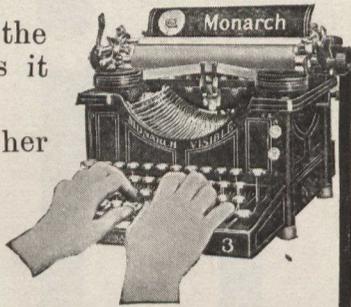


# Monarch *Light Touch*

THE extremely light action of the Monarch Typewriter endears it to all operators who use it.

The typist who takes pride in her position finds great satisfaction in being able to turn out as much work, and as good work, per hour, toward the end of the working day as during the morning. Other conditions being the same, she can always do this on a Monarch. There is



## "No Three O'Clock Fatigue"

for users of this machine. The mechanical reason for the Monarch light touch is found in the action of the Monarch type bar, an exclusive and patented feature which gives this remarkably light touch.

We would remind the business man that Monarch light touch means more work and better work, because less physical strength is expended by the operator. Therefore, cost per folio is reduced, making the Monarch a business economy.

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