

GUIDE TO BUYING

# CHARACTER

is the Keystone  
Uniting Members of the

# Rice Leaders of the World Association

This Emblem  
of Business  
CHARACTER  
Represents —



Founded A.D. MCMXII by Elwood E. Rice

**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.

Character is the Keystone in the arch of all human achievement — it exercises a moral influence which inspires confidence and creates good-will.

Members of the Rice Leaders of the World Association consider Character the first requirement to successful conduct of business.

In practicing the principles of Honor, Quality, Strength and Service, Members have established a high Character Standard testified to and verified by millions of satisfied customers.

The quality products listed below are carefully and scientifically produced and reflect the high Character of Members.

It is not inferred that only Members adhere to good business standards, but you can be certain — without investigation on your part — that all Members are concerns of Character worthy of your complete confidence and respect. You will identify them by the Association Emblem.

THE FOLLOWING MANUFACTURERS  
— ARE MEMBERS —

## “ALL FINE PEOPLE TO DEAL WITH”

Gruen Verithin Watches  
**GRUEN WATCHMAKERS GUILD**  
Time Hill, Cincinnati, Ohio

Shovels, Spades, Scoops and Drainage Tools  
**AMES SHOVEL AND TOOL CO.**  
Boston, Mass.

Mimeographs  
**A. B. DICK COMPANY**  
Chicago, Ill.

“Union” Electrical Cartridge Fuses and Conduit Fittings  
**CHICAGO FUSE MFG. COMPANY**  
Chicago, Ill.

Baby Vehicles  
**SIDWAY MERCANTILE CO.**  
Elkhart, Indiana

Spraying Outfits  
**BEAN SPRAY PUMP COMPANY**  
Lansing, Mich.

Waite Grass Rugs  
**WAITE GRASS CARPET CO.**  
Oshkosh, Wis.

Corrugated Fibre Shipping Boxes  
**THE HINDE & DAUCH PAPER CO.**  
Sandusky, Ohio

Passenger and Freight Elevators  
**THE HAUGHTON ELEVATOR & MACHINE COMPANY**  
Toledo, Ohio

Cedar Chests  
**THE CASWELL-RUNYAN COMPANY**  
Huntington, Indiana

Dining and Library Tables  
**THE MERSMAN BROS. BRANDTS CO.**  
Galina, Ohio

“Defiance” Steel Barrels and Drums  
**AMERICAN STEEL PACKAGE CO.**  
Defiance, Ohio

Mattresses, Boxsprings and Cotton-Felt  
**BURTON-DIXIE CORPORATION**  
Brooklyn, N. Y.

Hand Luggage and Leather Specialties  
**WARREN LEATHER GOODS CO.**  
Worcester, Mass.

Oil Tanks, Pumps and Storage Systems  
**S. F. BOWSER & COMPANY, INC.**  
Fort Wayne, Indiana

Rubber Hose  
**ELECTRIC HOSE & RUBBER CO.**  
Wilmington, Del.

Specialists—Concrete Reinforcement & Design  
**CORRUGATED BAR CO., INC.**  
Buffalo, N. Y.

Lenses—Photographic Shutters  
**WOLLENSAK OPTICAL COMPANY**  
Rochester, N. Y.

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

Bearings—Bronze and Babbitt Lined  
**THE BUNTING BRASS & BRONZE CO.**  
Toledo, Ohio

Bolts—Nuts—Rivets  
**GRAHAM NUT COMPANY**  
Pittsburgh, Penna.

Leather Belting  
**CHICAGO BELTING COMPANY**  
Chicago, Ill.

Casters  
**FAULTLESS CASTER COMPANY**  
Evansville, Indiana

Safes and Vaults  
**YORK SAFE & LOCK COMPANY**  
York, Pa.

Ladies’ Full-Fashioned Silk Hosiery  
**THOS. E. BROWN & SONS**  
Philadelphia, Penna.

Overalls—Master Cloth  
**HAMILTON CARHARTT COTTON MILLS**  
Detroit, Mich.

Novelties in Sterling Silver, Gold, Gold Inlay and Enamels  
**R. BLACKINTON & COMPANY**  
North Attleboro, Mass.

Anchor Brand  
Harness, Belt and Automobile Hardware  
**NORTH & JUDD MFG. CO.**  
New Britain, Conn.

