



The Official Publication of the Zippo Click Collectors Club

Summer 2003

Zippo and Case
Celebrate 10 Years

Zippo Auction
Just a Click Away

Hot New Collectibles
Never Available Before

Tribute to a Legend
George G. Blaisdell



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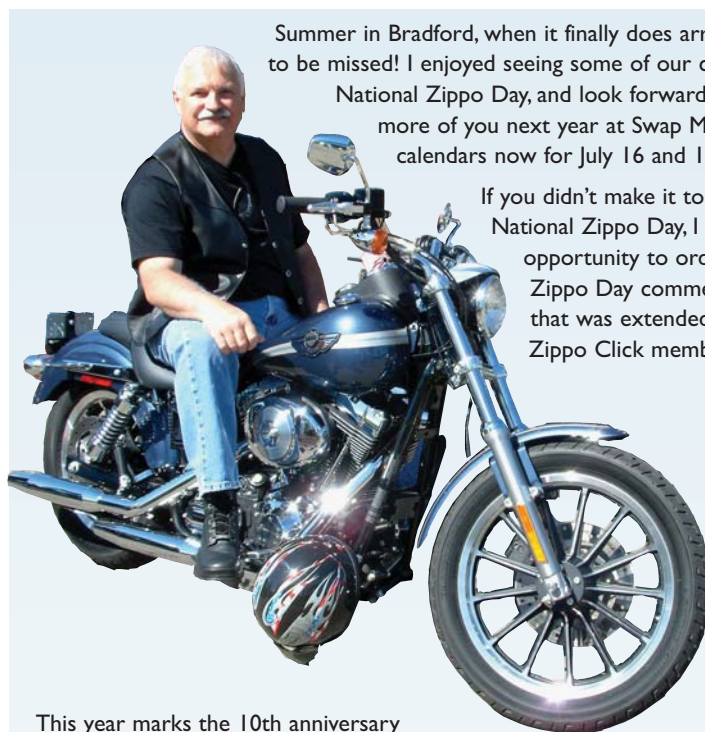
On the Cover:

Gregory W. Booth (left), Zippo President and Chief Executive Officer and Thomas E. Arrowsmith, W.R. Case & Sons Cutlery President and Chief Executive Officer in front of the Zippo/Case Visitors Center in Bradford, PA.

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Letter From The President



Summer in Bradford, when it finally does arrive, is not to be missed! I enjoyed seeing some of our collectors at National Zippo Day, and look forward to meeting even more of you next year at Swap Meet. Mark your calendars now for July 16 and 17, 2004.

If you didn't make it to Bradford for National Zippo Day, I hope you took the opportunity to order the National Zippo Day commemorative, an offer that was extended to only you, our Zippo Click members.

Zippo President & CEO
Greg Booth led the pack
on his Harley in the
Motorcycle Dice Run
during National Zippo Day.

This year marks the 10th anniversary of the Zippo and Case partnership. I am privileged and honored to have been at the helm of both of these internationally known companies. Ten years ago, the Case Collector Club had fewer than 4000 members, and Zippo Click wasn't even a spot on the horizon. By Swap Meet 2004, we anticipate more than 20,000 CCC members, and at least 5000 Zippo Click members. What a celebration that will be!

We are looking ahead to early September, when Zippo will roll our 400 millionth lighter off the production line. In the seven short years since we celebrated our 300 millionth lighter, Zippo has commemorated two milestone anniversaries, re-created the famous 1947 Zippo Car, introduced a score of new finishes and processes, and answered the demand of Zippo lighter collectors all over the world by initiating our own Zippo Click lighter collectors club.

As this magazine goes to press, Zippo Click has marked its one-year milestone. We thank you, our Zippo Click members, for your encouragement and support during this tumultuous inaugural year, and invite you to be part of the exciting year we're just beginning.

Gregory W. Booth
Zippo President and CEO

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Click Update

Happy first anniversary!

I enjoyed meeting those of you who made the trip to Bradford for National Zippo Day, and hearing your suggestions for the club.

If you enjoyed previewing the Spring Choice Catalog on zippoclick.com before it was available to the public, just wait until you see the new Fall Choice Catalog and other Zippo catalogs from around the world in a few short weeks. You'll be running to your local retailer to get these new collections!

As the club has grown, so has this magazine. From the original 12 pages, this issue is a full 20 pages loaded with news, history, special offers, and more. You wanted to know about the making of Zippo lighters and the people who create them, so don't miss part one of "Building an American Icon" series on page 11.

Nearly a quarter century after his death, Zippo founder George G. Blaisdell is still known throughout the world as the creator of the Zippo windproof lighter. This year we honor him with the George G. Blaisdell Tribute Lighter. Available only to Zippo Click members, I'm sure it will have a special place in your Zippo lighter display. Orders must be received by September 30.

We are pleased to extend several exclusive collectible offers to our members, beginning in this issue with the Z-Series Copper Project and Cool Blue. If you would like the chance to purchase either one, return your completed form by September 14 to be entered into the drawing. If you're one of the lucky winners, you'll receive an opportunity to purchase that collectible.

This year marks the 10th Anniversary of the Zippo and Case partnership, celebrating two American icons made here in Bradford. Read about the Case Collectors Club, the largest knife collectors club in the world. If you're not already a member, why not join today by completing the membership form enclosed with your magazine?

Join us in celebrating the 100th Anniversary of Harley-Davidson and the 100th Anniversary of the Wright Brothers' first flight with special commemorative Zippo lighters. Check with your local Harley-Davidson dealer and your local Zippo retailer to add those pieces to your collection.

The inaugural year for Zippo Click certainly wasn't without challenges. Thank you for your patience and suggestions as we continue to create new opportunities and benefits for you.

Keep clicking,

Kathy

Kathy Jones
Zippo Click Administrator



Kathy Jones and Lisa Boser, Case Collectors Club Administrator await the opening of the National Zippo Day celebration.

Anniversary Statistics

🔥 Nearly 3,000 members

50 States

- Top 5 states

1. Pennsylvania
2. Ohio
3. New York
4. Florida
5. California

50 Countries

- Top 5 countries

1. United States
2. United Kingdom
3. Japan
4. Germany
5. Canada

🔥 83% male members

🔥 Nearly half of the members own 1 - 24 lighters.

