

Eastland Telegram

And Weekly Chronicle

CONSOLIDATED MAY 16, 1947

Published since 1887—Telegram Established 1928
Entered as second class matter at the Postoffice at Eastland
Texas, under the act of Congress of March 3, 1879.

O. H. Dick — Joe Dennis
Publishers

O. H. Dick, Mgr. Bob Moore, Editor
110 West Commerce Telephone 601
Published Daily Afternoons (Except Saturday) and Sunday
morning.

SUBSCRIPTION RATES

One week by Carrier in City 20c
One Month by Carrier in City 55c
One Year by Mail in State 4.95
One Year by Mail Out of State 7.50

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★ EDITORIALS ★

Editor's Note: The Eastland Daily Telegram is among
other newspapers that are touched by the death of S. Bur-
ton Heath in the Airliner Crash near Bombay Tuesday.
Heath's editorials and feature articles often appeared in
the Eastland Daily Telegram as the newspaper is a sub-
scriber to NEA Service for which the late writer worked.

DEATH OF A REPORTER

A slim professional-looking fellow who looked like
the kind of New Englander who sticks to his home town
all his life has died in an airplane crash in the Bombay
hills.

S. Burton (Burt) Heath, the famed "Yankee Reporter,"
was coming home off an assignment in Indonesia. He had
filed his size-up of the situation there to NEA Service in
four dispatches entitled "Blunder in the Far East".

It was Burt's usual painstaking, conscientious job. It told
not only what was happening between the Dutch and the
Indonesian Republicans, but why it was happening and
what the consequences were which might affect the United
States in the world struggle to contain Communism.

Beneath Burt's conservative front there was the soul of
an adventurer. He came from Lynn, Massachusetts, not far
from the docks which sent other deceptively quiet New
Englanders off to the far away places in sailing ships in
past generations.

Burt was happiest when he was traveling. During the
weeks just before he left for the Far East he was complain-
ing in mild sort of way that he "hadn't been anywhere for
several months — just a short trip to Germany. Burt kept a
log of his travels — they took him to the atomic bomb tests
at Bikini, to the Belgian Congo, to Germany, to nearly
every state in the United States.

He was as proud of that air log as he was of his rose gar-
den in Darien. Next to the thrill of world travel, Burt liked
most to putter around in his garden or make wooden gad-
gets in his basement workshop.

He was also an enthusiast for figures. The one time a
year you couldn't love Burt with a ticket to Europe or the
Orient was when he was preparing his annual "Income
Tax Primer." He was proud of the usage it received in 750
newspapers and of the hundreds who wrote to him for ad-
vice. He answered every letter.

Burt knew the risks of air travel better than most peo-
ple. He wrote many dispatches on air safety and technical
phases of aviation. But he never hesitated to fly—any more
than his New England forebears hesitated to take their
clipper ships around the Horn.

Burt Heath could have existed in a cocoon, commuting
from Darien to New York every day to a routine job. He
preferred to live as an air-borne citizen of the 20th Cen-
tury. It was a realistic choice.

Survivor Of California Air Crash



A Los Angeles motorcycle officer lifts one of the women
survivors into an ambulance near the wreckage of a twin-
engine passenger plane. The plane crashed into a peak
near Santa Susana pass near Chatsworth, California.
(NEA Telephoto.)

TEXAS News Briefs

By United Press

BROWNSVILLE, July 13 (UP) — Three Mexican members of
one family were in jail here to-
day, charged with the Sunday
night tavern shooting of four
men.

Arrested for the shooting in
which two died were Dionicio
Ramos, 35, his brother Juan, 24,
and his brother-in-law Nicholas
Carza, 32. All are aliens.

Ex-Deputy Constable Alfredo
Villarreal and Geronimo Garza
were killed, Pilar Ramirez, 56,
and Carmona Sanchez, 28, were
in the hospital in a "fair" con-
dition from bullet wounds.

TYLER, July 13 (UP) — A
gang of vandals who wrecked
numerous buildings during the
week were being sought here to-
day.

The knife-wielding mischief
makers invaded four churches in
two nights, sending the damage
into the thousands. A Parochial
school and a boy scout office al-
so were entered.

Police believed the intruders
were apparently bent on destruc-
tion only, as few things of value
were found missing.

