

CLICK



Volume 4, 2003

**Zippo Celebrates
400 Millionth Lighter**

**Zippo & Elvis Collectors
Shake, Rattle, & Roll**

Zippo Goes to War

**Thousands Attend
Zippo Osaka Swap Meet**

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Cover Photo by Craig Melvin

Visitors to the Zippo/Case Visitors Center in Bradford, PA will see this sculpture also known as a tableau - in the war section of the museum. Quinlin Display of Philadelphia created the tableau. The black fiberglass foxhole surrounds the two soldiers, who are made of fiberglass and plaster. One soldier is holding a replica of the Zippo black crackle lighter that was made and distributed to GIs during World War II.



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LETTER FROM THE PRESIDENT



Photo by Craig Melvin

Looking out my window, I am awed by the beauty of the Allegheny foothills in the first autumn frost. The sting of late fall is in the air, and the trees are shimmering with glistening prisms of ice crystals.

Closer at hand, the new Zippo corporate parking area is taking shape just across the street. For the first time, the Barbour Street office building can be seen from blocks away, unimpeded by the old garage that has blocked it from view since 1955. The neon sign on top of the building, a familiar beacon in the night sky, was for years all that heralded the Zippo corporate headquarters. You can learn more about the famous sign in this issue.

Through the years, Zippo has made a firm commitment to the U.S. Armed Forces. All production during World War II was sent to military units. Every ship in the US Navy has been commemorated on a Zippo lighter, and special lighters have been created for military units and operations. Read more about Zippo and the military in this issue's feature story.

On September 3rd, amid cheering employees, state and local dignitaries, and even the high school marching band, the 400 millionth Zippo lighter came off the production line and was placed in the Zippo/Case Visitors Center. We are proud to commemorate this incredible Zippo "moment" with a special Mood Indigo lighter created for worldwide distribution. Watch for it at your local retailer this month.

We were pleased to meet some of our collectors at the Osaka Swap Meet the end of September. More than 4,000 collectors attended the one-day event, standing in line to purchase the collectible event lighter, and then lining up again to have it signed by George Duke and me.

Whether in Osaka, or Bradford, or wherever else we might have the opportunity to get together, we are always glad to meet our Zippo lighter collectors. Thank you for your enthusiastic support of Zippo and Zippo lighter collecting.



Gregory W. Booth

Zippo President and Chief Executive Officer

LETTER FROM THE ADMINISTRATOR



How do you like our new look? This issue begins the second year of Click magazine and we thought it was time for a new design. Since seasons occur at different times throughout the world, we've also changed the issue identification from the season of the year to a volume number. It may be winter here but it's summer in Australia!

Zippo Italia, the exclusive Zippo distributor in Italy has dedicated 50 limited edition 2004 calendars to Zippo Click members again this year. The calendar showcases a stunning selection of Zippo lighters hand painted by Claudio Mazzi, world-renowned airbrush artist. To make it even more special, every calendar is personally signed by Mazzi. A random drawing of all club members will take place soon. Good luck!

Your response for the George G. Blaisdell Tribute Lighter, this year's annual club collectible, the Cool Blue Zippo Click Collectible, and the Z-Series was incredible! This issue brings you two new special collectible offers, the Zippo book and lighter set, and the Elvis collectible. Orders for these limited edition collectibles will be filled on a first come, first served basis.

As Zippo lighter collecting continues to grow so does the number of lighter collector clubs throughout the world. There are now nearly 20 lighter collector clubs worldwide. Join me in welcoming the newest club, Zippo Collectors Club of South Africa. Congratulations to On The Lighter Side, an international lighter collectors club, on their 20th anniversary. For information about Zippo lighter collectors clubs, go to zippoclick.com.

When you're searching for that perfect gift for friends, family, and associates, why not bring them into the family with a Zippo Click membership? Use the gift membership application in this issue to get started - you'll even earn one Click Point for every new membership you purchase! Go to zippoclick.com to learn how you can redeem your Click Points for a free year of membership.

Mark your calendar now to attend the biggest and most exciting Zippo/Case International Swap meet ever on July 16 - 17, 2004. Collectors can register and set up on Thursday, July 15. Watch for details in the next issue.

Each one of the Vietnam era Zippo lighters pictured on page 22 belonged to a brave soldier who fought so valiantly for our heritage of freedom. With this issue, we honor all military men and women who have risked their lives to make freedom a reality around the world.

This time of year helps us to focus on the real value of family and friends. We're thankful to have you in our Zippo family. I wish you and your family a world of peace in the new year.

Keep clicking,

Kathy

Kathy Jones
Zippo Click Administrator

Lisa Vecellio and Barb Yale sort the hundreds of lottery entry forms received for the Z-Series and Cool Blue lighters.



Zippo Celebrates 400 Million

By Peggy Errera



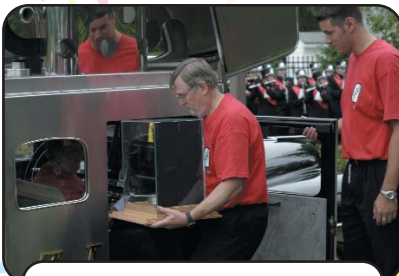
400 millionth Mood Indigo lighter available worldwide.

Production came to a standstill, and employees gathered to celebrate, when the 400 millionth Zippo lighter rolled off the line on September 3, 2003. Amid balloon bouquets, lighter-shaped cakes - and even the local high school band - the high polish Armor lighter chalked up another milestone in Zippo history.

Seven senior employees, with a combined total of 286 years service, relayed the 400 millionth lighter from the production line to its destination in the Zippo/Case Visitors Center. An entourage of dignitaries, guests, and the Bradford High Marching Owls escorted the Zippo Car carrying the commemorative to the Visitors Center.

A similar version of the 400 millionth lighter was presented to all Zippo employees. Like the 400 millionth, the employee lighter is an Armor case with an Armor bottom stamp. Dimensional deep carving proclaims "400 Million" on the bottom surface. The lid of each lighter is customized with the date and individual employee's number.

A third version was created for worldwide distribution. The Mood Indigo lighter commemorates the 400 millionth milestone with a laser engraving of the same design shown on the employee lighter.



Betty Phillips, who transported the 400 millionth lighter in the Zippo Car to the Zippo/Case Visitors Center, gives Arnold Evers the lighter to carry inside while Chris Funk, Zippo Car driver holds the door.



Zippo President and CEO Greg Booth recognizes senior employees, executive staff members, and state and local dignitaries gathered in the packaging area of the plant to witness the event.



Zippo co-owners Sarah Dorn and George Duke cut the lighter-shaped cake for those in attendance at the Visitors Center.



George Duke holds the 400 millionth lighter, produced on September 3, 2003. In his right hand is an original 1933 Zippo lighter.

3D Engraving

Engineering Digs Deep to Find a New Process

By Brent Tyler

The Zippo Engraving Development Team put deep thought into coming up with a new in-house engraving process. Deep thought turned to deep carving and 3D engraving was born.

3D Engraving has always been a consumer favorite. The deep carved designs yield a stunning, almost faceted look. Previously, this process was only available to Zippo through outside vendors.

