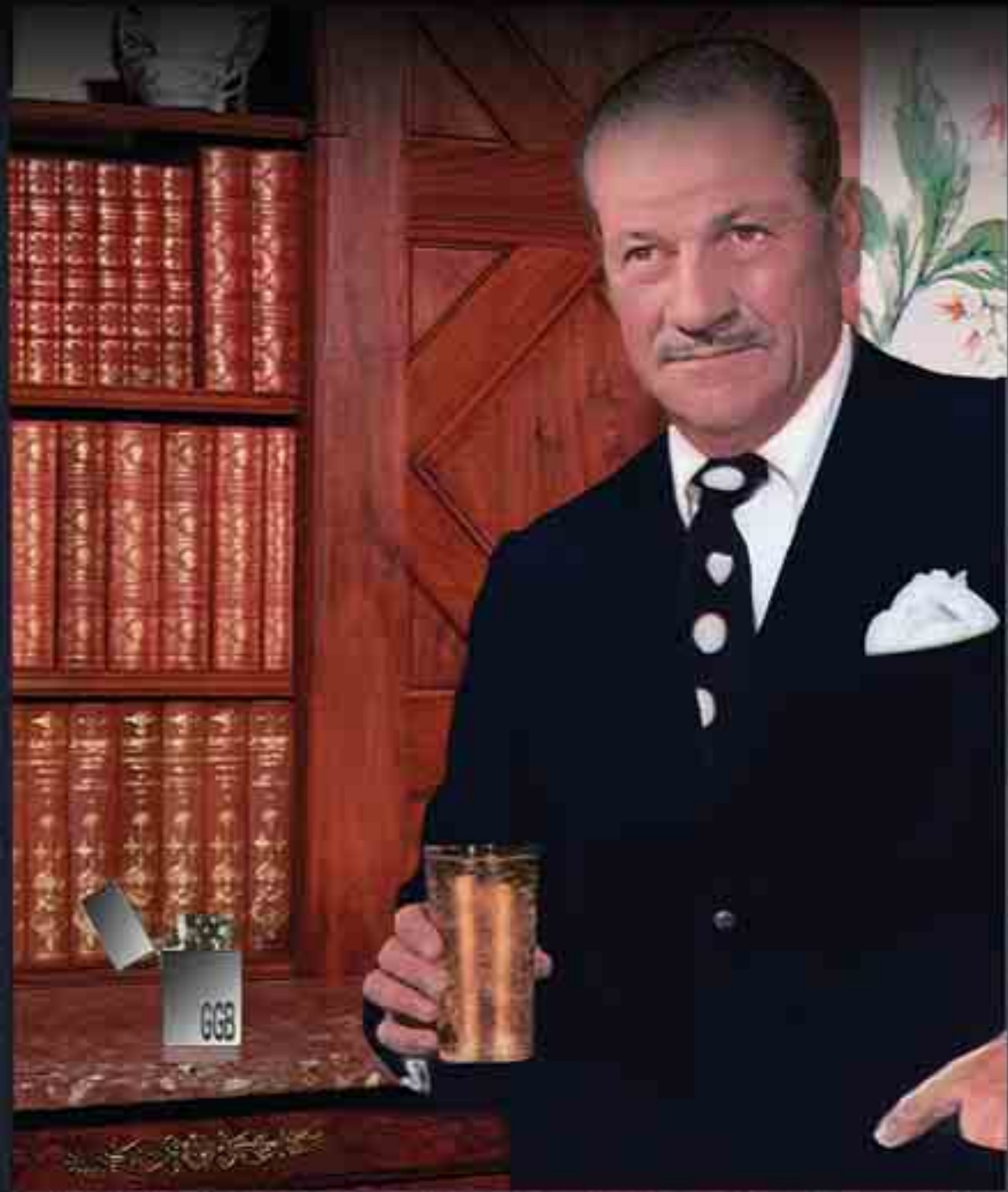


zippo®

2007-08 Choice  
Anniversary Edition



**Choice:** a careful selection, something best or preferable, of fine quality, appealing to refined taste.

(Webster's II New Riverside University Dictionary)

**Zippo Choice:** an exceptional collection of Zippo windproof lighters, handpicked to appeal to even the most discriminating tastes.

