



Cover



Inside cover and page 1



Page 2 and page 3

ANNOUNCEMENT



IN RECENT years remarkable strides have been made in the advancement of the electric vehicle, and today it stands unquestionably the ideal method of city transportation, both as to the pleasure and commercial car. In this book we are showing for the first time the ARGO Electric, and we do so with a confidence born of a true understanding, that we are offering a product, the perfection of which has never before been equalled in the history of the electric vehicle industry.

We have spent nearly two years' effort in designing and experimenting on our product, employing the highest engineering skill obtainable. Every part and piece of material which goes into its construction has been thoroughly tested; every engineering practice has been exhaustively tried out. In short, the cars have been built just as good as brains and money could build them, and the prices were then set without our changing a single specification.

The Argo Electric Brougham sets a new standard of elegance. The graceful symmetry of its design, the exquisiteness of its appointments, its durability and mechanical correctness, all mark it, indeed, as "The Utmost Perfection."

With its long wheel base, the longest ever offered on an electric, big wheels and perfect spring suspension, it is wonderfully easy riding, on trouble-proof Motz Cushion Tires. It is magnificently finished and luxuriously upholstered. It is powerful, silent, speedy and marvelously simple. With wheel steer and improved foot control by which the power is shut off and the brakes applied with one operation, it is most easily and safely handled.

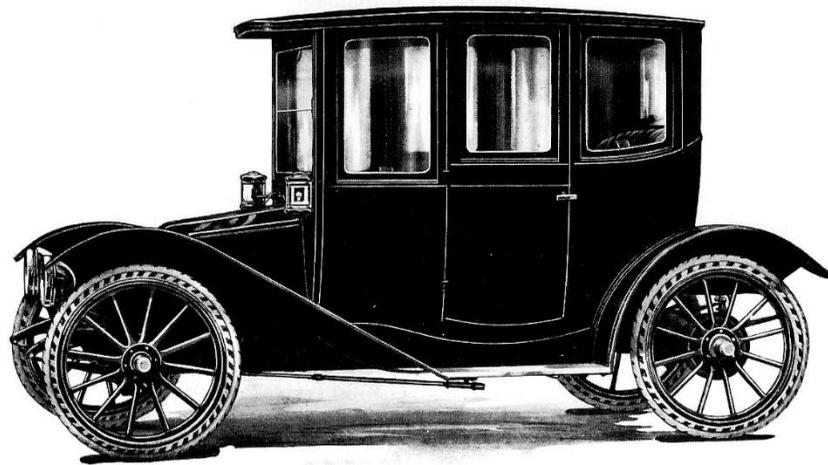
The commercial wagons are most efficient, silent and attractive, possessing such advantages as to make them a fitting companion product to our superb pleasure vehicles. Not only does the Argo Commercial Wagon offer you a better and more economical delivery service, but the very dignity imparted by its ownership gives an increased prestige to the owner which it represents.

The vehicles shown on the following pages, vary as to type and style, fitting them for a special duty, but each possesses the distinctive Argo superiority, and is guaranteed by the manufacturer to be of perfect workmanship and materials, and to give absolute satisfaction.

Argo Electric Vehicle Company

S A G I N A W M I C H I G A N U . S . A .

Chicago Branch 2412-2414 Michigan Avenue



Model "A" Brougham

6

Specifications

Model "A" Brougham

BODY—Most approved methods of construction, highest grade of materials and workmanship. Wood frame, sheet metal panels, sheet steel hood and fenders. Rear seat 44 inches by 20 inches deep, front seat 43 by 18 inches. Wonderfully roomy and comfortable, and plenty of space between, 22 inches. Floor 21 inches above the ground, running board but 14 inches.

UPHOLSTERING—Finest quality imported whip cord, beautifully trimmed to match. Colors in keeping with the exterior. Each car provided with detachable slip covers, for cushions and upholstery.

FINISH and COLORS—Standard colors, Maroon, Royal Blue and Brewster Green, paneled in black and suitably striped. All metal parts silver plated.

FRAME—Specially designed pressed steel frame, of great strength, yet light weight.

WHEEL BASE—The longest of any electric, 110 inches, carrying load well between the axles and making a fine appearing and easy riding vehicle.

AXLES—Tubular steel, front and rear. The product of the American Ball Bearing Company, the superiority of which is universally recognized.

