

BE not lured by the siren voice of him who sings only a song of "price and terms." The old time worn and once magic favorite has served its purpose and served it well.

Be not beguiled into thoughtlessly making "What are the price and terms?" the leading question and so strike a most unsound, misleading but mighty responsive chord in him who has little else than a song of "price and terms" to sing.

This notorious old song can yet be sung well, long and sympathetically, and even of late has been known to lull inexpert gas power buyers into forgetfulness that they started out to buy something besides "a seemingly choice line of credit."

For example: Say \$100 will buy a perfectly cut, pure white one karat diamond. \$100 will buy a much larger diamond if imperfectly cut (poor workmanship) or if off color (poor material). "More of one kind than the other for \$100"—that's the point we want to make.

The expert diamond buyer, first off, puts a jewel under a strong magnifying glass. What for? To find the price mark? No, sir! He is giving it the acid test of quality. If it doesn't measure up to standard he won't buy it at any price. "Quality" first, "quantity" and "price and terms" afterwards, is the formula of all experts; whether buyers of jewels, cattle, horses, grain, machinery, or what not.

"Price" alone means nothing. "Price and terms" means nothing. "Price, terms and quantity" mean nothing. Value can only be arrived at by a careful analysis of first, "quality," second, "quantity" and third, "price and terms." By considering all carefully, thus and only thus, can value be ascertained.

NOW SPEAKING OF FARM TRACTORS

There are three kinds: First, poor; second, good; third, best. The First Kind cheaply made, are priced high for value offered, run now and then and usually, unless the buyer is a mechanical genius, runs him in the hole—and even then they are not a good investment because they are not honestly serviceable.

The lure offered to sell this kind of a tractor is "price and easy terms." Bear in mind when buying power, you first need and must have a genuine farm tractor. You can't plow, seed, harvest, thresh or haul with credit, and no matter what terms you get, pay day comes some time and interest multiplies all the time.

The Second Kind are those more honestly built, which do some things and do them well. But there are many other things they do not do. This kind is a good, but not the best, investment.

The Third Kind are those complete machines of highest grade in every part and detail, whose makers do not apologize for a lack of necessary mechanical features they ought to have, but have not.

This third kind is a mighty fine investment for any grain grower, regardless of acreage farmed, because they are money makers all the time and, when not employed on their owner's farm, are always busy elsewhere with never ceasing job work easily obtained. Everybody favors the outfits with a reputation for delivering the goods.

The first two kinds are being discriminated against more and more by the progressive and wide awake farmer.

You see this is a world of progress, yet some manufacturers are standing still—vainly hollering Whoa! and in the meantime trying to persuade patrons that imperfect and incomplete tractors are just what should be purchased.

This, however, is rapidly growing to be a most unprofitable policy as grain growers are steadily discontinuing the purchase of out-of-date machinery. The laggard manufacturer must either get in the van of progress or out of business!

Today, as never before, gas power buyers are figuring from three angles: "Quality, quantity and price." They are no more wholly blinded by the heretofore magic words, "price and terms."

NOW LET'S TALK ABOUT THE PIONEER "30" A BIT

It scored 4 1/2 out of a possible 5 points in the 1912 plow contest for straightness of furrow; a mighty striking tribute to its patented steering method and ease of control—the next best showing made by any other tractor was 4 points—that's a record.

Add to the foregoing only a few of the Pioneer features which you do not get at all in other farm tractors and you have a surprising sum total of quality and quantity; you begin to see how we would be justified in pricing the Pioneer "30" a whole lot higher than other ordinary tractors; but we don't, the price is about the same.

NOW FOR THE DOLLARS AND SENSE PART OF IT

Let's see what, in dollars, sense indicates some few exclusive Pioneer features to be worth. If it has features not included in other tractors, certainly they add something to the manufacturing cost and something to the value of the machine in added life and efficiency.

Let's try to arrive at a real dollar value of a few prominent Pioneer "30" features—that's the sense part of it.

Let's Talk Dollars and Sense

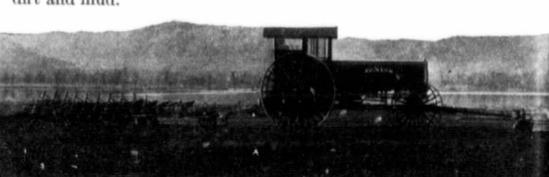
1st: We have a four-cylinder double opposed motor. So perfectly balanced is this power plant that a coin, a quarter, half dollar, or dollar, may be balanced on end on the crank case of the running motor, giving a remarkable demonstration of its freedom from vibration.

