

LIMITED EDITION COLLECTIBLE



BRADFORD PA

ZIPPO



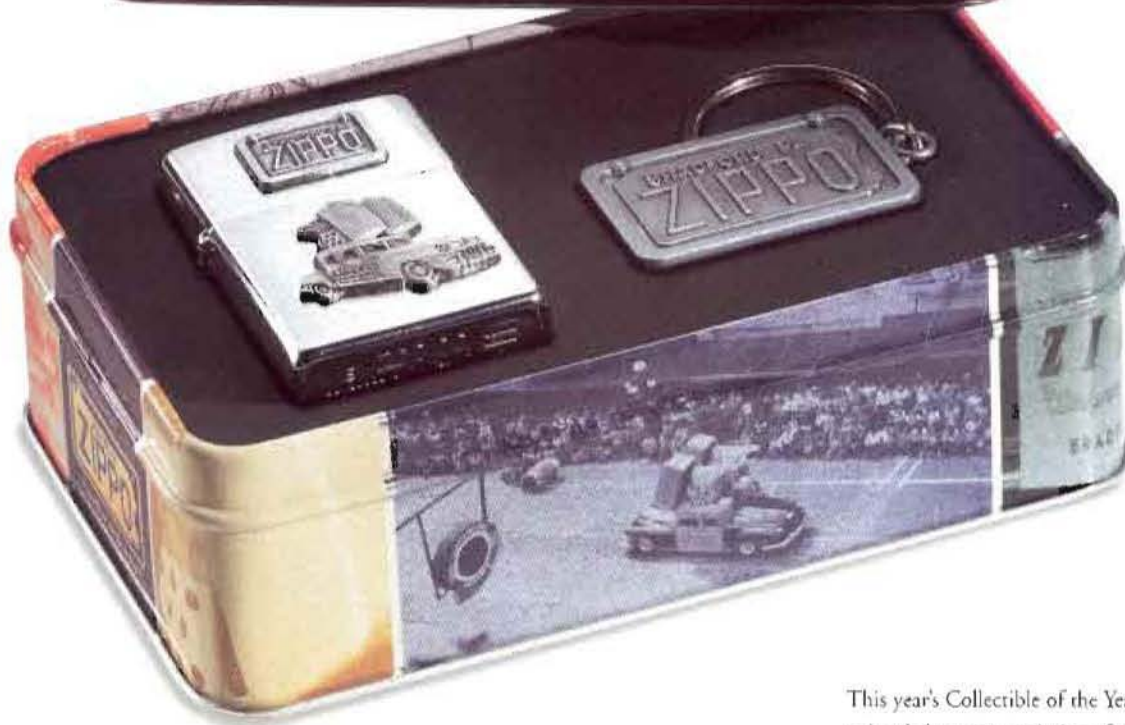
IT WORKS OR WE FIX IT FREE™

1 9 9 8 C O L L E C T I O N

# 1998 LIMITED EDITION



*Only 250,000  
will be produced!*



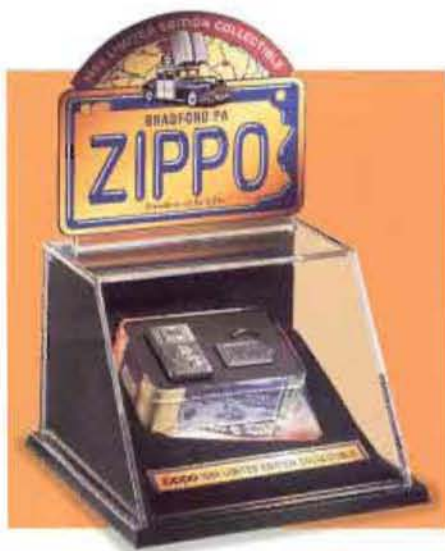
*The Zippo Car commemorative  
lighter is a limited edition collectible.  
Available only during 1998,  
just 250,000 will be produced.*

This year's Collectible of the Year features a detailed pewter rendering of the Zippo Car and the Zippo Pennsylvania license plate. The commemorative tin visually chronicles the colorful history of the famed Zippo Car.  
C98 \$32.95

# COLLECTIBLE OF THE YEAR



*Armed with massive twin lighters towering above its modest roof line, the distinctive Zippo Car appeared in nearly every major parade in the country in 1948 and 1949, helping make Zippo a household name ... and the Zippo lighter a household item. This year, restoration work was successfully completed on a new Zippo Car, which is on permanent display at the Zippo/Case Visitors Center in Bradford, Pennsylvania. In recognition of its vast popularity,*



*the goodwill it generated, and the memories it created, Zippo presents the 1998 Limited Edition Collectible of the Year ... the original 1947 Zippo Car!*

## CD-98

This compact, eye-catching countertop display features the 1998 Collectible of the Year at an optimum viewing angle. The lockable case has a durable crystal acrylic cover and a security cable in the back.

## COLLECTIBLE OF THE YEAR

One of the most widely recognized automobiles of the '40s and '50s, the Zippo Car has been immortalized as the 1998 Limited Edition Collectible of the Year.



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Because we are constantly improving our products, some items may not look exactly as depicted. Prices and specifications subject to change without notice.

*"Build your product with integrity, stand behind it 100 percent, and success will follow." That's the principle on which George G. Blaisdell founded his company back in 1932. This philosophy proved to be instrumental in the Zippo windproof lighter achieving its status as a world-renowned symbol for quality, dependability, and personality.*

*This year, a milestone is celebrated with the introduction of the 1998 Limited Edition Collectible—the Zippo Car—which reflects the true essence of Zippo's burgeoning popularity in the late 1940s and early 1950s.*

*With Zippo Selects, you get the quality and dependability of a Zippo in designs that echo your personal interests—everything from the Beatles to the National Football League to the Three Stooges to your favorite adult beverage. From James Bond to the brand new Zippo/Case Visitors Center—there's something for everyone.*

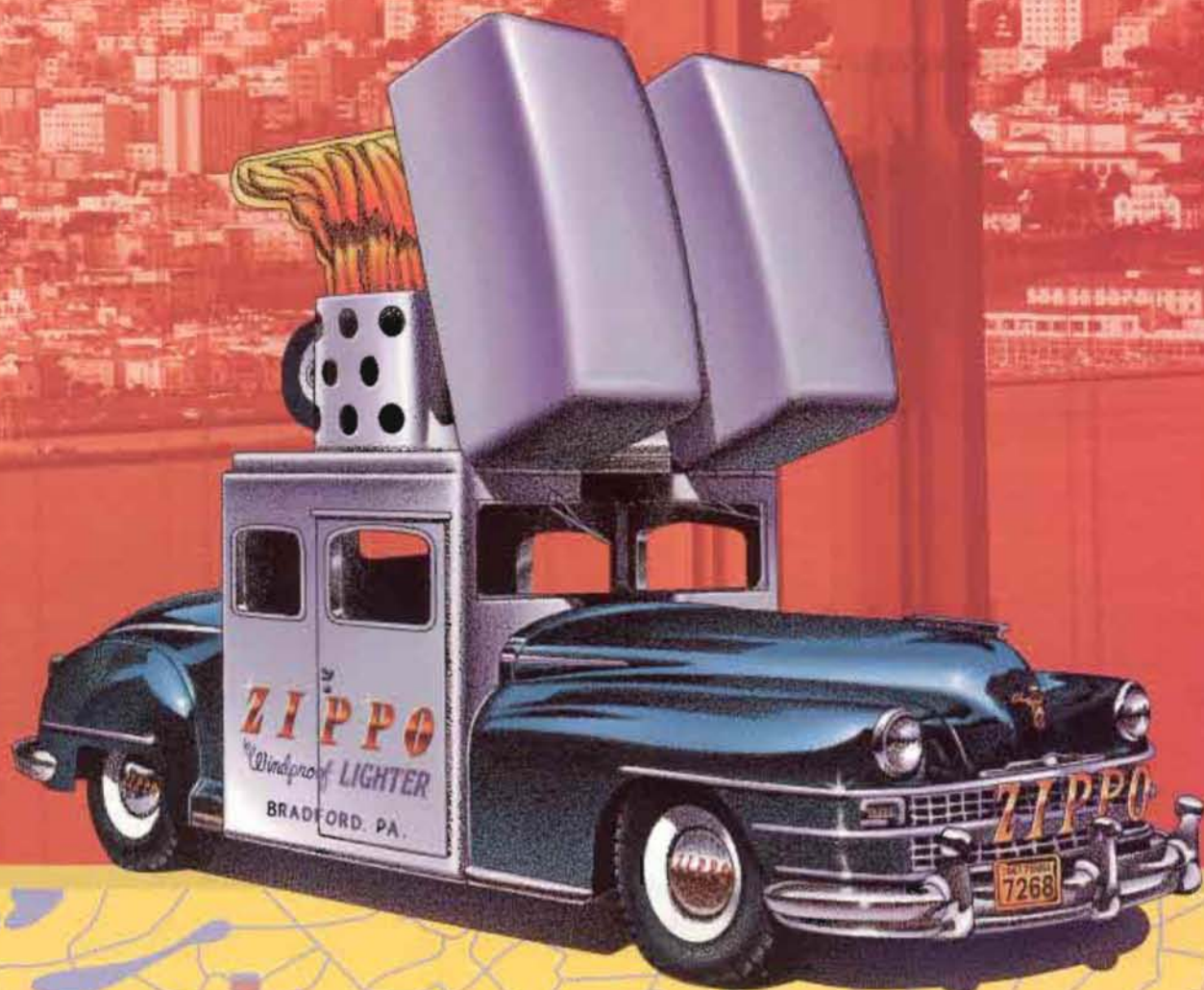
*A true classic never goes out of style. With that in mind, we present Zippo Classics, precious metal finishes with timeless appeal. Zippo Classics express your style for a lifetime, because we guarantee that "It works or we fix it free."*

*Zippo Pocket Gifts feature a variety of practical gifts made to Zippo's exacting quality standards. The handsome design, convenient size, and reliable performance make a Zippo Pocket Gift one to treasure.*

*Throughout this year's catalog, you'll find a variety of products now available in rose gold, and a palette of new matte finishes!*

*For our Zippo retailers, we offer an attractive selection of In-Store Promotions: displays, signs, and promotional products, along with genuine Zippo fluid, flints, and wicks.*

# SELECTS



**BEATLES** (Worldwide)



No. 250BTL 470  
The Beatles Logo  
High Polish Chrome  
\$22.95



No. 250BTL 471  
With the Beatles  
High Polish Chrome  
\$33.95



No. 250BTL 472  
Hard Day's Night  
High Polish Chrome  
\$33.95



BTLS-6  
Beatles Album Gift Set  
High Polish Chrome  
\$192.70



No. 250BTL 473  
Magical Mystery Tour  
High Polish Chrome  
\$33.95



No. 250BTL 474  
Abbey Road  
High Polish Chrome  
\$33.95



No. 250BTL 475  
Let it Be  
High Polish Chrome  
\$33.95



BTLS-2  
Beatles Gift Set  
High Polish Chrome  
\$41.95



No. 254BBTL 493  
Beatles Anthology  
High Polish Brass  
\$33.95



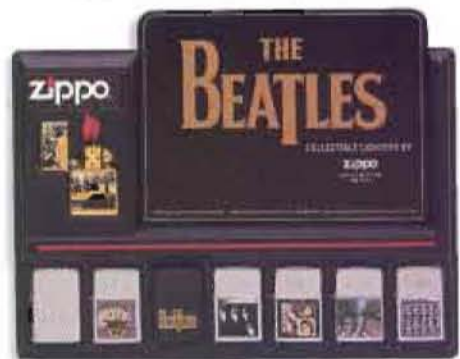
No. 236BTL 502  
The Beatles Logo/Emblem  
Black Crackle  
\$28.95



Reverse side of each  
album lighter features  
a track-by-track  
listing for that album.



Beatles  
Custom Sleeve



BTLS-8  
Beatles panel includes one of each lighter shown  
plus panel and custom header.  
\$255.60

*Their music was the soundtrack of the Sixties. They influenced our clothing, our attitudes, and our lives, and changed popular music forever. The four lads from Liverpool are celebrated on a Zippo six-pack of polished chrome lighters spanning their musical career. The chrome lighters are also available separately, as are the Anthology brass lighter and the black crackle Beatles emblem lighter.*

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**ROCK ART BY STANLEY MOUSE** (Worldwide)



No. 218RA 476  
Captured  
Black Matte  
\$26.95



No. 218RA 477  
One More Saturday Night  
Black Matte  
\$26.95



No. 218RA 478  
Flaming Horse  
Black Matte  
\$25.95



No. 218RA 479  
Timeless  
Black Matte  
\$33.95



No. 218RA 480  
Cat Under Stars  
Black Matte  
\$29.95



No. 218RA 481  
Blue Angel  
Black Matte  
\$31.95



No. 218RA 482  
Dead Family Album  
Black Matte  
\$30.95



No. 218RA 483  
Steppenwolf  
Black Matte  
\$25.95



No. 250RA 476  
Captured  
High Polish Chrome  
\$26.95



No. 250RA 477  
One More Saturday Night  
High Polish Chrome  
\$26.95



No. 250RA 478  
Flaming Horse  
High Polish Chrome  
\$25.95



No. 250RA 479  
Timeless  
High Polish Chrome  
\$33.95



No. 250RA 480  
Cat Under Stars  
High Polish Chrome  
\$29.95



RA-8 \$232.60  
Includes one of each black matte lighter shown plus panel and custom header.



No. 250RA 481  
Blue Angel  
High Polish Chrome  
\$31.95



No. 250RA 482  
Dead Family Album  
High Polish Chrome  
\$30.95



No. 250RA 483  
Steppenwolf  
High Polish Chrome  
\$25.95

*Stanley Mouse has created some of the most memorable images in rock music. His album cover designs, poster illustrations, and book covers are bold, colorful, and surprisingly detailed. Zippo presents a selection of some of Stanley Mouse's greatest hits. They're perfect for gift-giving and concert-going.*

©1998 Stanley Mouse™

 **UNITED COLORS OF BENETTON** (Worldwide)



No. 250BNT 401  
Continent  
High Polish Chrome  
\$23.95



No. 250BNT 402  
Colorful Continent  
High Polish Chrome  
\$25.95



No. 250BNT 403  
World  
High Polish Chrome  
\$24.95



No. 250BNT 404  
Globe  
High Polish Chrome  
\$25.95



No. 250BNT 405  
Squares  
High Polish Chrome  
\$27.95



(front)  
No. 250BNT 406  
Circles  
High Polish Chrome  
\$28.95



(back)



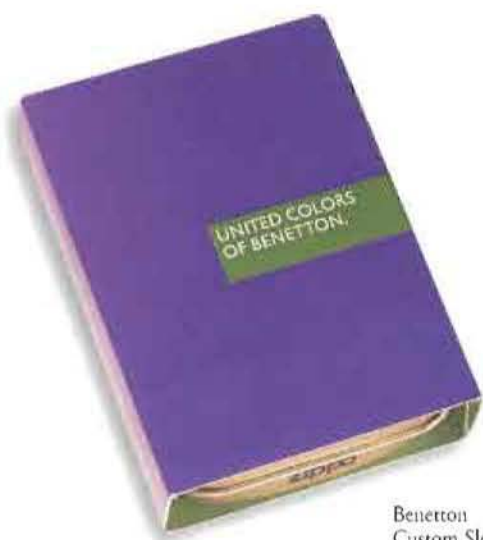
(front)  
No. 250BNT 407  
Triangles  
High Polish Chrome  
\$29.95



(back)



No. 250BNT 408  
Rainbow  
High Polish Chrome  
\$31.95



Benetton  
Custom Sleeve



BNT-8 \$219.60  
Panel includes one of each lighter shown  
plus panel and custom header.



