



ZIPPO®

LIGHTERS

can help your business
inside and out



ZIPPO brush chrome



... as a sales aid



No. 200	QUANTITY	*25 to 49	50 to 99	100 to 199	200 to 399	400 and Over	1000 to 2499	2500 to 4999	5000 and Over
	With One Engraved Surface		\$3.10	\$3.10	\$2.80	\$2.70	\$2.55	\$2.50	\$2.45
For Each Additional Surface		1.00	1.00	.70	.60	.45	.40	.35	.30

* This quantity applies to orders that do not require art work, i. e. block lettering, or a trademark previously reproduced plus block lettering.



ZIPPO brilliant high polish

... announcing a new product



No. 250	QUANTITY	*25 to 49	50 to 99	100 to 199	200 to 399	400 and Over	1000 to 2499	2500 to 4999	5000 and Over
	With One Engraved Surface		\$3.85	\$3.85	\$3.55	\$3.45	\$3.30	\$3.25	\$3.20
For Each Additional Surface		1.00	1.00	.70	.60	.45	.40	.35	.30

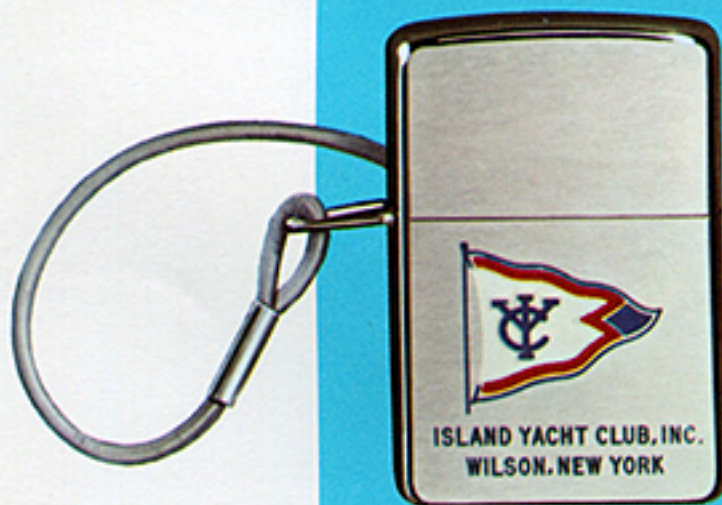
* This quantity applies to orders that do not require art work, i. e. block lettering, or a trademark previously reproduced plus block lettering.



ZIPPO. loss-proof



... for customer good will



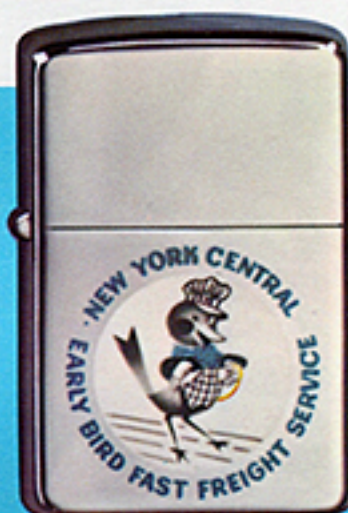
No. 275

QUANTITY	*25 to 49	50 to 99	100 to 199	200 to 399	400 and Over	1000 to 2499	2500 to 4999	5000 and Over
With One Engraved Surface	\$3.40	\$3.40	\$3.10	\$3.00	\$2.85	\$2.80	\$2.75	\$2.70
For Each Additional Surface	1.00	1.00	.70	.60	.45	.40	.35	.30

* This quantity applies to orders that do not require art work, i. e. block lettering, or a trademark previously reproduced plus block lettering. Bowler, Fisher, Hunter, Golfer -- \$3.00 in any quantity on Loss-Proof



ZIPPO baked ceramic enamel



... as a business gift



No. 1610
SLIM

QUANTITY	100 to 199	200 to 399	400 and Over
With One Engraved Surface	\$4.10	\$4.00	\$3.85
For Each Additional Surface	1.25	1.15	1.00

No. 250
High Polish

QUANTITY	100 to 199	200 to 399	400 and Over
With One Engraved Surface	\$4.10	\$4.00	\$3.85
For Each Additional Surface	1.25	1.15	1.00



