

CLICK

zippo®

The
Art
of Zippo





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CAN YOU FIND THE ZIPPO FLAME?

On the cover of every volume of *Click* magazine, there is a hidden Zippo flame. Can you find it?



Collectors Club

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Letter from the President



We began this year with a celebration of a spectacular 2005 and a strategic plan that will guide us into the 75th year of our existence.

Your response to the new flame products we introduced last year, the Zippo Outdoor Utility Lighter and Zippo Mini Multi-Purpose Lighter™ was very gratifying. These new products are solidifying Zippo's position in the marketplace as "The Name in Flame." Of course, the Zippo windproof pocket lighter remains legendary. In fact, last June we proudly produced the 425 millionth lighter.

I hope you enjoy the fresh look of the new Zippo windproof lighters in the Complete Line Collection (CLC) catalog that accompanies this magazine and is available on zippoclick.com. Each year, we are continuously amazed to see the myriad of designs meticulously executed on the world famous Zippo windproof lighter. And, we are certainly proud of the efforts of so many Zippo employees who create beautiful pocket art that is functional and eminently collectible.

We appreciate your input on new designs and products. You probably remember that we asked members to vote on several proposed designs last spring. Did you notice the winning designs you chose, the Zipper and Seahorse, are now available on page 29 and 34 in the new CLC? Also, some of you may remember testing our new Zippo lighter fluid at the last Swap Meet. Due to your positive response, that new lighter fluid is now available at your local Zippo retailer. I'm sure you'll agree, it ensures top performance of your Zippo lighters.

Along with many new products, there's plenty to look forward to this year. We hope to see many of you at Zippo events including the Zippo 200 at Watkins Glen, several Click Tour events, and of course, the Zippo/Case International Swap Meet right here in New York City, the best in 2006.



Gregory W. Booth
Zippo President and
Chief Executive Officer



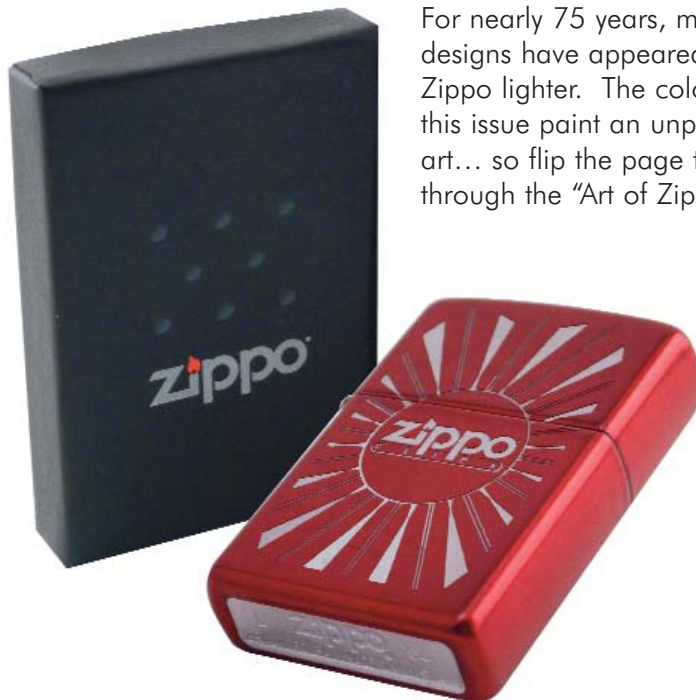
Letter FROM THE Administrator

Every Zippo lighter tells a story. My first Zippo lighter was a brushed chrome case with the downtown Bradford gazebo on the surface. To me, that lighter symbolized a special place, Bradford, Pennsylvania. Of course, the Zippo Click exclusive lighters like the member lighter pictured below are an important part of my collection too! The next time you're shopping for a Zippo lighter to add to your collection, take the Zippo Pocket Collectors Guide enclosed with this issue with you.

This year, there will be plenty of opportunities for you to share your Zippo treasures and tales with other collectors around the world. Plans are well underway for the eighth Zippo/Case International Swap Meet this summer. Join us for the member-only event on Wednesday, July 19, the dinner and auction on Thursday, July 20, and the Swap Meet on Friday and Saturday, July 21 and 22. Look in the collecting section on the new zippoclick.com for event information.

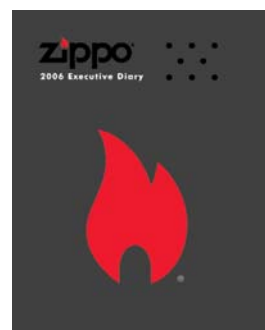
The new glossy Candy Apple Red translucent powder coat finish and sunburst Zippo Click logo and design make this exclusive member lighter shine.

#21063-000004
\$27.95



That's right, a new zippoclick.com! I'm sure you'll find the site to be user friendly with new features you've requested like the Zippo catalog and *Click* magazine archive, Click Together schedule and event registration form, and How To Spot a Fake Zippo Lighter.

