

# CLICK



Volume 2, 2004

**ZIPPO LIGHTER GETS  
ITS MOMENT**

**SANDS OF  
NORMANDY**

**ZIPPO FASHION ITALIA**

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# LETTER FROM THE PRESIDENT

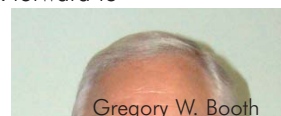
Spring has arrived in Bradford, and with it, some very exciting events at Zippo.

We celebrated the opening of the first Zippo-branded store in China a few months ago. This is the first of several initiatives to bring Zippo lighters to one of the most significant markets in the world. We look forward to a great future for Zippo in China and more Zippo Click members too! Read about it on page 10.

Zippo Fashion Italia, a fine Italian leather goods manufacturer, joined the Zippo family on March 31. Swap Meet guests will have an opportunity to purchase some of these fine leather goods and fashion accessories at the Zippo/Case Visitors Center in July.

The U.S. National World War II Memorial will be dedicated on the National Mall in Washington, D.C. this month. Zippo made a sizeable donation to the memorial as a lasting tribute to the courage, sacrifice, and commitment of the American people to the defense of the nation, and broader causes of peace and freedom in the world. To further honor the veterans of WWII, Zippo introduces the Sands of Normandy, a very limited edition D-Day 60th Anniversary commemorative.

The Zippo/Case International Swap Meet is quickly approaching. Many new events are planned, including a special event for Click members only. I look forward to meeting you there. See you at the Swap Meet!



Gregory W. Booth  
Zippo President and Chief Executive Officer

## Zippo Acquires Zippo

By Marty Ours

Meet a new member of the Zippo family of companies: Zippo Fashion Italia. Headquartered in Vicenza, Italy, Zippo Fashion Italia manufactures and distributes a broad line of handbags and other products. A unique circumstance is that these leather goods have been marketed under the brand name Zippo for the past 25 years and will continue to operate as a separate Zippo brand. The new Zippo subsidiary, formerly known as D.D.M. Italia, was acquired by Zippo Manufacturing Company in late March.

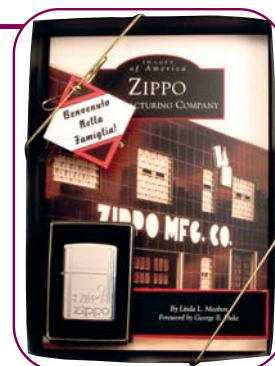
D.D.M. Italia established its reputation by designing stylish handbags that are practical and affordable. In addition to an extensive collection of Zippo handbags, the line also includes belts, wallets, and shoes. The Zippo/Case Visitors Center will be the only U.S. outlet for Zippo Fashion Italia products, which will be available just in time for this year's Swap Meet.

On the day of the acquisition, Zippo owner, George Duke personally presented a collectible gift to all Zippo Fashion Italia employees to commemorate the event. Employees received a sterling silver lighter imprinted with both the Zippo Fashion Italia and Zippo Manufacturing Company logos on the face of the lighter with March 31, 2004 imprinted on the lid. Less than 100 lighters were produced. The collectible gifts also included a copy of Images of America autographed by George Duke, Greg Booth, and author Linda Meabon.

One fundamental similarity between these companies is that both are family-owned businesses with quality products and strong brand awareness, said Zippo President and CEO Greg Booth. This is a strategic venture aimed at protecting the integrity of each brand and strengthening our presence within Europe and other international markets.

G. Andrea Oberegelsbacher, general manager of Zippo Fashion Italia, commented, "When it comes to worldwide brand recognition, it is hard to find many companies on Zippo's level. We hope to leverage their brand building and business development expertise to open doors to new markets for our business."

D.D.M. Italia has strongly established the Zippo fashion brand in Italy and has recently experienced significant growth in the rest of Europe. For more information about Zippo Fashion Italia, visit [zippobags.com](http://zippobags.com).



# LETTER FROM THE ADMINISTRATOR

It's music to our ears...that famous "click" of a Zippo lighter.

In this issue, we celebrate the many Zippo lighter performances in songs, albums, and musicals. The cover captures that famous "Zippo Moment" many of us have experienced.

You can create your own Zippo moments with the new Zippo Click member lighter. While placing your order, you may want to add one of the special collectibles offered only on [zippoclick.com](http://zippoclick.com).

On June 6, in honor of the 60th D-Day Anniversary, we will randomly choose one club member to win the number 60 Sands of Normandy collectible, Zippo's D-Day 60th Anniversary commemorative lighter. The accompanying history booklet in that set has been hand signed by the honorable Mayor Mouquet of Saint Laurent sur Mer, the location of Omaha Beach. We've included a copy of the Sands of Normandy booklet with this issue as a bonus to club members. The collectible is available at select Zippo retailers worldwide.

We have also included with this issue, a reprint of the May 2 Pittsburgh, Pennsylvania Tribune Review, with a cover photo and 5-page feature story on Zippo. The title says it all: "Bradford-based Zippo enjoys status as worldwide household name".

Click on [zippomotorsports.com](http://zippomotorsports.com) to see an exciting new line of Zippo motorsports lighters. As a club member, you have an opportunity to purchase a limited edition set, signed and numbered by Sam Bass, official Nascar artist. Details about this offer can be found on page 6.

With over half of all members visiting [zippoclick.com](http://zippoclick.com) daily and over 10,000 posts in the forums, we are grateful and pleased to introduce four [zippoclick.com](http://zippoclick.com) moderators on page 17. One of the moderators, Claudio Mazzi, has presented another opportunity for you to win a Zippo lighter by Mazzi! Enter the drawing by posting your favorite Mazzi Zippo lighter in the Zippo Lighters By Mazzi forum by July 10.

The Zippo/Case International Swap Meet kicks off with a member-only event on Wednesday, July 15. Judging from your response, we are anticipating the largest attendance ever for this year's event. I know you'll enjoy many Zippo Moments with fellow collectors and Zippo and Case staff during your visit.

I hope you enjoy all the "Zippo Moments" in this issue. See you at the Swap Meet!

Keep Clicking,



Kathy Jones  
Zippo Click  
Administrator



Charter member and [zippoclick.com](http://zippoclick.com) moderator, Gary Whyman reviews the website with Kathy Jones during his visit to Zippo in April.

## Click Membership Has Its Privileges Members will do more than just swap stories at 2004 event

Being a member of Zippo Click now entitles you to even more benefits this summer. Check out these great benefits for members coming to the 2004 Zippo/Case International Swap Meet.

- Early registration, Wednesday, July 14.
- Receive a 20% discount at the Zippo/Case Visitors Center with your valid Zippo Click membership card and photo identification.
- Attend the "Zippo Click Member Connection." Meet and swap stories with fellow Click members at this special member only Zippo Click sponsored event.
- Be one of the first ever to tour the World Famous Zippo Art Department in its new location. Never before have the doors been opened to the public to view the department and its workings. This special event could be a once in a lifetime opportunity.