ZIPPO. high polish slim



... suggestion awards

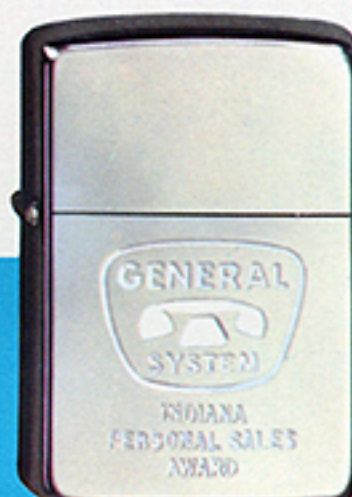


No. 1610	QUANTITY	*25 to 49	50 to 99	100 to 199	200 to 399	400 and Over	1000 to 2499	2500 to 4999	5000 and Over
	With One Engraved Surface		\$3.85	\$3.85	\$3.55	\$3.45	\$3.30	\$3.25	\$3.20
For Each Additional Surface		1.00	1.00	.70	.60	.45	.40	.35	.30

* This quantity applies to orders that do not require art work, i. e. block lettering, or a trademark previously reproduced plus block lettering.



ZIPPO sterling silver



... sales contest

No. 15	QUANTITY	*25 to 49	50 to 99	100 to 199	200 to 399	400 and Over	1000 to 2499	2500 to 4999	5000 and Over
	With One Engraved Surface	\$10.00	\$10.00	\$9.70	\$9.60	\$9.45	\$9.40	\$9.35	\$9.30
For Each Additional Surface	1.00	1.00	.70	.60	.45	.40	.35	.30	

No. 1500 SLIM	QUANTITY	*25 to 49	50 to 99	100 to 199	200 to 399	400 and Over	1000 to 2499	2500 to 4999	5000 and Over
	With One Engraved Surface	\$10.00	\$10.00	\$9.70	\$9.60	\$9.45	\$9.40	\$9.35	\$9.30
For Each Additional Surface	1.00	1.00	.70	.60	.45	.40	.35	.30	

* This quantity applies to orders that do not require art work, i. e. block lettering, or a trademark previously reproduced plus block lettering.



ZIPPO gold filled



... *anniversaries*



No. 18	QUANTITY	*25 to 49	50 to 99	100 to 199	200 to 399	400 and Over	1000 to 2499	2500 to 4999	5000 and Over
	With One Engraved Surface		\$11.80	\$11.80	\$11.50	\$11.40	\$11.25	\$11.20	\$11.15
For Each Additional Surface		1.00	1.00	.70	.60	.45	.40	.35	.30

* This quantity applies to orders that do not require art work, i. e. block lettering, or a trademark previously reproduced plus block lettering.

No. 1830 SLIM	QUANTITY	*25 to 49	50 to 99	100 to 199	200 to 399	400 and Over	1000 to 2499	2500 to 4999	5000 and Over
	With One Engraved Surface		\$11.80	\$11.80	\$11.50	\$11.40	\$11.25	\$11.20	\$11.15
For Each Additional Surface		1.00	1.00	.70	.60	.45	.40	.35	.30



ZIPPO. barcroft table or desk



... for customer good will

No. 10 Brush Chrome	QUANTITY	*25 to 49	50 to 99	100 to 199	200 to 399	400 and Over	1000 to 2499	2500 to 4999	5000 and Over
	With One Engraved Surface		\$7.90	\$7.90	\$7.60	\$7.50	\$7.35	\$7.30	\$7.25
For Each Additional Surface		1.00	1.00	.70	.60	.45	.40	.35	.30

No. 10 Gold Plated	QUANTITY	*25 to 49	50 to 99	100 to 199	200 to 399	400 and Over	1000 to 2499	2500 to 4999	5000 and Over
	With One Engraved Surface		\$13.00	\$13.00	\$12.70	\$12.60	\$12.45	\$12.40	\$12.35
For Each Additional Surface		1.00	1.00	.70	.60	.45	.40	.35	.30

* This quantity applies to orders that do not require art work, i. e. block lettering, or a trademark previously reproduced plus block lettering.



ZIPPO gift kit



No. 50
REGULAR
No. 50-S
SLIM

Gift Package — price \$.50 each, regardless of quantity, includes Zippo flint dispenser and Zippo fuel with choice of four stock labels, as illustrated: Thank You, Christmas, Safety or Suggestion.

Special labels quoted on request



Gift or award labels available for 4-oz. fuel can.

general information

PACKAGING

Each Zippo Lighter is attractively packaged in individual boxes. Zippo's Famous Unconditional Guarantee is enclosed in each box.

