

A Better Line.

1963
—
1999

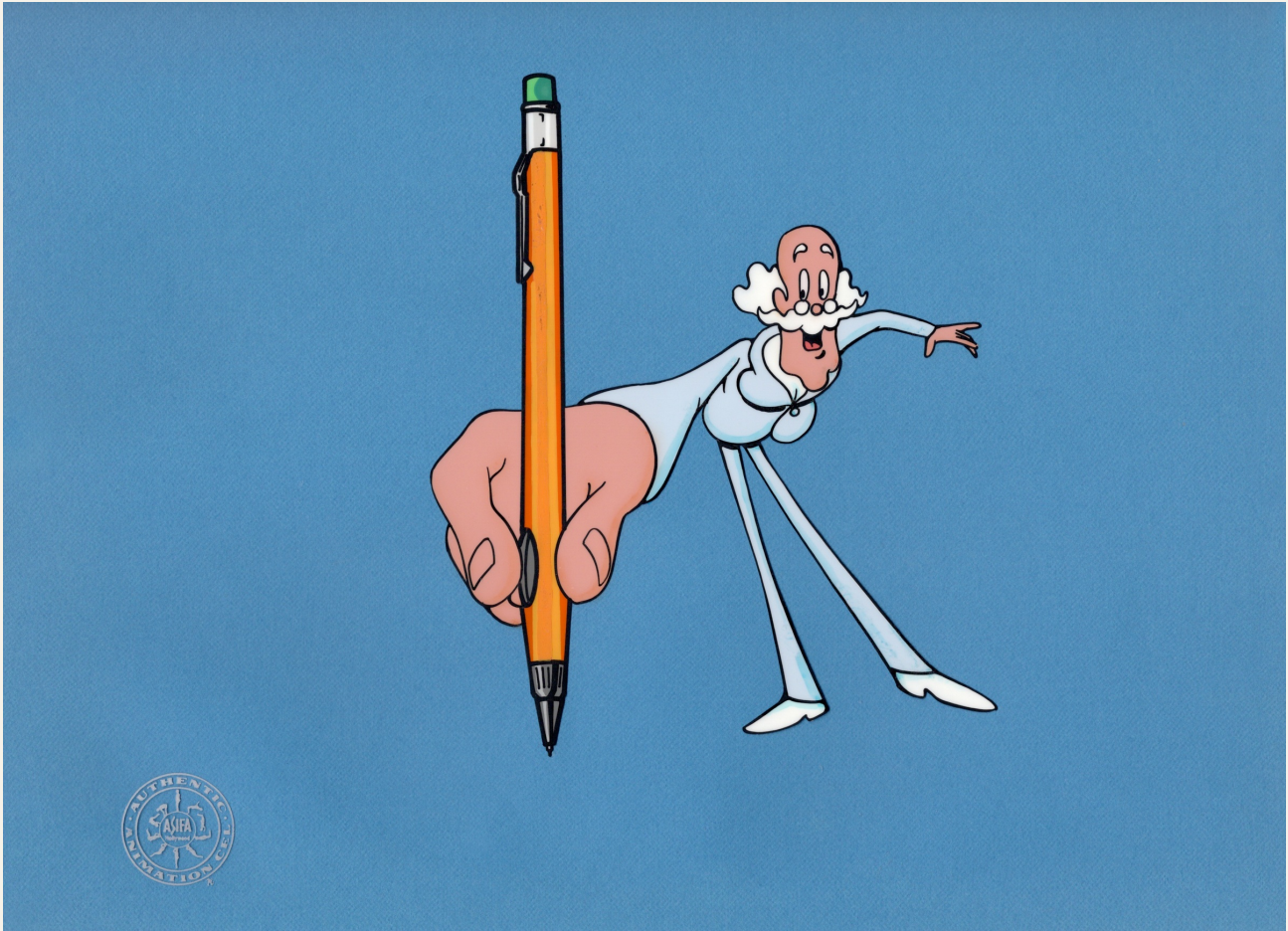


PENTEL IN AMERICA

How Pentel Won a Place on America's Desks

A BETTER LINE

Small objects.
A very big paper trail.



Text and research by **Thomas Latiolais**
Knockology · First illustrated book edition · September 2026

Based on the published Knockology article. The full narrative, 71 archival illustrations, and 17 Source Notes are retained. Captions keep dates, places, sellers, and evidentiary limits close to the objects.

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THE ROUTE THROUGH AMERICA

A story in ten chapters

Art counters. Drawing boards. Television screens.
School lists. College bookstores. The early web.

01	The arrival 1963-1965	7
02	The fine line 1967-1970	17
03	Personality for sale 1970-1971	27
04	On the air 1973-1979	37
05	At every counter 1980-1989	50
06	Into the shopping basket 1993-1999	75
07	Many desks. One brand. READING THE MARKET	87
08	Follow the money THE COMMERCIAL RECORD	90
09	Back in the drawer AFTERWORD	98
10	An unfinished archive AN INVITATION	100
	SOURCE DIRECTORY	102
	A BETTER LINE / PENTEL IN AMERICA	003

A pencil turned into a performance

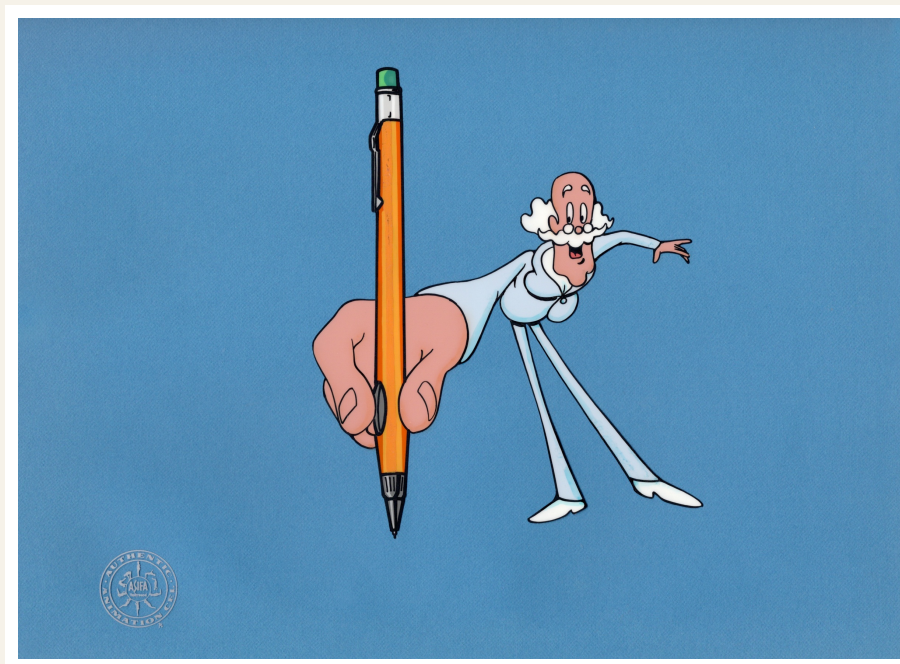


PLATE 01

An animation cel from my collection, from a Pentel America commercial made by Duck Soup. The exact commercial title, production date, and individual artist remain open questions in this research.

One of the things that has fascinated me about Pentel's American story is this animation cel from my collection, made for a **Pentel America commercial by Duck Soup**. It is a small piece of a much larger history: the people, artwork, ideas, and advertising that helped put Pentel pens and pencils into American hands.

Below, I have documented, to the best of my ability, **how Pentel entered the U.S. market and made its place in American working life**. The story follows the products, prices, stores, advertising, and creative people behind the brand, mainly from the 1960s through the 1980s, with a final look at the 1990s.

Mechanical pencils are a particular fascination for many of us here, but the pens belong in the story too. Together, they take us from art-supply counters and architects' drawing boards to television commercials, school-shopping lists, and college bookstores.

There is plenty still to discover. What follows brings together the evidence I have been able to find, with the original pages close at hand so you can inspect the details, enjoy the artwork, and help fill in the gaps.

Never a dull moment

In October 1967, Pentel made its case to Boston with four enormous words: **“never a dull moment.”** Beside them stood a Sharp 5 mechanical pencil. The price was **\$1.98**. The barrel came in brown or green. The intended customers were right there in the copy: architects, draftsmen, and accountants.

A collector might stop at the barrel colors. I want to know how that pencil got into the newspaper.

Somebody had to bring the product to America, persuade a dealer to stock it, decide whom to sell it to, and find a reason that person should care. The little Boston ad gives us one answer. A finer line and a point that stayed sharp were reasons to spend money on a better working tool. The pun made the promise easier to remember.

That is the Pentel story I want to follow: **how a Japanese writing-instrument maker became part of American working life**, from the art-supply counter to the drawing board, the office order, the school-shopping list, and the college bookstore.

Along the way we will meet a San Francisco importer, an advertising man in a one-room office, a 49-cent executive fantasy, a free-pen coupon, a professional artist who told Pentel what he wanted, and an animation studio called Duck Soup. There will be a skull on a package and a pencil posing like futuristic architecture. Eventually there will be a website with a visitor counter. Naturally.

Our main territory is the **1960s through the 1980s**, with a final look at the 1990s and a firm stop at **1999**. Mechanical pencils are the thread running through it, but the pens belong here too. They help explain the audiences, retailers, and reputation the wider brand was building.

A note before we turn the pages: the captions identify dates, places, and sellers, with links to full source PDFs or newspaper pages hosted on Knockology where supplied. The PDF downloads are preserved copies hosted on Knockology. Large source issues are supplied in numbered parts where needed to fit the forum’s attachment limit. Compressed reading copies retain every page; full-resolution originals are also preserved in my local archive. Later recollections and company histories are identified as such.

Source Note

A dated ad establishes an appearance by that date; it does not necessarily establish a product launch. Source Notes beside individual items explain further limits of the evidence.

Watch the name at the bottom of each ad. **Yasutomo the importer, Pentel of America the manufacturer’s subsidiary, and the local retailers speak in different voices.** A store’s bargain and the manufacturer’s promise may feature the same pencil, but they tell us different things about how it was sold.

never
a
dull
moment
with Pentel Sharp 5.

Pentel Sharp 5 writes thinner and stays sharper than any other mechanical pencil. It has the world's thinnest, strongest lead. It's ideal for architects, draftsmen, accountants — anyone interested in extra-fine, extra-smooth writing. Discover the pointed difference in Pentel Sharp 5 now.

\$1.98

Available in brown or green barrels,
extra leads 50¢ per package — in HB, H, 2H, 4H.

Pentel of America, Ltd., 333 North Michigan Ave., Chicago, Illinois 60601

The arrival

*A pen arrives before the
American company does*

cheating they may observe. Such factors as how much

THE WHITE HOUSE
GRANT, POST AND SUTTER, SAN FRANCISCO • KAISER CENTER, OAKLAND

PERSONALIZED CHRISTMAS CARDS
choose from the most complete selection in all San Francisco!

Now's the time to select your holiday greeting cards —while you can shop in leisurely comfort. Visit our all-new Christmas Card Shop today and choose from over 6,000 designs by world renowned artists. Collection with personalized imprint starts at 3.95 box of 25. Allow two weeks for delivery.

Stationery, Street Floor, San Francisco and Oakland

YOU'RE NOT AN EXECUTIVE UNLESS YOU USE PENTEL PENS
49^c each

The sign of a successful tycoon or big business magnate is a flourishing signature with a Pentel pen. It writes on almost everything—including The Big Contract. If you're eager to get ahead, rush to The White House for a gross of Pentels! (Start by giving a box to the Boss.) Box of 12, 5.20; gross \$60.

Stationery, Street Floor, San Francisco and Oakland

SHOP TONIGHT 'TIL 9

A pen arrives before the American company does

Pentel's U.S. story does not begin with a single ribbon-cutting. **Yasutomo dates its importation of the Sign Pen to 1963. Pentel's corporate chronology places a Chicago branch in 1964 and Pentel of America, Ltd. in 1965.** Products, advertising, a branch, and a subsidiary are separate milestones. The contemporary advertising record reaches back before the subsidiary. Yasutomo history^[01] · Pentel's retrospective chronology, printed p17 / PDF p18^[02]

Ben Yasutomo's San Francisco business, established in 1954, already dealt in Japanese goods for American art-material, gift, and stationery stores. Its own history describes trade-only gift shows in San Francisco, Los Angeles, Seattle, and New York, followed by art-material trade-association events. That network matters: an intriguing pen needed somebody who could put it in front of buyers and get it into shops.

American stationery stores were part of this market, but they were only part of the route to a customer. The pages collected here take us through art materials, office equipment, drafting supplies, department-store stationery counters, and school supplies. Pentel could meet an American buyer under any of those signs. Each setting called for a different explanation of the product.

An artist wanted to see the mark. An accountant needed a fine line. A dealer needed something customers would buy again. A parent in August needed to finish the school list. A product could be useful to all four without the same advertisement working for everyone.

1963-64

First, get the artists interested

Open the complete press-sheet PDF^[03]

The cast is unusually easy to identify. There is **Yasutomo & Co.**, at 24 California Street in San Francisco, and **Thomas K. Yamagata**, head of **TKY Advertising Associates**. Harry Press's *Printers' Ink* account places Yamagata in a one-room Market Street office. The American sales effort comes into focus at the scale of a small business: an importer, an ad man, and a pen they need people to try.

The campaign began in a place where the mark would matter. The sheet describes a **quarter-page advertisement in American Artist in September 1963**, repeat insertions, and a **full page in January 1964**. By May, Yamagata was buying space in **six trade magazines**. Only *American Artist* is named in this account.

In the reproduced ad, a hand demonstrates the pen. At **49 cents**, the invitation was easy to understand: look at the strokes this thing can make, then try it yourself. Yamagata's account explicitly identifies the art field as the chosen market. The medium, illustration, and price all serve the same introduction.

Then a pen took a much more glamorous route. According to the reprinted *Advertising Age* account, writer **Robert de Roos** encountered it at **Flax's art-supply store**, passed examples to **Pierre Salinger**, and one reached the White House. President Johnson subsequently ordered more. That is the contemporary account preserved here. Later company retellings emphasize trade-fair samples; the surviving versions do not justify stitching together an exact handover scene.

The commercial claims are striking: **more than two million pens sold in the United States**, approximately **15,000 dozen shipped to the U.S. per month**, and a **two-month backlog**. The larger figure of 150,000 dozen in the article is the manufacturer's monthly production, not monthly U.S. shipments. These figures survive in the importer's contemporary promotional reprint.

Yamagata describes a small advertising budget and gives word of mouth a large role. He also talks about more promotion if production permits, including expansion in the stationery field and small newspaper ads in selected areas. No dollar budget is given. It is a wonderfully practical qualification to an advertising success story: publicity is most useful when you have pens to deliver.

The presidential connection is irresistible, but look at the work already underneath it. Specialist advertising introduced the tool. A shop put it within reach of a writer. Personal recommendation and publicity carried the name farther. Dealers could then make their own pitch. Pentel's early American visibility grew through those connected encounters.

Source Note

The sales and shipment figures are contemporary reported claims, not audited financial statements. The two reprinted accounts are not perfectly consistent about the initial introduction and repeat-insertion sequence. September 1963 advertising is explicitly described; the precise first U.S. sale remains unestablished. The sheet's own Newsweek date differs from the date in its reproduced article. Neither is used here as a verified Newsweek issue citation.

YASUTOMO & CO.

24 CALIFORNIA STREET, SAN FRANCISCO, CALIF. 94111

REPRINTS FROM
ADVERTISING AGE
AND PRINTERS' INK
ON "PENTEL" SIGN
PENS

Similar Article appeared
in August 9, 1964 issue
of Newsweek magazine.

A new product
that sells itself

by HARRY PRESS, San Francisco correspondent

The first advertisement for it in the United States appeared in September, 1963, in a trade magazine. A year later, President Johnson was signing photographs with it in Washington, and Senator Pierre Salinger was in California signing autographs on the campaign trail. Most important, sales were far ahead of supply.

And in a one-room office on Market Street in San Francisco, Thomas K. Yamagata, head of TKY Advertising Associates, admitted he was somewhat amazed at the rocketing success of a pen called Pentel.

In the ads he's created, Yamagata calls it the "new versatile sign pen with the secret tip." The man-made fiber-tip point carries a water-soluble ink—presently available in black, blue and red—and writes on any substance without showing through. The width of the line produced depends on the pressure exerted.

Pentel, made by Japan Stationery Co., is imported here by Yasutomo & Co., San Francisco. For the last few years, Tom Yamagata has done advertising for the importer, who last summer noted that Pentel's sales "weren't sensational," and suggested that Yamagata try to improve them.

In September 1963, a quarter-page ad was placed for the 49¢ Pentel in *American Artist*, and repeated the next two months.

"Results were so good," said Yamagata, "that we went to a full-page ad in January, and Pentel has been back-ordered ever since." By May, Yamagata was buying space in six trade magazines, and the schedule is continuing at a heavy pace.

"All I've done is to advertise the price and show in the ads the wide variety of strokes the pen can make," said Yamagata.

Of the manufacturer's monthly production of 150,000 dozen, about 15,000 dozen are shipped to the United States, and Yamagata says the firm is two months behind.

"Word of mouth has helped us tremendously," he said. "Pierre Salinger told the President, for instance. Art and department stores are so enthusiastic they promote it in their own ads.

"So far, more than two-million Pentels have been sold in this country. And at least two U.S. and several Japanese firms are now making imitations."

Japanese Pen Sales
Boom with Assist
From White House

SAN FRANCISCO, Sept. 29—A small Japanese product, advertised by a Japanese advertising agency in San Francisco, now getting national publicity including White House use by President Johnson, has racked up sales of more than 2,000,000 units since its introduction here last November.

The product is the Pentel Sign Pen, a disposable pen with a felt tip, made by Japan Stationery Co., Tokyo. It is imported and distributed here by Yasutomo & Co. and promoted by Thomas K. Yamagata Advertising Associates.

Retailing at 49¢ each, the Pentel produces a fine or heavy line on every kind of surface, including glass.

Probably the biggest sales boost came when San Francisco magazine writer Robert de Roos discov-

Advertising Age, October 5, 1964

**AMAZING!!!
WONDERFUL!!!
PRACTICAL!!!
SENSATIONAL!!!**

Talk of Artists all Over the world

The new versatile fine point working pen from Pentel

Comes in red, blue and black colors

49¢

EXCLUSIVE AGENT
YASUTOMO & CO.
DEPT. A&Z • 24 CALIFORNIA STREET, SAN FRANCISCO, CALIF. 94111
Dealer inquiries invited on company letterhead.

FAMOUS PEN—White House use helped boost sale of this pen, advertised in *American Artist*.

ered Pentel at Flax's art supply house, gave a few to Sen. Pierre Salinger (D., Cal.), who passed one on to the White House, after which President Johnson ordered several dozen.

■ "Up to last June," said Mr. Yamagata, "sales for the pen were just average. We decided to direct our advertising to a select market and chose the art field, with the first ads placed in *American Artist*.

"Then we followed up with page ads describing and illustrating the versatility of the pen and its blue, black and red shades of ink. Pretty soon word got around, and a piece in the Aug. 3 issue of *Newsweek* did us no harm," he said.

The first quarter-page ad appeared in the September, 1963, issue of *American Artist* and ran through December. In November, sales started up, and the climb has not stopped yet.

■ The current ad program, according to Mr. Yamagata, will be stepped up in the art market and extended to the stationery field. The agency also plans to use daily newspapers in selected areas with small-space ads.

"The ad budget," Mr. Yamagata pointed out, "has been minute, and we have depended more on word-of-mouth promotion than on dollars. It seems to have worked, but as sales continue we will spend more on promotion—if we can get production."

The pen lasts for approximately two months of "normal" use, thus creating a self-perpetuating market. #

NOVEMBER 1964

Become an executive for 49 cents

“You’re not an executive unless you use Pentel pens.”

That is a wonderfully extravagant burden to put on a 49-cent writing instrument.

The illustration supplies the rest: a suited man, pen in hand, doing the sort of writing that presumably changes somebody’s business prospects. The copy links a flourishing signature to success and contracts, and suggests giving a box to the boss. One pen costs **49 cents**, a **box of twelve \$5.20**, and a **gross \$60**.

There is a second White House in this story. **The White House department store** is the advertiser here, offering Pentel through its San Francisco and Oakland stationery departments, alongside personalized Christmas cards. The name is a coincidence worth untangling before the department store gets promoted to the presidency.

The artist’s demonstration has become a small fantasy of business success. The point still makes a useful mark, but now it is the signature at the bottom of a contract. Giving a box to the boss is part of the invitation. A cheap pen has acquired an ambitious social life.

That shift shows how a retailer could give the same product a new audience. In this particular store, on this particular day, 49 cents bought the promise of executive style.

cheating they may observe. Such factors as how much. **DISCOUNT PRICES**

THE WHITE HOUSE

GRANT, POST AND SUTTER, SAN FRANCISCO • KAISER CENTER, OAKLAND

PERSONALIZED CHRISTMAS CARDS

choose from the most complete selection in all San Francisco!

Now's the time to select your holiday greeting cards —while you can shop in leisurely comfort. Visit our all-new Christmas Card Shop today and choose from over 6,000 designs by world renowned artists. Collection with personalized imprint starts at **3.95** box of 25. Allow two weeks for delivery.

Stationery, Sheet Floor, San Francisco and Oakland

YOU'RE NOT AN EXECUTIVE UNLESS YOU USE PENTEL PENS

49¢ each

The sign of a successful tycoon or big business magnate is a flourishing signature with a Pentel pen. It writes on almost everything—including The Big Contract. If you're eager to get ahead, rush to The White House for a gross of Pentels! (Start by giving a box to the Boss.) Box of 12, **5.20**; gross **\$60**.

Stationery, Sheet Floor, San Francisco and Oakland

SHOP TONIGHT 'TIL 9

PLATE 04

The White House department store, San Francisco Chronicle, November 5, 1964, p9. Retailer advertisement for its San Francisco and Oakland stationery departments.

NOVEMBER 1964

The red-pen brigade

Open the complete newspaper PDF^[04]

The president may get the publicity, but somebody has to mark the spelling tests. The small advertisement addresses **teachers** and promotes a red Sign Pen for correcting, writing, addressing, and sketching. Its practical promises concern water-soluble ink and avoiding show-through.

The teacher has a stack of papers to finish. A clear red correction matters more here than an executive flourish. The local seller has translated the pen's properties into a familiar job, right down to the color of the ink.

The ad is small enough to miss while admiring the rest of the page. Yet it catches Pentel doing something essential to the American story: becoming useful to a particular customer in a particular town. No price is printed in this offer.



PLATE 05

Detail from the Devil's River News, Sonora, Texas, November 12, 1964, printed page 6-A. The newspaper itself is the seller. Retailer advertisement.

Sutton County — Capital of the Stockman's Paradise

Baylor Head Urges Baptists To Apply Christianity to Changing Conditions

"Baptists must be more concerned with the problems of the modern world such as poverty, ignorance, prejudice, bigotry, intolerance, materialism, dishonesty, and cynicism and corruption in business and government," Abner McCall told more than 5,000 Baptists from throughout the state at the 79th annual Baptist General Convention of Texas in Corpus Christi last week.

Dr. McCall, president of the convention and president of Baylor University, said in the major convention address that unless Baptists apply Christianity to the changing social conditions of today, the denomination would "become stuck in yesterday and gradually disappear."

In a business session the convention adopted without debate resolutions expressing opposition against legalized gambling and liquor by the drink; opposing communism and the tactics of hate, slander and half-truths they use; and assuring President Lyndon B. Johnson of the convention's prayer.

The convention concluded with a special Latin American mission-emphasis session that featured an evangelistic message and reports on a recent Latin American New Life evangelistic crusade. Dr. T. A. Patterson, executive secretary of the state Baptist Convention said that the crusade had created a climate of communication and understanding in the state, and had resulted in more than 5,000 professions of faith and nearly 15,000 total decisions.

Attending the convention from Sonora as delegates were the Rev. and Mrs. Rodney Dowdy. Mr. Dowdy is pastor of the First Baptist Church.

REMEMBER WHEN? It was only last Sunday, but the circa 1918 Model "T" Ford driven by Sam Odum with Sam Jr. of the creek attracted the attention of several Sonorans. Odum, who works for the city, is restoring this vintage car for Booth Yates of Marble Falls. Yates, a collector, has two more touring cars and a coupe from earlier years. He found this prize in a barn resting on jacks. Note that there are doors only for the back-seat passengers. The driver and his companion must step over the body to enter.

YOUR MINISTER SAYS

By the Rev. Allen G. Roe
Pastor
First Methodist Church

In Philippians Chapter 4, verse 8, we find these words: "Whatever is true, honorable, just, pure, lovely, whatever is gracious, if there be any excellence, if there be any worthy of praise, think about these things."

The Apostle Paul believed that Christ would empower him for anything God called him to do. He declares boldly to the Church at Ephesus: "I can do all through Christ who gives me strength."

A novel published some time ago had this strange title: "The Man Who Made Friends With Himself." Perhaps we all feel that we make friends with ourselves but actually that isn't what we do. We never make friends with ourselves in the fullest way until we give our best possibilities a chance to develop. The person who pampers himself is not choosing the narrow way that leads to life.

The Apostle is saying that we should be constantly influenced by whatever will contribute to the highest we can become. To the one who holds himself up to the best is the person who makes friends with himself. Jesus said to the disciples, "Ye are my friends if you do whatever I command you." We think of John the Beloved as a friend of Jesus because he respected the commands of his Lord and endeavored to keep them. He often thought of the words of Jesus and spoke of The Bread of Life, The Good Shepherd. He thought of Jesus as "The Light of the World."

Judas Iscariot, on the other hand, did not make friends with himself. He did not heed the advice of St. Paul to think upon the honorable, the just, the pure, things lovely and gracious, and of good report. He was too intent upon a material reward to feed upon the Bread of Life, to drink from the Living Waters, to hear the voice of the Good Shepherd, or to walk in the Light that Jesus was so eager to give.

John came to the end of the way still a staunch witness to the love that he had known and declared. Judas came to the end of the way so filled with remorse that he hanged himself in an effort to escape the excruciating sense of failure. We remember John "as the disciple whom Jesus loved" and we remember Judas as one who spurned this love to the point of no return.

Teachers!

We have the new Pentel Sign Pen in red!

This dual purpose marker combines the hard touch of a ball point pen with the soft touch of a Japanese lettering brush. Ideal for correcting, writing, addressing, sketching.

Pentel is water soluble, but never shows through the paper.

Devil's River News

UP TO \$6.00 ON

MAIL SUBSCRIPTIONS

Special Annual Rates

\$21.00 \$13.20

DAILY AND SUNDAY DAILY ONLY

By Mail In Texas and Louisiana Only

Address: State Circulation Dept., Houston Chronicle, Houston, Texas

NAME ADDRESS CITY STATE ZIP

Offer Expires December 31, 1964

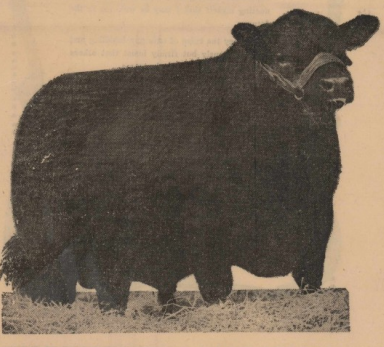
THE HOUSTON CHRONICLE

FOURTEENTH ANNUAL

Angus Bull Production Sale

12:00 Noon San Angelo, Texas

On November 21, 1964, we are offering 175 serviceable age Angus Bulls, 18 to 30 months old; large, range raised, rugged bulls produced in West Texas. Each bull tested in every way to assure any purchaser the best that can be had as to health, bloodlines, and quality. Our guarantee, "TO SATISFY", applies to this offering as it has the past fourteen years.



Moore's Ranch
ELDORADO, TEXAS

Herman Allen
CHRISTOVAL, TEXAS

Prosperity and Sales of Automobiles Are Interlinked in American Economy

By S. S. Talbert, Ph.D.
Department of Journalism
University of Mississippi

Prosperity and automobile sales are so closely linked in America that it is difficult to tell which comes first.

This year, it seems that automobile manufacturers are working on the theory that sales of new models can be controlled by advertising. Never before has such faith been shown in the promotional efforts of the major companies.

The advertising introducing the 1965 autos has never been equalled in volume. However, the methods have been proven. More than ever the printed page is being used to illustrate new models. Again national companies are putting increased emphasis on advertising in local media.

Ten years ago when some automotive firms experimented with the concentration of advertising in metropolitan media a drastic decline in sales followed. Near-disaster taught the industry that advertising could not be divorced from the local dealer. A trend back to local newspaper advertising followed.

One company which introduced new models in more than three thousand newspapers, covering the communities of all its local dealers, was once a chief exponent of centralized advertising.

A company official explained that no other medium could show the "exciting new styling of 1965" to so many people so effectively as the local newspaper. In this respect, the selling of automobiles is no different from other retail selling. And in either case prosperity in the local community may be created through newspaper advertising.

Full Coverage!

All Types of Insurance
Fire Casualty Bonds
Travel Livestock Auto
City Permit Bonds

Web Elliott Agency
Representing Southwestern Life Insurance Co.
Sonora, Texas
Phone 2-7801

Hunters: Get Butane Here

L.P. GAS
FAST - CLEAN - ECONOMICAL

Right in the front driveway.

No need to search out the place where butane is located. Ours is located right in the driveway, just like the gas pumps.

Open 24 Hours

Drive In And Service Your Butane Bottles At

Jack Raye's Live Oak "66"

Crockett and 7th Streets
Sonora, Texas Phone 2-4641

Welcome

HUNTERS!

Make The Chuck Wagon Headquarters For All Your Hunting Needs.

*GROCERIES *BEER *HUNTING LICENSES
*GAS *MAGAZINES *AMMUNITION
*DRUGS

And Best Of Luck On Your Hunt

The Lucketts at

The Chuck Wagon

Open From 7 a.m. To 10 p.m.
Hwy. 290 West Phone 2-2501 Sonora, Texas

Teachers!

We have the new Pentel Sign Pen in red!

This dual purpose marker combines the hard touch of a ball point pen with the soft touch of a Japanese lettering brush. Ideal for correcting, writing, addressing, sketching.

Pentel is water soluble, but never shows through the paper.

Devil's River News

PLATE 06

Complete source page; PDF page 8.

A BETTER LINE / PENTEL IN AMERICA

013

FEBRUARY 1965

Hanging out with the paints

Open the complete Daily Toreador PDF^[05]

The store's art-supply section includes **Pentel Pens** alongside such materials as Cray-Pas, Liquitex, oils, and watercolors. It is an assortment advertisement rather than an explanation of one pen's mechanism.

The company Pentel keeps on this page is revealing: paints, drawing materials, and the equipment of making pictures. The Book & Stationery Center has already done some of the persuasive work simply by choosing the assortment.

Yamagata's art-market plan now has a local retail counterpart. Someone reading a campus newspaper in Lubbock could find the brand among the materials available for their next piece of work.

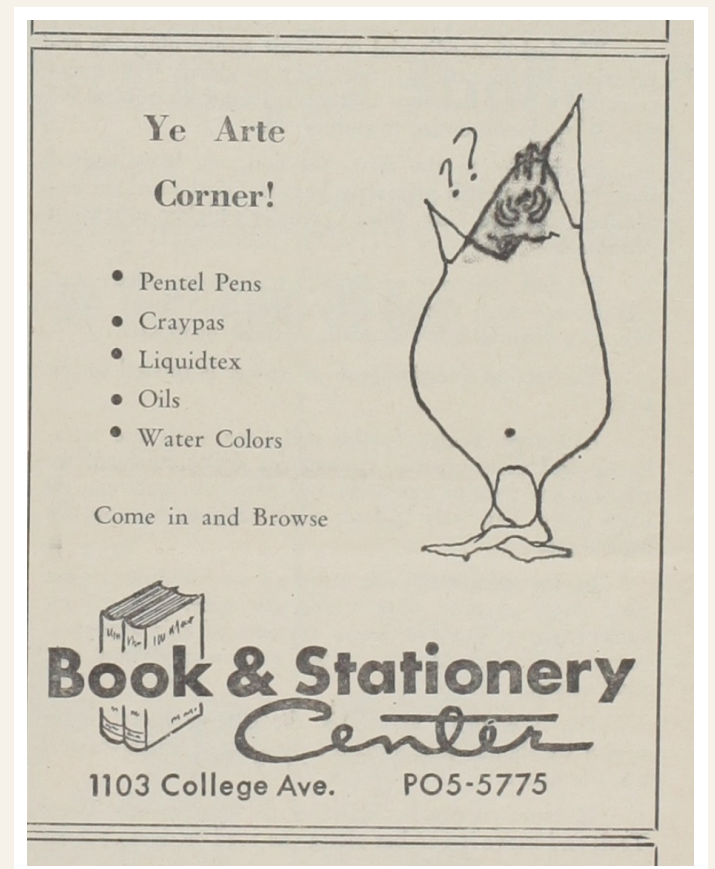


PLATE 07

Book & Stationery Center advertisement, Daily Toreador, Lubbock, Texas, February 17, 1965, printed page 3. Retailer advertisement.

-By Next Fall-

ROTC To Undertake New Commission Plan

The departments of military science and aerospace studies will launch a new two-year commissioning program next fall.

The program, required by a new law, is designed to take care of students who had no military training in their first two years of college—either because they attended junior college or did not decide to go into ROTC as freshmen.

The program works this way: Men who have at least two academic years remaining before the award of a degree at either the baccalaureate or graduate level may apply.

By attending a six-week summer encampment before his junior year, the trainee enters the advanced course in step with cadets who entered ROTC as freshmen. He will substitute a paid summer encampment with its concentrated training situations for two years of basic on-campus ROTC.

Retainer Pay

During the cadet's junior and senior years, he receives a \$40 per month "retainer pay," and will attend academic classes conducted by the staffs of either the military science department or aerospace studies.

Cadets who qualify for pilot training will receive during their senior year 36½ hours of flight

instruction leading to the Federal Aviation Agency's private pilot license.

"Many students as freshmen do not know whether they want to go into ROTC and those who transfer from junior colleges do not have a chance earlier," said Capt. Albert H. Wilson, assistant professor of aerospace studies and public information officer.

"I believe we will witness a shift to the two-year program. There will probably be an orderly phase down of the four-year system to a point where the two-year program will become predominant," he said.

Higher Quality

"The new program will probably result in a higher quality of instruction with smaller classes," he added.

The Army's academic curriculum includes leadership, counter-insurgency, tactics, communications, military law, army administration and operations, as well as service orientation.

The Air Force emphasizes the development of aerospace power, astronautics and space operations, problem solving, leadership and management, and military justice.

Qualifying Tests

The Air Force Officer Qualifying Test will be administered in S.Sc. Bldg. room 17 at 6 p.m. Friday and at 9 a.m. Saturday.

Persons desiring entry into the new program in the fall of 1965

must contact the department of Aerospace Studies in S.Sc. room 19, Ext. 2145.

Students who are interested in the Army's two-year program leading to a commission may contact Col. B. W. Paden, Social Science room 12, Ext. 2141.

