

# ON THE LIGHTER Side

February 15, 1986

Vol. III, No. 2

ETC., Etc., etc.

CONGRATULATIONS to our new Officers, who have unanimously been voted in for the year 1986: They are as follows: John Cuevas, President; Jim Gartner, Vice Pres.; and Judith Sanders, Sec/Treas/Editor.

Thank you for returning your postcards with your preference regarding phone numbers. The next Roster will be coming out in March.

We have 2 new members: Leo Duval and Al Grosskopf. Welcome to OTLS and your addresses will be on the next Membership Roster.

You may note this month's paper is early. By the time you all get the paper, your Editor will be on the way to Hawaii! (Wonder if they have Flea Markets?) My Mother and Dad are getting a Condo on Maui and I just couldn't resist going also! No doubt I will give you all a report on my activities in next month's issue - - well most of them anyway!

Jim Gartner sent the following "Comment" on his postcard: "And now who is No. 1 in the N.F.L. It's the Chicago Bears. That's Who.... I hope there are other Bears' Fans out there."

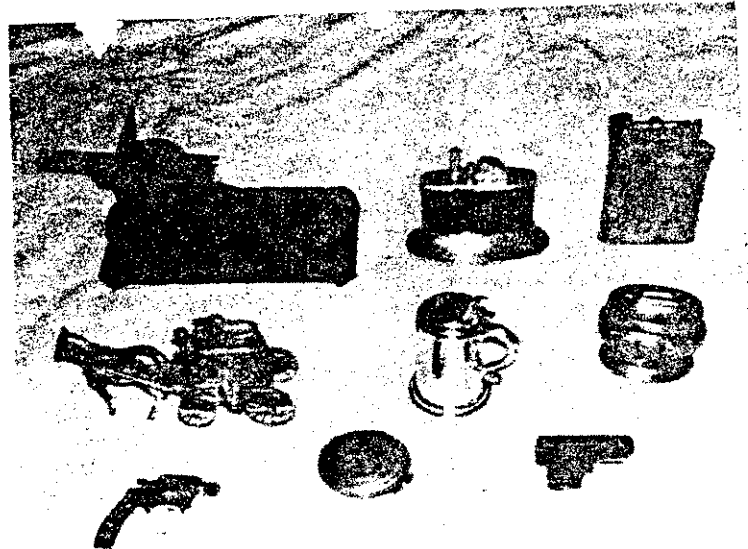
A response from your Editor.... "If your newsletter is wet, it's only my tears falling on the paper ----my poor Cowboys! There's always next year....I really expected a few words from you, Wilbur?"

More later.....

*Judith*

IN THE SPOTLIGHT....

After last month's article was printed, Don Collier mailed some pictures to your Editor from his collection. To your right are some of the lighters described in the article, as well as others in Don Collier's collection.

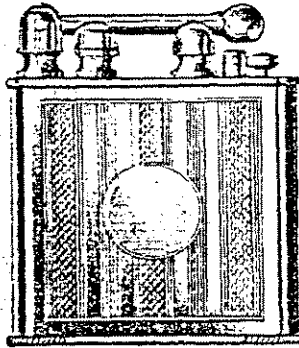


# Three groups that cover the whole market

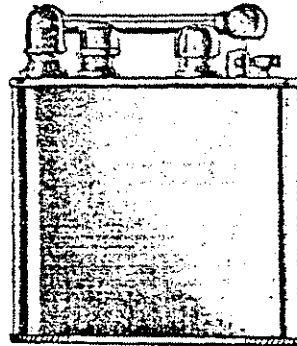
Nationally advertised Douglass Lighters fall into three price ranges. An assortment from these groups gives merchants a valuable display of highly salable goods which appeals to every sort of customer.

## ① FOR THE MASS MARKET

Lighters that sell at \$3.50, \$4.00, \$5.00, \$6.00. There is a big volume of sales here.

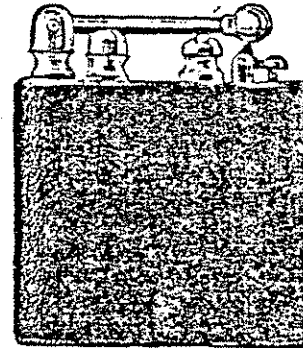


The Silhouette (thin) model in the same finish as above or chased as shown at the left, sells \$6.76 List, \$5.00 Retail.



