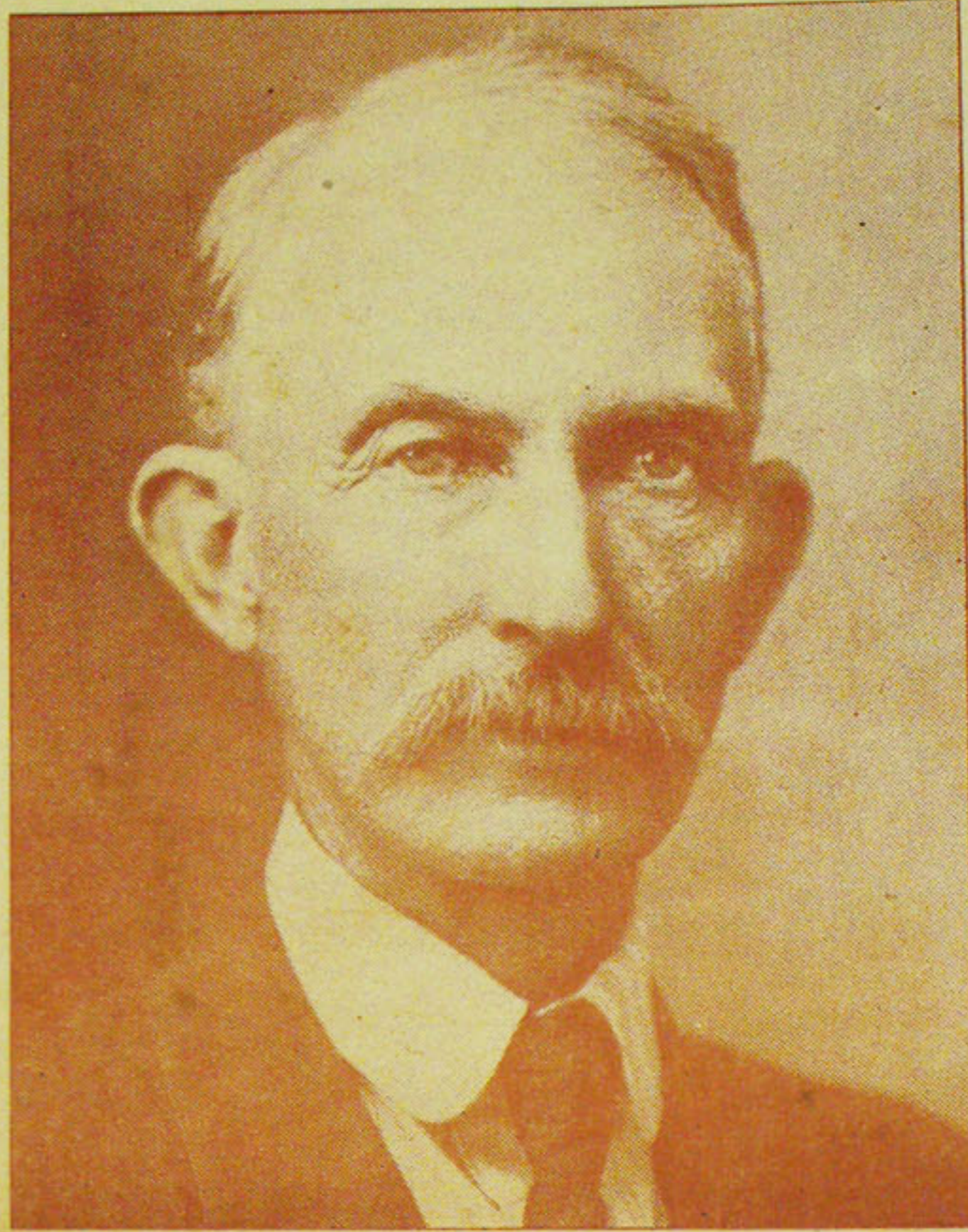


CROWLEY DAILY SIGNAL'S
Souvenir Edition
NATIONAL RICE FESTIVAL
NOVEMBER 7, 1939

1852 Sol L. Wright 1929



Sol Wright, born in Auburn, Indiana, on April 26, 1852, was frequently referred to during his life-time and since his death as the Burbank of the Rice Industry or the wizard of rice varieties.

Mr. Wright developed on his farm three miles south of Crowley a number of outstanding varieties of rice. Doubtless the most famous of these is the Blue Rose as it known today and the chief crop produced in this section. He put this on the market in 1912.

Other varieties which he developed include Lady Wright, Edith, and Early Prolific.

Mr. Wright came to Southwest Louisiana and settled in Crowley when the "Rice City of America" was a youngster. He came here from Indiana.

He died at his home of a heart attack on February 9, 1929.

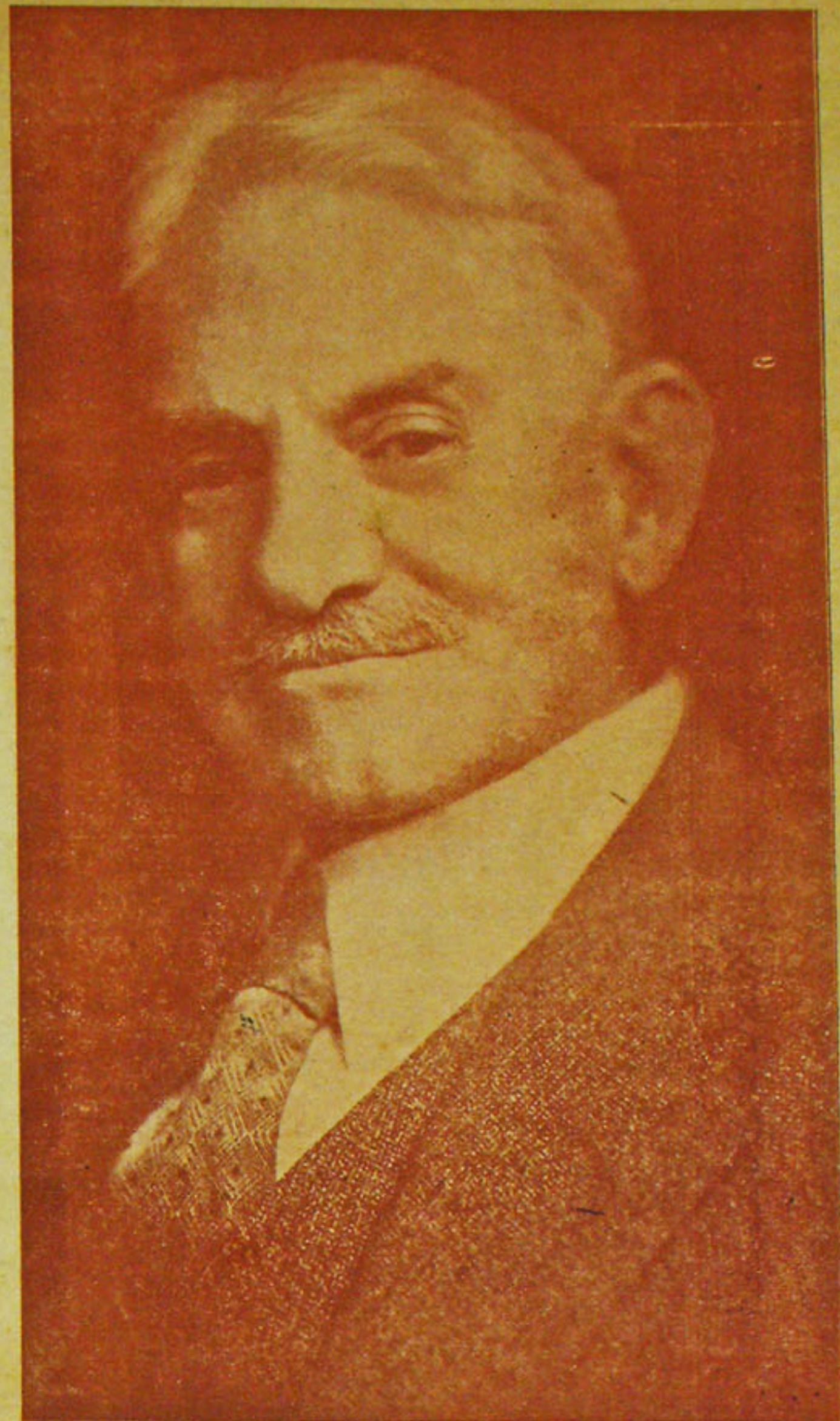
AN ANNUAL MONUMENT

To attempt to set a value upon Sol Wright's contribution to the rice industry and Southwest Louisiana would be like putting a price-mark on the soil, the sunshine or the elements that go into a crop; for the rices he developed were brought out at a time when old varieties seemed to have worn out and when the very condition of the business called for remedy.

Every rice market report, every warehouse receipt book and every article on rice carries words that in themselves are testimonials to the importance of the man who died here Saturday. His perseverance and his determination demonstrated the effectiveness of his method of approaching his labors and undertaking his quest for something better. His monument is renewed each year when the fields turn green, then bend for the harvest.

—W. W. Duson in Daily Signal of Feb. 11, 1929.

Harry D. Wilson, commissioner of agriculture and immigration of Louisiana for many years, was the man who offered the suggestion which resulted in the creation of the National Rice Festival. It was back in 1937 that he proposed that a National rice festival be held to help boost the rice industry of the state. The first festival was held then in connection with the celebration of Crowley's Golden Jubilee. The next festival was held last year and the third annual National event is slated for this year. Commissioner Wilson has maintained his great interest in the festival and given every assistance and help possible every year.



Festival Being Held This Year Is Third Of National Rice Carnivals

More Participating in Event This Year Than During Any Other of Events

The 1939 National Rice Festival, the third to be held since the movement was inaugurated here in 1937, is being sponsored by the Crowley Business club and there have probably been more local business and professional men in the planning and arranging of this event than ever before.

The first two festivals were staged here for the most part by two individuals, Bob Schlicher and Justin Wilson. They of course had the assistance of a number but they assumed most of the chairmanships of the various committees and carried through the work even to handling the very little details.

Business Club

This year the Crowley Business club, which is only a little over six months old, took over the task of sponsoring the National Rice festival.

They requested both Chairman Schlicher and Chairman Wilson to assume the lead. Both declined. They declared they had directed the affair two years and had given of the time of their employers and could not afford to assume the load again.

The board of directors of the club then assumed charge of the festival and J. Bruce Barousse, president, was named general chairman with the directors.

Later chairmen were named for the various phases and departments of the festival. Each was urged to select his or her

own committeemen.

Finances

W. J. Cleveland assumed the chairmanship of the finance committee and successfully directed and conducted his campaign to raise funds for holding the festival. He was assisted by some 14 captains and they in turn secured various workers to assist them.

Justin Wilson was named chairman of the publicity committee and Orville E. Priestley agreed to aid and assist him.

Dorsey Peckham was named chairman of the parades. Miss Annie McLeod assumed the chairmanship of the kiddies' parade.

