



15,000 Canadian Poultrymen
Have Doubled Their Profits By



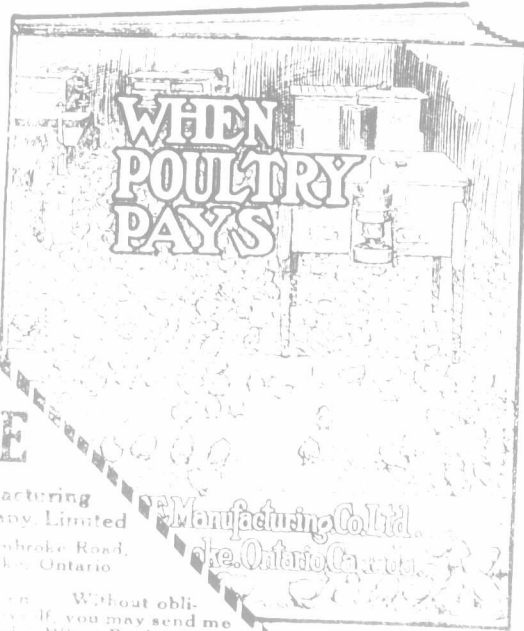
THE PEERLESS WAY

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 let The Peerless Way lead you to success. Or if you have been keeping poultry in a haphazard way, The Peerless Way will show you how to systematize your enterprise into a real money-maker. 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.

Send Us The Coupon



LEE

Manufacturing Company Limited
191 Pembroke Road,
Pembroke, Ontario

Without obligation, you may send me your book "When Poultry Pays," to show me how The Peerless Way has actually co-operated with

Name _____

Address _____

City _____

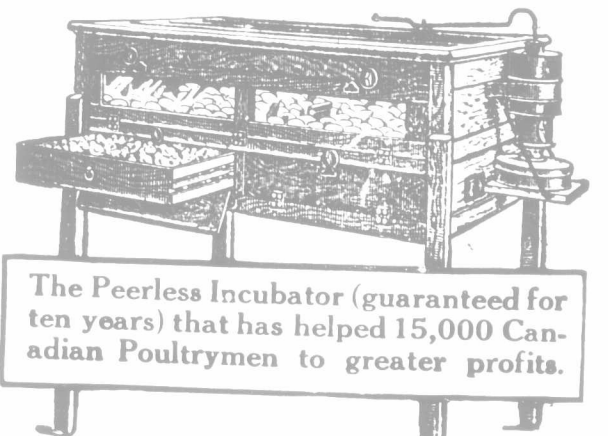
State _____

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 to consider your case individually and to write you personally.

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 for small investment. We know this, 15,000 Canadian poultrymen, working with our co-operation, have proven it for us. It is one thing merely to "keep poultry" and quite another to get every last cent of profit out of the work. The profits depend on the knowledge you possess—know how to proceed, in the first place, and that knowledge of **how to market** your output. The Peerless Way will give you



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

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.

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 on this most 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 anywhere in Canada where poultry would not pay better than it does now. Our methods are so simple that even a schoolboy could not fail to understand them. It is not a better investment than any other you can make. Send for the book.

LEE Manufacturing Co. Ltd.
191 Pembroke Road

PEMBROKE ONTARIO
CANADA