WHEELS—Artillery type, 36 x 4 inches.

TIRES—Motz High Efficiency Cushion. Pneumatic tires optional.

SPRINGS—Front, semi-elliptic; rear, scroll elliptic. Finest quality spring steel, especially designed for service and comfort.

BATTERIES—Standard equipment, 30 cells, 15 plate MV Exide. Iron Clad Exide extra. Batteries provided to suit conditions of use and preference of buyer. An extra price will be charged if battery requirements exceed our standard equipment.

DRIVE—The rear axle assembly and motor are of a unit construction. The Drive is through Herring Bone Gears, with no universal joints and no chains or shaft. Simple, yet scientifically correct—a silent, safe and powerful drive.

CONTROL—Cutler-Hammer improved interlocking foot control, operated with the right foot pedal. One operation throws off the power and applies the brakes, and vice versa. Six speeds forward and six reverse.

SPEEDS—Five to twenty miles per hour.

BRAKES—Double internal expanding.

STEERING—Gemmer Wheel steer, easy and safe of operation and irreversible.

WEIGHT—Complete with batteries, 3200 pounds.

LAMPS—Two powerful head lamps; latest pattern cylindrical side lamps, dome and rear. All in black enamel and heavy silver plate.

EQUIPMENT—Ampere hour meter with totalizing and trip dials, properly sealed against tampering. Odometer giving trip and total miles, also trip and total hours. Electric Horn, complete Toilet and Card Case, complete outfit of Tools and Jack.

PRICES—\$2,800 with Exide Batteries,
3,000 with Iron Clad Exide Batteries.

7

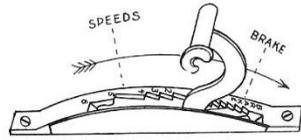
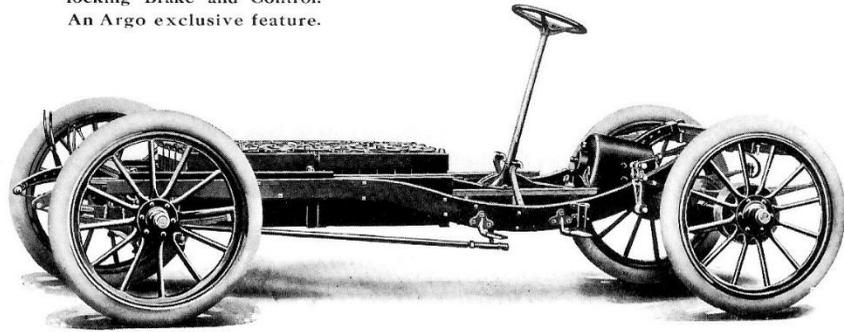
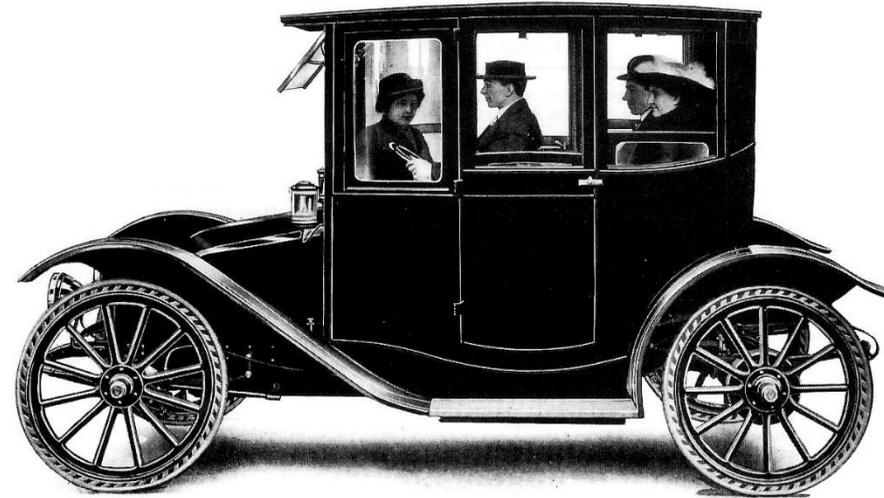


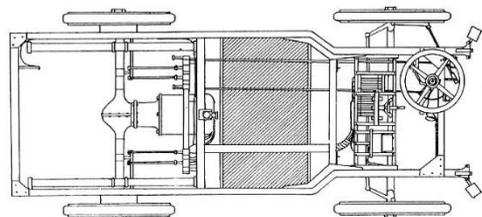
Illustration of the Argo Interlocking Brake and Control. An Argo exclusive feature.