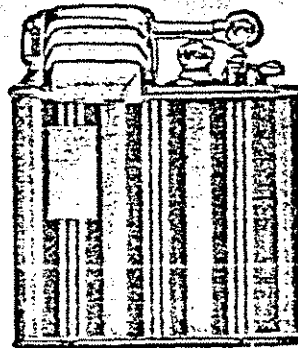
The leather-covered Silhouette with nickel finished ends is priced \$8.10 List, \$6.00 Retail. Choice of many leathers; black pin Morocco is illustrated.

This sturdy sports model is the lowest priced of all the Douglass line, yet it possesses all the Douglass features. "Press the trigger, there's your light"—precision—unfailing service. Nickel, \$4.74 List, \$5.50 Retail. A wide choice of leather covered sports models, \$5.40 List, \$4.00 Retail.



## ② THE GIFT GROUP

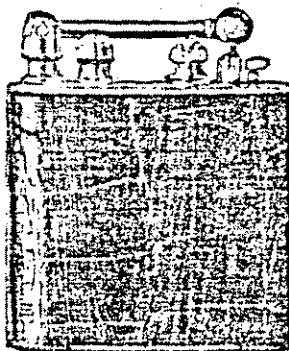
Lighters that sell at \$10.00, \$12.50, \$15.00, and \$17.50—exactly the right amount for a holiday or birthday gift and an enormous number of people able to buy.



Yellow gold plate encases this conservative Douglass. \$18.00 List, \$15.00 Retail.

The same design may be had in silver plate. \$12.00 List, \$10.00 Retail.

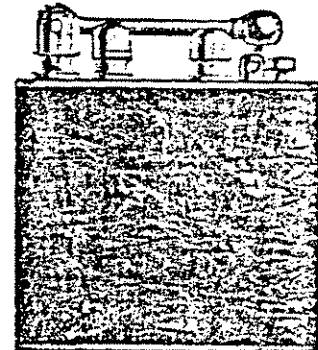
The Douglass windshield for any model is 68 cents List, 50 cents Retail.



Alligator hide on silver—what man wouldn't like it! \$15.00 List, \$12.50 Retail.



Genuine watersnake, tipped with gold plate—a rare covering indeed. \$21.00 List, \$17.50 Retail.

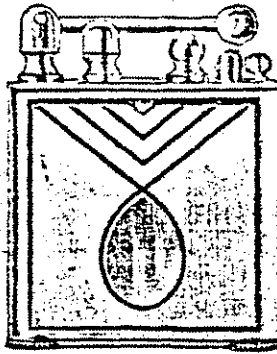


This Douglass, ostrich covered over silver plate. \$15.00 List, \$12.50 Retail.

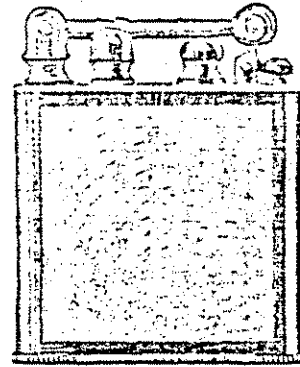
③ A GROUP  
FOR  
SOPHISTICATES

\$30.00 upward. Even for stores not catering to this trade, one or two such models raise the tone of the line and make the lower priced lighters sell faster!

*A wide selection in enamels*

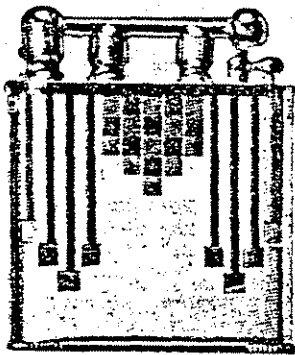


*Delicate inlaid lines of enamel in this 14K gold filled Douglass. \$54.00 List, \$45.00 Retail.*