ODESSA, July 13 (UP) —
Appointment of directors was
discussed here today, following
the voter's approval of the Colo-
rado River Municipal Water Dis-
trict yesterday.

TYLER, July 13 (UP) — Life
will be but a bed of roses for
Shriner Harry Truman and Im-
perial Potentate Galloway Cal-
houn of Tyler, Tex., next Tues-
day.

The President and Calhoun will
ride through Chicago on a Bank
of Tyler Roses from "the Rose
Garden of America."

The parade they lead will open
the Shriners Annual Convention.

FORT WORTH, July 13 (UP) —
Three members of a Denton
family of five children, all strick-
en with polio, were recuperating
at home today.

Released from the hospital
yesterday were Floyd Wayne
Meeker, 3; Virgie Mae, 12; and
Willina Rose, 11.

Still under treatment in Ft.
Worth is Nora Marie, 9, James
Eldon, 15, remained in a Dallas
hospital.

DALLAS, July 13 (UP) —
Funeral services will be held at
4 P. M. today for Joseph D. Shaw,
General Manager of the Red
Bluff Irrigation District at

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Pecos, who died yesterday in a
Dallas hospital. Although Shaw
lived in Dallas, he had maintain-
ed an office at Pecos nine years.
He became General Manager of
the irrigation project after di-
recting construction of it as chief
engineer. He was a native of
Bastrop, Tex.

DALLAS, July 13 (UP) —
The radio department of the
State Baptist Convention had the
go-ahead signal today to build an
FM radio station in Dallas by
Nov. 1. The executive board of
the convention recommended that
the station be built in time to
broadcast the annual general
meeting of the convention in El
Paso next Nov. 1.

The board also approved a
\$10,000,000 budget for the work
of the convention, subject to ap-
proval of the meeting at El Paso.

Perfect Quartet Backslides

HENRYETTA, Okla. (UP) —
When the Henryetta Lions Club
tried to present perfect attend-
ance awards to four members in
a special ceremony, it ran into
trouble. All four were absent.

Houston Woman Electrocuted

HOUSTON, Tex., July 13 (UP) —
The 41-year-old mother of 13
children was electrocuted today
by a faulty iron just as she
started her long day's work.

Neighbors found Mrs. Viola
Williams lying face-down in the
back yard of her home. In her
arms, pressed against her chest,
was the iron. She suffered deep
burns.

A neighbor, Mrs. Jack T.
Broussard, said she had talked to
the busy housewife only a few
minutes before the accident, and
that she mentioned feeling a
shock from the iron. Mrs. Williams
apparently was standing in the
damp grass, which was enough of
a conductor to generate the cur-
rent.

Minutes after their conver-
sation said Mrs. Broussard, she
heard her neighbor scream once.
It was followed by wails from the
13 children, ranging in age from
18 months to 12 years.

Friends and passers-by at-
tempted artificial respiration, but

doctors at a nearby hospital pro-
nounced Mrs. Williams dead on
arrival.

The woman's husband, M. D.
Williams, is a mechanic for a
freight line here.

Orchestra Leader To Re-Marry Wife

HOUSTON, Tex., July 13 (UP) —
Orchestra Leader Henry King
and his former wife, Vilma, will
re-marry tonight in civil cere-
monies in the Shamrock Hotel's
presidential suite.

The couple, separated in 1941

after four years of marriage, was
brought together again by their
11-year-old daughter, Connie,
King said.

"We still loved each other,
but our break was simply the re-
sult of a career that kept me
away from my family at long
intervals," he added.

Mrs. King and Connie arrived
here from Beverly Hills, Calif.,
yesterday morning.

King's orchestra currently is
playing an engagement in the
hotel's Emerlad Room.

Fruits and vegetables may be
seriously damaged if left in the
hot sun after they are harvested.

