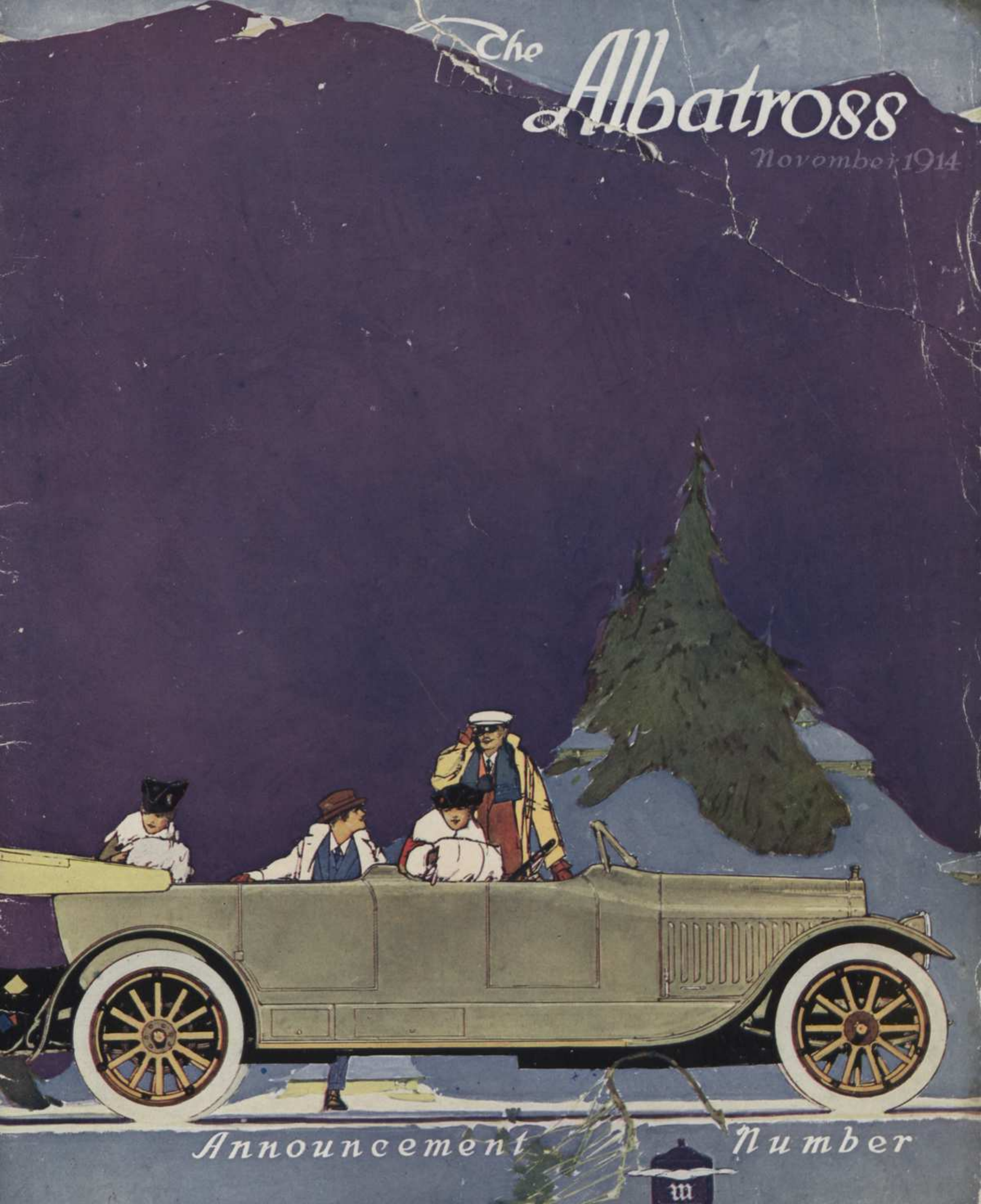
The Albatross

November 1914

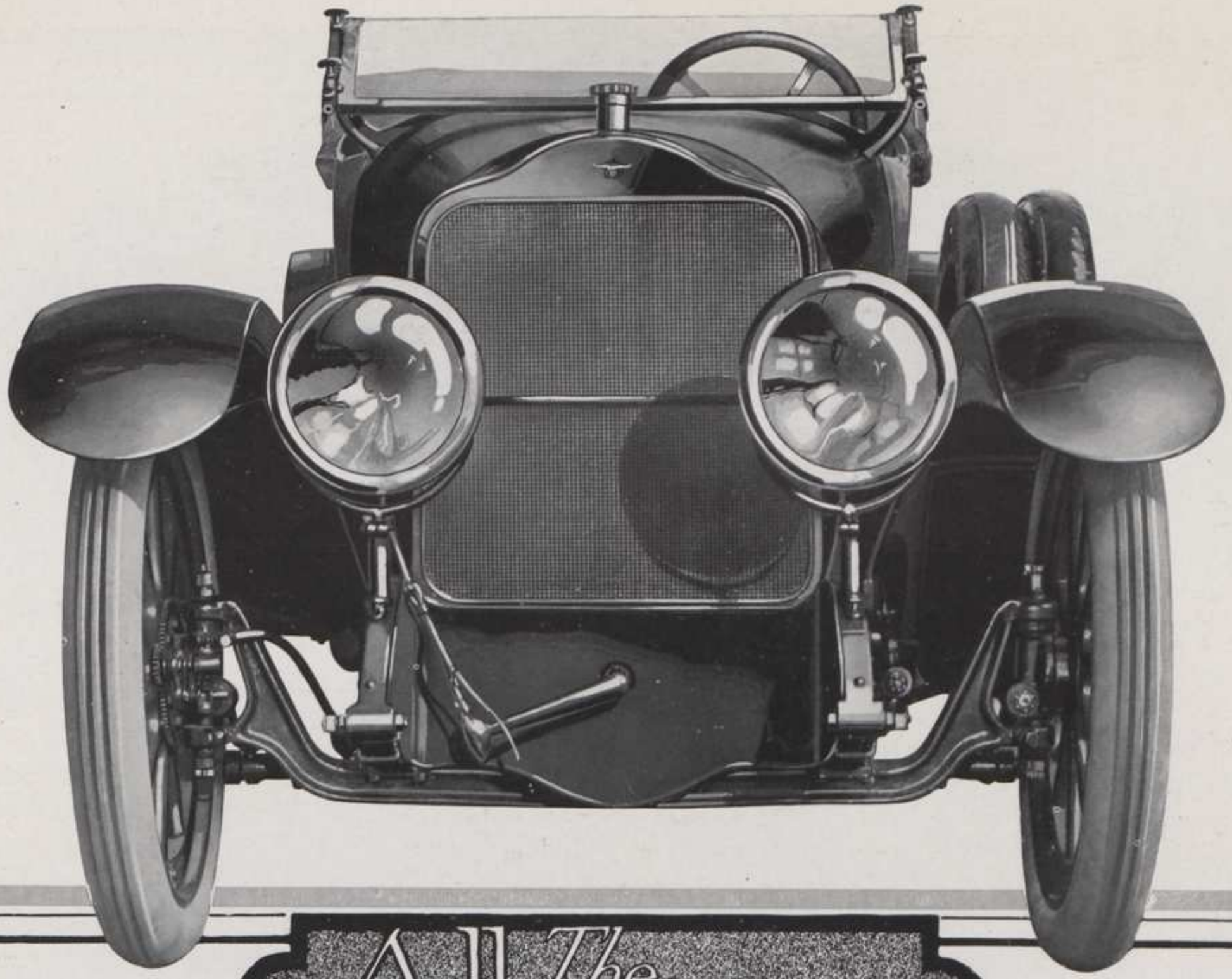


Announcement Number

The New White

THE new White Cars described in this issue establish a new standard of style and character in motor cars. The beauty of form, the richness of finish and equipment, and the correctness of fashion have been expressed so harmoniously and in such creative treatment as to portray the craftsmanship of the custom builder.

It is very unlikely that these body styles will be closely imitated in any but the highest priced cars. The custom-made appearance is one of the essential features, and the thoroughness required in executing the designs would be prohibitive in lower priced cars. The graceful never-ending curves of the White bodies will not lend themselves readily to low-priced quantity production.