In 1932, George G. Blaisdell founded his company on a simple premise: build your product with integrity, stand behind it 100%, and success will follow. For 75 years, that principle has been the cornerstone of the family-owned Pennsylvania company whose iconic product is now known in over 140 countries worldwide.

The Zippo Choice Anniversary Edition honors our founder with a retrospective look at the favorite chrome finishes that have endured for over three generations. Zippo Choice is packed with new looks, new processes, and new limited editions, most on Zippo's traditional chrome finishes, all guaranteed to appeal to a whole new generation of Zippo fans.

Order from Zippo Choice now through May 31, 2008.

Except where noted, all lighters in the Zippo Choice Anniversary Edition are packaged in a distinctive new cardboard gift box with a diamond-plate textured lid. Zippo Choice lighters will be the only stock lighters packaged in this box during 2007.



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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.*

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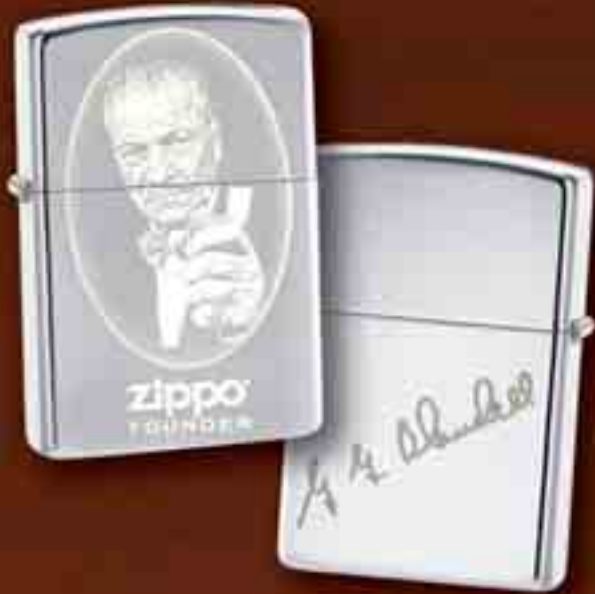
**zippo.com**

*"I can tell you of a man who had the vision and the belief that his company could achieve the success we are celebrating today. His name was George G. Blaisdell. It is his ingenuity and his love for Zippo, a love that has been passed down through three generations, that has kept the flame alive."*

**George Duke, Zippo Owner and Chairman of the Board**

# My Grandfather's Lighter

Choice Collection



A new Founder's Lighter, updated with a contemporary process on traditional high polish chrome, introduces the father of Zippo with a new look to a new generation. The portrait is laser engraved directly on the chrome surface, resulting in a lasting image.

No. 24197  
Zippo Founder  
High Polish Chrome

Mr. Blaisdell was honored to be named a Lord Calvert Man of Distinction in January 1952, and scheduled to appear in advertisements in five prominent publications that spring. The photograph on the cover of this catalog was taken for the ad campaign.



**Calvert** Distillers Cognac

January

Gentlemen

Since you are an important distributor for Zippo Lighters, we think you will be especially interested in learning that Mr. George Blaisdell, President of the Zippo Manufacturing Company, in our own month's Lord Calvert "Man of Distinction".

The photograph of Mr. Blaisdell was taken by Karsh of Ottawa, world's foremost portrait photographer. Mr. Karsh's photographs portray the type of man for whom Lord Calvert is blended and we feel that his photograph of Mr. Blaisdell is one of his finest.

We enclose an advance proof of the advertisement featuring Mr. Blaisdell. It will appear in the following publications: Life (March 18), Collier's (April 5), American (February), Cosmopolitan (March), Time (April).

