

NEW KIND OF RICE

Anyone can cook it like an expert



It's so easy to prepare. Sunny-colored grains that cook white and fluffy every time. The grains stand apart — "Each grain salutes you." Richer, fuller, nut-like flavor

A new idea in rice that creates so much interest among food experts and the Army's food experts early in the war, is now being available at food stores everywhere.

Fluffs Up—Looks Nicer

Cooking chefs like it because it fluffs up—looks nicer on the plate. You have learned, too, that it keeps, either hot or cold, steaming up or sticking together. Naturally it goes further. You will like it for the same reasons.

White Magic in Cooking

Anything you will not

Rice to the minute. If dinner is delayed a little, you can still have fine, fluffy, good-tasting rice.

Richer, Fuller Flavor

Another happy discovery about Uncle Ben's will be its flavor—a delicate, nut-like taste—a richer, fuller flavor than you have ever known in rice. It's a taste you don't tire of... a wonderful new eating experience.

And best of all, you'll find that it's a lot less trouble to cook Uncle Ben's Rice. You can forget about the washing, rinsing and steaming that take extra time and require extra attention.

control of during the war because of its high vitamin value and because it kept better in any climate.

This is the product that nutritionists have been enthusiastic about because our new patented process (exclusive with Uncle Ben's) saves, in the rice kernel itself, a high percentage of B vitamins and other whole-grain properties that are largely lost in ordinary polished rice.

Try this grand-tasting new rice—in your favorite rice dish—soon.

Scientifically improved long-grain polished rice—vitamin permeated. The sunny-colored rice that cooks white.



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