

One Meal—Or Four—For 10c.

Ten cents worth of potatoes is hardly enough for one meal.

Ten cents worth of rice will serve from four to six meals.

Rice is one of the few foods you do not have to pay more for. At no time since the Civil War have we paid such high prices for bread, milk, meat and especially for potatoes. And rice is four times as nourishing as potatoes! One pound of rice contains as much nourishment as four and a half pounds of potatoes!

More Than 1400 Varieties

All rice is not alike. There is more difference than you realize. There are over 1400 varieties! In size, in flavor, in quality they differ.

Comet is long grain rice, the grain that rice experts and dietitians recognize as the highest quality rice possible to obtain.

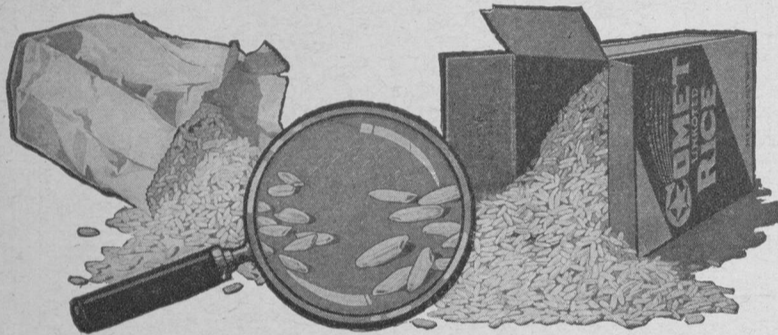
It is not easy for the average person to tell long grain rice.

Buy your rice by name and be sure. Ask for Comet, the finest long grain rice produced—the very cream of the rice crop. You notice at once how perfectly this long grain rice cooks, how much more delicious it is, with every flaky grain distinct and separate.

With Comet you will get a new idea of how good rice can be! Try Comet Natural Brown (unpolished) Rice. Something entirely new.

Of the 1,400 Varieties of Rice Grown You Will Like Comet Best.

10c and 5c packages



Round grain rice loses its shape in cooking—makes a mushy, pasty rice. Long grain rice—Comet Rice—gives you flaky rice—every grain distinct and separate.

Lily of France CORSET advertisement featuring an illustration of a woman in a corset and text describing the product's quality and availability.

SHOE CRAFT advertisement for 'The Narrow Foot' shoes, highlighting their fit and variety of styles.

Crown Lavender Salts advertisement by Lehn & Fink, New York, Inc., promoting its benefits for fatigue and relaxation.

Advertisement for Kayser underwear, featuring the text 'The genuine Italian Silk Underwear has the name "Kayser" in every garment.'

Advertisement for Dale Fixtures, showcasing various lighting fixtures and offering a complete line of portable desks and lamps.

Advertisement for Dale Lighting Fixture Co., featuring a variety of lighting fixtures and a complete line of portable desks and lamps.

BARTO DAY BEDS advertisement, displaying several styles of day beds and their features, including colonial, queen anne, and barto special models.

Air-Float TALC advertisement, featuring a woman and a product container, highlighting its uses for various purposes.

Freneau Sweeny advertisement for women's clothing, featuring a woman in a long coat and hat, and listing various styles and prices.

Jones & Brindisi advertisement for Chinese rugs, featuring an illustration of a rug and text describing their quality and variety.

BOHN SYPHON REFRIGERATION advertisement, highlighting the efficiency and safety of their refrigeration systems.

GREENPOINT TRIP-LOCK CRIB advertisement, featuring an illustration of a crib and text describing its safety and durability.

BENJOLIE GRECIAN-TRECO advertisement, featuring an illustration of a woman and text describing the benefits of their hair care products.

Garden Full of Gladioli advertisement, featuring an illustration of gladioli flowers and text describing their beauty and ease of cultivation.

CREME SIMON advertisement, featuring an illustration of a woman and text describing their skin care products.

Seth Thomas Cathedral Bell Clock advertisement, featuring an illustration of a clock and text describing its accuracy and design.

Advertisement for suits, featuring an illustration of a man in a suit and text describing the quality and style of their clothing.

PARKER'S HAIR TREATMENT advertisement, featuring an illustration of a woman and text describing the benefits of their hair care products.

TRANSFORMATION SIMPLEX advertisement, featuring an illustration of a woman and text describing their hair care products.

Period Furniture advertisement, featuring an illustration of a dining table and chairs, and text describing their quality and variety.

Reduce Your Flesh advertisement, featuring an illustration of a woman and text describing their weight loss products.

A Comfortable Day Bed advertisement, featuring an illustration of a day bed and text describing its features and quality.

GLASSBERG SHORT VAMP SHOES advertisement, featuring an illustration of a shoe and text describing its style and quality.

FRANK PARKER advertisement, featuring an illustration of a woman and text describing their hair care products.

Advertisement for UARDAS Bath of Benzoin, featuring an illustration of a product container and text describing its benefits.

Advertisement for Runkel's Cocoa, featuring an illustration of a cocoa product and text describing its quality and variety.

Premature Grayness advertisement, featuring an illustration of a woman and text describing their hair care products.

IMPROVE YOUR APPEARANCE advertisement, featuring an illustration of a woman and text describing their beauty products.

Advertisement for Schiller Style Shop, featuring an illustration of a woman and text describing their clothing and accessories.

Conspicuous Nose Pores advertisement, featuring an illustration of a woman and text describing their skin care products.

Advertisement for UARDAS Bath of Benzoin, featuring an illustration of a product container and text describing its benefits.