*Of special interest to collectors: the authenticity of your Zippo windproof lighter is assured by the factory stamp on the bottom of the case. The code indicates month and year of manufacture. To obtain a free Zippo Lighter Collector's Guide, call (814) 368-2700, or fax Dept. CLC (814) 368-2874.*



**STOLICHNAYA® VODKA** (Worldwide) **NEW**



No. 250SV 366  
Stoli® Razberi Vodka  
High Polish Chrome  
\$32.95



No. 218SV 367  
Stoli® Ohtranj Vodka  
Black Matte  
\$35.95



No. 204BSV 368  
Stolichnaya® Vodka Brass  
Brush Brass  
\$24.95



No. 200SV 369  
Stolichnaya® Vodka Pewter  
Brush Chrome  
\$20.95

Stoli® Razberi Vodka  
Stoli® Ohtranj Vodka  
Stolichnaya® Vodka

**RICHARD WALLICH** (Worldwide) **NEW**



No. 200RW 390  
Drums  
Brush Chrome  
\$31.95



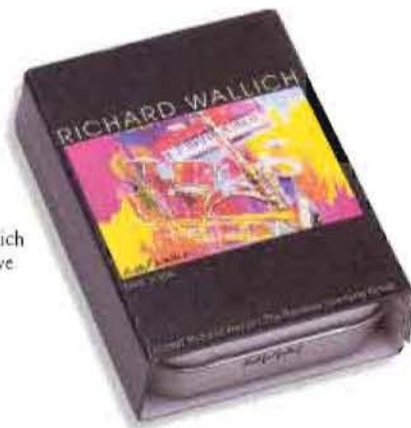
No. 200RW 391  
Piano  
Brush Chrome  
\$31.95



No. 200RW 392  
Saxophone  
Brush Chrome  
\$31.95



No. 200RW 393  
Guitar  
Brush Chrome  
\$31.95



Richard Wallich  
Custom Sleeve



RW-8 \$255.60  
Includes two of each lighter shown  
plus panel and custom header.

*From his studio nestled in the picturesque Rocky Mountains, impressionist artist Richard Wallich uses his palette knife to create vivid, powerful imagery through a consummate fusion of brilliant, bold colors. In recent years, the National Football League, Major League Baseball, the Kentucky Derby, as well as major corporations such as R.J. Reynolds, American Airlines, and Castrol Motor Oil have tapped his great talent for a variety of projects. This year, Zippo commissioned Wallich for an exclusive series of works celebrating the splendor of song.*

©1998 Richard Wallich/The Rainbow Licensing Group

**RED DOG** (Available in USA, Germany, and UK only)



No. 218RD 969  
Red Dog #1  
Black Matte  
\$21.95



No. 218RD 970  
Red Dog #2  
Black Matte  
\$20.95

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under license by Zippo



RD98-8  
Includes two of each lighter shown  
plus panel and custom headset.  
\$169.60



No. 250RD 384  
Red Dog  
High Polish Chrome  
\$20.95



No. 250RD 385  
Red Dog  
High Polish Chrome  
\$20.95

**MILLER** (Available in USA, Germany, and UK only)



No. 250MB 965  
Miller Lite  
High Polish Chrome  
\$21.95



No. 250MB 966  
Miller Genuine Draft  
High Polish Chrome  
\$22.95

©1998 Miller Brewing Company  
All rights reserved.



MB98-8  
Includes two each: 250MB 965, 250MB 966.  
250MB 396; one each: 204BMB 394, 200MB 395  
plus panel and custom headset.  
\$181.60



No. 204BMB 394  
Miller Brush Brass Emblem  
Brush Brass  
\$25.95



No. 200MB 395  
Miller Pewter Emblem  
Brush Chrome  
\$21.95



No. 250MB 396  
Miller Red Label  
High Polish Chrome  
\$21.95

**ANHEUSER-BUSCH** (Available in USA and Canada only)



**NEW**  
No. 233AB 608  
Bud Ice '98  
Red Matte  
\$26.95



**NEW**  
No. 250AB 609  
A-B Eagle Pewter  
High Polish Chrome  
\$24.95



**NEW**  
No. 218AB 610  
Bud Racing  
Black Matte  
\$20.95



**NEW**  
No. 250AB 611  
Budweiser Clydesdale Horses  
High Polish Chrome  
\$23.95



**NEW**  
No. 254BAB 612  
A-B Eagle Brass  
High Polish Brass  
\$27.95



**NEW**  
No. 250AB 613  
Budweiser Clydesdales  
High Polish Chrome  
\$20.95



**NEW**  
No. 214AB 614  
Budweiser King of Beers  
White Matte  
\$20.95



No. 250AB 995  
Budweiser  
High Polish Chrome  
\$22.95



AB98-8 **\$189.60**  
Includes one of each Anheuser-Busch  
lighter shown plus panel and custom header.



©1998 Anheuser-Busch Inc.



BUD96-2  
Budweiser Gift Set  
\$36.95

Officially licensed product is packaged in Zippo  
individual tin except as noted.

**JIM BEAM** (Worldwide)



**NEW**  
No. 121FBJB 309  
Jim Beam Bottle  
Antique Silver Plate  
\$31.95



**NEW**  
No. 250JB 310  
Jim Beam Colonel  
High Polish Chrome  
\$25.95



No. 250JB 928  
Jim Beam Pewter Emblem  
High Polish Chrome  
\$26.95



No. 254BJB 929  
Jim Beam Brass Emblem  
High Polish Brass  
\$29.95

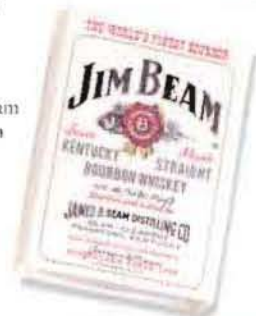


JBL-2  
Jim Beam Gift Set  
\$44.95

Officially licensed product is packaged in Zippo individual tin except as noted

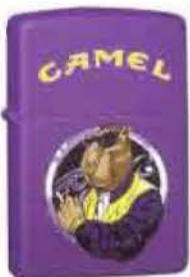
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Jim Beam Custom Sleeve

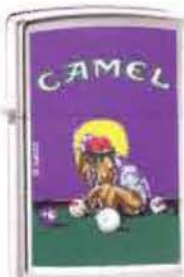


**CAMEL** (Available only in USA, Latin American and Eastern European markets)

**NEW**



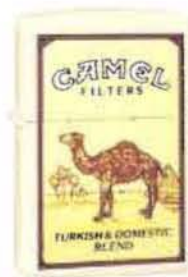
No. 237CML 251  
Camel Joe in Window  
Purple Matte  
\$28.95



No. 200CML 252  
Camel Joe Pool Player  
Brush Chrome  
\$25.95



No. 236CML 253  
Camel Beast (Chrome)  
Black Crackle  
\$27.95



No. 216CML 254  
Camel Pack Graphics  
Cream Matte  
\$24.95



CML98-8  
Includes one of each lighter shown plus panel and custom header.  
\$243.60



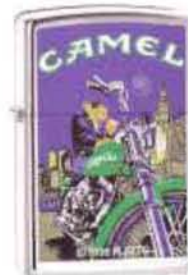
No. 239CML 255  
Camel Joe on Handlebars  
Navy Matte  
\$36.95



No. 239CML 256  
Camel Joe Fishing  
Navy Matte  
\$30.95



No. 121FBCML 257  
Pewter Beast Emblem  
Antique Silver Plate  
\$31.95



No. 250CML 504  
Joe Moon and Motorcycle  
High Polish Chrome  
\$35.95



Camel Custom Sleeve

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**COLT FIREARMS** (Worldwide)



No. 200C 487  
Colt  
Brush Chrome  
\$19.95



**NEW**  
No. 200C 617  
Colt Pewter Emblem  
Brush Chrome  
\$21.95



**NEW**  
No. 204BC 618  
Colt Brass Emblem  
Brush Brass  
\$25.95



**NEW**  
No. 250C 615  
Colt Peacemaker  
High Polish Chrome  
\$22.95



**NEW**  
No. 254BC 616  
Colt and Sam Colt  
High Polish Brass  
\$22.95



COLT-2  
Colt 98 Gift Set  
\$43.95



COLT98-8 \$179.60  
Includes two each: 200C 487, 250C 615,  
254BC 616; one each: 200C 617, 204BC 618  
plus panel and custom header.

Colt® is a registered trademark of New Colt Holding Corp.

**LUCKY STRIKE** (Worldwide excluding Japan and Germany)



No. 250LS 498  
Bullseye  
High Polish Chrome  
\$21.95



No. 250LS 499  
Bullseye  
High Polish Chrome  
\$22.95



No. 200LS 500  
Bullseye  
Brush Chrome  
\$18.95



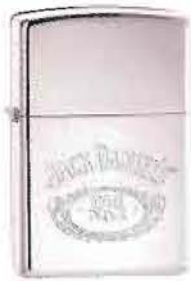
No. 250LS 501  
Ger Lucky  
High Polish Chrome  
\$25.95

Lucky Strike  
Custom Sleeve



Lucky Strike is a registered trademark of Brown & Williamson Tobacco Corporation USA. Officially licensed product is packaged in Zippo individual tin except as noted.

**JACK DANIEL'S** (Available only in USA and Limited Territories)



No. 250JD 321  
Logo  
High Polish Chrome  
\$20.95



No. 254BJD 321  
Logo  
High Polish Brass  
\$22.95

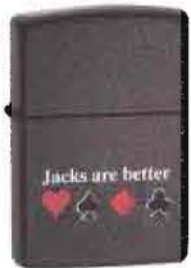


No. 218JD 338  
Logo  
Black Matte  
\$20.95

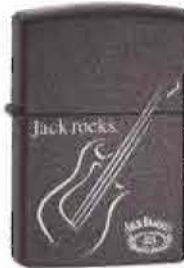


No. 254BJD 424  
All Goods Worth  
Price Changed  
High Polish Brass  
\$25.95

JACK DANIEL'S IS A REGISTERED TRADEMARK OF JACK DANIEL DISTILLERY, LEM MOTLOW PROP. INC.



No. 218JD 425  
Jacks Are Better  
Black Matte  
\$23.95



No. 218JD 426  
Jack Rocks  
Black Matte  
\$23.95



No. 250JD 427  
Label-Pewter Emblem  
High Polish Chrome  
\$26.95



No. 254BJD 428  
Label-Brass Emblem  
High Polish Brass  
\$29.95



Jack Daniel's Custom Sleeve



JD-2  
Jack Daniel's Gift Set  
Black Matte  
\$34.95



JD-8  
Includes one of each lighter shown plus panel and custom header.  
\$195.60

**SMITH & WESSON** (Worldwide) **NEW**



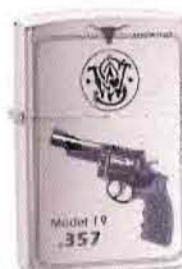
No. 250SW 303  
Smith & Wesson  
High Polish Chrome  
\$20.95



No. 250SW 304  
Smith & Wesson:  
American Tradition  
High Polish Chrome  
\$20.95



No. 200SW 305  
.44 Magnum  
Brush Chrome  
\$21.95



No. 200SW 306  
.357 Magnum  
Brush Chrome  
\$21.95

Licensed trademark of Smith & Wesson Corp

**BRICKYARD** (Worldwide except Japan) **NEW**



No. 250IMS 236  
Brickyard 400 '98 Logo  
High Polish Chrome  
\$21.95



No. 200IMS 237  
Brickyard 400 Trophy  
Brush Chrome  
\$19.95



BRK98-2  
Brickyard 400 Gift Set  
Brush Chrome  
\$32.95

**INDY** (Worldwide except Japan)



No. 218IMS 234  
Indy 500 1998  
Black Matte  
\$22.95



No. 250IMS 804  
Indianapolis Motor Speedway  
High Polish Chrome  
\$25.95



INDY98-2  
Indy 500 Gift Set  
Brush Chrome  
\$33.95

**INDY RACING LEAGUE** **NEW**  
(Worldwide except Japan)



No. 250IMS 593  
Indy Racing League Logo  
High Polish Chrome  
\$20.95



No. 250IMS 594  
Indy Racing League '98  
High Polish Chrome  
\$21.95



IRL98-2  
Indy Racing League Gift Set  
Brush Chrome  
\$30.95



**DAYTONA** (Worldwide)



No. 2001SC 235  
Daytona 500 '98  
Brush Chrome  
\$22.95



No. 2241SC 235  
Daytona 500 '98  
Quicksilver Matte  
\$25.95



No. 250N 789  
Daytona Track  
High Polish Chrome  
\$23.95



D98-2  
Daytona 500 '98 Gift Set  
Quicksilver Matte  
\$51.95

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**CHEVY** (Available only in USA, Canada and Mexico)



No. 250CH 238  
Chevy Thunder  
High Polish Chrome  
\$27.95



No. 218CH 239  
Chevy Repeated Logo  
Black Matte  
\$22.95



No. 254BCH 879  
Genuine Chevy  
High Polish Brass  
\$22.95



No. 250CH 956  
Heartbeat of America  
High Polish Chrome  
\$19.95

Genuine Chevrolet, Corvette, The Heartbeat of America, and Chevy Trucks are Trademarks of Chevrolet Motor Division, General Motors Corporation and licensed to Zippo Manufacturing Company



CHVY98-8  
Includes two of each lighter shown plus panel and custom header.  
\$187.60



CHEVY-2  
Chevy Gift Set  
Brush Chrome  
\$28.95



 **FORD** (Worldwide)



No. 200F 397  
Ford Trucks  
Brush Chrome  
\$24.95



No. 250F 398  
Ford Motor Co.  
High Polish Chrome  
\$19.95



No. 250F 957  
Ford Oval  
High Polish Chrome  
\$19.95



No. 250F 958  
Ford  
High Polish Chrome  
\$19.95



FORD98-8  
Includes two of each lighter above,  
plus panel and custom header. **\$169.60**



FORD98-2  
Ford Racing Gift Set  
Brush Chrome  
\$29.95

**Official Licensed Product**

*Ford Motor Company*

Officially licensed product is packaged in Zippo individual tin except as noted. Officially licensed Zippo MotorSports lighters are also available on a custom MotorSports blister card. Please indicate MS packaging code

*Of special interest to collectors: the authenticity of your Zippo windproof lighter is assured by the factory stamp on the bottom of the case. The code indicates month and year of manufacture. To obtain a free Zippo Lighter Collector's Guide, call (814) 368-2700, or fax Dept. CLC (814) 368-2879.*



**JEEP** (Worldwide except Japan) **NEW**



No. 121FBJ 247  
Jeep - The Real Power  
Reverse Frch Antique Silver  
\$31.95



No. M250J 248  
Jeep - The Original  
Midnight Chrome  
\$24.95



No. 218J 249  
Jeep - The American Legend  
Black Matte  
\$28.95



No. 204BJ 250  
Jeep - There's Only One  
Brush Brass  
\$30.95



JEEP-8 \$233.60  
Includes two of each lighter shown  
plus panel and custom header.