Again, this year, we randomly chose 25 members to receive the 2006 Zippo Executive Diary and Zippo Japan desktop calendar. Members with at least one Click Point were eligible for the diary drawing. We appreciate your loyalty and help to make Zippo Click one of the largest lighter clubs in the world. If you'd like to learn how you can earn Click Points, go to zippoclick.com.



Zippo Executive Diary 2006

For nearly 75 years, millions of spectacular designs have appeared on the canvas of the Zippo lighter. The colorful palette of stories in this issue paint an unparallel picture of Zippo art... so flip the page to begin your journey through the "Art of Zippo!"

Kathy

Kathy Jones
Collectors Club
Administrator



No Problem, Mon...

By Pat Grandy

is a common expression across the Caribbean and it is a very appropriate description of owning a Zippo lighter. There is another Zippo connection to the Caribbean and as a Zippo Click member, you are invited to join the fun.



Zippo's Caribbean distributor, Goris Group, is sponsoring a Caribbean Design-A-Lighter contest. Entrants are encouraged to create designs with a

Caribbean theme, but any design can be submitted. To get you started, there is an entry form, "No Problem" pencil, and an especially created Zippo Caribbean tattoo enclosed with this issue.

Zippo already markets an awesome array of island-themed lighters as you can see on this page and on the front of the entry form. Wouldn't it be great to add any of these distinctive models to your collection? It

would be even more exciting to own a Zippo lighter that you created. You can if you are a winner.

Other cool prizes include the opportunity to have the winning design featured in the product line for the Caribbean market and a one-year membership in the Club (or a one-year extension for current members).

The Goris Group is planning to select more than one winner and has an extra prize for the creators of the top three selling designs – a sterling silver lighter. See the contest rules on the back of the form for additional prize details.

So, it's "No Problem, Mon" just get creative and start designing! Hurry, the contest ends June 30, 2006.



Note: Send your entry to the Goris Group at the address indicated on the form, not to the Club.



Hinging the PAST to the FUTURE

By Larry Visbisky

Zippo consumers have come to respect and admire two important features of the Zippo pocket lighter. It's American made, and every one comes with Zippo's famous lifetime guarantee that "It works or we fix it free™."

Years of consistent use can wear on the mechanical workings of the pocket lighter. The most common mechanical part of the Zippo lighter requiring repair is the hinge. Using only quality materials and steadfast workmanship, Zippo has changed the hinge design, thus strengthening the bond between the lighter lid and case.

This change may not be noticeable to the casual Zippo lighter user, but seasoned lighter collectors are sure to pinpoint the change immediately. The first cases manufactured with the new hinges bear the bottom stamp "B" and "05," which is the manufacture date of February 2005. A change in appearance is evident upon close inspection; the new hinge is slightly smaller in width as is the case notch. The new hinge also has larger 2nd and 4th barrel as opposed to its 1st, 3rd and 5th barrel.

Repair procedures for the new hinge will not change, but a repair stock of old and new style hinges will be kept to ensure that the hinge on a repaired lighter will be the same style the lighter originally had when shipped to the Zippo repair department.

Like the first 425 million pocket lighters manufactured over the past 74 years, Zippo is committed to continuing to manufacture a superior product. This new development will give pocket lighter consumers even more faith in the iconic lighter and our "World Famous Zippo Guarantee."



The first cases manufactured with the new hinges bear the bottom stamp "B" and "05," which is the manufacture date of February 2005.

Can you spot the difference?



Previous
Hinge



Current
Hinge

New Fuel - Burning for a Bright Future



By Larry Visbisky

Have you seen the new Zippo lighter fluid? Zippo is proud to introduce a new formula fuel – nicknamed “cool fuel” - with improved, industry leading performance.

Zippo began testing the cool fuel in early 2005. The mission: to develop fuel that would be better in performance, yet burn cleaner, create less irritation to the skin and have less odor.

Many long-time Zippo fans love the familiar smell of Zippo lighter fluid – we often hear stories about how the unmistakable smell recalls memories of a father or grandfather who used the pocket lighter. Some diehards might be upset with the change, but the reduced odor has its benefits. Lower odor is critical to hunters who want to keep man-made scents to a minimum. Also, some cigar smokers felt that the old Zippo fuel imparted an aftertaste that detracted from the flavor of the cigar. The new fuel is much less detectible.

Both old and new fuels are petroleum based, however the new fuel is more highly refined, containing cosmetic grade petroleum distillates. This is why it is less irritating to the skin.

The new formula required new messaging on the package so the graphics were recently updated on the fuel can. In addition to details about the improved fuel, Spanish text was added to the fuel cans for the convenience of Zippo’s Hispanic customers. The new fuel cans entered the U.S. market last fall. New bilingual graphics for Canada were also introduced. Similar new graphics are being phased-in for fuel distributed in all of Zippo’s overseas markets.

