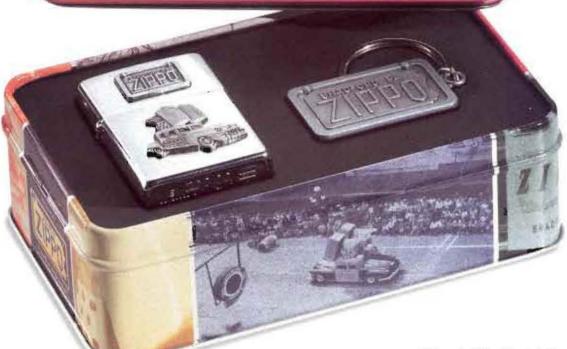


1998 LIMITED EDITION



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 mussive 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

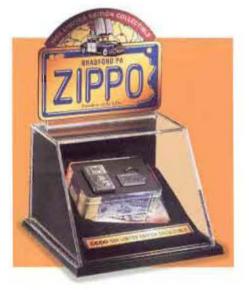
work was successfully

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 constandy 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.

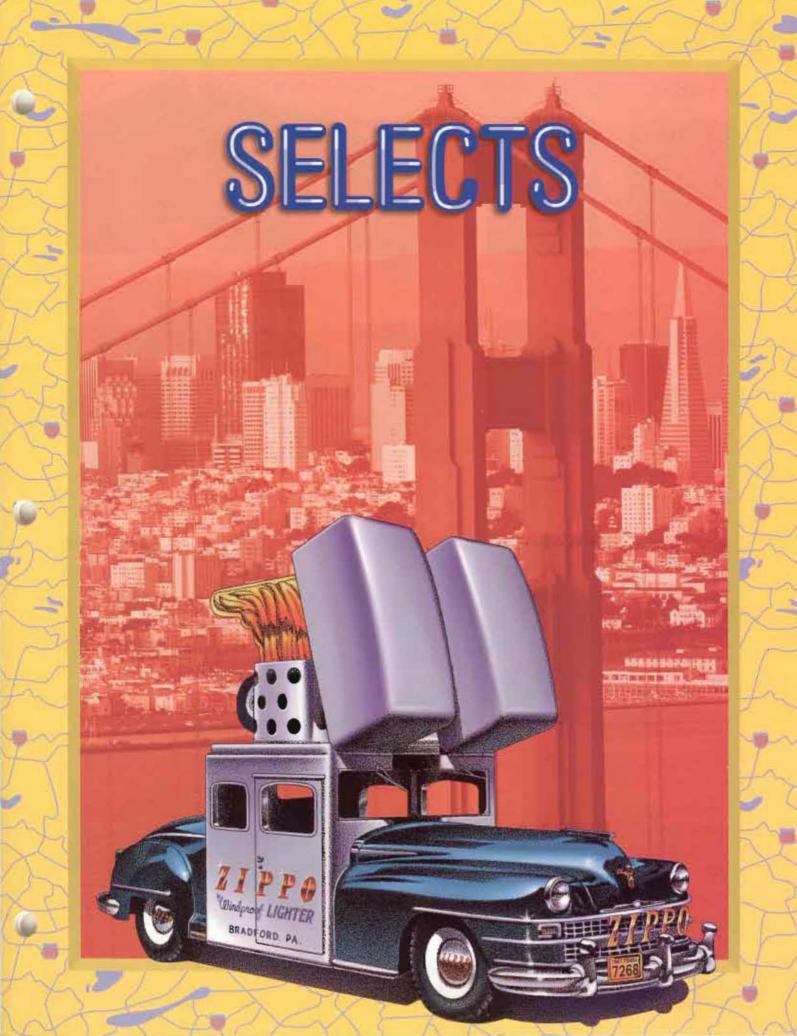
With Zippo Selects, you get the quality and dependability of a Zippo in designs that echo your personal interests—
everything from the Beatles to the National Football League to the Three Stooges to your favorite adult beverage.
From James Bond to the brand new Zippo/Case Visitors
Center—there's something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





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

\$41.95



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



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

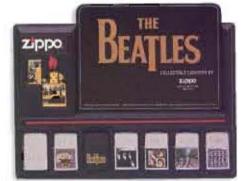


No. 236BTL 502 The Bearles Logo/Emblem Black Crackte \$28.95



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





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

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 eareer. 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 Caprured 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 \$232.6 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 MonseTM

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)



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

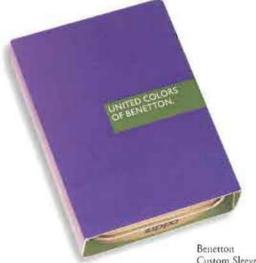


(back)



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







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



Of special interest to collectors: the authenticity of your Zippa wandproof lighter is accured by the factory stamp on the hattom of the case. The code indicates month and your of manufacture. In obtain a free Zippo Lighter Collector) Guide, call (814) 368-2700, or fax Dept. CLC (814) 368-2874.



