



The Official Publication of the Zippo Click Collectors Club

Inaugural Issue 2002

**Meet the
Newest
Member Of
The Zippo
Family**

**A Gift
From
Generation
To Generation**

**Bradford Mayor
Packs Zippo
Lighters**

**Zippo Sparks
European Sky**



The Zippo Click

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Letter From The President

It is with great anticipation that we introduce the Zippo Click Collectors Club!

A Zippo-sponsored collectors club has been in various stages of planning for over two years. To see it become a reality in this, our 70th Anniversary year, gives me deep satisfaction.

Be sure to check out the new zippoclick.com website where you can share your enthusiasm for collecting Zippo lighters with other members. Buy, sell or trade in the classified pages, message other members, and get the latest Zippo news.

We appreciate the efforts of the Zippo collectors club strategy team who initiated Zippo Click and the many Zippo employees who assisted in getting this club off the ground.

Most of all we thank you, our collectors, for your patience and support during this time of development. We know you are as excited as we are to have the Zippo Click up and running.

We welcome you wholeheartedly, and welcome your suggestions for the club.

A handwritten signature in dark ink, appearing to read 'G. W. Booth'.

Gregory W. Booth
Zippo President and CEO

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By Star Davis

Consumer research conducted a couple of years ago fueled the strategy behind establishing a Zippo – endorsed club. A surprising 4 million people in the U.S. alone identified themselves as collectors of Zippo lighters.

For over a year, the Zippo collectors club strategy team met to build the foundation of our first-ever Zippo collectors club. Led by Peggy Errera, Assistant Manager Marketing Communications, the Zippo collectors club strategy team consisted of Jeff Bosworth, Computer Graphics Manager, Star Davis, Communications Coordinator, Shirley Evers, Consumer Relations Manager, Jerry Johnson, Jr., Systems Programmer Analyst, Linda Meabon, Museum Curator/Archivist, and Violet Snyder, National Accounts Manager.

To name the club, the team invited employees to suggest a name for the collectors club that was creative, unique and representative of Zippo



The Zippo Strategy Team selects the new Zippo Click logo designed by Dave Dalton, Zippo graphic designer. Left: Peggy Errera, Violet Snyder, Shirley Evers. Back: Jeff Bosworth, Jerry Johnson Jr., Linda Meabon, Star Davis.

The Beginning Of The Zippo Click Collectors Club

collectors. The majority of the employee feedback was some variation of the "Zippo Click", playing off the famous sound of a Zippo lighter, and the word clique defined as an exclusive and usually close-knit group of people. Therefore, the club was officially named the Zippo Click Collectors Club.

On behalf of the Zippo collectors club strategy team and all who had a part in developing the club, welcome to the Zippo Click Collectors Club!

Celebrate
with us!



This year, as we celebrate Zippo's 70th Anniversary, we also celebrate the initiation of the Zippo Click Collectors Club.

As a new member of Zippo Click, it is a pleasure to present you with this inaugural edition of Zippo Click.

As you can see from the photos on page 6 and 7, thousands of friends joined us for the Zippo/Case International Swap Meet in Bradford, Pennsylvania in July. What a fun celebration it was! The Swap Meet was presented in association with the Case Collectors Club, On The Lighter Side, and the Pocket Lighter Preservation Guild. We extend our thanks to those clubs for supporting this event.

In my previous position as executive director of the Bradford Area Chamber of Commerce, I had the pleasure of working with the City of Bradford's

mayor and dedicated Zippo employee, Michele Corignani. We are pleased to present Michele in our first Employee Profile on page 10 of this publication.

Speaking of employees, a couple of months ago I had the opportunity to tour the Zippo factory. I can assure you that Zippo products are truly made with integrity and quality by the most committed Zippo employees. We are dedicated to providing you, our customers, with the quality Zippo products you are accustomed to.

If you haven't already done so, be sure to check out zippoclick.com where there are many classifieds and plenty of great forum discussions. Just click on the Zippo Click Wearables link on the My Click page to browse and purchase exclusive Zippo Click clothing and accessories.

