



Pioneers of Quality

"Wheat springs from the first principles of nature, and therefore signifies a first principle in manufacture."

"It tells the story that without Quality of product no business can be permanently maintained."

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

WHEAT is Quality. The story of wheat is the story of America—of the pioneers opening up the empires of the west—of wildernesses replaced by waving fields of grain—of cities humming, throbbing, thrilling with industrial life, converting this product of surpassing Quality for the feeding of the nations.

This is the Wheat Age—the Age of Quality. To produce Quality requires mastery in manufacture. The members of the Rice Leaders of the World Association, who followed the pioneers from the Atlantic into the Mississippi Valley and out to the Coast, equipped their factories with instruments of precision and delicacy and skill. To the handiwork of craftsmen they join the accuracy of present-day production, and materials chosen from the ends of Earth for their fitness. Thus they meet the needs and desires of a people who demand high standards.

Quality is an exacting master. Only the best can be accepted by concerns which hold Quality as a standard—the best from the whole personnel of modern business organization—to the end that buyer, seller and user may have all that is essential to a finished product.

The urgent appeals of quantity and price are not disregarded. But time and usage invariably and inevitably recognize the merit of products made by concerns such as meet the requirements for admission into the Rice Leaders of the World Association under 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.

Note the Wheat-Sheaf of Quality in the Association's Emblem of Business Character, which portrays these Qualifications. Look for this Emblem in members' catalogs, literature and advertising; on their stationery, salesmen's cards and products.

It is not intimated that only members of this Association uphold high standards of business. But it is stated with certitude that manufacturers accepted as members have well-founded reputations for Quality of product and service, honorably won, and maintained with strength and substance. The identifying Emblem further assures you that the company using it merits your confidence in the Quality of its products.



FOUNDED A. D. MCXCVII BY ELWOOD E. RICE

**Emblem of
BUSINESS CHARACTER**

**Rice Leaders
of the World
Association**

**Represents High Standing in
NAME-PRODUCT-POLICY**

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The Following Manufacturers Are Members:

"FINE PEOPLE TO DEAL WITH"

GRUEN WATCH MAKERS GUILD
Grüen Verithin Watches
TIME HILL, CINCINNATI, OHIO

COLUMBIAN ROPE COMPANY
Cordage, Rope and Twine
AUBURN, N. Y.

AMES SHOVEL AND TOOL CO.
Shovels, Spades, Scoops and Drainage Tools
BOSTON, MASS.

RAND COMPANY, INC.
Rand Visible Index Systems
NORTH TONAWANDA, N. Y.

A. B. DICK COMPANY
Mimeographs
CHICAGO, ILL.

WAITE GRASS CARPET CO.
Waite Grass Rugs
OSHKOSH, WIS.

WARREN LEATHER GOODS CO.
Hand Luggage and Leather Specialties
WORCESTER, MASS.

DWINELL-WRIGHT COMPANY
White House Coffee—White House Tea
BOSTON, MASS.

J. W. & A. P. HOWARD COMPANY
Korry-Krome Sole Leather
CORRY, PENNSYLVANIA

THE HIND & HARRISON PLUSH CO.
Fur Fabrics, Plushes and Velours
CLARK MILLS, NEW YORK

AMERICAN STEEL PACKAGE CO.
"Defiance" Steel Barrels and Drums
DEFIANCE, OHIO

BEAN SPRAY PUMP CO.
Spraying Outfits
LANSING, MICHIGAN

THE CASWELL-RUNYAN COMPANY
Cedar Chests
HUNTINGTON, INDIANA

HOOVER STEEL BALL CO.
Steel and other Metal Balls
ANN ARBOR, MICH.

THE C. F. SAUER COMPANY
Sauer's Pure Flavoring Extracts
RICHMOND, VA.

NORTH & JUDD MFG. CO.
Anchor Brand
Harness, Belt and Automobile Hardware
NEW BRITAIN, CONN.

S. F. BOWSER & COMPANY, INC.
Oil & Gasoline Tanks, Measuring & Power Pumps
Oil Filtering Systems, Force Feed Lubricators
FORT WAYNE, INDIANA

LUDLUM STEEL COMPANY
Specialists in Tool Steel
WATERLIET, N. Y.

R. BLACKINTON & COMPANY
Novelties in Sterling Silver, Gold,
Gold Inlay and Enamels
NORTH ATTLEBORO, MASS.

SCHAEFFER & BUDENBERG MFG. CO.
Thermometers and Pressure Gauges
BROOKLYN, N. Y.

ELECTRIC HOSE & RUBBER CO.
Rubber Hose
WILMINGTON, DEL.

THOS. E. BROWN & SONS
Ladies' Full-Fashioned Silk Hosiery
PHILADELPHIA, PENNA.

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Glue and Curled Hair
TAGONY, PHILADELPHIA, PA.

WOLLENSAK OPTICAL COMPANY
Lenses—Photographic Shutters
ROCHESTER, N. Y.

