



The Official Publication of the Zippo Click Collectors Club

Spring 2003



Cruisin' with the Zippo Car 5 great stories inside

The Zippo Click

Editorial Board
Patrick Grandy
Peggy Errera

Managing Editor
Kathleen Jones

Copy Editors
Star Davis
Brent Tyler
Larry Visbisky

Staff Photographer
Steve Mahon

Cover Photographer
Kevin Eilbeck

Layout and Design
Dale Ver Voort

The Zippo Click is published quarterly by:

Zippo Manufacturing Company
33 Barbour Street
Bradford, Pennsylvania 16701
USA
(814) 368-2700 Fax: (814) 368- 2874

www.zippo.com
www.zippoclick.com

email: zippoclick@zippo.com

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Letter From The President

We've hardly closed the book on our 70th Anniversary year and Zippo is off like a shot into 2003. What an incredible year we have planned!

January began with a flurry of travel. The Zippo Car left Bradford on New Year's Eve, and did not arrive home until the beginning of February. Sandwiched between appearances at the Advertising Specialty Institute show in Orlando and the Promotional Products Association International show in Las Vegas were photo stops on Bourbon Street in New Orleans, Louisiana; the Alamo in San Antonio, Texas; and Boulder Dam and Grand Canyon in Arizona.

Zippo's new Promotional Products Division was a showstopper with its "Red Hot and New" campaign dominating both trade shows. Over 120 products, new open distribution, new imprinting methods, and new shorter lead times... all showcased in an astonishing new trade show booth... made Zippo the big news of the promotional products industry.

As this magazine goes to press, we're in the closing stages of our first-ever Spring Choice catalog. A sneak preview, the Ford 100th Anniversary Heart and Soul Collection, is featured on page 11 of this issue.

This May will mark the 10th Anniversary of W.R. Case and Sons Cutlery Company becoming part of the Zippo family. As we get closer, watch for news on an incredible limited edition 10th Anniversary Zippo/Case commemorative set.

Further into the year, Zippo expects to see our 400 millionth lighter roll off the production line near the end of summer. We are proud and excited as we look forward to celebrating this milestone achievement, and will keep you updated.

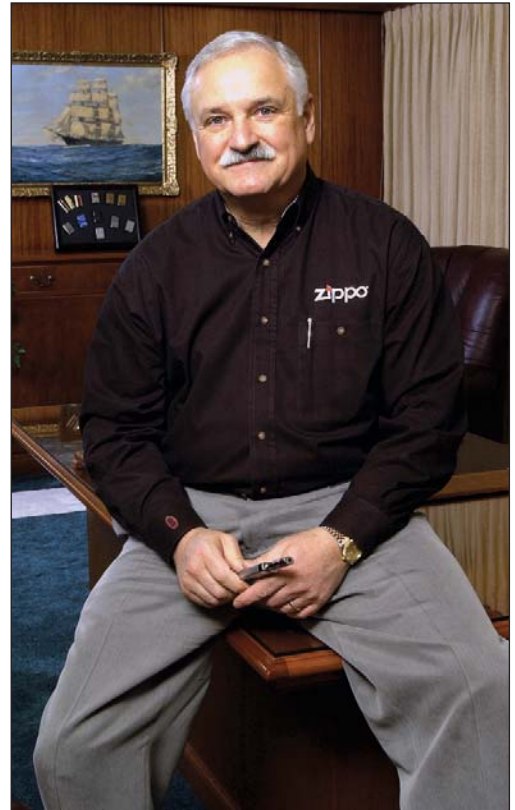


Photo: Craig Melvin

Gregory W. Booth
Zippo President and CEO

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Click into spring...



As spring begins in Bradford, thoughts of growth and rejuvenation come to mind. It's a joy watching this club grow and new relationships between Zippo collectors around the world being formed every day.

I invite you to log on to zippoclick.com to see some new changes, some of which were your suggestions! New links, exciting games, wallpaper, screensavers, and more Zippo collecting information are all additions to the member-only website that now receives over one million hits per month.

Zippo retailers are making the most of spring with a fresh line of Zippo products. From the positive feedback we have received about the catalog previews on the website, I'm sure you will enjoy previewing the Spring Choice Catalog and visiting your favorite retailer soon. Please be sure to let them know you saw the new product on zippoclick.com.

Spring always reminds me of a time to clean out closets, cabinets, drawers, and your Zippo lighter collection! Why not take some of those Zippo lighters that no longer fit in your over-stuffed Zippo display cases, and post them in the classified section of the website? While you're there, why not post a want ad for those Zippo lighters you've been seeking to complete your collection?

Be sure to save plenty of room for the new collectibles that will be offered to you this year including the 2003 Zippo Click annual collectible. The response for the Canadian Final Run lighter was tremendous. Since many of you collect coins in addition to Zippo lighters, we are pleased to offer you the State Quarters Zippo Collection volumes 2 and 3 of this 10-year collectible. You'll learn more about this fine collectible on page 5. Be sure to read about your chance to be entered into the drawing for a Zippo Car collectible on page 14.

The cover of this issue features Zippo owner George Duke with the Zippo Car in Las Vegas, Nevada while attending the Promotional Products Association International show. George led the efforts for the recreation of the car in 1997. I know you'll enjoy reading about his 25-year association with Zippo on page 4.

In the next issue you will find collectible offers that are clickin', rockin', and blaisin' hot! Zippo Click is on the move; glad you're riding with us!

Keep clicking,

Kathy

Kathy Jones
Zippo Click Administrator



Patrick Grandy, Marketing Communications Manager and Peggy Errera, Assistant Manager Marketing Communications spring clean the extra large Zippo lighter on the Zippo Car.



ZIPPO

Profile George B. Duke

By Star Davis

“I wish I could be half the man in the lighter business that you are,” stated George Duke to his grandfather George G. Blaisdell, prior to his joining Zippo in 1977. George Duke is the son of Sarah B. Dorn who is the daughter of the late George G. Blaisdell, founder of Zippo Manufacturing Company. George grew up in Houston, Texas and remembers coming to Bradford in the summertime. His grandfather took him on tours of Zippo and showed him the many different areas of the business.

George earned a Bachelor of Science degree in Business Administration at Louisiana State University. “In college, I knew I wanted to work for Zippo, so I wrote Grandpa a letter to ask if I could come on board after I graduated,” recalled Duke. George G. Blaisdell was very positive about his grandson coming to work for him, realizing how his business degree and college education could benefit the company.

Prior to graduation, George worked at Zippo during his summer vacations. His experience as a Material Handler in the factory, and a variety of jobs in the office gave him a good overview of the company.

George officially joined Zippo on October 3, 1977. Sadly enough, George G. Blaisdell died exactly one year later, on October 3, 1978.

