



# The LATEST WHITE

A CREATION NOTABLE FOR COMPLETE  
ARTISTIC AND MECHANICAL EXCELLENCE

A gentleman is not remembered because of his hat, his waistcoat, or the cut of his clothes—he is accepted and respected for himself.

The properly appointed home is remembered and admired because of its complete perfection, not because of one room or one chair.

To White mechanical excellence has been given the dignified gracefulness of an exterior in which many beautiful features are blended into an impressive completeness.

No one feature stands out above others in The White. The eye goes naturally from one to the other, but the mind receives and retains, first and last, the impression of a complete car.

For example, one will hardly notice that the conventional back of the front seat has been eliminated—absorbed by the finally perfect stream-line in the double cowl effect.

## *White leadership is a principle*

The important and fundamental improvements in automobile construction and operation—the features that are exploited most widely today—have been basic principles in White Motor Cars for years.

In 1909 The White presented the first monobloc, long stroke, high speed motor—the very type which is today's sensation. In 1910 The White brought out the logical left-side drive with center control.

In 1911 The White instituted electrical starting and lighting, with the tremendous advantage of the non-stallable engine.

From time to time other important improvements have been brought out in White Cars. The White is replete with dominating ideas in mechanical construction and in the attributes of comfort and beauty.

The White is completely equipped, including mono-top, rain-vision ventilated windshield, speedometer, electric signal, trunk rack, Silvertown Cord Tires.

The White Cars are now exhibited by White dealers.

THE WHITE COMPANY  
CLEVELAND

Manufacturers of Gasoline Motor Cars,  
Motor Trucks and Taxicabs.

