

DEALERS EVERYWHERE

The Argo Motor C

The
ARGO CAR
\$295

Top, Windshield, Gas Head Lamps and
Generator, Extra

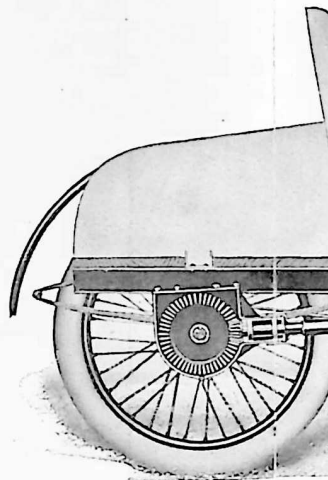
No car is more
No man can afford
No car has as
Not cheaply made
engineering triumph



A real automobile.

A reliable, safe economical means of transportation.

Automobile transportation at the cost of street car fare.



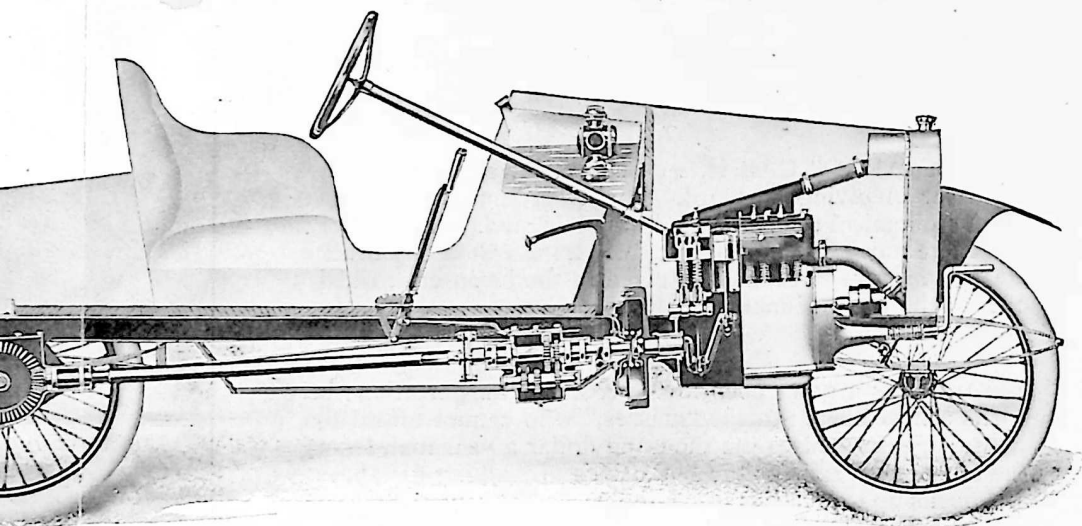
Company, Inc. - Jackson,

car is more reliable in performing the work it is made for.

man can afford to walk if his time is worth anything.

car has any better material in all working parts.

cheaply made because the price is low, but—because it is the greatest engineering triumph of the age.



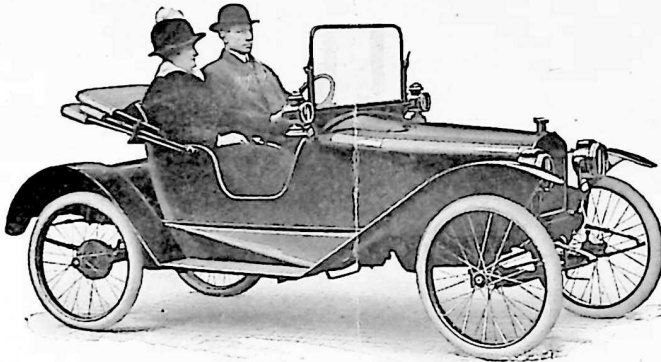
DEALERS EVERYWHERE

on, Mich., U. S. A.

The
ARGO CAR
\$295

Top, Windshield, Gas Head Lamps
and Generator, Extra.