Volume 3 — The Albatross — Number 26

NOVEMBER, 1914

Matching Mechanics with Beauty

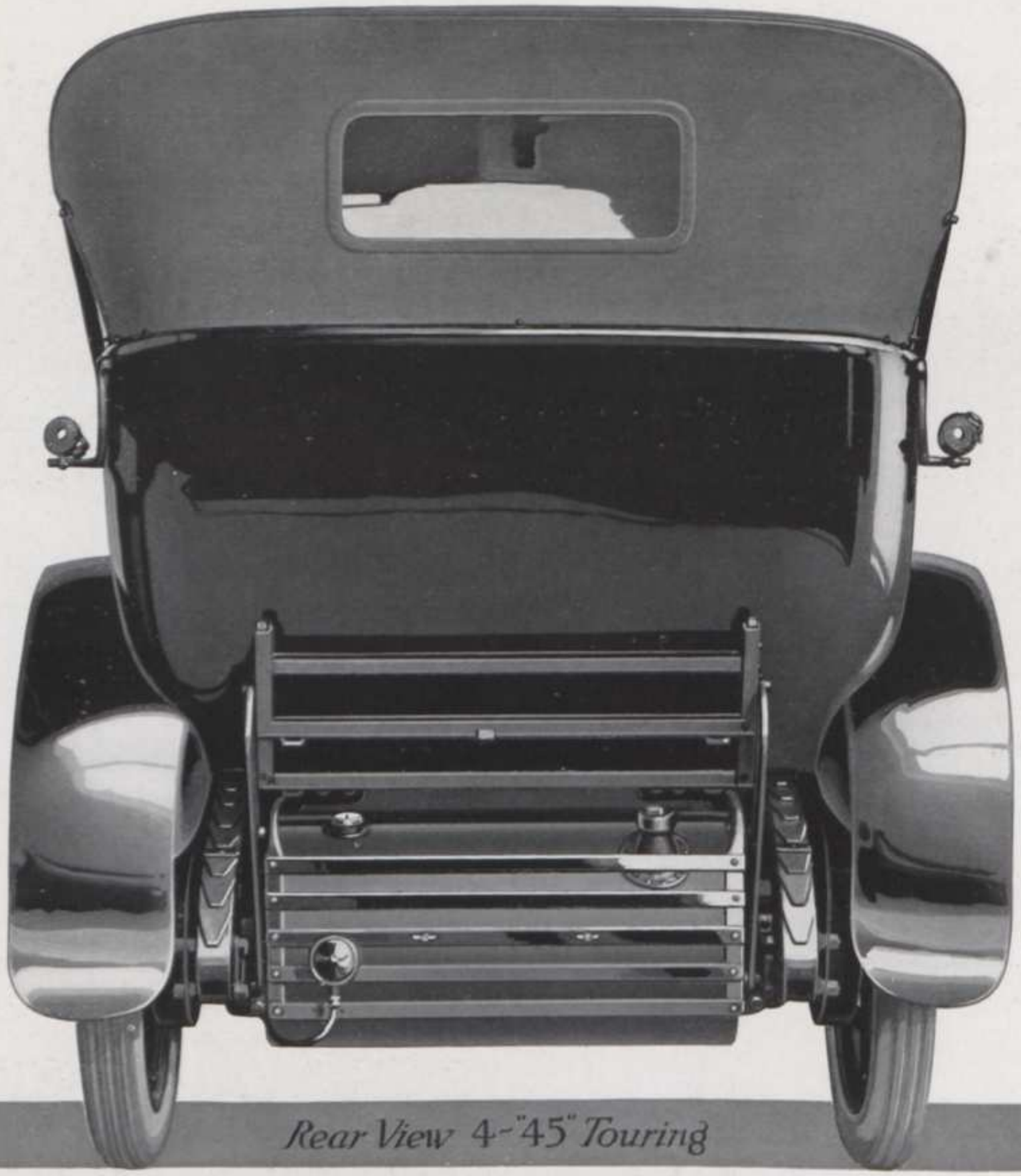
WE STAND before a motor car. The eye takes it all in. The gaze sweeps easily over it, from front wheels to rear. Here is the finally-perfect streamline body so much talked-of, so seldom found.

And what does "streamline" body mean? It means a body whose lines conform to the natural course or stream of air currents sweeping the surface of a moving object — the curves of grace and beauty and of least resistance.

There is grace, ease and a culturedly confident suggestion of power in the gentle line of the hood, leading to the dash, where even the windshield blends into the streamline. Then the gaze glides on —and we find ourselves looking at the rear of the car.

But the conventional back of the front seat — that stiff, often awkward arrangement — it should have bidden us pause. We turn our gaze — and there is no back of the front seat. It has been absorbed in a ripple of the streamline which produces a double cowl effect.

From the side of the car the beauty of this double cowl idea grows more and more upon us. What "go," what unbroken charm this double

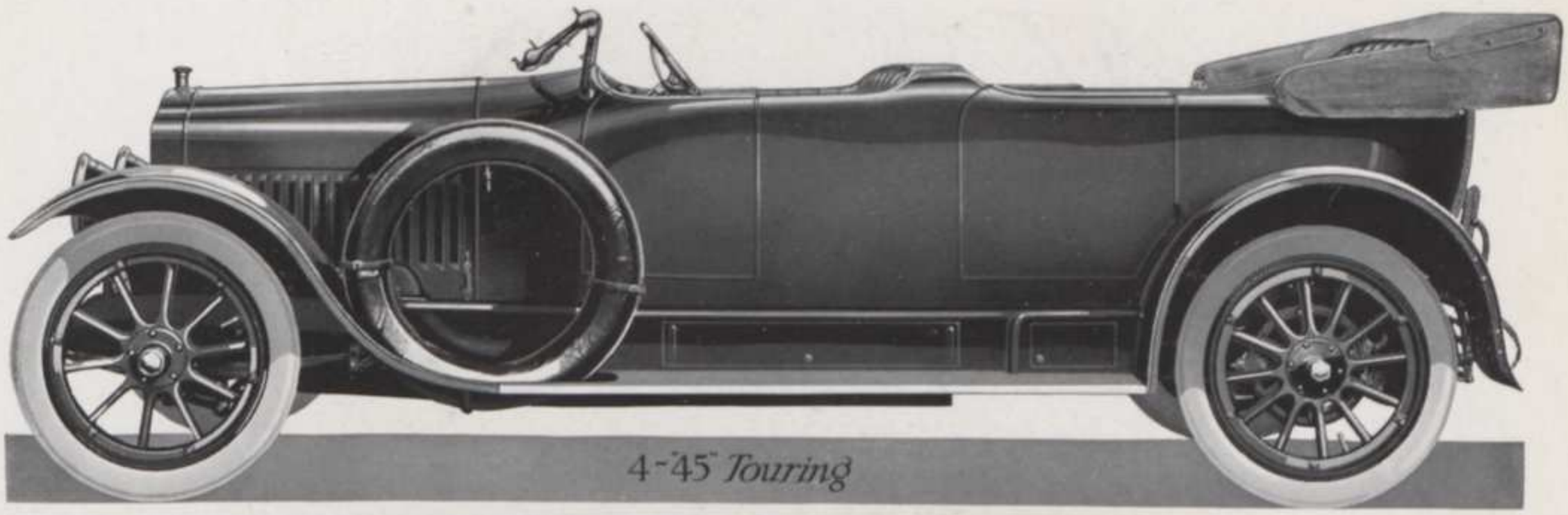


Rear View 4-"45" Touring

cowl gives the body! Here at last we find a car which seems to have been carved from a single piece — sculptured, if you will, by some master having the hand of Phidias and the mind of Pericles.

And where is the bulging upholstery that we have grown used to seeing as a border about the rear seat? There is none here. Just that clean, chaste elegance of the body, sweeping on in that unvarying, perfect line — the curve which Hogarth called "the line of beauty."

And the fenders and running-board — prosaic necessities of a motor car? They are here — but some artist has wrought their lines and has blent them with the car. Why, here is mastership indeed! So deftly and truly has that cunning sweep of fenders and running-board been drawn along the car that the wheels themselves melt



4-45 Touring

into the scheme of things and the spare tire furnishes another completing touch in what an artist would call a "composition."

Now from the rear we once more see what is meant by the finally-perfect streamline. Here the designer must have expressed his pride in his art, for here again that subtle line leads the eye on and over, refusing to let it pause upon a break or angle.

The secret of all beauty is the line — the sweeping line. The line of milady's neck and shoulder, the line of the wave lifted against the breeze, the line of the supple body of Apollo, the line of the tense back of Hercules — all these follow the same principle.

