



*Lifting Towers—L.S. & M.S. Railroad.*

## Here is an Object Lesson for Contractors and Architects

When the Lake Shore and Michigan Southern Railway built the first of these Lifting Towers they used

### **“IDEAL” CONCRETE BLOCKS**

for the lower story **ONLY**, and high-priced brick for the second story. After the Tower was completed, the Lake Shore Railway were so satisfied with “Ideal” construction that they have since built twelve such Towers of **“IDEAL” BLOCKS THROUGHOUT**, having their own **“IDEAL” Machines** and making their own blocks.

There are more **“IDEAL”** Concrete Block Machines in use than all other Block Machines combined. Wherever one is sold, others follow—once we get a Machine into a territory interest in Cement Block construction becomes keen because the people see buildings put up that have beauty, are cheaper, and as strong, or stronger, than if built of any other material, are fire-proof, damp-proof, etc.

We have Machines that turn out ornamental blocks of every style—our literature shows illustrations of Bungalows, Churches, School Houses, Factories, Residences, Barns, Silos and almost every conceivable kind of building—also Fence Posts, Balustrades, Balls, Piers, etc., etc.—all built with Cement Blocks made on Ideal Machinery.

## Ideal Concrete Machinery Co., Ltd.

London, Ont.      -      and      -      South Bend, Ind.