Serving in various positions throughout the years, George began in the Order/Scheduling Department and became the Customer Service Manager in 1980. A few years later he moved to Toronto to work for Zippo Canada. George worked closely with Bob Rosch, who at the time was the District Manager for Eastern Canada. “I gained a lot of experience from Bob in the Wholesale and Ad Specialty Departments and really learned a lot from him,” said George.

A year later, he moved back to Bradford to work in the Wholesale Sales Department, and then became a Regional Manager covering most of the southeastern states in the Ad Specialty (now Promotional Products) Division. George stated, “That was much different than Wholesale because it is such a competitive industry.” George was then promoted to National Sales Manager in the Ad Specialty Division, with over 1,000 distributors. Later he was the Export Manager for Europe, Russia and Africa.

In 1995, George left the Sales Department to work directly with the President to oversee the entire corporation. Along with his mother, he now shares the title of Zippo owner. Currently, he is the Chairman of the Board, and has been a member of the Board of Directors since the mid – 80’s.

Although he has a lifetime of memories, 2002 marked George Duke’s 25th Anniversary with Zippo. He has faced many changes, challenges and milestones with the company, such as two re-structurings of ownership, the recreation of the Zippo

Car and the beginning of the Zippo Click Collectors Club.

Zippo launched a nation-wide search for the original Zippo Car in 1994. The location remains a mystery today however; the decision was made in 1996 that Zippo would recreate a second Zippo Car. Joe Griffin’s Custom Upholstery of Memphis, TN was selected to take on the huge challenge and it was completed in 1998. “Joe Griffin did a magnificent job because he only had a picture to work



from,” said George. The original intention was for the Zippo Car to be placed only in the Zippo/Case Visitors Center. After having it awhile, it was decided to use the car for promotional purposes. A modern-day Chevy engine replaced the 1947 engine, however the rest of the car remains original.

Since 1995 and beyond, the Zippo/Case International Swap Meet proved that Zippo lighter collecting has continued to grow not only in the United States, but around the world. George feels the Zippo Click Collectors Club is a great way for Zippo to cater to its collectors. “Anytime a business can have a collectors club, it shows how world-renowned the company is. It’s just a wonderful thing,” exclaimed George.

One of George’s favorite lighters is one that he carries with him at all times, a brass lighter with an engraved Porsche logo. Some members may know that Zippo has never been able to produce Porsche lighters. In 1995, Oliver Porsche came to visit Zippo to discuss business opportunities with Porsche. Although a license agreement was not reached, George asked Oliver if he could produce a small amount of lighters with the Porsche logo for



himself and a few close friends. This meant a lot to George and he and Oliver have remained friends throughout the years.

“In college, I knew I wanted to work for Zippo, so I wrote Grandpa a letter to ask if I could come on board after I graduated.”

State Quarters The Zippo Collection

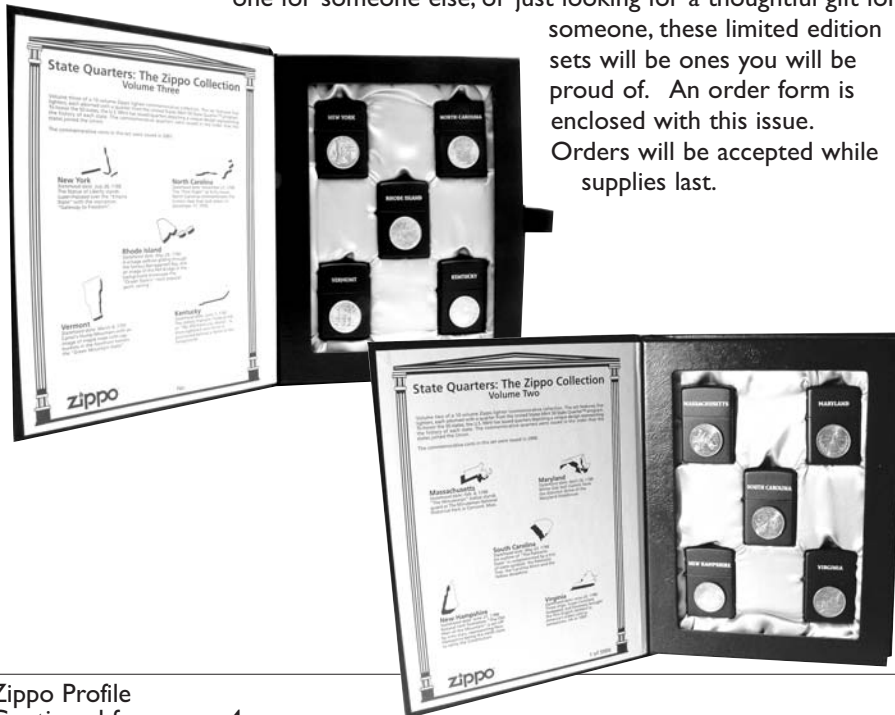
In 1999, Zippo joined the United States Mint to celebrate the 50 states by creating a limited edition collectible, State Quarters: The Zippo Collection. Volume four will be released soon at retail but Zippo Click members have the opportunity to purchase volumes two and three while supplies last.

The limited edition sets feature five black matte lighters, each adorned with an uncirculated quarter from the United States Mint's 50 State Quarters® program. Each set is displayed in a black leatherette presentation volume with brushed chrome Zippo logo plaque on the cover. A new volume of the set will be introduced each year until 2008.

Volume two features quarters honoring Massachusetts, Maryland, South Carolina, New Hampshire, and Virginia. Volume three features the state quarters of New York, North Carolina, Rhode Island, Vermont and Kentucky. There were only 5,000 sets produced of each volume. Only 2,500 sets of volume four will be produced, which will include Tennessee, Ohio, Louisiana, Indiana, and Mississippi.

Five quarters are issued each year by the U.S. Mint in the order the states ratified the U.S. Constitution and joined the Union. Each quarter's release celebrates one of the 50 states with a design honoring its unique history, traditions, and symbols. This program represents the first change to the quarter since production of the Bicentennial quarter in 1975-1976.

Two fine collectibles in one - whether you are adding it to your collection, starting one for someone else, or just looking for a thoughtful gift for someone, these limited edition sets will be ones you will be proud of. An order form is enclosed with this issue. Orders will be accepted while supplies last.



Zippo Profile
Continued from page 4

Like his grandfather, George has always been interested in cars. He enjoys attending racing events and has participated in various motorsport races. George is an outdoor enthusiast who loves boating, jet skiing and snowmobiling. He also is the proud father of two sons, George Blaisdell Duke, Jr., 12, and Grant Barcroft Duke, 10.

George's future plans for the company include identifying new products and continuing to grow the business. He is hopeful that one day his sons George and Grant will become a part of the business as he did. If you were fortunate enough to meet George Duke at a Swap Meet or National Zippo Day event, you know that he is a man of great knowledge, who stands behind the same principles that his grandfather used to build Zippo in 1932.

