GiltEdge

Watch for fruit flavors in season

One of the best things about GILT-EDGE ice cream is that we use a great variety of fresh fruits in season for flavoring, in preference to using artificial flavoring. Fresh strawberries, fresh peaches, fresh cherries—and many other fruits in season—are used as the flavor base for our special kinds of ice cream, in addition to the list of a dozen or more standar flavors that are available they year around.

GILT-EDGE ice cream is not only good to taste—it is safe from the health viewpoint because it is made of pasteurized dairy products. All our dairy products are made of milk and cream that have been given a scientific heat treatment.

But What's It Made Of?

GILT-EDGE ice cream is made by a scientific formula. Every ingredient that goes into it has definite food value, and we're glad to tell you exactly what delicious GILT-EDGE is made of.

When you buy GILT-EDGE ice cream, you are buying a healthful dairy product that is made of the following ingredients:

- Sweet Milk
- Sweet Cream
- Powdered Skim Milk
- Sugar
- Edible Gelatine
- Flavoring or Fruits

The use of powdered skim milk, in addition to milk and cream, is necessary to provide enough solids without using an unhealthful amount of butterfat. The ingredients above are the ones that go into GILT-EDGE ICE CREAM, and they are the only ones. You know just what you are buying when you purchase GILT-EDGE.

You get a food product that is 12 percent butterfat, 0.4 percent edible gelatine, and 37 percent solids—a real food value.

(McCormick's GILT EDGE Dairy Products)

Phone 130

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Finally, we call your attention to the fact that you can enjoy a full quart of GILT-EDGE ice cream for only 25 cents by driving past the plant, Highway 77 and Eufaula Street, and taking advantage of our curbside service.

Buy Gilt-Edge for Three Reasons:

*PURE* 
*SAFE* 
*INEXPENSIVE*