For Maximum Food Value—

This is the "Vitamin Era" and for the first time we are beginning to learn the vital importance of having a balanced diet and avoiding vitamin deficiency—a deficiency that may be the cause of any number of serious ailments. And when the dietetic experts start explaining what a balanced diet is, they usually begin with MILK. A pint or a quart a day for each individual in the family, is the usual recommendation. Children ordinarily need a quart, adults at least a pint.

In proportion to its vitamin-rich food value, milk is a comparatively inexpensive food. Its importance to health earns it a position in your food budget. A sensible plan is to determine your family's milk requirements first, before spending the rest of the food budget.

Vitamins are of basic importance to good health. And so is purity in the milk you drink. Pasteurization, careful handling of milk, and the use of DACRO bottles and caps to protect the pouring lip are things you ought to think about in buying milk.

You're safe when you buy GILT EDGE GRADE "A" MILK because GILT EDGE gives you all these protections and many more. Whether it's milk, butter, cottage cheese, ice cream, or other dairy products that you are buying always specify GILT EDGE.

This is the season to enjoy ice cream to the fullest. Choose from a score of delicious flavors at the Gilt Edge plant. Enjoy this ice cream often, because the price is unusually low when you buy at the plant.

GILT EDGE
Highway 77 at Eufaula, Norman

Ice Cream
25c
Quart (at plant)

Phone 130