🔥 Average member is 46 years of age.

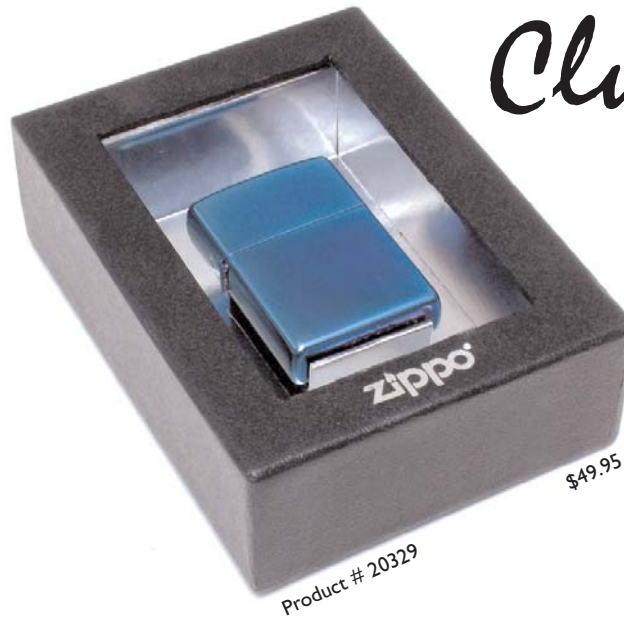
🔥 Other than lighters, what are the top things members collect?

1. Knives
2. Coins
3. Stamps

First Time Two Rare Zippo L

Club Exclusive

By Larry Visbisky



How would you like to purchase a Zippo lighter never offered to the public before? Well hang on to your lighter lid, because Zippo Click is releasing some very rare prototypes, experimental finishes and pilot run collectibles just for members.

“The process of developing new Zippo products and finishes involves experimentation that takes the form of prototypes, experimental runs, and pilot runs,” stated Ron Meister, Product Development Manager. “The process allows Zippo to identify and correct problems that ultimately lead to a finished product,” Meister added.

Some items offered may have proven too costly for production because of difficulty in manufacturing or a high rate of rejects. Some may have made their way into a catalog, but were pulled from production and never sold at retail.

Each product will include a Certificate of Authenticity describing the objective of the experiment, the process used, and reason the product was never offered at retail.

Matching numbered holographic authenticity labels will be placed on the collectible and certificate to verify it is an official Zippo product. “This identification makes it easy to distinguish between authentic Zippo products and fraudulent offers. It provides an incredible opportunity for club members to add value to their collection,” Meister said.

Zippo Click members are the only ones offered these highly sought after collectibles. Return the enclosed form if you would like to be included in the drawing to win the opportunity to purchase this collectible by September 14th.

Key Terms:

Prototype A working model created of a product for the purpose of testing new processes, finishes, or decoration.

Experimental Run A pre-production run created to identify and provide concepts for evaluation.

Pilot Run A pre-production run is created to evaluate the process, quality, and cost for the normal production of the product.



ne Ever! Lighter Collectibles

Available
Worldwide



One Hundred Reserved for Zippo Click

By Brent Tyler

The second rare Zippo collectible available to collectors is the Z-Series. This first-run, limited production series of Zippo lighters is crafted from innovative materials and manufactured with state-of-the-art processes.

The limited edition Z-Series Copper Project yielded 21,441 pieces that met Zippo's stringent quality standards. The lighters are allocated to "Official Z-Series Retailers" in the Americas, European, and Asian/Pacific Rim countries and 100 are designated for Zippo Click members. Each lighter will have a unique laser mark indicating a region, along with the consecutive number.

"We are always investigating innovative lighter designs that will sustain the products' appeal to the vast community of collectors," said Mark Paup, Director of Zippo Global Marketing. "Collectors are always searching for the next rarest Zippo lighter, and the Z-Series is unlike anything they have ever seen."

Return the enclosed form if you would like to be included in the drawing to win the opportunity to purchase this collectible by September 14th.

Watch for the Armor Project, the second Z-Series limited edition lighter, in the coming months.



\$74.95



Zippo and Case *Celebrate*

By Rich Pedine

Zippo Click Collectors Club members came out in large numbers to join us in celebrating the 10th anniversary of the Zippo/Case union and the 10th National Zippo Day.

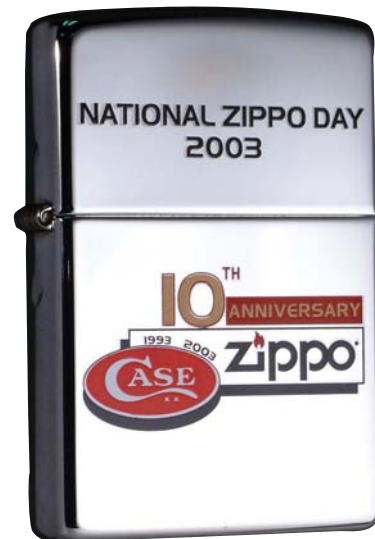
Many club members took the opportunity to renew their membership for the first time, in person, with Club Administrator Kathy Jones and Club Associate Larry Visbisky. They also registered many first time members and visited with Zippo and Case collectors.

Highlights of the two-day event included a presentation of Case knives to Zippo owners Sarah Dorn and George Duke by Case President and CEO Tom Arrowsmith and Case associates. More than 600 motorcycles participated in the Motorcycle Dice Run to benefit Kids with Cancer.

A perennial favorite with all collectors is the gigantic sale tent. This year was no exception as buyers snapped up hard-to-find lighters and knives, discontinued souvenir items, clothing and over-run lighters.

Visitors also took advantage of the free engraving at the Zippo/Case Visitors Center and had their photos taken with the world-famous Zippo Car. Exciting drawings and giveaways rounded out the fun-filled weekend.

Be sure to log on to zippo.com to check out spectacular photos of our favorite National Zippo Day moments.



This National Zippo Day commemorative features a high polish chrome lighter displaying the National Zippo Day logo on the lid and a full-color Zippo/Case 10th anniversary logo on the bottom with a Certificate of Authenticity.