STOLICHNAYA VODKA (Worldwide)





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



No. 218SV 367 Stoli® Ohrani Vodka Black Marte \$35.95



No. 204BSV 368 Stolichnayaw Vodka Brass Brush Brass \$24.95



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

Stoli® Razben Vodka Stoli® Ohranj Vodka Stolichnava⁹⁰ Vodka



RICHARD WALLICH (Worldwide)





No. 200RW 390 Drums Brush Chrome \$31.95



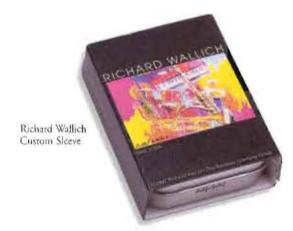
No. 200RW 391 Pinno Brush Chrome \$31.95



No. 200RW 392 Saxophone Brush Chrome \$31.95



No. 200RW 393 Guitar Brush Chrome \$31.95



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



lucludes two of each lighter shown plus panel and custom header.

\$255.60

@1998 Richard Wallich/The Rambow Licensing Group



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



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

No. 250RD 384

Red Dog High Polish Chrome



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





No 250RD 385 Red Dog High Pulish Chrome \$20.95



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\$20.95

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



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



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









No. 204BMB 394 Miller 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



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



ANHEUSER-BUSCH (Available in USA and Canada only)



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



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



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



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



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



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



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

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JIM BEAM (Worldwide)



No. 121FBIB 309 Jim Beam Bottle Antique Silver Place \$31.95



No. 250IB 310 Jim Beam Colonel High Polish Chrome \$25.95



Jim Beam Pewter Emblem High Polish Chrome \$26.95

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



Sleeve



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





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 Carnel 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



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



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



No. 250C 615 Colr Peacemaker High Polish Chrome \$22.95



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



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COLT98-8 \$179.6 Includes two each: 200C 487, 250C 615, 254BC 616; one each: 200C 617, 204BC 618 plus panel and custom header.



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







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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 High Polish Brass \$25.95



JACK DANIELS



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



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



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



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



Tack Daniel's Custom Sleeve



ID-2 Jack Daniel's Gift Ser Black Matte \$34.95



Includes one of each lighter shown plus panel and custom header.



\$195.60



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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

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BRICKYARD (Worldwide except Japan)





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



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



Brush Chrome \$32.95

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





INDY RACING LEAGUE

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DAYTONA (Worldwide)



No 200ISC 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

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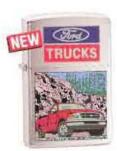


CHVY98-8 Includes two of each lighter shown plus panel and custom header.









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



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Of special interest to collectore the authenticity of your Zippo windproof lighter is assured by the factory stump 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) 368-3874.









JEEP (Worldwide except Japan)





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



No. M250] 248 Jeep.-The Original Midnight Chrome \$24.95



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



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



No. 250USP 389 Flag Over Porch High Polish Chrome 523.95





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

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WORLO CUP SOCCER (Worldwide)







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



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



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

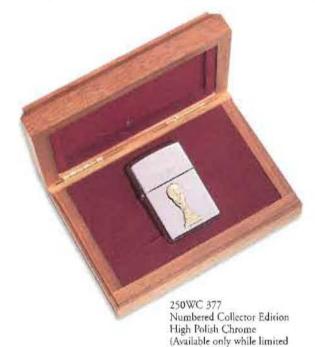


No. 254BWC 374 Soccer Ball Brass High Polish Brass \$26.95



WC-8 Includes one of each lighter above plus pauel and custom header.

\$184.60



quantities last.)





