

ZIPPO®

a beautiful gift

a proud possession



*Always works —
or we fix
it free*

Beauty

to give or own



When you select a gift, study the beautiful variety of Zippo styles. You can match your lady's favorite costume . . . suit her personality or mood. For a man, pick a Zippo that pictures his favorite sport. Or just treat yourself to the handsome Zippo you like best!

Zippos are perfect companions—on formal occasions, at work, or any time you're outdoors. They always light, even in wind or rain. They all carry this unusual guarantee: If a Zippo ever fails to light easily and perfectly, we'll fix it free!

You can give no finer gift than a Zippo in sterling silver or solid 14-kt. gold!

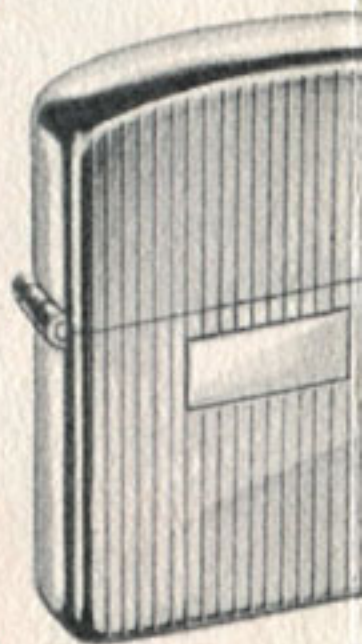
Model shown, engine-turned sterling silver, is only **\$17***.

Same model in 14-kt. gold, **\$175***.

Sterling, plain case, **\$15***

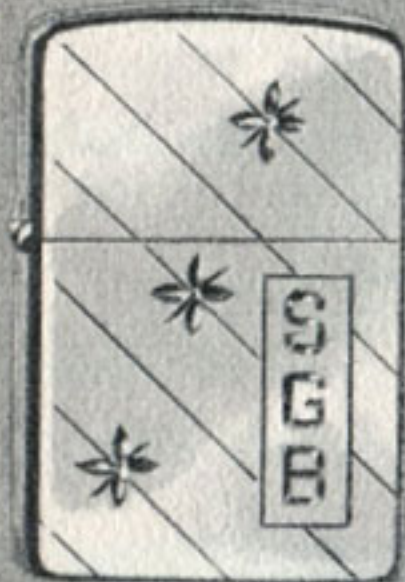
14-kt. gold, plain case, **\$165***

*Subject to 10% Federal excise tax.
All other prices, Federal tax included.





Glowing golden beau
10-kt. gold-fill
engraved,
Also engine-tu
gold-filled, \$
plain gold-fi

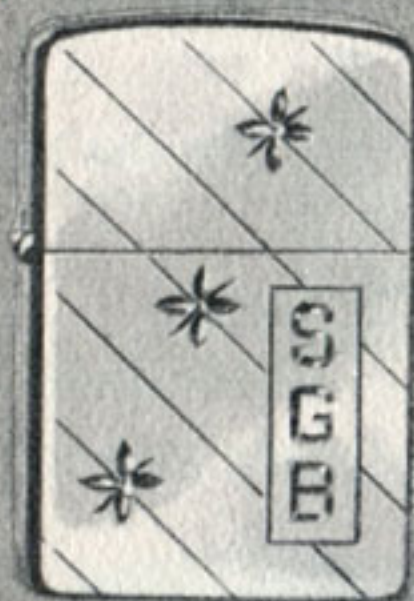


Rich genuine leathers.
Choice of real morocco,
lizard or alligator.
Black, blue, red,
green, brown, **\$6**

True-color ceramic
designs on
bright chrome plate.
Choice of Setter,
Trout, Mallard, Pheasant,
Horse, Sailfish, Sloop,
\$8.50

High-p
heavy chrome pl
Keeps it

Glowing golden beauty.
10-kt. gold-filled—
engraved, \$20*.
Also engine-turned
gold-filled, \$20* and
plain gold-filled, \$18*



