

HOW TO GET THE MOST OUT OF YOUR LIGHTER



Entire Contents Copyrighted, 1950
Ronson Art Metal Works, Inc., Newark 2 N. J.

Digitized and assembled by www.EldonBaldwin.com for
informational purposes only. Please browse my eclectic
selection of rare, restored, and one-of-a-kind lighters at

WWW.ETSY.COM/SHOP/LUMINOUSWHATNOTS

Showing RONSON® World's Greatest Lighter, in action



TAKE CARE OF YOUR LIGHTER

An ounce of prevention, you know

The suggestions on the following pages have been prepared to help you get better and longer service from your RONSON® (World's Greatest Lighter) or almost any lighter you may own, now or in the future.

CONTENTS

Page	
1	YOUR LIGHTER — Is it indispensable to you?
2 & 3	LET'S X-RAY YOUR LIGHTER
4 & 5	HOW TO REFUEL YOUR LIGHTER
6 & 7	HOW TO REPLACE "FLINT"
8 & 9	HOW TO REPLACE WICK
10 & 11	HOW TO CLEAN YOUR LIGHTER
12, 13 & 14	FIRST AID TO YOUR LIGHTER
15	YOU ANSWER
16 to 19	RONSON® LIGHTER ACCESSORIES
20 & 21	WHY DO YOU USE A LIGHTER?

YOUR LIGHTER

Is it indispensable to you?

Just as the electric light has replaced the oil lamp and the gas jet, just as the automobile has replaced the buggy, just as the fountain pen has replaced the quill, so is the cigarette lighter rapidly replacing obsolete methods of "lighting-up".

Naturally, inferior lighters will get out of order frequently regardless of the care you give them, whereas fine lighters require only a minimum of attention to serve efficiently over a long period of years.

No lighter, however, can operate at its best without receiving occasional attention, just as no automobile can operate efficiently without occasional cleaning of spark plugs, regular fillings of gasoline, etc. and just as no fountain pen can serve properly without an occasional cleaning and regular fillings of ink.

Make a practice of giving your lighter regular care, as outlined on the following pages. For the simple operations required, you'll be amply rewarded in better service.



LET'S X-RAY YOUR LIGHTER

By far the great majority of all lighters operate on the same general principles. These lighters contain:

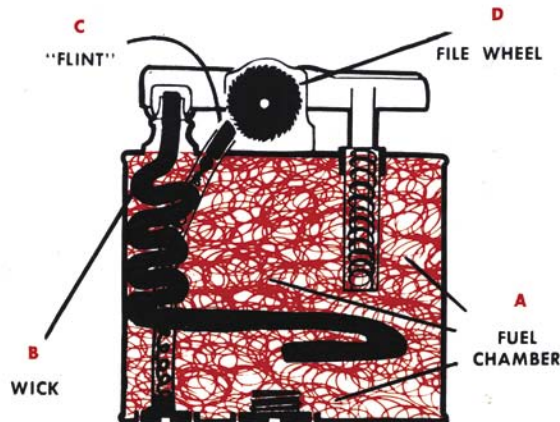
- A** Fuel chamber
- B** Wick that is fed through the fuel chamber
- C** "Flint" igniter
- D** Revolving file wheel that sends sparks from the igniter to the wick and thus causes a flame

The operation of these lighters differs in many ways but the basic idea is the same. In some makes the file wheel must be spun with the thumb. (This is generally messy because it dirties the finger and scuffs the gloves. Also, it requires a knack, and is therefore not automatic or fool-proof.) In other makes, pressure on the side or top causes the file wheel to rotate. In the most highly developed form the lighter is made to operate by the down pressure on a thumb lever which, when released, automatically

extinguishes the flame. This extra safety feature is unquestionably desirable and of the greatest importance.

It would take scores of pictures to illustrate the various types of lighters in use. Since we don't know what type you own, it is difficult for us to give you an exact picture of it. Nevertheless, if it is the "flint"-wick type, it generally has an opening for fueling and an opening for the insertion of a "flint". It also has an opening through which the wick protrudes and cotton packing inside the fuel chamber.

The instructions in this booklet, intended for RONSON® Lighters, also apply generally to most types of mechanical "flint"-wick lighters. They do not apply to wickless lighters, electric lighters or lighters requiring special giant-sized wicks or "flints".



IS YOUR LIGHTER

THIRSTY?



In the early days of automobiling, when a car refused to start, the last thing a driver would think of was checking his supply of gasoline. By now most drivers have learned to check their gas tanks *first*.