\$33.95

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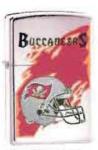
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NFL (Available in USA only)



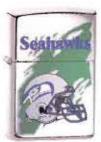
No. 250NFL 439 Browns High Polish Chrome \$27.95



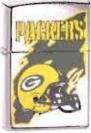
No. 250NFL 440 Buccaneers High Polish Chrome \$27.95



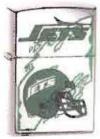
No. 250NFL 441 Bears High Polish Chrome \$27.95



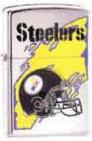
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No. 250NFL 444 Jets High Polish Chrome \$27.95



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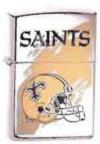
No. 250NFL 447 Panthers High Polish Chrome \$27.95



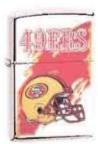
No. 250NFL 443 Broncos High Polish Chrome \$27.95



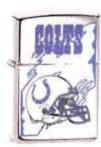
No. 250NFL 449 Lions High Polish Chrome \$27.95



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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!











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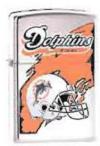
No. 250NFL 461 Rams High Polish Chrome \$27.95



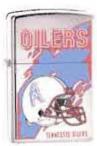
No. 250NFL 462 Vikings High Polish Chrome \$27.95



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



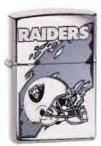
No. 250NFL 464 Dolphins High Polish Chrome \$27.95



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



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



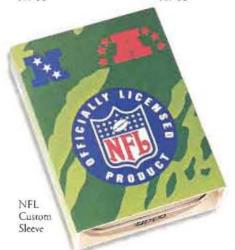
No. 250NFL 467 Raiders High Polish Chrome \$27.95



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



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



Zippo

NFL Empty pauel 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



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



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



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



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



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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

A

PETTY GIRLS (Worldwide)



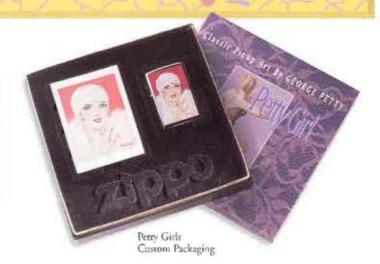
No. 200PG 409 Bunny Brush Chrome \$29.95



No. 218PG 410 Marjorie Black Matte \$30.95



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



9

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

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 BONO MOVIE POSTERS (Worldwide)



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



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



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



No. 200BND 245 007-Tomotrow 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 Tomocrow Never Dies. You'll be stirred, not shaken, by this intriguing collection.

(iii) and gan figur logo version (O)16.6 Dergag, Inc. and Union) Armos (arqueotous Sibinguos *1988 Dergag log, via Unioqui Armos Carpestarios (21988 Dergag, log, via Unioqui Armos Corporation (1998 Armos log), in un Unioqui Armos Corporation (1998 Armos log), in un Unioqui Armos Corporation (1998 Armos log).



ZIPPO JEANS (Worldwide)



No. 611 Back Pocker/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



Zippo Jeans Custom Sleeve



TABASCO (Worldwide)



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



No. M200TAB 436 TABASCO® Botde/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



\$191.60

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

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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. 254BB\$ 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 Slor 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

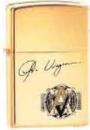


AVO (Worldwide)





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 easing.

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, cell (814) 368-2700, or fax Dept. CLC (814) 368-2874







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CIGAR AFICIONADOTM (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 Marte \$27.95







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



142146 Cigar Aficionado Eught Lighter Display Panel

Cigai Aficionado^m name anti logo are trademarles of M. Shanken Communications. Inc. @1998 Figensed by The Rammaker Croup, Woodland Hills, CA 91464

