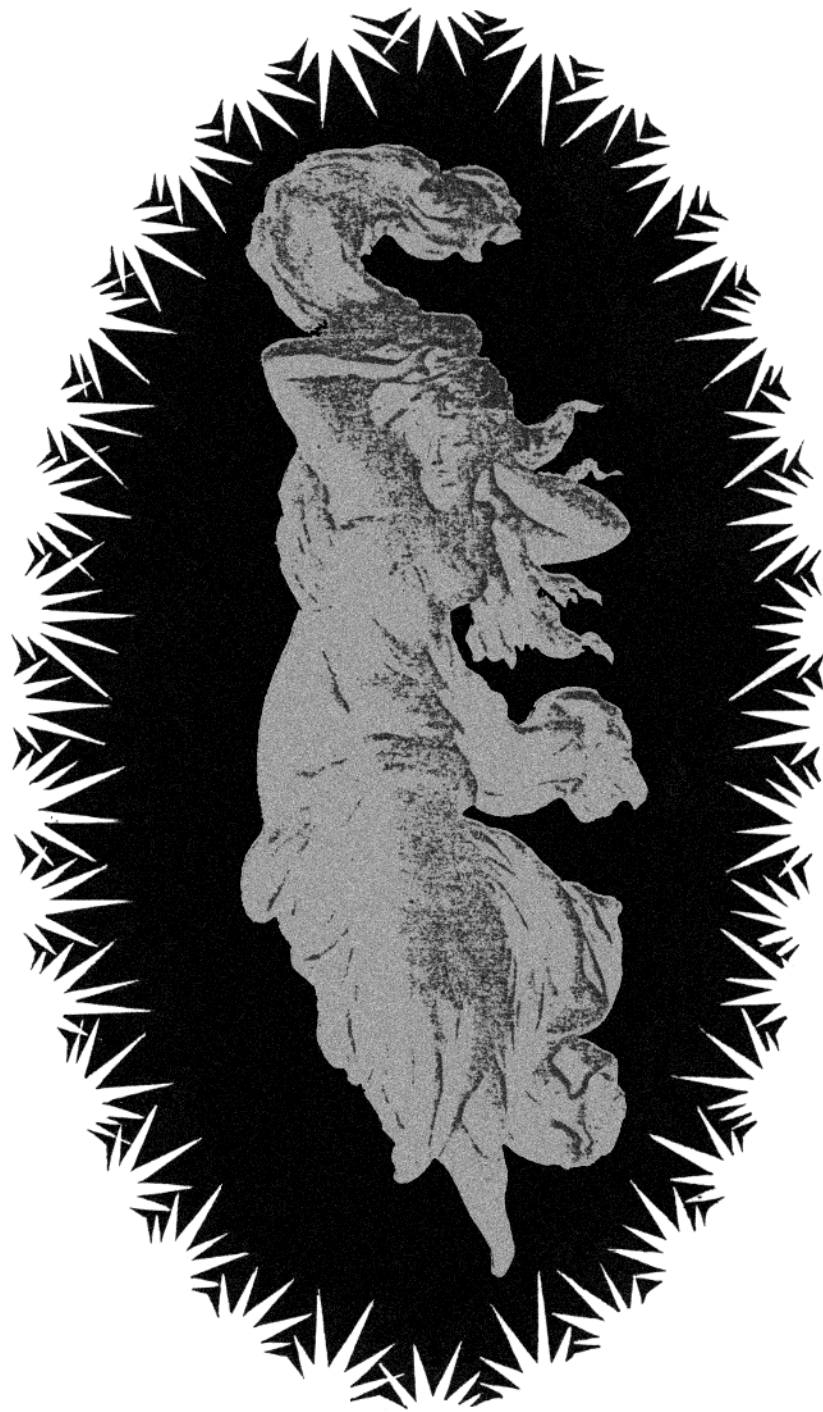


Brighteyes  
O' Night



**Brighteyes O' Night**

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**Better  
Lanterns and  
Lamps**



**The  
Berger Manufacturing Company  
Canton, Ohio**

## **In Passing**

Permit us to urge dealers to whom this book befalls, and who may know us only by our good repute, to seek acquaintance with the excellent character of our goods. For they have character, as may be learned by the selection of a few, or even a sample from the styles herein shown.