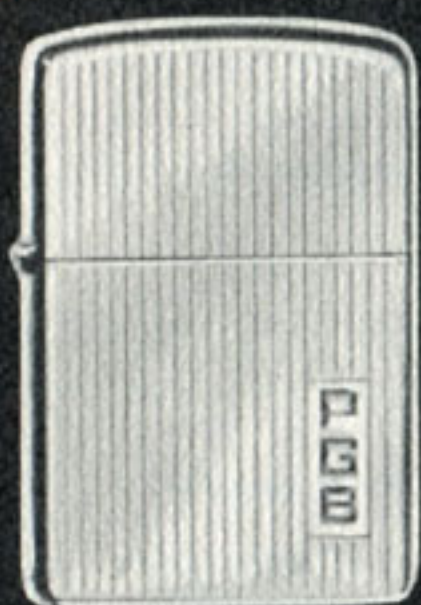
Rich genuine leathers.
Choice of real morocco,
lizard or alligator.
Black, blue, red,
green, brown, \$6



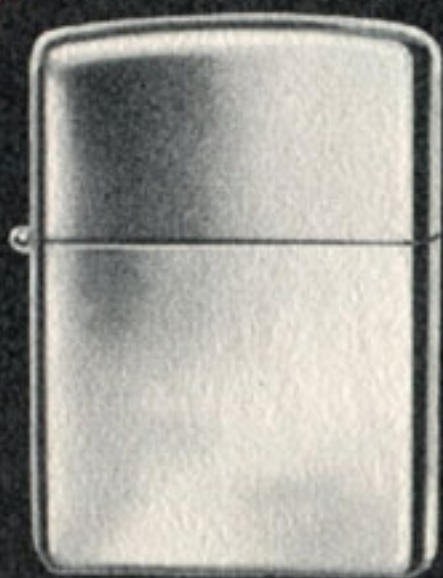
True-color ceramic
designs on
bright chrome plate.
Choice of Setter,
Trout, Mallard, Pheasant,
Horse, Sailfish, Sloop,
\$8.50