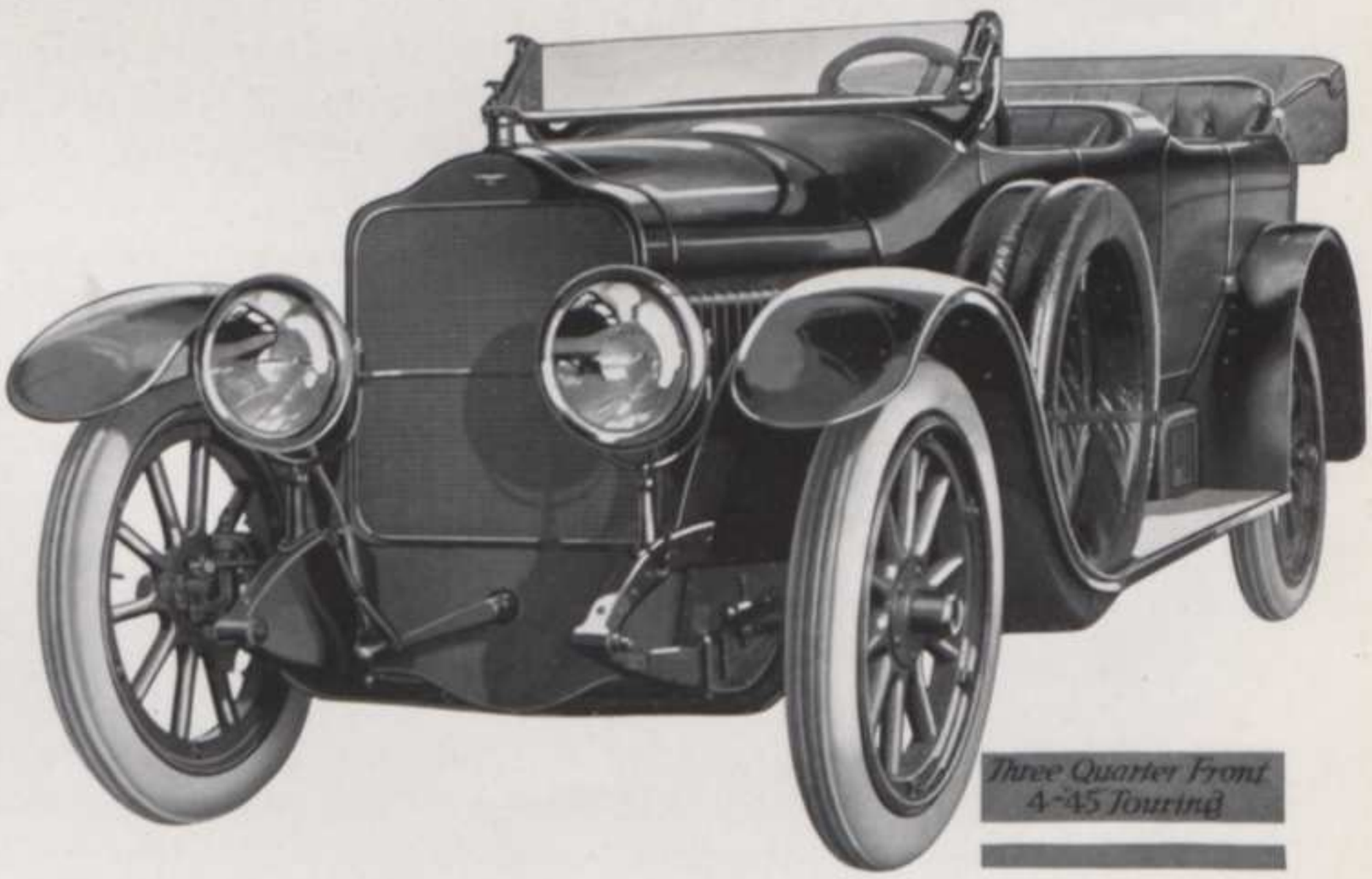
And here in this latest White Motor Car we find that mechanics have been matched with beauty. The unbroken line of faithful delivery of power and dependability of performance has been matched with this masterpiece of body-designing which forces the connoisseur in motor cars to stand in gratified admiration and grope for words to express his praise.

Men who can create such work are never content with its mere appeal to the eye.

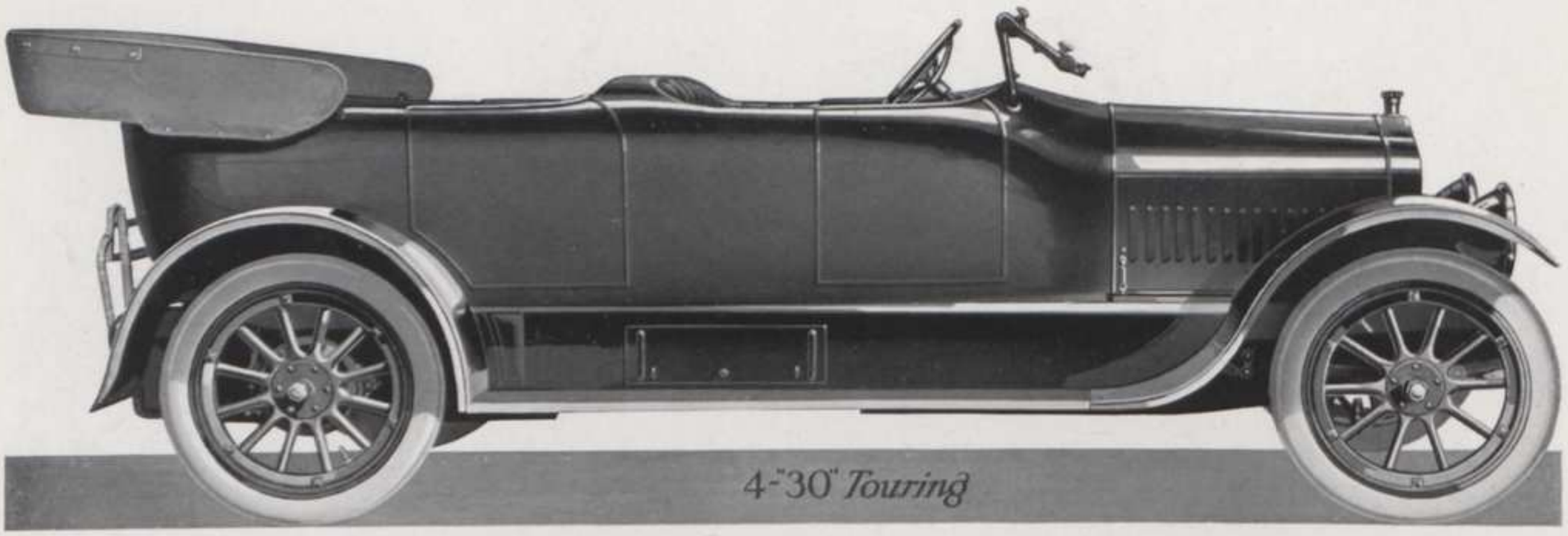
They go further and insist upon completeness in its appeal to and gratification of the mind.

Not only the pride but the comfort of the owner and driver of such a car must be given due consideration.

So we find the front door opening into a roomy compartment. The seats have the requisite pitch to provide that desirable sensation of sitting *in* the car and not *on* it. The upholstering is very



Three Quarter Front
4-45 Touring



4-"30" *Touring*

deep and luxurious. The leather is of finest quality with exclusive long-grain finish — the very choicest. And the tufting is in parallel lines — a very comfortable idea in itself.

The dash has been freed of all the attachments which once were considered popular, even if they were confusing. The oil sight-feed is there — inconspicuous, but always in sight.

In the driver's seat we find our back and sides cushioned in so that we know we belong to the car. The steering wheel reaches hospitably for our hands and we look out over that sweeping hood and feel much as the Kentuckian when he holds the reins over his finest thoroughbreds.