Don't forget about your exclusive opportunity to order the first Zippo Click members-only collectible lighter featured

on page 11. Orders will be accepted until December 31.

As a Zippo Click member you can look forward to getting a first glance at the many new and exciting products from Zippo. If you're an early holiday shopper, why not buy the new Zippo Multi-Purpose Lighter for everyone on your list?

In January, one Zippo Click member will be selected at random to win the #7 Zippo Signet Lighter. All members registered before 2003 will be entered in the drawing. Will that lucky member be you?

It's great to be a part of the Zippo team and the administrator of your club. I welcome your membership ideas and suggestions anytime.

Keep clicking!

Kathy Jones
Zippo Click Administrator



Collector PROFILE

Robert (Bob) Brockman

By Brent Tyler

Author, business owner, Zippo lighter collector, to our friend Robert (Bob) Brockman goes the distinguished honor of being the first highlight in our "Collector Profile".

Bob has recently finished **The Lighter Side of Camel**, a book that places every Camel lighter made by Zippo under one cover. The soft-cover book contains a price guide, identification reference, and hundreds of brilliant color photos of Zippo-manufactured Camel lighters over the past 50 years.



After almost three years in the works and at least six or seven revisions, **The Lighter Side of Camel** made its debut at the 2002 Zippo/Case International Swap Meet. "People told me it was a labor of love-I think it was the closest thing to childbirth I will ever know," says Brockman.

Bob has been a Zippo lighter collector since 1991 when he stumbled across a promotional Zippo lighter featuring SuperValu. Soon after that, a Pillsbury lighter was added to his collection. To date, Bob's best find was a mint, in the box, 1950s Zippo Car that he purchased at a flea market for \$20. Bob proudly displays his collection on website zipstreet.com.

Now Bob focuses his collecting endeavors on the Town & Country Series, ship lighters, major advertisers pre-1960, and of course Camel lighters. "At first I collected anything and everything Zippo but as time went on I realized that I could not keep up...there is just too much!"

Bob Brockman was born and raised in Fort Wayne, Indiana. Today he resides there with his wife Kelly, his son Bo, and daughter Megan. Arriving in September will be Bob and Kelly's third child to be named Lexi (might we suggest Lexippo).