We much prefer that dealers see the actual goods; they are eloquent arguments. But if you wish, a request for a call will bring you a salesman to show you their quality. Following, we faithfully portray the predominating features and improvements in

### **Berger's Tubular Lanterns and Lamps**

For Durability, for Convenience and for Appearance—those fine points, characterizing the strictly high-grade article—our goods are unexcelled. They are the recognized standard of Lantern value in these United States.

The merchants selling Berger goods are solid, successful. They purchase, uninfluenced by all outside considerations. They insist that value alone shall be the true guide to durability. So when they sell, they sell value alone.

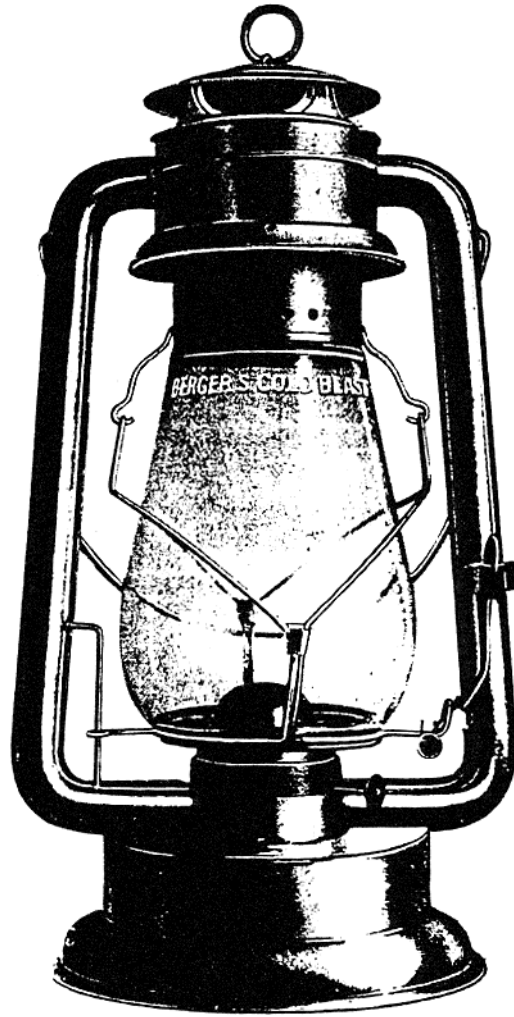
Our present friends are legion—to them our best wishes. To our prospective friends, our policy—to serve all with the best goods, the best service. On that basis alone we respectfully solicit their orders.

**The Berger M'f'g Co.**

The Name **“Berger”**

on Lanterns and Lamps signifies they are the best. Our goods are carefully examined, thoroughly tested and guaranteed satisfactory. Our customers rely implicitly on their excellence and they suffer no disappointment.

THE BERGER MANUFACTURING CO.