Anniversary Edition



Product #NZDS03

\$130.95

This year's National Zippo Day coincided with the 10th Anniversary celebration of the Zippo and Case partnership. The special commemorative gift set, one of only 1,000 made, features a high polish chrome Zippo lighter and a Case Copperlock® knife both displaying the Anniversary logo. The numbered sets are packaged in a cherry presentation box. This is the first time a set has ever been offered for National Zippo Day. The collectible was available to members for pre-order and at the event.





New face of the Zippo brand

By Star Davis

As part of a corporate identity program to make the Zippo brand stronger on a global scale, a new graphic look was developed within the past year. A subtle chimney pattern was incorporated into designs of the flame necessities packaging, MPL packaging, Point-of-Sale items and more.

Zippo is pleased to announce that the next major step of the program is a running change in the black plastic box that a majority of our lighters come packaged in.

"The current black box no longer reflects the quality of the lighter inside. It was introduced in the late 1970's and this year marks its first major revision. We are really excited about the new contemporary black box as it represents the new face of the Zippo brand," explained Mark Paup, Director of Global Marketing.

One of the greatest features of the current black box is that it can become a self-displayer for a lighter. Collectors will be happy to know that the new black box also has this feature.

Zippo Click members should expect to see the new black boxes in stores this summer.

The next big step towards the corporate identity program is updating the in-store lighter displays. The preliminary work of the new Zippo display is complete; so stay tuned for more information on the process.

Celebrating 10 years of 'Fire and Slice'

By Brent Tyler

Ten years ago, two of the world's finest companies came under one ownership. Zippo Manufacturing Company purchased W.R. Case and Sons Cutlery and the two companies never looked back. They have over the years proved that one small town is big enough for two of the biggest names in quality craftsmanship.

For more than 100 years, Case has handcrafted the world's finest knives. Zippo has produced windproof lighters for more than 70 years. There is no doubt that these two companies exist today because of their quality products, attention to detail, and loyal following of knife and lighter collectors.

A family owned company for over 80 years, Case Cutlery passed out of family ownership in 1972 and into the hands of American Brands, a large conglomerate company. James K. Parker purchased the company in 1988 and later sold it to River Associates in 1990. Three years later Zippo bought W.R. Case and Sons Cutlery Company.

Shortly after Zippo purchased Case in 1993, a small one-room museum and company store were opened. The Zippo Family Store and Museum was located on Congress Street, at the site of the current Promotional Products Division. It paled in comparison to what we have today, but it laid the foundation for the spectacular Zippo/Case Visitors Center. The Zippo/Case Visitors Center was officially dedicated at the Zippo/Case Swap Meet in 1997 and has been host to the event ever since.

In 1994 the first National Zippo Day was held with great success. Zippo and Case presidents Mike Schuler and George Brinkley, respectively, decided it was time to bring the two companies together for one giant Zippo and Case collectors convention...and the Swap Meet was born. After holding the Swap Meet in 1995, 1996, 1997, and 1998, it was decided that there needed to be some off time in between. Today, the Swap Meets bring together thousands each even numbered year to trade lighters, knives, and most importantly, stories.

Today, collectors support the two companies by actively participating in the Zippo Click and Case Collectors Club. Twenty years after its inception, the Case Collectors Club (CCC) boasts more than 17,000 members and is the largest knife collectors association of its kind. The young Zippo Click, initiated in July of 2002, has nearly 3,000 members on its roster. These two clubs offer a forum in which enthusiasts of lighters, knives, or both can enjoy the company of those with an interest in the finest products in the world.

Not only do some collectors share an interest in both companies, the current President and CEO of Zippo does as well. Before coming to Zippo, Greg Booth served as chief executive of both Case and Kendall Oil. "It has been a real pleasure to have been with the top three companies in Bradford; three top companies known the world over," says Booth.



Andy Warhol *inspires* Zippo Click Poster

By Star Davis

Have you seen the first-ever Zippo Click poster? To promote interest in the Zippo Click Collectors Club, Zippo artists were asked to create a poster that could be used for giveaways, at retail locations, and for special events.

The Click poster reflects the style of American painter Andy Warhol who played a major role in the pop art movement of the 1960's and 1970's. Warhol showcased icons like Marilyn Monroe, Campbell's Soup cans and Elvis Presley in his works, using bright colors and endlessly repeating the images. Because the Zippo lighter is an icon, the Zippo creative team of April Lecceardone and Amy DeGolier gave the poster the Warhol touch.

The poster was designed by April Lecceardone, Graphic Designer (pictured below) who incorporated Zippo founder George G. Blaisdell and the world famous Zippo lighter.



Zippo Click Gift Shop *Anniversary Sale*

SAVE
20%



Use discount code
CM70320 when ordering.
Offer valid until 9/30/03.

Dale VerVoort, Art Director, and April Lecceardone, Graphic Designer, wear two of the many Zippo Click apparel items available at the Zippo Click Gift Shop at BrandLocker®.

Visit the 'Zippo Click Gift Shop' at zippoclick.com today!

NEW zippoclick.com

By Larry Visbisky



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my click

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collecting

classifieds

auctions

forums

chat

fun center

merchandise

tour

join

contact

links

my click

my classifieds

my messages

my inbox

my profile

member sites

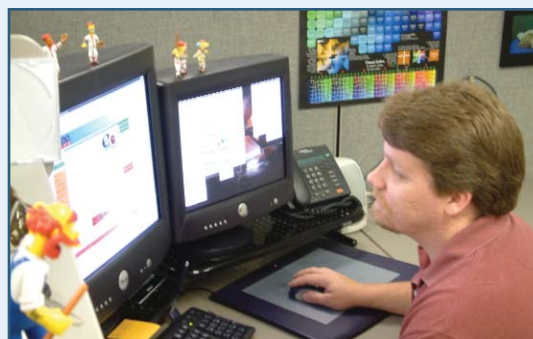
A new **zippoclick.com**! Members logging into the members-only website will be treated to a totally updated site with added features like member chat, auction, member e-mail (your user name@zippoclick.com), and enhanced classifieds and forums.

Members can interact in the Click chat room, a real time live chat area. The chat room will feature Zippo personalities in upcoming question and answer sessions. Check zippoclick.com for the featured guest chat schedule.

Members can buy or sell Zippo lighters in the auction, and upload photos of Zippo items to sell in the classified pages.