If the wick of your lighter won't pick up a full-sized, long-burning flame from a spark, there's a good possibility that it's out of fuel.

Don't wait till the fuel runs low. Make a habit of refueling your lighter periodically.

The following instructions, intended for RONSON® Lighters, also apply generally to most types of mechanical "flint"-wick lighters. They do not apply to wickless lighters, flintless lighters, electric lighters or lighters requiring special giant-sized wicks or "flints".

Follow these simple rules for **REFUELING**

Be sure to remove 'flint' before starting, replacing it only after completing step 5.

1 Use the finest fuel§ you can buy.

The difference in cost per filling is trifling but the difference in results is great.

2 Fill slowly through the fuel opening until exposed end of wick is damp.

3 Shake out excess fuel through fuel opening. No fuel should remain in the lighter that has not been absorbed by the packing.

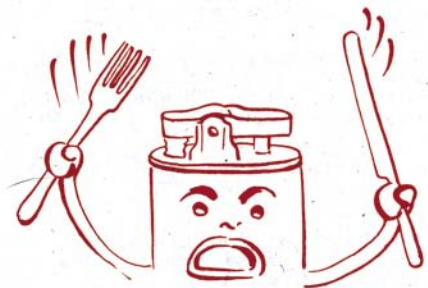
4 Close fuel chamber making sure that it is absolutely shut against evaporation. If screw cap is used, be sure the washer is in good condition.

5 With cloth, wipe working parts and body of lighter absolutely dry.

6 Don't wait for your lighter to run dry. This causes wick to char. It is better to fill your lighter at regular intervals, preferably once a week.

§RONSONOL® the world's finest lighter fuel gives instant flame, lasts longer, is comparatively smokeless and will not injure the finish of your lighter. It is also pleasingly scented.

IS YOUR LIGHTER HUNGRY?



All sparking lighters require regular refills of sparking metal, popularly known as "flint". When the "flint" is worn down to a small crumb, the sparks may be too weak to reach and ignite the wick. If the "flint" is entirely used up and you continue to operate the lighter, you will wear down the end of the spring that presses the "flint" against the file wheel with possible serious damage to both.

The following instructions, intended for RONSON® Lighters, also apply generally to most types of mechanical "flint"-wick lighters. They do not apply to wickless lighters, flintless lighters, electric lighters or lighters requiring special giant-sized wicks or "flints".

Follow these simple rules for **REPLACING "FLINT"**

- 1 After opening "flint" chamber and removing tension spring, tap lighter carefully against another surface to dislodge and remove any remaining fragment of the old "flint". This will help prevent jamming.
- 2 Insert new "flint" being sure to use finest quality. Inferior "flints" may cause undue wear on working parts while wrong-sized "flints" may jam in the "flint" tube thus preventing proper contact with the file wheel or even damage the mechanism.
- 3 Replace tension coil spring and screw cap. Turn cap enough to close it fully. Avoid forced turning which may strip screw threads.
- 4 In automatic lighters, break in new "flint" by pulling up snuffer cap and letting it snap back immediately. Do this several times to wear off rough edges of "flint". Do not operate lighter in regular way until new "flint" is eased in or else mechanism may be strained or broken.



§Extra-length genuine RONSON® REDSKIN® "FLINTS", with the distinctive "REDSKIN" coating, are of the proper degree of hardness. They are also of the exact diameter to fit into the RONSON® flint tube without jamming and are extra-long, thus giving more for the money.

IS YOUR LIGHTER



The size of the flame is regulated by the amount of exposed wick. Extending your wick about 1/16" above the nozzle will give you the ideal flame. Brush off charred end when necessary.

When flame dies quickly, your lighter needs refueling. Should wick fail to burn properly after refueling, it should be replaced.

Remember, the exposed end of your wick is the smallest part of it. In most lighters it continues down into the fuel chamber surrounded by the cotton packing. That's why, when the wick shortens on the inside, or the packing becomes matted, it's time to replace both.

The following instructions, intended for RONSON® Lighters, also apply generally to most types of mechanical "flint"-wick lighters. They do not apply to wickless lighters, flintless lighters, electric lighters or lighters requiring special giant-sized wicks or "flints".

Follow these simple rules

for **REPLACING WICK**

Be sure to remove 'flint' before starting, replacing it only after completing step 5.

