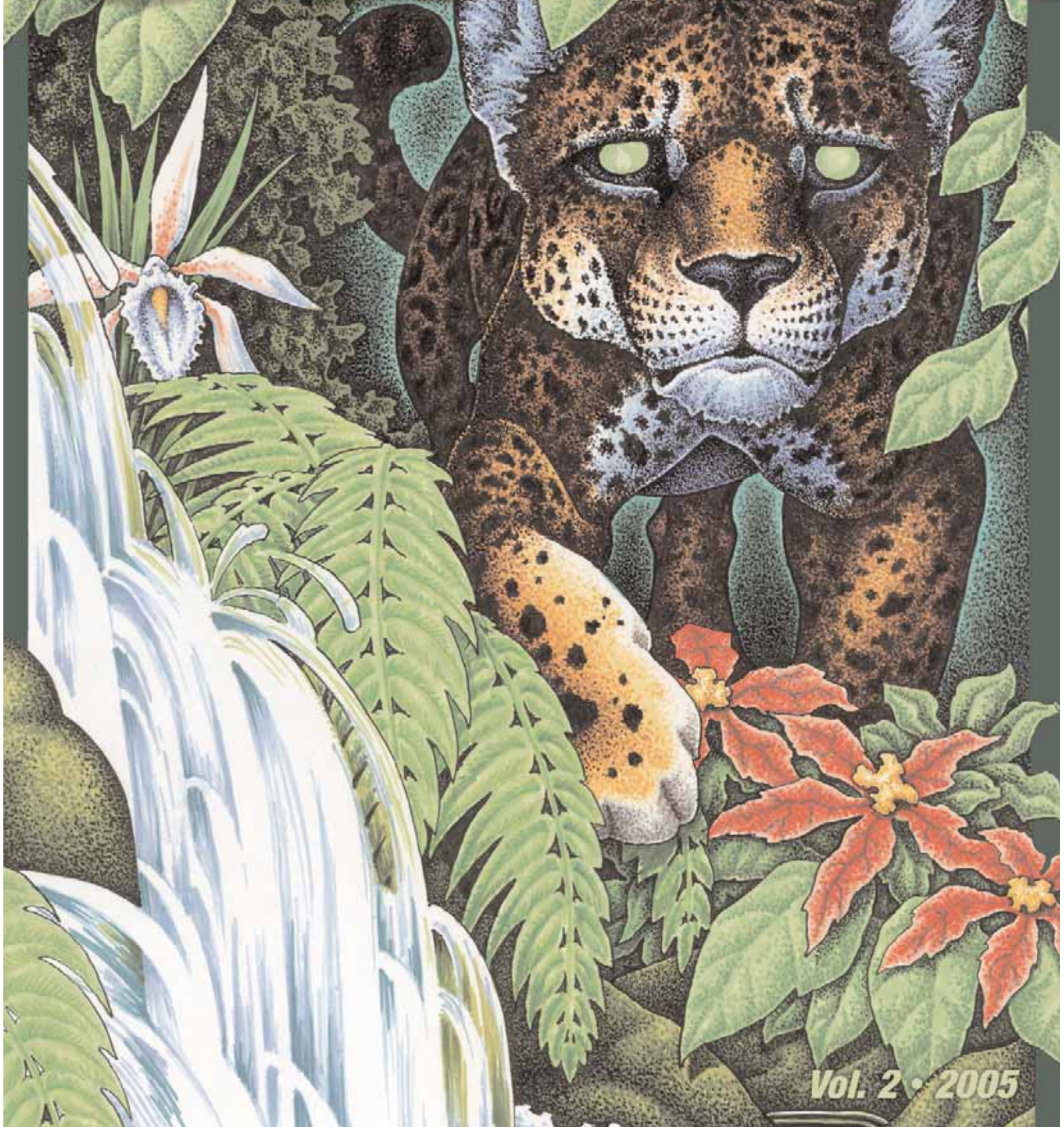


CLICK

zippo®

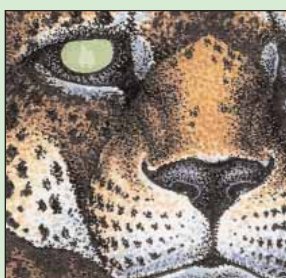


Vol. 2 • 2005



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CAN YOU FIND THE ZIPPO FLAME?

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



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Letter from the President

It's impossible to imagine the heartbreak of losing everything you own. Regardless of our location across the globe, all of us watched in horror as the devastation of Hurricane Katrina took its toll. Many of us who were miles away - wondered how we could ever help impact the lives of so many whose losses were so great. While we are acutely aware that money can't replace memories or mementos, we hope that sharing our resources can help people to begin to pick up the pieces of their lives and begin again.

Zippo Manufacturing Company owners Mrs. Sarah Dorn and Mr. George Duke, Zippo and Case employees, our retailers, and you have provided more than \$50,000 to the Hurricane Katrina relief efforts through various fund-raisers and donations. We are proud to be part of a caring community of those who are willing to reach out worldwide to help this small part of the globe recover.

Funds were distributed to the Salvation Army, Habitat for Humanity, American Red Cross, and the Society for the Prevention of Cruelty to Animals (SPCA). As those impacted continue to come to terms with the devastating aftermath left by Hurricane Katrina, these organizations continue to provide hope and material, physical, emotional, and spiritual comfort.

I'm so proud to represent such a caring family.

Gregory W. Booth
Zippo President and
Chief Executive Officer



George Duke, Chairman of the board of Zippo and a member of the boards of W.R. Case and Sons Cutlery Company and Zippo Fashion Italia (left), Tom Arrowsmith, President and Chief Executive Officer of , W.R. Case and Sons Cutlery Company and Greg Booth, President and Chief Executive Officer of Zippo and Chairman of the board for W.R. Case and Sons Cutlery Company present Captains Henry and Debbie Weigner, of the Bradford Salvation Army a check to provide assistance to the victims of Hurricane Katrina.