"The functionality of the website has been designed and developed to accommodate all levels of users from advanced to beginner," said Darryll DeCoster, Senior Internet Designer.

Click to zippoclick.com to experience the all new website.



Darryll DeCoster, Senior Internet Designer, was a team leader on the creation of the new site.

contests

search

help

Play to Win!

Log on to **zippoclick.com** for a new game at the beginning of each month. Enter to win a Zippo lighter, t-shirt, paperweight, fuel canister, leather pouch, book, mini duffle bag and a free one-year membership to Zippo Click. Contestants may enter once per day. Winner will be selected on the last Monday of the month and will be notified directly. Click to the "fun center" page on zippoclick.com and play to win today!

Live Web Chats Clickin' All September!

By Rich Pedine



Linda Meabon

Things are really heating up on **zippoclick.com** this summer. Exciting one-hour live web chats with special Zippo guests are guaranteed to spark your interest.

Linda Meabon, Museum Curator/Archivist, will be live on zippoclick.com, September 9 at 5 p.m. (Eastern Daylight Time) to talk about the rich history of Zippo and Zippo lighters. She will

help you identify your lighters and answer questions you may have.

On September 16 at 5 p.m., Ron Meister, Product Development Manager, will join collectors to discuss upcoming projects from Zippo's development team. Meister will also be taking your ideas and suggestions for what you would like to see from Zippo in the future.

Get your brains clickin' now, and have your questions and ideas ready for some informative Click Chat!



Ron Meister



George G. Blaisdell



Blaisdell Avenue runs alongside the childhood home of Mr. Blaisdell. It continues to be one of the most beautiful homes in downtown Bradford today.

The Blaisdell Legacy in Bradford

By Rich Pedine

Taking a trip around Bradford, Pennsylvania is a great way to see the legend of George G. Blaisdell. As creator of the Zippo lighter, he founded a company that continues to be a hallmark of this small town in the middle of the Allegheny National Forest in northwestern Pennsylvania. His family name carries on a tradition of quality and dedication to the Bradford area community.

Many youngsters get their first taste of the Blaisdell legacy at George G. Blaisdell Elementary School, and other Bradford residents live on Blaisdell Avenue, located just up the road from the Zippo/Case Visitors Center. Members of the Pennhills Club in Bradford enjoy meals and a view of the golf course in the Blaisdell Room, where Mr. Blaisdell himself had a hole-in-one for the 6th hole on October 4, 1950. The Blaisdell Foundation School on the corner of Jackson Avenue and Kennedy Street provided specialized education to Bradford area youth for many years as part of the Bradford School District. The Blaisdell family's dedication to higher education continues today with the Blaisdell Hall on the University of Pittsburgh at Bradford campus.

Bradford owes much to Mr. Blaisdell. Zippo strives to meet his superior standards for product quality and customer service and will continue to build upon his dedication to bettering the community that he was such an integral part of during his life.



Upon completion next year, Blaisdell Hall at the University of Pittsburgh at Bradford campus will house the Communication Arts, Music, and Art departments as well as a 500-seat theater, black box theater, and music recital and rehearsal rooms.



George G. Blaisdell Elementary School, built in 1980, has provided a quality education to generations of Bradford's youth.



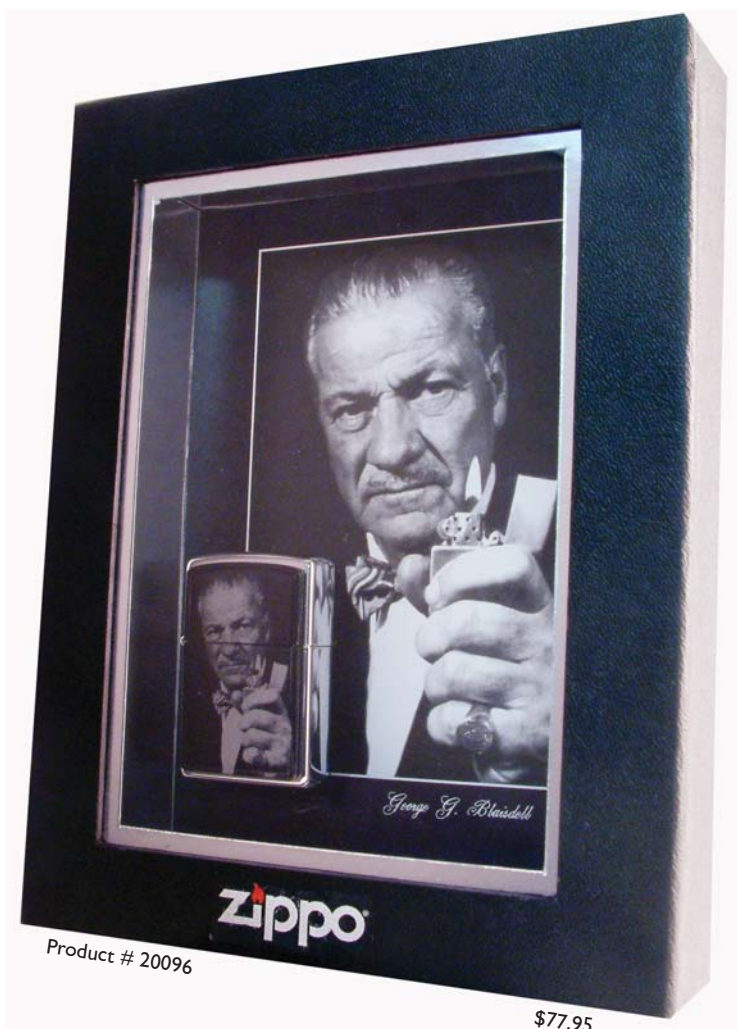
The Blaisdell Foundation School in downtown Bradford provided countless special education students with a quality learning experience.

ell Tribute

2003 Zippo Click Collectible of the Year



The classic high polish chrome lighter features a black anodized aluminum chip with a photo etched portrait of Mr. Blaisdell holding his iconic creation.



Set against a classic photograph of Mr. Blaisdell, the GGB Tribute lighter is presented in a magnetic shadow box.

George G. Blaisdell created the very first Zippo lighter in Bradford, Pennsylvania in 1932. Now, over 70 years and nearly 400 million Zippo lighters later, we are proud to introduce the George G. Blaisdell Tribute Lighter.