ZIPPO/CASE VISITORS CENTER





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

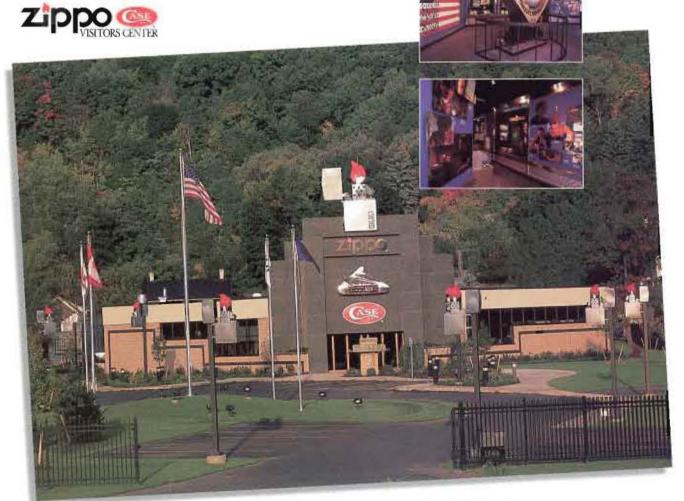


No. 254BBS B207 Zippo Buildings Brass High Polish Brass \$30.95

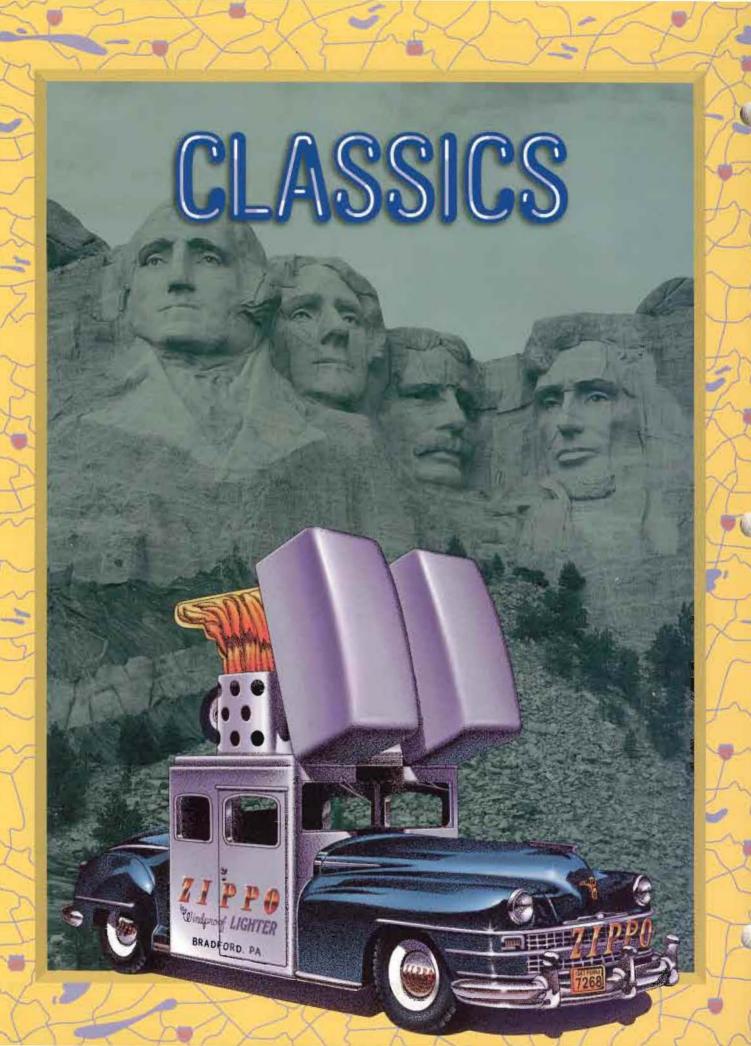


No. 209 Zippo/Case Visitors Center Brush Brass \$26.95

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





CHROME CLASSICS



No. 200 Brush Chrome \$12.95



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



No. 200 ZP Zip Guard Brush Chrome \$16.95



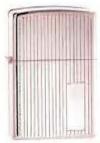
No. 250 High Polish Chrome \$15.95



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 Venerian High Polish Chrome \$16.95



No. 355 Ultralite Black High Polish Chrome \$16.95



No. 356 Ultralite Ivory High Polish Chrome \$16.95



No. 571 International Zippo High Polish Chrome \$33.95



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



U.S.A. Eagle on Flag High Polish Chrome \$18.95



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



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 fiags 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. Scal High Polish Brass \$19.95

VINTAGE



No. 230 Vintage Brush Chrome \$15.95



No. 240 Vintage Brush Brass \$17.95

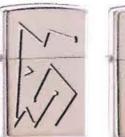


SOUTHWEST

No. 331 Coyote Moon High Polish Chrome \$32.95



No. 332 Death Valley High Polish Chrome \$32.95



PALOMA WEW

No. 375 Arizona High Polish Chrome \$29,95



No. 376 Kokopelli High Polish Chrome \$29.95



No. 260 Vintage High Polish Chrome \$16.95



No. 270 Vintage High Polish Brass \$18.95



No. 333 Cacrus Fire High Polish Chrome \$32.95



No. 334 Buffalo Head High Polish Chrome \$32.95



No. 377 Rain Dance High Polish Chrome \$29.95



No. 378 Elk High Polish Chrome \$29.95



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



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



No. 335 Sundance High Polish Chrome \$32.95



No. 336 Navajo High Polish Chrome \$32.95



No. 379 Broken Arrow High Polish Chrome \$29.95



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



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



No. 337 Buffalo Stampede High Polish Chrome \$32.95

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 Profit 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 Pneblo High Polish Chrome \$29.95



No. 396 Kokopelli High Polish Chrome \$30.95



No. 397 Cherokee High Polish Chrome \$32.95



No. 398 Znni High Polish Chrome \$35.95

A

WILD WEST



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



No. 250BS B145 Bnffalo 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 Mcsa High Polish Brass \$29.95



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



MIONIGHT 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 Marte \$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.

