



15,000 Canadian Poultrymen  
Have Doubled Their Profits By



# THE PEERLESS WAY

What these poultrymen have done you can do—no matter in what part of Canada you live; you can raise the crop that never fails—The crop that knows no bad years! If you have never kept poultry do not let that deter you; you will have fewer formed habits to overcome and will be ready to way. The Peerless Way will show you how to systematize your enterprise into a real money-making one. Even if you have made a failure of poultry-raising—even though you be discouraged—disinclined ever to consider poultry-raising again—investigate The Peerless Way for yourself and study the guarantee that it has to offer you, for let us say this, whether you are simply a beginner, whether poultry forms only an incidental part of your farm work, whether you are already in poultry-raising as a business, The Peerless Way affords you a real way to increase the profits. Consider this very carefully. Then read every word of what follows and send for our big FREE book entitled "When Poultry Pays."

**FREE** THIS BOOK WITH THE COMPLETE STORY OF

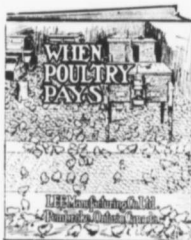
## THE PEERLESS WAY

Simply fill out the coupon and send it to us. Then when you get the book, read it at least twice. You will find it packed full of facts about raising poultry for profit. There is no clever writing nor empty theory about the book. "When Poultry Pays"; but it certainly does clear up a whole host of problems that have long and often puzzled practical poultrymen. Let this book put its plain, terse facts before you—let it tell you why and how you can put The Peerless Way to work to make money for you. Do not put it off—there is no time like the present for increasing your knowledge.

**KNOWLEDGE IS MORE ESSENTIAL THAN MONEY.**

Very little money will start you right in profitable poultry-raising—if you know how to go about the business. And The Peerless Way will show you exactly what you have to do and how you have to do it to make money. The Peerless Way is more than merely a system for raising poultry; it is a system for raising at a profit! The knowledge that The Peerless Way offers you is so explicit that a child could not misunderstand it—it explains everything—and if, beyond that, some unusual problem does arise, our Poultry Advisory Board is at your service without charge. Consider your case individually and to write you personally.

SEND US THE COUPON



**LEE**  
MANUFACTURING COMPANY,  
Limited,

150 Pembroke Rd.,  
Pembroke, Ont.

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.....

**LEE** MANUFACTURING CO., Limited,  
150 PEMBROKE ROAD.

**POULTRY-RAISING IS THE PROFITABLE BRANCH OF AGRICULTURE.**

Given the same care, time and attention as any other branch of agricultural work, there is no department that can be made to yield such handsome returns on small investment. We know this—15,000 Canadian poultrymen, working with our co-operation, have proven it for us. But it is one thing merely to "keep poultry" and quite another to get every last cent of profit out of the work. The profits are in the knowledge you possess—knowledge of how to proceed, in the first place, and after that, knowledge of how to market your output. The Peerless Way will guide you on both these essential points—will show you what to do and how to do it—and then, through our co-operative marketing plan, will take care of all the eggs and poultry you can produce and at highest market prices. When you get our book, read the letters we have printed in it from hundreds of followers of The Peerless Way in every part of the Dominion—letters from practical poultrymen who have never been able to do by any method what they have done by The Peerless Way. Get the book—just send the coupon—that brings it.



The Peerless Incubator (guaranteed for years) that has helped 15,000 Canadian Poultrymen to greater profits.

**LET US SHOW YOU HOW TO MARKET—RIGHT.**

Let us explain what we mean by Co-operative Marketing—let us tell you about the method that has been proven by 15,000 poultrymen who command higher prices than the old way of selling poultry and eggs could ever have given them. Let us explain to you how to get all the profits that rightfully belong to you. Write us for further information about this proof of successful poultry-raising; let us tell you how it has been worked out, how it has been tested, and how it has been proven; let us tell you why it is the only way that successfully meets Canadian climatic conditions—why there is no farm in Canada on which poultry would not pay better than any other crop—why our methods are so simple and yet so practical, that a schoolboy could not fail with them—why you could not find a better investment for either part or all of your time. Send for the book.

**PEMBROKE** ONTARIO,  
CANADA.