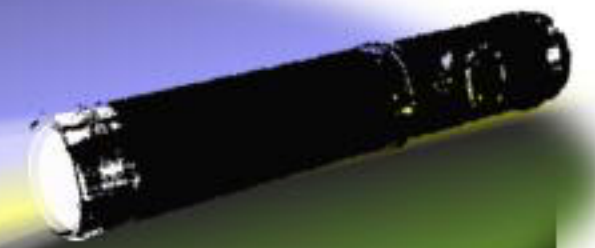




FLASHLIGHT



COLLECTOR'S NEWSLETTER

Quarterly Information about Flashlights and Associated Items of Interest

* Summer 2011 *

Issue
90

The Giterman Collection

Coffee Table Issue !

Ahh, the Giterman Collection. In August of 2011 I was granted, after months of intense negotiation and compromise, a wife & children furlough so I could travel to Ohio and pine over Steve Giterman's fine Flashlight collection. I have to say, **this collection** of flashlights, lanterns, torches, lamps, batteries, bulbs, instruments, mechanical gizmos and pamphlets are simply **amazing** and thoroughly **entertaining** to see! What a fantastic and eclectic collection, it's a must-see for everyone! Landing at CMH airport on an early Friday evening, Steve met me curbside and together we drove over to the "Lotus Leaf" restaurant, where we were later joined by his wife Joy. The Gits and the proprietors of this Asian cuisine establishment had pre-planned a special dinner for the occasion. I must admit I'm not a very audacious eater, but the enthusiasm and effort the owners and servers displayed won me over and we all enjoyed a wonderful meal together.

Darkness had already set in by the time we turned into the Giterman driveway. A fabulous table lamp positioned near the front window cast a welcoming glow across the front porch and onto the lawn. Ha! I sensed indeed was going to be a great and memorable weekend!!

This newsletter only provides you only a glimpse of the Giterman Collection; capturing the true spirit of the Collection is impossible.



Many lights still have product boxes



Kwik-Lite Display Cabinet



Entry Light



Battery operated Wall Lights

With lights congregated on shelves, assembled in cabinets and displayed on the walls, it's quite easy to lose track of what you've seen, what you haven't and where you've been.

A remarkable thing about Steve's flashlights, lanterns and gizmos: they all work. I mean, **they all really work!** All contain batteries and light up! Now I did stumble upon a couple that did not operate due to a fussy switch or a dead or leaky battery, but with just a little coaxing Steve had the rebels back in service. Steve's quick fix for finicky switches: a squirt of "miracle juice," another word for contact cleaner. And his fix for leaky batteries: avoid Duracell's altogether! Apparently he's had a string of unfortunate luck with them.



Pocket Watch magnifier with light, remote cord switch

When you need a break from flashlights, Steve has plenty of other "associated items of interest" to look at and play with. Most all require some sort of battery to make them work.



Various wood case lights



Eveready Remote Service Bell



Vintage Evereadys still in the wood box!



One of several Auto-Magic Picture Gun lights



Where there's always a BrightSPOT!

The Giterman Collection. It's more than flashlights.



During my two-day visit, Steve and I found a moment to sit down in his home's comfortable library for an interview. Steve reminisced about the past and how he actually got started collecting flashlights and other collectibles.

.... When I was around four years old, Aunt Tilley and Grandma Paley used to take me downtown with them.

We'd always stop at the same store in town, Woolworth's I believe it was. With each visit they would buy me one or two of those little "Made in Japan" or "Hong Kong" figural lanterns - I can still picture them! A pumpkin, a Santa, a paper covered globe of the earth (and what better thing to do as a kid than peel off the paper!), a plain lantern with a single bulb and a 3-bulb deluxe lantern with a red, blinky-bulb. While staying overnight at Aunt Tillie's, I would use these lights quite often to read comic books and to go camping under the covers. Many times I would take apart Aunt Tillie's own flashlights. Using picture hanger wire and white cloth medical tape, I would place bulbs in one room and run wires back to the batteries in the other room. Pretty neat, I was a genius. When I was around five Aunt Tillie moved away and I never saw them or the lights again. And that was it, until 1972, when at college I bought a 5-cell Eveready Captain to go poking around. Sometime around year 2000, I came across a snowman lantern in an antique store. Having not seen one since I was a wee lad, I bought it, brought it home and thoroughly failed to impress my children. That I consider to be the first one in my collection. A few years later, I found a second lantern, a plain one, which also failed to impress my children.