The Pioneer motor is a marvel of gas engine development never before approached in a power plant of its size. It is one of the great engineering accomplishments of the gas power era. It develops and delivers without effort a mighty and ever-flowing stream of the most constant power.

What does sense indicate this smooth running power plant adds in dollars to the life of the machine through the absolute elimination of vibration, through reducing depreciation, and wear and tear during the life of the tractor? Let's be mighty conservative and say only \$150

2nd: All gears including the big drive gears are entirely enclosed and encased and run in oil baths. Everybody knows how grit and flying dust literally eats up open gears which run for the most part dry, and, particularly, the big drive gears which are very close to the ground and which collect no end of dirt and mud.

How much does this Pioneer feature, "oil cases and oil baths," add to the life of the gears during the life of the farm tractor? What does sense indicate this is worth in dollars? Let's figure very closely and say only \$150



An Automatic Outfit—the Pioneer "30" with its remarkable self-guide the only one of its kind in the world, and which if through any cause leaves the furrow, will of its own accord automatically turn itself into the furrow, combined with automatic self-lift breaking plows.

3rd: All working parts including the motor are entirely covered, thus protecting all machinery from flying sand and dust; also in rainy weather it prevents troublesome ignition short circuits, which are mighty tedious and bothersome.

What does sense indicate this feature is worth in dollars during the life of a tractor? Let's make a low estimate and say only \$50

4th: All transmission gears are machine-cut from solid steel, making the strongest, most smooth running and highest type of gear possible. (Compare Pioneer cut steel transmission gears with the rough irregular out-of-round noisy cast gears usual in farm tractors, which are made by simply pouring hot metal into a sand mould). Think of the difference in the cost to manufacture them and the difference in the wearing quality. Think of all the power saved and the reduced fuel consumption by cutting out useless friction.

What does sense indicate this feature is worth in dollars during the life of the farm tractor? Again let's under estimate it and say only \$100

5th: There are different sets of gears in the Pioneer transmission—in other words, three forward travelling speeds are provided, with a separate set of gears for each speed.

The Pioneer furnishes any desired speed at the option of the operator, from one and a half to six miles an hour.

What does sense indicate it is worth in dollars to get away from bevel transmission gears? Let's be generous to the other fellow and say only \$100

6th: Power losses and troublesome bevel transmission gears are entirely avoided. Any mechanic will readily tell you without hesitation that bevel gears do unquestionably waste power and that they are not as efficient by a long shot as straight cut steel spur gears, "The Pioneer Kind."

7th: The Pioneer radiator is not an ordinary galvanized iron tank like is common to most farm tractors. It is wholly of brass and copper like all automobile radiators,—only better,—because it is put together in sections, so that if any section should through any cause be punctured or become leaky, it may easily and instantly be removed and work continued without it.

Any defective section can be carried under your arm to the tinsmith and repaired at your leisure. It is not necessary to remove the whole radiator for repairs. It cools the motor perfectly under all conditions with about thirty gallons of

Pioneer Tractor Company Limited CALGARY ALBERTA

These three forward speeds are provided so simply by our patented construction that only one added moving part is necessary to procure them.

If each set of these gears are worked one third of the time, our transmission must naturally wear three times as long as that of other tractors for no other reason than that there are three sets of working gears, provided instead of one if every other thing were equal.

With the motor governed at its normal speed, these gear shifts provide forward travelling speed of:— Two miles for breaking and for very heavy work.

Three miles for plowing cultivated land, harvesting and other field operations in which this speed is favored by the operator.

Four and one-half miles an hour for hauling and for seeding in wet spring weather when a heavy load makes the tractor wheels slip—and a light load does not.

In seeding with the Pioneer, the load may be cut in two and moved forward twice as fast: thus the tendency of the wheels to slip is cut in two and still the same amount of work is done in the same amount of time.

This feature makes it possible to proceed with work with the Pioneer during wet seasons when single speed tractors, even of the same weight would have to be laid aside.



Pioneer "30" pulling 12 bottom Engine Gang on the field adjoining the 1912 Winnipeg Motor Contest.