Click Comments

Nothing is better to strike up a conversation with a nice looking babe (or what I refer to as a Zippo chick) that smokes, than a Zippo lighter.

— littledmac

"After receiving my Zippo Click newsletter, I put it on my coffee table and now everyone who comes over ends up picking it up and reading it. Of course this leads to inspection of my collection.

— wildbur1

WOW—I just bought the Men's Herringbone Sport Shirt (ZCLI03) and it is awesome! It is 90% cotton and is VERY comfortable. The special pattern of red/black that you can see on the sleeve cuffs is also on the back of the collar!! It looks like a very classy shirt for the serious collector!!

— braaad

I have been collecting Zippo (lighters) since I was 12 years old, and now I'll be 30 years old in October. In the last 18 years I have about 168 total, I show them off in my house in three Zippo cases.

— jaybird

I have been collecting Zippo ever since my friend gave me one for my birthday around 1992. I now have over 600 Zippo (lighters). My friend has over 800 and its been great! I am so glad my friend gave me my first Zippo which was a deluxe gift kit with a red Varga Girl numbered set, the rest is my passion.

— n8obzdoug

I have just seen the Mazzi lighters and would be happy just to have one of these! This guy is fantastic; I can't believe how beautiful his artwork is. WOW.

— mac681

Zippo...you are the best! Thank you for being such a class act all the way around!

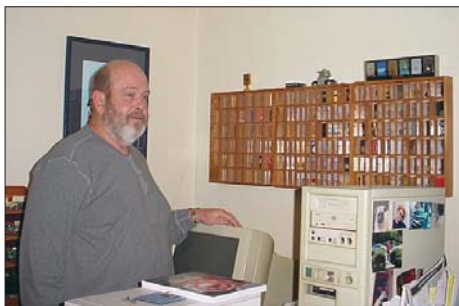
— johnnyonion

Charter Member Wins Zippo Signet Lighter

By Kathy Jones

George J. Datz of California was excited to learn that he was the lucky winner of the 18-karat gold Zippo Signet Lighter. Zippo President and CEO Greg Booth pulled Datz's name from nearly 2,000 entries on January 20, the six-month anniversary of Zippo Click. Members who joined the club in 2002 were eligible for the drawing.

Datz, a Charter Member of Zippo Click, has been collecting Zippo lighters for about five years, and has about 200 lighters in his collection. The first Zippo lighter he purchased is a 1961 lighter with the Coast Guard Cutter Eagle ship pictured on the front. Datz served on the Cutter Eagle as a radioman in the United States Coast Guard. European ports he visited while serving on the ship are engraved on the back of the lighter.



George Datz, winner of the Zippo Signet lighter, shows off his Zippo lighter collection in his home office

Datz added to his Zippo collection with lighters themed to the cities or attractions he visited during business and leisure trips. He also collects trade union logos, fire department logos and old Zippo lighters. Datz proudly displays his collection in his home office. His "everyday" Zippo lighter is solid titanium.

"I am really excited about my win and I am looking forward to receiving the lighter. It's truly not the monetary value of the lighter that impresses me but rather the fact that it's "special" - though I know the two qualities are connected. This is one I'll probably keep in the box, and I do plan on keeping it - not selling or trading it," Datz commented.

As part of Zippo's 70th Anniversary celebration, owners Sarah Dorn and George Duke authorized 300, 18-karat solid gold lighters commemorating the Zippo signet ring

commissioned in the 1940s by company founder George G. Blaisdell.

The number seven Signet Lighter is the lowest number that was available to the public. Each Signet Lighter is specially engraved with the exclusive Zippo signet design on the front, and consecutively numbered 1 through 300 on the back. The hinge side is adorned with an engraving of the initials GGB, and the years 1941 and 2002. Opposite the hinge is the 18k engraving that certifies the lighter as solid gold. The lighter insert is gold plated, including the flint wheel and cam. An exclusive bottom stamp authenticates this lighter as the GGB 1941 model.

The Zippo Signet Lighter is a tribute to Zippo's founder, the late Mr. Blaisdell and it is estimated to have a value of \$6,000 - \$10,000 in the collectors market.



Zippo President/CEO Gregory Booth draws the Zippo Signet lighter winner, George Datz, from the box of nearly 2,000 member names held by Zippo Global Marketing Manager, Mark Paup

Fifty Members Win Special Collectible

Fifty Zippo Click members have won a limited edition 2003 calendar produced by Zippo Italia, the exclusive Zippo distributor in Italy.

Through the innovative photography of Gustavo Kuzel, the full-color, spiral bound calendar showcases a stunning selection of Zippo lighters hand painted by Claudio Mazzi, world-renowned airbrush artist. To make these calendars even more special, every calendar is personally signed by Mazzi.

Mazzi was born 37 years ago in Modena Italy, where he still lives and works. He began his career as an airbrush artist in 1985, when he attained the title of "Maestro d'Arte." The airbrush used by Mazzi is a small hand-held instrument that blows air and paint together. Mazzi has been a special guest at two Zippo/Case International Swap Meets in Bradford, demonstrating his technique on lighters and body painting, and offering a limited number of his hand painted lighters for sale.

The number of lighters produced by Mazzi in one year is no more than 4,000, which makes each lighter highly collectible. Lighters featured in the calendar may be purchased at Zippo retailers in Italy or in other markets where Mazzi lighters are available, including France, Germany, Switzerland, and Japan.

The calendar is printed in English and Italian and is a limited edition of only 1,000 pieces. "The calendar was given as a gift to our best customers," commented Giuseppe Romei, President of Zippo Italia, "and I'm pleased to dedicate these calendars to the Zippo Click Collectors Club."

For more information on Claudio Mazzi, check out the Zippo Club Italia website at www.zippoclubitalia.it or email info@zippoclubitalia.it.



One for the Road

By Brent Tyler

Automobiles have the ability to move us, both physically and emotionally. They can take us to work or take our breath away, bring us across the country or bring back memories. Automobiles have been fashioned to look like Zippo lighters, have featured the Zippo name, and have been featured on Zippo lighters.

A Zippo Lighter, A Car, Or Both?

First there are automobiles that have been fashioned to look like Zippo lighters. The most famous is the 1947 Zippo Car.

One unusual Zippo-themed productmobile wasn't so mobile, yet it certainly turned heads when it was created in the mid 1990s. The Zippo Yugo — a gigantic brass-like Zippo lighter fabricated from a full size Yugo car - was created by a student at the Manhattan College of Design as part of a senior design assignment. The assignment was to turn an actual car into a sculpture. The students turned the cheap, throw-away cars from Yugoslavia into barbeque pits, subway cars and the open Zippo lighter with neon flames. These cleverly designed pieces of art were exhibited in New York and Washington, DC but like the original 1947 Zippo car, the Zippo Yugo with the flip top hood has vanished.

