

# TRADING ZIPPO LIGHTERS

In addition to giving general values for various years and types of lighters, I have included a brief review of actual online sales of lighters for a period in late 2003. I have also included all general information available as to the values of lighters and how to do the valuation on this important collectible. Value is one of the most important reasons for you buying this book, this we know. However, with a collectible such as a Zippo lighter, one needs to know both general and specific data related to valuation to be helpful.

In addition to the general demands related to value based upon condition and age, value is determined by other demand factors as well, including generation demand, crossover collector demand, and general attraction demand. Each of these terms is explained here and should always be considered when investing in a collectible.

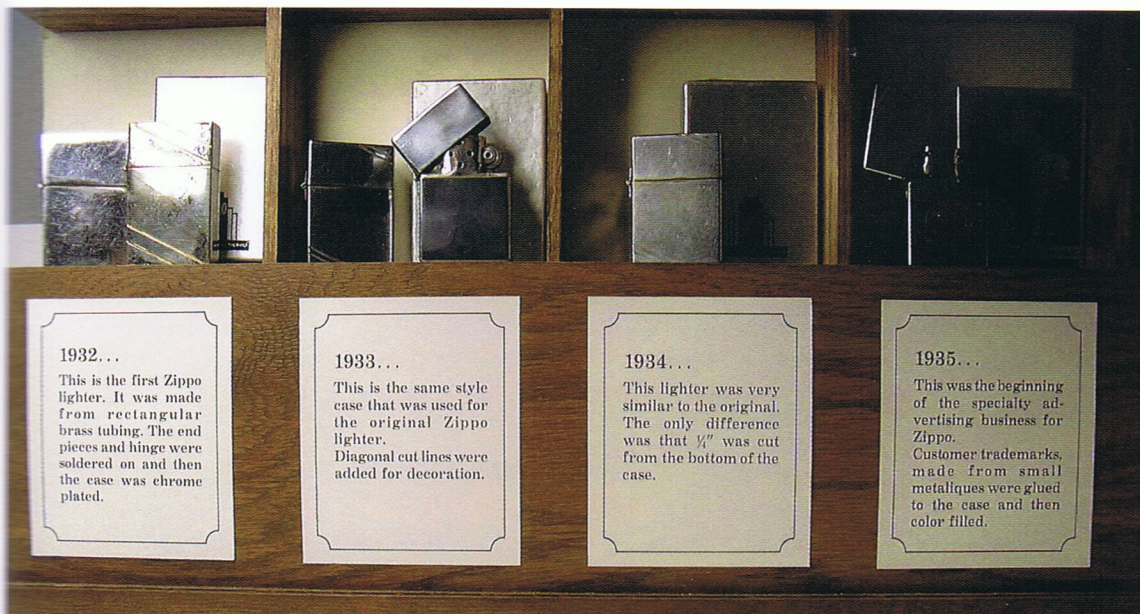
## Generation demand

This demand is caused by one generation with a greater interest in an item, a brand, or an era. I

have documented this type of demand in my fishing collectibles books and it means that those of us “baby boomers” are far more interested in the lighters of the 1950s (and 1930s and 1940s) than we are of the more recent lighters on the scene. This is because we recognize them, remember them, used them, purchased them, received them as gifts, or saw them being used by our fathers, mothers, brothers, sisters, or neighbors—we saw them daily. Thus, I would be most interested in lighters from the 1950s and early 1960s as I was learning the value of this utilitarian instrument. Veterans of D-Day would be most interested in a lighter from 1942-45 in the famous black crackle back paint. Or, in the alternative, we may also be interested in a specifically designed re-issue by Zippo as it allows us to purchase something from an era we cannot afford otherwise, thus the commemorative series was born.

## Crossover collector demand

This includes competition from collectors of related fields, such as oil companies for example. A Mobil Oil can,



*This and following photographs on pages 48-53 show lighters from various historical periods found in the Zippo Museum.*

1932...

This is the first Zippo lighter. It was made from rectangular brass tubing. The end pieces and hinge were soldered on and then the case was chrome plated.

1933...

This is the same style case that was used for the original Zippo lighter. Diagonal cut lines were added for decoration.

1934...

This lighter was very similar to the original. The only difference was that  $\frac{1}{8}$ " was cut from the bottom of the case.

1935...

This was the beginning of the specialty advertising business for Zippo. Customer trademarks, made from small metaliques were glued to the case and then color filled.