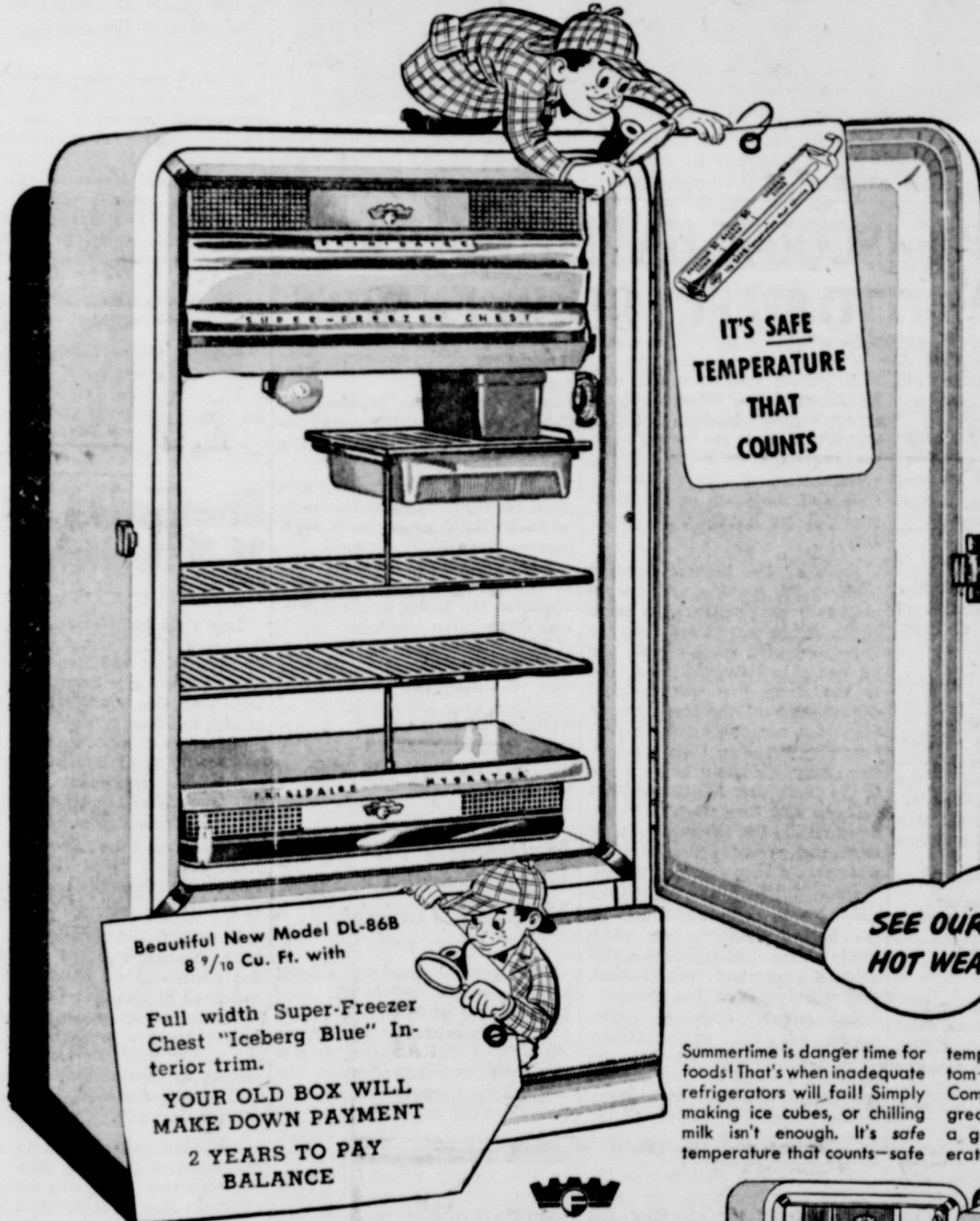
Meters Not For Dogs —
BERKLEY, Cal., (UP) —
Berkley police found a brand new
legal sin and netted \$1 for law
enforcement. The patrolman said
it would cost the owner \$10 when
he found a boxer dog tied to a
parking meter. The owner argued.
He finally paid when the fine was
reduced to \$1. The offense: at-
taching a foreign object to a
parking meter.

To provide a place for the hot
iron and to keep the ironing
board cover from being scorched,
tack a piece of asbestos paper on
the ironing board where the iron
is usually placed.

