



Delayed Dinner—no longer!

Why worry about dinner—when you can have it in just 18 minutes, with handy, pre-cooked Minute Rice!

No other rice is so quick and easy to fix—so sure to come out perfect. You just bring Minute Rice to a boil, and turn off the heat. Ten minutes later, look! Your rice is done—tender, fluffy, snow-white. So fool-proof, so delicious every time—it's no trick to make compliment-winning meals with Minute Rice!

Quick meal-maker... Minute Rice!



Quick and Delicious!

Minute Rice gives you tender rice every time. Fluffy, long-grained, delicious.

Quick and Handy!

Keep Minute Rice on hand always! Get the large economical Family Size!

Quick and Easy!

No washing! No rinsing!
No draining! No steaming!
It's pre-cooked!

Just 18 minutes with Minute Rice!

EGGS AND RICE AU GRATIN

An egg dish fit for a King—sure to be "Aces" with family or guests. And so easy on the budget—and the cook! Just prepare 1½ cups Minute Rice as directed on the package. To half the rice, add ¼ cup chopped chives and 2 tablespoons butter. Keep warm. Beat 6 eggs. Add 1½ cups grated Cheddar cheese, remaining rice, and ¼ teaspoon dry mustard blended with ¼ cup milk. Scramble in melted butter till eggs are done but still soft. A gold-and-white delight that looks as good as it tastes, serves 5 or 6 in just 18 minutes! Only Minute Rice does such speedy tricks... turns out so delicious every time!

Another Pick o' the Pantry Supper—Quick-Chick Casserole: Prepare 1½ cups Minute Rice as directed on package. Heat 1 can cream of chicken soup with ½ cup milk. Add 1 cup diced cooked chicken; season; heat. Add rice. Turn into 1-quart casserole; top with buttered crumbs; brown under broiler.



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