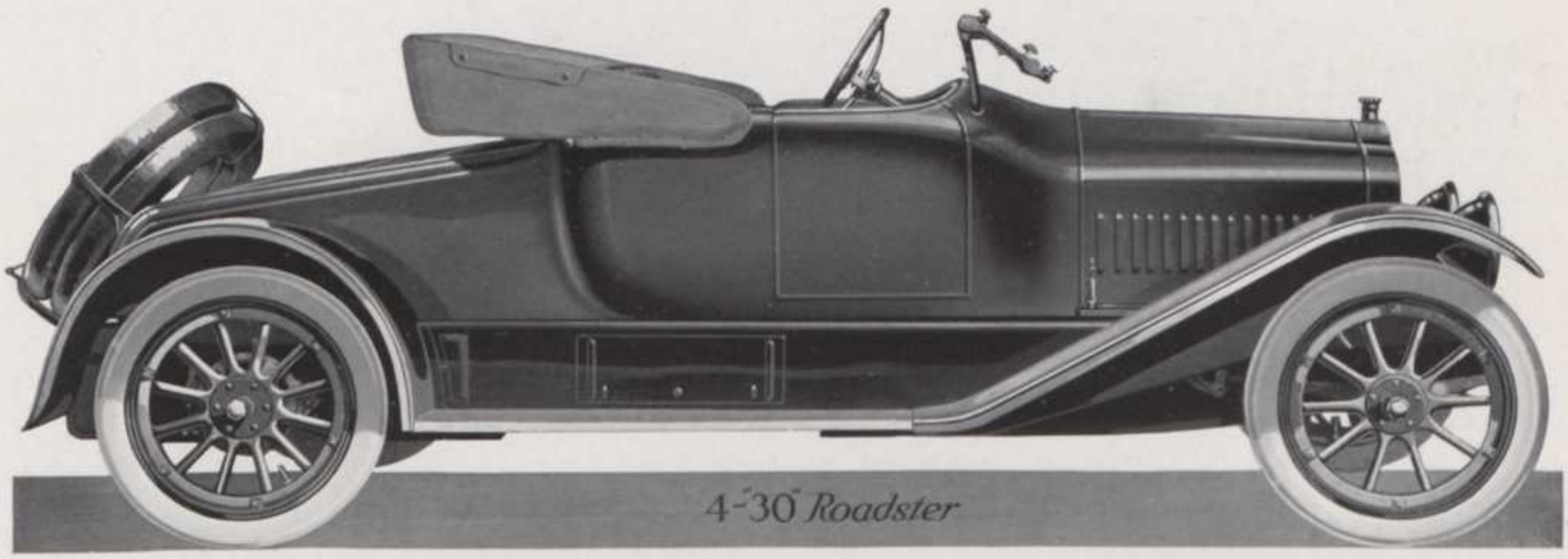
A small cylinder just below the wheel, on the steering post, holds the unified control. Simplicity itself — the control at our fingertips, literally. The starting and lighting switches are all contained in this compact little idea.

The rear compartment is another roomy one. The same deep upholstery, the same patient fineness of detail, the same persistent insistence upon having every fitting, every convenience, as excellent in quality and workmanship as our view of the exterior of the body has led us to expect.

Interior of Passenger Compartment "4-45" Touring Car

Here again we sit *in* the car. When we studied the outside we commented upon the absence of the bulging upholstery about the rear seat. Now we find our arm rest is here, hidden below the top line of the body, giving us the lazy ease we so much wanted.

White designers thought to good purpose concerning the use that may be made of the space behind and beneath the center cowl—the one which absorbs the conventional back of the front seat. (And, by the way, while we were sitting in front we found that the front seat had



4-30 Roadster

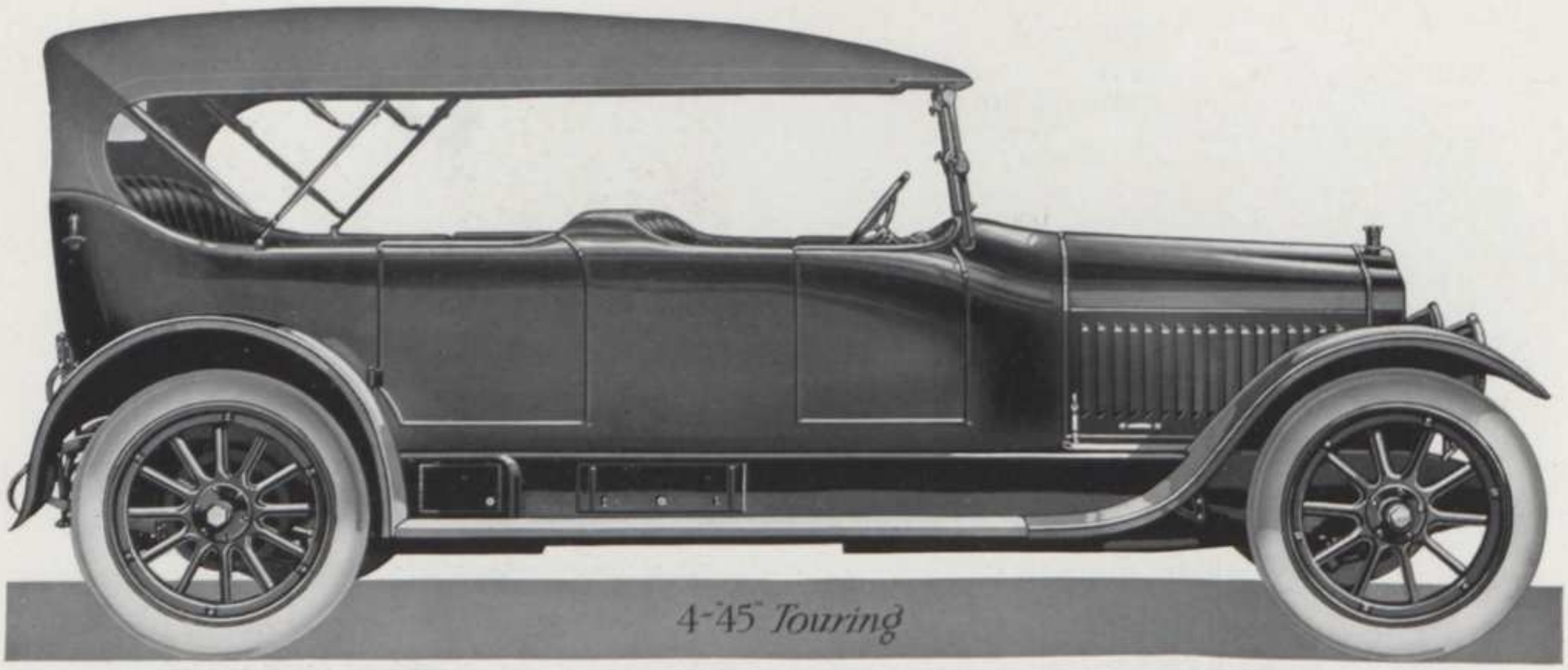
more back than ever, simply because it was properly built — low, roomy and comfortable to the last degree.)

In the seven-passenger "4-45," the two extra seats fold out of the way, under the center cowl. In the "4-30" the extra seat is removable, to be folded up and placed in one side of the compartment under the center cowl.

In the "4-45" and "4-30" this compartment room in the center cowl is made most ornamental. Little doors and large ones open into its divisions, suggesting where to place wraps, rugs, packages and so forth, making for that thorough neatness and cleanness which has been constantly suggested by the free lines of the body itself. The locks, catches, buttons, handles, pedals and all the minor elegances of the interior of the car are of special design, blending harmoniously into the scheme of things — so harmoniously, in truth, that, because they are what we expect and know will be there, they draw from us simply the passing attention which the makers of the car sought for them. Yet when we go back to them and study them we see that these details, like every other part of the car, have been thought out and fashioned to help express the whole idea.

So we come again to another study of the outside of the car, and now we look at the top. It is the White Monotop. A protection from the elements, surely, as a top should be. And yet it is another example of applying beauty to utility. It must have been designed and studied with the body of the car, to be so thoroughly a part of it. We see that it carries the streamline gently along also. It is not a blatant contrivance, all braces and angles, shouting to all the world that it is a top. It is a modest, graceful exemplification of how a master-designer can coax beauty into such materials.

Interior of Driver's Compartment "4-45" Touring Car



4-45 Touring

And we find that the same thoroughness which drew its lines has had a hand in its mechanical construction — in the development of its operation. One person handles it — puts it up or lowers it. And the experienced motorist is apt to say that not the least of its beauty is the fact that he can put it down as easily and readily as he can raise it.

Of the technical side of the latest White we need say little here. The man who goes through the White Factories, who sees the creation of the car from the ingots of steel and the sheets of aluminum, who observes even with the eye of a layman the precise care and watchfulness in every room and at every machine, gets a fresher view and a newer insight into what is meant by really manufacturing a motor car.