Be sure your membership is up-to-date! And join us for these special member only events.

For more information, log on to [zippo-caseswapmeet.com](http://zippo-caseswapmeet.com).

See you at the 2004 Zippo/Case International Swap Meet!

# Connect at zippo-caseswapmeet.com

By Brent Tyler

For the first time ever, Zippo and Case have established a website for the most important event known to collectors of Zippo lighters and Case knives . . . the Zippo/Case International Swap Meet. The theme for this year's Swap Meet is "Where Collectors Connect", and the website offers another place for Zippo and Case enthusiasts to come together.

The [zippo-caseswapmeet.com](http://zippo-caseswapmeet.com) site features the most up-to-date information available on the biennial spectacle hosted by the Zippo/Case Visitors Center. Online event registration, attendee and exhibitor forums, Swap Meet history, Swap Meet collectible ordering, maps, and weather updates serve as valuable resources for those that are interested in the Swap Meet.

Log on to [zippo-caseswapmeet.com](http://zippo-caseswapmeet.com) for all of your Swap Meet needs.



## EXHIBITOR CONTESTS

By Marty Ours

As an added benefit to exhibitors at this year's Zippo/Case International Swap Meet, Zippo and Case have created fun, interactive contests with real prizes. Exhibitors, this is your chance to shine!

### Exhibitor Display Contest

Always one of the most enjoyed and anticipated aspects for attendees of the Zippo/Case International Swap Meet is the collections and displays of exhibitors. For the first time ever, Zippo and Case will reward you for all of your hard work in making our event a success!

**Exhibitor displays will be judged in five categories:**

- **Best Zippo Display**
- **Best Case Display**
- **Most Unusual**
- **Best Use of "Where Collectors Connect" Theme**
- **Collector's Choice (Best of Show)**

The Collector's Choice award will be voted on by collectors on Thursday and Friday. A first place winner will be awarded a gift certificate to the Zippo/Case Visitors Center and an award ribbon to be showcased at their booth. For all other categories, a panel of impartial judges will select first and second place winners. Winners of these categories will also receive gift certificates to the Visitors Center and an award ribbon. Winners will be announced on Friday. Good luck to all participants!

### Funny Hat Contest

At the Zippo/Case International Swap Meet, it's time to cover up your locks (or lack there of) and try to win the "funny hat contest". Judging will be conducted on Saturday and first place winners will receive a t-shirt (if survived the Zippo Hat Contest!). Event will be judged in four categories:

- **Best Zippo Hat**
- **Best Case Hat**
- **Most Original**
- **Best Use of "Where Collectors Connect" Theme**

Peggy Sheils and Earle Miller are the early favorites to win, see if your creativity can out-laugh theirs!







Meet motorsports artist and designer Sam Bass at autograph session during the Zippo/Case International Swap Meet!

Like Zippo lighters, Sam Bass artwork has its own dedicated collector base. Sam Bass Illustration & Design, Inc. has accumulated a mailing list of over 7,500 collectors since 1987. I'm amazed at how collectible my prints and posters have become, but it's not why I got into this business. I'm just a fan who wanted a career in racing. I love what I do, and if it wasn't my career, I'd still be painting on the weekends as a hobby, I said Bass.

It would be nice someday to have an organized collectors club like the one Zippo (Click) has, I said Bass. Bass estimates a group of 300-plus collectors that are his most dedicated. He gives these particular collectors advance previews of artwork, and an exclusive opportunity to purchase first releases and gallery select items. Many of these collectors get together every year at the races in Charlotte, North Carolina, where the track is less than a lap from the Sam Bass Gallery.

Zippo lighter collectors, race fans, and Sam Bass artwork collectors alike are sure to love the new Zippo Motorsports collectible lighters.

By Marty Ours

For those collectors waiting for Zippo lighters featuring their favorite Motorsports drivers, hold on to the steering wheel because your day has finally arrived. Zippo Motorsports has released a brand new line of lighters that will surely live up to the high expectations of race fans! Click [zippomotorsports.com](http://zippomotorsports.com) to view the Official Lighter of Race Fans! and see the entire line of Zippo Motorsports lighters designed by motorsports artist and designer Sam Bass.

Sam Bass has immortalized some of the greatest drivers of our time. In addition to his highly recognized watercolor paintings portraying the colorful world of stock car racing, Bass has designed dozens of team graphics packages including paint schemes for cars, helmets, uniforms, and transporter rigs. His art has been featured on a variety of products from cereal boxes to toolboxes. Now, Zippo Motorsports brings his artwork to the Zippo lighter.

I am very selective about how my art is used. In this case, it's an honor to be a part of Zippo's storied tradition and have my work featured on such a collectible item. I can only hope these lighters are well liked by collectors, I said a modest Sam Bass. Bass, himself, is a Zippo lighter collector. Some of his favorites are his Harley-Davidson, Rolling Stones, and KISS Zippo lighters.

Two Sam Bass originals featuring Dale Earnhardt and Dale Earnhardt Jr. are among the first Zippo Motorsports limited editions released. Both are available in satin chrome, packaged in a custom tin and limited to only 3,388 pieces of each. Fan-favored illustrations titled Ready To Rumble!! and Tradin' Paint!! were a natural choice by Bass to be his first reproduced



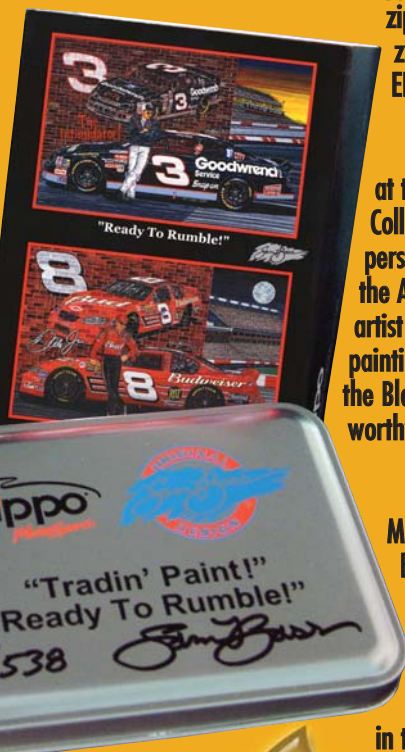


artwork onto a Zippo lighter, as both are personal favorites as well. Ready To Rumble!! was originally a program cover for the Bristol race in spring 1996. Bass created Tradin' Paint!! of Dale Earnhardt, Jr. in 2003 as a companion piece to the popular painting of Earnhardt, Sr.

A special limited edition set including both lighters, signed and numbered by Sam Bass, is also available and retails for \$128.95. Only 538 of these sets have been produced. Fifty low numbers will be reserved for Zippo Click members, on a first come, first serve basis on [zippomotorsports.com](http://zippomotorsports.com). Members can go to the [zippodick.com](http://zippodick.com) merchandise page beginning at 9 a.m. EDT on June 1 to place their orders.