This commemorative will be produced exclusively for Zippo Click Collectors Club members, and is available for a limited time only. Special tribute lighters will be manufactured only for orders received by September 30, 2003. Use the enclosed form to order yours today!

Collectible will be shipped December 19.

* Packaging will vary slightly.





Zippo lighter collectors and Case knife collectors have one major commonality: they both treasure a quality product manufactured in Bradford, Pennsylvania. Both also have the opportunity

to join an official Zippo or W. R. Case & Sons Cutlery Company sponsored collectors club.

Over two decades of success qualified the Case Collectors Club to serve as a benchmark for the fledgling Zippo Click Collectors Club when Zippo began making plans two years ago. An important contributor to beginning both of the clubs was Bill Galey.

Galey joined Case as Assistant Sales Manager in 1975. Overwhelmed by the number of collectors who called on a daily basis wanting information about their knives, Galey and a co-worker, Bill Derby, conceived the idea of an official company sponsored club for all Case knife enthusiasts.

In 1981, the Case Collectors Club was started. Galey assisted in creating special knives with unique handles for sale to club members as part of their member benefits.

"The club was successful right from the start with 426 members joining the first year. I am proud of the continued growth and success of the Case Collectors Club," said Galey.

Although he thoroughly enjoyed selling knives, a career

opportunity lead him to join Zippo in May of 1981 as Customer Service Manager.

Not only was Zippo another good place to work in Bradford, but he also had family ties at Zippo. By his side when he began was his father Bob Galey, who at the time was Zippo's President and CEO.

Within five months of joining Zippo, Galey was named the Regional Manager of Ad Specialty and later the Wholesale Manager, juggling all three positions at once. In due time, he became National Sales Manager of Ad Specialty (currently known as Promotional Products), a position he still holds today.

A charter member of Zippo Click, Galey shared his knowledge and expertise in developing a club with the strategy team charged with starting a collectors club for Zippo lighter enthusiasts.

A year ago, he took on one of the biggest challenges of his career. Zippo reorganized the Promotional Products department as a new division, with a greatly expanded line of new products, new imprinting methods, and even a new location. "I am positive the Zippo Promotional Products Division will be a huge success in the industry," said Galey.

"Zippo is the kind of place where it is fun to come to work everyday. It's a great company and I really enjoy the people I work with," said Galey.

In his spare time, Bill enjoys golfing, fishing, and spending time with his wife Diane and their sons Bob and Brian.

It's people like Bill Galey that make Zippo and Case such great companies. Zippo and Case may be celebrating their 10 years of partnership, but as you can see the connection between the two companies goes back even further.

Where in the world is Zippo?

My wife and I were leaving a restaurant one evening. As we walked toward the car, I noticed two older couples walking around my car and looking at the license plate.

As we approached my car, one of the women called over and asked me "Are you the president of Zippo?" "No, I just collect them," I said. "I told you so," said one of the men, "that company is in Pennsylvania, not Ohio!" Of course, he hadn't had the nerve to ask me like his wife did. We had a good laugh all the way home.



John Yeargin,
Zippo license plate contest

Collecting Sharp Masterpieces

By Larry Visbisky

Case knives are synonymous with handcrafted quality.

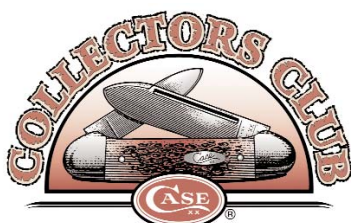
Revered as true masterpieces of American workmanship, each is unique in its own way and crafted, just like Zippo lighters, in Bradford, Pennsylvania.

The rich history of W. R. Case & Sons Cutlery Company began in upstate New York in 1889. Salesmen peddled Case knives out of the back of wagons, and the groundwork was laid for the excellent reputation Case still deserves today.

In 1902, that foundation became the premise upon which W. R. Case & Sons Cutlery Company was founded. By 1905, the company had uprooted and moved to Bradford.

In 1981, in response to the growing popularity of knife collecting, Case founded

"I am very imPRESSED with the amount of PRide and care case has for associates, collectors and dealers."



the Case Collectors Club (CCC). The purpose of this organization is to foster and preserve the future of knife collecting, while protecting the Case collector and their investment. Charter members totaled 426 in the first year. Twenty-two years later, membership surpasses 17,000 and the club has evolved into the largest knife collecting association of its kind in the world.

The CCC is committed to providing its members with exclusive Case collectibles and promoting member participation. "It's their club, here to represent their interests," stated Case Marketing/Communications Manager, Shelley Swanson. "Member participation makes the Club grow. It's a cycle of communication and Case tries to always be accessible to Club members."

"I am very impressed with the amount of pride and care Case has for associates, collectors, and dealers," stated Lisa Boser, Collectors Club Administrator.

Members receive The Case Collector, a quarterly full color magazine, a copy of the annual Case product catalog, and previews of special events. Other members-only benefits include a free tour of the Case manufacturing plant, the opportunity to sponsor two Junior Members (ages 16 & under) free of charge, and the chance to purchase special Limited Edition Case Annual Club Knives and other exclusive collectibles.

The CCC features three membership categories. Collectors may purchase a Lifetime Membership for a one-time fee of \$100 or a Regular Membership for an annual fee of \$12. The third category is Junior Membership, which is free when sponsored by a paid Regular or Life Member.

Complete the enclosed membership application to join the CCC today. Visit wrcase.com or call 800-523-6350 for more information.



Anniversary Edition

zippo
C L I C K

National Zippo Day *Celebrates 10 Years*

By Rich Pedine



It seems like just yesterday, but we have been celebrating National Zippo Day here in Bradford for 10 years now. The event began in the summer of 1994 with Jim Zippo and Maria Danza broadcasting their popular syndicated radio show, "Zippo in the Morning," live from Zippo headquarters. When the event was a huge success, it was expanded to become the Zippo/Case International Swap Meet in 1995.