Sincerely yours,  
E. J. Gutterman  
E. J. Gutterman  
President

# Lifetime Guarantee



Choice Collection

No. 24184  
Lifetime Guarantee  
Brushed Chrome



When George G. Blaisdell guaranteed that "It works or we fix it free™," he did not make that promise lightly. He visited the repair center daily, inspecting lighters sent in for repair, watching the skilled technicians at work, and reading correspondence sent by grateful consumers who had received back their lighters working like new. It might be just a request to fix the lighter scrawled across the torn corner of a scrap of paper, or it might be a tale more than a page long narrating how, where, when, and from whom the lighter had been received; Mr. Blaisdell quickly realized that behind every lighter sent for repair was an owner who depended on his promise to get it back in working order.



# Chrome Generations



Choice Collection

For 75 years, every Zippo pocket lighter has been backed by that guarantee. And in 75 years, Zippo has never charged consumers for the repair of a Zippo pocket lighter. The words of our famous Lifetime Guarantee, packaged with every lighter, reads: Any Zippo pocket lighter, when returned to our factory, will be put in first-class mechanical condition free of charge, for we have yet to charge a cent for the repair of a Zippo lighter, regardless of age or condition. The finish, however, is not guaranteed.

Whether a lighter is five years, 25 years, or 50 years old, it will serve as a dependable source of flame for years to come. We guarantee it.



No. 24207  
Chrome Generations  
High Polish Chrome



# Through The Decades



Choice Collection



No. 24191  
The 30's  
High Polish Chrome



No. 24186  
The 40's  
High Polish Chrome



No. 24187  
The 50's  
High Polish Chrome

# Through The Decades

Choice Collection

No. 24188  
The 60's  
High Polish Chrome



"Through the Decades" debuts a collage of nostalgic Zippo advertising images and slogans for every decade from the 30s through the 70s. Zippo's color imaging process captures the vintage look from the 30s and 40s and transitions into the colorful ads of the 70s.

No. 24189  
The 70's  
High Polish Chrome





# Venetian®



Choice Collection



A 30-year bestselling favorite, the timeless Venetian®, is presented in two stylish new variations. Originally called Florentine, the Venetian® was one of the first designs manufactured utilizing the lustre etch process introduced in 1974.

A deep carved roped border enhances the classic Venetian® pattern etched on robust Armor™ high polish chrome.



No. 24201  
Roped Venetian®  
Armor™ High Polish Chrome





Choice Collection



No. 24200  
Venetian® Flourish  
Armor™ High Polish Chrome



The dramatic flourish deep carved on Armor™ high polish chrome is eye-catching. A closer look reveals the intricate pattern etched and flooded with dazzling epoxy colorfill.



# Hometown Chrome



Choice Collection

No. 24190  
Diner  
1941 Replica™ Brushed Chrome



George G. Blaisdell was proud to call Bradford his home, and was an enthusiastic supporter of the small northwestern Pennsylvania town where Zippo lighters are still made today.



It was a familiar sight to see Mr. Blaisdell making his way down Main Street, passing the time of day with neighbors and strangers he might meet on the way, and stopping at the Congress Street Diner for coffee or a quick meal. He jokingly remarked that it took him two hours to walk the few short blocks of Main Street, because he knew everyone and everyone knew him. His quiet philanthropy evolved into the Philo and Samh Blaisdell Foundation, which has helped care for the people of Bradford for over five decades.

# Hometown Chrome

Choice Collection

No. 24202  
Lucky Horseshoe  
1941 Replica™ Brushed Chrome



George E. Blaisdell recognized and appreciated the quiet elegance and understated luxury that has personified Cadillac for over one hundred years. He lived his life in much the same way - doing things quietly and with understated generosity, benefiting his community with no fanfare or desire for personal recognition.

He also appreciated Cadillac's signature traits of excellence and style; in fact, he selected Cadillac as his personal vehicle.

Brilliant laser and auto engraving showcase the Cadillac logo, wreath and Crest on this high polish chrome lighter.



No. 24173  
Cadillac®  
High Polish Chrome



Available selected countries, some restrictions may apply.



Cadillac and the Wreath and Crest Emblem are General Motors Trademarks used under license to Zippo.