Driving The Brand

Numerous vehicles have displayed the Zippo name on their exteriors. Through sponsorships and partnerships the Zippo brand name has circled tracks around the world in a variety of racing circuits.

Zippo sponsored the Spencer Motor Ventures, Inc. NASCAR Busch Series car from 1996 through 1999. Car number 20 and later number 12, the Chevrolet Monte Carlos piloted by Jimmy Spencer, were a force to be reckoned with. Numerous top-10 finishes, several of those ending up in victory lane, led the Spencer/Zippo team to become one of the most recognizable sponsor-driver combinations in the NASCAR Busch Series Grand National Division.



Since 1996 Zippo has lent its name and sponsorship to the Bradford-based T-F Racing Team. The T-F (Two-Friends) racers compete in the Grand American Road Racing Circuit. The fleet of Zippo sponsored cars consists of two Ford SVT Mustang Cobra Rs and two Ford Mustang Saleen SRs. In addition to numerous races the team has won, they have also garnered awards for their fantastic paint schemes. Four out of five years, from 1998-2002, the Zippo car paint scheme has won the award voted on by team owners, officials, and media members. Designed by John Kohler (driver and co-owner) and painted by Rich Barlett, the chimney pattern and sweeping flames have become a hallmark of the T-F Racing Zippo Mustangs.

Zippo has also sponsored the Zippo U.S. Vintage Grand Prix in Watkins Glen New York for the last decade. The weekend event has brought in tens of thousands of vintage car enthusiasts and racers from around the world. Across the world, Zippo has sponsored Hondas and Toyotas from the Japanese Touring Car Championship series that tore up the tracks in Japan in 1997.

Zippo has also graced the sides of taxis. In an interesting promotional campaign by Zippo U.K. five black cabs, synonymous with London culture, operated every day in the center of London during 1999 and 2000.

A Canvas for Car Makers

In 1935 the first Zippo lighter brandishing a company logo was made for Kendall, the Bradford-based company that made the "2000 mile motor oil". The Zippo lighter soon became a "corporate canvas" to promote automobile companies and automotive accessories. Some of these pieces remain among the most sought after Zippo lighters by collectors around the world. Possibly the most valuable auto lighter ever made is the 1948 lighter that features a Tucker emblem and the signature of Doris "Dedee" Jordan, the secretary of Mr. Preston Tucker, the owner and founder of Tucker. Fewer than 50 Tucker automobiles exist today.

While pre World War II Zippo lighters promoting auto manufacturers do exist, it is more common to find promotional lighters dating from the post-war period. Recognizing the fondness



One For The Road — Continued on page 10

The Zippo Car

In the late 1940's, Zippo was seeking to capitalize on the tremendous amount of goodwill it generated during World War II when Zippo creator and company founder George G. Blaisdell shipped as many lighters as possible to post exchanges and to the front lines for military use.

By the end of the war, the Zippo lighter had become a national treasure and Blaisdell decided to take that treasure to the streets of America. It was time for Zippo to get back on the road selling lighters to peacetime America.

Blaisdell recalled something from his youth that left a good taste in his mouth. He was about to make advertising history and, in the process, begin a mystery that continues to this day.

As a child, Blaisdell remembered seeing one of the original "productmobiles." Productmobiles were specially redesigned cars built to look like the product they advertised. Loaves of bread, beer bottles, cartons of milk, houses, footballs, and cameras all made appearances on wheels at one time or another.

Productmobiles proved to be big hits at parades, fairs, and grand openings.

The most famous of the few contemporary examples is the Oscar Mayer "Weinermobile." In any case, these productmobiles had been drawing attention on American roads since the years following World War I. The productmobile that had stuck in Blaisdell's mind was the now-classic 1918 Pep-O-Mint Lifesavers truck, a motorized roll of candy on wheels.

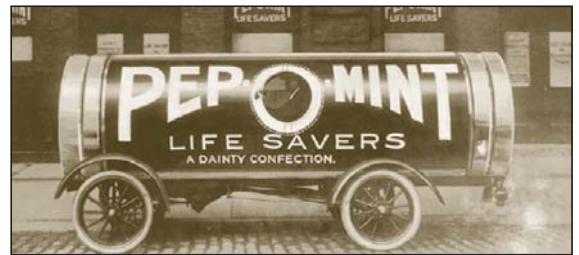
Blaisdell envisioned a car that looked like a Zippo lighter. He hired Gardner Display of Pittsburgh to

design the vehicle, a 1947 Chrysler chassis with larger-than-life lighters stretching above the roofline and the word "Zippo" emblazoned on the front grill. The lighters had removable neon flames that lifted out and were set in the back seat for travel between events. The lids, of course, snapped shut. The car had a radio and even a tape recorder to play music over the public address system - cutting-edge technology for promotion during the Truman administration. The Zippo lettering on the side of the car was plated in 24-karat gold.

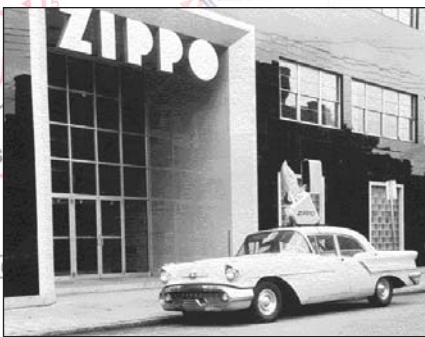
The original cost of customizing the car was estimated to be between \$25,000 and \$30,000. This was a hefty sum considering the car only cost

\$2,048 originally. It was 17 feet 11 inches in length and 6 feet 2 inches wide.

The Zippo Car, as it became known, was a smash. With the neon flames lighting the way, the car was a natural for heading parades and special events. Blaisdell hired a local salesman, Dick O' Day, to drive the new machine through the streets of Bradford. Over the next two years the car had traveled to all 48 states and participated in every major parade in the nation.



1918 Pep-O-Mint Lifesavers truck that inspired George G. Blaisdell to build a Zippo car.



In 1959, if you didn't drive the Zippo Car, this was a great way to promote Zippo on the road. The giant lighter was attached to a wooden base, which held large suction cups. The unit was strapped to the car roof. Since the flame was made of wood, it definitely was windproof.

But the Zippo Car was not without its problems. The weight of the huge roof lighters put enormous pressure on the tires, which blew out easily. Also, the armor-plated fenders made it impossible to jack the car up to change the tires, which blew seemingly everywhere...in the middle of Kansas and Kentucky, Texas, and Tennessee.

In the early 1950's, Blaisdell asked that the car be returned to Bradford for an overhaul. Jim Prior, Zippo's Pittsburgh district manager, proposed a solution and took the vehicle to a Pittsburgh Ford dealer, Toohey Motors. Prior wanted to replace the Chrysler chassis with a truck's more durable frame. The Pittsburgh shop tore the Zippo Car apart in an attempt to retool it. But they had only bad news. The changes requested by Zippo would raise the car six inches over the legal height for a vehicle of its class and the \$40,000 renovation price tag didn't include the cost of eliminating those extra inches. Enthusiasm for the Zippo Car's restoration waned.

