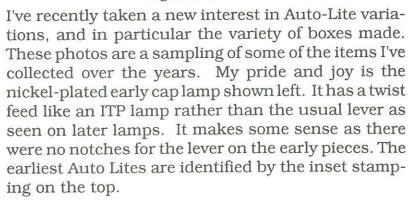
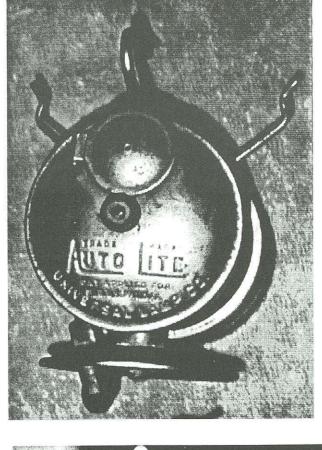
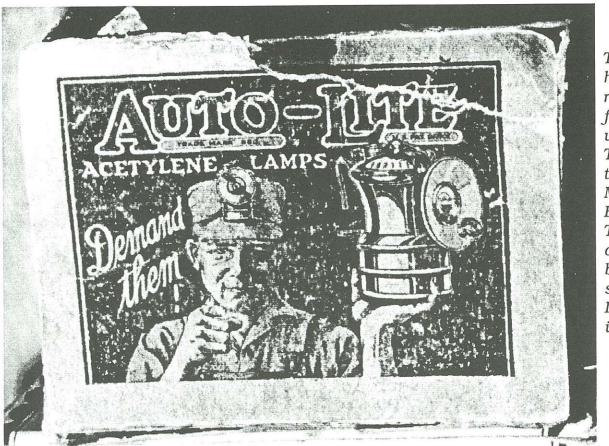
## Auto-Lite Trivia

by Bob Schroth



Many lamp companies advertised a certain catchy phrase. The one most people associate with Auto-Lite is "They're Finer Says the Miner!" But their earliest motto was "Demand Them!' as shown on this early box below. The lamp shown on the box is a generation later than the one shown in the photo, as it has notches and presumably raised lettering on top. I have seen early Auto-Lite cap lamps without notches that have a single small raised dot on top as a lever stop.





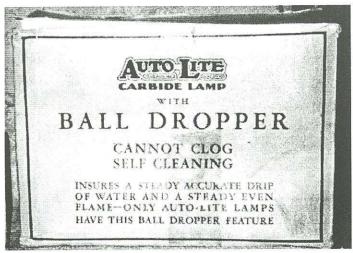
This early box has made the rounds! The first owner was Dave Thorpe, and he traded it to Mark Bohannan. Though boxes are Mark's biggest passion, I knew I'd end up with it someday!



The box shown right makes reference to another catchy, if not trademarked term: "Ball Dropper".

The three boxes shown together are relatively common, but I've been able to draw some conclusions. The box at far left is white background with red letters and black miner. This color combo was used for brass lamps. At far right is the tan box with all black letters. These boxes contained nickel-plated lamps.

This large box contains a soft cap with lamp. Though it was marketed to hunters and sportsmen, it has become a real collectible with its fancy stamping and mention of the "Blinder Beam".





Finally, I have to show the grand-daddy of Auto-Lite boxes. It is the large one in the middle. It contained a dozen individually boxed lamps. The logo really stands out due to the size.

