

1925



Famous Artists have gone hungry rather than use any but the best materials. For the Artist the "best materials," so far as pencils are concerned, mean **KOH-I-NOOR** The Perfect Pencil and the reasons are: and the reasons are:
Only the finest Red Cedar is bought, and of this only a comparatively small percentage is considered fit for Koh-i-Noor.
So, with the materials for making the leads, only the very best pass the severe tests of the Hardtmuth Laboratory and are handed on to the Mixer, who holds the coveted recipe which has made the Koh-i-Noor the most appreciated pencil chroughout the world.
At every stage or manufacture each separate Koh-i-Noor is examined thoroughly and minutely, and only the absolutely perfect survive.
Obtainable in 17 degrees, 6B to 9H, from Drawing Material Dealers, Stationers, etc. Each 4d., Dozen 3/9, Six Dozen 21/-, One Gross 40/For the Counting House and general office use you will find KOH-I-NOOR HB is an economy.

L. & C. Hardtmuth, 29 Kingsway, London, W.C.2

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AD. XV

1928

1931

