I'll Take Edge

Ice CREAM comes down out of the luxury class and takes its place as an every-day food with a lot of food value for the money when you buy it from the GILT EDGE plant at the remarkably low curb-service prices.

Wholesome, delicious ice cream made in a strictly modern plant at only 25 cents a quart! Just imagine! Of course the explanation is that ice cream is made in the GILT EDGE plant on a factory basis, and the plant is conveniently located on Highway 77 and Eufaula street where retail sales can be handled quickly and inexpensively.

WHETHER you are buying GILT EDGE ice cream or some of the plant's many other products such as Pasteurized Grade A Milk, or buttermilk, or butter, or cottage cheese or chocolate milk or other dairy items, you can buy with confidence because they are all processed under the same high standards.

Eufaula and Highway 77 Ice Cream 25c per Quart at the Plant (Delivered for only 5c extra)

Can be handled quickly and inexpensively. Why bother with the mess of making your own, when you can have expertly made GILT EDGE ice cream in a score of different flavors at such a reasonable price. Get the habit of stopping by the GILT EDGE plant when out in your car, and take home the main item for a hot-weather meal — ice cream all ready to serve!

Or telephone 130 for delivery service. Ice cream is only 30 cents a quart delivered to your home anywhere in Norman.

Gilt Edge Products Are Pasteurized...

Only a pasteurizing plant provides the rigid control of milk quality and safety that most well-informed persons insist upon. The GILT EDGE plant, with its thoroughly modern equipment, its clean plant, and its Dacrot capping system are always open to inspection.

Play Safe — Protect Your Health

McCormick's GILT EDGE Dairy Products

NORMAN, OKLAHOMA

Protected Phone 130