



THE WHITE

—in itself an exposition of progress

That The White is enthusiastically pronounced the final word in motor car designing and construction is not an occasion for wonder when the car is seen.

Sheer beauty of the finally-perfect streamline body harmonizes with the mechanical superiority which has always marked The White.

Possibly no one detail in a motor car has ever evoked such commendatory comment as the absorbing of the conventional back of the front seat in the center cowl—a ripple in the streamline. This, however, is simply one of many things which blend into the complete charm of the car.

White leadership is a principle

The accomplishment of the final aim in body designing is the outgrowth of that leadership which, among other things, first introduced the mono-bloc, long-stroke, high-speed motor; the logical left-side drive; the

first perfected electrical system combined with the tremendous advantage of a non-stallable engine. These fundamental mechanical improvements have been basic principles in The White for years.

WHITE DEALERS EVERYWHERE ARE EXHIBITING AND DEMONSTRATING THE DIFFERENT MODELS

THE WHITE COMPANY, Cleveland

Manufacturers of Gasoline Motor Cars, Motor Trucks and Taxicabs

Exhibiting at Transportation Building, Panama-Pacific International Exposition, San Francisco