



Declared Principles

"There can be no true progress without principle."

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

FOR nearly a century and a half those declared principles which marked the birth of the American Nation have proved their soundness. The honored patriots whose attesting hands witnessed the famous Declaration of 1776 have long since passed, but their declared principles live and lead us on.

As sound basic principles in a nation make secure the inalienable rights of men, so, commercially, do right principles lead the world of business forward to success and sounder development.

The Rice Leaders of the World Association stands for right business principles. Concerns of proved character, through acceptance of membership, declare their firm belief in the practice of the principles which form the Association's

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.

The Association's Emblem of Business Character portrays these Qualifications in word and symbol. Look for it in members' catalogs, literature and advertising; on their stationery, salesmen's cards and products.

The Emblem enables you to identify not only worthy merchandise but also the supporting principles which guarantee service and satisfaction. It is a safe guide for the discriminating purchaser.

Each member represents a different industry; but it is not inferred that other concerns do not practice good business principles. This is claimed: you may repose full confidence in any merchandise or message which bears the Association's Emblem of Business Character. Your confidence in one member justifies equal confidence in all.



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"

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| <p>GRUEN WATCHMAKERS GUILD Green Verithin Watches TIMES BELL, CINCINNATI, OHIO</p> <p>A. B. DICK COMPANY Miscellaneous CHICAGO, ILL.</p> <p>DWINELL-WRIGHT COMPANY White House Coffee—White House Tea BOSTON, MASS.</p> <p>RAND COMPANY, INC. Rand Visible Index Systems NORTH TOWNSHIP, N. Y.</p> <p>WARREN LEATHER GOODS CO. Hand Luggage and Leather Specialties YORCKVILLE, MASS.</p> <p>WAITE GRASS CARPET CO. Waite Grass Rugs OSHKOSH, WIS.</p> <p>THE CASWELL-RUNYAN COMPANY Cedar Chests BUNTINGTON, INDIANA</p> <p>BEAN SPRAY PUMP CO. Spraying Outfits LANSING, MICHIGAN</p> <p>AMERICAN STEEL PACKAGE CO. "Defiance" Steel Barrels and Drums DELIANG, OHIO</p> <p>HOOVER STEEL BALL CO. Steel and other Metal Balls ANN ARBOR, MICH.</p> <p>THE MERSMAN BROS. BRANDTS CO. Dining and Library Tables OSLINA, OHIO</p> <p>THE HIND & HARRISON FLUSH CO. Fur Fabrics, Fishes and Velours CLARE HILLS, NEW YORK</p> <p>THE HAUGHTON ELEVATOR & MACHINE COMPANY Passenger and Freight Elevators CINCINNATI, OHIO</p> <p>THE PETERS CARTRIDGE COMPANY Ammunition—For Small Arms CINCINNATI, OHIO</p> <p>AMES SHOVEL AND TOOL CO. Shovels, Spades, Scoops and Draining Tools BOSTON, MASS.</p> <p>SIDWAY MERCANTILE CO. Baby Vehicles ELKHART, INDIANA</p> | <p>YORK SAFE & LOCK COMPANY Safes and Vaults YORK, PENNA.</p> <p>ELECTRIC HOSE & RUBBER CO. Rubber Hoses WASHINGTON, D.C.</p> <p>THOS. E. BROWN & SONS Ladies' Full-Fashioned Silk Hosiery PHILADELPHIA, PENNA.</p> <p>CORRUGATED BAR CO., INC. Specialties—Concrete Reinforcement & Design BUFFALO, N. Y.</p> <p>LUDLUM STEEL COMPANY Specialties in Tool Steel WATERVILLE, N. Y.</p> <p>SCHAEFFER & BUDENBERG MFG. CO. Thermometers and Pressure Gauges BROOKLYN, N. Y.</p> <p>WOLLENSAK OPTICAL COMPANY Lenses—Photographic Shutters ROCHESTER, N. Y.</p> <p>R. BLACKINTON & COMPANY Novelty in Sterling Silver, Gold, Gold Inlay and Enamels NORTH ATTLEBORO, MASS.</p> <p>HAMILTON CARHARTT COTTON MILLS Overalls—Master Cloth DETROIT, MICH.</p> <p>GRAHAM BOLT & NUT COMPANY Bolts—Nuts—Rivets PITTSBURGH, PENNA.</p> <p>HUNT-RANKIN LEATHER CO. Fine Calf Leathers BOSTON, MASS.</p> <p>THE BUNTING BRASS & BRONZE CO. Bearings—Bronze and Babbitt Lined TOLEDO, OHIO</p> <p>FAULTLESS CASTER COMPANY Casters EVANSVILLE, INDIANA</p> <p>NORTH & JUDD MFG. CO. Anchor Brand Harness, Belt and Automobile Hardware NEW BRITAIN, CONN.