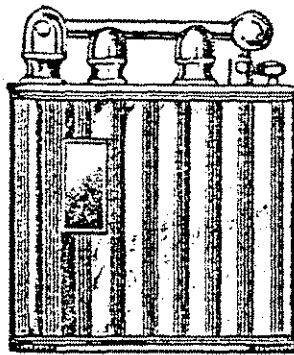


*This enamel case conforming to new-day art design. \$60.00 List, \$50.00 Retail.*

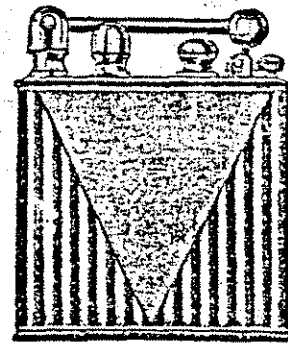
*Sterling and Gold Filled Cases Designed by Wadsworth*



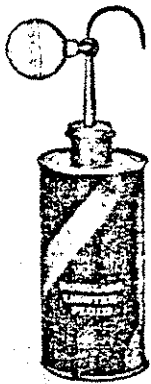
*Here is a green gold 14K filled Douglass beautiful in its decoration. \$48.00 List, 40.00 Retail.*



*One of several notable effects in Sterling; a model much in favor now. \$56.00 List, \$50.00 Retail.*



*This model is yellow gold filled, with a fresh, sparkling turn in design. \$42.00 List, \$35.00 Retail.*



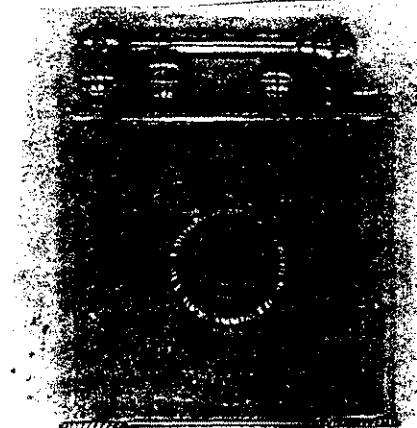
*A handy pump can of the correct fluid for Douglass Lighters*

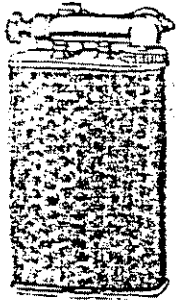
*Squeeze the bulb and fill your lighter. Ten ounces of Douglass Lighter Fluid. Just the right grade for the strongest, cleanest flame. Complete at \$1.56 List, \$1.00 Retail; refill cans, 68 cents List, 50 cents Retail.*

DO

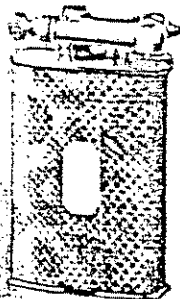
*Press the trigger,*

EDITOR'S NOTE Shown below is a picture of a Douglass lighter I have in my collection.

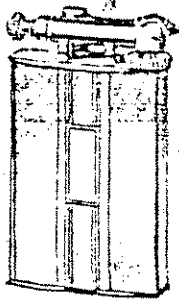




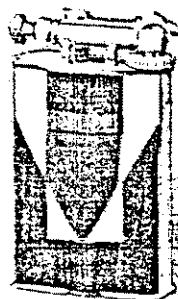
Petite genuine blue lizard. List \$10.40. To retail at \$7.50. No. CLP 101



Petite genuine snake with signet. List \$11.00. To retail at \$8.50. No. CLP 102



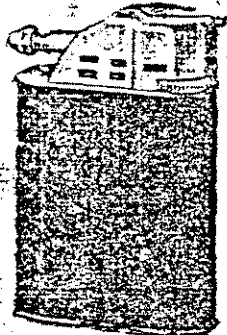
Petite polished platinum engine turned. List \$10.40. To retail at \$7.50. No. CLP 103



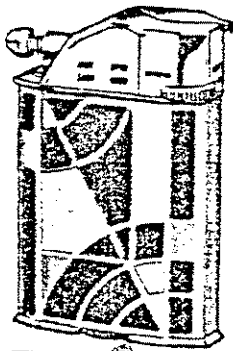
Petite modernistic enamel. List \$10.40. To retail at \$7.50. No. CLP 104



