"I Wonder What Time My Daddy Will Telephone?"

"The minute he calls up I'm going to speak to him about Bobby. He's my cousin, and he's just five weeks old. And they haven't got a telephone where he lives!

"One of these days his mother's going to run out of his talcum. Or she'll want his father to stop at the drug store on the way home for oil. Or maybe she’ll want to ask the doctor about that rash on his back — Bobby's back, I mean.

"Then suppose some week he gains six ounces. Don't they expect to tell their friends news like that?

"Well, how is Bobby's mother going to do all those things besides her marketing?

"I'm going to see if my Daddy can’t fix it. He's always saying how good telephone service is — and how cheap."

FEBRUARY, 1939

B E L L  T E L E P H O N E  S Y S T E M
You are cordially invited to visit the Bell System exhibit at the Golden Gate International Exposition, San Francisco
Again GiltEdge Improves Its Service

McCormick’s GiltEdge Dairy continues to seek methods of improving the quality and the purity of the milk and the dairy products. In recent weeks, more than 900 cows from which the GiltEdge Dairy obtains milk were tested to be doubly sure that the milk is safe.

The other protection you get when you buy GILTEDGE milk is that it is pasteurized according to federal milk processing methods.

GILT EDGE was one of the first Norman dairies to apply for the new city and state supervision which eventually will make it possible for the public of Norman to obtain certified Grade A milk.

And remember, GILT EDGE offers you the DACRO bottle and cap, which are safeguards against contamination of milk in handling.

With the testing of cows that supply the milk, every bottle of GiltEdge milk has been protected by safety precautions all the way from the cow to your doorstep. Buy your milk, butter and other dairy products by name—GILT EDGE.

Norman, Okla.

Insist on GiltEdge Products—Pure, Inexpensive and SAFE

McCormick’s GILT EDGE Dairy Products

Phone 130

.. means that every bottle of GiltEdge Milk has a tamper-proof seal which locks in place on top of the bottle; there is a protected pouring lip that prevents any hand from touching the top of the bottle during handling; there is a smooth bottle neck with no inside cap seat, which makes the bottle easy to wash and sterilize; the bottle is easy to open with the Dacro Opener which the Gilt Edge Company provides; and the bottles are easy to reseal with a light pressure of the hand which snaps the cap back in place.

THE SOONER MAGAZINE