High-polish,
heavy chrome plate.
Keeps its gleam,
\$4.75

uty.
ed—
\$20*.
urned
\$20* and
filled, \$18*

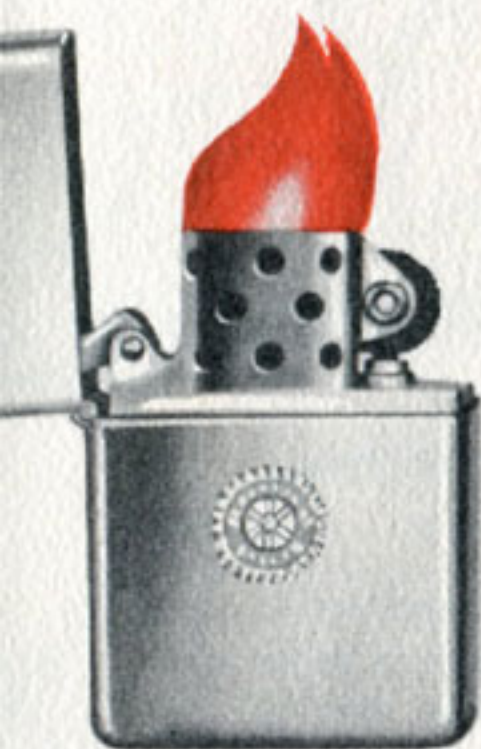


For men or women!
Gracefully engine-turned
bright chrome plate,
\$5.75



polish,
late.
ts gleam,
\$4.75



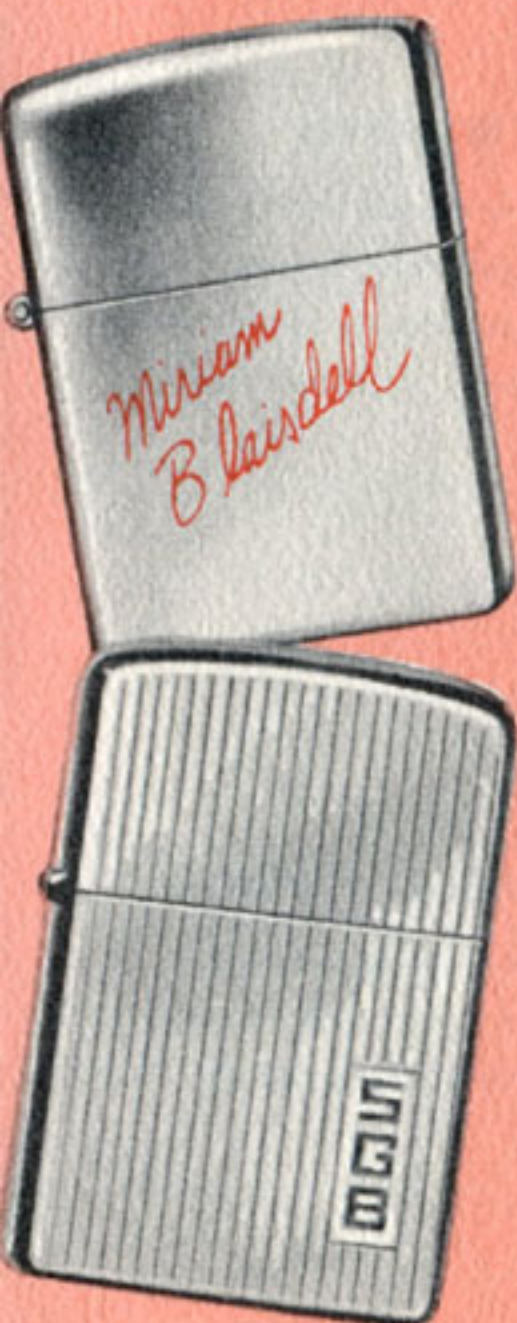


Lodges .

Clubs .

Armed Forces

Insignia of all well-known FRATERNAL ORDERS, CLUBS and ARMED FORCES UNITS are available on Zippos, in full natural color **\$4.75**



Personalize
the Zippo you
give or own!

A Zippo becomes a still more distinguished gift when it is personalized with initials, or a signature engraved in color. The cost is only **\$1** extra. Signatures—or a brief message—can be engraved on all but engine-turned and Leathercrafted models, in choice of color. Initials are available on engine-turned and most Leathercrafted Zippos.



MUCH LONGER-LASTING!

Zippo Lighter Fluid lasted 40 per cent longer than next-best leading brand in outside laboratory test. Burns so clean it clears away gum and gunk left by some other fluids, 25c

MORE FOR THE MONEY!

Different from other flints and far better. Give sure lights always. In unique plastic Dial-A-Flint container—you dial flint right into your lighter.

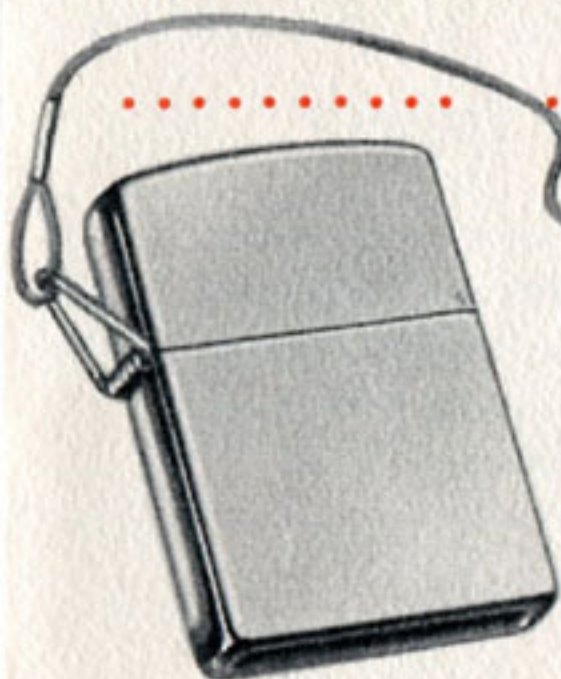
6 for 15c



Delightful gift packaging for the Zippo YOU give!

For 50 cents additional, you can have the Zippo you select placed in this striking GIFT PACK — with a full-sized can of genuine ZIPPO FLUID and a DIAL-A-FLINT container of famous Zippo flints.