Of course, we always recommend Zippo lighter fluid for use in Zippo lighters – as a matter of fact, we think the new lighter fluid is the best fuel on the market. We hope you agree!



4 oz. can

12 oz. can

U.S. versions of the new fuel cans.



133ml can

355ml can

Canadian versions of the new fuel cans.



who is

WM

ViBES?

By Marty Ours

In 1992, Zippo released Born to Ride, a series of lighters by artist WM ViBES (William Vibes). Designs like Maiden America, which featured a scantily dressed biker babe, stirred plenty of controversy at Zippo. In fact, the edgy Born to Ride series was nearly rejected by Zippo executives prior to production.

Since their release, Zippo has received numerous inquiries asking who is WM ViBES? Following the Born to Ride series, no other WM ViBES artwork was released, but Zippo chose to protect William Vibes' anonymity...until now.

WM ViBES was not an individual artist. In fact, WM ViBES was actually a collaboration of six artists – all members of the World Famous Zippo Art Department...Rita Walters, Lynn McMillan, Steve Valenti, Jeff Bosworth, Arnold Evers, and Denise Swain. The name was generated from a combination of their names, using the first letter of each last name.

"We created the William Vibes name because we felt artwork with an artist signature would create more demand," explained Lynn McMillan, Zippo Graphic Artist. "The Born to Ride series was also unique because it was the first time Zippo artists had their own original art reproduced on a lighter. Prior to this series, our time was spent replicating logos and designs. Only the Art Director's original art was placed on a lighter; including the art on the Town and Country and Sports Series."

The Born to Ride series included eight designs available on either Black Matte or High Polish Chrome, and originally retailed for \$17.95 each. They were first available in July, 1992 and remained in the Zippo Complete Line catalog until 1994.





The First Zippo Artist

By Samantha Cibula

In 1946, Zippo was growing and business was booming. Up to that point, artwork for Zippo lighters had been done by independent artists outside of the company. With business picking up, Zippo founder George G. Blaisdell decided to hire the company's first in-house artist. He offered the position to Jack Clark, one of the artists who had been contributing artwork for Zippo.

"I started out in the small building across from 33 Barbour Street . . . everything was done in that building," recalled Jack. "I remember when I got there they had a desk for me and a drawing board, and every time it rained the water would drip onto my board."

Shortly after he was hired, he was given permission to hire additional artists. Jack hired 63 artists between 1946 and his retirement in 1983. He was the foundation in building a successful art department that still stands strong today. "Jack would give anyone a chance if they had talent," said 43 year Zippo artist Arnold Evers.

Jack's years at Zippo were marked by many accomplishments and fond memories. One of his greatest personal achievements was a portrait of George G. Blaisdell. Although several famous artists had tried to capture him on canvas, Mr. Blaisdell didn't like their work, so he asked Jack to paint the portrait. It took Jack six months to complete it. "I worked from pictures that were taken by Rudy Bickel," said Jack. "Sometimes I'd work on it for hours and sometimes I'd just have to get away from it."

Mr. Blaisdell cried when he saw the finished portrait.



Jack, hard at work on the painting.

Today the portrait, finished in 1972 and signed by Jack, is prominently displayed in the boardroom at Zippo. The portrait may be seen in the background of many

contemporary photos, including the executive diary photo of Sarah Dorn and George Duke as shown above.



The portrait was only one of the many highlights in his career at Zippo. On a daily basis, Jack worked very closely with Mr. Blaisdell on many projects and new ideas. "Mr. Blaisdell was a genius," said Jack. "He was on top of everything. A lot of the ideas during the time came straight from him... he would come up with an idea and I would try to put it on a lighter."

The Town & Country series was an idea generated by Mr. Blaisdell and Jack. "Mr. Blaisdell wanted to find a way to put my wildlife art onto a lighter, but wasn't sure how we could make the paint stick," said Jack. "I had just happened to read an article in the American Artist magazine that talked about a guy at a place in New York City called the Sculpture House, who had developed a paint that would stick."

Mr. Blaisdell didn't hesitate to send Jack to New York City, where he spent three days learning about the paint and the process. Jack found that the key to the process was baking the lighters after they were painted. "When I got back and we started the process, I actually took the lighters home and baked them in my oven," said Jack.

Today Jack resides in North Carolina and still keeps tabs on Zippo, visiting most recently last fall. As for the lighters in his collection, they are not for sale. Jack has been offered up to \$15,000 for one of his original lighters but the memories they hold cannot be priced. Jack's collection has been handed down to his grandson, Jason Barnes, in hopes of keeping the collection in the family.

The Art of Zippo

By Marty Ours

In 1936, when asked to place the Kendall Oil Company logo on a Zippo lighter, George G. Blaisdell realized his lighter appealed as much to fashion as to function... the lighter's surface could also serve as a blank canvas. And the "Art of Zippo" was born.