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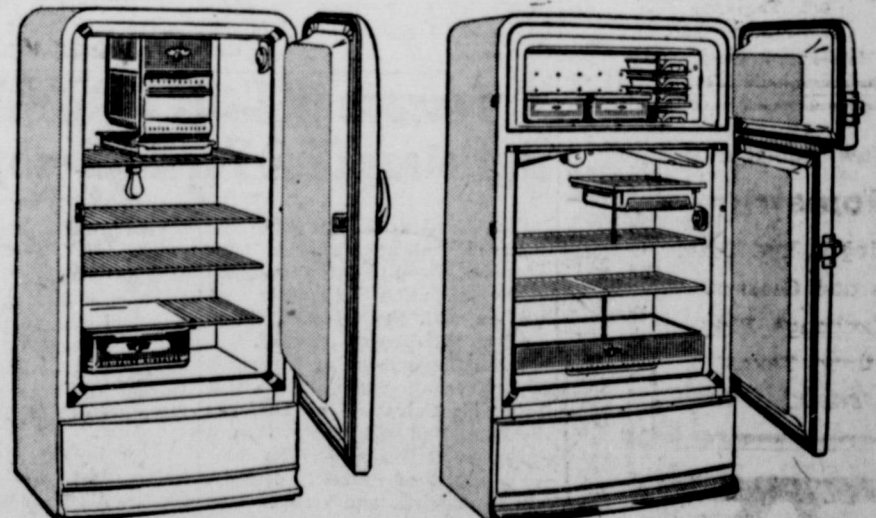
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FOR SALE: Halehaven peaches, Red and small trucks. Hermand Jordan Flatwood Community.

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FOR SALE: All Pianos on hand are to be sold at a bargain this week. Mrs. A. F. Taylor 790 South Seamon Phone 320

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FOR RENT: Cool South East bedroom private entrance, also 1 room efficiency apartment. 209 North Lamar.

FOR RENT: A quiet, clean furnished apartment. Private bath, electric refrigerator, garage utilities paid. No children and no dogs. \$35. per month 212 North Walnut.

FOR RENT: Furnished apartment with frigidaire, private bath, close in. 209 West Patterson.

FOR RENT: Unfurnished 4 room house 705 West Patterson.

FOR RENT: Apartment and bedroom Phone 811-W 305 North Daugherty

FOR RENT: South East Bedroom in air conditioned home with adults. 300 East Plummer Phone 381-J

WANTED

WANTED: Roofing work. Stafford Roofing Co. "For Better Roofs". Box 1267, Cisco, Phone 465.

WANTED: to borrow, rent or purchase six Kiddie Cars for V. F. W. concession at Horned Frog Derby July 16th Phone No. 432 or 581-W.

WANTED: 3 or 4 room furnished apartment H. D. Warren Jr. Phone 496-J

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"Craters of the Moon" region in southeast Idaho has no snakes. This extinct volcanic wasteland contains a surprising number of animals, but the snakes find the going too rough over the jagged surfaces.

Richard J. Gatling is chiefly known as the inventor of the rapid-fire gun, but in 1830 he also invented the first wheat-cutting machine in the U. S.

Dim Your Lights And Save A Life

READ THE CLASSIFIEDS



NICE RISK—Because she's a dancer by profession and because she has to ride a spirited horse in a new film role, Joan Taylor, 19, now has a pair of \$100,000 legs. Her producer had them insured with Lloyd's of London against injury during shooting of the movie. Here, Joan gives a glimpse of her high-priced underpinning. Statistics of the \$100,000 risk: Ankle, seven inches; calf, 10 inches; thigh, 17 inches; length of leg, 32 inches.

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BOSOM BUDDIES—Jumbo, 5-year-old Saint Bernard, and Mabel, 5-week-old fawn, have become bosom buddies. Mabel's mother had wandered and abandoned her on a farm near Stockton, N. J., where Jumbo discovered her. The Saint Bernard's owners brought the young deer to a vet for treatment. But Jumbo got so lonesome for his new girl friend that Mabel was finally brought home again to keep him company.

SERVICES BEING PLANNED FOR BOMBAY CRASH VICTIMS

BOMBAY, India, July 13(UP)—Small private funeral services were planned today for the identified dead among 45 persons killed in the crash of a Royal Dutch (KLM) Constellation airliner near here yesterday.

A joint Dutch-American public ceremony for all the victims probably will be held tomorrow. They include 14 American newsmen.

The U. S. consulate here said it was awaiting instructions from the next of kin as to the disposition of the American dead. Some relatives already have signified they want the bodies returned to the United States. Others have requested burial in Bombay.