Dean Resigns After Uproar

STANFORD, Calif. (AP)—Lucile A. Allen, former Stanford University dean of women, says the recent "unfortunate controversy" on campus could teach a long-term lesson.

The career educator, who resigned late Sunday, said in a statement Monday that the controversy shows the need "to clarify relationships among students, faculty and administrators at this critical time in our nation's history."

Dean Allen became embroiled in controversy Feb. 4 when the campus paper Stanford Daily said she had criticized classroom morality in an unpublished 16-page study.

The paper said that in the study, Dean Allen "attributed some of the problems which occur among freshmen to the salacious materials they study in freshman English and to the erotic approach adopted by many of the younger professors."

Smoking Habits To Be Eyed

Smoking habits of Tech students will be checked in a survey conducted by 70 statistics students in the Marketing Department. The survey will determine how many Techsians smoke; how many have quit or thought about quitting since the surgeon general's report; attitudes toward requiring manufacturers to label cigarette packages with harmful effects warnings; and whether cigarette advertising should be controlled by either private or government regulations.

Approximately 375 students, all picked at random, will be questioned.

Louis Wood and Charles Riter, Marketing Department teaching assistants, are supervising the survey, which is being used instead of text and workbooks for a "more practical application" of statistical knowledge.

SPECIAL

Factory Guaranteed Rebuilt

Generators 9.95 exch.
Starters 10.95 exch.
Brake Shoes - 4 wheels 6.50 exch.

SAVE 40% ON ALL AUTOMOBILE PARTS AND ACCESSORIES

MAC'S AUTO PARTS

1617 19th St.

Phone SH7-3226

Ye Arte Corner!

- Pentel Pens
- Craypas
- Liquidtex
- Oils
- Water Colors



Come in and Browse



Book & Stationery Center

1103 College Ave.

PO5-5775

New Rule Hits S. Viet Nam

SAIGON, South Viet Nam (AP)—A new government and a new legislative advisory body took office Tuesday with the blessing of Lt. Gen. Nguyen Khanh's high command. A facade of civilian rule that had been rent by military purges was retired.

Dr. Phan Huy Quat, 55, a former foreign minister, got the helm as premier. He called for unity in the interests of promoting the U.S.-backed war against the Viet Cong.

A U.S. Embassy spokesman issued a statement saying:

"We welcome the end of this interim period and look forward to very close cooperation with this new government."

HOWARD SUMMER TOURS

AN ORIGINAL WEST COAST "UC" TOUR

58 DAYS FOR ONLY \$599

Roundtrip from Dallas

Six University Credits Available

Price includes roundtrip deluxe bus travel from Dallas and six weeks Summer Session residence at the University of California at Berkeley, where members live at Howard Hall. This is a brand new university-approved, fully furnished, deluxe apartment building in the heart of Greek Row. Departs Dallas June 12 for sightseeing via Amarillo, Albuquerque, Flagstaff, Grand Canyon, and Los Angeles. Return is via Yosemite, Los Angeles, Disneyland, Phoenix, El Paso, and Carlsbad Caverns. Arrive in Dallas August 9. Weekends of two or more nights are spent at San Francisco, Carmel-San Simeon, and Lake Tahoe. Weekend visits to wine, redwood, and gold countries. Many first sightseeing tours and special activities. Open only to college women, including high school juniors and graduates. All applicants are subject to review and acceptance by the house-mother of a southern university who will escort, live with, and supervise members throughout the program.

APPLY:

Mrs. C. C. Turner
Howard Tours, Texas Office
6321 Wilcrest Ave. - Dallas, Texas
(Telephone LA 6-2470)

HOWARD TOURS

EXPERT WATCH REPAIR AND SERVICE

Regular Watches Cleaned \$4.95
(Rusty, broken, complicated watches slightly higher.)

With Tech I.D. \$1 Discount

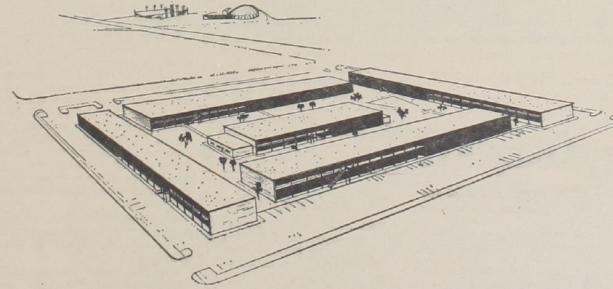
ON EACH CLEANING JOB

Also Available: Guitars, Other Musical Instruments & Loans.

A ACME PAWN SHOP

715 Broadway

Clyde Stuart, Owner



UNIVERSITY VILLAGE APARTMENTS

FOR MARRIED STUDENTS ONLY . . . 192 — 1 BEDROOM UNITS AT 4th & FLINT

- ELECTRIC HEAT
- REFRIGERATED AIR
- ELECTRIC COOKING
- REFRIGERATOR
- DISPOSAL
- CARPET
- SWIMMING POOL
- AUTOMATIC LAUNDRY

FOR RESERVATIONS

- DRIVE BY 4TH & FLINT
- OR CALL PO3-9822

APRIL 1965

A space-age footnote that needs careful reading

The space association deserves more than a repeated brand legend. This memorandum says **four Pentel writing instruments were carried on the GT-3 flight** and were flight-qualified. It calls them pencils, then describes a **nylon point**. That wording matters enormously to a pencil collector: it does **not** establish that these were Sharp 5s or graphite mechanical pencils.

The memo also gives an unusual **49-cent total-cost figure** and discusses avoiding publicity. Its wording does not resolve a dependable per-unit purchase price. This is an administrative document, preserved by a later historical publication, rather than a Pentel advertisement.

For pencil collectors, the nylon point is the detail to remember. The word “pencil” in an old document can lead us toward the wrong object if we read past its description. NASA supplies an intriguing 1965 encounter with the brand; this memo alone establishes neither a Sharp 5 in orbit nor a space-themed advertising campaign.

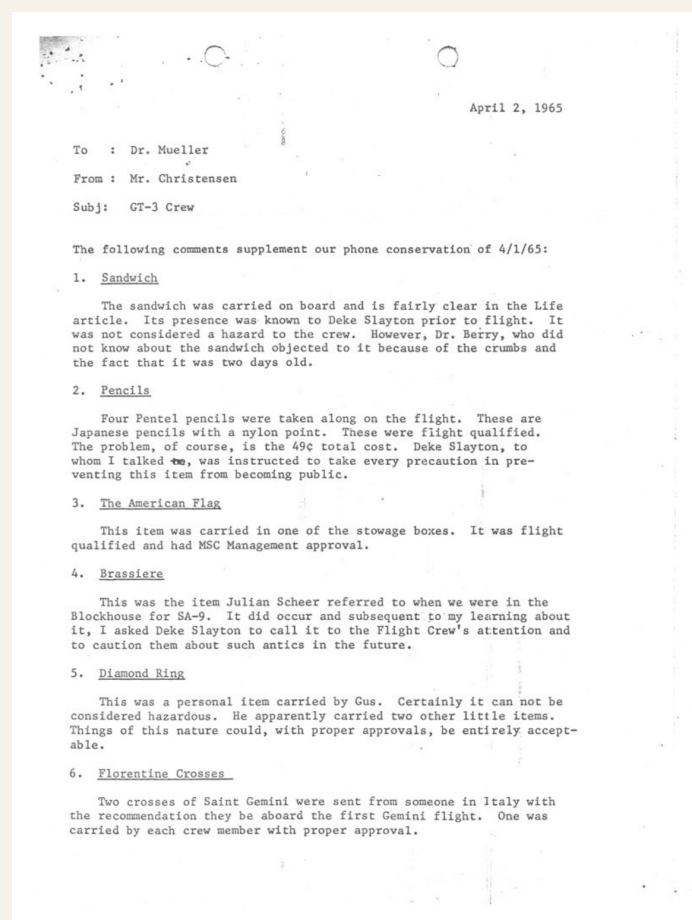


PLATE 09

April 2, 1965 memorandum, Mr. Christensen to Dr. Mueller, “GT-3 Crew,” first page of a two-page contemporary document reproduced by The Space Review. Complete memorandum PDF^[06].

The fine line

The pencil makes its case



PENCILS—always found
in the “Best Circles”!



TOP
LOAD
PUSH
BUTTON

ERASER
UNDER
CAP

0.5mm 12 LEAD
**AUTOMATIC
CONTINUOUS FEED**

**CPA*
“Sharp 5”

*CONSTANT POINT ALWAYS
**MECHANICAL
PENCIL**

\$2.98
Individually
Boxed

**12
LEAD**
**CONTINUOUS
FEED**
MECHANICAL PENCIL

GRAPH

Perfect for fine line
reproduction

0.5mm (.020")

Refill leads for
CPA Sharp 5 &
Graph Pencil
H-HB-2H-4H
50¢ package of 12

\$4
Individually
Boxed

Pentel OF AMERICA, LTD.
333 N. MICHIGAN AVE. CHICAGO, ILL. 60601

PLEASE SEND THE FOLLOWING:

☐ CPA Sharp 5 @ \$2.98	☐ Pentel Refill Leads 50¢ Pkg. of 12
☐ Graph Pencil @ \$4	☐ HB ☐ H ☐ 2H ☐ 4H

NAME _____ TOTAL \$ _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

On Readers' Service Card, Circle No. 441

106 P/A News Report

MAY 1967

A catalog, a newspaper, and a free pen

By 1965, according to Pentel's chronology, the American subsidiary was established. Later advertisements in the decade put its name and Chicago address in front of readers. Alongside that company voice, local dealers continued to explain, price, and sell the products. The next two ads let us see both kinds of persuasion at work.

This advertisement is a small treasure for our kind of reader. Ivan Allen places Pentel in the **Drafting and Engineering** section of its office-supply buyer's guide, then reproduces an illustrated assortment on the newspaper's business page. The catalog and newspaper are working together.

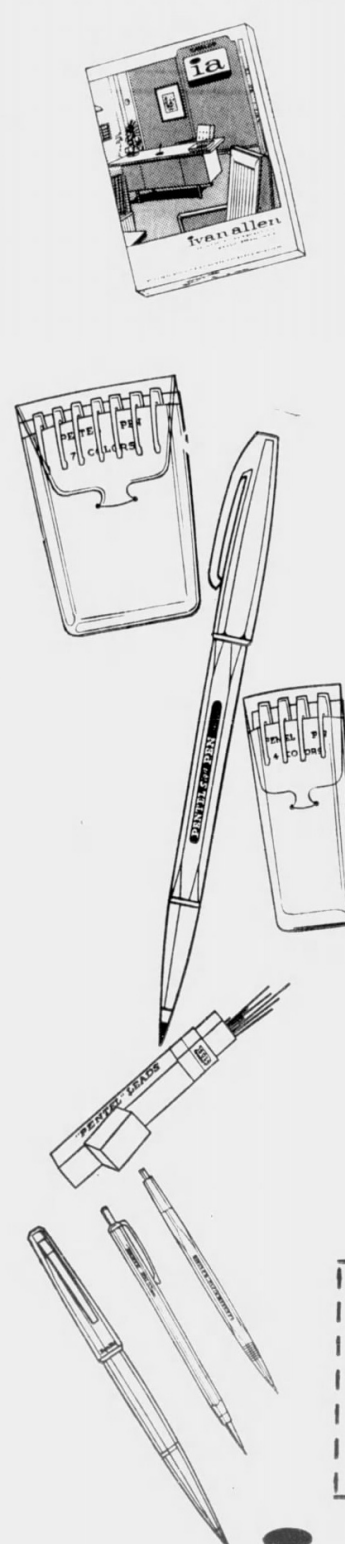
There is the **Sharp 5, No. 350, at \$1.98**. Beside it is the more expensive **Graph, No. PG, at \$4**, pitched to draftsmen, engineers, architects, and accountants. The Graph's description emphasizes fine detail and a continuous supply of twelve 0.5 mm leads. Replacement Sharp 5 leads come in **HB, H, 2H, and 4H**, twelve for **50 cents**.

No. 350 and No. PG: two small details that make a dated advertisement much more than decoration. They connect the names in our collections to an actual American offer. Even the lead grades tell us something about the expected buyer, who might care as much about the refill as the barrel.

The rest of the range provides a price ladder: the Original Sign Pen at **49 cents** or **\$5.39 a dozen**; four-color and seven-color packs at **\$2** and **\$3.50**; a **No. DS1 Cartridge Load Sign Pen at 98 cents**, with **29-cent** replacements. One brand could serve sketching, lettering, colored notes, and precise pencil work, at several price points.

Then comes the clever part: a coupon for a **free Original Sign Pen**. It asks for the reader's name, company, and address and directs the reply to Ivan Allen's advertising department. The retailer is offering a way to try the product and inviting a business contact in the process. We do not have coupon returns, but the mechanism of the offer is right there on the page.

The ad offers a whole route from curiosity to purchase. Look up the catalog pages. Compare the range. Send for the sample. Contact the store. Pentel supplies the products; Ivan Allen supplies a local way to turn interest into an order.



on pages 231 and 248
Drafting and Engineering
section of the
Buyer's Guide of Office Supplies

Pentel, "the Original Sign Pen"—This is the famous multi-purpose pen with durable nylon tip. It has the hard point of a ball pen, plus the soft touch of a liquid marker! 7 colors.
\$.49 ea. \$5.39 dz.

Pentel 7-color Pack—Seven Pentel Sign Pens in handy plastic pocket protector case. Black, red, blue, green, yellow, orange, brown.
\$3.50 set

Pentel 4-color Pack—Four brilliant colors . . . black, red, blue and green. Handy pocket protector case.
\$2.00 set

Pentel "Sharp 5" Pencil—Wherever and whenever fine line detail and sharp fine line reproduction is required, Pentel's "Sharp 5" will do the job perfectly! No. 350.
\$1.98 ea.

Pentel "Sharp 5" Lead—Thinnest, strongest lead in the world! 0.5 mm. lead in HB, H, 2H, and 4H degrees. Package of 12.
\$.50 pkg.

Pentel "Graph" Pencil—A deluxe mechanical pencil, perfect for draftsmen, engineers, architects, accountants—anyone whose work requires fine line detail for reproduction and meticulous performance. 0.5 mm. lead, continuous automatic 12-lead feed. No. PG.
\$4.00 ea.

Pentel "Cartridge Load" Sign Pen—Provides all the versatility of the famous "original Sign Pen." Large ink supply—change the colors simply by changing the cartridge. No. DS1.
\$.98 ea.

Cartridge refills for above pen. Red, blue or black. **\$.29 ea.**

Yes . . . please send me a free Pentel Original Sign Pen!

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Mail to: Ivan Allen Company, P.O. Box 1712, Atlanta, Ga. 30301

Attn: Advrt. Dept.

ivan allen
company
60 Peachtree Street, N.W. • 221 Ivy Street, N.E. • 521-0800

PLATE 10

Ivan Allen Company, The Atlanta Journal, Atlanta, Georgia, May 9, 1967, printed p30. Retailer advertisement; references pages 231 and 248 of its Buyer's Guide of Office Supplies.

OCTOBER 1967

The Sharp 5 knows exactly whom it wants

Five months later, the Boston advertisement at the opening speaks in Pentel of America's own voice. **Architects, draftsmen, and accountants** are its named prospects. The giant headline gets their attention; the fine print tells them why they should recognize themselves in it.

The **\$1.98 Sharp 5**, in **brown or green**, is sold on a fine line and a point that stays sharp. The copy claims exceptionally thin, strong lead. Those superlatives belong to the advertisement, but the choice of selling points is clear: Pentel wants the pencil judged by the work it can do.

The ad carries **Pentel of America, Ltd., 333 North Michigan Avenue, Chicago, Illinois 60601**. This time the advertiser is the American company, not Ivan Allen or Yasutomo. A second verified insertion of the same execution appears in **The Boston Globe on October 31, 1967, p16**. The same pitch reached Boston readers on at least two dates.

Source Note

The two verified insertions establish repetition. The total number of insertions and the campaign budget remain unknown.

At a drawing board, the appeal is easy to appreciate. Sharpening interrupts the job. A widening point changes the line. Keeping the right lead ready matters. To a collector, the brown and green barrels may be the irresistible detail; to the buyer Pentel pictured, the attraction was getting on with the work.

98 cents now, 29 cents when the ink runs out

View the surviving advertisement image^[07]

This ad shows the pen taken apart, surrounded by replacement cartridges. It offers the pen at **98 cents**, with a replacement point-and-ink cartridge at **29 cents**, in black, red, or blue. The company address is **333 North Michigan Avenue, Chicago**.

The promise of long ownership is explained in the picture: keep the body and replace the point-and-ink cartridge. The disposable part is visible, and so is the part worth keeping. The illustration turns maintenance into a reason to buy.

That is a recurring idea in these pages. Pentel often makes a modestly priced object interesting by explaining what is inside it. A cartridge, a sleeve, a supply of leads: something small becomes a reason to choose the brand and keep using it.



PLATE 11

Pentel of America advertisement, seller-attributed to 1967. The original publication and issue have not yet been identified. Treat 1967 as provisional, not a verified insertion date.

OCTOBER 1968

The professional magazine makes room for specifications

Open the October 1968 PDF^[08] (complete document in 2 parts: part 1, PDF pp1-24^[09]; part 2, PDF pp25-42^[08])

Here the pitch turns toward technical work. The advertisement names draftsmen, engineers, accountants, and artists. It presents the **CPA Sharp 5 at \$2.98**, the **Graph at \$4.00**, and **12 leads for 50 cents**, with an order coupon directed to the Chicago address.

The copy emphasizes a 0.5 mm line and continuous feeding from a supply of 12 leads. In an architectural publication, those are arguments about work: line consistency, less interruption, and the convenience of having replacement lead ready inside the pencil.

The circular headline and illustration borrow the geometry of the reader's work. A small patch of page can carry a pencil, a visual joke, specifications, prices, and a way to order. There is very little room here for atmosphere. Almost everything has a job.

The **\$2.98 CPA Sharp 5** and **\$4 Graph** also make the range visible. Pentel is asking the reader to choose between described tools, not simply to remember a logo. For us, that is a glimpse of where the models sat in the company's contemporary offer.

Pentel
PENCILS—always found in the “Best Circles”!

0.5mm 12 LEAD
AUTOMATIC
CONTINUOUS FEED

CPA Sharp 5
*CONSTANT POINT ALWAYS
MECHANICAL PENCIL
\$2.98
Individually Boxed

12 LEAD
CONTINUOUS FEED
MECHANICAL PENCIL
GRAPH
Perfect for fine line reproduction
0.5mm (.020")
Refill leads for CPA Sharp 5 & Graph Pencil H-HB-2H-4H 50¢ package of 12
\$4
Individually Boxed

Pentel OF AMERICA, LTD.
333 N. MICHIGAN AVE. CHICAGO, ILL. 60601

PLEASE SEND THE FOLLOWING:

____ CPA Sharp 5 @ \$2.98	Pentel Refill Leads 50¢ Pkg. of 12
____ Graph Pencil @ \$4	☐ HB ☐ H ☐ 2H ☐ 4H
TOTAL \$ _____	

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

On Readers' Service Card, Circle No. 441

106 P/A News Report

PLATE 12

Pentel of America pencil advertisement, P/A News Report, October 1968, printed page 106.



Pentel

PENCILS—always found in the "Best Circles"!



TOP
LOAD
PUSH
BUTTON

ERASER
UNDER
CAP

0.5mm 12 LEAD

AUTOMATIC CONTINUOUS FEED

*CPA "Sharp 5"

*CONSTANT POINT ALWAYS

MECHANICAL PENCIL

\$2.98

Individually
Boxed

12
LEAD

CONTINUOUS
FEED

MECHANICAL PENCIL

GRAPH

Perfect for fine line
reproduction

0.5mm (.020")

Refill leads for
CPA Sharp 5 &
Graph Pencil
H-HB-2H-4H
50¢ package of 12



SPECIALLY DESIGNED FOR DRAFTSMEN, ENGINEERS, ACCOUNTANTS & ARTISTS

\$4

Individually
Boxed

Pentel of AMERICA, LTD.

333 N. MICHIGAN AVE. CHICAGO, ILL. 60601

PLEASE SEND THE FOLLOWING:

____ CPA Sharp 5 @ \$2.98

____ Graph Pencil @ \$4

Pentel Refill Leads 50¢ Pkg. of 12

☐ HB ☐ H ☐ 2H ☐ 4H

TOTAL \$ _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____



REPRINTS AVAILABLE

JUNE 1968, APRIL 1968,

JANUARY 1968, AUGUST 1967 & APRIL 1967

Issues of

PROGRESSIVE ARCHITECTURE

Reprints of the main editorial sections of these outstanding issues of PROGRESSIVE ARCHITECTURE are available to readers at \$1 each.

April 1968 . . . A study of American schools. As generators of urban form, as major elements in new towns, as curative agents for the ills of our cities and as centers of technological revolutions in methods of teaching and learning. On Readers' Service Card, circle 493.

January 1968 . . . Double reprint. Results of 1968 Design Awards Competition plus a comprehensive report of the effect of urban renewal on last summer's riots in New Haven, Conn. On Readers' Service Card, circle 492.

August 1967 . . . A detailed analysis of PERFORMANCE DESIGN, also known as "systems analysis," or "operations research," and its potentialities in the solution of architectural and environmental problems. On Readers' Service Card, circle 491.

April 1967 . . . A comprehensive analysis of Earth—forming it, conserving it, terracing it, using it creatively to enhance man's environment. On Readers' Service Card, circle 490.

June 1968 reprint—Circle 494

April 1968 reprint—Circle 493

January 1968 reprint—Circle 492

August 1967 reprint—Circle 491

April 1967 reprint—Circle 490

To order all five reprints—Circle 495

CORRY JAMESTOWN

THE SOURCE GROUP

J. G. FURNITURE

ALBANO/EPPINGER

BURKE

HUGH ACTON-AMV

DUX, INC.

I. V. CHAIR CO.

FRITZ HANSEN

GEORG JENSEN, INC.

ROBERT JOHN

LEHIGH/LEOPOLD

MARBLE/IMPERIAL

JOHN STUART, INC.

HARDWOOD HOUSE

OMNI

SYSTEM CADO

SUPREME SYSTEMS



A. BLANK, INC.

OFFICE FURNITURE • 88 BROAD ST., NYC 10004 • 212 BD. 9-8884

On Readers' Service Card, Circle No. 469

106 P/A News Report

October 1968

OCTOBER 1968

“everything for your office,” including the pencil

The same Atlanta dealer puts the **Sharp 5 at \$1.95** and the **Graph at \$4** among a steno chair, copier toner, office reference material, fax paper, and a platform ladder. The Graph offer specifies a gift box, clip, and twelve leads. The seven-color Pentel pen set is **\$3.50**.

That surrounding merchandise is part of the evidence. Pentel is being sold as something an office needs to function. The store names its Peachtree and Ivy Street locations and service centers at Lenox Towers, Executive Park, and the Merchandise Mart. A local purchasing route sits directly below the product.

Keep the descriptions beside the prices. The architectural ad’s **\$2.98 CPA Sharp 5** and this dealer’s **\$1.95 Sharp 5** are differently described offers from different sellers. Together they show the choices reaching customers; they cannot be flattened into a national price trend.

“everything for your office... but people”



 Steno Chair Adjustable, backrest, chrome frame. Ball-bearing casters. Black upholstery. No. 125D. \$28.75	 Labelon Toner For Xerox copiers. Look at the savings! For 8400 Model: \$48.40 Case For 813 Model: \$3.60 Case For 814 Model: \$6.60 Case	 Webster's Dictionary of Synonyms A business book to help you use the right word in the right place. The only thesaurus that defines and is alphabetically arranged. \$7.95	 Pentel Pen Set Perfect for addressing—use on any sort of paper or board. Black, red, blue, yellow, orange, brown, green in plastic pocket case. \$3.50
 Steno Chair Chrome frame, adjustable backrest. Ball-bearing casters. Green upholstery. No. 121S. \$19.95	 Amco-fax Budget priced paper for use on heat transfer machines. 300 sheets per box. White or Bull. \$24.00 box.	 Pentel Pencils Handy "Sharp 5" sets 0.5 mm. lead. Full-length lead. \$1.95 ea. "Graph" Pencil is packed in a gift box with clip and 12 leads. 0.5 mm. lead. \$4.00 ea.	 Platform Ladder Sturdy tubular aluminum frame. Heavy hand rail and knee brace. Non-slip 3" steps. 4' high. \$12.95 ea.

60 Peachtree Street, N.W. • 221 Ivy Street, N.E. • 521-0800
and at our QC Service Centers—Lenox Towers, Executive Park, Merchandise Mart

ivan allen
company

PLATE 14

Ivan Allen Company, The Atlanta Journal, October 21, 1968, printed p13-B. Retailer advertisement.

FEBRUARY 1970

Meanwhile, yours for 22 cents

Open the complete Slaton Slatonite PDF^[10]

The sale advertisement offers **Pentel fine-point felt markers in all colors for 22 cents**. The surrounding merchandise includes used typewriters and other office goods, with The Slatonite identified as the seller.

Twenty-two cents does not make the most glamorous chapter in a design history. It does make a very clear invitation to buy. There is room in this story for an ad whose chief argument is that the price is hard to resist.

The price belongs to this seller and this sale. What matters to the larger story is the role the item plays: an inexpensive, colorful reason to look at the advertisement and perhaps visit the shop.

By now the brand can appear in a technical explanation, a business-status pitch, or a blunt bargain. That variety will grow in the 1970s, when the people making Pentel’s advertising begin to come into sharper view.

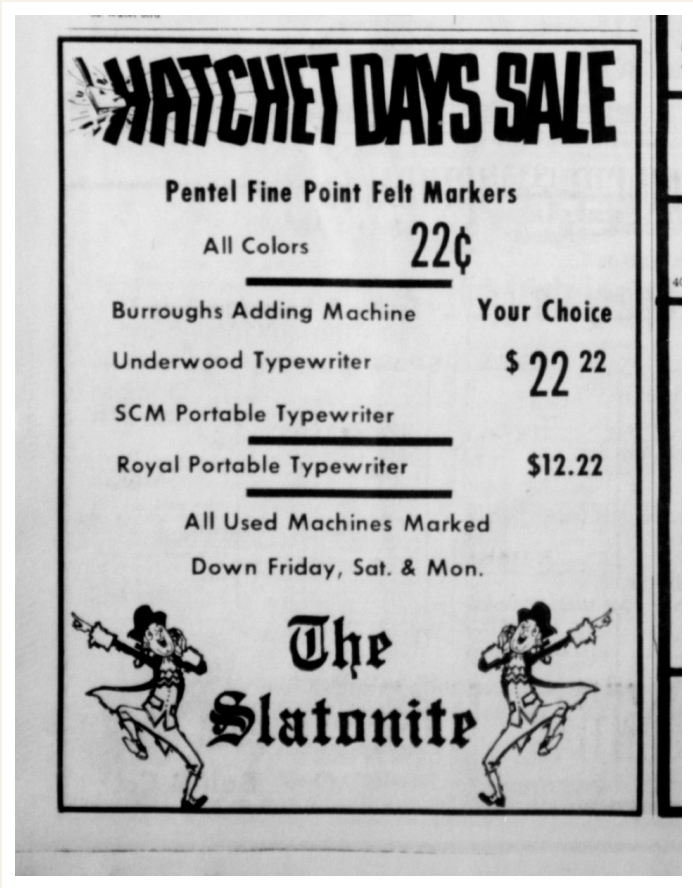


PLATE 15

Pentel marker offer in the Slaton Slatonite, Slaton, Texas, February 19, 1970, printed page 10. Retailer advertisement.

Mrs. Jeanie L. Swindle, 69, retired school teacher and life member of the Young Women's Christian Association, died last Monday in St. Joseph's Hospital at Paris, Tex.

Funeral services were read Tuesday at 2 p.m. from the Church of God with the pastor, Rev. Otis Haggard of Paris, officiating. Burial was in the cemetery at Paris.

Survivors include her husband, Bob Swindle, who has been a resident of Dallas since 1934, and two sons, Mrs. W. L. Swindle, residing in Dallas and Mrs. W. L. Swindle, residing in Dallas. She was a member of the Church of God in Dallas and a member of the Young Women's Christian Association.

Survivors include her husband, Bob Swindle, who has been a resident of Dallas since 1934, and two sons, Mrs. W. L. Swindle, residing in Dallas and Mrs. W. L. Swindle, residing in Dallas. She was a member of the Church of God in Dallas and a member of the Young Women's Christian Association.

Survivors include her husband, Bob Swindle, who has been a resident of Dallas since 1934, and two sons, Mrs. W. L. Swindle, residing in Dallas and Mrs. W. L. Swindle, residing in Dallas. She was a member of the Church of God in Dallas and a member of the Young Women's Christian Association.

Mr. and Mrs. L. A. Harrel will be special guests at the dedication recital for the new three manual, 58 rank Wicks Pipe Organ in Harrel Memorial Auditorium at Wayland Baptist College in Plainview tonight at 8.

Clyde Holloway, concert organist, will be featured in the concert. He is an assistant professor of music at Indiana University in Bloomington, Ind.

The public is invited to attend and there is no admission charge.

Members of the Young Women's Association at Westview Baptist Church will be attending a houseparty in Abilene on the Hardin-Simmons Campus Friday at 2 p.m. The group plans to return Sunday afternoon.

The houseparty is a time for fellowship with other Y.W.A. girls all over the state plus a time of learning more about missions.

A benefit tea, sponsored by the Gospel Chapel A.M.E. Church, will be held Sunday, Feb. 22, from 3 to 5 p.m. The tea will be held in the Methodist parsonage. Admission will be 50 cents.

ACROSS		Down		Today's Answer	
1. Broom	33. Mother of Cleopatra	12. Spill	44. Vague		
2. Broom	34. Injury we get	14. Tangle	45. A long		
3. Broom	35. A person	15. A long	46. A long		
4. Broom	36. A person	16. A long	47. A long		
5. Broom	37. A person	17. A long	48. A long		
6. Broom	38. A person	18. A long	49. A long		
7. Broom	39. A person	19. A long	50. A long		
8. Broom	40. A person	20. A long	51. A long		
9. Broom	41. A person	21. A long	52. A long		
10. Broom	42. A person	22. A long	53. A long		
11. Broom	43. A person	23. A long	54. A long		
12. Broom	44. A person	24. A long	55. A long		
13. Broom	45. A person	25. A long	56. A long		
14. Broom	46. A person	26. A long	57. A long		
15. Broom	47. A person	27. A long	58. A long		
16. Broom	48. A person	28. A long	59. A long		
17. Broom	49. A person	29. A long	60. A long		
18. Broom	50. A person	30. A long	61. A long		
19. Broom	51. A person	31. A long	62. A long		
20. Broom	52. A person	32. A long	63. A long		
21. Broom	53. A person	33. A long	64. A long		
22. Broom	54. A person	34. A long	65. A long		
23. Broom	55. A person	35. A long	66. A long		
24. Broom	56. A person	36. A long	67. A long		
25. Broom	57. A person	37. A long	68. A long		
26. Broom	58. A person	38. A long	69. A long		
27. Broom	59. A person	39. A long	70. A long		
28. Broom	60. A person	40. A long	71. A long		
29. Broom	61. A person	41. A long	72. A long		
30. Broom	62. A person	42. A long	73. A long		
31. Broom	63. A person	43. A long	74. A long		
32. Broom	64. A person	44. A long	75. A long		
33. Broom	65. A person	45. A long	76. A long		
34. Broom	66. A person	46. A long	77. A long		
35. Broom	67. A person	47. A long	78. A long		
36. Broom	68. A person	48. A long	79. A long		
37. Broom	69. A person	49. A long	80. A long		
38. Broom	70. A person	50. A long	81. A long		
39. Broom	71. A person	51. A long	82. A long		
40. Broom	72. A person	52. A long	83. A long		
41. Broom	73. A person	53. A long	84. A long		
42. Broom	74. A person	54. A long	85. A long		
43. Broom	75. A person	55. A long	86. A long		
44. Broom	76. A person	56. A long	87. A long		
45. Broom	77. A person	57. A long	88. A long		
46. Broom	78. A person	58. A long	89. A long		
47. Broom	79. A person	59. A long	90. A long		
48. Broom	80. A person	60. A long	91. A long		
49. Broom	81. A person	61. A long	92. A long		
50. Broom	82. A person	62. A long	93. A long		
51. Broom	83. A person	63. A long	94. A long		
52. Broom	84. A person	64. A long	95. A long		
53. Broom	85. A person	65. A long	96. A long		
54. Broom	86. A person	66. A long	97. A long		
55. Broom	87. A person	67. A long	98. A long		
56. Broom	88. A person	68. A long	99. A long		
57. Broom	89. A person	69. A long	100. A long		
58. Broom	90. A person	70. A long	101. A long		
59. Broom	91. A person	71. A long	102. A long		
60. Broom	92. A person	72. A long	103. A long		
61. Broom	93. A person	73. A long	104. A long		
62. Broom	94. A person	74. A long	105. A long		
63. Broom	95. A person	75. A long	106. A long		
64. Broom	96. A person	76. A long	107. A long		
65. Broom	97. A person	77. A long	108. A long		

Pentel Fine Point Felt Markers

All Colors **22¢**

Burroughs Adding Machine **Your Choice**

Underwood Typewriter **\$ 22.22**

SCM Portable Typewriter

Royal Portable Typewriter **\$12.22**

All Used Machines Marked
Down Friday, Sat. & Mon.

Pastors'-Laymen Conference Set

Plainview--The 45th annual Renewal of the Panhandle Pastors and Laymen Conference will be held at Wayland Baptist College here Feb. 23-24, presenting a galaxy of Texas preaching and inspirational music personalities. Among the featured speakers will be Ralph Langley, pastor of the Willow Meadows Baptist Church in Houston and Leo Green, seminary professor from Wake Forest, N.C.

Weldon, director of programs for the southern Baptist Convention, will be in Fort Worth, Pres. of the conference.

First Baptist Church, Littlefield. He is assisted by Dr. Bill Wiggins, an assistant pastor.

Charles Bassett, business manager from Garland Baptist Church.

All meetings will be held at the Memorial Auditorium and the activities began at 5:30 a.m.

CONFERENCE

Dr. John Knowles, Minister of High Plains Area, will be fulfilling the pulpit at the First Christian Church Sunday, 7:30 a.m.

He will be out of town that day.

The conference for District 20 (Fort Worth area) at Lakewood Christian Institute.

WELCOME HOME!

Dan Davis, of Mr. and Mrs. W. T. Davis Jr., returned home Monday night for a short visit.

He is a member of the Research Center for a Houston.

He went back to school Wednesday.

He is a sophomore at A&M.

Your Choice
 \$ 22²²
 \$12.22

A collage of images including a hand, a person at a typewriter, and a person at a desk.

Rites Held For

The Rev. R. D. Dodd, pastor of Southland First Baptist Church, assisted. Burial was in the Southland Cemetery under direction of Englands.

Maire, a native of Jackson county, died Wednesday in Mercy Hospital following an extended illness. He resided in

Rev. Clinton Eastman, pastor of Westview Baptist Church, attended the state summit for the 1979's in Dallas the first part of last week. About 400 people from across Texas were involved in the meeting.