A few years passed. Somehow, somewhere, the Zippo Car disappeared. Zippo looked into its whereabouts in the early 1970's. By then, Toohey Motors was out of business and all traces of the car had vanished. To this day, the fate of the original Zippo Car remains a fascinating riddle.

Zippo purchased the second 1947 Chrysler Saratoga-New Yorker from a collector, George Coleman, for restoration in 1996. Joe Griffin's Custom Upholstery in Memphis, Tennessee prepared the "new" Zippo Car. The car, which had more than 180,000 miles under its belt, originally

had a gray body tint that was darkened to match the original car's cast. To complete the project, Griffin and his crew had to rely on photos of the original car.

In October 1996, the custom work on the Zippo Car began. Since parts for 1947 Chryslers are in pretty short supply, the entire interior and many exterior pieces had to be fabricated. Also, Griffin faced the same challenge Gardner Display did with the original Zippo Car - converting the four-door model into a two-door business coupe.

The new Zippo Car's electrical system has been upgraded to 12 volts to accommodate a modern air conditioning unit. Flexlume Signs of Buffalo, NY, the same company that produced the street lights that greet visitors to the Zippo/Case Visitors Center, created the removable flames that attach to the chimney of the lighter.

While the car's overall weight is much lighter than its predecessor, the suspension is much sturdier. The car was delivered on May 10, 1998. Its first appearance was at the 1998 Zippo/Case International Swap Meet.

Today, 55 years later the Zippo Car is still making its rounds around America when it is not on display at the Zippo/Case Visitors Center in Bradford, Pennsylvania. The car is transported in a 30-foot trailer towed by a Dodge Ram pickup truck with dual rear wheels.



Copy of 1947 invoice for the original Zippo Car. Mr Blaisdell paid a whopping \$2,048.00 for the Chrysler Saratoga from Harold C. Bauschard Chrysler in Bradford. At the time, the dealership was at 15 Barbour Street, just across the alley from the Zippo factory.

By The Numbers:

8 feet: height of the lighters when closed on the original Zippo Car.

12 feet: height of the lighters when open on the original Zippo Car

4,920 pounds: curb weight of the original Zippo Car.

10 The new Zippo Car was delivered May 10, 1998.

5 feet: height of the removable flames on the Zippo Car.

17 inches: diameter of the flint wheel on the Zippo Car.

2 Zippo commissioned two Zippo Cars.

50 years: went by before the second Zippo Car was made

1 Head-to-head competition with the Zippo Car and other productmobiles in a 2000 Car and Driver derby

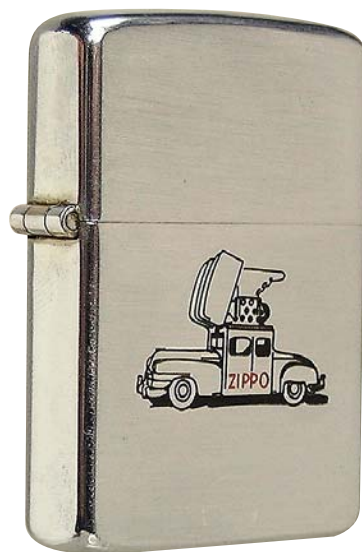


The Zippo Car is popular with visitors to the Zippo/Case Visitors Center in Bradford.

FROM THE *Archives*

Two Zippo Cars, Three Zippo Car Lighters

Through the years, there have been two Zippo Cars, and each has been showcased on its own lighter. The first lighter featured a pantograph engraving of the Zippo Car on a classic brushed chrome lighter. Made in 1948, it was a promotional give away for the original 1947 Chrysler Zippo Car.



1948

Zippo commemorated the completion of the second Zippo Car with the 1998 Limited Edition Collectible of the Year. The brushed chrome lighter is embellished with a three-dimensional pewter rendering of the famous Zippo Car and the Zippo Pennsylvania state license plate. A cast pewter key ring repeats the image of the Pennsylvania plate. The set is displayed in a colorful collectors' tin featuring nostalgic scenes of the original Zippo Car. A 1998 advertisement featuring the collectible is shown on the back cover of this month's Zippo Click. The Zippo Car was the seventh in a series of annual Limited Edition Collectibles of the Year issued by Zippo. The suggested retail price was \$32.95.

Although the 1998 Collectible of the Year is no longer available through retailers, there is a current Zippo Car lighter to add to your collection. The Zippo Car image is surface imprinted on a street chrome (of course) lighter.

For the treasured, hard to find Zippo Car collectibles from the past keep your eye on the zippoclick.com classifieds!



2003

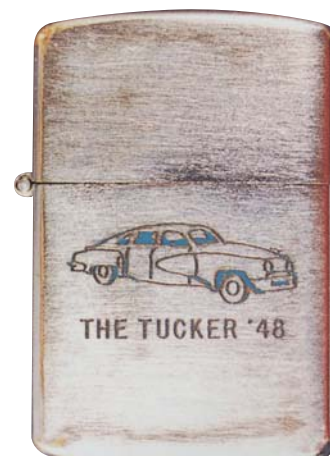
Dozens of auto makers have been featured on Zippo lighters including, but not limited to:

AMC	Frazer	Nash
Audi	Honda	Oldsmobile
BMW	Honda	Packard
Bricklin	Hudson	Plymouth
Buick	IH	Pontiac
Cadillac	Jaguar	Porsche
Chevrolet	Jeep	Rambler
Chrysler	Jeep	REO
Citroen	K-F	Studebaker
Crosley	Lincoln	Toyota
DeSoto	Lotus	Volkswagen
Diamond T	Mack	White
Dodge	Mercedes	Willys
Fiat	Mercury	
Ford	MG	

One For The Road
Continued from page 7

that veterans had for their Zippo lighters, automobile manufacturers began using the lighters to display their company logos, because Zippo represented the reliability and durability that they strived for. Since most of these companies had several vehicle models and hundreds of dealerships with their own custom lighter designs, the number of Zippo lighters featuring automobile-related messages is staggering.

Automobiles featured on Zippo lighters, Zippo featured on automobiles, and automobiles made into Zippo lighters are three interesting ways in which Zippo and the automobile have become entwined. And while the automobile has undergone many changes throughout its history, some good and some bad, the Zippo lighter remains virtually unchanged...thankfully.



NEW PRODUCT *Showcase*

Ford Heart and Soul Collection

Innovative designs and technology helped pave the road to a century of success for Ford Motor Company. This sleek acrylic packaging reveals Zippo's limited edition tribute series to Ford's 100th Anniversary.