Police still were searching the



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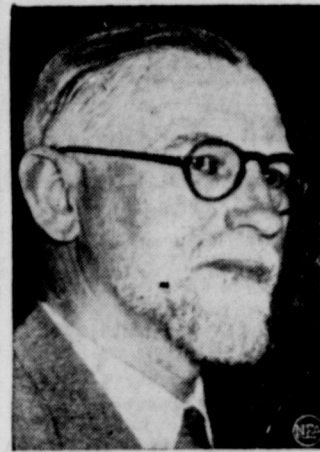
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PREMIER-DESIGNATE—Franz Van Cauwelaert, above, 69-year-old Catholic Party leader, was asked by Prince Regent Charles of Belgium to try to form a coalition government following the Belgian elections. Van Cauwelaert, former president of the Chamber of Deputies, was named "informant," a post equivalent to premier-designate.

of the ill-fated group of 14 newsmen returning from Indonesia at his embassy Sunday night. Three other American newsmen who also were at the party accompanied him here.

The 33 bodies recovered yesterday have been removed to a Bombay morgue. Most still were unidentified.

The American victims included William Newton of the Scripps-Howard Newspaper Alliance, S. Burton Heath of the Newspaper Enterprise Association, H. R. Knickerbocker of the Radio station WOR Nat A. Barrows of the Chicago Daily News.

Steaming rains sluicing down the hilly scene of the crash hampered police seeking the remaining bodies.

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Personals

Mr. and Mrs. C. H. Harrison of Corman visited here Monday in the home of Mr. and Mrs. Glenn Huddleston, 412 South Connelley Street.

The plane was en route to Amsterdam from Batavia when it crashed. It apparently lost its way in a heavy rain after attempting to land at Bombay's Santa Cruze airport.

J. C. Pigott, control tower operator at Santa Cruze, said he first made contact with the airliner when it was seven minutes from the field and at an altitude of 7,000 feet.

Pigott said he talked the pilot down to 1,500 feet, then directed him to take a course which would lead out over the sea and back on to the runway.

"I asked the pilot to report at 500 feet, which he did," Pigott said. "He was flying contact—he could see the ground."

Pigott said the plane came over the field at 500 feet and the tower told the pilot to ascend to 800 feet after cautioning him about hills to the northeast.

"We could see him clearly and the pilot was climbing to 800 feet," Pigott said. "That was the last we heard."

Pigott, Airdrome Officer S. K. Godbole and other tower officials said that the plane was headed through a clear run when it left the field for the last time.

Mr. A. M. Freeman, formerly of Cisco and father of Mrs. Huddleston continued to be in a very critical condition in the Huddleston home. Mrs. LeRoy Taylor and Miss May Taylor of Cisco visited with the family Tuesday.

Mrs. Pearl Hazard, daughter of Mrs. Minnie Ewart is critically ill and is in the McKenney Veteran's hospital. She is the former, Mrs. Pearl Nash of Eastland and served with the Women's Army Corps during World War II.

Mrs. W. E. Brashier and son, Billy Brashier accompanied by Mrs. N. T. Johnson spent Tuesday in Dallas.

Mrs. Rosa Bishop, accompanied by Mr. and Mrs. Dewey Bishop of Odessa are visiting with Mr. and Mrs. Roy Bishop and family in Rosebud, Mo.

Mr. and Mrs. Buster Bishop and daughters, Sandra and Ann of Houston were week end visitors in the home of Mr. Bishop's sister, Mrs. J. W. Rush.

Mr. and Mrs. Elmer Grubb of Dallas spent Sunday with Mrs. Ffonia Grubb and Mrs. Cori Johnson. They were accompanied home by their daughter, Nancy who has been visiting here for several weeks with her grandmother and aunt.

Mrs. Grubbs and Nancy will leave Dallas next Sunday for a months visit in Boston and New York.

Mrs. Harold Durham has returned to her home here following a six weeks' stay in Abilene, where she taught two summer courses at Hardin-Simmons University.

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HORND TOAD DERBY
SATURDAY, JULY 16TH**

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SATURDAY, JULY 16TH**

Woman's Page

MRS. DON PARKER, EDITOR
Telephones 601 - 223

Stork Shower Honors Mrs. Eugene Green In Home Of Mrs. Taylor

Honoring Mrs. Eugene Green, Mesdames A. F. Taylor, Ruth Poe Herring, and T. L. Amis hosted a Stork shower in the home of Mrs. Taylor, 700 South Seaman Street, Monday evening.

