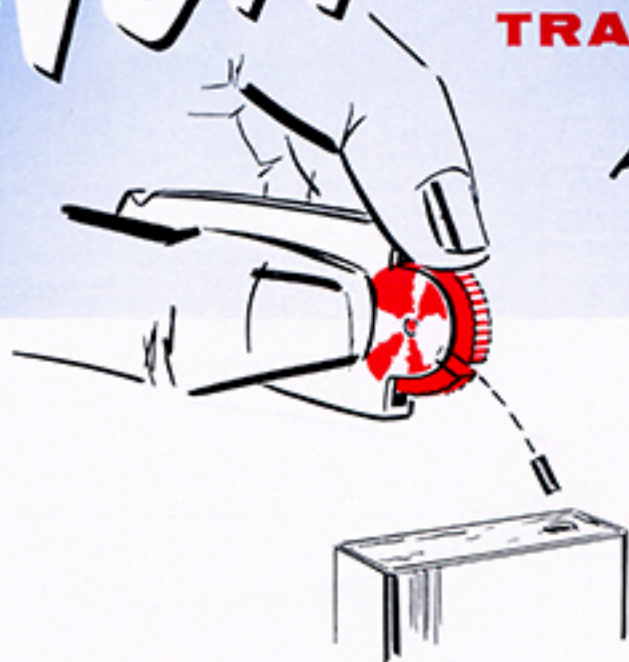


NOW

ZIPPO FLINTS IN THE NEW AUTOMATIC DISPENSER ARE AVAILABLE WITH YOUR TRADEMARK OR IMPRINT

A Uniquely Useful Low-Cost Advertising Remembrance



- **SMALL, EASY TO CARRY**
- **PERMANENTLY IMPRINTED**
- **COLORFUL PLASTIC INKS**
- **LONG ADVERTISING LIFE**

SALES MESSAGE

Zippo's New Imprinted Flint Dispensers spark important selling phrases. Use as business cards, sales aids, announce new products or services. For anniversaries, souvenirs of plant visits. Imprint changes of address, phone numbers. For acknowledgement of orders. Ideal follow-up to Zippo Lighter programs. Useful advertising reminders.



WITH YOUR COMPANY TRADEMARK*



Each day your trademark competes for attention with hundreds of others. When you give your customers or friends your trademark imprinted in color on Zippo's New Flint Dispensers you are getting all important frequency of impact! It's a friendly way to remind customers about your business.

* Slight additional charge for orders involving art work.

FIRM NAME

Whether you are large or small, old-established or "beginning to grow" Zippo's New Imprinted Flint Dispensers can help you to build continued recognition and acceptance. They are goodwill, good public relations "builders" Hard-workers, you can put them to work for you for pennies!



* PRICES AND QUANTITIES

FLINT DISPENSER	250	500	1,000	2,500	5,000	10,000
	\$37.50	\$70.00	\$135.00	\$325.00	\$625.00	\$1,200.00

* Slight additional charge for orders involving art work.

STYLES OF LETTERING AVAILABLE FOR REPRODUCTION ON ZIPPO AUTOMATIC FLINT DISPENSERS

*NAMES OF STYLES OF LETTERING AVAILABLE	NUMBER OF LETTERS AND SPACES PER LINE		
	CAPS	LC	NO. LINES
<i>Brush Script</i>		13	3
<i>Hickory</i>		13	3
<i>Lenith</i>		12	2
SPARTAN BLACK a	13	13	4
SPARTAN abc	19	19	4
SPARTAN ITALICS abc	18	18	4
ALTERNATE GOTHIC abc	22	22	4
FLEET abc	7	7	4
ROMAN abc	8	10	3
WAGNER abc	8	10	2
GARFIELD abc	21	21	2

For **ANNOUNCING NEW PRODUCTS**

CONVENTIONS

SALES MEETINGS

ANNIVERSARIES

BUSINESS CARDS

ACKNOWLEDGMENT OF ORDERS

IMPRINTING

Your sales message or firm name imprinted in any style of lettering or type face illustrated on chart at left. Number of characters per line, capitals and lower case letters, and number of lines as indicated.

SAMPLE IMPRINT



ART WORK

The services of Zippo's skilled staff of trademark artists are available. They will make a master drawing directly from your letterhead, label, or any clear reproduction of your trademark. An art work charge of \$7.50 is made on orders involving custom art work such as trademarks. This charge on the initial Zippo Flint Dispenser order only.

COLOR

Imprinting can be in any one of the following colors: Yellow, red, blue, black, white, green.

PACKAGING

Handily packaged, 50 per box, for instant use. Can be easily carried in salesman's briefcases, etc.

TERMS AND DELIVERY

TERMS: 2% 10 days. Net 30 days.

DELIVERY: Normal delivery, 2 weeks.

SHIPMENT: F.O.B. destination.

ZIPPO MANUFACTURING CO., Bradford, Pa.