Join in celebrating the NEW Zippo Motorsports line at the Zippo/Case International Swap Meet in Bradford. Collectors will have an opportunity to meet Sam Bass in person! He will sign autographs on Friday, and attend the Auction/Dinner on Thursday night. An autographed artist proof of his Dale Earnhardt 1996 Olympic Car painting Blaze of Glory!! will be auctioned and proceeds donated to the Blaisdell Foundation, at Bass request. I believe in dedicating to a worthy cause, I Bass said.

Visit [zippomotorsports.com](http://zippomotorsports.com) to see the complete line of Zippo Motorsports lighters. The line features Dale Earnhardt, Dale Earnhardt Jr., Michael Waltrip, Kevin Harvick, and Jeff Gordon. Several different designs are available for each driver, including: Car Top View, Finish Line, Big Number, and Swoosh, retailing from \$23.95 and up. Look for new drivers, new art, and more great limited edition collectibles in the coming months.



Artist signed, Limited Edition Set featuring Sam Bass Illustrations titled "Ready To Rumble" and "Tradin' Paint"



# SANDS OF NORMANDY

By Marty Ours

The morning of June 6, 1944 marked the beginning of one of the greatest military operations in history and stands as a defining moment of the 20th century. Sixty years later, Zippo remembers the unyielding courage, sacrifice and resolve of the Allied troops with the limited edition "Sands of Normandy" collectible lighter set.

Zippo lighters have played an important part in U.S. Military lore dating back to World War II. From 1943 through the end of World War II, Zippo's entire production went to the armed forces. This combat tested tool was practically standard issue with the troops.

Zippo Click members will appreciate the unique components of the set. The "Sands of Normandy" limited edition set of only 10,000 includes: an individually numbered Zippo windproof lighter, container of sand drawn from the very coast the battle was waged upon, and an informational booklet rich with details about Zippo in World War II, all packaged in a fiberboard box that mimics the packaging of K rations soldiers carried into war, with graphics matching Zippo package designs from the 1940's.

The lighter is a replica of the 1941 Zippo lighter with the famous black crackle finish, a coating created out of necessity from wartime material shortages. The laser engraved design is patterned after the sleeve patch worn by the Allied troops as they entered into battle on the beaches of Normandy. A distinctive 1940's style bottom stamp with the addition of the 2004 date code identifies the lighter as a replica.

The container of sand from Normandy's Omaha Beach makes this set a truly special collectible. Christine Humblot and Didier Karoubi of Zippo S.A. in France made special arrangements with Mayor Mouquet of Saint Laurent sur Mer, the town where Omaha Beach is located, to obtain the rights to have the sand drawn from the beach in February 2004.



**PRODUCT #20094 D-Day 60th Anniversary Commemorative Set**



Christine Humblot, of Zippo S.A. in France, gathers sand from "Omaha Beach", Normandy, in February 2004



Didier Karoubi of Zippo S.A. France and Mayor Raymond Mouquet pause at the Omaha Beach memorial in the town of Saint Laurent sur Mer in Normandy





The accompanying informational booklet provides details about Zippo and World War II, along with the story of the Walter Nadler lighter lost on Utah Beach on that fateful day. The 8-page Certification of Authenticity contains a complete description of the set, and identifies the distinguishing features of a 1941 lighter. As a bonus for Click members, a copy of the booklet is enclosed with this issue.

Since World War II, Zippo lighters have seen action in every American war, including Operation Enduring Freedom. Over the years, Zippo has created gift sets that commemorate the soldiers and significant military events that have shaped the history of the United States. "Sands of Normandy" is the latest in this collectible line of lighters. For an illustrated slide-show presentation of the connection of Zippo and the military, visit the military timeline on [zippo.com](http://zippo.com).

The collectible set is now available at select Zippo retailers worldwide.



### D-Day 50th Anniversary Collectible

Many Zippo Click members will remember the D-Day commemorative issued 10 years ago. The laser engraved design emblazoned on our 60th anniversary lighter replicates the three-dimensional antique brass medallion that was featured on Zippo's D-Day 50th Anniversary commemorative, thus linking these two D-Day anniversary editions.

The D-Day 50th Anniversary commemorative was Zippo's 1994 Collectible of the Year. The lighter case also duplicated the black crackle lighters made during WWII.

### Profile of a 1941 Lighter

Zippo has gone to great lengths to remain as authentic as possible to the Zippo lighters soldiers carried throughout World War II. The case has flat planes with sharp, less rounded edges where the front and back surfaces meet the sides. In addition, the lid and bottom are joined with a four-barrel hinge, rather than the current five-barrel. Also different from today's standard issue Zippo lighters is the inside unit, where 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.



# Zippo-Branded Store Opens In China



Let them in. Zippo store employees are all ready.

By Marty Ours

The last half of 2003 was an exciting time for Zippo. We celebrated a huge milestone in Bradford with the celebration of the production of the 400 millionth lighter in September. In December, another major event for Zippo occurred half way around the world in China. It was the opening of the first ever Zippo-branded store.

The store's grand opening attracted political dignitaries, a military band, fashion models, celebrities, including a television personality from a Hong Kong morning show, and throngs of shoppers. Mark Paup, Zippo Global Marketing Director, was on hand for the Grand Opening and said, "They rolled out the red carpet for Zippo. It was an atmosphere of pomp and circumstance and quite an event."



Jonathan Heimer from the U.S. Consulate giving a speech in a packed street.

The store is located in Hangzhou, a city of several million 2.5 hours south of Shanghai, and is owned by a primary Zippo retailer in China. The storeowner was "taken by the strength of the Zippo brand" and grew more interested when he learned that Zippo makes more than just lighters. This interest eventually led to the opening of the Hangzhou concept store.

The Hangzhou concept store sells Zippo products exclusively, but carries more than just lighters and lighter accessories. The store offers Zippo clothing, watches, sunglasses, and leather goods like wallets and belts. Officials are also considering a wide range of new products that could be developed and added to the store's inventory, like gas grills, tiki torches, patio heaters, and mountain bikes.



Mark Paup, high-ranking Chinese government officials, and famous Hong Kong movie stars join in the ribbon cutting ceremony.

Zippo's presence in China started in the early 90's. Zippo's first 10 years in China has resulted in 450 outlets nationwide, most in the best department stores, each with 300 to 500 lighters on display. It's time to start a new chapter because it's obvious that China is ready for more. A chain of ten Zippo concept corners will appear in department stores in China in the next year.



A gleaming showcase of Zippo products in glass cases and on electronic wall displays. The new concept store looks no different than any specialty shop that is common in American malls.

## The First Store?

Zippo collectors may wonder why the new store in China is called the first Zippo store when we have had the Zippo/Case Visitors Center in Bradford for seven years. The ZCVC is a factory store (selling Zippo and Case products). The Zippo concept store is different, because it is operated by a retailer and exclusively sells Zippo branded items (including several licensed products).