Today, the "Art of Zippo" evokes images of the millions of designs portrayed on the canvas of a Zippo lighter over the past seven decades... everything from company logos to pinup girls to automobiles to military insignia.

Many American and international artists have contributed to the "Art of Zippo". There has been much debate as to who is the greatest artist to ever use a Zippo lighter as a canvas. It's a question that may never be answered. One thing is certain, Zippo lighters have sparked more than just flames, and they have sparked the imagination of artists around the globe.

Let's take a look at some of the more famous artists whose artwork has been featured on Zippo lighters...



Jon Robyn

Zippo collectors are most familiar with Jon Robyn's *Mysteries of the Forest*™ Collectible of the Year, but he also created dozens of other designs that have been featured in Zippo catalogs. Pictured are two of Robyn's earlier pieces that were featured in the 1995-96 Zippo catalog.



Richard Wallich

In 1998, Zippo commissioned impressionist artist Richard Wallich for an exclusive series of works celebrating the splendor of song. There were four lighters in the series.



Ted Lapidus

In 1996, internationally acclaimed designer Ted Lapidus created a series of ten lighters with a nautical motif. These pieces originally retailed from \$23.95 up to \$51.95.



Burton Morris

Academy Award designer Burton Morris gained fame when his artwork was featured on the hit TV show *Friends*. In 2000, Morris designed four colorful Zippo lighters.



Stanley Mouse

Stanley Mouse gained fame from his bold album cover designs, poster illustrations, and book covers. Zippo presented a selection of ten of Stanley Mouse's greatest hits in the 1997 *Rock Art* collection. A year later, eight memorable rock images were added to the Zippo collection.



Gary Kelley

Kelley's work has been exhibited extensively in galleries across the country. He designed two Zippo lighters in 2000.



George Petty

George Brown Petty IV was most known for his classic pinup art of the 1930s. A series of six beautiful pinups were introduced in 1997. Six more captivating beauties were added in 1999 and four more in 2001 and 2002, respectively.



Keith Haring

Reading, Pennsylvania artist Keith Haring became one of the most popular artists of the late 20th century with exhibits in museums around the world. A series of four Haring designs were featured on Zippo lighters in 2000.



Istvan Banyai

Banyai is known around the world for his commercial illustrations and animation on countless album covers and magazine advertisements. He designed two front and back view lighters in 2000.



Traditions Collection™

This collection showcases original art by renowned tattoo artists. Five designs were introduced in 2005 and two new designs have been added this year.



Norman Rockwell

Over the course of 47 years, over 300 *Saturday Evening Post* covers featured the art of Norman Rockwell. Four classic Rockwell *Post* covers were reproduced on Zippo lighters in 2002. It was only fitting that a quintessential American product like the Zippo lighter would feature the art of a quintessential American artist like Rockwell.



Claudio Mazzi

A story about the Art of Zippo! would not be complete without mention of Claudio Mazzi. His airbrush art has been a favorite among many Zippo collectors throughout the world since 1996 when he began painting Zippo lighters.



Carson Waterman

Carson R. Waterman is one of the most renowned artists of the Seneca Nation of Indians. In 2003, he shared his art and the spirit of the Seneca people on a series of four Zippo lighters.



Guy Harvey

Famous for his fine detail in Marine wildlife art, Guy Harvey first offered his art on the Zippo lighter in 2002 and has been a standard issue to the Zippo line since that time.



Olivia De Berardinis

The world's foremost glamour artist has graced the canvas of the Zippo lighter with her stunning renditions of the female form. Six designs were introduced in 2004 and four new designs have been added to the 2006 Zippo collection.



Sam Bass

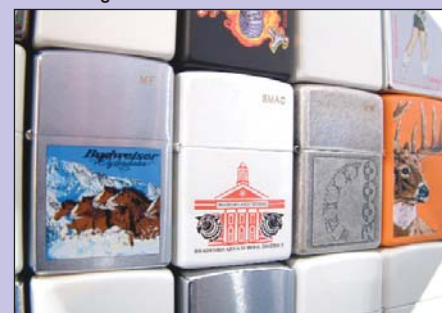
NASCAR's First Officially Licensed Artist, Sam Bass designs the Zippo's motorsports line of pocket lighters. Bass has his own art gallery in Concord, North Carolina, and a large following for his collectible prints and posters.

Zippo Art Department Artist's Row

Artists from the Zippo Art Department have re-created thousands of logos, original artwork, and licensed designs onto the face of the lighter. All too often their talents go unnoticed, because their names are not on the finished product. In reality, they are the backbone of all the cool designs that are seen on the face of the Zippo lighter.

If you have ever wondered what the artists themselves view as their favorites, look no further than the Zippo/Case Visitors Center in Bradford, Pennsylvania. One row of the 7 x 11 foot American Flag is aptly named Artist's Row. Each artist in the department chose what they felt was their best piece, original or recreated, and had it placed within the flag.