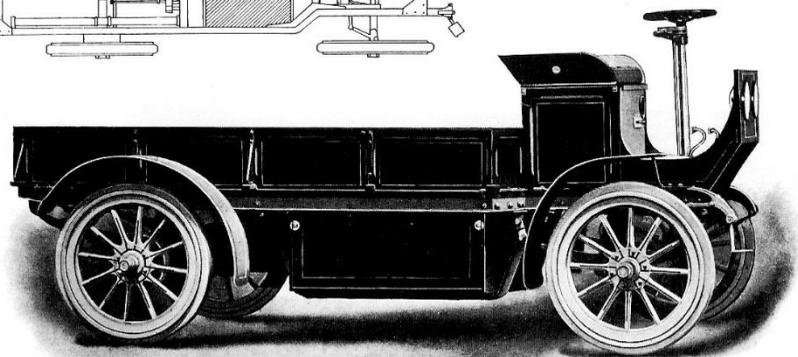
View of Model A Chassis showing ideal distribution of weight and perfect suspension



The Argo Fore-Drive Electric
Our Latest Town Car Ideal



1,000 Pound
Model "K"
Type 10



10

Specifications

Model "K," Type 10, Commercial Wagon Capacity 1000 Pounds

BODY—Wood, open express type. Furnished also with removable top, including side and front curtains, when desired, at additional cost.

LOADING SPACE—Length 90 inches, width 42 inches.

WHEEL BASE—86 inches.

TREAD—54 inches.

WHEELS—Artillery type, 34 x 3 inches.

TIRES—Solid rubber.

STEERING GEAR—Ross irreversible wheel steer.

BRAKES—Double internal expanding, one service and one ratchet. Ratchet brake interlocks with the control, so that brake cannot be set with power on, or power applied while the brake is set. A distinctive Argo feature.

SPRINGS—Half elliptic. Finest quality steel.

FRAME—4-inch Roll Section Steel.

MOTOR—Westinghouse.

DRIVE—Unit construction of rear axle assembly and motor, through Herring Bone Gears. Silent, safe and powerful.

CONTROL—Located on steering mast, interlocking with ratchet brake, as previously described. Four speeds forward, and two reverse.

SPEED—Average 12 miles per hour.

BATTERIES—28 cells, 13 plates, MV Exide. Iron Clad or Edison Batteries extra. Batteries provided to suit condition of use and preference of buyer. An extra price will be charged if battery requirements exceed our standard equipment.

BEARINGS—Ball, Hess-Bright.

AXLES—Front and Rear, Tubular Steel. Product of the American Ball Bearing Company.

DIMENSIONS—Extreme length 129½ inches. Extreme width 68 inches.

ROAD CLEARANCE—12 inches.

HEIGHT OF FLOOR—From ground, 32 inches.

MILEAGE—Loaded half way, approximately 50 miles.

WEIGHT—2800 pounds.

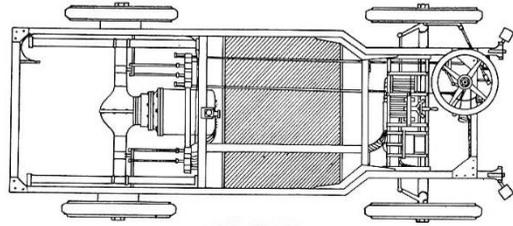
COLORS—Body one color; gear one color.

EQUIPMENT—Ampere hour meter with totalizing and trip dials, properly sealed against tampering. Odometer giving trip and total miles, also trip and total hours. Complete outfit of tools and jack, electric dash and tail lamps, and electric horn.

