

ARGO



STANDARD

The Motor Car for the Millions

THOUSANDS of people have wondered why the low-priced motor-car almost invariably bore the stamp of cheapness all over it. Half the pleasure of motoring has been spoiled for many people by the appalling homeliness of the vehicle itself. The Argo is the first car to combine low cost with utility and beauty. It is a sturdy car, standard in every sense. Its price is the lowest at which a car of this type has ever been offered. Its upkeep is so small that owners say "it costs more to walk than to ride in an Argo."

And, in addition, it embodies a beauty of line and finish that is a source of pride to every owner. He knows that in good looks it will stand comparison with the best.

ROADSTER
\$385

Designed, built and backed by men of known standing in the industry, the Argo is the envied car in the low-priced field.

TOURING CAR
\$435

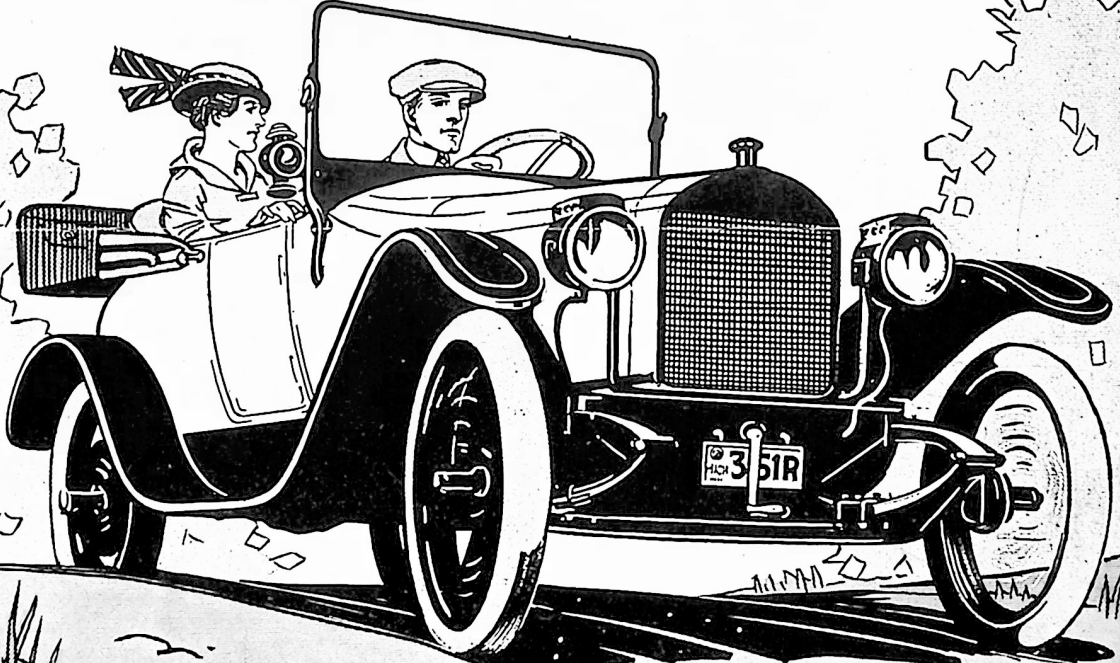
F. O. B. Factory

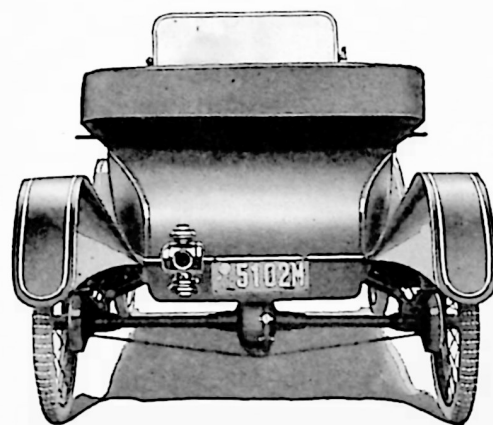
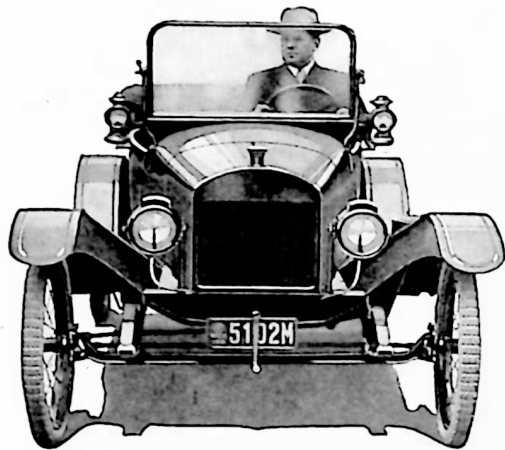
Fully Equipped