Letter FROM THE Administrator

From the huge attendance at our Click Togethers and Zippo events this year, it's no mystery the hobby of collecting Zippo lighters is growing every day.

Congratulations to all contest winners, especially Silke Hentschel who won the one-of-a-kind Click Together lighter pictured in the last issue of Click magazine. Look for next year's Click Together schedule in the next issue.

This issue includes four special collectibles just right for your collection. As this magazine goes to press, only a few remain of the club collectible of the year, the Barbour Street 50th anniversary Zippo lighter set on page 5. Mysteries of the Forest 10th Anniversary retrospective lighter, Iris PVD pilot run, and the new member lighter are available while supplies last.

On page 10, we are pleased to present the first article written by a Click member - Dana Baumgartner. If you'd like to submit a story to be considered for inclusion in Click, e-mail it to me at click@zippoclick.com. I look forward to hearing from you!

Kathy

Kathy Jones
Collectors Club
Administrator



Zippo Click Together collectible:
Silke Hentschel

Contest Winners

Watkins Glen Gran Prix Ticket winners:

Jamie Richardson
Alan Coupe

Zippo 200 Tickets:

Kevin Moore
Thomas Lenox
Daryl Malloy

Gregory Cohen
Bryan Erion Sr.

Collectible drawings:

Three Stooges – William Huber
Red Sox – Joel Hall
Remington – Helen Plumb

Flame Collectible:

William Magers Joshua Cather

Zippo Car Ride:

Charlotte Short

Zippo Barbour Street Building 50 years

This commemorative set is available to Zippo Click members while supplies last.

In 1933, Zippo founder, George G. Blaisdell, began production of the world famous Zippo lighter in the second floor of the Rickerson and Pryde Garage in Bradford Pennsylvania. Two buildings and 23 years later, Mr. Blaisdell moved his corporate headquarters to a newly constructed three-story office building at 33 Barbour Street. The building is still turning heads today while it serves as the global headquarters for Zippo Manufacturing Company and its subsidiaries.

To honor the building's longevity and timeless appeal, the Barbour Street building commemorative is the 2005 Zippo Click club collectible.

The building is replicated on a high polish Armor case Zippo lighter with an exquisite deep carved rendering of the building. Adding to the uniqueness of the commemorative is the dramatic red and black color accent matching the building's exterior.

Product #20083
\$80.00

Accompanying the Zippo lighter is a book detailing the history of the building and a Zippo flame cut from the genuine material used on the front surface of the building. The set is packaged in a black leatherette shadow box featuring a photograph of the historic building on the cover.



The Original

10 years later

Mother and Cub at Turtle Falls
(Companion lighter to *Mysteries of the Forest*)

Mysteries of the Forest 10th Anniversary Collector Edition

Companion piece to 1995 Collectible of the Year

Individual lighter

Technographics process on high polish brass

Color imaging process on high polish brass

Lighter design reproduced from original art by Jon Robyn

Lighter design reproduced from original art by Jon Robyn

Packaged in companion tin

Packaged in companion tin reminiscent of original

Quantity was not limited

Limited to 30,000 world-wide



Ten years ago Zippo introduced **Mysteries of the Forest**. It was one of Zippo's most popular Collectibles of the Year.

"Mysteries" revolutionized Zippo collectibles with a new decorating process and

the utilization of graphic connections linking sets of lighters.

Celebrating

Zippo celebrates the innovative **Mysteries of the Forest** series with a 10th Anniversary retrospective lighter featuring an alternative piece of art that was submitted, but not used, for the 1995 Collectible of the Year. The alternative art is featured on the cover of this issue.

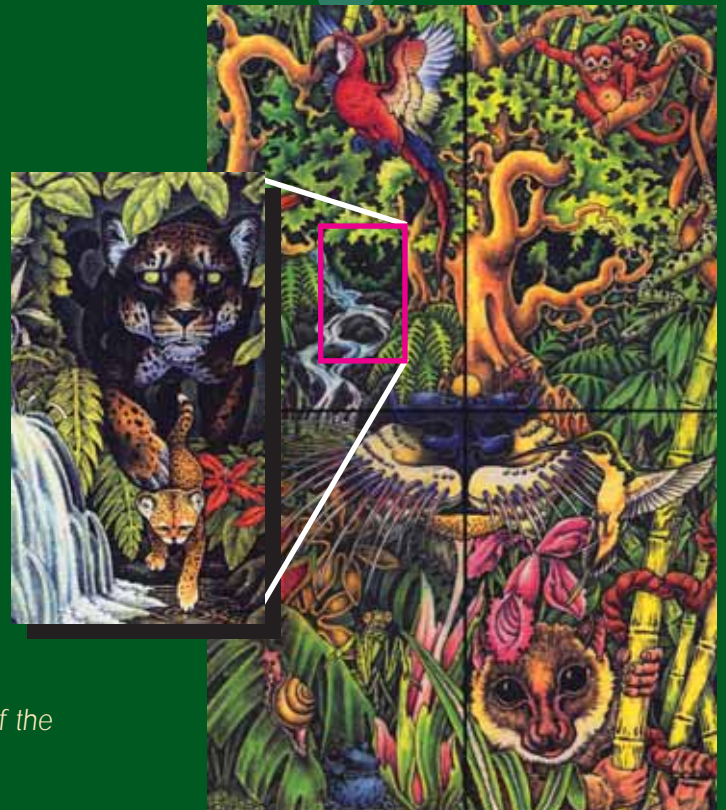
The original art was for the Collectible's companion piece, **Mother and Cub at Turtle Falls**. It depicted a mother jaguar and her cub near the water, with a turtle on a rock in the stream at the base of the falls. The alternate art (now used for the 2005 retrospective) shows the mother jaguar at the falls – but



without the cub and turtle. Both versions represent a "zoom-in shot" from the scene created by the four-lighter **Mysteries of the Forest** collectible set, see the graphic, below.