Attend

**SLATON
SAVINGS & LOAN
ASS'N**

"We Pay You To Save"

**SLATON
CO-OP GINS**

"Owned and Operated
By Farmers"

**JANES-PRENTICE INC.
SAND & GRAVEL**

For the Construction Industry

ALICE ENGINEERS

BECKER BROS.
MOBIL SERV. STA.
405 So. 9th 628-7127

These Churches

FIRST ASSEMBLY OF GOD
14th and Jess
Rev. Raymond C. Harris

BIBLE BAPTIST
525 West Panhandle
Rev. H. E. Summar

FIRST BAPTIST
255 South 9th
Rev. J. L. Cartrite

FREEMILL MISSIONARY BAPTIST
Rev. E. Camedy

MT. OLIVE BAPTIST

Hyde A. Haire
Gordon and Southland community in 1917 from young and married Lela May Haire in 1922 in Jean, Seven years ago he retired from stock

You Are Invited
CHURCH OF THE

Sunday School 11 a.m.
7:30 p.m. Evening

Thursday 5:30 p.m. PRAYERS

The Church

Power

"May you be strong in the Lord"



Listings Presented

TRIUMPH BAPTIST
East Geneva
Rev. M. A. Brown

21st ST. BAPTIST
1010 South 21st
Rev. Jack Bell

WESTVIEW BAPTIST
830 South 15th
Rev. Clifton Eastman

OUR LADY OF GUADALUPE
710 South 4th

ounter With Christ", revival services at the United Methodist Church, use here through Sunday the leadership of the Ed evangelistic team. Services are held at 7:30 a.m. and 7:30 p.m. Sunday as are at 10:50 a.m. and 7:30 p.m. The general public is invited, according to the pastor, Bruce Parks.

Rev. Gene Moore, a member of the evangelistic team, provides special music services.

ladies' Bible Class of
very Street Church of
met at 8 p.m. last Fri-
ing in the home of Mrs.
Linwater.

Members worked on a cur-
project which is making
ions for charity. Attend-
ers nine members and
visitors, Mrs. Essie
and her two daughters.
Next meeting is sched-
ed on tomorrow night (Fri-
) in the home of Mrs. Lillie

and her two daughters. Next meetings are scheduled for tomorrow night (Friday) at the home of Mrs. Lillie Arizona Street. All ladies are welcome to attend.

Eula Clemens is rector for this Bible class.

Attend

ZARENE

Reaching Service
ice _____
CO _____
ervice _____

of Your Character and Faith

with all power, according to his glorious
science and patience with joy."
— Colossians 1:11

In the eyes of
something which
above the crowd
proach. True, the
dictator are indig-
power to man-
those who fall
But, power is
ruler, nor to the
has within him
Some never real-

as a Public Service
ton Churches —

CHURCH OF CHRIST
11th and Division
C. L. Newcomb

IVORY ST. CHURCH
896 Ivory St.
Geo. H. Coleman

CHURCH OF GOD
206 Texas Ave.
Rev. Raymond A. T.

CHURCH OF GOD
7th & Jean Sts.
Rev. Freddy L. Cla

[illegible]

BIG BEND NATIONAL MONUMENT

OWNERS

George O. Henry **Howard H. ...**

George Pool

UNION CON
AND WARE
COMPAN
O. D. KEN
AUTO PAR
"Your Automob
Distribut

your rule.
limited to the
r. Every man
power for good,
others are too
your exercise
to ability to act
a life that is
is power in a
ful and mean-
purpose, and be-
strengthened
do the things
d.

By The Above Firms

FIRST CHRISTIAN
22nd & Division
Rev. Johnnie Moore

CHRIST **GOSPEL CHAPEL A.M.E.**
996 Johnson St.
Rev. W. G. Gilbert

RENE	Rev. Litan Prentice
	PENTECOSTAL HOLINESS
	105 W. Knox
	Rev. E. R. Baggerly
	FIRST PRESBYTERIAN
	435 W. Lathrop
	Rev. Frank Travis
TON	ACUFF
UNITED CHURCH	CHURCH OF CHRIST
1st & 3rd Sunday	Lawrence ward
Us Jackson	ROOSEVELT BAPT
2nd & 4th Sunday	Rev. L. D. Rogers
At Adcock	PLEASANT VALLEY

Personality for sale

*People, personality, and a
very crowded pen rack*



APRIL 1970

Television enters the documentary record

Open the complete Pacific Citizen PDF^[11]

Here we can recover another creator's name. The newspaper identifies **Gerry Muir**, Dentsu Advertising's copy director in Los Angeles, as receiving a **Golden Lulu** at an Advertising Women awards dinner for work involving Kikkoman Soy Sauce, Sumitomo Bank of California, and **Pentel Pen**, the last specifically identified as a television commercial.

A copywriter's name is a welcome find in a history usually told through products. Muir's credit puts a person and an agency behind Pentel's television work by 1970.

Source Note

The short report groups several clients. It does not establish the Pentel film's title, script, schedule, or exact award category. Those remain leads for a surviving reel or production file.



PLATE 17

Pacific Citizen, April 24, 1970, page 2. Contemporary report mentioning a Pentel Pen television commercial in connection with Dentsu advertising work and Golden Lulu recognition.

READING THE FINE PRINT

A name behind the commercial

GERRY MUIR / DENTSU / 1970

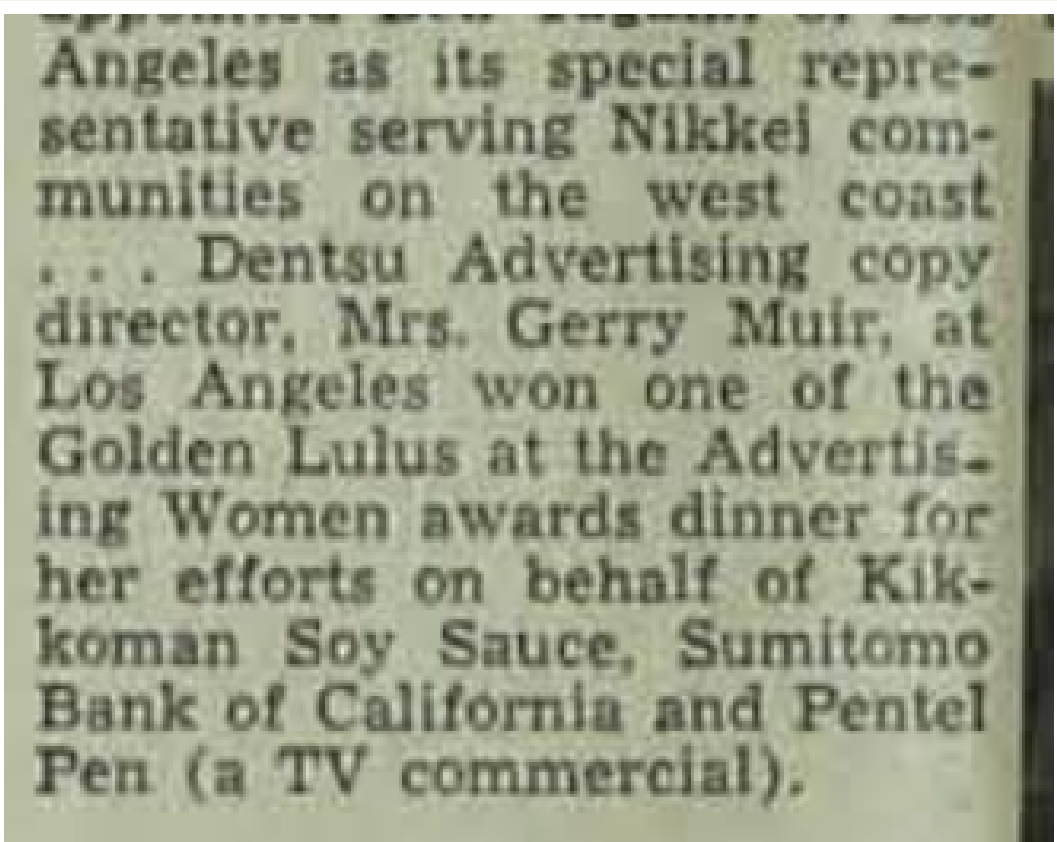


PLATE 18

Close-up of the Dentsu item in the Business column; the name and credit are visible in the original scan.

A close reading of a short trade-paper item can reveal the people, audience, or production work behind a campaign. The evidence and its limits are discussed in the adjoining story.

1971

Archie Boston tells Pentel what to do

View Duke's archival record^[12] · Open Duke's image^[13]

The headline is wonderfully direct: **“I told Pentel what to do with their pens. And they did it.”**

The point of the ad is a working artist's judgment. Boston is presented as somebody with a specific need, and Pentel as a maker willing to listen. The copy connects the point to rendering type. For a commercial artist, that is a recognizable task and a practical reason to pay attention.

The first-person approach gives the ad a personality that a list of specifications cannot. Yet it remains a selling document, with a multiple-dozen purchase offer and premium sets. Creative credibility and an order incentive occupy the same page.

Look at the difference from the executive ad. There, a pen helps you imagine being a certain sort of person. Here, a professional tells you what he needs the pen to do. Boston's authority comes from the work, and the maker's credibility comes from responding to it.



**I told Pentel
what to do
with their pens.**

And they did it.

By Archie Boston, Botsford Ketchum, L.A.
Fuzzy felt tips were a pain, especially when indicating type, so I talked with our client, Pentel, and ended up inventing a new pen for art directors.
The tip doesn't spread and get fuzzy, because it isn't felt. Pentel came up with a special polyester thing that's hard — to keep its shape — while it lets the ink flow easily. And the ink that flows has more pigment, so it's brighter.
The tip's slimmer than other chisel-tips, so one pen can indicate bold strokes and really thin serif. Instead of being short and stubby, the pen's big enough to fit my hand. The set of 12 colors, along with my fine point set, is about all I use — especially when doing ads for Pentel.

I never expected to end up designing pens, but this one's o.k. It'll never replace the Luci machine, but it helps.
The client's paying for the ad, so here's the hard sell. Our big deal: Your agency is using a lot of Pentels now, so we'll give you a set of 12 chisel-tips and the new 12 fine-tip sign pen set if you get 3 dozen black, 2 dozen red, and a dozen blue fine-tip sign pens at once. Your purchasing person will buy the idea when you tell him that if the agency spends \$35.28 for something that's needed anyway, we'll give \$11.00 worth of free Pentels. Cheaper than free you can't get.

Pentel
Pentel of America Ltd.
2713 Columbia St.
Torrance, Calif. 90503

PLATE 19

Archie Boston's Pentel advertisement, preserved by Duke University. The archive dates the object July 28, 1971; that date is not independently established here as a magazine insertion date. Agency: Botsford & Ketchum, Los Angeles. The available web image is relatively small.

AUGUST 1971

A pencil for the computer programmer

An electronics engineer turns the page past switches and keytops and finds a mechanical pencil. That placement makes perfect sense once you read the jobs assigned to it: **graph plotting, computer programming, and other close-tolerance tasks.**

The notice identifies **Pentel of America** and **0.3 mm lead**. It explains the lead through its materials, a synthetic resin with graphite and carbon black, and presents strength, a consistent line, and writing with little pressure as advantages. These are the notice's claims. The pencil is pictured, but its model number and price are not supplied.

There is something especially pleasing about finding a pencil in the computer story this early. In 1971, “computer programming” could still help sell a physical point that made a very fine mark. Pentel was finding uses for precision wherever people worked with information, including on the pages surrounding electronic components.

The little **reader-service number 295** is part of the selling machinery too. A reader interested in that pencil had a route to ask for more information. Even this small product notice connects a technical promise with a possible next step.

design aids



Mechanical pencil

Pinpoint-precision for graph plotting, computer-programming and other close-tolerance tasks is now possible with a new mechanical pencil using 0.3-mm lead. The new lead is composed of a synthetic resin—graphite and carbon-black—and is stronger than the traditional clay-based pencil lead. The 0.3-mm lead assures dimensional line stability, is free of smudges caused by lead residue, and enables smooth, easier writing with minimal pressure. Pentel of America, Ltd.

CIRCLE NO. 295

PLATE 20

Electronic Design, August 5, 1971, printed p74, PDF p76. Product notice in “design aids,” rather than a verified paid advertisement. Complete issue PDF^[14].

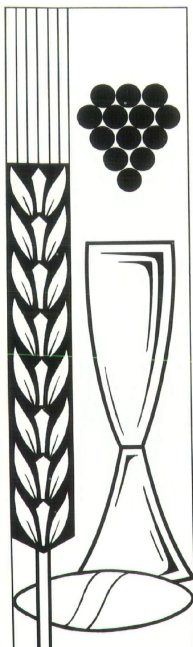
OCTOBER 1971

Meet us at booth 57

Open the conference-publication PDF^[15] (complete document in 2 parts: part 1, PDF pp1-34^[15]; part 2, PDF pp35-46^[16])

Advertising eventually has to leave the page and talk to somebody. At booth 57, the professional market gets names and a place to meet. The October 13-15 conference material identifies **Pentel of America**, lists **Tsuneo Suzuki and Howard C. Van Ness**, and mentions mechanical Sharp 5 and graph pencils and fine-tip markers.

A magazine gives Pentel room to explain a tool; a conference gives it a place to meet the people who might use it. **Suzuki and Van Ness** make that selling effort human. The listing records the booth and products, although it leaves the conversations, demonstrations, and resulting orders to our imagination.



STAINED GLASS EXCLUSIVELY
HOPCROFT
5810 QUINCY KANSAS CITY, MO. 64130
SINCE 1914
A.C. 816 363-5810

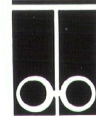
Welcome to the Plaza Inn
We hope you'll try one of our three delightful restaurants

Seville Room
Warm Spanish atmosphere. Specializing in seafood and Kansas City Steaks, serving only quality aged beef. Live entertainment in the Seville Room and the Casino Bar.

KONA KAI
POLYNESIAN DINING
Open 7 days. The most authentic Polynesian cuisine this side of the South Seas. Exotic decor. Tropical drinks. Polynesian music. All diners received treat for you.

COFFEE SHOP
Open 10 to 1 AM week nights, 3 AM Friday and Saturday. Perfect for a light snack or a complete dinner. Come as you are.

Plaza Two
25th & Main
Free Attendant Parking

THACHERS

DESIGNS FOR BUSINESS INC.
VISIT OUR BOOTH AT THE AIA CENTRAL STATES REGIONAL CONFERENCE OCTOBER 13, 14 & 15, 1971.
ANNOUNCING A NEW SHOWROOM OPENING SOON
8405 QUIVIRA RD.
LENEXA, KANSAS

KENNEDY & SHORE, Booth 19.
Ed C. Kennedy, Roy R. Shore, Harold K. Nap. Door closers, miscellaneous builders' hardware.

PAUL S. KIVETT/ARCHITECTURAL PHOTOGRAPHY, Free Standing.
Paul S. Kivett. Architectural photography.

KNOLL INTERNATIONAL, Hospitality Lounge.

LAB CONCO, Booth 59.
David A. Benson. Laboratory equipment. Fume hoods, fume scrubber, glassware washer.

LENNOX INDUSTRIES, INC., Booth 12.
John Bain, Jim Kiekel. Heating & air conditioning.

LIGHTOLIER INCORPORATED, Booth 48.

LIBBY-OWENS FORD, Booth 3.
R. E. Bruns. Vari-Tran coated glass.

LMF CORPORATION, Booth 67.
Al Ottinger, Ralph Neighbors. Sempall textured coatings. Formel urethane doors.

MARBLE AND TILE INSTITUTE, Booths 15 and 16.

MISSOURI PUBLIC SERVICE COMPANY, Booth 21.
Larry D. Letz, Tom G. Coleman. Service area, electric heating and other displays.

OWENS CORNING FIBER-GLASS CORP., Booth 34.
J. C. Mangin, J. K. Falk, B. W. Williams. Dimensionaire ceiling systems.

PENTE OF AMERICA, Booth 57.
Tsuneo Suzuki, Howard C. Van Ness. Mechanical Sharp 5 pencils, graph drawing pencils. Fine tip markers.

PPG GLASS, Booth 33.

PPG PAINTS, Booth 38.

REGAL PLASTIC SUPPLY CO., Booth 36.
Dick Cull, Bob Brackebury, Tom Walsh. Plexiglass, skydomes, decorative sheet, glazing panels or windows, General Electric silicone construction ceilings.

RIDER EQUIPMENT, Booth 51.
Jim Rider, Frank Stewart. Monitor plastic-laminate cabinets.

18

PLATE 21

Exhibitor listing in the 1971 AIA Central States regional-conference material. Pentel of America is listed at booth 57. PDF page 18.

A skull, a bull, and a bobby walk into a stationery shop

Open the complete packaging-proof PDF^[17] · Duke archival description^[18]

Then the pens develop a sense of mischief. This proof sheet pairs three oversized pen-point designs with a skull, a bull, and a British policeman. Six packages, six chances to make somebody stop at the rack.

The top row makes the package a giant version of the thing inside. From a distance, you can read the shape before you read the copy. Blue, orange, and purple give each product its own territory. The Rolling Writer gets an extra little assignment: improve the customer's handwriting. An ambitious job for 69 cents.

Then there is the **Poison Pen**. Other stationery promises efficiency; this one appears ready to write a strongly worded letter from a haunted house. The joke is immediate, and the skull does a remarkable amount of work before the shopper reads anything smaller than the name.

Look closer and the practical product description is still there. The theater gets your attention; the copy has to bring you back to the pen. That combination is what makes the design worth more than a passing chuckle.

The **Bull Pen** makes its pun with a black animal against an orange background. It is hard to imagine the brief calling for a package that would disappear politely on the shelf. The product is small; its personality is not.

The **Bobby Pen** brings a British policeman to an American pen package. It is a visual joke you can get while walking past. Put the three together and the package becomes a tiny poster: a name, an image, a price, and enough personality to stick in the mind.

For a collector, this is dangerous territory. You arrive looking for a model number and leave wanting the cardboard.

The production details are part of the fun. Registration marks, crop marks, and the color strip survive on the full sheet. They let us see the work before it becomes a tidy retail object. Duke preserves it in the Archie Boston Papers and attributes it to Botsford & Ketchum; that supports the agency context, without proving who drew every element.

Source Note

These undated proofs show proposed packaging, with retail release unverified. The close-ups come from the complete sheet reproduced as Plate 22. A dated catalog or a surviving package with provenance could help carry these characters from the proof room to the checkout counter.

THE ARCHIVE / PLATE 22



PLATE 22

Pentel packaging proofs from the Archie Boston Papers at Duke University, attributed to Botsford & Ketchum. Undated. First sheet of the PDF; proof artwork, not proof of retail release.

THE ARCHIVE / PLATE 23



PLATE 23

Close-up: Rolling Writer at 69 cents; Signa and Permanent Marker at 49 cents. Undated Duke proof sheet, not a dated shop display.

PACKAGING AS PERSONALITY

Three very different ways to sell a 49-cent pen.



PLATE 24

Poison Pen: skull-and-crossbones artwork, 49 cents. Detail from the same undated proof. The name and artwork are advertising wordplay, not a statement about the ink's chemistry.

PLATE 25

Bull Pen: another 49-cent design from the proof sheet. Same source, a very different personality.

PLATE 26

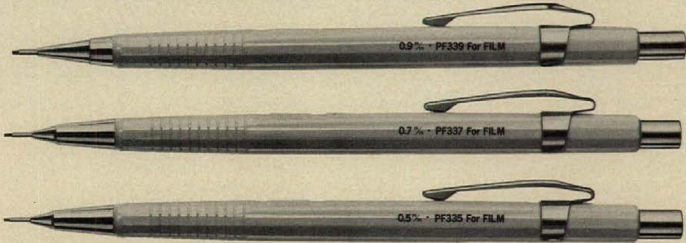
Bobby Pen: policeman artwork and another 49-cent price. Proof artwork; retail release remains unverified.

Undated packaging proofs · Archie Boston Papers, Duke University · Retail release unverified

On the air

*From drawing boards to the
airwaves*

Our new film stars.



0.9mm - PF339 For FILM
0.7mm - PF337 For FILM
0.5mm - PF335 For FILM

We'd like to give you a preview of our latest attraction—Pentel's Film Lead Pencils. They're the perfect ticket for draftsmen and engineers who never want to sharpen pencils again.

You'll find a 5mm sliding sleeve on the 0.5mm Ultra-Fine and 0.7mm Extra-Fine pencils. It's especially convenient for accurate template work. Broken leads become a thing of the past since the sleeve retracts as you draw. The 0.9mm regular Fine-

Line pencil has a 4mm long sleeve and regular mechanism.

Our pencils are hand assembled with watchmakers' tools for precision accuracy. They feed themselves automatically because of mechanical fingers that advance the lead with a simple push of the Quick-Click top. You don't reload until a dozen lead are used.

All three pencils use Pentel's exclusive Hi-Polymer washable, erasable film lead. It's made of a unique

compound of synthetic resin, carbon and graphite.

Pentel Film Pencils and Leads are being featured at drafting stores across the nation. Come in and ask for a private showing.



Pentel of America, Ltd., 2715 Columbia St.
Torrance, CA 90503 (213) 778-1266

30 Progressive Architecture 6:74

Circle No. 368, on Reader Service Card

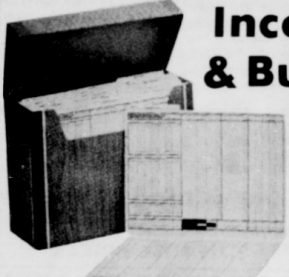
MARCH 1973

A 69-cent Rolling Writer in an office-supply ad

Open the complete archived-page PDF^[19]

Here is the reassuringly ordinary middle of the story: the pens have arrived, and a shop would like to sell you one. The retailer announces a new shipment of **Rolling Writers in blue, red, and black at 69 cents**. The same advertisement includes other office merchandise and a separate Papermate offer.

In the store’s language, the important news is availability: new stock, three colors, 69 cents. The price matches the Rolling Writer on the undated proof sheet, although that coincidence cannot date the artwork. Here we can attach the offer to a real seller and a day on the calendar.



Income Tax File & Budget System

ONLY
\$3⁹⁵

Here's the first truly new concept in family budgeting for years. Designed by money experts to take all of the confusion and most of the trouble out of family money planning and income tax record keeping.

New Shipment

Pentel®
Rolling Writers
Blue, Red & Black
69¢ each

SPECIAL!!

Papermate®
Pens
Reg. 98c each
Now 69¢

AFCO Tax

Withholding Tables
Weekly, Bi-Weekly
Semi-Monthly &
Monthly
\$6⁰⁰ each

NEW!

Colored
Pendaflex Tabs
Green, Yellow
Red & Blue
25 — \$1⁴⁰

MAGNETIC CLIP

DISPENSERS
\$1⁷⁵ ea.

TAPE DISPENSERS

Decor® by 3M **\$2²⁰ each**
Ass't. Colors

Vacuhold

Pencil Sharpners
\$6⁹⁵ ea.

Gresham Office Supply

336 N. Main **665-4050**
Across from Safeway

PLATE 27

Gresham Office Supply advertisement, Sandy Post, March 15, 1973, section 2, page 2. Retailer advertisement.

2 - SANDY (Ore.) POST Thurs., March 15, 1973 (Sec. 2)

Consumer report

Marilyn Lumer
Oregon State University Extension Agent

Child-Care Deductions. If you are a working parent, don't overlook deductions for child care when you make out your income tax report. This year you can deduct up to \$400 a month, or \$4,800 a year, if your income is \$15,000 or less. Over \$15,000 the amount is reduced proportionately. To claim these deductions, you must itemize your return and file on the long form 1040. Contact the Internal Revenue Service for specific details and questions.

Consumer Alert "Lo-balling" is a fraudulent trade practice of which some repair

businesses are guilty, and one that consumers should be aware of. This is an example: An auto repair business may offer unusually low-priced service. However, when you take in your car for repair and it is dismantled, the need for additional repairs is "discovered." The consumer is offered a "special" rate for the extras. If he refuses the offer, he is charged a high cost to have the car reassembled. A lien may even be put on the car so the consumer cannot recover it without paying up.

If you suspect this type of trade practice, contact your District Attorney or the Oregon Attorney General's Office, Portland, for an investigation.

Don't Miss Our SPRING SHOWER of SAVINGS
Tablet Section
In This Week's Paper
Gresham Cooperative
325 N.E. 242nd Dr.
665-9151

CARROLL FUNERAL HOME
277 S. ROBERTS AVE. GRESHAM, OREGON
PHONE 668-1117

A nickel isn't supposed to be as good as a dollar, but it goes to church more often.



Income Tax File & Budget System

ONLY **\$3.95**
Here's the first truly new concept in family budgeting for years. Designed by money experts to take all of the confusion and most of the trouble out of family money planning and income tax record keeping.

New Shipment Pentel® Rolling Writers
Blue, Red & Black
69¢ each

AFCO Tax Withholding Tables
Weekly, Bi-Weekly, Semi-Monthly & Monthly
\$6.00 each

MAGNETIC CLIP DISPENSERS
\$1.75 ea.

Vacuhold Pencil Sharpners
\$6.95 ea.

Gresham Office Supply
336 N. Main

Across from Safeway

THE NEW business on the corner of S. Bluff Rd. and Highway 26 is going up fast. The business will be a fruit and fresh

AT SANDY ELEMENTARY SCHOOL

Miss Fast's Sandy Ridge and grade. "What's in the mailbox?" The students in Miss Fast's room have mail boxes now and can get their own mail. Once in awhile they find something special if they have done good work or have been extra good.

"Teeth and how to take care of them" was the subject we have been studying. We saw how the enemy, plaque, gets in our teeth when we do not brush them enough. It eats out the enamel down to the pulp, making it necessary to go to the dentist to fix it. We brushed our teeth every day in class and then took red tablets to show where we were not getting them clean.

Music department, Ellen Lamm reporting: The 7th and 8th grade band and chorus students recently attended the Portland Junior Symphony children's concert at the civic auditorium. Each student paid \$6 and took a sack lunch. Everyone was excused from class at 11 and piled into the two buses that were available. We returned at approximately 2:15.

The Junior Symphony is composed of students from ages 12 to 22 and are from the

Portland/Vancouver area. The conductor is Jacob Avshalomov. The most enjoyed selection was by Paulene and was the "Story of Babar, the Little Elephant." It was narrated by Dan Becker. The next children's concert will be April 28.

Saturday night the 7th and 8th grade Girls Ensemble performed for the Damascus Grange in Boring. We were invited by Mrs. Richey, the librarian at Sandy Grade School. The songs we sang were a medley of "Raindrops Keep Fallin' on My Head—Waltz in the Sunshin," "Sweet Georgia Brown," "The Candy Man," "Up, Up and Away," and "Edelweiss." The group is directed by Mrs. Karen Brubaker.

Mrs. Wagner's second grade. We have had some special visitors in our room recently. Tina Dahl brought her cat, and Gordon Britner showed us his new terrier puppy. Albert Johnston brought a salamander for us to keep in our room. Our chameleon drinks water from an eye dropper. Last Friday we saw him eat two mealworms! We think it is fun to learn about animals.

Mrs. Enz's third grade: We are sorry to report that our turtle died. He was a box turtle named Boke.

John Hoy, a new student in our room, he came from Lake Hills, Washington, and we are very glad to have him. We are proud of the article we made from clay. They took a lot of work, but they all turned out well.

Mrs. Watts has our hamster snowy. She is visiting with all the other hamsters at Firwood. This week we are excited about doing science experiments with pill bugs. We hope to learn all about them.

Mrs. Will's second grade: We learned so much in February. Now with March and spring we will work even harder.

Mr. Ratlike, the fire chief was so nice. He showed a good film to us. We know about "Two Ways Out." He told and showed many things we should know. Thank you, Mr. Ratlike.

Tracie Regel moved into their new home, Monica Nerpel had an early vacation. We expect to hear about her trip. We have a bank in our room. We are learning about savings. Our bank is called Sandy's Dandy Bank. We have to add our deposits. We hope this will help us in our adding.

In science we are studying about air and water. Our experiments are fun. Every recess we stand near the fence and watch the new school go up. We think this is fun.

The girls in Miss Harvey's room gave a style show and tea for a number of guests Monday afternoon, March 12. The invitations were written on shamrocks, and the St. Patrick's theme was continued in the room decorations, the style show commentary by Miss Harvey, and in the refreshments. The girls had gone to Miss Harvey's home on Saturday to make the green shamrock cookies.

The room was hardly recognizable as a classroom in its profusion of shamrocks, clever Irish drawings, and large rainbows with a pot of gold.

With each of the six girls modeling three outfits, there were some quick changes to make the program flow

Cooperation sought for pollution agencies

Coordination, communication, and cooperation between pollution control agencies are vitally necessary, says Department of Environmental Quality Director Diarmuid O'Scannlain.

To ascertain this close coordination, O'Scannlain is reestablishing an Air Pollution Interagency Coordinating Committee, composed of representatives from each regional air pollution authority and from DEQ. Environmental Quality Commission Chairman, B. A. McPhillips, has agreed to chair this committee. Further organizational and operational details are being worked out with the regional authorities.

"Whatever its final form, this committee's work will be designed to develop a sound, coordinated statewide program of air pollution controls," said O'Scannlain. "To this end, I am pledging full participation, regular contacts, and effective assistance from this Department's staff," he continued. The coordinating committee's mission is one of five steps taken by the DEQ in the last few days to improve the working relationship between the state and regional air pollution control authorities. DEQ on March 2, transferred regulatory authority for air control of National Metallurgical Company (Springfield, Oregon) to the

Lane Regional Air Pollution Authority—making that regional body solely responsible for the company's air emission control program.

A Columbia-Willamette Regional Air Pollution Authority (CWAPA) request

sources of pollution and under DEQ control. DEQ has proposed revision of its regulations to provide for input of the regional authorities on the formulation and review of parking and highway plans.

Finally, DEQ is stepping in—at CWAPA's request—to resolve the problems created for that authority through lack of participation by Washington County.

For more information call

report states.

Half dollars taken

An overnight bag containing \$200 in half dollars was reported stolen by Betty A. Fessler, 21546 SE Oak, according to sheriff's reports. The theft occurred sometime during the past two weeks, the

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Under Oregon's implementation plan for the Clean Air Act, freeways and parking structures were declared sources of pollution and under DEQ control. DEQ has proposed revision of its regulations to provide for input of the regional authorities on the formulation and review of parking and highway plans.

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Open 9 to 6 Daily, Sundays 10 to 6

Spring is Here!

Sale Ends Tues. Mar. 20th

Special Garden Sale

KWANZAN FLOWERING CHERRY TREE
Well Reg. \$850
Branched Reg. \$9.95

JUNIPER MANY VARIETIES
4" Pots Low Ground Cover Reg. \$1.25
Now **79¢**

AZALEAS IN BLOOM
• HINO-CRIMSON Reg. \$1.95
• HINODEGIRI 1 Gal. Cans Now **\$1.27**
• CORAL BELLS

GRASS SEED Comparable Brands
Blue Grass & Fescue Mix 1 Lb. Covers 200 Sq. Ft.
Reg. \$1.29 Lb. Now **97¢** 5 lbs. \$4.75

50 LB. BAG ORE. STEER MANURE
Reg. \$1.19 Now **97¢**

Plant Foods & Fertilizers SPECIAL!
6 Ft. Garden Fertilizer 40 Lb. Bag Reg. \$5.95
Now **\$4.77**
7 Dees Rhodo-Gro 25 Lb. Bag Reg. \$3.95
Now **\$3.27**

RHODODENDRON SPECIAL!
• Every Shade and Color
• Montague (Red)
• Purple Lace (Purple)
• Sappho (White, Purple Throat)
• Autumn Gold • Augustini
• Kiwi Sensation • Many More!

Values to **\$4.97**
'12.95

7 DEES NURSERY
BankAmericard Welcome
165th & STARK 252-7736

JUNE 1974

Film stars, but hold the popcorn



PLATE 29

Pentel of America advertisement, Progressive Architecture, June 1974, printed page 30.

Open the June 1974 issue PDF^[20] (complete document in 5 parts: part 1, PDF pp1-33^[20]; part 2, PDF pp34-66^[21]; part 3, PDF pp67-99^[22]; part 4, PDF pp100-132^[23]; part 5, PDF pp133-144^[24])

No red carpet is required. The “film” here is a drawing surface, and the stars have lead diameters. The wordplay introduces **PF339, PF337, and PF335**, in 0.9, 0.7, and 0.5 mm. The advertised lead and pencil features are presented as answers to technical drafting requirements.

The copy distinguishes the sleeve arrangements: a 5 mm sliding sleeve for the 0.5 and 0.7 mm versions, and a 4 mm sleeve and regular mechanism for the 0.9 mm version. It discusses erasability and washability on film and describes the lead’s materials. These are contemporary advertising claims, not results from a new test of surviving pencils.

The headline gets the smile; the sleeve dimensions earn the next minute of attention. That combination is well suited to a reader who may enjoy a joke and still need to know exactly how the pencil will behave on a drawing surface.

For collectors, this is where an old advertisement repays a slow reading. PF339, PF337, and PF335 become choices within an advertised working system, with different diameters and sleeve arrangements. The features we inspect today were once answers to a buyer’s immediate question: will this do the job?

News report continued from page 26

directs subcontractors and offers the owner a guaranteed maximum building price, including contingencies.

The seminar was informative and provocative. Architects and contractors curious to see who might join them someday soon may attend another project management seminar that AMR, 1370 Avenue of the Americas, New York, N.Y. 10019 will conduct in New York, June 3-6.

Washington report

AIA helps revive land use bill

One of the more unusually effective lobbying campaigns—concerning land use bills—mounted in Washington in recent years may have had a profound effect by the time this issue of P/A appears.

The American Institute of Architects, in league with 38 other groups, was instrumental in reviving a bill from the usual graveyard of the House Rules Committee. The bill incorporates a number of principles outlined in the recent AIA report on national growth policy.

Not surprisingly, after a close study of the proposed legislation, the lobbying campaign has succeeded in calming one major source of initial opposition: that of state and local government officials, who feared a land use bill as some sort of national "zoning ordinance" interfering with one of the most cherished local government powers.

As of early May, the status was this: two major bills on land use control were in congressional hoppers: S 268 by Senator Henry Jackson (D-Wash. State) and a House bill, HR 10294, by Congressman Morris Udall (D-Ariz.).

Udall, as head of a House subcommittee on environmental matters, had held several days of hearings on his own measure before passing it along with full committee backing to the powerful Rules Committee (which schedules bills for floor consideration). Meanwhile in the Senate, Jackson's bill had been approved last fall by the full Senate and was also in the Rules Committee awaiting action or reconciliation with Udall's proposal.

The Rules group, chaired by Congressman Ray J. Madden (D-Ind.), decided to "defer action indefinitely" on both bills. Normally that's the kiss of death under the hierarchical operations of the House.

But in late March, the AIA and other groups urged members to contact their congressmen on the matter, and House staffers subsequently reported a "mass" of mail and other contacts favoring the measure. This encouraged Udall to hold three more days of hearings in mid-April and to request a further appearance before the Committee Rules to argue for his bill. Udall was confident that the measure would be passed if brought before the full House for a vote.