Electric Starting and Lighting System \$60 extra.

F. O. B. Factory

Fully Equipped





Not Only the Most, But the Best That Such a Price Has Ever Bought

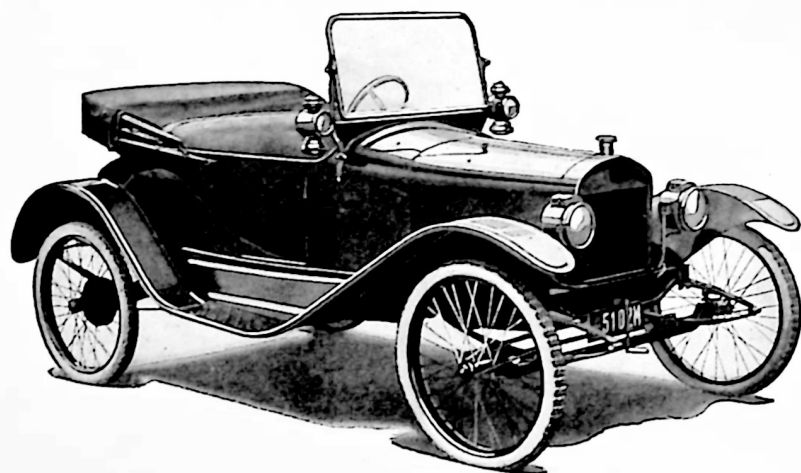
MMOTOR-CAR value, to the owner, is represented by comfort, durability, power, economy of operation and good looks. If the car meets his requirements in these respects, a million dollars added to its price would not represent anything of real car value. It would merely mean some additional frills and fads and fripperies. And tens of thousands of people are not keen about exchanging good money for extras of that sort.

The Argo Standard is designed to supply efficient, economical and comfortable motor transportation at a first cost and an upkeep cost so low as to bring it within the reach of thousands of new buyers.

Benjamin Briscoe and his associates—all men of long and successful experience in the industry—have spent several years in working out the problems involved. The light car has made its greatest progress abroad, and the Argo was designed in the workshops of Briscoe Bros., near Paris, France, where the best French,

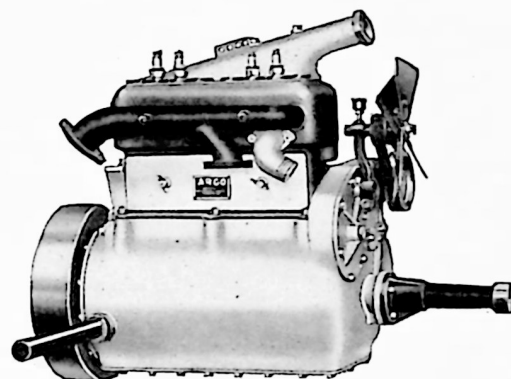
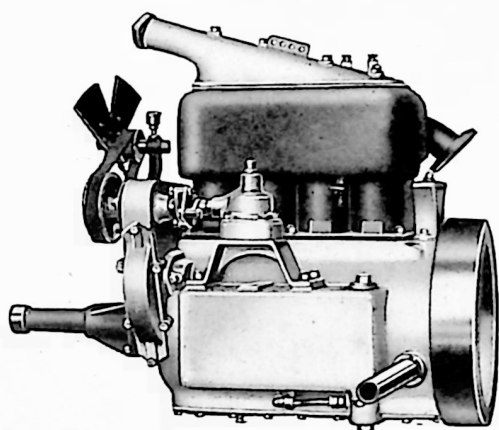
German, English and American Engineers contributed their ideas to its development.