# ZIPPO HOT TOUR TO ROCK THE STATES

By Brent Tyler

The Zippo Hot Tour is offering local musicians the chance to make it big!

The 2004 Hot Tour will feature bands from eight markets including Pittsburgh, Raleigh-Durham, Palm Beach, Austin, San Diego, Boulder, Minneapolis, and Ann Arbor. Bands within 100 miles of these cities that choose to participate in the Hot Tour can submit their applications at [zipphottour.com](http://zipphottour.com).

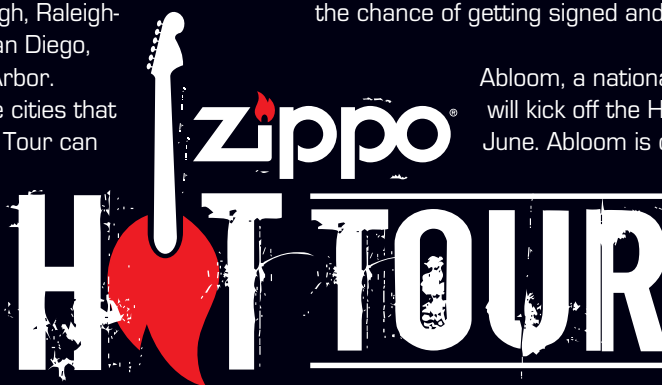
After bands have submitted their materials to the website, a series of online and offline voting determines the best bands from each market. The best bands, as determined by the voting, play live in their respective cities in September, October, and November. After their live performances the fans will vote online one last time to determine the overall winner from the eight cities.

One winning band will receive an equipment package courtesy of Washburn guitars, TAMA drums, Vinci strings, and Nemisis amplifiers. The winning band also receives a trip to New York City to audition for a major record label with the chance of getting signed and making it to the big time.

Abloom, a nationally recognized rock band, will kick off the Hot Tour in eight cities in June. Abloom is comprised of band members that have previously sold more than 1 million copies of their CDs collectively. Bands that submit their Hot Tour application materials by April 30 will have the chance to be the

opening act for Abloom shows in June.

For more information on the Zippo Hot Tour log on to [zipphottour.com](http://zipphottour.com).



## Zippos Cyberspace Real Estate

By Larry Visbisky

Have you seen the "new" **zippo.com** yet? Zippo recently launched a totally revamped website, with a contemporary look and feel. The website was released to many rave reviews in February.

The website features the new 2004 Complete Line Catalog, updated news and events section, and tons of new and fun options. Look for several new games, wallpapers, webskins, and other downloadable features in the "Contest and Download" section. Explore the all-new "Designer Zone" for your opportunity to tell Zippo exactly what graphics you want to see featured on a Zippo lighter. And don't forget to check out the "Latest News" section for hot up-to-the minute news; or browse through the military time line, Zippo lighter Hollywood appearances, or relax and wrack your brain in the trivia section.

Many Click members are regular visitors to **zippoclick.com** (over 98,360 hits per day!). Don't forget that there is a wealth of Zippo information on **zippo.com**, too.



# THE ZIPPO LIGHTER GETS ITS

By Larry Visbisky

Traditionally, a Zippo lighter is not one of the necessary accoutrements for a rock 'n' roll band, but in the eyes of many in the music world, the Zippo lighter plays an important role in making a bold statement.

Zippo lighters have appeared on liner notes and CD and album covers of some of the top bands in the music industry. Led Zeppelin's *In Through the Out Door*, the liner notes accompanying the remastered version of Pink Floyd's *Meddle*, and the Mighty Mighty Bosstones' *Ska-Core, the Devil & More*, all feature the Zippo lighter image.

## Stir it Up

Arguably one of the most highly sought after and creative album covers ever produced is the original cover of Bob Marley's *Catch a Fire*. Unless you purchased a copy of Marley's *Catch a Fire* around the time of its initial release, fate would have it that your copy features a charismatic portrait of Marley on the cover. The original album cover released in 1973 was shaped like a Zippo lighter, with opening and closing lid providing access to the record. A total pressing of 20,000 were all that were released. The cost of the album cover was exceptionally high, and the rivet that held the moving lighter lid on the album cover was damaging several other records during shipments. To find a more cost-effective means, a standard album cover was released with a shot of Marley catching his own kind of fire.

### Marley's Zippo

Originally released in 1973, Bob Marley's *Catch a Fire* album cover was designed as a Zippo lighter. The cover featured an opening and closing lid to reveal the lighter chimney and the vinyl record.

## Look What I Did

The Zippo lighter has been used not only as a visual aid, but also as a tool or instrument. It has been documented that a few music legends have used the lighter to create some rather obscure music.

Jimi Hendrix used a Zippo lighter to fill in for a lost guitar slide on occasion, while original Pink Floyd founder/guitarist/vocalist Syd Barrett frequently used his trusty Zippo lighter during his sonic excursions for both live and studio work. Syd would produce uncanny sounds, using his faithful Zippo lighter as a guitar slide. Syd's Zippo lighter guitar sound has been reported to be used on Floyd's 1967 single *See Emily Play*.

In the spring of 1992, while composing the film score to *Lethal Weapon 3*, Eric Clapton lit one cigarette after another searching for ideas strumming his guitar. Eventually the sounds of the Zippo lighter became a three-part symphony: "click!" up goes the lid, "flump!" goes the flick of the wheel, and "click!" as the lighter closes. This three-part progression was sampled and recorded as the tempo for a song. The addition of Sting on vocals yielded the final product, *It's Probably Me*, which was released on the *Lethal Weapon 3 Soundtrack*.



### Mighty Zippo

The Mighty Mighty Bosstones used their own Zippo lighter to ignite sales for their 1994 release, *Ska-Core, the Devil & More*. The lighter also appears on page 324 of the *Zippo 3 Collection Manual*.



# MOMENT

## Caught in the Act

The Zippo lighter was certainly no stranger to the arena rock era (late 70's – 80's). Arena rock favorites from Journey to Foreigner to 80's favorites Bon Jovi and Aerosmith saw their share of Zippo lighters. Their view of the lighter was from a different perspective altogether, looking out over a virtual sea of flames cascading across a hockey arena from the chimneys of Zippo lighters held by the outstretched arms of fans.

Ann Powers, former *Village Voice* and *New York Times* music critic, coined the term "The Zippo Moment". The term was used to describe the way in which fans would light their Zippo lighters in anticipation of a favorite song or power ballad. "It's a fan's ultimate gesture toward their favorite artist," explained Powers. "Zippo is a key part of rock history, it's a handy tool for rock fans to express themselves, especially during the arena rock era," she added.

