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Volume 1, 2004

Zippos
Top 25
Starring Roles

Do You
Speak
Legalese?



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STAGE ^A_N_D SCREEN

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LETTER FROM THE PRESIDENT



As this issue goes to press, we are buried in the deep freeze of a cold, snowy Bradford winter. We recently met for our second company-wide State of the Company meeting, recapping 2003 and looking forward to the events of 2004.

One of the things we're most looking forward to is meeting our Zippo Click collectors at the mid-July Zippo/Case International Swap Meet. This will be our first Swap Meet with our own collectors, and Click Administrator and Swap Meet chairman, Kathy Jones, has some exciting details she'll be sharing over the next few months.

This issue of Click Magazine profiles a good friend and long-time supporter of Zippo. Now retired, Howard Fesenmyer, Vice President of Sales during some of Zippo's biggest growth years, still sits on the board of directors and serves Zippo as the administrator of the Blaisdell Foundation.

Also in this issue, we'll share with you the gift Zippo created, highlighted by the airbrush talents of Claudio Mazzi, to salute the 100th Anniversary of Harley Davidson. Definitely a one-of-a-kind!

Looking forward, there are great things on the horizon for Zippo this year – new products, new processes, new licensed properties, new collectibles - that we want you, our collectors, to be a part of. Thanks you for your support of Zippo and Zippo Click. We look forward to seeing you at Swap Meet!

Gregory W. Booth

Zippo President and Chief Executive Officer

LETTER FROM THE ADMINISTRATOR



LIGHTS, CAMERA, ACTION!

I'm sure you'll agree, there's nothing more exciting than watching a movie and seeing a special appearance of a Zippo lighter. They've starred with some of the most famous stars of the big screen. We dedicate this issue to all our Zippo stars.

We continue to welcome hundreds of new members to the Club every month.

If you're new to the Zippo Click family and collecting, go to forums or chat room on zippoclick.com for advice from some of the most experienced Zippo lighter collectors.

Please join us for the seventh Zippo/Case International Swap Meet July 16 and 17. We have some very exciting events planned just for you. Connect with other members for some Swap Meet talk in the forums on zippoclick.com. For the latest event updates and registration information, check the new Swap Meet website at zippo-caseswapmeet.com.

I hope you enjoyed the special member preview of the new Zippo Complete Line Collection 2004 on zippoclick.com. At your request, we've sent a catalog with this issue. Visit your local Zippo retailer to add some of the exciting new lighters to your collection.

Members have posted 18 topics that have been viewed more than 8,000 times in the Zippo For Real forum on zippoclick.com. As interest in collecting Zippo lighters has increased, so has the manufacture of counterfeit Zippo style lighters. Please join the live chat on March 18 at 6 p.m. (Eastern Standard Time) with Zippo Legal Counsel, Jeff Duke to discuss the issue.

In January, we sent a 2004 Zippo Executive Diary as a special thank you to those of you who referred at least one member to the Club. Refer five members, and get your next year's membership free! Log onto zippoclick.com for details.

It is a pleasure to introduce Chris Lechner to the Zippo Marketing team. Chris worked for seven years in the Zippo Promotional Products Division before coming to her new position as Marketing Associate in November. She brings with her plenty of knowledge and passion for Zippo. Please join me in welcoming Chris to our Zippo Click family!

Thank you for being our brightest star!

Keep Clicking,

Kathy Jones
Zippo Click
Administrator

**Chris Lechner (left) and Kathy Jones (right)
plan events exclusively for Club members at
the Zippo/Case International Swap Meet.**



You're Invited!



The most impressive display of
Zippo lighters and Case knives
ever gathered in one place!
Exhibits, events, auctions,
demonstrations and more!

Check out the new Swap Meet website at
zippo-caseswapmeet.com for more registration information.