For the 10th Anniversary lighter, the color imaging process on a classic high polish brass finish is used to capture the intricate details that made the 1995 collectible so unique. The 10th Anniversary lighter is limited to 30,000 consecutively numbered pieces worldwide and packaged in a collectible tin reminiscent of the original Mysteries tin. See the next page for an enhanced edition exclusively for Click members.

Mysteries of the Forest



The four lighters of the 1995 Mysteries of the Forest set come together as a puzzle forming the image of a jaguar. Zoom in on the left eye and a mother jaguar at the falls is revealed. The two dots of the mother's eye are barely visible in the larger image.



Limited Member Offer

Mysteries of the Forest™

10th Anniversary Collector Edition

**Exclusive
member offer!**



#21110-000010
\$34.95

The first 200 of these collectibles available for release have been reserved for Zippo Click members!

Each collectible is accompanied by a certificate of authenticity autographed by Jon Robyn, Mysteries of the Forest artist.

Available While Supplies Last.
(Use the order form accompanying this magazine.)



Order yours today!

Collectible of the Year FACTS

- 🔥 Zippo issued unique Collectible of the Year lighters from 1992 to 2002.
- 🔥 The first was the 60th Anniversary commemorative.
- 🔥 The last collectible in the series was Friends for a Lifetime.
- 🔥 The Mysteries of the Forest set and companion lighter was one of the most popular Collectibles of the Year.
- 🔥 Some of the Collectible of the Year commemoratives were individual lighters and some were sets, which also included companion pieces.



Robyn Designs

Skull
Industrial



Tribal
Madness



Primitive
Tyrant



Jackpot



Lucky 7



Pool
Player



ARTIST Jon Robyn

It was no mystery to family and friends that Jon Robyn loved creating art at an early age. He studied art throughout high school. Following graduation, he worked for seven years with custom shop master engraver, Ken Hurst in Virginia.

Robyn has been a master engraver for 24 years proficient in every engraving style from Germanic to Bulino. Through his engraving from guns, knives, and jewelry, he has become a custom engraver to clientele throughout the world.



Jon Robyn creates art for Zippo lighters at his studio in New York.

He has been creating unique pieces of art for Zippo for 14 years. The most notable collectible was Mysteries of the Forest. Many of his designs are included in the 2005 Zippo Complete Line Collection like Skull Industrial, Tribal Madness, Primitive Tyrant, Jackpot, Pool Player, and Lucky 7.

"I really enjoy working on Zippo lighters with their world-renowned status," stated Robyn. He continues to create collectible art using Zippo windproof lighters as a canvas.

Jon visits with Rita Walters, Zippo Design Center Manager in the new center at corporate headquarters in Bradford, PA.





CLICK MEMBERS GO

*Dana Baumgartner
Zippo Click Member*



Ciao! Zippo Click members Dana and Robin Baumgartner, Bill Kolk, and Len and Ruth Shorter were thrilled to travel from the United States to Modena Italy to attend the Zippo Club Italia (ZCI) meeting May 27 - 28, 2005.

The thrill was not only to attend their meeting, but also to meet other Zippo Click members and Zippo collectors, which before the meeting, had only been communicating via e-mail and zippoclick.com forums. There were Zippo Click members from eight countries in attendance!

The ZCI weekend began Saturday at 4 p.m. at the fantastic Cassanova Club. Complete with a swimming pool, restaurant, bar, and of course good friendship with fellow collectors. The theme for the party was "country and western" with a band, DJ, and even country and western dance lessons.

ZCI and Zippo Italia provided various games and prizes. One game had a chicken that was placed on a numbered board and prodded by contestants to "deposit" on their number. The evening lasted into the wee hours of the morning with more dancing and talk of Zippo lighters amongst the attendees.



Gabi, Robin, and Dana



Fritz & Frankie



Zippo Click and ZCI member Len Shorter (pictured) and his wife Ruth attended the event. Great weather was the course for both days with abundant sunshine and temperatures in the eighties.

Photo courtesy of Zippo Italia



TO ITALY FOR ZCI!

The second day of the ZCI meeting started Sunday at 10 a.m. with more Zippo lighter buying, conversation, and games. Other prizes were given for those individuals guessing the number of Zippo lighters in a jar, the spinning number wheel, and a lottery drawing.

The meeting ended that evening with everyone going his or her separate ways with many memories of the event.

After the event, some members toured Venice, Florence, San Gimignano, Verona, Modena, and Volterra. ZCI and Zippo Click members residing in those villages graciously provided the guide service. This proved invaluable, as those members knew where all the tobacconia shops were located! When a shop was spotted, a stampede of Zippo lovers always followed. Thankfully, our guides had not purchased all the Zippo lighters before our arrival.

A special thank you, from the bottom of our inserts, to ZCI and Zippo Italia, for their hospitality and the opportunity to attend the meet and visit their country. Also, thanks to all the Zippo Click members who attended and made the trip a once in a lifetime experience. **Grazie!**

Of course, in the Italian custom, there was plenty of food specific to each area that provided a perfect ending to each day. Vittorio Moretto, salesperson for Zippo Italia holds up Zippo Pizza Bread and spread available at the event.

Photo courtesy of Zippo Italia



The Zippothlon was a series of competitions between teams (comprised of about 5 people each) that included the assembly of a Zippo puzzle, questions of various Zippo related trivia, matching photographs to events throughout the Zippo timeline, and Zippo lighters in movies.