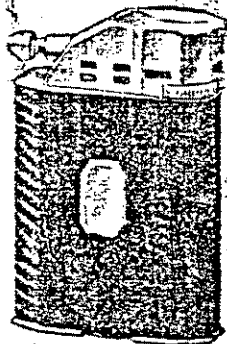
Petite modernistic enamel. List \$10.40. To retail at \$7.50. No. CLP 105



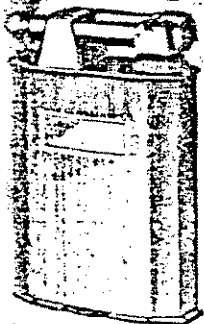
Windodger genuine alligator. List \$15.60. To retail at \$12.50. No. CLW 151



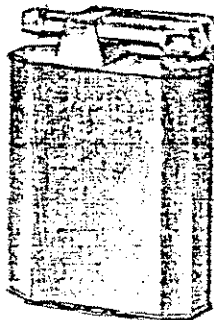
Windodger inlaid enamel. List \$17.50. To retail at \$15.00. No. CLW 152



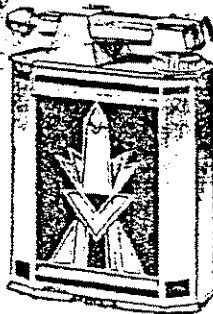
Windodger genuine black lizard and 14 K. signet. List \$17.50. To retail at \$15.00. No. CLW 153



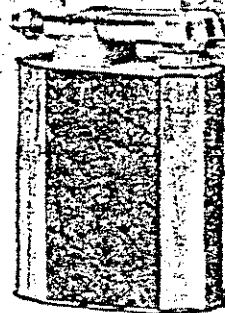
Polished platinum finish engine turned. List \$12.50. To retail at \$12.50. No. CL 154



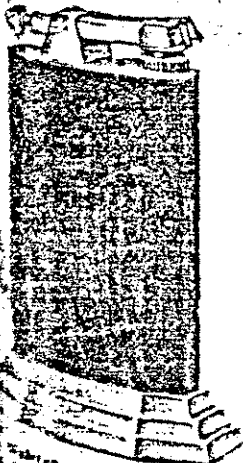
Gold Finish. List \$9.40. To retail at \$7.50. No. CL 155



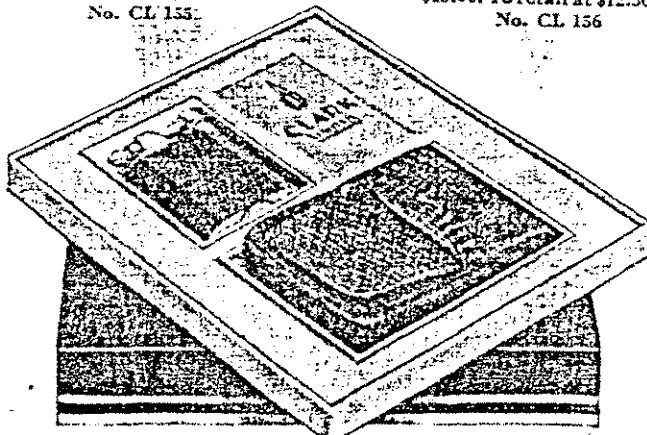
Inlaid enamel. List \$15.60. To retail at \$12.50. No. CL 156



Genuine ostrich paneled leather. List \$15.60. To retail at \$12.50. No. CL 157



Petite genuine green alligator. List \$15.00. To retail at \$15.00. No. CLT 159



Clark Smoking Set in genuine brown lizard. List \$18.80. To retail at \$15.00. No. CLS 171

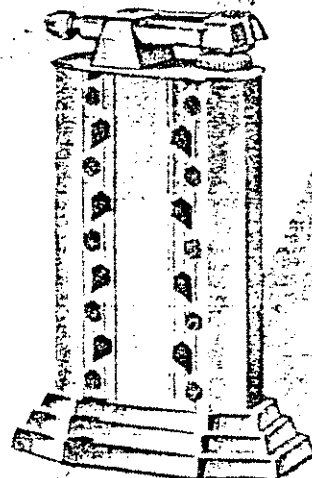
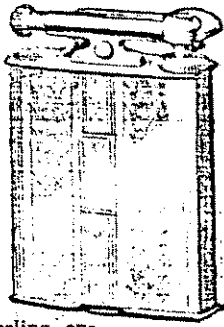


