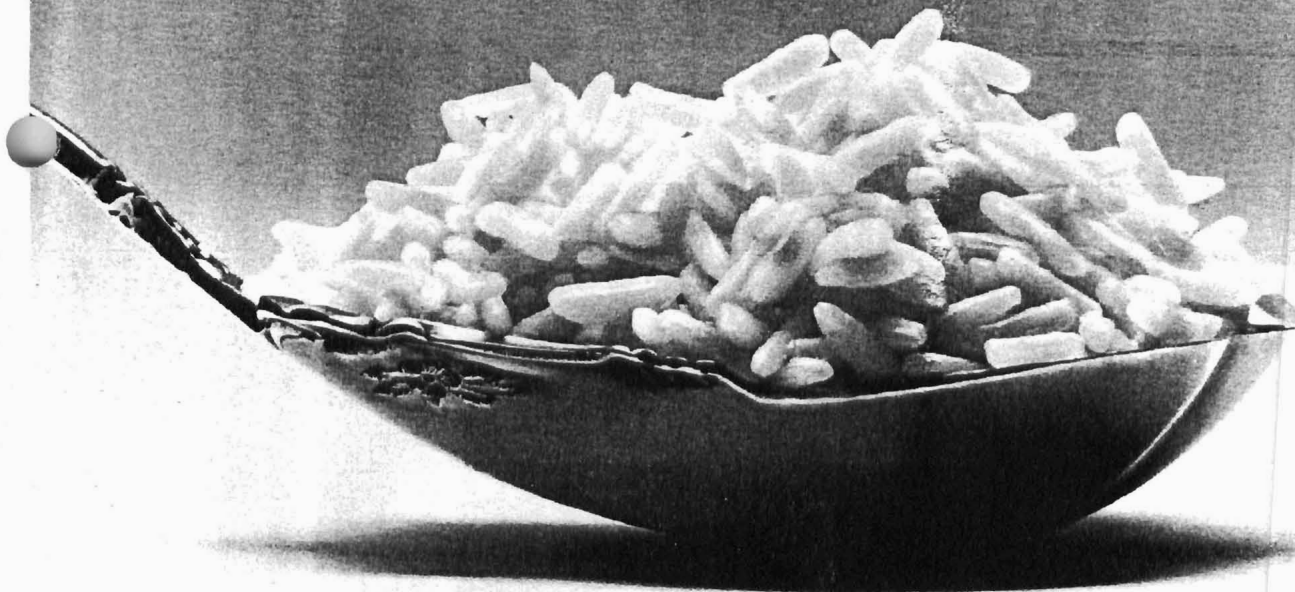


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# Rice

comes to you  
deliciously dull...



(so you can provide the excitement)

Racy excitement  
with rice

If you can pronounce the word  
Va-rice-ity, there's no reason why you  
can't fix tender fluffy rice.

It just takes a matter of minutes to  
produce light, lively excitement right in  
your own home. No fuss, no bother,  
no goofs. Just follow the easy directions  
on the package you're using.

Just do it, do it, do it:

- With gravy
- With a pat of butter
- With chopped ripe tomatoes
- With crumpled bacon and sour cream
- With drained chopped pimento
- With chopped ripe olives
- With shredded cheddar cheese
- With chopped parsley
- With grated Parmesan cheese
- With tossed slivered almonds
- With chutney

Deliciously dull rice can provide the  
basis for any meal, and be used with equal  
success in any dish...soup, salad, main  
dish, entree accompaniment, or dessert.

Get away from the doldrums of  
routine, and try the excitement of rice.

**Va-rice-ity**  
is the spice of life