Along came Joy in 2002. At the time she had no interest in any lighting devices, actually I didn't either until 2004, when out of the clear blue Joy said I should check the internet for those little lanterns. We had just gone antiquing and found a rusted/rotted/corroded one, which I explained was very common since we as kids tended to leave batteries inside everything. Slowly but surely, I started collecting more of those little lanterns on eBay, backed by Joy's encouragement. While searching eBay, some really cool, large battery lanterns popped up... and then some cool flashlights popped up.... so I guess we kind



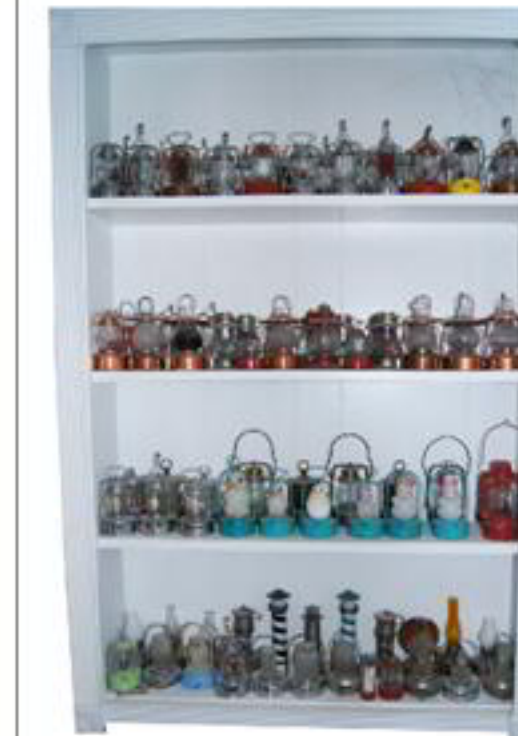
Joy's really into Little Big Books. Her collection fosters many good memories from the past!



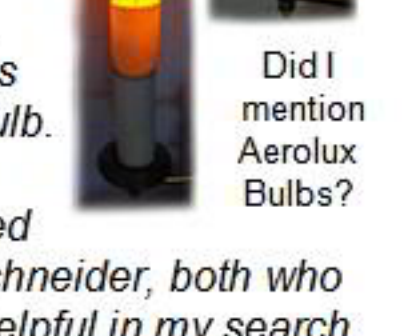
branched out from there. If I were to guess I'd say we have around 1400 lights or so. (Do the math for battery count!) My favorite lights are the wooden box lanterns & lights and the figural, followed by Japan & Hong Kong toy lanterns. Military lights, novelty lights and battery lanterns round out my list of favorites. The familiar, plain-Jane, garden-variety tubular flashlights I'm not so much into. Sorry, Eveready! (Yeah! for the rest of us! ed.) Collecting for the sake of collecting is OK, but I like to

watch people's reaction when they pick up any one of my lights, roll it over, test the switch and it works! It makes no sense to me to collect something if it doesn't work!

Sooner or later a light is going to need a new bulb. In late 2005, while on the internet, I discovered Bill Utley and Stuart Schneider, both who turned out to be very helpful in my search. Additionally I learned of an upcoming Flashlight Collector's Convention in Cleveland, of all places. Apparently Joy and I were not the only people who were collecting! In Cleveland Joy met her arch-eBay rival, Daveolite, who actually turned out to be a nice and decent guy! With the bulb situation under control, I turned my attention to batteries. Since many of my lights use batteries that are no longer available, I worked out a method to craft my own batteries. It's quite simple to do when you know the size, shape and configuration of the battery. Well, that's about it. That's my story, and I'm sticking to it.



Figural Lanterns are one of Steve's favorites in his collection. When they are lit, it's easy to understand why



Did I mention Aerolux Bulbs?



The Leg Lamp. Possibly the most beautiful table lamp ever made, and Steve's got one. Immortalized in the 1983 movie "A Christmas Story," this lamp provides the Giterman's service year round.



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Just like Vegas, the Flasher Mouse is dismal by day, but most impressive at night.



It was available in two models, electric and battery operated. Several colors too!



Flashers are your friend
1950, made by
Electric Animals, Inc



1956 Burgess advertising sign. "Flashlight Batteries" cleverly blinks on and off from behind the mirrored surface. Shingler I.G.A. was located in Trout Creek, Michigan. Like Burgess, they're not around anymore.



1955 Micro-Lite
Cowboy Jim pull-light



1950 Ohio Art Co.

Batteries
for sale

Payment
coins
tossed
here

If battery
is good,
this bulb
lights

Place
battery
here



Ray-O-Vac Sales Counter Battery Tester

Tester displays (6) batteries, preferably Ray-O-Vacs! Store owner tests battery in front of customer; bulb at top of tester illuminates to verify battery is fresh. For fun customer tosses coins into the tray... coins electrically close a circuit, which illuminates a picture of the battery from underneath the window. How cool is that!

1950 Ohio Art Co. Roy Rogers Lithograph Lights



Above:
Micro-lite
Popeye
light &
unknown
wooden
Flashlight



Wonderful Niagara
Cabinet, more pics on
page 9



Navy
Carrier
Baton Light

Kwik-Lite

Burgess
Lantern
&
Battery

Battery
Testers

Lapel
Lights

Delta
Flashlights

The Giterman Collection. It's more than a collection.



Eveready Ceiling Projection Clock



1907 polished brass clock uses mirrors and light to project time on the ceiling by the press of the button.