Bradford, Pennsylvania

HAPPY BIRTHDAY

Zippo Presents One-of-a-Kind Gift to H-D

By Brent Tyler

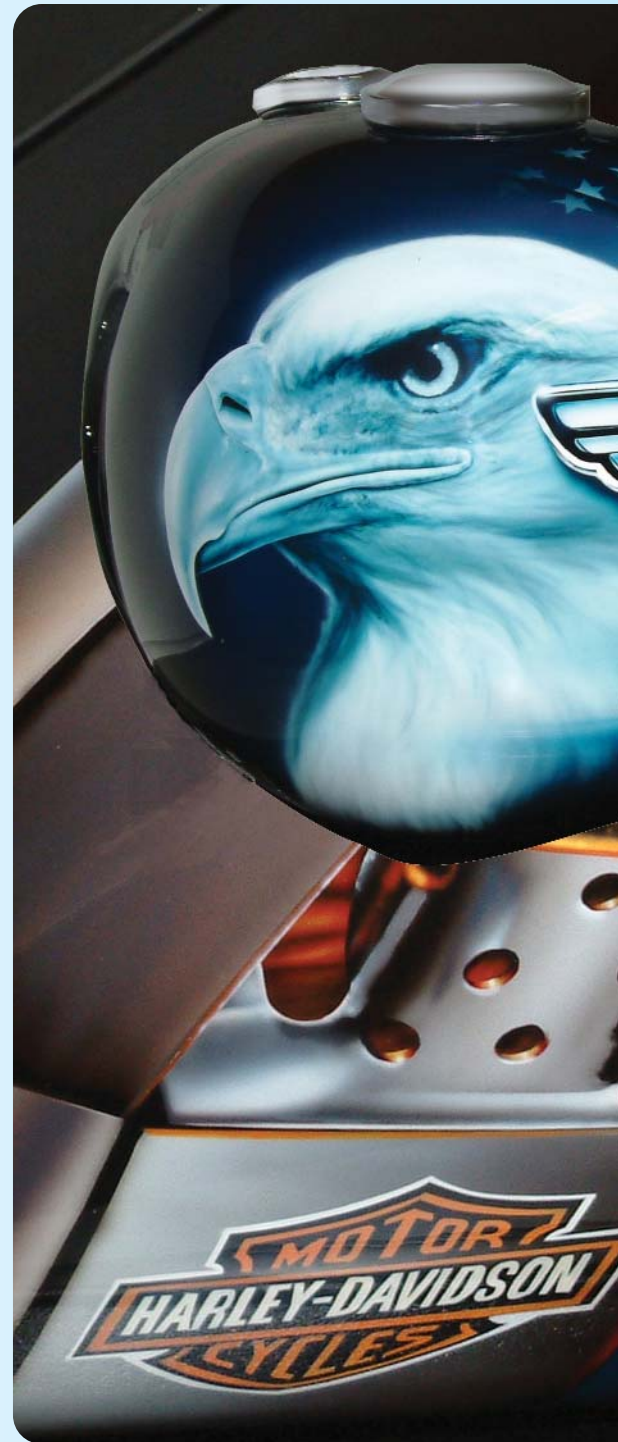
The celebration of the Harley-Davidson® 100th Anniversary was a worldwide phenomenon starting in July of 2002. The yearlong events commenced with the Open Road Tour (the world's largest rolling birthday party) and concluded with the celebration located in Milwaukee, WI on August 28-30, 2003.

To honor Harley-Davidson, Zippo enlisted the help of one special European, Claudio Mazzi. You may be familiar with Mazzi, as the talented artist from Italy has been airbrushing Zippo lighters for the last few years with astonishing results. He was the natural choice when it came time to honor Harley with a one-of-a-kind airbrushed Harley-Davidson gas tank.

"Painting on a gas tank for me seemed a little odd after having painted thousands of Zippo lighters in the last few years - a little odd but a big pleasure: let's not forget, the subject matter was Zippo," said Mazzi. "This type of painting is definitely quite demanding; the entire piece of work took me over 95 hours to complete, many of which were spent trying to interpret the details of the chimneys of the two big Zippo lighters."

"Harley-Davidson is one of our most valued licensors," said Violet Snyder, Global Licensing Manager. "It's a great marriage with two American icons," she added.

The tank was presented to Harley-Davidson by Zippo President and CEO Greg Booth at the corporate offices of Harley-Davidson in Milwaukee on December 15.



to Harley®



Zippo and Harley-Davidson dignitaries flank the airbrushed Harley-Davidson gas tank presented by Zippo in honor of Harley's 100th anniversary. Left: Harley-Davidson Associate Product Manager, Jason Warner; Harley-Davidson Vice President, Ruth Crowley and Licensing Director, Tom Parsons; Zippo President and CEO, Greg Booth; Zippo Vice President of Sales, Mike Martin; and Harley-Davidson Category Manager, Joyce Muffoletto.

BLAISDELL'S PROMISE and Our Commitment

By Rich Pedine

When George G. Blaisdell first uttered the phrase "It works or we fix it free," he couldn't possibly have conceived the impact it would have on his product, his company and the world of manufacturing. However, 72 years and 400 million Zippo lighters later that statement is still the hallmark of Zippo. Our guarantee is the backbone of the product and the soul of the company, and the Zippo Repair Clinic at the Zippo/Case Visitors Center is where we live up to our founder's promise today.

It takes 11 full-time employees to manage 500 to 1000 lighters that arrive at the Zippo Repair Clinic each day. They arrive from all parts of the world with all kinds of different problems. Most repairs are quite simple, and the most common is replacing the hinge. Many of the lighters we receive to be repaired are a generation older than the technicians that fix them, but most are ready to be returned to their owner within 10 working days!

The quick turnaround time is the result of the dedication of Repair Clinic Supervisor Nancy Crum and her expert staff. I was lucky enough to be on hand in August 2003 when a film crew for a Japanese television special made a special appearance at the Zippo Repair Clinic.

Employee Connie Woods led the crew on a tour of the entire process every lighter goes through when sent in for repair. Technicians open packages and read the correspondence sent by our customers along with their prized Zippo lighters. Each lighter and a repair recommendation are sent to the tracking station, which gives the lighter an identification number and bar code so it can be properly identified and returned to its rightful owner.

The next technician reviews each lighter and categorizes it by the model type and year. Interestingly, when Blaisdell decided to include a date stamp on the bottom case of his product, the original intention was for tracking repairs, not for potential collectibility. Today, the bottom stamps are consulted by Zippo's repair technicians, as well as by our collectors to determine the age of their prized Zippo lighters.

Any mechanical repairs, including hinge replacements, are done at the tear down station. When the lighting mechanism is broken, it is our standard practice to replace the insert with a new one from our current year of manufacture. The original insert is returned to the customer along with the repaired Zippo lighter. Each lighter is hand-tested to ensure it is in proper working order at the fit-up station. These final steps check that the hinge, spring and flint wheel are in perfect working order, and that the inside case fits well in the outer case. Technicians are

It works or we fix it free.™

particular about the final steps because it's just not the same without that famous Zippo click and windproof flame. At last the barcode is scanned, and the lighter is shipped back to its owner working as well as it did the day it came from the factory or store shelf.