The force behind 3D engraving is powerful new software that renders 3D images and increases the output intensity to our 80-watt Vision lasers. The designs are first created in line art vector form by the Art Department. Due to "overburn" (the lasering of lines thicker than prescribed by the vector images) the vector images must be "thinned down" to compensate. The design is then sent to engraving where the special software renders the image into a 3D format. That 3D format is interpreted to the laser and ultimately on to the lighter case.

Due to the varying depths of the engraving the run times for such pieces can be lengthy. The goal is to get the run time down to a manageable 8-minute window.

The medium on which the 3D engraving is done is the heavy wall, or Armor case. The Armor case is 50% thicker than a normal case, which allows for deeper engraving.

The 400 Millionth Lighter was one of the first lighters to feature the new process.



One of the first Armor case lighters to feature 3D engraving was the 400 millionth lighter now on display in the Zippo/Case Visitors Center.

SHAKE, RATTLE, AND ROLL!



Packaged in a handsome velour box embellished with Elvis Presley's signature in silver.

Members of Zippo Click and the Official Elvis Presley Collectors Club now have their own exclusive collectible Zippo lighter.



Zippo's new color imaging process has been used to capture the King at his best and proudly serving his country.

Product #250-013273

\$39.95

Only 500 pieces are being offered. Order yours now while supplies last!



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www.elvis.com

Zippo's Got The GI Blues

By Larry Visbisky

Zippo Click's first year was full of fun, surprises, and many opportunities. Click's second year promises to be even more spectacular. A partnering between Zippo Click and the Official Elvis Collectors Club on an exclusive Elvis collectible is something special for collectors of both clubs.

The initial meeting between the two clubs occurred in March 2003. Zippo Click Collectors Club Administrator, Kathy Jones; Global Licensing Manager, Violet Snyder; and Art Director, Dale Ver Voort traveled to Tennessee to meet with Elvis Presley Enterprises, Inc. Marketing Communications Manager, Scott Williams. During a tour of Graceland, their archives area, and a meeting with EPE officials, several ideas for the clubs were exchanged.

The two factions found common ground on several issues: both were in their first year of existence, with a strong loyal fan base, and both are striving to offer their members exclusive items. In the initial meeting the idea of a 500-piece limited edition Zippo lighter collectible was born. Several ideas were considered for the image to be used for the collectible; the final pick, an Army portrait of Presley, on a high polish chrome Zippo lighter.

Both Elvis, and the Zippo lighter have shared time in the armed services. Elvis was inducted into the U.S. Army on March 24, 1958 and served a two year stint. The Zippo lighter, cherished and used by military personnel, became a staple of their gear. Putting the two together creates an instant classic, one of epic proportions.



This commemorative lighter is the lowest production run ever of a Zippo lighter bearing the image of Elvis Presley in Army attire sold to the public. The limited edition collectible is being offered only to members of Zippo Click Collectors Club and the Official Elvis Collectors club.

Celebrate the legacy of Elvis Presley and the Zippo lighter. Two American icons, one special lighter. Look for your order form in this issue of **Click** magazine.



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ULTIMATE ELVIS COLLECTORS SWEEPSTAKES

The Official Elvis Collectors Club and the Hard Rock Cafe Pin Collectors Club joined with Zippo Click Collectors Club to create the ultimate prize for any merchandise and memorabilia collector in November.

"The Ultimate Elvis Collectors Sweepstakes" gave entrants a shot at some great Elvis, Hard Rock Cafe, and Zippo merchandise.

The incredible grand prize package included the solid gold Zippo Signet Lighter, actual swatches of Elvis clothing, and black leather Hard Rock Cafe jacket. The second prize package included a collection of 13 Elvis Zippo lighters in a wooden display case.



Bradford's Pride: Building an American

By Rich Pedine

In the second part of this four-part series, we will tour the Inside Assembly Department to learn how the inside unit for a Zippo lighter is fabricated and assembled.

The first stage of manufacturing the inside unit is similar to that of the outside case. Each unit is formed from flexible coils of pre-buffed stainless steel fed into a Minster press. Amazingly, this machine fabricates the inside unit complete with warnings, instructions, and the chimney.

In just one minute, the Minster press can make more than 125 inside units of a Zippo lighter. Each unit is washed and dried, then welded using three separate welds. This weld is tested for strength to insure a quality product.

The inside cases are then taken to the epoxy machine, where each is fitted with a tube, insert, and a top plate. These pieces are attached to the inside unit using a liquid epoxy, then cured, and cooled.

Next, an inspection station on the machine checks the integrity of each regular piece by pumping air into the cavity. Slim cases are still individually inspected by eye. The parts are then transferred to an assembly machine designed specifically to build Zippo lighters.

First, an employee loads the flint wheel. Next, a pick and place device picks up the flint wheel, wick eyelet, and cam, and places them in a carrier. The inside unit is then positioned over the wheel, cam, and eyelet. The cam and wheel are riveted to the inside unit, and the cam spring is inserted under the cam and over the eyelet. The eyelet is clinched, holding the spring in place and providing the "click" for the cam.

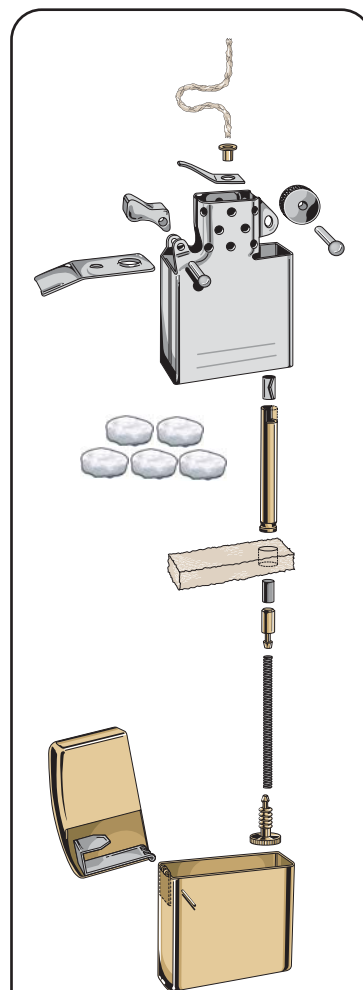
The semi-completed inside unit is now transferred to the second module of the inside assembly machine, and placed into a carrier utilizing a pick and place device. Threading the wick through the eyelet, the machine trims it and packs cotton or rayon balls in the cavity around it. The wick is serpentine throughout the cotton balls to promote better fuel absorption. The felt pad stamped "Lift to Fill" is now placed over the cotton packing.

Finally, the flint and flint spring assembly are inserted into the flint tube and driven home by an air operated screw gun. Each unit is checked for functionality at the wheel test station. One machine can produce about 12,000 completed inner units in the course of a normal work shift.

According to Don Perschke, Production Supervisor, "If we hand carried a part through all the processes from one end of the department to the other, we could make one complete part in about an hour. Normally, we have a flow through the department, and we produce about 35,000 per shift."

If an inside unit fails any part of the inspection process, it will be sent to the rework department. The units are reworked using older hand operated machines, and shipped to the next destination.