The program as outlined in both bills considered as "critical" those areas of ecological, historic, or scenic value. They call for proper siting of needed public services and utilities well beforehand to prevent indiscriminate location of power plants or other facilities and for planning of population and [continued on page 32]

Our new film stars.



We'd like to give you a preview of our latest attraction—Pentel's Film Lead Pencils. They're the perfect ticket for draftsmen and engineers who never want to sharpen pencils again.

You'll find a 5mm sliding sleeve on the 0.5mm Ultra-Fine and 0.7mm Extra-Fine pencils. It's especially convenient for accurate template work. Broken leads become a thing of the past since the sleeve retracts as you draw. The 0.9mm regular Fine-

Line pencil has a 4mm long sleeve and regular mechanism.

Our pencils are hand assembled with watchmakers' tools for precision accuracy. They feed themselves automatically because of mechanical fingers that advance the lead with a simple push of the Quick-Click top. You don't reload until a dozen lead are used.

All three pencils use Pentel's exclusive Hi-Polymer washable, erasable film lead. It's made of a unique

compound of synthetic resin, carbon and graphite.

Pentel Film Pencils and Leads are being featured at drafting stores across the nation. Come in and ask for a private showing.

Pentel
Pentel of America, Ltd., 2715 Columbia St.
Torrance, CA 90503 (213) 775-1256

1976

Sixty seconds to sell a rolling ball

Open the Radio & Records PDF^[25] (complete document in 2 parts: part 1, PDF pp1-30^[25]; part 2, PDF pp31-48^[26])

A contemporary report announces an **eight-week radio and television campaign** for the Rolling Writer, beginning in **Chicago on March 1**. It specifies **two separate 60-second radio spots** and a message built around the distinction between merely writing and rolling.

On radio, Pentel has to make the benefit travel without a picture. A listener cannot study a sleeve diagram or admire a line sample. “Rolling” supplies both an action and a word to remember at the counter. The product’s name can carry part of its explanation.

The report describes an ambition to win more of the writing-instrument market.

Source Note

The report supplies a campaign plan, but no results or Pentel budget. The **\$4 million** figure elsewhere on the page belongs to **Kawasaki**.

The autumn plan gives us another part of the campaign: the intended viewer.

For **November 3-30**, *Broadcasting* reports a major-market television buy for the **Rolling Writer**, through **Young & Rubicam, New York**, aimed at **adults aged 18-49**. That is a targeting statement we can actually quote from a contemporary source. The earlier Chicago radio/TV report and this November plan describe separate campaign details; neither provides a complete annual schedule.

Together they show a product being given more than one push during the year. Pentel had a memorable name and a benefit to explain. The agency had to put them in front of people likely to buy a pen.

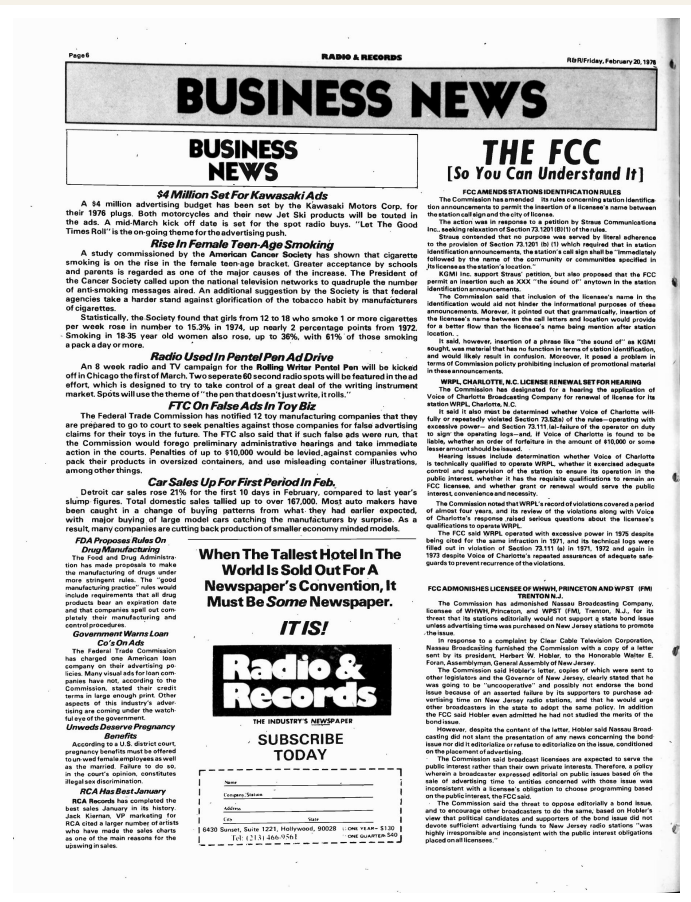


PLATE 31

Radio & Records, February 20, 1976, printed and PDF page 6. The Pentel report is in the left column, below the smoking item.

The intended audience

ADULTS 18-49 / ROLLING WRITER / 1976

Pentel □ Company's Rolling Writer brand of pens will be accorded major-market TV buy, to run from Nov. 3 through Nov. 30. Young & Rubicam, New York, is Pentel's agency, which will go after adults, 18-49.

PLATE 32

Broadcasting, September 6, 1976, p9. Pentel's own paragraph, separated here from unrelated advertisers on the page. Complete issue PDF^[27].

A close reading of a short trade-paper item can reveal the people, audience, or production work behind a campaign. The evidence and its limits are discussed in the adjoining story.

AUGUST 1977

The school-supply list gets a television special

Pentel Promotes Pens For Back-To-School

Pentel of America will tout their pens and automatic pencils during the back to school season. Radio is backing up TV and print buys, starting with ABC-TV special “David Soul & Friends” this week.

PLATE 33

Radio & Records, August 19, 1977, p4. The report explicitly includes automatic pencils alongside pens. Complete issue PDF^[28] (complete document in 2 parts: part 1, PDF pp1-39^[28]; part 2, PDF pp40-56^[29]).

Buy your notebooks. Find your class schedule. Turn on **David Soul & Friends**.

In the summer of 1977, Pentel’s back-to-school plans reached ABC television. A July 1 *Radio & Records* report announced Pentel of America’s sponsorship of an hour-long David Soul special, produced by **Dick Clark**, as the opening of what the report called the company’s largest back-to-school campaign to date. It named **August 18** as the broadcast date and listed **Donna Summer** and **England Dan & John Ford Coley** as planned guests. Those are the announcement’s bookings, rather than a reconstruction of the finished program. July announcement, p4^[30] (complete document in 2 parts: part 1, PDF pp1-39^[30]; part 2, PDF pp40-52^[31])

The August item makes the product connection wonderfully plain: **pens and automatic pencils**, with **radio supporting television and print**. This was a coordinated school-season campaign that used a named entertainment event to help launch it. The pencil had acquired an appointment with the television audience.

Record World adds another useful detail: **Dr Pepper and Pentel** were the special’s sponsors. Pentel therefore shared the sponsorship; the surviving reports do not establish sole sponsorship or a personal product endorsement by Soul. The record label’s separate promotional plans also belong to the label, not to Pentel’s advertising budget. *Record World*, August 20, 1977, PDF p18^[32] (complete document in 2 parts: part 1, PDF pp1-53^[32]; part 2, PDF pp54-66^[33])

From an architect’s trade magazine to a network variety special is quite a journey for a pencil. The two approaches could coexist: explain the mechanism where detail matters, and make the brand familiar before the school-shopping trip begins.

DECEMBER 1978

The pen goes on a very narrow stage

Open the December 1978 issue PDF^[34] (complete document in 3 parts: part 1, PDF pp1-81^[34]; part 2, PDF pp82-162^[35]; part 3, PDF pp163-208^[36])

The Slim Rolling Writer gets a column almost as skinny as its sales proposition. The narrow advertisement presents the **Slim Rolling Writer** as a slender, refillable pen, with choices of finish, four ink colors, and fine or extra-fine points.

Placed next to the magazine's masthead, the advertisement has a compact space in which to communicate the product's form and range. The long pen image and narrow column reinforce one another: the layout itself helps sell slimness.



PLATE 34

Pentel of America Slim Rolling Writer advertisement, Scientific American, December 1978, volume 239, number 6, printed page 8.



We had this beautiful idea: Create a slim-styled liquid ink ball pen in a variety of elegant finishes that's Drefill-able with a choice of four colors and ② available in fine and extra-fine point sizes. It's the smooth writing easy-to-hold Slim Rolling Writer pen.

"SLIM" Rolling Writer®
only from
Pentel®

© 1978 Pentel of America, Ltd. ® Pentel and Rolling Writer are registered trademarks of Pentel Co., Ltd.

LETTERS

Sirs:

A principal reason for this letter is to point out that new evidence exists for relating the microfossils in Dr. Schopf's article ["The Evolution of the Earliest Cells," by J. William Schopf; SCIENTIFIC AMERICAN, September] and the proteinoid microspheres introduced in Dr. Dickerson's article in the same issue ["Chemical Evolution and the Origin of Life," by Richard E. Dickerson; SCIENTIFIC AMERICAN, September]. The new evidence is in a recent paper by Susan Francis, Lynn Margulis and Elso S. Barghoorn in *Precambrian Research*, Vol. 6, pages 65-100, 1978. These authors applied Barghoorn's novel method of artificial fossilization to proteinoid microspheres and to algae and fungal spores. The morphologies are essentially indistinguishable. On the basis of such comparisons, as already published for unfossilized microspheres in both the 1972 and 1977 editions of *Molecular Evolution and the Origin of Life*, by Sidney W. Fox and K. Dose (Marcel Dekker Inc., 1977), Professor John Keosian, for example, stated in *The Origin of Life and Evolutionary Biochemistry*, by Dose et al. (Plenum Press, 1974): "Structurally, the oldest microfossils have closer resemblance to clusters of some of Fox's microspheres than to primitive algae."

Scientific American, December, 1978; Vol. 239, No. 6. Published monthly by Scientific American, Inc., 415 Madison Avenue, New York, N.Y. 10017; Gerard Piel, president; Dennis Flanagan, vice-president; Donald H. Miller, Jr., vice-president and secretary; George S. Conn, vice-president and treasurer; C. John Kirby, vice-president; Arlene Wright, assistant treasurer.

Editorial correspondence should be addressed to The Editors, SCIENTIFIC AMERICAN, 415 Madison Avenue, New York, N.Y. 10017. Manuscripts are submitted at the author's risk and will not be returned unless accompanied by postage.

Advertising correspondence should be addressed to C. John Kirby, Advertising Director, SCIENTIFIC AMERICAN, 415 Madison Avenue, New York, N.Y. 10017.

Offprint correspondence and orders should be addressed to W. H. Freeman and Company, 660 Market Street, San Francisco, Calif. 94104. For each offprint ordered please enclose 40 cents.

Subscription correspondence should be addressed to Subscription Manager, SCIENTIFIC AMERICAN, 415 Madison Avenue, New York, N.Y. 10017. For change of address, notify us at least four weeks in advance. Send both old and new addresses and enclose an address imprint from a recent issue. (Date of last issue on your subscription is shown at upper right-hand corner of each month's mailing label.)

Name _____

New Address _____

Old Address _____

The photographs that are printed in Dr. Dickerson's article for A. I. Oparin's coacervate droplets and our proteinoid microspheres are unfortunately interchanged. Definitively judging the possibility that the microfossils are of proteinoid microspheres, or anything else, requires a number of photographs, together with data on chemical composition, biochemical activities and consistency within an overview. As a passage in Dr. Dickerson's fluent article suggests, the coacervate droplets cannot explain how biopolymers arose when there were no biological organisms to produce them. (Protamine comes from evolved organisms.) The geochemical simulation, which yields proteinoid microspheres, is not disqualified in this way.

To clarify a few other points, a requirement of formation of amino acids in the ocean and heating amino acids on a cinder cone is a scenario of others, not mine; I have tried since 1965 to correct that as an erroneous requirement. For the next step, in which the formation of protocells from thermal proteins and water is simulated, I wonder where Dr. Dickerson got the specification of 130-180 degrees Celsius? We have repeatedly reported the formation of microspheres at room temperature. In fact, 130 degrees C. could not be used: the water would boil off from the open glassware we insist on in order to simulate lunar or planetary surfaces adequately. In this regard the need to study biological and other natural processes in nonequilibrium open systems was emphasized by Ilya Prigogine in 1955.

An omission from the text that I find to be crucial to an evolutionary overview is the extensively supported principle of the self-ordering of amino acids. That principle, we maintain, is the first of two erstwhile "missing links" in the chain of evolutionary events between the elements and the first reproducing protocell. It is described in my chapter "The Origin and Nature of Protolife" in *The Nature of Life*, edited by W. Heidcamp (University Park Press, 1978), a record of papers presented at the Nobel Conference on the Nature of Life held at Gustavus Adolphus College in October, 1977.

SIDNEY W. FOX

University of Miami
Coral Gables, Fla.

Sirs:

Dr. Dickerson does not appear to appreciate fully the dire implications of Francis Crick and Leslie Orgel's suggestion of "directed panspermia," according to which terrestrial life might have been deliberately seeded by extraterrestrial intelligent beings. Contrary to Dickerson's belief, that suggestion is relevant to the inquiry of his article, since it

8

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1979

The credits roll

Young & Rubicam, Los Angeles □ "Evolution" for Pentel of America by Duck Soup Productions (art/animation).

PLATE 36

The useful three-line close-up: client, commercial title, agency, and animation company. A small credit can open a surprisingly large door.

Young & Rubicam and Duck Soup Productions

Open the complete Broadcasting issue PDF^[37]

The listing connects **Pentel of America** and a commercial titled **"Evolution"** with **Young & Rubicam, Los Angeles**, and **Duck Soup Productions** in **art/animation**. Its context is the **eighth annual U.S. Television Commercials Festival**, introduced on printed page 46, with the Pentel entry under **Production technique** on page 48. This is an awards-related credit, not just an unlabelled studio directory.

For me, this is where the paper trail connects with one of the objects that made this subject so fascinating. A dated trade publication puts **Pentel of America and Duck Soup Productions together on a named commercial**. That independently documents the client-studio relationship that makes my cel especially interesting.

Source Note

The dated credit establishes the Pentel-Duck Soup relationship, but does not identify my particular cel as part of "Evolution." A matching scene in an identified print, a production number, or studio paperwork would settle that question.

The small credit gives us a remarkable amount to work with: festival, category, client, title, agency, and studio. It supplies neither an individual animator nor a gold or silver ranking. Festival heading and context, PDF page 46^[37]

This is also a reminder that the finished commercial was a collaboration. Pentel commissioned a piece of selling; an agency and a production company helped give it a performance. To match that performance to a surviving film, we still need a reel or production record with the same credits.

for Minolta by Herbert Loebel (personal articles and gift items: cameras).

Bozell & Jacobs, Omaha □ "Charmed Life III" for Mutual of Omaha by EUE/Screen Gems (services: insurance).

Burrell, Chicago □ "A Family Is" for McDonalds Systems Inc. by Giraldd Productions (image building, customer relations).

Cadwell Davis Savage, New York □ "Trucks" for Kronenbourg by Hal Davis Talking Pictures (food: beer).

Campbell-Mithun, Chicago □ "Omnibus," "Drink," "Omelet" series for American Egg Board by The Film Tree (food: dairy products).

Cole & Weber, Seattle □ "Restaurant" for Detroit Plaza (recreation: travel).

Cole & Weber, Seattle □ "American Indian," "Middle East," "Orient," "Leonardo" series for Boeing (services: transportation).

Cunningham & Walsh, New York □ "Bridge" for St. Regis Paper by Fred Levinson Productions (image building: customer relations).

Cunningham & Walsh, New York □ "Tap Dance" for St. Regis Paper by Fred Levinson Productions (commercial products: industrial).

D'Arcy-McManus & Masius, Bloomfield Hills, Mich. □ "Hour" for Cadillac Motor Division by Gillean Associates (automotive products: cars).

D'Arcy, McManus & Masius, St. Louis □ "Monument Valley" for Anheuser-Busch by The DXTR's (food: beer).

Della Femina, Travisano & Partners, New York □ "Stick 'Em Up" for Airwick Industries by Bob Giraldd Productions (home care products: air fresheners).

Dentsu of America, New York □ "Every Day" for Spanish National Tourist Office by THT Productions (recreation: travel).

W. B. Doner, Baltimore □ "Archery/Darts" for Carling National Breweries by EUE/Screen Gems (food: beer).

W. B. Doner, Baltimore □ "Lemonade Stand" for Commercial Credit by Rossetti Films (services: banking and financial).

W. B. Doner, Baltimore □ "Swallow" for YMCA by W. B. Doner (public service announcements).

DuRona Productions, New Rochelle, N.Y. □ "Target Town" for Coleco by DuRona (children's products: games).

Goodie Goldberg Soren, Don Mills, Ont. □ "Wedding" for London Life Insurance by Scollard Productions (services: insurance).

Griswold-Eshleman, Cleveland □ "Next Time Buy a Kitchenaid" for Hobart Kitchenaid Division of Cooper, Dennis & Hirsch (home furnishings: appliances).

Walt Kraemer Creative Services, San Francisco □ "Faces" for Fotomat by DeSort & Sam Productions (sales event; store openings).

Walt Kraemer Creative Services, San Francisco □ "Linkage" for Fotomat by DeSort & Sam Productions (sales event: store openings).

Marsteller, Pittsburgh □ "Total Office Story" for Westinghouse Architectural Systems Division by CPC (commercial products: office equipment).

Mathieu, Gerfen & Brenner, New York □ "What We Squeeze" for S.S. Pierce by Ampersand Productions (food: fruit drinks).

McCann-Erickson, New York □ "Peeling Label" for Exxon by Lee Rothberg Productions (automotive products: oil).

McCann-Erickson, Portland, Ore. □ "Log Cabin" for Georgia Pacific by Myers, Griner/Cuesta (commercial products: forest).

McCann-Erickson, New York □ "Christmas" for Miller Brewing by Robert Gaffney Productions (food: beer).

McCann-Erickson, New York □ "Jogging" for Coca-Cola by Lovinger, Tardio, Melsky (food: soft drinks).

McCann-Erickson, Los Angeles □ "Log Cabin" for Georgia Pacific by Myers, Griner/Cuesta (image building, customer relations).

McCann-Erickson, Portland, Ore. □ "Ticker Tape" for Georgia-Pacific by Myers & Griner/Cuesta (commercial products: forest).

McDonald & Little, Atlanta □ "Night Train" for Busch Gardens, Williamsburg (recreation: theme parks).

McKim, Toronto □ "Upside" for Seven-Up Canada by TDF Film Productions (food: soft drinks).

Media Group Two, Southfield, Mich. □ "30 Years Together" for WJBK-TV Detroit by O'Dean Productions (station promo program openings, ID's news promos).

NBC "NBSees Us" (program previews).

Needham, Harper & Steers, Chicago □ "Hot Stuff" for McDonalds by Topel & Associates (food: eating-out industry).

Needham, Harper & Steers, Los Angeles □ "Crocker Phone" for Crocker National Bank by Rick Levine Productions (services: banking and financial).

Needham, Harper & Steers, Los Angeles □ "Teller Rehearsal" for Crocker National Bank by Rick Levine Productions (services: Banking and financial).

Needham, Harper & Steers, Los Angeles □ "ATM" for Crocker National Bank by Rick Levine Productions (services: banking and financial).

Needham, Harper & Steers, New York □ "Divers" for ITT by N. Lee Lacy (image building: customer relations).

Needham, Harper & Steers, New York □ "TCSO5" for ITT (commercial products: industrial).

Needham, Harper & Steers, Toronto □ "Refrigerator" for Kraft by Owl Films (food: dairy products).

Parry/Lumby, Saskatoon, Sask. □ "A Fawn Has Lost his Mother" for Tourism and Renewal Resources Office of Saskatoon government by Lumby Productions (public service announcements).

Dick Rich, New York □ "Scout" "Handcuffs." "Twins" series for Wendy's International by Rick Levine Productions (food: eating-out industry).

Richmond Advertising Associates, Toronto □ "Prison" for Bristol-Myers Products Canada by Upper-can Productions (home-care products: cleaners).

Ross Roy, New York/Compton, New York □ "Magic Hands" for A. Sahadi & Co. by Rabko Television Production (children's products: food).

Ross Roy, Detroit □ "Waiting for Dad" for Motorist Information Inc. by EUE/Screen Gems (public service announcements).

Sapin & Tolle, Cleveland □ "Food to Go" for TRW by Paisley Productions (image building: customer relations).

Sapin & Tolle, Cleveland □ "Rally" for TRW by Paisley Productions (image building: customer relations).

Scall, McCabe, Sloves, New York □ "Tuthill" "Drummer" series for U.S. Pioneer Electronics by Bob Giraldd Productions (recreation: home entertainment).

Simons-Michelson-Zieve, Troy, N.Y. □ "Helping Hand," "Trade-In," "Teddy Bear," "Wedding" series for Elias and Shoney's Big Boy by Kaleidoscope (food: eating-out industry).

Simons-Michelson-Zieve, Troy, N.Y. □ "Dick and Bert Open Hanger" for National Big Boy by Kaleidoscope (food: eating-out industry).

Sive Associates, Cincinnati □ "Play-Doh Fuzzy Pumper Barbershop" for Kenner Products Co. by DuRona Productions (children's products: toys).

Tatham-Laird & Kudner, Chicago □ "Ballad of the Hard-Working Man" for R. J. Reynolds Tobacco by Steve Horn Inc. (personal products: men's products).

J. Walter Thompson, New York □ "Announcement" for Ford Division by EUE/Screen Gems (automotive products: cars).

J. Walter Thompson, New York □ "Wundercar" for Ford Division by Paisley Productions (automotive products: cars).

Tracy Locke, Dallas □ "Blind Date" for Haggard Slacks by Cooper, Dennis, Hirsch & Jenkins Covington (clothing: men's).

Vickers & Benson, Toronto □ "To Your House," "Cheesemakers" series for Canadian Dairy Foods Service Bureau by Rabko Television Productions (food: dairy products).

WCLR(FM) Chicago □ "Tightrope" for WCLR by Duck Soup Productions (station promo, program openings, ID's, news promos).

Zechman & Associates, Chicago □ "Critic's Choice" for Carson Pirie Scott & Co. by Jenkins Covington (image building: customer relations).

Agency not indicated □ "Foul Play" for Paramount Pictures by Bloch Films (recreation: motion picture promos).

Agency not indicated □ "Heaven Can Wait" for Paramount Pictures by Bloch Films (recreation: motion picture promos).

Agency not indicated □ "Saturday Night Fever" for Paramount Pictures by Bloch Films (recreation: motion picture promos).

Agency not indicated □ "Spirit of the Bee" for the *Sacramento* (Calif.) *Bee* by Chuck Blore & Don Richman Inc. (newspapers).

Agency not indicated □ "You Have a Remarkable Mouth" for WFIL(AM) Philadelphia by Chuck Blore & Don Richman (station promo, program openings, ID's, news promos).

Agency not indicated □ "Hot Dog" for The Church of Jesus Christ of Latter-Day Saints by Bonneville Productions and the DXTR's (public service announcements).

Production technique

N W Ayer, Chicago □ "Block Party" for WLS-TV Chicago by Bob Giraldd Productions (direction).

Cramer-Krasselt, Milwaukee □ "Rosie's Saloon" for Employers Insurance of Wausau by Cooper-Dennis-Hirsch (over-all production).

Cunningham & Walsh, New York □ "Bridge" for St. Regis Paper by Fred Levinson Productions (product demonstration).

Cunningham & Walsh, New York □ "Rehearsal" for St. Regis Paper by Fred Levinson & Co. (product demonstration).

W. B. Doner, Baltimore □ "Swords/Tennis," "Archery/Darts," "Sailing/Ships" series for Carling National Breweries by EUE/Screen Gems (editing).

McDonald & Little, Atlanta □ "Night Train" for Busch Gardens, Williamsburg (photography).

Scall, McCabe, Sloves, New York □ "Tuthill" for U.S. Pioneer Electronics by Bob Giraldd Productions (direction).

J. Walter Thompson, Chicago □ "Frazette" for Jovan (art/animation).

J. Walter Thompson, New York □ "Four-Car Odyssey" for Ford Division by Harwood Associates (special effects).

Townsend & Associates, Newport Beach, Calif. □ "More Than Meets the Eye" for Century 21 Real Estate by Townsend & Associates (talent).

Townsend & Associates, Newport Beach, Calif. □ "Show Off" for Century 21 Real Estate by Townsend & Associates (talent).

Young & Rubicam, Los Angeles □ "Evolution" for Pentel of America by Duck Soup Productions (art/animation).

Agency not indicated □ "Party" for WTAE-TV Pittsburgh (over-all production).

Writers Guild of America Awards

Presented by the Writers Guild of America to members whose work in writing and graphic arts for television, radio and motion pictures has been judged exceptional.

Broadcasting winners

Perry Wolff □ For TV documentary script, current events (*CBS News Special*, 1968).

Robert E. Fulse, M.D. □ For TV documentary script, other than current events (*The Body Human*, CBS).

Joan Martin Burke, Frank Dalecki Jr., Norman S. Morris and Joyce Ozarchuk □ For radio documentary script (*Exploring America*, '78, CBS).

Sol Panitz □ For radio dramatic script (*The Ballad of Hairy Joe*, International Communications Agency).

Hugh Heckman, John Mosedale and Sander M. Polster, with Lee Townsend, editor □ For TV Spot News Script (*CBS Evening News*, Nov. 21, 1978).

Gil Longin □ For radio spot news script (*Voices in the Headlines*, March 19, 1978, ABC).

Claire Labine, Jeffrey Lane, Paul Avila Mayer, Mary Munisteria and Judith Pisker □ For daytime serial, television (*Ryan's Hope*, ABC).

Irma Reichert and Daryl Warner □ For children's script, television (*Mom and Dad Can't Hear Me*, ABC).

Allan Droseman □ For television graphic art (*Divorce? WCBs-TV New York*).

Ned Steinberg □ For television graphic animation (*Election Night*, '78, CBS).

Christopher Knoph □ For original anthology script (*Scott Joplin: King of Ragtime*, NBC).

Stewart Stern and Lonnie Elder III □ Two winners for anthology adaptation script, television (Stern for *A Christmas To Remember*, CBS movie, and Elder for *A Woman Called Moses*, NBC Movie).

Seth Freeman □ For dramatic episodic script, television ("Prisoner" on *Lou Grant*, CBS).

Gary David Goldberg □ For comedy episodic script, television ("Baby It's Cold Outside" on *M*A*S*H*, CBS).

Jerry Juhl, Chris Langham, Jim Henson and Don Hinkley □ For variety script, musical or comedy, television (*The Muppet Show*, with Marisa Berenson, CBS).

John Wilder □ For multipart long-form series ("Only the Rocks Live Forever," *Centennial*, NBC).

1979

The music behind the Rolling Writer

Animation also has a soundtrack, and one useful account comes from **Spenser Thompson**, writing about his father, composer and arranger **Bob Thompson**. He identifies a Rolling Writer commercial as a late-1970s assignment and specifically describes a 1979 example accompanied by a string quartet. This is a family recollection, not a contemporary production ledger. Spenser Thompson's account^[38]

A string quartet is a lovely detail to recover in the life of a pen. Somebody had to decide how it should sound, and somebody had to fit that sound into the available seconds. Music could give the name a rhythm and the object a personality that a catalog illustration could never supply.

Thompson's recollection and the "Evolution" listing remain separate pieces of evidence. An authenticated film or production file would be needed to connect them. For now, they give us two promising routes into the creative work behind Pentel's screen presence.

There is also a surviving **30-second animated Rolling Writer commercial** available to watch:

WATCH THE COMMERCIAL^[39]

"Rolling Writer Commercial," uploaded by layzer80 on June 14, 2014. The uploader dates it to 1979.

Source Note

The video page and animation have been inspected, but the original airdate and production credits have not been independently authenticated. The clip's date remains provisional, and it has not been identified as "Evolution."

At every counter

*Television ambitions,
everyday purchases*

Automatic Pencils

P203

P205

P207

P209

P105

P107

P109

PDS-3

PROFESSIONAL DRAFTING PENCILS

P203-E

P205-A

P207-C

P209-G

Drafting Pencils (4 mm Fixed Sleeve)

P203-E, P205-A, P205-D, P207-C, P209-G Sharp™ Pencil

Four quality pencils with a variety of lead diameters to suit every writing need. All models feature a 4 mm fixed sleeve which is perfect for template work and general purpose writing. Quick-Click™ automatic lead advance, adjustable clip and eraser. P203-E brown barrel uses 0.3 mm Micro-Fine lead; P205-A black barrel and P205-D green barrel use 0.5 mm Ultra-Fine lead; P207-C blue barrel uses 0.7 mm Extra-Fine lead, and P209-G yellow barrel uses 0.9 mm Fine-Line lead.

PDS-3 Professional Drafting Set

Includes P203-E, 0.3 mm pencil, P205-A, 0.5 mm pencil and P207-C, 0.7 mm pencil. Comes with free pouch, complete with closure flap and pocket guard.

P105 Sharp Automatic Pencil

A precision drafting pencil with 4mm fixed sleeve for template work. Quick-Click™ automatic lead advance and removable pocket clip.

PS523, PS315 Sharp™ for Pros

Drafting pencils with Sliding Sleeve™. The sleeve retracts as the concealed lead writes and thus protects the lead from breaking. Has 5 mm long sleeve, (which retracts to 3 mm length) for accurate template work. Quick-Click™ mechanism automatically advances self-feeding lead directly from storage chamber. PS523 uses 0.3 mm Micro-Fine lead; PS315 uses 0.5 mm Ultra-Fine lead.

PF335, PF337, PF339 Film Lead Pencil

The pencil expressly designed to use polyester film lead. Use the pencil and lead that ends smears, blurs and fading. The perfect polyester film writing instruments with all standard Pentel® features. PF335, 0.5 mm Ultra-Fine lead with 5 mm length Sliding Sleeve™. PF337, 0.7 mm Extra-Fine lead with 5 mm length Sliding Sleeve™ (both retract to 3 mm length). PF339, 0.9 mm Fine-Line lead with fixed 4 mm length sleeve.

PH12 Pentel Lead Holder

For the professional draftsman. These sturdy holders use 2mm lead, and are available in 4 colors. (Colors to be inserted)

CH12 Refill Lead

Available in B, HB, H. 3 pcs. per tube.

PLATE 43 / DETAIL OF THE SURVIVING RECORD

050

1980

Please leave the catalog where I can reach it

If the television commercial gets you into the shop, this is the document that can keep you there.

The cover arranges writing instruments in a colorful circle and promises “**Creative products for creative expression.**” A Los Angeles dealer’s label gives the copy a local destination. It is manufacturer literature with a shop attached, a particularly satisfying survivor of the journey from company range to something a customer could ask for at a counter.

Only the cover and eight interior pages have been recovered here. They form an unusually rich pencil section, although they are **not the complete catalog**.

Download the recovered catalog extract: cover and pages 20-27^[41] (2.3 MB; not the complete catalog).

Start with the **PS35, PS45, and PS65**. The copy ties their finishes to the Slim Rolling Writer range. Pentel is giving a pen buyer a reason to want a companion pencil, and a pencil buyer a reason to consider a matching pen. The photograph does some of the persuading before the specifications begin.

Then come **PS513 and PS535**, with 0.3 and 0.5 mm lead respectively. The sleeve and lead sizes let the customer shop for a particular writing experience. The colors and finishes give the practical choice room to become a personal one.

The **P154 Injecto** turns refilling into a feature in its own right: a snap-in cartridge holding six 0.4 mm leads. Beside it, the **PSD5 Double-Push** gets an explanation of its retracting mechanism. Pentel could sell the line the pencil made, but it could also sell the satisfying little piece of engineering that got the point ready to work.

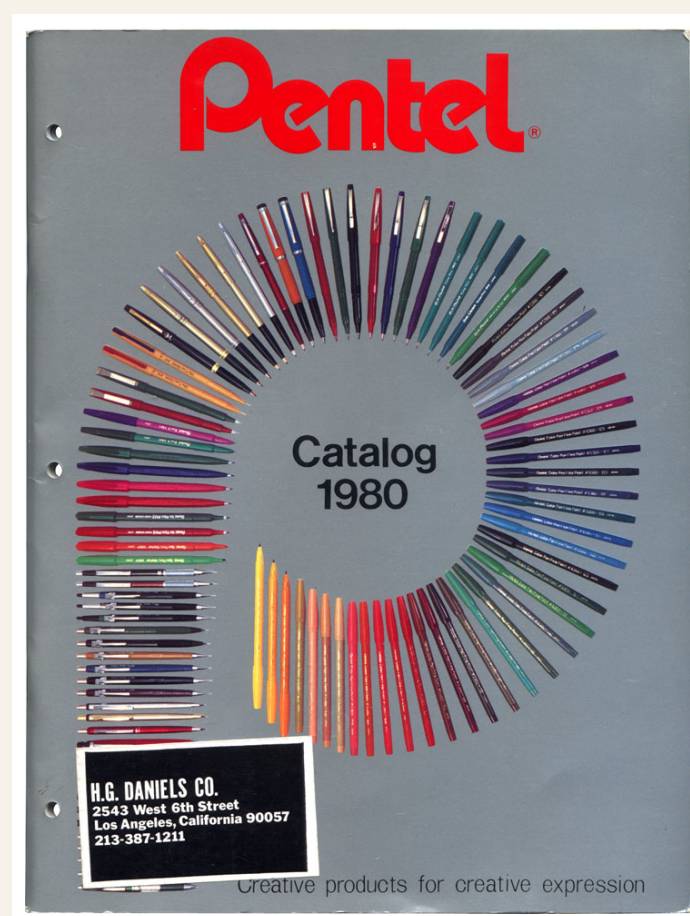


PLATE 38

Pentel Catalog 1980, cover. The dealer label identifies H. G. Daniels Co., 2543 West 6th Street, Los Angeles, California. Cover and pages 20-27 survive in scans preserved by Dennis B. Smith’s Leadholder site and the Internet Archive. Archived catalog entry^[40].

Automatic Pencils

2mm 0mm

On general purpose models, the Sliding Sleeve™ retracts from 2 mm to 0 mm to protect against wasteful lead breakage, and lead advance motions are minimized because more lead (at least 2 mm) may be used before advance is necessary. (See illustration opposite.)

PS45

PS1042 PS65 PS45 PS535 PS513

Writing Pencils (2 mm Sliding Sleeve™)

PS1042 Sliding Sleeve™ 0.2 mm Automatic Pencil
Specially designed precision Sliding Sleeve™ system using 0.2 mm Hi-Polymer™ lead. For those who desire a super-thin line and elegant styling

PS35/PS45/PS65 Sliding Sleeve™ Automatic Pencils
Designed to match the barrel finishes of the “Slim” Rolling Writer® pens. Quick-Click™ automatic lead advance and Sliding Sleeve™ system of lead protection. Uses 0.5mm Ultra-Fine Hi-Polymer™ lead. PS35 with handsome brushed aluminum colored barrel matches R3 “Slim” Rolling Writer® pen. PS45-available in black, red, blue and green barrels to match R4 “Slim” Rolling Writer® pens. PS65-brushed gold color barrel to match R6 “Slim” Rolling Writer® pne.

