You can be assured of purity in every bottle of Nesbitt's Orange. Constant laboratory tests guarantee you the finest quality.

NESBITT'S contains no harmful ingredients. Some people have the belief that carbonization in a soft drink is harmful. This is not true . . . provided it is not excessive. Nesbitt's has about one-quarter the amount found in most other drinks. This amount is just enough to have a beneficial effect.

Because Nesbitt's is pure and made from real oranges, it is recommended by many health authorities as the ideal family drink.

Order Nesbitt's today and keep a supply on hand for your family.

Serve Nesbitt's Orange to your family often. In addition to being a delightful thirst quencher, Nesbitt's is delicious in other ways. The following list of recipes may help you in adding variety to your menu.

Suggested Recipes

Pie Crust: Add ¼ cup of Nesbitt's to pie dough. This gives a most delicious, unusual flavor to the crust.

Orange Milk: Blend ¼ cup of Nesbitt's with ice cold milk.

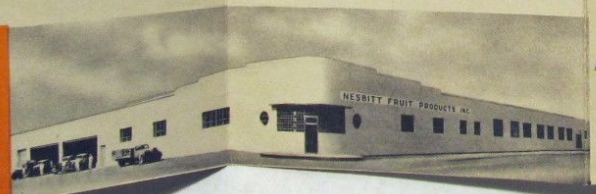
Nesbitt's Tropical Punch: Pour Nesbitt's over ice. Add cherries plus razor thin slices of pineapple and bananas.

Sherbet: Use Nesbitt's as a fruit juice with your favorite sherbet recipe.

Orange Float: A scoop of vanilla ice cream in a large glass—then fill with Nesbitt's.

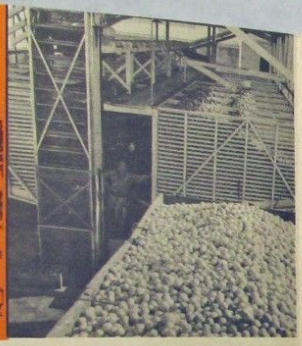
Orange Freeze: Nesbitt's and Ice Cream blended in your home food mixer.

The modern Nesbitt Plant is located in the heart of the California Orange District. Here the rich, sweet juice of the Valencia Orange is extracted and preserved.



From California's Finest Groves

From the time the Oranges are picked, only a few hours pass before they are unloaded into these huge holding bins.

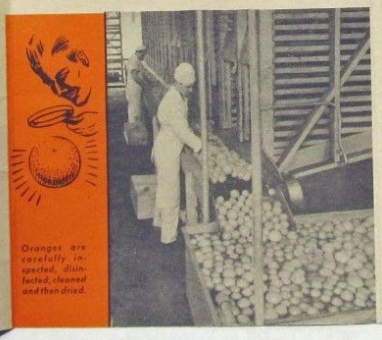


MANY people who have been delighted with the taste of Nesbitt's Orange have asked . . . how is Nesbitt's made? The answer to this question is interesting. So let's take a short trip through the large Nesbitt plant located in Los Angeles, California. But before going inside—we wish to point out—that only a few miles from this modern plant are orange groves which extend as far as the eye can see . . . the richest orange groves in all the world. Here . . . the king of oranges—the Valencias grow best.

The Valencia orange is considered the finest of oranges because it contains the most delicious . . . the sweetest juice. And Nesbitt's is made exclusively from Valencias.

Large Nesbitt's trucks carrying hundreds of tons of fresh Valencia oranges arrive every day direct from the groves and back up to these huge orange bins where the fruit is held . . . then inspected, sterilized and fed to the hungry reaming machines which extract the pure golden juice from the oranges, just as you extract the juice in your own kitchen with a hand reamer. Yes, that's why Nesbitt's tastes so good.

Only the pure juice is retained. The pulp and peel are carried away and used for cattle feed. From the reaming machines, the juice is then treated by the exclusive Nesbitt Process.



Oranges are carefully inspected, disinfected, cleaned and then dried.

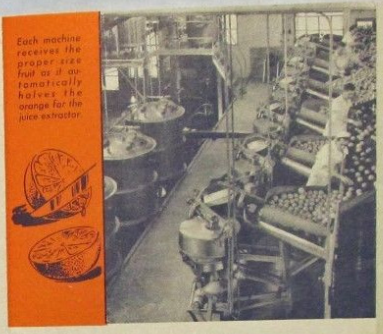
By an ingenious device, all the air is taken out of the juice which prevents it from oxydizing and preserves it in its natural state . . . true in orange flavor and rich in health vitamins.

Throughout the entire manufacturing process, highly skilled chemists keep an accurate eye on every detail to see that every drop of Nesbitt's comes up to the highest standards in quality.

The personnel responsible for this important part in the production of Nesbitt's are supplied with the finest testing equipment—and the most modern chemical laboratories are maintained in which to control standardization and sanitation.

From this plant, the Nesbitt's base is shipped to qualified Nesbitt's franchise bottlers—who must comply with the highest standards in pureness and quality . . . which guarantees you a drink . . . that's pure . . . wholesome . . . thirst quenching and delicious.

To the Nesbitt's base . . . the bottler adds pure cane sugar, pure filtered water and just a dash of carbonization to give the drink the proper zest.



Each machine receives the proper size fruit as it automatically halves the orange for the juice extractor.

Juice-extracting machines of stainless steel hold the fruit while revolving reamers extract the juice. The peel, seeds and white part are discarded . . . just as you extract the juice in your kitchen.