We do not Buy nor Sell a pound of Rice

Rice Association of America
(Incorporated)

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Rice is an American Staple Food, Nutritious, Easily Di-
gested and Economical, and its Increased Consumption
is to the interest of the Consumer as well as the Producer.
GREAT FOOD VALUE OF RICE

(From Leslie's Weekly of Sept. 1st, 1910.)

Some foods are not only ideal for the invalid but are equally valuable as muscle builders for those engaged in hard work and who are in perfect health. No other food fills this double bill better than rice. Being easily digestible as well as very nutritious, it excels for the invalid or convalescent and is one of the first solid foods that may be given to babies. But it is a diet for strong men as well. One of the most amazing revelations of the Russo-Japanese War was the well-nigh perfect health of the Japanese soldiery, whose main diet had always been rice. While no single article possesses all the food qualities needed by the body, rice approaches the point as nearly as any known. As one of our own national products we have not sufficiently appreciated its food value. In this era of high prices it offers the double attraction of being very cheap as well as exceedingly nutritious. Less meat and more rice in varied forms would be a good motto for the poor man's table. Already eaten by more human beings than any other cereal, under a campaign of education, the variety and extent of its use might be wonderfully increased.

A FEW RICE RECIPES

Respectfully Dedicated

—To—

Madam Good Housekeeper

—By—

The Rice Association of America

(Copyright applied for Cover, but inside of Booklet may be used without giving credit.)

Always Ask Your Grocer for American-Grown Rice.

In selecting recipes for this little book we have purposely refrained from submitting dessert recipes, in order that the general public may recognize rice as a staple food. We submit, however, for its great nutritive value a recipe for Rice Custard.

Where rice is grown, it is used on the table from one to three times a day, and seldom is sugar used with it. It is preferred served hot, with gravy.

We have also avoided recommending rice being cooked in double boilers or going
through an elaborate process of steaming after washing the cooked rice in cold water, for two reasons: first, the average household cannot afford double boilers; second, the average housewife has no time for any such elaborate process in cooking, when an article is to be one for everyday diet. The recipes in this booklet give splendid results with absolutely no trouble.

Madam:

IF YOU WANT TO KNOW

the right way to cook rice and the many nutritious, easily-digested, fuel-producing and appetizing dishes that can be made with Rice as the important ingredient, you will read this little booklet very attentively and try each of the recipes herein contained.

RICE

should be served dry, steaming hot, not mushy, every grain separated. The whole family will enjoy the dish mixed with the soup or gumbo, or eaten with good rich meat gravy or butter.

After you have learned to cook Rice, you will then be able to utilize and serve it in a hundred different ways. Your household will like it and will always want it on the table for dinner, served dry, to be used instead of bread, with all gravies (especially the brown meat gravies), and with beans and peas. In a large measure it will take the place of potatoes. It is so much easier to handle, cleaner, keeps better, quicker to prepare, easier to digest and about four times as nutritious.

PRACTICAL RECIPE FOR COOKING RICE

1 cup of rice (well washed).
3 cups of boiling water.

Wash rice through at least six waters or until all cloudiness is removed. Drain thoroughly. Bring to the boiling point three brimming full cups of water. Add the salt, and the tiny bit of lard. When water is boiling briskly add the rice gradually so as not to stop the boiling. Don't stir. The grains should be kept moving by the boiling water. It will take about fifteen minutes for the rice to fully absorb the water. During this time keep the cover on, but slightly pushed to one side. At the end of the fifteen minutes the grains should be soft, not the least gritty. Remove the cover and at the same heat let dry out for five minutes. If cooking on gas stove at the end of the five minutes, lower gas and let the drying out process continue for twenty to thirty minutes longer. If cooking on a wood or coke stove, at the end of the five minutes, place cooked rice on rack of stove or in oven to dry out.