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**UNITED STATES POSTAL SERVICE** (Worldwide except Japan) **NEW**



No. 200USP 386  
Love Cherub  
Brush Chrome  
\$24.95



No. 200USP 387  
First Moon Landing  
Brush Chrome  
\$30.95



No. 250USP 388  
Eagle With Moon  
High Polish Chrome  
\$26.95



No. 250USP 389  
Flag Over Porch  
High Polish Chrome  
\$23.95



USPS  
Custom Sleeve



USP-8 \$213.60  
Includes two of each lighter shown  
plus panel and custom header.

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**WORLD CUP SOCCER** (Worldwide) **NEW**



No. 250WC 290  
Soccer Ball  
High Polish Chrome  
\$22.95



No. 200WC 291  
Kick Some Ball  
Brush Chrome  
\$19.95



No. 200WC 292  
Painted Flags  
Brush Chrome  
\$24.95



No. 200WC 293  
Red and Blue  
Brush Chrome  
\$21.95



No. 254BWC 370  
World Cup Trophy  
High Polish Brass  
\$23.95



No. 200WC 371  
Mascot  
Brush Chrome  
\$18.95



No. 250WC 373  
Soccer Ball Pewter  
High Polish Chrome  
\$24.95



No. 254BWC 374  
Soccer Ball Brass  
High Polish Brass  
\$26.95



WC-8  
Includes one of each lighter above  
plus panel and custom header.  
\$184.60




250WC 377  
Numbered Collector Edition  
High Polish Chrome  
(Available only while limited  
quantities last.)  
\$59.95

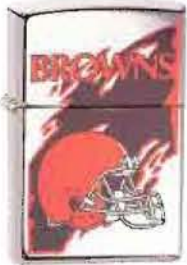


WC-2  
World Cup Gift Set  
Brush Chrome  
\$33.95

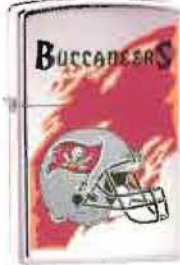


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Copyrights and Trademarks of ISL.  
© The Official World Cup FIFA trophy is a copyright  
and trademark of FIFA.

 **NFL** (Available in USA only)



No. 250NFL 439  
Browns  
High Polish Chrome  
\$27.95



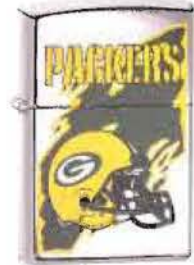
No. 250NFL 440  
Buccaneers  
High Polish Chrome  
\$27.95



No. 250NFL 441  
Bears  
High Polish Chrome  
\$27.95



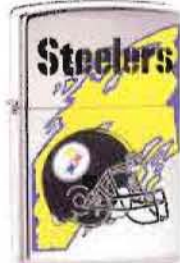
No. 250NFL 442  
Seahawks  
High Polish Chrome  
\$27.95



No. 250NFL 443  
Packers  
High Polish Chrome  
\$27.95



No. 250NFL 444  
Jets  
High Polish Chrome  
\$27.95



No. 250NFL 445  
Steelers  
High Polish Chrome  
\$27.95



No. 250NFL 446  
Cowboys  
High Polish Chrome  
\$27.95



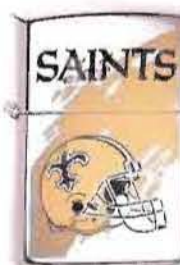
No. 250NFL 447  
Panthers  
High Polish Chrome  
\$27.95



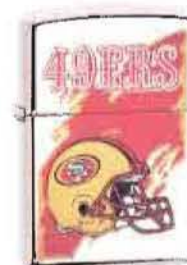
No. 250NFL 448  
Broncos  
High Polish Chrome  
\$27.95



No. 250NFL 449  
Lions  
High Polish Chrome  
\$27.95



No. 250NFL 450  
Saints  
High Polish Chrome  
\$27.95



No. 250NFL 451  
49ers  
High Polish Chrome  
\$27.95



No. 250NFL 452  
Colts  
High Polish Chrome  
\$27.95



No. 250NFL 453  
Patriots  
High Polish Chrome  
\$27.95

*Are you ready for some football? Zippo's got every team in the NFL on classic high polish chrome lighters. No matter who you root for, AFC or NFC, we've got your favorite NFL team packaged in a Zippo tin with a custom sleeve. Pick your favorite or collect them all!*



**NFL** (Available in USA only)



No. 250NFL 454  
Bills  
High Polish Chrome  
\$27.95



No. 250NFL 455  
Cardinals  
High Polish Chrome  
\$27.95



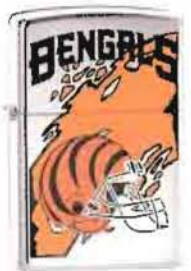
No. 250NFL 456  
Falcons  
High Polish Chrome  
\$27.95



No. 250NFL 457  
Chargers  
High Polish Chrome  
\$27.95



No. 250NFL 458  
Jaguars  
High Polish Chrome  
\$27.95



No. 250NFL 459  
Bengals  
High Polish Chrome  
\$27.95



No. 250NFL 460  
Giants  
High Polish Chrome  
\$27.95



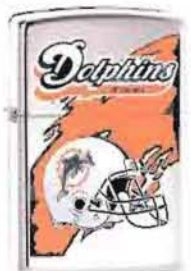
No. 250NFL 461  
Rams  
High Polish Chrome  
\$27.95



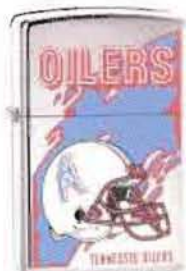
No. 250NFL 462  
Vikings  
High Polish Chrome  
\$27.95



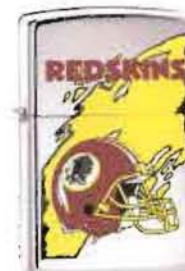
No. 250NFL 463  
Ravens  
High Polish Chrome  
\$27.95



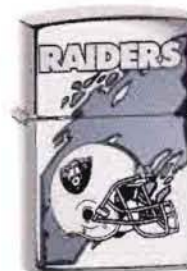
No. 250NFL 464  
Dolphins  
High Polish Chrome  
\$27.95



No. 250NFL 465  
Oilers  
High Polish Chrome  
\$27.95



No. 250NFL 466  
Raiders  
High Polish Chrome  
\$27.95



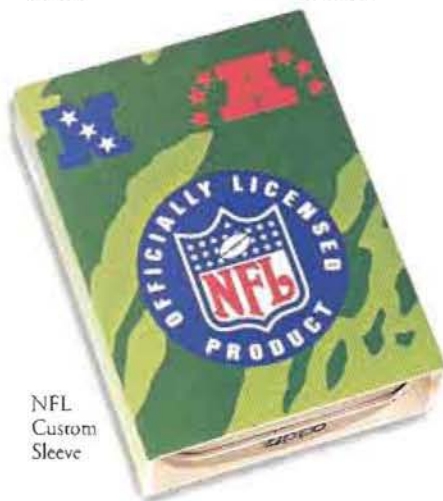
No. 250NFL 467  
Chiefs  
High Polish Chrome  
\$27.95



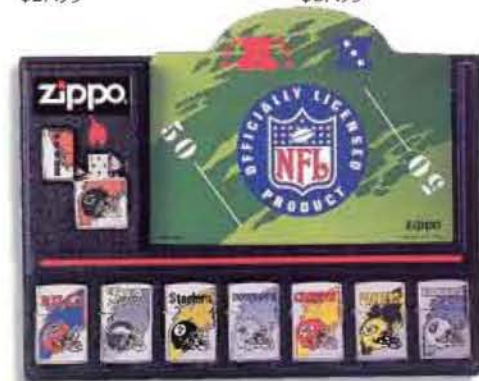
No. 250NFL 468  
Steelers  
High Polish Chrome  
\$27.95



No. 250NFL 469  
Eagles  
High Polish Chrome  
\$27.95



NFL  
Custom  
Sleeve



NFL  
Empty pauer with custom header,  
order any eight lighters.



**BARRETT-SMYTHE EMBLEMS** (Worldwide)



No. 250BS B89  
Eagle  
High Polish Chrome  
\$27.95



No. 254BBS B93  
Eagle  
High Polish Brass  
\$29.95



No. 250BS B59  
Elephant  
High Polish Chrome  
\$27.95



No. 254BBS B60  
Elephant  
High Polish Brass  
\$29.95



No. 250BS B61  
Lion  
High Polish Chrome  
\$27.95



No. 254BBS B62  
Lion  
High Polish Brass  
\$29.95



No. 250BS B72  
Cobra  
High Polish Chrome  
\$27.95



No. 254BBS B73  
Cobra  
High Polish Brass  
\$29.95



No. 250BS B156  
Big Horn Sheep  
High Polish Chrome  
\$27.95



No. 254BBS B159  
Big Horn Sheep  
High Polish Brass  
\$29.95



No. 250BS B157  
Grizzly Bear  
High Polish Chrome  
\$27.95



No. 254BBS B160  
Grizzly Bear  
High Polish Brass  
\$29.95



No. 250BS B158  
American Cougar  
High Polish Chrome  
\$27.95



No. 254BBS B161  
American Cougar  
High Polish Brass  
\$29.95



No. 250BS B169  
American Elk  
High Polish Chrome  
\$27.95



No. 254BBS B168  
American Elk  
High Polish Brass  
\$29.95



ZODIAC (Worldwide)

NEW



No. 250BS B185  
Aquarius  
High Polish Chrome  
\$27.95



No. 254BBS B173  
Aquarius  
High Polish Brass  
\$29.95



No. 250BS B186  
Pisces  
High Polish Chrome  
\$27.95



No. 254BBS B174  
Pisces  
High Polish Brass  
\$29.95



No. 250BS B187  
Aries  
High Polish Chrome  
\$27.95



No. 254BBS B175  
Aries  
High Polish Brass  
\$29.95



No. 250BS B188  
Taurus  
High Polish Chrome  
\$27.95



No. 254BBS B176  
Taurus  
High Polish Brass  
\$29.95



No. 250BS B189  
Gemini  
High Polish Chrome  
\$27.95



No. 254BBS B177  
Gemini  
High Polish Brass  
\$29.95



No. 250BS B190  
Cancer  
High Polish Chrome  
\$27.95



No. 254BBS B178  
Cancer  
High Polish Brass  
\$29.95



No. 250BS B191  
Leo  
High Polish Chrome  
\$27.95



No. 254BBS B179  
Leo  
High Polish Brass  
\$29.95



No. 250BS B192  
Virgo  
High Polish Chrome  
\$27.95



No. 254BBS B180  
Virgo  
High Polish Brass  
\$29.95



No. 250BS B193  
Libra  
High Polish Chrome  
\$27.95



No. 254BBS B181  
Libra  
High Polish Brass  
\$29.95



No. 250BS B194  
Scorpio  
High Polish Chrome  
\$27.95



No. 254BBS B182  
Scorpio  
High Polish Brass  
\$29.95



No. 250BS B195  
Sagittarius  
High Polish Chrome  
\$27.95



No. 254BBS B183  
Sagittarius  
High Polish Brass  
\$29.95



No. 250BS B196  
Capricorn  
High Polish Chrome  
\$27.95



No. 254BBS B184  
Capricorn  
High Polish Brass  
\$29.95

**PETTY GIRLS** (Worldwide)



No. 200PG 409  
Bunny  
Brush Chrome  
\$29.95



No. 218PG 410  
Marjorie  
Black Matte  
\$30.95



No. 250PG 411  
Baller Shoes  
High Polish Chrome  
\$32.95



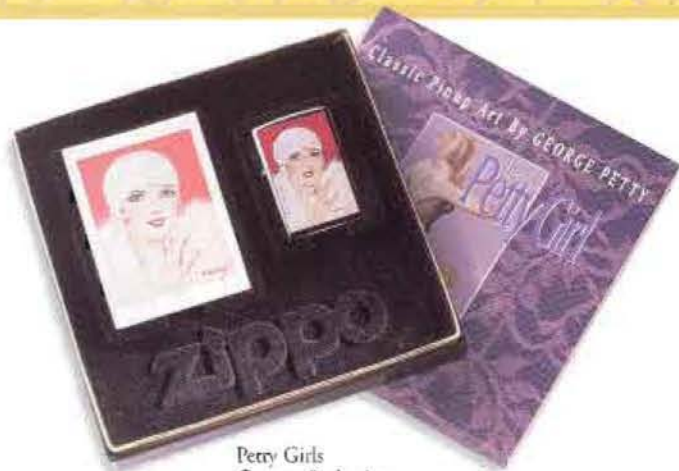
No. 204BPG 412  
Heart  
Brush Brass  
\$35.95



No. 254BPG 413  
Memphis Belle  
High Polish Brass  
\$36.95



No. 200PG 414  
Red  
Brush Chrome  
\$30.95



Petty Girls  
Custom Packaging

*George Brown Petty IV was the father of the All-American pinup—literally. His daughter, Marjorie, was his primary model throughout the '30s and '40s. Now Marjorie and five more beautiful girls are available on Zippo lighters. Each is packaged in a deluxe gift box with a custom sleeve, and comes with a companion trading card. Collect them all!*

©1998 The Petty Family

**JAMES BOND MOVIE POSTERS** (Worldwide)



No. 250BND 242  
Tomorrow Never Dies  
High Polish Chrome  
\$22.95



No. 200BND 243  
James Bond Poster Scene  
Brush Chrome  
\$26.95



No. 250BND 244  
Gun Barrel  
High Polish Chrome  
\$23.95



No. 200BND 245  
007-Tomorrow Never Dies  
Brush Chrome  
\$19.95



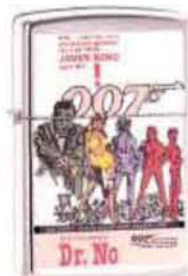
No. 200BND 246  
Bond-Tomorrow Never Dies  
Brush Chrome  
\$17.95



No. 250BND 935  
Golden Eye  
High Polish Chrome  
\$29.95



No. 250BND 941  
Goldfinger  
High Polish Chrome  
\$25.95



No. 250BND 943  
Dr. No  
High Polish Chrome  
\$29.95



No. 250BND 946  
Golden Eye  
High Polish Chrome  
\$23.95

*Bond's back, and Zippo's got him! Classic movie poster reproductions capture 007 at every stage of his career, including the recent hit Tomorrow Never Dies. You'll be stirred, not shaken, by this intriguing collection.*

007 and gun (gun logo symbol) ©1994 Danjaq, Inc. and United Artists Corporation. All Rights Reserved. ©1998 Danjaq, Inc. and United Artists Corporation. Copyright © 1995 Danjaq, Inc. and United Artists Corporation. All rights reserved. ©1997 Tim Proctor/Icon Ltd. & Danjaq, Ltd.



