

ZIPPO to the rescue

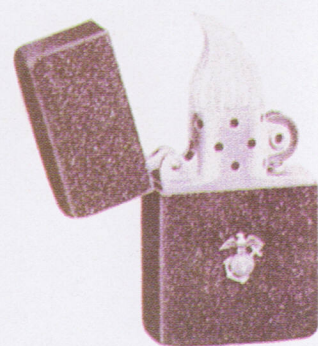
## ZIPPO is in the War!

Zippo Windproof LIGHTERS have acted as rescue beacons for men in open boats, as a guide through dense dark jungles and as a means of lighting fires for food and warmth. Lighting lanterns as well as pipes is a regular duty for a ZIPPO. Its water-tight case is a life saver.

So, if you are in the service and are going "over there", where matches are scarce and sometimes difficult to light, you'll be glad to have Zippo, the world's most practical windproof lighter, and the choice of the men in the Service.

We now can furnish ZIPPO Windproof LIGHTERS only to our Armed Forces outside of continental United States, and to post exchanges at ports of embarkation and ship service stores on board ship. We hope your local dealer can still supply you — the factory consumer stock is done and gone until metals essential for victory are again available. Sorry.

ZIPPO MANUFACTURING CO., 7 Barbour St., BRADFORD, PA., New York Office: 52 Vanderbilt Ave.

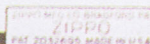


Windproof, water-tight, permanent wick, hard flint, large fuel capacity, always dependable — that's ZIPPO.



Invest that \$2.50, for the ZIPPO you may not be able to buy, in WAR STAMPS till the days of peace arrive.

FOR YOUR PROTECTION: Look for this engraving



on the bottom of every genuine ZIPPO LIGHTER

# ZIPPO *Windproof* LIGHTER

*This advertisement ran during World War II.*