By cooking rice in this manner, every bit of nutriment is retained at a minimum cost of effort. Each grain will be puffed to almost three times the size of the uncooked grain. Always cook rice with a lid over the flame. On gas stoves an asbestos lid is recommended. NEVER STIR RICE WHILE COOKING. A sharp knife passed around the edge of the pot after the drying process starts is recommended. If lard is objected to it can be omitted. It is supposed to lessen the danger of burning, to prevent the water boiling over and lends a brilliancy to the cooked product. A porcelain-
RICE BATTER CAKES

Made on the exact proportion of the waffles recipe except an additional half-cup of milk or half-water and milk.

RICE AND TOMATO SOUP

Brown carefully in a saucepan a spoonful of butter and a spoonful of minced onion. When golden brown add a quart of tomatoes cut up fine and let stew thoroughly. Pass through a sieve to remove seeds and peeling. Add the tomatoes to two quarts of beef stock. When boiling hard add a half-cup of well-washed rice and let boil for fifteen minutes or until rice is soft. Chop up fine or pass through a meat cutter some of the soup meat and add to the soup.

A half-cup of rice well washed, added fifteen to twenty minutes before serving the soup makes a pleasant change from barley, vermicelli, etc., the usual thickenings employed to vary the soup menu.

Many soups after serving, can be improved by adding a spoonful or two of hot boiled rice.

RICE GUMBO SOUP

6 large crabs.
1 lb. of shrimp (about 18 or 20).
1 dozen okra (sliced fine).
1 large cup of tomatoes (cut up fine).
1 large spoon of lard and flour.

1 large onion (cut up fine).
3 or 4 sprigs of parsley.
½ clove of garlic (minced).
3 bay leaves.
1 small sprig thyme.
1 red pepper (remove the seeds).

Put lard in large soup pot, and when boiling hot add flour, brown slightly and then add onion and garlic, then the crabs quartered, then the okra, sliced very fine, then the tomatoes, parsley, bay leaves, etc.; lastly the

RICE FOR BREAKFAST

Boiled rice served with milk or cream after the fashion of the ordinary breakfast foods, will be found to compare favorably to any of these much-advertised cereals. Rice is coming into its own as a breakfast food. And why not, when it is the easiest cereal to digest, and the most nutritious? It is destined to take its place at the front rank of ready-cooked dishes for the early meal. It took the manufacturers of such foods a long time to "discover" rice, but it is here to stay. Puffed Rice and Toasted Rice Flakes, made by different manufacturers, are now to be found on sale anywhere.

Boiled rice served with milk and sugar is "hard to beat." Remember it is the easiest cereal to digest. Good digestion means a clear mind for the day's work. Business men who do not take much exercise should eat rice, which is so easily assimilated as a food.

(See "Left Overs" for Rice as a Breakfast Food.)

RICE WAFFLES

3 cups of sifted flour.
3 cups of boiled rice
1 cup of milk or half water.
1 teaspoon of butter.

Mix salt and yeast powder into flour and add the butter. Into the well-beaten yolks add the milk. Mix the milk and eggs into the flour. Now stir in boiled rice and add the well-beaten whites. Cook immediately.
shrimp. Let all stew together for at least twenty minutes, stirring constantly to avoid scorching. Add two quarts of hot water and simmer for at least an hour. When done add salt to taste. Serve with a spoonful of boiled rice in each plate. Ample for six or seven people.

Some persons never serve Gumbo without ham. If used, cut up a slice fine and fry in lard before the addition of the flour. If “file” is used instead of the okra, add a tablespoon just before serving, after letting it come to a good boil. A pound of veal (cut in small pieces) is also added to the above recipe by many.

Chicken Gumbo is made in the same way, substituting for the crab and shrimp a fine fat chicken, fried previously.

(For the benefit of our Northern friends we will say that “file” is the leaves of Sassafras, dried and finely pulverized.)

RICE FRITTERS

Mash a cup of cold boiled rice thoroughly with half a cup of milk and one well-beaten egg; add to this batter half a cup of sifted flour, a teaspoon of yeast powder and sweeten to taste. Mix thoroughly and cook in boiling lard, dropping the batter from spoon to make the fritter the desired size.