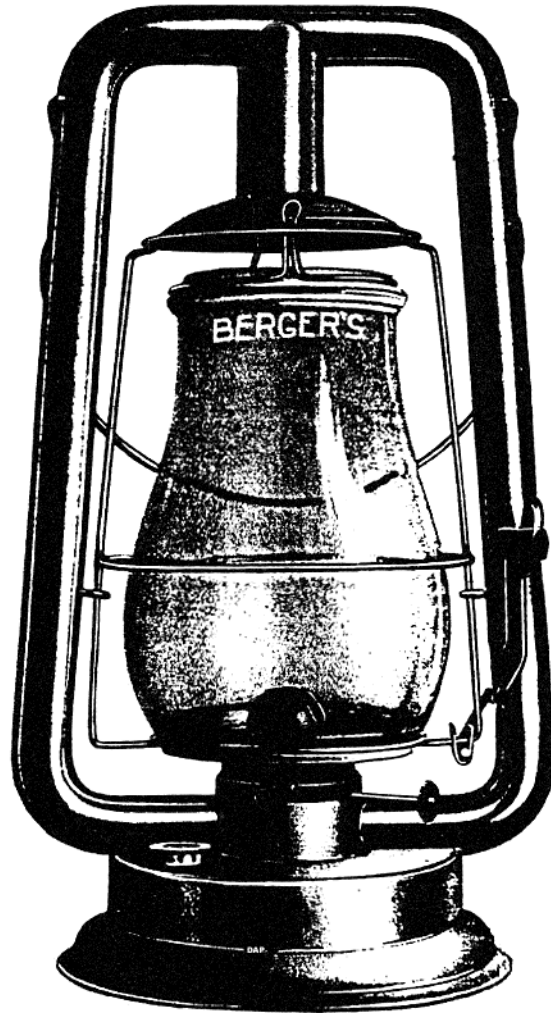
### No. 2 "Storm King" Cold Blast

Oval Tube	Tin	Tubular Lantern
No. 2 Burner	1 inch Wick	Cold Blast Globe

Our latest ideal, "stormy weather" beauty. The most pronounced lantern success in years. Of exceptional worth, our friends and competitors alike confess its remarkable excellence. Intense white light, in brilliancy far superior to others. You can depend on it against strong wind gusts, dust storms and the like. The best lantern for all round satisfaction.

Packed in  $\frac{1}{2}$  doz. cases. Weight, per  $\frac{1}{2}$  doz. boxed, 30 lbs.

THE BERGER MANUFACTURING CO.



## No. 0 "Apex"

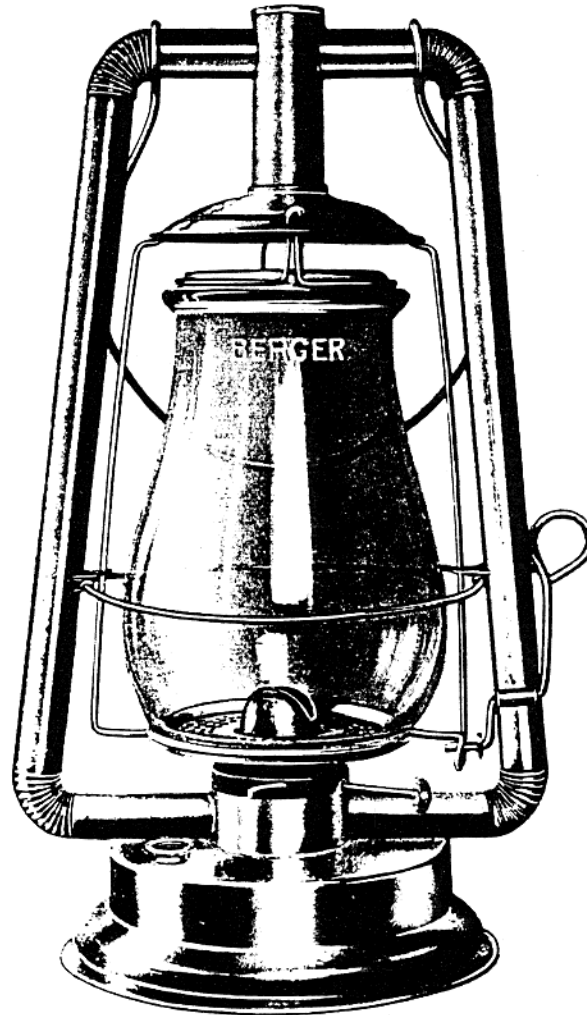
Oval Tube Tin Tubular Lantern

No. 1 Burner     $\frac{5}{8}$  inch Wick    No. 0 Globe

Entirely new reconstruction. All-the-year seller. Elegant in the highest degree and gives satisfactory service thro' all conditions. Distinctive individuality makes it a rattling good seller. Tremendous success during the past year naturally suggests it's a pretty good Lantern and pretty good value. Now is a good time to begin selling this Lantern.

Packed in 1 doz. cases.    Weight, per doz. boxed, 36 lbs.

THE BERGER MANUFACTURING CO.