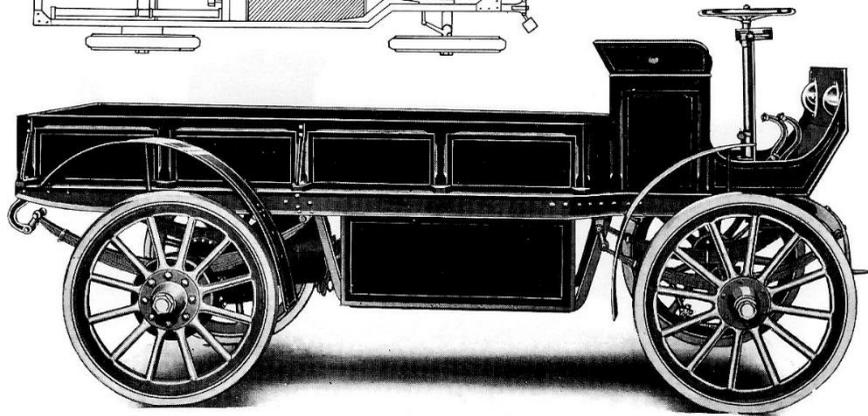
PRICE—Complete, \$1,800.

Extra for removable top, including side and front curtains, \$150.00.

11



2,000 Pound
Model "K"
Type 20



12

Specifications

Model "K," Type 20, Commercial Wagon Capacity 2000 Pounds

BODY—Wood, open express type. Furnished also with removable top, including side and front curtains, when desired, at additional cost.

LOADING SPACE—Length 100 inches, width 42 inches.

WHEEL BASE—96 inches.

TREAD—54 inches.

WHEELS—Artillery type, 34 x 3 1/2 inches.

TIRES—Solid Rubber.

STEERING GEAR—Ross irreversible wheel steer.

BRAKES—Double internal expanding, one service and one ratchet. Ratchet brake interlocks with the control, so that brake cannot be set with power on, or power applied while the brake is set. A distinctive Argo feature.

SPRINGS—Half elliptic. Finest quality steel.

FRAME—4-inch Roll Section Steel.

MOTOR—Westinghouse.

DRIVE—Unit construction of rear axle assembly and motor, through Herring Bone Gears. Silent, safe and powerful.

CONTROL—Located on steering mast, interlocking with ratchet brake, as previously described. Four speeds forward, and two reverse.

SPEED—Average 12 miles per hour.

BATTERIES—30 cells, 15 plates, MV Exide. Iron Clad or Edison Batteries extra. Batteries provided to suit condition of use and preference of buyer. An extra price will be charged if battery requirements exceed our standard equipment.

BEARINGS—Ball, Hess-Bright.

AXLES—Front and Rear, Tubular Steel. Product of the American Ball Bearing Company.

DIMENSIONS—Extreme length 139 1/2 inches. Extreme width 68 inches.

ROAD CLEARANCE—12 inches.

HEIGHT OF FLOOR—From ground, 32 inches.

MILEAGE—Loaded half way, approximately 45 miles.

WEIGHT—3400 pounds.

COLORS—Body one color; Gear one color.

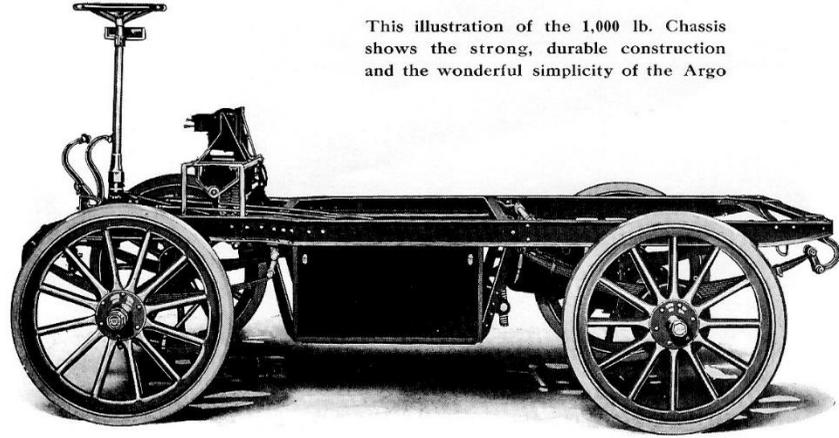
EQUIPMENT—Ampere hour meter with totalizing and trip dials, properly sealed against tampering. Odometer giving trip and total miles, also trip and total hours. Complete outfit of tools and jack, electric dash and tail lamps, and electric horn.

PRICE—Complete, \$2,200.

Extra for removable top, including side and front curtains, \$150.00.