RICE A LA VALENCIANA

(Translated verbatim from an old Spanish cook, who knows how to make it.)

The chicken is cut to pieces.

It is fried in lard until it is a golden color. When half fried, peeled garlic and onion and pepper and a clove—all are thrown in, and salt. When the chicken is fried the pot is

filed with water and while boiling, the rice is thrown in, and a couple of large sweet red Spanish peppers (pimientos morrones), and it is all left well covered until it is dry, seeing that it is well cooked, and to take to the table the dish is adorned with other whole Spanish peppers.

To give it a color a pinch of saffron is thrown in with the water.

RED BEANS AND RICE

(A Famous Creole Combination.)

Soak overnight or for at least six hours a pound of red beans. Then simmer for at least four hours in two full quarts of water. The beans will then be quite soft, when add a teaspoon of salt, a teaspoon of butter, or half lard and half butter, a small onion (minced), and half a red pepper, and the simmering process continued for two hours longer.

A pound of salt meat (scalded) is often substituted for the above seasoning, not excluding the onion. The minced onion entirely disappears in the simmering and makes a delicious seasoning.

Serve with boiled rice, and the combination is not only good but represents a perfect food value—a complete ration.

RICE CROQUETTES

To one and a half cups of soft boiled rice add two eggs, a small onion minced, one tablespoon of flour, salt and pepper to taste. Mix well, mould into shape, roll in flour or cracker crumbs, and fry in boiling lard. Any kind of cold meats or chicken added is an improvement.
RICE JAMBALAYA

1 1/2 cups of rice (well washed), 1 lb. fresh pork, 1 lb. of sausage, 1 slice of ham, 1/2 of red pepper (remove seeds), 1 large tomato (this is a matter of taste).

Cut pork and ham in very small pieces; the sausage in rather large slices. All the rest of the ingredients minced. Brown carefully the onion and pork in the butter. When a light brown add the ham with the other seasonings and brown together for five minutes. Then add the sausage and let cook five minutes longer, stirring constantly. Add three quarts of hot water or preferably stock. Let boil for ten minutes and then add the washed rice and let boil for half an hour or until firm.

This is a real Jambalaya. But the average Southern housekeeper does not make such an elaborate dish of it, the Jambalaya being a method of using the left-overs. It is a favorite way of finishing up the ham scraps with scraps of veal and beef. Chicken, sausage, shrimp and oysters all making good Jambalaya, which is a name for cooking rice in a very rich stew or broth.

FRICASSEE OF CHICKEN WITH RICE

Cut into joints a fine fat chicken, season with salt and pepper minced. Put in a deep iron saucepan a spoon of lard, and when boiling hot put in the chicken and fry to a light-brown. Remove chicken and add a sifted heaping tablespoon of flour. Stir constantly and when a light brown add an onion previously chopped very fine. Brown carefully and then add a tablespoon of minced parsley, a half clove of garlic minced, a crushed bay leaf. If tomato is used add one chopped fine at this time. Return the chicken and let all stew together for ten minutes, adding a teaspoon of butter if desired. Now add a pint and a half of hot water and let simmer for an hour or until chicken is tender. Serve with rice.

The addition of half a can of mushrooms and a wine glass of sherry makes an improvement much appreciated by bon vivants. Do not add the wine until just before serving.

DAUBE WITH RICE

In a deep iron saucepan melt a large spoonful of lard. When boiling hot place in it a three or four pound round of veal or beef (preferably veal). Let the meat brown well taking care not to scorch. When browned remove the meat and sift into the lard a large spoonful of flour. Brown slightly and then add a large onion, cut fine, which brown very carefully, stirring constantly. Then add two large tomatoes cut in small pieces, or a cup of canned tomatoes, half a clove of garlic minced, the parsley, the butter, bay leaf and the half of a red pepper from which seeds have been removed. Let all stew together, stirring carefully for ten minutes, or more, and then add two cups of hot water or stock. Stirring constantly, let it come to a full boil, when return the meat and place at back of stove to simmer for an hour and a half, hearing in mind the old French caution that "a daube boiled is a daube spoiled." If the gravy boils away too fast or becomes too thick add more water, but add it hot.

