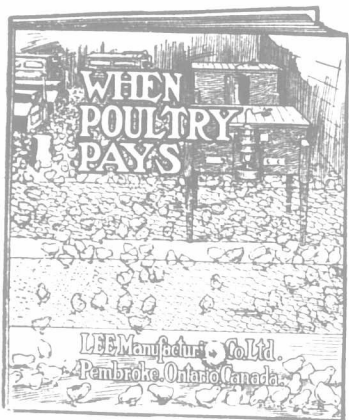


# MAKE THE PEERLESS WAY WORK FOR YOU AND INCREASE YOUR PROFITS FROM POULTRY



**Y**OU don't need to be told that the biggest fortunes are made by those who put to work for themselves, the knowledge of other people. You can put our knowledge to work for you and have The Peerless Way help you to increase your poultry-profits. Don't waste time in poultrying by trying to learn alone; begin where we have left off. Take the experience that we have acquired in operating the largest and most successful poultry farm in the Dominion—the Poultry Yards of Canada, Limited—and apply it to your own use. Over 20,846 Canadian poultrymen are now following our methods and, through The Peerless Way, with its co-operative

**“WHEN POULTRY PAYS”** is a book that tells how you can put The Peerless Way to work for yourself. Please observe that this book is not The Peerless Way itself; it is the history of The Peerless Way, rather. It does tell, however, of the success of hundreds who have adopted our methods and of how we, ourselves, have made our own poultry farm grow to the biggest in Canada; and it tells how your own success can be made to equal ours.



**Send The Coupon For This FREE Book**

“When Poultry Pays” tells you all about the Peerless Incubator and Brooder which have made The Peerless Way possible; it tells you why you cannot make a success of Canadian poultrying with incubators and brooders designed for warmer climates where there are no long, cold winters, and just how and why the Peerless is adapted to this climate. Remember, this book is a practical, common-sense treatise throughout and to the man who has a little money, average common-sense and a willingness to look after his business, it is a genuine guide to an unworked field of profit right at his own door.

**LEE**

Manufacturing Company, Ltd.  
111 Pembroke Road  
Pembroke, Ont.

Gentlemen:—

You may send me your book “When Poultry Pays,” and the proof of how The Peerless Way has successfully co-operated with others.

**Send Us The Coupon**

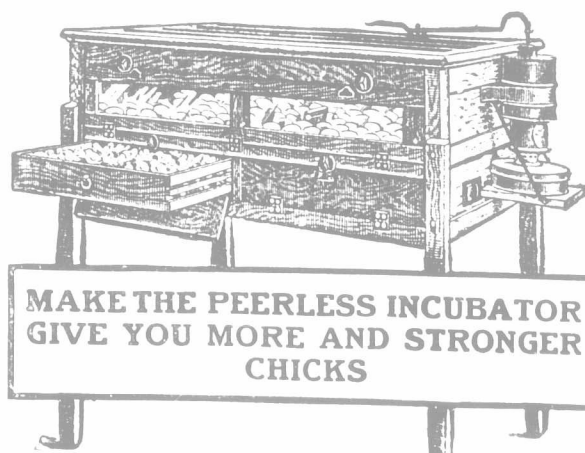
Name .....

Address .....

Town .....

Province .....

marketing plans are selling direct to the highest-cash-price-market and making more money than they could ever have made the old way selling to the middleman or the cold storage dealer. With the supply of Canadian poultry products equal to only one-third of the demand, we have realized the need for showing farmers the big profits that lie in this field of golden opportunity. But even the 20,846 we have started right, have not made a dent in the market, so rapidly is the country growing and the demand increasing. YOU can make money in poultrying—right now; and you can make greater profits every year. The Peerless Way will teach you how you can duplicate our big success, how you can increase your output at higher prices and how you can double or treble your profits.



**MAKE THE PEERLESS INCUBATOR GIVE YOU MORE AND STRONGER CHICKS**

**LEE** Manufacturing Co. Ltd.  
111 Pembroke Rd.

## Our Co-operative Marketing Plan Will Get You Higher Prices

**T**HE extra few cents' profit that you might have had—but which go to the cold-storage buyer and middleman—represent but a small per cent. of your total selling price. But they represent a very, very big percentage of your profits—and it is profits you are after. Through our Co-Operative Marketing Plan, we can put you in touch with buyers who will take your whole output—great or small—at highest, spot-cash, market prices and charge you no commission. This is merely one detail of the service of The Peerless Way.

## Profit Lies In Knowledge—Let Us Show You

**I**F you are keeping poultry now, you may not be able to see how you could double or treble your profits. If you knew how, you would do it—naturally. But you don't know. The Peerless Way will teach you the organized, highly systematized methods that govern the largest and most successful poultry farm in the Dominion—the Poultry Yards of Canada, Limited. It will not only show you how to raise more poultry and increase your egg production, but it will also show you a market twice as big again as your present market—and will show you how to take advantage of it.

## 20,846 Poultrymen Follow The Peerless Way

**I**N every part of Canada are followers of this new method of more intensive poultrying. They have succeeded. You can, too. All you have to do is to follow the instruction given free by our Poultry Advisory Board and you can't fail. Or, if you prefer, you can come to Pembroke and, for a moderate tuition fee, take a special course at our poultry farm. But don't get the idea that you must do this; you can learn just as much from a careful study of The Peerless Way right at home—use the coupon.

**PEMBROKE** ONTARIO  
CANADA