Ceiling Projection Clock



Pertrix



Various Leather sheathed Lights



"Digital" Clock



Leather sheathed Light



Eveready Head Lamp



1952 Eveready leather covered lights with desktop stands. These were not made by Eveready.



Floating Rescue Light



1930s Fotox camera-styled Light made of Bakelite



Various Pocket Vest Lights



Sock Darning Light



Surgical & Dental Lamp



Unique 1930 Eveready Swivel Head Flashlight



Hipco



Eveready 1653



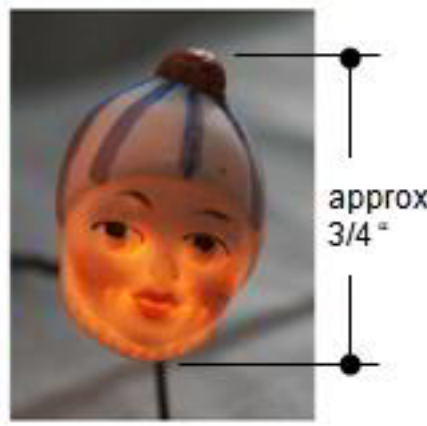
In the mid-20's, many battery companies provided retailers distinguished looking "Test Centers" like this to help sell their products. At their disposal retailers always had fresh batteries, replacement light bulbs and a handful of new flashlights to sell.



Eveready with Battery



Hipco



Electric Scarf, Lapel and Stick Pins date back as far as the early 1900's. These examples here hail from the 1920's.



It seems every item made will eventually become collectible. The best and most desirable items always have an identifying feature and traceable history.

This plain yet sorry looking Popeye head flashlight was manufactured in 1929 by King Features Syndicate Inc., the same year cartoonist Elzie Seger introduced Popeye the (street brawling) sailor in the already established comic strip "Thimble Theatre." Seger died of leukemia and liver disease at the young age of 43 in 1938, but his timeless characters which included Olive Oyl, Brutus, Swee'Pea, Jeep and Wimpy will live on forever.

I wish I had the time and knowledge to comment on each of the Giterman Collection lights presented here, but I don't. Enjoy all the pictures though because it took me forever to prepare them!



The Giterman Collection. It's about knowledge.

USAlite Cardboard Display



Swivel-Head

Red-Head



1932
Eveready Jigsaw Puzzle,
free with the purchase of a flashlight



Two more red-heads

USAlite

GITS Molding Corp

Kwik-Lite Lantern



Flash-Lite Gun



Buck Rogers Ray Gun



Electric Bow Tie



Kwik-Lite Lantern

Bakelite Makeup Mirror Light

Roy Rogers Pistol Light



Not your typical
Key Chain
Flashlight



Ray-O-Vac free giveaway with the
purchase of a flashlight



Eveready
Military
Light



Pifco electric table lamp and matching
battery operated nursery lamp

Bicycle
light
& horn



Item

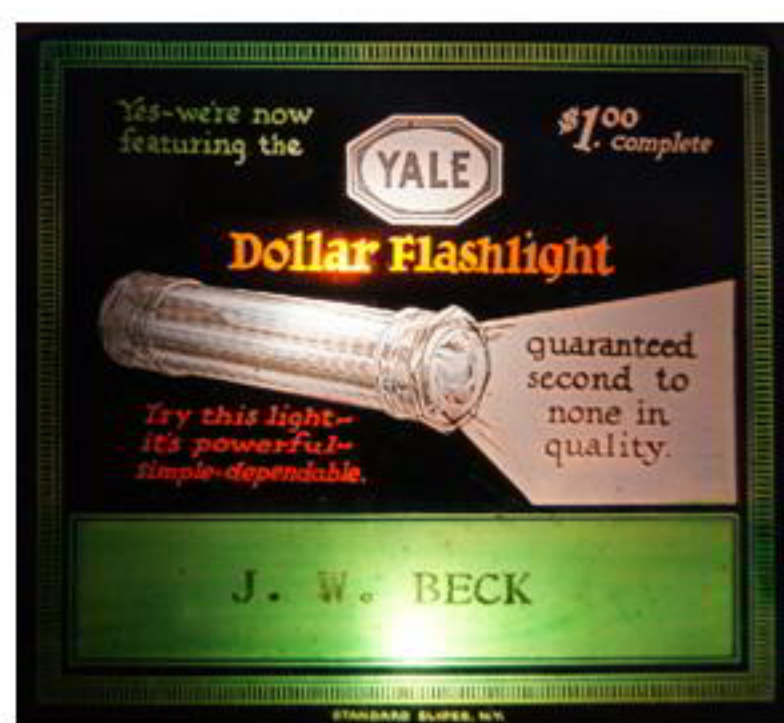
Micro-Lite
Key Chain
Light Display



Burgess Lantern



1940 Victory Light
by Safe Delay Switch Corporation
The certificate is as interesting as
the light.



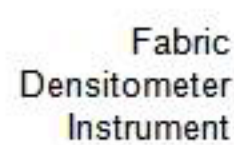
Glass Projection Slides, these here made by the Standard Slide Corporation, were used by movie theatres from the 20s thru the 70s. Projection slides were an easy way for theatres to generate advertisement revenue. Local retailers could purchase the slide from their distributor and simply add their name to it.



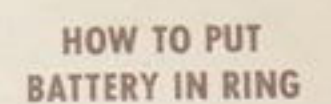
Burgess Snaplites (right) were introduced in 1928 and were very popular till the mid 1930s. Gem-lites (bottom row) are often mistaken for Snap-lites and were made from 1933-35.



The Giterman Collection. It's about sharing.