FAULTLESS CASTER COMPANY
Castors of all kinds
EVANSVILLE, INDIANA

THE BUNTING BRASS & BRONZE CO.
Bearings—Bronze and Babbitt Lined
TOLEDO, OHIO

HUNT-RANKIN LEATHER CO.
Fine Calf Leathers
BOSTON, MASS.

MOTOR WHEEL CORPORATION
Motor Vehicle Wheels & Metal Stampings
LANSING, MICH.

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Safes and Vaults
YORK, PENNA.

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Sellers Kitchen Cabinets
ELWOOD, INDIANA

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Textile Winding Machines
BOSTON, MASS.

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Power and Hand Pumps—Water Supply Systems
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THE PARKERSBURG RIG & REEL CO.
Oil and Gas Well Drilling Equipment
PARKERSBURG, W. VA.

THE WADSWORTH WATCH CASE CO.
Watch Cases
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WAVERLY OIL WORKS CO.
Petroleum and Grease Products
PITTSBURGH, PENNA.

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Crane's Paper and Fine Stationery
PITTSFIELD, MASS.

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(Successors to American Vulcanized Fibre Co.)
Vulcanized Fibre Products
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Automatic Telephone and Man Finder
PROVIDENCE, R. I.

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Coaster Wagon and Convertible Roadster
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Labeling, Casing and Kindred Packaging Machines
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PITTSBURGH PIPING & EQUIPMENT CO.
Piping for Every Service
Fabricated and Installed
PITTSBURGH, PENNA.

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Soda Fountains
PHILADELPHIA, PA.

AUTOMATIC TRANSPORTATION CO.
Electric Industrial Trucks, Tractors and Engines
BUFFALO, N. Y.

THE PETERS CARTRIDGE COMPANY
Ammunition—For Small Arms
CINCINNATI, OHIO

BARBOUR WELTING COMPANY
(Formerly Brockton Rand Company)
Barbour Grooved Endless Welting
BROCKTON, MASS.

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SYRACUSE, N. Y.

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Specialists—Concrete Reinforcement & Design
BUFFALO, N. Y.

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Rubber Goods for the Druggist's, Medical,
Surgical, Hospital and Dental Trades
PROVIDENCE, RHODE ISLAND

THE NARROW FABRIC CO.
"Nufashond" Shoe Lacers, Rick Racks,
Elastics, Cluny Laces and Braids
READING, PENNA.

HOCKENSMITH WHEEL & MINE CAR CO.
Mine Cars and Wheels
PENN. PENNSYLVANIA

I. MILLER & SONS, INC.
Beautiful Shoes for Women
BROOKLYN, N. Y.

WEST ELECTRIC HAIR CURLER CO.
Hair Curlers, Hair Nets, Barrettes and
"Softie" Hair Shampoo
PHILADELPHIA, PENNA.

CLAUSS SHEAR COMPANY
Fine Shears, Scissors and Razors
FREMONT, OHIO

HATHEWAY & REYNOLDS CORPORATION
Sweaters and Bathing Suits
ORISKANY FALLS, N. Y.

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White and Decorated Dinnerware
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J. F. STURDY'S SONS COMPANY
Sturdy Chains and Bracelets
ATTLEBORO FALLS, MASS.

THE "ICY-HOT" BOTTLE COMPANY
"Icy-Hot" Vacuum Products
CINCINNATI, OHIO

WEAVER MFG. CO.
Garage and Shop Equipment
SPRINGFIELD, ILL.

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Spool Cotton and Glazed Yarn
WESTFIELD, MASS.

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Dependable Wallboard
LOCKPORT, N. Y.

A. P. W. PAPER COMPANY
Toilet Paper and Paper Towels,
Cabinets and Fixtures Therefor
ALBANY, N. Y.

T. B. WOOD'S SONS CO.
Power Transmission Machinery
CHAMBERSBURG, PENNA.

WOLFE BRUSH COMPANY
"Wolfe" Brushes
PITTSBURGH, PENNA.

UNITED STATES SAND PAPER CO.
Abrasive Papers and Cloths
WILLIAMSBURG, VA.

H. S. HALL & CO., INC.
Hall's Gloves
in Silk, Fabric and Fine Leather
JERSEY CITY, N. J.

GREAT WESTERN MFG. COMPANY
Bicycles and Velocipedes
LA PORTE, INDIANA

LEWIS FOUNDRY & MACHINE CO.
Chilled Rolls and Rolling Mill Machinery
PITTSBURGH, PENNA.

ROME MANUFACTURING COMPANY
Copper and Aluminum Kitchen-Ware
Brass Specialties and Tubing
ROME, NEW YORK

SIDWAY MERCANTILE CO.
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ELKHART, INDIANA

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Royal Electric Cleaners
Vibrators and Hair Dryers
CLEVELAND, OHIO

HIGH ROCK KNITTING COMPANY
High Rock Knit Underwear
PHILMONT, N. Y.

THE HISEY-WOLF MACHINE CO.
Portable Electric Tools
CINCINNATI, OHIO

RICE LEADERS of the WORLD ASSOCIATION

Fostering the Practice of Right Business Principles

225 Fifth Avenue, New York