PS513, PS535 Sharp Sliding Sleeve™ Pencils
This remarkable Sliding Sleeve™ automatic pencil lets virtually everyone, even heavy-handed writers, use Ultra-Fine lead, or even the thinner Micro-Fine lead. The secret is the 2mm stainless steel sleeve which continually protects the lead from breaking and retracts as the pencil is used. Quick-Click™ mechanism, automatic feed. PS535 uses 0.5mm Ultra-Fine lead; PS513 uses 0.3mm Micro-Fine lead.

PLATE 39

Catalog p20: automatic pencils, sliding sleeves, and finishes coordinated with Slim Rolling Writers.

A BETTER LINE / PENTEL IN AMERICA

052

THE ARCHIVE / PLATE 40

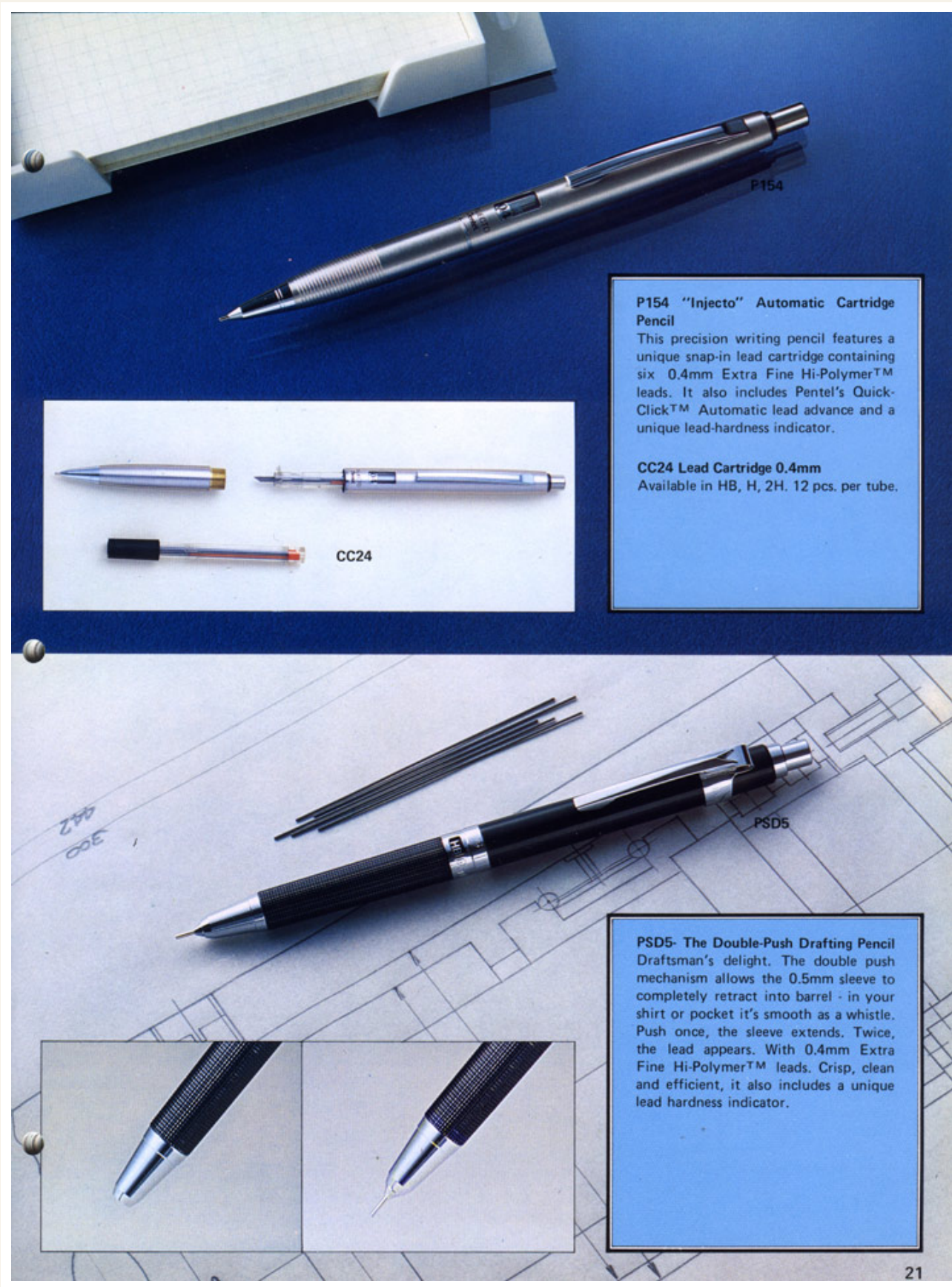


PLATE 40

Catalog p21: P154 Injecto and PSD5 Double-Push. The PSD5 description contains conflicting diameter wording; the scan is retained without silently correcting it.

1980

The working end

Here is the part where a collector stops turning pages. **PMG, PG2003, PG1505, PG4, PG5, PG7**: current tools in a sales catalog, with their features still needing to earn their keep. The drawings open up the mechanism and point toward the working end. Precision becomes something the customer can inspect.

There is a difference between telling a buyer that a pencil is good and showing where the claimed advantage lives. These pages repeatedly invite the second kind of attention. It is very much the same conversation Pentel was having with architects in the 1960s, with a larger range spread out on the counter.

This page alone could make a Knockology member miss an appointment. **P203 in brown, P205 in black, P207 in blue, and P209 in yellow** form a familiar-looking lineup. The text also offers a **green P205D**. The **PDS3** set brings together P203, P205, and P207 with a pouch, making a group of working sizes into one purchase.

The catalog lets us stop guessing about whether this particular range was being presented together in the United States in 1980.

Source Note

A dated catalog establishes the offering shown in that edition, not when each model or color first appeared.

The **PF335, PF337, and PF339** return in bright yellow, six years after the film-pencil advertisement in Plate 29.

Alongside them are **PS523 and PS315** sliding-sleeve pencils and the **PH12** leadholder. The catalog lets Pentel keep several sorts of user in the same family: someone writing, someone drafting, someone working on film, someone who wants a substantial 2 mm lead.

Finally, the refills. Colored tubes, grades, diameters, erasers, and a cutaway explanation occupy serious catalog space. The first sale did not finish the relationship. A pencil needed supplies, and the catalog gave the customer reasons to keep asking for Pentel at the same counter.

For us, these pages restore something that loose vintage pencils often lose: their neighbors. A model was part of a range, a range had consumables, and the whole display offered several perfectly reasonable excuses to buy one more thing.

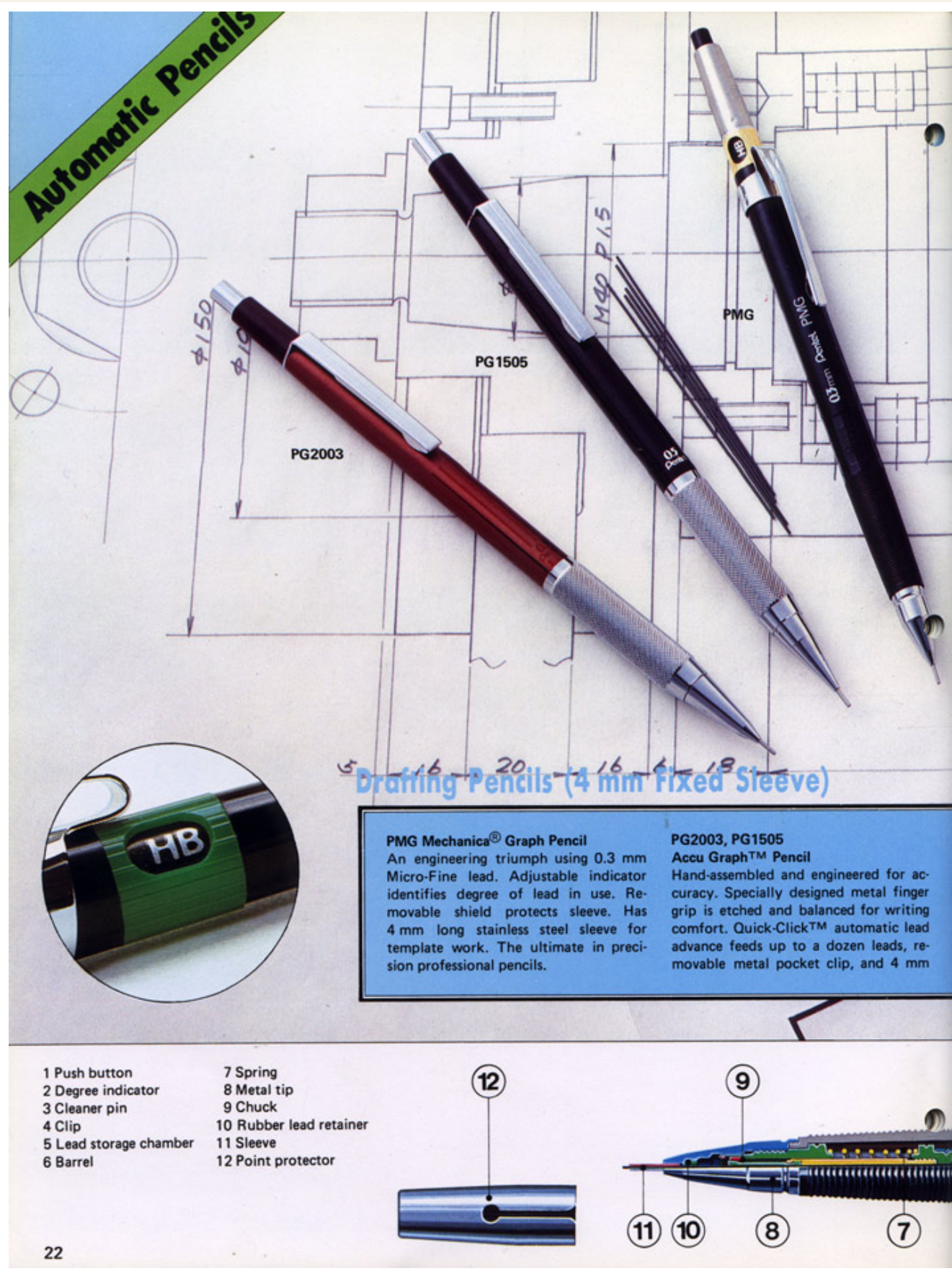


PLATE 41

Catalog p22: PMG Mechanical Graph Pencil, PG2003, and PG1505, with a mechanism illustration.

THE ARCHIVE / PLATE 42

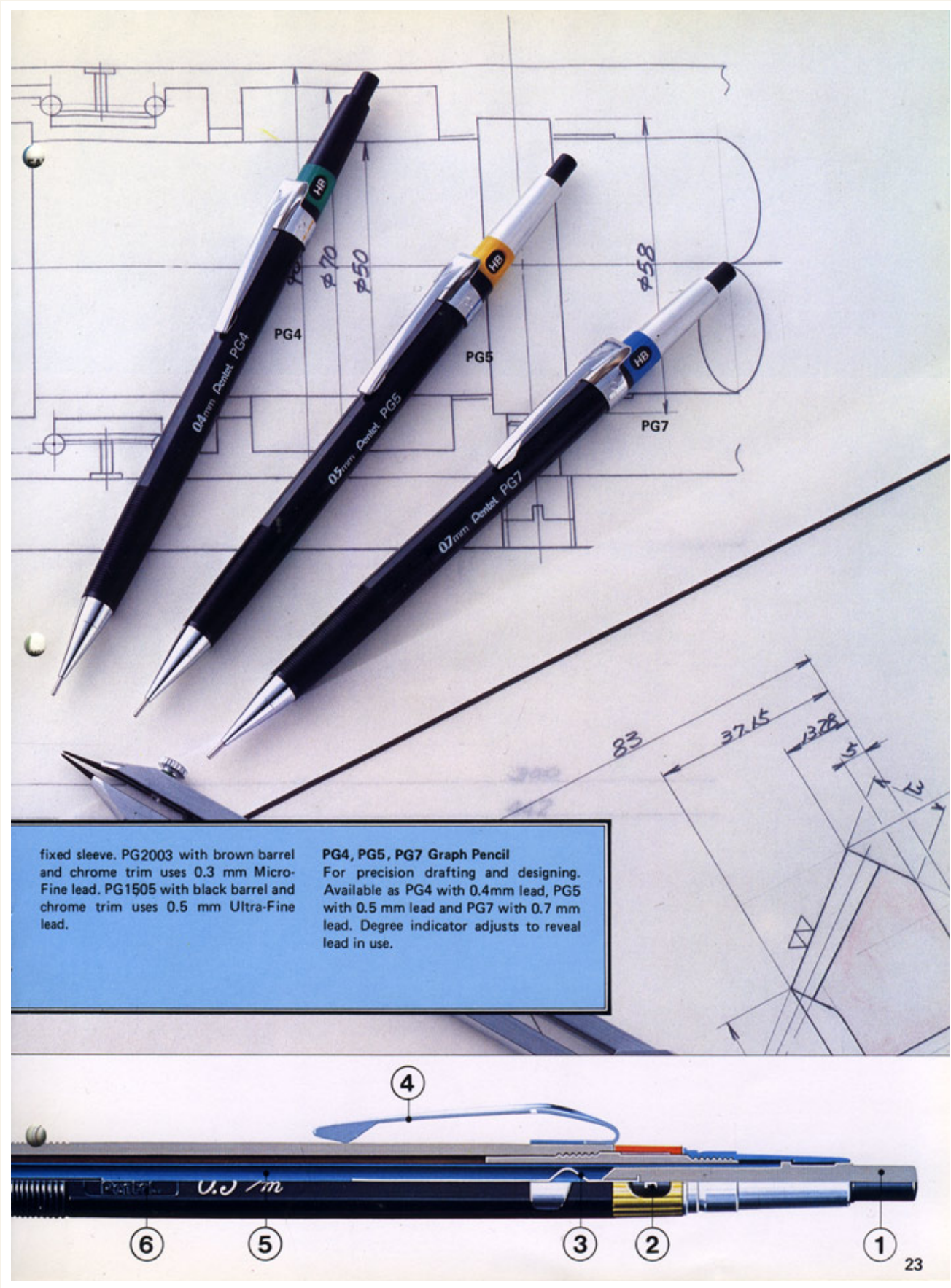


PLATE 42

Catalog p23: PG4, PG5, and PG7, continuing the drafting-pencil explanation.

Automatic Pencils

P203

P205

P207

P209

P105

P107

P109

PDS-3

Drafting Pencils (4 mm Fixed Sleeve)

P203-E, P205-A, P205-D, P207-C, P209-G Sharp™ Pencil
Four quality pencils with a variety of lead diameters to suit every writing need. All models feature a 4 mm fixed sleeve which is perfect for template work and general purpose writing. Quick-Click™ automatic lead advance, adjustable clip and eraser. P203-E brown barrel uses 0.3 mm Micro-Fine lead; P205-A black barrel and P205-D green barrel use 0.5 mm Ultra-Fine lead; P207-C blue barrel uses 0.7 mm Extra-Fine lead, and P209-G yellow barrel uses 0.9 mm Fine-Line lead.

PDS-3 Professional Drafting Set
Includes P203-E, 0.3 mm pencil, P205-A, 0.5 mm pencil and P207-C, 0.7 mm pencil. Comes with free pouch, complete with closure flap and pocket guard.

P105 Sharp Automatic Pencil
A precision drafting pencil with 4mm fixed sleeve for template work. Quick-Clip™ automatic lead advance and removable pocket clip.

PS523, PS315 Sharp™ for Pros
Drafting pencils with Sliding Sleeve™. The sleeve retracts as the concealed lead writes and thus protects the lead from breaking. Has 5 mm long sleeve, (which retracts to 3 mm length) for accurate template work. Quick-Click™ mechanism automatically advances self-feeding lead directly from storage chamber. PS523 uses 0.3 mm Micro-Fine lead; PS315 uses 0.5 mm Ultra-Fine lead.

PF335, PF337, PF339 Film Lead Pencil
The pencil expressly designed to use polyester film lead. Use the pencil and lead that ends smears, blurs and fading. The perfect polyester film writing instruments with all standard Pentel® features. PF335, 0.5 mm Ultra-Fine lead with 5 mm length Sliding Sleeve™. PF337, 0.7 mm Extra-Fine lead with 5 mm length Sliding Sleeve™ (both retract to 3 mm length). PF339, 0.9 mm Fine-Line lead with fixed 4 mm length sleeve.

PH 12 Pentel Lead Holder
For the professional draftsman. These sturdy holders use 2mm lead, and are available in 4 colors. (Colors to be inserted)

CH12 Refill Lead
Available in B, HB, H. 3 pcs. per tube.

PLATE 43

Catalog p24: P200 and P100 ranges, plus the PDS3 drafting set.

A BETTER LINE / PENTEL IN AMERICA

057



PLATE 44

Catalog p25: sliding-sleeve pencils, yellow film pencils, and PH12 2 mm leadholders.

Refill Leads

Hi-Polymer™ & Hi-Black™ Leads

0.2

HB

HB

300-2

0.3

HB

HB

300

0.4

HB

HB

200

0.5

HB

HB

100

0.7

HB

HB

50

0.9

HB

HB

50-9

CH12

CC24

C405

Refill leads to fit the complete range of Pentel® automatic pencils. The composition of Hi-Polymer™ lead is synthetic resin, graphite and carbon... a formulation offering remarkable strength and flexibility. Conventional clay-bonded leads tend to be too brittle when reduced to the diameter required for stenography, tracing and other general writing. Never need sharpening.

Selection Chart: Pentel® Hi-Polymer™ and Hi-Black™ Leads for General Use (60 mm length)

diameter	0.2mm 0.008"	0.3mm 0.012"	0.4mm 0.016"	0.5mm 0.020"	0.7mm 0.028"	0.9mm 0.036"
hardness	300-2	300	200	100 C-405	50	50-9
2B				•	•	•
B		•		•	•	
HB	•	•	•	•	•	•
F				•	•	
H	•	•	•	•	•	•
2H		•	•	•	•	•
3H				•		
4H				•	•	
5H				•		
6H				•		
Red				•		•
Blue				•		•

Pentel® Hi-Polymer™ leads for drawing film.

These refill leads are ideal for marking and writing on every variety of polyester film, also perfect for use on microfilm. Never need sharpening.

C405 Hi-Black™ lead

A new chemical formulation increases lead density without loss of strength. Available in the following degrees of hardness: B, HB, F and H.

Selection Chart: Pentel® Hi-Polymer™ Lead for Drawing Film (60 mm length)

diameter	0.5mm	0.7mm	0.9mm
hardness	0.020"	0.028"	0.036"
P1	•	•	•
P2	•	•	•
P3	•	•	•
P4			•
P5			•

• Never smears, stains or fades • Never squeaks, drags or grits • Fine copies • Easy erasing • Clear dots & lines • Remarkably durable.

PLATE 45

Catalog p26: Hi-Polymer and Hi-Black leads, with diameter and grade choices.

A BETTER LINE / PENTEL IN AMERICA

059

ITEM #	DIAMETER	COLOR	TUBE	LEADS/ TUBE
300-2	0.2mm	Purple		12
300	0.3mm	Dark Brown		12
200	0.4mm	Green		12
100	0.5mm	Brown		12
50	0.7mm	Blue		12
50-9	0.9mm	Yellow		15
PPR-5	0.5mm	Brown		12
PPB-5	0.5mm	Brown		12
PPR-9	0.9mm	Yellow		12
PPB-9	0.9mm	Yellow		12
CF5	0.5mm	Brown		12
CF7	0.7mm	Blue		12
CF9	0.9mm	Yellow		12
C15	0.5mm	Black		30
C405	0.5mm	Transparent		12

Hi-Polymer™ Leads
Special Hi-Polymer™ lead, used in all Pentel® automatic pencils, is noted for its strength and resilience. Pentel's® thin leads (0.2 mm = 0.008", 0.3 mm = 0.012", 0.4 mm = 0.016" and 0.5 mm = 0.020") are highly breakage resistant. To insure best performance, only Pentel Hi-Polymer™ leads should be used with Pentel® Automatic pencils.

C15 Super Tube™ Lead Refills
Hi-Polymer™ lead for 0.5 mm automatic pencils in large capacity, 30-lead refill tube. Super Tube™—convenient, efficient and economical.

ZF-11 Film Eraser
The ultimate eraser - especially designed for polyester film, yet its non-abrasive construction allows it to do a better job on practically any surface.

Z2-1 Pentel® Refill Eraser
Erasers are available for simple and speedy replacement. Standard size fits all Pentel® automatic pencils, except P1035, PS1042, and PD345.

PDE-1 Refill Erasers Designed for use with the PD345 pencil. Packaged five per box.

HI-POLYMER™ LEAD

Synthetic Resin
+
graphite
+
carbon black
Using Synthetic Resin (HI-POLYMER™) as a bonding agent.

CLAY TYPE LEAD

Clay
graphite
carbon black
Space

Using Clay Type (ordinary materials) as a bonding agent.

27

PLATE 46

Catalog p27: more refills, erasers, and a diagram explaining the lead. The PDE-1 eraser is associated with PD345 in the text.

JULY 1980

The audience is written down

Pentel of America □ Clicker, Clicker pen. Begins Aug. 18 for three weeks in Atlanta, New York, Philadelphia and Boston. Agency: Young & Rubicam, New York. Target: adults, 18-54.

PLATE 47

Pentel campaign listing, Broadcasting, July 14, 1980, printed and PDF p9. The complete page places it under “TV ONLY.”

Open the complete July 14, 1980 Broadcasting PDF^[42]

This is the sort of short trade-paper entry that can answer questions a beautiful advertisement leaves open. It names **Pentel of America**, gives the product wording “**Clicker, Clicker pen,**” and announces a **three-week campaign beginning August 18** in **Atlanta, New York, Philadelphia, and Boston**. The agency is **Young & Rubicam, New York**. The explicit target is **adults aged 18-54**.

The audience is explicit, and it is broad. **Adults 18-54** takes us well beyond a narrowly defined professional group.

Source Note

The printed product wording is “Clicker, Clicker pen.” It does not identify PD345, so this entry should not be retitled a Quicker Clicker campaign.

The agency credit has shifted cities too. “Evolution” names Y&R’s **Los Angeles** office; this listing names **New York**. We can identify the offices credited for the two assignments without assuming that the whole account changed hands.

This is a plan for a specific burst of exposure in four markets. The entry gives no spending, audience actually reached, or sales outcome. Its value is unusually direct evidence of whom Pentel intended to reach, where, and for how long.

AdVantage

DFS wins disk business. Dancer Fitzgerald Sample, New York, has been chosen as agency for RCA SelectaVision videodisk account, which will be short on advertising until 1982 but is expected to blossom into account billing about \$20 million. During interim, Dancer will be paid on fee basis to provide "advice and strategic planning," and to design program catalogue and produce program demonstration disks for dealers. DFS spokesman said media plans have not been formulated but advertising is expected to have "high visibility" in television and will be represented in various print media.

Slide rule magic. Television Bureau of Advertising has developed "Reach and Frequency Slide Rule," designed for easy conversion of one-week and four-week GRP's for average multimarket spot buy into net reach and average frequency estimates. It provides data for all day-parts and allows use of nighttime data for spot schedules using combination of day-parts. Single copies of slide rule are available at \$2 for TVB members and \$4 for nonmembers from bureau, 1345 Avenue of the Americas, N.Y., 10105.

Cabled celebrities. Handling advertising for Nevada-based Las Vegas Entertainment Network will be D'Arcy-MacManus & Masius, Los Angeles. Beginning nightly feeds early this fall, LVEN has allocated \$1.5 million advertising budget for balance of 1980. Campaign is aimed at cable TV operators, subscribers and advertisers. This new cable service will bring Las Vegas headliners to cable TV subscribers nationwide.

Change your mind. As part of effort to overcome possibly negative attitudes of flying public toward its DC-10 plane, McDonnell Douglas Corp., St. Louis, is launching advertising campaign this week on TV and in printed media stressing reliability of DC-10. TV commercials, featuring former astronaut Charles (Pete) Conrad Jr., who is now vice president of marketing of McDonnell Douglas, makes no mention of worst air disaster in U.S. history last year when American Airlines DC-10 crashed in Chicago, killing 273 persons. Instead, Conrad says DC-10 has passed various tests and comments, "I wouldn't stake my reputation on anything less" and "I wouldn't put my integrity on the line for anything less." Client is allotting more than \$1 million for campaign and TV spots will be run during networks' coverage of Republican National Convention this week and on selected news programs. Agency is J. Walter Thompson Co., Chicago.

TV ONLY

Stihl □ Chain saws. Begins Sept. 1 for 10 weeks in 30 markets. Agency: Stuart Ford, Richmond, Va. Target: men, 25-49.

Restonic □ Mattresses. Begins Aug. 18 for six weeks in 55 markets. Daytimes. Agency: William B. Tanner, Memphis. Target: women, 18-34.

Carnation □ Fancy Feast cat food. Begins Aug. 11 for five weeks in about 10 markets, mostly in Northeast. Prime and fringe times. Agency: SSC&B, Los Angeles. Target: women, 25-54.

Hoechst-Roussel Pharmaceuticals □ Doxidan. Begins Aug. 25 for four weeks in 29 markets. Fringe and news times. Agency: Independent Media Services, New York. Target: women, 50 plus, adults, 50 plus.

Knudson Corp. □ Ice cream. Begins Aug. 25 for four weeks in 10 California markets. Fringe and prime times. Agency: Dailey & Associates, San Francisco. Target: women, 25-54.

Pentel of America □ Clicker; Clicker pen. Begins Aug. 18 for three weeks in Atlanta, New York, Philadelphia and Boston. Agency: Young & Rubicam, New York. Target: adults, 18-54.

Freeman Cosmetics □ Sea Kelp shampoo. Begins this week in Dallas-Fort Worth; July 22 in Los Angeles; Aug. 13 in Washington and in Virginia markets, and

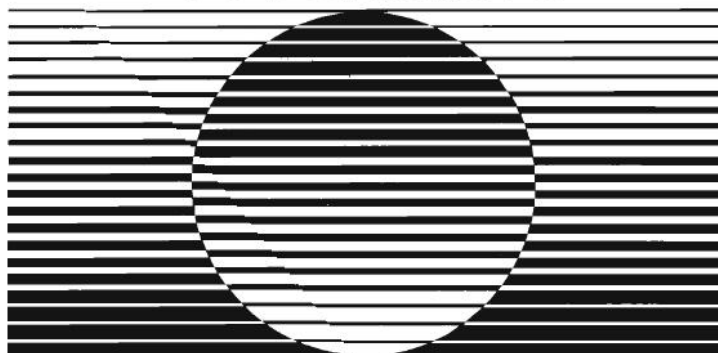


Sept. 8 in Florida markets, all for three weeks. Agency: Communications Development Corp., Los Angeles. Target: women, 18-49.

Genesse Brewing □ Cream Ale. Begins July 21 for three weeks in 13 markets. Fringe and sports times. Agency: William Esty Co., New York. Target: men, 18-49.

American Can Co. □ Aurora paper towels. Begins this month for three weeks in 11 markets. Day and fringe times. Agency: Scali, McCabe, Sloves, New York. Target: women, 18-49.

WE'RE GOING FROM GOLD TO PLATINUM.



Watch for a bold new direction from The Money Machine. New services, new resources, a new name. Backed with the same proven performance. You know us as a solid gold name in music images and production libraries. Now, we're going platinum. A sign you won't want to miss.

The Money Machine

P.O. Box 23355/Nashville, Tennessee 37202/1-800-251-2058

Broadcasting Jul 14 1980

9

Macauley's gives its school-sale page the shape of a book. Among calculators, typewriters, notebooks, and other supplies sits the **Quicker Clicker at \$2.09**, against a printed regular price of **\$2.98**. The sale runs through September 20, and the page lists Michigan stores including Detroit, Ann Arbor, Southfield, and Novi.

Source Note

The newspaper records Macauley's offer. It does not establish whether Pentel contributed money to the placement.



Macauley's "Class Act" school-supply advertisement, Observer newspaper scan dated September 3, 1981, printed p8D, PDF p16, preserved by Canton Public Library. Complete scanned PDF^[43] (complete document in 5 parts: part 1, PDF pp1-12^[44]; part 2, PDF pp13-24^[43]; part 3, PDF pp25-36^[45]; part 4, PDF pp37-48^[46]; part 5, PDF pp49-52^[47]).

JANUARY 1982

A Quicker Clicker, with change left over

PENTEL
PD345T
Quicker Clickers-black, red, yellow, blue, green
3.30 ea.



2.29
ea.

PDE-1
C505

Erasers
Leads 2H-2B

.80 ea.
.80 ea.

.69 ea.
.69 ea.

Sale ends January 29, 1982

PLATE 50

The part a pencil collector’s eye goes straight to: model, colors, price, eraser, and lead. Ridgway’s has helpfully put the whole shopping list in one strip.

Open the complete Hawaii Architect issue PDF^[48]

Ridgway’s advertises the **PD345T Quicker Clicker** in black, red, yellow, blue, and green at **\$2.29**, against a printed regular price of **\$3.30**. The **PDE1 eraser** and **C505 lead** are each offered at **69 cents**, against 80 cents regular.

Around that offer is the equipment of a drafting-supply shop. Ridgway’s assumes the reader may need more than a pencil, and puts the eraser and lead beside it. The architectural audience has not gone away while Pentel has been developing its television presence.

There is a useful progression from the 1967 Boston ad: a fine-line pencil sold to professionals, then a later retailer offering a named model in five colors with its consumables. That does not establish a straight model lineage. It does show a durable way of selling, built around choosing a working tool and keeping it supplied.

For a Quicker Clicker enthusiast, the strip is also a small time machine. **PD345T**, five listed colors, a local sale price, and a deadline of January 29. The pencil has not yet become a hunt for an elusive example. It is current merchandise, and the problem is choosing which color to take home.

Ridgway's®

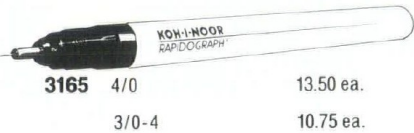
Foremost supplier to the architectural,
drafting, graphic arts and engineering fields.

JANUARY SALE

CLEARPRINT PAPER FOR TRACING AND DRAFTING

1000H	(36 x 20 yd. rolls)	18.15 ea.	13.99 ea.	1000H	(24 x 20 yd. rolls)	15.20 ea.	11.99 ea.
1000H	(8½ x 11 pads)	5.15 ea.	4.19 ea.	1000H	(11 x 17 pads)	9.80 ea.	6.99 ea.
1000H-8	(")	6.10 ea.	4.99 ea.	1000H-8	(")	12.25 ea.	9.99 ea.
1000H-10	(")	6.10 ea.	4.99 ea.	1000H-10	(")	12.25 ea.	9.99 ea.

KOH-I-NOOR RAPIDOGRAPH® Technical Pen



3165	4/0	13.50 ea.	10.99 ea.
	3/0-4	10.75 ea.	8.99 ea.

FABER CASTELL

9000	Drawing Pencils	6B-6H	5.80 dz.	4.49 dz.
------	-----------------	-------	----------	----------

EAGLE BEROL

375	Drawing Pencils	6B-6H	5.80 dz.	4.49 dz.
-----	-----------------	-------	----------	----------

STAEDTLER MARS

100	Drawing Pencils	6B-6H	6.90 dz.	4.99 dz.
527-30	Pencil holder erasers	10/bx	14.95 bx	.99 ea.
527-35	Refills for eraser		6.26 dz.	4.99 dz.

Geotype TYPES & SYMBOLS

It attaches easily to any clean, dry surface including paper, metal,
wood, glass, plastic, film, acetate and porcelain.



3.25 ea.	2.29 ea.
----------	----------

PENTEL

PD345T
Quicker Clickers-black, red, yellow, blue, green
3.30 ea.

2.29
ea.

PDE-1	Erasers	.80 ea.	.69 ea.
C505	Leads	2H-2B .80 ea.	.69 ea.

Sale ends January 29, 1982

Ridgway's®

AMERICA'S REPROGRAPHICS LEADER



DOWNTOWN OFFICE/SHOWROOM: 846 RICHARDS ST. (across main post office)
Ph. 536-5522
875 WAIMANU, SUITE 618 PHONES: (808) 531-6456

AUGUST 1982

The pencil has entered the computer

Open the complete Broadcasting issue PDF^[49]

The report describes a **30-second computer-generated Pentel commercial** introducing an advanced writing-instrument line, demonstrated in New York and Los Angeles on August 12. It names **Triton Advertising** and **Cineflex**, and says a network campaign was planned for late August.

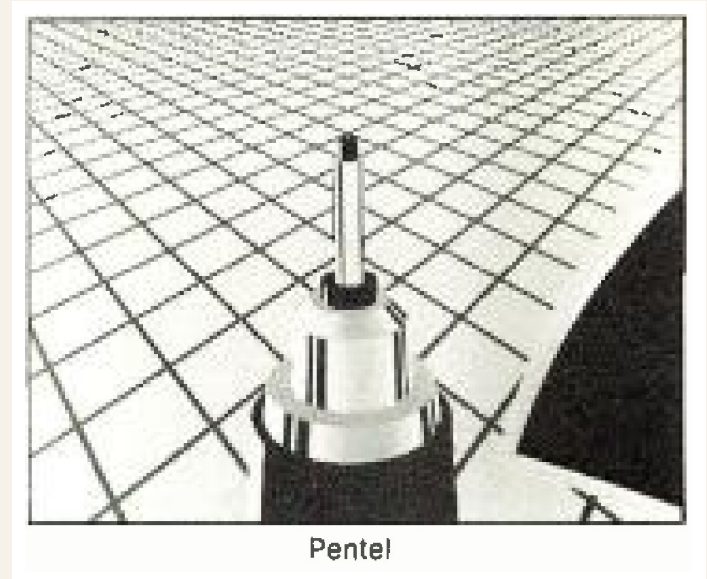
Look at the still in Plate 52. A writing point rises over a receding grid like a small piece of futuristic architecture. The pencil has become the leading actor, with a set large enough to admire it in. That is an extravagant treatment for an object whose ordinary workplace is a sheet of paper.

The visual joke has a serious selling purpose. If the instrument is meant to feel advanced, the commercial's appearance can do some of that work before a specification is spoken. That is my reading of the surviving still, not a reconstruction of the missing commercial.

The method earns its own publicity. *Broadcasting* gives trade readers a story about the making of the commercial, complete with an image. Pentel therefore appears twice in the selling process: as the subject of the planned spot and as a client associated with a novel way of making one.

Source Note

The report presents the commercial as a technological first. That is its contemporary claim, not an independently established world-first finding. The announced schedule is not a broadcast log. No Pentel budget or financial return appears in this item; neighboring advertisers' figures belong to their own campaigns.



Pentel

PLATE 52

The image printed beside the 1982 production report. This is a contemporary magazine reproduction, not a recovered video file.

Creswell, Munsell, Fultz & Zirbel, Cedar Rapids, Iowa. Target: men, 18 and over.