A New Zippo Flame Ascends Over Europe

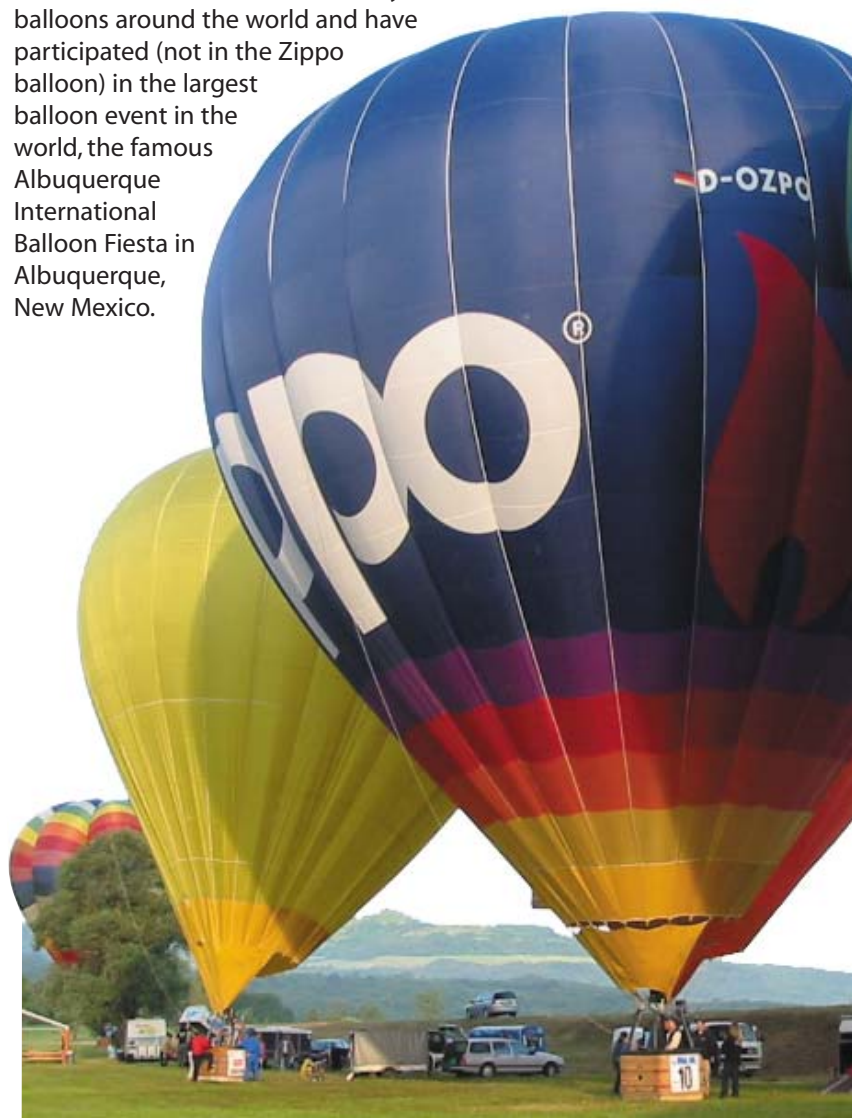
By Pat Grandy

There is a new Zippo flame soaring over Europe these days, and it comes with a whoosh instead of a click. It is the flame from the propane of the colorful Zippo hot air balloon. The balloon, a project of Zippo Germany, has participated in a variety of balloon events since its first launch in the spring of 2001.

The Zippo balloon was created for promoting the Zippo brand. The balloon is a great tool that fits perfectly, as it is driven by a flame. The huge Zippo logo is very prominent in the sky and as people are always attracted to a hot air balloon, they look for it.

Last year the Zippo balloon appeared in four major events in Germany and Austria. This year the balloon has been scheduled for two major balloon races highlighted by the Zippo Cup in Germany and Austria. In June the balloon visited Croatia, and other European appearances are being planned for France and the Netherlands.

The balloon was hand made and carries 4 to 5 passengers plus the pilot. It has a volume of 4000 m3 and can carry up to 800 kg. The balloon is managed and driven by a professional company called Ballonteam Achim Schneider. They have driven hot air balloons around the world and have participated (not in the Zippo balloon) in the largest balloon event in the world, the famous Albuquerque International Balloon Fiesta in Albuquerque, New Mexico.





By Peggy Errera

As part of Zippo's 70th Anniversary commemoration, owners Sarah Dorn and George Duke have commissioned 300 exceptional solid gold lighters.

The Signet Lighter was unveiled at the 2002 Zippo/Case International Swap Meet, where #70, in honor of Zippo's 70th Anniversary, was auctioned for \$6,250.

Sarah Dorn will retain the #1 lighter, while George Duke has selected #107, honoring the birth of his grandfather, Zippo founder George G. Blaisdell, 107 years ago. The #7 lighter will be awarded to one Zippo Click member selected at random. All members who join by December 31, 2002 will be entered in the drawing.

The image on the lighter replicates the image on the Zippo signet ring, designed and crafted by Tiffany & Company. Since the 1940s, nine of the rings have been commissioned by Blaisdell and given to his direct descendants. The concept of the ring harkens back to the 1700s, when individuals wore such rings to imprint a wax seal to secure a document or envelope. The reversed likeness on the signet ring displays the image correctly when depressed into the hot wax seal.

The Zippo Signet Lighter is produced from 18 karat gold to the same specifications as the 1941 model, easily recognized by several distinguishing

characteristics. The 1941 case has flat planes with sharp, less rounded edges where the front and back surfaces meet the sides, and the lid and bottom are joined with a four-barrel hinge. Each lighter is individually numbered and engraved by Zippo's vintage Pantograph process.

Engraving above and below the four-barrel hinge reads: GGB 1941 (for the lighter model) and 2002 (for the year of issue). Engraving opposite the hinge certifies the lighter as 18-karat gold.