What does sense indicate is the value of this great and useful feature? What is it worth in dollars? (No tractor is a whole tractor without it). Let's again be mighty conservative and say in the whole service of the farm tractor, this feature is worth only \$250

8th: Power losses and troublesome bevel transmission gears are entirely avoided. Any mechanic will readily tell you without hesitation that bevel gears do unquestionably waste power and that they are not as efficient by a long shot as straight cut steel spur gears, "The Pioneer Kind."

During the life of a tractor mighty little useless friction loss will burn up a large additional quantity of expensive fuel and it takes mighty little trouble to make reliable gears pretty desirable during the life of a tractor.

What does sense indicate it is worth in dollars to get away from bevel transmission gears? Let's be generous to the other fellow and say only \$100

9th: The Pioneer radiator is not an ordinary galvanized iron tank like is common to most farm tractors. It is wholly of brass and copper like all automobile radiators,—only better,—because it is put together in sections, so that if any section should through any cause be punctured or become leaky, it may easily and instantly be removed and work continued without it.

Any defective section can be carried under your arm to the tinsmith and repaired at your leisure. It is not necessary to remove the whole radiator for repairs. It cools the motor perfectly under all conditions with about thirty gallons of

cooling liquid and there is little or no vaporization—no more refilling water tanks every two or three hours

Of course this radiator costs us more to make than the ordinary kind, but we believe it is worth it. Time wasted is money lost; sometimes in a busy season, much money. That is why we believe in supplying the Pioneer with only the best equipment.

What does sense indicate this high grade feature is worth in dollars during the life of the tractor? Let's make it low and say only \$75

8th: An operator's cab is provided away from the heat of the running motor, which may be entirely closed by windows or screens for protection, at the option of the operator. In this cab is a comfortable upholstered seat, with back and arm rest, so placed high enough that the operator when comfortably seated has, through the cab lookout, an easy seeing gun shot guiding line to insure perfect field work.

All operating levers are conveniently grouped within easy reach around the operator's seat and the Pioneer is operated as easily and comfortably and in the same manner as the automobile. (Compare the easy sensible operation of the Pioneer to the needless, tiresome, grilling work insisted upon by other tractor designers). No more standing on tip toes all day long and breaking necks looking over high wheels. No more standing for twelve hours over the intense heat of a running motor. No more useless discomfort from flying sand and harsh winds. No more is the operator a perfect browsing ground for long-billed mosquitoes.

The Pioneer is designed to produce a maximum efficiency with a minimum effort. The farm tractor is a production machine, pure and simple. It saves and makes money through its ability to produce grain and produce it cheaply. The operator, one of the tractor's most important production factors, was not thought of last when the Pioneer was designed. He can, without question, do more hours' work with less loss of energy with the Pioneer than any other tractor on the market.

What is this added production efficiency worth in dollars? What does sense indicate this feature to be worth to the man who invests his money in a Pioneer tractor? Let's be very, very conservative and say \$150

Total Value over Ordinary Tractors \$1025

We may not agree absolutely as to the dollar value of some of the above features. We, however, believe that individually, each is worth much more than we have put down in dollars. Certainly there is a big value in the Pioneer "30" over any other farm tractor.

If you do not agree with the figures above, if you think they are too little or too much, add or subtract and arrive at a dollar value satisfactory to yourself. Some tractors may not have some of the objectionable features referred to above; some may have one or two of the desirable features listed above, but that is all, and is true to mighty few of them. Therefore, simple subtraction or addition will enable you to arrive at a value in dollars according to your own opinion.

The Pioneer "30" was first to do each and every one of the above things. A leader always—first it has ever been and is now. We feel this leadership justifies our accepted slogan,

"FIRST IN GAS TRACTION"

Thus the Pioneer "30" offers \$1025.00 in added value. There are no end of other exclusive features—many of them—so numerous that they cannot be recited here, but each adds to the sum total of quantity and blends into an exclusive quality.

THE PIONEER "30" THE WORLD'S CHEAPEST TRACTOR

Price and terms, quantity and quality all considered. If you are not already on our mailing list, send the attached coupon for full particulars concerning

THE PIONEER "30"—THE ULTIMATE TRACTOR

CUT OUT, SIGN AND MAIL

The Pioneer Tractor Co., Limited, 201 Alberta Loan Bldg., Calgary, Alta.

Kindly send me free, full particulars of the Pioneer "30."

My name is

My post office is

My Province is

I farm acres

C.T.F., APRIL

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