A. J. Broussard, who handled the decorating of Crowley for the festival in 1938, was named chairman of this committee.

M. M. Buchanan was named chairman of the program committee, while R. E. (Bob) Schlicher was selected as chairman of the reception committee.

Charles Macholl assumed the chairmanship of the dance committee while George Rolloson was named chairman of the contact committee.

Board Helps

A. B. Core was placed in charge of the concession committee with the understanding that the committee would sell the concession rights.

Practically every member of the board of directors of the club is either heading a committee or acting on one of the many committees.

And at the various meetings held, from 20 to 35 business and professional men attending entered into the discus-

Rice Festival Features

Grand Opening 9 a.m. Tuesday Morning.

Concerts by Southwestern, Girls and Boys and high school bands.

Old fashioned balloon ascension.

Selecting of children's Rice Festival queen from Princesses entered; coronation ceremonies; children's parade; and children's contests.

French-Creole hour, consisting of French folk song and French folk dance contests.

Selecting of rough rice grading champion. Event sponsored and conducted by Rayne Lions

sions and participated in the various features of the preparations for the festival.

Jerry Ashley not only acted as chairman of the special advertising committee but assisted with the parade and the program. Dr. S. S. Kaufman was named as a committee of one to contact the farm implement dealers to secure displays and exhibits along this line.

Others Helping

Among others assisting in the festival are A. T. Browne, Charles Hainebach, A. M. Ferguson, Percy Blum, Lance McBride, Many Bergeron, R. S. Johnston and Commissioner of Agriculture Harry D. Wilson.

Others were placed in charge of other features and all in all the group has worked together to bring about what they hope and expect will be one of the most successful festivals ever held here.

Commissioner Harry D. Wilson Is Father Of National Rice Festival

Suggestion Made By Head of Agriculture Department Results in Carnival

The annual National Rice Festival, which is to be held here on Tuesday, November 7, after the rice crop is harvested, is all the result of a suggestion and an idea advanced by Harry D. Wilson, commissioner of agriculture, to the governor of Louisiana. So Commissioner Wilson, who has served in his present position for almost 25 years and one of the best known commissioners in the nation, is really the father of the Crowley carnival.

First National Crowley, of course, has had

club.

Complete display and exhibit of all rice farm machinery.

Champion rice eating contest and naming of champion.

Negro jitterbug contest and naming of champions.

Selecting of Queen of Rice Festival for 1939; crowning ceremonies and annual float parade.

Two death defying performances by "Selden—The Stratosphere Man," who performs on 130 foot pole. Free for public.

Afternoon balloon ascension.

Awarding of prizes in various contests and for window displays and exhibits.

Street dancing.

Repeat parade with special lighting during evening. Selden performs under powerful spot lights at night.

Grand Festival ball Tuesday night.

Everything is free to the public except the festival ball on Tuesday night.

rice festivals before but it never had one on a national scale and one that assumed the importance of the present event. It was local in nature but the publicity regarding the national festival is nationwide.

Louisiana's governor was publicizing the state. He was looking for more and new events. Back in 1937 Crowley was getting ready to celebrate its Golden Jubilee. It was 50 years old in January of that year but had delayed celebrating the event until October 5, the birthday of the late W. W. Duson, the founder of Crowley.

So in connection with that event Commissioner Wilson suggested that a National Rice Festival be held. The matter was talked over with the local leaders boosting the jubilee celebration. The plan was approved and R. E. (Bob) Schlicher and Justin Wilson, son of Commissioner Wilson, agreed to direct the event.

Great Success

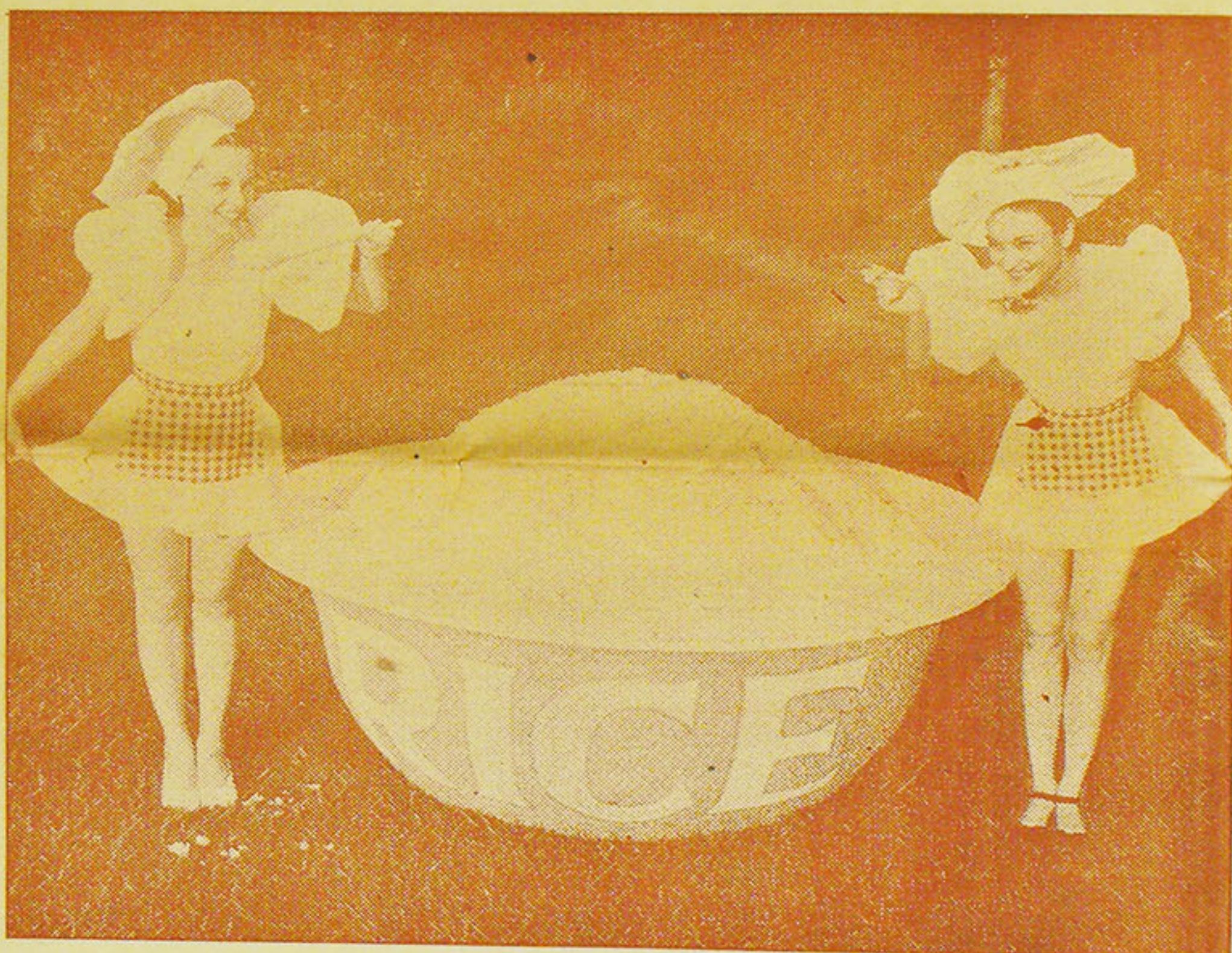
It proved a real success, almost overshadowing the jubilee celebration. Last year the festival had continued to grow until today it appears to be a permanent institution of Crowley, Acadia parish, Southwest Louisiana, Louisiana and the nation. Commissioner Wilson has always been an honored guest for the celebration with Mrs. Wilson. He is again expected to be an honored guest this year.

And during this period he has given every bit of aid and help that he could render and that his state department could render toward holding a successful rice festival.



This picture of the five girls in the Rice Bowl probably has secured more publicity for the rice industry than any other one picture. It was first used for the 1937 festival. The girls are Mary Forshag Hill, Sylvia White, Mary Fontenot, Edith Fontenot Hanisee, and Genevieve Babin Jeansonne.

A picture which was well received and printed many times last year was this one of the famous Rice Bowl and two of the young ladies who appeared in the first picture, Sylvia White and Mary Forshag Hill.



The five girls and the Rice Bowl again appeared as pictured here. This is the same group of girls as above with the exception of Miss Marjorie Fontenot, who appears instead of her sister, Edith Fontenot Hanisee.

The five girls and the famous Rice Bowl appeared as this float in the 1937 festival and they were awarded the first prize. The float was entered by Heymann's department store. They received a great hand during the parade.



Queen Estelle (Miss Estelle Bonin) of Rayne and members of her court snapped at the 1937 festival shortly after the judges had named Miss Bonin queen of the First National Rice Festival.

This attractive float was entered in the 1937 festival by the Crowley Lions Club and was one of the many attractive floats which made the parade a great success and one of the outstanding features of the first festival.