The highest-priced American cars are proud to state that they embody European features in their body-design. But the Argo, instead of being a mere copy, is itself the product of the best European designers. And with American manufacturing skill applied to turning out the car in large quantities, the cost has been brought down to a figure which makes it unquestionably the best value that the industry has seen.



*A low priced car that
doesn't carry the price
mark on it.*

The perfect stream-line body which is a feature of the Argo Standard, both runabout and touring car, has been very much admired. From the front of the hood to the rounded curve of the back there is a perfect harmony of line which up to now has been an exclusive feature of cars selling at several times its price. The Argo has demonstrated for the first time, that good looks in a motor car, is not a matter of dollars.



Right Mechanically and Artistically, Dependable, Efficient, Economical

The Power Plant The motor of the Argo has a $2\frac{3}{4}$ -in. bore and a $4\frac{1}{2}$ -inch stroke, with the four cylinders cast en bloc. It develops $17\frac{1}{2}$ horse-power on brake test at normal speed. The power is delivered to the rear axle through the Baily Differential. Everyone knows that the differential gears have been a fruitful source of trouble in motor-cars, but up to now no satisfactory substitute has been available. The Baily Differential eliminates side-sway, reduces the possibility of skidding to the minimum, and will pull the car through mud and sand where a car with the old type differential gears would be hopelessly stalled.

Economy The small-bore, long-stroke motor is exceptionally economical of both fuel and oil. This combined with the light weight of the car—1000 pounds for the roadster and 1200 for the Touring car—reduces the up-keep cost of the Argo to a point perhaps below that of any other four-wheeled, four-cylinder motor-vehicle ever produced. Because of the light weight and the fact that the parts are especially designed to run with the minimum of friction, tire-wear is greatly lessened.



Read these Specifications Carefully

Here are the detailed specifications of the Argo. Read them over—remember the price and the men back of the car. Then act.

splash system. **Crank Case:** Aluminum, barrel type with large removable plate on bottom for adjusting honeycomb radiator; powerful fan. **Oiling:** Automatic constant level forward and reverse. **Ignition:** "Connecticut" timer; **Spark Plugs:** All Argo cars for the 1915 season are equipped with "Champion" spark plugs. **Clutch:** Internal cone

Comfort Both the roadster and touring car bodies are hung upon full elliptic springs, insuring a riding comfort equal to that which one is accustomed to associate with the very highest-priced cars. There is plenty of leg-room and body-room, and the incline of seats and back is such as to induce the greatest bodily ease.

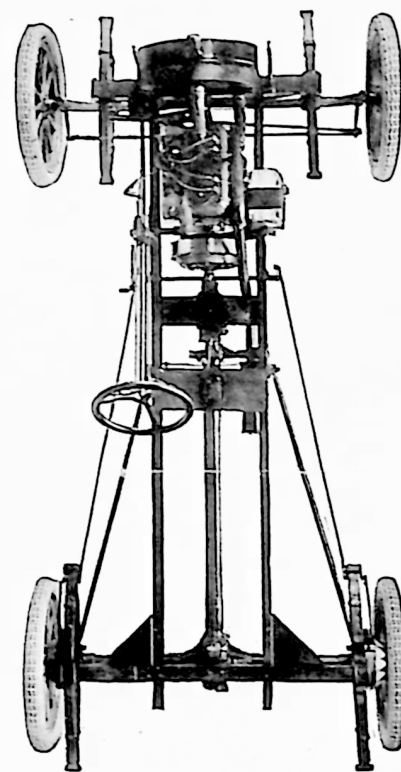
Durability

Every part of the Argo has been thoroughly tested in our factory and on the road. No material has gone into it that we have not proven beyond the shadow of a doubt to be much stronger than is required for the work it has to perform. And because of our big factories and tremendous production capacity we

are enabled to incorporate materials and parts of a quality that the smaller manufacturer would find impossible.

The Argo standard offers you all that you need in a motor-car, at a price you can afford to pay. And its a car in which you can be proud to take your sweetheart, wife or family for a spin.