- 1 With tweezers, remove packing and wick thru fuel opening.
- 2 With wire inserter, push all but about 4" of new wick§ through nozzle at top of lighter.
- 3 Withdraw inserted end of wick from lighter, thru fuel opening.
- 4 About 1" of wick will now extend thru fuel opening. Keeping this wick end out, insert new packing (prime absorbent cotton), a small tuft at a time, using a small screw driver or narrow pencil, etc. Alternate from one side to the other in order to lodge packing in every part of the fuel chamber until upper half is filled. Then push short end of wick thru fuel opening into lighter continuing the packing operation until fuel chamber is full.
- 5 With wire inserter, push balance of wick (which extends above wick nozzle), into lighter thru wick nozzle until that end of wick projects about 1/16" above nozzle.



NOTE: Replacing packing and wick of a RONSON Lighter is best done by the RONSON Service Stations listed on pages 13 and 14.

§Use only finest quality wick. RONSON® Wicks insure proper capillary action and burn slowly and easily. Inserter accompanies every RONSON® Wick.

DOES YOUR FILE WHEEL NEED A TOOTH BRUSHING?



The file wheel of your lighter creates sparks when the teeth scrape against the "flint". If you allow dirt and scrapings to settle between the teeth, the scraping surface is made smooth and the sparking is impaired or prevented.

The following instructions, intended for RONSON® Lighters, also apply generally to most types of mechanical "flint"-wick lighters. They do not apply to wickless lighters, flintless lighters, electric lighters or lighters requiring special giant-sized wicks or "flints".

Follow these simple rules. for **CLEANING**

- 1 Use a stiff bristle brush§ (see illustration) regularly, to remove accumulation on file wheel. Keep lighter open to make wheel more accessible and keep turning wheel (by operating lighter) in order to get at all the teeth.



- 2 Also, regularly remove with brush, dirt and lint gathered under exposed mechanism, around wick holder and inside snuffer cap.

Remember, a tiny particle of dust, grit or grime in the snuffer cap may interfere with proper sealing of the wick nozzle with resultant evaporation of fuel.



§RONSON® Lighter Accessories are put up in service sets and kits which include the proper type of cleaning brush.



FIRST + AID TO YOUR LIGHTER

The following instructions, intended for RONSON® Lighters, also apply generally to most types of mechanical "flint"-wick lighters. They do not apply to wickless lighters, flintless lighters, electric lighters or lighters requiring special giant-sized wicks or "flints".

If your lighter is not working properly, check for the following possible causes:

- 1 When flame dies quickly, your lighter probably needs refueling. Do not use unsuitable liquid or any form of alcohol since that will necessitate repacking of your lighter and may damage the finish. See simple rules for refueling, page 5.
- 2 If wick fails to burn properly after refueling, it should be replaced with new packing. See simple rules for replacing wick and packing, page 9.
- 3 If sparking is weak, clean the file wheel and other working parts thoroughly with a stiff bristle brush. See simple rules for cleaning file wheel, page 11.
- 4 If, after cleaning the file wheel, spark still is weak, remove remaining fragment of old "flint" and insert new "flint". See simple rules for replacing "flint", page 7.

These simple operations can be completed in a matter of minutes. If, after this treatment, your lighter still does not give satisfaction, it should be checked by local service. If your lighter is a RONSON, you will save considerable time by taking it or sending it to the nearest RONSON Service Station operating in your area as listed below:

Ronson Service of Georgia, Inc.
Suite 614, Forsyth Building
90 Forsyth Street, N. W.
Atlanta 3, Georgia

Ronson Service of Maryland, Inc.
Suite 202, Davison Building
Charles & Fayette Streets
Baltimore 1, Maryland

Ronson Art Metal Works, Inc.
Suite 410, Parker House Office Building
44 School Street
Boston 8, Massachusetts

Ronson Art Metal Works, Inc.
Service Department, Suite 824
36 South State Street
Chicago 3, Illinois

Ronson Service of Ohio, Inc.
Suite 1316, Schofield Building
9th at Euclid
Cleveland 15, Ohio

Ronson Service of Texas
Suite 905, Mercantile Securities Building
1800 Main Street
Dallas 1, Texas

Ronson Service of Colorado, Inc.
Room 717, Colorado Building
1615 California Street
Denver 3, Colorado

Ronson Service, Inc. (MICH)
Suite 1309, David Stott Building
1150 Griswold Street
Detroit 26, Michigan

For contemporary service of your vintage lighter, art photography, photo restoration, and graphic design services, please email info@eldonbaldwin.com