The house was decorated with arrangements of gladioli, crape myrtle, and althea. Pink and white color theme was carried out also in the refreshments of pink frosted punch and white macaroons, which was served from a table laid with a white linen cut work cloth. Centering the table was an arrangement of pink althea, almost completely surrounding a plastic stork.

Music was furnished throughout the calling hours by Veda Myri Sneed, Marilyn Morgan, and Margie June Poe.

The house party other than the hostesses consisted of Mrs. W. E. Brasher and Mrs. Bob Gil-

christ, who presided over the refreshment table, Christine Gardner and Faye Tucker displayed the gifts.

Mrs. Herring greeted the guests at the door and presented each to the honoree, Mrs. Amis directed guests to the dining room for refreshments and Mrs. Taylor registered and directed them to the room where gifts were displayed.

Present were Mesdames Eldress Gattis, Ed Layton, Quata Head, Mary Hood, T. E. Atwood, W. G. Wamack, Wendell Siebert, Charles Mahaffey, Otis Anderson, Otis McDonald, George Wright, Pat Crawford, Prentiss Jones, Frances Zernial Roy L. Young, Harold Durham, Russell Hill, Miss Lola Laney, the house party, the musicians, and the hostesses.

Sending gifts but unable to be present were Mesdames Johnnie Collins, Tom Lovelace, E. M. Culbertson, Homer Smith, Joe Stephen, Harry Walter, Henry Van Geem, Ina Jones, C. M. Oakley, Jeff Chehnault, J. W. Watson, W. C. Robinson, A. E. Myrick, Alma Green, Arless Pierce, Novie Pafford, Ethel Woloszyn, James Young, Cecil Holfield, J. D. Parsons, H. M. Hart, H. B. Sone, Prudie Hardeman, and Misses Nettie Thornton, Verne Allen, Allean Williams and Carol Ann Hill.

Mrs. Freyschlag Named President Of American Legion Auxiliary

Mrs. E. E. Freyschlag was elected president of the Auxiliary of the American Legion, Tuesday evening at the meeting of the group in the American Legion Club room.

Mrs. R. E. Sikes was elected first vice-president, Mrs. James Fields second vice-president, Mrs. Edna Mae Hatcher, secretary, Mrs. Bruce Butler, treasurer, Mrs. Anita Laurent, Chaplin, Mrs. Earl Frances, sergeant at arms, and Mrs. Will Vangeem historian.

With the exception of second vice president, historian, and

sergent at-arms, the group were presented by the nominating committee and elected as a group, with Mrs. George Fields, president, presiding.

The three other officers were nominated from the floor and were also unanimously elected. Delegates to the convention to be held in Fort Worth early in August were Mesdames Freyschlag, Sikes and George Fields. Alternates named were Mesdames Henry Pullman, Earl Frances and George Lane.

The nominating committee members were Mesdames James

Fields, Earl Frances, and George Lane. Other business was the discussion of year book plans and Junior membership. Fifteen members attended.

Christian Church Young People At Brownwood Camp

Mrs. E. K. Henderson and Mrs. Neil Day accompanied a group of young people of the First Christian Church to the Church Camp at Brownwood last Sunday. The group were to remain through Friday.

In the group were Mary Ann Henderson, Guyene and Betty Robinson, Ann Day, Norman

Watson, Charles Collins, Carolyn Clyne, and Yvonne Tankersly. Expenses of the group were defrayed by the Church Council members.

Mrs. David M'Kee Presides At Council Meeting

Mrs. David McKee, president, presided for the first meeting of the new year at the Women's Council meeting of the First Christian Church at the church, Monday afternoon.

Plans were made for a foods booth at the Horned Toad Derby, to be held here Saturday.

Mrs. E. K. Henderson was program chairman and presented a program on Home Missions.

Present were Mesdames Henderson, McKee, Carl Garrett, Eldress Gattis, Jim Gijbreath, Neil Day, Eugene Day, and guest E. E. Wood, N. L. Smitham, R. L. Carpenter, J. W. Watson, Fred Maxey Ben Kelley, T. L. Cooper, McNatt, and Miss Sallie Day.