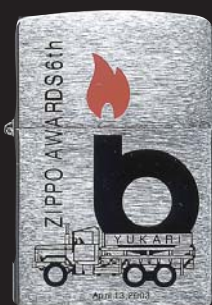
To commemorate each National Zippo Day and Zippo/Case International Swap Meet, Zippo has created a limited edition lighter packaged in a collector's tin. The first lighter featured Jim Zippo's radio show logo. In 1999, the next National Zippo Day not held in conjunction with a Swap Meet, two lighters were created, one commemorating the 50th anniversary of Zippo Canada and one with a quicksilver matte finish. The 2001 National Zippo Day lighter also tied in with the Collectible of the Year by featuring a reel of film along with the trademark Zippo flame. This year's limited edition Zippo lighter celebrates the 10th anniversary of Zippo acquiring W. R. Case & Sons Cutlery Company.

Pictured from top to bottom: (1) Jim Zippo was featured on the limited edition Zippo lighter created for the first National Zippo Day in 1994. (2) To celebrate the end of a century, a celestial theme was used on the 1500 Zippo lighters for National Zippo Day. (3) 'Hooray! It's National Zippo Day' proclaimed the 1000 silver screen street chrome lighters produced in 2001.



Zippo Clicker Shigefusa Abe and Toru Hiraiwa hold a piece from their Hard Rock Cafe collection that won them the most valuable exhibit award at the event. The collection showcased 400 items.

Hard Rock Display Wins Yukari Award



The Hard Rock Cafe lighter display of Shigefusa Abe and Toru Hiraiwa won the most valuable exhibit award at the 6th Yukari Zippo Awards. The bi-annual collectors' event was held at the Nagoya Summit Hotel on April 13, 2003.

Approximately 360 collectors gathered at the event to browse 56 exhibitor booths and buy, sell, or trade their Zippo lighters.

Yukari Zippo Station, Nagoya's largest Zippo retailer, sponsors the event. Check out some more photos from the event at zippostation.co.jp.



Collectors and exhibitors take time out to show off their favorite Zippo lighters at the 6th Yukari Zippo Awards.

6th Yukari Zippo Awards commemorative lighter sold at the event.

Gatlinburlier

Zippo U.S. Retailer of the Year

By Star Davis

The Gatlinburlier, of Gatlinburg, Tennessee took grand prize for this year's Zippo U.S. Retailer of the Year Contest, making them two-time winners as they also clinched the award in 2001. Greg Booth, Zippo President and CEO, and Mike Martin, Vice President of Sales, presented the award.

The contest was originated in 2001 to encourage Zippo retailers to promote the Zippo brand and increase sales. "There has been great participation from our retailers, but perhaps one of the most enthusiastic retail teams is Ira and Jan Lapides," stated Martin.

The Lapides have owned and operated the Gatlinburlier for 25 years. "The contest has inspired us to try a different approach to things," said Jan. "After winning last year, I made



Greg Booth and Mike Martin present the Retailer of the Year plaque to Jan and Ira Lapides at the Gatlinburlier.

it my goal to do it again in 2002. I started planning our display as soon as we received guidelines for this year." The Gatlinburlier is located at the entrance of the Great Smokies National Park in a mall where thousands of people walk by daily.

This year's grand prize landed them an all-expense-paid trip for two to the 2003 Super Bowl in San Diego. "We were so grateful for this opportunity from Zippo;



A distinctive component to their display was the use of plaster hands formed to demonstrate Zippo tricks.

it was more than just a game, it was an extravaganza," expressed Jan.

The contest was based on Zippo retailers who showed the best display featuring the 70th Anniversary Collectible. Spinning off the Friends For A Lifetime theme, the Lapides incorporated the idea that Zippo has made many friends around the world in its 70 years of existence, using globes, suitcases, travel stamps, and Friends For A Lifetime lighters to convey the message.

A distinctive component to their display was the use of plaster hands formed to demonstrate Zippo tricks. Jan stated, "When our customers come into our store, we want them to know we're unique and we want them to be happy."

To accommodate customers all over the world, the Gatlinburlier offers catalog orders and orders from their web site, gatlinburlier.com. Aside from their business, Jan and Ira enjoy spending time on their farm. Both consider themselves Zippo lighter collectors and Jan is a charter member of Zippo Click. Together they have hundreds of Zippo lighters in their collection, which they began approximately 35 years ago. "A Zippo lighter is like an investment, and we like to put our money into things of value," said Jan.

"On behalf of Zippo, we congratulate the Gatlinburlier for becoming the two-time winner of the Zippo U.S. Retailer of the Year Contest. It's great having people like the Lapides doing such a wonderful job promoting the Zippo brand," confirmed Booth.



Anniversary Edition

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C L I C K

BRADFORD'S PRIDE

Building an American Icon

By Rich Pedine

Very few will ever witness the making of an American icon from start to finish. Tours of the Zippo factory in Bradford, PA are a very special occurrence, but we have created a four part series for Zippo Click Collectors Club members showcasing the creation of a Zippo lighter.

Twenty-two different parts. One hundred eight manufacturing operations. That is what it takes to create the Zippo windproof lighter that collectors cherish.

Zippo currently produces approximately 45,000 lighters per day. Each Zippo lighter begins in the Receiving, Case Fabrication, and Buffing Departments at the factory in Bradford, Pennsylvania.

"Hopefully, by the time you read the last article in the series, you will share the pride and ownership each Zippo employee has in building a classic quality product," Fred Blackburn, Vice President of Operations, said.

Let's start at the very beginning...

Every day, trucks deliver the large coils of brass and other materials we use to build Zippo lighters. "The receiving stage has been streamlined due to the radio frequency system installed last year. Previously, all transactions were entered into the computer by hand," said Sandy Williams, Receiving Department supervisor. Zippo lighters are crafted from the finest metals including brass, stainless steel, sterling silver, 18-karat gold, copper, and titanium. "Only the finest quality metals are used to make a Zippo lighter," Williams stated.

Things are taking shape...

In the Case Fabrication Department, large coils of metal are made into Zippo lighter cases. Separate machines produce the top and bottom of each case. Two types of presses, progressive die and transfer, are used in this process.

Most brass and copper cases are made on presses that use a series of progressive dies to cut and form the metal. First, an oval-shaped piece, called a blank, is cut from the coil.

A metal webbing is stamped out of the blank holding the case in place as it continues through the press. The bottom of each case is stamped and the bottom is formed. The case takes shape as it passes through the press and is trimmed in this same machine. The parts are then sent to welding machines that complete the case.