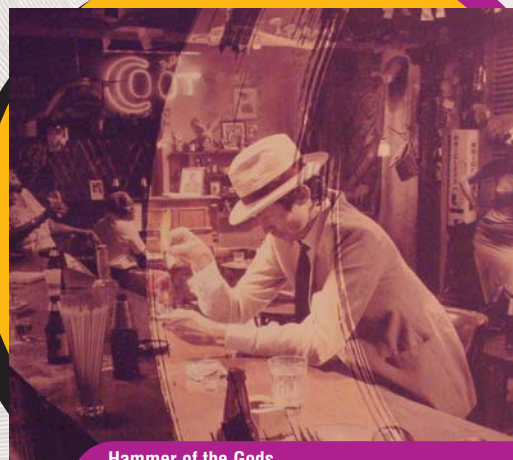
## In The End

Today the Zippo lighter is as loud and proud as ever, making appearances in the local clubs of major markets sponsoring unsigned talent via the Zippo Hot Tour, as well as its usual appearance at the arena concert.

Ultimately, the Zippo lighter is still used on a daily basis by Motorhead's lead singer Lemmy Kilmister and The Rolling Stones' guitarist Keith Richards, as well as being passed out as a gift to friends and backstage guests of Bob Dylan.

Technology and changing times could present a challenge for the Zippo lighter in the concert arena. Ann Powers lightheartedly adds, "Zippo lighters have some competition today at shows. The lighters have just about been replaced by the cell phone."

**\*Ann Powers** was the music editor of the *Village Voice* and a pop music critic for the *New York Times*. She is currently a Senior Curator at the Experience Music Project in Seattle, Washington.



**Hammer of the Gods**

Led Zeppelin used the Zippo lighter image on the cover of their 1979 release *In Through the Out Door*.



*In Through The Out Door's* black and white inner sleeve also features a Zippo lighter.

## Adding Drama to the Moment . . .

Mixing a hard rock sound, alternative rock intellect, punk urgency, and a power pop sound Dramarama formed in their native New Jersey in the mid 80's, and gathered a solid fan-base on the West coast. Dramarama recorded such classics as *Last Cigarette* and the radio hit *Anything Anything (I'll Give You)* which was cited by L.A.'s KROQ-FM as "the most requested song in the station's history."

Solo artist and Dramarama vocalist John Easdale tells us, "What can I say? Zippo equals cool... it's nice to know that there's at least ONE thing they still do make 'like they used to...' " It's hard to argue with the man who penned *Last Cigarette*.



# Built To Last

## A Pocket Size Piece of Rock n Roll History

By Larry Visbisky

Music, just like fire and flame, can transcend the senses and can conjure impulses, visions, feelings, ideas, and images. One man took his fiery passion for music and fused it into his art. And nobody has brought such images of rock 'n' roll to artistic fruition better than Stanley Mouse.

Mouse, a native of Detroit, Michigan, grew up fascinated with cars. In his formative art school years, he began a t-shirt painting business featuring hot rods and "Monster Cars". It was during this time that his love of rhythm and blues began to surface in his art, creating images unlike any to be seen before.

In the early 60's Mouse was lured to San Francisco, California where the excitement and raw energy of the Haight- Ashbury scene was beginning to boil. Mouse and his collaborator Alton Kelley were soon to pick up work designing posters to promote concerts at the local Avalon Ballroom and Fillmore Auditorium for up and coming bands of the time in that area. The acts at that time included Big Brother and the Holding Company with Janis Joplin, Quick Silver Messenger Service, The Steve Miller Band, Jefferson Airplane, and the Grateful Dead. Due to the fact that radio and newspaper advertising were not used to promote these style shows at the time, his posters were the major advertising factor and gained tremendous recognition.

The most famous work of the Mouse/Kelley collaboration is the creation of the many images designed for the rock bands Journey and the Grateful Dead. The duo produced thousands of images for the Grateful Dead camp. The designs have appeared on t-shirts, caps, album covers, and even Zippo lighters. Some of the most notable designs are featured in the Stanley Mouse licensed Zippo lighter collection featuring images from Europe '72, Terrapin Station, and The Closing of Winterland album and CD covers.



The "Ice Cream Kid" was featured on a 1999 Zippo lighter. The graphic was used on the Grateful Dead's live *Europe '72* album cover as well as other promotional items to promote the Grateful Dead's 1972 European tour.



The Grateful Dead's Jerry Garcia released *Cats Under Stars* in 1978 featuring the Mouse image. In 1998 the design appeared on a Zippo lighter.



Journey's 1981 number one charting effort *Escape* boasted 3 top ten hits as well as a sensational cover by Mouse, which also appeared on this 1999 Zippo lighter.



# BREAK A LEG

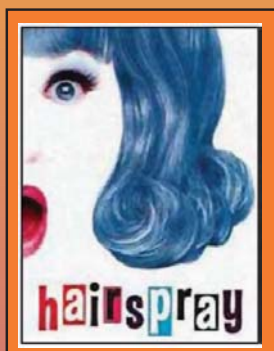
## ZIPPO BRIGHTENS UP BROADWAY

By Brent Tyler

Before the playbill is printed, the marquee is spelled out, or the curtain is drawn, stage managers and propmasters secure the best possible accoutrements for their casts. That is why, when they need dependable fire on cue, they rely on Zippo lighters. Broadway has long been the setting of choice for successful, and not-so-successful, musicals.

### Box Office Beauties

Since its invention in 1932, the Zippo lighter has shared the stage with some of the most notable names on Broadway. Tony winning productions like "Miss Saigon", "Grease", "Guys and Dolls", "Sunset Boulevard", and "Hairspray" have all featured Zippo lighters in their Broadway productions.



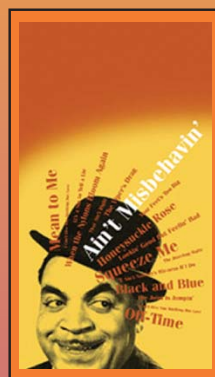
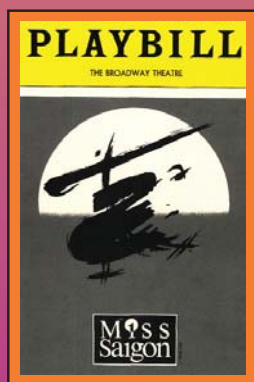
### "Hairspray"

It is 1962 and Baltimore's Tracy Turnblad is a big girl with big hair and an even bigger heart. She has only one passion: to dance. After winning a spot on the local television dance program, "The Corny Collins Show," she is transformed from an outsider into an irrepressible teen celebrity. Tracy sets out to

vanquish the program's reigning princess, win the love of hunky Link Larkin, and integrate a television show without messing up her huge 'do. Songs include Mama, I'm a Big Girl Now, I Can Hear the Bells, Welcome to the 60s, and You Can't Stop the Beat. Harvey Fierstein is the cross-dressing Edna in this Tony winning musical that raised the curtain on performance number 680 on April 4, 2004.