Export Manager Asia/Middle East Rick Pedine accompanied the film crew and said, "For these filmmakers to travel all the way to Bradford is really a testament to how strong our brand is overseas and how important our guarantee is to each customer."

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PRODUCT #20602 Mission Statement



Connie Woods and Jean Himes process incoming mail in the Repair Clinic.



Employees repair Zippo lighters inside the "Famous Zippo Clinic" at 33 Barbour Street in the late 1940's. The repair clinic was George Blaisdell's favorite department. He visited it daily, seeking customer feedback and information. He used Zippo consumer information to make slight improvements to the Zippo lighter and for ideas for new designs to be imprinted on the lighters.

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Penny Key Tags

Symbol of Blaisdell's Promise

By Rich Pedine

One of the first Zippo items that I received as a third generation Zippo child was the famous Zippo penny key tag. Still too young for the responsibility of a windproof lighter, my grandfather and Zippo artist of 42 years, Julio Pedine, gave me this key tag as a symbol of the pride he felt for

Zippo, our lighters and his fellow employees. Almost 20 years later, I spent summer 2003 with the Zippo Car, and one of my favorite parts of the job was handing out the penny key tags to Zippo collectors and friends.

The idea of the penny key tag came from Norm Snyder, manufacturer of Zippo's product displays in the 1960s. According to Howard Fesenmyer, former Vice President of Sales, it was Snyder who coined the now ubiquitous Zippo catch phrase "the cent never spent to repair a Zippo lighter" and began manufacturing the penny key tags to symbolize our lifetime guarantee. Advertising Director Jack McCutcheon was a huge fan of the idea, as was Mr. Blaisdell. The tradition, which serves as a reminder of Blaisdell's dedication to his product, continues today with 75,000 tags made and distributed in 2003.

Beginning in 1979, the Backus Company in Smethport produced the medallion portion of the key tags, which are assembled here at Zippo. More than 600,000 key tags have been made since Backus took over the operation. Museum Archivist and Curator Linda Meabon remembers the key tags being around the offices since she started working here in 1967, and they continue to be popular with Zippo fans today.

A Zippo penny key tag is included in every membership packet for Zippo Click Collectors Club members. They are also handed out at events like the Zippo/Case International Swap Meet and wherever the Zippo Car travels. The key tag is a simple reminder of a simple idea: "It works, or we fix it free™."



Fifty Members Win *Limited Edition* ZIPPO ITALIA CALENDAR

By Larry Visbisky

Fifty lucky Zippo Click members were randomly selected to receive a 2004 calendar produced by Zippo Italia, the exclusive Zippo distributor in Italy. Limited to only 1000 pieces, each calendar is hand numbered.

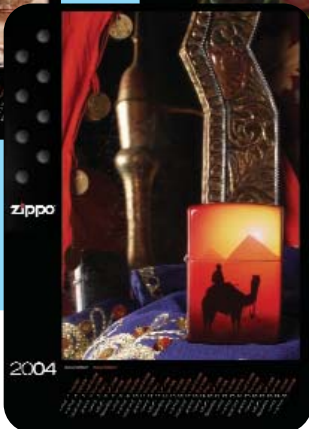
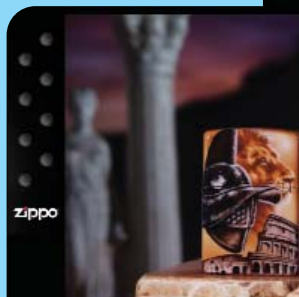
The full-color, spiral bound 2004 calendar features a selection of Zippo lighters showcasing the spectacular airbrush talents of Claudio Mazzi. Each month is celebrated with Mazzi's intricate graphics airbrushed on a Zippo lighter.

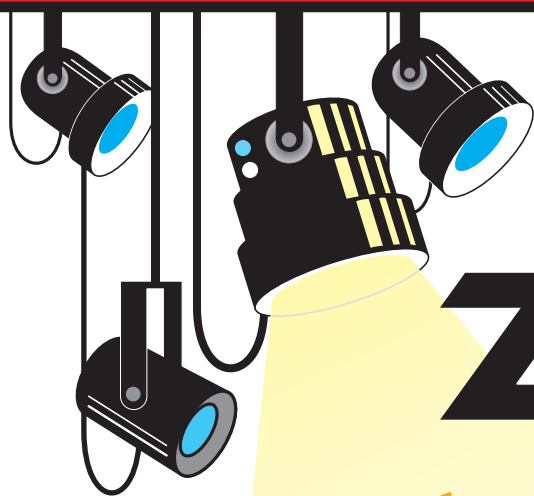
A charter member of Zippo Click, Mazzi lives and works in Modena, Italy, where he began his career as an airbrush artist in 1985. He is the official artist for Zippo Club Italia, and also paints for private collectors and major companies in Italy. His airbrush work is done by hand with a small air compressed spray gun instead of a traditional brush, making it possible to create delicate shades and realistic effects on a small scale.

Zippo Click was privileged to receive 50 of the 1,000 piece limited edition calendars from Giuseppe Romei, President of Zippo Italia.

This was Zippo Click's second year offering the calendars. Congratulations to the lucky winners!

For more information about Zippo Club Italia or Claudio Mazzi, log on to zippoclubitalia.it.