He learns then, if he never has known before, the basis of White quality. He gets a thought of why and how the White organization could produce this latest car, with its beauty of lines to match its mechanical integrity.

Even without this finally-perfect streamline body to hold his eye and send him fumbling through the chambers of his brain for adulatory adjectives he would be enthusiastic over the mechanical construction of the car itself.

And he would learn the secret of White leadership — patience, thoroughness and work. It seems to be a principle with the White organization never to bring out anything until time and use have tested and proven it to be fundamentally correct. Nothing is offered to the public until the men who *know* have pronounced it worthy of the White name.

So these latest White Cars show the combined work and prolonged, faithful study of a group. Expert designers, mechanical experts, metallurgical authorities, trained production men, field men in touch with the trend of public desire — all these have had their part.

And now, when it is all complete, when no detail is lacking, when nothing is untried or unproven, when every need is met, it is presented — a complete car — The Car of Forethought, not of Afterthought.

So we may step back again and enjoy another contemplation of this production which will be the last word in motor cars for a long, long while, and say, as we said in the beginning:

"We stand before *a motor car.*"

EQUIPMENT AND PRICES

ALL of the new White models are fully equipped. The touring models are fitted with the White Monotop, an improved type of one-man top that can be lowered by one person as easily as it is raised. The top is covered with English Burbank, with boot of the same material, and the side-curtains are of the quick-acting type, fastened within the top. The windshield is of special design, without filler-board, the glass being cut to conform to the arch of the body, and is of the rain-vision, ventilating type, with concealed joints. The equipment also includes a speedometer, set flush with the dash, trunk rack, tire holders, license brackets, concealed electric warning signal, full complement of lights with extension lamp, and power tire pump.

TIRES

The new cars are equipped with Silvertown cord tires. The tire sizes are — 32 x 4 inches on the "30," 36 x 4½ inches on the "45" and 37 x 5 inches on the "Six."

WHEELBASE

The wheelbase of the "30" has been lengthened five inches, and is now 115 inches; the "45" has a wheelbase of 132¾ inches, or 8¾ inches longer than the previous model, and the "Six" wheelbase is 140¾ inches, which is 8¾ inches longer than formerly.

COLORS

Five color options are offered as standard for the new series, allowing a wide range of choice for the expression of personal taste. These colors are "White" special maroon, "White" special gray (satin finish), "Cleveland" gray, Brewster green and Cobalt blue.

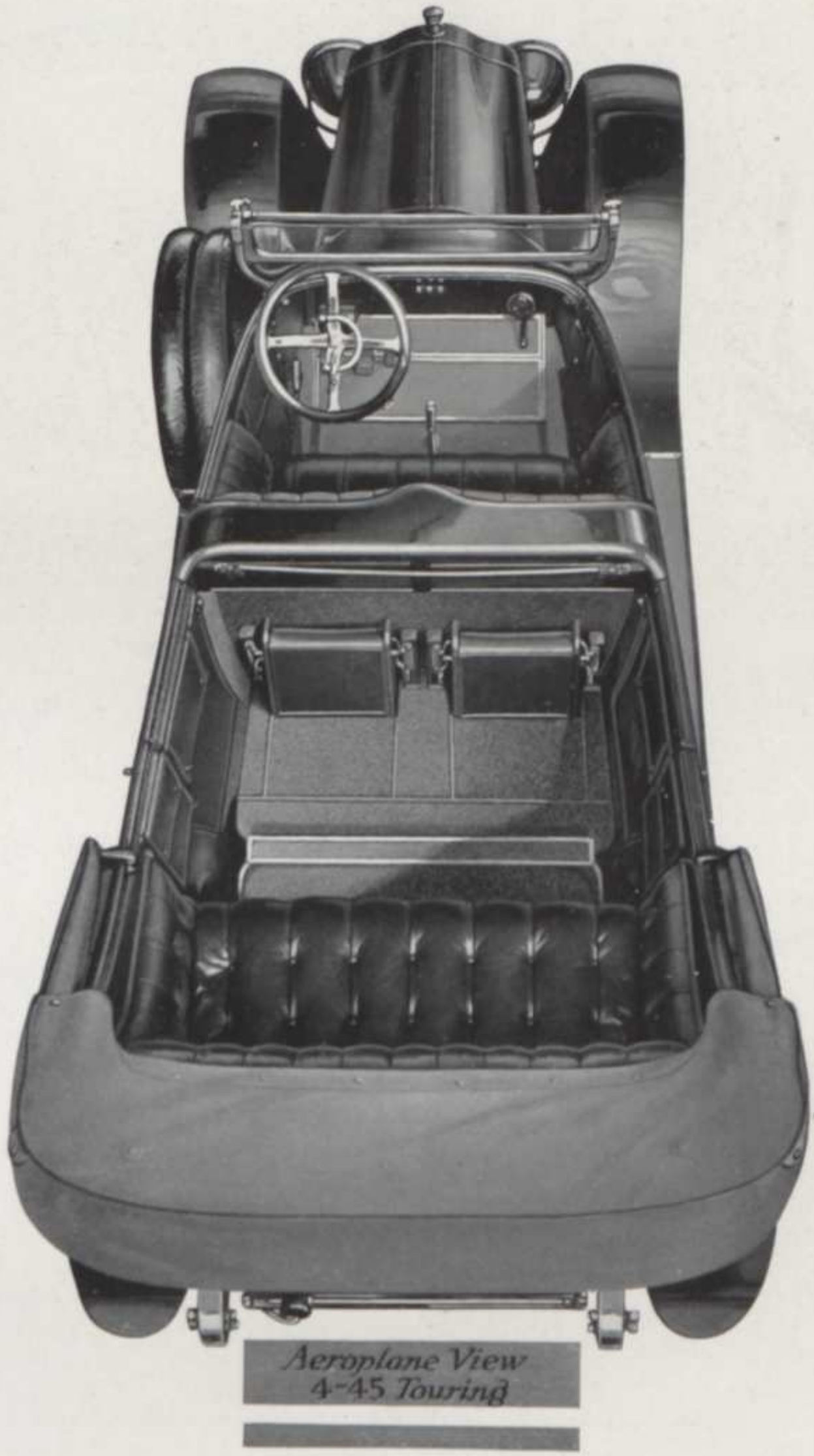
PRICES

The prices of the new models are as follows:

"4-30" Touring Car	$2700.00
"4-30" Roadster	2700.00
"4-30" Town Car	4200.00
"4-30" Sedan	4200.00
"4-45" Touring Car	3800.00
"4-45" Landaulet-Limousine	5200.00
"4-45" Limousine	5200.00
"4-45" Semi-Touring	5400.00

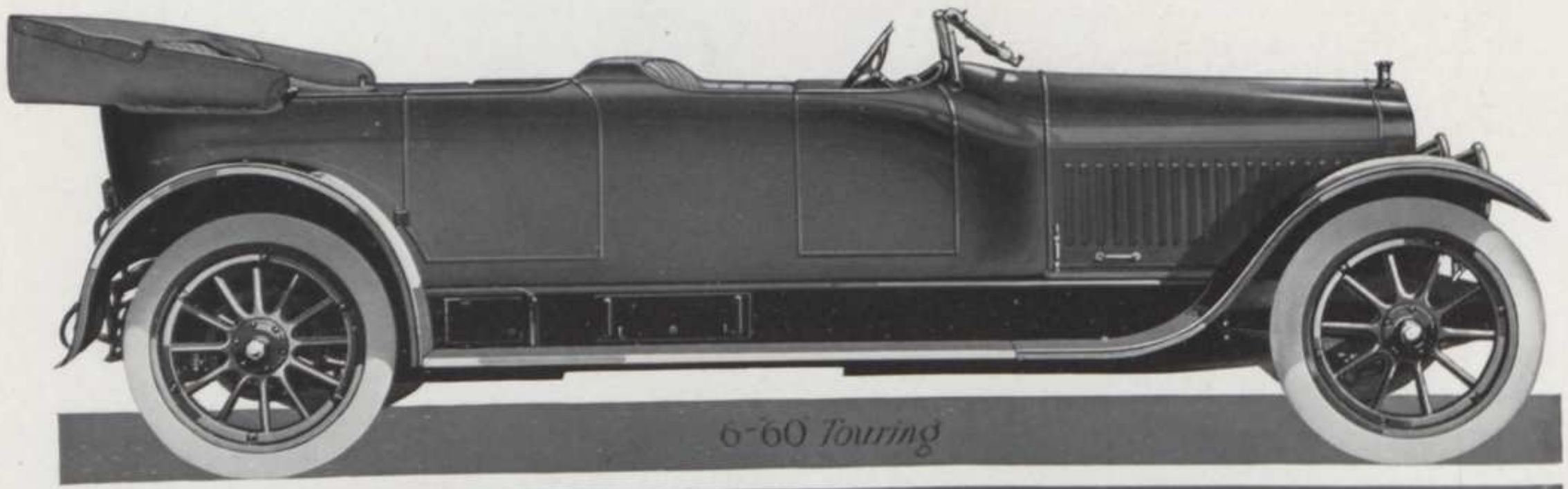
The "6-60" models are built to order only. The prices of the custom-built "6-60" models will be furnished upon request. The price of the "6-60" seven-passenger touring car, with standard body and equipment, is $5500.00.

