

A FLAME TO REMEMBER





MAN CHOOSSES A SYMBOL

Man has always sought inspiration. Sometimes in people, sometimes in places, sometimes in events. And it has often motivated him to great achievement.

To mark such an achievement or to single out a particular occasion he has sought some kind of symbol. A symbol that could recognize effort or offer approval, express appreciation or pay a tribute.

Of all the symbols chosen one has proved eloquent and uniquely satisfying . . . and he has retained it. It is a Flame. A Flame that somehow helps him to capture a moment of time and blend it with the timelessness of the spirit.

Such Flames to Remember, for example, as . . .

A FLAME TO HONOR A MAN WHO IS UNKNOWN BUT WHO WILL NEVER BE FORGOTTEN



All that we know about the man for whom this flame burns is that he was French and that he died for his country during World War I.

We don't know his name or where he lived or what he did for a living . . . He might have been a cabbie, a student or a painter on the Left Bank. He could have been a worker in a Montmartre bistro or a wealthy patron of Maxim's.

We do know that ever since 1920, when he was laid to rest under the Arch that rises above the Champs Élysées, his presence has added great dignity to this monument which Napoleon decreed should be modeled after the Roman Victory Arches to honor and glorify his Grand Army.

Now, at the base of the Arch and over the Tomb of France's Unknown Soldier, this eternal flame burns day and night.



A FLAME TO INSPIRE TOGETHERNESS by SHARING WHAT WE HAVE

Americans and Canadians have always been quick to give help to those in need. In bygone years, their personal, unorganized efforts were quite effective in alleviating need.

However, these early efforts to raise funds frequently resulted in confusion and duplicated effort. In fact, after World War II, so many community drives were being conducted that it became obvious they had to be consolidated. Communities began organizing fund-raising campaigns to support their various health, welfare and recreational services.

Today 2200 separate community campaigns funnel half a billion dollars into 34,500 health and welfare agencies in the United States and Canada. Not all these local campaigns call themselves "United Funds" but most of them use the familiar torch as their symbol. They find this torch effective in lighting the way and inspiring the togetherness that motivates people to go on helping people.



A FLAME FROM MOUNT olympus TO HELP UNITE AN ANXIOUS WORLD

The Olympic Flame symbolizes games which used to be held every 4 years in ancient Greece as part of the patriotic, religious and athletic festivals. In 1896 the Olympic Games were revived primarily through the efforts of Baron de Coubertin "to bring together in a radiant union all the qualities which guide mankind to perfection."

Every 4 years the Olympic Flame is ignited anew. Symbolically it is ignited by the concentrated rays of the sun on Mt. Olympus, traditional home of the Greek Gods. Then it is brought, by relays of runners when practical, to the site of the Olympics. Not until the runner carrying the torch dashes into the stadium and dips the torch into the waiting bowl of fuel do the Olympic Games officially begin.



A FLAME FOR MERRIMENT AND MIRTH TO RECALL A NATION'S BIRTH

Bonfires on the "night before the 4th" are as American as hot dogs, soda pop and the 7th inning stretch. Bonfires originated in Europe and they weren't always a means of expressing joy. Instead they were literally fires of bones, fires for burning books and heretics. But as time passed Europeans used bonfires to celebrate such events as Hallowe'en and Christmas.

It was John Adams who suggested celebrating our nation's birthday with bonfires. He recommended "solemn acts of devotion to God Almighty" . . . and "pomp and parade, with shows, games, sports, guns, balls, bonfires, and illuminations from one end of this continent to the other."

Today, the "night before" bonfire provides us with two flames . . . one inspiring, one reassuring. The inspiring one links us with our founding fathers in Philadelphia as they declared so eloquently their independence. And the reassuring one links us with nostalgic yesterdays when the only explosions were firecrackers and the only fear was whether the family could finish the homemade ice cream and get down to the village green before the band concert began.





TO HELP YOU CAPTURE A
MOMENT OF TIME AND
BLEND IT WITH THE
TIMELESSNESS OF THE SPIRIT

**zippo offers
A FLAME FOR
REMEMBRANCE**

AND HERE ARE 5 WAYS
THAT MANAGEMENT
IS USING IT PROFITABLY



TO FIRE UP THE PRESENTATION of A NEW PRODUCT



1 Even when a new product has everything in its favor it still needs careful planning, advertising and publicity to get through. Realizing this, alert companies are quick to take advantage of any constructive help open to them. Which explains why so many of them work Zippo into their overall advertising and promotional programs.

