

ETC., Etc. etc.

Since June has been such an eventful month in my life, I would like to share a few personal notes with you.

First of all, when I put the note in last month about my birthday, I really was being "cute" --- however, I want to thank those of you who sent me cards. To be perfectly honest I love getting cards on my birthday anyway! One of my friends invited me out to have hamburgers (at least that's what I was told) and surprized me with a party - - you should have seen some of the rude cards I got there!

June 8 was the date set for my son, Michael, and his fiance, Christine, to get married so you can imagine what that week was like. We had relatives coming from all over the U.S., starting to arrive June 6.

The Rehearsal Dinner was Friday night and was my responsibility as the Groom's Mother. So by Friday afternoon I was a basket case - - positive something had been forgotten! However, everything went smoothly, with all the usual toasts being made and lots of tears being shed.

June 8 was a gorgeous day in Dallas for a wedding. My son and his bride looked magnificent (and this is not just my viewpoint!), and despite the fact that everyone was nervous the wedding also went well.

Michael and Chris left Sunday on their honeymoon and I took all of the relatives to the lake for a few days. Most of my family stayed for a week so everyone has just left for home - - it is going to seem quiet here now.

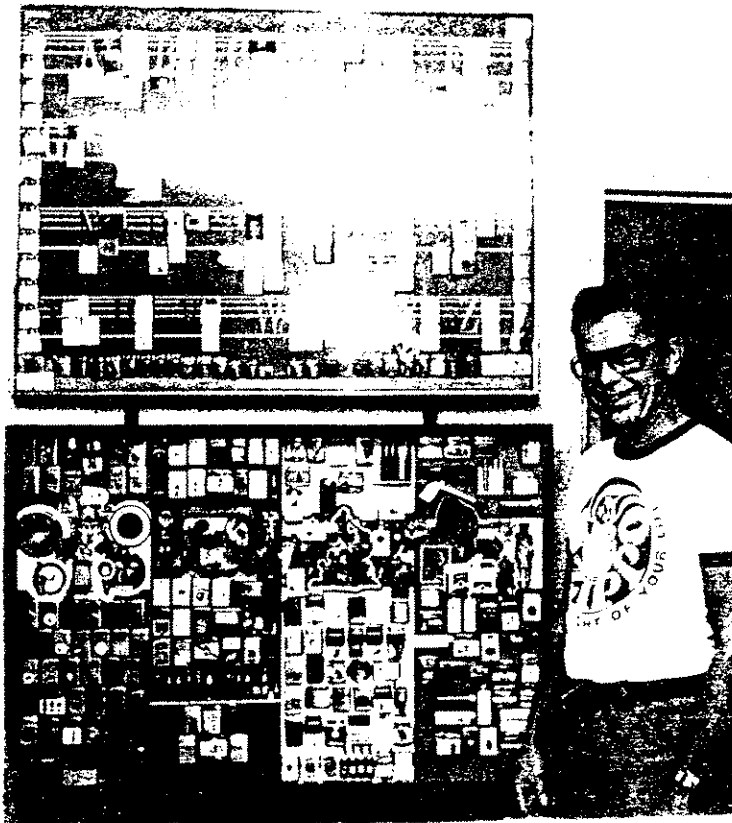
I don't know how many of you have children and may have already been thru this experience, but since Michael is my only child, this was important enough for me to want to share with you all.

Thank you for listening.

AND NOW A WORD FROM OUR PRESIDENT.....

"ON THE THRONE BEHIND THE POWER," OTLS's first President, Warren W. Gerber, is well aware that OTLS founder, Judith Sanders provides the power to make the club and newsletter grow and hopefully

extend its' services. Gerber, below, notes that, just as Pablo Picasso had his "cubist" period, this light collector had his "framed theme/graphic design" period when he and ad agency art director friend, Fran Lengel, developed 13 glass-covered, pole-mounted frames. At top, they used 3-inch letters of the alphabet as the vehicle to display some 150 advertising pocket lighters, mounted beside the first letter of the company name. Below, in four panels, left to right, Armed Forces, Hard-Soft Beverages, Sports-Recreation and Tobacco Brands. Gerber now has almost 300 "subject" lighters here, again a way a collector can get pocket lighters out of boxes and off shelves into a meaningful display. Gerber uses Magic Mount or similar, double-sided tape to mount the lighters. Occasionally, lighters fall off. But, additions can be mounted and rearrangements made. The old Zippo "Light of your Life" Tee shirt he is wearing is no longer available from Zippo. (w.w.g.)



(Editor suggests magnifying glass to see these lighters better)

6-15-85

You will recall one of the earlier issues showed pictures of some of the older Ronson lighters. Now Walter Bleicher has sent the following article on Ronson Company, which gives a good description of the company.

The RONSON Story

Back when the "nineties" were gay, a new company was founded by Louis V. Aronson on the banks of the Passaic River at Newark, New Jersey.

During its early years, the founder and 40 employees worked long hours to produce art metal goods—jewelry cases, lamp and wall fixtures and automobile radiator ornaments.

Little did they dream that some day their fledgling company would become the modern Ronson Corporation, whose famed lighters would be traded by natives in New Guinea; used to light whale oil

It was a slim metal rod with a wick at the end that produced sparks and a "light", when struck against the flint side of the outer metal casing.

It was used extensively during World War I, and was called the "trench match" by American troops.