A

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

The embletn lighters shown above are also available in black matte finishes. To order, simply substitute the thice-digit prehs with '218" and include the existing softis. For example, to order the U.S. Navy Officer lighter in black matter substitute '280NQ' with "218NQ'



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

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 OUTOOORS



Fisherman High Polish Chrome \$21.95



Mallard High Polish Chrome \$21.95



No. 753 Eagle High Polish Chrome \$21.95



Includes one of each lighter shown plus panel and custom header.





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



Wolf High Polish Chrome \$21.95



ZIPPO SPORTS



No. 250BSB Baseball High Polish Chrome \$25.95



No. 250BSK Baskerball High Polish Chrome \$25.95



No. 250FTB Football High Polish Chrome \$25.95



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. 2505KI High Polish Chrome \$25.95



No. 250TEN Tennis High Polish Chrome \$25.95

훩 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

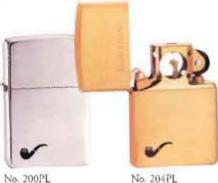


No. 122 Logo/Flame* Antique Silver Plate \$36.95



4

PIPE LIGHTERS



No. 200PL Brush Chrome \$13.95



No. 218PL Black Matte \$16.95

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.



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



Brush Brass

\$17.95

No. 359PL Scrimshaw Ship \$19.95

Pipe lighter insetts 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 Engle 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 Tran One High Polish Brass \$34.95



No. 383 Teluke High Polish Brass \$34.95



No. 384 Midnight Stope 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

A SI

SILVER PLATED



No. 100 High Polish Silver Plate \$18.95



No. 33S Shimmer/Silver Plate \$23.95



No. 260S Vintage/Silvet 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 Handilire 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 silvei lighter.

GOLD PLATED



No. 31 Classic \$24.95



No. 33 Shimmer \$24.95



No. 34 Swirl \$24.95



Black Elegance \$26.95



No. 36 Golden Torroise \$29.95



No. 200G Brush Gold \$21.95



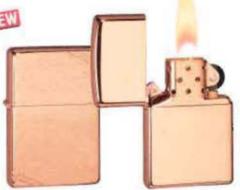
No. 250G High Polish \$22.95



No. 320A Floral \$71.95



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 hins 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





A

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 Ultralire 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 inverse to collectors. The authenticity of your Lippo 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 Cinde 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 Matre \$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



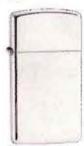
No. M1659 Whale Midnight Chrome \$19.95



No. 1668 Whale Black Matte \$18.95



SLIM SILVER PLATE



No. 1000 High Polish \$18.95



SLIM STERLING SILVER



No. 1500 High Polish Sterling Silver \$107.95



No. 1700 Engine Turned/Sterling Silver \$112.95



SLIM 18K GOLD



-

SLIM GOLD PLATED



No. 1610G High Polish \$22.95



No. 3100 Classic \$24.95



No. 3300 Slummer \$24.95



No. 3400 Swirl \$24.95



No. 3500 Black Elegance \$26.95



No. 3600 Golden Tortoise \$29.95



SLIM ROSE GOLD



No. 1600RG Brush Rose Gold \$21.95



No. 1610RG High Polish Rose Gold \$22.95



No. 1652RG Venerian 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



722-14-14-X-14-14

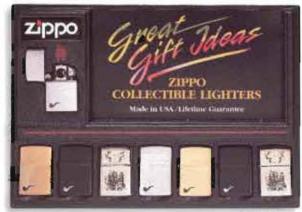
\$127.60 4 ea. No. 218 Black Matte Regular Lighters

