The pencil round which the World of Art revolves

To define the first inspiration—to pin the vague idea to paper—there's no pencil that provides so smooth a path as the world famed "Venus." For the roughest sketch, for the finished work, for the crisp detail drawing, or the heaviest impressionistic effort, there's a "Venus" pencil. The ebony blackness of the "4's," the sharp definition of the medium grades, and the properly greys of the "H's" are a delight and inspiration to the artist.

VENUS PENCILS

17 BLACKLEAD DEGREES 6B-9H & SUPER COPYING (Medium & Hard) 48p each & per dz.

VENUS COPYING (Medium & Hard) 36p each & per dz.

On this drawing I have used a 2B Venus Pencil throughout in an effort to discover its maximum possibilities. I am well satisfied that it is able to supply all the tone values that I require.

A. G. Hardman

Weapons of War

More and more pencils are needed every day to design the weapons that are still the key to victory—tanks, ships, aeroplanes. That is why pencils made by the Venus Pencil Company are in such heavy demand for vital war industry. Branded lines, extra grades, fine finish and luxury workmanship—these must give way temporarily to the needs of war—but the traditional standard of Venus quality still remains. The public can still obtain and depend upon the standardised "War Drawing" (in 7 grades) and "Utility" (Blacklead, Copying and Coloured) Pencils now produced by the Venus Pencil Co.