Famous **ZIPPPOS**
that millions treasure



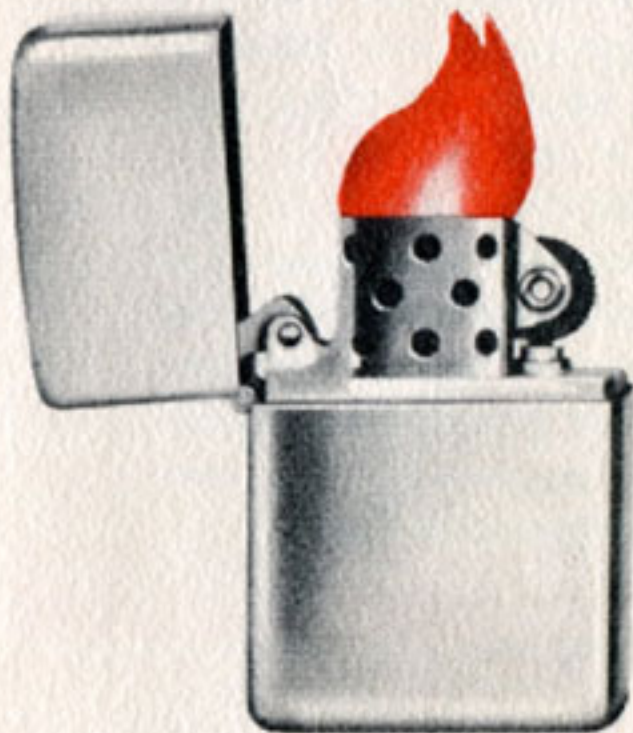
LOSSPROOF

Perfect for sportsmen!
Elastic lanyard secures lighter to
jacket or belt. Won't get lost! **\$4**
With hunter or fisherman,
lifetime-engraved in color, **\$5**



SPORTS SERIES

Lifetime-engraved in **COLOR**.
Choice of Fisherman, Bowler
Baseball Player Golfer Dog,
Horse, Hunter Sailboat, **\$4.75**



CLASSIC ZIPPO!

Satin-like brush-finish
chrome plate, with polished
chrome accents, **\$3.50**

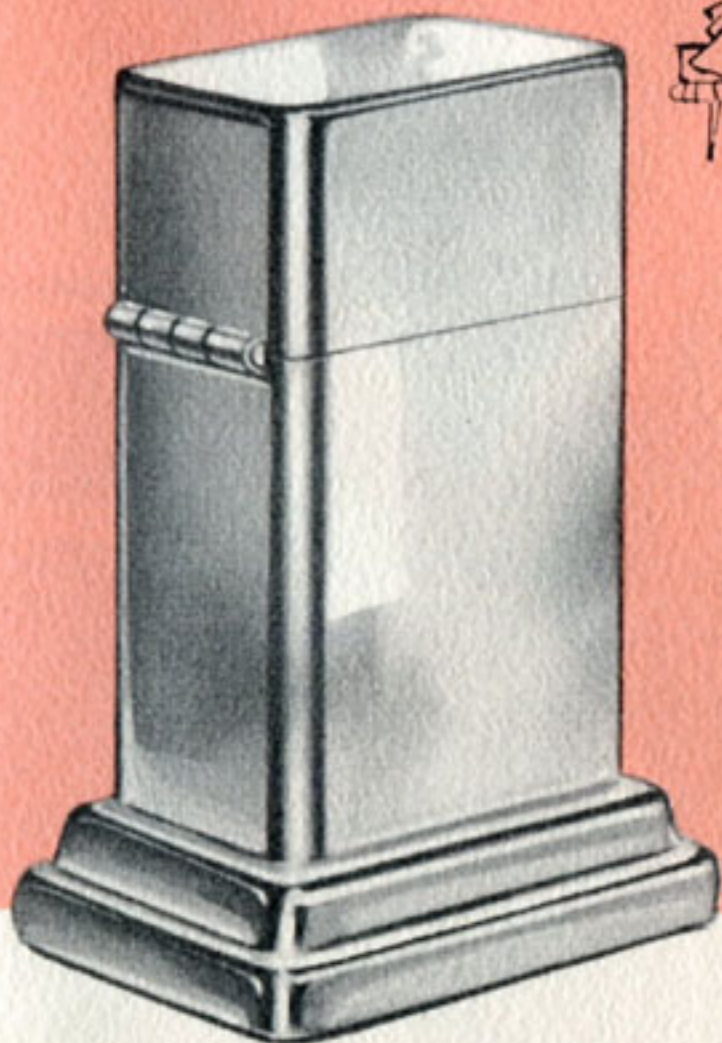
Distinctive

Barcroft Desk and Table Lighter



for the executive's desk...

*or the home
of a gracious hostess!*



This Zippo will quickly find a place of honor in any office or living room. Long-lasting fuel supply—many thousands of lights on a single filling! Heavy chrome plate in beautiful satin finish. Quick and easy to fill. 3½ inches high, **\$11.50**

HOWARD KAILIN
617 State Street
MADISON 5, WISCONSIN