Each lighter is individually numbered on the reverse bottom surface.

The inside unit closely replicates the design of the original 1941 model inside unit. Straight, flat sides meet the front and back surfaces with squared edges. The chimney has fewer holes, and a hollow rivet holds the striking wheel in place, similar to the 1941 design.

Packaging

The Zippo Signet Lighter is packaged in a deluxe cherry presentation box handcrafted in Bradford from Pennsylvania hardwoods. A solid granite plaque framed in rich cherry displays a deep laser engraved image of the signet design on the lid.

An exceptional component of the Zippo Signet Lighter is the certificate of authenticity inset in the bottom panel of every box. Each certificate is hand numbered to match the lighter inside, and personally signed by Sarah Dorn and George Duke.

A pillowed insert cradles the solid gold lighter in plush burgundy satin, and a satin-covered support unfolds to display the lighter in an upright position. The inside lid is enhanced with an antiqued brass Zippo logo medallion.

The Zippo Signet Lighter

As a special feature of the Signet Lighter, the inside unit, including the cam and flint wheel, has been plated with 18-karat gold.

An exclusive bottom stamp authenticates this lighter as the GGB 1941 model. Following stamping of the 300th lighter, the die for the bottom stamp was rendered inoperable, ensuring that no more will ever be made.





Friends For A Lifetime

2002 Zippo/Case International Swap Meet



(above) Greg Booth, Zippo President and CEO, welcomes collectors and guests to the Collectors Auction held at W.R. Case & Sons Cutlery on Thursday night. Star Davis, Debbie Curtin, Donna Henderson and Sandy Sherwood prepare to display Zippo auction items.

(right) Greg Booth, Zippo President and CEO, presents George Duke with a gift from Zippo employees who worked on the 18-karat gold Zippo Signet Lighter project. Incorporated in the gift was the die for the bottom stamp of the Signet Lighter, ensuring that no more than the original 300 will ever be made.



(upper left) Morten Kjolberg, Zippo collector from Norway, and webmaster for zippotricks.com, instructs Anna Lombardo in correct hand positioning for a Zippo trick. (middle) Judith Sanders, founder of OTLS, holds a tall Barcroft table lighter she is appraising for another collector.



Charlotte Short from Eaton, OH displays her husband Ken's Zippo lighter collection. Charlotte and Ken have attended every Zippo / Case Swap Meet held but this was the first time they set up as a vendor.



Claudio Mazzi, renowned Italian artist, demonstrates his airbrush technique on the miniature canvas of a Zippo lighter.



Zippo Click administrator Kathy Jones explains the registration process to charter members of Zippo's new collector's club, Zippo Click.



Earle Miller shows off his one-of-a-kind flaming Zippo hat to Dave Fesenmyer. The hat has become a trademark for Miller, who hinted that a new one is in the planning stages for next year.



The Zippo Car leads a parade of nearly 500 motorcycles, as they embark on a 120-mile Dice Run through the Allegheny National Forest and Kinzua Dam area. Organizers of the Motorcycle Dice Run donated approximately \$5,000 from this year's event to Kids With Cancer.



Kelly Perine, Zippo collector and star of UPN TV's One On One, uses his American Flag lighter to demonstrate a Zippo trick. Perine and Morton Kjolberg, left, were celebrity judges for the first Zippo Tricks competition.



Collectors began gathering at 6:00 a.m. for the 7:00 opening of the Zippo / Case Visitors Center.



This trio of Zippo collectors has attended every Zippo / Case Swap Meet since 1995. Seated: Susan Nerlich and Peggy Sheils from St. Charles, MO. Standing: Woodie Sneya, Cridersville, OH.



Zippo owner George Duke visits with Japanese distributors and guests.

Pitt-Bradford Helps zippoclick.com Become Reality

By Star Davis

One of the greatest member benefits of the Zippo Click Collectors Club is zippoclick.com. Members are able to access member-only pages including: classified ads, member forums, special offers, member profiles and an opportunity to purchase exclusive Zippo Click products and clothing.