The inside unit is now ready to join the outside case and enter the final stages of becoming a Zippo lighter. However, many different finishing touches can be applied to the outer case, such as powder coat, laser engraving, and color imaging. These processes will be featured in part three of the series in next issue of **Click** magazine.



Icon Part II

Making it Great... While You Wait

*ZCVC Offers
Immediate
Gratification*

By Brent Tyler

The Zippo/Case Visitors Center staff is leaving lasting impressions on lighters, knives, MPLs... and visitors, with “on-the-spot” repairs and engraving for customers.

It started in the first week of January as an added service. One repair employee works Tuesday thru Saturday, 8:30am to 5:00pm, and the other repair personnel alternate Mondays 8:30am to 5:00pm. Formerly, the Repair Clinic worked from 7am to 3:30pm Monday through Friday. The change in hours reflects a commitment by the Repair Clinic staff to have at least one Repair Clinic technician on duty during the hours the ZCVC is open to the public.

The Repair Clinic staff fixed 10-15 lighters “on-the-spot” per day during the busy months of July and August. On any given day the Repair Clinic averages between 350-400 repairs.

While the Repair Clinic staff handles, of course, repairs, the ZCVC staff handles all of the engraving. Pocket lighters, MPLs, rules, greenskeepers, gentlemens knives, and cutabout knives are engraveable “on the spot”. As of now the engravings are limited to initials, signatures, and short phrases in nine fonts and sizes.



Zippo/Case Visitors Center employee, Kristie Stewart, customizes an MPL.



Zippo Repair Center technician, Deborah Alicea repairs an MPL.

While You're Waiting...

Average Repair Times for Various Products

| | |
|------------------------|------------|
| Hinge Repair | 5 minutes |
| MPL Repair | 10 minutes |
| #7200 Lock Blade Knife | 20 minutes |
| Emblem Re-attachment | 30 minutes |

Buy a Lighter - Get a House.Free!

First Zippo Heritage Series Collectible Set Released

By Chris Funk

Not a real house of course, but a great home for the matching limited edition lighter that accompanies the new Zippo Heritage Series collectible set.

Each limited edition set includes a detailed 3-dimensional Shelia's® wood replica of a historical Zippo related building, and a custom Zippo lighter incorporated as a portion of the featured structure.

Earle Miller and John Cinelli, Zippo retailers from The Studio, Lost River, WV, first came up with the idea in early 2002. They wanted to feature something unique and different, rather than just our popular printing processes, so they asked their District Manager David Fesenmeyer what his thoughts were.

He loved it.

"No one has done anything like it," said Miller about the two-piece collectible.

"It's the first time either collectible has been used to feature another collectible," echoed Cinelli.

Shelia Thompson and her company, Shelia's, have been creating wooden replicas of Victorian and historic houses for over 24 years. The wooden houses, like Zippo lighters, are highly collectible and each one is made in the U.S.A. Shelia's is a family owned company with a collectors club, similar to Zippo Click, which makes the series a first-class collectible.

This 10-piece collectible series is an innovative and unique production recognizing buildings associated with the background, founding, history, and operations of Zippo Manufacturing Company.

The inaugural release recognizes the circa-1894 Bradford, PA home of Philo Blaisdell, where Zippo founder George G. Blaisdell was born on June 5, 1895.



The matching lighter is tucked into the pouch on the front left hand side.



Information about the property and its historic significance are featured on the back of each building.



Only 1,500 consecutively numbered sets will be produced for each collectible in the series. One collectible will be released each year for the next 10 years, ending with the Zippo/Case Visitors Center on the 80th Anniversary of Zippo in 2012. Other buildings may include the Zippo Fuel Plant, former Zippo Canada, Zippo corporate office on Barbour Street, and the former Bradford Country Club, where George G. Blaisdell first conceived the Zippo lighter.

All buildings will feature a certificate of authenticity. The text on the back of the building describes the historical significance to the company.

The Zippo Heritage Series is for sale at the Zippo/Case Visitors Center and StudioShowroom.com for \$79.95.



Mazzi Contest Winners Announced

By Larry Visbisky

Congratulations to Laura Stegmuller of the United States and Jhermaine Fernandez of the Philippines, winners of the Claudio Mazzi design idea contest.

The intense online competition garnered numerous entries and score of good ideas. "I found 10 to 15 good ideas for me, but I must choose!" said Mazzi.

Laura's winning ideas were the "Tribute to Music" collection and the "4 Elements" (earth, wind, water, fire). Jhermaine's "Women of the World" idea won the second prize. The winners will receive one of two prizes awarded, including Mazzi's "Mediterraneo", with its sunset over the sea or "Pink Vibration", a piece from the Sensual Vibration collection. Mazzi's unique Zippo lighters sell for approximately 180 euros or \$200 each.

"This is way too cool. I am shaking as I type this. What an honor to have been chosen as a winner for the contest. Thank you, Claudio. Thank you - thank you! Zippo Click rocks and everyone in the forums have been great. It was stiff competition. I know, I would have had a hard time choosing," wrote Stegmuller in the forums on zippoclick.com.

Echoing Stegmuller's comments Fernandez responded, "I can't believe it! Thank you Claudio! Wow! I am also shaking while I am writing this..I really can't believe this. Thank you Claudio. Thank you very much! Wow, really!"

Congratulations to Laura and Jhermaine! We hope to see your ideas come to fruition on the face of a Zippo lighter.

Tenth National Zippo Day Lights Up Bradford

Zippo and Case collectors were out in huge numbers to celebrate National Zippo Day and the 10th anniversary of the Zippo/Case union on July 18 and 19 in Bradford, Pennsylvania.

Highlights of the two-day event included a presentation of Case knives to Zippo owners Sarah Dorn and George Duke by Case President and CEO Tom Arrowsmith and Case associates. The presentation commemorated the purchase of W. R. Case & Sons Cutlery Co. by Zippo in 1993.

More than 600 motorcycles participated in the Motorcycle Dice Run to benefit Kids with Cancer.

A perennial favorite with all collectors is the gigantic sale tent. This year was no exception as buyers snapped up hard-to-find lighters and knives, discontinued souvenir items, clothing, and over-run lighters.

Visitors also took advantage of the free engraving at the Zippo/Case Visitors Center and were photographed with the world-famous Zippo Car. The Zippo Art Department demonstrated the latest technology they are using to create new and exciting lighter designs. Exciting drawings and giveaways rounded out the fun-filled weekend.

The next National Zippo Day will be celebrated during the 2004 Zippo/Case International Swap Meet on July 16 and 17.

National Zippo Day 2003



Sarah Dorn, Tom Arrowsmith, Greg Booth, and George Duke pose in the Case tent. Zippo owners Dorn and Duke were just presented with Case knives celebrating the 10th anniversary of Zippo's acquisition of Case.



Zippo's Shawn Llewellyn and Brent Tyler conduct a market research and product development survey featuring prototype Zippo lighters.



Free engraving, while you wait, was a special offer at this year's National Zippo Day.

Zippo's Consumer Relations department held several drawings totaling more than \$1,000 in prizes during the two-day celebration of National Zippo Day.