4 ea. No. 218ZB Black Matte Regular Lighters w/Zippo and Border

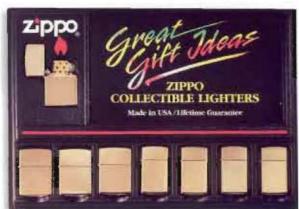


4 ea. No. 200 Brush Chrome Regulai

\$115.60 4 ea. No. 1610 High Polish Chrome Slim



2 ea. Pipe Lighters No. 200PL, 204PL, 218PL, 359PL



BR-8

\$141.60 4 ea. No. 1654 Slim High Polish Brass 2 ea. No. 254 Regular High Polish Brass 2 ca. No. 204 Regular Brush Finish Brass



1 ea. No. 200, 250, 350, 352, 1610, 1615, 1625, 1652

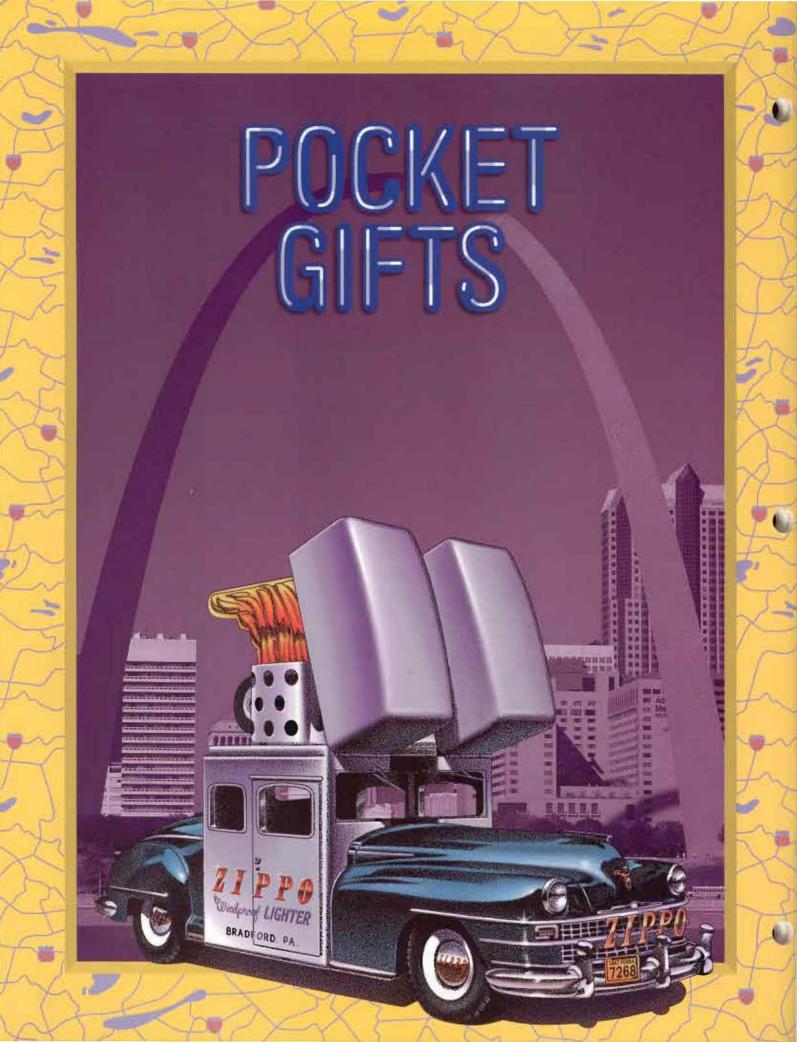
ZIPPO COLLECTIBLE LIGHTERS Made in USA/Lifetime Guarantee

8 ea. No. 200 Brush Finish Chrome Lighters

\$103.60

\$129.60

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





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 Cagle Brass Emblem \$28.95



No. 91990 B127 Riddle Midnight Chrome \$20.95



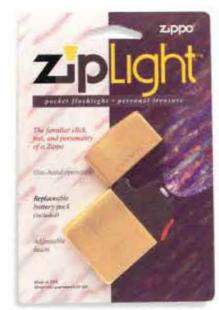
No. 92005 Midnight Floral Midnight Chrome \$21.95



No. 92040 ZipLight™ Logo Midnight Chrome \$20.95



No. 99995 Battery Pack Insert \$3.95



Standard Blister Pack







) ZIPLIGHT™



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





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



The ZipLight^{IM} 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



CHULL NAXIVI

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.



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 Macte \$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



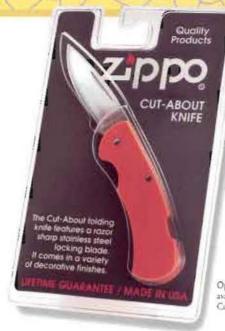
No. 6233 Red Matte \$10.95

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!