All prices F. O. B. Cleveland.



Aeroplane View
4-45 Touring

This view shows the interior plan of the seven-passenger Touring models. Note how the extra seats fold completely out of the way when not in use—a simple lift brings them into position when needed.



6-60 Touring

THE NEW WHITE ENCLOSED CARS

THEY ARE EXAMPLES OF THE HIGHEST ART IN COACH BUILDING—REVELATIONS OF THE POSSIBILITIES FOR COMFORT AND LUXURY IN MOTOR CARS

THE five types of White Enclosed Cars will set an exclusive standard for style, elegance and unusual refinements of design and new features. These cars would dominate a convention of the finest cars that could be produced by the makers of the world. The Town Car and Sedan types will be furnished on the "4-30" chassis; the Limousine, Landaulet-Limousine, and Semi-Touring types on the "4-45" and "6-60" chassis.

Just as these cars are distinctive in exterior design so are they unusually elegant and well appointed in the interior. Our designers have procured many unusual fabrics for the upholstery and are able to advise a selection which will express individuality in accordance with the owners' tastes.

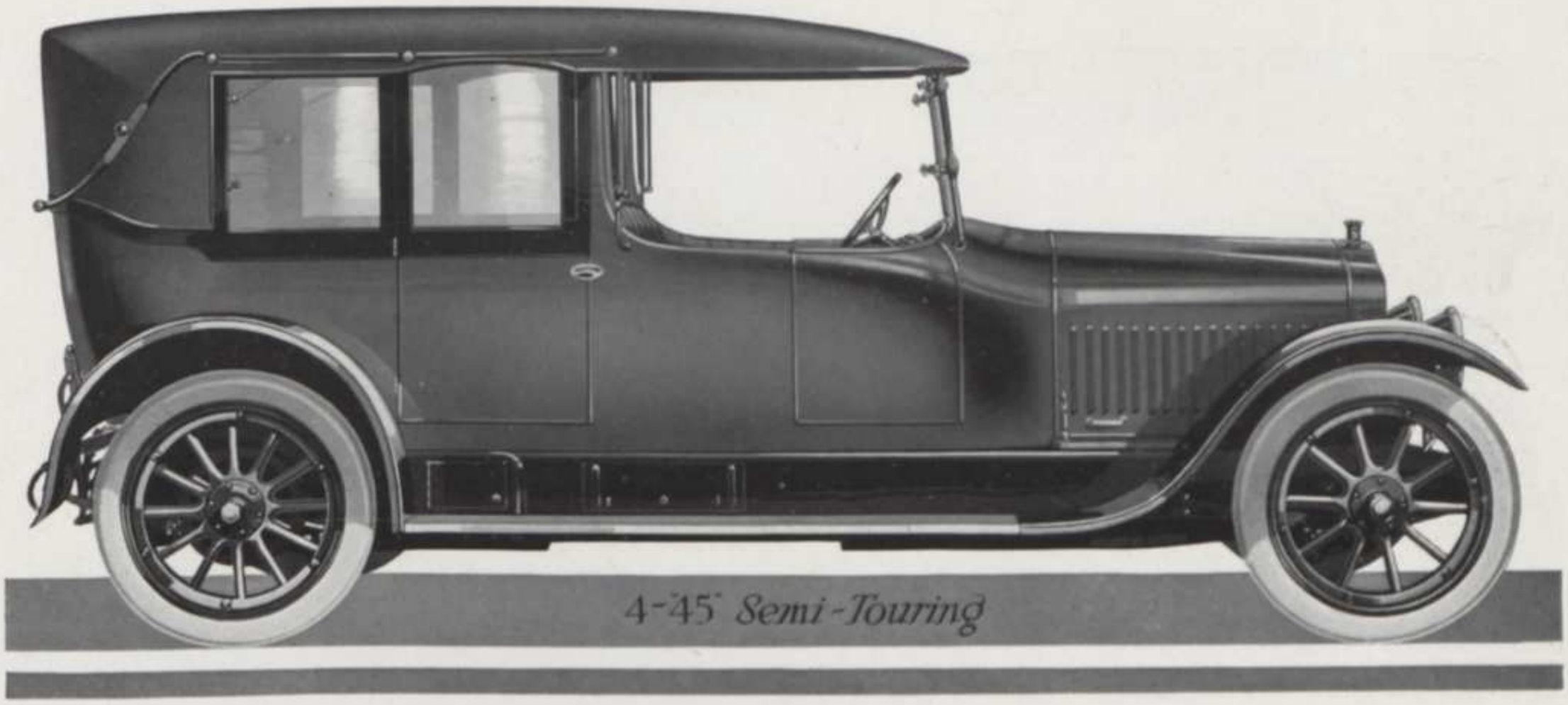
Instead of the usual elaborate use of cloth and braid for decorating the interiors, the upholstery is tastefully plain and elegant, jeweled with beautifully inlaid mahogany panel work in the doors and across the front of the passengers' compartment.

One would expect to find exquisite fittings in these cars and yet there is a surprise even here, for such beautiful and well selected fittings have never before been provided as part of the car. Such things as pretty cloisonne toilet articles in cases of polished mahogany, daintily inlaid and lined with soft ecrase leather; a high grade clock in a leather case with lock and key; telephone for instructing the driver; and in the Town Car, a small hammock to carry purchases during shopping trips, are some of the things which will especially appeal to women users. Men will find comfort in a smoking set consisting of an ash tray, match safe and electric cigar lighter.

The windows may be raised and lowered with almost no effort by simply turning a silver handle. The glass moves up or down smoothly and noiselessly. All of the cars are well lighted and the dome lights in the ceiling operate by an electric spring so that when the door is opened the interior is brightly lighted.

THE SEMI-TOURING CAR

The Semi-Touring Car is capable of almost magical transformation. Although it has the semblance of a closed body it needs only the lowering of the top to convert the seeming landaulet body into an open seven-passenger touring car. The top is made of Landau leather and is lined with the same material as is used in trimming the interior of the body. In this convertible car it is practical to use the same upholstery as in the regular types of closed cars. An original feature of the design is the concealed patent-frame window which, from the outside, gives the appearance of a frameless window.



4-45 Semi-Touring

The operation of opening the body is very simple. After lowering the windows into their pockets, the top is folded back in the same manner as the top of a touring car. This convertibility gives the owner two cars in one, and as a closed car it has the further advantage of light weight.

THE LIMOUSINE AND LANDAULET LIMOUSINE

The Limousine and Landaulet-Limousine have seating capacity for seven persons. The interior arrangement and appointments of the Limousine are identical with those of the Landaulet-Limousine. Whereas the former is strictly an enclosed car, the Landaulet-Limousine may be used either as an open or enclosed car. It makes a splendid appearance and is beautifully appointed. At first sight the extremely large windows lead one to mistake it for a Limousine but a closer inspection discloses the fact that the upper rear panel, from the quarter windows back, is made of smoothly fitting landau leather.

There are two indiscernable breaks in the roof of the body. When unfastened from the interior, the rear leather portion drops back while the part directly over the quarter window slides over on the front of the roof. This is much more satisfactory than the old clumsy way of folding back the entire landau roof. In addition, this design allows larger windows and eliminates the use of iron work on the exterior of the body. It is not necessary to tug or pull at a joint in order to drop the roof. By merely unfastening two nickel catches in the ceiling of the car the rear part of the roof may be folded back into position.