Photo courtesy of Robin and Dana Baumgartner



Claudio Mazzi was presented with a delicious cake commemorating his 20 years as an airbrush artist during the event. A Zippo by Mazzi was presented to all ZCI members in attendance to commemorate the occasion.

Photo courtesy of Zippo Italia





NATIONAL ZIPPO DAY 2005

TURN UP THE HEAT







Zippo Around The World

2006

Zippo/Case International Swap Meet

July 21 – 22

Zippo/Case Visitor Center

Bradford, Pennsylvania

Telephone: 814-368-2700

E-mail: consumerrelations@zippo.com

If you would like to add your Zippo lighter collector's event to the list, please
e-mail: zippoclick@zippoclick.com.

Correction:

On the Click Together page 8 in the last issue of Click magazine, the caption for the photo on the left side centered should read, "Robert Rhodes shows his Zippo lighter collection to fellow member Bill Wetherald."

National Zippo Day 2005



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Zippo Clicking Around the World

SLLC *Lights up Atlanta*

By Larry Visbisky

The Southern Lights Lighter Club hosted their annual summer Swap Meet Saturday, August 27, igniting the passion and camaraderie of its club members once again.

The club welcomed attendees from more than six states, as well as several new faces to the event. "It's exciting to see familiar faces as well as the new collectors at the event," said SLLC President, Robin Baumgartner. With swap meets usually being yearly events, members had plenty of stories and news to share. "At the event we had six months to a year's worth of lighter stories to catch up on. It was pretty kewl beans," concluded Baumgartner.

Lighter talk, swapping, buying, and selling began Friday night for the members, and opened up Saturday morning to the general public, with no charge for admission. Saturday afternoon showcased the annual club auction featuring items donated by club members and Zippo.

The SLLC is already making plans for their next swap meet to be held in March 2006, where the club will celebrate their 10th anniversary.

For more information on the SLLC visit southernlights.homestead.com or e-mail SLLCinfo@bellsouth.net.



The SLLC event offered plenty to fellow collectors, including story and lighter swapping, buying and selling, and an auction.

8th Yukari Zippo Awards Nagoya

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ZCVC

CORVETTE CLUB OF WESTERN PA



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TU ES LIBRE?

ALLUME QUI
TU VEUX!

GAGNE DES
MILLIERS
DE KDS

ENFLAMME TOUTES LES FILLES ET GARÇONS
DE TA RÉGION



Joue sur le site et ALLUME celle
et ceux que tu veux rencontrer et
enflamme les pendant les soirées
MEET AND DATES que nous
organisons dans cet
établissement



zippo
love
tour

www.zippolovetour.com

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www.nightndates.com

Ou sortir

music.fr

Tour de Amour

by Brent Tyler

The love is spreading throughout France as Zippo hits the nightclub scene. The Zippo Love Tour is a program after the hearts and minds of young French men and women. The program, launched this year in collaboration with French music and lifestyle website m6.fr, hosts 20 massive Zippo themed parties in nightclubs around France and brings young couples together through zippolovetour.com. At the events, the folks can party their tushes off and register to win Zippo lighters, hats, and a bevy of Zippo merchandise.

The interactive portion of the Zippo Love Tour brings couples together for "meet and dates." Submitting personal photos and information to zippolovetour.com qualifies the young men and women to participate. Once photos are submitted, wanton lovers flirt with one another by clicking on the photos of those that appeal to them. If the "flirtee" agrees, the couples meet at a Zippo nightclub party and the date is filmed for the m6 television station (similar to MTV). In total, 1435 blind dates have been accepted and 7227 blind dates have been turned down. Those that accept the dates met at one of 188 bars and nightclubs that are part of the "meet and date" venue network.



Love tour lighter –
Photo courtesy of
Robin Baumgartner

To date, the program has sparked a lot of interest, but only time will tell if there will be a Zippo "Love Connection."



zippo
HOT TOUR

THE All-American Rejects

TO HEADLINE THE 2005 ZIPPO HOT TOUR



by Marty Ours

The 2005 edition of The Zippo Hot Tour began earlier this summer with over 1,000 registered bands and now 80 unsigned bands are left standing competing to win some amazing prizes. One part of the grand prize is that they will be competing for the chance to open for Interscope Recording Artists The All-American Rejects on the Zippo Hot Tour this fall!

The new album by The All-American Rejects titled: *Move Along* debuted at #6 on the Billboard Top 200 Album chart upon its release this past July. *Move Along* is the follow up to the band's now platinum debut self titled album.

"We are really stoked to headline this years Zippo Hot Tour," commented lead singer Tyson Ritter. "Whichever band wins, they better get ready because this tour is gonna be HOT!"

Music fans in the ten regional cities will finally have the opportunity to help push their favorite band on tour with The All-American Rejects. Showcases are scheduled to begin this week in Austin, TX; Charlotte, NC; Cincinnati, OH; Denver, CO; Memphis, TN; Orlando, FL; Philadelphia, PA;

Phoenix, AZ; Pittsburgh, PA; and Raleigh, NC. There will be four shows in each market featuring two semi-finalist bands each weekend as well as a regional headliner. For a full listing of when and where everyone is playing, log onto zippohottour.com.

Besides competing for a shot at touring with The All-American Rejects, the winning band will showcase their talent to Capitol Records and receive almost \$100,000 in prizes from the impressive lineup of partners, and have their very own decked out tour bus to ride on during their tour with The All-American Rejects in November.

Emerging from the showcases, the winning band from each city will be posted at zippohottour.com beginning in October. The winning band from the finals round of online voting will be flown to Hollywood, California to showcase for A&R executives at Capitol Records at the conclusion of the contest.

Some of the other great prizes the Grand Prize winning band will receive include a five-piece TAMA Drum set with 24-inch BD kit with hardware and a full line accessories package, a collection of ESP

Guitars, feature placement on the PureVolume homepage, one thousand conventional audio-only CDs from DiscFarm, 50 customized Zippo lighters with band logos and more.

