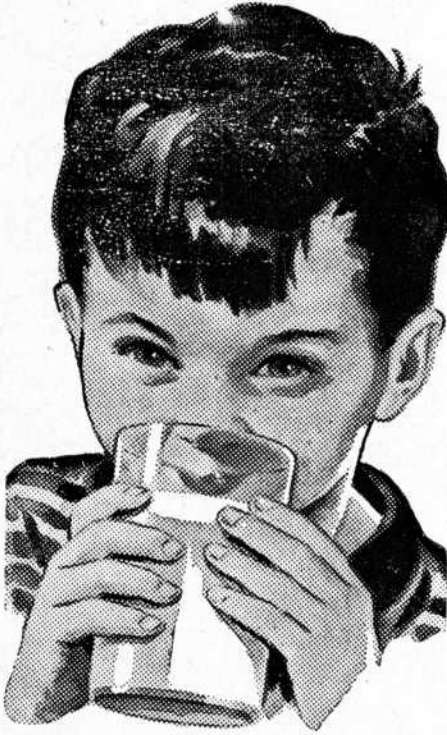


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# Protected Milk

for

## Protected Children



Parents are rapidly learning the importance of safeguarding health of their children and themselves by using milk that is protected by modern methods of pasteurization and handling.

McCormick's Gilt Edge Dairy Company for many years has pasteurized all the dairy products it sells. Improvements in equipment and methods of pasteurizing and handling the milk have been made steadily. When the present new plant on the corner of Highway 77 and Eufaula street was completed, modern, efficient equipment for pasteurization was installed.

Seeing is believing. The public is invited to visit the Gilt Edge plant; to see the pasteurization equipment in action; to watch the bottling of the milk by machinery; to see the way in which Dacro protective caps are put on the bottles to protect the pouring lip of the bottle from contamination in handling.

You are invited to inspect the pasteurization chart, which shows the scientific basis for the health protection gained by the pasteurization method. You will be interested in seeing how the temperature of the milk is accurately controlled so that the pasteurization level is reached definitely, but the milk is never allowed to boil.

These things are important. You can come and see for yourself. Seeing is believing.



... means that every bottle of Gilt Edge 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 bottle is easy to reseal with a light pressure of the hand which snaps the cap back in place.

*Insist on Gilt Edge Products — Pure, Inexpensive and SAFE*

### McCormick's GILT EDGE Dairy Products

Norman, Okla.

Phone 130

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