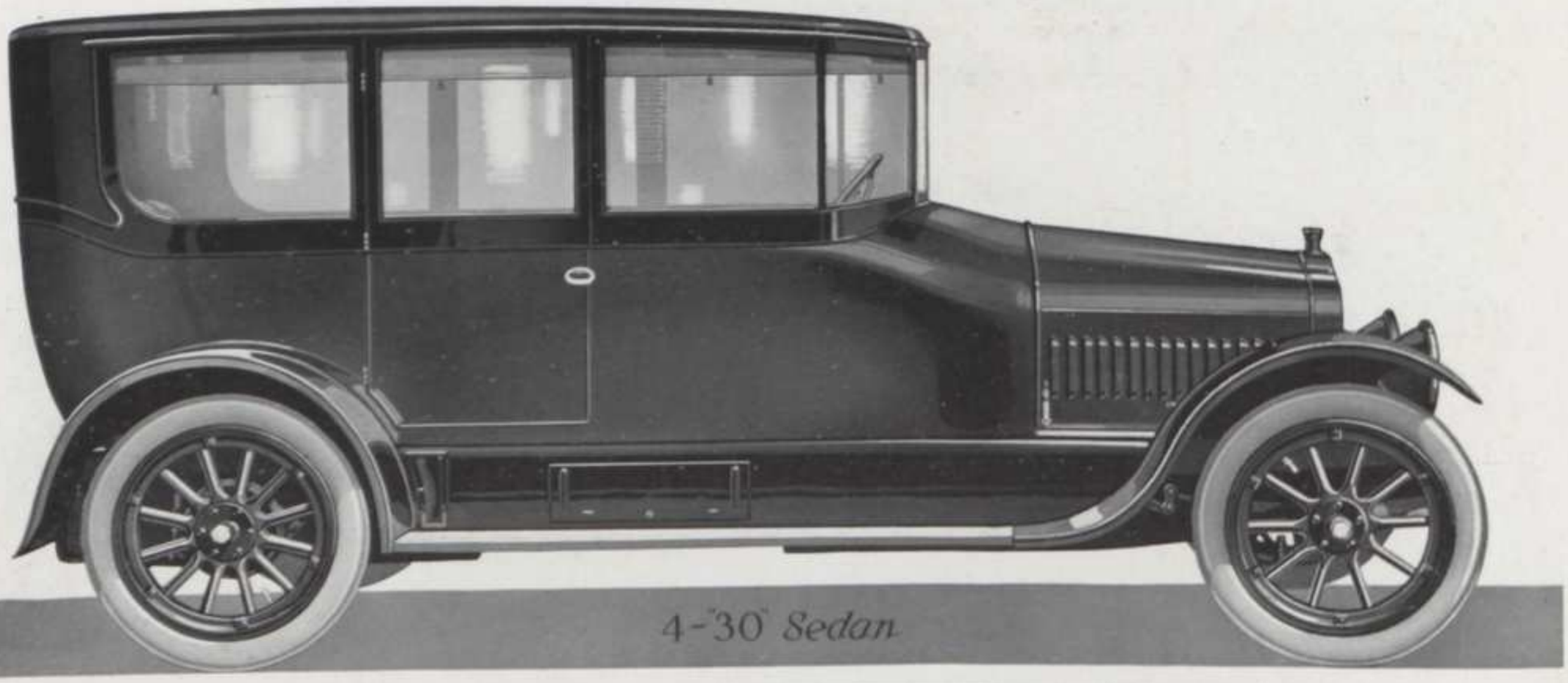
Equally as comfortable as any touring car seat is the chauffeur's seat. It is of very soft black leather of the finest hand-buffed quality, with generous parallel tufting. The windshield in front of the driver is in two parts. It affords a perfectly clear vision and is supported so strongly that it cannot rattle.

THE TOWN CAR

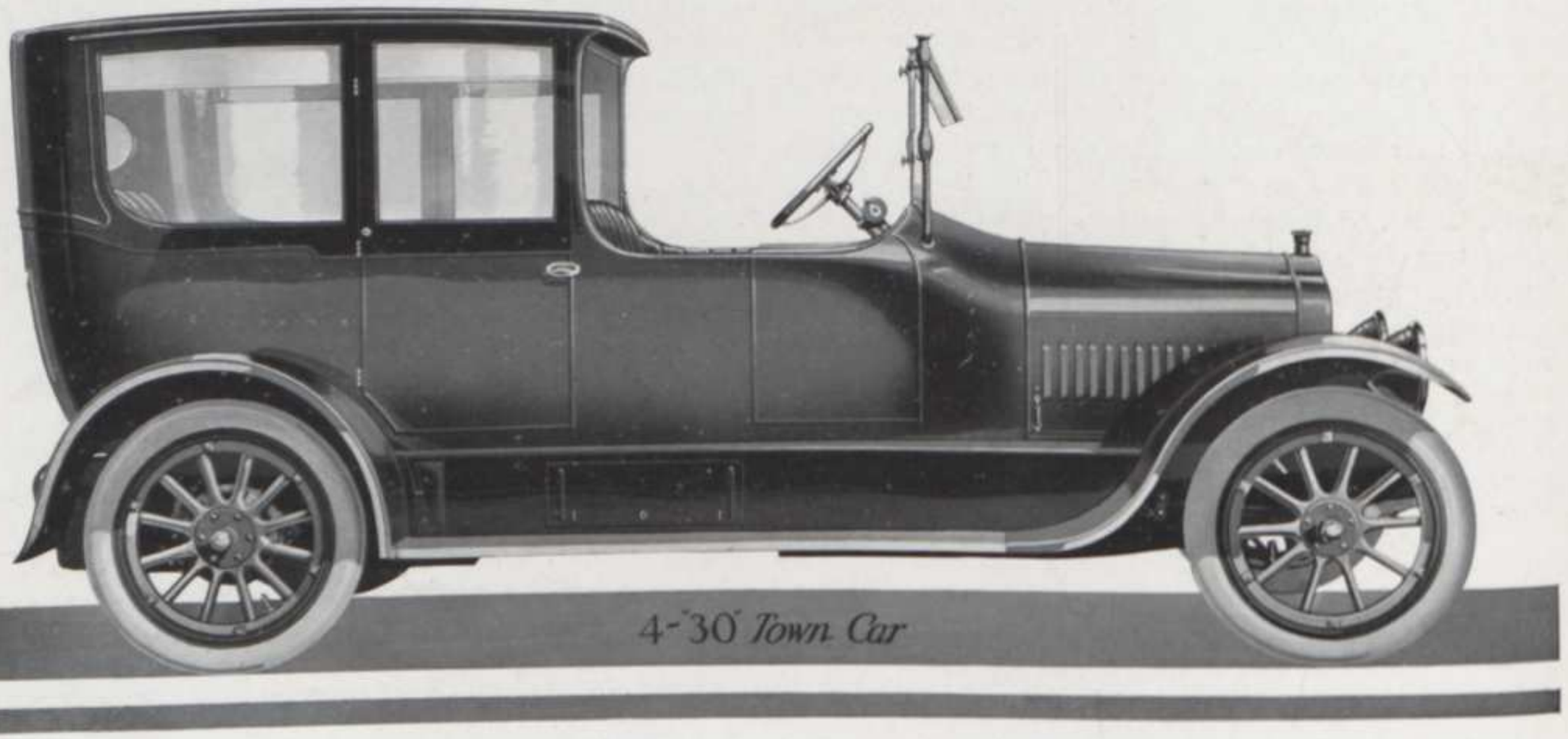
The Town Car is a moderate sized car of fashionable design, well adapted for every requirement of town service. There are four inside seats, two of which fold out of the way into a small alcove beneath a mahogany panel on the front wall. A feature of the exterior design is an extension roof which reaches forward as far as the top of the windshield. This extension, which is quickly detachable, is not only a protection to the driver during inclement weather but it permits of a decided change in the appearance of the car.

