



MONARCH RANGES

Refrigerators . . . Water Heaters . . . Room Heaters . . . Paramount Ranges

Manufactured by **MALLEABLE IRON RANGE COMPANY** *Beaver Dam, Wisconsin*

715 N. SPRING ST., PHONE 83

To our many worldly MONARCH dealers:

"It's a small world" - but do you know how big it is?

With our attention being constantly called to world affairs, we hope the enclosed MONARCH World Map will be given conspicuous wall space in your office, home or store.

We will all be looking at "the world at a glance" for some time to come - so we should become familiar with it. Country, state, town, and even road maps may be of more personal interest; but from now on world news will fill our newspaper headlines, war reports will be the topic of the day, and world affairs will determine our future lives and business.

So tear down those beautiful "pin up girls", fishing scenes and grandpa's portrait; make room for the MONARCH World Map. It will hold the interest of your customers for the duration at least - and speaking of the duration - be sure every MONARCH range in your community is being kept in good condition because MONARCHES are built to last - "Keep 'em frying".

If you should find it difficult to hang up this map in your store, send it to one of your local schools; additional copies will be supplied for that purpose while they last.

Very truly yours,

BWB:ALR

MALLEABLE IRON RANGE COMPANY.



Buy War Savings Bonds Today - Buy MONARCH Ranges After the War