Children need an average of a quart of milk a day both winter and summer. But milk is particularly important for them in hot weather when appetites sometimes lag. The outdoor play of summertime requires substantial nourishment to keep energy built up, yet children often come in hot and tired at meal time and show little interest in ordinary foods. Plenty of good milk is the logical answer...plenty of milk on cereal at breakfast time...plenty of milk to drink at lunch and dinner and in between times. Cool milk tastes good to a child in hot weather...and it is good for the child.

Quality Is Not Accidental

The uniformly high quality of GILT EDGE dairy products is no accident. It is the result of a definite policy of many years standing—a policy of adopting the most modern and the most efficient methods for safeguarding the purity and cleanliness of everything produced in the GILT EDGE plant. Pasteurization, Dacro caps and smooth-lipped milk bottles, scientific plant arrangement and machinery installations...all combine to assure top quality dairy products for GILT EDGE patrons.

Of course there's also nearly a score of standard year-around flavors available at the GILT EDGE ice cream counter. What other food can give so much satisfaction, considering the reasonable price of GILT EDGE ice cream? It's only 25 cents a quart when you take advantage of the convenient curb service at the plant on Highway 77 and Eufaula Street. Or if it isn't convenient to stop by the plant, telephone 130 for quick delivery service. The price is only 30 cents a quart delivered to your home.