Serve with boiled rice.
RICE CURRY

Mix three tablespoonsful of curry powder with water, then boil and pour over boiled rice. This Rice Curry can be served with Fricassee of Chicken, and Daube.

RICE CUSTARD.

Beat eggs, sugar and butter together. Add to the beaten eggs, sugar and butter; then add hot milk and stir thoroughly. Sprinkle with nutmeg or add vanilla and bake in a pan of water until brown.

RICE COOKED IN MILK

1 cup of boiled rice       1/2 cup of sugar.
2 eggs                     1 teaspoon of butter.
2 cups of milk             Vanilla or nutmeg to taste.

A very luxurious way of cooking rice is to substitute milk for water. Boil the milk before adding the rice and proceed as in directions for practical cooking of rice, page 5.

RICE LEFT-OVERS

There is no vegetable that is so useful as a "left-over." Rice can be reheated and in every respect equal the freshly-cooked grain. This makes it invaluable as a breakfast food, as it can be prepared at the dinner meal and in five minutes be ready for breakfast.

To reheat rice, pour over a quantity corresponding to what a cup of raw rice yields, a scant half-cup of boiling water; let thoroughly heat without putting on a cover. Or place rice in colander over a pot of boiling water. In five minutes it will be heated.

UNSWEETENED RICE CUSTARD

To 1 cup of boiled rice mash to a paste add one egg and beat thoroughly, then add a cup of milk or milk and water or water, a teaspoon of butter, salt and pepper. Thoroughly mix and bake till brown. Grated cheese makes a delicious addition to the custard.

FOR BABIES AND INVALIDS

Do you want your baby fat and strong—as strong as a Japanese baby? Try

RICE WATER

Boil one cup of well-washed rice in three-fourths of a gallon of water until quantity is reduced to about three cups. Strain.

Serve the rice water in nursing bottle in the proportion of two-thirds rice water to one-third cow's milk. If the child is delicate or feverish and cannot digest milk serve rice water alone, sweetened or salted to taste. Above directions may be reduced or increased according to need.

RICE STUFFINGS

Cold boiled rice may be substituted to advantage whenever bread is used in stuffings.

RICE BORDER

Boiled rice banked by spoonfuls around the dish is what is meant by a rice border.

FRENCH ROUX

Knowledge of how to make a French roux is a fundamental of good cooking. Master the art and the amateur evolves into a chef. Preferably in an iron pot to avoid the danger of burning, melt a large spoon of lard. When boiling hot, sift into it a heaping spoonful of flour, stirring until a light brown. Then
add a large onion, cut fine, and stir constantly, for if the slightest scorching occurs the flavor is gone. Then stir in gradually half a clove of garlic, minced, three or four sprigs of parsley minced, a tiny sprig of thyme, a crushed bay leaf, and half a red pepper from which the seeds have been removed. Salt to taste. Too much caution cannot be given against the danger of scorching. Butter may be added if desired. When tomatoes are to be used, let them stew well in the roux before adding the water or broth for gravies, stews, etc. Lard is always used by French cooks in preference to butter, not only because it is less liable to burn but because it takes the blend of the seasoning better, and the butter may be added if desired.

SOME COOKING HINTS

The Use of Garlic

The recipes in this cook book recommend the use of garlic. Garlic judiciously used is a great part of the secret of good cooking, and unquestionably is responsible for the reputation that Creole cooking deservedly maintains. It must, however, be used carefully. When minced very fine it is wholly absorbed.

Substituting Butter for Lard

One of the mistakes made very generally is that butter makes things less greasy. On the contrary, lard is the better, because if used at the proper heat there is no such danger. Butter, on the contrary, with its great danger of burning, is often used before the proper heat is attained.