When assembling the American Flag of Zippo lighters, we thought it would be fitting to pay tribute to the gifted artists within our company. I explained Steve Mahon, Zippo Visual Display Coordinator. Each lighter is initialed, some may look familiar, but others will not because they are a one-of-a-kind!





THE CHOSEN ONES

Art Directors' favorite lighters

By Larry Visbisky

Throughout the past 73 years, Zippo artists have seen millions of designs pass through the art department. Each design reproduced on a Zippo lighter gives the lighter character and its own personality. In addition, a Zippo lighter can become an extension of one's personality, carrying the design of a favorite sports team, animal, logo, car brand, or even celebrity. The Zippo artists in the "World Famous Zippo Art Department" generate most of the graphics that adorn the face of a Zippo lighter. Therefore, we asked our former and current Art Directors to pick their favorite lighter.

Zippo's first Art Director, Jack Clark was hand picked by Zippo founder George G. Blaisdell to become Art Director in 1946. When asked about his favorite lighter, Jack couldn't narrow his choice to just one, but instead chose a collection of lighters, the Town & Country series not only because of the story behind the collection but also because he developed it! The series is also a favorite of lighter collectors who eagerly try to piece together, lighter by lighter, the rare and highly sought-after series.

The Town & Country series, first offered in 1949, employed a "paint-on-paint" process. The colors were airbrushed on the lighter one at a time after the surface was engraved to a .004 inch depth. The name Town & Country referred to the lighters in the series and the process used to create the artwork. The series was illustrated with eight icons: the mallard, pheasant, geese, trout, horse, English setter, lily pond, and the sloop or sailboat.

Jack retired in 1983, passing the torch to one of the artists in the department, Annie Rhoades.

"All the lighter designs are great," was the initial response to our question from Annie Rhoades, who began her Zippo career in 1952 and became Art Director in 1984. Annie held the position of Art Director until her retirement in 1988.

The slim lighters are Rhoades's favorite, but to narrow her choice, she picked the Diagonal Slim lighter, which featured a fleur de lis pattern.



Town & Country series lighters in mint condition are a rare find for collectors.

The Diagonal Slim Zippo lighter featured a fleur de lis design pattern and like most slim lighters was popular with the female consumers.





Current Art Director, Dale Ver Voort, visits with Zippo's first Art Director, Jack Clark, during National Zippo Day 2005.

"The first lighter that I really liked was the fleur de lis engraved design. There have been so many beautiful ones over the years and with the new engraving options, it's hard to pick a favorite anymore," said Annie. "One of my greatest memories about working at Zippo was when Mr. Blaisdell would come through the departments always smiling and knowing each employee's name," stated Annie. "I am proud to have been a part of Zippo."

Harry Schreiber began his tenure at Zippo in 1961 and became Art Director after Rhoades retired in 1988. He held the position until his retirement in 2000.

Harry is a fan of the brush chrome lighter. "The brush finish lighter feels good in your hand, and doesn't show smudges like a high polish lighter," said Harry.

The moon landing graphic is a design very dear to Harry, a design created by his fellow employee and close friend, the late Paul Hadju. "The moon landing graphic was great, and at the time it was exciting that we were putting this historical event on a Zippo lighter," said Harry. The moon landing lighter was developed in 1969 and was the last lighter to ever be produced using the Town & Country paint process.

Present Art (now Creative Services) Director Dale Ver Voort didn't hesitate to share his favorite. Dale's pick is a Zippo lighter produced for Philip Morris International using a reverse etch process. The lighter features the reverse etched graphics of the letter "M" representative of Marlboro and a steer skull on a street chrome lighter.

"I like the design and reverse etch process, it looks as if the design is lifted off the lighter, it's a nice look; definitely my favorite," stated Dale.

Being the Art Director has its perks, especially if new designs and cutting edge graphics are your cup of tea. "It's great seeing all the different designs; each day we have 20 – 30 new designs," said Dale. "It truly amazes me how everyone wants to see their design on a Zippo lighter," he concluded.

What is your favorite Zippo lighter? Whether it's the first lighter you received as a gift, the lighter you searched years to find, or maybe it's time to find a new favorite. Regardless, there always seems to be a favored lighter, the one that is chosen to stand above them all. Show us your favorite Zippo lighter on zippoclick.com.



The moon landing was the last graphic produced using the Town & Country paint process in 1969.



The reverse etch on the street chrome Zippo lighter produces a stunning effect.



Zippo Yokohama Swap Meet

By Marty Ours

Zippo Click members are familiar with the biennial Zippo/Case International Swap Meet held in Bradford, PA. However, many of you may not be aware that another Swap Meet held around the world.