# Made In The U.S.A.



Choice Collection

Big ideas often start in small towns. Just ask Jasper Newton Daniel and George G. Blaisdell.

Mr. Daniel started the Jack Daniel Distillery, maker of Jack Daniel's Tennessee whiskey, in Lynchburg, Tennessee in 1866. Blaisdell founded Zippo Manufacturing Company, maker of the world famous Zippo windproof lighter, in Bradford, Pennsylvania in 1932.

The classic "Old No. 7 Brand" logo and new "I Know Jack" slogan are deep carved, and the world famous Jack Daniel's® Tennessee whiskey bottle is surface imprinted on an Armor™ high polish chrome Zippo lighter. Limited to only 10,000 consecutively numbered pieces, this timeless lighter is packaged in a distinctive black shadowbox, suitable for self-display.



No. 24175

Jack Daniel's® Tennessee whiskey Ltd.

Armor™ High Polish Chrome

Worldwide.

Made In  
The U.S.A.

Choice Collection

No. 24174  
Jack Daniel's® I Know Jack  
Black Ice® Street Armor™

Worldwide.



*A deep carved and embossed new media finishing process creates a worn rugged look on Black Ice® Street Armor™ to bring out the "small town" in all of us.*

*Today, the Jack Daniel Distillery still makes Jack Daniel's Tennessee whiskey the same way that Jasper Newton Daniel did in 1866.*

*And like Jack Daniel's, the Zippo lighter has remained virtually unchanged since its beginning in 1932.*

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Your friends at Jack Daniels remind you to drink responsibly.  
For sale to adults of legal drinking age.

# Slim Reflections

Choice Collection



No. 24194  
 Diagonal Retro  
 Slim High Polish Chrome

The introduction of the Slim® lighter in 1956 was the first real variation from the original Zippo lighter design. Slimmer in width and thinner in depth, it was perceived as a dressier look than the classic windproof lighter, better suited to a woman's smaller hands.

No. 24195  
 Slim Floral  
 Slim High Polish Chrome



Made In  
The U.S.A.

Choice Collection



No. 24204  
Jim Beam Barrels & Bung Ltd.  
High Polish Chrome

Worldwide.



Jim Beam Bourbon ages for a minimum of four full years in flash-charred oak barrels set in airy hilltop rack houses to perfect its rich amber glow and uncommonly smooth taste. Each barrel is securely sealed with a bung, a two-inch-thick softwood plug to seal in the bourbon and perfect the aging process.

Celebrate the legend of Jim Beam with this limited edition Zippo lighter and barrel bung set. Zippo's color imaging process showcases a brilliant design with chromed-out Jim Beam logo on high polish chrome. The barrel bung and collectible lighter set are limited to 7,500 consecutively numbered pieces and packaged in a self-display box.



"The trademarks Beam®, Jim Beam®, Jim Beam and design®, and the Jim Beam bottle design TM are used here under license from Jim Beam Brands Co."



# Chrome Generations



Choice Collection

Like a good, basic black suit, the casual elegance of classic chrome never goes out of style. Of the millions of Zippo lighters produced every year, hundreds of thousands are shipped in their basic, unadorned state of brushed or high polish chrome.

New manufacturing processes and engraving methods update traditional high polish chrome with a fashionable, contemporary look. Rotary engraving erupts in an ever-widening pattern from a central focal point on both front and reverse of Starburst. Chrome visions illustrates the beauty and adaptability of a two tone laser engrave and auto engrave process.



No. 24206  
Chrome Visions  
High Polish Chrome



No. 24208  
Starburst  
High Polish Chrome



# Chrome Generations

Choice Collection

George B. Duke is co-owner and chairman of the board of Zippo Manufacturing Company. He is the son of Sarah B. Dorn, co-owner, and grandson of the late George G. Blaisdell, founder of the Bradford, PA, based firm.

Committed to the principles his grandfather established when he founded Zippo 75 years ago, Duke's leadership and philanthropy have enabled not only Zippo, but also its subsidiaries and numerous other Bradford organizations, to grow and remain strong.