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A Bright Performer

By Brent Tyler

Arnold Schwarzenegger terminates the T-2000 in **Terminator 2** with his trusty Zippo lighter. John Travolta and Bruce Willis are rarely without their Zippo lighters in **Pulp Fiction**. Even a cartoon baby in **Who Framed Roger Rabbit?** lights a cigar with his Zippo lighter (hey it is a cartoon). Bruce Willis, who seems to have a special affinity for Zippo lighters in his roles, used one in both **Die Hard** and **Die Harder**.

Zippo lighters have a special place in wartime portrayals due to their utmost importance in battles since World War II. A Zippo lighter and a Colt revolver set an eerie mood that surrounds Martin Sheen throughout **Apocalypse Now**. John Wayne sparked his coveted camouflage Zippo lighter in **The Green Berets**. In an especially tough role, a Zippo lighter provides moral support for Gregory Peck in **Pork Chop Hill**.

The Zippo lighter debuted in 1932 and found a place in our hearts and on our movie screens, televisions, and stages. Some 70 years after its inception the Zippo lighter still lands roles that most aging stars would never dream of. Its good looks, dependability, timeless style, and trademark click ensure that Zippo will be cast in countless more productions.

American Beauty, Driving Miss Daisy, Forrest Gump, The Gentleman's Agreement, Patton, Platoon, Schindler's List...all Best Picture Oscar Winners and

they all featured the world famous Zippo lighter. In fact, Zippo lighters have appeared in more than 1,000 pictures around the world. They always hit their lines and never miss their marks.

The Zippo lighter is the star of many medias having appeared in Emmy winning television shows such as **Seinfeld, Frazier, Friends, The Sopranos**, and **The X-Files**. Desi and Lucy use the Barcroft and Lady Bradford table lighters in their classic **I Love Lucy**. A Zippo lighter was also featured in the cartoon **South Park**.

If live stage action is more your style, then be sure to look for a Zippo lighter in Tony winning productions like **Miss Saigon, Grease, Guys & Dolls**, and **Sunset Boulevard**. Even Michael Jackson, Madonna, Sting, and U2 have taken advantage of Zippo lighters in their music and videos.

Zippo lighters have a list of credits that could make even the most prolific performers envious. The Zippo lighter upstages every other lighter in the world due to its great screen presence and reliable performance. Zippo lighters are hard at work in Hollywood right now, and will continue to work for life, because that is the Zippo guarantee.

"I Love Lucy" Loved Zippo

"I Love Lucy" will be remembered as one of the most popular television shows of all time. Husband and wife team Lucille Ball and Desi Arnaz had a knack for creating great comedy and memorable television. Zippo was a part of the "I Love Lucy" memories.

A Zippo Barcroft table lighter played a key role in the "Sentimental Anniversary" episode aired during the third season of "I Love Lucy". In the episode, sidekicks Fred and Ethel Mertz plan a surprise anniversary party for the Ricardos. While setting up for the party, Ethel shows Fred the Barcroft table lighter that she has purchased as a gift for the Ricardos. A notorious tightwad, Fred notices the \$32.50 price sticker and exclaims, "Have you lost your mind?" Ethel quickly calms her husband by assuring him the lighter really cost only \$4.95. Little does she know, Lucy and Ricky overhear the whole conversation from the nearby closet.

"Sentimental Anniversary" was filmed on December 17, 1953 and aired on February 1, 1954. In 1953, a Barcroft lighter retailed for \$11.50. Although the Ricardos were given a Zippo Barcroft table lighter in the anniversary episode, an elegant Lady Bradford table lighter was used and displayed on the coffee table in several later episodes.

Lucille Ball not only featured a Zippo table lighter on the "I Love Lucy" set, she also gave Zippo pocket lighters with the "I Love Lucy" logo to her cast and crew as a gift.

"I Love Lucy" exhibits a timeless quality that makes its comedy fresh and funny even today. The show is considered an American icon, just like the Zippo lighters that played a part in the show.

The Lucy-Desi Museum is in Jamestown, New York, Lucille Ball's hometown located approximately 50 miles from Bradford Pennsylvania, home of Zippo.



In the late 1950's, Lucille Ball presented this lighter to Harold Johnson, who worked in the "I Love Lucy" costume department.



Do You Speak Legalese?

Join the live web chat with Zippo legal counsel Jeff Duke on March 18 at 6 p.m. (Eastern Standard Time) on zippoclick.com. Duke joined Zippo as Corporate Legal Counsel on June 1, 1999. The live web chat will center on issues like counterfeit Zippo lighters, unauthorized decoration of Zippo lighters, and the importance of protecting the trademark and shape of Zippo lighters.

Get your questions ready and go to zippoclick.com for informative Click Chat!

Zippo's Top 25

By Brent Tyler

Pulp Fiction (1994) John Travolta, Bruce Willis, and Samuel L. Jackson really make a killing in this movie that celebrates the pulp tradition. In a movie featuring loads of cameo appearances, it's the Zippo lighter that shines the brightest.

The Crow (1994) A visually stunning fairy tale about undying love. In his last movie role, Jason Lee lit it up in *The Crow*...literally. He uses his trusty Zippo lighter to light an image of a crow that has been drawn in the sand using lighter fluid.

Badlands (1973) Martin Sheen and Sissy Spacek are killers on the run in this haunting drama. With seemingly nothing to lose, the couple tries to elude the police in the Dakotas. Unfortunately, Sheen does have something to lose...his Zippo lighter. He gives it to the cops as a souvenir.