Hiroshi Kohara, stands at the Yukari Zippo Station exhibit at the Yokohama Swap Meet. Hiroshi is the owner of Yukari Zippo Station, one of the largest Zippo retailers in Japan, and hosts Club Zippo Station. For information about the club, go to zippostation.co.jp.
Photo courtesy of Hiroshi Kohara

On November 5 and 6, Zippo collectors from the Eastern Hemisphere converged on the Red Brick Park along the Pacific Ocean for the 2005 Yokohama Swap Meet in Yokohama, Japan. It may have been held a great distance from Bradford at a drastically different setting, but in many ways, the event resembled the Zippo/Case International Swap Meet in Bradford. Thousands of Zippo enthusiasts attended, thousands of lighters were bought, sold, and traded; and even the popular Zlinko board made an appearance. An exclusive Swap Meet auction, on-site repair service, and a performance by a country western band rounded out the Swap Meet activities. The event was organized and hosted by Zippo Japan.



"Zippo Japan commemorated the event with hats, t-shirts, pins, and of course Zippo lighters," explained Rick Pedine, Zippo Export Manager for Asia. "Two commemorative Yokohama Swap Meet lighters, each limited to only 800 pieces, were offered to attendees."

In all, 137 vendor tables displayed Zippo lighters. "I was very impressed with the passion of the Zippo collectors," said Violet Snyder, Zippo Global Licensing Manager. "They have a real sense of pride in their collections and designed beautiful displays".



European Collectors Unite for Swap Meet

By Larry Visbisky

The first European Zippo Swap Meet, "1. Europäisches Zippo-Sammlertreffen," held in Germany last July 15 – 17; the same weekend Zippo celebrated National Zippo Day in Bradford.

The event was held at Bistro am Sonnenstuhl in Randersacker, Germany and organized by the Zippo lighter collecting club Zippo Flamme Deutschland. Lighter collecting clubs from the Netherlands, Switzerland, Austria, and Italy were invited to the event.

The weekend was filled with several activities including drawings for Zippo lighters, auctions, music, and games. Swapping and trading is always the focus of any lighter event for collectors eager to purchase a special Zippo collectible lighter.



The European Swap Meet lighter, limited to 100 pieces, was available to attendees at the event.



Zippo Flamme Deutschland officers (back left) Kay Schmitt, club secretary; Christian Hammerl, Vice President; Willi Meyer, President; (front left) Frank Hartung, Treasurer; and Harald Blank, Second Vice President pause for a photo with Frank Baumann, Sales Manager from Zippo GmbH during the event.
Photo courtesy of Zippo GmbH

Highlights of the Swap Meet included displays of the largest private Harley Davidson and Mazzi Zippo lighter collection in Germany. The event also welcomed special guests throughout the weekend, including artists Josef Bauer (Femina Universa and Tiki Girls), and Rolf Gerster (Vietnam Zippo lighter expert in Germany).

Log on to zipposammler.net for photos of the event; sponsored by Zippo's German distributor, Zippo GmbH.



What^{\$} it Worth?

By Earle Miller
StudioShowroom.com
Zippo Click Member

After many years of selling Zippo products, I couldn't count the number of times I've been asked this question. It's an easy question, yet difficult to answer - correctly.

A fair value for a Zippo product is simply what a buyer and seller agree to.

There are many factors to consider in determining the value of any collectible, including Zippo products (many Zippo fans collect more than just lighters). Once you consider the basics (such as High Polish Chrome, imprint, or date) the next factors of importance would be condition and demand. Condition is rather well understood. Demand, on the other hand, is more complex.

Popularity drives demand regardless of the production numbers. A relatively small supply created by short availability (single year release), limited licensing period, intentional limited production, or the occasional production problem can dramatically affect demand. These factors alone or in combination will set a base value - often using Zippo's published retail price as a starting point.

I strongly advise anyone with a Zippo treasure they'd like to value or sell, to do some research. Lighter collector organizations, including Zippo Click, offer easy access to comparable sales. You may not be able to find the exact item being sold, but use the most unique

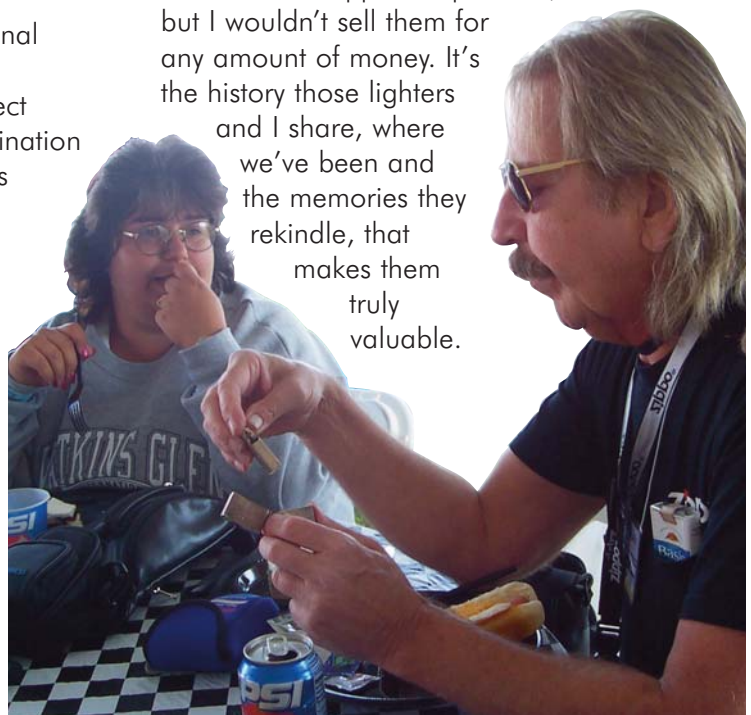
aspect of the lighter you have, or wish to obtain, as a starting point and match as many additional features as possible to any recent sales information you find.

