



MALLEABLE IRON RANGE COMPANY

Beaver Dam, Wisconsin — 1929

Home of MONARCH and PARAMOUNT Ranges

Eight and one-half acres of modern foundries, machine shops, enameling plant, assembling rooms and warehouses, devoted exclusively to the manufacture of modern cooking devices.

This extensive manufacturing plant has been made possible by thirty years of successful range building and marketing. The most recent addition required for electric range manufacture has

increased factory floor space to 430,000 square feet. The famous MONARCH Malleable Coal-Wood Range was the first product of this organization. Through the exceptional success in manufacturing and selling, the line has expanded until it now includes a complete line of Electric, Gas, Coal-Wood and Combination Ranges.

“A Range For Every Home”

The high quality of the products and exceptional cooperative selling policies of this organization have built up a reputation among both dealers and range purchasers until MONARCH Ranges are recognized as leaders in this field of home equipment and are now represented by thousands of retail selling agents in practically all principal cities. MONARCH equipment is now in use in homes, hotels, restaurants, hospitals and schools.