Platoon (1986) Oliver Stone's Oscar winning war picture with a cast that included Charlie Sheen and Willem DeFoe. American GIs use their Zippo lighters to light their way through the Vietnam War.

Die Hard (1988) A first of its kind action thriller starring Bruce Willis. A Zippo lighter is "going up" as Willis uses it to illuminate a dark elevator shaft. But even a Zippo lighter can't get rid of his 5 o'clock shadow.

X2: X-Men United (2003) Pyro, played by Aaron Stanford, lights up the screen as a mutant who can manipulate fire, but not create it in this summer blockbuster. Stanford uses a one of a kind shark wrap lighter to create fire that destroys his enemies.

Four Rooms (1995) Bruce Willis and Tim Roth, under the direction of Quentin Tarantino, share the spotlight in this adaptation of an Alfred Hitchcock piece. Tarantino, also acting in this one, bets his car that another actor can't light his Zippo lighter ten times in a row. If he can't light it ten times, he loses his finger.

Shawshank Redemption (1994) Timothy Robbins and Morgan Freeman play unconventional prisoners in a maximum-security facility. The familiar Zippo click is the cue to end the life of the man that could set Robbins free.

Fight Club (2000) Brad Pitt and Ed Norton star in this twisted movie about secret clubs where businessmen go to fistfight their primal urges away. Zippo lighters, ZipLight™ pocket flashlights, and Zippo pens are the only ones standing at the end of this one.

Stargate (1994) Kurt Russell gives Alexis Cruz a high polish Zippo lighter in this sci-fi thriller. The Zippo lighter acted as a life-saving beacon at the opportune moment in this one, not the first time a Zippo lighter has saved somebody's life.

Independence Day (1996) Will Smith downs an alien spaceship and uses his Zippo lighter to spark a celebratory cigar. More proof that Zippo lighters are out of this world.

Hocus Pocus (1993) Sarah Jessica Parker and Bette Midler star in this Halloween spoof. A trusty Zippo lighter ignites a candle that brings Midler back to life. Additional Zippo lighters are seen in a display case shrouded in a thick layer of dust.

Starring Roles

Indiana Jones and the Last Crusade (1989)

Harrison Ford and Sean Connery star in this flick about an eager anthropologist. Ford's lucky charm is his Zippo lighter with a four-leaf clover on it, but Connery sets the room on fire with it while trying to burn the ropes that bind them...truly unlucky.

Bridge on the River Kwai (1957) William Holden and Alec Guinness play prisoners of war in this Oscar winning picture. Zippo lighters are used to light explosives and a Zippo lighter stolen from a corpse is used as collateral in a bribe.

Harley Davidson and the Marlboro Man (1991)

Mickey Rourke and Don Johnson try to save their hangout by robbing a bank in this buddy film. Johnson always uses his Zippo lighter to light up a smoke.

Apocalypse Now (1979) Martin Sheen and Marlon Brando Star in this off frantic, sometimes surreal, interpretation of the Vietnam War by Francis Ford Coppola. In the beginning, the mood is set when we see a variety of Sheen's possessions, including a Zippo lighter.

Charlie's Angels (2001) Drew Barrymore and Cameron Diaz lead an all-star cast in this movie version of the television series. Barrymore uses her Zippo lighter with the American flag on it to burn through the ropes that bind her.

Saving Private Ryan (1998) Tom Hanks is the leading man in this Oscar winning picture about a struggle to rescue one man in the midst of World War II. A Zippo lighter and a "sticky bomb" help crush the German forces and save Private Ryan.

Casablanca (1942) Humphrey Bogart and Ingrid Bergman are expatriates caught in a love triangle in this classic film. Another classic makes several appearances in this film, the Zippo lighter.

Patton (1970) George C. Scott is an American Commander during World War II in this Oscar winning picture. Scott is battle tough and he sometimes gets a little hot, just like the other star of the film, the Zippo lighter.

The Blues Brothers (1980) John Belushi and Dan Aykroyd star in this fast paced comedy. Upon his release from prison, when he is having his possessions returned, we catch a glimpse of Belushi's Zippo lighter.

Good Will Hunting (1997) Matt Damon and Ben Affleck star in this film about a young man's struggle with brilliance. Damon torches the professor's paper with his trusty Zippo lighter while standing in his office.

The Green Berets (1968) John Wayne stars in this movie about a Special Forces Unit in the Vietnam War. Although both are in camouflage, "The Duke" and his dependable Zippo lighter are clearly visible throughout the movie.

Reservoir Dogs (1992) Harvey Keitel and Tim Roth star in this flick about a bank robbery gone awry. In a movie full of "colorful" characters, one of the most interesting is the Zippo lighter.

Schindler's List (1993) Liam Neeson and Ben Kingsley start in this film about humanity and great courage. This Oscar winning drama by Steven Spielberg displayed Zippo lighters and the heroic acts of Oskar Schindler, played by Neeson.

Treasure at Home in Art Department

By Rich Pedine

Recently new offices were created for the Zippo Art Department in the Bradford headquarters building on Barbour Street. The renovated space was originally built as part of the factory in the mid-1950s. At that time the majority of manufacturing was done at this location (today, all Zippo fabrication is done at the plant on Congress Street).

