

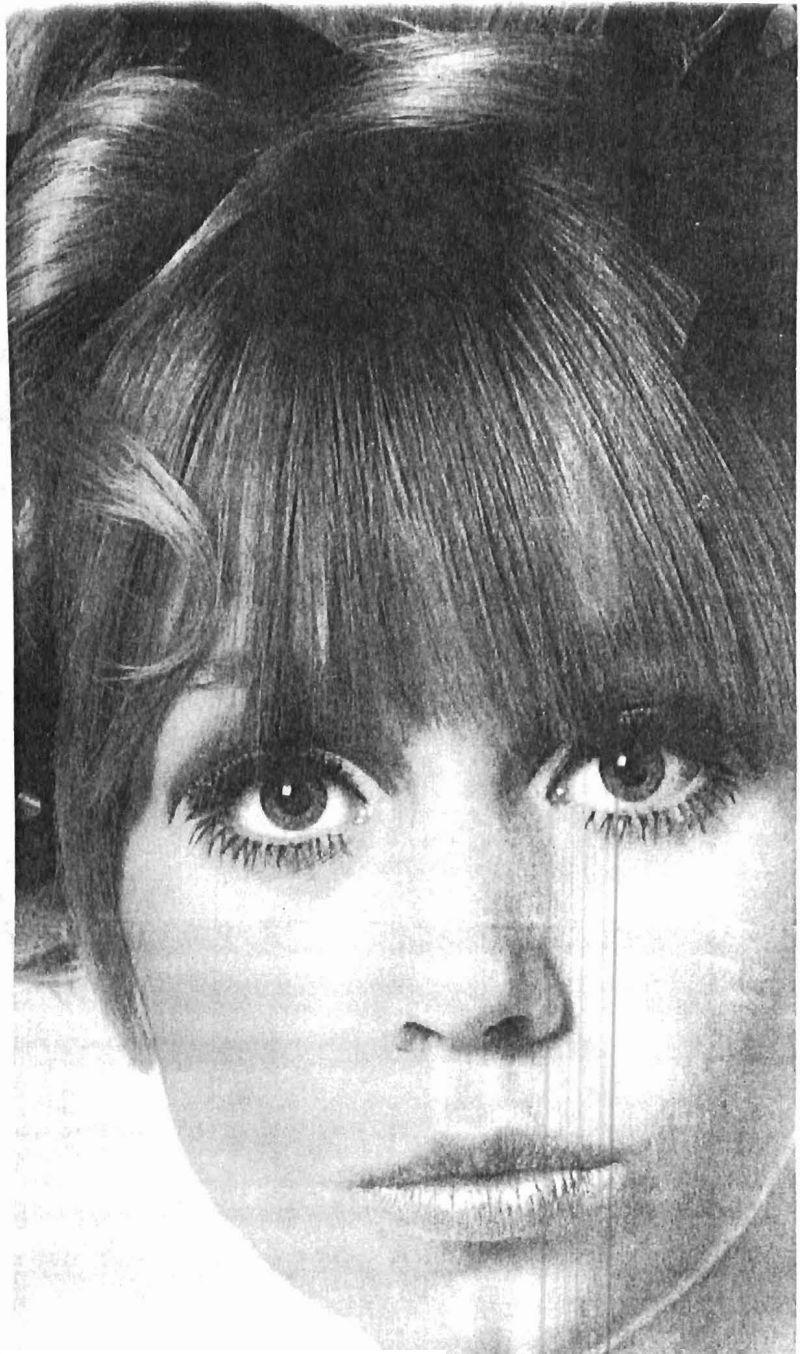
With rice in my pantry, I'm ready for anything.

Any kind of meal. Any time of day. A little rice, a little time, and you're ready, too. Ready to make the beef taste beefier. The steak steakier. The chicken chickenier. All because rice never intrudes. Never gets in the way. It complements your best efforts. Quietly. Why, with rice in your pantry, it's like having a hundred compliments in one little carton or package.

Va-rice-ity



Get ready for the compliments. Send 25¢ for the booklet "Rice 'n Easy" to Rice Council of America, Box 22802, Houston, Texas 77027.



My man likes something unexpected now and then. That's why I serve him rice.

Rice is full of tasty surprises. It's as quick and easy to vary as adding chopped chives. Or topping with paprika. Or tossing with crumbled bacon and sour cream. Or shredded Cheddar cheese. Or toasted almonds. In fact, there are so many ways to vary rice, you could have it every day for a year and not repeat yourself. That's pretty unexpected from a little carton or package of rice.

Va-rice-ity

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LAS 10/70 p143
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p19