Zippo artist Amy DeGoller puts the finishing touches on a lighter imprint design as she demonstrates the latest computer technology at work in Zippo's Art Department.

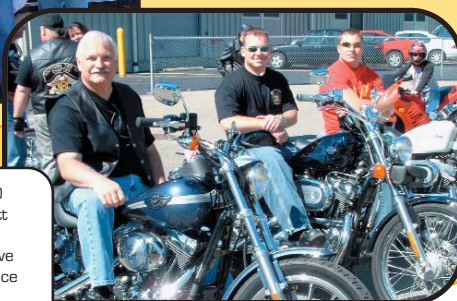


Before the start of the dice run Rev. Leo Gallina, Jared Saya, GERALYN Saya, Greg Booth and event organizer and Zippo Click member Dave Geitner pose with the Zippo car. Five-year-old Saya was Grand Marshall of the run.



Collectors search random imprint lighters in the gigantic sale tent on the second day of festivities.

Zippo President and CEO Greg Booth, his son Brett Booth, and nephew Jon Booth pose on Zippo Drive before the start of the dice run.



Zippo Goes to War

From the Shortest Story to the End of the Story

By Larry Visbisky



Zippo placed this advertisement in Life magazine on May 19, 1961. The ad showcased a picture of the lighter and a short detailed story of the "Tokyo" lighter, Pyle's shortest war story.



February 9, 1945

While anchored at Ulithi Harbor in the western Pacific Ocean, the soldiers aboard the U.S.S. Cabot CVL-28 knew something was up, something of a secret. The soldiers greeted a new face to its walls of iron; famous war correspondent Ernie Pyle joined them aboard the Cabot to embark on the cold Pacific waters.

Pyle had requested permission to accompany a smaller carrier, which would make for a more intimate setting and would permit him to have easy access to the soldiers. His request was fulfilled when he was assigned to the U.S.S. Cabot. For security reasons, the moniker "Iron Woman" was given to the vessel because Pyle could not refer to the ship by its proper name in his newspaper articles. The carrier had been at sea and participated in all of the Pacific campaigns for more than a year. Being aboard the ship would provide a perfect opportunity for Pyle to report and have a first-hand look at the war from the Navy's perspective aboard the "Iron Woman".

On the Cabot, operation orders were soon to be opened and declared to the crew. An inquisitive young crewman, Navy Lt. Donald C. Hyde, asked Pyle if he had the information. The astute Pyle was not going to leak the information, although he was fully briefed and informed of the mission before hand. "Pyle asked for the officer's lighter," said Howard Skidmore, Lieutenant (JG), who was on board the U.S.S. Cabot. "The officer handed Pyle his Zippo lighter and Pyle scratched something on the bottom. He told the officer to put the lighter in his pocket and not to look at it until the announcement was made. After the announcement of the operation orders was heard over the loudspeaker, the officer took the lighter from his pocket. The word "Tokyo" was scratched onto the bottom of the lighter." recounted Skidmore. The scratched lettering of "Tokyo" echoed the declaration on the announcement. An incredible piece of Zippo

October 29, 1944

Mr. G. Blaisdell
Zippo Manufacturing Company
Bradford, Pennsylvania

Dear Mr. Blaisdell:

Thanks so much for your note. I am sorry you didn't say how your health was, as I had wondered about you.

When I left France, I left what lighters I still had on hand with two of the other correspondents to give away to soldiers the same as I had been doing. Also I left word with the mail clerks to deliver any future shipments to the same two boys. At the time I left I had received 175, so apparently there were 125 still due.

If I tried to tell you how much these Zippos are coveted at the front and the gratitude and delight with which the boys receive them, you would probably accuse me of exaggeration. There is truly nothing the average soldier would rather have.

I will be at least six weeks before I head out for the Pacific, and since I do not yet know what my address will be, I think it would be wise to stop all shipments until you hear from me again from the Pacific. If I am in the same position to give them away that I was in Europe, I would certainly like to do it again.

If you are allowed to ship them in this country, it might be nice if you would send me 25 only, to give away while I am on my way outward bound. Many thanks to you from me and all the boys for what you have done.

Most sincerely,

Ernie Pyle

Pyle corresponded frequently with Zippo owner George G. Blaisdell. He tagged Blaisdell with the nickname Mr. Zippo.



history was born on that day. Pyle's shortest war story, a monumental announcement of the beginning of the first all-out carrier assault on Japanese homeland, was recorded on a Zippo lighter.

During the war years, Pyle and Zippo founder George G. Blaisdell had established a relationship through correspondence with each other. Periodically, Pyle would receive several packages of lighters, which he in turn issued to soldiers via a lottery. "If I were to tell you how much these Zippos are coveted at the front and the gratitude and delight with which the boys receive them, you would probably accuse me of exaggeration. I truly believe that the Zippo lighter is the most coveted thing in the army," stated Pyle in a letter to Mr. Blaisdell.

At the end of February 1945, Pyle left the Cabot and crew. On April 1, he joined the Marine assault on Okinawa. Eighteen days later Pyle was killed on the island of Ie Shima by a bullet from a Japanese machine gun.

Word of Pyle's death spread rapidly throughout the U.S. and its troops in war burdened areas. A few months after his death, the crew of the Cabot received a very special gift. Hundreds of Zippo lighters inscribed **In Memory of Ernie Pyle 1945**, acknowledged the kindred-ship between the Cabot crew and Pyle.

Pyle's writings during the war were shipped back to the United States and published in his syndicated column, which appeared in 400 daily and 300 weekly newspapers. His compiled newspaper columns have been published in several books. His final book, **Last Chapter** was thought to be his final collection of writings, but this was not true.

Skidmore Tells the Rest of the Story

Prior to April 1, 1945, all correspondence from the war overseas to America was accomplished via mail. After April 1, all correspondence was sent by radio. This had a tremendous

impact. No longer would news sent by mail have to be carried literally by slow boat between the Pacific and the United States. The long trek across sea took several days, sometimes weeks, to get the news to the United States. The radio reports were up to the minute news and information, while many of the letters coming to America were being overlooked and thought to be old news, including 15 pieces of correspondence from Pyle. These letters from Pyle were stored away in a filing cabinet until being published by Scripps-Howard Newspapers in 1965, but never in book form.

In 1987, Howard Skidmore, crewmember of the U.S.S. Cabot, sought these unpublished Pyle writings. Skidmore requested the help of Evelyn Hobson, Curator of the Ernie Pyle Historic Site in Dana, Indiana. Evelyn was able to provide Skidmore with half of the 15 writings. Skidmore and other colleagues searched several university libraries. After many long hours of viewing microfilm in numerous libraries, the remaining Pyle writings were found.

Scripps-Howard Foundation granted Skidmore permission to publish the articles for the U.S.S. Cabot CVL-28 Reunion in 1987.

