There's one prescription for good health that you don't have to go to a doctor to obtain—because it's so simple that medical authorities and dietetic experts are practically unanimous in endorsing it... This simple "prescription" is the general rule that children (except for rare cases of milk allergy) ought to have a quart of milk every day, and adults need at least a pint of milk every day.

Are you getting the proper quota? Is every member of your family getting the amount of milk prescribed by health experts? Why not base your daily milk order on the needs of the family from a health viewpoint, instead of ordering just enough to give everyone a taste of milk.

In the long run, it is often worth while to trim some of the luxuries off the food budget if it is necessary to do so in order to give every member of the family the proper quota of health-building milk.

Equally as important as the amount of milk—and probably more important—is the quality of the milk. In GILT EDGE PASTEURIZED "GRADE A" milk you can have full confidence that you are giving your family milk that is thoroughly protected by pasteurizing and by scientific methods of milk handling.

"GILT EDGE" is a mark of quality. Look for it when you buy dairy products in your grocery store... Think of it when you go to the phone to order delivery of milk or other dairy products directly to your home.

Gilt Edge Dairy Co.

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