Fine Calf Leathers  
**HUNT-RANKIN LEATHER CO.**  
Boston, Mass.

Fine Mechanical Tools  
**THE L. S. STARRETT CO.**  
Athol, Mass.

Horton Lathe and Drill Chucks  
**THE E. HORTON & SON CO.**  
Windsor Locks, Conn.

Sturdy Chains and Brackets  
**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

Harness, Saddlery and Textile Auto Accessories  
**THE PERKINS-CAMPBELL CO.**  
Cincinnati, Ohio

Fine Shears, Scissors and Razors  
**CLAUSS SHEAR COMPANY**  
Fremont, Ohio

Hampden Abrasive Wheels  
**HAMPDEN CORUNDUM WHEEL CO.**  
Springfield, Mass.

“Nufashond” Shoe Lacers, Rick Racks, Elastics, Cluny Laces and Braids  
**THE NARROW FABRIC CO.**  
Reading, Pa.

Hair Curlers, Hair Nets, Barrettes and “Softex” Hair Shampoo  
**WEST ELECTRIC HAIR CURLER CO.**  
Philadelphia, Penn.

Sheet Metal Specialties  
**THE F. H. LAWSON COMPANY**  
Cincinnati, Ohio

Gentlemen’s Fine Shoes  
**A. E. NETTLETON COMPANY**  
Syracuse, N. Y.

Barbour Grooved Endless Welting  
**BROCKTON RAND COMPANY**  
Brockton, Mass.

Rubber Goods for the Druggists’, Medical, Surgical, Hospital and Dental Trades  
**DAVOL RUBBER COMPANY**  
Providence, Rhode Island

Dependable Wallboard  
**THE UPSON COMPANY**  
Lockport, N. Y.

Sauer’s Pure Flavoring Extracts  
**THE C. F. SAUER COMPANY**  
Richmond, Va.

Ginghams and Shirtings  
**PARKHILL MANUFACTURING CO.**  
Pittsburg, Mass.

Royal Electric Cleaners Vibrators and Hair Dryers  
**THE P. A. GIER COMPANY**  
Cleveland, Ohio

“Wolfe” Brushes  
**WOLFE BRUSH COMPANY**  
Pittsburgh, Penna.

Bicycles and Velocipedes  
**GREAT WESTERN MFG. COMPANY**  
La Porte, Indiana

Power Transmission Machinery  
**T. B. WOOD’S SONS CO.**  
Chambersburg, Penna.

Garage and Shop Equipment  
**WEAVER MFG. CO.**  
Springfield, Ill.

Chilled Rolls and Rolling Mill Machinery  
**LEWIS FOUNDRY & MACHINE CO.**  
Pittsburgh, Penna.

“Galoric” Pipeless Furnaces  
**THE MONITOR STOVE COMPANY**  
Cincinnati, Ohio

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.

Spool Cotton and Glazed Yarn  
**W. WARREN THREAD WORKS**  
Westfield, Mass.

Farm Implements  
**OLIVER CHILLED PLOW WORKS**  
South Bend, Indiana

Cordage, Rope and Twine  
**COLUMBIAN ROPE COMPANY**  
Auburn, N. Y.

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

Multi Drillers—Narco—Multi Tappers  
**THE NATIONAL AUTOMATIC TOOL CO.**  
Richmond, Indiana

Coaster Wagon and Convertible Roadster  
**AUTO-WHEEL COASTER CO., INC.**  
North Tonawanda, N. Y.

Petroleum and Grease Products  
**WAVERLY OIL WORKS CO.**  
Pittsburgh, Penna.

Watch Cases  
**THE WADSWORTH WATCH CASE CO.**  
Dayton, Kentucky

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

Power and Hand Pumps—Water Supply Systems  
**THE HUMPHRIES 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.

Sellers Kitchen Cabinets  
**G. I. SELLERS & SONS CO.**  
Elwood, Indiana

Select-O-Phone  
Automatic Telephone and Man Finder  
**THE SCREW MACHINE PRODUCTS CORPORATION**  
Providence, R. I.

Vulcanized Fibre Products  
**AMERICAN VULCANIZED FIBRE CO.**  
Wilmington, Del.

## RICE LEADERS of the WORLD ASSOCIATION

Fostering the Practice of Right Business Principles

225 FIFTH AVENUE, NEW YORK