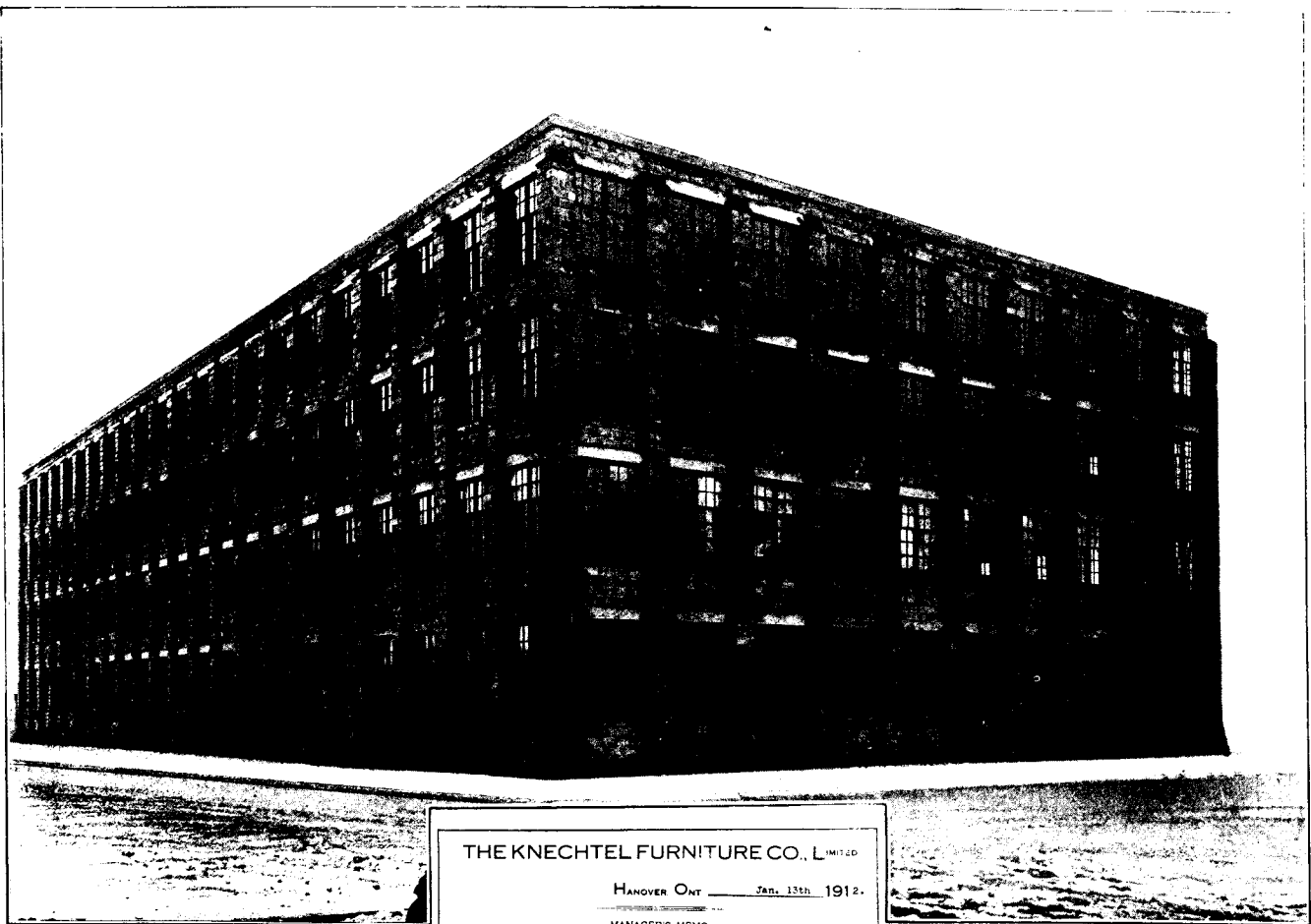


**Mr. MANUFACTURER!**  
**Build Your Factory With**  
**"Ideal" Hollow Concrete Blocks** **Reinforced  
Pilaster  
Construction**  
**No Money Wasted for Wood Forms on This Factory**



**Cost \$25,500**

This shows the new Desk Plant of the Knechtel Furniture Co., Ltd., of Hanover, Ont., built by Henry Prast, contractor, of Hanover, Ont. Dimensions: 181.5 feet x 80 x 46. The complete cost of the building was \$25,500. It would be impossible to duplicate this splendid factory, in concrete or brick, for the same money.

**Look at the Insurance Rate**

Canadian Underwriters offered the Knechtel Co. a 25c. rate. This shows how the insurance companies regard "Ideal" construction. Large factory construction is one of the great possibilities with "Ideal" machines. If you are planning a new factory or a big building of any kind, where strength, durability, low cost and absolute fireproofing are considerations—write us for full particulars.

THE KNECHTEL FURNITURE CO., LIMITED

HANOVER, ONT. Jan. 13th 1912.

MANAGER'S MEMO

Ideal Concrete Machinery Co.,  
 London, Ont.

Dear Sirs:

Your favor of the 8th is received. We are decidedly pleased with the construction and consider it a fortunate event that you happened along just when we were working on the plans. Our first intention as you know was to have solid concrete construction but we have reason to believe that the "Block" is superior in many respects, especially in the ease and speed with which a building can be carried up.

The Block construction IS IDEAL. We feel under great obligation to your Mr. Pilfer for the assistance he rendered us in planning the building. We presume Mr. Prast, the contractor, has given you dimensions and data of construction. The Canadian Underwriters' Association have offered us a 25¢ rate on the building and contents.

The factory will be operated on Office Desks, Typing Devices, and Sectional Bookcases.

Very truly,

THE KNECHTEL FURNITURE CO.,

*J. Knechtel*  
 Managing Director

Further Details for the Asking

**Ideal Concrete Machinery  
 Company, Limited**

**211 King Street, London, Ont.**

**38,750 "Ideal" Blocks**

As Mr. Prast, the contractor, says, "The block used was the 8x8x16 in. Panel Face Design Ideal standard blocks for Main Building, and 8x10x16 in. for Dry Kilns, and Boiler and Engine House, all poured piers, also all Sills and Window and Door Leads were reinforced with 1/2 in. soft steel—and were handled much easier, cheaper and quicker than reinforced concrete or brick. This is without a doubt the best looking and most substantial factory building in town."

**The Bigger the Factory**

THE MORE MONEY YOU SAVE BY USING "IDEAL" Concrete Block Construction. You get the solidity of granite, the handsome appearance of stone, the durability of marble—at a price far cheaper than brick. There is no waste for long hauls, no freight charges, no delays, no disappointments. "Ideal" Blocks are made right on the ground, as fast as needed.