The ninety-six page commemorative booklet,

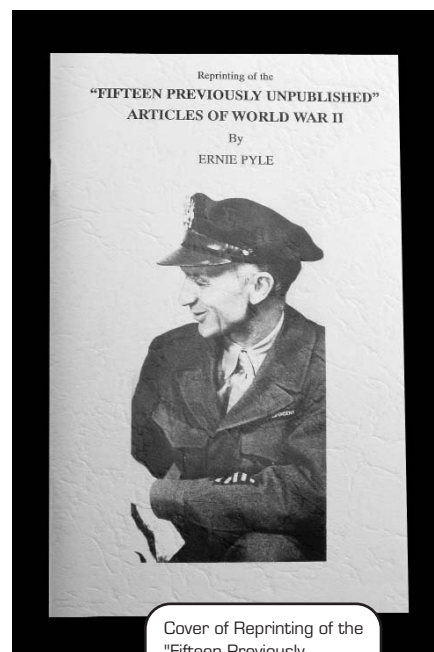
Reprinting of the "Fifteen Previously Unpublished" Articles Of World War II,

by Ernie Pyle was first printed October 1987 and had a second printing in April 1995 for the commemoration of the completion of the Ernie Pyle State Historic Site and 50th anniversary of Pyle's death.

Pyle was not only a friend to George G. Blaisdell

and a true Zippo advocate, but his coverage of the World War II military campaigns in North Africa, Sicily, Italy, and France brought him a Pulitzer Prize in 1944 and a Purple Heart medal many years after his death in 1983. His columns were very popular, mainly because of his understanding of the ordinary soldier in war.

Compilations of Pyle's newspaper columns also appeared in **Ernie Pyle in England** (1941), **Here Is Your War** (1943), **Brave Men** (1944), and **Last Chapter** (1946), and the movie **G.I. Joe** (1945) was about his coverage of the Italian campaign.



Cover of Reprinting of the "Fifteen Previously Unpublished" Articles Of World War II" by Ernie Pyle.

BLACK CRACKLE

WWII Zippo Lighter

By Linda Meabon

The black crackle Zippo lighter is the product that actually made Zippo Manufacturing Company what it is today – an American icon recognized throughout the world.

From 1933 until 1942, Zippo lighter cases were manufactured from brass and chrome plated. During World War II, all brass material was supplied to the military effort and was not available for domestic use. Due to the lack of brass material, Zippo produced a steel case lighter and inside unit. Drawing the steel case was very difficult and the lighter cases split easily. The Backus Company in Smethport, Pennsylvania produced tooling and successfully completed the drawing of the steel lighter case for Zippo.

Because the drawn steel cases had an uneven, unsightly finish, they were coated with a thick black material that baked to a crackled finish.

All Zippo lighters produced during the WWII years were shipped to the U.S. military. An individual could not purchase a Zippo lighter in any domestic retail outlet. Zippo ads developed during the war years advertised this fact and suggested that individual consumers buy War Stamps instead.



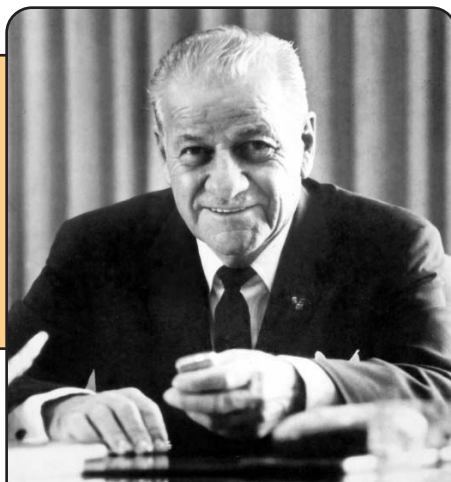
Zippo lighters were in great demand on the war front. In a letter to Zippo founder George G. Blaisdell, Ernie Pyle, famous war correspondent, wrote that the Zippo lighter was the most coveted item on the battlefield. It was the GI's source of light, heat, and comfort. The famous Zippo "click" was used as a signal among our soldiers. Blaisdell sent Pyle a shipment of Zippo lighters each month to be issued to our soldiers by lottery.

GIs would scratch or carve their names, important dates and battles, serial numbers, and loved ones names on their Zippo lighters. Many GIs wrote to Zippo with stories of how a Zippo lighter saved their lives or prevented serious injuries because it deflected enemy bullets. The story of the shortest war story written on a Zippo lighter is on display in the Zippo/Case Visitors Center, along with other black crackle lighters. Also displayed are complimentary letters written to Blaisdell from famous leaders such as Gen. Dwight D. Eisenhower, Omar Bradley, Gen. Douglas MacArthur and others, praising the Zippo lighter.

An authentic WWII black crackle is yet another lighter that every serious collector seeks to add to his Zippo lighter collection.

"I can tell you of a man who had the vision and the belief that his company could achieve the success we are celebrating today. His name was George G. Blaisdell. It is his ingenuity and his love for Zippo, a love that has been passed down through three generations, that has kept the flame alive."

- George B. Duke



Honorable Discharge from the Army of the United States



TO ALL WHOM IT MAY CONCERN:

This is to Certify, That George G. Blaisdell
Private First Class, Air Service, Aeronautics
United States Army, as a TESTIMONIAL OF HONEST AND FAITHFUL
 SERVICE, is hereby HONORABLY DISCHARGED from the military service of the
 UNITED STATES by reason of Convenience of the Govt. Letter A G O 11/4/18
Said George G. Blaisdell was born
in Bradford, in the State of Pennsylvania
 When enlisted he was 22:7 years of age and by occupation a Manager
 He had Brown eyes, Brown hair, Ruddy complexion, and
 was 5 feet 7 1/2 inches in height.

Given under my hand at Princeton, N. J. this
26th day of November, one thousand nine hundred and eight

Paid \$ 30.39 on Final Statement.
 Vou. No. 25 Month of NOV 1918
 Acc't of Lt. W. G. McCaffrey, Q. M. C.
Princeton, N. J.

W. G. McCaffrey
 Lt., Q. M. C.

Form No. 525, A. G. O.
 Ed. Aug. 20-17-40,000.

* Insert grade and company and regiment or corps or department; e. g., "Corporal, Company A, 1st Infantry Regiment."
 † Insert "Regular Army," "National Army," "National Guard," "Regular Army Reserve," or "Enlistment may be."
 ‡ If discharged prior to expiration of service, give number, date, and source of order or description of unit.

George G. Blaisdell U.S. Army
 discharge document dated
 November, 1918.

ENLISTMENT RECORD.

Name: George G. Blaisdell Grade: Private First Class
 Enlisted Dec 1, 1917, at New York, New York
 Serving in First enlistment period at date of discharge.
 Prior service: * None
 Noncommissioned officer: None
 Marksmanship, gunner qualification or rating: † None
 Horsemanship: None
 Battles, engagements, skirmishes, expeditions: None
 Knowledge of any vocation: Unknown
 Wounds received in service: None
 Physical condition when discharged: Good
 Vaccinated
 Typhoid prophylaxis completed
 Paratyphoid prophylaxis completed
 Married or single: Single
 Character: Excellent
 Remarks: Services honest and faithful. No A. W. O. K.
No absences under G. O. #45 W. R. 1917.

Signature of soldier: George G. Blaisdell
W. G. McCaffrey
Major, A. S. A.
 Commanding W. G. McCaffrey
Princeton, N. J.

