

Don't think about how cheap but talk about how good.

The article reproduced below is taken from a newspaper and shows the point of view of the average pencil user.

Encourage this spirit, don't imagine that everybody wants to buy cheap pencils.

Sell them good ones at guaranteed profits that your competitor cannot cut prices on.

This article is interesting even if you carry a line already.

It will give you some good talking points.

## ABOUT LEAD PENCILS.

Are you familiar with the subject? You buy lead pencils of some brand familiar to you, use them, and think they are the best to be obtained.

You run on to a flinty spot occasionally and your pencil scratches and won't write. You stop and cut it out.

Next you strike a soft, greasy spot; you stop again. Then the point breaks while you are writing or sharpening.

Annoying? Yes. But, you argue, these defects are as inseparable from pencils as spots from the sun, or sand from the sugar.

You reason that way because you don't know. You have accepted a general idea, without investigating the facts.

Are there lead pencils absolutely free from defects and blemishes?

Yes!

The "Koh-I-Noor" Pencils make a uniform stroke at all times, equally free from hard, flinty spots that won't write, and soft spots that cause the pencil to slip.

The lead of a "Koh-I-Noor" does not break. That is, it cannot be broken in the ordinary way that pencils are broken.

It is tough. Extra pressure on the paper, a fall to the floor, a twist in the pocket, cutting to a fine point with the knife, will not break the lead of a "Koh-I-Noor."

These are facts.

You can prove them.

How?

Buy a "Koh-I-Noor" and try it.

You will pay more for it than for any pencil made, because it is the best.

But you will continue to use it because it is the cheapest. There are no waste places in the lead of a "Koh-I-Noor," and the lead being tough and of high grade, it lasts much longer than any other make of pencil.

In other words if you use high-priced "Koh-I-Noor" Pencils altogether you will pay out less money in the aggregate, for pencils, during the year, than you would if you used any other make.

This demonstrates to your satisfaction that only "Koh-I-Noor" Pencils will do for your purposes.

The degree of every "Koh-I-Noor" Pencil is established before it leaves the factory. Each one is tested, and if found perfect its degree is stamped upon it, and it is thus known absolutely when the pencil is sold.

The "Koh-I-Noor" Pencils are made in Austria, by L. & C. Hardtmuth. To-day, millions of them are in use in the United States, and throughout the world, where they were scarcely known a few years ago.

"Koh-I-Noor" Pencils are made in 17 degrees to suit all purposes. All Stationers and Artists' Material dealers supply them, and recommend them.

L. & C. H. Hardtmuth's pencils and specialties are of one uniform grade—the best.

List and discount sheet gladly mailed on request.

## Things You Should Know About

**Waterman's Ideal Fountain Pen**  
The pen with the Clip-Cap



"Goods displayed are half sold."

The man who said that knew what he was talking about.

You can't expect people to think of fountain pens when they have been buying steel pens for years—it is a habit with them.

Make them think of fountain pens every time they come to your store. Have them well displayed.

Better two dozen in the case than six dozen in a drawer.

Show cases are shown below.

Better a pen that is advertised than one that isn't known.

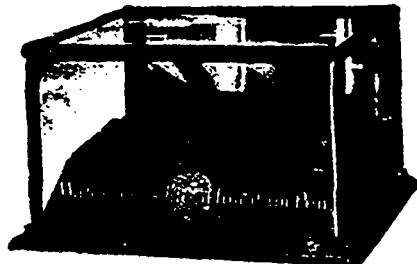
### Cherry or Oak Cases.

No. 2. FLAT SHOW CASE (2 dozen)



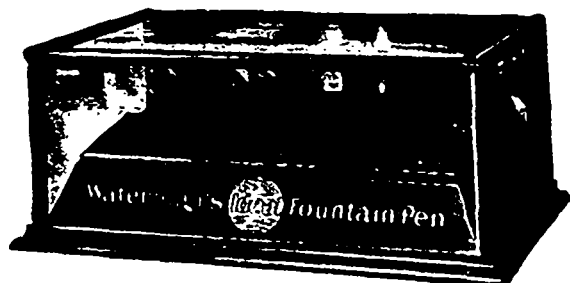
Dimensions, 18 x 8 x 4½ inches high; capacity of trays, 21 pens.

No. 8. SHOW CASE AND CABINET (1 dozen)



Dimensions, 21½ x 18½ x 12 inches high; capacity of trays, 48 pens. Fitted with drawers, partitioned and labeled to hold additional stock, repairs, aids and other accessories.

No. 13. SHOW CASE AND CABINET (6 dozen)



Dimensions, 30 x 19 x 12 inches high; capacity of trays, 72 pens. Cabinet drawer under trays, partitioned and labeled to hold additional stock, repairs, aids and other accessories.

Write for catalogue and information concerning show case assortments and the profits you can make on Waterman's Ideal Fountain Pens.

# L. E. Waterman Co. of Canada, Limited

136 St. James Street, Montreal