It is thanks to three University of Pittsburgh at Bradford undergrads, with some direction from our Information Technology and Marketing Communications Departments, who have made this possible.

The training and academic preparation of the students was significantly enhanced by two successful grant proposals awarded to Pitt-Bradford's Business Management Department by the PA Department of Education's Link-to-Learn program. Don Lewicki,

Assistant Professor of Business Management, and Richard Nelson, Associate Professor of Business Management, were the grant writers and project directors.

The grant projects were predicated in part on recognition of the shortage of qualified IT employees, especially acute in rural parts of the U.S. like northwestern PA. Input from area firms and the creation of a formal IT Industry Advisor Panel for this MIS initiative was an important element in both grants.

This panel includes Jim Shincovich, Director of Information Technology at Zippo. When contacted by Pitt-Bradford about the possibility of students working on a Zippo project, Shincovich thought zippoclick.com would be a great opportunity for the students.

Don Kemick from Bradford, PA, Ryan Baxter from Warren, PA, and Jeremy Callinan from Jamestown, NY, were selected.



University of Pittsburgh at Bradford undergraduates work on revisions of zippoclick.com during a meeting with the Marketing and IT teams. Above: Ryan Baxter, Jeremy Callinan, and Don Kemick

"These three were selected because they are easily the most qualified of our MIS

students in terms of IT skills; the fact that each one is highly responsible, hard-working and discreet are factors every bit as important as their IT talent," said Lewicki.

Future plans for the website include auction functionality and live online chats.

Exclusive Zippo Click Merchandise

By Mandi Wilton

Zippo Click members now have the opportunity to purchase exclusive Zippo Click merchandise on zippoclick.com.

The Zippo Click store at BrandLocker® available only to members, can now be accessed from zippoclick.com by selecting Zippo Click Wearables. BrandLocker® is a subsidiary of Russell Specialties Corporation, Cary, Illinois, USA, a 24-year veteran of the branded merchandise industry. The Zippo Click store at BrandLocker® is a fully equipped site that provides a secure, state-of-the-art environment for on-line product ordering and credit card transactions.

Those enthusiasts looking for Zippo Click apparel or accessories can shop the Zippo Click store at BrandLocker® 24 hours a day, 7 days a week, from anywhere in the world.

As a special gift, all Zippo Click orders will also receive the special 2002 Zippo/Case International Swap Meet limited edition collectible cachet issued by the U.S. Post Office. The cachet was sold at the Zippo/Case postal station on the grounds of the Zippo/Case Visitors Center where all outgoing mail was hand-canceled with a Swap Meet postmark. Order today while supplies last!



Sassy in style, fantastic in function

Zippo Launches The MPL

Our New
Flame Fills a
Tall Order



By Pat Grandy

Zippo product designers went a little crazy this year and we think the members of Zippo Click will be glad they did. We're proud to announce the newest member of the Zippo lighter family, the MPL (Multi-Purpose Lighter).

Made of high quality brass, the sleek, ergonomically designed MPL is eight inches long with an extra-long adjustable butane flame. It is ideal for lighting grills, candles, fireplaces, stoves, and lanterns, or to take along on camping, hunting or fishing trips.

There are two finishes, standard black in a clamshell package and deluxe silver satin in a distinctive gift box with a drawstring bag. Both are refillable and are backed by the Zippo world-famous lifetime* guarantee: "It works, or we fix it free!™"

The MPL was first demonstrated at this year's Zippo/Case International Swap Meet and many collectors liked it so much that they're already adding it to their holiday shopping lists.

In the US, the MPL is now available at many candle stores, fireplace shops, home centers and your favorite Zippo retailer. In other markets, the MPL will be available at retailers this fall. Pick one up soon!

*Zippo is proud of our product guarantee. Due to local laws, this guarantee will vary by market. In the US and Canada, the MPL is backed by a lifetime guarantee.

from THE ARCHIVES

THE ZIPPO BEGINNING

By Linda Meabon

For years, when referring to the original Zippo lighter, it was referred to as the "1932 Zippo lighter". In 1997 Zippo discovered that was not correct. The first lighter was actually made in 1933.

