

YOU CAN MAKE POULTRY RAISING PAY IN YOUR OWN BACK-YARD IF YOU WILL ADOPT THE PEERLESS WAY



This is our No. 3 Peerless Incubator, holding 60 eggs, specially designed for city poultry-raising under the climatic conditions peculiar to Canada.

RAISING poultry on a city lot or in a backyard can be made far more than merely a fascinating hobby. It can easily be made a mighty profitable business that will bring you in a handsome revenue. At the same time knowledge of how to do it right will make the work doubly interesting. Now all that you need is knowledge—and the right kind of incubator. Yet these two necessities are both within your reach; for, by following the methods of The Peerless Way and adopting the Peerless Incubator, 20,846 Canadian poultry raisers are to-day making big cash profits. Do the same! Make poultry raising both your hobby and a business as well. Ride it as a hobby if you want to—but do more; make it yield you dividends and add to your bank account! You can do it. Remember that twenty thousand successful poultrymen have seen that our experience was worth having and following as operators of the

This Book Tells About The Practical Solution Of Profitable Poultrying on a City Lot

“WHEN POULTRY PAYS” is a book that tells, by personal letters, what hundreds of followers of The Peerless Way have actually accomplished. It tells about an incubator and brooder especially designed by Canadian experts for city poultry raising in the Canadian climate and about the plans, specifications and blue-prints of poultry houses constructed to meet this country's long, cold winters (after poultry houses actually in use at our own farm), and which form a part of our service in The Peerless Way. “When Poultry Pays” explains just how you can put The Peerless Way to work for you, tells you about an enormous, undersupplied market and gives you full information as to the best way to start. It will show you an unworked field of profit lying in your own back-yard right in the heart of your own town. If you have some spare time in your evenings, a little money and the willingness to follow directions and look after this business, The Peerless Way cannot fail to make money for you. Please bear in mind, however, that this illustrated book has cost money to prepare and publish and is too expensive to distribute haphazard; we send it only on request. If you want it, send us the coupon—

largest and most successful poultry farm in the Dominion, —the Poultry Yards of Canada, Limited, at Pembroke. So they wrote and told us they wanted to raise poultry as we raised it. You can do that too; we have guided these twenty thousand odd successful poultrymen and we are ready to guide you.

There Are Big Profits in Poultrying

TO get the maximum profits out of anything requires experience or knowledge. A bad start may take years to overcome; don't handicap yourself. Use our experience and knowledge instead of purchasing your own through bitter and costly disappointments. The Peerless Way has made smooth the hard road of the beginner and solved his problems before he even knew of their existence. Step by step, we will teach you every detail of The Peerless Way, so that as the business outgrows your back-yard, you can engage in it on as extensive a scale as we do.

It Will Cost You Little To Adopt The Peerless Way

TO start The Peerless Way working and making money for you, will not cost you much money. The principles of this plan are the same on a large or small scale—scientific management. But the cost of proper equipment varies—to start on a city lot in your own back-yard need cost you very little. And as your business grows, its own increases can be made to pay for the extension and yield you handsome profits besides.

Our Poultry Advisory Board Will Teach You

THE Peerless Way teaches our system—complete. But if, at any time, special problems peculiar to you alone, do arise, our Poultry Advisory Board is always at your service free of charge,—not only when you are starting out in business, but to the very last day you are running a Peerless Incubator and following The Peer-

less Way—ten years hence or even longer! All you need to do is to write and your problems will be investigated individually and answered personally. We stand back of our followers not only in the raising of poultry, but also in turning their poultry and poultry products into revenue producers of the highest type.

We Teach You Co-operative Marketing

THE few extra cents of profit which you might lose through ordinary marketing, cause but a small loss on your total selling price; but they represent a very, very big per cent. of your profits! Our Peerless Co-Operative Marketing Plan will put you in touch with buyers who will take your entire output,—large or small,—at highest, spot-cash, market prices. Or we will show you how you can sell direct to the consumer, or to the special private trade that is always glad to pay higher prices for guaranteed fresh eggs. We will show you how to handle that too. This is merely one more detail of the service offered by The Peerless Way.

Get Into An Under-Supplied Market With Rising Prices

THE rise in prices of both eggs and poultry, during the last few years, will show you 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 anyone, if you will only let The Peerless Way show you how—if you will follow our methods and devote just a little time and more or less common-sense to the work. Send the coupon and get “When Poultry Pays”; it will tell you more about The Peerless Way.

LEE

Manufacturing
Company, Ltd.

119 Pembroke Rd.
Pembroke, Ont.

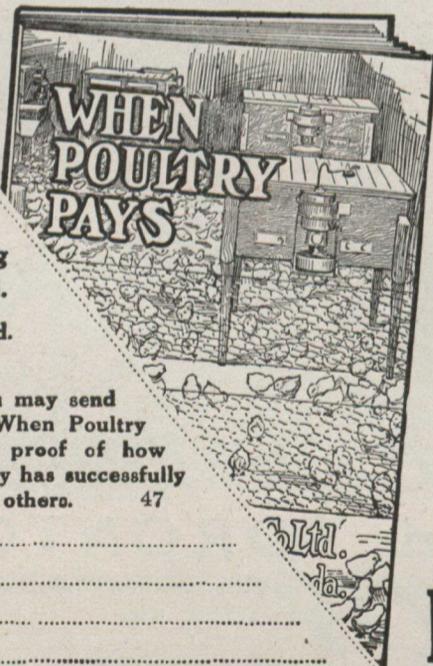
Gentlemen:—You may send me your book “When Poultry Pays,” and the proof of how The Peerless Way has successfully co-operated with others. 47

Name.....

Address.....

Town.....

Province.....



We
Send
The
Book
FREE
For
The
Coupon

LEE Manufacturing Co., Ltd. **PEMBROKE** ONTARIO
119 Pembroke Rd. 47 **CANADA**