**ZIPPO JEANS** (Worldwide)



No. 611  
Back Pocket/High Polish  
\$26.95



No. 612  
Fly Zipper/High Polish  
\$26.95



No. 613  
Leather Tab/High Polish  
\$26.95



No. 614  
Watch Pocket/High Polish  
\$26.95



Zipper Jeans  
Custom Sleeve

**TABASCO** (Worldwide)



No. 218TAB 435  
TABASCO®/Diamond Logos  
Black Matte  
\$25.95



No. M200TAB 436  
TABASCO® Bottle/Elephant  
Midnight Chrome  
\$32.95



No. 200TAB 437  
TABASCO® Bottle/Ocean  
Brush Chrome  
\$31.95



No. 250TAB 438  
TABASCO® Bottles  
High Polish Chrome  
\$31.95



**THREE STOOGES** (Worldwide)



No. 200ST 429  
3 Silly Men/Brush Chrome  
\$23.95



No. 250ST 431  
3 Heads/High Polish Chrome  
\$23.95



No. 214ST 433  
Filmstrip/White Matte  
\$23.95



No. 218ST 434  
Numskull/Black Matte  
\$23.95



ST-8  
Includes two of each lighter shown  
plus panel and custom header.

\$191.60

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 **SURPRISE!** (Worldwide)



No. 254BBS B149  
Carpe Diem  
High Polish Brass  
\$31.95

No. 254BBS B150  
Champagne  
High Polish Brass  
\$31.95

No. 254BBS B151  
Full House  
High Polish Brass  
\$31.95

No. 254BBS B162  
Craps  
High Polish Brass  
\$31.95

No. 254BBS B163  
Tea Cup  
High Polish Brass  
\$31.95

No. 254BBS B164  
Martini  
High Polish Brass  
\$31.95



No. 254BBS B165  
Telephone  
High Polish Brass  
\$31.95

No. 254BBS B166  
Four-Star Surprise  
High Polish Brass  
\$31.95

No. 254BBS B167  
Guarantee Surprise  
High Polish Brass  
\$31.95

No. 254BBS B170  
Black Jack  
High Polish Brass  
\$31.95

No. 254BBS B171  
Roulette  
High Polish Brass  
\$31.95

No. 254BBS B172  
Slot Machine  
High Polish Brass  
\$31.95

*Think you know everything about a Zippo? Think again! These unusual lighters click open to reveal a delightful surprise. They make great conversation starters and wonderful gifts.*


 CIGAR STORE INDIANS



No. 254BBS B134  
Cigar Store Sentry  
High Polish Brass  
\$29.95



No. 250BS B138  
Cigar Store Sentry  
High Polish Chrome  
\$27.95

 AVO (Worldwide) **NEW**



No. 250AD 307  
Avo Logo/Signature  
High Polish Chrome  
\$20.95



No. 254BAD 307  
Avo Logo/Signature  
High Polish Brass  
\$22.95



No. 250AD 308  
Avo Logo/Signature  
High Polish Chrome  
\$20.95



No. 254BAD 308  
Avo Logo/Signature  
High Polish Brass  
\$22.95



*Cigar Store Indians have become one of the hottest cigar-related collectibles. Before one is painstakingly painted and decorated, a Cigar Store Indian is intricately crafted from a solid block of wood. The crowning achievement is its appearance on a Zippo high polish brass or chrome casing.*

*Careful blending of five different tobaccos from the Dominican Republic result in an Avo Cigar that is rich in flavor and mild in body... full of complex flavors to stimulate the palate. For 1998, Zippo offers a tasteful new line of chrome and brass lighters bearing the company's logo and Avo Uvezian's signature.*



*Of special interest to collectors: the authenticity of your Zippo windproof lighter is assured by the factory stamp on the bottom of the case. The code indicates month and year of manufacture. To obtain a free Zippo Lighter Collector's Guide, call (814) 368-2700, or fax Dept. CLC (814) 368-2874.*



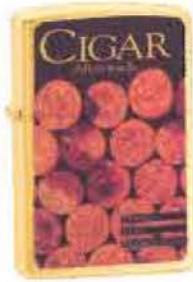
**CIGAR AFICIONADO™** (Worldwide)



No. 250CA 420  
Cigar Aficionado Large Logo  
High Polish Chrome  
\$21.95



No. 200CA 494  
Cigar Aficionado Logo  
Brush Chrome  
\$18.95



No. 204BCA 495  
Cigar Aficionado Cigar Tips  
Brush Brass  
\$29.95



No. 218CA 496  
Cigar Aficionado Magazine  
Black Matte  
\$27.95



Cigar Aficionado  
Custom Sleeve



CA-2  
Cigar Aficionado Gift Set  
Brass  
\$43.95



CA-8  
Includes two each of above lighters shown  
plus panel and custom header.  
\$197.60



142146  
Cigar Aficionado  
Eight Lighter Display Panel

Cigar Aficionado™ name and logo are trademarks of M. Shonken Communications, Inc.  
©1998 Licensed by The Rainmaker Group, Woodland Hills, CA 91364

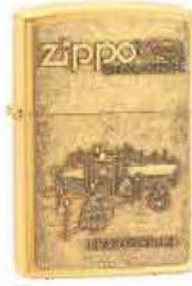
**ZIPPO/CASE VISITORS CENTER** **NEW**



No. 250BS B206  
Zippo Buildings Pewter  
High Polish Chrome  
\$28.95

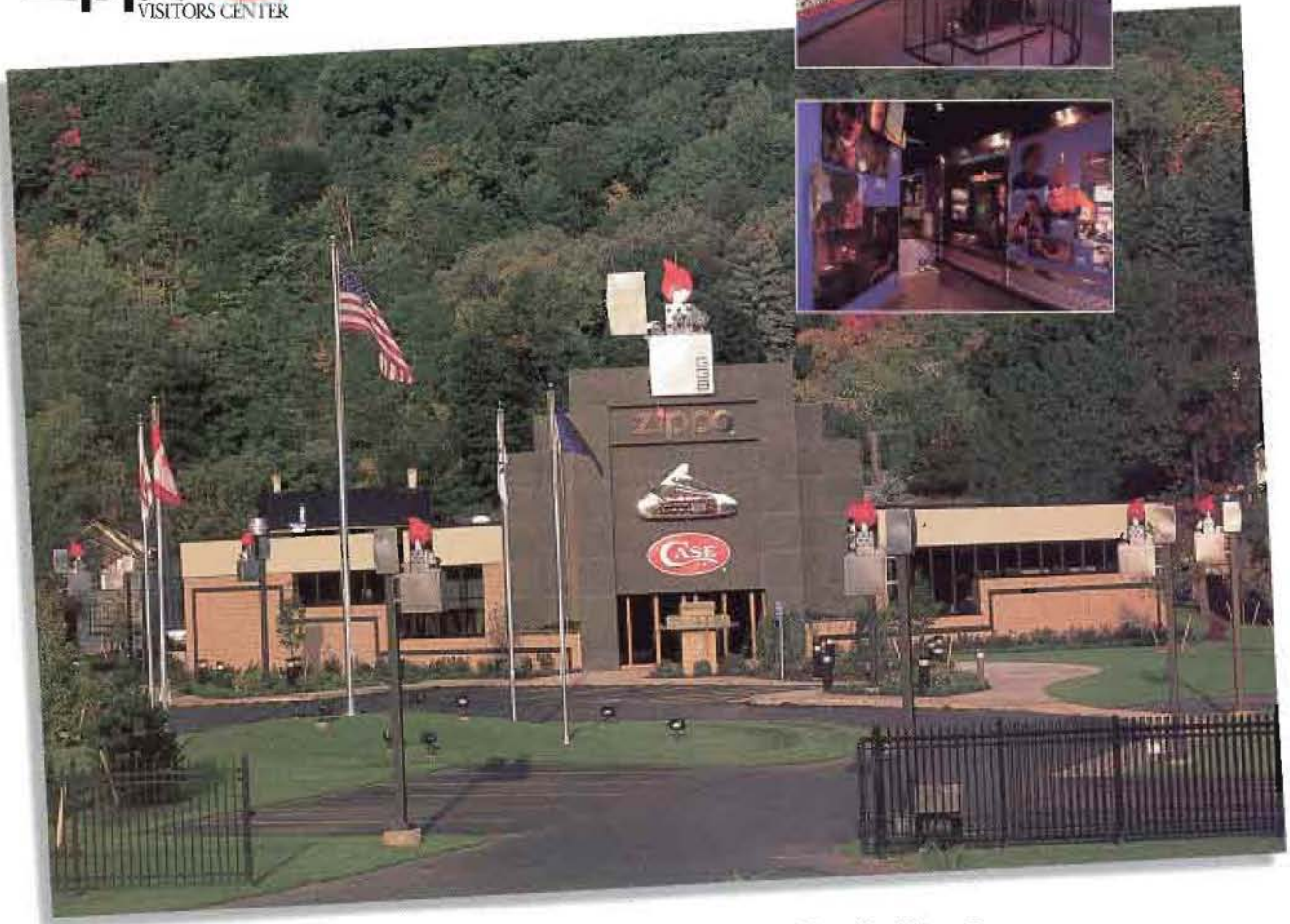


No. 254BBS B207  
Zippo Buildings Brass  
High Polish Brass  
\$30.95



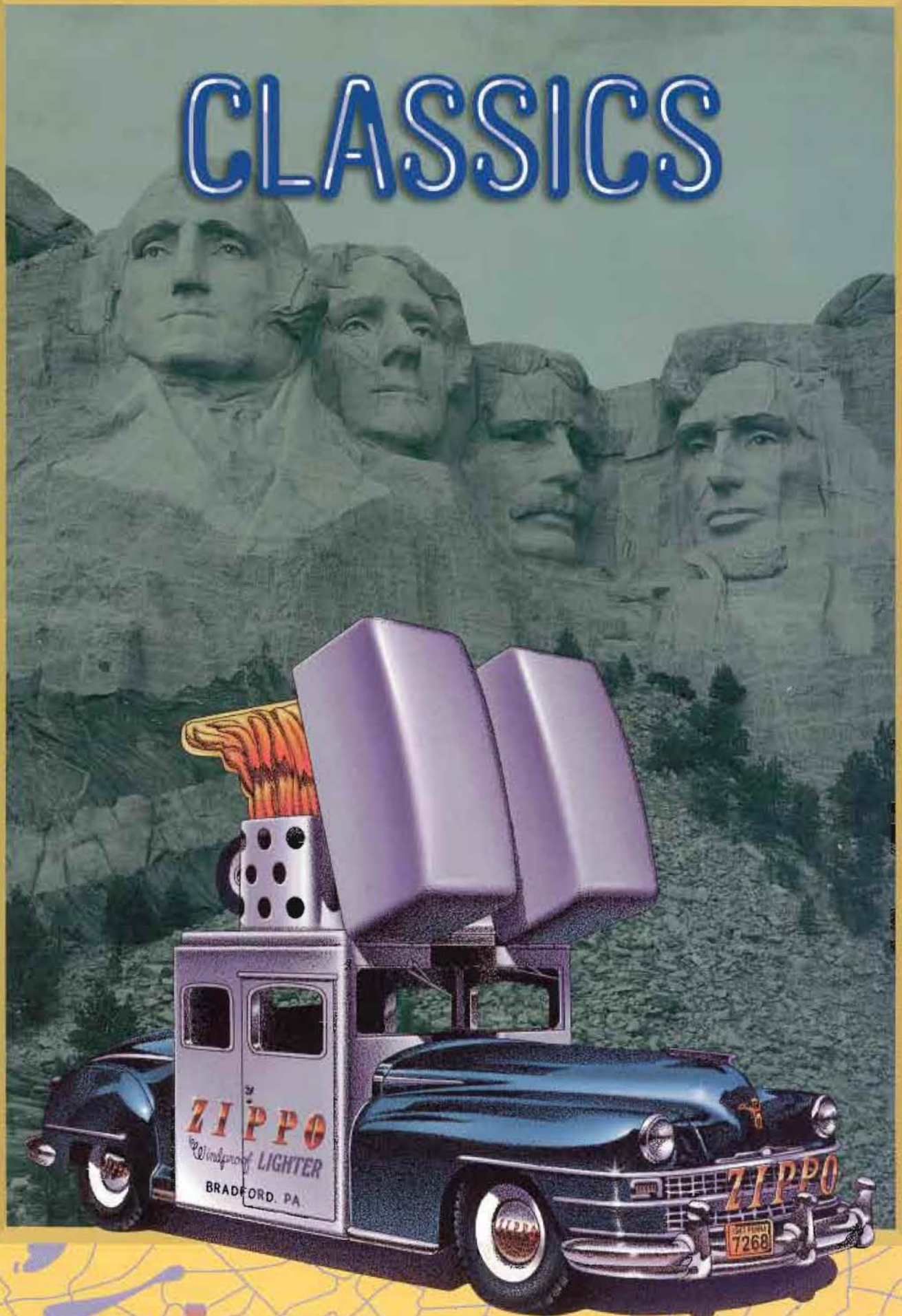
No. 209  
Zippo/Case Visitors Center  
Brush Brass  
\$26.95