Queen Cecil

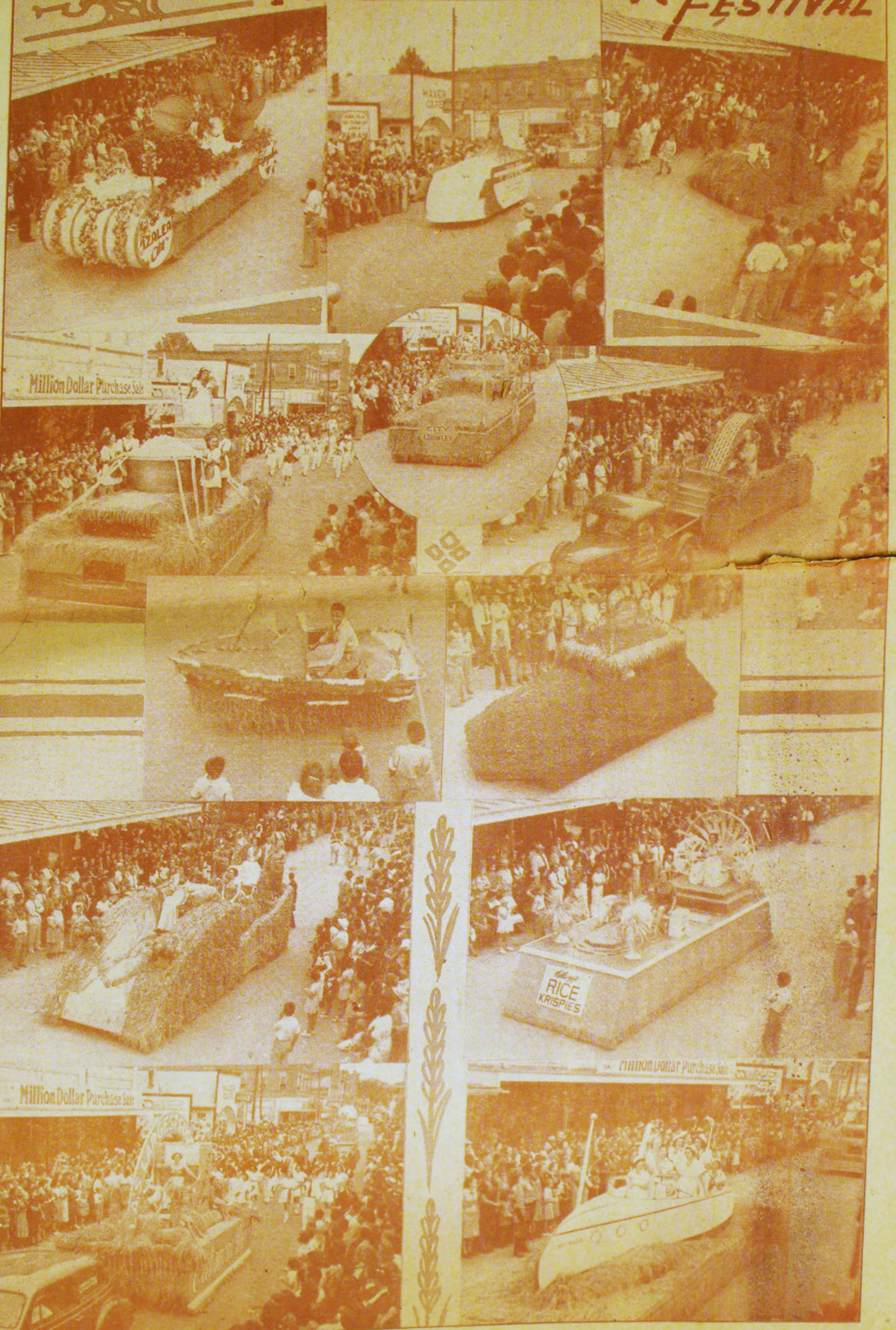


AND HER
COURT
of
1938

Festival



OUTSTANDING FLOATS of 1938 RICE FESTIVAL



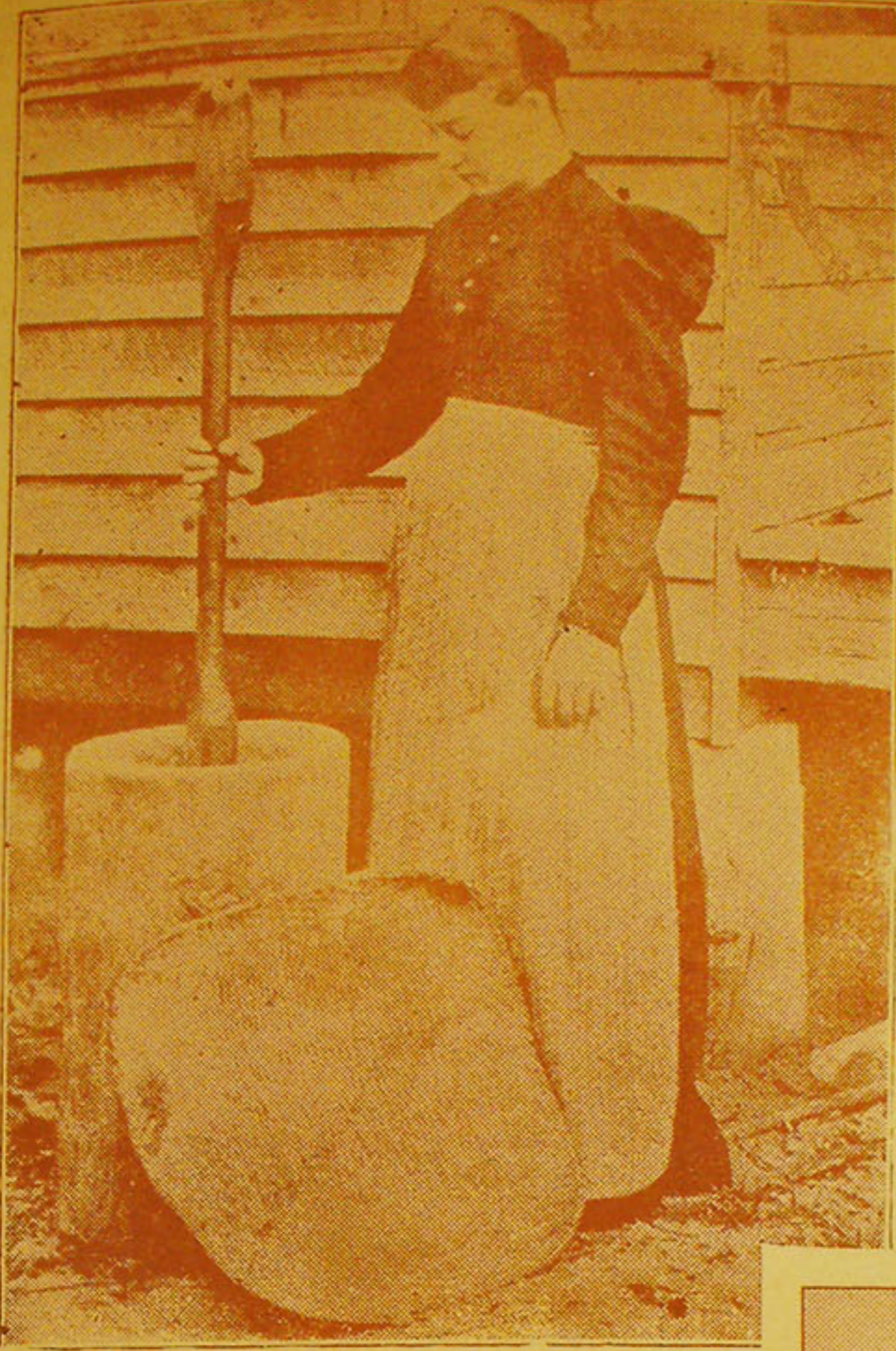


J. Mitchell Jenkins, superintendent of the Crowley Rice Experiment Station for 30 years, has been responsible for developing some of the fine rices planted today in the rice producing states.

