



**THIS FREE BOOK**

After you have read "When Poultry Pays"—read the host of facts that it has to offer you—you will realize why poultry-raising ranks among the biggest single industries in the world.

# THE PEERLESS WAY

This book is full of valuable facts and figures and expert knowledge—information that will make you open your eyes as to the real profits in poultry—information that you owe it to yourself to have.



**Use The Coupon**

and the book will come to you by return mail. It will tell you a story of success achieved by 15,000 Canadian poultrymen who have adopted The Peerless Way—a story of a business in which you can succeed just as others have succeeded—of a business into which you can go almost without capital—of a way that will increase your present profits, if you are already in the poultry business. You will find in it practical information that is the result of costly experiments which you, perhaps, could not afford to make—and which you don't need to make when you have the book.

**LEE**

Manufacturing Company, Limited  
133 Pembroke Road,  
Pembroke, Ontario

Gentlemen:—Without obligating myself, you may send me your book "When Poultry Pays," and the proof of how The Peerless Way has successfully co-operated with others.

Name.....  
Address.....  
Town.....  
Province.....

Do not put this off—send for the book today—  
**NOW.**

**C**O-OPERATION, the corner-stone on which The Peerless Way rests, is the factor that is building up the poultry industry in Canada,—is the factor that has made possible the big profits in this business. This book, "When Poultry Pays,"—the book that goes to you FREE on request—is a volume you cannot afford to be without if you are even the least bit interested in better-strain fowl, more eggs, higher prices, assured markets; in short, in

## The Poultry Method That Ensures Success In The Canadian Climate.

The Peerless Way is more than merely a system for raising poultry—it is a system that is complete from the moment the chick is hatched until either the fowl or its eggs has put profits into your pocket. The Peerless Way is both a poultry-raising system and a co-operative marketing method.

The Peerless Way will show you how to "make good" in hatching and brooding—in rearing your chicks—in feeding them right—and bringing them most quickly to market size or to egg production—to the profit stage. The Peerless Way will find you a



market at highest prices—and for spot cash! That is an important part of the service. The Peerless Way guarantees absolutely to put you in touch with buyers who will take off your hands every cent's worth of your entire output at topnotch figures.

## Offers You Co-Operation In Breeding, Rearing And Marketing In The Most Productive Branch Of Agriculture.

Canada, with all her natural advantages and her special adaptability to the breeding of an extremely hardy strain of poultry, needs only to be awakened to take her proper place as the greatest poultry country in the world. But that awakening must come through YOU—each individual farmer, poultryman—each Canadian—must realize what a veritable gold-mine this field has to offer if it is only worked and worked RIGHT! And The Peerless Way is forcing this awakening—has already awakened

15,000 Canadian poultrymen to the possibilities of the industry—and CAN show you. The Peerless Way will show you the unequalled opportunity for extension that exists in the poultry business—how its numerous and varied branches are capable of rhythmic combination and unison; it will illustrate how the business may be adapted to your locality, either as an individual business of considerable size or as a work secondary to some other, either upon enlarged or confined limits.

## Get Into An Under-Supplied Market With Rising Prices

When you stop to consider how the prices of both poultry and eggs to the consumer have doubled within the last ten years, you can readily see that the market must be a tremendous money-maker for someone. Why should not you be among those who are taking the easy profits? You can be as successful as any poultry-raiser in Canada if you will only let The Peerless Way show you how—if you will only follow out our methods, and devote just a little time and more or less common-sense to the work. Poultry-raising is a long way from being over-done. One user of The Peerless Way sold nearly a quarter of a million fowl last year—over twenty-five carloads. And he started just as YOU can start—with practically no investment at all. Do not put this off—it only costs a two-cent stamp to know—write now for the book and the proof. Put the burden of proof up to us and make us prove our case—we can. Merely send the coupon.

**LEE Manufacturing Co., Ltd. PEMBROKE ONTARIO**  
133 Pembroke Road CANADA  
COPYRIGHTED, CANADA, 1910