However, these cumbersome "two-handed" forerunners gave way to the first modern lighter in 1927, when he invented the "one-motion" lighter that changed the smoker's lighting habits throughout the world. The big idea had arrived!

By combining the three operations ("Press It, It's Lit; Release It, It's Out") Mr. Aronson revolutionized the industry and rocketed Ronson to worldwide fame.

Soon after patents were applied for, the first "single-motion" Ronson lighter came off the assembly line. Hundreds of tobacco store buyers and jobbers lined up outside of the small Newark plant to place their orders. The new lighter had "caught fire."

When the original lighter patents were granted in 1928, Ronson dropped most of the art metal work lines of products, and concentrated on lighter production.

Soon Mr. Aronson was adapting the "one motion" lighter mechanism to table lighters, cigarette case lighters, cane lighters, and a hundred other novel items.

The year 1928 saw Ronson's sales amount to \$5 million, and the company's stock, listed on the American Stock Exchange, was offered to the public for the first time.

In 1940, after a full life, during which he was well known throughout the State as "a manufacturer, inventor, humanitarian-friend," Mr. Aronson passed away at the age of 71:

More than anything else, perhaps, it is the pursuit of perfection that has earned the Ronson name world renown. One proof is in an international recognition survey that found Ronson second only to Coca-Cola as the name best known throughout the world.

Then, in 1910, a new metal alloy called "ferro cerium"—known simply as "flints" today—changed the course of the company's history.

Louis V. Aronson came up with the idea that eventually became big business: the first practical lighter, a "striker" type.

Ronson the undisputed crown of "King of Lighters"—a title it has held ever since Ronson marketed the world's first automatic "Press, It's Lit; Release, It's Out" cigarette lighter in 1927. This crown the company has maintained against all comers by introducing new innovations periodically—such outstanding recent innovations as the Varafame butane-fueled pocket and table lighter, and the Varafame Windlite gas-powered windproof lighter.

He sponsored an extensive plant and equipment modernization program; expansion into new foreign markets and reorganization of sales territories to meet the many new trials and tribulations.

In addition, he instituted a program of product diversification, including a number of small electrical appliances, such as the present "CFL" and "Lady Ronson Superbe" electric shavers for men and women, the "Hood 'n Comb" hair dryer, with an exclusive comb drying attachment, and the "Roto-Shine" electric shoe polisher.

These new products combined with new innovations in cigarette lighter design to launch Ronson on one of the most productive eras in the company's 64-year history.

The innovations included the introduction, late in 1957, of the revolutionary and

radically different Varafame butane-fueled pocket and table lighters; and in July 1959, the Varafame Windlite gas-powered outdoor windproof model, employing the Varafame principle of operation: fueling in seconds from a Ronson Butron Multi-Fill cylinder; fingertip flame adjustment for tall or short lights; and, in table lighters, the convenience of having a lighter requiring fueling but once a year.

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JUN 15 1985

For Sale or Trade

Want to sell entire collection. Make reasonable offer.

- 1 Ceramic table (small) lighter with "M" on bottom.
- 1 Braves Lighter (baseball).
- 1 Confederate lighter.
- 1 Ronson Pencil Lighter.
- 1 Ronson "gold color" lighter.
- 1 Butane Lighter (black) Polly-Gaz Steamer in case.
- 1 Evans lighter and case gold-black (1940's).
- 1 Japanese "fancy" lighter and case (black jeweled) (1940's).
- 1 large Japanese table lighter-ashtray set - brilliant green glass and metal (shine with silver polish).
- 1 Realite-pink with black poodle.
- 1 Supreme-odd case of Picture 19th Century - fabric (slides in).

Assorted lighters Zippo, Storm King, Vulcan, Prince Gardner. Some with advertising. Good condition. Caroly Page

ASR ASCOT dagger/letter opener gold colored with green plastic (pearlized looking) around handle. 9-1/2" long. \$15 or trade. Judith Sanders

(Kem Co.) Miniature (2" tall) bottle - no label left on it. \$3 - silver colored. Judith Sanders

For Sale or Trade

Have 3 lighters for sale:

- 1 Brass case
- 1 Adver - "A Light Reminder from Fred C. Dietrich Distrib of Fine Foods & Confections - Phone 2085 - 7203 Madison Ave. Hammond, Ind."
- 1 Adver - "I'm Happy I'm Protected - My Moose Dues are Paid for a Year."

\$10 for all. J. W. Kramer

Replica "cigarette" lighters. Refillable butane, flint. Available: Las Vegas (a local cigarette here), 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/M.O. or C.O.D. Please include \$2 for shipping (Non-Member)

Match-O-Matic, silver with brown grip. Actual size 5" high x 10" long, mounted on walnut base. Looks like James Bond type pistol. \$7 or trade. Judith Sanders



USE YOUR CLASSIFIED ADS!

Wanted to Buy or Trade

Ronson Pencil lighters. Andrew Morgan

Military - any type. Also looking for one from Viet Nam with map of V.N. on it. Robert Koznecki

Musical lighters. Warren Gerber

Scripto "Vu-Lighters, chrome top with clear plastic bottom. Inside clear bottom is usually fishing fly, small dice, Golfer, Bowler, etc. Send description w/prices. Nate Barragato

Pocket & table lighters w/names of Navy Ships on them. Jack Comins

ON THE LIGHTER SIDE

Printed Once A Month
For Lighter Collectors

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