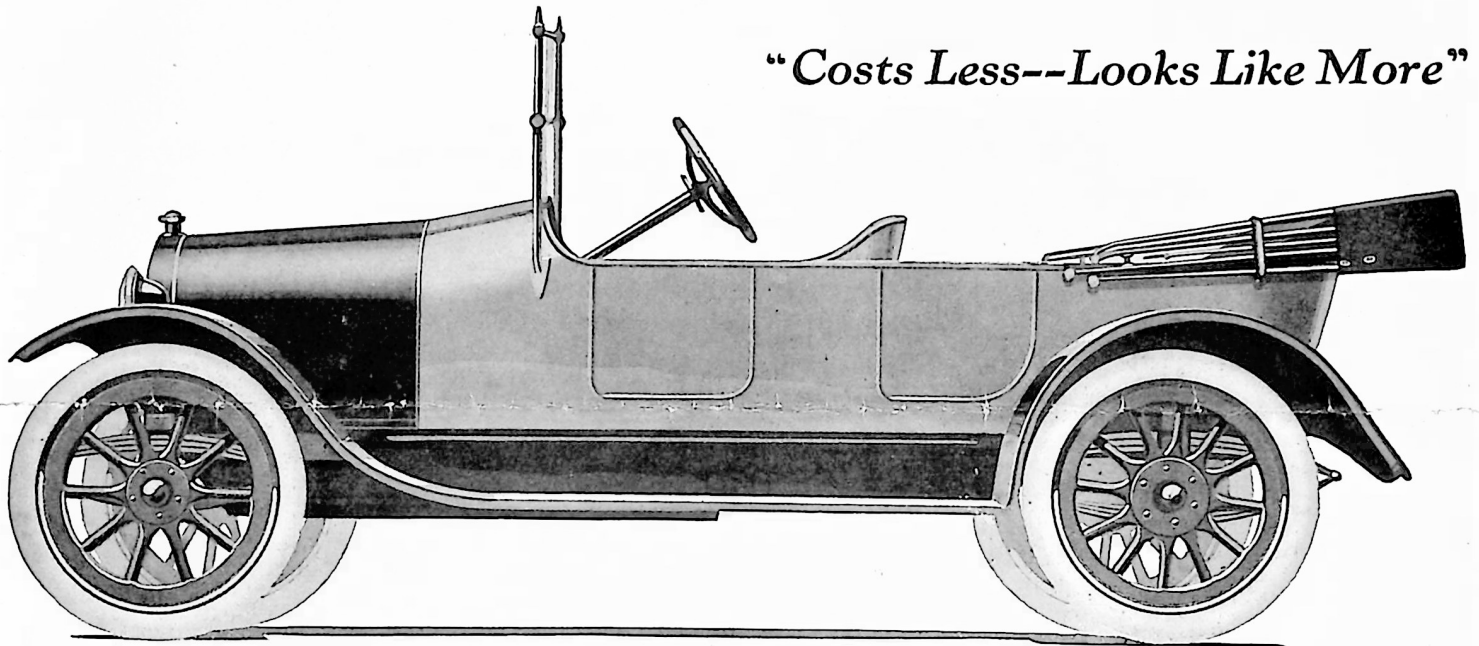
Specifications: **Axle:** Front—"I" beam heat treated; Rear—Semi-floating; equipped with Baily differential. **Drive:** Propellor shaft through universal joint to rear axle bevel gear. **Gears:** cut from chrome vanadium steel, specially heat treated and oil toughened. **Springs:** Full elliptic front and rear. **Brakes:** Service-External contracting; emergency brake on transmission. **Carburetor:** Standard automatic type. **Frame:** Pressed steel $\frac{1}{2}$ " channel section. **Wheel Base:** 96"; tread, standard; road clearance $9\frac{1}{2}$ ". **Wheels:** touring car wood, runabout wire-clincher rims. **Tires:** Runabout, 28" x 3"; Touring Car 30" x 3". **Control:** Single pedal, spark and throttle on steering column; foot accelerator; control lever in center. **Gasoline:** 6 gal. tank, gravity feed to carburetor. **Bodies:** Runabout-2 passenger, foredoor-full streamline; Touring car-5 passenger, foredoor-full streamline. **Color:** Running gear and fenders black, body, Brewster green. **Weight:** Runabout 1000 lbs. Touring car 1200 lbs. **Equipment:** Top, top cover, windshield, gas head lamps, generator, two [2] side oil lamps and one tail light, kit of tools, tire pump and horn. **Motor:** 4-cylinder, cast en bloc; $2\frac{3}{4}$ x $4\frac{1}{2}$ "; three point suspension. **Cooling:** Thermo-syphon system with large flexible connections to standard honeycomb radiator; powerful fan. **Oiling:** Automatic constant level forward and reverse. **Ignition:** "Connecticut" timer; **Spark Plugs:** All Argo cars for the 1915 season are equipped with "Champion" spark plugs. **Clutch:** Internal cone