Lone Ranger Flashlight Ring Coupon - 1949



1. Slide battery into opening at bottom of ring band (see picture).
2. Wire "A" should not quite touch button on end of battery.
3. Press Wire "A" lightly against button on battery to light bulb.

Good Deed Order Blank on Other Side

the dark—and lots more things that are big fun. So give the Good Deed Order Blank on opposite side to your best pal and tell him to send for his Lone Ranger Flashlight Ring quick.

For only 10¢ and one Cheerios
Boxtop you can get 2 additional
batteries. Use Battery Order
Blank on opposite side to order.

(USE BATTERY ORDER BLANK ON OTHER SIDE)

MAIL TO: LONE RANGER, BOX 1600, MINNEAPOLIS, MINNESOTA

Offer expires June 1, 1949
 Bobby Hobson, ©

PO Box 242

(TOWN)	(COUNTY)	(STATE)

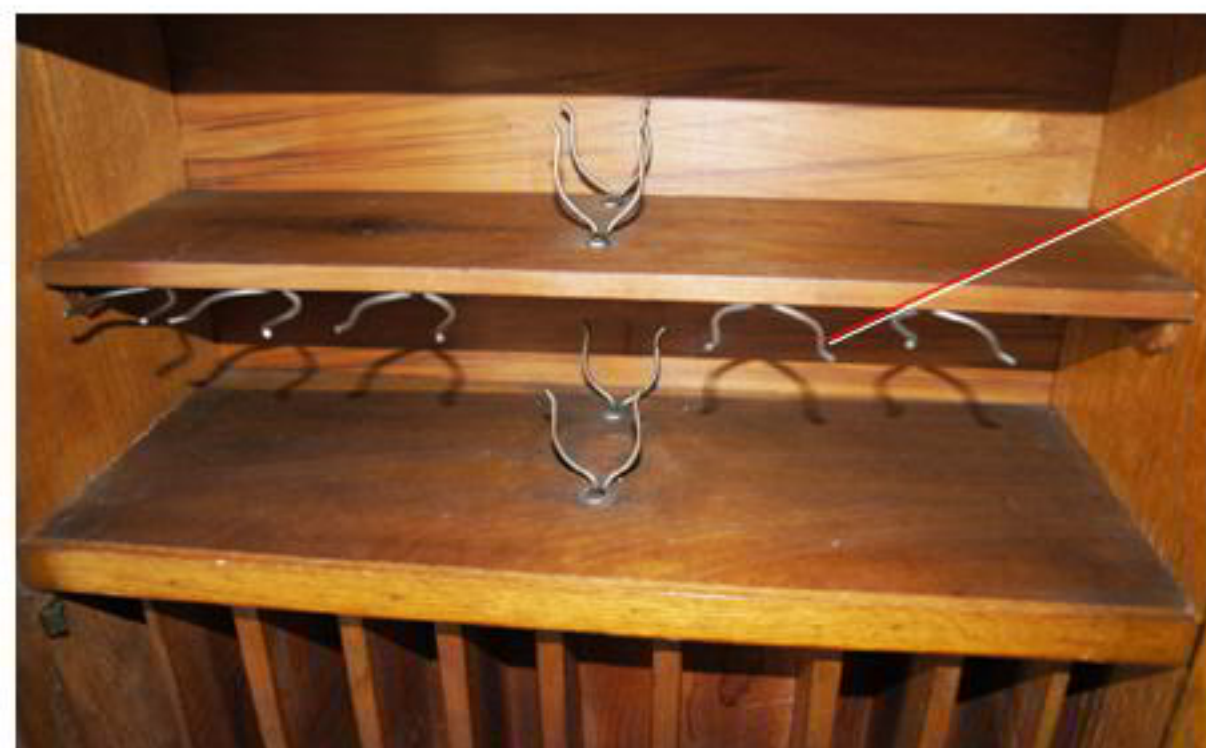
Extra Batteries

Here's 10¢ and one Cheerios boxtop. Please send me 2 extra boxes. (DO NOT SEND STAMPS)

