



463 Prizes

First Prize	-	-	-	\$2,000.00
Second Prize	-	-	-	1,000.00
Third Prize	-	-	-	500.00
Fourth Prize	-	-	-	250.00
Fifth Prize	-	-	-	250.00
Sixth Prize	-	-	-	250.00
Seventh Prize	-	-	-	250.00
Eighth Prize	-	-	-	250.00
Ninth Prize	-	-	-	250.00
Tenth Prize	-	-	-	250.00
Eleventh Prize	-	-	-	250.00
Twelfth Prize	-	-	-	250.00
Thirteenth Prize	-	-	-	250.00
Next 20 Prizes	-	-	each	100.00
Next 30 Prizes	-	-	each	50.00
Next 100 Prizes	-	-	each	25.00
Next 300 Prizes	-	-	each	10.00

463 Prizes. Total, \$15,000.00

Contest Closes May 15, 1915.

20 x 40 inches in size



This Banner Must Be Displayed with Members' Products in Contesting Windows

BY INVITATION, THE FOLLOWING ARE MEMBERS:

Waterman's "Ideal" Fountain Pens and Ink
L. E. Waterman Co., New York.
"Niagara Maid" Silk Gloves and Ladies' Silk Underwear
Niagara Silk Mills,
North Tonawanda, N.Y.
Fine Brass Beds, Steel Beds and Springs
The Simmons Manufacturing Co.,
Kenosha, Wis.
"Oildag," "Gredag," Acheson-Graphite and Electrodes
International Acheson Graphite Co.,
Niagara Falls, N.Y.
Electric Pleasure and Commercial Autos
"Detroit Electric"
Anderson Electric Car Co.,
Detroit, Mich.
Women's Fine Shoes, "Queen Quality"
Thomas G. Plant Co., Boston, Mass.
Sharpening Stones and Abrasive Materials
The Carborundum Co.,
Niagara Falls, N.Y.
Alabastine-Sanitary Wall Coating
Alabastine Co., Grand Rapids, Mich.
Lead Pencils, Pen Holders, Rubber Bands and Erasers
Eberhard Faber, New York.
Onyx Enamel Ware
Columbian Enameling & Stamping Co., Terre Haute, Ind.
Revolvers and Automatic Pistols
Smith & Wesson, Springfield, Mass.

"Yale Locks, Builders' Hardware and Chain Hoists
The Yale & Towne Mfg. Co.,
New York.
"I-P" Loose Leaf Books and Forms
Irving-Pitt Manufacturing Co.,
Kansas City, Mo.
Fine Furniture
Berkey & Gay Furniture Co.,
Grand Rapids, Mich.
Rugs and Carpets
The M. J. Whittall Carpet Mills,
Worcester, Mass.
Towle's Log Cabin Syrup
The Towle Maple Products Co.,
St. Paul, Minn.
Bohn Syphon Refrigerators
White Enamel Refrigerator Co.,
St. Paul, Minn.
Electric Heating Apparatus
Simplex Electric Heating Co.,
Cambridge, Mass.
Typewriters
Remington Typewriter Co.,
New York.
Lawn Mowers
Coldwell Lawn Mower Co.,
Newburgh, N.Y.
Umbrellas
Hull Brothers Umbrella Co.,
Toledo, Ohio.

Spectacles, Eyeglasses, Lenses, "Fits-U" and Other Optical Goods
American Optical Co.,
Southbridge, Mass.
Chalmers "Porosknit" Underwear
Chalmers Knitting Co.,
Amsterdam, N.Y.
Small Motor and Fan Specialists
The Robbins & Myers Co.,
Springfield, Ohio.
"Indestructo" Trunks and Luggage
National Veneer Products Co.,
Milwaukee, Ind.
Varnishes, Japans, Enamels, Fillers, Stains, Shellacs
Berry Bros., Inc., Detroit, Mich.
"Y and E" Filing Devices and Office Systems
Yawman & Erbe Mfg. Co.,
Rochester, N.Y.
Fruit Jars, Packers' and Druggists' Glassware
Hazel-Atlas Glass Co.,
Wheeling, W. Va.
Rifles-Shotguns and Ammunition
Winchester Repeating Arms Co.,
New Haven, Conn.
Hams, Bacon, Lard, Veribest Specialties, Grape Juice
Armour & Co.,
Bouillon Cubes, Laundry and Fine Toilet Soaps

California Canned Fruits and Hawaiian Pineapple
Hunt Brothers Co.,
San Francisco, Cal.
Crane's Paper and Fine Stationery
Eaton, Crane & Pike Co.,
Pittsfield, Mass.
Pillsbury's Best Flour
Pillsbury Flour Mills Co.,
Minneapolis, Minn.
Linoleums and Oil Cloths
Cook's Linoleum Co.,
Trenton, N.J.
Clockmakers since 1817
The New Haven Clock Co.,
New Haven, Conn.
Automobiles
The Willys-Overland Co.,
Toledo, Ohio.
Watches
Elgin National Watch Co.,
Chicago, Ill.
Holenroof Hosiery
Holenroof Hosiery Co.,
Milwaukee, Wis.
Fine Mechanical Tools
The L. S. Starrett Co.,
Athol, Mass.
Magnets and Spark Plugs
Splitdorf Electrical Co.,
Newark, N.J.

How Other Dealers Have Increased Their Sales Through Influence of the Association Banner Emblem

BANNER HAS GREAT STRENGTH.

"The sales in PILLSBURY FLOUR increased twenty-five (25) per cent. during the week of the display, due to the Banner carrying the Emblem of HONOR, QUALITY, STRENGTH and SERVICE. This Banner certainly has great strength. I shall make more displays with your Banner."

WINDOW DISPLAY DOUBLES SALES.

"We would be safe in saying our sales of HUNT'S goods doubled. The window display attracted considerable attention and will, no doubt, influence considerable business in that line for some time to come."

This Coupon Brings the Banner
Window Display Dept. - Rice Leaders of the World Association, 358 5th Ave., N.Y.
Please send me at once, Association Window Display Banner and full details regarding your \$15,000.00 Cash Prize Competition. Displays will be made of

RICE LEADERS OF THE WORLD ASSOCIATION

ELWOOD E. RICE, Founder and President
358 FIFTH AVENUE NEW YORK, U.S.A.

TEAR OFF - FILL OUT - MAIL TO-DAY

(List Members' Products Here)

Name Street

City State