The more that scientists find out about vitamins and calories and other factors in food that influence health, the more convinced they are that milk plays a highly important part in any healthful diet. In any general diet—and in most special ones—from a pint to a quart of milk per day for each person is a standard requirement.

Even the experts admit that there is much more to be learned about the relation of food to health. There are many unexplored mysteries in vitamins and their effects. It is confidently predicted that many more new vitamins will be discovered.

Since no one can say positively the exact variety and amount of food that any one individual must eat for maximum health, most authorities advise a good variety in the diet, with plenty of milk, in order to insure getting enough of the many different elements needed to sustain life on a buoyantly healthful basis.

There are two important things to remember about milk in relation to health:

1. Milk is an important part in any general diet, child's or adult's.

2. Milk, on the other hand, is not healthful unless it is pure and safe.

SEPTEMBER, 1938

The scientific basis for safe milk is pasteurization, the process of heating milk for a very short time to just exactly the temperature necessary to kill various disease germs that might be in the milk, and yet not bring the milk to the boiling point.

The Gilt Edge planthas modern, efficient equipment for pasteurizing milk. You can watch the process yourself, and see just how milk is made safe—how just enough heat is applied to make sure that your bottle of milk will not bring you the germs of diphtheria, streptococci, typhoid, or tuberculosis.

Ice Cream Straight From the Plant

If pasteurization is important for milk, it is important for the milk and cream used in ice cream too. Gilt Edge ice cream is made of pasteurized milk and cream, and therefore is safe. You can buy it directly from the plant, Highway 77 and Eufaula Street, where convenient curb service is given, with plenty of parking space available.

Buying Gilt Edge ice cream at the plant is economical, too, because the price is only 25 cents when you buy it there. The choice of flavors is large, and fresh fruit ice cream of many kinds is offered in season.

Insist on Gilt Edge Products—Pure, Inexpensive and SAFE

McCormick's GILT EDGE Dairy Products
Norman, Okla. Phone 130

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Why the Alumni Association Has “Life Members”

When the Executive Board of the Alumni Association decided ten years ago to start publishing a monthly magazine for O.U. alumni, board members decided that the best way to put Association finances on a permanently stable basis would be to establish a Trust Fund, to be built up through Life Memberships. The cost of a Life Membership, including life subscription to The Sooner Magazine, was set at $60 and it was provided that the entire amount go into the Trust Fund, only the interest being available for the expenses of the Association. This far-sighted plan created a steadily growing fund, which now amounts to more than $16,000, and the Association’s income from this source has steadily increased.

Why More Life Members Are Needed

The Life Membership Trust Fund is sound, however, only when enough alumni take Life Memberships to give the Association much more interest income than it is now receiving. Board members ten years ago felt that at least 500 Life Memberships were necessary to insure successful financing of The Sooner Magazine. Only about half that many have been received. The Magazine has survived, but the additional 250 Life Members are seriously needed.

Advantages of Life Membership

The $60 cost of a Life Membership is easily paid over a period of three years, at the rate of $5 a quarter. Then the alumnus (and his wife, too, if she is a Sooner) is a paid member for life and will receive The Sooner Magazine every month for life. The money paid to the Association is permanently useful, because it goes into the Trust Fund and keeps providing interest income for the Association. For those alumni who wish to continue their contacts with the University, and to give the Alumni Association maximum assistance for the amount of money spent, the Life Membership plan is the sound, logical choice.

The Life Membership plan sounds logical to me. I wish to become a Life Member on the following plan:

☐ $60.00 payment in full enclosed herewith.

☐ $5.00 enclosed herewith, remainder of the $60.00 cost to be paid at the rate of $5.00 quarterly.

Name

Class

Address

Ted Beaird, Executive Secretary
University of Oklahoma Association
Norman, Oklahoma

The Sooner Magazine