Then there's the Trump Card; provenance! Provenance can make an otherwise standard #200 Brushed Chrome Zippo lighter a treasure of serious value. Simply put, who does or whom did it belong to? Frank Sinatra's Brushed Chrome Zippo lighter would be incredibly valuable IF the ownership is documented by pictures, written letters mentioning the lighter, or a purchase receipt.

Finally, a word of advice, if I may...today's Zippo lighters are tomorrow's collectible. Don't focus too much on the 'Holy Grail' (that lost 1933 in mint condition); instead collect pieces that appeal to you, your life, and personal taste, and create memories with that special Zippo lighter you always carry with you. My most valuable Zippo lighters wouldn't turn heads at the Zippo Swap Meets, but I wouldn't sell them for any amount of money. It's the history those lighters

and I share, where we've been and the memories they rekindle, that makes them truly valuable.

Earle Miller gives Andrea Bean information about the sterling silver Zippo lighter with a map of Japan that belongs to her husband, Paul at the Click Together in Watkins Glen last year. The lighter was a graduation gift to Paul from his father.





Keeping the History Alive™

RICKERSON & PRYDE

By Larry Visbisky

The third release of the Zippo Heritage Series honors Zippo's first factory located on the second floor of the Rickerson and Pryde building in Bradford. This is one of the most significant landmarks in Zippo's 74-year history.

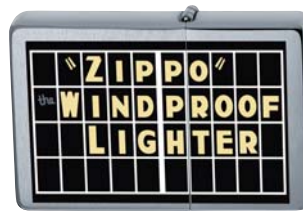
In 1933, Zippo founder George G. Blaisdell rented Zippo's first factory for \$10 a month. Three employees worked in the factory including Mr. Blaisdell, who also managed sales of the lighter.

This limited edition set features an intricately detailed 3-dimensional Shelia's® wood replica of the Rickerson and Pryde building, which frames an equally detailed Zippo pocket lighter depicting a portion of the structure. Each lighter and replica building in the set is numbered and limited to 1,500 sets.

Earle Miller and John Cinelli, Zippo retailers from The Studio®, located in Lost River, WV, conceptualized the Zippo Heritage Series in 2002. The duo commissioned

Shelia Thompson, designer of three dimensional wood building architectural miniatures to create and produce the structures for the Zippo Heritage Series over a ten-year period. The first two collectibles were the Philo Blaisdell House and the former Bradford Country Club building.

The Zippo Heritage Series is available at the Zippo/Case Visitors Center and StudioShowroom.com.



The lighter graphics feature the Zippo sign from the multi-paned window which has become an iconic symbol from Zippo's early days.



The front of the replica beautifully details Zippo's first factory. The back features information on the building and its historic significance to Zippo.



Collector Profile

Paul Fleming

By Samantha Cibula

New Zealand native Paul Fleming has been an artist his whole life. He began to study and practice the art of calligraphy at 14. When he was 20 he progressed into engraving, and by 34 he was learning the art of sandblasting. Paul is a proven craftsman, freethinker, and now a newly recognized Zippo artist.

Paul first fell in love with Zippo windproof lighters years ago when he received a slim scrimshaw Zippo lighter from a friend. It wasn't long after he encountered his first Zippo lighter that he found out Zippo had already manufactured over 300 million lighters. He then decided that Zippo lighters were a special product and wanted one with a design that nobody else would have. He decided to dismantle the plates that were on his slim scrimshaw lighter and put on black anodized ones. He then engraved his first original artwork onto a Zippo windproof lighter. Today Paul is an approved Zippo artist/engraver selling his original one-of-a-kind pieces of artwork on Zippo lighters.

You might have seen Paul's work at the Zippo/Case International Swap Meet 2004. He displayed his unique lighters, explained to collectors his passions for the product and art, and sold his designs at his table. His unique pieces are available at a store located at Shop 9 Chancery Lane, 120 Gloucester Street, Central Christchurch, New Zealand, or online at freespirit.net.nz.

