



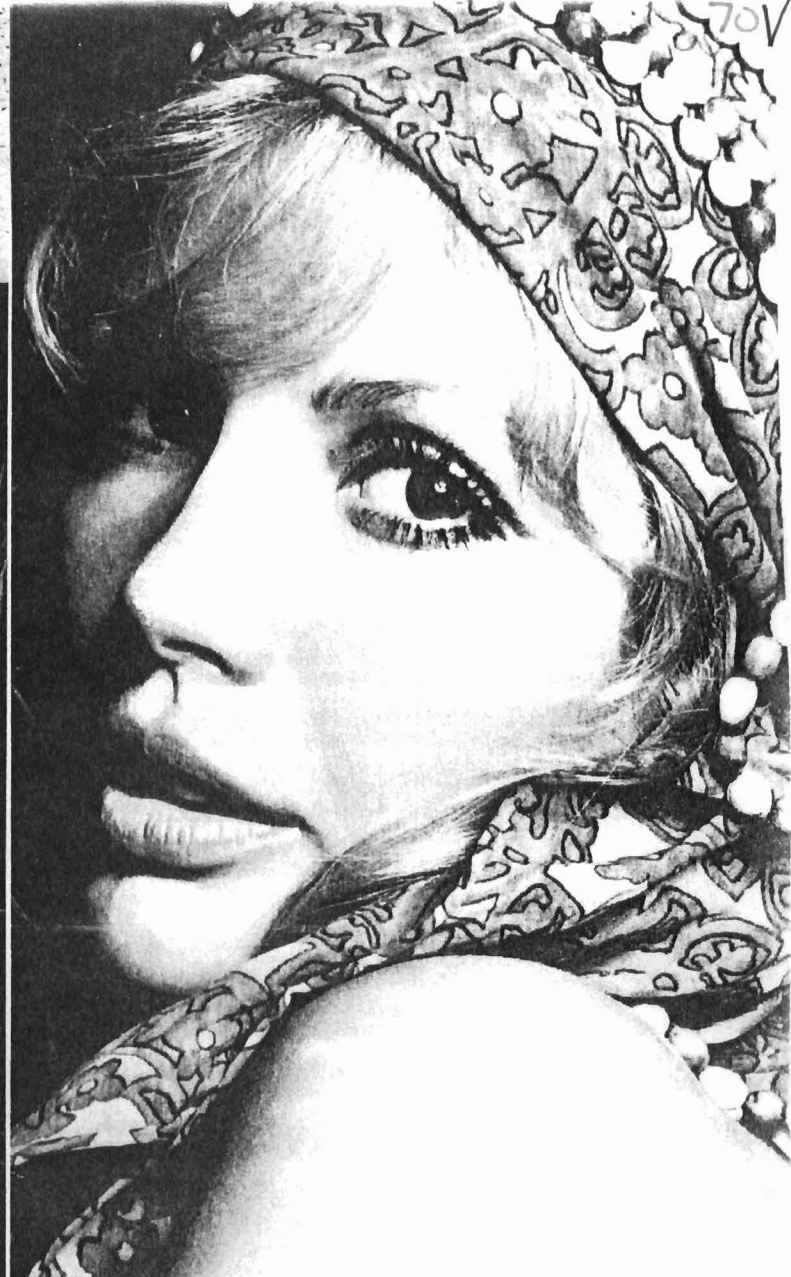
Whatever you're giving him tonight, he'll enjoy it more with rice.

Rice has a way of bringing out the flavor in things. It willingly becomes part of what you mix with it. Or serve with it. Yet it retains its own unique, fluffy texture. That's why it goes with just about anything you want to serve. And you can serve it anyway you want. Au gratined. Casseroled. Creoled. Creamed. Curried. Deviled. Fried. Parsleyed. Spiced. Souffled. Now that's variety. That's rice. Ready to make any meal more interesting. More appetizing.

Va-rice-ity

For free booklet "Rice Ideas Men Like," write Rice Council of America, Box 22802, Houston, Texas 77027.

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We've got nothing on tonight, so we're considering Rice Mediterranean.

It's amazing how a little thing like Rice Mediterranean* can change an ordinary, middle-of-the-week evening into an occasion. And if rice can do that to an evening, imagine what it can do to a meal. Any meal. Plain or fancy. The greatness of rice is its total and happy compatibility with just about anything you can think of. It always complements your best efforts. And there are so many ways to cook rice, you could serve it for a year and not repeat yourself.

Va-rice-ity

*One of many exciting recipes you'll find in "Reckless Rice Recipes." For your free copy, write Rice Council of America, Box 22802, Houston, Texas 77027.

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