Oct. 4, 1960 J. L. BALDWIN ET AL 2,954,628

PROMOTIONAL DEVICE

Filed June 19, 1959

FIG. 1

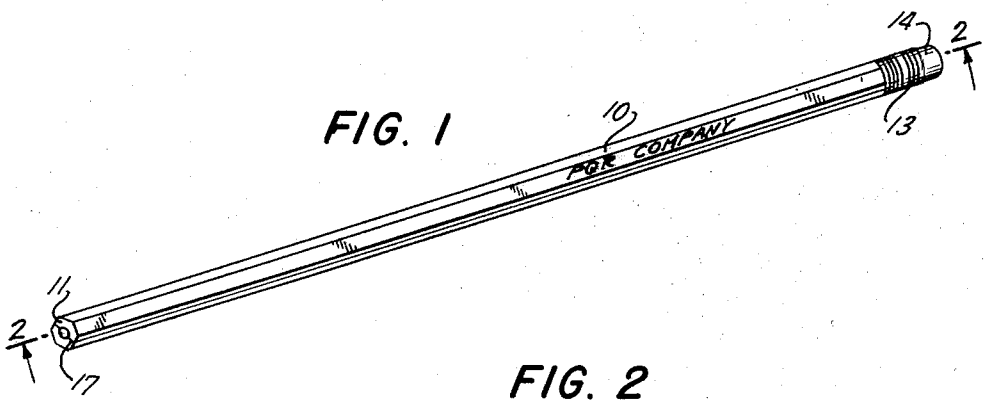


FIG. 2

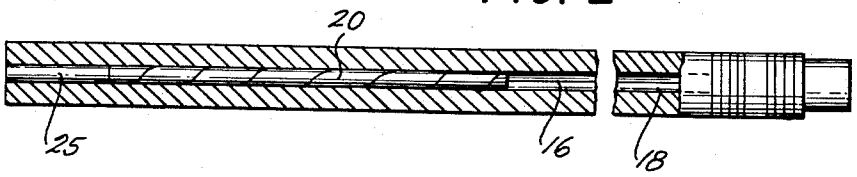


FIG. 3

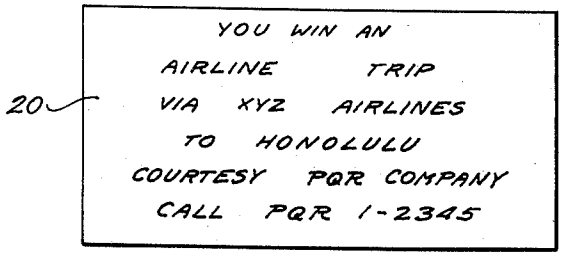
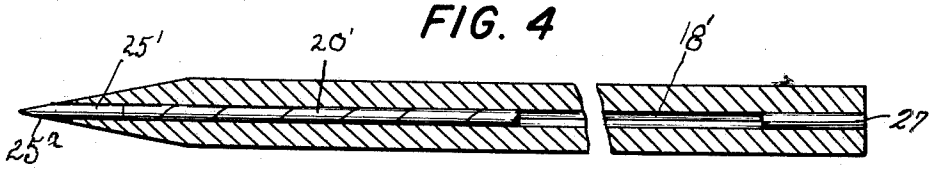


FIG. 4



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PROMOTIONAL DEVICE

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1 Claim. (Cl. 40—126)

Our present invention relates to a promotional device and more especially to one which in every way simulates a high quality lead pencil in external appearance.

It is among the objects of the invention to provide a lead pencil-like structure which may comprise the conventional enameled wood lead pencil casing, the axial bore of which is, however, devoid of a pencil lead shaft, but instead houses a small tissue scroll of diameter to be accommodated in the bore, which scroll has imprinted thereon information of interest to the donee of the device.

According to another feature, the forward or writing end of the lead pencil casing may be plugged with a short length of pencil writing lead which will come flush with the end of the pencil casing, while the other or rear end of the casing is preferably closed in manner also to simulate the rear end of a conventional lead pencil; such closure being the conventional eraser ferrule of a lead pencil or alternatively a short length of writing lead may be plugged into the rear end of the casing bore to extend flush with the casing end to simulate a non-eraser lead pencil.