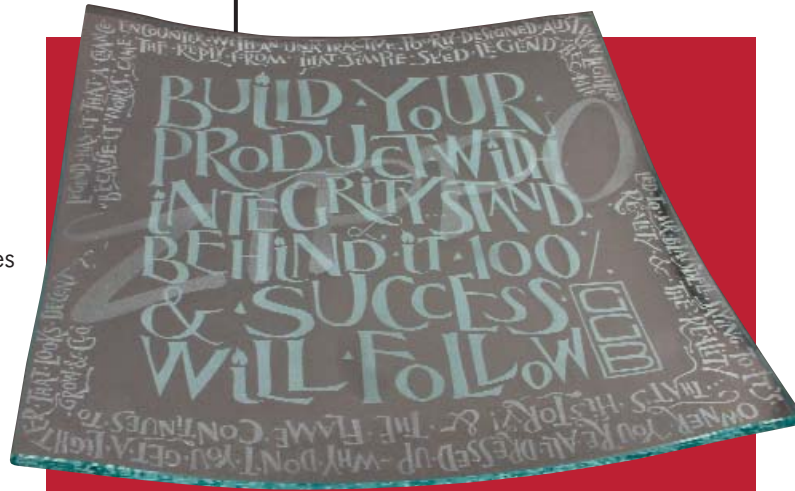
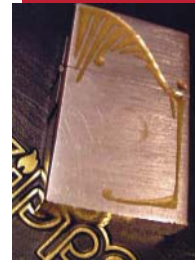
"Reactions from people at Swap Meet were incredible...I had people leaving the stand in tears," said Paul. "People could not believe what I was doing."

Paul has never duplicated a design so each piece is truly unique to the person who purchases it. Paul's designs include engraving and sandblasting.

"My designs come naturally... most of them just happen," said Paul.

Some of his designs include uplifting quotes or images based on what he sees, reads, and experiences. His work is also influenced by South Pacific design calligraphy. Paul presented Zippo with the engraved glass piece to the right in January 2003.

Paul's latest goal is to help promote Zippo on a worldwide basis. He would like to educate people on the history and quality of Zippo.





Zippo Art in Other Forms

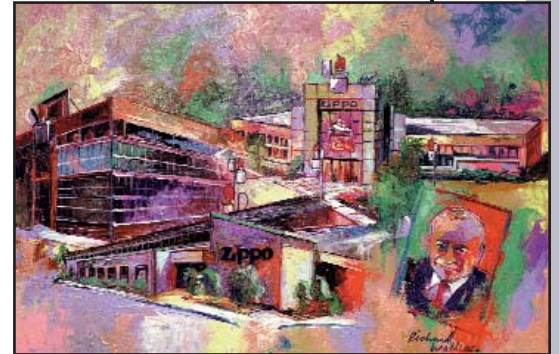
By Marty Ours



Reflections in a Zippo by Philip Burke

Acclaimed pop artist Philip Burke executes in oils on enormous five-to-six foot canvases. Burke takes well-known faces and seemingly twists them inside out.

In honor of Zippo's 65th Anniversary, Burke painted a self-portrait reflected in a Zippo lighter.



Zippo Buildings by Richard Wallich

Acclaimed impressionist Richard Wallich created a vivid, colorful collage of the Zippo buildings and donated the original painting to the 1998 Zippo/Case International Swap Meet Auction. Wallich has also created an exclusive series of Zippo lighters.



Inlaid Wood Picture of Zippo Lighter by Giovanni Cocciarficco

Using 21 different types of wood, Giovanni Cocciarficco fashioned a picture of a Zippo lighter. The lighter is surrounded by borders made of different woods, and is decorated with a complex pattern featuring multiple woods and colors.

Zippo by Cesar

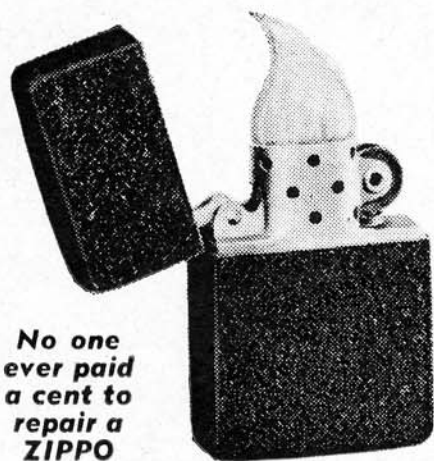
A unique compression sculpture of 800 Zippo lighters by French master sculptor Cesar was presented at the grand opening of the Zippo/Case Visitors Center in 1997 and remains on prominent display in the museum.

Cesar's compression art reflects the progress and industry of the 20th century. As a worldwide cult icon, the Zippo windproof lighter was a natural medium for his creative hands.





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The drawing was designed to add a little humor to the serious mood of the day. It is an early example of the art of Zippo.