Table Lighter engine turned with enamel. List \$24.00. To retail at \$17.50. No. CLT 160

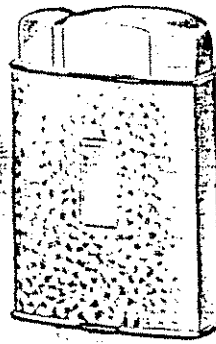
The **CLARK** Lighter  
always works - made by CLARK



Firefly Sterling engine turned. List \$21.90. To retail at \$17.50. No. FST 201



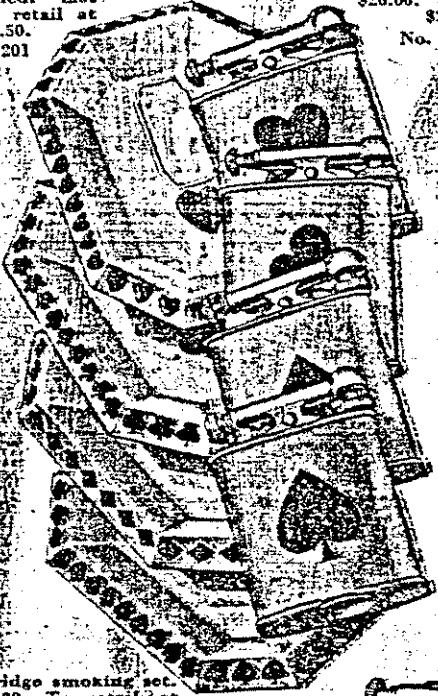
Firefly Sterling modernistic enamel. List \$26.00. To retail at \$20.00. No. FST 202



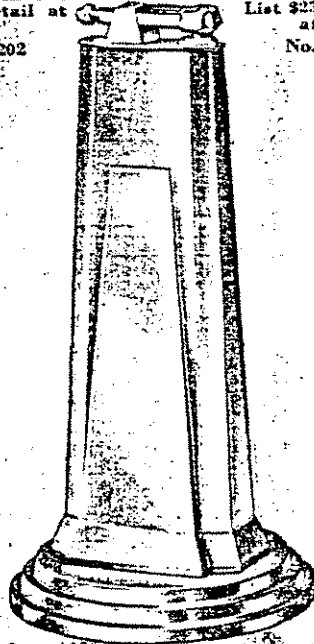
Automatic Firefly Sterling hammered. List \$25.00. To retail at \$20.00. No. FST 203



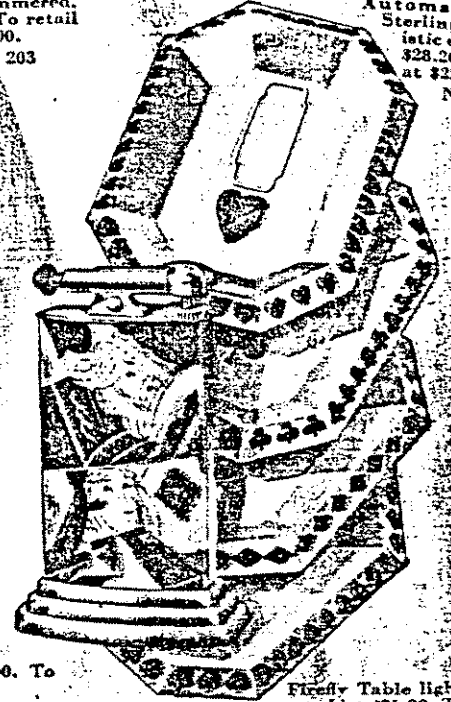
Automatic Sterling modernistic enamel. List \$28.20. To retail at \$22.50. No. FST 204



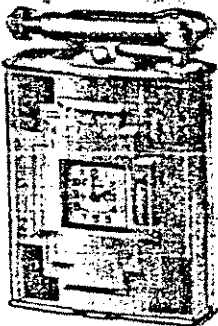
Firefly Bridge smoking set. List \$43.30. To retail at \$35.00. No. FBS 85