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

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CUT-ABOUT JUNIOR KNIVES



No. 7105 Stainless Steel \$21.95



No. 7105DG Scrimshaw Dog \$30.95



No. 7105DK Scrimshaw Duck \$30.95

A

CUT-ABOUT LITE JUNIOR KNIVES



No. 7170 Black \$19.95



No. 7171 Red \$19.95



No. 7173 Blue \$19.95





🏟 POCKET KNIVES



No. 7600 Brush Chrome \$9.95



No. M7600 Midnight Chrome \$10.95



No. 7600G Brush Gold Plated \$14.95



No. 7614 White Matte \$10.95



No. 7618 Black Matte \$10.95



No. 7621 Green Matre \$10.95



No. 7624 Quicksilver Matte \$10.95



No. 7633 Red Matte \$10.95



No. 7637 Purple Marte \$10.95



No. 7639 Navy Matte \$10.95

POCKET KNIVES WITH MONEY CLIP



No. 7800 Brush Stainless Steel \$10.95



No. M7800 Midnight Chrome \$11.95



No. 7814 White Marre \$11.95



No. 7818 Black Matte \$11.95



No. 7800G Brush Gold Plated \$15.95



No. 7821 Green Matte \$11.95



No. 7824 Quicksilver Matte \$11.95



No. 7833 Red Matte \$11.95



No. 7837 Purple Marre \$11.95



No. 7839 Navy Marte \$11.95

GOLF GREENSKEEPERS





MONEY CLIPS





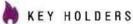
No. 5955 Belt Buckle w/Belt in Gift Box \$15.95

No. 5950 Higb Polish Cbrome Belt Buckle \$11.95



Belt colors navy and black.







No. 5933 Red Matte \$5.95

No. 5937 Purple Matte \$5.95

No. 5939 Navy Matte \$5.95

No. 5990 \$4.95

Brush Chrome

No. M5990 Midnight Chrome \$5.95

No. 5990B Brush Brass \$5.95

No. 5990G Brush Gold Plated \$9.95

KEY RINGS



No. 5433 Oval Red Matte \$3.95

No. 5437 Oval Purple Matte \$3.95

No. 5439 Oval Navy Matte \$3.95

No. 5600G Rectangular Brush Gold Plated \$7.95

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

Navy Matte

\$3.95

No. 5639

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 Marce Pen \$17.95

No. 5850 Rose Gold Pen \$22.95





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

STYLUS SERIES PENCILS:

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

STYLUS SERIES PEN/PENCIL SETS:

STILUS SENIES PEN/PENUIL SETS.		
No. 5719	Camouflage	\$39.95
No. 5727	Green Marre	\$35.95
No. 5757	Quicksilver Matte	\$35.95
No. 5767	White Matte	\$35.95
No. 5777	Purple Marce	\$35.95
No. 5790	Chrome	\$29.95
No. M5790	Midnight Chrome	\$35.95
No. 5799	Black Marte	\$35.95
No. 5805	Gold Plated	\$45.95
No. 5837	Navy Marre	\$35.95
No. 5847	Red Matte	\$35.95
No. 5857	Rose Gold	\$45.95

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 souverni imprint in quantities of 50 or more.

PEN REFILLS (for Stylus Series)

