



Emblem of
BUSINESS CHARACTER
**Rice Leaders
of the World
Association**
Represents High Standing in
NAME-PRODUCT-POLICY.
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THE WIDE APPEAL OF CHARACTER

"Character is within a man; reputation is the voice of those who know of him."

"Character and reputation are not the outcome of chance; they are earned through years of fidelity to principle."

"In business the character and reputation of a worthy manufacturer guarantee his products. The deep meaning of this should be realized."

(From the book "Standards of Business" by Elwood E. Rice)

IN extending knowledge of the character and reputation of its members, the Rice Leaders of the World Association renders a significant service in all spheres of business activity. The advantage to a member manufacturer thus to be more widely known is obvious; the public also wants to know of concerns whose character and reputation insure good reliable merchandise. Therefore manufacturers, merchants and users benefit from the character message of the Rice Leaders of the World Association, fostering the practice of right business principles.

Realizing the value of such an Association, merchants, purchasing agents and others, who have had business experience with concerns of all grades, render valuable co-operation in suggesting for membership manufacturers whose proved methods of conducting business harmonize with the following

Qualifications for Membership:

HONOR: A recognized reputation for fair and honorable business dealings.
QUALITY: An honest product, of quality truthfully represented.
STRENGTH: A responsible and substantial financial standing.
SERVICE: A recognized reputation for conducting business in prompt and efficient manner.

Carefully read these qualifications. They are summarized by word and symbol in the Association's Emblem of Business Character.

It is not inferred that only members adhere to high business standards, but you may be sure the Character Emblem of the Rice Leaders of the World Association affords you a basis for intelligent selection of merchandise; it represents values far greater than purchase price.

Wherever seen, the Emblem identifies manufacturers whose products reflect character and reputation, and who are worthy your respect and confidence.

The Following Manufacturers Are Members:

ALL "FINE PEOPLE TO DEAL WITH"

Green Verithin Watches
GRUEN WATCHMAKERS GUILD
Time Hill, Cincinnati, Ohio
Mimeographs
A. B. DICK COMPANY
Chicago, Ill.
Waite Grass Rugs
WAITE GRASS CARPET CO.
Oshkosh, Wis.
White House Coffee—White House Tea
DWINELL-WRIGHT COMPANY
Boston, Mass.
Shovels, Spades, Scoops and Drainage Tools
AMES SHOVEL AND TOOL CO.
Boston, Mass.
Spraying Outfits
BEAN SPRAY PUMP CO.
Lansing, Mich.
Cedar Chests
THE CASWELL-RUNYAN COMPANY
Huntington, Indiana
Dining and Library Tables
THE MERSMAN BROS. BRANDTS CO.
Celina, Ohio
"Defiance" Steel Barrels and Drums
AMERICAN STEEL PACKAGE CO.
Defiance, Ohio
Steel and other Metal Balls
HOOVER STEEL BALL CO.
Ann Arbor, Mich.
Hand Luggage and Leather Specialties
WARREN LEATHER GOODS CO.
Worcester, Mass.
Passenger and Freight Elevators
THE HAUGHTON ELEVATOR & MACHINE COMPANY
Toledo, Ohio
Rand Visible Index Systems
RAND COMPANY, INC.
North Tonawanda, N. Y.
Ammunition—For Small Arms
THE PETERS CARTRIDGE COMPANY
Cincinnati, Ohio
Fur Fabrics, Plushes and Velours
THE HIND & HARRISON PLUSH CO.
Clark Mills, New York
Baby Vehicles
SIDWAY MERCANTILE CO.
Elkhart, Indiana

Oil & Gasoline Tanks, Measuring & Power Pumps
Oil Filtering Systems, Force Feed Lubricators
S. F. BOWSER & COMPANY, INC.
Fort Wayne, Indiana
Specialists—Concrete Reinforcement & Design
CORRUGATED BAR CO., INC.
Buffalo, N. Y.
Specialist in Tool Steel
LUDLUM STEEL COMPANY
Watervliet, N. Y.
Bearings—Bronze and Babbitt Lined
THE BUNTING BRASS & BRONZE CO.
Toledo, Ohio
Rubber Hose
ELECTRIC HOSE & RUBBER CO.
Wilmington, Del.
Lenses—Photographic Shutters
WOLLENSAK OPTICAL COMPANY
Rochester, N. Y.
Thermometers and Pressure Gauges
SCHAEFFER & BUDENBERG MFG. CO.
Brooklyn, N. Y.
Ladies' Full-Fashioned Silk Hosiery
THOS. E. BROWN & SONS
Philadelphia, Penna.
Novelties in Sterling Silver, Gold, Gold Inlay and Enamels
R. BLACKINGTON & COMPANY*
North Attleboro, Mass.
Fine Calf Leathers
HUNT-RANKIN LEATHER CO.
Boston, Mass.
Overalls—Master Cloth
HAMILTON CARHARTT COTTON MILLS
Detroit, Mich.
Casters
FAULTLESS CASTER COMPANY
Evansville, Indiana
Anchor Brand
Harness, Belt and Automobile Hardware
NORTH & JUDD MFG. CO.
New Britain, Conn.
Bolts—Nuts—Rivets
GRAHAM BOLT & NUT COMPANY
Pittsburgh, Penna.
Safes and Vaults
YORK SAFE & LOCK COMPANY
York, Penna.

