

On The LIGHTER Side

September 15, 1985

Vol. II, No. 9

ETC., Etc., etc.

First I have an apology to make to several of the members! Last month I was working in one of law offices where I frequently work and since it was rather busy asked the receptionist to type the envelopes for the newsletter. When she was finished she put them on the computer for me and when I reviewed them this past week I found many errors - - sorry about that - - I have now revised them on the computer so hopefully that won't happen again.

Recently I received a letter from a Mrs. Nelson. She told me her husband had died and that he had several lighters she would like to sell. She subsequently mailed the lighters to me, asking that I try to sell them for her. Please see the classified ads. I would appreciate some of you buying these lighters if you can as I would like to help this lady out. She didn't know how much she wanted for the lighters and said whatever I could get - - she mostly wanted to see that some lighter collectors got them - - in addition to any offer you make I would like to be reimbursed for my postage so I can send her whatever money I get for the lighters.

Couldn't resist xeroxing picture Connie Smizer sent me (sorry it isn't clearer) and putting in paper. Left to right is your Editor, Ray Smizer and Connie Smizer.

More later.....

Judith



IN THE SPOTLIGHT....

For a few years, as a hobby, Wilbur Higgins has been setting up a booth at Flea Markets and Antique Shows. And about 2 years ago he started seeing old and unusual lighters and decided to do some "buying" instead of just "selling," which was the beginning of his lighter collection.

Wilbur and his wife, Brenda, live in Shelbyville, which is close to Indianapolis. Their youngest daughter, Lori (19) is still living at home and going to school, while Kimberly (21) is now out of school and living in her own apartment.

In talking about his collection, Wilbur says one of his more unusual lighters is called a "Cig-O-Mat." It plugs into an auto lighter and then all you do is place your cigarette into the Cig-O-Mat, press a button and your cigarette is lit! Another favorite lighter is a "Made in Germany" lighter in a case like a lipstick tube. One lighter in Wilbur's collection is a "Clark," which he says has "The Clark Always Works" printed on the bottom. It would be interesting to know how long this company stayed in business!

Wilbur has converted his basement into a family room with shelves along the walls for his lighter collection. He also has a collection of old and unusual cameras, which he keeps on these shelves.

In his "spare" time, Wilbur likes to play golf, swim and work in the yard. He also likes to watch sports and he and your Editor have had a little "friendly" conversation over the Dallas Cowboys - - just wait until you see how well the Cowboys are going to do this year Wilbur!!!

A couple of different members sent in the article below on Zippo's latest.

Zippo offers lighter designed for yuppies

BRADFORD, Pa. (AP) — After 53 years of making the same basic cigarette lighter, Zippo Mfg. Co. has unveiled a trendy, upscale butane model aimed at status-conscious yuppies.

Zippo will still make the traditional windproof lighter with its unconditional guarantee, but starting in September it will also market a refillable butane lighter called "Contempo."

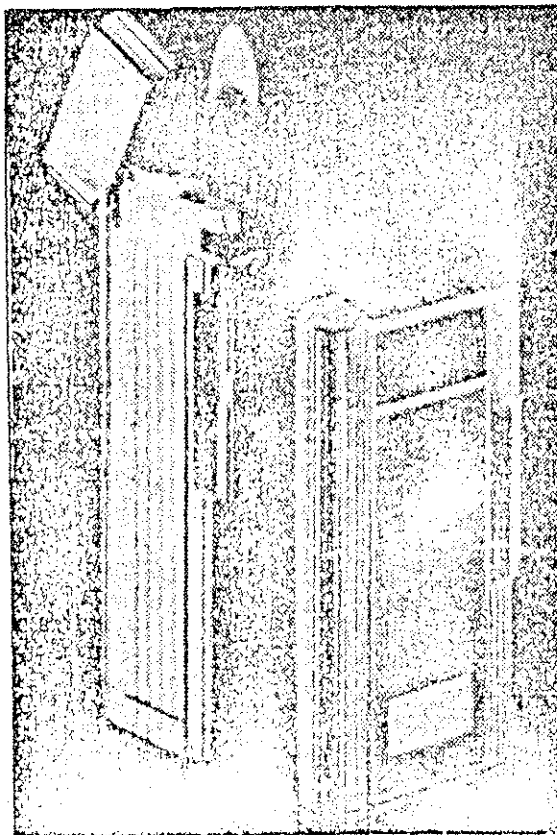
"It's the first major marketing change in 53 years of Zippo history," said William Jones, vice president and advertising manager.

"It's the new generation. It's for the young, the upwardly mobile. Call them yuppies or baby boomers or whatever. They want something that's fashionable and functional. They seek and buy quality," Jones said.

Zippo President Robert Galey stressed that the company had no intention of abandoning the old reliable product as it added the new one.