They like the way Zippo combines in the minds of prospects and others the excitement and sparkle of a new product with the steady warmth of an old flame — a familiar name with a reputation for quality. And using Zippo this way pays off. In fact, teaming Zippo with their new product has provided an increasing number of companies with a red hot start towards blazing a trail for another profit-increasing product.



2 Managements constantly seeking ways to stimulate people to meet quotas and achieve other goals often turn to Zippo. For Zippo, the country's best-liked Lighter, is the one more people choose for themselves. And since it is appreciated as a gift or reward, management doesn't have to sell its worth. Besides, Zippos have universal appeal. They're easy on the budget because, by bringing out the extra effort desired, they pay for themselves many times over with stepped-up productivity, better employee relations and increased good will. And to top it all, Zippo is an item that management is proud to give.

Zippos are used in many ways to get salesmen to better their sales. A Zippo offers concrete evidence of management's appreciation of a salesman's achievement. And just as Zippos help sell more, they motivate people to buy more. They fit nicely into existing promotions and advertising programs. To attract new business, for example, as in the case of banks — and to stimulate volume buying and extra sales, as in the case of manufacturers.

Whatever the motivation target, management has discovered it can usually depend on Zippo to light the way by igniting the right kind of incentive.



**TO IGNITE
A MAN'S
INCENTIVE**



TO SPARK SAFETY PROGRAMS AND KINDLE NEW SUGGESTIONS



3 Many companies use Zippos in various ways to arouse enthusiasm for employee cooperation promotions. On Safety and Property Conservation programs, for example, some companies engrave Zippos and award them to workers in departments that achieve accident-free operation. Other companies engrave Zippos with safety slogans and then distribute the Lighters to all employees as constant reminders.

On Suggestion Box programs, some companies use suitably inscribed Zippos. They give them to employees as a reminder that management rewards constructive suggestions. Even some companies that give cash awards combine them with Zippo Lighters to increase the importance of the awards. The inscription on the Zippo Lighter becomes a permanent record that recalls the award long after it's made.

All in all, Zippos help stimulate employee-participation programs, spotlight down-to-earth solutions for some knotty problems, and in doing so are helping to light up the profit picture, too.

TO RADIATE COLOR, ZEST AND VERVE WHEN HONORING THOSE WHO SERVE

4 Executives and time-card workers alike appreciate the acknowledgment of a job well done. Particularly when there is a tangible reminder of such acknowledgment — like a Zippo Lighter. And a Zippo goes a long way toward renewed effort — not only on the part of the recipient but on the part of other employees as well.

Whether the event is the achievement of a special goal, the anniversary of faithful service, or the retirement of an executive, you'll find a Zippo to match the occasion . . . a model to single out the individual and underscore management's appreciation of the specific accomplishment.

For example, in some companies you'll find retiring executives being presented with 10 kt. gold-filled Zippos. In others, each major anniversary is marked by a particular Zippo — all the way from glistening chrome models to sparkling sterling and 14 kt. gold models. And whether inscribed with a special message or personalized with a facsimile signature, management's appreciation is a permanent remembrance since every Zippo is guaranteed to work or Zippo will fix it free.

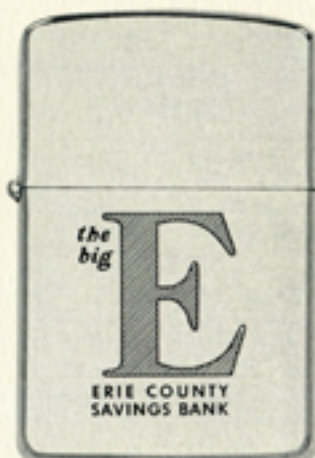




TO BRIGHTEN THE SPIRIT WITH A THRIFTY GIFT

S A Zippo Lighter is always in good taste. It is useful. It's sure to be accepted. Which helps explain why it makes such an appropriate gift — why management gives Zippos to business associates at Christmas — to customers and prospects, dealers, distributors and suppliers any time. In glistening chrome cases, Zippos make fine remembrances of visits to your office or plant, to exhibits, trade shows, etc. And in sterling and solid gold cases, they are a perfect way to remember special benefactors on company anniversaries.

Large and small corporations have long used Zippo gifts to make friends and keep them. Because Zippos are popular with those who receive them, you find Zippos everywhere — at work or play in the home, on the road, at social functions. And always they carry your name, reminding of you and your company. And every time these Zippos light up they bathe your company in a warm, flattering glow.



**YOUR
zippo is
GUARANTEED...
NO if's,
NO AND's,
NO BUT's**



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.

Each Zippo is manufactured to last. Only the finest materials are used and they are painstakingly crafted by men skilled in their trade. Every step of the manufacturing process is carefully controlled to maintain the highest standards of quality.