### No. 0 Reversible Side Lift

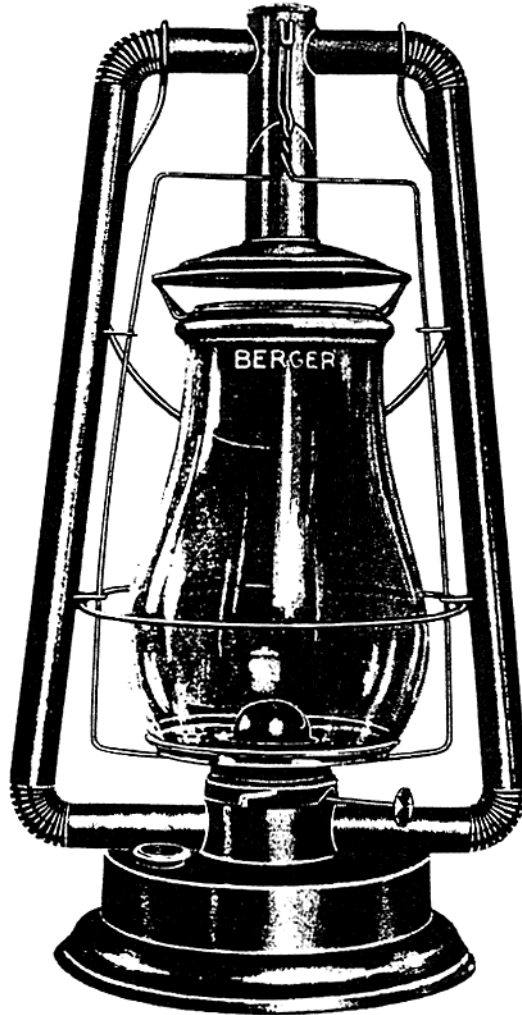
Crimped Tube Tin Tubular Lantern

No. 1 Burner       $\frac{5}{8}$  inch Wick      No. 0 Globe

A leader, a sure seller, a satisfier. You have no misgivings when you sell this Lantern. We're far sighted enough to know that your customer's good will concerns us both equally. On them we depend for our trade with you. If they are pleased, so are you. That means duplicate orders, and what we prize more,—much all 'round felicity.

Packed in 1 doz. cases.      Weight, per doz. boxed, 38 lbs.

THE BERGER MANUFACTURING CO.



## No. 0 "Rival"

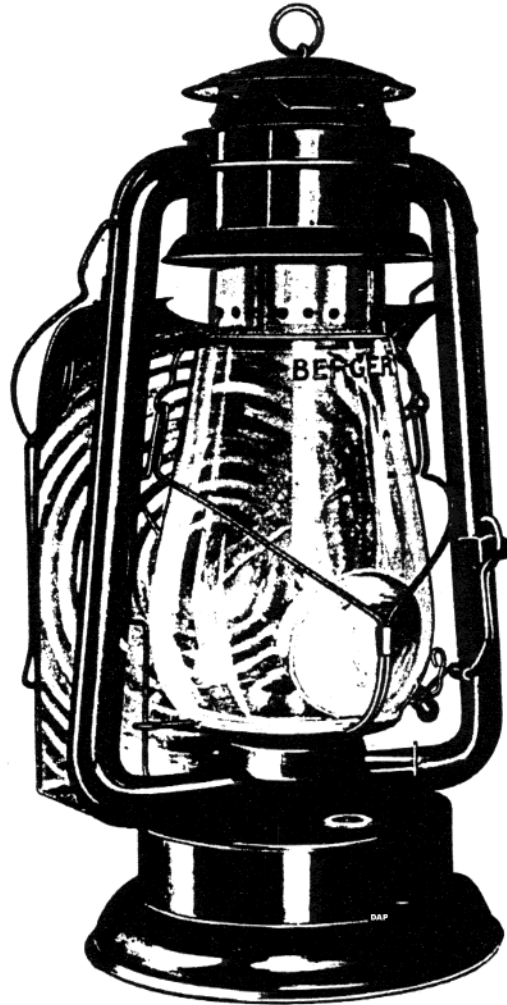
Crimped Tube Tin Tubular Lantern

No. 1 Burner       $\frac{5}{8}$  inch Wick      No. 0 Globe

Although top-lift Lanterns are not so commonly used as in times past, we have many calls for this style—you will if you show it. Entirely new, strong, simple, effective. All the best achievements of other Lanterns and original features found only in this. The simplicity of the lift movement on this Lantern is readily observed in above illustration.

Packed in 1 doz. cases.      Weight, per doz. boxed, 36 lbs.

THE BERGER MANUFACTURING CO.