"I tell our sales people, don't forget to dance with the date that brung you," Galey said in a recent interview.

The standard Zippo sells for \$6.95 to \$10.95 and up. The new lighter costs \$29.95 to \$59.95.



Zippo's new, refillable butane lighter, called "Contempo," which will cost \$29.95 to \$59.95 and is aimed at the upwardly mobile smoker.

The young, upwardly mobile may be into yogurt and jogging, but many still smoke, according to Zippo market research. Company studies say that of the nation's 57 million smokers, 46.7% are aged 18 to 34. Half of the adult smokers are women.

"We're not advocating smoking, but there is a smoking market," said Jones. "Zippo doesn't care if you smoke two cigarettes a day, a cigar or a pipe. Some people carry a lighter and don't smoke. It's a jewelry piece."

Zippo was founded in 1932 in an unplastered loft above a gas station in this north-central Pennsylvania oil town. It now has 500 employees and a worldwide distribution system.

The family-owned company keeps its sales a secret, but officials say gross sales range between \$20 million

and \$40 million a year. The company's only down year was 1964, when the U.S. surgeon general placed health warnings on cigarette packs.

The old trusty Zippo carried this lifetime guarantee: "When any Zippo product is returned to our factory for repair, we will fix it free regardless of age or condition."

The company has repaired or replaced lighters that were mutilated beyond recognition by metal grinders, mangled by locomotives, flattened by Army halftracks and pierced by bullets.

The new butane model does have some limitations, however. There is a \$4 handling charge for repairs, and the lifetime warranty does not cover the finish or any defect, malfunction or damage caused by or resulting from misuse, abuse or negligence.

For Sale or Trade

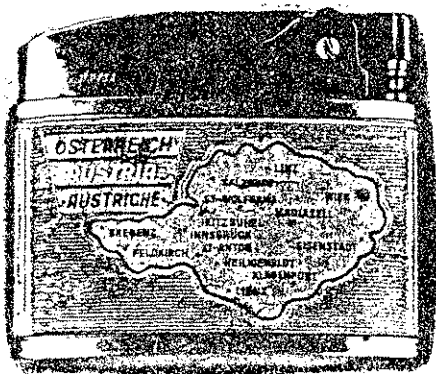


**WINDPROOF
LIGHTERS**



(Bowers Sure-Fire Lighters, circa 1940) 1 dozen - will sell separately for \$8.50 post-paid ea. or the dozen for \$85.00 post paid. These lighters were originally made to be sold to military personnel and were shipped from Kalamazoo, Michigan to a west coast naval supply depot. NOTE: The above picture is a reduction of the original advertising card for the lighters. Howard Mordue.

One of Mrs. Nelson's lighters - opposite side has colorful Alps scene. In original box. Make offer.



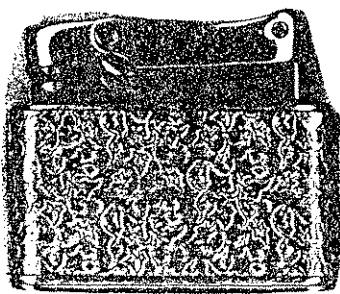
For Sale or Trade

Replica "cigarette" lighters. Refillable butane, flint. Available: Las Vegas (a local cigarette), Marlboro, Kent, HB, 555, Players, Gitane and others. \$3 ea or \$25 dz. assorted. RK Enterprises, 953 E. Sahara Av. #E-15-A Box 257, Las Vegas, NV 89104. Check/MO or C.O.D. Please include \$2 for shipping (Non-Member)

One of Mrs. Nelson's lighters. Gold colored Continental lighter with elephant in relief. This is actual size. Make offer.



One of Mrs. Nelson's lighter. Silver colored Colibri lighter. Mint condition. Make offer.



ASR ACOT dagger/letter opener gold colored with green plastic (pearlized looking) around handle. 9-1/2" long. \$6 plus postage. Judith Sanders

IMPORTANT TRIVIA!
BACK ISSUES OF NEWS-LETTER AVAILABLE FOR 60¢ A COPY. THIS COST INCLUDES POSTAGE!

For Sale or Trade

TRADE, even up, German WWI GOTT MIT UNS brass, value \$20-\$60?, for other, different brass/copper WWI-1930's round, wine-skin-shaped, or in a big brass nut, European, probably French, scenic lighter. Please describe or xerox. 2 to trade. Warren Gerber

Many different advertising lighters (not Zippo), different mfg. all good condition. \$1 ea. plus postage. Judith Sanders

ON THE LIGHTER SIDE

Printed Once A Month
For Lighter Collectors

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Judith Sanders Sec/Treas.
Judith Sanders Editor

Ads in this paper are free for members. There is a \$1 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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