Niagara Flashlight & Battery "Sales Stimulator" Cabinet



Cabinet Tag



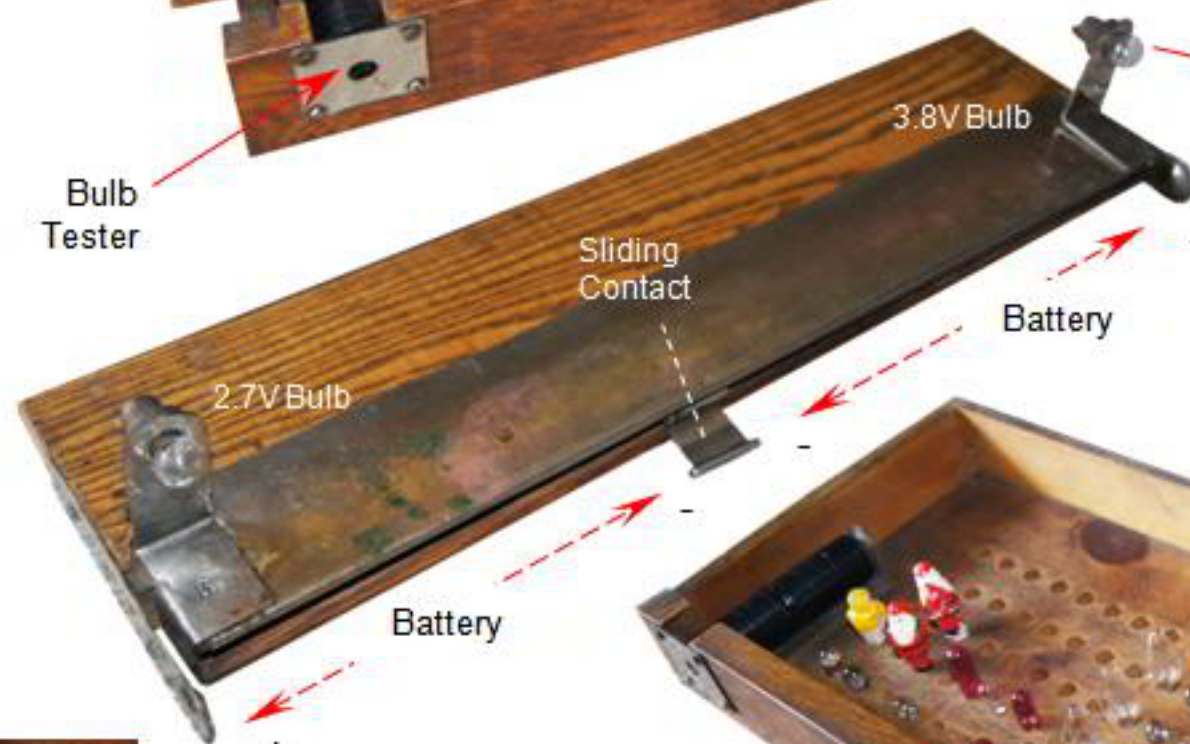
Flashlight Holders & Display Shelves



The perfect place to safely display a dozen or so of your favorite flashlights, cartons, vintage batteries, bulbs, magazine ads, literature, and related odds & ends. This impressive, modular designed Cabinet incorporates many of the best design features found in past cabinets and utilizes standard wood stock sizes to simplify the building process. Watch for more information in a future newsletter !



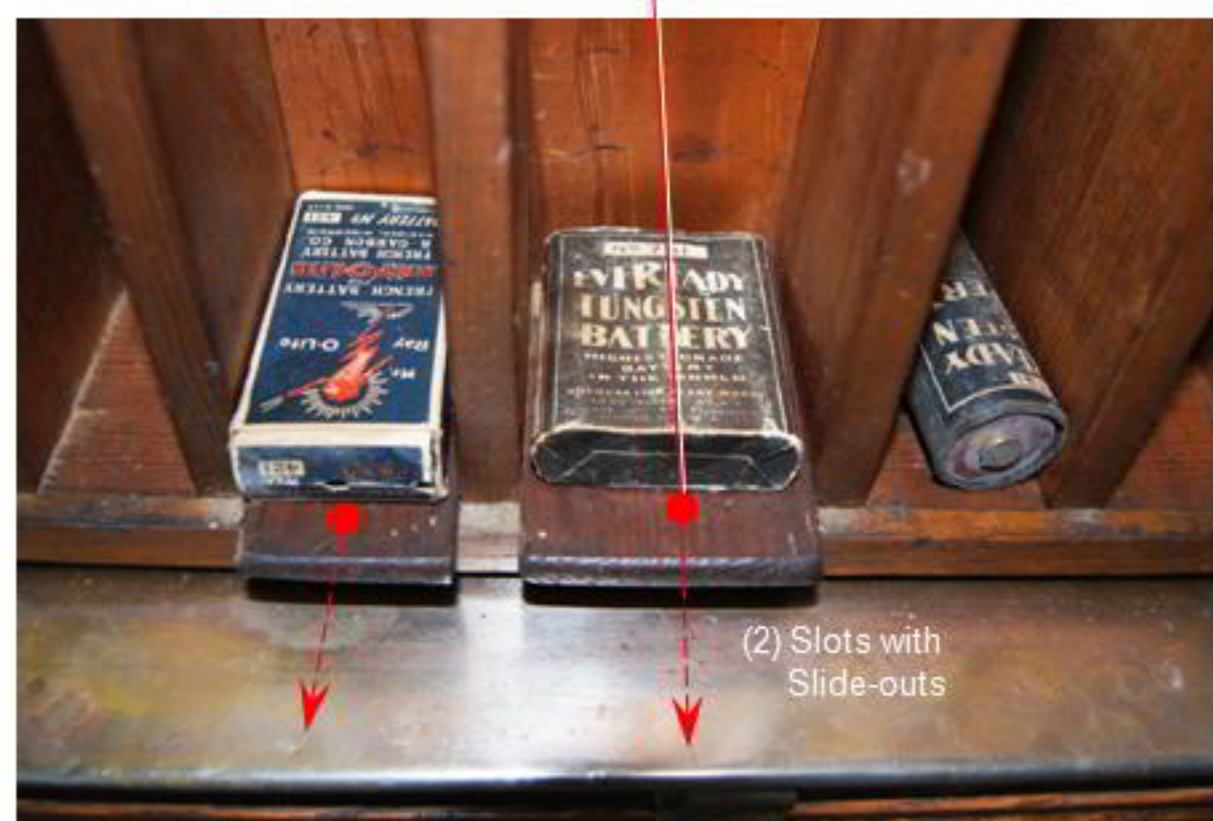
Battery Tester



Bulb Tester



Battery Tester



Light Bulb Storage Drawer



Battery Storage Slots

The Giterman Collection. It's about friendship!