Four Cylinder
Water Cooled—Shaft Drive
Sliding Gear Transmission
Weight 850 lbs.



The ultra of economy in first cost, in operation
and in upkeep and yet containing the best in
design, the best of workmanship, and the best
in style.

ARGO MOTOR CO. INC.

JACKSON, MICH., U. S. A.

SPECIFICATIONS

- MOTOR**—"Briscoe Freres," 8 to 12 horse power; four cylinders 2 5-16" bore x 4" stroke cast en-bloc; "L" head type; 3-point suspension; water cooled.
- VALVES**—Location, right side of motor, allowing easy inspection, adjustment, and cleaning of cylinder heads. Diameter 1 3-16", interchangeable Valve push rods self-adjusting.
- CRANKSHAFT**—High carbon steel, heat treated, machined and ground to accurate limits.
- BEARINGS**—Crank shaft, front 1 1/8" long x 1 3-16" diameter; rear 2" long x 1 3/8" diameter.
- CAMSHAFT**—1" diameter with integral cams.
- CONNECTING RODS**—Steel forgings; heat treated; 7 3/8" long with 1/2" special steel piston pin.
- COOLING**—Thermo-syphon system, with large flexible connections to standard honeycomb radiator.
- CLUTCH**—Internal cone type, leather faced.
- TRANSMISSION**—Sliding gear, two speeds forward and reverse.
- AXLE—FRONT**—"I" beam section.
- SHAFT DRIVE**—Propellor shaft drive, through universal joint, to rear axle bevel gear. Shaft, enclosed in torque tube.
- DRIVE RATIO—BEVEL** gear, 4 1/4 to 1, cut from chrome vanadium steel specially heat treated and oil toughened.
- BEARINGS**—Ball bearings complete from engine to wheels.
- SPRINGS**—Full elliptic front and rear.
- BRAKES**—External brake bands operating against steel drums, attached to wheels.
- PISTON**—Special close grained cast iron. Weight of piston and reciprocating parts, i. e., piston, connecting rod, rings, pins, bolts and bearings, totals less than two pounds; this light weight insuring the motor against excessive wear, vibration and making possible high piston speed.
- CARBURETOR**—Standard automatic type.
- IGNITION**—Time distributor of great battery economy, suitable in quality for a \$3,000 car. Runs on annular ball bearings, embodies the results of years of experience. The coil is built like magneto armature.
- LUBRICATION**—Self contained constant level system; splash with plunger pump circulation through sight gauge on dash. Reservoir capacity: 2 quarts.
- FRAME**—Pressed steel 1/8" channel section.
- WHEEL BASE**—90"; tread 44". Road clearance 9 1/2".
- WHEELS**—Wire (interchangeable), clincher rim.
- TIRES**—28" x 2 1/2".
- CONTROL**—Single pedal, spark and throttle on steering column.
- GASOLINE**—4 gallon tank, gravity feed to carburetor.
- GASOLINE CONSUMPTION**—35 to 40 miles per gallon.
- SPEED**—5 to 40 miles per hour on level; 10% grade on high.
- BODY**—Seating two, side by side; seat 18" deep and 36" wide; inside upholstery; leg room 38".
- COLOR**—Dark.
- WEIGHT**—850 pounds (approximate).
- EQUIPMENT**—Two side oil lamps, oil tail lamp, horn and tools.

PRICE \$295

F. O. B. FACTORY

Top, Windshield, Gas Head Lamps and Generators, Extra.

Transportation Is part of everything that we eat, we wear, we use and in some way is connected with almost every performance of man;

Transportation Is the most universally used commodity in the activities of mankind;

Transportation Is an ever present factor in the cost of living; an essential consideration in all the goings and comings of society.

The cost of transportation is one of the greatest problems in social economics.

It follows, therefore, that he who furnishes this transportation or the means thereof at a reduction in cost, is doing that which is worth while. We have done that "worth while" thing.