RICE THE KING OF CEREALS
AND
THE REASONS WHY

"Rice forms the principal food of one-half the population of the earth. It is more widely and generally used as a food material than any other cereal."—Farmers' Bulletin No. 110, U. S. Department of Agriculture.

"A combination of rice and legumes is a much cheaper complete food ration than wheat and meat."—Farmers' Bulletin No. 417, U. S. Department of Agriculture, page 5.

RICE IS VERY NUTRITIOUS

Comparative table taken from Report No. 6 of the Miscellaneous Series, Division of Statistics, U. S. Department of Agriculture, page 12. Nutritive matter contained in:

<table>
<thead>
<tr>
<th></th>
<th>per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rice</td>
<td>86.09</td>
</tr>
<tr>
<td>Wheat</td>
<td>82.54</td>
</tr>
<tr>
<td>Rye</td>
<td>82.79</td>
</tr>
<tr>
<td>Oats</td>
<td>74.02</td>
</tr>
<tr>
<td>Maize</td>
<td>82.97</td>
</tr>
<tr>
<td>Potatoes</td>
<td>23.24</td>
</tr>
<tr>
<td>Fat beef</td>
<td>46.03</td>
</tr>
<tr>
<td>Lean beef</td>
<td>26.83</td>
</tr>
</tbody>
</table>

"These figures show that rice contains a slightly larger amount of total nutritive matter than wheat or rye, the exact proportion being 1 pound of rice equivalent to 1.042 pounds of wheat or to 1.040 pounds of rye. Maize approached rice somewhat more nearly, the proportion of rice to maize being as 1 to 1.033. Rice is more nutritious than whole oats, 1 pound of the former being equivalent to 1.163 pounds of the later while it contains 3.70 times as much nutritive matter as pota-
Toes, 1.87 times as much as fat beef, and 3.21 times as much as lean or good ordinary beef.”

Rice contains unusually good proportions of the necessary food ingredients with a very small proportion of refuse.

Rice is a healthy food for all people of all ages and all conditions and is eaten to advantage in all climes.

RICE IS THE EASIEST CEREAL TO DIGEST

All doctors prescribe it. Excellent for those who have stomach troubles; also for those who take little exercise. They need a food to digest quickly. (“In the selection of food the first thing to be considered is digestion, for if the food is not digested it is worse than useless.”)

Andrews in “What to Eat” is authority for the following comparative table of food products showing the number of hours necessary for digestion:

- Barley meal: 2 1/4 hours
- Bread (white): 3 1/4 hours
- Bread (toasted): 3 hours
- Buckwheat flour: 3 to 4 hours
- Cereal Coffee: 1 1/2 hours
- Corn (meal): 3 1/4 hours
- Cornstarch: 3 hours
- Crackers: 3 hours
- Gluten Breakfast food: 1 1/2 to 2 hours
- Gluten bread: 3 hours
- Grape-nuts: 2 to 3 hours
- Oatmeal: 2 to 3 hours
- Oats (rolled): 2 to 3 hours
- Postum: 1 1/2 hours
- Pure gluten bread: 2 1/2 hours
- RICE: 1 hour
- Rice (flaked): 1 hour

HEAT VALUE OF RICE PER POUND

The following is taken from the Charts issued by the U.S. Department of Agriculture, prepared by the expert in charge of Nutritive Investigations:

<table>
<thead>
<tr>
<th>Food</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sugar</td>
<td>1860</td>
</tr>
<tr>
<td>Wheat</td>
<td>1750</td>
</tr>
<tr>
<td>Rice</td>
<td>1720</td>
</tr>
<tr>
<td>Oat</td>
<td>1720</td>
</tr>
<tr>
<td>White Bread</td>
<td>1215</td>
</tr>
<tr>
<td>Corn Bread</td>
<td>1205</td>
</tr>
<tr>
<td>Beef Steak</td>
<td>1130</td>
</tr>
<tr>
<td>Green Corn</td>
<td>500</td>
</tr>
<tr>
<td>Potato</td>
<td>385</td>
</tr>
<tr>
<td>Oat Breakfast Food</td>
<td>285</td>
</tr>
</tbody>
</table>

It will be seen by this table that rice has a higher fuel value than bread, potatoes and beefsteak, and is therefore better suited for cold climates than the foods aforesaid.