Zippo turned out its 400 millionth lighter in September, 2003. Commemorating the milestone with Zippo employees, many of whom had worked side-by-side with Mr. Blaisdell, Duke recalled his grandfather's dedication to his hometown, his beloved company, and its greatest asset, the Zippo employees. "I can tell you of a man who had the vision and the belief that his



company could achieve the success we are celebrating today. His name was George G. Blaisdell. It is his ingenuity and his love for Zippo, a love that has been passed down through three generations, that has kept the flame alive.

Today, the flame still burns strong, and a fourth generation is waiting in the wings.

Duke has two sons, George Blaisdell Duke, Jr. and Grant Bancroft Duke.



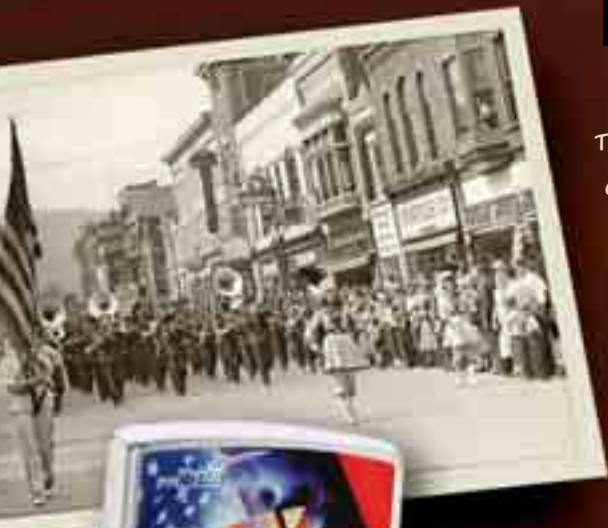
No. 24193  
Retro Flame  
Gold Dust™

# American Icon



## Choice Collection

The classic American lighter, enhanced with the artistry of world-renowned Italian airbrush artist Claudio Mazzi, culminates in one remarkable collectible. Zippo's distinctive color imaging process brings Mazzi's artistry to life in stunning, colorful detail.



NO. 24179  
Mazzi & Zippo  
Brushed Chrome

Worldwide.



NO. 24192  
Justice For All  
High Polish Chrome



# Soldiers' Pride

Choice Collection



Soldiers have carried Zippo lighters in every war from World War I through Iraqi Freedom. Amid the uncertainty of war, it's the one thing a soldier can count on - in rain, wind or snow, it works every time.

The company archives are filled with letters detailing the many uses a Zippo lighter has served in the military: heating rations in a helmet, lighting campfires, sparking fuses for explosives, hammering nails and even signaling to fellow soldiers with the famous Zippo click. On numerous occasions, a Zippo lighter in a shirt or pants pocket has saved a life by deflecting bullets.

No wonder legendary WWII war correspondent Ernie Pyle wrote, "Getting hold of a Zippo lighter is like getting hold of a hunk of gold. There is truly nothing the average soldier would rather have."

No. 24185  
Defenders Of Freedom  
Brushed Chrome



# Hall Of Flame



Choice Collection



No. 24209  
John Wayne Ltd.  
Brushed Chrome

Worldwide.



John Wayne has starred in more than 175 feature films, and is one of the world's favorite movie heroes of all time with such celebrity status, it's no surprise that his personal Zippo lighter was often lifted by souvenir-seeking fans. It happened so often that Wayne began inscribing his Zippo lighters with this tongue-in-cheek message: Stolen From John Wayne. Share in the legacy of "The Duke" with this surface imprinted Stolen from John Wayne brushed chrome commemorative. Limited to only 5,000 consecutively numbered lighters, each set includes a rugged leather lighter pouch.

# Hall Of Flame

Choice Collection

The Zippo lighter debuted in 1932 and has an entertainment resume and career longevity that any superstar would envy. After 75 years in the biz, the Zippo lighter has co-starred with a cast of thousands and has appeared in over 1,500 movies, countless TV shows, and numerous theatrical productions.