The discovery was made as the Marketing Communications Department began planning for the museum at the Zippo/Case Visitors Center. Mrs. Sarah Dorn, daughter of Zippo founder George G. Blaisdell, delivered a box that had been in storage at her home. It proved that Zippo

was established in October 1932 and the original Zippo lighter was actually made in January 1933.

Tagged with the words, "First Zippo lighter - Do not touch" in Mr. Blaisdell's handwriting, the 1933 model lighter case and inside unit were cut from brass tubing. The top and bottom pieces were soldered in place to form the complete lighter case. The corners of the lighter were square, the entire hinge is welded to the outside of the lighter case, and the lighter is 1/4" taller than lighters produced today. The lighters were produced with a plain case or with decorative lines engraved in the corners.

The first Zippo lighter accomplished Mr. Blaisdell's goal of "one hand operation, windproof, and guaranteed." 82 Zippo

lighters were produced the first month with a profit of \$62.15.

Patent 2032695 for the Zippo lighter was issued in 1936. The patent number does not appear beneath the word "Zippo" on the bottom of the original lighter.

The first Zippo lighter is proudly displayed at the Zippo/Case Visitors Center in Bradford Pennsylvania.



EMPLOYEE PROFILE

Michele Corignani

By Star Davis

At Zippo, you'll find many employees devoted, not only to their jobs, but also their community. Michele Corignani is a great example. As a Zippo

employee, she supervises the Packaging Department, but she is also the Mayor of the city of Bradford, PA.

Michele has worked at Zippo for 29 years. She began in Inside Assembly and then worked in Industrial Engineering. Since 1986, she has been a supervisor. Some of her responsibilities in the Packaging Department, among others, include servicing sales, scheduling parts and personnel and ensuring product gets out in a timely manner. Michele oversees approximately 65-70 employees in her department.

Michele enjoys working at Zippo. What she likes most is Zippo's attitude towards their customers, employees and community.

In 1995, Michele ran for City Council and took on the responsibilities of Deputy Mayor and Director of Accounts and Finance. Toward the end of her term, she perceived that some areas could be improved and decided to run for Mayor. Once elected Mayor, Michele realized she had taken on a part-time position with full-time responsibility. Her mayoral duties include taking sole responsibility over the Police Department, heading City Council and assuming responsibility for all departments within the city. "It's a great fit. The people who need me are the working people, so they can get in touch with me after working hours," said Michele.

"I feel honored with both of my positions with Zippo and the city. Zippo is as much part of the city as the city is part of Zippo," noted Michele. She is proud that Zippo is such a community-minded business and proud of what the city has accomplished. "Things have balanced out well, at first I was apprehensive, but the benefits of being

the Mayor far outweigh any hardships along the way."

When Michele's term as Mayor ends next year, she will be eligible to run for the Primary election.

Michele was born and raised in Emporium, PA and attended Mansfield University of PA. She has lived in Bradford for almost 32 years. Besides being a full-time employee at Zippo and Mayor of Bradford, Michele and her husband, George Corignani, have two children and two grandchildren. In her spare time, she enjoys spending time with them, attending car shows and going to her camp.

Michele is excited about the formation of the Zippo Click Collectors Club. She thinks it is a great opportunity for collectors and is important to our business. "When people collect a product, it values the products," says Michele.

Dedicated employees have helped make Zippo such a great company for over 70 years. Zippo is proud to claim a devoted employee and loyal citizen like Michele Corignani.



Club Profile

By Larry Visbisky

On The Lighter Side, commonly known as OTLS, is an international lighter collectors club based out of Quitman, Texas.

In 1984, Judith Sanders came across an ad looking for Dunhill lighters that John Cuevas had posted in Antique Trader magazine. She immediately contacted John, and suggested they form the OTLS for the hobby they cherish, collecting lighters.

