

# Farmer's Advocate and Home Journal

WESTERN CANADA'S AGRICULTURAL WEEKLY

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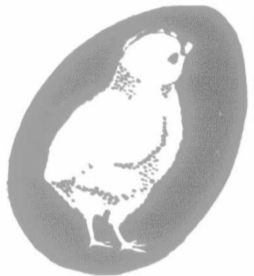
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## LET THE PEERLESS WAY SHOW YOU HOW TO MAKE A SUCCESS OF POULTRY RAISING IN CANADA

THE PEERLESS WAY of co-operative raising and marketing of poultry will absolutely guarantee success to every poultryman who will carry it out complete. Whether you have never kept poultry—whether you have kept poultry and made a failure of it—whether you have kept poultry merely in a haphazard way—or whether you are now doing well but might do better—The Peerless Way can help you to greater profits. For The Peerless Way shows how to hatch—feed—care for—fatten and kill and HOW TO MARKET.



Send right away for a full description of this money-making method. Let us explain to you just exactly why The Peerless

Way will get you more profits, and let us send you our big, plain-spoken, Free Book containing **Some Facts, Their Proofs and an Interesting Offer**

that will enable you to put The Peerless Way to work for yourself at a cost so low as to be scarcely worth considering. This book is very frank; it tells you just what you can do, and what you cannot do, and, if you have any leaning whatever towards poultrying as either a business or a side-line, you will be interested in the straightforward way it comes out with information that is vital to your success.



**LEE**

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

Gentlemen:—Without obligating myself, you may send me your book "When Poultry Pays," and the proof of how The Peerless Way has successfully co-operated with others.

Name .....

Address .....

Town .....

Province .....

The Book Is  
**FREE**  
Use The  
Coupon

### It Will Cost You Little to Adopt the Peerless Way



You don't need a great lot of cash to make the right kind of a start in poultrying; the knowledge of what to do and what not to do is far more essential. But you do not need to be an expert; for we are ready to supply you with all the necessary knowledge. If you have just a little money, and a pretty fair amount of common-sense, added to enough diligence to look after things properly, The Peerless Way can make poultry profitable for you.

### Co-Operation In Raising and Marketing



The Peerless Way is a great deal more than merely a system of poultry-raising; it is also a practical method of co-operative marketing,—a system that will make you independent of combines, and enable you to obtain top-notch prices for large or small quantities of eggs and poultry by showing you how to market to the very best advantage.

### The Peerless Way Has Over 15,000 Successful Users

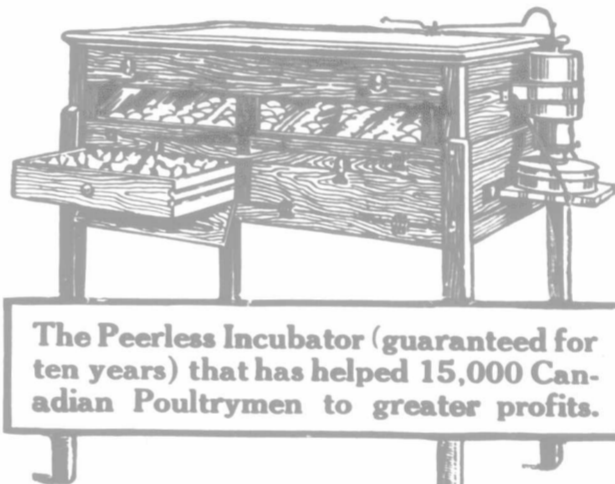


Over fifteen thousand poultrymen in Canada have made a success of poultry raising by The Peerless Way. They have made no heavy investments—they have started with no elaborate equipment—nor have

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**LEE** Manufacturing Co. Ltd.  
134 Pembroke Road

they given up a big tract of land to their poultry yards. They have simply done what you, or any other capable person, can do—adopted our system, followed the plain, practical method it teaches, and used freely



The Peerless Incubator (guaranteed for ten years) that has helped 15,000 Canadian Poultrymen to greater profits.

the advice of our experts. Most of them, without knowledge or experience, have stepped into the business that guarantees high dividends on a small investment. Some of them are devoting only part of their time to it, and a few of them are devoting all their time to it—though mighty few of them gave it all their time on the start. But every man

who has consistently followed our plan has achieved success.

### You Can Have Free Advice From Our Poultry Advisory Board



If you are a user of The Peerless Way, you are entitled to consult our poultry experts at any time without charge. The Peerless Way covers everything in poultry-raising that it is possible for any method to cover, but if, at any time, a point comes up that is peculiar to you alone, all you have to do is to write us. Our experts will consider your case individually and write you personally. This service is free to every member of the Peerless Family.

### We Will Show You How To Market Your Poultry And Eggs.



The Co-Operative Marketing plan, that forms so important a part of The Peerless Way, has helped our 15,000 co-workers to make more money than any one of them could have made, working individually. The poultry market is a real market—if you know how to take advantage of it. We are constantly over-run with orders for both eggs and poultry. As a matter of fact, poultrying as a business is a long way from being over-done in Canada—there is plenty of room to make good money out of it. Be sure to send for our book.

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**PEMBROKE** ONTARIO  
CANADA