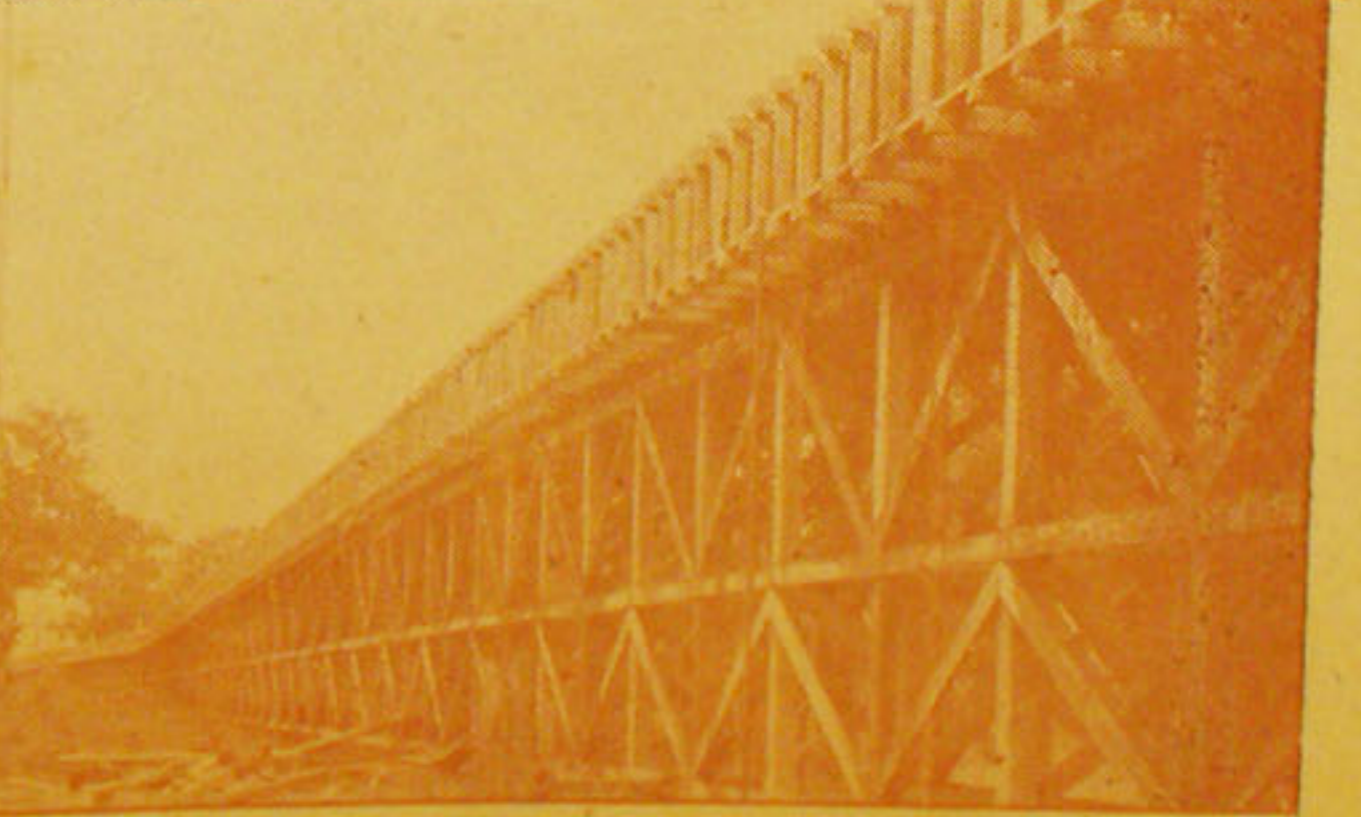
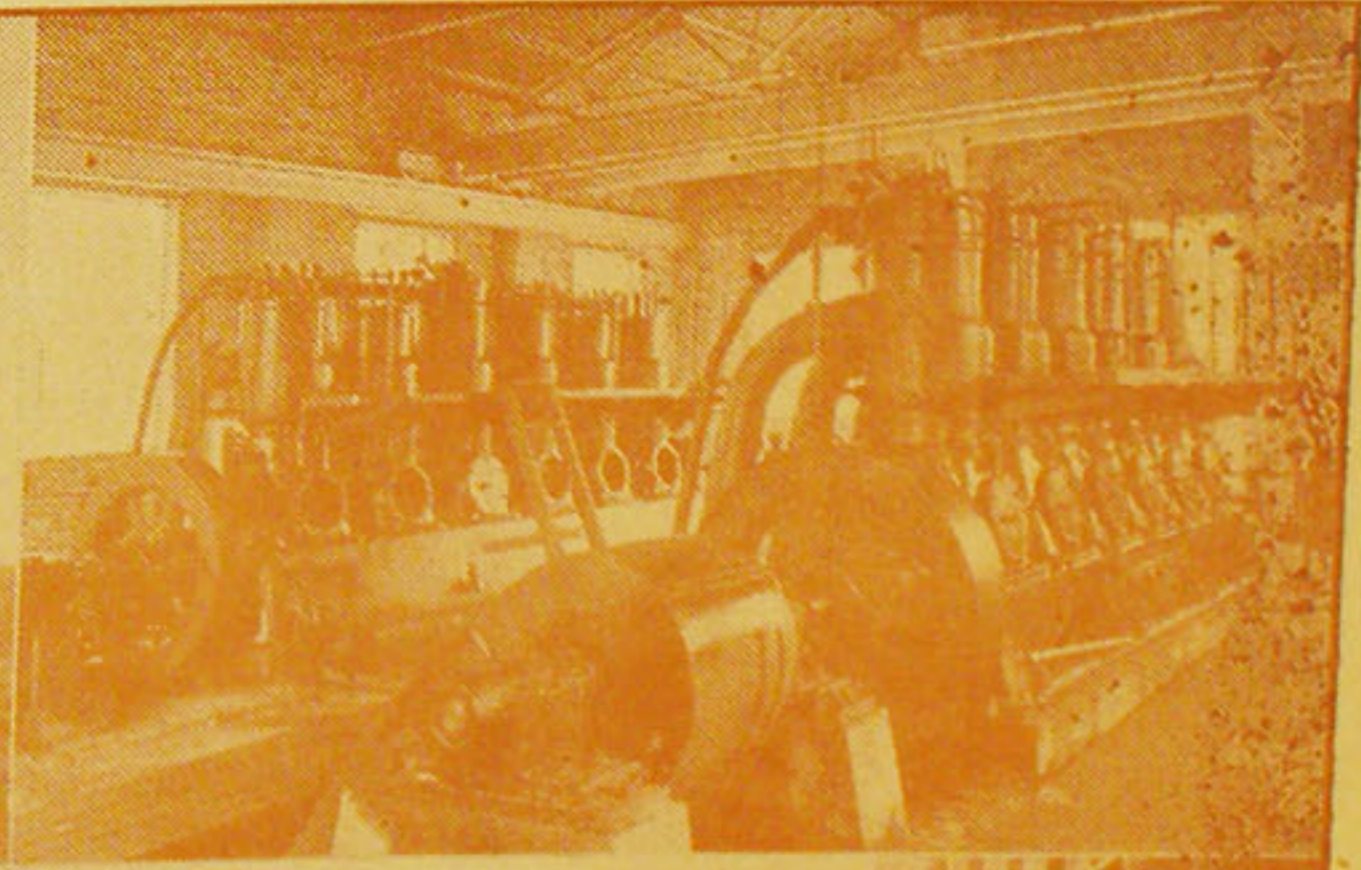
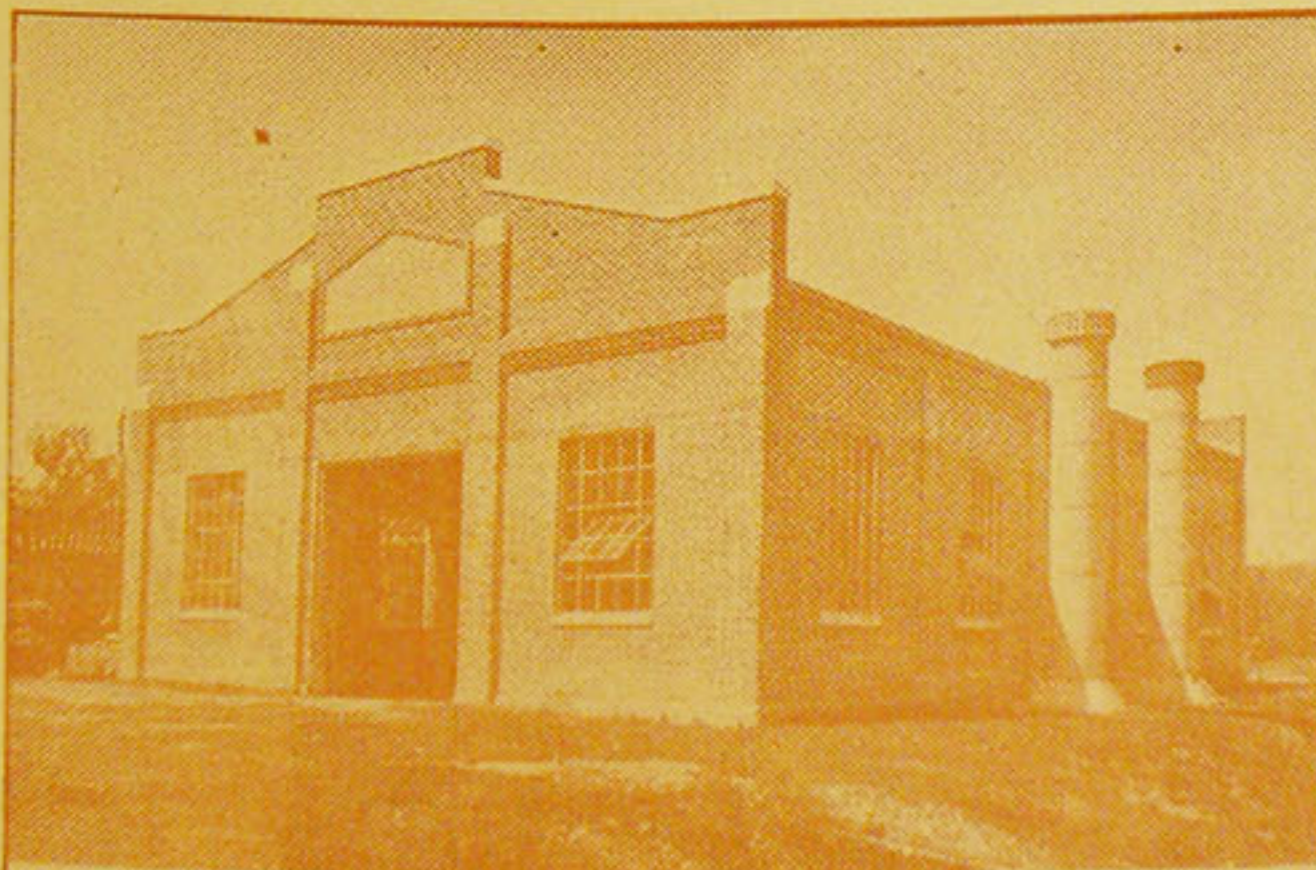
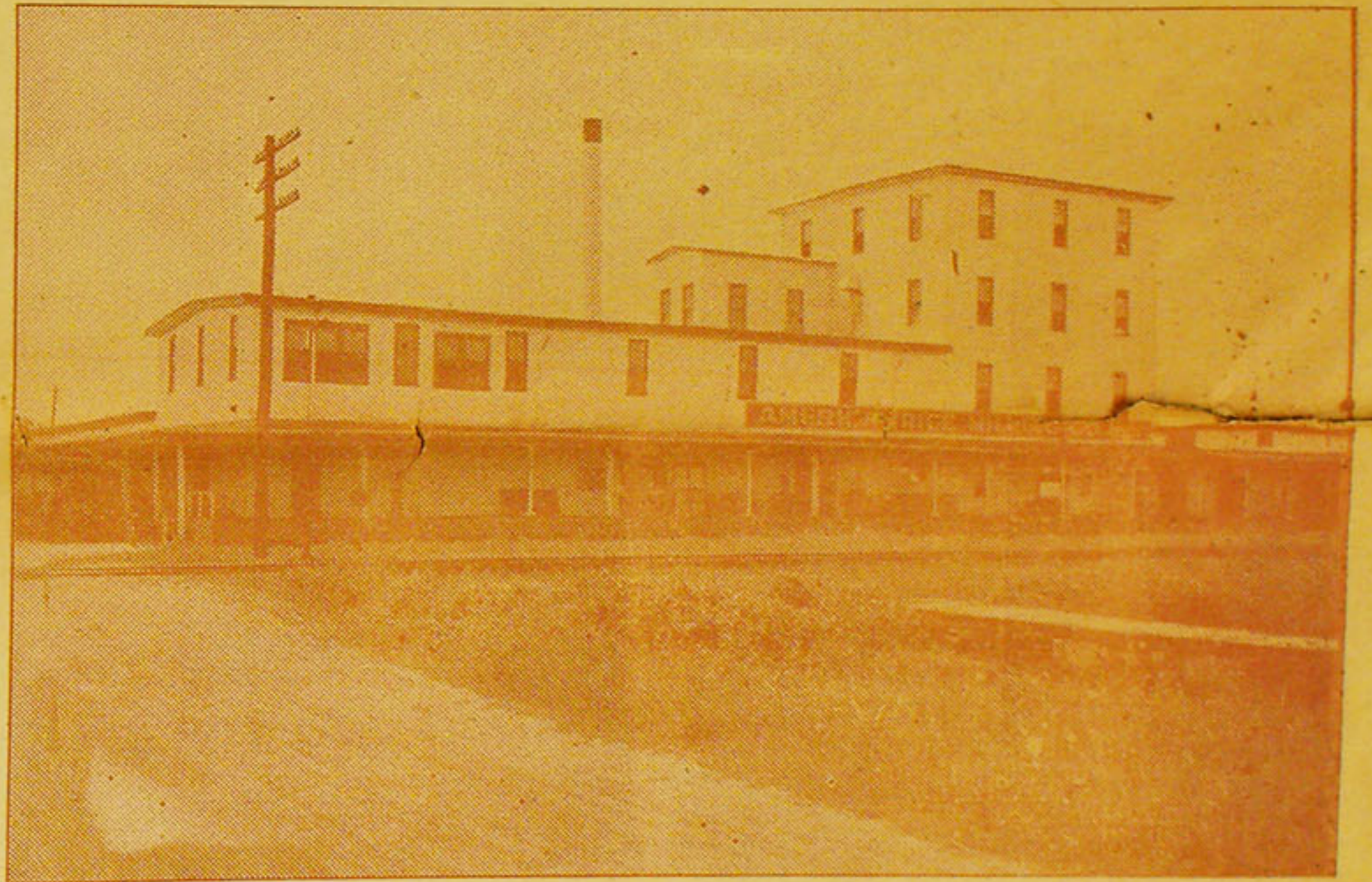


The Crowley Rice Experiment Station, showing the laboratory in the foreground and the home of Superintendent Jenkins in the background. The experiment farm is composed of 111 acres, where all kinds and types of experiments are carried out. Below is pictured typical rice production scenes, showing first ploughing; flooding the young rice; the rice at a later stage in growth; the grown rice; cutting the rice; and rice in the shock before being threshed.





Here is the story of the milling of rice. Pictured above is the typical mortar and pestle used by early settlers for milling or removing the hull from the rice. Pictured to the right is the Squire Pickett mill, the first mill ever erected in Crowley. Below is a picture of a modern mill of today. This is the American Mill, one of the oldest between New Orleans and Houston. It is owned by the Freeland Brothers. Below is a modern irrigation plant and system used in irrigating rice. This is part of the Louisiana Irrigation and Mill company system.



