

Join the Peerless Poultry-for-profit Club



An association, the chief object of which is to help the Farmers of Canada make more money out of poultry



THERE is big money in poultry raising — Anyone who is raising poultry right will tell you that.

The Canadian Government census for 1901 proves that the Canadian hen produced eggs and table poultry, during that year, to the value of \$16,000,000.

Though there are no official figures for 1908, the following is a conservative estimate made by F. C. Elford, of Macdonald College:

If the Canadian hen laid the same average in 1908 that she laid in 1901 there would be for this year about 103 million dozen eggs, which at 25 cents would mean a gross revenue of 25½ million dollars.

But a good, honest hen should lay more than seven dozen eggs in 12 months. No class of farm stock will respond so readily to good treatment. Providing she gets this care and that one dozen more eggs per hen is the result, the increased revenue from the extra dozen eggs would amount to 3½ million dollars. Give the hen yet a little more selection and care so that the average yield would be 10 dozen, which is by no means large, and the increased revenue would be 11 million dollars, or a gross income from the poultry yards of Canada of 36¾ million dollars.

In spite of this the demand has not been filled by the supply.

There are more eggs and poultry wanted than the farms of Canada are producing.

The farmers of Canada are not raising enough poultry, nor are they making as much profit as they should out of the poultry they raise.

Now, the Peerless Poultry-for-profit Club has been formed to help the farmers of Canada raise more poultry, and raise it more profitably.—

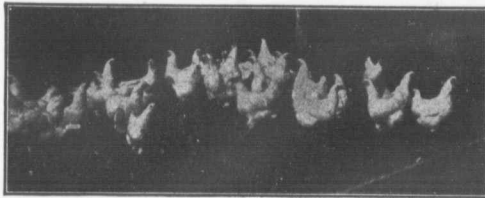
Help them with expert advice on every point in the production of poultry, from the hatching of the chicks to the selling of them.

This is practical advice given by men who are raising poultry, and making money out of it—men who have made a study of the subject—men who have been up against all the difficulties of poultry raising and have overcome them.

Membership in this Club and all the advice and help that goes with it, is absolutely free to every user of a Peerless Incubator and Brooder.

You see we, who make the Peerless Incubators and Brooders, are closely allied with the largest and most successful poultry farm in the Dominion—the Poultry Yards of Canada, Limited.

In fact it was raising poultry on this farm—looking for every means to make it more successful, more profitable, that induced us to produce the Peerless Incubator and Brooder.



Money Makers of the Poultry Yards of Canada, Limited, Pembroke.

We tested every incubator on the market—gave each one a thorough and careful trial.

Not one of them came up to the standard which we were looking for. The best United States machines failed because they were not built to suit Canada's climate. The Canadian incubators were mere copies of obsolete United States machines—built to sell, not to hatch chicks.

So we built the Peerless Incubators and Brooders out of the knowledge and experience which actual poultry raising in Canada taught us.

We have published a booklet called "When Poultry Pays," which tells the whole story of how we came to build the Peerless Incubator—and why it must be the best machine for anyone in Canada to use.

Writing for a copy of this booklet is the first step towards joining the Peerless Poultry-for-profit Club—the first step on the road to sure profits from poultry.

This booklet tells how poultry is being profitably raised now in Canada. It tells how you can work in with the most successful poultry farm in the country, and make big profits under their guidance.

Join the Peerless Poultry-for-profit Club now and start in making money.

This is not like a gold mine. In a mine you just guess or hope that the yellow metal is there—99 times out of a hundred it isn't.

But in the poultry business the gold is there—that's sure and certain. Others are getting it. You can get it—if you go about it right.

Going about it right means joining the Peerless Poultry-for-profit Club and taking advantage of the knowledge and experience of those who are making poultry pay—who are ready to help you in every way.

There is no farmer in Canada who is making so much money that he can neglect to get the certain profit that he can make out of raising poultry the Peerless way.

It takes but little time and little work to clean up a tidy sum each year raising poultry—your wife or daughter can do all that is necessary, and do it well, under our advice and help.

You see, if you buy an ordinary incubator you have to struggle along by yourself. The maker's interest ends when the machine is paid for. But that's not the Peerless way.

We want to see every Peerless Incubator make big money for its owner.

You can't help but make money once you join the Peerless Poultry-for-profit Club. We won't let you fail.

Now, while you are thinking about it, is the time to take the first step. Write us a postcard now for our booklet—"When Poultry Pays." We'll mail it to you at once.

Peerless Incubators and Brooders

WE SHIP THE PEERLESS FREIGHT PREPAID

LEE Manufacturing Company Limited, 382 Pembroke St. Ontario, Pembroke, Canada