

# A Frank Statement about Ideal Concrete Machinery

This is a frank statement to business men who want to make a profitable investment and who appreciate the relation between Price and Quality.

As pioneers in the manufacture of Face Down Concrete Block Machines, we have spent years of continuous effort perfecting a factory organization to build Concrete Machinery as nearly mechanically perfect as materials, skilled mechanics and supervision will permit.

## The Ideal Line

**Block Machines**

**Automatic  
Power Tampers**

**Sill and Lintel  
Machines**

**Proportioning,  
Continuous  
and  
Batch Mixers**

**Brick Machines**

**Water Proofing  
and  
Colors**

**Metal Wall  
Plugs**

Our business has been a success from the start. First, because we refused to market anything not up to the highest standard or which would not stand the test of practical service. Second, because we have always been frank in our advertising and have taken the purchaser into our confidence, openly revealing to him every fact which he should know.

As a result the largest amount of our business comes from those sections where Ideal Machinery has been previously introduced and has been given the opportunity of time and service in which to prove its real merits in competition with all other makes. This shows conclusively that Ideal equipment is not only made right and priced right, but is a profitable investment to the purchaser.

Every good thing has its imitators. Every business has its parasites. Ours is no exception to the rule. Scores of infringers and cheap imitators have placed inferior, unsatisfactory equipment on the market at any old price, claiming that they were "just as good as the Ideal." Some have been misled, but the test of service and the United States Court decisions sustaining our patent rights have opened their eyes. Today the Ideal is the only Block Machine that has an established value. We recognize neither competition nor competitors—there are none—our line is in a class by itself.

The Ideal Block Machine, as originally designed, has proven so efficient, simple, practical, rapid and easy of operation that its adoption has become universal.

The addition of the Ideal Automatic Power Tamper and the Ideal Scraper and Finisher has brought the manufacture of concrete blocks to a high plane, securing thereby the endorsement of architect, contractor and builder.

Our Tycerte process enables the enterprising Block Maker to successfully compete with the highest grades of building material, such as pressed brick, faced brick, cut stone, granite, etc., etc., and to produce a wide variety of artistic effects, giving ample opportunity for architectural expression. We license its use to well-equipped Ideal plants.

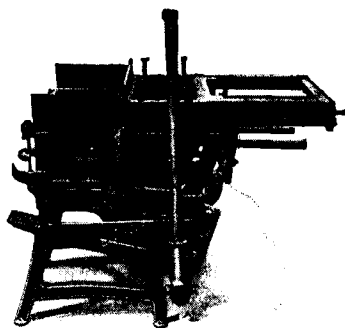
The Ideal stucco block surpasses all other materials as a base to which to apply stucco—being cheaper, stronger, more enduring and absolutely fire and water proof.

Thus Ideal Equipment has taken a tremendous stride in advance, reducing the cost of block manufacture to a minimum, insuring absolute uniformity and perfection.

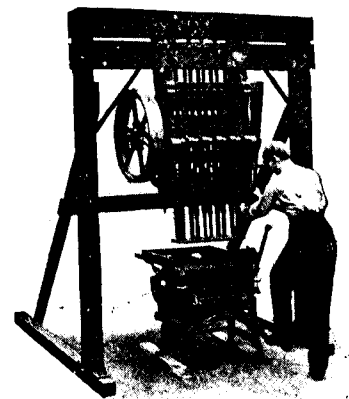
## The Ideal Line

**Attachments for  
Chimneys,  
Water Tables,  
Course Blocks,  
Octagons, Circles,  
Face Designs  
of All Kinds  
and Stucco Sets**

**Special Molds for  
Columns,  
Bases, Capitals,  
Balustrades,  
Balls, Piers,  
Porch Columns,  
Vases, Steps,  
Sidewalks,  
Tile and Fence  
Posts**



The Ideal Block Machine  
With Scraper and Finisher Attachment



The Ideal Automatic Power  
Tamper

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