



# THE WHITE

—*the masterwork of masterbuilders*

The White is praised on all sides as the highest type of the work of men who are masters of their craft and who have the genius to think ahead.

Down to the smallest detail the last standard of perfection is observed. Motoring connoisseurs everywhere acclaim The White as a new attainment in beauty, luxury and distinction.

The finally-perfect streamline body marks the deft overcoming of the difficulties formerly confronting body designers. The conventional back of the front seat—always awkward—is absorbed in the center cowl, a gentle ripple in the streamline.

This center cowl is but one feature—a natural development of the successful effort toward charm of form, richness of finish and elegance of equipment.

## *White leadership is a principle*

Years ago The White presented as basic principles in its construction fundamental mechanical improvements which are everywhere accepted today. The first mono-bloc, long-stroke, high-speed motor; the logical left-side drive; the first perfected electrical

system combined with the valuable advantage of a non-stallable engine—all these, among others, have been White achievements.

The White Motor Cars are exhibited and demonstrated by White dealers everywhere.

THE WHITE COMPANY  
CLEVELAND

Manufacturers of Gasoline Motor  
Cars, Motor Trucks and Taxicabs