* Give company and regiment or name or department, with inclusive dates of service in each enlistment.
 † Give date of qualification or rating and number, date, and source of order or description of unit.

2-3261

Nancy Coder

Military Artist

By Star Davis



Today, many a wartime Zippo lighter has served its owner as a reminder of his adventure serving our great country. Whether it is the ship they sailed on or the plane they flew, each military Zippo lighter stands for an honorable and unforgettable experience.

Zippo has produced millions of military lighters over the past 71 years. Inquiries are received daily from war veterans requesting artwork from their old ship, plane, or military unit.

Working with military designs for lighters can be challenging, but veteran artist Nancy Coder has become an expert in the military department. Coder has worked in the World Famous Zippo Art Department for 33 years and has been the mastermind behind a majority of Zippo's military artwork.

Coder had no connection with, and little knowledge of the military before coming to Zippo. She began working with retired Zippo employee Harry Schreiber on military art projects. Schreiber mentored Coder and eventually they shared

responsibility. Schreiber became Art Director and Coder became the sole Zippo military artist.

"With time, I developed a passion and deep interest for the military. I found all the different aspects of it fascinating. I try to be very accurate because it is a complex job," explained Coder.

Coder continued, "The hardest thing about military artwork is knowing what is current on the ships, planes and etc. I work directly with the Sales Associates to translate what the customer wants into what we can produce on a lighter. There is also a military language to understand with acronyms like ASROC and VLS."

Coder enjoys drawing planes and helicopters because they are not as complex as the ships, and are more fun to her. She also enjoys the challenge of drawing shields and crests because there is a certain symmetry and heraldry that appeals to her. Her least favorite subjects are art jobs that are unclear and too busy.

When clarity is an issue, Coder references what she calls her military library she has assembled over the years. Her favorite and most used book is her "bible," **Jane's Fighting Ships**, which illustrates all of the world's ships and information on them.

An interesting part of Coder's job is dealing with not only American military artwork, but also international military artwork from Zippo customers in France, Italy, Spain, England, South Africa, Denmark, and any of the other 100 plus countries that carry Zippo lighters.



Exclusive Autographed Book and Lighter Set

A Walk Down (Zippo's) Memory Lane

Do you like scrapbooks? Do you enjoy leafing through the pages that reveal other places in time? If you do, you will enjoy this treasure. It is a Zippo history in pictures. It is a journey through the past with more than 200 photos culled from the scrapbooks and photo files of the Zippo archives.

The 128-page book was compiled by Linda Meabon, Zippo historian, with the foreword by Zippo owner George Duke, grandson of Zippo founder George Blaisdell.

The book itself is a prize but it is the unique book and lighter set that makes this a real treasure for Zippo Click members. The book displays many rare corporate and Blaisdell family photos, most of which have never been published. The companion lighter reproduces the cover of the book and a custom sleeve showcases both pieces. The set includes a certificate of authenticity, a two-piece lighter box and a handsome see-through display box.

That's not all – every set ordered by a member will be autographed by Linda Meabon – a club exclusive! Members who place their orders early will be guaranteed to receive the very limited First Edition of the book.

Images of America: Zippo

Manufacturing Company is published by Arcadia Publishing of Portsmouth, New Hampshire. Meabon has worked for Zippo since 1967, and offers her experienced viewpoint on an array of images including:

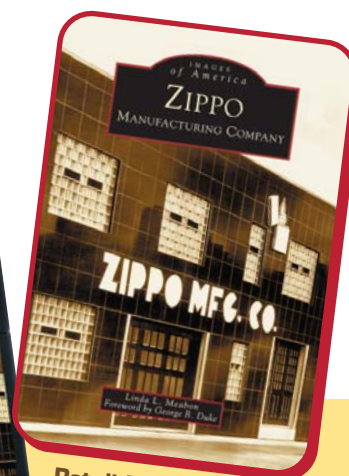
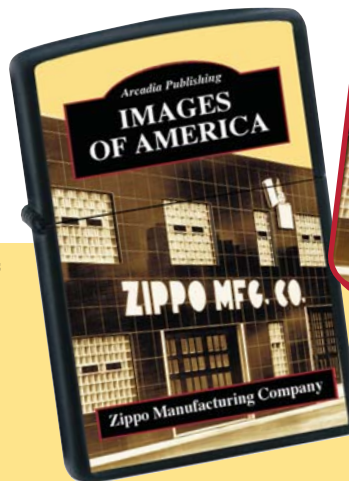
- **The Zippo Car and the Zippo (motorcycle) Riders.**
- **Special-edition lighters and other collectors' items.**
- **The manufacturing process and employees at work.**
- **Zippo/Case Swap Meets and other events for employees and collectors.**
- **Zippo lighters issued during every major war from WWII to Operation Iraqi Freedom.**

The color imaging

process on the black

matte lighter features a representation of the book's cover, a 1950's photo of Zippo headquarters on Barbour Street in Bradford, PA. The lighter is only available as part of the combination set.

The unusual set is available for purchase only through this special offer to members or at the Zippo/Case Visitors Center. The sets will not be sold at Zippo retailers or via direct mail from Zippo. See the enclosed order form for shipping and pricing information.



Retail Price - \$49.95
Product # IOA-2

The Zippo advertising theme for 1980 was a takeoff of the presidential election of that year. Lighters were produced with the donkey and elephant logos representing the political parties. Red, white, and blue hats and campaign buttons were distributed and worn at the annual sales meeting and trade shows.

Zippo artist Rita Walters sports the hat and button beside the Select Zippo campaign banner.



In the 1950s, 90 employees in the paint department hand painted the engraved logos on lighters.



Marketers Recognize the Power of the Zippo Brand

"We think Zippo" completed because they were the best machine for the dollar. But what keeps it coming back is the service. We couldn't ask for better. Zippo lighter."
—Fred Greenstein, Green's Studio, Zippo Manufacturing, Inc., Gateway Center since 1988



A Glowing Success

Zippos have earned three times WWII, and they've appeared in more major motion pictures than any single company. Since its creation 83 years ago, the Zippo windproof lighter has become a treasured icon and collectible, an integral American in the silver box and just. And for the folks at Zippo Manufacturing who make the famous little lighter, nothing beats a candle to GATEWAY ZIPPO. It's Gateway 2000 that's got it all in the business world. More than half of Gateway 2000 computers have consistently shown business with Gateway 2000, as well as government and education institutions across the country. Why the success? Gateway's business model and corporate accounts team put the company in direct contact with its customers, giving you an inside view.

If your organization needs something, just pick up the phone and call your Major Accounts executive. You'll have access to your own sales, customer support and accounting staff, as well as dedicated Corporate Technical Support. Together, they'll find light on the ground you need. Once you've seen to yourself, compatibility and other concerns, important to corporate, OEM and consumer purchasing. This, our line of Zippos, Gateway 2000's Major Accounts executive team put the company in direct contact with its customers, giving you an inside view.

Call a Gateway 2000 Major Accounts executive today. They're lined up to help you.