Guided by Art Director Dale Ver Voort, the design team had decided to keep certain historical elements of the old factory area intact in the new space. As renovations were underway, Maintenance Supervisor Steve Kresge had an idea for incorporating an interesting design feature, a re-creation of the window from the original Zippo factory above the Rickerson & Pryde Garage on Boylston Street from 1933. This is a familiar image to most Zippo collectors - the window and first factory have also been re-created as an exhibit at the Zippo/Case Visitors Center.

It is a great addition to the space, reminding passers-by of Zippo's humble beginnings.

The re-created window in the Art Department has its own history. It was fabricated in 1982 to commemorate Zippo's 50th Anniversary. It was used as a part of the company's tradeshow booth and was featured as a backdrop for celebrations of the milestone anniversary. After the celebrations, the window was stored and remained in storage for about 20 years.

The window has now been placed in the wall of the conference room of the renovated art department. It has been repainted with colors matching old paint in order to retain an aged look. It is a great addition to the space, reminding passers-by of Zippo's humble beginnings. A tour of the "new" Art Department is being planned during the Zippo/Case International Swap Meet in July. If you take the tour, you will have an opportunity to see this piece of Zippo history for yourself.

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PRODUCT #20607 Birth of an Icon

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ZIPPO

GOES CLUBBING WITH PLAYBOY

By Brent Tyler



PRODUCT #20577 Playboy 50th Logo



PRODUCT #20579 Playboy Hottie



PRODUCT #250PB107 Playboy in Black & White

The 50-city Playboy Club Tour kicks off on February 24 in Nashville and ends on June 9 in San Francisco. These are exclusive, ticketed events, and Zippo can get you in the door. Ten Playmates will greet Club Tour patrons; VIP guests will receive gift bags containing goodies from sponsors Zippo, Michelob Lite, and Chivas Regal. The Playboy Club Tour also gives guests tons of photo opportunities and the chance to mingle with local celebrities. The retro-chic clubs are a throwback to the days of the old Playboy Clubs.

Zippo will display a custom memorabilia case containing 50 very rare Playboy lighters, some of which never went into production. The clubs are also Zippo-ized with custom gobo lighting, Zippo video loops, and Zippo point-of-sale displays. Other in-club attractions include Playboy founder Hugh Hefner's infamous round bed and a collection of Playboy magazine covers from the past 50 years.

Visit zippo.com or zippohottour.com for your chance to win tickets to Club Tour events. If you would like more information about the Playboy Club Tour log on to playboy.com/50th/clubtour/.

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Zippo/Case International Swap Meet – History

By Brent Tyler

It started out simply enough, an idea mentioned at a staff meeting...

The idea was to spice up the Zippo employee picnic by having radio personality Jim Zippo and his co-host Maria Danza remotely broadcast their nationally syndicated "Zippo in the Morning" show from the Zippo Family Store and Museum. "Zippo in the Morning" aired on 150 stations to an audience of 1.1 million. Jim Zippo began a contest in July that offered listeners the chance to win a Zip-Trip that included a V.I.P. trip to the Zippo Family Store and Museum, a weekend in Niagara Falls, and various Zippo prizes. Jim Zippo dubbed the successful event "National Zippo Day". The weekend that featured on-air prize giveaways, limited edition collectibles, and the Zippo employee picnic had become an instant sensation.

After realizing the success of National Zippo Day, Zippo powers-that-be decided to invite Zippo lighter and Case knife collectors to the event in 1995 for the inaugural Zippo/Case International Swap Meet. Zippo lighter and Case knife collectors now mark their calendars for the biennial Swap Meet.

Over the years the Swap Meet has seen several major milestones...

Ground was broken for future Zippo/Case Visitors Center in 1996 and it officially opened at the 1997 Swap Meet. The Zippo/Case Visitors Center is the hub of Swap Meet and National Zippo Day activity, and it is also the most visited museum in northwest Pennsylvania.

1998 saw the grand entrance and re-introduction of the Zippo Car. Fifty years after the creation of the original Zippo Car, the new Zippo Car rolled into the Swap Meet to the delight of thousands.

1999 marked the 50th year of operations for Zippo Canada. All Canadian employees were brought in from Niagara Falls and took part in a special presentation in which they were honored with an exhibit in the Zippo/Case Visitors Center.

Zippo Click, the official Zippo lighter collectors club, chartered its first members at the 2002 Swap Meet. The Case Collector Club has steadily grown thanks to the Swap Meet. Membership of around 3200 in 1995 has expanded to roughly 18,000 today.

It has been ten years since the first National Zippo Day, and the event continues to grow in size and scope. The National Zippo Day and Swap Meet collectibles have become hot commodities, as they are quite difficult to come by. People come from Italy, Netherlands, Japan, Germany, Canada, and points beyond to attend the Zippo weekend. Events added to the festivities over the years include a motorcycle dice run, body painting, wood carving seminars, auctions, and others too numerous to mention. The International event doubles the population of Bradford for an entire weekend. The event has become a media darling featured in newspapers, and on radio and television broadcasts. News of the 2002 Swap Meet reached more than 18 million people across the world.

Past Events and Themes

1994	National Zippo Day	2000	Zippo/Case International Swap Meet – Welcome Back
1995	Zippo/Case International Swap Meet	2001	National Zippo Day – Hooray! It's National Zippo Day
1996	Zippo/Case International Swap Meet	2002	Zippo/Case International Swap Meet – Friends for a Lifetime
1997	Zippo/Case International Swap Meet – It's A Celebration	2003	National Zippo Day
1998	Zippo/Case International Swap Meet – On the Road to Bradford	2004	Zippo/Case International Swap Meet – Where Collectors Connect
1999	National Zippo Day – You're A Star!		