"The best present a fan ever gave me was a KISS Zippo," remarked Nick Wheeler (guitars/programming) of The All-American Rejects.



Evolution of

One of the fastest growing sports in the United States since the early 90s is NASCAR and Zippo has been along for the ride. Now strap in tight and follow us around the track from the starting line in 1993 to where we are today as the hottest collectible on the track...

1993-94 - Surface Imprint

The first motorsports collection included eight high polish chrome Zippo lighters. A group of six famous NASCAR drivers was available: Jeff Gordon, Dale Jarrett, Kenny Wallace, Morgan Shepard, Mark Martin, and Kyle Petty. These lighters featured a surface imprint bust of each driver on the bottom of the lighter and their autograph along the lid. Two Winston Cup lighters were also available, one with the eagle logo and one without.

Later in 1994, a special black matte lighter with a brass emblem commemorated Jeff Gordon's win at the Inaugural Brickyard 400. The lighter was packaged in a round collector tin. Buyers can expect to pay high dollar for this collectible.

1995

Following the success of the first series of motorsports lighters, this line greatly expanded in 1995. Five different series were available: events, tracks, racing trademarks, drivers, and specific cars. The event series included a lighter, money clip, key holder, and Zippo Cut About Lite knife. The four events were the Daytona 500, Indy 500, and Brickyard 400. The track series included Daytona, Indianapolis, Talladega, Darlington, and Watkins Glen. Both Daytona and Indianapolis included a companion knife. The racing trademark series offered NASCAR, Winston Cup, and Winston Cup Drag. One final catalog lighter featured the entire 1995 NASCAR race schedule. The NASCAR race schedule lighter would also be offered in 1996.

But without a doubt, the most significant stride in the 1995 collection was the introduction of the Technigraphic image reproduction technique. The Technigraphic process made it possible to transfer an entire image, resulting in a photographic quality reproduction. This process was used for the driver series and car series. The driver series included: Rusty Wallace, Kyle Petty, Morgan Shepherd, Bill Elliot, Jeff Gordon, and Mark Martin. The car series included: Citgo #21, Valvoline #6, Miller Genuine Draft #2, and Dupont #24.

1996

Many of the offerings in the new year were very similar to that of 1995. The most significant addition was the Dale Earnhardt Signature Series. Five lighters wore a facsimile of his autograph including the special edition Brickyard 400 commemorating Earnhardt's win at the 1995 event. These lighters retailed from \$23.95 on Black Matte up to \$35.95 for the Brickyard lighter. Buyers can expect to pay at least double the original retail price for the Brickyard commemorative.



Racing Lighters



Also available but not in the 1996 Zippo Complete Line Catalog (CLC) was the Jeff Gordon Winston Cup 1995 NASCAR Champion lighter. This was the first of the Gordon signature series that would join the motorsports line the following year. This lighter is highly collectible and sells for high dollar.

Other changes from the previous year included the following: the event series included the same events but changed in design, the track series was now limited to Indianapolis and Daytona, the trademark series no longer included Winston Cup Drag, and the Technigraphic car series now included the #42 Coors Light car.

1997

This was a year of change. The Technigraphic designs were removed from the catalog. A Jeff Gordon signature series was added to accompany the Dale Earnhardt series. Each of these series offered four designs. Similar to the Earnhardt and Gordon series was the Smokin' Joe's Racing series of four lighters. Caption: Zippo was an associate sponsor of the Jimmy Spencer #23 Smokin' Joe's Winston Cup Racing car and also sponsored Spencer's Busch Series Car for a limited number of races. Along with the sponsorship, Zippo produced two lighters, one with the #20 Zippo car and one with a bust of Jimmy Spencer.

Zippo also introduced new Daytona 500, Indy 500, and Brickyard 400 designs with an accompanying key ring; as well as an Indy Racing League lighter. Also available for the first time was a series of eight Formula One racing lighters. Additionally, Benetton, a Formula One racing team, had their own separate set known as the "United Colors of Benetton." These lighters were not in the Zippo CLC but were available in 1997-98.

1998

Individual drivers were phased out of production. Still available, were the Daytona 500, Brickyard 400, and Indy 500 lighters. A special Daytona 500 gift set with a lighter and accompanying money clip was available for \$51.95 retail. The Indy Racing League offered two different lighters, plus a lighter/key ring set for \$30.95 retail.

1999

The Indy 500 and Brickyard 400 lighters remained in the line. Two new Indy Racing League lighters emerged including a Pep Boys Indy Racing League gift set (lighter and key ring). And back by popular demand was a new line of four Dale Earnhardt lighters each with a different design and on a different finish – these lighters would remain in the catalog the following year.

2000

New Daytona 500, Indy 500, and Brickyard 400 designs emerged once again. Each race had a series of three lighters each on a different finish. The Pep Boys Indy Racing League also remained in the line with a series of three lighters.

2001

The only racing lighters available were a red matte Zippo Motorsports logo, the Grand American Road Racing, and the Zippo sponsored TF Racing #47 lighters. These lighters remain in the catalog in 2005.

continued on next page.....

2002-2003

For the third time, a collection of Dale Earnhardt lighters joined the Zippo line, but this time a trio of Dale Earnhardt Jr. lighters came along for the ride. Dale Sr. signature lighters were available on Black Ice, Street Chrome, and Satin Chrome. Dale Jr. with a Big #8 and his signature were available on Street Chrome, Satin Chrome with a flaming background, and Brushed Chrome with racing stripes.

2004-Present

The Zippo Motorsports line took a dynamic turn. Suddenly, more drivers and dozens of hot designs were available. Not to mention – limited edition collectibles! Sam Bass, the official artist of NASCAR, who many of you met at the 2004 Zippo/Case International Swap Meet, signed on to become the designer/artist for this exciting line of collectibles.