State Farm Insurance. □ Begins in mid-September for eight weeks in over 20 markets. Morning, afternoon and early evening drive times. Agency: Needham, Harper & Steers Advertising, Chicago. Target: men, 25-54.

Singleton Packing Corp. □ Frozen shrimp. Begins in late September for six weeks in approximately 26 markets. Morning, afternoon and early evening times. Agency: Louis Benito Advertising, Tampa, Fla. Target: women, 25-54.

Virginia Beach □ Tourism. Begins this week for three weeks in Richmond and Roanoke, Va.; Pittsburgh; Baltimore; Washington, and New York. Agency: The Martin Agency, Richmond, Va. Target: adults, 35-64.

National Child Care Centers □ Infant centers. Begins in mid-August for two weeks in Enid, Okla.; Austin, San Antonio and Houston, all Texas, and Memphis. Morning and evening drive times. Agency: Allen & Dorward Advertising, Houston. Target: women, 25-34.

Business People Inc. □ Job fair. Begins Aug. 20 for one week in about 12 markets. Agency: Fischbein Advertising, Minneapolis. Target: men, 25-49.

Kinney Corp. □ Back-to-school promotion. Begins in mid-August and runs through early September in about 30 markets. All dayparts. Agency: Sawdon & Bess Advertising, New York. Target: adults, 12-24.

RADIO AND TV

Tastykake Inc. □ Cakes and pies. Begins Sept. 6 for varying flights in 12 TV markets and about six radio markets. All dayparts. Agency: Weightman Advertising, Philadelphia. Target: women, 25-54.

K-Tel International □ New rock album. Begins Aug. 23 for one week in 150 plus markets. Morning, afternoon and evening times. Agency: Commonwealth Advertising, Minnetonka, Minn. Target: men and women, 12-34.

RepReport

WVON(AM)-WGCI(FM) Chicago: To McGavren Guild (no previous rep).

□

WRNL(AM)-WRXL(FM) Richmond, Va.: To Katz Radio from McGavren Guild.

□

Wsgw(AM)-WIOG(FM) Saginaw, Mich.: To Katz Radio from Torbet Radio.

□

WMPS(AM)-WHRK(FM) Memphis: To Katz Radio from Eastman Radio.

□

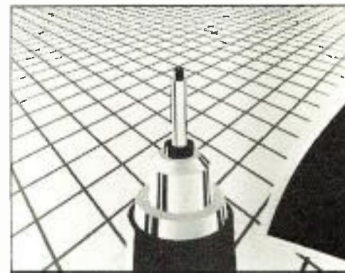
WIND(AM) Orangeburg, S.C.: To Jack Bolton Associates (no previous rep).

AdVantage

Power play. Homelite Division of Textron Inc., Charlotte, N.C., has earmarked \$5 million for year-round advertising and promotional campaign which, for first time, will focus on combined portable outdoor power equipment of both Homelite and Jacobsen, which was absorbed last April. Concentration of advertising will be on network television. Company's new advertising theme will be: "We're Homelite/Jacobsen and nobody does the job around the house, around the firm, around the farm, around the construction site, like we do." Four different 20-second commercials have been produced for each of four major product lines—chain saws, string trimmers, lawn mowers and snow throwers—and each commercial will be used in conjunction with 10-second tagline promoting combined Homelite/Jacobsen line. Agency is SSC&B, New York.



Homelite



Pentel

□

How about that? What was hailed as "world's first all-synthetic 30-second television commercial produced entirely with computer-generated imagery" was demonstrated last Thursday (Aug. 12) in New York and Los Angeles. Spot was produced to introduce Pentel's new line of advanced writing instruments, which will be advertised on network television, starting in late August. Commercial was created for Pentel by Triton Advertising, New York and Los Angeles, and was produced by Cineflex, Los Angeles-based production firm.

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POWER
TELEVISION (LPTV)
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Using FCC Proposed
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Must be Amended by
September 21, 1982

For Further Information
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Local (202) 296-4790

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Washington, DC 20036

ESTABLISHED 1971

Broadcasting Aug 16 1982

11

READING THE FINE PRINT

The making becomes the message

TRITON / CINEFLEX / 1982

How about that? What was hailed as “world’s first all-synthetic 30-second television commercial produced entirely with computer-generated imagery” was demonstrated last Thursday (Aug. 12) in New York and Los Angeles. Spot was produced to introduce Pentel’s new line of advanced writing instruments, which will be advertised on network television, starting in late August. Commercial was created for Pentel by Triton Advertising, New York and Los Angeles, and was produced by Cineflex, Los Angeles-based production firm.

PLATE 54

Close-up of the contemporary production report, naming Triton and Cineflex. The full page is Plate 53; the complete issue appears in the source directory.

A close reading of a short trade-paper item can reveal the people, audience, or production work behind a campaign. The evidence and its limits are discussed in the adjoining story.

SEPTEMBER 1983

The bookstore knows what you came for

Here is a college bookstore doing its best to derail a quick errand. Duck shirts, a calculator watch, personal necessities, and a **0.5 mm Quicker Clicker** share the page. The pencil is **\$2.29**, reduced from **\$3.29**, with the sale ending October 8. The address is **13th and Kincaid**, at the University of Oregon.

A student could encounter Pentel while buying something else entirely. That is the appeal of this page as a historical object: it puts the pencil back into an ordinary shopping trip, complete with all the distractions surrounding it.

The black-and-white ad does not establish a rack full of unusual colors. It gives us a more basic, securely dated fact: a campus bookstore was advertising the Quicker Clicker by name and using its price as a reason to visit.

UO Bookstore

Fashion T-Shirts
(Assorted Colors) Reg. \$6.98
NOW \$4.88

Oregon-Oregon-Oregon T-Shirt
Reg. \$6.98
NOW \$4.88

Duck Powered T-Shirt
(Green with gold design) Reg. \$8.49
NOW \$5.88

Duck U Mug Reg. \$1.95 **NOW \$1.23**

U of O Cocktail Glass
Reg. \$3.98 **NOW \$2.39**

Oregon Ducks Baseball Cap
Reg. \$4.79 **NOW \$2.99**

Casio LM300
Reg. \$49.95
NOW \$19.95
Women's Melody Alarm/Chrono

Casio J-30
Reg. \$24.95
NOW \$19.95
Joggers 50M Waterproof

WATCHES

Casio L780G
Reg. \$29.95
NOW \$24.95
Women's Goldtone Basic

Casio CS-821
Reg. \$49.95
NOW \$39.95
Men's Calculator Watch

Travel Alarm **NOW \$9.95**

Plus Hundreds of Styles Now in Stock

PENS

Bic 10 Pack
Medium Point Pens
Blue & Black
Reg. \$3.50 **NOW \$1.49**

Sanford Major Accent Hi-Liter
Reg. \$9.95
NOW 2 for \$9.95

Papermate Erasermate Pens
Reg. 2 for \$6.95
NOW 2 for \$7.35

Papermate Erasermate Refillable Pens
Reg. \$1.95
NOW 99¢

Quicker Clicker pencil
Pentel Quicker Clicker Mechanical Pencil .5mm
Reg. \$3.29 **NOW \$2.29**

TOILETRIES

Kleenex 200s
Reg. \$1.09
NOW 78¢

Oral B Toothbrushes
Reg. \$1.75
NOW 99¢

Revlon Shampoo & Conditioner
All styles, Reg. \$2.59
NOW \$1.99

Toothpaste - 4.6 oz.
• Crest • Aquafresh • Close-up
Reg. \$1.49
NOW \$1.19

Bronson Vitamins & Mill Creek products
(Twin pack shampoo)
ALL 20% OFF

Special Sale prices end October 8, 1983.
For our members convenience, the Bookstore has extended its hours: Monday, Tuesday and Wednesday we will be open 7:30 a.m. - 8 p.m.

UO BOOKSTORE
13th & Kincaid
Mon. - Fri. 7:30 - 5:30
Sat. 10:00 - 3:00
Supplies 686-4331

Advertising policy:
Featured merchandise will be on the shelf and in stock as advertised. If for any unforeseeable reason stock is not in, rebates will be issued on merchandise not limited to stock on hand.

Oregon Daily Emerald Page 11

PLATE 55

UO Bookstore advertisement, Oregon Daily Emerald, Eugene, Oregon, September 27, 1983, p11. Full newspaper-page PDF^[50]. This PDF contains the complete individual page, not the entire issue.

1985

The three-piece school survival kit

Open the complete newspaper PDF^[51]

The Pentel Study Set sits among lunch kits, folders, binders, crayons, and pencils in a back-to-school sale. It combines a **metal-tip ball pen, a 0.5 mm automatic pencil, and a fluorescent highlighter**, advertised at **99 cents** as one of two alternative items in the offer.

August does some of the advertiser’s work. The page gathers the things a family needs before school starts, and Pentel bundles three writing tasks into one small purchase. Nobody has to read a paragraph about sleeve construction to understand the offer.

Professional and school-supply appeals can sit side by side in the same company’s history. The drafting ads explain why a particular instrument suits a job. Winn’s makes a bundle easy to choose during a seasonal shopping trip. Pentel now has several ways into the basket.



PLATE 56

Enlarged detail of the retailer’s Pentel offer.

8 The Winters Enterprise, Winters, Texas, Thursday, August 29, 1985

Blackwell

by Savannah Thompson

Vacation Bible School was held at The United Methodist Church in Blackwell August 12-16.

It started Monday morning with a parade of decorated bicycles, wagons, horses and the fire truck carrying boys and girls and a "Welcome to Vacation Bible School" banner made by the Children's Church.

David Daniel drove the fire truck. Theme of the Vacation Bible School was "Peace." Director was Pat Walker.

Each session began with assembly. The classes marched into the Sanctuary to "Onward Christian Soldiers" played by pianist Laura Eldred. Lucille Taylor led the singing and Pastor Joe Walker brought the devotional each morning.

Class room teachers were: Kindergarten, Sally Shipman and Sandra Cantrell; Elementary A, Donna Sanderson, Sarah Wright and Linda Parsons; Elementary B, Betty Cole, Lauren Smith and Terra Flowers; Crafts, Brenda Fulton, Bobbie Barrett and Sharon Taylor. Teen helpers were Amy Hood and Jennifer Hejl.

Refreshments were served each day by The United Methodist Women. Average attendance was 40 students and 18 workers. Forty students were enrolled.

A Sharing program was presented Sunday night with 100 in attendance. After the program, crafts were viewed by families and friends.

Watermelons, donated by Don Fulton, were served by several men of the Church.

All this week has been very hot and sultry, with no breeze to speak of.

The yards and gardens sure have gone this week. All that is

Winters Public Schools
BREAKFAST MENU

TUESDAY
None

WEDNESDAY
Biscuits, sausage patties, orange juice, milk

THURSDAY
Sopapillas, peanut butter, honey/syrup, grape juice, milk

FRIDAY
Biscuits, bacon & eggs, apple juice, milk

LUNCHROOM
MENU

September 3-6

TUESDAY
WEST SIDE
Hamburger, lettuce, tomatoes, pickles, French fries, mixed fruit, milk

EAST SIDE
Stuffed weiners with cheese, June peas, buttered carrots, chocolate cake, hot rolls/butter, milk

WEDNESDAY
WEST SIDE
Hamburger, lettuce, tomatoes, pickles, French fries, peach half, milk

EAST SIDE
Steak and gravy, mashed potatoes, green beans, peach half, hot rolls/buttered, milk

THURSDAY
WEST SIDE
Hamburger, lettuce, tomatoes, pickles, French fries, peach half, milk

EAST SIDE
German Sausage, pinto beans, spinach, corabread/butter, milk

FRIDAY
WEST SIDE
Hamburger, lettuce, tomatoes, pickles, French fries, fruit jello, milk

EAST SIDE
Fish, cabbage slaw, macaroni and cheese, fruit jello, hot rolls/butter, milk

left is okra, tomatoes and watermelons, but they say they can't last much longer, as it doesn't do too much to water now.

Some do still have pretty black-eyed peas. Not bearing any right now, but, say if it would come a good rain, they would make another good crop.

Saturday morning as in closing out the news for today, we are proud to say, we had a good surprise this morning. It was cool and cloudy early and at 9 a.m. it began misting and now we have received 1/2 of rain and now at noon, it is nice and cool. The sun is shining, a few clouds around, so here's hoping we get more rain, for the Lake is really going down.



School buses will be on the roads soon

It is nearly back-to-school time, and those big yellow school buses will be taking to the streets and highways once again.

"With the increase in the number of vehicles on our highways, it is more important than ever that motorists be alert for the return of the school buses," said Highway Department District Engineer D. R. Watson.

"Motorists have had a summer vacation of sorts, too, and are not accustomed to seeing the school buses pulling on to the highways or stopping to let school children on and off."

State law requires drivers to stop when meeting or overtaking a school bus from either direction, on highways not separated by a median, when the school bus has stopped and is displaying a visual signal. The driver shall not proceed until the school bus resumes motion or the bus driver signals to proceed.

State law also requires the driver and the school bus are on separate roadways and where pedestrians are not permitted to cross the roadways.

There are some 32 school districts operating buses in the 17-county San Angelo district, many of which travel rural highways as well as city streets.

In an effort to increase school bus safety, the State Department of Highways and Public Transportation sponsors special schools for bus drivers and even for student riders. A typical region trains upward of 215 drivers in safe bus driving operations each year. Last year, statewide some 810 drivers and

70,000 students underwent safe bus procedures training.

And the training is paying off. "When you consider that school buses traveled more than three million miles in Texas last year and there were only 11 fatalities, the record is pretty good," Watson said. "At the same time, the number of accidents is on the rise, primarily as a result of having more vehicles of all types on the highways."

"That is why it is so important that Texas motorists become aware that the school buses are about to return to the highways, and that they know the rules about stopping. Perhaps, with the motorists' cooperation and a little luck, we may reduce the fatality figure to zero this year," Watson concluded.

Troop 249 holds
Court of Honor

Last Tuesday the Boy Scouts of Troop 249 held a Court of Honor. Boys advancing in rank included: Jeremy Epperson, Second Class; Johnny Rodriguez, Star; James Carillo, Life; Otto Cortez, Life; JDan Miller, Life; and Raul Rodriguez, Life.

Boys earning Merit Badges and Skill Awards included: Michael Alatorre, Swimming Skill, Swimming Merit, Rowing Merit, Canoeing Merit; John Austin, Swimming Skill, Swimming Merit, Rowing Merit, Canoeing Merit; Billy Barnes, Swimming Skill, Wilderness Survival Merit, Life Saving Merit, Small Boat Sailing Merit, Rowing Merit and Canoeing Merit.

Richard Barnett, Life Saving Merit, Small Boat Sailing Merit, Rowing Merit, Canoeing Merit; Chris Brannan, Swimming Skill, Rowing Merit, Swimming Merit, Canoeing Merit; Freddy Brannan, Swimming Skill, Rowing Merit, Canoeing Merit; Otto Cortez, Baskety Merit, Swimming Merit, Rowing Merit, Canoeing Merit; Jeremy Epperson, Hiking Skill Award, Swimming Skill Award, Baskety Merit, Fishing Merit; Billy Holand, Rowing Merit.

JDan Miller, Rowing Merit, Safety Merit, Environmental Science Merit, Life Saving Merit, Small Boat Sailing Merit, Canoeing Merit; Russell Moore, Baskety Merit, Small Boat Sailing Merit, Rowing Merit, Canoeing Merit; Johnny Rodriguez, Swimming Skill, Baskety Merit, Environmental Science Merit, Swimming Merit, Safety Merit, Canoeing Merit and Rowing Merit.

Raul Rodriguez, Environmental Science Merit, Safety Merit.

Life Saving Merit, Small Boat Sailing Merit, Rowing Merit, Canoeing Merit; Ricky Smith, Wilderness Merit; C. J. Young, Life Saving Merit, Communications Merit, Small Boat Sailing Merit, Rowing Merit and Canoeing Merit.

Jason Young, Indian Lore Merit, Fishing Merit, Lifesaving Merit, Small Boat Sailing Merit, Rowing Merit, Swimming Merit, Canoeing Merit; Billy Witte Jr., Swimming Skill, Baskety Merit, Indian Lore Merit, Fishing Merit, Safety Merit.

In the past year these 20 boys of Troop 249 have earned 365 Merit Badges, 152 Skill Awards, and have changed Rank 87 times.

This speaks well of their efforts and dedication to the Scouting Spirit.

The difference between a man and a woman is that a man will pay two dollars for a one-dollar item he wants, while a woman will pay one dollar for a two-dollar item she doesn't want.

William Binger

Winters Blizzard
Decals

Now At The Treadmill
T-Shirts Size 6 Mo. & Up

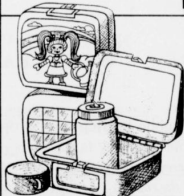
Treadmill
Open 10 A.M. to 5:30 P.M.
808 Hutchings



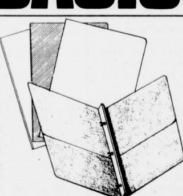
NOW THRU **Winn's** WED., SEPT. 4

AMERICA. LOOK AT WINN'S NOW

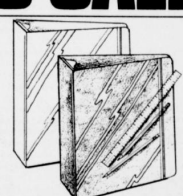
BACK-TO-SCHOOL
BASICS SALE



SCHOOL LUNCH KIT. Sturdy vinyl lunch kit comes in a variety of colors with your choice of juvenile designs. Non-breakable. Flip 'n' so design bottle does not leak. **3.66** REG. 4.99



DUO-TANG PORTFOLIO FOLDER. Durable portfolio folder with two pockets inside and Duo-Tang fasteners and hold papers securely. Cover the subject in a variety of colors. **5/99c** REG. 37c



HERLITZ SEE-THRU BINDERS. Sturdy 3-ring loose-leaf notebook from Herculit features clear vinyl zippered pockets on front and back to hold class schedules or notes. Assorted colors. **1.99** REG. 2.99



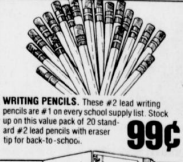
HERLITZ 5-SUBJECT NOTEBOOK OR PENTEL STUDY SET. Choose the spiral-bound 130-page five-section notebook or the Pentel Study Set with metal tip ball pen, 0.5mm automatic pencil and see-thru fluorescent highlighter marker. SAVE 1.31 **99c**



MAGIC MARKER LIQUID CRAYONS. Bag of 10 vibrant marking pens. Safe, nontoxic watercolor markers won't soak through. Ideal for school or rainy day art projects at home. **66c** REG. 1.19



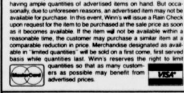
BIRD BALL PENS. Medium point pens with blue or black ink featuring a lightweight round barrel for comfort and smooth writing. Package of 10. **BUY \$3 WORTH AND GET \$1 MAIL-IN REBATE CERTIFICATE.** **77c** REG. 1.49



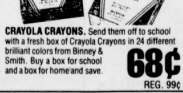
WRITING PENCILS. These #2 lead writing pencils are #1 in every school supply test. Shock up on this value pack of 20 standard and #2 lead pencils with eraser tip for back-to-school. **99c**



ERASMATE 2 PENS. Regular Price 1.49. The pen with the erasable ink from Gillette. Stainless-steel points in blue or black in package of 3. **SALE PRICE FREE**



WINN'S CRAYOLA CRAYONS. Send them off to school with a fresh box of Crayola Crayons in 24 different brilliant colors from Binney & Smith. Buy a box for school and a box for home and save. **68c** REG. 99c



TRAPPER KEEPER OR TRIFOLD ORGANIZER. Choose Trapper Keeper with 3 portfolios, notepad and built-in clip. Or Trifold Organizer with notepad, pencil holder and 6 pockets. **3.94** REG. 4.99

WE HAVE YOUR SCHOOL'S SUPPLY LIST AND ALL YOUR BACK-TO-SCHOOL NEEDS.

106 W. Broadway

JANUARY 1986

The refill gets its own invitation

The bookstore returns with **0.5, 0.7, and 0.9 mm Quicker Clickers**, again **\$2.29 against \$3.29 regular**. Pentel 0.5 mm leads are **59 cents**, or **two for \$1**, against 80 cents regular. A **Click Eraser** and a **Correction Pen** have their own discounts.

For the student who already owned the pencil, the refill could be enough to bring the brand back into the basket. For a collector reading the page now, the three lead sizes offer a different temptation. A trip for paper can become an argument for a second pencil with a perfectly sensible justification: this one makes a different line.

These two Eugene advertisements give the college-bookstore memories a dated paper trail. They also explain why the refill belongs in a marketing history. A product that can be replenished gives the customer another occasion to notice the name.

UO Bookstore

School Supplies Specials

1986 Calendars 20% off
50% off Academic Year Calendars
• Sale Calendars in Art & Supply Department only •

BULLETIN & DRY ERASE BOARDS • 1/2 PRICE
DRY ERASE MARKERS • 25% off Retail

Double Paper Cutters 40% OFF Retail

Spiral Notebooks
• 80 ct. College ruled, Reg. \$1.49, Now 63¢
• 100 ct. 2 Ruled, Reg. \$1.49, Now 99¢
• 200 ct. 5 Ruled, Reg. \$2.99, Now \$1.97

LIQUID PAPER
Reg. \$1.49, Now 89¢

PENTEL CORRECTION PEN
Reg. \$1.99, NOW \$1.19

STACKABLE FILE TRAYS
Reg. \$3.99, NOW \$1.99

ERASERS PENCIL CAP & WEDGE
Reg. 89¢, NOW 29¢

Scotch TAPE 47¢
3M - 1/4" x 155'

ELMER'S GLUE
Reg. \$1.29, NOW 79¢

2 Drawer METAL FILE CABINET
Reg. \$69.95, NOW \$39.95

Pencils 20pk / 2, reg. \$2.79
• Buy one pack, get the 2nd pack for 1¢ •

Pencil Sharpener
Dable / 3281, Reg. \$1.69, 88¢

Paper Clips
Box of 100, Reg. 45¢, 27¢

Stapler
Swingline / 78861, Reg. \$5.49, \$3.49

Staples
Richards RS-3, Reg. \$2.20, \$1.99

Staples
Swingline SF-1, Reg. \$1.65, 99¢

Scissors
J-71, Reg. \$2.69, \$1.99

2 Drawer METAL FILE CABINET
Reg. \$69.95, NOW \$39.95

WRITING INSTRUMENTS

PENTEL LEADS, 5 MM, Reg. 80¢, Sale 59¢ each or 2 for \$1.00

PILOT RAZOR POINT ON-HERO, Reg. 90¢, Sale 69¢

BEROL "Contempo" Rollerpen, Reg. \$1.19, Sale 69¢

PARKER "JOTTER" BALL PEN, Reg. \$1.49, Sale \$2.49

PARKER "VECTOR" ROLLER BALL, Reg. \$3.98, Sale \$2.98

QUICKER CLICKER 2 1/2" Model, Reg. \$3.29, Sale \$2.29

TOMBO ROLL PEN, Reg. \$2.98, Sale \$1.98

MAJOR & POCKET ACCENT, Highlighters, Reg. 79¢, Sale 55¢ or 2 for \$1.00

STABLER COLORSTAR & TEXTSTAR, Highlighters, Reg. \$1.59, Sale 99¢

PENTEL CLICK ERASER, Reg. 90¢, Sale 69¢

WHITE BROS. STICK PEN, Fine or Medium, Reg. 35¢, 45¢, Sale 15¢ ea. or 5 for \$1.00

CASH REGISTER SALES ONLY
LIMITED TO STOCK ON HAND
NO FURTHER DISCOUNTS APPLY

UO BOOKSTORE

Specials Good Through Jan. 18

Oregon Daily Emerald

Page 15

PLATE 58

UO Bookstore, Oregon Daily Emerald, Eugene, Oregon, January 6, 1986, p15. Sale through January 18. Full newspaper-page PDF^[52].

1987-89

The Quicker Clicker does the household shopping

The Quicker Clicker has made it into the supermarket circular. In Grand Union's back-to-school block, the packages stand above a **\$1.99** price, beside notebooks, filler paper, tape, and crayons. Above them are detergent, paper towels, pet food, and photo-processing offers.

The route to the pencil is an ordinary household shopping trip. A specialist supplier can explain why a particular instrument matters; a supermarket can put one in reach while the customer is buying everything else. Grand Union supplies the occasion, the display, and the price.

In Lansing, **Hook's** offers **Quicker Clicker or Twist-Erase at \$1.99**, with an advertised saving of **\$1.30-\$1.50**. This time the neighboring purchases are everyday drugstore goods. The store locations at Frandor Center and Logan Center are printed at the bottom of the page.

A precision instrument can become a routine drugstore purchase without losing its appeal to the person who cares about it. These two circulars are part of that story of access.

Source Note

In the Hook's scan, ".05mm" appears to be a typo. The word "new" on the pictured package is not enough to establish a launch date.



PLATE 59

Grand Union circular in The Record, Hackensack, New Jersey, August 30, 1987. Printed circular p7. Quicker Clicker, \$1.99 each.

Quicker Clicker

NEW

Twist-Erase

1.99
ea.

Pentel Mechanical Pencils

SAVE 1.30-1.50.
Quicker Clicker,
.05mm lead, or
Twist-Erase.

Pentel.

PLATE 60

Hook's Dependable Drug Stores, Lansing State Journal, Lansing, Michigan, January 18, 1989, p8A. Quicker Clicker or Twist-Erase, \$1.99 each; offer through January 22.

Into the shopping basket

Please put a Pentel in the shopping basket



1993

Come for lunch, stay for the Fax Pencil

There is a more sociable side to this story, too. On September 24, 1993, **Radar Business Systems and Pentel** appeared together in *The Daily News-Journal*, inviting Rutherford County business people to the **American Office Products Distributors' New Products Tabletop Show**. The advertised date was September 29, at the Loews Vanderbilt Plaza Ballroom, from 11 a.m. to 6:30 p.m.

The invitation offered free admission, a buffet lunch, door prizes, and free samples. For the show as a whole, it advertised dozens of exhibitors and hundreds of new products. Pentel's own invitation was to visit its booth and make the office more efficient and productive. You can see the practical appeal: take a break, see what is new, and put an unfamiliar tool in your hand.

For pencil people, the star of this particular time capsule may be the **0.7 mm Fax Pencil**. Its lead was promoted for fax transmissions, photocopies, and computer scanners. A mechanical pencil was being sold as a useful companion to the machines that moved office paperwork around. That is a wonderfully specific reason to buy a pencil.

Beside it, the **Twist-Erase II** offered a rubberized grip, a large eraser, and Super Hi-Polymer lead. The **Econo-Sharp** stressed comfort and freedom from sharpening. A correction pen and the **Data Checker** highlighter rounded out the display, with the latter promoted for carbon, NCR, and thermal fax papers. This was a small toolkit for the paper-filled office of 1993.

The Sharp 5 had met architects in their professional magazine and at booth 57 in 1971. Here, more than twenty years later, Pentel and a local dealer invited business customers to another booth, with office problems as the conversation starter.

Source Note

The invitation documents the advertised sales approach and products, but not attendance, resulting orders, or how Radar and Pentel divided the advertising bill.

Radars
BUSINESS SYSTEMS

&

Pentel®

Cordially Invite All Rutherford County
Business People To Attend The

American Office Products Distributors' New Products Tabletop Show

Wednesday, September 29, 1993 • Loews Vanderbilt Plaza Ballroom • 11:00 AM — 6:30 PM

No Admission Charge, FREE Full Buffet Lunch (11:00 AM — 1:30 PM),
Dozens of Exhibitors, Door Prizes, Thousands of Dollars in Free Samples,
Hundreds of New Products on Display!

**Make Your Office More Efficient and Productive! Make Plans to
Visit The Pentel Booth and See These Unique Products and More.**

Fine Point Correction Pen

Multi-Purpose • Quick Drying • Easy to Use

Data Checker

Multi-Purpose Highlighter • Works on NCR,
Carbon, Thermal (FAX) and other papers.

Fax Pencil

.7 mm Automatic Pencil • Special Lead Designed
for Fax Transmittals, Photocopies and Computer
Scanners

Twist-Erase II

Rubberized Grip • Huge Eraser
• Super Hi-Polymer Lead

Econo-Sharp

Never Needs Sharpening • Unique Grooved
Barrel for Maximum Comfort • Smooth, Crisp
Writing

Call Today For Full Details (244-4141, ext. 505) Absolutely No Obligation

**Make Your Plans To Attend — Wednesday, September 29 —
Loews Vanderbilt Plaza Ballroom — 11:00 AM — 6:30 PM**

PLATE 71

Radar Business Systems and Pentel, The Daily News-Journal, Murfreesboro, Tennessee, September 24, 1993, printed page 7A. The invitation advertises a September 29 event. Clean crop from the complete newspaper page. Download the full page PDF^[53].

1995

A calculator, a pencil, and a trip to Rite Aid

Open the Lowell Ledger PDF^[54] (complete document in 2 parts: part 1, PDF pp1-9^[54], part 2, PDF pp10-15^[55])

Rite Aid offers the **Pentel Rock 'N Write Smart Set calculator with pencil for \$1.99**. The item shares a back-to-school layout with notebooks and a binder; other parts of the retailer's advertisement offer toiletries and medicine.

Rock 'N Write has a different ring from CPA Sharp 5. It brings a little playfulness to a practical purchase, while the calculator-and-pencil combination gives the shopper a quick reason to choose the set.

The competition is visible a few inches away. A BIC pen offer uses rebates to advertise an eye-catching final price. Pentel offers a calculator-and-pencil combination. Inside one retailer's layout, we can see two different attempts to win the same shopper's attention.

Back to School BARGAINS
PRICES EFFECTIVE AUGUST 7 THRU 13, 1995

SAVE BIG!
GEOMETRIC DESIGN NOTEBOOK
3 Subject - 120 Pages or 10.5" X 8" Notebook
100 Pages Wire Bound
2 FOR \$1.99

VINYL BINDER
1.5" With Pocket **\$1.69**

FIVE-STAR NOTEBOOK
5 Subject 200 Pages **\$3.99**

PENTEL ROCK 'N WRITE SMART SET CALCULATOR
With Pencil **\$1.99**

ibuprofen tablets
Modern Pain Medication **\$1.49**

CLAIROL HERBAL ESSENCES SHAMPOO OR CONDITIONER - 12 oz.
UNITED REBATE
SALE PRICE **\$2.49**
UNITED REBATE **-.20**
INSTANT COUPON **-.50**
YOUR FINAL COST **FREE**

BIC WAVELENGTHS PENS
Play Sports, Shimmers or Hot Waves - 6 Pack or Bic Opposites 5 Packs
UNITED REBATE
SALE PRICE **\$1.49**
UNITED REBATE **-.85**
YOUR FINAL COST **\$0.64**

RITE AID PHOTO FINISHING COUPON
Savings & Quality **\$1 Off**
As Easy As \$1, \$2, \$3
\$41 process for 110, film or 35mm color print film.
\$2 Off
\$3 Off

RITE AID

PHARMACY
• Personal Counseling
• Competitive Prices
• Accept Most Insurance Plans

For the Rite Aid Pharmacy near you... call 1-800-4-DRUGSTORES

PLATE 61

Enlarged detail of the retailer's Pentel offer.

The Lowell Ledger-Wednesday, August 9, 1995-Page 10

Vergennes Township tightens the reins on zoning ordinance violators

By Marc Popieluk
Contributing Writer

Zoning ordinance violators will find it more difficult getting around Vergennes Township ordinances following the planning commission recommendations to change its status.

The commission agreed to reduce zoning ordinance infractions from misdemeanors to civil infractions at a recent public hearing.

Concern among citizens regarding the change was very minimal as only one resident, Dennis VanderMeer, attended the hearing.

VanderMeer expressed

concern about the township picking up its surveillance and about possible fines.

"Will the township now travel the streets more looking for violations?" said VanderMeer. "And what kind of penalties will violators face?"

Vergennes Planning Commission trustee Gil Wise said the change doesn't mean the township will single out anybody.

"The change just makes it easier for us to enforce and process violators," said Wise. The reduction also means violators will be less likely to face jail time.

Under the previous misdemeanor classification, violators faced a \$100 fine, 90 days in jail, or both.

The change to a civil infraction means a \$100 to \$500 fine will be levied. A second offense, within 12 months, would raise the fine to between \$500 and \$1,000.

A violator would only face jail time if the court, which collects all fines, determines an individual is in contempt of court. And then it could only put someone in jail for one day for every 30 days the fine is overdue.

"The change takes attorneys out of the process, but it

also adds more work for the township because it will be up to us to process the cases," said Wise.

Because the township would face additional work, Wise and the commission have asked the township board to make provisions to create an enforcement system.

According to the proposed ordinance, Vergennes Township Supervisor Jim Cook would be in charge of enforcing the ordinances.

"We need to set up a system so the day to day work load of this ordinance doesn't fall on Jim," said Wise. "If we keep on adding to his work

load willy-nilly like this, he will become too burdened to handle other things."

The zoning ordinance reduction will be voted by only the township board on August 14. At that meeting the board will also discuss reducing its building, electrical, plumbing and smaller ordinance from misdemeanors to civil infractions.

Township clerk Mari Stone said many communities in Grand Rapids have either passed or are considering passing this kind of ordinance revision.

"It just makes it easier for the local municipalities to enforce ordinances," said Stone.

The college bookstore, where one more color was reason enough

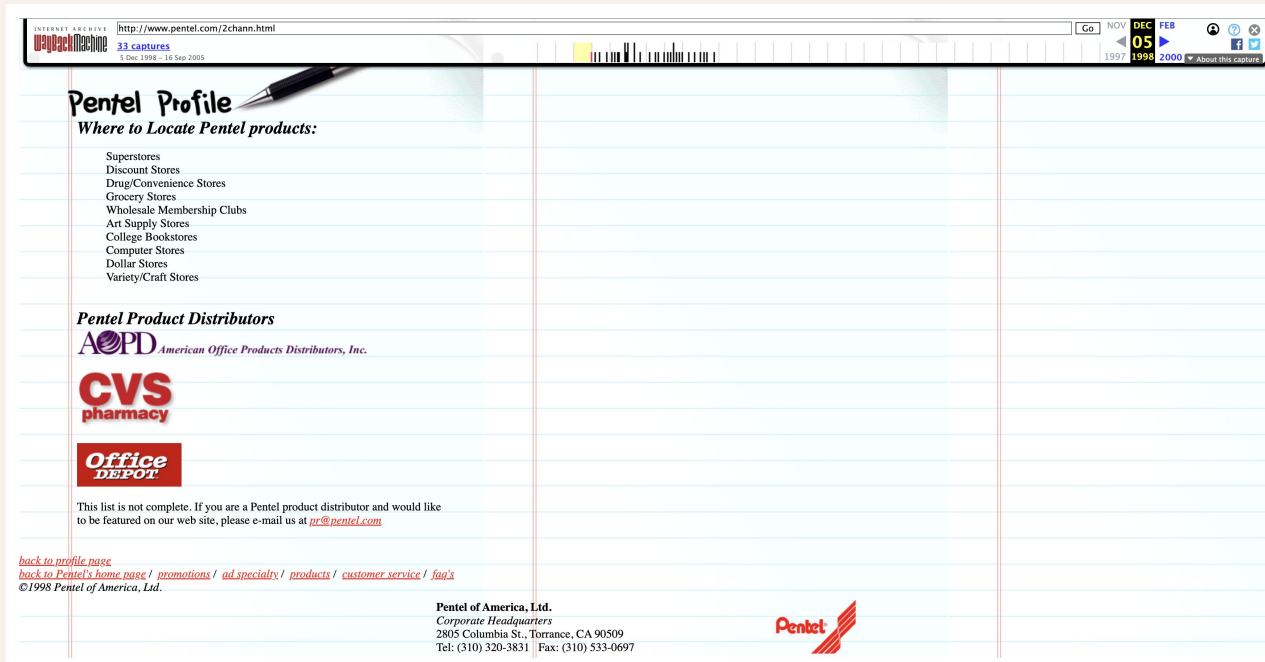


PLATE 63

Pentel of America's distribution page, Wayback capture December 5, 1998. View the archived page^[56]. The archive's reconstructed appearance can include assets captured separately from the page HTML.

