

## With Rich Chicken Gravy

HERE'S a meal for a hungry family. Roast chicken. And rice, cooked southern style so that every grain stands alone. Then pour the rich chicken gravy over the rice and let it seep down by each plump, tender flake. You never tasted anything quite so good.

Rice should be served as a vegetable. Eat it as you do potatoes with all fish, poultry and meats. It improves a good soup or stew. There are over three hundred ways to prepare rice.

It is the most economical food you can buy. One cupful makes enough for a family of five.

There is no waste to rice. If any is left, serve it with sugar and cream for breakfast. It can be made into many tasty dishes by combining it with leftover meats. You will enjoy rice every day. And it will save you money on grocery bills.

The healthful properties of rice are equaled by no other food. American rice is the world's finest. It digests in one hour. Other foods take from one hour and forty-five minutes to four hours. Rice builds strength and sustains it. It is ideal for hard-working men and women. It nourishes growing children.

ASSOCIATED RICE MILLERS OF AMERICA, Inc., New Orleans, La.

### The South Gives Us this Master Recipe

*Southern mummies are famous for their cooking. The way they cook rice is the best and easiest way to prepare it. Their recipe is so simple that any person by following it can successfully cook rice the first time they try.*

Wash rice thoroughly in a strainer. Use a deep porcelain or enameled kettle. To four cups of boiling water add one level teaspoonful of salt. Then add one cup of washed rice so slowly that water continues to boil. Lift rice occasionally with fork, and shake kettle so that no kernels stick to bottom. But—this is important—never stir the rice. Boil twenty minutes. Then pour water off, if any, and place in open oven where it will finish swelling without burning. Each grain will stand alone, plump, tender, and delicious.

Consult any standard cook book for a number of excellent recipes for rice. Here are a few others.

#### RICE AND MEAT CROQUETTES

One cupful boiled rice, one cup finely chopped meat of any kind, half a teaspoonful salt, a little pepper, a pinch of cayenne pepper, one tablespoonful butter, half a cup of milk and two eggs. Put the milk on to boil, add the meat, rice and seasoning, when it boils well, add the beaten egg, stir it one minute and let it cool. Shape into rolls, dip into white of egg and cracker crumbs and fry in deep fat.

#### RICE GRIDDLE CAKES

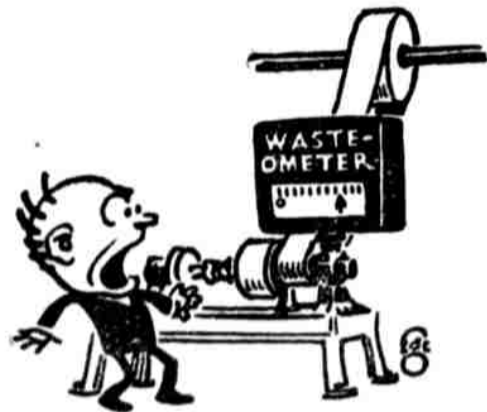
Put two cupfuls of boiled rice through a sieve. Sift together one pint of flour, one half teaspoonful of salt, one teaspoonful of sugar and one and one-half teaspoonful of baking powder. Add the rice, the beaten yolk of two eggs and milk to make a smooth batter. Lastly, fold in the whites of the eggs. Have griddle hot, make cakes rather large, brown and serve with maple sugar.

#### RICE MUFFINS WITH EGGS

Divide two cupfuls cold boiled rice stirred free from lumps with half pint of milk, tablespoonful melted butter, yolks of three eggs. Sift together one pint flour, one tablespoonful sugar, one-half teaspoonful salt and one and one-half teaspoonful baking powder. Add to the rice preparation and mix into a smooth, firm batter. Fold the beaten whites of the eggs carefully in and bake in muffin pans fifteen minutes.

# EAT RICE

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Central station measures the total current delivered to your factory. You can read *that* on the meters.

But unless you check up every source of loss, you will never know how much of that power is lost. There is no place on the meter to indicate *that*.

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George Yeaman, District Manager

EDW. R. LADEW CO., Inc.  
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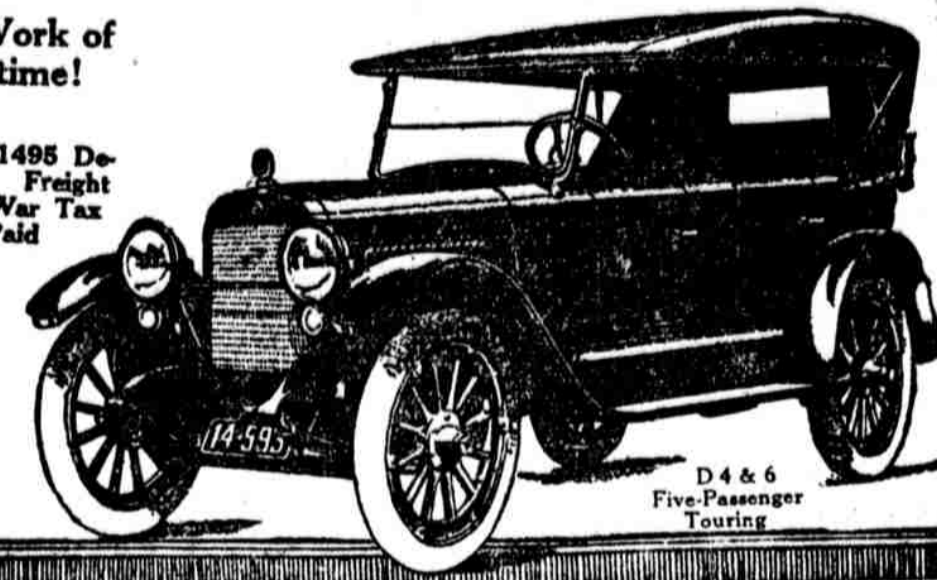
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### Not a Price Reduction

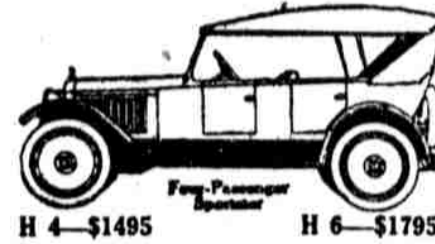
EL-CAR has not made a reduction anticipating a decline in the general price level—*decidedly not!* Modest prices for 50 years have marked this great company's sterling products. Quality is the only criterion EL-CAR knows. No better basic essential units ever entered any car.

### EL-CAR'S Credit Unimpaired

The old economic system was crushed on the anvil of progress by the hammer of war. Out of it has been fashioned something entirely new. Material shortage, delayed shipments, strikes, embargoes and, finally, credit curtailment by the banks. *Not many are expected to survive such a vital economic change.*

### A Tribute to EL-CAR Stability

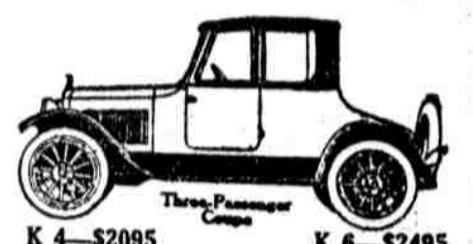
It behooves owners to weigh a factory's stability. For thereby hangs the resale and service value of the car. EL-CAR will maintain prices in the



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