Seven drivers are available: Jeff Gordon, Earnhardt Sr., Earnhardt Jr., Michael Waltrip, Kasey Kahne, Dave Blaney, and Kevin Harvick. In all, over 60 lighters are available and can be viewed and purchased on zippomotorsports.com or at the Zippo/Case Visitors Center.

Zippo 200

This past year, Zippo was the title sponsor of the NASCAR Busch Series event at Watkins Glen during the Sirius Satellite Radio race weekend. Available exclusively through the Watkins Glen gift shop, the Pyramid, were two Inaugural Zippo 200 lighters – black matte and street chrome and a commemorative Zippo 200 pin.

Since 1993, Zippo has also been the title sponsor of the Zippo U.S. Vintage Grand Prix at Watkins Glen. Throughout the 1990s, a limited number of year specific commemorative lighters were given to special guests at these events.



ORDER YOURS TODAY!

AVAILABLE WHILE SUPPLIES LAST.

LIMITED PILOT RUN



IRIS PVD FINISH

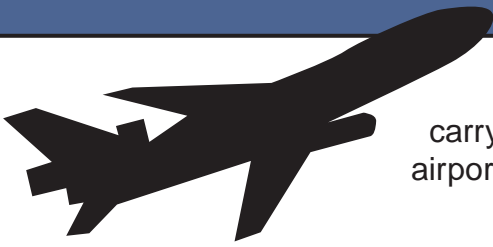
Zippo tested the Iris PVD lighter in two separate pilot runs in October 2003 and January 2004.

The Zippo lighter case was coated, using a physical vapor deposition (PVD) process to produce the Iris finish. Failure to achieve acceptable color during the pilot runs, resulted in termination of the Iris process after a run of 3600 pieces.

The Iris Zippo lighters were never sold at retail or featured in any Zippo catalog. The remaining 993 lighters were exclusively offered to Zippo Click members.

Product# 21116
\$49.95

(Use the order form accompanying this magazine).



This year, the rules have changed for air travelers carrying lighters. While no lighters are allowed beyond the airport security checkpoint, Zippo lighters can be packed in checked luggage. Here is a recap of the regulations:

YES

Previously filled Zippo lighters **CAN BE PUT** in checked luggage.

In June 2005, the Department of Transportation (DOT) issued an exemption for previously fueled Zippo lighters in checked luggage.

The new ruling allows passengers to pack up to two previously fueled Zippo pocket lighters - each placed in an approved case - in checked luggage aboard all commercial airlines.

The Zippo Cargo Case is an approved case.



Zippo Cargo Case

YES

New, never fueled Zippo lighters **CAN BE PUT** in checked luggage.

In May 2005, the DOT ruled that Zippo lighters, which have never been fueled, can be placed in checked luggage.



NO

Lighters in the passenger cabin are prohibited.

In April 2005, the Transportation Safety Administration (TSA) implemented Section 4025 of the Intelligence Reform and Terrorism Prevention Act, banning all lighters from passenger cabins of commercial aircraft.



Zippo Cargo Case is available for purchase at zippo.com



Zippoclick.com

Live web chat

Guest: Shirley Evers

November 4, 2005

Eighteen members joined Shirley Evers, Zippo Consumer Relations Manager, in a live one-hour web chat Friday, November 4 on zippoclick.com. Evers's career has spanned over 19 years at Zippo, with the past eight years overseeing the Consumer Relations Department.

click: Hello! Please join me in welcoming Shirley Evers, Zippo Consumer Relations Manager to our live chat. Shirley, will you please tell us about yourself and what you do at Zippo?

shirley_evers: Hi everyone. I'm so glad you could join us tonight. I've been at Zippo for about 19 years and have been involved in many areas, promotional products, international sales and now Consumer Relations. In Consumer Relations, we handle all kinds of consumer inquiries.

gingersnap: Hi Shirley, was any corinthian made in Canada?

shirley_evers: Hi gingersnap. I don't believe any Corinthian lighters were made in Canada.

gingersnap: Thanks Shirley, was any Moderne made in Canada?

shirley_evers: I don't believe any Modernes were made in Canada either. Most of the Canadian production was geared towards plain and imprinted lighters.

pege: Didn't Canada also do non-lighter products; i.e. tape measure, pillbox, pocket knives?

zippocan: Are there any plans to compile a history of Zippo Canada?

shirley_evers: Zippo Canada did also sell tape measures, pillboxes, pocket knives, etc. Their main product was, of course, the Zippo lighter.

zippyjim: why did the Canadian factory Close?

shirley_evers: We always try to include Zippo Canada in our historical information, but we don't have any plans for a special book right now. That's a great idea - thanks for the suggestion!

shirley_evers: Zippo opened the Canadian facility because of trade barriers that formerly existed between the US and Canada. When NAFTA came into being, that need was no longer there.

robert19: what is the lowest number available? Is it 001 or does that go to the president? The reason I asked is that I got a Case swivel clock with knife and it was 002

shirley_evers: Hi Robert, in most cases the lowest numbers are reserved for the owners and the president.

rbdabberrb: Hi folks. Shirley, what do you deal with on a day-to-day basis, in general, of course?

shirley_evers: Many of the consumers like to know general facts about Zippo and our products. They also like to know where they can buy a certain lighter. We get many interesting and unusual calls. I probably talk to about 20 people every day - that's just me. My staff (5 people) talks to even more than that, plus they answer e-mail too.

kingpin86: Shirley, how did you end up working for Zippo, and what is your favorite part of the job?

shirley_evers: I started at Zippo 19 years ago in the promotional products area (the division that specializes in logo products).

kingpin86: Thanks Shirley...but why Zippo?

