

== INGENIOUS IDEAS ==

The Shape Of Writing Has Changed

(NAPSA)—The makers of the world's most recognized pencil continue to change the shape of writing. It's a triangular shaped pencil that eases writing stress by allowing maximum surface contact between the pencil and the fingers.

Ergonomic experts say the new three-sided pencil, called the Tri-Conderoga, is the world's most comfortable pencil. Larger than a normal No. 2 pencil, the triangular shape is more comfortable and easier for consumers to grip and use than traditional round or hexagonal-shaped pencils.

And with the wave of Sudoku raging the nation, the Tri-Conderoga is a natural choice for puzzle lovers everywhere.

Here are some facts that will sharpen your knowledge about pencils:

- More than two billion pencils are used in the United States every year.

- A pencil will write in zero gravity.

- The average pencil can be sharpened 17 times and can write 45,000 words or draw a line 35 miles long.

- Seventy-five percent of the pencils sold in the United States are yellow.

- The Ticonderoga No. 2 is the world's best-selling pencil.

- Famous novelists Ernest Hemingway and John Steinbeck used pencils to write their books; Steinbeck used as many as 25 cedar pencils every day.

- One million pencils are used



Eureka!—When experts determined that a natural triangle is formed when a pencil is held, they created a triangular-shaped pencil.

each year on the floor of the New York Stock Exchange.

- Pencils did not have erasers on them until 100 years ago, because teachers felt they would encourage children to make mistakes.

- Francis Scott Key wrote "The Star-Spangled Banner" in pencil.

The triangular-shaped Tri-Conderoga is like the familiar No. 2 pencil with style. It is made entirely of premium California incense cedar, has a "soft-touch" finish and sports a latex-free black eraser that ensures smudge-proof corrections.

The Tri-Conderoga is non-toxic and certified by the Pencil Manufacturers Association, making it safe for everyone. This new pencil is available at Staples stores throughout the country.

To learn more, visit www.dixonticonderoga.com.