Here the story reaches one of my favorite places to shop. In the 1990s, I loved going into college bookstores and finding **PD345 colors I had never seen before**. I could know the pencil and still get surprised by the rack.

That is a personal memory, not a dated color chart. But it explains why the route to market matters to a collector. What you think exists depends partly on what your local stores carry. Another bookstore can make a familiar pencil feel like a discovery.

By the end of our period, Pentel itself helps document the channel. Its **1998 U.S. website explicitly lists college bookstores**, alongside art-supply stores, office superstores, discount stores, drug and convenience stores, grocery stores, wholesale clubs, computer stores, dollar stores, and variety/craft stores. That is a company's own contemporary description of where it sold its products, rather than a channel list reconstructed entirely from memories.

1998

Pentel has a home page, and the pencil gets a help desk

The homepage brings the familiar product range into a new medium: promotions, product information, customer service, and an advertising-specialty section. There is a Milky Gel Roller promotion, a doodle-pad invitation, and that wonderfully period detail, the visitor counter. The footer identifies **Pentel of America** and its corporate headquarters on **Columbia Street in Torrance, California**.

When did the American website first appear? The defensible answer from this research is **online by December 1998**. The domain registry gives **May 31, 1997** as the registration date for pentel.com^[58], and the earliest captures located in this search are from December 1998. Registry record^[59]

Source Note

Domain registration does not establish a public launch date, and an archive's earliest surviving capture is not necessarily a site's first day. "Online by December 1998" is the boundary supported by the captures located here.

The pencil-help page rewards a collector's visit. There are explanations of refilling, erasers, lead advance and retraction, the Quicker Clicker's side button, and the **P205's 0.5 mm designation**. Precision, consistent advance, refillability, and a warranty are still part of Pentel's case for ownership.

Think back to the 98-cent cartridge pen and the drafting ads with their lead supplies. The website extends that practical conversation beyond the sale. A customer can return for instructions when the first lead or eraser runs out. The counter has acquired a help desk that fits on a screen.

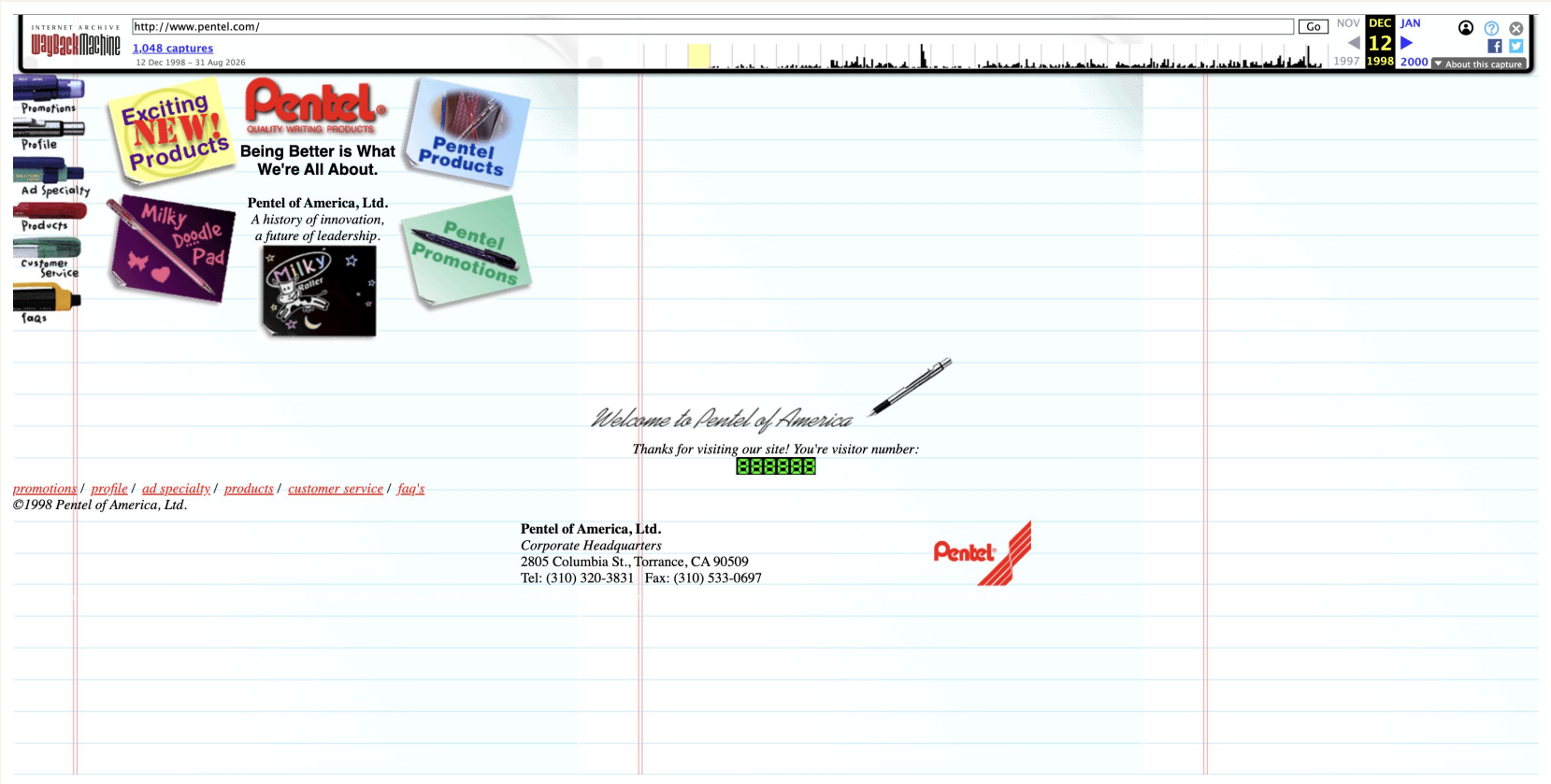


PLATE 65

1999

Pencils, groceries, and the end of our century

Open the complete Muenster Enterprise PDF^[61]

The **0.5 mm Gizmo mechanical pencil is 99 cents**, and the **0.5 mm Techniclick is \$1.39**. The surrounding page sells groceries, household supplies, and other school merchandise.

There is something satisfying about ending the retail trail on a grocery page. The early sources spend time introducing an unfamiliar tool and explaining its possibilities. Here the model, diameter, and price are enough to make an offer. The pencil has a place among the things to buy before school.



PLATE 66

Enlarged detail of the retailer's Pentel offer.

PAGE 10 - JULY 30, 1999 - THE MÜNSTER ENTERPRISE



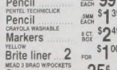
99¢



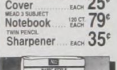
19¢



79¢



99¢



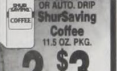
2



25¢



79¢



35¢



25¢



25¢



3 99¢



\$2.99



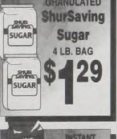
3 99¢



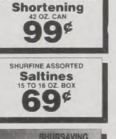
2 \$3



2 58¢



\$1.29



69¢



\$1.49



\$2.29



99¢



69¢



50¢ OFF



99¢



99¢



99¢



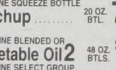
99¢



99¢



\$1.79



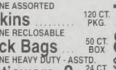
\$1.79



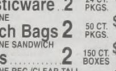
79¢



99¢



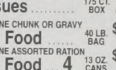
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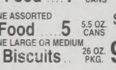
99¢



99¢



79¢



\$3.00



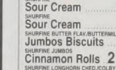
99¢



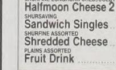
2 \$3.00



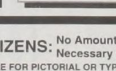
2 \$3.00



2 \$3.00



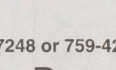
\$1.79



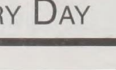
79¢



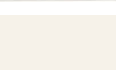
99¢



89¢



\$1.00



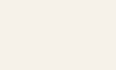
\$1.00



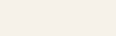
\$1.00



89¢



89¢



79¢

\$5.99

\$1.00

99¢



99¢



\$2.79



99¢



\$2.79



99¢



\$2.79



99¢



\$2.79



99¢



\$2.79



99¢



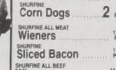
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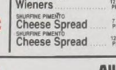
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\$2.79



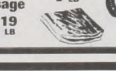
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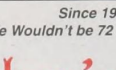
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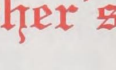
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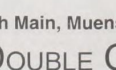
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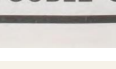
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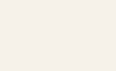
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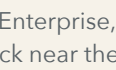
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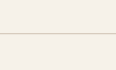
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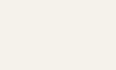
99¢



\$2.79



99¢



\$2.79



99¢



69¢



\$2.99



4 \$1



99¢



69¢



99¢



99¢



99¢



99¢



99¢



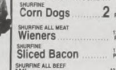
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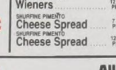
99¢



99¢



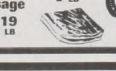
99¢



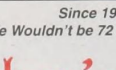
99¢



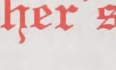
99¢



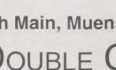
99¢



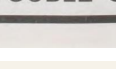
99¢



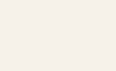
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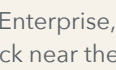
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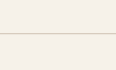
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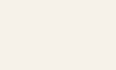
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\$2.99



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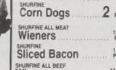
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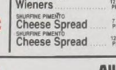
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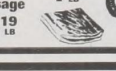
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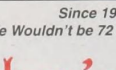
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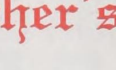
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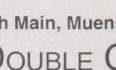
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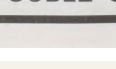
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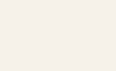
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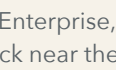
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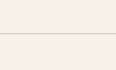
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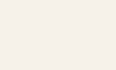
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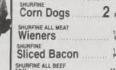
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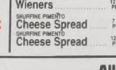
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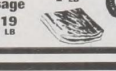
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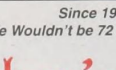
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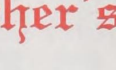
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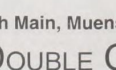
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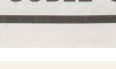
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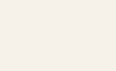
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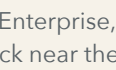
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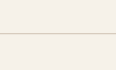
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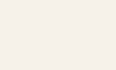
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69¢



\$2.99



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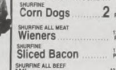
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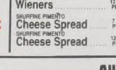
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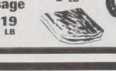
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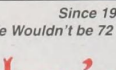
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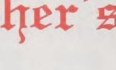
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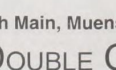
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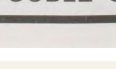
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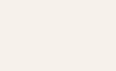
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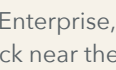
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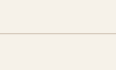
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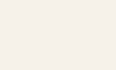
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\$2.99



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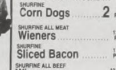
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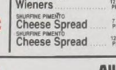
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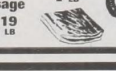
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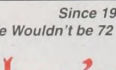
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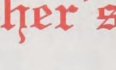
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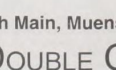
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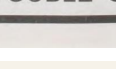
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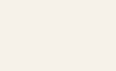
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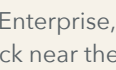
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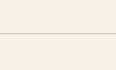
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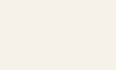
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\$2.99



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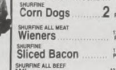
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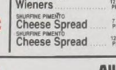
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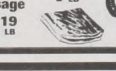
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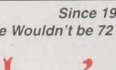
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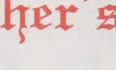
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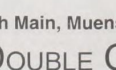
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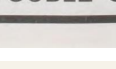
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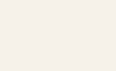
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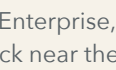
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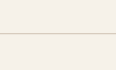
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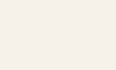
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\$2.99



4 \$1



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69¢



99¢

The office market: an account with consequences

The office-supply channel leaves a different kind of paper trail. A later court memorandum recounting 1998-99 events describes Pentel as an important, profitable account for **Triton Advertising**. It names **Barry Epstein**, vice president of creative services and senior art director, as principally handling the account in his final years there.

The memorandum describes advertisements prepared for the **1999 Office Depot catalog** appearing in the **Corporate Express catalog** with the wrong retailer direction, and records the end of Pentel’s Triton relationship in May 1999. These details come from the memorandum’s account of the events, rather than an independent reconstruction here. Court memorandum recounting the 1998-99 account history^[62]

The incident illustrates how specific the selling work could be. A product ad had to send the reader to the right retailer, in the right catalog. By the end of our period, Pentel’s American story included managing those individual buying routes as well as building recognition of the name. The source was written later; the events discussed here end in 1999.



Many desks. One brand.

*Same brand. Several very
different desks.*

I told Pentel what to do with their pens.

And they did it.

By Archie Boston, Botsford Ketchum, L.A.

Fuzzy felt tips were a pain, especially when indicating type, so I talked with our client, Pentel, and ended up inventing a new pen for art directors.

The tip doesn't spread and get fuzzy, because it isn't felt. Pentel came up with a special polyester thing that's hard — to keep its shape — while it lets the ink flow easily. And the ink that flows has more pigment, so it's brighter.

The tip's slimmer than other chisel-tips, so one pen can indicate bold strokes and really thin serifs. Instead of being short and stubby, the pen's big enough to fit my hand. The set of 12 colors, along with my fine point set, is about all I use — especially when doing ads for Pentel.



I never expected to end up designing pens, but this one's o.k. It'll never replace the Luci machine, but it helps.

The client's paying for the ad, so here's the hard sell. Our big deal: Your agency is using a lot of Pentels now, so we'll give you a set of 12 chisel-tips and the new 12 fine-tip sign pen set if you get 3 dozen black, 2 dozen red, and a dozen blue fine-tip sign pens at once. Your purchasing person will buy the idea when you tell him that if the agency spends \$35.28 for something that's needed anyway, we'll give \$11.90 worth of free Pentels. Cheaper than free you can't get.

Pentel

Manufactured in the U.S.A.
Pentel of America Ltd.
2713 Columbia St.,
Torrance, Calif. 90503

Same brand. Several very different desks.

Pentel's American market comes into focus when we put the pages beside one another. An importer reaches artists through specialist advertising. The American subsidiary explains pencils to people who earn their living with fine lines. Dealers turn products into locally available purchases. Agencies and studios make the name perform on air. School-season retailers give it a place in a much larger shopping trip.

The publication helps shape each pitch. *American Artist* supplies an art-material setting; *P/A News Report* and *Progressive Architecture* make room for the details of professional equipment. The narrow *Scientific American* ad makes the Slim Rolling Writer look as slender as its name. These are readings of the placements themselves. The explicit **adults 18-49** target in 1976 and **adults 18-54** target in 1980 tell us more directly whom the television planners intended to reach.

The back-to-school reader has another task: buy what is needed, at a price that makes sense, and get on with the rest of the list. A set, a sale price, and a recognizable package can do more work there than a long explanation. This is part of what makes the newspaper pages so valuable. They preserve the buying situation around the object.

The audiences overlap rather than form a neat succession. The architect, the student, the office buyer, and the enthusiast can all care about the same pencil for different reasons. Pentel's advertisements give us those reasons in the language of their time.

THE RECORD AT A GLANCE

Same brand. Several very different desks.

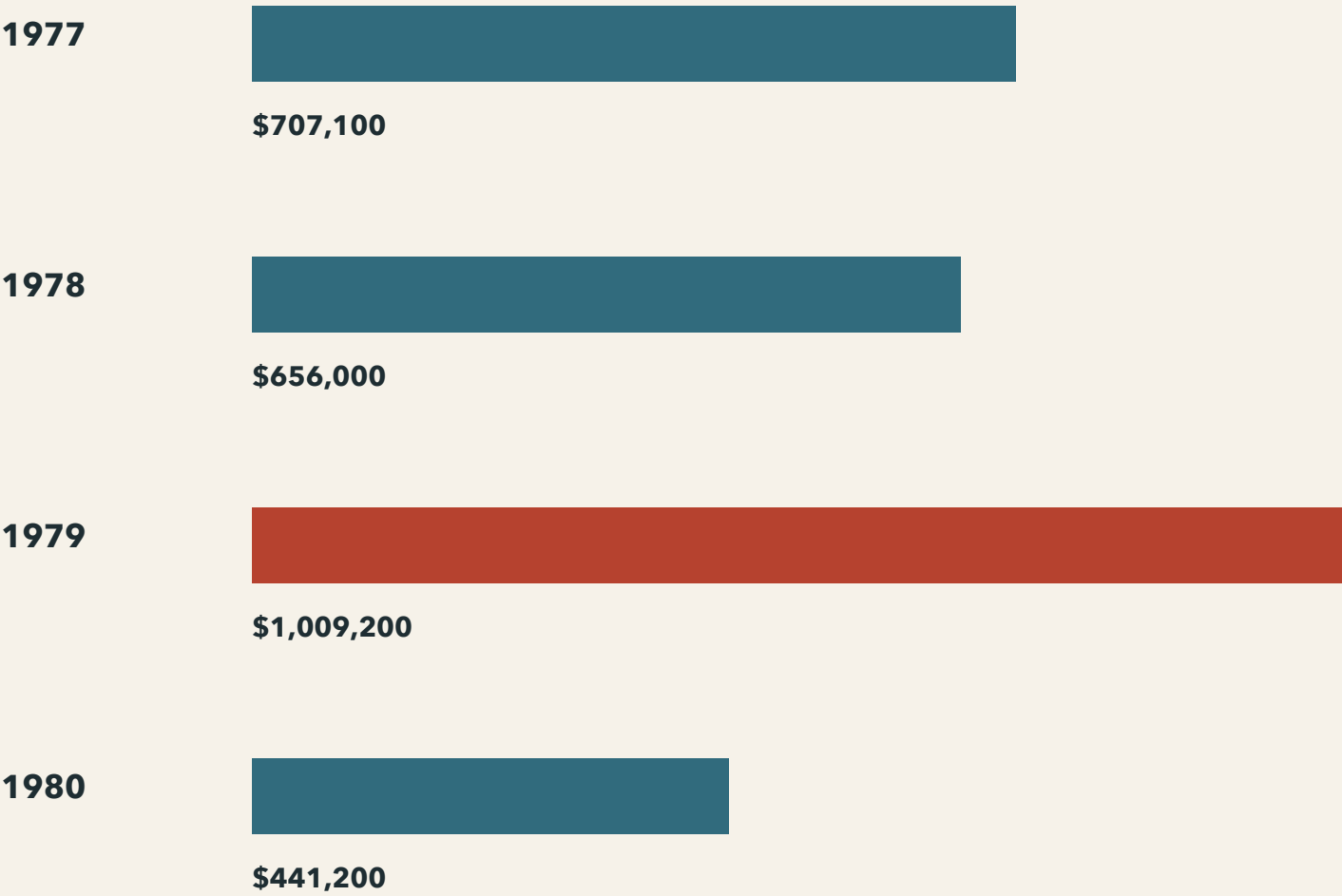
Customer or occasion	Evidence shown here	Selling approach
Artists and art-material buyers	Reported <i>American Artist</i> placements, 1963-64; <i>Daily Toreador</i> , 1965	Introduce a useful new drawing and writing tool through specialist channels
Teachers	<i>Devil's River News</i> , 1964	Red ink and concrete classroom tasks
Draftsmen, engineers, architects	<i>P/A News Report</i> , 1968; AIA conference, 1971; <i>Progressive Architecture</i> , 1974	Explain precision, convenience, lead, and sleeve construction
Broader writing-instrument buyers	Chicago radio/TV plan, 1976; <i>Scientific American</i> , 1978	A memorable product idea and a slim, refillable pen
Technical-supply customers	<i>Hawaii Architect</i> , 1982	Model choice, colors, consumables, and a timed retail discount
Students and family shoppers	UO Bookstore, 1983 and 1986; <i>Winters Enterprise</i> , 1985; <i>Lowell Ledger</i> , 1995; <i>Muenster Enterprise</i> , 1999	Back-to-school sets, accessible prices, and one-stop shopping
Office-supply buyers	Documented 1999 retailer-catalog work	Reach buyers within the ordering channel

PLATE 70 / DETAIL OF THE SURVIVING RECORD

090

A million-dollar name on the screen.

Reported Pentel U.S. network-TV expenditure, 1977-1980



Source Note

Contemporary trade estimates reported by *Broadcasting*. These figures measure network television, not Pentel's total marketing budget, audited expenditure, sales, or return on advertising. The separately documented \$98,800 for 1970 measures spot television and is excluded from this series.

The cash register: what the numbers actually tell us

The financial question finally has some substantial contemporary numbers. *Broadcasting* published **estimated U.S. television expenditures** for Pentel, including four consecutive years of network-TV figures.

Source Note

These are trade estimates, not Pentel's audited accounts. The figures cover the television categories specified in the table, not a complete advertising budget.

The network estimates were compiled by **Broadcast Advertisers Reports** and presented through the **Television Bureau of Advertising**. The earlier imported-products survey includes a different measure, spot television, and expressly excludes local dealer advertising. That \$98,800 belongs alongside the later figures as evidence of an earlier TV presence, but it is not the first point in a directly comparable network-spending series.

The 1977 “newcomer” description is especially easy to misread. It means a newcomer to that network-TV table. We already have both a 1970 television-commercial credit and a 1970 spot-TV estimate. Pentel had been on television before the network survey counted it in this group.

For **1979**, the reported network figure passes **one million dollars**. That gives a sense of the scale behind the small objects. A pen or pencil might cost a few dollars at the counter, while the effort to put the brand on national television involved a much larger sum.

Source Note

Changes between annual figures cannot establish campaign success or shifts into other media. Print, radio, local TV, production, displays, dealer support, and other expenses are not rolled into the network numbers. **A complete U.S. marketing budget and a measured market-share history remain open questions.**

The retail and campaign numbers answer different questions: what customers were offered, and how particular promotions were supposed to work.

Keep the numbers in their proper columns. An offer price tells us what a seller invited someone to pay. Shipment counts tell us what a contemporary account reported moving through distribution. Neither supplies an advertising budget or a campaign's return. **The evidence here documents the selling effort much better than it measures the resulting market share.**

The names need the same care. **TKY** appears with Yasutomo in 1964; **Dentsu** with the 1970 television report; **Botsford & Ketchum** with the Duke materials; **Young & Rubicam and Duck Soup** with “Evolution”; **Triton and Cineflex** with the 1982 computer-generated commercial. These are credits for documented pieces of work, not a complete list of exclusive agency appointments.

THE RECORD AT A GLANCE

The cash register: what the numbers actually tell us

Spending year	Estimated expenditure	What the source measures	Contemporary source
1970	\$98,800	U.S. spot television, listed under Japan Stationery Co. (Pentel pens)	Broadcasting, June 7, 1971, pp17-18 ^[63]
1977	\$707,100	Network television, Pentel Co., rank 357	Broadcasting, April 24, 1978, printed pp50, 52; PDF pp77, 75 ^[64]
1978	\$656,000	Network television, Pentel, rank 381	Broadcasting, March 12, 1979, pp78-80 ^[65] (complete document in 2 parts: part 1, PDF pp1-89 ^[65] ; part 2, PDF pp90-172 ^[66])
1979	\$1,009,200	Network television, Pentel, rank 347	Broadcasting, March 17, 1980, pp64-68 ^[67]
1980	\$441,200	Network television, Pentel, rank 434	Broadcasting, April 13, 1981, pp152-154 ^[68] (complete document in 2 parts: part 1, PDF pp1-127 ^[69] ; part 2, PDF pp128-196 ^[68])

THE RECORD AT A GLANCE

The cash register: what the numbers actually tell us

Date	Documented number	What it measures
1964	More than 2 million U.S. Sign Pens sold; 15,000 dozen shipped monthly; two-month backlog	Contemporary reported commercial claims in the Yasutomo reprint
1967	\$1.98 Sharp 5; \$4 Graph; free Sign Pen sample	Dated Atlanta retailer offer; Boston manufacturer ad confirms \$1.98 Sharp 5
1968	\$2.98 CPA Sharp 5; \$4 Graph; 50 cents for 12 leads	Prices printed in a Pentel of America advertisement
1971	Booth 57; two named representatives	A documented professional selling presence, not sales volume
1976	Eight weeks; two 60-second radio spots; Chicago launch	Announced campaign duration and format
1977	David Soul & Friends on ABC; television, radio, and print	Named sponsorship and a coordinated back-to-school plan
1980	Nine surviving catalog scans, including the cover	Dated U.S. product range; not a sales-volume measure
1980	Four cities; three weeks; adults 18-54	Announced TV-only schedule and stated demographic, not actual reach
1982	30-second CGI spot; late-August network campaign planned	Production format and intended distribution
1982	\$3.30 regular / \$2.29 sale for PD345T	Ridgway's advertised local offer
1983 / 1986	\$3.29 regular / \$2.29 sale for Quicker Clicker	UO Bookstore advertised offers in Eugene
1985	99-cent Pentel Study Set	Winn's back-to-school offer
1995	\$1.99 Rock 'N Write Smart Set calculator with pencil	Rite Aid's advertised offer
1999	99-cent Gizmo; \$1.39 Techniclick	Fischer's/Thriftway advertised offer

Overseas billing on U.S. television

	1969			1970		
	Spot	Network	Total	Spot	Network	Total
Airlines						
Aeronaes de Mexico	\$ 46,900	\$ —	\$ 46,900	\$ 21,000	\$ —	\$ 21,000
Avianca (Colombia) Airlines	71,300	—	71,300	48,600	—	48,600
Alitalia Airlines	138,700	—	138,700	—	—	—
British Overseas Airways	116,300	—	116,300	261,400	—	261,400
Canadian National Railway (Air Canada Airlines)	109,200	—	109,200	—	—	—
Irish International Airlines	—	—	—	64,300	—	64,300
Japan Air Lines	—	—	—	40,000	—	40,000
Icelandic Airlines	72,400	—	72,400	—	—	—
Lufthansa	—	—	—	440,800	—	440,800
Lan-Chile Airlines	—	—	—	—	4,500	4,500
Olympic Airways	222,000	—	222,000	312,000	—	312,000
Qantas Airways	382,400	498,400	880,800	—	589,300	589,300
Swissair	80,000	—	80,000	—	—	—
Trans Caribbean Airways	92,500	—	92,500	—	—	—
Appliances						
Hitachi Ltd.	—	—	—	89,800	—	89,800
Matsushita Electric Corp. of America (Panasonic)	1,586,700	595,800	2,182,500	1,303,500	1,030,500	2,334,000
Sony Corp. of America	—	—	—	701,400	—	701,400
Automotive						
Austin America *	861,000	—	861,000	316,000	45,600	361,600
Mercedes Benz	370,400	31,000	401,400	2,452,100	477,000	2,929,100
Datsun	2,711,700	—	2,711,700	4,739,400	—	4,739,400
Fiat Motor Co.	148,400	—	148,400	938,300	—	938,300
Fuji Heavy Industries Inc. (Subaru)	86,700	—	86,700	170,000	—	170,000
Honda Motor Co. (Honda motorcycles, automobiles)	350,000	994,500	1,344,500	873,000	1,171,400	2,044,400
Peugeot Inc. and dealers	68,200	—	68,200	211,200	—	211,200
Renault Inc. and dealers	681,000	34,100	715,100	530,200	—	530,200
Toyota Kogyo Co. (Mazda Autos)	—	—	—	32,400	—	32,400
Toyota Auto-Toyota Motor Distributors	7,776,900	—	7,776,900	10,061,700	—	10,061,700
Volkswagen **	2,873,500	5,017,500	7,891,000	4,047,900	8,676,900	12,724,800
Volvo Import Co.	1,444,700	—	1,444,700	2,134,800	—	2,134,800
Saab Motors	26,400	—	26,400	—	—	—
Suzuki Motor Co. (motorcycles)	37,100	—	37,100	—	—	—
Yamaha International (Yamaha motorcycles, snowmobiles)	40,700	—	40,700	28,000	—	28,000
* British Leyland Motors/J. S. Inskip (Rolls Royce, Jaguar, Sprite but mostly Austin). ** Includes some billing for Porsche.						
Travel-tourist						
Bahamas Ministry of Tourism	114,400	—	114,400	—	—	—
Canadian Dept. of Trade and Commerce	166,100	—	166,100	—	—	—
Canadian Pacific Railways	25,100	—	25,100	—	—	—
Other						
Denmark Cheese Association	89,100	—	89,100	50,000	—	50,000
Ehrenreich Photo Optical Industries (Fulli, Fulica, Nikkormat equipment)	—	—	—	132,000	—	132,000
Japan Stationery Co. (Pentel pens)	—	—	—	98,800	—	98,800
Mitsubishi International (Three Diamond food products)	216,300	—	216,300	57,400	—	57,400
National Federation of Coffee Growers of Colombia	279,400	1,114,200	1,393,600	465,000	1,196,700	1,661,700
Nozaki Association (Japan tuna)	—	—	—	142,100	—	142,100
Wilkinson Sword	869,400	281,400	1,150,800	1,588,600	153,800	1,742,400
British Petroleum	92,300	187,200	279,500	—	216,000	216,000
Dunhill International	—	331,900	331,900	—	—	—
Rothmans of Pall Mall (Canada)	30,900	52,800	83,700	—	—	—
Alcan Aluminum of Canada	37,500	—	37,500	—	—	—
Canada Cycle & Motor	21,200	—	21,200	—	—	—
Canadian Breweries	53,700	—	53,700	—	—	—
Imperial Tobacco of Canada (Progreso food products)	140,700	—	140,700	—	—	—
Netherlands Flower Bulbs Institute	85,400	—	85,400	—	—	—

foreign companies have been on the scene in a substantial way only the past few years," one station representative observed. "They hire savvy agencies with a world of experience, try out their products in a few markets and expand their advertising as their distribution grows. They are handled just as if they are American companies since they are trying to reach an American market."

Don Coyle, president of Intercontinental Communications Inc., a firm specializing in overseas marketing, said

foreign companies use television more than print in the U.S. because they are emulating the American marketer of basic goods and services. He pointed out that in their own countries foreign firms had scant opportunity to learn the medium. Overseas, commercial time, where available, is limited.

Mr. Coyle ventured that out of their experience here, U.S. agencies and foreign advertisers will bring added know-how to television advertising abroad.

The leading TV advertising category

by far, obvious to even the casual viewers, is automotive. The top five auto-import spenders (Volkswagen, Toyota, Datsun, Volvo and Honda) placed almost \$32 million in U.S. television in 1970, compared to \$21 million in 1969.

The magnitude of this expenditure by the top five auto-import firms is apparent when measured against the total TV expenditure for all lines and models of the General Motors Corp. in 1970: not quite \$42 million. In contrast, GM is understood to have placed more than \$60 million in the print media last year.

Jack W. Fritz, vice president and general manager, broadcasting, Blair Television, expressed the view that car importers might be teaching Detroit a lesson in their accent on television, particularly spot.

He said Detroit marketing men rely heavily on the printed media to supply dealers with tear sheets, while their colleagues from Japan, Germany, Sweden and other distant points are interested only in sales.

Volkswagen continued in 1970 as the Procter & Gamble of overseas advertisers in the U.S., having spent more than \$12.7 million in TV (up from \$7.9 million in 1969), followed by Toyota, almost \$10.1 million; Datsun, more than \$4.7 million; Mercedes Benz, almost \$3 million and Matsushita Electric (Panasonic), more than \$2.3 million.

One agency official noted that Toyota, which spent all of its funds in national spot TV, allotted almost as much money to that medium as Standard Brands, a blue-chip U.S. advertiser, which placed \$10.4 million in national spot in 1970.

The most recent foreign automaker to embark on a major advertising campaign is Mazda Motors of America Inc., Compton, Calif., distributor of the Mazda car, manufactured by Toyo Kogyo Co. Ltd., Hiroshima, Japan. Mazda launched a \$2-million introductory campaign in California in mid-May, using heavy spot TV-radio schedules in Los Angeles, San Francisco-Oakland, San Jose and Sacramento. The car has had earlier distribution in Florida and the Pacific Northwest.

Among the top television advertisers last year outside the auto category were Wilkinson Sword, approximately \$1.7 million; National Federation of Coffee Growers of Colombia, almost \$1.7 million; Sony Corp., more than \$700,000; Qantas Airways, almost \$590,000, and Lufthansa, more than \$400,000.