## No. 2 "Storm King" Cold Blast Dashboard

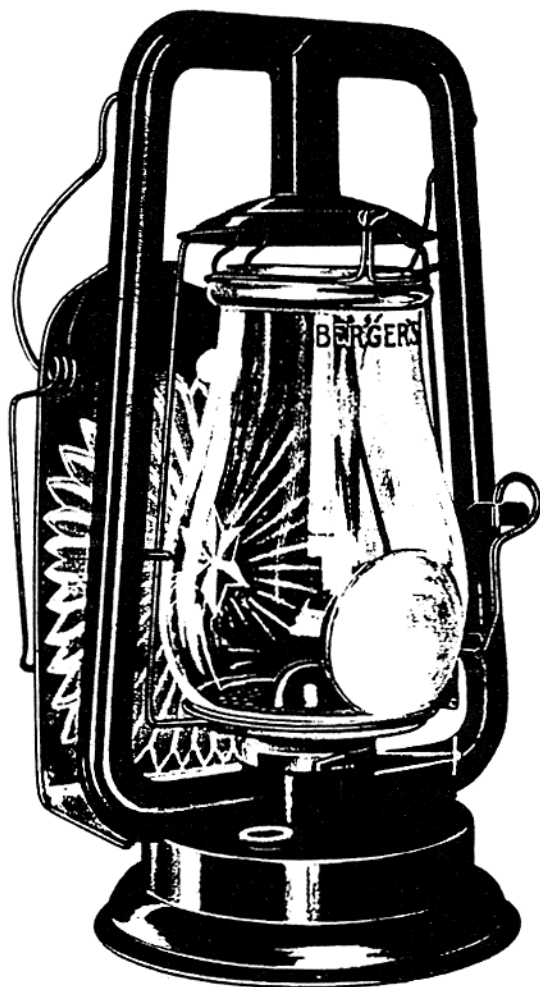
Oval Tube Tin Tubular Lantern  
No. 2 Burner    1 inch Wick    Cold Blast Globe

Furnished in Plain or Bull's Eye Globe. Finished in Plain or Blue Japanned Tin. Commands approval. Paragon of beauty and durability. Unequaled for night driving. Defies the most furious elements. You make a master stroke in ordering it. The quintessence of ideas in latest Lantern construction. Last season's heavy demand suggests great possibilities.

Packed in  $\frac{1}{2}$  doz. cases.    Weight,  $\frac{1}{2}$  doz. boxed, 35 lbs.



THE BERGER MANUFACTURING CO.



## No. 0 "Cemo" Dashboard

Oval Tube Tin Tubular Lantern

No. 1 Burner

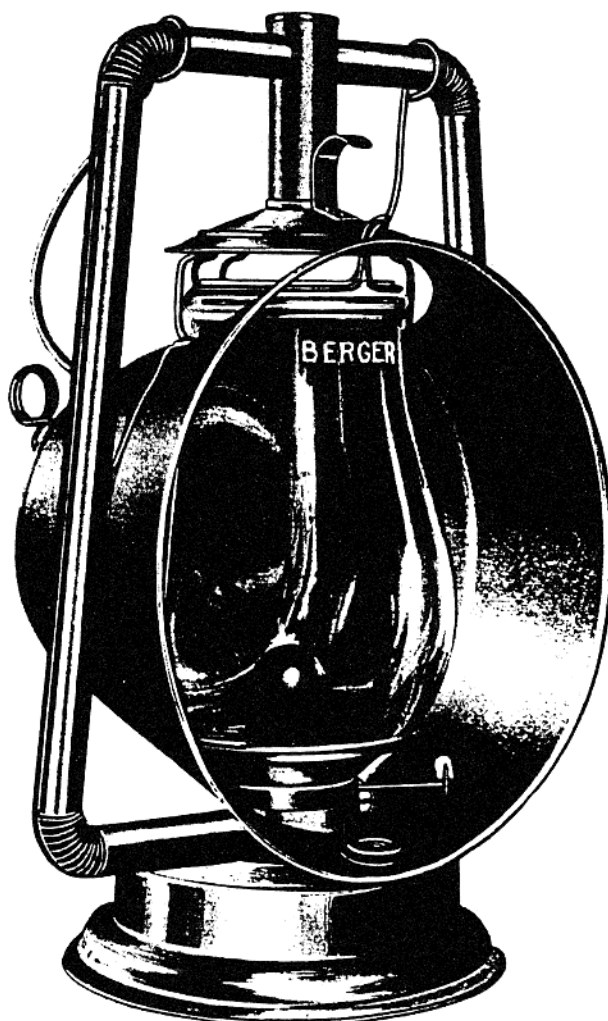
$\frac{5}{8}$  inch Wick

No. 0 Globe

Furnished in Plain or Bull's Eye Globe. Finished in Plain or Blue Japanned Tin. Neater appearance, stronger construction, and simpler operation than any other Dash Lantern. Beautiful embossed reflector of new design. They make your eye bright, your heart light and your sales heavy. Please customers, and "The pleased customer maketh a full store."