800-846-2069

www.gateway.com

GSA Schedule #GS-35F-3349D

validation to other products. Consumers familiar with Zippo products understand the values and quality of the brand. Other companies would like consumers to transfer these attributes to their brand.

One of the best examples of this type of brand transference is the 1983 Harley Davidson ad, which used a Zippo lighter to emphasize the difference between a dependable lifetime product and that of a lesser quality. Obviously Harley Davidson equated their motorcycles to the solidly built, dependable product shown in their ad, the classic Zippo lighter.

Another product that capitalized on Zippo's quality reputation was a 1997 ad for a new cellular service in South Korea. The company wanted to make the point that it offered reliable service even on a remote island off the coast of South Korea. A quick way to illustrate reliability was to show their cell phone in the shape of a Zippo lighter. The message was unmistakable.

The popularity of Zippo grows not only on television and the silver screen, but also in print advertisements. Have you seen a Zippo lighter in another brand's ad? If so, let us know. We always enjoy the flattery!

By Larry Visbisky

The Zippo lighter has gained tremendous recognition in its 71 years of existence; not only recognizable by its distinct "click" sound but also by its familiar look.

Interestingly, the lighter has been found in many advertisements of other brands. Large companies (Chevy Suburban and Gateway computers) and small (Telephone Bar & Grill in New York City) have used the Zippo lighter image to communicate with consumers. The attributes of the Zippo lighter give instant recognition and

ONE PHILOSOPHY,

VERSUS ANOTHER.

We think motorcycles should be dependable, serviceable, and durable. Not disposable. That is our philosophy. Our motorcycles are shining examples of it. Each one is based on our belief in simplicity of design. That is what makes them durable. And that makes them valuable, every time you ride and when it comes time to sell. If you've ever checked the want ads, you know.

Ask any of those owners if they think a motorcycle should be disposable. They'll all agree that it is a great idea for things like baby diapers. But any respectable motorcycle is a far cry from that.

MOTORCYCLES BY THE PEOPLE. FOR THE PEOPLE.

Harley-Davidson Motor Co., Inc., P.O. Box 100, Milwaukee, WI 53201
© 1997 Harley-Davidson Motor Co., Inc. All rights reserved.

The Zippo Lighter Factory,
Bradford, Pennsylvania.
The Zippo was first made in 1933
and patented in 1936.

The Chevy Suburban®
First made in 1936,
never patented.
(Maybe we should have.)

CHEVY SUBURBAN LIKE A ROCK



Zippo Lights Up the Sky

By Amber Bacha

The Zippo sign is a familiar beacon in the night sky, visible to travelers along US Route 219 and Bradford's Main Street. Bruce Ganoung, of Ganoung & Sons Sign Company out of nearby Olean, New York, created the famous neon sign in the 1950s. His son Daniel Ganoung came across some pictures documenting the construction and erection of the sign and sent them to Zippo.

The photos document the engineering and constructing of the sign in process, as well as the sign location and the finishing touches being made on top of the Barbour Street office building. Several of the pictures showed individual letters of the sign being constructed in the company shop. Photos taken from the end of Main Street showed how far away the giant neon sign would be visible. The historical photos substantiate the times as well, with 1950s vintage cars lining Bradford's Main Street. There was also a picture of Bruce Ganoung standing in front of the Ganoung & Sons Neon Sign Company.

Bruce Ganoung was given a commemorative Zippo lighter after the sign's completion; however the lighter was later lost in a fire.

The world famous Zippo sign was also prominently featured in a Chevy Suburban print campaign that appeared worldwide in 2001. It ran in several publications, both in full page and double-page spreads. A neon replica of the sign is also on display in the Zippo/Case Visitors Center.

Dan Ganoung received his degree in film/video animation and is himself employed by a sign company. "I was always proud to point out the famous sign my father built," he said.

These photos, with hand printed notations of date and location, authenticate one of Zippo's most famous landmarks. Zippo is very appreciative of the Ganoung family's willingness to share these keepsakes with us.



OSAKA SWAP MEET

Over 7,000 collectors attended the biennial Zippo Swap Meet in Osaka, Japan on September 28, 2003.

Over 160 vendor tables displayed rare Zippo lighters and products that could be bought, sold, or traded at Japan's version of the Zippo Swap Meet held in Bradford, Pennsylvania.

"The vendors sold the newest Zippo products," said Mark Paup, Director of Global Marketing. "It was exciting to see the large attendance of younger collectors," he added.

The outdoor Swap Meet also included an auction, reception, special guests, rare displays, a lottery, repair service, and live radio broadcasts. This marked the first year the Swap Meet was held in Osaka. The last three were held in Tokyo.

By Chris Funk



Zippo dignitaries visit Yukari Zippo Station, one of Japan's largest Zippo retailers. Left: Section Chief Toyoko Kohara; store manager, K. Tsuchihira; store owner, Hiroshi Kohara; Zippo owner, George Duke; Zippo President and CEO, Greg Booth; Global Marketing Manager, Mark Paup; Export Manager Asia/Middle East, Rick Pedine; Zippo Japan representative, Akiko Okamoto. Front row, left: Yukari Zippo Station Staff, K. Hirota, S. Mizutani, and M. Nakahara.



Zippo Click member Scott Champion visits with George Duke and Greg Booth.



Photos courtesy of Zippo Japan and Yukari Zippo Station

ZIPPO CLUB ITALIA



Zippelle, typical hot bread from Modena shaped like a Zippo lighter was one of the special foods served at the event.



2003 Zippo Weekend lighter limited to only 50 pieces.



Collectors line up to form the largest human Zippo lighter.

Fire and the Sky Anniversary Sparks the New and Exciting

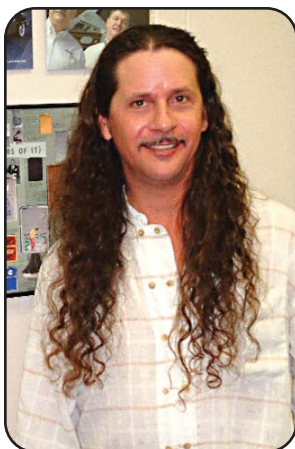
By Brent Tyler

The 100th anniversary of Orville and Wilbur Wright's first flight and Zippo seem to have little in common on the surface. But in fact, the occasion has served as a catalyst for new Zippo lighters and exciting Zippo celebrations around the world.

Halfway around the world, in Italy, Zippo Club Italia marked the 100th anniversary with a weekend celebration on June 14th and 15th. Themed "Zippo in Flight," the weekend featured games, prizes, food, fun, and Zippo lighters. Fifty limited edition 100th Anniversary of Flight lighters were available for collectors to purchase, and hand-painted Wright Brothers lighters by airbrush artist Claudio Mazzi were auctioned off. Proceeds from the auction benefited a cancer research foundation.

When the collectors weren't lining up to buy Mazzi lighters they were lined up as Zippo lighters. In an attempt to set the world record for the largest human Zippo lighter, collectors converged in a field and formed a living Zippo lighter. We will know soon whether the spectacle will be forever remembered in the Guinness Book of World Records. True to the weekend theme, the feat was photographed from above in an airplane.