EXPERT TESTIMONY ON RICE AS A FOOD

Haskins says: “A diet of three-fourths rice and one-fourth beans or other legumes is said to be ideal for maintaining the human machine.”

“Rice is used by the body with least labor to the organs of assimilation and elimination.”—Bunge.

“Rice yields quickly abundant food returns,
and contains much nourishment is a comparatively small space."—History of Civilization in England by Henry Thomas Buckle.

EFFECT OF RICE ON JAPANESE

"The effect of a rice diet on the Japanese and Chinese is reflected in their great energy and endurance. They are people of strong nerves, equable temper and wonderful physical vigor. They have energy without irritation, and perseverance without periodic collapse.

"Rice possesses healing and curative properties to a greater degree than any other cereal, owing chiefly to its digestibility and nerve-building qualities. Rice diet is known to be of the greatest conceivable assistance to nature, restoring the system from the ravages of dyspepsia, indigestion and their various attending evils. The absence of such disease in countries where rice is the principal article of food speaks for itself."—New York Commercial.

Dr. S. A. Knapp of the U. S. Department of Agriculture has the following to say:—"In search of food to meet the requirements of an impaired digestion, I recall the fact that physicians usually prescribe rice for sick people: that laboring people, upon a diet of rice, though able to perform a large amount of work, complain of being hungry between meals. This was precisely what I wanted—energy with hunger. I had it, as a child and lost it somewhere in a busy life. Rice eating nations have energy with unimpaired digestion. In Japan it is a common saying among resident American women, 'I could do this if I had a Japanese back,' referring to the strength of loin possessed by the native wo-

men. Every traveler in that distant land has noted with surprise the ease with which a jinrikisha boy will draw a man six miles an hour along the streets of Tokio. In the late rapid advance upon Pekin it was found that the Japanese could outmarch all the armies of the Orient. With full equipment they advanced all day at double time, and repeated it till even the Russians fell behind exhausted. These women with backs; these jinrikisha boys with the speed of horses; and these double-quick soldiers live mainly on rice."

"In India, China and Japan, which contain about one-half the population of the world, wheat and rice have been produced for decades and centuries under similar conditions. The result has been favorable to rice. It should be noted that the increased production of rice in Southern Europe, especially in Italy and Spain, has been considerable within the past thirty years, and wheat, oats and barley have yielded ground. The substitution of rice for corn and wheat as the principal food for Southern people will tend to the development of a 'hardier race. It will decrease dyspepsia, malaria and mortgages.'

"Rice contains a greater portion of nutritious matter than any of the cereals."—Somerville's Physical Geography, Vol 11, Page 220.
SOME FACTS ON RICE

Rice is a necessity, not a luxury.

In the world there are said to be 1,400 varieties of rice.

In the United States there are about six grades of American-grown rice sold to the consumer:—

Honduras Fancy, which is a long whole grain;

Honduras Second Head, which is a long partly broken grain;

Honduras Screenings, which is a long broken grain;

Japan Fancy, which is a round, whole grain;

Japan Second Head, which is a round, partly broken grain;

Japan Screenings, which is a round, broken grain.

As the consumption of rice increases so will the price to the consumer decrease.

Rice feeds more people than any other substance. It is the world’s greatest food.

Irritable and nervous people should eat rice.

Dr. W. H. Dalrymple, Veterinarian, La. State Exp. Station, gives the following ration per day for a thousand pound mule:—

8 pounds ground rough rice,
1½ pounds cotton seed meal,
4 pounds molasses,
12 pounds Lespedeza hay.