Ronson Service of Minnesota, Inc.
Suite 1087, Northwestern Bank Building
620 Marquette Avenue
Minneapolis 2, Minnesota

Ronson Art Metal Works, Inc.
Service Division
1 Aronson Square
Newark 2, New Jersey

Ronson Service, Inc.
Suite 203
347 Fifth Avenue
New York 16, New York

Ronson Service, Inc. (PA)
Suite 1208
Market Street National Bank Building
Juniper & Market Streets
Philadelphia 7, Pennsylvania

Ronson Service, Inc. (MO)
Suite 1077, Arcade Building
812 Olive Street
St. Louis 1, Missouri

Ronson Service of California
Suite 506
165 Post Street
San Francisco 8, California

Ronson Service of Washington, Inc.
Suite 807, Joshua Green Building
4th & Pike
Seattle 1, Washington

When sending your **RONSON®** Lighter to the **RONSON** factory, or to any **RONSON** Service Station, please observe the following instructions:

- A** Pack carefully, address plainly to the **RONSON** Service Station operating in the area in which you live, as per preceding list.
- B** Print your name and full return address plainly on inside and outside of package.
- C** Insure contents against possible loss or damage in transit.

D Service and handling charges will be as follows:
POCKET LIGHTERS:

Minor Service—\$.75*
General Reconditioning—\$1.50*

LIGHTER-CIGARETTE CASE COMBINATIONS AND TABLE LIGHTERS:

Minor Service—\$1.00*
General Reconditioning—\$1.75*

STERLING SILVER, GOLD FILLED AND SOLID GOLD LIGHTERS:

Service charges, plus parts.

Please do not make remittance until we return your serviced **RONSON** by C.O.D. mail.

*Prices subject to change without notice.

YOU ANSWER

There are many good lighters idle in drawers through no fault of their own.

If your lighter doesn't seem to work properly, don't swear at it or at lighters in general.

Ask yourself two questions:

"HAVE I GIVEN IT
PROPER CARE?"

"HAVE I GIVEN IT THE
FINEST ACCESSORIES?"

RONSON® Lighter Accessories, made for **RONSON®**, World's Greatest Lighter, will also give best results in other makes of lighters.

Here's how they look and why they are better for your lighter.

Extra-Length, Genuine **RONSON® REDSKIN® "FLINTS"**

with the distinctive "REDSKIN" coating

(for **RONSON®** and other lighters)

It's a jam shame

Nondescript "flints" vary in size and often jam the lighter mechanism. **RONSON® "FLINTS"**, with the distinctive "REDSKIN" coating, are extra-long and always fit.



Like stripping gears

Interior "flints" of gritty quality damage file wheel. **RONSON®** extra-long igniters are the correct hardness and temper. They won't ruin mechanism and they'll always give perfect sparks.



Extra-length, genuine **RONSON® REDSKIN® "FLINTS"** are packed in envelopes, slide drawer packets and glass vials as shown on this and the following page.

RONSON® "FLINT" ENVELOPE

extra-length, genuine **RONSON® REDSKIN® "FLINTS"** in envelope.
Retails at 10¢†



RONSON REDSKIN® "FLINTS"

in Glass Vials
for long-term Service

Vial containing 40
Retails at \$1.20†



† Prices subject to change without notice.

RONSON® REDSKIN® "FIVE-FLINTER"



"Five-Flinter" is a small safe-deposit "flint" holder that will keep your extra-length, genuine **RONSON® REDSKIN® "FLINTS"** where you want them when you want them. Since it is as thin as a half dollar you can carry it in your vest pocket or handbag, or you can leave it in the drawer. Its silver color will quickly locate it for you. Its concealed sliding drawer holds 5 extra-length, genuine **RONSON® REDSKIN® "FLINTS"**. It's a convenience and safeguard no lighter owner should be without.

5 extra-length, genuine **RONSON® REDSKIN® "FLINTS"** in "safe-deposit" holder. Retails complete at 15¢†

RONSON® WICKS

(for **RONSON®** and other lighters)

The length, thickness, absorption and burning qualities of **RONSON® Wicks** insure best service. Most economical, too, in point of service.

1 genuine **RONSON Wick** with
Inserters in envelope.

Retails at 10¢†



† Prices subject to change without notice.

