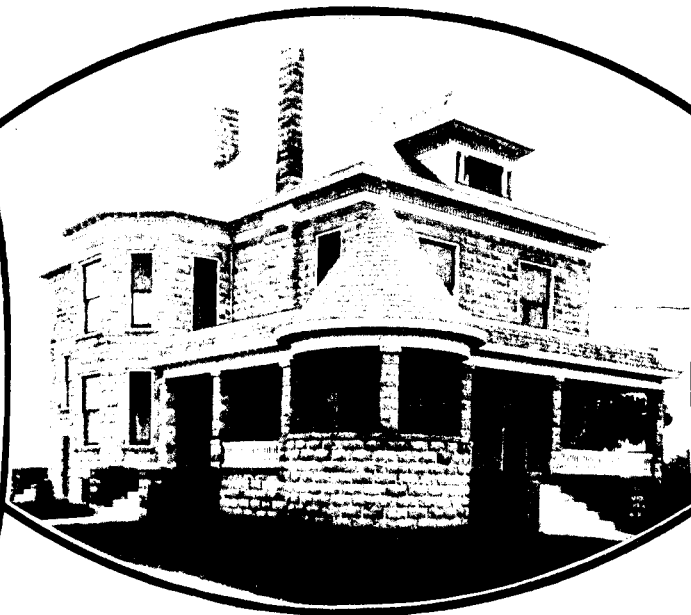


The
Work
of the
IDEAL
Concrete
Block
Machine



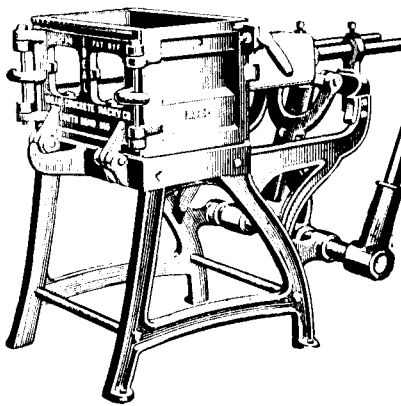
The
Beauty
of
Stone
at
Little
Cost

Ever notice how quickly *one* specially attractive type of building will influence the architecture of a whole community?

The rugged artistic beauty of Ideal Concrete Block construction is always admired. Its little cost puts it within the reach of the man who could not afford to build of brick or stone, and every Ideal Concrete building erected is *one more* everlasting free advertisement for the maker of the blocks. That's why

it pays to own an

Two Sizes: Model "A" 16 inch length.
Model "B" 21 inch length.
Interchangeable to 4, 6, 8, 10 and 12 inch
widths; 4, 6 and 8 inch heights.



IDEAL

Face-Down Interchangeable CONCRETE BLOCK MACHINE

HOW It Pays; Read What An "IDEAL" User Says:

ple, allowing a rich facing mixture, with coarser material for back of block.

Send for free catalogue showing complete line of concrete machinery, including Mixers, Brick Machines, Sill and Lintel Machines, Spindle, Ball, Sidewalk, Step, Sill Molds, etc. A practical encyclopaedia of the concrete industry.

IDEAL CONCRETE MACHINERY CO., LTD.

Factory—221 King St., London, Ont., Can.

CANADIAN SALES AGENTS, MUSSENS LIMITED, Montreal, Toronto, Winnipeg, Vancouver.

Perth Amboy, N. J., Feb. 22, 1908.

It is three months since I began the operation of the IDEAL machine, and I have established what I consider the best method of manufacturing blocks. My capacity is 160 blocks a day.

The following are the figures for each business day in my plant:

4 Bbls. Cement at \$1.61	\$6.44
2 1/2c. per block for labor	4.00
Carting blocks	1.60
My own time per day	5.00

Total	\$17.04
Average selling price 15c.	28.80

My profit per day \$11.76

Sand is plenty here, and its cost is too small to consider. Owing to the unsettled condition of the country, I did not expect to make a sale this winter. I have done no advertising, but blocks sell fast enough to keep me busy, and after three months' work, I have not enough blocks on hand to get a good start for spring.

Very truly yours,
Rob't. H. McHose.