The Heart and Soul Collection by Zippo commemorates the 1914 Ford Model T, 1928 Model A, 1949 Custom, 1955 Thunderbird, 1964-1/2 Mustang, and the Ford GT. Sold individually, each classic automobile is captured in full color on a classic brushed chrome Zippo windproof lighter. Ken Eberts' original artwork portrays five of the cars in their appropriate settings that provide backdrops for the imprinted lighter. With descriptive text and a Certificate of Authenticity on the reverse, the card and lighter are sealed in an acrylic base that displays and protects the collectible ensemble.

A total of only 18,000 pieces will be produced for worldwide distribution. Zippo Click members are the first to learn about the Heart and Soul Collection, which will debut in the upcoming Spring Choice catalog. Watch for the Heart and Soul Collection at premium Zippo retailers beginning in April.



OFFICIAL LICENSED PRODUCT

COLLECTOR *Profile*

Dana and Robin Baumgartner

By Star Davis

If you attended the 2002 Zippo/Case International Swap Meet, you were likely to meet Zippo enthusiasts Dana and Robin Baumgartner from North Carolina. If you don't know them by name, perhaps you remember them by their fascinating collection of Zippo Car lighters and their very own Zippo Car replica.

Dana and Robin's collection of Zippo lighters officially began in 1987.

Dana picked up a Zippo lighter with a promotional advertisement and then purchased a few others through special offers. Before he knew it, the lighters were filling up his drawers. Being a woodworker in his spare time, Dana decided to make his first display case. Robin admits, "Not long after that, Dana's so-called collection transformed into 'our' collection."

Combining his passion for collecting Zippo lighters and his love for woodworking, Dana Baumgartner created this wooden Zippo Car replica.



As their number of lighters increased, Dana read about the original Zippo Car and the recreation of the original car. He took great interest and decided to build his own wooden Zippo Car replica. "Through zippos.com, we contacted Zippo Manufacturing Company to obtain permission and request help by providing us pictures. Soon after, we received a huge packet from Zippo full of pictures and information," said Dana. Six months from start to finish, Dana completed his replica of the Zippo Car, made of red oak and measuring approximately 18" wide and 11" tall with the lids open.

"The 2002 Zippo/Case International Swap Meet was actually the first time we saw the Zippo Car in person. After only seeing pictures used to design my oak version, the excitement was totally unbelievable," expressed Dana. While in Bradford, they also had the pleasure of talking with Zippo owner George Duke about his experience with resurrecting the Zippo Car.

Today, the Baumgartners have close to 400 Zippo lighters in their collection. Dana and Robin's favorite lighters are their Zippo Car lighters. These lighters aren't easy to find, but the Baumgartners have two extremely rare lighters in their collection, hand-painted by artists Claudio Mazzi and Richard Wallich. They also have several Japanese issues including a rare "puzzle" Zippo Car lighter. Total, they have over 20 Zippo Car lighters.

Aside from their Zippo Car lighters, their most valuable lighters to them are the limited edition club and Swap Meet lighters they have acquired. "These represent places we've been and great people we've met. The people you meet when collecting is, in a sense, as much a part of the collecting experience as the collection itself," says Robin.

Though they enjoy their collaborative collection of Zippo lighters, Dana and Robin have their personal favorites. Dana enjoys Zippo anniversary themed lighters along with truck designs, whereas Robin enjoys sports series and certain advertisers.

Besides being charter members of the Zippo Click Collectors Club, the Baumgartners belong to several other lighter collector clubs including Southern Lights™, On The Lighter Side and Pocket Lighter Preservation Guild. Two Zippo Click benefits Robin and



Robin and Dana take time to pose with the Zippo Car at one of the Zippo/Case International Swap Meets they attended.



Painted by Claudio Mazzi



Painted by Richard Wallich



Puzzle Zippo lighter from Japan

Collector Profile
— Continued on page
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These Zippo lighters are among the most rare in the Baumgartner collection...

collector **CLUB** *Profile*

Zippo Club Italia

By Larry Visbisky

Zippo Club Italia (ZCI) was formed by a small group of lighter collectors in Persiceto Italy in 2001. The club now has over 150 members representing seven countries: Canada, Germany, Holland, India, Italy, Japan, and the United States.

ZCI offers two levels of membership, standard or VIP, both of which include a Zippo lighter with the membership fee. Standard club members receive a Zippo lighter featuring the logo of the club. VIP membership entitles collectors to a special airbrushed Zippo lighter by renowned artist Claudio Mazzi.



The club distributes a quarterly newsletter that includes special features, events, photos, and more. Currently the newsletter is printed in Italian, but plans for the future include an English version of the newsletter.

On-line promotion of the club is at zippoclubitalia.it, featuring the latest Zippo news, special event photos, and a display of the club's collectible lighters.

Members gather for regular club meetings to show, trade or swap their Zippo lighters. Members enjoy a dinner, drawings and auctions at the meetings. Annual special events include the ZCI Birthday Celebration the last week in May and first week in June and a Christmas Luncheon in December.

For more information about Zippo Club Italia, e-mail to

info@zippoclubitalia.it or mail to Zippo Club Italia, Via Muzzinello 6/A 40017, San Giovanni in Persiceto (BO), Italy or click to the ZCI website zippoclubitalia.it.



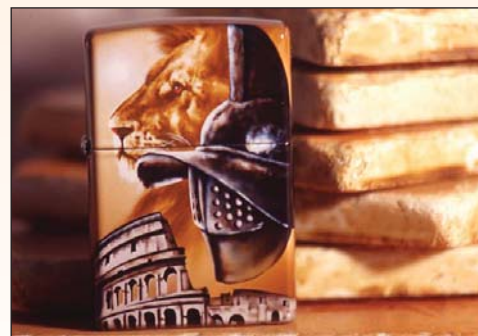
"Venice and his Carnival"

Zippo lighter 2001 VIP club member lighter



"Siena and the Palio"

Zippo lighter 2002 VIP club member lighter



"Rome and the Gladiators"

Zippo lighter 2003 VIP club member lighter

Collector Profile
Continued from page 12

Dana particularly enjoy are the exclusive Zippo collectibles available to members only, and the opportunity to meet and interact online with other collectors who share the same passion for Zippo lighters. "Not to offend other collectors, but to me, if it's not a Zippo lighter, it's not a lighter. We really like the idea of a club focusing strictly on Zippo lighters," claimed Robin.

Outside of the world of Zippo, Dana's profession is a mechanical engineer and Robin is a legal secretary. In their spare time, Dana enjoys time in his woodworking shop and Robin has a hobby of cross-stitching. Together they enjoy fishing, bird watching and playing cards.

Two years ago they created a website as a way to document the making of Dana's Zippo Car, but it developed into a way to share their Zippo collection with family and friends. If you are interested in checking out Dana and Robin's personal website with weekly updates, visit zippos.homestead.com. Online they show their Zippo collection, their trip to the Zippo/Case International Swap Meet, Dana's Zippo Car replica and much more.