1919 Eveready Daylo Sales Literature

Popular EVEREADY DAYLO styles (Price includes Tungsten Battery and Mazda Bulb)

Tubular Styles	Battery No.	Price
2630—Standard Daylo	51	\$1.35 791
2631—Standard Daylo	81	1.85 799
2632—Standard Daylo	81	2.25 703
2633—Baby Miner's Daylo	31	1.75 791
2634—Miner's Daylo	61	2.35 780
2635—Miner's Daylo	81	2.75 705
2636—Searchlight Daylo	61	3.10 790
2637—Searchlight Daylo	81	3.50 705
VULCANIZED FIBRE		
2602—Standard Daylo	31	1.35 791
2604—Standard Daylo	61	1.70 780
2606—Standard Daylo	81	1.50 705
2612—Standard Daylo	81	2.00 703
2614—Standard Daylo	11	2.25 711
2615—Standard Daylo	13	2.50 713
2600—Baby Miner's Daylo	51	1.50 791
2616—Miner's Daylo	61	2.00 790
2619—Miner's Daylo	81	2.25 703
2621—Miner's Daylo	11	2.50 713
2623—Miner's Daylo	13	2.75 715
2638—Searchlight Daylo	81	3.25 705
2639—Searchlight Daylo	13	3.85 715
STANDARD DAYLO (SPRING CONTACT)		
2622—Snake Cloth	61	1.25 790
2624—Black Cloth	61	1.25 790
2625—Alligator Cloth	61	1.25 790
2626—Cloth Covered	81	1.30 705
2627—Black Enamel	81	1.31 705
2628—Black Enamel	61	1.10 790

FOUNTAIN PEN DAYLO

Style	Battery No.	Price
2683—Black Enamel	51/2	\$1.00 706
2684—Nickel Plated	51/2	1.00 706

Vest Pocket Styles

Style	Battery No.	Price
6990—Folding Case	2 1/2" high	1.25 709
6991—Folding Case	3" x 1 1/2"	1.25 750
6992—Folding Case	3" x 2 1/2"	1.50 731
6990—Hinge Bottom	2 1/2" high	1.00 700
6991—Hinge Bottom	3" x 1 1/2"	1.00 750
6992—Hinge Bottom	3" x 2 1/2"	1.25 731
6994—Hinge Bottom	3 1/2" high	1.25 792

SILVER PLATED

Style	Battery No.	Price
6980—Hinge Bottom	2 1/2" high	1.50 700
6981—Hinge Bottom	3" x 1 1/2"	1.50 750
6982—Hinge Bottom	3" x 2 1/2"	1.75 731

PARISIAN IVORY

Style	Battery No.	Price
6920—Folding Case	2 1/2" high	1.75 700
6921—Folding Case	3" x 1 1/2"	1.75 750
6922—Folding Case	3" x 2 1/2"	2.00 731
6921—Folding Case, Mosaic Embles	3" x 1 1/2"	2.00 750

Coat Pocket Styles

Style	Battery No.	Price
6902 Black	Size 3 1/2" x 1 1/2"	1.25 792
6952 Snake	Size 3 1/2" x 1 1/2"	1.40 792
6903 Black	Size 3 1/2" x 1 1/2"	1.50 703
6900 Val. Fibre	Size 3 1/2" x 1 1/2"	1.75 703
1991 Black	Size 3 1/2" x 1 1/2"	1.50 791

HOUSE DAYLO, NICKEL PLATED

Style	Battery No.	Price
4706—2 1/2" x 4"		2.25 702
4707—3 1/2" x 4 1/2"		3.50 734

WATCHMAN AND CAMP DAYLO

Style	Battery No.	Price
4702—4 1/2" High		\$7.50 710
4704—4" High		3.75 775

FARM & RAILROAD DAYLO

Style	Battery No.	Price
4705—9" High—3-cell Battery		2.00 734
4712—12" High—3-cell Battery		2.50 719

CANDLE DAYLO

Style	Battery No.	Price
1657—5 1/2" All Nickel Plated		1.40 791

CAP & LAPEL DAYLO

Style	Battery No.	Price
2876—Cap, 5-cell Battery		5.50 731
2877—Cap, 3-cell Battery		4.75 734
3705—Lapel, 3-cell Battery		2.00 752

LIBERTY DAYLO (with clip for attaching to belt or button)

Style	Battery No.	Price
3651—Without Compass, Gun Metal	2 1/2" x 3 1/2"	2.25 703
3650—With Compass, Gun Metal	2 1/2" x 3 1/2"	5.00 703
3661—Without Compass, Nickel	2 1/2" x 3 1/2"	2.25 703
3660—With Compass, Nickel	2 1/2" x 3 1/2"	5.00 703