Packed in  $\frac{1}{2}$  doz. cases. Weight,  $\frac{1}{2}$  doz. boxed 26 lbs.

THE BERGER MANUFACTURING CO.



## No. 0 Hood Reflector

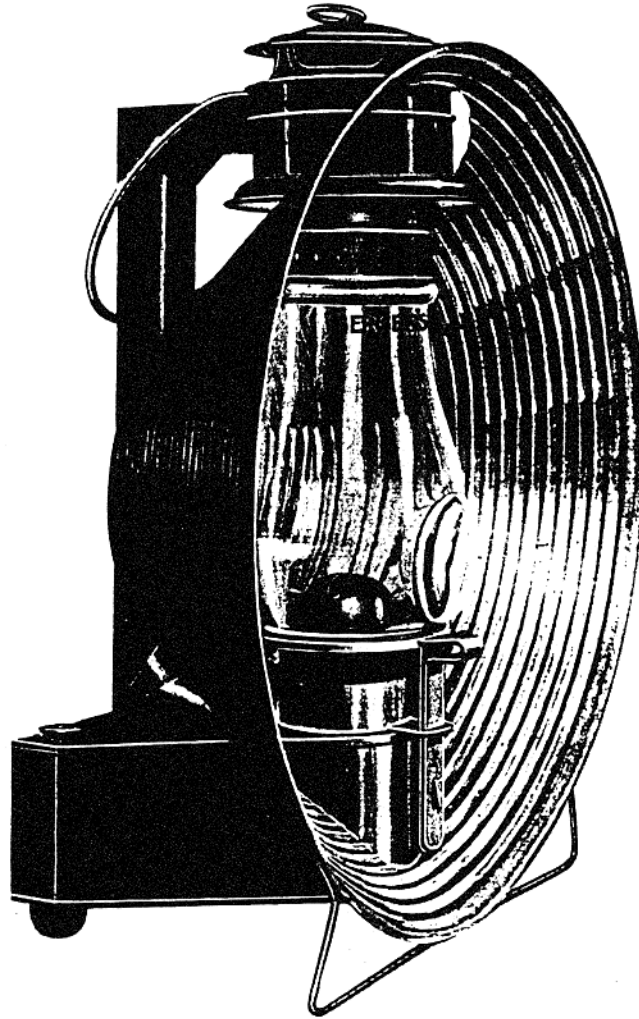
Crimped Tube Tin Tubular Lantern

No. 1 High Cone Burner     $\frac{5}{8}$  inch Wick    No. 0 Globe

8 inch Hood, 5 inch Silvered Reflector. Produces powerful light, intensified by reflector. For use where light is wanted ahead, and rear is desired to be dark. Attachable to dashboard for driving, against wall or any convenient place. Can be carried in hand. Substantial handle for Inspectors. Great help for quick, effective work, where reliable light is needed.

Packed,  $\frac{1}{2}$  doz. in case.    Weight,  $\frac{1}{2}$  doz. boxed, 40 lbs.

THE BERGER MANUFACTURING CO.



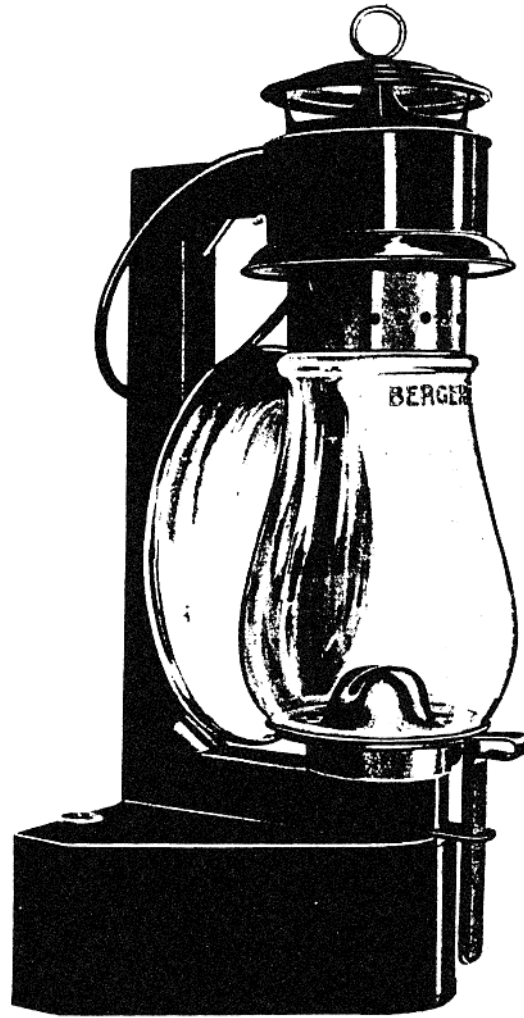
### **Berger's Improved Tubular Headlight**

