

1915?

# ARGO

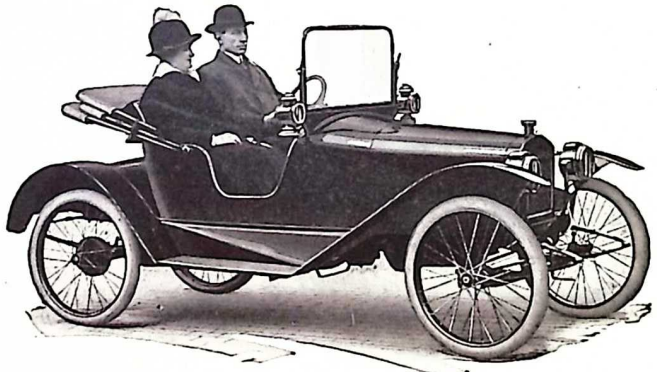
## MOTOR VIQUE

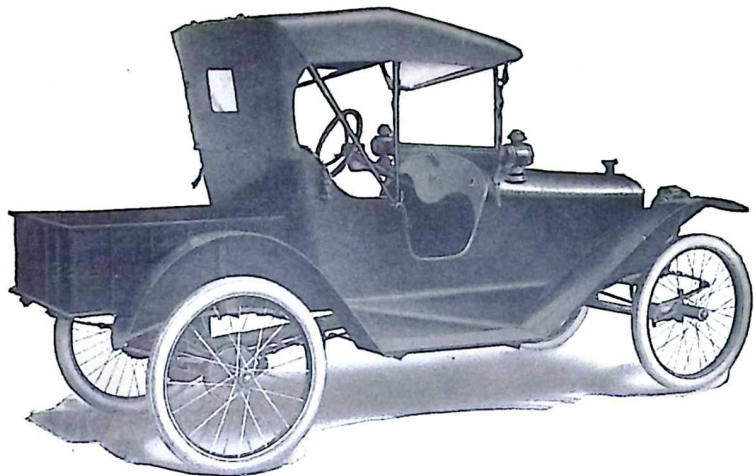
\$ 295

AN EFFICIENT, COMFORTABLE  
MOTOR-VEHICLE AT A LOW FIRST  
COST AND A LOW UP-KEEP  
COST HITHERTO UNAPPROACHED

PARCEL AND EXPRESS MODELS  
ALSO SUPPLIED

ARGO MOTOR CO., Inc., JACKSON, MICH.





## Argo Interchangeable Express Body

Can be substituted in a moment's time for the standard rear deck, giving you the advantage of a combination pleasure and commercial car.

The cheapest delivery the modern world has ever seen, and, after business hours, a comfortable, roomy pleasure vehicle.

This body is sold only as an extra with the fully equipped pleasure car.

Price, \$15.00, or, for the complete car, \$339.00 f. o. b. Jackson.

## The Argo for Parcel Delivery

The Argo Parcel Delivery Car, stylish and roomy, brings to the small merchant and business man all the advantages of efficient motor-delivery at an operating and maintenance cost so small that the continued use of horses becomes an absurdity. Full details on other pages.

## Argo Motor Company, Inc.

JACKSON, MICH.

*President*, BENJAMIN BRISCOE

*Vice-President*, J. R. FINDLATER

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

**"IT COSTS," USERS SAY, "MORE TO WALK  
THAN TO RIDE IN AN ARGO MOTORVIQUE"**

## We Have Spent Two Years In Making the Argo Right Throughout

The Argo Motorvique is not a haphazard creation, put together in a hurry by inexpert hands, with the sole object of marketing a car at a low price.

Several years ago Benjamin Briscoe and his associates realized the tremendous difference in the comfort of living that would be possible if economical motor-transportation were within the reach of the great mass of people instead of a relatively limited few.

This meant, of course, a car at a low price—but it meant a great deal more. To fill the existing need the car must furnish at the price *durability, economy of up-keep and maintenance, comfort and good looks*. And there is where the serious engineering and manufacturing problems were encountered.

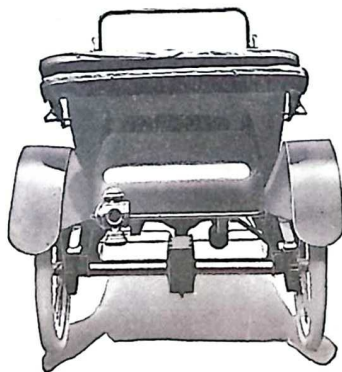
The low-priced car has made its greatest strides in Europe. So, in 1912, a number of the best foreign engineers were called into conference at the workshops of Briscoe Freres, near Paris. These men bent all their engineering skill to the mechanical difficulties, while at the same time Mr. Briscoe was devoting every effort to the problems of manufacture.

In its first form the Argo was shown at the Paris Salon of 1913—purchase offers for 3700 having been received in seven days. Since then we have ceaselessly endeavored to refine and perfect it in every possible way.

During the past year 1914 we have been preparing our manufacturing facilities at Jackson so as to be able to turn out cars on a large scale.

Today, with production provided for and with a \$600,000 company back of it, we offer the Argo Motorvique to the public from two standpoints: As a thoroughly good all-around two-passenger car; and as the lowest-priced and best-valued car ever produced.

You will find detailed specifications on another page. Read them carefully.



# The Motor-Vehicle for the Millions

Probably no one influence is more valuable than motor-travel in promoting better health, better citizenship and happiness.