Blaisdell Foundation Epitomizes Generosity

By Chris Funk

What does the Blaisdell Foundation of Bradford do?

What don't they do?

"We pick up the difference after all other resources have been explored," says Howard Fesenmyer, Executive Secretary of the Blaisdell Foundation, since retiring as Zippo Vice-President of Sales in 1991. "The foundation primarily targets the needs of children and elderly within McKean County," he adds.

It can be as simple as providing a winter coat to a child.

Other times it's sponsoring 50-70 scholarships at the University of Pittsburgh at Bradford or providing swimming lessons for all 3rd to 6th grade children in Bradford schools.

Organizations receiving past contributions include a local children's home, softball leagues, Boy and Girl Scouts, Bradford Family YMCA, local hospitals, and capital campaigns.

Earlier examples of community support

from the foundation include the purchase of an ambulance in 1951 and funds for construction of a new emergency room at Bradford Hospital in 1966.

This generosity started with the founder. Zippo founder George Blaisdell created the Blaisdell Foundation in 1950 in memory of his parents Philo and Sarah Blaisdell.

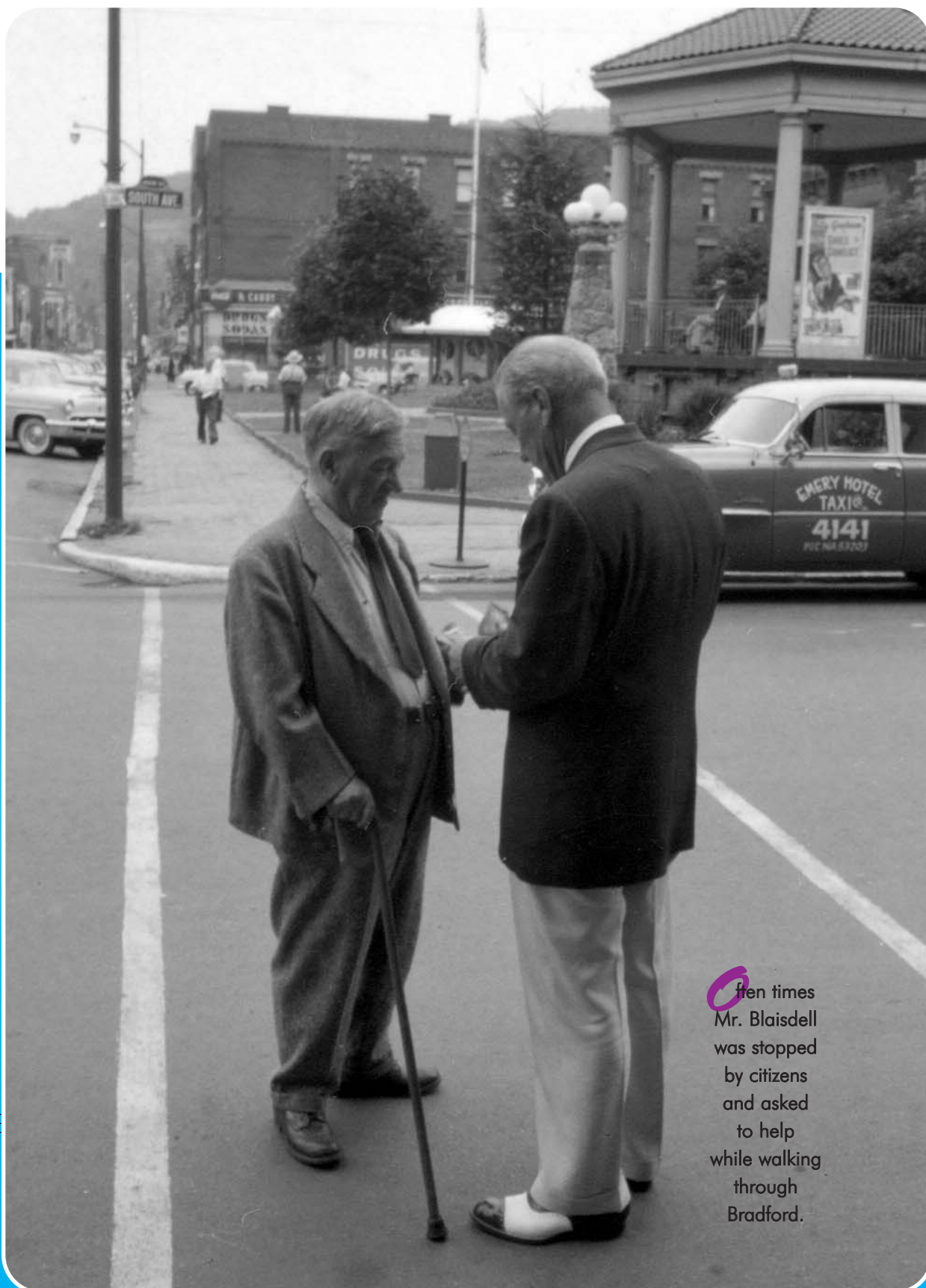
"Mr. Blaisdell was a very generous man," recalls Fesenmyer.

His unselfishness led him to set up an account through local clothing and shoe stores, where citizens could purchase necessary clothing and Mr. Blaisdell would take care of the bill. This continued generosity led to the creation of the Blaisdell Foundation, so it could more readily handle the needs of the community.

Members of the board include Dr. Richard McDowell, past president of University of Pittsburgh at Bradford and Blaisdell family members.