*A unique and rich collection of American history and culture is on permanent display at the new Zippo/Case Visitors Center in Bradford, Pennsylvania. World-class attractions, interactive exhibits, and hundreds of products combine to chronicle the colorful history of Zippo and our subsidiary, Case Cutlery.*



Zippo/Case Visitors Center  
1932 Zippo Drive  
Bradford, PA  
888-GGB-1932

# CLASSICS





## CHROME CLASSICS



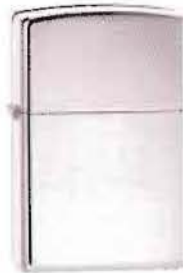
No. 200  
Brush Chrome  
\$12.95



No. 200FL  
Founder's Lighter  
Brush Chrome  
\$16.95



**NEW**  
No. 200 ZP  
Zip Guard  
Brush Chrome  
\$16.95



No. 250  
High Polish Chrome  
\$15.95



No. 250 512  
U.S. Seal  
High Polish Chrome  
\$18.95



No. 275  
Loop and Lanyard  
Brush Chrome  
\$15.95



No. 350  
Engine Turned  
High Polish Chrome  
\$16.95



No. 352  
Venetian  
High Polish Chrome  
\$16.95



No. 355  
Ultralite Black  
High Polish Chrome  
\$16.95



No. 356  
Ultralite Ivory  
High Polish Chrome  
\$16.95



**NEW**  
No. 571  
International Zippo  
High Polish Chrome  
\$33.95



**NEW**  
No. 572  
Statue of Liberty  
High Polish Chrome  
\$20.95



**NEW**  
No. 573  
U.S.A. Eagle on Flag  
High Polish Chrome  
\$18.95



**NEW**  
No. 574  
U.S.A. Collage Flag  
White Matte  
\$21.95



No. 577  
Antique Diamond Plate  
High Polish Chrome  
\$30.95

*Get a grip. Get a firm, solid grip with the all-new Zippo "Zip Guard" lighter (Item No. 200 ZP). The Zip Guard features studded, hard rubber surface areas on a brush chrome finish for added durability to an already durable product! Perfect for people who spend quality time in the great outdoors!*

*Zippo pledges its allegiance with a trio of new lighters featuring the American flag and other national symbols of patriotism. A fourth new model features flags from the many countries around the world where the popularity of Zippo has swelled.*



## SOLID BRASS



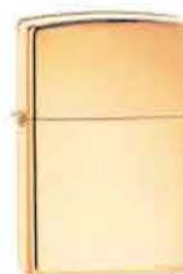
No. 204  
Solid Brass  
Brush Finish  
\$16.95



No. 204B  
Solid Brass/Brush Finish  
(w/o lettering)  
\$16.95



No. 254  
Solid Brass  
High Polish  
\$17.95



No. 254B  
Solid Brass/High Polish  
(w/o lettering)  
\$17.95



No. 352B  
Venetian  
High Polish Brass  
\$16.95



No. 254B 513  
U.S. Seal  
High Polish Brass  
\$19.95

**VINTAGE**



No. 230  
Vintage  
Brush Chrome  
\$15.95



No. 240  
Vintage  
Brush Brass  
\$17.95



No. 260  
Vintage  
High Polish Chrome  
\$16.95



No. 270  
Vintage  
High Polish Brass  
\$18.95



No. 230 25  
Vintage w/o slashes  
Brush Chrome  
\$15.95



No. 240 25  
Vintage w/o slashes  
Brush Brass  
\$17.95



No. 260 25  
Vintage w/o slashes  
High Polish Chrome  
\$16.95



No. 270 25  
Vintage w/o slashes  
High Polish Brass  
\$18.95

**SOUTHWEST**



No. 331  
Coyote Moon  
High Polish Chrome  
\$32.95



No. 332  
Death Valley  
High Polish Chrome  
\$32.95



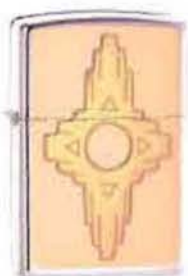
No. 333  
Cactus Fire  
High Polish Chrome  
\$32.95



No. 334  
Buffalo Head  
High Polish Chrome  
\$32.95



No. 335  
Sundance  
High Polish Chrome  
\$32.95



No. 336  
Navajo  
High Polish Chrome  
\$32.95



No. 337  
Buffalo Stampede  
High Polish Chrome  
\$32.95

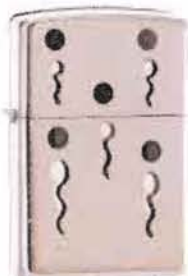
**PALOMA NEW**



No. 375  
Arizona  
High Polish Chrome  
\$29.95



No. 376  
Kokopelli  
High Polish Chrome  
\$29.95



No. 377  
Rain Dance  
High Polish Chrome  
\$29.95



No. 378  
Elk  
High Polish Chrome  
\$29.95



No. 379  
Broken Arrow  
High Polish Chrome  
\$29.95

*He brought good fortune to everyone he  
chanced to meet; wherever he chose to roam.  
With his trademark hunched back and  
flute, he was always a welcome sight.  
Zippo celebrates the legendary storyteller,  
teacher, healer, and trickster, Kokopelli,  
as part of the all-new Paloma series.*

Create your own custom display with an empty  
Polar Panel and any eight lighters.



**PAINTED DESERT**



No. 391  
Desert Flower  
High Polish Chrome  
\$28.95



No. 392  
Indian Feather  
High Polish Chrome  
\$30.95



No. 393  
Sun Fire  
High Polish Chrome  
\$28.95



No. 394  
Arrowhead  
High Polish Chrome  
\$30.95



No. 395  
Pueblo  
High Polish Chrome  
\$29.95



No. 396  
Kokopelli  
High Polish Chrome  
\$30.95



No. 397  
Cherokee  
High Polish Chrome  
\$32.95



No. 398  
Zuni  
High Polish Chrome  
\$35.95

**WILD WEST**



No. 254BBS B141  
Buffalo w/Necklace  
High Polish Brass  
\$29.95



No. 250BS B145  
Buffalo w/Necklace  
High Polish Chrome  
\$27.95



No. 254BBS B142  
Indian Chief  
High Polish Brass  
\$29.95



No. 250BS B146  
Indian Chief  
High Polish Chrome  
\$27.95



No. 254BBS B143  
Cow Skull w/Necklace  
High Polish Brass  
\$29.95



No. 250BS B147  
Cow Skull w/Necklace  
High Polish Chrome  
\$27.95



No. 254BBS B144  
Eagle Over Mesa  
High Polish Brass  
\$29.95



No. 250BS B148  
Eagle Over Mesa  
High Polish Chrome  
\$27.95

## MIDNIGHT CHROME



No. M200  
Midnight Chrome  
Brush Finish  
\$15.95



No. M250  
Midnight Chrome  
High Polish  
\$16.95



No. M352  
Midnight Chrome  
Venetian  
\$17.95

## SCRIMSHAW



No. 208  
Scrimshaw Ship  
High Polish Brass  
\$22.95



No. 359  
Scrimshaw Ship  
High Polish Chrome  
\$18.95



No. M359  
Scrimshaw Ship  
Midnight Chrome  
\$19.95



No. 368  
Scrimshaw Ship  
Black Matte  
\$18.95



No. 317  
USS Constitution  
High Polish Chrome  
\$26.95



No. 318  
Mystic  
High Polish Chrome  
\$26.95



No. 319  
Whales  
High Polish Chrome  
\$26.95

## BLACK CRACKLE



No. 236  
Black Crackle  
\$15.95



No. 362  
Brass Emblem/Black Crackle  
\$21.95



No. 363  
Pewter Emblem/Black Crackle  
\$21.95

*During World War II, the brass and chrome used for Zippo lighter cases were needed for the war effort. Zippo had to resort to steel cases that were then painted black. The substitute materials accidentally created one of the most treasured Zippo lighters ever—the “black crackle” Zippo. All of Zippo’s wartime production was dedicated to the military market. This reproduction of “the GI’s Friend” is now available to civilians.*

**MILITARY INSIGNIAS**



No. 239 538  
Navy  
Navy Matte  
\$21.95



No. 218 539  
Marines  
Black Matte  
\$21.95



No. 221 540  
Army  
Green Matte  
\$21.95



No. 239 541  
Air Force  
Navy Matte  
\$21.95



No. 280NO  
Navy Officer  
Brush Chrome  
\$16.95



No. 280NW  
Navy Wings  
Brush Chrome  
\$16.95



No. 280ANC  
Navy Anchor  
Brush Chrome  
\$16.95



No. 280CG  
Coast Guard  
Brush Chrome  
\$16.95



No. 280MAR  
Marines  
Brush Chrome  
\$16.95



No. 280ARM  
Army  
Brush Chrome  
\$16.95



No. 280AW  
Army Wings  
Brush Chrome  
\$16.95



No. 280AFC  
Air Force Crest  
Brush Chrome  
\$16.95

The emblem lighters shown above are also available in black matte finishes. To order, simply substitute the three-digit prefix with "218" and include the existing suffix. For example, to order the U.S. Navy Officer lighter in black matte, substitute "280NO" with "218NO".

**MATTE**



No. 214  
White Matte  
\$15.95



No. 218  
Black Matte  
\$15.95



No. 218ZB  
Black Matte  
w/Zippo and Border  
\$15.95



No. 219  
Camouflage Matte  
\$17.95



No. 221  
Green Matte  
\$15.95



No. 224  
Quicksilver Matte  
\$15.95



No. 229  
Royal Blue Matte  
\$15.95



No. 233  
Red Matte  
\$15.95



No. 237  
Purple Matte  
\$15.95



No. 239  
Navy Matte  
\$15.95

*What's new from Zippo this year? Plenty of exciting new products and a rainbow of new matte finishes! Joining green and black in Zippo's 1998 matte lineup are white, quicksilver, royal, red, purple, and navy!*

Create your own custom display with an empty Profit Panel and any eight lighters.

**ZIPPO OUTDOORS**



No. 751  
Fisherman  
High Polish Chrome  
\$21.95



No. 752  
Mallard  
High Polish Chrome  
\$21.95



No. 753  
Eagle  
High Polish Chrome  
\$21.95



OS-8  
Includes one of each lighter shown  
plus panel and custom header.  
\$175.60



No. 754  
Hunter  
High Polish Chrome  
\$21.95



No. 755  
Pheasant  
High Polish Chrome  
\$21.95



No. 756  
Deer  
High Polish Chrome  
\$21.95



No. 757  
Assorted Game  
High Polish Chrome  
\$21.95



No. 758  
Wolf  
High Polish Chrome  
\$21.95

**ZIPPO SPORTS**



No. 250BSB  
Baseball  
High Polish Chrome  
\$25.95



No. 250BSK  
Basketball  
High Polish Chrome  
\$25.95



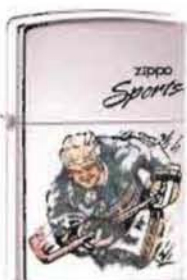
No. 250FTB  
Football  
High Polish Chrome  
\$25.95



SPRT-8  
Includes one of each lighter shown  
plus panel and custom header.  
\$207.60



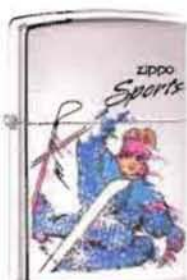
No. 250GLF  
Golf  
High Polish Chrome  
\$25.95



No. 250HCK  
Hockey  
High Polish Chrome  
\$25.95



No. 250SCR  
Soccer  
High Polish Chrome  
\$25.95



No. 250SKI  
Skier  
High Polish Chrome  
\$25.95



No. 250TEN  
Tennis  
High Polish Chrome  
\$25.95

**ANTIQUE FINISH**



No. 121FB  
Antique Silver Plate  
\$22.95



No. 201FB  
Antique Brass  
\$19.95



No. 301FB  
Antique Copper  
\$19.95



No. 991  
Zippo 1932\*  
Antique Copper  
\$27.95



No. 992  
Windproof Zippo\*  
Antique Silver Plate  
\$30.95



No. 993  
Zippo Logo\*  
Antique Brass  
\$27.95



No. 994  
A Week's Trial\*  
Antique Silver Plate  
\$30.95



No. 995  
Windy\*  
Antique Silver Plate  
\$30.95



No. 996  
The Reveler\*  
Antique Silver Plate  
\$30.95



No. 122  
Logo/Flame\*  
Antique Silver Plate  
\$36.95



\*Reverse etch

**PIPE LIGHTERS**



No. 200PL  
Brush Chrome  
\$13.95



No. 204PL  
Brush Brass  
\$17.95



No. 218PL  
Black Matte  
\$16.95



No. 218PLZB  
Black Matte  
w/Zippo and Border  
\$16.95



No. 359PL  
Scrimshaw Ship  
\$19.95

*With our reverse etch process, layers surrounding the image are eliminated, leaving an elaborate raised image. The result is a long-lasting, superior quality piece.*

*Your favorite pipe is like an old friend. You can make sure the relationship will last with another old friend—the Zippo pipe lighter. Zippo's special chimney design directs the reliable flame to your tobacco, without burning your pipe. And because the pipe insert fits in any standard Zippo case, you can choose the design as carefully as you choose your tobacco.*

Pipe lighter inserts available on most regular models. Please specify when ordering.

Create your own custom display with an empty Profit Panel and any eight lighters.

 **BLACK TIE**



No. 532  
Mystical Lion  
High Polish Brass  
\$42.95



No. 534  
Majestic Eagle  
High Polish Brass  
\$42.95



No. 535  
Floral Portrait  
High Polish Brass  
\$42.95



No. 536  
Eagle of Justice  
High Polish Brass  
\$42.95



No. 537  
Medieval Knight  
High Polish Brass  
\$42.95



No. 538  
Nature's Medley  
High Polish Brass  
\$42.95



No. 539  
Bear's Fresh Fish  
High Polish Brass  
\$42.95



No. 540  
Richard the Lion-Hearted  
High Polish Brass  
\$42.95



No. 541  
Portuguese Shield  
High Polish Brass  
\$42.95



No. 542  
Fierce Guardian  
High Polish Brass  
\$42.95



No. 217  
Two-Tone Cameo  
High Polish Brass  
\$29.95



No. 381  
Titan One  
High Polish Brass  
\$34.95



No. 383  
Teluke  
High Polish Brass  
\$34.95



No. 384  
Midnight Stripe  
High Polish Brass  
\$34.95



No. 387  
Midnight Stars  
High Polish Brass  
\$34.95



No. 554  
New Yorker  
High Polish Brass  
\$36.95



No. 555  
Autograph  
High Polish Brass  
\$36.95



No. 556  
Urban Cowboy  
High Polish Brass  
\$36.95

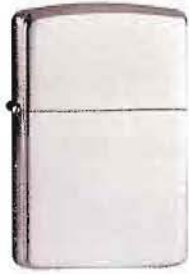
*When it's time to dazzle, Zippo steps out in cultivated designs to suit the most elegant of occasions.*

Create your own custom display with an empty Profit Panel and any eight lighters.