13

This illustration of the 1,000 lb. Chassis shows the strong, durable construction and the wonderful simplicity of the Argo



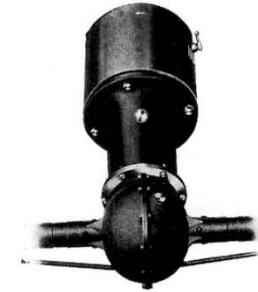
AMONG representative businesses generally, the advantages of a motor delivery service are coming to be universally recognized. Accepted results include an economy of time and money, and an increased radius of business. Beyond these, the good-will and prestige that are derived from the adoption of a high-grade motor delivery are benefits beyond calculation.

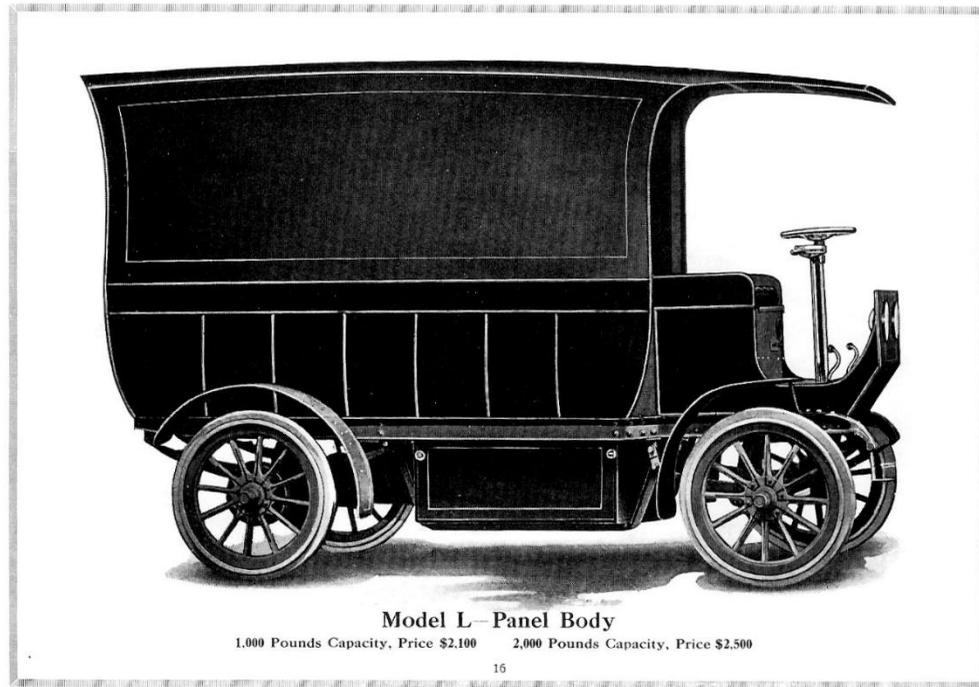
Many who lack a knowledge of the comparative values of the gasoline and electric vehicles, have been inclined to the former, by its speed, noise, long distance tours, and other spectacular performances, which have no bearing whatever on the efficiency and economy of a city delivery service. But with the better understanding of what the electric is capable and the numerous instances where prominent concerns are shifting their delivery service from gasoline to electric, this ideal method of city transportation is rapidly coming into its own.

The very latest development in Commercial Vehicles is the Argo Electric, which embodies the most noteworthy improvements that have been produced. The 1,000 and 2,000 pound trucks are built as carefully as our high grade pleasure cars, with the same wonderfully efficient Argo Herring Bone Gear, direct drive—noiseless, without chains or shaft, oil tight and dust tight, from motor to wheels. The power plant is away ahead of anything you have ever seen; it assures you of long life on the entire car, and economy in its operation.

The simplicity of the Argo is something to be considered. Anybody can drive it, and you eliminate the high salaried mechanic so necessary to our gasoline contemporaries. The Argo Interlocking Control makes it impossible to set the brakes with the power on or apply the power with the brakes set, a safety device absolutely "fool-proof."

A careful study of specifications will show the numerous advantages that go to make the Argo the most efficient, safe and lasting commercial vehicles being manufactured. That they are economical in operation will be demonstrated and proven by actual figures upon your request. We can supply immediately the 1,000 and 2,000 pound chassis with open express or panel bodies as illustrated, and other styles to your order.





Page 16 and page 17



Page 18 and Inside of back cover.