



ZIPPO
MANUFACTURING COMPANY
Bradford, Pennsylvania

September 15, 1947

Dear Customer:

Boy, are we glad to write this letter and enclose these circulars announcing and welcoming to the Zippo family the bright finish chrome model #250 which sells to the consumer at \$3.50. This particular lighter lends itself to signatures or initials at an additional cost of \$1.00.

The #350, which looks like evening clothes, lends itself only to initials and this model sells to the consumer at \$4.00 plus \$1.00 for initials, making it our five dollar number, which is a number that all stores have asked us to make.

Then, for the house, desk, penthouse, patio, or for beach use where there is a strong wind blowing, the famous Zippo table lighter makes the ideal gift. This lighter is big enough to hold a supply of fluid that will last so long you will forget when you last filled it. It is beautifully packaged in a new box that can be so arranged that it displays this table lighter in an unusual manner. This "jumbo" Zippo sells for \$10.00 plain and \$1.00 extra for big, bold initials or a signature.

All of these lighters are subject to your regular discount and for your convenience, we are inclosing a self-addressed, postage prepaid card so that you may order direct from the factory if your distributor does not handle Zippo products.

Sincerely yours,

ZIPPO MANUFACTURING COMPANY

THE ORIGINAL *Windproof* LIGHTER

Do You Have IN YOUR ENTIRE STOCK

AN ITEM WHICH CARRIES THE SAME
GUARANTEE THAT *Zippo* MAINTAINS

?

*This is an unusual
Advertisement*

*We are not
asking you to buy
a Zippo Lighter*

**FREE
REPAIR
SERVICE**

If you own a Zippo lighter which is not in perfect operating condition, Zippo will consider it a favor if you return it direct to us for our free repair service, as we have never charged for the repair of a Zippo regardless of its age or condition.

We guarantee quicker service than you have ever received on anything returned for repair, regardless of what it is or what it cost.

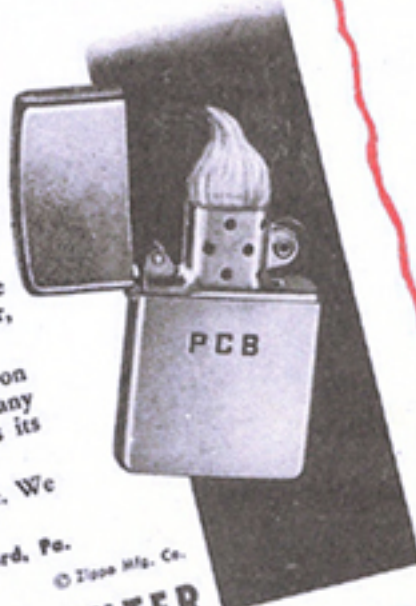
We are the originators of this free service on lighters and we are always anxious that any Zippo we have ever manufactured gives its owner good service.

There is absolutely no handling charge. We prepay return postage.

ZIPPO MFG. CO., 5 Barbour St., Bradford, Pa.

© Zippo Mfg. Co.

ZIPPO *Windproof* LIGHTER



THE ABOVE AD COSTING APPROXIMATELY \$13,000
WILL APPEAR IN THE FOLLOWING PUBLICATIONS ON DATES LISTED:

Life—July 28
Saturday Evening Post—Aug. 16
Time—July 21
Colliers—Aug. 9
Esquire—Oct.
Newsweek—Aug. 12
True—Oct.

Holiday—Sept.
American Legion—Sept.
New Yorker—July
Field and Stream—Aug.
Pic—Oct.
U. S. Coast Guard—Aug.
Army and Navy Journal—Aug. 9

What other company has ever spent this amount of money to advertise something that is free?

This type of advertising is building good will for you—another reason for featuring Zippos as you definitely cannot make an enemy by selling our product.

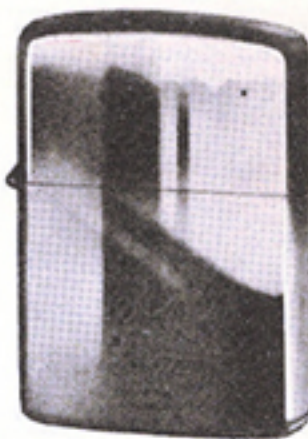
ZIPPO MANUFACTURING COMPANY
BRADFORD, PENNA.

Welcome back...

to the **ZIPPO** Family!

Two Always-Popular Models That Make Fine
REMEMBRANCE GIFTS . . . of Special Appeal to
Women As Well As to Men.

NO.
250



**BRIGHT FINISH
CHROMIUM**

Model No. 250

Flashing . . . bright . . . a "jewel"
of a lighter, in gleaming chromium.
It includes every established Zippo
feature — dependability, ease of
filling, fine precision workmanship
and cost-free operation.

\$3.50

NO.
350



**SMART-LOOKING
ENGINE-TURNED**

Model No. 350

The brilliance of fine chromium-
plating is enriched by a delicately
executed engine turned design.
And the **dependability** of Zippo's
unsurpassed windproof design . . .
compactness and lightness, makes
this a truly deluxe lighter.

