

# 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 ebon blackness of the "B's"—the sharp definition of the medium grades, and the pearly greys of the "H's"—are a delight and inspiration to the artist.

*For erasing ink from Tracing Cloth or paper use "VENUS" No. 2925: for pencil, "VENUS" No. 2900.*

## VENUS PENCILS

17 BLACKLEAD DEGREES 6B-9H & SUPER COPYING (Medium & Hard) 4<sup>°</sup> each - 3/9 per doz.  
VENUS COPYING (Medium & Hard) 3<sup>°</sup> each 2/9 per doz.

1930

1940

1944



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. GAMES*



**'PENCILBRITIES'**

WHO USE

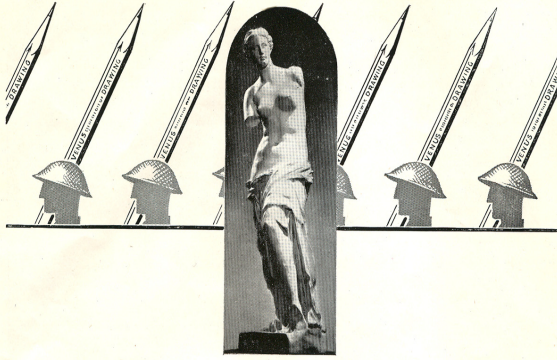
# VENUS PENCILS

SEVENTEEN DIFFERENT SHADES OF BLACK TO CHOOSE FROM—

9H 8H 7H 6H 5H 4H 3H 2H H F HB B BB

VENUS PENCIL CO. LTD.  
CLAPTON, LONDON, E.3

AD. XIII



## 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.

# VENUS

Still stands for Quality in Pencils

THE VENUS PENCIL CO., LTD., LOWER CLAPTON ROAD, LONDON, E.3

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