</p> <p>S. F. BOWSER & COMPANY, INC. Oil & Gasoline Tanks, Measuring & Power Pumps Oil Filtering Systems, Force Feed Lubricators PORT WAYNE, INDIANA</p> | <p>THE EDWIN M. KNOWLES CHINA CO. White and Decorated Dinnerware EAST LIVERPOOL, OHIO</p> <p>THE NARROW FABRIC CO. "Nufashond" Shoe Laces, Rick Racks, Elastic, Chumy Laces and Braids READING, PENNA.</p> <p>A. E. NETTLETON COMPANY Gentlemen's Fine Shoes SYRACUSE, N. Y.</p> <p>BROCKTON RAND COMPANY Barbour Grooved Endless Walking FRAMINGHAM, MASS.</p> <p>CLAUSS SHEAR COMPANY Fine Shears, Scissors and Razors FRAMINGHAM, MASS.</p> <p>HOCKENSMITH WHEEL & MINE CAR CO. Mine Cars and Wheels PERRYSVILLE, INDIANA</p> <p>THE PERKINS-CAMPBELL CO. Harness, Saddlery and Textile Auto Accessories CINCINNATI, OHIO</p> <p>THE L. S. STARRETT CO. Fine Mechanical Tools ATTOL, MASS.</p> <p>THE "ICY-HOT" BOTTLE COMPANY "Ice-Hot" Vacuum Products CINCINNATI, OHIO</p> <p>HATHEWAY & REYNOLDS Sweaters and Bathing Suits ORSHANT FALLS, N. Y.</p> <p>J. F. STURDY'S SONS COMPANY Sturdy Chains and Brackets ATTLEBORO FALLS, MASS.</p> <p>I. MILLER & SONS, INC. Beautiful Shoes for Women BROOKLYN, N. Y.</p> <p>MOTOR WHEEL CORPORATION Motor Vehicle Wheels & Metal Stampings LANSING, MICH.</p> <p>DAVOL RUBBER COMPANY Rubber Goods for the Druggists', Medical, Surgical, Hospital and Dental Trades PROVIDENCE, RHODE ISLAND</p> <p>WEST ELECTRIC HAIR CURLER CO. Hair Curlers, Hair Nets, Berrettes and "Hot" Hair Shampoo PHILADELPHIA, PENNA.</p> | <p>THE UPSON COMPANY Dependable Wallboard LOCEPORT, N. Y.</p> <p>THE P. A. GEIER COMPANY Royal Electric Cleaners Vibrators and Hair Dryers CLEVELAND, OHIO</p> <p>T. B. WOOD'S SONS CO. Power Transmission Machinery CHAMBERSBURG, PENNA.</p> <p>THE C. F. SAUER COMPANY Sauer's Pure Flavoring Extracts RICHMOND, VA.</p> <p>HIGH ROCK KNITTING COMPANY High Rock Knit Underwear PHEASANT, N. Y.</p> <p>WOLFE BRUSH COMPANY "Wolfe" Brushes PITTSBURGH, PENNA.</p> <p>GREAT WESTERN MFG. COMPANY Bicycles and Velocipedes LA FORT, INDIANA</p> <p>H. S. HALL & CO., INC. Hall's Gloves in Silk, Fabric and Fine Leather JERSEY CITY, N. J.</p> <p>THE MONITOR STOVE COMPANY "Chloric" Pipeless Furnaces CINCINNATI, OHIO</p> <p>FENBERTHY INJECTOR CO. Injectors—Drainers, Gasoline Flow Meters DETROIT, MICH.</p> <p>LEWIS FOUNDRY & MACHINE CO. Chilled Rolls and Rolling Mill Machinery PITTSBURGH, PENNA.</p> <p>W. WARREN THREAD WORKS Spool Cotton and Glazed Yarn WESTFIELD, MASS.</p> <p>ROME MANUFACTURING COMPANY Copper and Aluminum Kitchen-Ware Brass Specialties and Tubing MORRIS, NEW YORK</p> <p>A. P. W. PAPER COMPANY Toilet Paper and Paper Towels, Cabinets and Fixtures Therefor ALBANY, N. Y.</p> <p>WEAVER MFG. CO. Garage and Shop Equipment SPRINGFIELD, ILL.</p> | <p>G. I. SELLERS & SONS CO. Sellers Kitchen Cabinets ELWOOD, INDIANA</p> <p>AMERICAN VULCANIZED FIBRE CO. Vulcanized Fibre Products WILMINGTON, DEL.</p> <p>COLUMBIAN ROPE COMPANY Cordage, Rope and Twine AUBURN, N. Y.</p> <p>THE HUMPHRIES MFG. COMPANY Power and Hand Pumps—Water Supply Systems MANSFIELD, OHIO</p> <p>UNIVERSAL WINDING COMPANY Textile Winding Machines BOSTON, MASS.</p> <p>BURT MACHINE COMPANY, INC. Labeling, Casing and Kindred Packaging Machines BALTIMORE, MARYLAND</p> <p>AUTOMATIC TRANSPORTATION CO. Electric Industrial Trucks, Tractors and Engines BUFFALO, N. Y.</p> <p>EATON, CRANE & PIKE CO. Crane's Paper and Fine Stationery PITTSFIELD, MASS.</p> <p>PITTSBURGH PIPING & EQUIPMENT CO. Piping for Every Service Fabricated and Installed. PITTSBURGH, PENNA.</p> <p>AUTO-WHEEL COASTER CO., INC. Coaster Wagon and Convertible Roadster NORTH TOWNSHIP, N. Y.</p> <p>SCREW MACHINE PRODUCTS CORP. Select-O-Phone Automatic Telephone and Man Finder PROVIDENCE, R. I.</p> <p>WAVERLY OIL WORKS CO. Petroleum and Grease Products PITTSBURGH, PENNA.</p> <p>PARKERSBURG RIG & REEL CO. Oil and Gas Well Drilling Equipment PARKERSBURG, W. VA.</p> <p>THE WADSWORTH WATCH CASE CO. Watch Cases DAYTON, OHIO</p> <p>J. W. & A. P. HOWARD COMPANY Kerry-Kross Sole Leather CONY, PENNSYLVANIA</p> <p>ROBERT M. GREEN & SONS Soda Fountains PHILADELPHIA, PA.</p> |
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RICE LEADERS of the WORLD ASSOCIATION
Fostering the Practice of Right Business Principles
225 Fifth Avenue, New York