The "ARGO" CAR is, we believe, lower in first cost for a car involving standard, time tried construction, is more economical to operate and maintain, and gives greater and more universal satisfaction from its use than any other means for transportation conceived in the brain or worked out by the hand of man.

It marks a new epoch in the cost of transportation; it spells a new liberty to the "masses," who cannot afford to waste; it enfranchises the thousand dollar a year man from the bondage of rails or the limitations of walking distances and opens up to him the sweet and health-giving freedom of nature's delights.

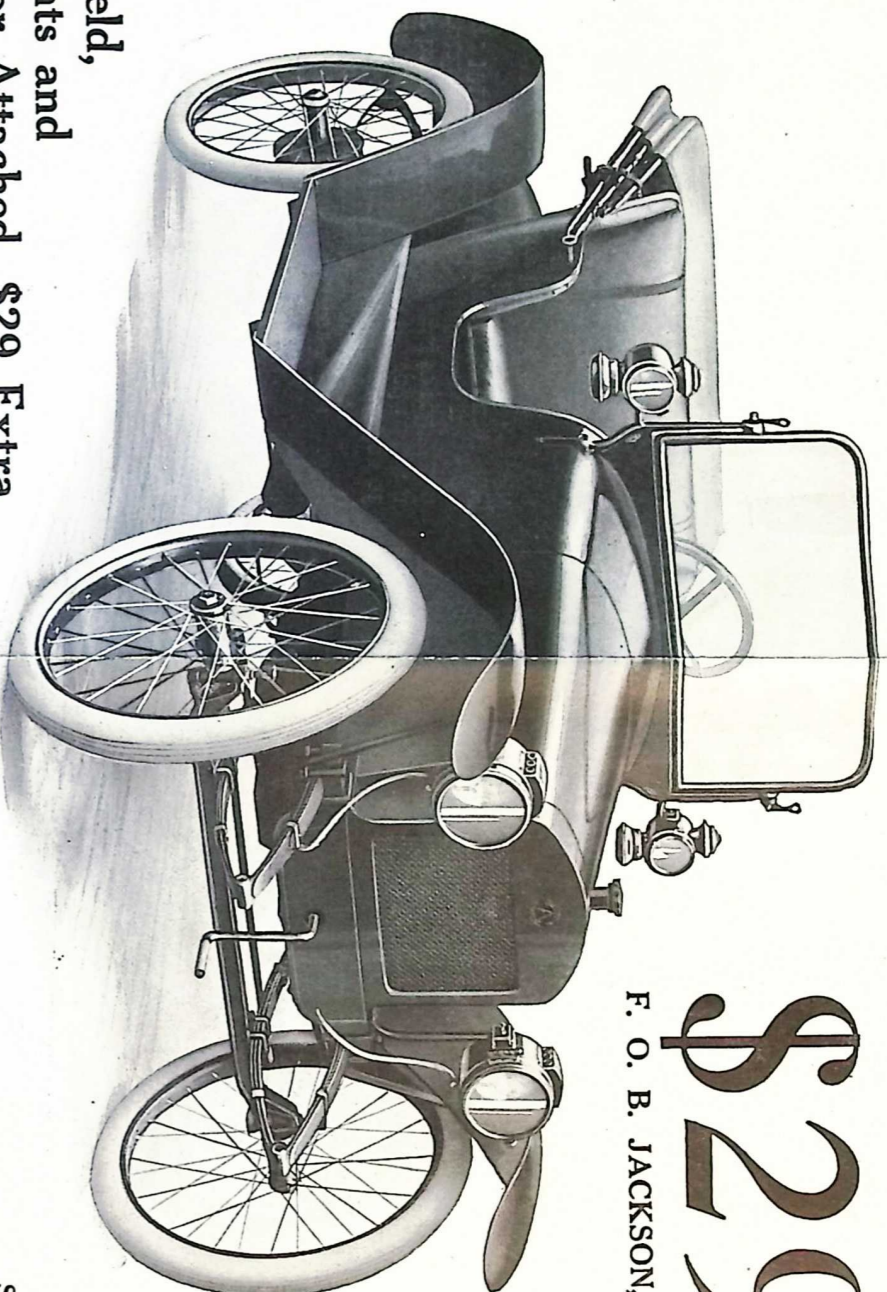
ARGO MOTOR CO., INC.