RONSON® PLASTIKIT

Handsome, sturdy, compact and convenient compartment-case of solid plastic holds:

5 extra-length RONSON® REDSKIN® "FLINTS"

1 high absorption RONSON® Wick
1 Wick Insertor 1 Cleaning Brush

Retails complete at 25¢†



RONSONOL® LIGHTER FUEL

(for RONSON® and other spark metal lighters)

RONSONOL®, a finer, livelier, longer lasting, more efficient lighter fuel. Ignites instantly, burns smokelessly, is pleasingly scented and, if spilled, will not mar the finish of the lighter. RONSONOL® actually costs less, considering how much further it goes.

4 oz. container retails at 25¢†



RONSON® SERVICER

(for RONSON® and other lighters)

Every owner of a lighter should buy this useful and necessary outfit. It contains the accessories to keep a lighter in first-class working order for a long period of time.



Each Servicer contains:

RONSON® Wick with Wire Insertor

RONSON File Wheel Cleaning Brush

General Instruction Folder

RONSONOL®—Quality Lighter Fuel, 4 oz. container.

3 extra-length, genuine RONSON® REDSKIN® "FLINTS"

Retails complete at 50¢†

†Prices subject to change without notice.

RONSON® TOUCH-TIP WICK UNITS

The wick unit is made exclusively for the torch rod of the RONSON® Touch-Tip Table Lighter and all combinations thereof. Needless to say, the quality is the finest, the replacement simple, the service perfect.

2 Wick Units in envelope.

Retails at 25¢†



RONSON® PENCILITER ACCESSORIES

RONSON® PENCILITER ERASERS

Special metal-mounted erasers for use in new RONSON® PENCILITER. 2 erasers in envelope retails at 10¢†

RONSON® PENCILITER THIN LEADS

Special quality black thin leads for RONSON® PENCILITER. Box of 24 retails at 15¢†

RONSON® PENCILITER ACCESSORY KIT

Compact kit containing the following RONSON® PENCILITER accessories:

3 "flints", 2 special wicks, 1 wick insertor, 2 erasers, 24 thin leads, cleaning brush and instruction book

Retails complete at 50¢†

RONSON® PENCILITER WICKS

Special maroon wicks and insertor for RONSON® PENCILITER, correct diameter and length. 2 wicks with insertor in envelope retails at 10¢†

†Prices subject to change without notice.

WHY DO YOU USE A LIGHTER?

FOR GREATER CONVENIENCE

A good lighter is always ready to serve you—no match hunts.

RONSON® World's Greatest Lighter, has a one-finger, one-motion action that permits you to drive, write or read without interruption and that enables you to beat all other lighter-uppers to the draw.

FOR GREATER DEPENDABILITY

A good lighter can be counted on when matches fail,—on muggy days, when soaked with perspiration, etc.

RONSON® World's Greatest Lighter, is a precision instrument that will save you much embarrassment. Properly cared for, it will light, not some of the time, but *all* of the time.

FOR UP-TO-DATENESS

You use a lighter instead of obsolete methods for the same reason that you prefer an auto to a horse and buggy, a fountain pen to a quill. Modern-minded people use modern accessories. RONSON® World's Greatest Lighter not only is modern, but *looks* modern. Its smart dignity impresses others. It's the mark of the well-bred, well-groomed lady or gentleman and of the well-conducted home.

FOR GREATER SAFETY

RONSON® World's Greatest Lighter, is the world's safest lighter because its flame is *automatically* extinguished. "Press, it's lit! Release, it's out!"—Safely out the instant you lift your finger. You just can't forget to put it out. How reassuring it is to know that your treasured linens, furniture and carpets are thus protected against the hazards of the usual accidental burns.

There are other important reasons for using good lighters. The better the lighter you own, the more you'll appreciate a RONSON® because it gives you every lighter advantage plus. RONSON® is the lowest priced lighter, considering the years of dependable service it renders. Its accurate construction retards fuel evaporation, stands the gaff of heavy and extended use and pays for itself through the years, again and again.

RONSON® products include lighters for pocket and hand-bag, some combined with cigarette cases and other utilities. There are also table lighters for every room in the home as well as for office use. All are precision built to high quality standards.

RONSON® products, including lighter accessories, may be purchased at your jeweler, department store, gift and smoke shop and in most any store where fine smoking articles are sold.

RONSON®

Newark 2, N. J.

"The last word in smoking etiquette"



*For Every
Type of
Smoker*

RONSON®

means **WORLD'S GREATEST LIGHTER**

*For
Every
Room
in the
Home*



OVER 35,000,000 RONSONS® HAVE BEEN SOLD!