In the accompanying drawings in which are shown one or more of various possible embodiments of the several features of the invention,

Fig. 1 is a perspective of one embodiment of the device;

Fig. 2 is a cross sectional view with parts broken away, taken on line 2—2 of Fig. 1, the scroll being left intact;

Fig. 3 is a plan view of an illustrative embodiment of the contained scroll element thereof, unrolled to flat position; and

Fig. 4 is a fragmentary view similar to Fig. 2 showing the lead plug flush with the rear end of the lead pencil casing to simulate a lead pencil of the non-eraser type, illustratively shown with a sharpened lead end plug.

Referring now to the drawings, the promotional device has the external appearance of a conventional lead pencil, comprising a wood casing **10** marked as usual with the trademark of the pencil manufacturer and if desired also that of the distributor thereof. The front end of the pencil has what appears to be the writing lead shaft **11** flush therewith and on the rear end it may have the eraser ferrule **13** with the eraser **14** therein.

In every respect the promotional device has the external appearance of a conventional lead pencil of high quality with a trademark to be promoted.

The pencil casing is usually made from two wooden halves, each with a long central groove **16**; the two pencil halves are glued together at their flat superposed edges **17** defining the axial bore **18** for the pencil lead.

In this case, however, no lead shaft is housed in the lead bore, but instead, there is confined therein a tissue scroll **20**, preferably fairly tightly wound and confined

in the forward or what simulates the writing end of the bore of the pencil casing.

This scroll may be made from a rectangular tissue sheet desirably about 3 inches long and about ¾ or ⅞ inch wide. The tissue may be of thickness in the order of .0005 inch and is fairly tightly wound, preferably on the bias, to form a scroll about 2½ inches in length, which has an external diameter sufficiently small for accommodation within the axial bore **18** of the lead pencil casing into which it is pushed for assembly purposes, until the outer end of the scroll comes within ¼ inch or so, of the writing end of the casing. In this writing end there is accommodated a plug **25** desirably about ¼ inch long, which may be of writing lead and may be cemented in place, thereby to confine the scroll in the casing.

The promotional device is donated to the salesmen of the lead pencil manufacturer or distributors of the pencils or of other merchandise and has information printed thereon of interest to the donee, illustratively:

"CONGRATULATIONS
You Have Won a
FABULOUS TRIP TO NEW YORK FOR TWO
via A. B. C. AIR LINES
Call XYZ, Inc. in St. Louis for details
MAin 6-8123"

or for instance the legend shown on Fig. 3.

The donee of the promotional device sharpens the casing with a pencil sharpener or a pen-knife as if it were a lead pencil, thereby releasing the lead plug **25** and attaining access to the scroll **20** which expands for frictional grip of the wall of bore **18**. The scroll may be pulled out with the aid of a pin or pen-knife and the information read on the scroll after it has been smoothed to flat position, as illustratively shown in Fig. 3.

The embodiment of Fig. 4 shows an eraserless pencil casing, in which the rear end of the bore **18'** is plugged with a short length **27** of pencil lead; the scroll is similar to that of Fig. 2 and similarly introduced, and the writing end has a short lead plug **25'** illustratively protruding with a writing point **25***a*.

The device serves at the same time to advertise the lead pencil, its manufacturer and distributor and to promote the sales of any commodity with which the promotional device is donated to the salesman, distributor or the like.

The term "tissue" as defining the material of the scroll is not limited to any particular material, as the tissue may be of thin paper, plastic, foil or the like, though in present practice it is of paper.

As many changes could be made in the above construction, and many apparently widely different embodiments of this invention could be made without departing from the scope of the claim, it is intended that all matter contained in the above description or shown in the accompanying drawings shall be interpreted as illustrative and not in a limiting sense.

Having thus described our invention, what we claim as new and desire to secure by Letters Patent of the United States is:

An advertising device having the appearance and dimensions of a conventional lead pencil of fine quality, comprising a wooden lead pencil casing having an axial bore therethrough of a diameter to accommodate the usual writing lead shaft, devoid of a writing lead shaft therein, but having enclosed therein a hidden tissue scroll of an outer diameter fitting in said bore, said scroll hav-

ing desired information thereon, a short plug of writing lead at the forward or writing end of said pencil casing and means closing the outer end of the bore, last named means and said plug serving to confine the scroll within the casing, wherefore by simply sharpening the writing end of the device as if it were a lead pencil, and thereby removing the plug, access is had for removal of the scroll from the casing and obtaining the secreted information.

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