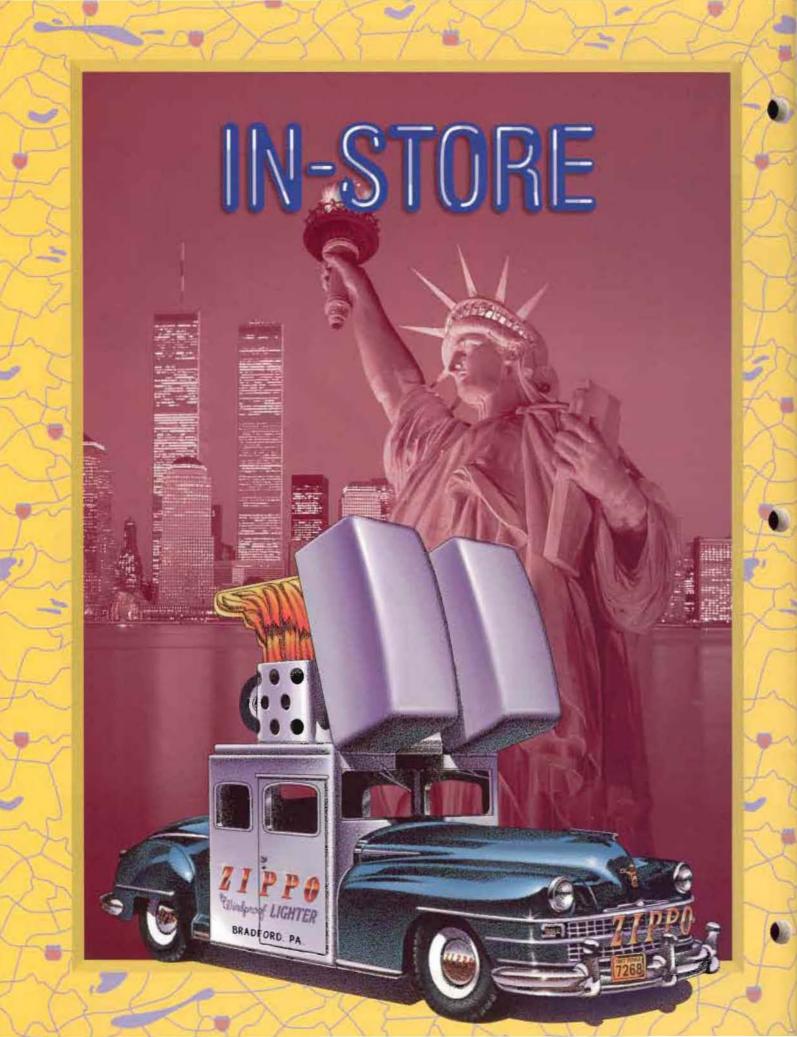


24-Pack Pen Refills

(Tubes) \$1.00 per tube Blue Medium Black Medium

Black Fine







Display one, or display them all ... these stamped metal signs are functional, astractive, 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%"

B. ZipLight Pocket Flashlight

People will know they've come to the right place for a cherished personal treasure when this ZipLight sign carches their attention!

No. 142701 ... 15" x 12%"

C. Zippo Power

Turn shoppers into customers. Pur 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 141/16"

E. Flame

Customers know instantly that your store is stocked with hot new Zippo merchandise!

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





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



zippo



Manual Display Unit

Hand-operated turnrable 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%" x 13%" x 27"

MDB30

Manual Display Unit with storage drawer hase (not pictured). Lockable storage drawer provides a secure foundation for MD30. Dimensions, 14% x 14% x 31%

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%" x 14%" x 25%"



ZMB60

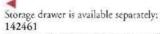
Light and Motion Display with storage drawer base. Display 60 Zippo products in black gift boxes or individual tins, and store additional stock in lockable storage drawer base. Dimensions: 16%" x 16%" x 31%"

ZM60

Light and Motion Display (not pictured) Same features as ZMB60, without the storage drawer base. Dimensions: 15%" x 15%" 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.



For use with MD30. Dimensions: 14%" x 14%" x 4%"

142469

For use with ZM60. Dimensions: 16%" x 16%" x 4%"



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%"x 18%" x 67"

ES96

Light and Motion Floor Stand. Designed for counterrop use, this unit has all the features of FSB96, except the storage base. Dimensions: 15%" x 15%" 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 sers.







DISPLAYS



142648

Acrylic wedge showcases 12 lighters and features a custom header, security cable, and lock. Dimensions: 10"x 8%"x 10%"



Compact countertop display holds eight lighters in most packaging variations.

Dimensions: 9%" x 8%" x 19"



7MSD

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



Countertop Display holds up to 16 lighters in a variety of packaging options. Features include a custom header, security cable, and lock.

Dimensions: 10/2" x 71/4" 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



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

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



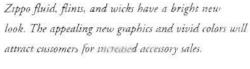
Four-Pack Lighter Tin \$6.95 (Add the price above to any four lighters)

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ACCESSORIES



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





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

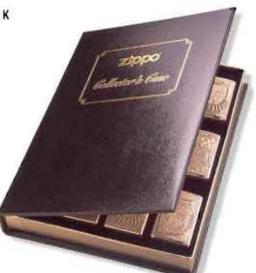


No. 2425 Wicks 24 Per Display Box \$.68/wick

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



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.

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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.



DESIGN PROOF Make a Great Impression With a Quality Product From Zippo.

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.



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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 theu 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-theart 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 imprintlengraving and the number of product surfaces covered.

It's easy to order Zippo customimprinted products:

- 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.



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