



George G. Blaisdell, 1895-1978, Bradford, Pennsylvania, invented the world-famous Zippo lighter in 1932. Since then 300 million windproof lighters have been produced with a life-time guarantee. Except for making it $\frac{1}{4}$ " smaller and rounding the corners, the lighter has remained virtually unchanged.

Expelled from a military school in the seventh grade, George trained in metalworking in his father's Blaisdell Machinery Company. By the beginning of WWI he had taken over his father's company, which he sold in 1920. He went into the oil business, which was successful until the Great Depression.

Then by chance at a formal dance one evening Blaisdell stepped outside to have a cigarette and encountered a very suitably attired gentleman with a rather dysfunctional lighter. This encounter changed his life. He rented a corner floor office in the Rickerson & Pryde, Inc., building for \$10. per month and set about designing and inventing his lighter. It had to be small enough to fit in the hand, and most of all it had to be highly functional.

Why Zippo? At the time a company called The Talon Company of Pennsylvania developed the slide fastener called the Zipper. Blaisdell loved the way the word sounded so he called his lighter the Zippo.

Today Zippo Manufacturing is a highly diversified organization with a substantial product line of high quality products, including tape measures, knives, money clips, writing instruments and key holders. All of these items, including the Zippo lighter, can be imprinted with art work, such as a corporate logo, military emblem, or a coat of arms. It has expanded its sales operations nationally and internationally in more than 100 countries throughout the world.