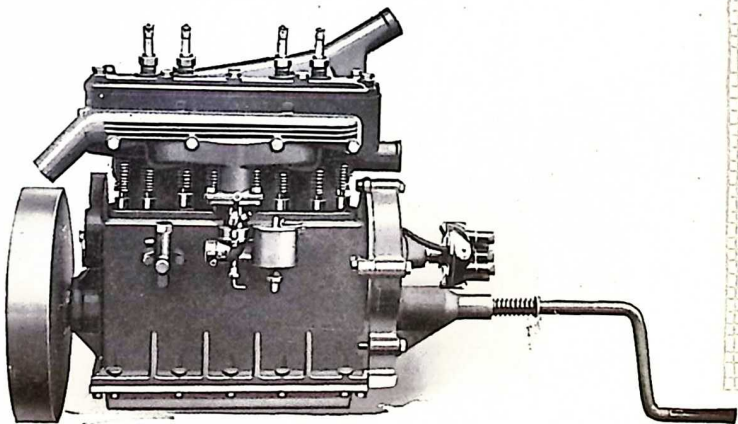
The fresh air pouring into the lungs is the best of all tonics—Nature's own. The mental viewpoint is broadened with the physical. The new scenes, new faces, new surroundings which a motor-car brings within range widen one's whole outlook on life as nothing else can do.

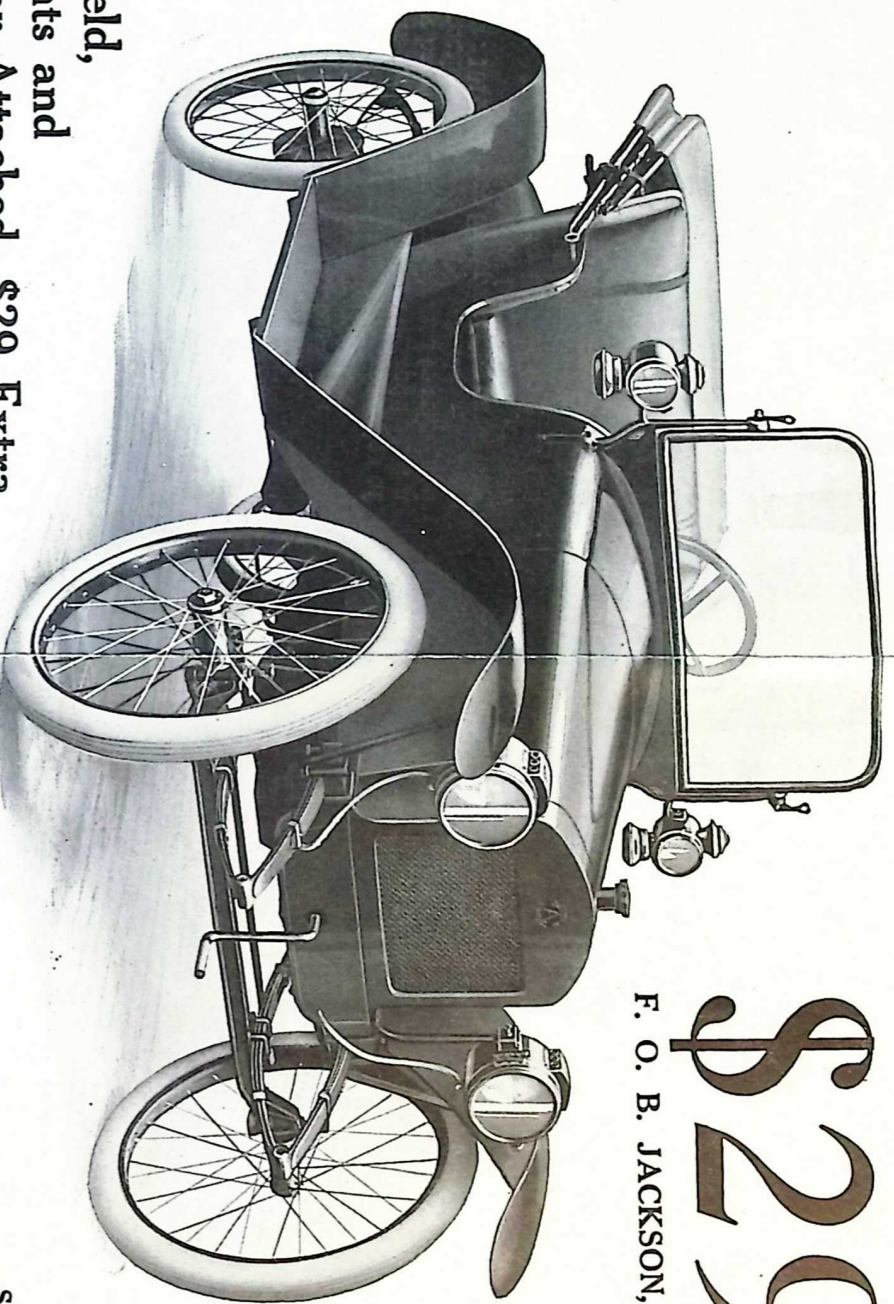
This means that the clerk, the office man, the mechanic, the young people of high-school age—all can get to their tasks more quickly, and make the daily journey a sure means of better health. Or you can live further out, where rents are cheaper and living conditions better, and still get to your work in less time.

Physicians, contractors, salesmen, merchants—all those who have to call on large numbers of people—will find the Argo a handsome, sturdy, durable car that will be much cheaper for their uses than any other form of transportation.

Farmers will secure in the Argo comfortable, economical transportation to town or around the neighborhood, saving horses and time besides furnishing a satisfactory pleasure vehicle.

There is hardly a family above the day laborer in financial responsibility that will not find in the Argo the best all-around investment it has ever made.





**\$295**

F. O. B. JACKSON, MICHIGAN

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

**FOUR  
CYLINDERS,  
SHAFT DRIVE**

**T**HERE 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 carfare will more than pay for running an Argo Motorvique. 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,  
Inc., JACKSON, MICHIGAN**

**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.