shirley_evers: I also worked with the Military and International divisions before I came to Consumer Relations. My favorite part is getting to chat with all the Zippo fans! I came to work at Zippo because of it's reputation and the quality products. I stayed because this company treats their employees wonderfully and I'm really proud to work here.

kingpin86: That's a brilliant testament to the company, thanks for that insight

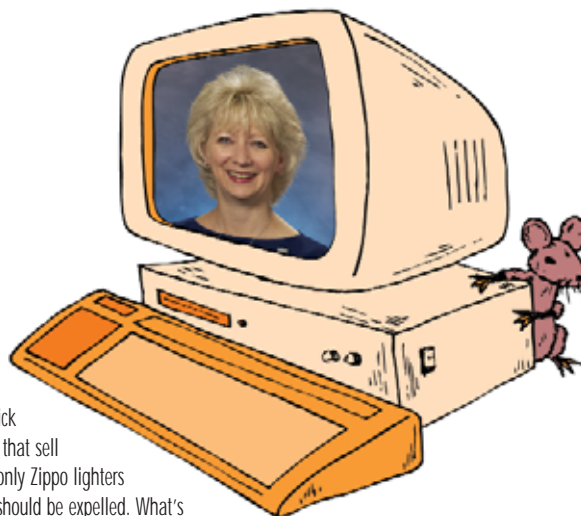
loweden: Us collectors are also proud of Zippo!

robert19: Shirley: I noticed at the 2004 Swap Meet that they (Zippo employees) treat guests well, also.

robert19: It is good that Zippo looks forward to these events. I know it must be a lot of work.

countryron: I must also say that the ones in the store (Zippo/Case Visitors Center) have always treated me with the utmost respect.

countryron: Being from Warren PA, I get to visit the store often. Perhaps too often. lol



drwuh:

I think Click members that sell member only Zippo lighters on eBay should be expelled. What's your idea on that?

shirley_evers: Once a click member buys their member-only product, it is their property and they can do with it what they want.

rbdabberrb: Is there anything we, as collectors, can do to get the availability of Zippo lighter fluid up in local establishments?

shirley_evers: The lighter fluid and other accessories are always in short supply, it seems. I plan to share this information with our sales team.

rbdabberrb: Appreciate it BIG TIME Shirley

shirley_evers: Does everyone know about the retail locator on zippo.com? That's a great resource to locate how/where to purchase our products.

loweden: I have used it

rbdabberrb: Yes, it is fantastic, as is the entire website.

rbdabberrb: Are the collector guides going to stay basically in the new, larger format?

shirley_evers: We just introduced the new, larger sized collectors guide to fit in a #10 envelope and to easily fit in brochure display racks. I hope you like it.

zippyjim: Too big.

loweden: I like it

rbdabberrb: I like it; the old ones were "too big" to carry in your pocket. The new ones are easier and more colorful.

rbdabberrb: And, how is the feedback on the newer black cases being heard?

loweden: yes the black cases need attention

robert19: loweden: are you guys talking about the two piece cases, if so they may be "collectable" someday...haha

pege: I do think the new box is a definite improvement over the old. But it's not quite right yet.

shirley_evers: The only feedback I have heard on the black cases is that they are too hard to stack. What do you all think?

kingpin86: I like the cases!

loweden: There is talk about the clip scratching the Zippo lighter.

zippyjim: I never leave my lighters in cases

loweden: I had one mar my terra cotta

loweden: I like the look of them but a few modifications would go a long way :-
pege: The scratch issue might be why matte lighters are no longer packed in black plastic.

ccadet: Shirley, What is the process to return a lighter for repairs?

shirley_evers: Here's how to return a lighter for repair.....Make sure no fluid is in the lighter, package it securely in a padded mailer or cardboard box, place a note inside with your name, address and phone number and insure your package when you send it. Here's the address: **Zippo Repair Clinic, 1932 Zippo Drive, Bradford PA 16701 USA**

rbdabberrb: About how long does it take to "develop" something for the collector, i.e. the Barbour Street, and how many Zippo employees does it involve?

click: The Barbour Street - 50 year anniversary collectible took about 9 months from start to finish.



loweden: Wow!

rbdabberb: Okay, yes, I think that's what we all forget to think about, ha!

loweden: You're right Robin!

click: Gathering the history of the building from our resources was a lot of fun. The Barbour Street project involved many employees both here in corporate headquarters and the plant. Rita Walters, Design Center manager, Dale Ver Voort, Art Department manager, and Mollie Shaffer, artist were instrumental in creating the lighter design.

rbdabberb: Yes, please tell Mr. Ver Voort we said hey! What a great job he and the Art Department did on the Click magazine cover with our sports series!

kingpin86: Shirley, forgive me if this is a redundant question, but do you (either personally or Zippo staff) in general collect yourself? If so, what's the centerpiece of your collection? Furthermore, would I be right in presuming the retail locator doesn't cover the UK? :-)

shirley_evers: I am a collector, and so is my husband. He has worked at Zippo for 42 years, so we have a lot of lighters! My favorites are the collectibles of the year and the table lighters. The retail locator does not include the UK. For information on lighters available in the UK, contact Zippo UK. Their website is zippo.co.uk.

zippocan: Table lighters: Are there any plans to re-introduce a table lighter?

loweden: So will your love of table lighters influence a resurgence of them?

shirley_evers: There are not any plans to reintroduce the table lighter at this time.

kingpin86: Here I am, a young collector, and I'd love a table lighter in my collection...

rbdabberb: Kingpin, put an ad in the classifieds on zippoclick.com! I bet many folks could help you :-)

pege: Come to the Swap Meet, kingpin - you'll see table lighters like you never imagined!

rbdabberb: We were lucky enough to meet Marie and her husband John from Zippo UK at the last Swap Meet.

zippyjim: I like the quick reference year guide on the single card. (Zippo Collectors' Pocket Guide)

ccadet: Is the Zippo car the original?