Scenes Around CROWLEY ON NATIONAL RICE FESTIVAL DAY



CROWLEY Dresse's Up for FESTIVAL

The ARK BALLOON PARADE 1938



One of FLOATS in PARADE



The Rest of the Crowd

PART OF CROWD RICE FESTIVAL DAY



Bringing in the rice is vividly portrayed here by five young ladies of Rayne. This was another of the series of publicity pictures featured by newspapers over the nation. The girls, starting at the front, are Delia Bonin, Eliska, Aurelita, Joy and Jocelyn Stamm (sets of twins) and Miss Estelle Bonin, queen of the 1937 festival.



No One Sure When First Rice Was Produced But Over 4000 Years Ago

Chinese History Comments on Emperor Making Plans 2,800 Years Before Christ

Although no one apparently knows just how old the practice of cultivating rice is, from all appearances rice was produced approximately 3,000 years before the birth of Christ.

And those authorities who have studied the matter explain that there is no mention of rice in the Bible but history of China tells of an emperor who instituted elaborate ceremonies for the planting and the harvesting of rice 2,800 years before Christ.

And there is no question but what the rice festival held today is merely an outgrowth of that custom.

Ritual is Held

Today in the Orient, a ritual at the harvest is followed, and when rice is thrown at newly married couples, an old Oriental custom is being followed, the rite symbolizing fecundity and well-being.

Jenkins W. Jones, senior agronomist, division of cereal crops and diseases, of the U. S. Bureau of plant industry, says in the 1936 yearbook of the department of agriculture that rice probably originated in the area extending from southern India to Cochin China. Wild rices still persist in this area, says Mr. Jones. G. Watt, writing in the Dictionary of Economic Products of India, believes that rice cultivation may have spread from this region eastward to China, at the date already suggested. Watt continues that the grain probably moved some years later westward and northward, to Persia and Arabia, and ultimately to Egypt and Europe.

American Indians

The American Indians were found harvesting the grain, greatly unlike the cereal as it is known today, when the earliest settlers reached America.

Mr. Jones writes further that in the United States rice production developed from an experimental seeding made at Charleston, S. C., about 1685. A failure three quarters of a century before, other sources have said, resulted in Virginia.

A hundred years ago most of the rice was grown in South Carolina, North Carolina and Georgia. Louisiana at that time produced about four per

cent of the crop.

Moves Southwest

The Civil war adversely affected the production of rice in the South Atlantic states, Mr. Jones says. A shortage of funds and labor made the crop less profitable and the acreage decreased.

However, after the war, there was a rapid increase in the acreage along the Mississippi river in Louisiana. The crop did not become important until, it was declared, it was found to be made profitable by irrigation in southwest Louisiana, about 1887, a year after the founding of Crowley, to be eventually known as the "Rice City of America."

Two years later Louisiana became, and still is, the leading state in rice production.

Moves on West

From this section of the state rice production was extended to the southeastern prairies of Texas, about 1900, and in 1905 to the prairies of eastern Arkansas.

It was only 26 years ago that rice was first grown in California, in the Sacramento valley.

"For over 200 years," Mr. Jones continues, "from about 1685 until 1888, the rice crop of the United States was produced largely on the delta lands of the south Atlantic states.

"Then came one of the major shifts that sometimes affect agricultural products . . ."

This to give Louisiana the lead and Crowley the coveted honor of being the Rice Capital of America.

BY-PRODUCTS OF RICE IN MILLING PROVIDE FEEDS

Bran and Polish Among Best Known and Are Valuable As Feed For Stock

Most valuable among the several by-products of rice are the bran and polish which are removed from the hulled grain in preparing what is known as "polished rice." The bran and polish are both valuable as stock and poultry feeds and contain many valuable ingredients which make them much used by farmers in this and other sec-

tions of the country.

Rice bran is used principally for horses and cattle, whereas polish is used for fattening hogs more than anything else. With such an abundance of feed-stuff available from the parish's largest agricultural industry, it is no wonder that Acadia farms are stocked with good horses, mules, cattle and poultry.

Broken Grains

A by-product of rice also is the broken grains and grass seeds which are left over from the milling process. Much of this rice is used by poultry raisers for their flocks. The grains which fall out of the separator and accumulate on a large tarpaulin spread for the purpose are also used for poultry feed.

Additional feed product is obtained from rice in the form of the straw which is stacked in large heaps through the fields, making a familiar feature of the south Louisiana landscape. The straw is usually left in the large stacks where it serves as forage and shelter for cattle through the mild Louisiana winters. Here the herds gather and eat the straw and at the same time obtain protection from the cold. The straw is also baled and stored away for use as forage and litter for work and dairy stock.

Straw Valuable

A valuable straw board and certain types of paper may also be made from rice straw and a considerable quantity is sold for that purpose, although it is expected that paper mills will eventually be located in this section to make use of the plentiful supply of this raw material.

The milling of rice also leaves a by-product for which it is expected that new uses will be found sooner or later. These are the rice hulls. At present the hulls are burned with oil and furnish heat for mill boilers. The black ashes are deposited in large heaps on the mill property and their disposal presents a considerable problem. Much of the burned chaff or hulls is hauled away to be sold to landowners who wish to use it as filling to raise their property or to use it for fertilizer by plowing it into certain types of soil.

Hulls Are Used

However, during recent years it has developed that rice hulls are an important potential source of furfural, a highly

National Rice Festival Results In Unusual Publicity For Rice Industry

Many of Pictures Taken Are Printed in State and National Newspapers

Although few in Southwest Louisiana admit it or know that it is true, there are many in the United States today unacquainted with the fact that the United States produces any rice, let alone the fact that four states in the union produce more rice than can be consumed in America.

Few over the nation realize that on the gulf plains of Southwest Louisiana one of the principal crops produced is rice. And most of the rice purchased in America was not grown in China or Japan or some far away country but it was grown on American farms by American farmers and is harvested very much like the wheat crop.

Advertises Fact

The National Rice Festival has done much to make this fact well known. It probably has accomplished more in the space of two brief years to teach America that America produces more than enough rice for the United States than any other one thing.

For during the planning and holding of those first two festivals much prominence was given by American newspapers to novel and entertain-

ing pictures made in and around Crowley and released to the news agencies and picture agencies, stressing the fact that rice is produced in America and that the harvesting of the rice crop is being celebrated with a festival in the "Rice City of America," Crowley.

Unusual Pictures

These unusual pictures appeared during the first two years in newspapers in practically every state in the Union. They were printed in Washington, D. C., in the papers in Seattle, Wash., in the papers in Chicago, New York, Minneapolis and St. Paul, not to consider the leading newspapers in the south and in Louisiana.

Besides this on both occasions the National Rice festival was on the Louisiana chain broadcasting system. And this, of course, carried the story of the festival to many parts of the southern states.

During the years of these two festivals between 60,000 and 75,000 people were in attendance for the festival. Many of these were from northern and middle western states and they carried facts and information back home about rice.

Finest Varieties

The special issues of the papers; the programs of the occasions; the souvenirs of the carnival were carried and scattered to practically every state of the union.

The result was that many who had never known that Louisiana was the leading rice producing state in the union learned this. They also realized that the finest in the various varieties of rice are all grown in America and this food, which is used as a cereal, for dessert and for vegetables or the main part of the meal in the south is just about as grand a dish as those who love and know it best claim that it is.

And so the rice festival is being continued. Continued to give a great day's entertainment and to afford visitors an opportunity to become better acquainted with rice and the rice industry and for the value it has in publicizing rice and not only to help the farmers and millers to sell more rice but to help teach America what a fine food it is and that America produces more than enough rice to supply the demands of Americans.



This picture of little "Pam" Schlicher taken just before the 1938 National Rice Festival, scored a decided hit and was labled "Pam Prepares for the Rice Eating Contest." She is the daughter of Mr. and Mrs. R. E. Schlicher. Mr. Schlicher was general chairman of the 1937 and 1938 Rice Festivals and was largely responsible for the great success that they enjoyed. He is also manager of the Peoples Mill, which is owned by the Louisiana State Rice Milling Company. He is chairman of the reception committee of the festival this year, having been unable to assume the general chairmanship.

Annual Rice Crop Brings In Between Twenty And Thirty Million Dollars

Production This Year Over 20,000,000 Bushels; Started Here in About 1887

Twenty million bushels of the indicated 50-million-bushel U. S. rice crop for 1939—two-fifths of the nation's total—are grown within a radius of 50 miles of Crowley, and one-third to one-fourth of the nation's mills are located in this parish, giving Crowley good and sufficient claim to the title "Rice Capital of America," or another version "The Rice City of America."

The 1939 crop in Louisiana is indicated at 20 million bushels, and this leadership is maintained and has been maintained throughout the years since this section of Southwest Louisiana took away the Carolinas' leadership as the one great rice producing section of the United States. Prior to 1887, the Carolinas were the sole rice producing states. Today, production there is so insignificant that the U. S. department of agriculture did not include it in its 1938 total.

Annual Income

About twenty million dollars annually is the income derived from this single crop in the state of Louisiana. The 16 mills in the parish care for a large portion of the crop, and much Louisiana rice is bought in Crowley for milling in Texas, New Orleans and Baton Rouge.

The rice industry in the immediate Crowley area supports 10 rice mills, four of which, while smaller, are just as busy the season 'round. There is a huge investment in any rice mill and the payrolls constitute one of the largest, if not the largest single payroll in the area.

One of the chief reasons why Southwest Louisiana is THE rice section of the state is its flatness. Strangers touring southern Louisiana find the flatness somewhat monotonous, but not without its redeeming feature: its ability to be flooded with comparatively little terracing, or the building of levees to retain the water. Too, the soil is peculiar to the section. Below the topsoil—about two feet deep—is a "hardpan" base that helps retain the water. It doesn't seep through as it would in sandy regions.

Mills Are Seen

The tourist entering Crowley from the east or west gains sight of at least one rice mill on "Rice Mill Row." On the western edge of the city is the Imperial Rice Mill, while on the east is the Standard. The mills are confined to one strip about two blocks wide, but running the entire breadth of the city.

One enters the great Rice Belt east of New Iberia and doesn't get out of it until he crosses into Texas—100 miles to the west. And when he enters Texas, he sees more rice, for Texas' production grows yearly.

Prior to 1888, rice production in this area was insignificant. But when Crowley and the parish realized the commercial possibilities of rice, immigrants came here by the hundreds and it seemed at the time, the older people of Crowley say, that each immigrant planted his full acreage in rice. One can imagine how the section grew by leaps and bounds to the leadership which it today maintains.

First Mill

Crowley became a milling center, to a certain extent, be-

cause growers in this section held no particular love for the "commission men"—buyers of rice for New Orleans mills.

Squire A. Pickett and a handful of other early Crowley pioneers held that if New Orleans could mill rice, so could Crowley, in the heart of the belt. During the week of March 11-18, 1893, when Crowley was five years old, Pickett's mill made its first run, and the milling industry in Crowley had its beginning. The forerunner of the huge mills of today was later incorporated into the Crowley Rice Milling company, organized on a commercial basis.

Produce More

Whether better methods of farming will produce much more rice—which indications point to—the Rice City of America will have further proof for the claim that Crowley is the Rice Capital of the world. Yield of rice has substantially increased, not every year, since better farming methods have been learned through government help and hard, bitter experience.