**No. 2 Burner      1 inch Wick      No. 0 Globe**

Furnished in Plain or Bull's Eye Globe. 16 inch Hood. 7 inch Reflector. Finished in Blue Japanned. Sure to please. Burns 48 hours in any weather. Gives surpassing volume of light, rendered especially intense by concentrating powers of reflector. Absolutely safe, reliable, up-to-date light. A headlight that bears a searchlight investigation. On the darkest nights this is the light that surprises and satisfies you.

Packed in  $\frac{1}{2}$  doz. cases.      Weight,  $\frac{1}{2}$  doz. boxed, 50 lbs.

THE BERGER MANUFACTURING CO.



### **Berger's Improved Wall or Side Lamp**

**No. 2 Burner      1 inch Wick      No. 0 Globe**

Finished in Blue Japanned or Plain Tin. Furnished in Plain or Bull's Eye Globe. 6 inch Silvered Reflector. Just the lamp where strong light is required. Throws brilliant, steady light. Burns as well out of doors as inside. No smoking, no flickering. Not affected by wind or strong draughts. Can be carried about handily when desirable. Place it in your stock. and we guarantee satisfactory remuneration.

Packed in  $\frac{1}{2}$  doz. cases.      Weight,  $\frac{1}{2}$  doz. boxed, 40 lbs.

THE BERGER MANUFACTURING CO.



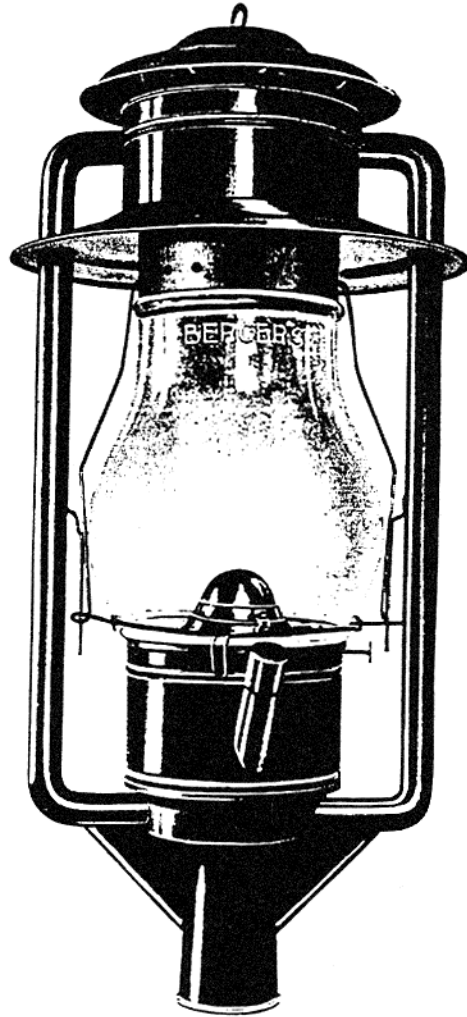
### **No. 39 Tin Railroad Lantern**

**Hinged Top      Removable Globe**

Solid all 'round Lantern. Made to give good light and stand rough usage. Observe general design and construction throughout. Have you seen a better looking, better built, simpler, more practical or convenient Lantern of its kind? Actual use has demonstrated its efficiency and durability. We know the trade cannot find better value in the market today. Heaps of satisfaction in these Lanterns from every point of view.