BELT-CLIP DAYLO

Style	Battery No.	Price
2878—Junior Belt-Clip, Gun Metal	5 1/2"	1.65 791
2879—Junior Belt-Clip, Nickel Fin.	5 1/2"	1.65 791
2857—Belt Clip, Nickel Finish	6 1/2"	2.00 790

"PISTOL" DAYLO

Style	Battery No.	Price
2875—Gun Metal or Nickel Plated		1.90 730

"CART RIDGE" DAYLO

Style	Battery No.	Price
2690—Nickel Plated head, Brass body	8 1/2"	1.50 791

DRY CELL VEHICLE LAMP

Style	Battery No.	Price
4714—Black Enamel	3 x 5 1/2"	2.00 406

TROUBLE LAMP

Style	Battery No.	Price
3731—Nickel Plated, 4 x 6 1/2"	7"	3.75 less Bulb
3732—Nickel Plated, 4 x 6 1/2"	7"	3.75 less Bulb

BATTERY AND BULB TESTER

Style	Battery No.	Price
6292—Enamel	4 1/2" x 1 1/2"	1.00

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

1937 Burgess Sales Literature

BURGESS BAND FLARE

A Unique Light for High School and College Bands
For Use at
Night Football Games and Parades

The Burgess Band Flare is only 2" x 1 1/4" x 3/8" and weighs less than 1 oz. A genuine Mazda lamp throws enough light so that music may be easily read by the players. The batteries will give bright light for at least five games when used 10-15 minutes each time. When used continuously, they will burn about 55-65 minutes. Effective use may also be made of the Band Flare in theatricals and shows. A sample will be gladly sent on request.

At your next home game make a spectacular showing. Attach one of the Burgess Band Flares to each band member's cap. Between halves of the game have the stadium lights turned out, and then put on your demonstration. Your formations will be clearly and dramatically outlined by the light on each cap. This little "stunt" will cause much favorable comment among the spectators, and enhance the prestige of your organization.

Retail Price Complete \$.31

Index B4/800. Form No. 109A. Printed in U. S. A. June 1937

1925 French Ray-O-Lite Ad

THE SATURDAY EVENING POST

FRENCH BATTERY RAY-O-LITE
FRENCH BATTERY & CARBON CO.
MADISON, WISCONSIN
BATTERY NO. 1333

Package Electricity for Every Flashlight

MISTER Ray-O-Lite is the first means of identifying these better Batteries. The second sure way is to ask for them by name—French Ray-O-Lite Batteries.

Most all flashlight users give uncommon praise to the service these Batteries unflinchingly render. Their experience proves that French Ray-O-Lite Batteries burn brighter and last longer. They give this better light for a longer time, because long life is built into them.

Between flashes, these Batteries "rest" and do not perceptibly deteriorate. They have the needed life and vitality to recuperate after long, hard work. They are good for an amazing term of service before becoming exhausted.

There is a French Ray-O-Lite Battery for every size and kind of flashlight case. Buy of your dealer—at the sign of Mister Ray-O-Lite—from the Cabinet shown at the right. This keeps French Ray-O-Lite Batteries fresh, full-powered, ready for work. A handy test-block shows the power of the battery you buy. In unsealed blue cartons. And be sure to look for your trusty guide—Mister Ray-O-Lite.

FRENCH BATTERY & CARBON CO., Madison, Wisconsin
NEW YORK CHICAGO KANSAS CITY DALLAS
MIDDEAPLE ATLANTA

French Ray-O-Lites and Dry Batteries

Ads and Sales Literature provide a wealth of information and unintended humor. Gotta love the Burgess Band Flare and the Captain Ray-O-Vac suit!

1952 Captain Ray-o-Vac Flashlight Ad



These two winners mean more sales for you!

Meet Captain Ray-o-Vac! He's Stephen Smith of Worcester, Mass.

Young Stephen Smith, here, won out when we searched for a typical American boy that would symbolize our Captain Ray-o-Vac. Captain Ray-o-Vac is the space hero who's featured on the hottest item we've ever had in our line, the "rocket red" Captain Ray-o-Vac flashlight.

Stephen belongs to a brand new, enthusiastic market of 12,505,000 boys age 5 to 14. We're hitting it hard with a jet-propelled push to up flashlight and battery sales all over the country. Be sure you have lots of flashlights on hand and promotion material on display. Your Ray-o-Vac representative will tell you how you can put Captain Ray-o-Vac on your sales staff today. He'll win more sales for YOU!

The Captain Ray-o-Vac Flashlight uses famous Ray-o-Vac LEAK PROOF flashlight batteries. They stay fresh from power sealed in steel.

RAY-O-VAC COMPANY
Madison 18, Wisconsin
Ray-o-Vac Canada, Ltd.,
Winnipeg, Man.

LEAK PROOF BATTERIES
No. 20

Gift for every youngster who loves the Flashlight. Captain Ray-o-Vac's exciting Adventure and Game Book.

Power house selling help from counter cards, window displays, counter basket display, battery tester.

Stalls dropping their stand display. Filled with flashlights and famous Ray-o-Vac LEAK PROOF Batteries.