Nothing is envisioned which may threaten Crowley's leadership in the industry—both in producing and processing the snow-white grain.

NAMING FESTIVAL RICE QUEEN EACH YEAR HARD TASK

Cities In Rice Producing Sections of Various States Always Send Their Prettiest

"I'd hate to be one of the judges today," said a newspaper photographer when the various princesses vying for the honor of queen at last year's Rice Festival mounted the judges' platform. "I mean (Continued on Page 13)

Growing Of Rice Interesting Process To the Individual Unfamiliar With It

Harvesting of Crop, However, Is Very Similar To Harvesting of Wheat

Growing of rice is an extremely interesting process to the individual who is unfamiliar with the crop, but the harvesting is the same story to that person familiar with wheat production.

It is not unusual for someone unfamiliar with Southwest Louisiana to travel through this section during the harvest season and to discuss the "wheat" which they saw in the fields. Wheat, of course, is usually threshed during June and July, while the harvesting and threshing of rice gets underway during the latter part of August and extends through the months of September, October and frequently in November.

Money Crop

Rice is planted during the spring months. The Early Prolific rice, which is the early crop, is the first to be harvested in the fall. It is not considered of the highest grade or quality for eating purposes as Blue Rose and Rexoro but it is planted as a money crop to provide money with which to harvest the Blue Rose crop.

Harvesting of Prolific usually gets underway in August.

The Blue Rose crop is the big crop. It is planted later than Early Prolific and requires a greater period to grow and mature. Harvesting of Blue Rose usually does not get underway until about the middle of September or from two to three weeks later than Prolific. The greater number of farmers in this section plant the greater part of their crop in Blue Rose and it is safe to say that the more than 100,000 acres

of rice in this parish is for the greater part Blue Rose.

Rexoro Crop

Besides the Blue Rose variety, there is considerable Rexoro, which is a long-grain rice, planted now too. It has a little higher market value than Blue Rose and it, too, requires a greater period to mature, although not much longer than Blue Rose.

From the time that the rice comes through the ground almost until the time to cut the rice, it is covered to a depth of about four inches with water through the vast irrigation systems over the parish. When the rice is up well early in the spring it is flooded. The water is kept on the rice then throughout the summer months.

Approximately a week to 10 days to two weeks, depending on the weather, before time to cut it, the water is drained off the rice. When dry enough a binder is sent into the field and it is cut and shocked just as wheat is cut and shocked. Following this process, it is then hauled to the separator as soon as sufficiently dry and threshed.

Put in Bags

At the separator it is put into bags weighing 200 pounds or more. It is then either sold and hauled to the mills or it is hauled to public or private warehouses, where it is stored. There are warehouses scattered all through the rice belt, where rice can be stored.

Frequently the rice is sold at the separator. On other occasions it is sold from the warehouse.

Rice is not sold by the bag, however, but rather by the barrel. Barrel means 162 pounds of rice and is only a figure of speech, since rice is not measured in barrels.

Little "Pam" Wilson likes her rice with chop sticks. Lots of others liked little "Pam" in this pose and as a result, it was given much publicity. She is the daughter of Mr. and Mrs. Justin Wilson and the granddaughter of Harry D. Wilson, commissioner of agriculture of Louisiana for almost 25 years and the father of the National Rice Festival. Justin Wilson was vice chairman of the 1937 and 1938 festivals and with Chairman Schlicher was credited with the success of the carnival for those two years. He is acting in an advisory capacity this year.



Rice Is Used By Millions As Chief Food; Dish Prepared In Many Ways

Contains Vitamins In Quantity Not Found Sufficient in Ordinary Diet

Although rice is regarded as one of the little-known grains, it is perhaps one of the most valuable grains in food value. The value of rice as a food, furthermore, is enhanced by the many ways in which it can be prepared and by the fact that it is made to serve as a staple article, acting as a basic vegetable dish in combination with other foods, such as meats, gravies, sauces, fish and vegetables.

Aside from the variety of ways in which rice is consumed, both in America and in the far-flung countries of the world, the grain itself is known to contain many ingredients which qualify it as a food necessity for the millions of families who eat it daily. As with all grains, starch is the principal ingredient of rice. Starch is known to be an energy and fat producing food, but the other ingredients of the grain are also valuable to the consumer. Minerals, vitamins and proteins are also present in rice and contribute their share toward making rice the important food that it is.

Rice is easily digestible and, properly prepared, no more delicious food may be found when it is used in combination with the gravies and sauces for which this part of the country is known. It may be eaten at any meal and may appear on the menu in any guise. Rice is adaptable to use as a breakfast food, as a cereal, as dessert and as a vegetable to add body and bulk to the diet. Its versatility alone should make it one of the most sought after of the grains if it were as well known as some of the other similar products.

The history of rice, both modern and ancient, shows the importance with which the peoples of the world regard it. Rice had its origin in the dim pages of history, coming into light in the ancient manuscripts

of the early Chinese civilization. From that time to this, the Chinese, Japanese, Hindus, Burmese and other oriental people have regarded rice as an important article of diet. Indeed, in many cases it was the staple article of food, constituting the "staff of life" for the vast majority of the people in such countries. Rice is thought of almost synonymously with China and Japan. Curried rice is still a popular dish in India. And the scene showing Chinese laborers planting rice in picturesque "paddies" is familiar to every geography student.

Outside the rice producing areas of America, unfortunately, rice is regarded principally as a breakfast food or an ingredient for rice pudding. This fact, more than anything else, prevents rice from being America's most popular grain with the sole exception of wheat. For most Americans do not realize or appreciate the value of rice as a staple article of diet.

On the other hand, in Louisiana, Texas, Arkansas and California, and even in the Carolinas, no meal is regarded as complete unless rice is included in the menu. It is the dish around which the rest of the meal is planned. Other foods are chosen in many cases with a view toward how well they will combine with "rice and gravy," the staple food of many parts of the Southland. If all parts of America could be made to understand rice and appreciate it the way southerners do, the crop would be far inadequate to the demand and it is possible that much rice would have to be imported.

One of the reasons for rice's lack of popularity, outside from the lack of advertising in the north, west and east, is the fact that few housewives know how to prepare it. In the hands of an inexperienced or uninstructed cook, rice may become a very unwholesome looking mass of glutinous grain. However, the fault is with the cooking and not with the grain. For when properly handled rice is

snowy white, each grain separate and firm, with no sticky mass to disgust the eater. Opinions vary regarding the proper method of cooking rice, but each method is equally as good if the proper results are achieved. The important thing is to cook the rice with sufficient water to often it, but not enough to permit the grains to become sticky and adhere to each other. Nor should there be hard, crumbly grains which are unpleasant to taste or hold in the mouth.

Rice is not boiled, in reality, but steamed. And when the cooking is complete it should be kept warm in a covered pot and permitted to dry out before it is removed to the serving dish. The appearance of rice is enhanced by adding a drop of lemon juice or vinegar to the water in which it is cooked. A small speck of fat or a drop or two of cooking or salad oil is sometimes added to insure that each grain will be separate.

The quality of rice is also an important factor in its appearance, flavor, palatability and the ease with which it is cooked. Each variety of rice, also, has its own properties in regard to flavor and the success with which it may be cooked.

The Southern housewife regards rice, also, as a valuable addition to other dishes, such as stuffings, dressings and puddings. Baked chicken, turkey, duck or goose with rice stuffing is famous the south-over. Few important festive occasions in the South are celebrated without rice dressing or stuffing having an honored place on the menu.

Fritters and many types of quick breads may be prepared by using rice, particularly as a left-over.

Rice lends itself valuably also to hundreds of different dishes which may be devised by the inventive mind of the housewife. Dozens of foreign dishes call for rice and it forms an important part thereof. The number of ways in which this versatile food may be used are no small factor in the importance and value which it may have to the diet of the world.

Naming Festival Rice Queen Each Year Hard Task

(Continued from Page 12) that it would be a very hard job for me to pick a queen out of that bunch of girls. They're all queens."

So it was. Surrounding cities had selected their prettiest damsels to represent them at the rice festival. When they lined up and photographers let loose with flash bulbs, the photographer's remarks were extended by others within hearing distance. It was that way with the first festival.

That is the way it will be again November 7 for the prettiest girls in the rice-producing states are here representing their home cities and seeking the coveted title of Queen of the National Rice Festival.

Shortly after the selection of the festival queen last year the Queen of the Rose Festival of Tyler, Texas, sent her congratulations and a beautiful bouquet of roses to the reigning monarch of the Rice Festival.

In the south, especially in the dominantly French sections, nearly all the lassies are brunettes. Dark-eyed, dark-haired and readily recognizable as girls from Louisiana, the girls paraded before the judges.

But it fell to Cecil Trahan last year to catch most judges' eyes.

She's blonde—that is, in the sense of not being a true brunette, as was the Rice Festival's first queen, Estelle Bonin.

Sent Their Prettiest

When Cecil was announced as leading lady, the thousands roared approval of the selection. Shy, taken aback by the announcement, she accepted the mantle from Harry D. Wilson, commissioner of agriculture, and then graciously posed with Queen Estelle for the photographers.

This year again, all of the cities in the rice-producing states will be represented by their prettiest girls, blondes along with brunettes.

RICE PRODUCTS MAY RESULT IN MORE LIVESTOCK

Natural Advantages of Climate and Available Food Value Being Learned

The potential value of livestock and poultry raising in the parish of Acadia and the rice-producing sections of Louisiana has been the subject of many articles and editorials. The facts regarding the possibilities of poultry and cattle raising in these sections cannot too often be brought to the attention of the people.

At present over 90 per cent of the poultry and eggs sold on the New Orleans market are imported from Texas and Mississippi. The same or similar figures apply to the dairy products sold in Louisiana's largest city. With the vast agricultural lands of our state and the almost unlimited possibilities, it would seem that a valuable potential source of revenue is being neglected.