Zippo's laser engrave two tone process spotlights the glitz and glamour of this dazzling Hollywood collectible.



No. 24182  
Hollywood  
High Polish Chrome

Worldwide.



# For The Love Of Chrome



Choice Collection

Collectors love Zippo lighters . . .  
and they love to discover  
Zippo lighters with new  
customization methods.



No. 24183  
Double Hearts  
Candy Apple Red™

No. 24198  
For The Love Of Chrome  
High Polish Chrome



For the Love of Chrome illustrates a fresh  
twist to a traditional process. New double  
lustre is achieved by first etching out a  
solid area, then going back and etching  
some of that area even deeper.



No. 24199  
Heartfelt Trinity  
Armor™ High Polish Chrome



# Hall Of Flame

Choice Collection



This limited edition Zippo lighter pays homage to Elvis Presley, the undisputed "King of Rock n' Roll".

A classic brushed chrome Zippo lighter is graced with an exquisite Elvis® emblem, enhanced with Swarovski® crystals to add that extra bling for rock royalty.

This exclusive lighter is staged in gold lame' - the perfect backdrop for this remarkable collectible. The lighter is limited to 10,000 consecutively numbered pieces worldwide.



No. 24177  
Elvis® Bling Ltd.  
Brushed Chrome

Worldwide.





# Gentlemen's Club



Choice Collection



No. 24176  
Playboy  
High Polish Chrome

Available selected countries, some restrictions may apply.



Entrepreneurs Hugh Hefner and George G. Blaisdell took great pride in making their respective companies, Playboy and Zippo, two of the most recognized brands in the world.

The Playboy Rabbit Head and the Zippo flame, two of the world's best known brand icons, emerge side by side deep carved on this Armor™ high polish chrome Zippo lighter. This limited edition rests in black satin in a black embossed magnetic box, fashioned exclusively for this striking collectible. The lighter is limited to 10,000 consecutively numbered pieces.



No. 24180  
Playboy & Zippo Ltd.  
Armor™ High Polish Chrome



Available selected countries, some restrictions may apply.

# Gentlemen's Club

Choice Collection

No. 24205  
Deep V  
High Polish Chrome



A rotary engrave and surface imprint combination process results in a striking look that resembles deep carve with epoxy fill, at a more economical price point.



No. 24196  
Zippo Ace  
High Polish Chrome

# George's Choice



Choice Collection



No. 24203  
Engraved Filigree  
Spectrum™

Since its inception in 2001, the goal of Zippo Choice has been to introduce innovative new finishes and customization processes. Here, George Duke reviews a selection of lighters created in Zippo's in-house design center and submitted for consideration for this year's catalog.

Engraved Filigree, a Spectrum™ lighter first laser engraved and then enhanced with rotary engraving, was one of his selections.



No. 24181  
Flowers of Fancy  
Brushed Chrome

# Accessories

## Choice Collection

The color is the key . . . red for liquid fueled lighters and accessories, blue for butane fueled lighters and accessories.



No. 3141  
Lighter Fluid 4 oz.

For optimum performance of every Zippo windproof lighter, we recommend genuine Zippo flints, wicks, and premium lighter fluid.



Zippo premium butane has a new look! Larger sized cans hold more butane fuel, blue lid and "Z" chimney pattern indicate Zippo premium butane is to be used for multi-purpose lighter line and butane pocket accessories. In fact, it is the only butane fuel we recommend for all Zippo butane lighters.



No. 3801  
Butane Fuel 1.9. oz.  
(54 grams)



No. 3165  
Lighter Fluid 12 oz.

No. 3800  
Butane Fuel 4.5 oz.  
(127 grams)

# Accessories

For optimum performance of every Zippo windproof lighter, we recommend genuine Zippo flints, wicks, and premium lighter fluid. For butane fueled products, we recommend only Zippo premium butane fuel.



Choice Collection

No. 2406C  
Six Flint Dispenser



No. 2406V  
Flint Cards

No. 2425  
Wick Cards

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**The name in flame.**

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