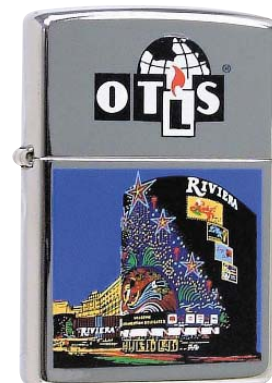
Started with just 3 members in Quitman Texas, the club has since grown to 800 members in 10 countries. It is comprised of collectors of diverse tastes in their collections, but with the same passion for the hobby. "Belonging to a club creates a network of friends with like interests," stated Judith, co-founder and chairman of the board.

OTLS holds an annual lighter convention. Every other year the convention is held in Las Vegas, Nevada and the opposite year at a location on the east coast.

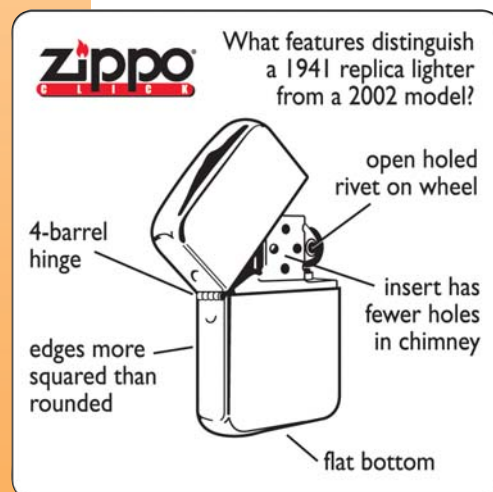
A limited edition convention lighter commemorates the annual event. This year, the club's commemorative lighter was a Zippo lighter with a graphic of the location (Riviera Hotel & Casino, Las Vegas, Nevada) pictured on the front of the lighter. Zippo has been the chosen brand for the commemorative lighter since the first OTLS convention in 1987. "We picked Zippo because so many people in our club collect Zippo lighters," Judith stated. "They are a reliable company and we like the lighters!" she added. The first convention lighter in 1987 was designed by Judith, with many others contributing designs over the past 16 years.

OTLS publishes a bi-monthly newsletter that contains notes from the editor, articles on lighters, articles on members, question and answer section, and classified ads. An annual "Convention Letter" providing convention details is also published.

Any questions or interest in the club can be forwarded to OTLS, PO Box 1733, Quitman, Texas 75783-1733 or (903) 763-2795. For more information, click on the OTLS website www.otls.com



Zippos Click Inaugural Lighter



What else but the entertaining click clack tin would do for packaging this first Zippos Click special edition lighter? Printed with colorful graphics and the Zippos Click logo, the tin itself is sure to be a collector's item. Push the center circle and the tin clicks open; squeeze the sides of the lid, and it clicks closed. A certificate of authenticity completes this special Zippos Click introductory commemorative.

By Peggy Errera

The first official Zippos Click members-only lighter will feature the popular brushed chrome 1941 replica, showcasing the Zippos Click logo in full color. Lighters for the first 1,000 Zippos Click members will also carry the "Charter Member" designation engraved on the front lid.

Several distinguishing characteristics identify the 1941 replica. The 1941 case has flat planes with sharp, less rounded edges where the front and back surfaces meet the sides. The lid and the bottom are joined with a

four-barrel hinge, just as they were on the original 1941 design, rather than the current five-barrel hinge.

The inside unit closely replicates the design of the original 1941 model inside unit. Like the outside, the sides of the inside unit are flatter, with squared edges where they meet the front and back surfaces. The chimney has fewer holes than the current inside unit, and a hollow rivet holds the striking wheel in place, similar to the original 1941 design.

Coming in the
next issue...

Zippos Tricks

Zippos Z-Series

Return of Roseart

Zippos Choice Catalog
Preview



A ZIPPO. ONLY TALLER.

Introducing the Zippo Multi-Purpose Lighter. True to its name, the Zippo MPL is tough, dependable and guaranteed for life. It's also easy to refill, features an adjustable flame and comes with a fuel indicator that tells you when it's getting low. Use it to light candles, fireplaces, grills and more. The new Zippo MPL in silver or black. Reach for one at a retailer near you.

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