Safe for all. Doctors, government bulletins, child welfare experts all agree that PASTEURIZED milk is the safe milk for babies. Because many disease germs may be carried by impure milk, pasteurizing is advisable to eliminate the danger and make the milk safe. This is particularly important in the case of very young babies who are given a milk formula, since milk is the main item of their food and also because they do not have as much resistance to disease as older persons.

Healthy children and adults have more resistance to disease germs, but why take chances when pasteurizing can add an extra safety factor? Even an adult has lower resistance than normal from time to time. It is only common sense to prevent needless exposure to possible infection at such a time. If pasteurized milk is safer for infants, it is safer for adults too. The whole family deserves health protection.

Ice cream was once thought of as purely a summer luxury. Nowadays, with homes comfortably heated, ice cream is enjoyed just as much in the dead of winter as it is on hot summer days. In fact, ice cream is particularly appropriate for dessert at a festive Christmas holiday dinner. Gilt Edge ice cream will tempt the appetite of those difficult children who don't like to eat—and it will provide valuable food elements for them. Think of Gilt Edge ice cream as a year-around food. And it's nice to know too, that such a good dessert is so cheap—25 cents a quart at the plant, or 30 cents delivered.

McCormick's GILT EDGE Dairy
Phone 130
Norman, Okla.