As a result, any Zippo that carries your message is guaranteed . . . unconditionally guaranteed . . . by Zippo. That means if for any reason a Zippo Lighter does not work, Zippo will fix it free . . . no matter how old the lighter . . . no matter what condition it may be in. When a Zippo is received at our clinic, it is repaired and sent back within 48 hours, complete with extra flints and Zippo fuel. This is the kind of guarantee you'll be proud to be associated with.



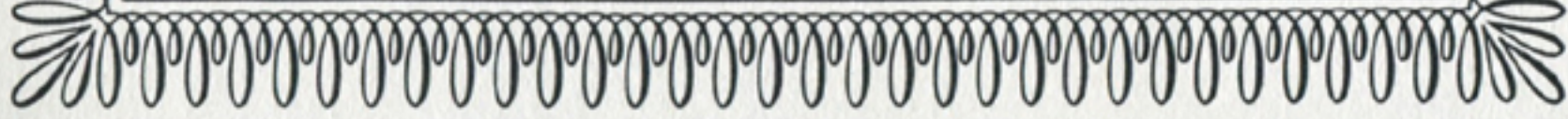
THE FAMOUS

ZIPPO®

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VARIED'S
THE WORD
FOR zippo...
IN PRICE
IN MATERIALS
IN PACKAGING



You'll find a wide range of Zippo Lighters in a wide range of prices to suit practically any occasion that your company or organization might want to commemorate. You have a choice of models, for example slim, regular or table. Choice of metal cases, too brushed or high-polish chrome, sterling silver gold filled or solid gold. You can also have your Zippo beautifully engraved with the name of your company or organization, your trademark or slogan, or perhaps one of your products. And you can use a second color too. Or you can really personalize your Zippo with a signature perfectly reproduced.

Zippo also comes in Gift Kits. One of these impressively boxed arrangements is made up of the particular Zippo Lighter you choose, together with a Zippo flint dispenser and a generous supply of Zippo fuel. With this gift arrangement you have a choice of 4 different labels. Safety Suggestions, Christmas or Thank You. Other Kits combine the particular Zippo Lighter that you select with a Zippo Rule or a Zippo Knife. All of them can be engraved to match each other

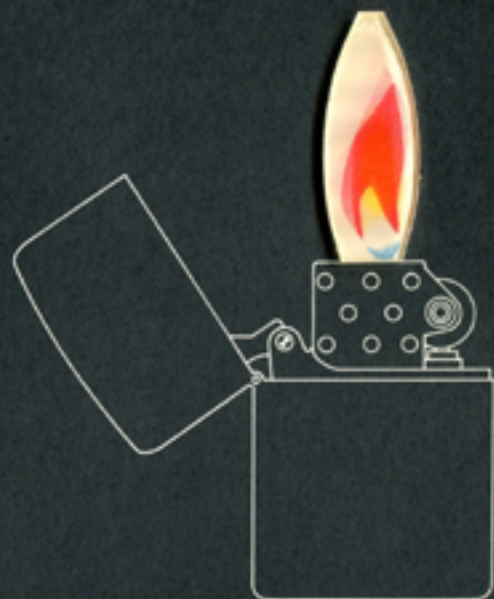
**VARIED'S
THE WORD
FOR zippo
PRODUCTS...
RULES
KNIVES
GOLF balls
FLINTS**

Zippo Rules are pocket-size, with 6-foot flexible blades of high carbon steel in nickel-plate or white face and imprinted in black with inch or metric measure. The sturdy case is chrome-plated brass and can be engraved on both sides. The base is made of tough unbreakable polypropylene which prevents wear on the blade.

Another new management tool is the compact, lightweight Zippo Pocket Knife. It comes in a stainless steel case with brush finish and it, too, can be engraved on both sides. The

blade and nail file are also made of stainless steel and the blades have sharp, long lasting edges, concave ground electronically.

Latest Zippo management tools are Zippo Golf Balls made of the best centers, best cover stock and best rubber thread available. They, too, can be imprinted with your trademark.



CARE FOR MORE DETAILS?

You'll find it well worth your while to have one of our representatives sit down and talk with you about Zippo products. He'll be glad to show you actual samples now being used by up-and-coming companies large and small, regional and international.

Nothing like seeing how vigorous, alert companies are making Zippo Lighters, Rules, Knives and Golf Balls pay off for them. Just seeing them might prompt similar or alternative ways they could pay off for your company or organization.

Even if you've no specific Zippo applications in mind right now, why not get the story so you'll at least have the facts? Just fill in the attached reply card now and mail it today. There's no obligation.

You Can Make
Lasting Impressions
with

ZIPPO

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