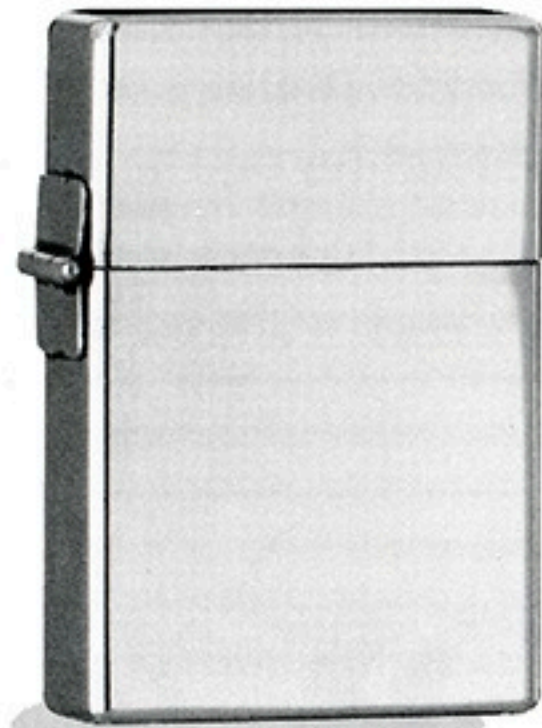


64 years and

3



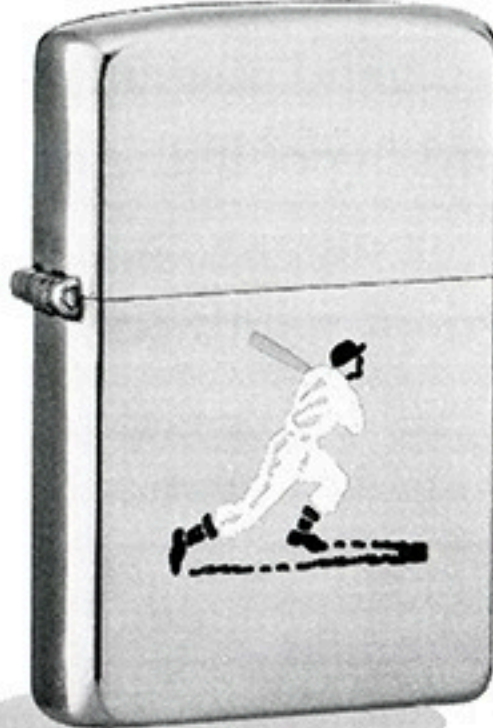
Original Zippo, 1932



"Black Crackle," c. 1942



Leather-Wrapped, c. 1951



Sport Series, c. 1953



Moon Landing, 1969



Scrimshaw, 1982



T. Rex Emblem, 1993



Pinup of the Year, 1996

*collectors are clamoring for more  
70,000 a day isn't enough*

*we can't keep up with demand*

*it's a global market  
we've become an American icon*

*they work or we fix them free  
we're still clicking along*

*they're as reliable as ever*

**lighters later...**

*they're still way cool*

1932  
1st Zippo lighter

1942  
1,000,000th  
Zippo lighter

1947  
10,000,000th  
Zippo lighter

1960  
50,000,000th  
Zippo lighter

1969  
100,000,000th  
Zippo lighter

1988  
200,000,000th  
Zippo lighter

1996  
300,000,000th  
Zippo lighter

**zippo**

Bradford, PA • Niagara Falls, Ontario



## How Many Zippo Lighters Have a Lifetime Guarantee? All 300 Million of Them.



In 1932, the first Zippo lighter saw the light of day. Ten years later, one million lighters had rolled off the production line. In '69, the 100 million mark was reached. This year, the total tops 300 million. 300 million Zippos would pave a football field, including end zones, to a depth of over 5 feet. Laid end to

# Zippo is **hotter** than ever!

end, they'd stretch a little over 10,720 miles—that's over 1/25 of the way to the moon, Alice. Or, in a more down to earth example, roughly the distance from Bradford PA to Alice Springs, Australia. Or enough Zippo lighters for the entire populations of Australia, the United States, Canada, Tonga, Liechtenstein, Nauru, and Tuvalu, with enough left over for everyone on your Christmas list. Had enough? Well, according to Zippo President and CEO Mike Schuler, "enough" is not a word in Zippo's vocabulary.

"Odd as it may seem," Schuler relates, "we can't keep up with the demand. It's a global market, and even 70,000 Zippos a day isn't enough. After 64 years, we're hotter than ever."

You should excuse the expression, but it's true. The only remaining American manufacturer of liquid-fueled lighters got off to a slow start. Zippo inventor and company founder George G. Blaisdell used to hand out Zippo lighters to bus drivers leaving the Bradford depot in the hope of sparking interest in his product. The company didn't even advertise nationally until 1937. Word-of-mouth built the company's

reputation until World War II, when GIs quickly came to appreciate the reliable, windproof flame. American soldiers used them for everything from lighting signal fires to stopping bullets. Ernie Pyle praised them in his dispatches, striking up a correspondence with Blaisdell that lasted until Pyle's untimely death in April 1945 on Okinawa. Zippo even dedicated their entire output to military use for the duration, reminding customers in ads that Zippos were available only to soldiers because "naturally, they rate first choice."

Fifty years after WWII, Zippo lighters are hailed as an American icon, noted for classic design, complete reliability, and the famous Zippo Lifetime Guarantee—"It works...or we fix it, free." Zippos pop up in movies, television shows, even stage performances. The British percussion/dance troupe, Stomp, has an entire number featuring the distinctive sounds of Zippo lighters. Collectors the world over even publish newsletters about the most popular refillable lighter on the planet. Connoisseurs liken the appeal to Levi jeans and Harley-Davidson motorcycles. It's real, it's honest, it works, it



clicks. And it comes in hundreds of case designs. What more could you possibly want...but more?

**zippo**