The Conservative.

for our WINDMILL BOOK

The man who knows most about windmills has written a book. It is a 40-page book with more than 100 pictures. To the man who wants a windmill every page of the book is interesting. Not a word will he skip. And when he is done he will know all that anybody knows about windmills and what they should do. He cannot be fooled; but the man who buys a windmill without reading this book will regret it. Simply send us your address and the book will be mailed to you free.

The writer of this book is president of the Aermotor Company.

But the book is not biased, nor unfair. It is a book of information, written by the man who knows more than any other man about windmills.

We are not trying to sell you direct. We simply want to tell you the facts that may save you a costly mistake.

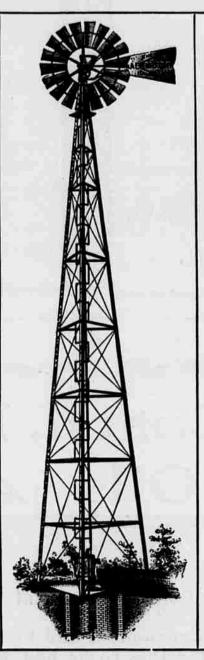
Half the cost of your outfit is in putting up and taking down. You can't get that back if you make a mistake.

When you know the facts, get the windmill you want; and if you decide on an Aermotor, you can go to your dealer for it. We will give you the name of agent nearest to you.

The writer of this book started in twelve years ago to make Aermotors. The field was overcrowded. Makers with millions of capital, and tens of thousands of agents controlled all the trade there was.

The Aermotor Company had little capital no trade, no agents, no reputation. 'Twas a pigmy among giants.

That was twelve years ago. Today the whole earth is dotted with Aermotors, and more Aermotors are sold than of all other windmills put together.



That is a record with scarcely a parallel in the history of invention. The book will tell you how it was done.

5,000 experiments were made before the first Aermotor was built. Sixty-five windwheels were tried before the right one was found.

He tells you how he knew that was right. He shows you why Aermotors work in the lightest breeze, when all other windmills stand still.

He kept on improving until 55 patents had been issued on Aermotors, covering 55 important features no other windmill has.

The book will tell you about them, and about the steel towers which he first made when other makers deemed them impossible.

In twelve years he has cut the cost of wind power to one-sixth what it was when he started.

Think what that means to you.

He has invented machinery to make each part of the Aermotor at the least possible cost.

More than half the world's windmills are now made in this factory; made by perfect machinery, in such quantities and so cheaply, that Aermotors cost far less than any other windmill worth having.

No man who reads this book will buy any windmill but the Aermotor. He will know why the majority buy Aermotors and he will demand what they seek. He will not be content to pay more than our prices for a windmill half so good. That is why we issue the book, of course. But it is better for you than for us. It saves you all you would waste if you bought the wrong windmill. It gives you the knowledge you need to avoid a costly mistake. Write a postal for the book.

AERMOTOR CO., 1268 TWELFTH STREET, CHICAGO

We have another book about Power Aermotors for doing all sorts of work — for grinding, for sawing, for cutting feed, shelling corn and running many kinds of machinery. This book is free, too. Also a book about Pumps, Tanks, Substructures, Pipes, Fittings and all sorts of Water Supply Goods. We make 160 Tons of Piping daily. Our plant occupies more than 30 Acres. This is considered a pretty good sized farm in New England.