PEOPLE could go to some far-off place and buy five or ten years of good health, no journey would be too long and no price too high to pay for such a prize.

Yet for a few cents a day, one of the most essential guarantees of good health can be brought to your doorstep! Safe, pure, milk is universally recognized as a highly important part of everyone’s diet. It is a specific cure for certain dietary deficiencies; it is a preventive of many ailments; and it is a good food for the person in perfect health.

The Gilt-Edge delivery man is bringing you, in a very real sense, a kind of “bottled health” when he brings milk to your doorstep. You don’t have to journey to some far land for a “Fountain of Youth” like Ponce de Leon. All you need to do is to call telephone number 130 and ask Gilt-Edge to start delivering milk to your home.

Of course the value of Gilt-Edge milk as a health builder and protector is due in large part to the fact that it is pasteurized. Every quart of Gilt-Edge milk is tested to be sure that it contains an ample supply of butterfat, which guarantees milk of good food value. But Gilt-Edge milk also is pasteurized in order to make sure that it is safe to the users. In order to realize the full importance of the pasteurizing process and exactly how it works, you are invited to inspect a chart in the sales room of the Gilt-Edge plant on Highway 77 at Eufaula street. This shows the scientific basis for the pasteurizing process.

Visitors are always welcome at the Gilt-Edge plant. See for yourself exactly how Gilt-Edge products are handled, the precautions that are taken to insure cleanliness and purity, and the scientific methods that are used for the protection of the consumer.

Other Dairy Products
The Gilt-Edge plant produces many dairy products in addition to milk. Gilt-Edge ice cream, for instance, has increased greatly in popularity during the last year. One reason for this is the purity and high food value of Gilt-Edge ice cream. More than thirty-seven percent of Gilt-Edge ice cream consists of butterfat, sugar, and milk solids not fat. Maybe that sounds technical. But it’s important to ice cream buyers because it guarantees that you are getting a real food value when you buy Gilt-Edge ice cream.

And of course, Gilt-Edge buttermilk, cottage cheese, chocolate milk, and other products all are manufactured according to the same high standards. The Gilt-Edge plant is conveniently located on Highway 77. It’s easy to get in the habit of stopping by there—plenty of parking space off the street—on your way home from town and select freshly-made dairy products.

A quart of Gilt-Edge ice cream at the plant costs only 25 cents. Delivered, 30 cents.