So, two seemingly unrelated things, Zippo lighters and the Wright Brothers, have brought together Zippo lighter collectors from around the world. For more photos of the event, visit zippoclubitalia.it.



John R. Troha

By Larry Visbisky

The passion for Zippo lighter collecting came at an early age for John R. Troha. John's grandfather gave him his first Zippo lighter when he was very young. He also relished the fact he lived close to Zippo. Now, he is not only a Vietnam Zippo lighter enthusiast, but also an authorized distributor.

John is a native of St. Marys, Pennsylvania, located approximately 40 miles south of Bradford, the home of the Zippo lighter. He is a graduate of Pennsylvania's Temple University School of Architecture.

John first visited Vietnam in 1993. During this time, increasing talk about the lifting of the U.S. embargo convinced him to settle and investigate business opportunities.

Foreseeing the lifting of the United States embargo against Vietnam, he began to set up business in diversified fields of interest, including construction, beverages, garments, handicrafts and, of course, Zippo products. His business, Zippo Vietnam, was founded in 1999 and includes distribution in Vietnam, Cambodia, and Laos.

John's passion for Zippo lighters is a family affair. His father, Robert J. Troha, is a sales representative for Comtec, which manufactures the cams used in production of the Zippo lighter. John's wife, Phuong, also enjoys collecting Zippo lighters. Their collection eclipses the 600 mark, and includes over 500 Vietnam war era lighters and their favorite, a war era lighter engraved with the words "Daddy BOP" found in front of John's mother-in-law's home.

The war era lighters in John's collection have been found on the fields in Vietnam. These lighters are not only found by locals and native Vietnamese on their properties, but also by construction companies clearing land for projects.

"It is amazing the Zippo lighter has remained virtually unchanged for over 70 years and has remained on the top of the market. However, what really fascinates me is the people that represent it at Zippo USA and the distributors I met around the world. The most fascinating part is 'The Zippo Family' and I am proud to be a part of it!" stated John. *We are excited to have John as a member of the Club as well as 'the family!'*

Collecting Tools of The Trade

"Collectors of Vietnam era lighters really need to do their homework," cautioned John. Some Vietnam war era lighters can sell for hundreds of dollars. "Be very careful of on-line auctions, the 1963-1972 counterfeits are really good," he added.

John's tips on collecting and verifying legitimacy of lighter:

- Ask seller how they obtained the lighter.
- Use a high-powered magnifying glass to look at engraving and bottom stamp.
- Check cams, wheels, and hinge. These are the most noticeable areas for inferior parts on the lighter.
- For on-line auctions request a photo of the case and also the insert.
- Listen for the famous "click" sound.
- Check military records to verify that a unit was stationed in the area that a lighter was found.

The Vietnam Zippo 1933-1975 by Jim Fiorella, available at the Zippo/Case Visitors Center and Schiffer Publishing, Ltd.*, is a good reference book for Vietnam era lighters.

*Schiffer Publishing, Ltd.
4880 Lower Valley Rd.
Atglen, PA 19310

Phone: (610) 593-1777
Fax: (610) 593-2002
E-mail: schifferbk@aol.com



Vietnam Era Zippo Lighters

Regarded as some of the most sought after collectibles, war era Zippo lighters are in high demand, especially "trench" art Vietnam war lighters.

Soldiers would purchase a Zippo lighter and have designs and words engraved on them. The soldiers in the foxholes and trenches created these designs and engravings, thus the term "trench" art was born.

Zippo lighters are still found on the landscape of the Vietnam war. While construction plans are formulated, mine sweeping groups such as the United State's "Clear Path International" group must clear the site, searching for mines left from the war.

During some of these sweeps, Zippo lighters are often found.

Tête-à-tête, Chat, or Confabulation

By Brent Tyler

Whatever you call it, the conversations were groundbreaking. For the first time ever representatives from Zippo took part in two live internet chats with members of the Zippo Click. The special guest live chat feature is a recent addition to the zippoclick.com website. Linda Meabon, Museum Curator/Archivist, and Ron Meister, Product Development Manager, took time out of their busy schedules to speak to collectors face-to-face, make that screen-to-screen.

Meister and Meabon were chosen because their specialties are of particular interest to the collectors. Collectors are often curious about company and product history along with how to submit ideas for new products and processes.

Let us know whom you would like to speak to in the next live internet chat. Collector feedback led to the first chat, and it should spark several conversations in the future.

What do you like about Zippo lighters?

They're so easy to collect and display; my collection of over 140 Zippo lighters fits on one shelf. They just feel so darn good in your hand; I don't ever leave home without one!

-wianton

I like the sound it makes when it's opened, the smell, the look, shape, and general feel of a Zippo lighter in my hands. It brings back fond memories of my Dad, Grandfather, Mom, and Father-in-law who all used Zippo lighters.

I like that I can collect a piece of 'today' and pass it (them) on to my daughter for her enjoyment in the future.

Zippo lighters are THE American Icon of industry, of history, of dependability, and even beauty.

That's why I like them.

-Gary CM#352

I like them because they work. I smoke cigars and like to trail ride. Too many times I've filled a butane lighter, gotten out in the woods miles from camp and have NOT been able to light my cigar. I have never had my Zippo lighter fail me. It has a satisfying click plus it has been personalized.

-nueboch

I like Zippo lighters - everything, the click, the look, simply all etc. Zippo is wonderful!

-darkdown CM #526

THE CLICK, THE CLICK, THE CLICK!

-gutzzz

I like the solid feel of the lighter, the click (no mistaking that sound), the ease of repair, and the idea that they can be carried anywhere by anybody. When you bring out a Zippo lighter to light a cigar or cigarette, the person who you are assisting notices you, versus some throw away.

-BigBike4



ZIPPO to the rescue

ZIPPO is in the War!

Zippo Windproof LIGHTERS have acted as rescue beacons for men in open boats, as a guide through dense dark jungles and as a means of lighting fires for food and warmth. Lighting lanterns as well as pipes is a regular duty for a ZIPPO. Its water-tight case is a life saver.

So, if you are in the service and are going "over there", where matches are scarce and sometimes difficult to light, you'll be glad to have Zippo, the world's most practical windproof lighter, and the choice of the men in the Service.

We now can furnish ZIPPO Windproof LIGHTERS only to our Armed Forces outside of continental United States, and to post exchanges at ports of embarkation and ship service stores on board ship. We hope your local dealer can still supply you — the factory consumer stock is done and gone until metals essential for victory are again available. Sorry.

ZIPPO MANUFACTURING CO., 7 Barbour St., BRADFORD, PA., New York Office: 52 Vanderbilt Ave.



Windproof, water-tight, permanent wick, hard flint, large fuel capacity, always dependable—that's ZIPPO.



Invest that \$2.50, for the ZIPPO you may not be able to buy, in WAR STAMPS till the days of peace arrive.

FOR YOUR PROTECTION: Look for this engraving

ZIPPO MFG. CO. BRADFORD, PA.
ZIPPO
PAT. 2032695 MADE IN U.S.A.

on the bottom of every genuine ZIPPO LIGHTER

ZIPPO Windproof LIGHTER

Wartime ad from the archives, Esquire, December 1942