### "Miss Saigon"

The "Madame Butterfly" story is relocated to Saigon in the last days of the Vietnam War. An American soldier has a burning love affair with a Vietnamese girl, Kim. They are separated in the fall of Saigon and the soldier, Chris, returns home to marry an American. But Kim begins an odyssey to escape her Communist homeland and reunite with the man she's sure is waiting for her--and their son. Songs include Sun and Moon and The Heat is on in Saigon. The show ran for nearly ten years before it lowered the curtain for the final time in January 2001. Four thousand ninety-two performances featured the very popular Vietnam-era Zippo lighter.



### "Ain't Misbehavin'"

Musical revue featuring songs written or popularized by Thomas "Fats" Waller during the 1920s-40s that recapture the environment as he saw it. Some of the raucous songs included Honeysuckle Rose and This Joint Is Jumpin. Nell Carter, now deceased, starred in all 1,741 showings of the production, which featured a Zippo lighter.

### "Grease"

The story of a high school romance between slicked-back Danny Zuko and goody two-shoes Sandy Dumbrowski, set to the rock 'n' roll spirit of the 1950s. Hot-rod-loving boys, black leather jackets, boy-crazy girls, drive-in passion pits, sock hops, pajama parties, and sneaking cigarettes at the senior prom. Includes the songs Summer Lovin, Sandra Dee, and We Go Together. Megan Mullaly and Rosie O'Donnell starred as Marty and Betty Rizzo, respectively, in the second run of Grease, which closed its curtains for the final time in January 1998. Zippo lights up the stage in this production that has delighted audiences 4,893 times.



continued on page 23

# CLICK MEMBERS SPEAK LEGALESE

By Morty Ours

Zippo legal counsel, Jeff Duke, joined Zippo Click members for a live web chat on March 18. The live web chat gave members an opportunity to have questions answered about counterfeit and unauthorized decoration of Zippo lighters, and protecting the trademark and shape of Zippo lighters.

Jeff Duke, cousin of Zippo owner George Duke, has been with Zippo since June 1, 1999, and has been practicing law since 1977. Over 25 members came prepared with numerous questions for Duke, who did his best to type fast enough to keep up.

Questions about determining fakes, and what to do when fakes are discovered was a hot topic. Members were encouraged to send e-mail to [zippoclick@zippo.com](mailto:zippoclick@zippo.com) or post in the Zippo For Real forum any known illegal selling either on Ebay or within Zippo displays in stores. Duke went on to explain what Zippo does when they find a person or company selling fake Zippo lighters.

Even collectors' questions about specific lighters were answered during the very personable chat between collectors and Duke. Duke provided excellent information and answered scores of questions, and even found time to slide in a few jokes to the delight of the participants.

Thank you to all who participated. For the complete chat transcript, log onto [zippoclick.com](http://zippoclick.com).

## The "Real" Deal

### Zippo legal team & Zippo Click members crack down on fakes and counterfeits

By Larry Visbisky

In July 2003, Zippo Click began the "Zippo For Real" forum on [zippoclick.com](http://zippoclick.com). This forum is a posting ground for members to alert each other, as well as the Zippo legal team (who moderate the posts for information) of Zippo lighters suspected to be fake or counterfeit.

Any unauthorized changes may render a Zippo lighter fake or counterfeit, including but not limited to: unauthorized engraving, artwork and emblems or even fraudulent manufacturing of the trademarked Zippo shape.

"Keeping the Zippo brand strong all over the world is critically important. It is a symbol of the battle genuine products face around the world from people who steal brands for their own gain, hurting both consumers and the companies," said Jeff Duke, Corporate Legal Counsel.

Of the many topics listed within the "Zippo For Real" forum, the hottest thread is the "Name and Shame" which features 22 pages of reports and comments from members on suspected counterfeits. Within "Name and Shame", over 500 posts have been made and viewed over 7,500 times. Notwithstanding the help from members, consumers also phone and mail Zippo with information about fraudulence, literally keeping the Zippo legal team on its toes with thousands of inquiries per year.



Karen Snow, Zippo Legal Assistant, and Jeff Duke, Zippo Legal Counsel, view some counterfeits on an auction site.

When the Zippo legal team receives a lead on a suspected fake or counterfeit the investigation begins. Many counterfeits are spotted by the trained eye; others that are harder to identify must be compared with historical files, or graphics in the Zippo Art Department. Once a lighter is determined to be counterfeit, the Zippo legal team sends the party selling the counterfeit lighters a "cease and desist" letter. The letter explains in detail to the seller the fraudulent nature of their sales, and the actions that can be taken against them.

"Counterfeit lighters and other fake products, including unauthorized decorations, hurt collectors as well as Zippo. Our job is to stop them! That is a very big job indeed. We need the help every day of loyal Zippo collectors, and thankfully we are getting it," confirmed Duke.



# zippoclick.com moderators

*Club members get their chance to keep it “For Real”*

By Larry Visbisky

Four charter members have agreed to serve as forum moderators on the members-only website, **zippoclick.com**. Robin Baumgartner, Mike Grimaldi, Claudio Mazzi, and Gary Whyman will have the task of reviewing posts and threads on the active website. The moderator's main objective is to ensure the posts do not violate the site's policies.

With nearly 700 forum topics and 10,000 posts on the website, the forums are also moderated by Zippo staff.

## Meet the club member moderators!



Robin Baumgartner

Robin is an avid Zippo lighter collector, member of several lighter clubs, Zippo Car fanatic, as well as a charter member.



Mike Grimaldi

Mike is a charter member of the club. He collects not only the lighters, but also all the different products made by Zippo. He is currently writing a book on the “other than lighter” products produced by Zippo.



Gary Whyman

A charter member, Gary's presence is always a pleasure each year at the Zippo U.S. Vintage Grand Prix at Watkins Glen. His enthusiasm in lighter collecting and the Zippo Click Collectors Club is beyond measure.



Claudio Mazzi

Airbrush artist extraordinaire, Mazzi is regarded as the top airbrush artist to paint on the Zippo lighter canvas. Mazzi moderates and offers special contests just for members in the “Zippo Lighters by Mazzi” forum.



# Peggy Sheils

By Marty Ours

Peggy Sheils has been collecting Zippo lighters for 40 years, with the first 25 dedicated to only slim lighters. In that time, she has amassed a collection of nearly 3,000 lighters, 2,892 to be exact.

She centers her vacations around Zippo lighter collecting conventions and swap meets and has dedicated an entire room in her house to Zippo. Her co-workers and friends think she's "crazy" and has a "sickness". Peggy disagrees. She is simply enjoying her life and loves collecting Zippo lighters.

It all started with Peggy purchasing Zippo slim lighters for everyday use. Well light a fire they did! She then started buying new lighters as souvenirs of her vacations, which later turned into buying two at a time, one for everyday use and one for a keepsake. Next thing she knew, she was frequenting flea markets to find new slim lighters to add to her collection and the rest is history.

Many have asked her over the years "But why slim lighters?" Peggy simply liked the look! The attractive high polish chrome finish caught her eye. She knew that the slim lighters were not considered as collectible or as valuable, but she doesn't collect to make money. Peggy explains, "If one of my Zippo lighters increases in value that's great, but if not I still had fun collecting!"

