

**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-

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

Talk of Artists all over the word

The new versatile fine point marking pen from Pentel

Comes in red, blue and black colors

49¢

EXCLUSIVE AGENT
YASUTOMO & CO.
SEPT. 29, 1964 - 24 CALIFORNIA STREET, SAN FRANCISCO, CALIF. 94111
Dealer inquiries in relation 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. #