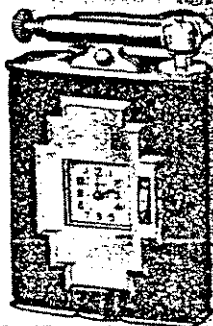
Clark Skyrapes table lighter. List \$26.00. To retail at \$20.00. No. CLT 161



Firefly Table Lighter set. List \$31.30. To retail at \$25.00. No. FBS 84



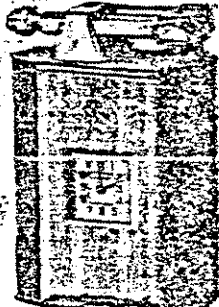
Firefly Watch lighter with 6 jewel Swiss movement. List \$41.80. To retail at \$35.00. No. FWL 91



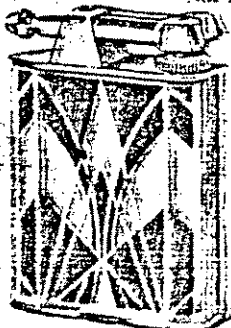
Firefly Watch lighter with 15 jewel Swiss movement. List \$46.00. To retail at \$40.00. No. FWL 92



Clark Watch lighter with 15 jewel Swiss movement. List \$52.00. To retail at \$45.00. No. CWL 181



Clark Watch/lighter with jewel Elgin movement. List \$100.00. To retail at \$85.00. No. CLW 182



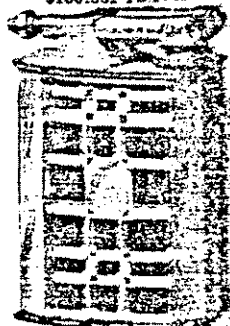
Clark Inlaid enamel. List \$15.60. To retail at \$12.50. No. CL 164



Clark Lighter Fluid. List \$3.75 per doz. To retail at 25c. No. CLFD 41



Clark Flints. Individual packages. List \$1.25 per doz. To retail at \$1.00 each. Display box free with 6 doz. No. CLFT 42



Clark Inlaid enamel. List \$12.50. To retail at \$10.00. No. CL 165

# CLARK

CLASSIFIED ADS

For Sale or Trade

VALENTINE DAY SPECIAL!! Will sell the "Golf Bag" lighter this month for \$25 (postage paid). Actual size 5" x 1-1/4". Looks like bronze or pot metal. Judith Sanders

Interesting ads for lighters from 40's & 50's. Also ads for other products. Let me know your interests. Good variety of ads. J. W. Kramer

Dallas Dealer would like to sell a Ronson "Banjo" lighter in original box. He wants \$200 for it. If interested, contact OTLS Office for more information.

I have 30 Ronson wired wicks. I will sell them for \$2.00 a piece. You can make 2 wicks out of one. Send self-addressed envelope with \$2 and I will send wicks. Sidney Chase

I also have two 12" rulers that have lighters in the end. One is from Japan and one from France. Both are brass. Will sell or trade. Sidney Chase

Wanted to Buy or Trade

Wanted: Any ceramic lighter that is marked "Made In Occupied Japan". Will buy or trade. Bob Gee

Want Dunhill Lighters with watches in them. John Cuevas

Will trade cigarette lighters for old fountain pens. John Cuevas

TRIVIA!! BACK ISSUES  
OF NEWSLETTERS AVAIL-  
ABLE FOR 60¢ PER COPY.  
THIS COST INCLUDES POSTAGE!

PUZZLE OF THE MONTH: How much effort does it take to send in a classified ad?

ANSWER: It takes 22¢ and 5 minutes to write the ad.

ON THE LIGHTER SIDE

Printed Once A Month  
For Lighter Collectors

John Cuevas	President
Jim Gartner	Vice Pres.
Judith Sanders	Sec/Treas/ Editor

Ads in this paper are free for members. There is a \$1.00 charge for ads placed by non-members. Please send ads in printed or type-written form. For information, write or call:

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214/528-1926