It's people like Dana and Robin Baumgartner who make the wonderful world of collecting Zippo lighters so much fun. On behalf of the Zippo Click Collectors Club, we are honored to have them as members and look forward to watching their collection grow.

Show Your Zippo License Tag!

License plates can reveal a number of things: state of origin, interests, hobbies, veteran status, alma mater, a love of Zippo lighters...yes, Zippo lighters.

Zippo began utilizing advertising plates to promote the company, as far as we can identify, in the 1950s. The plates were made for vehicles that did not require state issued tags on the front bumper. The appearance of the plates has changed significantly over the years. In 2002 the plates were updated to represent the new look of Zippo.

Do you have or have you seen a state issued Zippo vanity plate? Take a picture of it and email or send it to us. All members who send in a photo will be included in a drawing for a 1998 Zippo Car Collectible of the Year pulled from our archives. Your submission may even make it into the Zippo Click Magazine!



Current license plate on the Zippo car

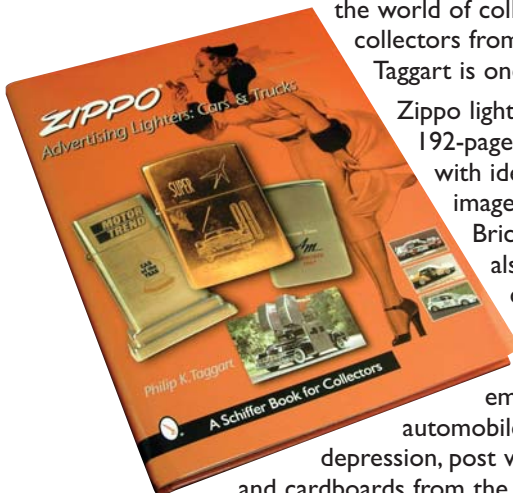
Zippo Advertising Lighters: Cars and Trucks

Many books have been written about Zippo windproof lighters as the category continues to grow in the world of collectibles. Zippo lighters are bought, sold and traded by thousands of enthusiastic collectors from around the world. Zippo Advertising Lighters: Cars & Trucks written by Philip K. Taggart is one book collectors won't want to be without.

Zippo lighters displaying automobile logos and advertising are highlighted in this hard cover 192-page book. It features 673 color and black and white photographs and illustrations along with identifying information about Zippo lighters dating back to 1938. The logos and images of cars on the lighters range from familiar Fords and Chryslers to lesser known Bricklins and Tuckers. Imports, trucks and companies supporting the auto industry are also featured in the book. Current market values for the lighters are shown in the captions.

The book has three parts: Zippo history, automobile history, and cars and cardboards. The Zippo history section details Zippo lighter origins, artwork, emblems, dating a lighter, restoration, values, and caring for a Zippo lighter. The automobile history section outlines the history of the automobile, independents and the depression, post war years, and the Zippo Car. The last section includes many of the automotive cars and cardboards from the Zippo archives.

The book is published by the Schiffer Publishing Ltd. and is available at your local bookstore, online at schifferbooks.com, or the Zippo/Case Visitors Center.



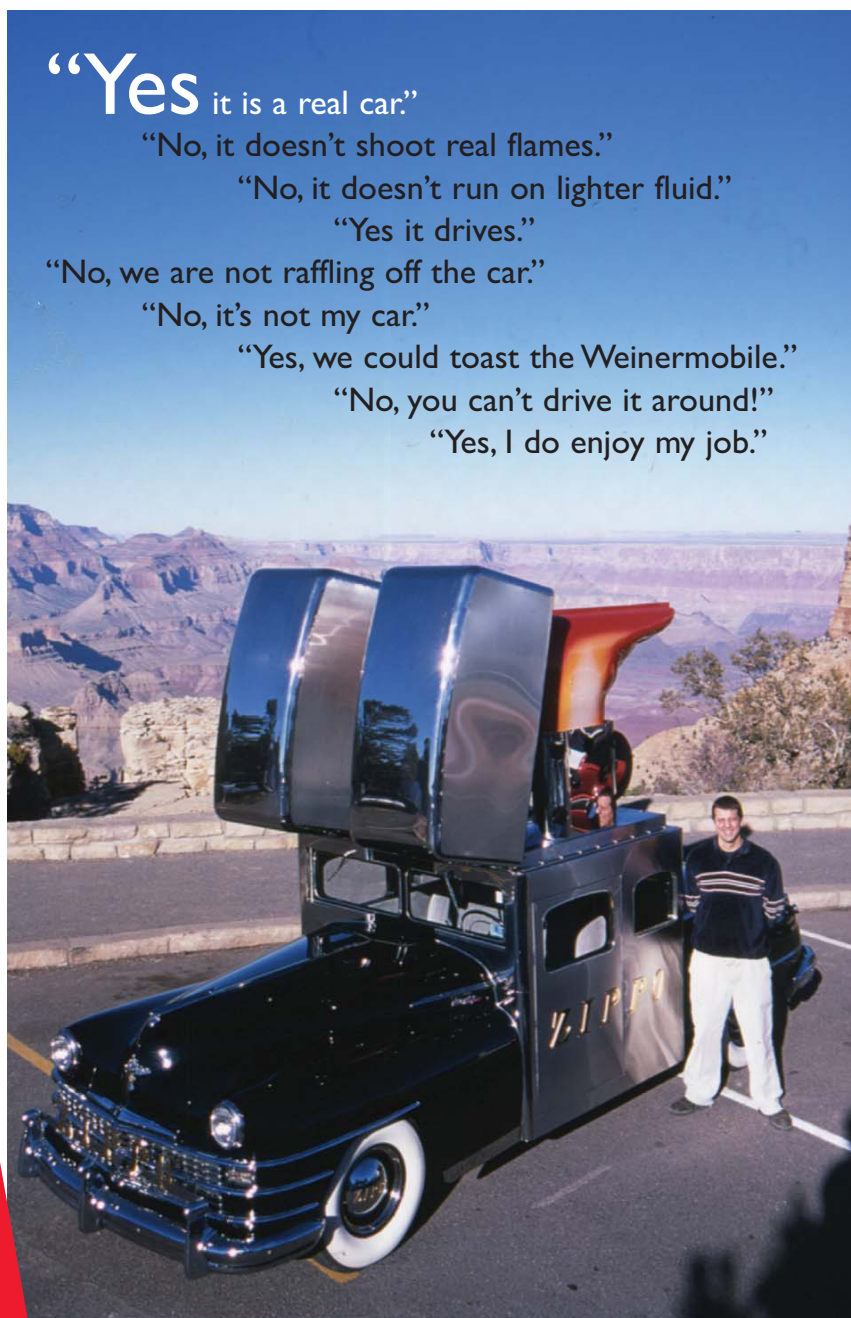
Confessions of the Zippo Car Driver

By Brent Tyler

The Zippo Car, a mobile marketing enigma to most, an enjoyable way of life for me. With less than a year on the job, traveling with the Zippo Car has taken me to and through 30 states while racking up roughly 16,000 miles. The car, always the consummate professional, doesn't mind the hectic schedule ranging from the Woodward Dream Cruise in Detroit, Michigan, to the Harley-Davidson Motorcycle Rally in Sturgis, South Dakota, to conventions in Las Vegas, Nevada, to photo shoots in New Orleans, Louisiana. And I certainly don't mind traveling along with the Zippo Car.

