

## The '100 Great Icons'

**ZIPPO** – Eternal Flame

**IN THE LATE 1950s, A ZIPPO LIGHTER WAS FOUND IN THE BELLY OF A FISH. ONCE REMOVED, IT LIT FIRST TIME OF COURSE.**

On a balmy summer's eve in 1932, on the picturesque porch of the very posh Bradford Country Club in Pennsylvania, a man looked on as his friend struggled to light a cigarette using a tawdry brass lighter. The onlooker began to laugh. 'You're all dressed up. Why don't you get a lighter that looks decent?' he mocked, 'It works', his friend replied moodily, staring out over hills and lakes as he struck the flint again and again. As the lighter's rasp merged with the social hum from inside the club, the onlooker's mind raced. He'd had a big idea . . . George G. Blaisdell had previously made money in the oil industry and was searching for a new business challenge. When he stepped outside the dinner-dance that evening in Pennsylvania, the challenge finally revealed itself. He'd manufacture and elegant, reliable, windproof lighter. Blaisdell began in 1932 by acquiring the US rights to designs from an Austrian lighter manufacturer, and then he and his staff went to work. They reduced the lighters' size, chrome-plated the body, developed a hinge to hold the lid and body together and protected the wick from the wind with a hood. Fascinated by the name of another invention, the zipper, Blaisdell named his own product Zippo. Zippos went on sale in 1933 for US\$1.95, and in the first month the company sold just eighty-two lighters. As a marketing ploy, Blaisdell offered a lifetime warranty (which famously still exists today), and sales took off. During World War II, Blaisdell sent Zippo lighters to senior military personnel and war correspondents, and word of the brand's reliability and sturdiness quickly spread. Between 1943 and 1945 the company's entire stock was ordered by the military. The unique clink-clank noise of the Zippo became as well known as the product itself, and its iconic status was sealed once it became a prop of choice for film-makers. Bruce Willis killed bad guys with the help of a Zippo in the Die Hard movies. The lighter saved the lives of Harrison Ford and Sean Connery in Indiana Jones and the Last Crusade. Decades earlier, Donna Reed lit Montgomery Clift's cigarette in From Here to Eternity with a Zippo, and Errol Flynn brandished the classic lighter instead of a sword in Objective Burma. Zippo has now sold over 400 million lighters worldwide. The solid gold model, with its price tag of US\$7995, is guaranteed to burn a hole in your pocket.

### FAST FACTS:

- 1800:** Austrian scientist Carl Auer von Welsbach combines combustible fuel and lighter flint to create the first modern lighter.
- 1932:** George Blaisdell and his staff begin hand-making lighters.
- 1939:** The 14-carat solid gold Zippo is introduced.
- 1960s:** Over 200,000 Zippos go to Vietnam with US troops. One lighter, carried in the chest pocket of Sergeant Martinez famously stops a bullet.
- 1978:** George Blaisdell dies, leaving the company to his daughters, Sarah Dorn and the aptly named Harriet Wick.
- 1991:** Percussion ensemble STOMP is formed, and the group uses Zippo lighters in its act.
- 1993:** Zippo leather jackets, jeans and gloves are manufactured under license for the Japanese market.
- 2002:** At a Tokyo swap meet, a collector pays a record US\$18,000 for an original 1933 Zippo.

From Chris Sheedy & Jenny Bond

## "The RULES of LIFE"

### Look at the long-term ramifications of what you do for a living

Just as your community has an effect, so too does what you do for a living. It is no longer safe or responsible or ethical to carry on working without thinking about what we do and the effect it has. I'm not going to question you about what it is you do. That is entirely for you to do. As a writer, I am aware that a lot of good trees could die young because of me. Balanced against that are the positive effects (I hope) of what I write, and people who are employed as a result of the writing. Ah, but I have no control over their working conditions so I'm off the hook there. Or am I? So, for me it is dead trees, the electricity I use in my office and the pollution caused by trucks delivering books to book stores, to name but a few byproducts of my sitting here tapping away. What about you? Handled any hazardous waste lately? Or designed a guidance missile system? Or logged an entire rain forest? Or does your work provide an essential service or product: does it make people happier, wealthier or more successful? What we do for a living has an impact. We can be working in industry that pollutes, cause harm, is unpleasant and bad. Or we might be working to help others, to benefit people positively. Knowing that what we do causes an effect – for good or bad – doesn't mean we have to instantly chuck everything up and change jobs. Nor does it mean we can sit back and relax and think we're doing OK just because we work in a caring job.