Packed 1 doz. in a case.      Weight, per doz. boxed, 20 lbs.

THE BERGER MANUFACTURING CO.



### **Berger's Tubular Globe Street Lamp**

**No. 3 Burner    1 1/2 inch Wick    No. 9 Globe**

Finished in Green or Maroon. Outside Time Regulator. Removable Fount. Can be regulated to burn certain number of hours. Particularly adapted for approaches to residences, driveways, piers, landing stages, public streets or wherever good clear light is desired. Best material. Regulated from outside to burn 8, 12 or 16 hours. No better indication of its popularity than the steadily increasing demand. The inference is plain.

Packed one in a box.    Weight, single lamp boxed, 22 lbs.

THE BERGER MANUFACTURING CO.



**Berger's Crystal Valve Glass  
One Gallon Oil Can**

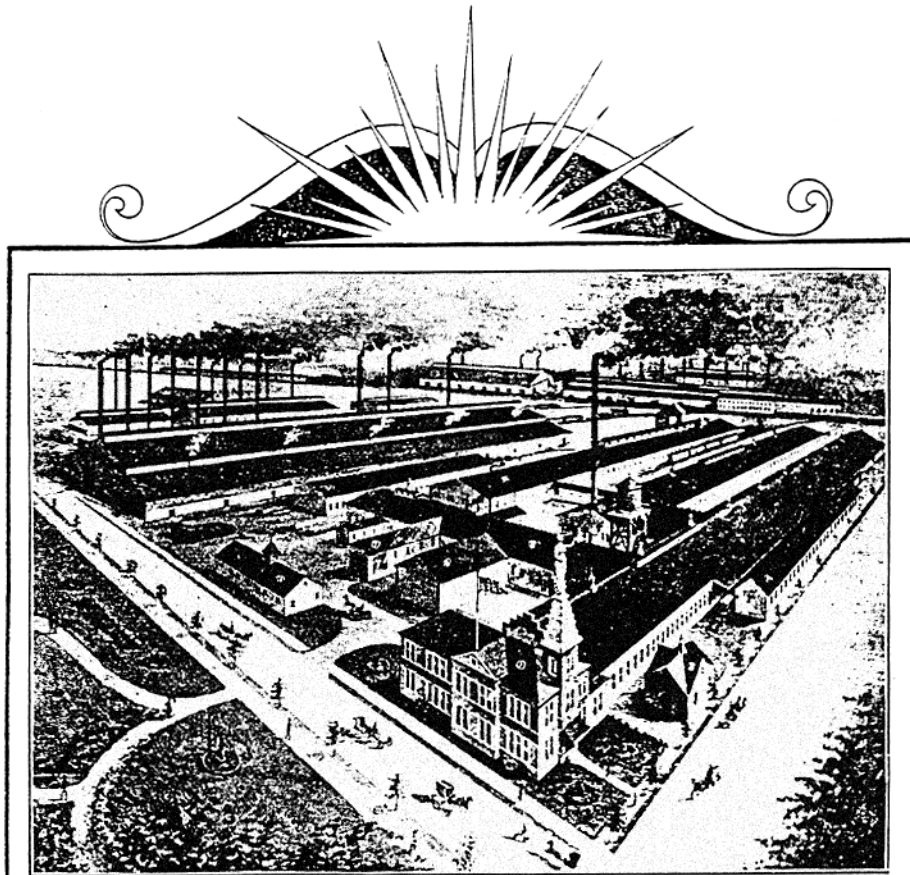
**Best to Buy**

**Best to Sell**

**Best to Use**

Protects users against all carelessness. Non-explosive; the kerosene can't take fire when filling a lighted lamp, or in kindling fires. No unscrewing tops or removing stoppers. Self closing, requires no stopper of any kind on spout. Can be carried in a wagon or otherwise, jolting will not spill oil. Air-tight. The gas is retained in the oil. Clearer light than if allowed to escape by evaporation. Convenient handle and bale permits operating can with one hand, leaving the other free to hold lamp or raise wick. Cheapest clearest and cleanest oil can made. Made of heavy crystal glass and has a better protection than any other oil can.

Packed in  $\frac{1}{2}$  doz. cases. Weight,  $\frac{1}{2}$  doz. boxed, 30 lbs.



THE BERGER MANUFACTURING COMPANY  
CANTON, OHIO, U. S. A.