Gentlemen's Fine Shoes
A. E. NETTLETON COMPANY
Syracuse, N. Y.
Barbour Grooved Endless Welling
BROCKTON RAND COMPANY
Brockton, Mass.
Harness, Saddlery and Textile Auto Accessories
THE PERKINS-CAMPBELL CO.
Cincinnati, Ohio
Fine Mechanical Tools
THE L. S. STARRETT CO.
Athol, Mass.
Sturdy Belts and Bracelets
J. F. STURDY'S SONS COMPANY
Attleboro Falls, Mass.
Crane's Paper and Fine Stationery
EATON, CRANE & PIKE CO.
Pittsfield, Mass.
Clipper Belt Lacer and Hooks
CLIPPER BELT LACER COMPANY
Grand Rapids, Michigan
Fine Shears, Scissors and Razors
CLAUSS SHEAR COMPANY
Fremont, Ohio
"Nufashond" Shoe Lacers, Rick Racks, Elastics, Gully Laces and Braids
THE NARROW FABRIC CO.
Reading, Penna.
Sweaters and Bathing Suits
HATHEWAY & REYNOLDS
Oriskany Falls, N. Y.
Hair Curlers, Hair Nets, Barrettes and "Softer" Hair Shampoo
WEST ELECTRIC HAIR CURLER CO.
Philadelphia, Penna.
Galvanized, Tin and Japanned Ware
Automobile Sheet Metal Parts
THE F. H. LAWSON COMPANY
Cincinnati, Ohio
Rubber Goods for the Druggists', Medical, Surgical, Hospital and Dental Trades
DAVOL RUBBER COMPANY
Providence, Rhode Island
"Icy-Hot" Vacuum Products
THE "ICY-HOT" BOTTLE COMPANY
Cincinnati, Ohio

Royal Electric Cleaners
Vibrators and Hair Dryers
THE P. A. GEIER COMPANY
Cleveland, Ohio
"Wolfe" Brushes
WOLFE BRUSH COMPANY
Pittsburgh, Penna.
Bicycles and Velocipedes
GREAT WESTERN MFG. COMPANY
La Porte, Indiana
Sauer's Pure Flavoring Extracts
THE C. F. SAUER COMPANY
Richmond, Va.
Power Transmission Machinery
T. B. WOOD'S SONS CO.
Chambersburg, Penna.
Garage and Shop Equipment
WEAVER MFG. CO.
Springfield, Ill.
"Caloric" Pipeless Furnaces
THE MONITOR STOVE COMPANY
Cincinnati, Ohio
Spool Cotton and Glazed Yarn
W. WARREN THREAD WORKS
Westfield, Mass.
Hall's Gloves
in Silk, Fabric and Fine Leather
H. S. HALL & CO., INC.
Jersey City, N. J.
Copper and Aluminum Kitchen-Ware
Brass Specialties and Tubing
ROME MANUFACTURING COMPANY
Rome, New York
Toilet Paper and Paper Towels,
Cabinets and Fixtures Therefor
A. P. W. PAPER COMPANY
Albany, N. Y.
Chilled Rolls and Rolling Mill Machinery
LEWIS FOUNDRY & MACHINE CO.
Pittsburgh, Penna.
High Rock Knit Underwear
HIGH ROCK KNITTING COMPANY
Philmont, N. Y.
Dependable Wallboard
THE UPSON COMPANY
Lockport, N. Y.

Sellers Kitchen Cabinets
G. I. SELLERS & SONS CO.
Elwood, Indiana
Vulcanized Fibre Products
AMERICAN VULCANIZED FIBRE CO.
Wilmington, Del.
Farm Implements
OLIVER CHILLED PLOW WORKS
South Bend, Indiana
Labeling, Casing and Kindred Packaging Machines
BURT MACHINE COMPANY, INC.
Baltimore, Maryland
White and Decorated Dinnerware
THE EDWIN M. KNOWLES CHINA CO.
East Liverpool, Ohio
Coaster Wagon and Convertible Roadster
AUTO-WHEEL COASTER CO., INC.
North Tonawanda, N. Y.
Power and Hand Pumps—Water Supply Systems
THE HUMPHREYS MFG. COMPANY
Mansfield, Ohio
Injectors—Drainers, Gasoline Flow Meters
PENBERTHY INJECTOR CO.
Detroit, Mich.
Oil and Gas Well Drilling Equipment
THE PARKERSBURG RIG AND REEL CO.
Parkersburg, W. Va.
Textile Winding Machines
UNIVERSAL WINDING COMPANY
Boston, Massachusetts
Cordage, Ropes and Twines
COLUMBIAN ROPE COMPANY
Auburn, N. Y.
Electric Industrial Trucks, Tractors and Engines
AUTOMATIC TRANSPORTATION CO.
Buffalo, N. Y.
Select-O-Phone
Automatic Telephone and Man Finder
THE SCREW MACHINE PRODUCTS CORPORATION
Providence, R. I.
Petroleum and Grease Products
WAVERLY OIL WORKS CO.
Pittsburgh, Penna.
Watch Cases
THE WADSWORTH WATCH CASE CO.
Dayton, Kentucky

RICE LEADERS of the WORLD ASSOCIATION
Fostering the Practice of Right Business Principles
225 Fifth Avenue, New York