



## Raise The Crop That Never Fails

That crop is poultry—the crop that knows no “bad years.” You can raise that crop on your farm, no matter whereabouts in Canada it is. You can raise poultry successfully, make money doing it, and be sure of a good market for all you do raise. You need make no heavy investment to start at it; you need no elaborate equipment; you don't have to give up a big slice of your land to poultry-raising, even if you go into it on a pretty big scale.

Nor is it hard work to make a go of poultry-farming,—not anything like the work it takes most everywhere to make even a pittance out of ordinary farming. Poultry-raising, nowadays, with The Peerless Way to follow and the certainty it provides for you, is actually a business that you owe it to yourself to get into, and to get into right away. Consider the matter carefully. Read every word of what follows, and act upon its suggestions.

## This Is How You Can Make Your Farm Pay Better

First of all, sit down now and drop us a post card with your name and address on it. That will bring you a book you ought to read twice, at least,—it is packed so full of facts about poultry-for-profit. It tells you the real truth about poultry-raising; there is no empty theory, no clever writing, in it at all; but it certainly does clear up a lot of problems that use to puzzle people. This book explains just why The Peerless Incubator, The Peerless Brooder, and The Peerless Way make a combination that puts success within anybody's reach—makes success practically certain, failure practically impossible.

The Peerless Incubator is so designed, so constructed, from practical experience, with precise knowledge of the climatic conditions of every section of Canada, that it will positively hatch perfectly in any part of the country. When you get that book we ask you to send for, you will read letters in it from every province of the Dominion,—letters from people who have done with the Peerless what they could not have done with any other incubator built. That may sound like a bold statement; but you will learn its truth once you study the subject. Get the book and see why.

## Very Little Money Will Start You Right

Don't imagine for a moment that you need a great deal of cash to start after the profit there is in poultry. One important feature of The Peerless Way is how easy it is made for our friends to go into the business with but very little ready money. And don't imagine, either, you need be anything of an expert to succeed with poultry. Your own good common-sense, added to a fair degree of diligence and effort, equips you thoroughly to make money poultry-raising, and to make it quick. Get the cold facts.

## We Guarantee To Find a Buyer For Your Product

Here is another valuable service you get when you follow The Peerless Way:—We guarantee to find a buyer for all the fowl or eggs you want to sell—a buyer who pays spot cash, pays the highest market prices, and charges no commission whatever. Poultry prices, and prices for eggs—as you would know if you lived in a city—have been climbing steadily year after year. They are going to be higher still; they will never be lower, at least; because the demand is growing faster than the supply.

## You Get, Free, The Advice And Aid of Experts

Another very important thing about The Peerless Way is that our interest in your success doesn't lapse when your Peerless Outfit is shipped. We figure, you see that our reputation is largely bound up with your success—yes, with your individual success, once you become a Peerless follower. If one Peerless customer should fail at poultry-raising because we did not do all we should have done to help him, we would feel disgraced. So we try to see to it that no Peerless user fails. Our Board of Experts gives advice, counsel, detailed instructions, to any Peerless user who wants them. And the advice is so plain, so explicit, that a child could not misunderstand it. It tells just how to overcome every difficulty poultry-raising has; and it explains fully the methods which have built up the largest poultry-farm in Canada—the great Poultry Yards of Canada, Limited, at Pembroke, where the Peerless method of hatching was perfected and is exclusively followed.

## The Best Paying Business You Can Get Into

For the work involved and the money required, poultry-raising, The Peerless Way, is the best business there is. It has possibilities big enough to interest a capitalist, and yet a schoolboy of average intelligence can succeed at it, make money at it, prosper in it, yet start with but a few dollars. There is not a farm in Canada on which poultry cannot be raised for profit; there is not a farm on which poultry will not pay better than any other crop. You simply cannot find a better investment for part of your time or for all of it.

Neither can you find a better way to go into it than The Peerless Way. Ten thousand people are doing well with it. So can you.

## FREE Big Valuable Poultry Book

You have read enough here to convince you, probably, that there really is something worth while in poultry raising The Peerless Way. Now send for the FREE book that tells the whole story—that clinches the whole argument—that gives facts and figures and proofs—things you want to know, and ought to learn of right NOW. Make a start this very day. Send for the book. Address:



Let us ship you this and trust you for it. We pay the freight and give you a 10-year guarantee.

## We Trust You Willingly

When it is not just convenient for our customers to start on a cash-down basis, we willingly arrange such long credit terms that the Peerless equipment pays for itself—earns its whole cost long before the last payment is due. You will find us very easy people to deal with; you will be pleased and satisfied at every point. Write us to-day.

We carry ample stocks in our big distributing Warehouses at Winnipeg, Regina, Calgary, Edmonton and Vancouver, for the convenience of our Western friends. Address all letters to Head Office at Pembroke, Ontario. They will receive prompt attention.

**LEE Manufacturing Co., Ltd.** 107 Pembroke Road **PEMBROKE ONTARIO CANADA**