Argo Motor Co., Inc. Park Ave., Jackson, Mich.

ARGO STANDARD

"Costs Less--Looks Like More"



TOURING CAR

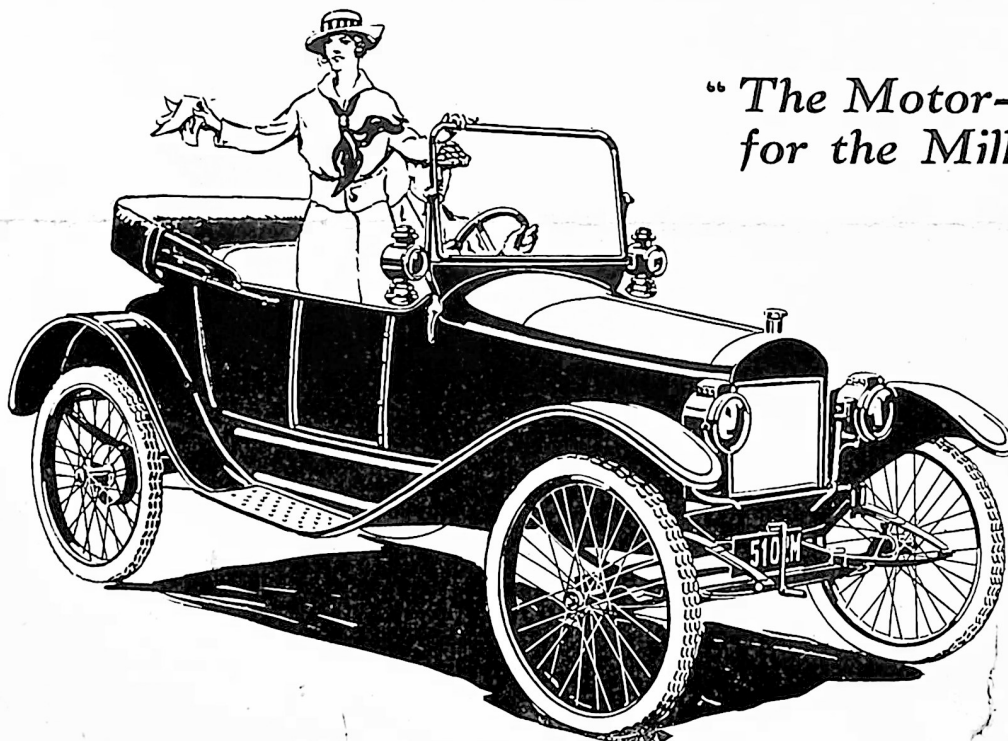
\$435

F. O. B. factory fully equipped. Electric starting and lighting system \$60 additional.

A car that will hold the whole family easily, that will take them in solid comfort anywhere they want to go—and that they will be proud to be seen in. Take your family out for an Argo ride and prove it.

Argo owners are proud of the appearance of their car. The Argo looks the thoroughbred. Its performance bears out its looks.

Comfortable, easy riding, roomy—it gives you all the pleasure of motoring at minimum cost. Owners say that "it costs more to walk than to ride in an Argo."



*"The Motor-Car
for the Millions"*

ROADSTER

\$385

F. O. B. factory fully equipped, 4-cylinder, shaft drive, standard tread. Electric starting and lighting system \$60 additional.

*The car you've hoped
for, at a price you
never expected.*

ARGO MOTOR COMPANY, INC., Jackson, Mich.