Every job, every industry has some ramifications – good and bad. Everything we do at work can have great benefit or cause harm. We have to weigh it all up and check how we feel about it. And if we are unhappy we can leave, but not too fast because there's a great chance we can change things from the inside.

I worked in one industry for a while where I was aware that things were a bit dodgy, so I adopted the line of asking, 'What if the press get hold of this, what would that do to us?' I wasn't whistle blowing or opposing anyone, merely asking. But it did draw attention to the fact that what was happening was slightly the other side of a fine line. Maybe you could do the same. Or maybe you can slowly, quietly use the influence that you have and the actions you are able to take, to change things ever so slightly for the better.

From Richard Templar

## 'Snippets'

**Quotes: Steven Wright (Part 2)** Honestly, I just go to restaurants to eat so I won't die. If there was a pill I could take in January and then I wouldn't have to eat again for the rest of the year, I would take it. Of course, I wouldn't want to sacrifice my chocolate cake and ice cream. If at first you don't succeed, then skydiving definitely isn't for you. I was trying to daydream, but my mind kept wandering. If you are in a spaceship that is traveling at the speed of light, and you turn on the headlights, does anything happen? I kept a diary right after I was born. Day 1: Tired from the move. Day 2: Everyone thinks I'm an idiot. If you think nobody cares about you, try missing a couple of payments. Do Lipton employees take coffee breaks? Sponges grow in the ocean. That just kills me. I wonder how much deeper the ocean would be if that didn't happen. If you tell a joke in the forest, but nobody laughs, was it a joke? It's like the Wild West, the Internet. There are no rules. When I woke up this morning my girlfriend asked me, 'Did you sleep good?' I said 'No, I made a few mistakes.' If a word in the dictionary were misspelled, how would we know? If it's a penny for your thoughts and you put in your two cents worth, then someone, somewhere is making a penny. It doesn't make a difference what temperature a room is, it's always room temperature. I have two pairs of reading glasses. One pair is for reading fiction, the other for non-fiction. I've read the Bible twice wearing each pair, and it's the same. Cross country skiing is great if you live in a small country. (A Steven Wright comment on his style: 'The things I talk about and explain couldn't happen - yet, they don't seem impossible - you could say I talk about the world in an abstract perspective. But then, the world is basically insane - and it's trying to pass itself off as being a sane place. I show it for what it is.')

## FROM THE EDITOR

The new year is off and flying with all sorts of fun and functions. ASEAN held a fashion parade featuring its member countries traditional dress. Australia Day, always a great day was celebrated around town including Mobys and Beachside Hotel. Chinese New Year was celebrated with its usual enthusiastic and colourful display. Hash House Harriers held their annual red dress run raising money for the Dili branch of Red Cross and they have been doing so for years. Well done HHH. Dili bid farewell to the Australian Ambassador Peter Doyle and wife Jennifer Lee. Then there were the birthdays. People keep having them, which of course is good news by the way. And just a reminder. 17th of March is St Patricks Day. There will most likely be several functions on the day. See inside Guide Post for functions advertised. Don't miss it. St Patricks is usually one of the highlight functions of the year. Come join the fun. Like always, if you're going somewhere, safe travelling. Till next time. **Cheers! Leith Carroll**

## Guide Post

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## From the "TRIVIA BOOK"

On June 8, 1959, in a movie a postal official heralded as "of historic significance to the peoples of the entire world", the Navy submarine USS Barbero fired a guided missile carrying 3,000 letters at the Naval Auxiliary Air Station in Mayport, Florida. "Before man reaches the moon," the official was quoted as saying, "mail will be delivered within hours from New York to California, to Britain, to India or Australia by guided missiles." History proved differently, but this experiment with missile mail exemplifies the pioneering spirit of the Post Office Department when it came to developing faster, better ways of moving the mail... However, they don't mention if the 3,000 letters were ever delivered.

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