Do-Si-Do Dance Club To Meet At Legion Hall Thursday Nite

Members of the Do-Si-Do Square Dance Club will meet Thursday night at the American Legion Hall for the regular square dancing. An important business meeting

will be held following dancing, and all members are urged to attend.

Mrs. James Horton left Tuesday for the Harris Memorial Methodist Hospital, where she was to undergo surgery early Wednesday morning. She was accompanied to Fort Worth by her husband, Mrs. Horace Horton, who was in Fort Worth joined Mr. and Mrs. Horton at the hospital this morning.

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STOP... FOR ORANGE-CRUSH! Yes, stop... let the engine cool a bit, and allow all in your motor party to thoroughly refresh themselves where you see the road-stand sign, "ORANGE-CRUSH ON SALE HERE." It's the sign of good fellowship, and especially, good taste... delicious, cooling, "fresh fruit" flavor Orange-CRUSH... hot weather thirst delight.



Orange-CRUSH... ALL OVER THE WORLD. Orange-CRUSH is sold in twenty countries throughout the world. So almost anywhere you travel you'll find this favorite, fruity refresher awaiting your pleasure. As at home, the familiar "krinkly" brown bottle identifies Orange-CRUSH and protects its sparkling, zesty, "fresh fruit" flavor.

"Krinkly" Brown Bottle Protects "Fresh Fruit" Flavor

Orange-CRUSH technicians give four excellent reasons why Orange-CRUSH is always sold in special "krinkly" brown bottles:

1. The brown, corrugated glass structure of the Orange-CRUSH bottle resists sunlight. This is most important because sunlight is especially harmful to orange juice, causing it to deteriorate quickly. By preventing these damaging rays from reaching the juice after it has been bottled, the familiar "krinkly" brown bottle carefully guards Orange-CRUSH until you open it and taste all of its delicate, sweet, natural fruit flavor.
2. The distinctive "krinkly" brown bot-
3. Wherever you find Orange-CRUSH, all over the world, it is always bottled the same way—in the familiar "krinkly" brown bottle. No variations to confuse you.
4. The Orange-CRUSH "krinkly" brown bottle feels comfortable in the hand—a sure grip when pouring.

Keeping these facts in mind, look always for the distinctively-shaped, "krinkly" brown bottle that invariably identifies the genuine Orange-CRUSH... that protects its delicate "fresh fruit" flavor and natural color... that fits the hand so well. See picture below.

Orange-CRUSH HOT WEATHER SPECIALS

The alert hostess knows that the ever-welcome treat to beat the heat is a long, cool, delicious drink. But the difference between usual servings and those that seem to require a spark of genius is often so quick and easy—just a tiny bit of know-how. Here are three unusual hot-weather treats you can prepare in a few moments with fruity, delicious Orange-CRUSH—treats that look cooling, taste wonderful, mark you the perfect hostess.



ORANGE ALE. Combine equal quantities of chilled Orange-CRUSH and Old Colony Ginger Ale. Serve in tall glasses with frosty sandwiches or any desired snack.



ORANGE-PINEAPPLE. Combine 3 parts chilled Orange-CRUSH with 1 part chilled pineapple juice. Pour over cracked ice in tall glasses. Real fancy with mint or cherry garnish.



ORANGE-LEMON. Make iced lemonade, using half Orange-CRUSH and half water for the liquid. Slices of lemon, sugar "as you like it." You'll refill the glasses again and again.

FAMILY THIRST-QUENCHER "PUT ON ICE"



HOORAY! ANOTHER CASE OF DELICIOUS Orange-CRUSH TO HELP US KEEP COOL! Look, Mother, Daddy's brought another case of yummy Orange-CRUSH! Now we can have those last four bottles, cold from the refrigerator, for all of us. Then you can fill up every spare space. Oh, mother—cookies too! Great way to beat the hot weather... with Orange-CRUSH and Jack Frost to help us... right in our own kitchen! Yes, "fresh fruit" flavor Orange-CRUSH is always a home "hot weather" delight.

Parents, Children Say: "Bottled Orange-CRUSH is 'TOPS IN TASTE'!"