PERSONALIZATION

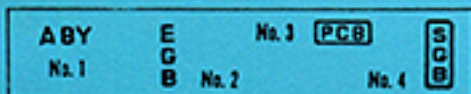
Signatures

Facsimile signatures can be faithfully reproduced on the lighters you select. Names in script (written by one of our employees) can also be engraved. Your choice of color inlay. Price 60¢ each.



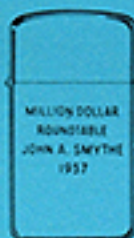
Initials

Initials can be engraved in any of the four styles illustrated. Choice of color inlay. Price 60¢. Choice of Design.



BLOCK LETTERING

Names or individual inscriptions can be engraved in block letters at a charge of 5¢ per letter, comma, period, etc., with a minimum charge of \$1.00 per lighter. Choice of color inlay. Maximum number of letters and spaces per line on regular Zippo 25; on Zippo Slim-Lighter 18.



ZIPPO'S BAKED CERAMIC ENAMEL PROCESS

The baked ceramic enamel process illustrated on the Zippo Lighters pictured on Page 5 of this brochure can also be applied to the No. 15 Sterling Silver Zippo; No. 1500 Slim Sterling Silver Zippo; No. 18 Gold-Filled Zippo; No. 1830 Slim Gold-Filled Zippo; and the No. 10 Gold-Plated Table Model Zippo.

EMBLEM ATTACHING

Zippo does not manufacture emblems, but if emblems are furnished to Zippo with the order, we will attach them to Zippo Lighters for the following charges:

1 to 99	..	20¢ each
100 to 999	..	15¢ each
1000 & Over	10¢ each

OUTSIDE MAILERS

No. 1 Mailer for one pocket Zippo, any quantity, each	..	3¢
No. 10 Mailer for No. 10 Table Lighter, any quantity, each	..	5¢
No. 50 Mailer for No. 50 Gift Package (must be used when mailing No. 50 Gift Package, includes special mailing permit label), any quantity, each	..	5¢

Parcel Post Regulations—one parcel must not contain more than three 4-oz. cans of Zippo Fuel.

INDIVIDUAL MAILING

Zippo can make individual shipment of lighters for you. The handling charge is 5¢ per addressed label when supplied by you; 10¢ per label when Zippo addresses label. Mailer and postage extra.

QUANTITY DISCOUNT

Total quantity determines the price when a combination of models with the same engraving is desired.

Price is based on accumulative price earned by totaling current order with quantities of previous orders with the same design.

Prices up to and including the 400 quantity bracket are accumulative.

Prices on quantities of 1,000 and above apply to single orders of that quantity and are not accumulative.

MINIMUM QUANTITY

The minimum quantity on any order, new or repeat, is 25 units.

TERMS

2% 10 days, Net 30 days, F. O. B. Destination, U. S. A.

All prices include Manufacturer's Federal Excise Tax on lighters. In invoicing, lighters and engravings will be shown as separate items. The prices quoted cover Zippo Lighters purchased for advertising, sales promotion, goodwill gifts, awards, or incentives. It is mutually understood that lighters purchased at these prices will not be offered for resale under any conditions.

ZIPPO.

MANUFACTURING COMPANY
BRADFORD, PENNSYLVANIA



THE FAMOUS
ZIPPO
GUARANTEE

This lighter or any Zippo, when returned to our factory, will be put in first-class mechanical condition free of charge, for we have yet to charge a cent for the repair of a Zippo regardless of age or condition. The finish, however, is not guaranteed.

ZIPPO MANUFACTURING COMPANY, BRADFORD, PA.

Zippo Lighters Make Friends For Your Business . Emil Kraus & Sons, Inc.

ADVERTISING SPECIALTIES - GIFTS
Ph. 5-1371, 1850 W.12th St., ERIE, PA.



In 7 V 1/2 Standard
20th ANNIVERSARY

BUICK
SUGGESTION WINNER
1958

Gold Bond
IDEA WINNER

Gulf
Gulf
Gulf

W
SALES AWARD
INDUSTRIAL
ELECTRONICS
DIVISION

Wichita Falls STATE
CONTEST WINNER

KLEIN STEEL
50th ANNIVERSARY

CENTURY
THROUGHOUT BOATS

HILLYARD
ST. JOSEPH, MISSOURI