



## The Centre of Interest

at the great

# Cement Show

AT CHICAGO

was the exhibit of the

## IDEAL CONCRETE MACHINERY COMPANY

THE exhibit of our United States Company was declared to be the best and most attractive in the whole CEMENT SHOW. Judging from the manner in which their large section was continually crowded, and taking into consideration the fact that *they sold more machines than all other exhibitors of block machinery combined*, it was easily seen that Ideal Machines were the "hit" of the Show.

IDEAL MACHINES have been exhibited at every Cement Show held in America. 1903, 1904, 1905, 1906, 1907, 1908, 1909 and 1910 have seen us leaders in the manufacture of concrete block machinery, and in the promotion and upbuilding of the concrete block industry. At every cement exhibit it has been proven clearly that the merits of Ideal Machines appeal upon first sight not only to the block maker, but to the contractor, builder and architect. There were visitors from China, India, Austria, and most of the important nations of the world. In every country—in every form of construction—in every type of architecture — IDEAL Blocks represent the most artistic; the greatest service with the greatest measure of safety and economy. No one who is interested in concrete blocks, whether a prospective buyer, a

dealer, a contractor or an architect, should think of taking up this subject without consulting the Ideal Concrete Machinery Company.

One of the most striking features of the Chicago Cement Show this year was the small number of concrete block machinery exhibitors. Less than half of those manufacturers who exhibited in previous years were on the Coliseum floor last week, in spite of the fact that the demand for concrete blocks and the progress of this form of construction is greater than ever before. This conclusively demonstrates the "survival of the fittest." It proves the necessity of purchasing concrete block machinery of substantial manufacturers, from whom you can always obtain new face-plates and other improved attachments. Where will the users of these now obsolete machines secure these accessories?

A display of a full line of our machinery will be made at the coming Second Annual Canadian Cement Show, to be held from March 29th to April 1st, 1910, at London, Ontario. Our factory being situated in London, will give intending purchasers a splendid opportunity of acquainting themselves with the great possibilities of Ideal equipment.

### NOTICE

*There is no question about our patent rights. The Ideal face down, horizontally movable core machine and our patents covering them were upheld by the High Court of Justice for Ontario on November 21st, 1906, the rulings enjoining infringing manufacturers from making, selling or using such types of machines. Buyers and prospective purchasers are cautioned against the purchase of this type of machine from infringing manufacturers.*

Send for our new Catalogue and Illustrated Booklet, the most complete of its kind ever compiled.

## Ideal Concrete Machinery Company, Limited

221 King Street

LONDON, ONTARIO

Also South Bend, Ind., U.S.A.