## STERLING SILVER



No. 12A  
Floral/Sterling Silver  
\$206.95



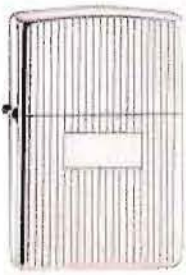
No. 13  
Brush Finish/Sterling Silver  
\$149.95



No. 14  
Vintage/Sterling Silver  
\$149.95



No. 15  
High Polish/Sterling Silver  
\$149.95



No. 17  
Engine Turned/Sterling Silver  
\$160.95



No. 19  
Engine Turned w/o Initial Panel  
Sterling Silver  
\$160.95



No. 21  
Christy Swirl/Sterling Silver  
\$179.95



No. 22  
Christy Holly/Sterling Silver  
\$179.95



No. 33SS  
Shimmer/Sterling Silver  
\$179.95

## SILVER PLATED



No. 100  
High Polish Silver Plate  
\$18.95



No. 33S  
Shimmer/Silver Plate  
\$23.95



No. 260S  
Vintage/Silver Plate  
\$22.95



No. 352S  
Venetian/Silver Plate  
\$27.95

## TABLE LIGHTERS



No. 200H  
Brush Chrome  
w/Handilite Base  
\$19.95



No. 250GH  
High Polish Gold  
Electroplate w/Handilite Base  
\$33.95



No. 129  
Lady Barbara  
Table Lighter  
\$65.95

High Polish Chrome Handilite Base, add to the cost of any regular size lighter, \$6.75.

Gold Electroplate Handilite Base, add to the cost of any regular size lighter, \$11.00.

Not available on #204, #254, Sterling, #230, #240, #260, and #270.

The enchanting Lady Barbara: A lustrous pewter base housing a classic antique silver lighter.

 GOLD PLATED



No. 31  
Classic  
\$24.95



No. 33  
Shimmer  
\$24.95



No. 34  
Swirl  
\$24.95



No. 35  
Black Elegance  
\$26.95



No. 36  
Golden Tortoise  
\$29.95



No. 200G  
Brush Gold  
\$21.95



No. 250G  
High Polish  
\$22.95



No. 320A  
Floral  
\$71.95

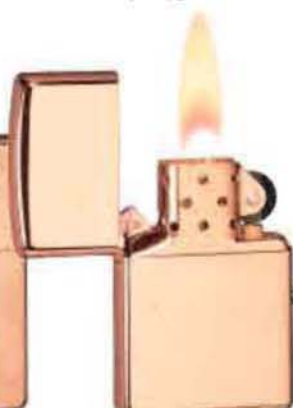
 ROSE GOLD **NEW**



No. 200RG  
Brush Rose Gold  
\$21.95



No. 230RG  
Vintage  
Brush Rose Gold  
\$22.95



No. 250RG  
High Polish Rose Gold  
\$22.95



No. 260RG  
Vintage  
High Polish Rose Gold  
\$24.95




No. 352RG  
Venetian  
High Polish Rose Gold  
\$24.95

*The sheer elegance of gold is given a hint of red resulting in the beauty that is rose gold. Zippo now offers an exquisite collection in rose gold finishes.*

Create your own custom display with an empty Profit Panel and any eight lighters



 18K GOLD



No. 195  
18K Solid Gold  
\$3,110.95



*Here is the gold standard for portable flame—the understated elegance of Zippo's classic lines in an 18K solid gold case. Nothing else feels like gold, and nothing else works like a Zippo. This luxurious version of the Zippo windproof lighter is at home in the most refined settings.*

*The core of Zippo's charm lies with its ability to convey self expression. And what could be more personal than one adorned with its owner's signature?*

 SLIM CHROME



No. 1600  
Brush Chrome  
\$12.95



No. 1610  
High Polish  
\$15.95



No. 1615  
High Polish  
Ribbon  
\$16.95



No. 1621  
High Polish  
Bright Cut  
\$16.95



No. 1625  
High Polish  
Diagonal  
\$16.95



No. 1652  
Venetian  
\$16.95



No. 1655  
Ultralite Black  
High Polish Chrome  
\$16.95



No. 1656  
Ultralite Ivory  
High Polish Chrome  
\$16.95




 SLIM MIDNIGHT CHROME



No. M1610  
High Polish  
Midnight Chrome  
\$16.95



No. M1652  
Venetian  
Midnight Chrome  
\$17.95

 SLIM BRASS



No. 1652B  
Venetian  
Brass  
\$16.95



No. 1654  
Solid Brass  
High Polish  
\$17.95



No. 1654B  
Solid Brass  
(w/o lettering)  
High Polish  
\$17.95



*Of special interest to collectors. The authenticity of your Zippo windproof lighter is assured by the factory stamp on the bottom of the case. The code indicates month and year of manufacture. To obtain a free Zippo Lighter Collector's Guide call (814) 368-2700, or fax Dept. CLC (814) 368-2874.*



Create your own custom display with an empty Profit Panel and any eight lighters.

 SLIM MATTE



No. 1614  
White Matte  
\$15.95



No. 1618  
Black Matte  
\$15.95



No. 1618ZB  
Black w/Zippo and Border  
\$15.95



No. 1619  
Camouflage  
\$17.95



No. 1624  
Quicksilver Matte  
\$15.95



No. 1627  
Green Matte  
\$15.95



No. 1633  
Red Matte  
\$15.95



No. 1637  
Purple Matte  
\$15.95



No. 1639  
Navy Matte  
\$15.95

*Variety is the spice of life and, with that in mind, Zippo has added a rainbow of colors to its Slim Matte collection. New matte colors for '98: navy, purple, quicksilver, red, and white!*

 SLIM SCRIMSHAW



No. 1608  
Whale  
High Polish Brass  
\$22.95



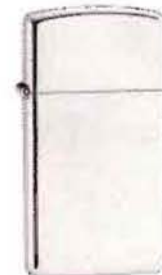
No. 1659  
Whale  
High Polish Chrome  
\$18.95



No. M1659  
Whale  
Midnight Chrome  
\$19.95



No. 1668  
Whale  
Black Matte  
\$18.95



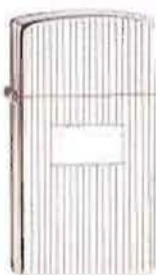
No. 1000  
High Polish  
\$18.95

 SLIM SILVER PLATE


 SLIM STERLING SILVER



No. 1500  
High Polish Sterling Silver  
\$107.95



No. 1700  
Engine Turned/Sterling Silver  
\$112.95

 SLIM 18K GOLD

No. 1800  
18K Solid Gold  
\$2,145.95



**SLIM GOLD PLATED**



No. 1610G  
High Polish  
\$22.95



No. 3100  
Classic  
\$24.95



No. 3300  
Summer  
\$24.95



No. 3400  
Swirl  
\$24.95



No. 3500  
Black Elegance  
\$26.95



No. 3600  
Golden Tortoise  
\$29.95

**SLIM ROSE GOLD NEW**



No. 1600RG  
Brush Rose Gold  
\$21.95



No. 1610RG  
High Polish Rose Gold  
\$22.95



No. 1652RG  
Venetian  
High Polish Rose Gold  
\$24.95

*The alluring rose gold finish is now available in a dazzling new collection of Slim models. Each features a distinguished rose gold insert!*

**POUCHES**



LPLB  
Lighter Pouch  
with Loop, Brown  
\$7.95



LPCBK  
Lighter Pouch  
with Clip, Black  
\$7.95



LPCB  
Lighter Pouch  
with Clip, Brown  
\$7.95



RKLP  
Nylon Lighter  
and Knife Pouch  
\$15.95



RLP  
Nylon Lighter  
Pouch  
\$10.95



LPLBK  
Lighter Pouch  
with Loop, Black  
\$7.95



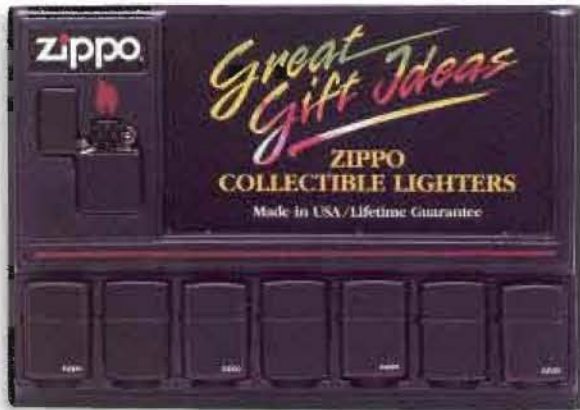
LKP  
Lighter/Knife  
Leather Pouch  
\$13.95



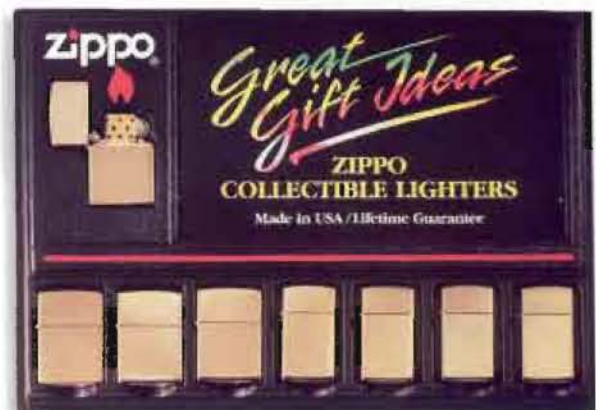
LPGS  
Lighter Pouch  
Gift Set  
\$11.95

Please specify lighter and pouch to be packaged in gift set. Price includes gift set and pouch. Add cost of lighter to price of LPGS.

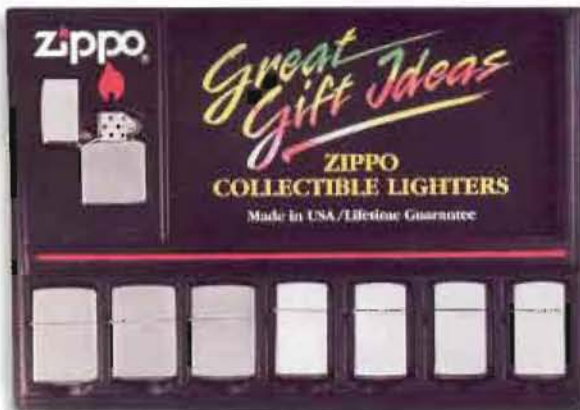
 PROFIT PANELS



**BMA-8** **\$127.60**  
 4 ea. No. 218 Black Matte Regular Lighters  
 4 ea. No. 218ZB Black Matte Regular Lighters w/Zippo and Border



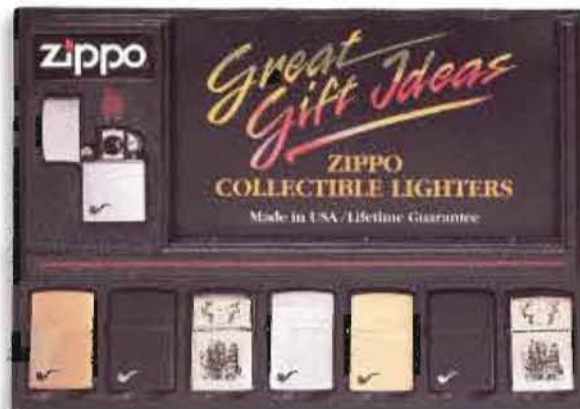
**BR-8** **\$141.60**  
 4 ea. No. 1654 Slim High Polish Brass  
 2 ea. No. 254 Regular High Polish Brass  
 2 ea. No. 204 Regular Brush Finish Brass



**MPA-8** **\$115.60**  
 4 ea. No. 200 Brush Chrome Regular  
 4 ea. No. 1610 High Polish Chrome Slim



**MPB-8** **\$129.60**  
 1 ea. No. 200, 250, 350, 352,  
 1610, 1615, 1625, 1652



**PLA-8** **\$137.60**  
 2 ea. Pipe Lighters No. 200PL, 204PL, 218PL, 359PL



**PP-8** **\$103.60**  
 8 ea. No. 200 Brush Finish Chrome Lighters

Create your own custom display with an empty Profit Panel and any eight lighters.

# POCKET GIFTS



**ZIPLIGHT™**



No. 90260  
Brush Chrome  
\$11.95



No. 90330  
Brush Brass  
\$15.95



No. 90883  
ZipLight Colors  
High Polish Chrome  
\$22.95



No. 90886  
Primitive Floral  
High Polish Chrome  
\$21.95



No. 91030 B93  
Eagle  
Brass Emblem  
\$28.95



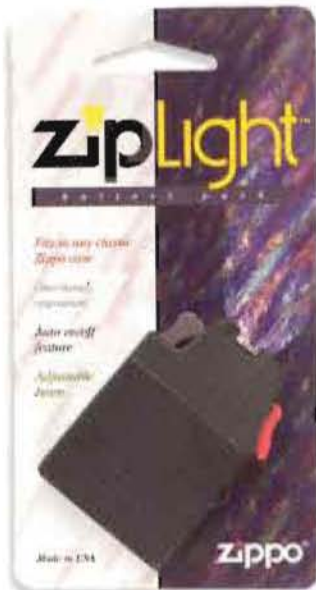
No. 91990 B127  
Riddle  
Midnight Chrome  
\$20.95



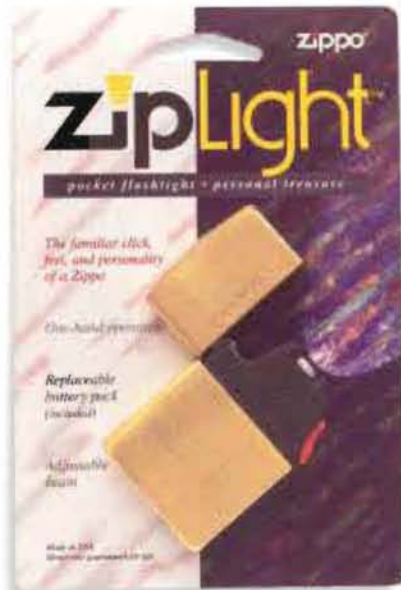
No. 92005  
Midnight Floral  
Midnight Chrome  
\$21.95



No. 92040  
ZipLight™ Logo  
Midnight Chrome  
\$20.95



No. 99995  
Battery Pack Insert  
\$3.95



Standard  
Blister Pack





ZG  
ZipLight™ Gift Kit  
\$10.95

Includes ZipLight battery pack. Add to cost of any ZipLight or regular size Zippo lighter (not included).