loweden: Nope

ccadet: If it is not the original, are there any parts that are from the original car?

zippyjim: The original car disappeared

pege: The original Zippo Car was lost - can you imagine losing something that unique??

rbdabberb: New Zippo Car was built in about 1998

gingersnap: Shirley, could you please give information for motor home parking for 2006 swap meet? How soon do we have to make reservations?

shirley_evers: While you are at the Swap Meet, you can park your motor home in the parking area. For overnight, however, you need to reserve a spot in the campgrounds. Click on visitanf.com for more information. It's a great site for information about Bradford and the surrounding area.

robert19: Do you have any secrets about future products that you can tell us about? Loved the John Wayne Tribute lighters.

shirley_evers: We are always working on new finishes - the Candy Apple Red will be featured on the new member lighter. It's gorgeous. There are a few more being introduced in the 2006 line.

rbdabberb: The Candy Apple is gorgeous

zippyjim: Any hint on when the member lighter will be available?

pege: Wait until you see Cool Kiwi . . .

rbdabberb: Oh THANKS..... the edge of my seat is already wearing thin, ha!

robert19: See you guys: the key word was secrets...

zippyjim: Would a reproduction of the Austrian lighter that started the whole thing be a possibility?

loweden: It would not be a Zippo lighter though.

zippyjim: It would if Zippo made it.

loweden: I am still saving up for the current ones :-)

rbdabberb: Zippo makes Zippo lighters; I wonder if a replica of something different would sell, let alone cover production costs. Think about it.

zippocan: How many lighters (just lighters) are expected to be produced and sold this year

shirley_evers: We just passed our 425 million lighter milestone. loweden: Congrats!!!
countryron: I`m heading for the 100 mark in my collection of Zippo lighters. Now have 80 plus other Zippo products

rbdabberb: Shirley, will there be a special booth set up for consumer relations at the swap meet this coming July I reckon? If so, any plans in the works?

shirley_evers: Who is coming to Swap Meet in 2006? I'm looking for ideas for contests. The hat contest was great fun in 2004!

rbdabberb: The hat contest was a hoot! Will there be a display contest perhaps?

countryron: I will be there. I am only 35 miles from Zippo. Won't miss it!

tao2544: My hat is ready!!!!

rbdabberb: We're in North Carolina, but we'll be there; already have reservations, etc.

gingersnap: I'm in western Mt. and I'll be there.

rbdabberb: Contests.... best Zippo dressed?

click: Don't forget the Click Together will be held on July 19 during Swap Meet week.

shirley_evers: Robin, we did have a lighter display at last Swap Meet and it was great! I would like to do that again. Our judges did a great job, going from table to table. I think that's the safest way to protect your valuables....

rbdabberb: Shirley, what is your part in the Zippo/Case International Swap Meet?

shirley_evers: The Consumer Relations booth is a "happening" place. We have a display of lighters, play games, fix lighters, and answer questions. We have a great time.

loweden: I want to be the first to say thank you so much! We collectors enjoy this!

rbdabberb: Your display is always outstanding, and we couldn't believe how many games and fun stuff we got!

shirley_evers: It has really been more fun since the Click began. We are all having a great time getting to know you all personally.

rbdabberb: I saw Zippo underwear in Italy ;-)

countryron: Now that's just what I need. Zippo underwear lol

pege: I have silk Zippo boxers from a former anniversary year. Now that's a TMI.

shirley_evers: Does the underwear "click" when you put it on? lol

pege: I hope not!!

click: Tomorrow is the start of the Swap Meet in Japan. Maybe there will be some Zippo underwear there?

rbdabberb: No, they don't, but your dresser drawer does when you open it.

click: Maybe someone can bring some to the Swap Meet in Bradford next year?

loweden: This could be a dangerous topic!

shirley_evers: Sure could

robert19: baldguy wants some new Harley lighters, right bald guy?

bald_guy: Got 2 today robert.

shirley_evers: Hi bald guy - do you have a HD retailer near you? They have the best selections of Harley lighters.

bald_guy: No, no retailer

bald_guy: Shirley, I have at present 493 different Harley lighters

kingpin86: Shirley/Click, I wanted to ask what are your views on the member merchandise debates in the forums (clothes, member rings, dog tags, etc)...I like DeltaEcho's hockey jersey design/idea, what do you guys think?

click: I think there are some great ideas. Our focus is producing Zippo lighters but we will certainly consider all ideas whenever we can.

kingpin86: Thanks, I agree...but have you seen that jersey design? It is actually outstanding!

click: Yes, I have seen the jersey, I will forward that idea to the Zippo/Case Visitor Center store manager for consideration.

click: Thank you for joining us Shirley.

rbdabberb: Thank you so much Shirley and Zippo and all of you members who joined in this chat!

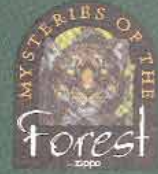
click: Shirley, if a member has a question or suggestion, how can they reach you?

shirley_evers: Just e-mail me at consumerrelations@zippo.com

gingersnap: Thanks and really enjoyed my first visit to chat!

shirley_evers: My pleasure. Thanks to all of you for your great questions. Good night everyone!

These are excerpts from the live chat. For the full transcript, go to forums.zippoclick.com.



Find 14 hidden creatures in *Mysteries of the Forest™*, Zippo's 1995 Limited Edition collectible set. The stunning original artwork of the four-lighter set contains the camouflaged image of a jaguar. In the left eye of this image are the eyes of the jaguar portrayed on the companion lighter, *Jaguar and Cub at Turtle Falls™*, available separately.

Zippo's new Technigraphic™ imprinting ensures that the artwork will endure. These are the most exciting collectible lighters ever. They are available only during 1995; visit your Zippo retailer soon.

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