Today, Peggy collects both slim and regular Zippo lighters, but is still known in collecting circles for being a slim lighter collector. Friends and fellow collectors hold slim lighters for her that they know she will like, and she does the same for them.

When shopping for Zippo lighters at conventions and other events, Peggy is not only searching for lighters for her own collection, but has her eyes open for lighters and gifts that her friends will love as well. "One of the greatest parts of collecting is the people, and I love having a great present for someone."



Peggy has made several close friends from all over the world through collecting. She spends her vacations with other collectors and sees them at least two to three times a year, not to mention countless phone calls and e-mail. She is already looking forward to retirement from the Norfolk Southern Railroad in two years when she will have more time to travel to collector shows with stops along the way to see her friends' collections.

Peggy "can't wait" for this year's vacation - a trip to Bradford for the Zippo/Case International Swap Meet in July. She loves Bradford, the lighters, and the people. She's never had more fun in all her life than the fun she's had at these events. "Either myself or someone I know always comes away from the Swap Meet with something great."

Peggy, we look forward to seeing you too at the 2004 Zippo/Case International Swap Meet and hope you find another great lighter to add to your collection this year!

## PVD Slim Lighters

By Marty Ours

Zippo is offering four new slim lighter models on page 20 of the 2004 Complete Line Collection Catalog. All four new classic chrome plated lighters are bonded with a micro thin, scratch resistant PVD coating available in black ice, spectrum, harvest bronze, and sapphire. Click the retail locator link on [zippo.com](http://zippo.com) to find these hot new lighters at a retailer nearest you.





# History of the Slim Zippo Lighter

By Marty Ours

"We have been working well over a year to produce this lighter, and, believe me, it is a Zippo (lighter) in every respect. It definitely works and, of course, carries our famous guarantee," were the words of George G. Blaisdell when Zippo introduced its slim lighter nearly a half century ago.

Zippo's research and development department began working on slim prototypes in 1955, but didn't actually start "regular production" of slim lighters until 1956. The slim lighter was originally available in four models, all with high polish chrome finish. It was introduced as a lighter "created for men and women who prefer a slim, lightweight lighter with all the qualities of a Zippo (lighter)," on an advertisement in the September 15, 1956 edition of *The New Yorker*.

Upon its release, the slim lighter was backed with the biggest advertising campaign in Zippo history. Full page, full color ads were seen in *Life*, *The Saturday Evening Post*, and *The New Yorker*. Some ads were geared toward women, calling it "the newest gift for modern mothers" as a beautiful accessory made to snuggle in a lady's handbag. Other ads targeted men by touting the new slim lighter as the running mate for the classic Zippo lighter, because like its predecessor "it's no sissy" and is "all muscle, too."



1957 national magazine advertisement introducing the slim lighter to modern mothers



"It's No Sissy"

Inserts with the metal guard are both rare and valuable.

The slim Zippo lighter has undergone other minor changes over the years, in particular to the size of the chimney holes, but has remained a constant to the Zippo lighter product line since its release in 1956.

Many slim lighter models have been introduced through the years. The slim lighter has been imprinted with several well-known company trademarks including Coca Cola, McDonald's, Krispy Kreme Doughnuts, and Walt Disney's Mickey Mouse, Donald Duck, and Magic Kingdom.

Some of the most collectible slim lighters are early models with a metal "cobra head" wheel guard modification located in the chimney behind the flint wheel. The wheel guard was placed in this position in an effort to prevent the flint wheel from getting too hot. Unfortunately, this piece of metal did not hold up over time and Zippo found that the wheel guard impeded the lighter's ability to light the wick. In 1957, Zippo broke off the wheel guards from its remaining inside unit inventory and moved the wick 1/32 of an inch further away from the wheel guard. Later in 1957, Zippo began manufacturing slim inserts without the metal guard.



"Cobra Head" Wheel Guard

# Bradford's Pride: Building an American

By Larry Visbisky

The third part of our four-part series chronicling the creation of a Zippo lighter will give you an insider's look into the many processes that customize our products for our collectors around the world.

### Buffing

Fabricated cases are moved to the buffing area, where they can be polished or given a texture on the case. Some are run through a machine fitted with several buffing wheels to give the lighter case a high polish look, then inspected. Others are run through a machine containing a belt with three different grits to give the lighter the brushed finish. The lighters are turned during this procedure to complete the process on both sides, then they are inspected.

### Plating

Most Zippo lighters are chrome plated to achieve the familiar finish. Although a computer monitors the conditions of the plating machine at the Zippo factory in Bradford, PA, employees place each lighter by hand onto the custom-made plating racks. Once the lighters are loaded, the racks are submerged into a bright nickel liquid to obtain a high polish finish, or submerged into a dull nickel liquid to achieve a brushed chrome finish. This important process takes from 45 to 75 minutes. The chemicals used in this process must be carefully monitored to ensure that signature Zippo look. Once the lighters have been plated and dried, they are unloaded and inspected by a team of eight employees. "We are the first department to 100% inspect the lighters," noted Charlie Bennett, production supervisor.

### Fit-Up

The inspected cases are then fit-up with an inside unit, also known as the lighting mechanism. A team of sixteen technicians, in just 8 to 16 seconds per lighter, makes sure each inside unit fits snugly, the hinge is secure, the flint wheel sparks, and every single lighter has the famous Zippo "click". Each shift, approximately 24,000 Zippo lighter cases are fit-up with a lighting mechanism by this group.

One of the most exciting things about a Zippo lighter, besides its unconditional lifetime guarantee, is the surface process that makes it unique and appealing to our collectors. Fans of the Buffalo Bills football team, Harley Davidson motorcycles, and the music of Elvis Presley can all commemorate their passion with Zippo lighters decorated to suit them. Over the years, countless designs, logos, and patterns have been applied to our lighters to match the interests of those who use and collect them. These processes include emblem attachment, powder coat, surface imprint, color imaging, computer engraving, and laser engraving. In this issue, we'll look at two processes used here at Zippo: engraving and emblem attachment.



An example of a lasered PVD coated lighter.



# Icon Part III



Zippo employee Connie Cattoni inspects a few recently lasered cases.

## Engraving

The Zippo engraving procedure is a modernized, computer-based process, utilizing all the current technical tools. The visual image is stored in the computer database of the engravers or lasers. Depth of the engraving is determined by the type of lighter, or finish on the lighter case. A high polish lighter may be engraved deeper than a PVD (physical vapor deposition) finish (e.g. spectrum, black ice, or mood indigo) because only the top layer of PVD coating will be removed to reveal the image on a PVD coated lighter. For a regular high polish lighter the engraving will need to go deeper in to the lighter case to render the graphic. Several lighter cases are placed on a fitted tray and placed in the engraving unit. A piece can take from 30 seconds to 6 minutes to engrave, depending on the complexity of the graphic. Once the engraving process is finished, the parts are inspected to verify that each piece has been engraved correctly.