In a transfer press process, the flexible coils of metal are fed through a series of dies that cut the material into an oblong shape, and then form the metal into the lids and bottoms of the lighter. A punch pushes the metal into each die, and as the dies get smaller, the lighter case takes on the trademark Zippo shape. The next operation trims the lid and bottom of the Zippo lighter case and cuts a notch for the hinge, which is added in a separate operation. The lighter bottom then moves to the stamping station, a very important department, especially to our collectors. The hinges are created on three progressive die machines that cut out the metal and curl the 'fingers' into 'knuckles,' creating the interlocking pieces.

After the bottom of a Zippo lighter is stamped, the raw lighter cases move through a welding machine, in a six-step process. The first employee puts the hinge on the machine, the second loads the lid, and the third employee loads the bottom case onto the welding machine.



Upon completing the welding process, Beth McCartney, inspecting welder operator, unloads and inspects each Zippo lighter.



Darlene Nuhfer and Betsy Ekdahl carefully remove lighter cases from the edge buffing machine.



Dan Rook, hand buffer, gives this Zippo lighter a unique, handcrafted finish.

The finish is just the beginning...

With the assembly of the outer lighter case complete, the Zippo lighter progresses to the Buffing Department to receive a unique finish. As Zippo collectors know well, the many finishes of a Zippo lighter are achieved through different processes. In the Buffing Department a Zippo lighter case will go to a high polish finish, brush finish or bead blaster machine, or to one of the hand buffers.

The lighters destined for high polish or brush finish are loaded onto a conveyer belt and sent through a machine with different buffers that polish the edges of the lighter to a higher polished finish. Brushed finish lighters continue through a set of six different abrasive belts while the high polished lighters take their journey through a set of eight soft wheel buffers. The type of wheel and compound used for each finish is different and creates a unique finish.

Many of the delicate and intricate designs on a Zippo lighter need special care, and the hand buffers handle these lighters. Employees buff the lighter cases by hand, using different compounds for the different types of finishes. The process is primarily used on precious metals and small production runs, although customers sometimes request this process to give their orders that hand crafted Zippo touch.

Yet another option in the Buffing Department is the satin finish machine, which blasts glass beads against the lighter case to create the unique finish. Every Zippo lighter is cleaned and dried after the finishing process. According to Wendy Arnett, department supervisor, "The department is rather unusual because of the custom care that each and every Zippo lighter receives. Many people have told me that the Zippo finish is one of the best in the world."

The creation of a Zippo lighter will continue in the next issue of Zippo Click Magazine.

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The three pieces are then welded together and ejected down a chute to a fourth employee who inspects the lighter. Zippo also uses a welding machine that has the lids, hinges and bottoms automatically loaded to it from the presses. One employee unloads and inspects the lighters after the hinge is welded to the case. It is the responsibility of every employee to build quality products by monitoring each process closely. One of the biggest challenges we face is welding the different metals. Gold, sterling silver, copper, and heavy wall brass all require different welding schedules and procedures. "Watching the transformation of a strip of metal become a lighter case is a unique experience. The fact that a single machine can perform the stamping, forming and trimming of a lighter case in one second with such consistency is fascinating," Roesch added.

Bottoms Up:

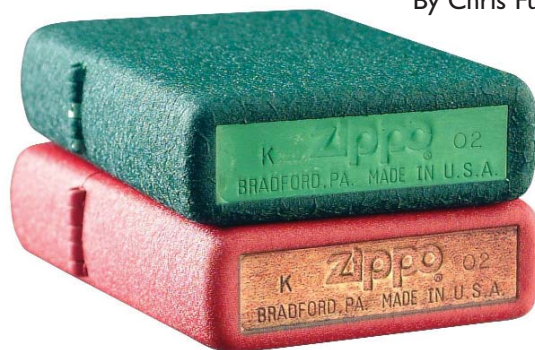
Laser process helps identify genuine Zippo lighters

By Chris Funk

Zippo is concerned that consumers in general and collectors specifically are getting genuine Zippo lighters when they buy. To help in that effort, Zippo is making the bottom stamp on powder coat (matte finish) pocket lighters more readily distinguishable.

The current powder coat process covers up the bottom stamp, making the date code, Zippo logo, and "Made in U.S.A." less visible. Zippo founder, George G. Blaisdell, had the bottom of each Zippo lighter made since the mid-1950's encoded with a series of dots and/or slashes so he could identify which run of lighters was being returned for repairs. What began as a quality-control tool for Mr. Blaisdell has become a collector's dream and a way to precisely date most genuine Zippo lighters.

A high-power laser burns the powder coat off the bottom of the lighter down to the metal to reveal the identification codes. First introduced in the Zippo 2003 Spring Choice Catalog on the new red and green textured matte lighters, this process will be implemented on all powder coat lighters by the end of 2003. This new process will make it easier for Zippo collectors worldwide to identify genuine Zippo lighters made in Bradford, Pennsylvania.



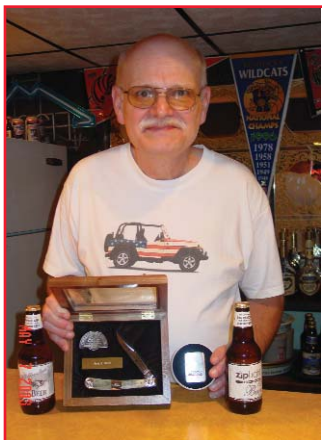
Currently, the month of manufacture is represented on the bottom left, by a letter of the alphabet with "A" representing January, "B" February, and so on. Since 2000, the last two digits, i.e. 02 for 2002 on the bottom right, represent the year.

The evolution of the coding system is available in the Zippo Collector's Guide and on zippoclick.com.

COLLECTOR *Profile*

Jack A. Smith

By Rich Pedine



Jack shows off his charter member Zippo lighter and Case knife. "They will never be for sale," Jack said.

Zippo and Case are proud to share our enthusiasts! We are even more excited when a member of one club joins in on the fun of the other. That is what makes collectors like Jack Smith of Florence, Kentucky so special to us. Smith is an old friend of Case, but has added Zippo lighters to his collection during the past three years.

One member benefit Jack really enjoys is zippoclick.com. It comes as no surprise that his username is casezipper! "I like playing the games on the site and seeing member reactions to the topics in the forums," Jack reported. He has purchased lighters from the classifieds on zippoclick.com and at the Zippo/Case International Swap Meet, but does not intend to sell any of his collection.