JACKSON, MICH., U. S. A.

President, Benjamin Briscoe

Vice-President, J. R. Findlater

Secretary, Treasurer and General Manager, L. E. LATTA.



\$295

F. O. B. JACKSON, MICHIGAN

**Top,
Windshield,
Headlights and
Generator Attached, \$29 Extra**

**FOUR
CYLINDERS,
SHAFT DRIVE**

THERE isn't anything with which to compare the Argo, because there has never been a motor-vehicle or a value like it. Remember, the Argo is not a "cycle-car" with a lot of freak notions, nor has it the complicated, expensive mechanism of the high-priced automobile, with its constant liability to damage. Many of its features are covered by patent. It is vouched for by some of the best automobile engineers in the world, and has been thoroughly tested for over two years.

You Can't Afford to be Without

Some users say that cartfare will more than pay for running an Argo Motor-ique. It's the first opportunity you've ever had to get a real, practical, comfortable and good-looking motor vehicle at such a figure. We can't tell you nearly as much about the car as you can see for

Thousands of Merchants have been Waiting for the Argo Parcel Delivery Car

"Just what we've been looking for—but had given up hope of finding." That's what merchants all over the country are saying since we announced this model.

Think of it. Here's a car that gives style and tone to any business; a car that will enable you to cover more territory and extend your trade into new sections; a car that any boy can run; and a car that you can almost

ARGO MOTOR COMPANY,

**Read These Detailed Specifications—
They Spell Right Design, Workmanship and Materials**

Motor: L-head type; 2 5/16" x 4", 4 cylinders cast en bloc; 3-point suspension. *Cooling:* Thermo-siphon system, standard honeycomb radiator. *Clutch:* Internal cone type, leather faced. *Transmission:* Sliding gear, two speeds forward and reverse. *Axle:* Front, I-beam; rear, solid alloy steel with bevel gear. *Drive:* Propeller shaft, enclosed in torque tube, through universal joint to rear-axle bevel gears; gears cut from chrome vanadium steel, special heat-treated and oil toughened. *Bearings:* Ball bearing complete from engine to wheels. *Springs:* Full elliptic, front and rear. *Brakes:* External contracting. *Carburetion:* Standard automatic type. *Lubrication:* Self-contained constant-level splash system, sight gauge on dash; reservoir capacity 6 quarts. *Ignition:* Timer distributor of great battery economy. *Frame:* Pressed steel channel. *Wheels:* Wire, clincher-rim; 30-inch wheelbase, 44-inch tread. *Tires:* 28-inch. *Control:* Single pedal, spark and throttle on steering column. *Body:* Dark finish, two passenger seat 24x42 inches; leg room 38 inches. *Gasoline:* 6-gallon tank, gravity feed to carburetor; seat 24x42 inches; leg room 38 inches. *Speed:* 5 to 40 miles per hour. *Equipment:* Two side oil lamps, oil tail lamp, horn and tools. *Headlights, top, windshield and generator attached, \$29.00 extra.*

Motor Transportation at this Price

yourself. But the universal expression of opinion by everybody who sees it and rides in it is, "I don't see how you do it for the money." At \$400 the Argo would be a wonderful bargain; at \$295 it's a marvel of engineering and manufacturing achievement.

Waiting for the Argo Parcel Delivery Car

operate a year for what it costs to keep a horse a couple of months.

For many years people have been saying that some day the motor-vehicle would drive the horse from ordinary uses. Here's the car that will do it. Costs much less than a horse and wagon.

Sell your horse on a rising market, get an Auto Delivery Car, and put the difference in your bank account.

Inc., JACKSON, MICHIGAN