Hard to Conceive

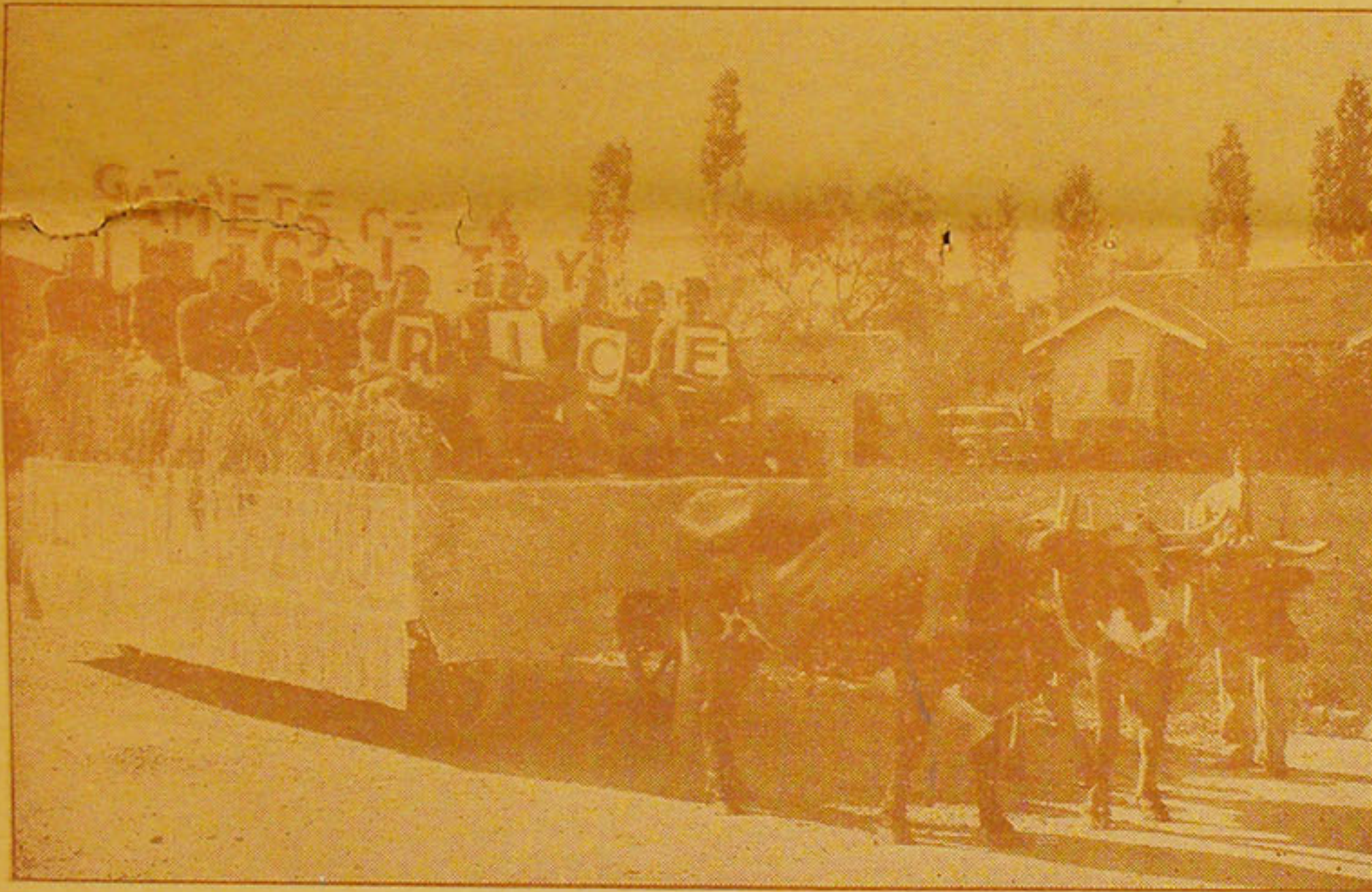
Such a situation is hard to conceive when one knows the nature of the rice industry and its features which make the profitable raising of cattle and poultry go hand in hand with rice farming. Rice land is farmed one year and permitted to lie idle the next. This fact keeps one-half of each rice farm open for pasturage either in stubble or in specially planted forage crops specified by the federal government in its soil conservation program. Such a set-up is almost perfect for raising cattle.

Rice straw provides a winter forage crop which does not cost the farmer a cent more than the trifling cost of baling the straw. Other rice by-products are valuable for use as feed for cattle, poultry or hogs.

It is the fond hope of Louisiana's farm leaders that one day the natural advantages of the rice section will be used to take advantage of the large market open for farm produce in our large Louisiana cities.

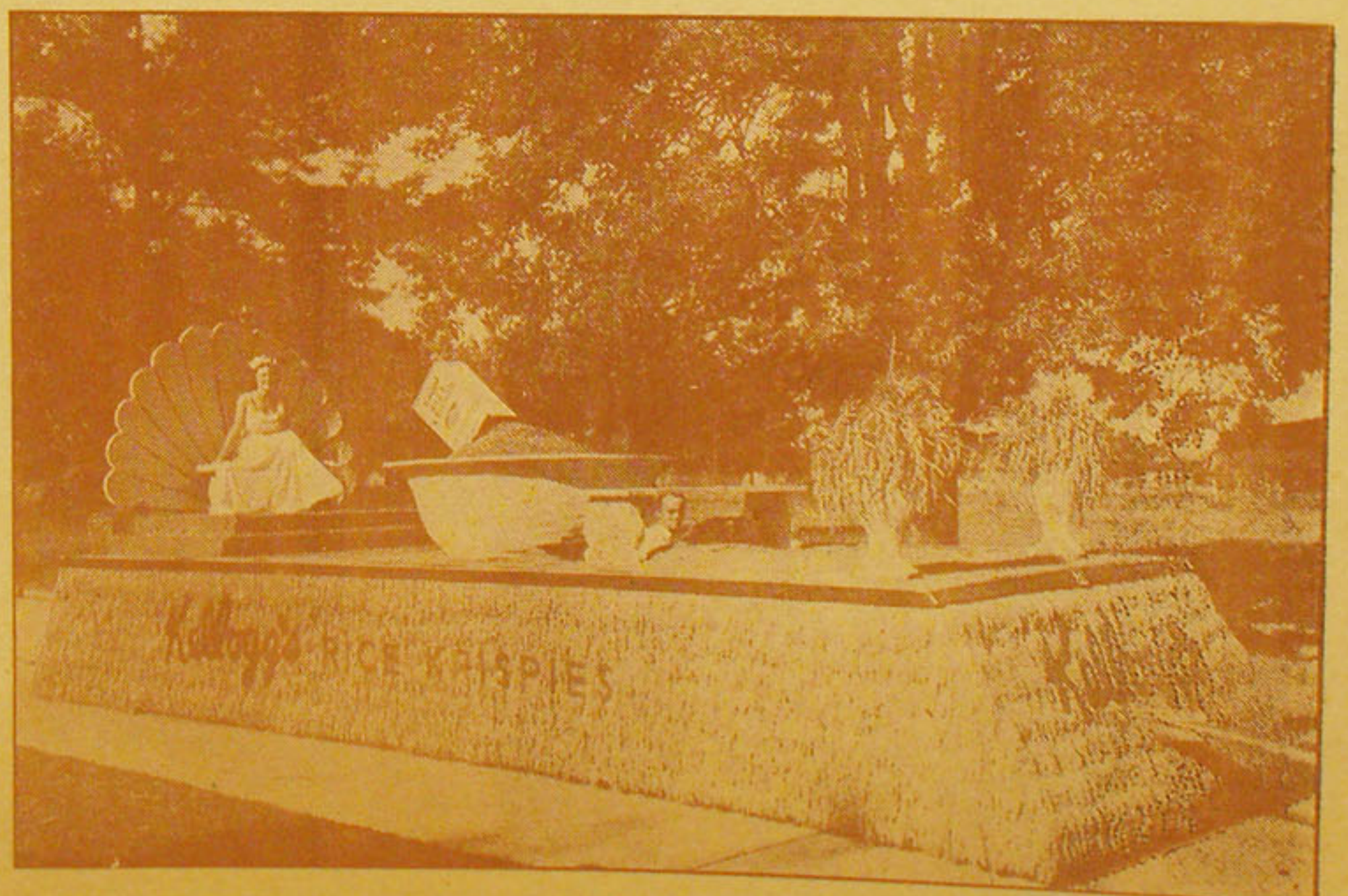


Two more of the publicity pictures which were used for the First National Rice Festival. The girls on the rice shock are Miss Eula Mae Foreman, Misses Eliska and Aurelita Stamm, Misses Delia and Estelle Bonin. The young lady skiing on the rice is Miss Marie Laura Oertling.



This Crowley High School float, the football squad drawn by a team of oxen, was not a prize-winning float but it did draw a real round of applause and attract much attention because of the oxen. Oxen were first used for farm animals and work animals in this section.

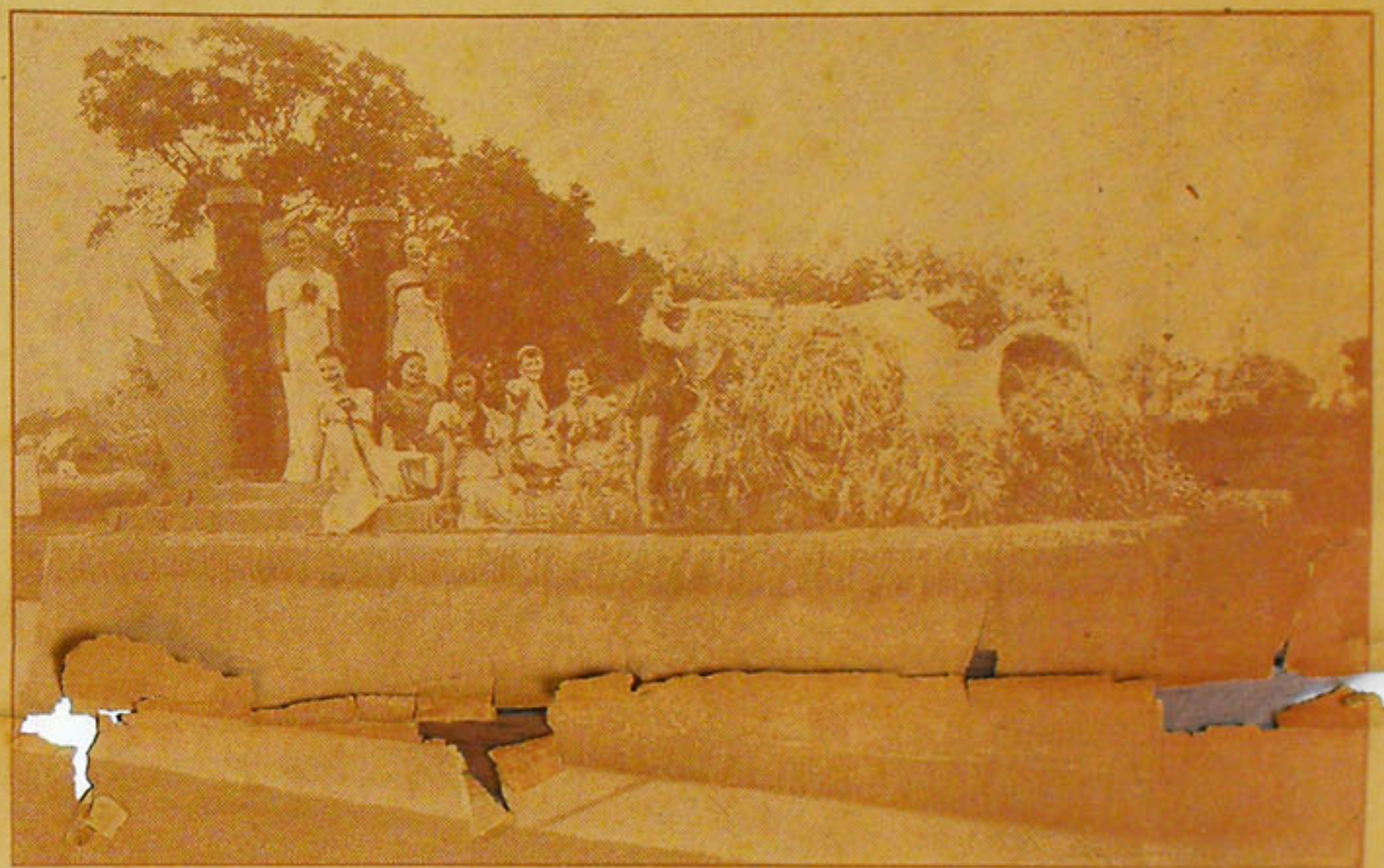
This is the float which the Kellogg company had in the First National Rice Festival. It was one of the most attractive. They had an equally attractive float last year and expect to be among the prize winners or honorable mentions again this year. Kellogg's are great users of rice in the manufacture of their Rice Krispies.