ZipLight™  
Custom Gift Box (optional)



ETTWRZ  
ZipLight Wire Rack  
(ZipLights and Battery Packs not included)



*The ZipLight™ pocket flashlight brilliantly combines a replaceable battery pack and a classic Zippo case. The result is a handy pocket flashlight with the style, personality, and unique "click" of a Zippo lighter. The ZipLight display features a larger-than-life ZipLight model that lights up at the touch of a button. The rotating rack provides maximum stocking area in a minimum of counter space.*

*Turn some heads with this new, sturdy wire rack counter display (far left). It holds an assortment of ZipLights and replaceable ZipLight battery packs.*

ZL97-42  
Includes display and:  
3-#90330; 3-#90260; 2-#92040;  
2-#91990 B127; 2-#91030 B93;  
2-#90883; 2-#90886; 2-#92005;  
24-#99995



 PIPE MASTER



No. 9502  
Pipe Master  
\$21.95

*The Zippo Pipe Master is a handy pocket tool for the pipe smoker. Convenient features include a bowl reamer tool, pipe tamp, money clip, file, and knife.*

*The Fixxit pocket tool features two standard screwdrivers, two Phillips screwdrivers, one coin-slot screwdriver, and a handy knife in a Zytel® handle.*

 FIXXIT™



No. 7295  
Black Zytel® w/Zippo Logo  
\$22.95

(Custom unprint not available)



 **TAPE MEASURES**



No. 6214  
White Matte  
\$10.95



No. 6218  
Black Matte  
\$10.95



No. 6260  
Brush Chrome  
\$8.95



No. M6260  
Midnight Chrome  
\$10.95



No. 6260B  
Brush Brass  
\$10.95



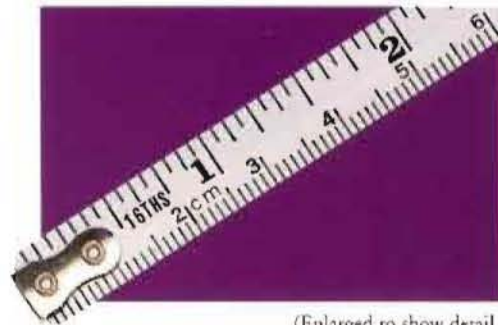
No. 6260G  
Brush Gold Plated  
\$13.95



No. 6221  
Green Matte  
\$10.95



No. 6224  
Quicksilver Matte  
\$10.95



(Enlarged to show detail.)



No. 6237  
Purple Matte  
\$10.95



No. 6239  
Navy Matte  
\$10.95



No. 6560  
High Polish Chrome  
\$10.95



No. 6233  
Red Matte  
\$10.95

*Zippo goes to great lengths to give customers what they ask for. Our line of tape measures now includes five new matte finishes: navy, purple, quicksilver, red, and white!*

 CUT-ABOUT KNIVES



No. 7200  
Brush Finish/Stainless Steel  
\$26.95



No. 7219  
Camouflage  
\$30.95



No. 7220  
Hunter  
\$30.95



No. 7230  
Fisherman  
\$30.95

No. 7200WA  
Scrimshaw Wagon  
\$32.95



No. 7280  
Leather Sheath  
\$4.95



No. 7240  
Deer  
\$30.95



No. 7250  
Foliage  
\$30.95



Gift set available for all  
full-sized Cut-About Knives

 **CUT-ABOUT LITE KNIVES**



No. 7000  
Black  
\$21.95



No. 7050  
Orange  
\$21.95



Optional blister pack available for all full-sized Cut-About Knives

 **CUT-ABOUT JUNIOR KNIVES**



No. 7105  
Stainless Steel  
\$21.95



No. 7105DG  
Scrimshaw Dog  
\$30.95



No. 7105DK  
Scrimshaw Duck  
\$30.95

 **CUT-ABOUT LITE JUNIOR KNIVES**



No. 7170  
Black  
\$19.95



No. 7171  
Red  
\$19.95



No. 7173  
Blue  
\$19.95



**POCKET KNIVES WITH SCISSORS**



No. 7500  
Brush Chrome  
\$19.95



No. M7500  
Midnight Chrome  
\$20.95



No. 7514  
White Matte  
\$20.95



No. 7518  
Black Matte  
\$20.95



No. 7521  
Green Matte  
\$20.95



No. 7333  
Red Matte w/Ring  
\$20.95



No. 7524  
Quicksilver Matte  
\$20.95



No. 7533  
Red Matte  
\$20.95



No. 7537  
Purple Matte  
\$20.95



No. 7539  
Navy Matte  
\$20.95

**POCKET KNIVES W/SCISSORS AND RING:**

(not shown)

No. 7300	Brush Chrome	\$19.95
No. M7300	Midnight Chrome	\$20.95
No. 7314	White Matte	\$20.95
No. 7318	Black Matte	\$20.95
No. 7321	Green Matte	\$20.95
No. 7324	Quicksilver Matte	\$20.95
No. 7333	Red Matte	\$20.95
No. 7337	Purple Matte	\$20.95
No. 7339	Navy Matte	\$20.95

**MONEY CLIP KNIVES WITH SCISSORS**



No. 7500MC  
Brush Stainless Steel  
\$20.95



No. 7514MC  
White Matte  
\$21.95



No. 7518MC  
Black Matte  
\$21.95



No. 7521MC  
Green Matte  
\$21.95



No. 7524MC  
Quicksilver Matte  
\$21.95



No. 7533MC  
Red Matte  
\$21.95



No. 7537MC  
Purple Matte  
\$21.95



No. 7539MC  
Navy Matte  
\$21.95



No. M7500MC  
Midnight Chrome  
\$21.95

 **POCKET KNIVES**



No. 7600  
Brush Chrome  
\$9.95



No. M7600  
Midnight Chrome  
\$10.95



No. 7600G  
Brush Gold Plated  
\$14.95



**NEW**  
No. 7614  
White Matte  
\$10.95



No. 7618  
Black Matte  
\$10.95



No. 7621  
Green Matte  
\$10.95



**NEW**  
No. 7624  
Quicksilver Matte  
\$10.95



**NEW**  
No. 7633  
Red Matte  
\$10.95



**NEW**  
No. 7637  
Purple Matte  
\$10.95



**NEW**  
No. 7639  
Navy Matte  
\$10.95

 **POCKET KNIVES WITH MONEY CLIP**



No. 7800  
Brush Stainless Steel  
\$10.95



No. M7800  
Midnight Chrome  
\$11.95



**NEW**  
No. 7814  
White Matte  
\$11.95



No. 7818  
Black Matte  
\$11.95



No. 7800G  
Brush Gold Plated  
\$15.95



No. 7821  
Green Matte  
\$11.95



**NEW**  
No. 7824  
Quicksilver Matte  
\$11.95



**NEW**  
No. 7833  
Red Matte  
\$11.95



**NEW**  
No. 7837  
Purple Matte  
\$11.95



**NEW**  
No. 7839  
Navy Matte  
\$11.95

**GOLF GREENSKEEPERS**



No. M7700  
Midnight Chrome  
\$10.95



No. 7700  
Brush Chrome  
\$9.95



No. 7700G  
Brush Gold Plated  
\$14.95



No. 7714  
White Matte  
\$10.95



No. 7718  
Black Matte  
\$10.95



No. 7721  
Green Matte  
\$10.95



No. 7724  
Quicksilver Matte  
\$10.95



No. 7733  
Red Matte  
\$10.95



No. 7737  
Purple Matte  
\$10.95



No. 7739  
Navy Matte  
\$10.95

**GOLF GREENSKEEPERS WITH MONEY CLIP**



No. 7900  
Brush Chrome  
\$10.95



No. M7900  
Midnight Chrome  
\$11.95



No. 7914  
White Matte  
\$11.95



No. 7918  
Black Matte  
\$11.95



No. 7900G  
Brush Gold Plated  
\$15.95



No. 7921  
Green Matte  
\$11.95



No. 7924  
Quicksilver Matte  
\$11.95



No. 7933  
Red Matte  
\$11.95



No. 7937  
Purple Matte  
\$11.95



No. 7939  
Navy Matte  
\$11.95

 **MONEY CLIPS**



No. 7400  
Brush Stainless Steel  
\$3.95



No. 7414  
White Matte  
\$3.95



No. 7418  
Black Matte  
\$3.95



No. 7421  
Green Matte  
\$3.95



No. 7424  
Quicksilver Matte  
\$3.95



No. 7433  
Red Matte  
\$3.95



No. 7437  
Purple Matte  
\$3.95



No. 7439  
Navy Matte  
\$3.95



No. 7419  
Camouflage  
\$6.95

 **BELTS**

Belt colors - navy and black.

No. 5955  
Belt Buckle  
w/Belt in Gift Box  
\$15.95



No. 5950  
High Polish Chrome  
Belt Buckle  
\$11.95





## KEY HOLDERS



No. 5900  
Silver Plated  
\$6.95

No. 5914  
White Matte  
\$5.95

No. 5918  
Black Matte  
\$5.95

No. 5919  
Camouflage  
\$7.95

No. 5921  
Green Matte  
\$5.95

No. 5924  
Quicksilver Matte  
\$5.95



No. 5933  
Red Matte  
\$5.95

No. 5937  
Purple Matte  
\$5.95

No. 5939  
Navy Matte  
\$5.95

No. 5990  
Brush Chrome  
\$4.95

No. M5990  
Midnight Chrome  
\$5.95

No. 5990B  
Brush Brass  
\$5.95



No. 5990G  
Brush Gold Plated  
\$9.95

## KEY RINGS



No. 5400  
Oval  
Brush Chrome  
\$2.95

No. 5400G  
Oval  
Brush Gold Plated  
\$7.95

No. 5414  
Oval  
White Matte  
\$3.95

**NEW**  
No. 5418  
Oval  
Black Matte  
\$3.95

No. 5421  
Oval  
Green Matte  
\$3.95

**NEW**  
No. 5424  
Oval  
Quicksilver Matte  
\$3.95



**NEW**  
No. 5433  
Oval  
Red Matte  
\$3.95

**NEW**  
No. 5437  
Oval  
Purple Matte  
\$3.95

**NEW**  
No. 5439  
Oval  
Navy Matte  
\$3.95

No. 5600G  
Rectangular  
Brush Gold Plated  
\$7.95

### RECTANGULAR KEY RINGS: (not shown)

No. 5600	Brush Chrome	\$2.95
No. 5600G	Brush Gold Plated	\$7.95
No. 5614	White Matte	\$3.95
No. 5618	Black Matte	\$3.95
No. 5621	Green Matte	\$3.95
No. 5624	Quicksilver Matte	\$3.95
No. 5633	Red Matte	\$3.95
No. 5637	Purple Matte	\$3.95
No. 5639	Navy Matte	\$3.95

## STYLUS SERIES PENS/PENCILS



No. 5717 Camouflage Pen \$19.95	No. 5720 Green Matte Pen \$17.95	No. 5750 Quicksilver Matte Pen \$17.95	No. 5760 White Matte Pen \$17.95	No. 5770 Purple Matte Pen \$17.95	No. 5780 Chrome Pen \$14.95	No. M5780 Midnight Chrome Pen \$17.95	No. 5791 Black Matte Pen \$17.95	No. 5800 Gold Plated Pen \$22.95	No. 5830 Navy Matte Pen \$17.95	No. 5840 Red Matte Pen \$17.95	No. 5850 Rose Gold Pen \$22.95
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No. 5719  
Camouflage Set  
\$39.95

### STYLUS SERIES PENCILS:

No. 5718	Camouflage	\$19.95
No. 5725	Green Matte	\$17.95
No. 5755	Quicksilver Matte	\$17.95
No. 5765	White Matte	\$17.95
No. 5775	Purple Matte	\$17.95
No. 5785	Chrome	\$14.95
No. M5785	Midnight Chrome	\$17.95
No. 5793	Black Matte	\$17.95
No. 5801	Gold Plated	\$22.95
No. 5835	Navy Matte	\$17.95
No. 5845	Red Matte	\$17.95
No. 5855	Rose Gold	\$22.95

### STYLUS SERIES PEN/PENCIL SETS:

No. 5719	Camouflage	\$39.95
No. 5727	Green Matte	\$35.95
No. 5757	Quicksilver Matte	\$35.95
No. 5767	White Matte	\$35.95
No. 5777	Purple Matte	\$35.95
No. 5790	Chrome	\$29.95
No. M5790	Midnight Chrome	\$35.95
No. 5799	Black Matte	\$35.95
No. 5805	Gold Plated	\$45.95
No. 5837	Navy Matte	\$35.95
No. 5847	Red Matte	\$35.95
No. 5857	Rose Gold	\$45.95



No. M5785W  
Midnight Chrome Pencil  
w/o clip †  
\$17.95

† Writing instruments without clips are available individually or in sets. When ordering, please add code W to the end of model number.

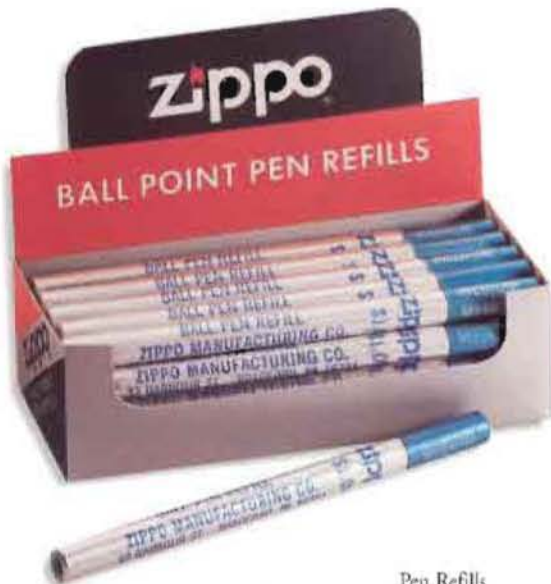
 **PERFORMER PENS**



*The Performer Pen Series is designed especially for your souvenir business. Available with imprint only, these pens are constructed of solid brass and feature reliable working mechanisms, gold-plated steel clips and carbide tips. The click-and-write feature allows for easy one-hand operation and writing ease. Performer Pens come with an attractive gift box and are available in eight colors.*

Please note the samples shown are for illustrative purposes only. They are not available as stock items. Performer Pens must be ordered with your souvenir imprint in quantities of 50 or more.

 **PEN REFILLS** (for Stylus Series)



No. P5806  
24-Pack Pen Refills  
(Tubes)  
\$1.00 per tube

Pen Refills Available:  
Blue Medium  
Black Medium  
Black Fine



# IN-STORE



**EMBOSED METAL SIGNS** **NEW**

*Display one, or display them all ... these stamped metal signs are functional, attractive, and an eye-catching way to let your customers know they've come to the right place for quality Zippo products.*

**A. 50th Anniversary Car**  
The 1947 Zippo Car is back and will be a driving force behind your sales.

No. 142700 ... 12" x 9 1/2"

**B. ZipLight Pocket Flashlight**  
People will know they've come to the right place for a cherished personal treasure when this ZipLight sign catches their attention!