While some of the questions raised are quite bizarre, most conversations center around the car, its history, Zippo as a company, and the memories that the car and Zippo lighters bring to the happy onlookers. It is both educational and entertaining seeing the disbelief on people's faces, hearing the stories of collectors who saw the original car, or listening to the stories of veterans who toted their Zippo lighters through various wars. This is perhaps the best part of the job, to be immersed in the public with those who are and aren't familiar with Zippo. Those who see it for the first time can never forget. Those who have seen it before always remember when and where it was, because unlike most advertisements, seeing the Zippo Car is an awesome experience, and driving it is no different.

Log on to zippo.com to see if the Zippo Car will be visiting your area



“Yes it is a real car.”

“No, it doesn't shoot real flames.”

“No, it doesn't run on lighter fluid.”

“Yes it drives.”

“No, we are not raffling off the car.”

“No, it's not my car.”

“Yes, we could toast the Weinermobile.”

“No, you can't drive it around!”

“Yes, I do enjoy my job.”

Brent Tyler, Communications Associate stands with the Zippo Car at the Grand Canyon in Arizona.

Mark your calendar for a special celebration!

Mark your calendars for National Zippo Day! Zippo will commemorate National Zippo Day on July 18, 2003. The annual celebration is so big that festivities at the Zippo/Case Visitors Center in Bradford, PA will carry over to July 19.

Started in 1994 at the former Zippo Family Store and Museum, this is the 10th National Zippo Day celebration. During the two-day event, the Zippo/Case Visitors Center hosts a giant tent sale offering great discounts on hard-to-find lighters and knives, discontinued souvenir items, special bargains on clothing, and over-run lighters.

A special National Zippo Day limited edition commemorative will be offered for sale to all Zippo Click members. Watch zippoclick.com for updates.

From the
Zippo archives,
1998

Join our growing parade of collectors

Collectors are lining up to see the 1947 Zippo Car, latest in a series of limited editions from Zippo. A unique icon of post-war America, the Zippo productmobile is showcased in a pewter emblem on a brushed chrome lighter.

The set includes keepsake tin and companion key ring. A re-creation of the famed Zippo Car is now on display at the new Zippo/Case Visitors Center in Bradford, Pennsylvania. For visitor information, call 888-GGB-1932 (888-442-1932).

This collectible is available only in 1998.

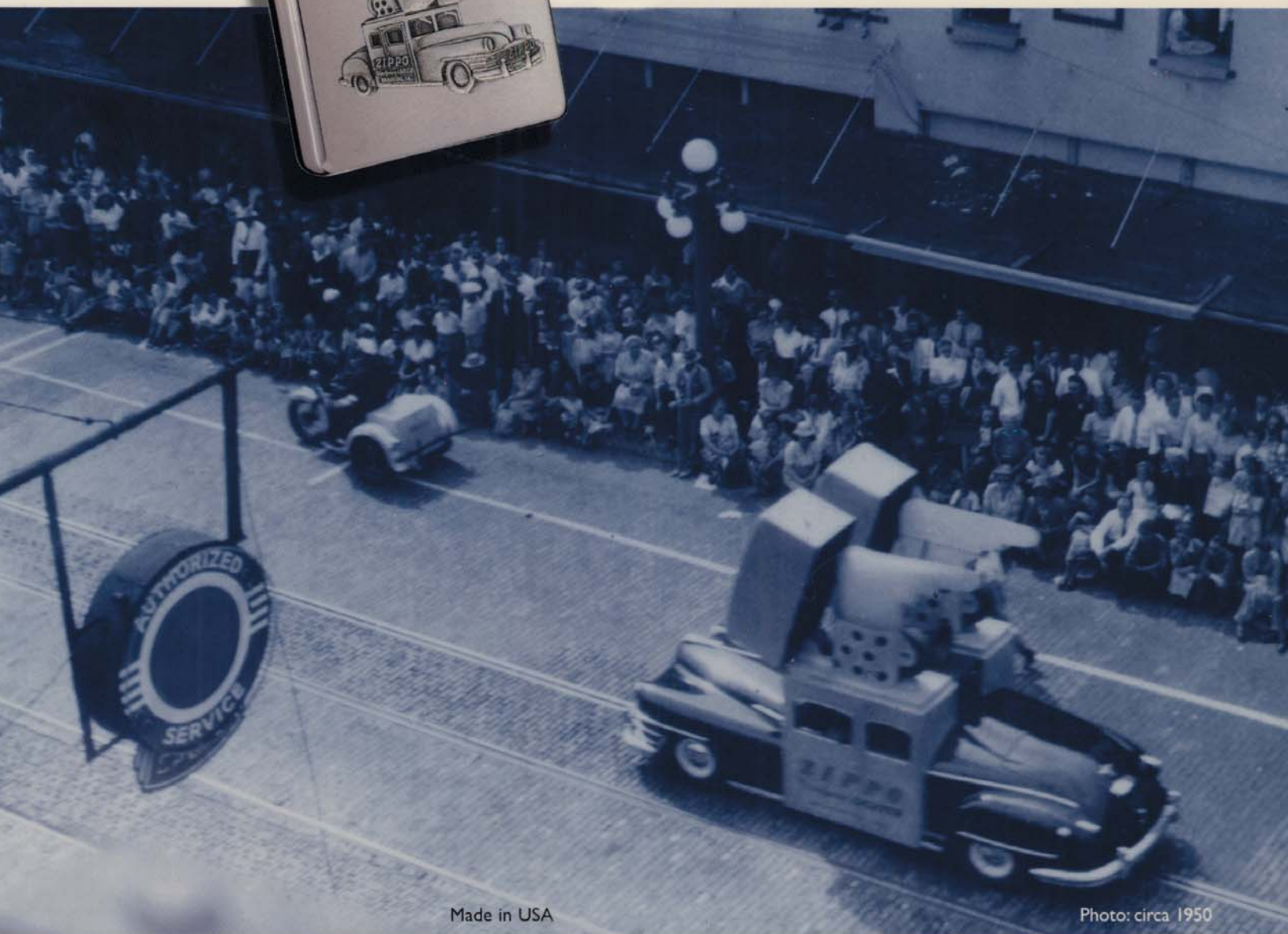


*Keepsake tin
includes lighter and
custom key ring*



www.zippomfg.com

zippo
It works or we fix it free!™



Made in USA

Photo: circa 1950

ZC-M03