\$4.00

*ZIPPO . . . The Lighter with
the Original Lifetime Guarantee*

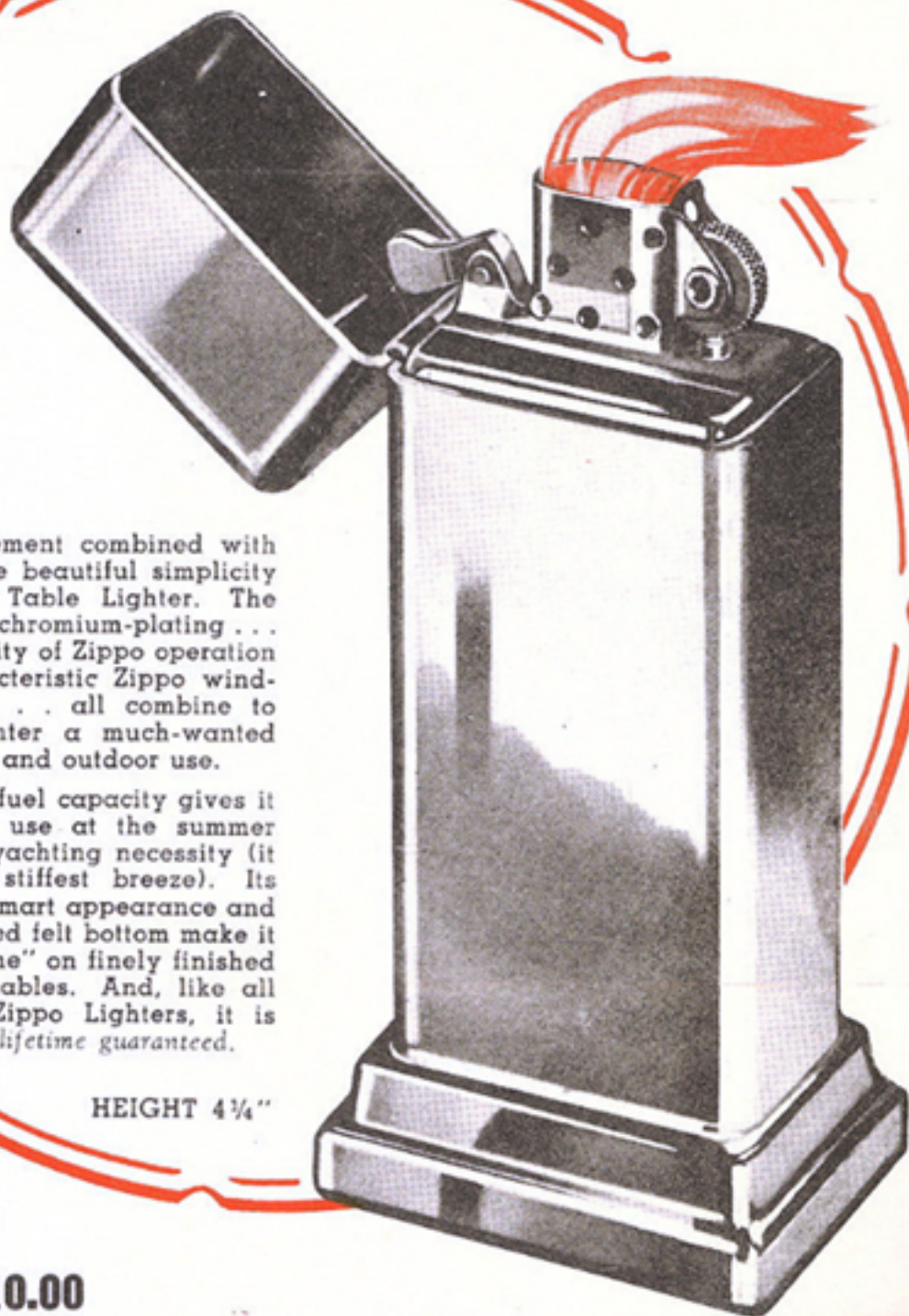
Less usual trade discount.

ZIPPO MANUFACTURING CO., BRADFORD, PA.

ZIPPO
Windproof

TABLE LIGHTER

Deluxe



There is refinement combined with elegance in the beautiful simplicity of this Zippo Table Lighter. The sparkle of fine chromium-plating . . . the dependability of Zippo operation . . . the characteristic Zippo windproof design . . . all combine to make this lighter a much-wanted item for indoor and outdoor use.

Its extra large fuel capacity gives it preference for use at the summer camp or as a yachting necessity (it lights in the stiffest breeze). Its sleek, smart appearance and protected felt bottom make it "at home" on finely finished tables. And, like all Zippo Lighters, it is lifetime guaranteed.

HEIGHT 4 1/4"

No. 10

PRICE \$10.00

\$11.00 with initials or
facsimile signature

(No. 11)

Initials expertly engraved and inlaid
in color with chip-proof enamel.

ZIPPO MANUFACTURING CO., BRADFORD, PA.