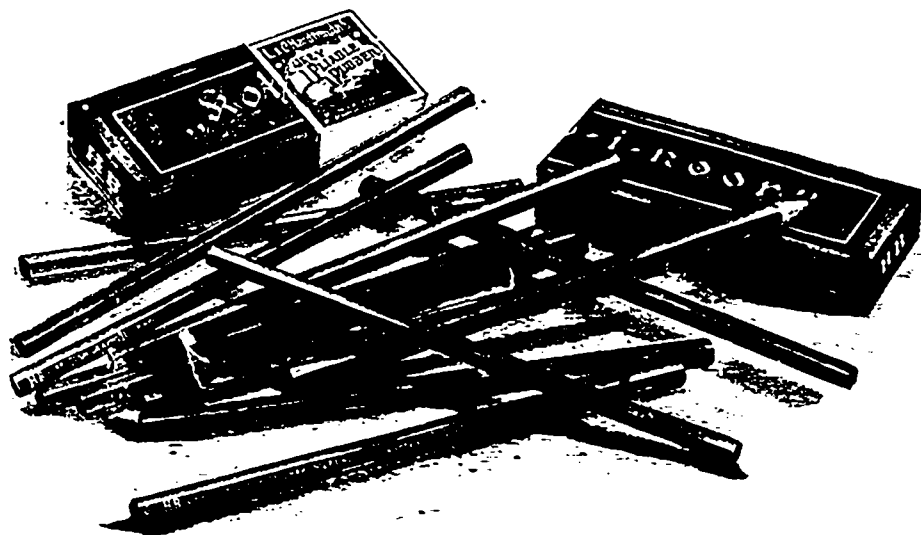


# "KOH-I-NOOR" Pencil Talk



## INTERESTING DETAILS

The phenomenal sale of "KOH-I-NOOR" Pencils—an Austrian product—in the United States and Canada within a few years of their introduction has bewildered American Manufacturers.

It hasn't been a matter of "low-priced foreign labor" either—far from it, the pencil came to the market at almost double the price of any that had previously been sold and yet those first judges of pencil quality—the Architects, Engineers and Draughtsmen—adopted it immediately.

The price in fact was so much higher than other makes—that retail dealers felt that the demand would stop there—the public had never been formerly known to buy the same pencil as the Draughtsmen used, but the public had never known such a pencil, that was the reason.

To-day the public uses it.

Note the number of bright yellow polished pencils in use to-day compared to some years ago. They are either "KOH-I-NOORS" or imitations, for the popularity of the "KOH-I-NOOR" has driven every manufacturer to the making of a yellow imitation.

Yellow is the "KOH-I-NOOR" color.

Roughly speaking, these pencils cost the consumer twice as much as what is called an "ordinary" lead pencil, but—they last four and a half times as long and every inch of them is pure and perfect satisfaction.

The reason why:—

The lead in a "KOH-I-NOOR" pencil is compressed—intensely condensed—and that secret process of manufacture is what has made the "KOH-I-NOOR" famous. It outlasts others. It is smoother.

The best evidence of this success is its number of imitations; not only has the color been imitated, but the very style of lettering and phrases have been copied.

We have the only complete stock of L. & C. HARDTMUTH'S goods that there is in Canada.

**"KOH-I-NOOR" Pencils**

**Mephisto Pencils**

**Pliable Rubber**

**Artists' Leads**

**Colored Crayons, etc., etc.**

We have just issued a new price list and our Salesmen are going out with samples of the full line—and as usual—in conjunction with



**L. E. Waterman Company of Canada, Limited**

**136 St. James Street, MONTREAL**