You just can't beat ice cream for refreshment on a warm day—especially if it's GILT EDGE ice cream that you serve. Whether the occasion is a bridge party, family dinner, a picnic lunch or just a healthful between-meals treat for a hungry boy, GILT EDGE Ice Cream is tops. Only wholesome ingredients are used in GILT EDGE. The milk and cream used are pasteurized, giving you the fullest possible protection of your health.

If you will visit the GILT EDGE plant, Highway 77 and Eufaula Street, you can watch the manufacture of this pure ice cream and see exactly how it is made in a thoroughly modern, sanitary dairy plant. Then you can buy with confidence.

Watch for fresh fruit flavors in season!