Collecting is a family affair for Jack. Two of his brothers in law are avid Case knife collectors. He also recruited his brother in law Dave Jones into Zippo Click.

Jack doesn't display his Zippo lighters, but loves to show them off to friends and family. He takes his collection to work to share with a group of co-workers that also enjoy collecting.

Jack became a charter member of the Case Collectors Club in 1981 and has been a lifetime member since 1990. He has collected between 300 and 400 knives since he began his collection in 1972.

Jack's favorite lighter, and the one most valuable to him, is his charter member Zippo Click lighter. His favorite Case knife is the gold pearl handle Bulldog knife he purchased in 1990.

In addition to his treasured Zippo lighters and Case knives, Jack is also an avid collector of Jeeps and arcade games. He has three Jeeps and seven arcade style games displayed in his family room.

Jack sees a bright future for Zippo and the club. He is looking forward to learning more about Zippo's history and the people that make Zippo lighters. He would like to see the return of some of the classic Zippo lighters in the coming years. He hopes to see Lifetime Memberships offered for Zippo Click someday.

We are proud to have Jack as a member of the Zippo and Case families!



Jack poses with co-worker and friend Debbie White, with part of her collection of more than 200 Zippo lighters. Debbie also collects Case knives.

Jack traveled to Bradford, Pennsylvania for the 2000 Zippo/Case International Swap Meet. A welder for General Electric in Cincinnati, Ohio, he attended his first Swap Meet to purchase Case knives for himself and Zippo lighters for his friend and co-worker, Debbie White. While in Bradford, he took the opportunity to tour the Zippo factory. "I was so impressed with the craftsmanship that went into the creation of a lighter, I purchased my first Zippo lighter," Smith said.

"If they ever start a Zippo collectors club, I want to be first in line. I wasn't first in line but I'm member number 158," Jack said.



Zippo Gets Dirty in Chile's Jeep Fun Race

By Rich Pedine

Since October 2002, Zippo has been a proud sponsor of the "Jeep Fun Race," a national off road racing series in Chile. The Zippo-sponsored Jeep is teamed with the Victorinox Jeep, and Zippo Chilean distributor, Martin Walbaum, heads the team.

Walbaum began racing three years ago, and Zippo joined in on the excitement after he shared some photos of the event with Henry Vigor, Zippo's Latin American Export Manager.

Walbaum has even created a special Zippo event as part of the race called "El Pozon de Barro Zippo," which translates to "Zippo mud pool." Participants in this event drive their Jeeps through a three-foot deep pool of water and mud. The fastest contestant through the mud wins a Zippo lighter. "You can't imagine what these guys are capable of doing for a Zippo lighter," Walbaum said.

Large and enthusiastic crowds attend the Jeep Fun Race, which delivers high-energy fun for all ages. The drivers are incredibly talented at maneuvering their Jeep at fast speeds around corners, over mounds, and through the deep mud, all while trying their best to avoid each other!

The "Jeep Fun Race" has been taking place in Chile for over 15 years. It is nationally televised, and the exposure for the Zippo brand is significant. As Walbaum says, "Everybody knows the event and the brands that take part." The Jeep Fun Race is comprised of several racing events that run during Chile's colder months from March through December.

Click Comments

I just received my Zippo Click membership pack and you really have done a great job! I spent a great deal of time going through everything. I haven't finished it yet.

The quarterly publication is fantastic – photos, articles, ads, stories, etc. Great job!

I did however; find in your New Products Showcase (spring issue) a small discrepancy. The Collector Edition 1955 Thunderbird is a 1956 Thunderbird. Us “car and gear heads” would notice that. I also noticed the 1957 Skyliner in the background. I owned one! (Colonial white/starmist blue)

I will be looking for one because it will be more collectible – like a stamp!

Thanks so much for the great job. I hope to make it your big “shindig” in July. See you there!

P.S. I'm also a life member of the Case Collector Club #L877. Case knives are the best! I just purchased a “Cheetah” Bonestag today. Beautiful products!

- Douglas Marshall, Number 2414

Editor's note:

The photo on the Zippo lighter in the Ford Heart and Soul Collection 1955 Thunderbird is accurate. Since there was not a photo of the 1955 Thunderbird by photographer Ken Ebert, the photo inside the acrylic packaging represents the 1950s.

Dear Click, I've received the limited edition final production run Zippo lighter of Niagara Falls. It's a beauty. Thanks from the Netherlands and keep on going with Click.

- motozippo, via zippoclick.com

Your comments are welcome and may be e-mailed to zippoclick@zippo.com or mailed to Zippo. Any letters and questions sent to Zippo Click shall constitute permission to be published in full or part unless indicated otherwise in the letter or question. Any use is at the discretion of Zippo Click. Zippo reserves the right to edit any correspondence.

Zippo Trademarks Shape

Zippo has been granted trademark protection for the familiar shape of the Zippo windproof lighter. The trademark was granted in the fall of 2002.

As a result of the ruling, Zippo informed wholesalers and retailers that they would have until June 30, 2003, to remove imitation lighters from their shelves. “Infringing lighters have misled consumers over the years,” said George Duke, third-generation owner of Zippo Manufacturing Company. “We have invested significant money to promote our high-quality products and build a globally recognized brand. We will aggressively protect this trademark by using our legal right to stop the manufacturing of infringing products.”

Many counterfeit lighters look a great deal like a real Zippo lighter. This is especially true of lighters that depict the designs and sentiments of the Vietnam War era. Zippo enthusiasts know that authentic Zippo lighters carry the Zippo logo stamped on the bottom and the Zippo trademark stamped on the lighter insert. The famous Zippo Lifetime Guarantee also accompanies every genuine Zippo lighter.

Buy It, Use It!



Product # 20438 \$23.95

Don't be afraid to put this Zippo Click Collectors Club lighter to good use. At your request, the official Zippo Click everyday lighter is now available.

Zippo's new color imaging process beautifully showcases the official Zippo Click logo on the mood indigo finished lighter.

Show your pride without worrying about damaging or losing a valuable collectible. Order yours today and make a real spark!

Harley-Davidson® AD, 1983:

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