Jennings, Crowley's neighbor to the west and the parish seat of Jeff Davis Parish, was represented by this attractive float in the 1937 festival. It proved to be outstanding during the day and was truly representative of the Jeff Davis parish city. Many compliments were paid to Jennings for their attractive float and their participation in the festival.

Among the unusual and attractive floats in 1937 was this entry from Kaplan, which also is the center of much rice activity. Kaplan gave its undivided assistance toward the holding of the first festival and helped to make it enjoy the unusual success which it enjoyed.



Upland System of Irrigation Of Rice Born North Of City In 1888

Natives Scoffed At Efforts of David Abbott and His Three Sons

Irrigation in the rice states is an accepted factor just as the public today accepts the auto, electricity, the radio, a telephone in every business house and a hundred and one other things that were brought about 40 or 50 years ago. Each has an interesting history: Henry Ford's Model T, Benjamin Franklin's kite and the lightning storm, Marconi's wireless, and Alexander Graham Bell's "talking over a wire."

Tourists crossing irrigation canals in the rice belt always inquire about irrigation, few knowing that the history of rice irrigation is as colorful as almost any of the rest—while not as well known as Henry Ford, Marconi, et al.

A quartet of Michigan "snow-diggers," heeding the call of the Dusons' "Come and See," arrived on the Crowley scene less than a year after Crowley was settled—1888.

Learning of rice, they realized that there could be no great production if the crop were not properly irrigated. Rice needed water from the time it was six to eight inches high until it was matured. Prior to 1888, one out of three crops was good, the second poor and the third usually a failure. But all that was "Providence Rice." Some enterprising pioneers dammed coulees during the winter, or threw up levees in lowlands to provide

some water for the next year's crop. In that way, the highlands could never be irrigated, for "water doesn't run uphill."

This was the problem of the Abbotts—David Abbott and his three sons, who tackled the problem with inborn Yankee ingenuity.

Life the water from the bayous? But how?

A quantity of log chains were part of the chattels the Abbotts had brought from the timber country, and in his brain, David Abbott conceived a chain of cups to lift the water from the lowlands. Natives here said, among other things, that they had never been able to grow rice in the uplands not subject to normal overflow, and jeered at the contraption the Abbotts conceived. Powered with a 3 1/2 H. P. steam engine, the contrivance, not very artistic, lifted enough water to a 19-acre tract that they were able to make 126 bags that milled 151 pounds of rice which sold for 3.25 cents a pound. The Crowley system of upland irrigation was born, several miles north of Crowley.

From these humble beginnings came the huge diesel and steam plants of today and their miles of canals that gave the section rice lands that heretofore had been poor pasturage for wild cattle and horses.

As pumps improved, The Signal (about 1890) suggested deep wells, and, it is curious to note in The Signal's succeeding issues, a drilling campaign be-

gan. Thousands of acres of land are irrigated by river and bayou water and thousands of other acres are irrigated by water from deep artesian wells. Deep wells are seldom, if ever, threatened with salt water.

The Abbott name belongs in the hall of fame of prominent men and women in the rice industry, for it was this Yankee family who first conceived the Crowley system of upland irrigation, without which there would have been no ever-increasing rice crop which built Crowley and Southwest Louisiana.

ROUGH RICE IS SOLD BY GROWER BY 'THE BARREL'

Term Originated Half Century Ago When Grain Was Stored in Real Barrel

Every industry has its peculiar terms for weight and measures and quantity and it likewise applies to the rice industry.

Rice comes to the thresher from the field in wagons from "shocks" made up of "budles," terms used in the wheat section.

From the thresher it is sacked in bags weighing from 200 to 205 pounds.

A barrel, the weight used in the purchase of rice—"he was paid \$3.75 per barrel for his"—is 162 pounds. A sack of rice from the thresher, therefore, is worth much more than the quoted price, weighing an average of perhaps 200 pounds.

Half Dozen Well Known Varieties Produced By Crowley Rice Station

Supt. J. Mitchell Jenkins Been At Experiment Work For Some 30 Years

Some half-dozen of the well known rice varieties of today have been developed and been introduced by the Crowley rice experiment station since J. Mitchell Jenkins, present superintendent, has been associated with that station. The fact is that Mr. Jenkins rounded out some 30 years last July with the station. He has been here since in July of 1909, the year the station was established with some 60 acres of land. Since then about 51 more have been added so that today it has over 100 acres.

Best Known

Probably best known in this section of the varieties offered by the Crowley station is Rexoro or King Gold. This variety was first offered about 1934 when only some 2 per cent of the rice crop was sown to this. Since then it has grown in popularity and acreage has been steadily increasing. It is an American Patna in type and brings a slightly higher price than Blue Rose.

Two other varieties which are well known in California but which are not so well known are Colusa and Calora, developed at the local station by Superintendent Jenkins and Charles E. Chambliss and given to the trade in 1921. California in 1934 planted 95,500 acres of 106,000 acres to these two varieties.

Fortuna and Texas Fortuna

were other purline selections made in 1911 by Superintendent Jenkins and Chambliss.

Shoemed and Nira also were developed in 1928 at the local station and were released by the department for commercial growing in 1932. Nira is a late maturing and long slender grain rice that yields well and mills well.

The developing of a Purline selection takes many years and requires many tests before it can be offered to the trade. It takes many years to cross plants and to get the kind and types of variety desired.

Much time has been devoted recently to the developing of a type or variety of Blue Rose which would be of the same quality as the present Blue Rose but which will be disease resisting.

Disease Resisting

It is expected in the next three, four or perhaps five years the task will be accomplished. The present Blue Rose, of course, although serving as the main crop for some 27 years, is now affected by some of the diseases and some of the insect pests.

Working with Superintendent Jenkins in the breeding of rice and crossing of plants is N. E. Jadon of the bureau of plant industry, and W. A. Douglas, junior entomologist at the experiment station.

The Crowley experiment station is situated about a mile west of Crowley on the Old Spanish Trail and is one of the beauty spots of the city.

RICE

From FIELD to the CONSUMER



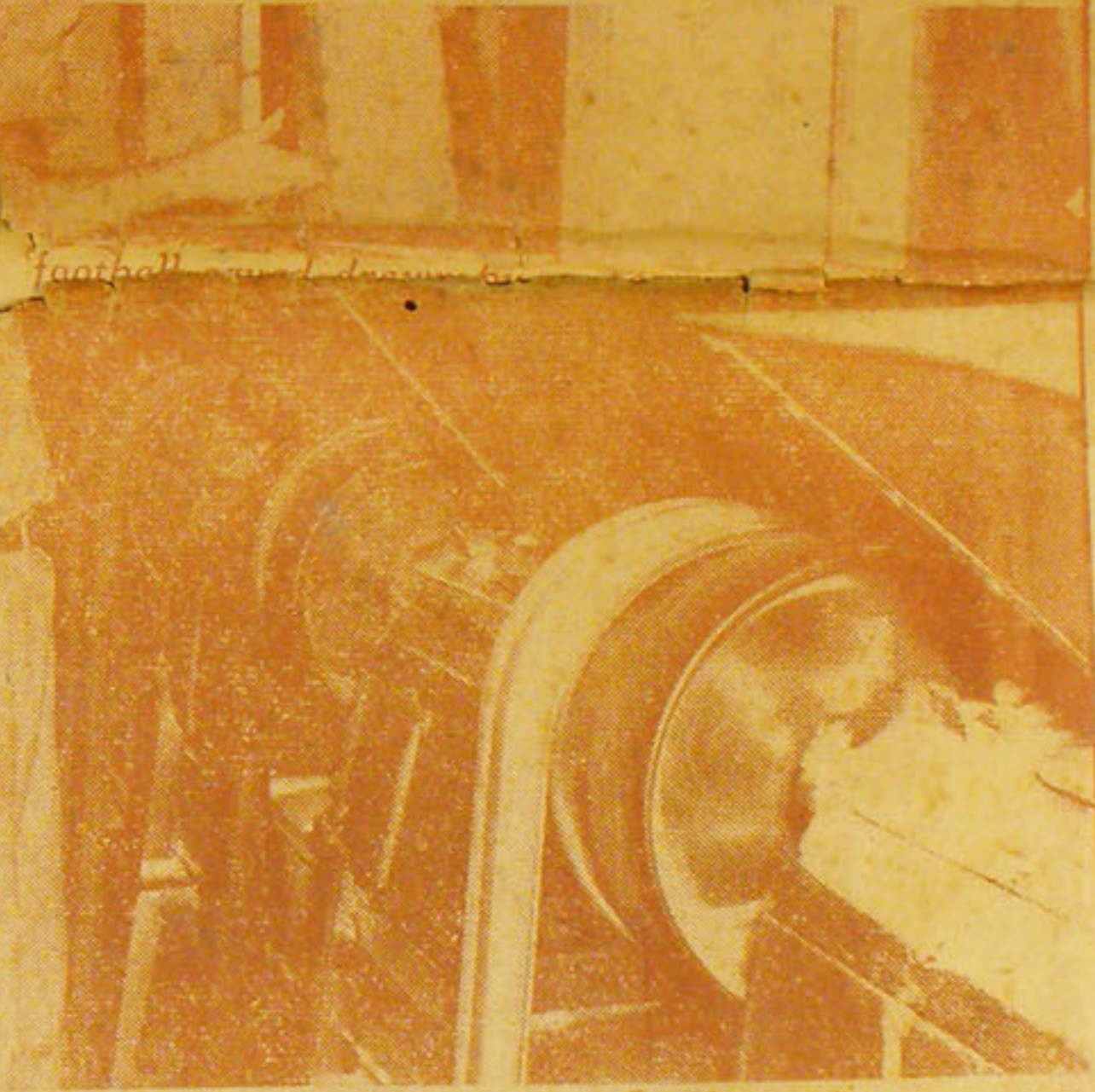
The Rice Shocked in Field



Hauled to Separator



Threshing of Rice



Milling of RICE



Sacking of Rice



RICE Packing PLANT