No. 142701 ... 15" x 12 1/2"

**C. Zippo Power**  
Turn shoppers into customers. Put the power of the Zippo name and the lifetime guarantee to work for you!

No. 142702 ... 15" x 10"

**D. Fuel Dispenser**  
Pure nostalgia! The classic one-cent Zippo fuel dispenser and a penny representing the year it all began!

No. 142703 ... 10" x 14 1/4"

**E. Flame**  
Customers know instantly that your store is stocked with hot new Zippo merchandise!

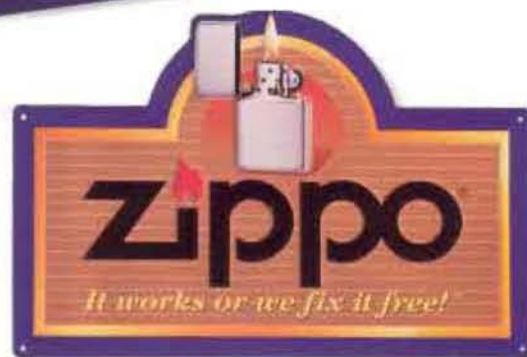
No. 142704 ... 10" x 17 1/4"



A



B



C



D



E

**DISPLAYS** Display panels redesigned to hold black plastic gift boxes, cardboard boxes, and individual tins.



**MD30**  
Manual Display Unit  
Hand-operated turntable displays 30 Zippo products.  
Three sides lock 10 black gift boxes securely in place for reliable operation. Powerful sales message is displayed on the fourth side.  
Dimensions: 13 $\frac{1}{2}$ " x 13 $\frac{1}{2}$ " x 27"

**MDB30**  
Manual Display Unit with storage drawer base (not pictured).  
Lockable storage drawer provides a secure foundation for MD30.  
Dimensions: 14 $\frac{1}{2}$ " x 14 $\frac{1}{2}$ " x 31 $\frac{1}{2}$ "

**MD30A**  
Pre-packed assortment of 42 best-selling Zippos plus two C98 collectibles and 12 leather lighter pouches. See price sheet for product breakdown.

**ZMBO-60**  
Available in April  
Battery-operated display with on/off switch. Also manual turn. Reflective mirrored prism utilizes natural light to illuminate Zippo header. Uses four standard "D" batteries (included).  
Dimensions: 14 $\frac{1}{2}$ " x 14 $\frac{1}{2}$ " x 25 $\frac{1}{2}$ "



**ZMB60**  
Light and Motion Display with storage drawer base.  
Display 60 Zippo products in black gift boxes or individual tins, and store additional stock in lockable storage drawer base.  
Dimensions: 16 $\frac{1}{2}$ " x 16 $\frac{1}{2}$ " x 31 $\frac{1}{2}$ "

**ZM60**  
Light and Motion Display (not pictured)  
Same features as ZMB60, without the storage drawer base.  
Dimensions: 15 $\frac{1}{2}$ " x 15 $\frac{1}{2}$ " x 27"

**ZM60A**  
Pre-packed assortment of 94 best-selling Zippos plus four C98 collectibles and 24 leather lighter pouches. See price sheet for product breakdown.



Storage drawer is available separately:  
142461  
For use with MD30. Dimensions: 14 $\frac{1}{2}$ " x 14 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ "

142469  
For use with ZM60. Dimensions: 16 $\frac{1}{2}$ " x 16 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ "

**FSB96**  
Light and Motion Floor Stand with storage base. Display 96 Zippo products on top, and store extra stock on two shelves in the lockable base. Base unit ships flat, and provides ample storage for additional stock.  
Dimensions: 15 $\frac{1}{2}$ " x 18 $\frac{1}{2}$ " x 67"

**FS96**  
Light and Motion Floor Stand. Designed for countertop use, this unit has all the features of FSB96, except the storage base.  
Dimensions: 15 $\frac{1}{2}$ " x 15 $\frac{1}{2}$ " x 37"

**FSB96A**  
Pre-packed assortment of 168 best-selling Zippos plus eight C98 collectibles and 48 leather lighter pouches. See price sheet for product breakdown.

One retro fit panel comes with ZM60 (shown) and FSB96 to display dual tins and gift sets.



 DISPLAYS



◀ 142648  
Acrylic wedge showcases 12 lighters and features a custom header, security cable, and lock.  
Dimensions: 10" x 8½" x 10½"

▶ 142145  
Compact countertop display holds eight lighters in most packaging variations.  
Dimensions: 9½" x 8½" x 19"



◀ ZMSD  
Zippo Modular Stationary Display. This modular unit holds ten lighters. Additional units can be added by side or front to back.



◀ 142455  
Countertop Display holds up to 16 lighters in a variety of packaging options. Features include a custom header, security cable, and lock.  
Dimensions: 10½" x 7¼" x 16"



*Zippo's new line of displays is designed for dependability, versatility, security, and maximized sales from limited counter space. A variety of sizes and arrangements feature eye-catching Zippo products at optimum viewing angles.*

 **PACKAGING**



**50R**  
Gift Kit Regular  
**\$4.95**  
(Add the price above to any regular lighter)

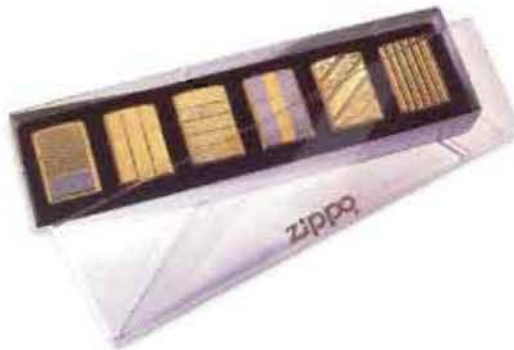


**50S**  
Gift Kit Slim  
**\$4.95**  
(Add the price above to any slim lighter)

*A Zippo gift kit is the perfect way to give a Zippo windproof lighter. Gift kit includes six flints and 4 1/2 oz. fuel in a silver gift box. It's a distinctive presentation for any Zippo lighter.*



**EFP**  
Four Lighter Package  
**\$3.50**  
(Add the price above to any four lighters)



**ESP**  
Six Lighter Package  
**\$3.50**  
(Add the price above to any six lighters)



**EZILT**  
Individual Lighter Tin  
**\$1.13**  
(Add the price above to any lighter)



**EZT2**  
Two-Pack Lighter Tin  
**\$5.95**  
(Add the price above to any two lighters)



**EZT4**  
Four-Pack Lighter Tin  
**\$6.95**  
(Add the price above to any four lighters)



 ACCESSORIES



No. 2406C  
Six Flint Display Card  
\$.61/dispenser

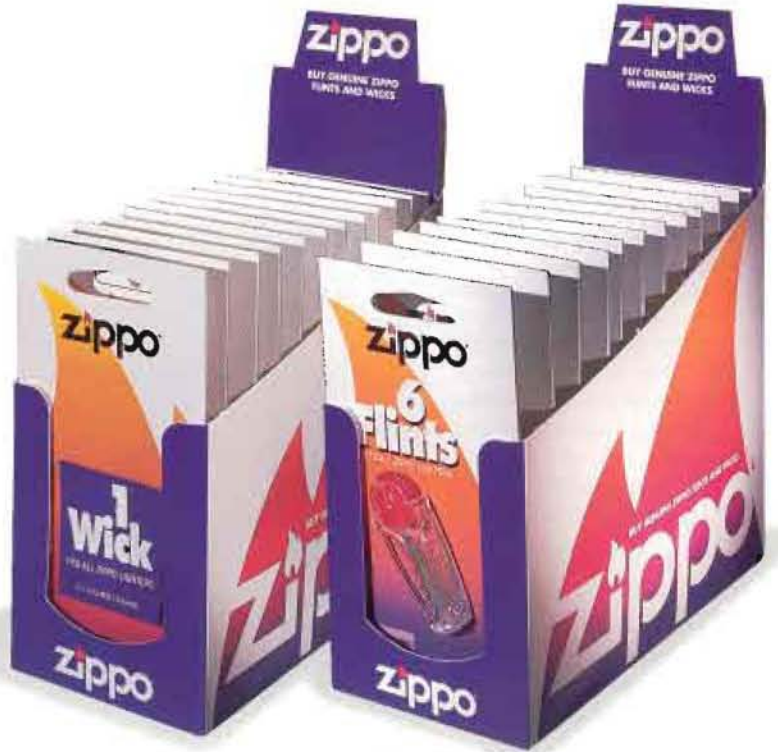
*Zippo fluid, flints, and wicks have a bright new look. The appealing new graphics and vivid colors will attract customers for increased accessory sales.*



No. 3141  
Lighter Fluid 4.5 oz. size  
(Shipping carton of 24)  
(No. 3341 carton of 12)  
\$1.60/can



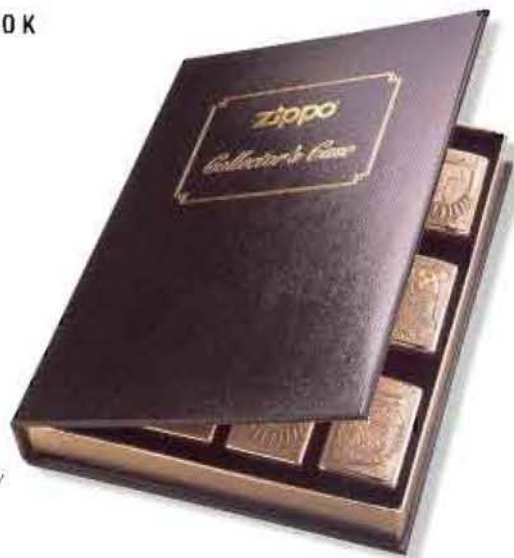
No. 3165  
Lighter Fluid 12 oz. size  
(Shipping carton of 24)  
(No. 3365 carton of 12)  
\$3.28/can



No. 2425  
Wicks 24 Per Display Box  
\$.68/wick

No. 2406N  
Flint Cards 24 Per Display Box  
\$.61/card

 COLLECTOR'S BOOK



No. 174710  
This distinctive volume is ideal for the storage and display of up to 12 treasured Zippo lighters. Black leatherette binding and velour display platform. (Lighters not included)  
\$18.95



200CS  
Blister Pack available for slim or regular lighters. Please specify blister card when ordering.

## Zippo Custom Imprinting

Zippo is proud of our reputation for high quality imprinting. For souvenir lighters, custom designs, or special orders, we create just the right image for you. Zippo offers eight different imprinting methods, described on these two pages.

The minimum quantity for most custom-imprinted products is only 50 pieces per product model per design.

Zippo's custom imprinting process starts with your artwork. Our art department will reproduce a souvenir postcard, sketch, photograph, or any other image you would like on your choice of Zippo product.

If you are requesting a logo to be imprinted, please keep in mind that it is your responsibility to secure the right to use the logo.

### LASER ENGRAVING



Laser engraving is one of the newest customization methods offered by Zippo. The state-of-the-art process allows tremendous flexibility in reproducing your artwork on our products. Our laser engravers are computer programmed to generate crisp, accurate replication of your imprint. Laser engraving is now available on most Zippo products. Show us your artwork and we will tell you if laser engraving will work for you.



### ETCH AND PAINT



Zippo's etch and paint method produces an attractive, durable imprint. A reversed image is silk-screened on the Zippo product with an acid-resistant paint. Leaving exposed only the areas to be etched, the product is dipped in an acid bath, which etches all unprotected areas. Paint colors are screened one at a time into the etched cavities, resulting in a colorful graphic that is permanently defined in the surface.



### LUSTER ETCH



The procedure for luster etch is the same as etch and paint through the acid bath. No colors are used for luster etch; instead, the product is etched and then plated. Skillful hand or machine buffing defines the high and low areas of the design to create a subtle dimensional effect.



### COMPUTER GRAPHIC PROOFS

Our computer-generated paper proof is a no-cost option, available on request. The proof shows your full-color imprint on a variety of Zippo products. Ideal for product presentation or for art approval.

## SURFACE IMPRINT



Surface imprinting is a silk-screening process using a separate screen for each color. Durable epoxy paint is applied to the finish, building a rich and vibrant image. The product is oven-cured, bonding the epoxy imprint to the surface, where it becomes an integral part of the finish.



## COMPUTER ENGRAVING



Zippo is proud to have on-line the largest number of computer engraving machines in the United States. Our skilled operators use either the rotary engrave or diamond cut method to inscribe an image into the product. Each machine is custom programmed through a keyboard or from digitized artwork. Zippo is leading the industry with this state-of-the-art system.



## ETCHED EPOXY



The etched epoxy process combines the durability of luster etch with the beauty of surface imprint on the same brass product. A portion of the design is etched, and the product is plated. The remainder of the design is then screened one color at a time with a durable epoxy paint. The resulting design complements the crisp, clear lines of luster etch with the beautiful color-on-color look of surface imprint.

## STYLUS SERIES IMPRINTS

Zippo writing instruments may be customized with a band imprint, an attached emblem, or a combination of both. The multi-color process developed exclusively by Zippo ensures sharp, high quality image replication in a very small area.

Imprint bands are made from a three-part laminate process which creates crisp, vivid images. To protect the image, the band is covered with a clear Teflon ring and then heat sealed.

Emblem imprints are produced by the same laminate method. The design is protected by a crystalline dome, which enhances the image with a three-dimensional look.



## PERFORMER PEN IMPRINTS

The imprinting method used on our Performer Pen Series is a state-of-the-art computer-controlled silk screening process. The image is applied one color at a time with custom paint and high density mesh screens to create a crisp, lasting impression.



## How to Order

Preproduction samples are available upon request. Zippo will produce either an actual product imprinted with your design or, for faster service, a computer-generated paper sample (see facing page).

There are no artwork, set-up or sample charges. Zippo offers a "no charge" sample because we know, from experience, that the vast majority of samples produced turn into firm orders.

Our pricing is based on the product model selected, the number of colors used in the imprint/engraving and the number of product surfaces covered.

It's easy to order Zippo custom-imprinted products:

1. Select the graphic design you want to use and send the physical "artwork" to us. Sorry, we are not able to reproduce artwork that has been faxed.
2. Indicate the product name and number and, for lighters, the surface location of the imprint:
  - front top and/or bottom
  - back top and/or bottom
  - a combination of above
3. Indicate the quantity you are ordering.
4. Select imprinting style, shown on these pages. Not every process is suitable for every product.



**zip**po  
*It works or we fix it free!*