To a lesser extent than television, radio has played a key role in the marketing strategy of foreign advertisers. The top spenders in 1970 and their approximate expenditures: Renault, \$1.35 million; Volvo, \$1.07 million; Qantas, \$735,000; Iberia Airlines, \$715,000; Japan Airlines, \$700,000; Air Canada, \$667,000; Toyota, \$472,000; Volks-

233	MEM	1,944,100	28	Norton Simon	29,852,400	429	Snelling & Snelling	338,500
344	Memorex	807,100	40	Noxell	21,732,800	135	Sony	5,385,200
89	Mennen	8,358,000	209	Ocean Spray Cranberries	2,478,300	*600	Southland	433,900
283	Menthotalim	1,407,200	424	Ohio Art	357,400	124	Sperry Rand	5,819,200
188	Merrill Lynch	2,875,000	449	Olin	289,700	416	Spring Air	377,100
498	Metro-Goldwyn-Mayer	87,400	182	Olympia Brewing	3,001,300	42	Squibb	20,688,600
156	Metropolitan Life	4,180,600	501	Oneida Silversmiths	94,600	311	St. Regis Paper	1,097,000
504	City of Miami Beach	86,600	*509	Orange Bowl Committee	78,800	204	Staley	2,585,800
245	Michelin Tire	1,795,900	403	Outboard Marine	426,400	86	Standard Brands Inc.	13,575,200
*34	Miles Laboratories	26,286,200	466	Owens Country Sausage	186,000	460	Standard Oil of Calif	224,000
*373	Minolta	610,300	404	Owens Illinois	425,200	185	Stanley Works	2,968,300
*520	-Minwax	52,000	266	Owens-Corning Fiberglas	1,595,200	*545	Starr Bronze	13,700
313	Mirro Aluminum	1,082,900	102	Pabst Brewing	7,254,100	14	Sterling Drug	49,200,300
547	John E. Mitchell	11,900	355	Papercraft	710,900	270	Stokely Van Camp Inc.	1,564,500
99	Mobil	7,334,900	*395	Pathcom	449,000	91	STP Corp.	8,050,600
421	Monarch Wine	362,200	459	Penn Mutual Life	226,400	86	Levi Strauss	8,754,000
240	Monroe Auto Equipment	1,841,200	46	J C Penney	18,940,500	*405	Stride Rite	413,800
259	Mony-Mutual of New York	1,851,300	308	Pennwalt	1,134,000	255	Stroh Brewery	1,608,400
37	Morton-Norwich	24,535,800	230	PennZoil	1,995,900	178	Sun Co.	3,109,300
494	Motorola	104,000	*357	Pentel	707,100	*323	Sun International	1,017,900
322	Mrs Smith's Pie	1,035,400	31	Pepsico	28,636,500	384	Sun Life of Canada	521,600
10	Nabisco	63,024,600	483	Pet	136,000	115	Sunbeam	8,448,800
*491	Nalcon Chemical	113,500	160	Peter Paul	3,846,200	351	Sunmark	734,000
499	National Association of Insurance Agents	97,200	468	Petersen	179,300	*548	Superior Mufflers Centers	10,500
197	National Automotive Part Association	2,669,500	68	Pfizer	13,086,600	456	Superscope	238,400
381	National Bakeries Services	532,900	*356	Pharmaceutical Manufacturers Association	\$10,500	327	Suzuki Motor	974,900
105	National Bankamericard	6,946,000	24	Philip Morris	32,302,900	457	Swank	229,800
*358	National Enquirer	698,800	117	Phillips Petroleum	6,333,100	410	Talley	391,400
212	National Federal/Coffee Growers Columbia	2,428,800	18	Pillsbury	39,881,300	88	Tandy	8,487,500
116	National Presto Industries	6,375,700	281	Pioneer Electronic	1,422,700	493	Tappen	106,600
292	National Railroad Passenger Corp.	1,292,500	*168	Pittway	3,515,200	65	Teledyne	13,889,300
228	National Union Electric Corp	2,096,800	113	Pizza Hut	6,504,600	78	Texaco	10,816,700
538	Nelson	25,700	47	Polaroid	18,701,900	166	Texas Instruments	3,675,600
20	Nestle	35,384,700	402	Ponder & Best	429,000	109	Textron	6,555,100
235	New York Life	1,904,600	*437	Popel	311,100	480	TFI	143,700
*467	New York Times	181,900	495	H. K. Porter Co. Inc.	103,700	194	3 M	2,745,400
55	Nissan Motor	16,543,500	261	PPG	1,647,000	426	Thompson Medical	351,000
354	N L Industries	711,100	485	Pratt & Lambert	185,300	*515	Tiburon Vintners/ Sonoma Vineyards	68,000
75	North American Philips	11,946,100	401	Prince Meca'oni	432,700	285	Time	1,390,400
85	North American Systems	8,916,200	1	Procter & Gamble	235,251,300	90	Timex	8,194,200
340	Northern Natural Gas	846,000	87	Prudential	8,710,300	*539	TMT Food Products	23,500
528	Northrup King	39,000	148	Publishers Clearing House	4,681,200	298	Tomy	1,247,200
149	Northwest Industries	4,885,200	223	Purex	2,238,500	318	Tonka	1,074,200
333	Northwestern Mutual Life	894,000	412	Purolator	383,300	359	Toolite Roll	884,900
			436	Qantas Airways	313,600	336	Toro Manufacturing	680,100
			52	Quaker Oats	18,057,800	106	Toyo Kogyo	6,901,100
			173	Quaker State Oil Refining	3,224,600	74	Toyoda Distributors	12,129,800
			211	Questor	2,456,800	179	Transamerica	3,089,800
			13	Ralston Purina	50,136,400	295	Travelers	1,263,000
			118	Raytheon	6,281,200	434	Tropicana	323,200
			58	RCA	16,142,100	180	20th Century Fox	3,033,900
			248	Readers Digest	1,784,200	428	U.S. Bedding	338,600
			388	Redken Labs	510,000	418	U.S. Shoe	374,000
			406	Regal Ware	404,700	349	U.S. Steel	755,700
			*500	Regency Electronics	96,500	97	UAL	7,437,000
			207	Renfield Importers	2,551,000	330	William Underwood	937,700
			551	Lloyd Reston Ltd	6,000	67	Union Carbide	13,489,100
			51	Revlon	18,093,500	474	Union Oil of California	163,100
			130	Reynolds Metals	5,570,000	267	Uniroyal	1,576,800
			139	R. J. Reynolds	5,148,400	208	United Aircraft	2,516,800
			21	Richardson Merrell	34,450,400	*543	United China & Glass	20,500
			*527	Richlon International	40,800	*415	United Industrial Syndicate	379,200
			258	Rio Tinto-Zinc	1,658,100	201	United States armed forces	2,601,800
			341	Rival	845,100	190	United States government	2,823,700
			189	Rockwell	2,861,300	157	United States Tobacco	4,002,100
			414	Rollins	380,100	361	Universal Communications	670,500
			183	Roman Meal	2,992,000	206	Upjohn	2,573,000
			*383	Ross Hall	523,000	181	Viscic Foods	3,019,200
			108	Rothmans of Pall Mall Canada	6,659,200	49	Volkswagen	18,249,700
			193	Royal Crown Cola	2,754,000	448	Volvo Import	274,700
			238	Rubbermaid	1,890,300	*439	Wang Laboratories	308,100
			290	Ryder Systems	1,339,300	345	Ward Foods	797,500
			252	SCM	1,703,800	120	Warner Communications	6,226,300
			*484	S V Tool	135,900	11	Warner-Lambert	62,098,300
			511	Sakrete	72,700	529	Washington State Apple Commission	39,000
			*490	Savannah Food	114,100	*488	WD-40	115,500
			155	Savings & Loan Foundation	4,227,200	435	Victor F. Weaver	320,400
			272	Schaefer	1,543,000	441	Weber-Stephen	304,500
			35	Schering-Plough	26,176,400	309	Weight-Watchers	1,118,200
			*506	Schick Sun Classic Pictures	83,800	251	Welch Foods	1,734,500
			23	Schlitz	33,900,100	147	Wells	4,716,200
			389	Schmidt	496,800	*164	Wendys Old Fashioned Hamburgers	3,696,600
			283	Scholl	1,623,200	187	Westinghouse	2,885,000
			423	Schweppes USA	359,000	219	Weyerhaeuser	2,324,000
			348	Schwinn	788,100	409	Wham-O	398,400
			*419	Scientific Application	370,700	132	Whirlpool	5,468,300
			352	Scott Paper	4,391,900	234	White Consolidated Industries	1,927,900
			122	Scovill	5,949,900	*385	Wine Imports of America	520,400
			277	Sealy	1,442,000	279	Wolverine World Wide	1,438,500
			*167	Searle	3,645,100	386	Woodhill Chemical	448,900
			7	Sears Roebuck	80,226,900	195	F.W. Woolworth	2,733,200
			278	Sentry Insurance	1,440,000	*536	Wrap-on	28,000
			320	Seris	1,088,800	321	William Wrigley Jr.	1,068,300
			229	Seven Up	2,064,200	127	Xerox	5,693,400
			*458	Sharp	228,800	210	Yamaha	2,457,100
			77	Shell Oil	10,905,800	287	W. F. Young Inc.	1,361,900
			177	Sherwin Williams	3,151,600	129	Zenith Radio	5,572,800
			377	Simmons	589,400	438	Ziebart Process	308,100
			107	Singer	6,897,500			
			66	Smithkline	16,487,700			
			397	Smucker	445,100			

Richter/Kalil & Co., Inc.

Radio TV CATV Brokers

Edwin G. Richter, Jr. Frank Kalil

Negotiations Appraisals Financing

3438 N. Country Club Tucson, Arizona 85716

(602) 795-1050

The 1977 network table. Pentel appears in the center column, rank 357. The accompanying article identifies Pentel among that year's larger newcomers to network advertising. This scan's PDF pages are out of printed order.

325	Northwestern Mutual		290	Sealy	1,771.1	15	Warner-Lambert	63,692.9
	Life Insurance	1,268.9	203	Searle	3,362.7	494	Washington Post	177.5
52	Norton Simon	21,492.0	14	Sears Roebuck	65,955.9	498	Washington State	
47	Noxell	24,693.2	374	Selchow & Righter	768.2		Apple Commission	155.5
236	Ocean Spray		268	Sentry Insurance	2,009.0	557	Webb Toy*	22.0
	Cranberries	2,705.1	343	Serta	1,058.5	431	Weber-Stephen	421.8
406	Olin	519.3	86	Shell Oil	13,417.1	161	Weila	4,981.1
162	Olympia Brewing	4,962.5	205	Sherwin Williams	3,353.3	110	Wendys	8,866.2
433	Orange Bowl Committee	416.0	415	Shinsei of Tokyo*	491.5	550	Western Airlines*	31.1
411	Owens Country Sausage	499.1	291	Simmons	1,741.4	243	Westinghouse	2,543.2
149	Owens-Corning Fiberglas	5,493.7	153	Singer	5,297.7	258	Weyerhaeuser	2,203.5
119	Pabst Brewing	7,965.5	561	A.D. Smith	19.4	404	WHAM-O	525.6
405	Paine Webber		68	Smithkline	16,357.0	130	Whirlpool	6,451.4
	Jackson & Curtis	521.4	362	J.M. Smucker	882.6	367	White Consolidated	831.9
234	Pan American		502	Snelling & Snelling	149.5	477	Wickes	226.5
	World Airways	2,709.2	375	Society of		427	Wienerschnitzel	437.6
				American Florists	766.6	190	Wine Imports of America	3,691.6
461	Parker Pen	275.3				384	Witco Chemical	706.3
53	J.C. Penney	21,365.5	112	Sony	8,634.6	310	Wolverine	1,516.3
154	Pennwalt	5,273.1	94	Southland	10,835.1	232	Woolworth	2,791.3
180	Pennzoil	4,029.1	414	Specialty Brands*	494.7	46	Wrigley	24,802.4
347	Pentel	1,009.2	220	Sperry	3,094.1	164	Xerox	4,863.9
446	Penthouse International	335.4	526	Spindex	88.9	365	Yamaha	864.1
10	Pepsico	72,302.7	424	Spring Air	450.9	245	W.F. Young	2,495.4
385	Petersen	701.5	546	Springs Mills	40.9	113	Zenith	8,526.9
79	Pfizer	14,496.3	59	Squibb	19,462.6	453	Ziebart Process	303.3
7	Philip Morris	86,445.4	327	St. Regis Paper	1,244.0	89	Zoth Century Fox	12,386.7
116	Phillips Petroleum	8,307.4	311	A.E. Staley	1,502.7	251	3M	2,322.9
539	Philmon & Hart Labs*	55.6	532	Stanback*	72.0			
22	Pillsbury	53,396.4	124	Standard Brands	7,270.7			
211	Pioneer Electronic	3,261.3	356	Standard Oil of Calif.	954.3			
222	Pittway	3,073.7	574	Standard Oil of Ind.	5.5			
409	Pizza Inn	502.9	179	Stanley Works	4,040.0			
41	Polaroid	27,090.9	538	Stanwood*	56.8			
573	Polyglycoat	6.6	131	State Farm	6,418.0			
111	Ponder & Best	8,781.5	16	Sterling Drug	63,330.9			
191	Ponderosa Systems*	3,677.3	465	Sterns Nursery	260.5			
545	Postal Instant Press*	41.2	217	Stokely Van Camp	3,167.4			
423	PPG Industries	453.5	66	Levi Strauss	17,341.8			
504	Pressman Toy	146.2	248	Stride Rite	2,410.6			
1	Procter & Gamble	289,609.8	209	Strom Brewery	3,289.3			
105	Prudential Insurance	9,445.8	478	Suffolk Marketing	223.0			
175	Publishers Clearinghouse	4,189.0	531	Summit Organization*	77.9			
188	Purex	3,733.7	257	Sun	2,213.6			
516	Qantel*	109.3	218	Sunbeam	3,160.3			
31	Quaker Oats	36,016.1	270	Suzuki Motor	1,977.4			
167	Quaker State	4,681.0	172	Tampax	4,352.5			
364	Questor	871.2	106	Tandy	9,390.3			
307	Rachengold-Werk*	1,567.6	488	Tappan	194.0			
13	Ralston Purina	69,062.9	354	Teledyne	958.5			
247	Ramada Inns	2,433.6	274	Tenneco	1,911.2			
208	Raytheon	3,303.5	108	Texaco	8,983.8			
51	RCA	21,875.2	187	Texas Instruments	3,771.3			
315	Readers Digest	1,435.9	168	Textron	4,549.8			
522	Reagan for		489	TFI	193.3			
	President Committee	94.3	151	Thompson Medical	5,346.0			
			157	Time	5,212.7			
565	Relo Real Estate	13.5	96	Timex	10,572.2			
305	Renfield Importers	1,586.3	186	Tomy	3,775.5			
42	Revlon	26,793.7	389	Tonka	648.8			
148	Reynolds Metals	5,544.2	392	Tootsie Roll	603.5			
72	R.J. Reynolds	15,352.7	275	Toro	1,909.6			
29	Richardson Merrell	39,175.6	379	Totes	736.8			
182	Rio Tinto-Zinc	3,938.2	73	Toyo Kogyo	14,982.8			
425	A.H. Robins	447.7	54	Toyota	21,090.0			
221	Roman Meal	3,093.6	219	Trailway	3,127.1			
265	Rorer Group*	1,798.0	436	Trans World	406.0			
393	Ross Hall	589.8	69	Transamerica	16,020.1			
158	Royal Crown Cola	5,146.0	308	Travelers	1,532.4			
263	Rubbermaid	2,157.5	376	Turtle Wax	765.6			
253	Rust-Oleum	2,283.4	444	Tyson Food*	359.0			
265	Ryder Systems	2,091.5	513	U.S. Shoe	113.1			
350	SCM	989.9	126	UAL	6,898.4			
429	SSS	431.6	49	Union Carbide	22,403.2			
225	Saleco	2,977.7	442	Union Oil of Calif.	372.8			
549	Sakrete	33.2	166	Uniroyal	4,802.3			
122	Sambos	7,620.5	332	United Aircraft	1,179.8			
471	Sandoz-Wander	247.4	391	United Brands	609.6			
213	Vidal Sassoon	3,231.8	529	United Gilsonite*	79.6			
320	Savin Business Machines*	1,347.0	75	U.S. Armed Forces	14,948.1			
207	Savings & Loan		261	U.S. Government	2,165.1			
	Foundation	3,304.1	138	U.S. Tobacco	5,845.7			
441	F. & M. Schaefer	376.2	278	United Technologies	1,892.4			
36	Schering-Plough	33,891.4	359	Unity Buying Service	918.6			
177	Schietlein*	4,117.4	323	Upjohn	1,286.0			
39	Jos. Schlitz Brewing	31,428.9	309	VF	1,528.0			
440	Schwinn Bicycle	383.5	57	Volkswagen	20,496.6			
121	Scott Paper	7,788.6	322	Wang Laboratories	1,299.9			
328	Scott's Liquid Gold	1,240.4	463	Ward Foods	268.5			
397	Scovill	554.6	76	Warner Communications	14,884.1			
81	Seagrams	14,332.8						

Commercial kudos

HRTS hands out honors for best ads on air with special awards going to Garry Marshall, Y&R, DDB, Bonneville and Stanford

Young & Rubicam, New York, and client Eastman Kodak Co. walked out of Los Angeles's Century Plaza hotel last week with enough silver trophies to corner the precious metals market. A television campaign for Kodak's Colorburst camera received three of the Hollywood Radio and Television Society's International Broadcasting Awards. And Y&R picked up two more "Spikes" for radio commercials and a special trophy for the best radio spot of the past two decades.

The scene was the 20th IBA banquet sponsored by HRTS. Gary Nardino, president of Paramount Television Productions, served as chairman of this year's awards. The annual contest drew a record 5,000 television and radio entries from 50 nations. Winners came from Japan, France, the Netherlands, Canada, Great Britain and the United States.

Garry Marshall, executive producer and creator of three leading Paramount situation comedies, was also honored as the HRTS man of the year. Marshall's credits include *Happy Days*, *Laverne & Shirley* and *Mork & Mindy*. He was presented his award by Penny Marshall and Cindy Williams, stars of *L&S*.

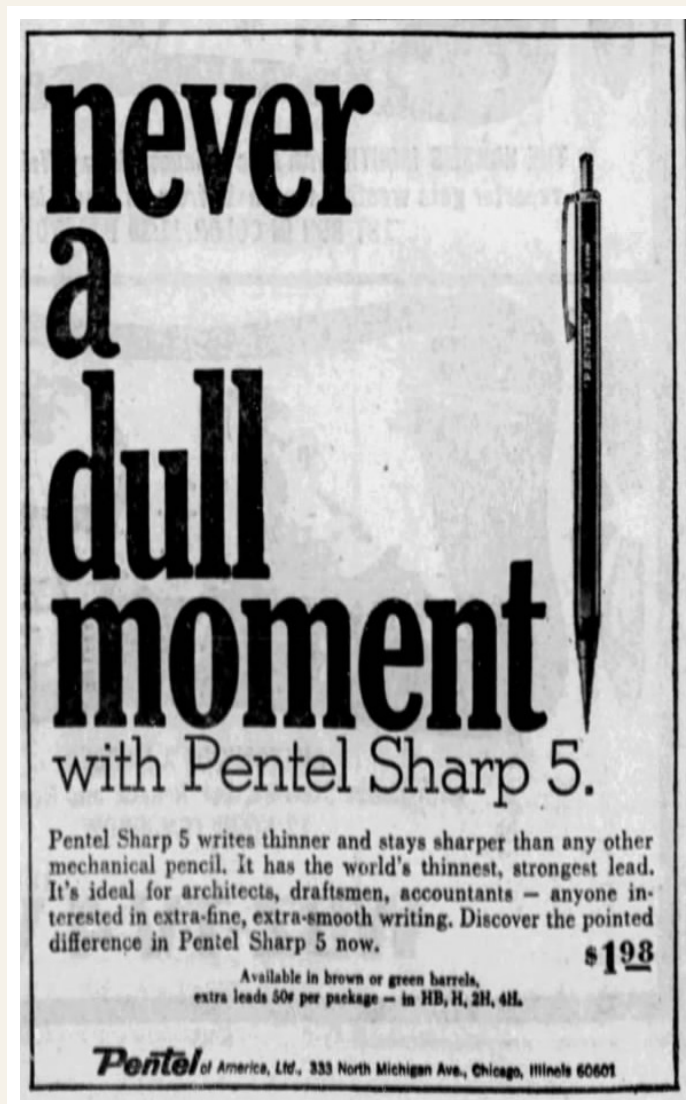
The banquet also honored the best radio and television commercials of the last 20 years. Y&R picked up one of its trophies for a series of three radio commercials for Bristol-Myers's Excedrin, *Mother's Comp-ing*, *Blind Date* and *Shoe Store*. Winner of the radio sweepstakes award of 1967, the series was produced by RKO, New York, and featured the voices of Charles Nelson Reilly, Dick Cavett and Charlotte Rae.

Doyle Dane Bernbach, New York, and Miles Laboratories shared honors for the best television commercial of the era—Alka Seltzer's 1970 *Magadini's Meatballs*.

The 1979 network table, published March 17, 1980. Pentel's entry is 1,009.2; the heading on p64 says to add three zeros. The amount is therefore \$1,009,200, not \$1,009.20.

Back in the drawer

*The pencil in the drawer
used to have a sales pitch*



The pencil in the drawer used to have a sales pitch

Go back to that Boston Sharp 5. It is still a handsome pencil at \$1.98, and brown versus green is still a perfectly respectable dilemma. But there is a larger story behind it now: the importer who found an audience, the ad man who chose the art magazines, the dealers who put products in catalogs, and the company learning to speak to American customers in several settings.

The pages cannot calculate how much recognition each campaign created. They can show the work of becoming familiar. A fine line explained. A free sample offered. A booth booked. A commercial produced. A refill stocked. A pencil placed where somebody doing the weekly shopping might notice it.

For mechanical-pencil people, the professional connection runs deep in the evidence. The **Sharp 5 and Graph** were pitched to architects and other fine-line users in 1967. Technical publications gave the mechanisms room to explain themselves. The **PF339, PF337, and PF335** brought specialized drawing requirements into the copy. The **PD345T** arrived in Ridgway's ad with a choice of colors, lead, and erasers. Long before these were things to hunt for, they were tools somebody had to choose.

And the selling had personality. An executive identity for 49 cents. Archie Boston telling the maker what he wanted. A skull that makes a cardboard package collectible. A string quartet for a Rolling Writer. A pencil big enough to star in a computer-generated landscape. Serious tools did not require solemn advertising.

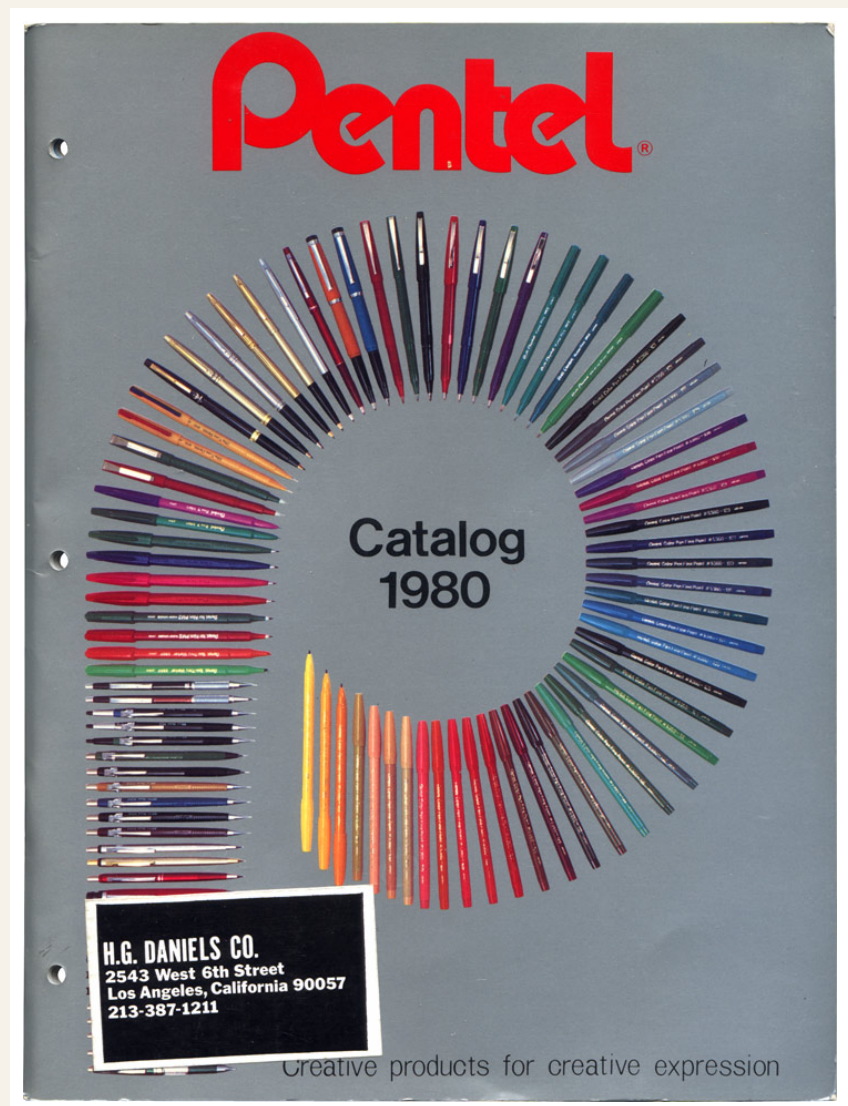
An old advertisement gives a familiar object its original sales pitch back: what it promised, whom it was meant for, where to get it, and what it cost. That is why the surrounding paper deserves a place beside the pencil.

My cel caught one moment in that selling effort: a pencil turned into a performance. The newspapers and catalogs put the performance back into a larger world of shops, working desks, school lists, and people deciding what to buy. The artwork is one part of what makes this history so fascinating; the surrounding paper helps us understand the world in which it was made.

And somewhere near the end of this story, in a college bookstore in the 1990s, there is still one more PD345 color on the rack. I may have come in knowing exactly what I needed. That was before I saw it.

An unfinished archive

*Your turn: what is hiding
in your paper pile?*

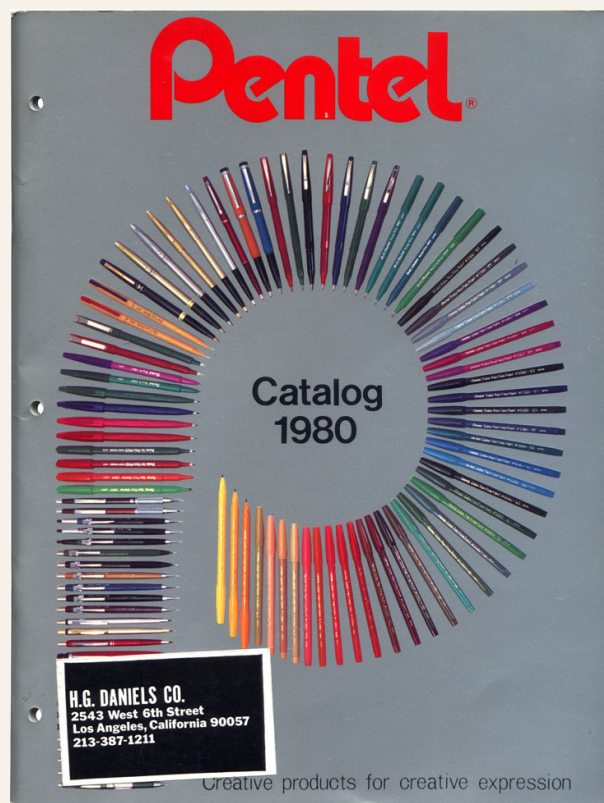


Your turn: what is hiding in your paper pile?

The strongest next additions would be the actual 1963 and early 1964 *American Artist* placements described in the contemporary press sheet; a securely identified original issue for the refillable Sign Pen ad; published insertion copies of the Archie Boston advertisement; dated retail examples matching the packaging proofs; and authenticated copies of the television commercials documented in 1970, 1979, and 1982.

The missing pages of the 1980 catalog, more complete commercial reels, and dated U.S. national campaigns from the later 1980s and the 1990s would deepen the picture beyond the retail examples shown here, while keeping the endpoint at 1999. I would particularly welcome complete magazine pages, newspaper dates, catalog covers and publication details, or commercial credits that let a clip be identified securely.

If you have something to add, please include the full page when you can. A date, a page number, a catalog cover, or a production credit can turn a great image into something the next collector can check and build on. I would love to see what is hiding in your paper pile.



Follow the paper trail

Numbered references throughout this book are clickable. PDF references open the preserved Knockology copies. Other references identify archival records, recollections, web captures, or the surviving commercial. The complete article remains at forum.knockology.com/t/5061.

- 01** Yasutomo history
ONLINE RECORD

02 2014 Pentel Corporate Report Historical Chronology Complete Report
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03 1964 Yasutomo Sign Pen American Launch Advertising Age and Printers Ink Press Reprint
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04 1964 11 12 Devils River News Pentel Red Sign Pen Teachers Complete Newspaper Reading Copy
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05 1965 02 17 Daily Toreador Pentel Art Supplies Complete Newspaper Reading Copy
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06 1965 04 02 NASA GT3 Crew Pentel Nylon Point Instruments Complete Memorandum
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07 View the surviving advertisement image
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08 1968 10 Progressive Architecture News Report Pentel Sharp 5 and Graph Full Issue Reading Copy Part 2 of 2 PDF Pages 25 to 42
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09 1968 10 Progressive Architecture News Report Pentel Sharp 5 and Graph Full Issue Reading Copy Part 1 of 2 PDF Pages 1 to 24
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10 1970 02 19 Slaton Slatonite Pentel Marker Sale Complete Newspaper Reading Copy
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11 1970 04 24 Pacific Citizen Gerry Muir Dentsu Pentel TV Award Complete Newspaper
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12 View Duke’s archival record
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- 13** Open Duke’s image
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14 1971 08 05 Electronic Design Pentel 03mm Pencil for Computer Programming Full Issue
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15 1971 AIA Central States Conference Pentel Booth 57 Complete Publication Reading Copy Part 1 of 2 PDF Pages 1 to 34
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16 1971 AIA Central States Conference Pentel Booth 57 Complete Publication Reading Copy Part 2 of 2 PDF Pages 35 to 46
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17 Undated Pentel Packaging Proofs Archie Boston Papers Duke University Reading Copy
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18 Duke archival description
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19 1973 03 15 Sandy Post Pentel Rolling Writer Offer Complete Page 14
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20 1974 06 Progressive Architecture Pentel Film Pencils Full Issue Reading Copy Part 1 of 5 PDF Pages 1 to 33
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21 1974 06 Progressive Architecture Pentel Film Pencils Full Issue Reading Copy Part 2 of 5 PDF Pages 34 to 66
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22 1974 06 Progressive Architecture Pentel Film Pencils Full Issue Reading Copy Part 3 of 5 PDF Pages 67 to 99
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23 1974 06 Progressive Architecture Pentel Film Pencils Full Issue Reading Copy Part 4 of 5 PDF Pages 100 to 132
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24 1974 06 Progressive Architecture Pentel Film Pencils Full Issue Reading Copy Part 5 of 5 PDF Pages 133 to 144
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25 1976 02 20 Radio and Records Pentel Rolling Writer Chicago Campaign Full Issue Reading Copy Part 1 of 2 PDF Pages 1 to 30
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26 1976 02 20 Radio and Records Pentel Rolling Writer Chicago Campaign Full Issue Reading Copy Part 2 of 2 PDF Pages 31 to 48
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27 1976 09 06 Broadcasting Pentel Rolling Writer Adults 18 to 49 Campaign Full Issue
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28 1977 08 19 Radio and Records Pentel Pens and Pencils Back to School Campaign Full Issue Reading Copy Part 1 of 2 PDF Pages 1 to 39
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29 1977 08 19 Radio and Records Pentel Pens and Pencils Back to School Campaign Full Issue Reading Copy Part 2 of 2 PDF Pages 40 to 56
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30 1977 07 01 Radio and Records Pentel David Soul ABC Special Announcement Full Issue Reading Copy Part 1 of 2 PDF Pages 1 to 39
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31 1977 07 01 Radio and Records Pentel David Soul ABC Special Announcement Full Issue Reading Copy Part 2 of 2 PDF Pages 40 to 52
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32 1977 08 20 Record World Pentel and Dr Pepper David Soul Sponsorship Full Issue Reading Copy Part 1 of 2 PDF Pages 1 to 53
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33 1977 08 20 Record World Pentel and Dr Pepper David Soul Sponsorship Full Issue Reading Copy Part 2 of 2 PDF Pages 54 to 66
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34 1978 12 Scientific American Pentel Slim Rolling Writer Ad Full Issue Reading Copy Part 1 of 3 PDF Pages 1 to 81
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35 1978 12 Scientific American Pentel Slim Rolling Writer Ad Full Issue Reading Copy Part 2 of 3 PDF Pages 82 to 162
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36 1978 12 Scientific American Pentel Slim Rolling Writer Ad Full Issue Reading Copy Part 3 of 3 PDF Pages 163 to 208
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37 1979 06 25 Broadcasting Pentel Evolution Duck Soup Award Credits Full Issue
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38 Spenser Thompson's account
ONLINE RECORD

39 Rolling Writer Commercial; uploaded by layzer80
ONLINE RECORD

40 Archived catalog entry
ONLINE RECORD

41 Pentel 1980 Catalog Surviving Extract
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42 1980 07 14 Broadcasting Pentel Clicker TV Audience and Campaign Full Issue
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43 1981 09 03 Canton Observer Macauleys Quicker Clicker School Sale Complete Scan Reading Copy Part 2 of 5 PDF Pages 13 to 24
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44 1981 09 03 Canton Observer Macauleys Quicker Clicker School Sale Complete Scan Reading Copy Part 1 of 5 PDF Pages 1 to 12
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45 1981 09 03 Canton Observer Macauleys Quicker Clicker School Sale Complete Scan Reading Copy Part 3 of 5 PDF Pages 25 to 36
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46 1981 09 03 Canton Observer Macauleys Quicker Clicker School Sale Complete Scan Reading Copy Part 4 of 5 PDF Pages 37 to 48
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47 1981 09 03 Canton Observer Macauleys Quicker Clicker School Sale Complete Scan Reading Copy Part 5 of 5 PDF Pages 49 to 52
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48 1982 01 Hawaii Architect Ridgways PD345T Quicker Clicker Sale Full Issue Reading Copy
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49 1982 08 16 Broadcasting Pentel Computer Generated Commercial Full Issue
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50 1983 09 27 Oregon Daily Emerald UO Bookstore Quicker Clicker Complete Page 11
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51 1985 08 29 Winters Enterprise Winns Pentel Study Set Complete Newspaper Reading Copy
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52 1986 01 06 Oregon Daily Emerald UO Bookstore Pentel Pencils and Refills Complete Page 15

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53 1993 09 24 Daily News Journal Murfreesboro Radar Pentel Tabletop Show Page 7A

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54 1995 08 09 Lowell Ledger Rite Aid Pentel School Supplies Complete Newspaper Reading Copy Part 1 of 2 PDF Pages 1 to 9

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55 1995 08 09 Lowell Ledger Rite Aid Pentel School Supplies Complete Newspaper Reading Copy Part 2 of 2 PDF Pages 10 to 15

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57 Archived homepage

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58 pentel.com

ONLINE RECORD

59 Registry record

ONLINE RECORD

60 Archived customer-service page

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61 1999 07 30 Muenster Enterprise Pentel Gizmo and Techniclick Complete Newspaper

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62 Court memorandum recounting the 1998-99 account history

ONLINE RECORD

63 1971 06 07 Broadcasting Pentel 1970 Spot TV Spending Full Issue

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64 1978 04 24 Broadcasting Pentel 1977 Network TV Spending Full Issue

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65 1979 03 12 Broadcasting Pentel 1978 Network TV Spending Full Issue Reading Copy Part 1 of 2 PDF Pages 1 to 89

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66 1979 03 12 Broadcasting Pentel 1978 Network TV Spending Full Issue Reading Copy Part 2 of 2 PDF Pages 90 to 172

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67 1980 03 17 Broadcasting Pentel 1979 Network TV Spending Full Issue

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68 1981 04 13 Broadcasting Pentel 1980 Network TV Spending Full Issue Reading Copy Part 2 of 2 PDF Pages 128 to 196

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69 1981 04 13 Broadcasting Pentel 1980 Network TV Spending Full Issue Reading Copy Part 1 of 2 PDF Pages 1 to 127

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There is still
one more color
on the rack.



THE OBJECT IS ONLY THE BEGINNING.

THE SURROUNDING PAPER TELLS THE STORY.