HARDWARE AGE, NOVEMBER 13, 1952

1949 Rudolph Flashlight Ad



RUDOLPH FLASHLIGHT
THE RED NOSED REINDEER

PRESS RUDOLPH'S TAIL DOWN... HIS RED NOSE WILL LIGHT UP WITH THE BEAM THAT SAVED SANTA

Cash in ON RUDOLPH'S TREMENDOUS FAME AND POPULARITY

Part of your selling job is already done! Thousands of parents and children are acquainted with the story of Rudolph, the Red-Nosed Reindeer. Many more will be. They'll want to see Rudolph as an actual flashlight!

PERFECT
Magazine and newspaper stories about Robert L. May, Rudolph's creator, are spreading his fame far and wide. He is in the movies, too!

MUSIC
The song on everyone's lips last Christmas was "Rudolph, the Red-Nosed Reindeer." It was Number One on The Hit Parade!

MERCHANDISE
Rudolph's name and face appear on hundreds of items—books, wearing apparel, toys, etc. Everyone will know about Rudolph!

Everyone knows the story of Rudolph — how he saved Santa one foggy Christmas Eve with the beam of his red nose... here's Rudolph as an actual flashlight! What a natural! And what a money-maker for you! The 1949 season proved it to be the fastest selling item on many a counter.

Rudolph's tail is a spring switch which must be held down to light (parents like this — it means long battery life). His nose lights up with a serviceable beam and his red nose glows. Body is hand-painted plastic. Rubber ears cannot harm little tots. Easy to change bulb or battery. Comes in attractive, colorful gift box.

Order yours today. Packed 36 and 72 to a master carton—shipping weight 8 and 15 lbs. Usual trade discounts.

Retails mighty fast at only **\$1.00**

SEE US IN ROOM 551 AT THE HOTEL NEW YORKER

Printed in U.S.A.

Manufactured under license by
E. J. KAHN & COMPANY
429 W. SUPERIOR ST. • CHICAGO 10, ILL.

AMERICAN TOYS

1929 Burgess SnapLite Flashlight Ad



THE SATURDAY EVENING POST

Just As Essential and A Bright Idea For Christmas

For a gift that is unique and different... with utility, convenience and beauty... we suggest The Burgess SnapLite Flashlight.

—for the ladies... for the men folks... and for the children. (From the smallest tot up.)

The Burgess SnapLite Flashlight is the smallest electric lighting plant in all the world. It slips easily into a man's vest-pocket or a woman's purse without bulging. Durable, practical and efficient. Supplies bright light for an amazingly long time.

Its low cost makes it a very suitable gift for those who are merely "casual" friends or business acquaintances. For youngsters it is one of the most delightful presents that you could possibly give them.

The Burgess SnapLite Flashlight is made in a variety of sparkling color combinations... and costs, complete, but 39c.

Battery and Lamp Replaceable

These features insure months of extra life to your gift. The snap-top is lifted from the battery and the new part attached. Nothing to get out of order. Simplicity itself! Thus users obtain the practical money-saving advantages of the ordinary flashlight plus the more vital benefits of size, weight, and shape that permit one to carry The Burgess SnapLite Flashlight everywhere.

BURGESS BATTERY COMPANY, General Sales Office: Chicago
In Canada: Niagara Falls and Winnipeg

BURGESS SNAP LITE FLASHLIGHT

A COMPLETE FLASHLIGHT 39¢ EVERYWHERE

Other BURGESS Products

SNAP LITES, RADIO BATTERIES, FLASHLIGHTS, IGNITION BATTERIES

1925 French Ray-O-Lite Ad



THE SATURDAY EVENING POST July 25, 1925

Buy Tested Batteries from this Cabinet

This is Master Ray-O-Lite. You Guide to Guaranteed Batteries. You'll find here the many French-made batteries which thousands of buyers have bought for your convenience and protection.

THIS French Ray-O-Lite Cabinet insures satisfactory performance of French Batteries. Our laboratories build many hours of bright light into French Batteries. The Testers (illustrated below) in the Cabinet are provided to make certain that you receive that full measure of dependable light-service. Every battery, every lamp must prove that its strength is up to the high French standards before you take it away.

For your own protection, buy at stores displaying French Ray-O-Lites in this Cabinet and satisfy yourself that batteries and lamps are full powered at the time of purchase. Stores which safeguard your interests by installing the Ray-O-Lite Cabinet are good places to trade. Patronize them.

FRENCH BATTERY COMPANY
Madison, Wisconsin
ATLANTA DALLAS DENVER HANOVER CITY CHICAGO
NEW YORK MINNEAPOLIS

FRENCH RAY-O-LITES AND BATTERIES

Flashlight Collector's Newsletter

PO Box 242

St. Michael, MN 55376-4553

To:

Flashlight Enthusiast
123 ABC Road
Some City, State 12345



The Giterman Collection.
It's more than Flashlights

The Giterman Collection



If it uses a filament and is out of the ordinary, there's a good chance you'll find it in the Gitterman Collection. Stretching far beyond your imagination and typical flashlight collection, this eclectic congregation of electrified products will certainly peak your interest and have you reassessing your own collection.