

Dramatically New - cased in Gleaming Gold!



High-style lighters in dazzling 10-kt. GOLD-FILLED cases  
... for men and women who love fine jewelry!

# ZIPPO'S GOLDEN TRIO

Designed to create fast sales and good profits for you!

And priced surprisingly low!

(All details on other side of page)

# Zippos' **GOLDEN TRIO** offers DESIGNS THE PUBLIC SAID IT WANTED MOST!

The engine-turned and engraved designs shown here on new GOLD-FILLED ZIPPOS were selected by many men and women in a broad-scale consumer preference survey . . . the favorite choices by far among 24 different designs!

Each of Zippo's new Golden Trio is 10-kt. GOLD-FILLED. In this fine-jewelry construction method, a sheet of karat gold is fused (not plated) to a strong case under very exacting controls of heat, time and pressure. Thus the bond between the gold and the supporting metal is flawless and permanent.

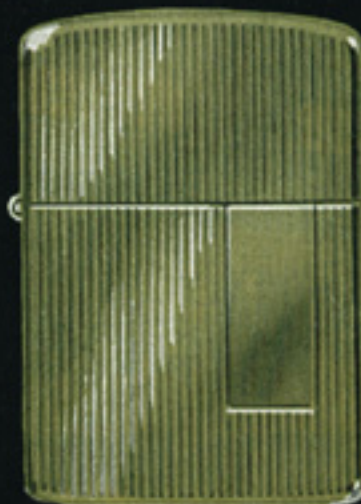
And remember—each of the new Golden Trio is backed by the famous Zippo guarantee—if a Zippo ever fails to light easily and perfectly, we'll put it into perfect working order free!



**For Women!** 10-kt. gold-filled engraved. Survey choice among women buying for women and men buying for women! Retail \$20.



**For Men and Women!** Classically beautiful design. 10-kt. gold-filled. Retail \$18.



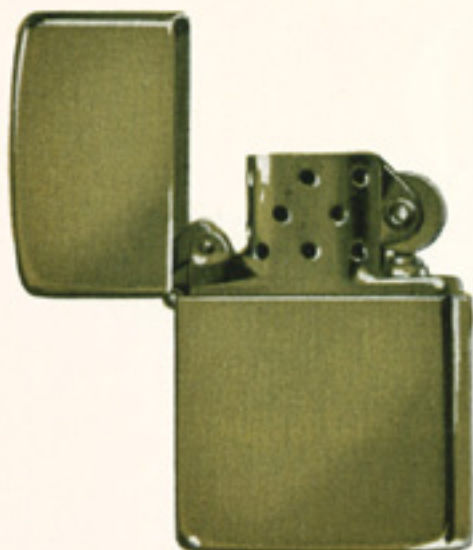
**For Men!** 10-kt. gold-filled engine-turned. First choice among men buying for men and women buying for men! Retail \$20.

# ZIPPO®

LIGHTS EASILY  
... ANYWHERE  
... ALWAYS

ZIPPO MANUFACTURING COMPANY, Bradford, Pa.

In Canada: Zippo Manufacturing Co. Canada Ltd., Niagara Falls, Ont.



Inner case and wind guard are heavily gold-plated, just as in the solid-gold Zippo's inner case!

Each GOLD-FILLED ZIPPO comes in this handsome green leatherette box, tooled in gold.