“Approximately three years ago, I established the Sarah and Philo Blaisdell Foundation. It was formed on a basis whereby we can take care of most any situation. I am getting a tremendous thrill over it, more so than anything I have ever done in my life.”

- Taken from a letter written by Zippo founder George G. Blaisdell dated October 23, 1953.



Often times
Mr. Blaisdell
was stopped
by citizens
and asked
to help
while walking
through
Bradford.



Howard Fesenmyer

By Rich Pedine

His father gave him his first Zippo lighter when Howard Fesenmyer began his military service at the age of 17 in 1943. More than 50 years later, that black crackle finish Zippo lighter could be seen in the Zippo/Case Visitors Center. Today it is back at Fesenmyer's home, and he plans to give the treasured possession to his son David, a District Manager for Zippo. Of course, his favorite Zippo lighter works today just as it did 61 years ago.

In 1953, Fesenmyer received another very special Zippo lighter, from its creator and his new employer, Mr. George G. Blaisdell. Mr. Blaisdell had engraved it with Fesenmyer's name before presenting it to him. "Fifty-one years," Fesenmyer says from his desk at the Blaisdell Foundation, which he now oversees. "Talk about time well spent." Fesenmyer can tell the type of stories about Zippo and Mr. Blaisdell that many Zippo collectors can only dream of, and he tells them with great fondness and gratitude.

After serving his country during World War II and graduating from Clarion University with a degree in English and Spanish, Fesenmyer had planned to become a teacher. When a job offer came from General Motors, along with the promise of a brand new car and an expense account, he decided to change career paths. The path brought him to Zippo in 1953 and led him to positions as both Export and Military Sales Manager before becoming Vice President of Sales until his retirement in 1991. One of his greatest achievements was personally assisting Mr. Blaisdell in launching the Zippo lighter in Japan and around the world.

As Military Sales Manager, Fesenmyer traveled the world visiting naval bases, aircraft carriers, and other military locations. While traveling in Vietnam, he noticed that every unit wanted lighters engraved with their own insignias. Fesenmyer also witnessed first hand those soldiers' passion for personalizing their Zippo lighters with meaningful pictures and sayings. He said the personalization of lighters by soldiers, as well as their desires for specific insignias and designs, is the origin of Zippo lighter collecting, as we know it today.

Fesenmyer remains a vital part of the company today as chairman of the Philo and Sarah Blaisdell Foundation, Zippo's charitable arm. However, he is also our greatest source of a wealth of knowledge about the early days of Zippo and an inside perspective to the life of Mr. Blaisdell.

He fondly remembers the excitement around the office when Zippo lighters first began to appear in motion pictures and television in the 1950s and 60s. "There weren't too many movies without one," he says. "The Zippo lighter was indicative of an individual that was rough, not a romantic... movie icons like James Cagney or James Dean."

Fesenmyer believes that Zippo's famous lifetime guarantee is the reason for our success. "Our reputation from the unconditional lifetime guarantee is manifested throughout the world in the various repair clinics from the one here in Bradford to Japan," Fesenmyer says proudly. He still remembers the story Mr. Blaisdell shared with him about the beginning of our commitment to manufacturing the highest quality products.

Fesenmyer tells the story of a friend of Mr. Blaisdell's who purchased a Zippo lighter from the Emery Hardware store in 1933. After some usage, the lid of the lighter broke, and the owner brought it back to the store. "I can't fix it," the clerk told him, "but take it to Blaisdell across the street." So the man took the lighter to Mr. Blaisdell's original factory hoping to have it fixed. When Mr. Blaisdell gave his friend the repaired lighter, the friend asked how much he charged for repairs. "If I can't build a product that'll work for more than a day," Blaisdell said, "then I shouldn't be in business." And so the guarantee was born that day in 1933, and we are still committed to honoring Mr. Blaisdell's promise to this day.

Click Comment – Zippo Mania

Went to work the other day — drove 25 miles and realized I had forgot my trusty Zippo lighter - drove all the way back home to get it... am I sad or what? Ever since I started collecting Zippo lighters, I will not light my cigarette with anything but a Zippo lighter. I have recently thrown out all my gas lighters

and only have Zippo lighters in the house. Is Zippo mania affecting anyone else? I can't stop buying them. I can't go anywhere now without having my Zippo lighter – it's like it's attached now. Can you get treatment for this Zippo mania condition?

Cheers, Dave

What makes Zippo lighters collectible?

It's the Lifetime Guarantee and the multi-various of designs for me. I've heard there are 600,000 different designs.

– Frank m.
zippo0997
Charter Member #673

There are two big reasons that make Zippo lighters collectible. First, is the fact that Zippo is a piece of Americana. It has served with our military since World War II. It has also been a source of advertisement for many companies large and small. The second thing to note is that the lighters can be dated. Dating is an important part of collecting anything. Without this ability, the lighter simply becomes just another lighter. How many people collect Bics?

– slickwilly977

I don't need to say more, the Zippo lighter has history, and some great tales!

– thesaint

Collect for the FUN of it!!!!
A \$1.00 Zippo can be priceless to someone or worthless to another....

– Jhermainea

185 MOVIES. 0 FACE LIFTS.

zippo
Use it to start something.

185 MOVIES. 0 FACE LIFTS.



zippo
Use it to start something.

1999 Billboard Ad

185 MOVIES. 0 FACE LIFTS.



zippo
Use it to start something.