Best-Loved Summer Drink
Family folks—men, women and children by hundreds, when asked, "What do you want a hot-weather drink to be?"—reply without hesitation, "Something fruity, something cold." That's bottled Orange-CRUSH, right out of the ice box. Luscious, "fresh fruit" taste of choice, grove-ripened Valencia oranges... tingle of sparkly, gentle carbonation... rapturously cooling to parched throats... tempting treat to tired tastes—who wouldn't love it!

Orange-CRUSH achieves the real "party" flair in hot weather hospitality. Real chummy, quick and informal. Double-cool, double good! Especially when served with luscious sandwiches, crackers or cookies. Never be without plenty of bottled Orange-CRUSH on ice, ready to serve. It's the "friend in need" every time.

"Fresh Fruit Flavor"
"What I like about Orange-CRUSH is its 'fresh fruit' flavor. I have preferred Orange-CRUSH for years, because its pleasing, distinctive, 'fruity' taste is so easy to distinguish from that of other carbonated orange drinks."

"Orange Sparkle Pleases"
"I find the orange flavor 'sparkle' of Orange-CRUSH particularly pleasing. Orange-CRUSH makers have certainly found the formula of tingling taste perfection. There'll be more CRUSH at our house—by the case!"

"Natural Tasting"
"If you ask me, Orange-CRUSH is so natural tasting—full of the fruity, fresh-orange flavor that's tops. Does it ever taste good when it's nice and cold—and its sparkly tingle tastes good all the way down! Mmm-m-m, nice-cold Orange-CRUSH for mine!"

"Fresh-like Flavor"
"It's the 'fresh-like' orange flavor, with just enough sparkling tingle, that I like about Orange-CRUSH. Whenever I taste Orange-CRUSH I think of that gra-and-roma like when you open a sack of big, ripe oranges. Gee, wish I had some now!"

BOTTLED ORANGE DRINK CHOICE AT HOME, OUTINGS

All over the nation, hot-weather thirsts are calling for the natural "fresh fruit" flavor taste winner, bottled Orange-CRUSH. Yes, it's a winner—at the tennis courts, after a lively set—at golf, after a few Billy holes—on the sailboat, after a tricky tack—at the picnic—at the ball game... wherever folks of any age work up a thirst amid warming winds, under sizzling sun. At home, too, delicious natural-color, "fresh fruit" flavor Orange-CRUSH is the great taste winner. Cold, right off the ice—on the porch, in the parlor, under a tree on the shady side! What a warm-weather treat for the family, quick pick-up thrill for guests! Hear what people say as they enjoy every cooling, delicious sip of this natural "fresh fruit" flavor taste winner, bottled Orange-CRUSH! "So fruity, yet not too sweet"—"such sparkling tastiness"—"so satisfying to hot-weather thirst"—"no foreign after-taste"—"refreshes so quickly, so completely"—"Hope you have plenty on ice, I'd like another."

Make "Orange-Sicles"

Youngsters love 'em! Simply pour Orange-CRUSH into refrigerator ice cube compartments. When partially frozen insert a blunt wooden skewer in each cube. Finish freezing. Better'n candy!

Only Tree-Ripened Valencia Oranges Used

FROM SUNNY GROVES come the luscious Valencia oranges that are used in preparing Orange-CRUSH. Only the choicest oranges are selected, picked at the very peak of their maturity. These select oranges are rushed to the plant where they undergo a special processing developed over many years by Orange-CRUSH technicians. In this way, every bit of flavor and goodness is saved for your enjoyment in a bottle of Orange-CRUSH.



Juice of tree-ripened Valencia Oranges, filtered carbonated water... flavor of orange peel, citric acid from lemon juice, sugar syrup... that's Orange-CRUSH!

SMART DEALER... SMART SHOPPER...

HE MAKES SHOPPING EASIER... because he knows families in growing number are buying Orange-CRUSH, in brown bottles, "by the case." So he keeps well stocked with cases of Orange-CRUSH, and helps shoppers remember to buy with a well-displayed reminder to "BUY IT BY THE CASE."

YOU'LL BE HAPPY AT HOME... if you buy Orange-CRUSH by the case—and keep a few bottles always cool and handy in your refrigerator. Delicious, cooling refreshment between home tasks... for active, thirsty children... for "drop-ins" while you chat... for parties... for the unexpected, always!

...THE DRINK WITH THAT "FRESH FRUIT" FLAVOR
Orange Crush Bottling Company, Abilene, Texas