to this progress. More than forty years ago, they initiated the first use of electricity in the textile industry. Today, every modern loom has its individual electric drive, and electric control which governs the quality of the unrolling yards of fine, sleek fabric. General Electric scientists have perfected instruments to test and match the colors, and to keep the weft straight and true. Electric equipment—much of it especially designed by G-E engineers for textile applications—increases production, protects expensive machines, prevents delay and spoilage, lowers costs. In short, General Electric engineers are in the "efficiency business," and the economies they help to effect enable millions of American Marys and Helens and Ruths to buy two new dresses where otherwise they could buy only one.

G-E research has saved the public from ten to one hundred dollars for every general dollar it has earned for General Electric.