FatGILT EDGE Ice,Cream

It may be too hot for steak, or too hot for potatoes, or even too hot for lettuce and sandwich - but it's never too hot for ice cream!

GILT EDGE ice cream, made of pure, healthful ingredients, puts summer vim and vigor into you without giving you that sensation of stoking coal in a furnace that heavy meals create.

Choose Your Flavor

- Vanilla
- Chocolate
- Strawberry
- Tutti Fruitti
- Black and White
- Pecan-Krunch
- Black Walnut
- Coconut Fruit
- Cherry
- Fresh fruits in season

25¢ per (at the plant)
30¢ if delivered

Norman, Okla.

Insist on Pure, Pasteurized Ingredients for Your Ice Cream

GILT EDGE ice cream is made of pasteurized milk and cream, so you can be confident of its safety. Pasteurization is the proved, government-recommended method of preventing the spread of certain serious diseases through milk or other dairy products. In GILT EDGE ice cream, you have this protection, and at no extra cost.

The ingredients of GILT EDGE ice cream are pure and healthful. You can visit the plant at Highway 77 and Eufaula Street in Norman and watch it being made. The formula contains sweet milk, sweet cream, powdered skim milk, sugar, edible gelatine, and flavoring or fresh fruits. These ingredients are high in food value.

GILT EDGE ice cream is 37 percent solids - a real food bargain as well as a treat to the tongue.

Cold Milk for a Hot Weather Drink

The GILT EDGE plant makes many other pasteurized dairy products besides ice cream. The chief product, of course, is GILT EDGE milk. Try ice cold milk for a refreshing and invigorating drink on hot August days. Cold buttermilk also is fine as an accompaniment to a light lunch. And also look for the GILT EDGE brand when buying butter, cottage cheese, whipping cream, coffee cream or other dairy products. A health authority has advised that every family should spend a fifth of its food budget on dairy products. That's good advice any time, but especially good in hot weather.

McCormick's GILT EDGE Dairy Products

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