## Emblems

Hundreds, if not thousands, of different emblems have been attached to Zippo lighters since the early days. It would be nearly impossible to say how many exist out in the marketplace, or in your collections today. Emblems purchased from outside vendors are applied to the lighter surface by our employees. Emblems may be attached to the front, back and sides of a lighter, depending upon the design.

First, the lighter surface is cleaned thoroughly. A jig holds the lighter in place, and the emblem is attached with either a two-part liquid epoxy or an adhesive tape made especially for our lighters. The emblem is held in place for a few seconds to allow the adhesive to set, then it is baked to complete the adhesion. Once cooled, lighters with emblems must pass a drop test to ensure that the emblem will not come off the lighter if it is dropped. The key to getting the emblem to stay in place is flat surfaces on both the lighter and the emblem itself.

In one of the more recent time saving procedures at Zippo, many of the departments now have their own stations to clean and box the lighters themselves. This minimizes errors and damage to the finished lighters, as well as streamlining the process to make it much quicker.

In the final part of our series, we will discuss the more modern surface processes used to make Zippo lighters unique, as well as outline the process of stickering and labeling our products before they are shipped to our retailers.



The fitted tray houses the lighter cases for a perfect engraved look.

# Ralph Pearce

By Larry Visbisky

Zippo has built its reputation on the manufacturing of windproof lighters, but several other vital components have also contributed to the success of the company.

One such division is the Zippo Fuel Plant. The Fuel Plant employees are responsible for filling the fuel cans and shipping Zippo Lighter Fluid to many destinations worldwide. Fuel Plant employees work closely with Fuel Plant Supervisor Ralph Pearce.

Pearce began his Zippo career in 1969 working in the Inside Assembly Department as a stock handler. In February 1971, Pearce bid farewell to Zippo as he was drafted into the United States Army.

After an honorable discharge from the Army and several years out of the Bradford area, Pearce returned to Bradford in 1978. In October 1978, he accepted the position of stock handler in the Fuel Plant.

Pearce has several accomplishments to his credit in his fuel plant profession. Early in his career he was promoted to Group Leader, and in 1992 he entered into a supervisor trainee program. While in the trainee program, he worked in each manufacturing department to gain first-hand knowledge of every procedure, and then returned to the Fuel Plant in 1993 as supervisor.

Pearce's greatest milestone in his career at Zippo was helping his team of personnel to set a new fuel plant daily production record on October 20, 2003. They produced 5,035 cartons or 120,840 cans of lighter fluid in an eight-hour shift, which eclipses the past record by over 430 cartons and well over 10,000 cans.

"We have two mission statements at the fluid plant: 'Our fluid makes the flame' and 'Home of the problem solvers, no problem too big that we can't solve!'" stated Pearce. Making the month even more spectacular, Pearce also celebrated his 25th anniversary with Zippo in October.

Pearce has collected Zippo lighters for many years. He purchased every Collectible of the Year lighter that was offered and collects Zippo lighters that are of interest to him. "Zippo Click is an excellent source to learn about new Zippo products and provides a good opportunity for Zippo collectors and enthusiasts to share their interests," said Pearce.

Pearce adds, "I plan to continue to learn, I want to ever increase the profitability of the Fuel Plant by implementing new procedures as they come to mind, and hope for a better world in my future."

Pearce's optimistic outlook and devotion are key factors to his and Zippo's continuing success.



Ralph Pearce, Fuel Plant Supervisor, holds a yellow metal fluid can dating back to 1933 and a glass lighter fluid bottle from 1941.



## SLLC Bringing the Heat to Hot-Lanta

By Larry Visbisky

The first swap meet of the year was Southern Lights Lighter Club's most highly attended event since their inception nearly eight years ago. Their bi-annual swap meets feature auctions, trading, selling, and of course, members' lighter collections.

The February swap meet was held at the Amberley Suites in Atlanta, Georgia. "Southern Lights is attracting new members in three ways: our website, extremely low production club lighters with fabulous designs, and the best regional swap meets in the Southeast," stated SLLC President, Marvin Self.

Marvin Self, Gene Gavorsky, and Glen Donaldson founded the SLLC in September 1996 in Waco, Georgia. The club's original idea was to have local swap meets so club members would not have to travel long distances to other lighter collecting events. The club's growth has now spawned international members as well as members from around the country.

The SLLC holds two meets a year, in February and August. For more information about the club, click on the SLLC website, [southernlights.homestead.com](http://southernlights.homestead.com) or e-mail SLLC1@webtv.net, or mail to 3221 Jenkins Circle, Southside, AL 35097.

**When you can count all of your money . . .  
You don't have a million dollars!  
When you can count all of your Zippo lighters . . .  
You don't have enough!!!**

- Wesley CM#3321

Dear Zippo,

I'm writing to you to tell you that I now have 342 Zippo lighters. I also bought 6 Zippo Multi-Purpose lighters. I'm going to give them away as gifts. God, I love Zippo lighters. They make a great gift. Everyone I give them to loves them!

Sincerely,  
Mark Member #1239

## 7<sup>th</sup> Annual Yukari Zippo Awards

The seventh annual Yukari Zippo Awards were held in Nagoya, Japan on February 15 with an attendance of over 360. The event included buying, trading, and of course, awards for a few lucky exhibitors.

For more details and information on the awards check out the event sponsor, Yukari Zippo Station at [zippostation.co.jp](http://zippostation.co.jp).



*continued from page 15 "Break A Leg"*

### Longevity Envy

The Broadway career of Zippo lighters has spanned several decades...too bad some performances didn't have the same luck. It is safe to assume that Zippo was the bright spot in these flops.

### "Saturday Night Fever"

Saturday Night Fever played 501 shows between 1999 and 2000 before folding. The coming-of-age story set in Brooklyn in the late 70's highlights the disco scene and a crew of Brooklyn-based dancin' fools. Saturday Night Fever features many Bee Gees songs from the 1977 movie, including Stayin' Alive and Night Fever. Also in the mix are K.C. and the Sunshine Band's Boogie Shoes, Rick Dees' Disco Duck, and Barry Gibb's What Kind of Fool.

Other lesser known stage roles for Zippo lighters occurred in "Ain't Broadway Grand", which closed its curtains for the final time after 25 performances in April and May of 1993. Even more obscure is "The Best Little Whorehouse Goes Public" which ran 16 times in less than two weeks in spring 1994.

### Final Act

Successful or not, sometimes the lighters are integral to the plot, sometimes they act as insights into a character's persona, other times they are simple stage dressings, but no matter how they are used Zippo lighters always hit their lines and never miss their marks.

If you have seen a musical featuring your favorite lighter, go to [zippo.com](http://zippo.com) and submit your sighting.





**YOU JUST MISSED LAST CALL.**

Designed to fit however you're feeling. See our entire new collection and find out where to catch hungry, young bands playing right here at [zippo.hottour.com](http://zippo.hottour.com)

**zippo**