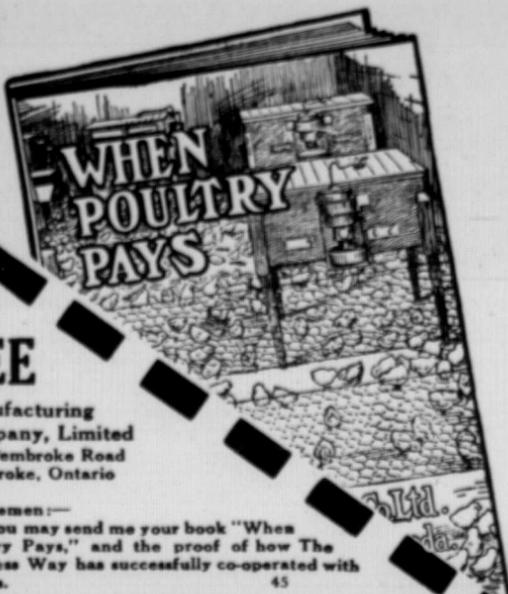


# THE PEERLESS INCUBATOR AND THE PEERLESS WAY HAVE DOUBLED THE PROFITS OF 20,846 POULTRYMEN

**A**NY farmer can raise "poultry-for-profit" on the same plan and under the same conditions as we do it at the Poultry Yards of Canada, Limited, and make just as big a success as we have made of this, the largest and most profitable poultry farm in the Dominion. You can do it. You can put to work for you The Peerless Way and the Peerless Incubator and double or treble your profits right from your first month. Over 20,846 Canadian poultrymen have proven this. By following our system, they are making their poultry pay them greater profits than they ever dreamed were in the business.

**T**HE book, "When Poultry Pays," tells what hundreds of followers of The Peerless Way have accomplished. It tells why the price of eggs doubled in seven years; it tells about a market that exceeds the supply by 200%—a market you can help supply at constantly rising prices; it tells about a plan that is more than merely a system of poultry raising—a plan that raises poultry at a profit; it tells about co-operative marketing—how the highest prices are secured in either large or small quantities; and, by no means least, it tells you exactly how to get started in this field of profits that lies right at your door.

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

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Remember, we will not send you this book unless you ask for it. "When Poultry Pays," illustrated throughout, has cost a good deal of money to produce and you will have to signify by asking that you are interested. Do not send for it with the idea that it offers any "get-rich-quick" plan, however; but if you have just a little money, a fair amount of horse-sense and a willingness to follow the advice of experts and look after your business, you can double your profits from the start. Indeed, if you will work just a little harder, you can treble them. If you want the book

Use the  
Coupon

**We Will Show You  
How To Raise At A  
Profit.**

**T**HE Peerless Way, more than merely a system for raising poultry, will show you how to raise at a profit. Our Poultry Advisory Board sees to it that no followers of our methods ever fail. They give advice, counsel and detailed instructions in every step—from starting to marketing. Our 20,846 successful followers can testify to this—and many of them do so in our book.

**We Will Show You  
How To Get Better  
Prices.**

**T**HIS alone is a valuable part of the service included in The Peerless Way. We guarantee to find, for all your poultry products, buyers who will pay you the highest spot-cash prices and who will charge you no commission for the service either. You do not need to be dependent upon the middleman and cold-storage buyer when you understand co-operative marketing. You do not need to give away part of your profits; the last few cents on every deal is your own "velvet"—and goes into your own bank-account.

**We Will Show You  
The Best Way to Start**

**Y**OUR start is important; without experience or guidance, you can badly handicap yourself in the beginning. It may take years to overcome a bad start. The

Peerless Way will put your first step on the right road to success, will show you the incubator and brooder that meets the climatic conditions of Canada's cold winters, and will furnish you with plans, blue-prints and complete specifications of poultry houses, etc., that are actually being successfully used today in Pembroke at the Poultry Yards of Canada, Limited.

**You Can Learn At  
Home Or Come To  
Pembroke—As You  
Prefer.**

**T**HE Peerless Way, combined with the free, personal advice of our Poultry Advisory Board, will make poultry raising profitable for you. If you will take the Peerless Incubator and Brooder and just follow the plain, explicit directions of The Peerless Way, step by step, you cannot go astray. Or if you prefer it, you can come to Pembroke and, on payment of a small tuition fee, take a course of personal instruction at the Poultry Yards of Canada, Limited. But don't think you have to do that to make a success—for you don't.

**Consult Our Poultry  
Advisory Board.**

**G**ET a Peerless Incubator and follow the instructions of our Poultry Advisory Board as outlined in The Peerless Way. Or, in special cases, consult them by mail free. You can't fail to increase your profits. If you are interested in greater profits from poultry, send for our book—NOW.

**LEE Manufacturing Co. Ltd. PEMBROKE ONTARIO  
130 Pembroke Rd. CANADA**