

magazine ads



newest gift

for modern mothers...

ZIPPO Slim-Lighter

Left: Excitantly new Gemet design Slim-Lighter. Silver-Black. \$11.50 plus tax. Right: Another new Slim-Lighter? Rich Orange. Cross-Cross-Design. \$6.

Ever wish for an all-new, different, Mother's Day gift?

It's here now—the new Zippo Slim-Lighter... slender and lightweight—a beautiful accessory made to snuggle in a lady's handbag.

New Slim-Lighter glows with precious metals or mirror-bright finishes in exquisite designs, priced for every purpose. Easiest of all lighters to use. Famous Zippo action. No screws or complicated machinery to bother with. At jewelry, drug, tobacco and department stores.

Be sure you get a genuine Zippo—only lighter with this guarantee: if anything ever goes wrong, we fix it free. The none is on the bottom.

ZIPPO MANUFACTURING COMPANY, Bradford, Pa. In Canada: Zippo Manufacturing Co., Canada Ltd., Niagara Falls, Ont.



High-polish chrome. Perfect for mothers' sports costumes! \$6.

Mother-like faded chrome. Same as Ribbon-Design Slim-Lighter in rich, bright chrome. \$6.

Silver-Black Slim-Lighter. Same as gift. Feather design sells for \$11.50 plus tax.

Eveready Slim-Lighter. Same as new design. \$10 plus tax.



The Story of the GIs' Old Flame

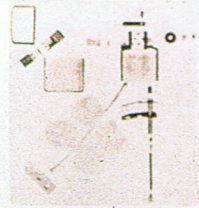
World War II gave the Zippo lighter its start, when servicemen all over the world spread the word: "It works!"

By Jim McMichael

INSANE as it seems, there is one American firm that guarantees its product forever. You can probably guess it. It's Zippo. "The lighter that always works." If it doesn't, the company blithely adds, "We fix it free of charge—forever."

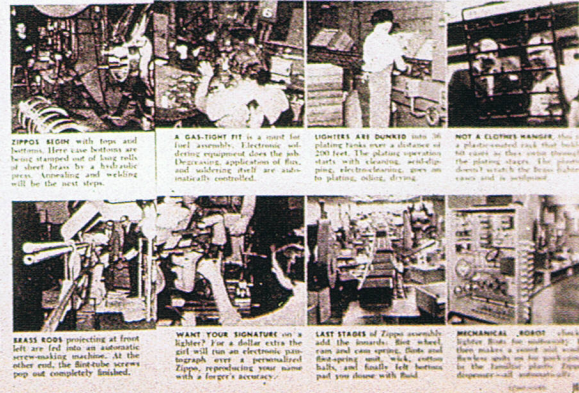
They sound pretty sure of themselves. But with good reason. Not only has the company survived its birth pangs during the depressed Thirties, but it's seen sales grow every year since.

The Zippo story begins in 1932. It's the story of one man and one chance occurrence: George G. Blaisdell noticed a friend of his using a cheap Austrian lighter, as clumsy as it was unattractive. The top had to be removed for its function, and it was a two-handed operation.



SELECTION OF LIGHTER: All Zippo consist of 23 parts, shown laid out above. (See page 106 for marking of top's wheel and the company's about \$300,000 to develop. The process is secret.)

Some of the operations in making Zippos are shown below



ZIPPOS BEGIN with tops and bottoms. Here case bottoms are being stamped out of long rolls of sheet brass by a hydraulic press. Annealing and working will be the next steps.

BRASS RODS protruding at front left are fed into an automatic screw-making machine. At the other end, the 800-tube screws pop out completely finished.

A CALIBRATED FIT is a must for fuel assembly. Electronic measuring equipment does the job. Deposition, application of flux, and soldering itself are automatically controlled.

WANT YOUR SIGNATURE on a lighter? For a dollar extra the girl will run an electronic penograph over a personalized Zippo, reproducing your name with a laser's accuracy.

LIGHTERS ARE DIPPED into oil-plating tanks over a distance of 200 feet. The plating operation starts with cleaning, sandblasting, electrocleaning, goes on to plating, nickel, chrome.

LAST STAGES of Zippo assembly: add the inserts, blow wheel rim and case opening. Case and case opening, case and case opening, case and case opening.

NOT A CLOTHES HANGER, this is a plated metal rod that holds 50 cases in this case through the plating stage. The process doesn't scratch the brass lighter case and is self-cleaning.

MECHANICAL 'ROBOT' checks Zippo case for uniformity. It then makes a second and third. Then the girls on the packing line for the familiar plastic Zippo dispenser—all automatically.

Photo: Max A. H. W. Auer & Son, Inc.

"Modern" mothers
World War II GIs
Zippo users in these