THE SEDAN

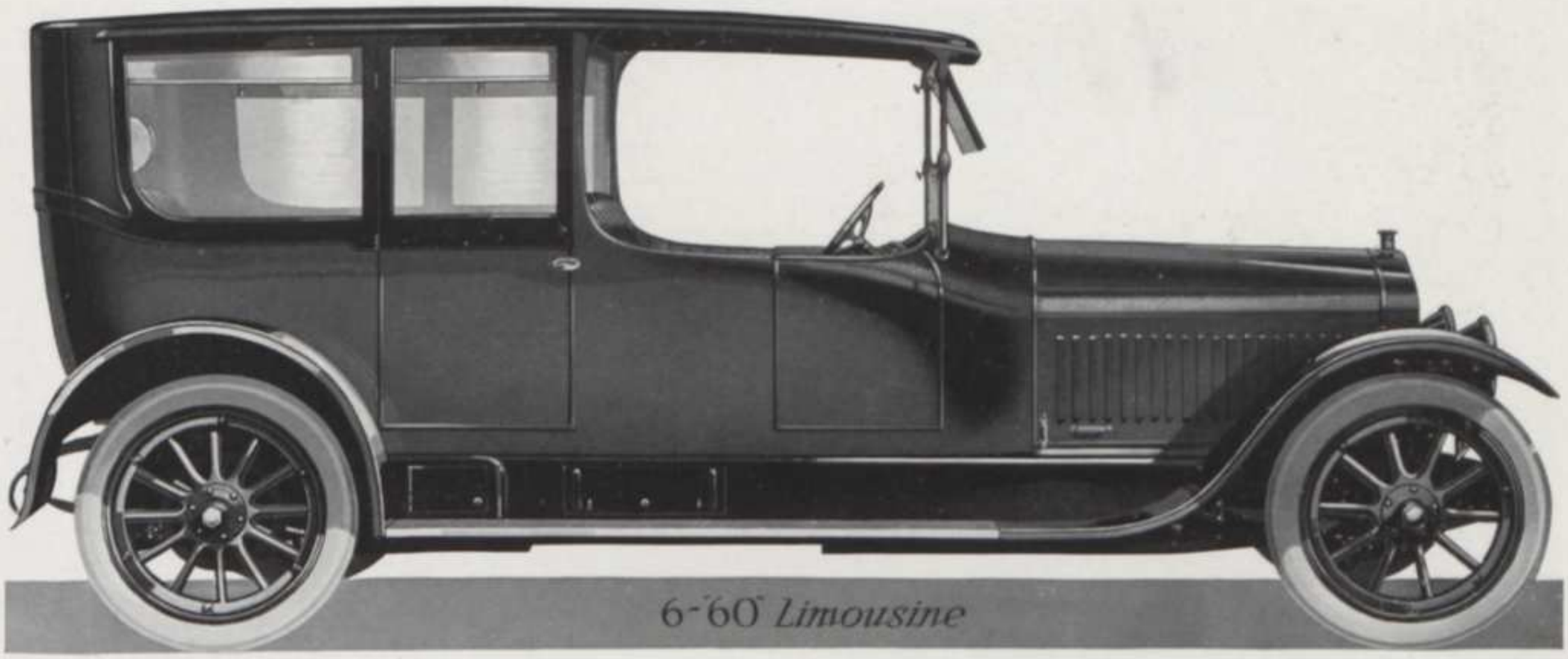
The Sedan is a very convenient enclosed car designed for broad utility. It is built for four passengers. Two are seated in a comfortable seat across the rear of the car, and there are two separate deep-cushioned chair seats for the driver and passenger in the forward part of the car. The door is located in the center of the body. While it is a perfect closed car the Sedan is ideal for business purposes when protection from the weather is needed. The interior being in a single compartment, a chauffeur is not required.



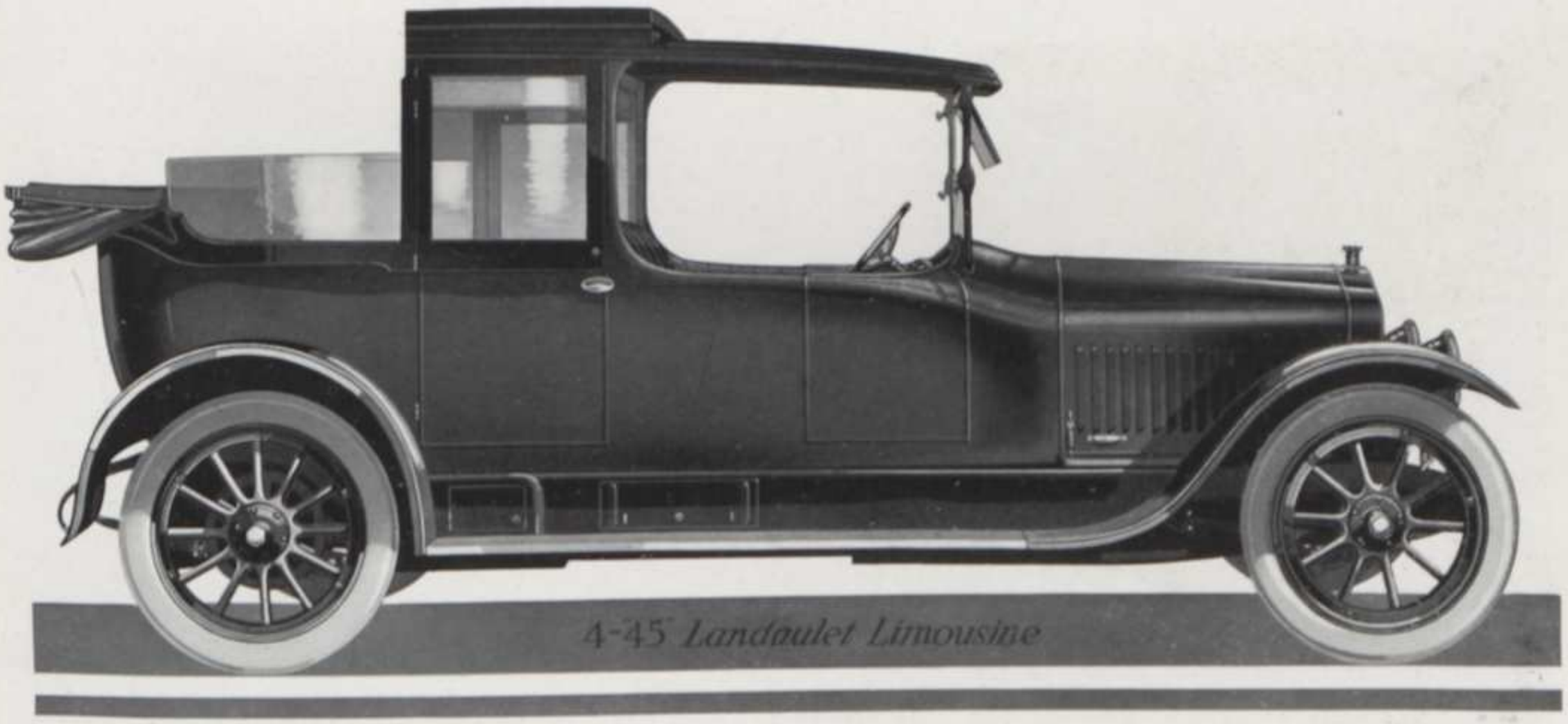
4-30 Sedan



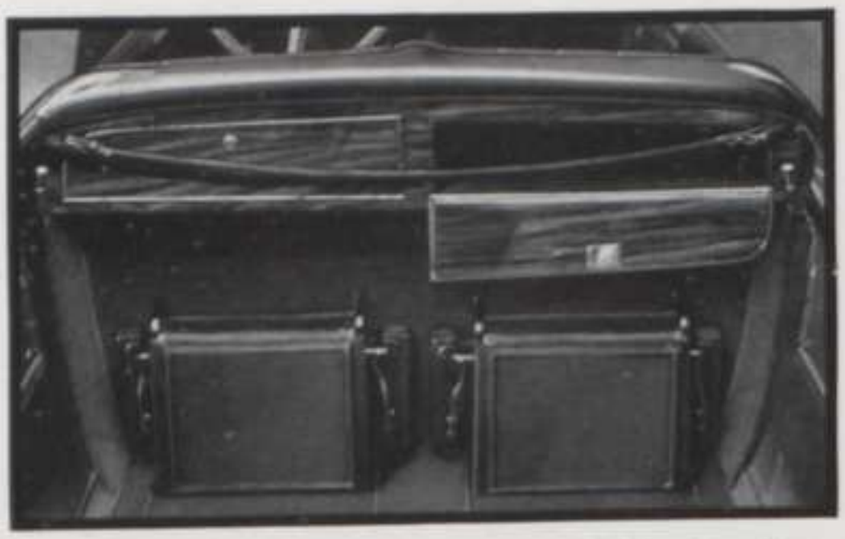
4-30 Town Car



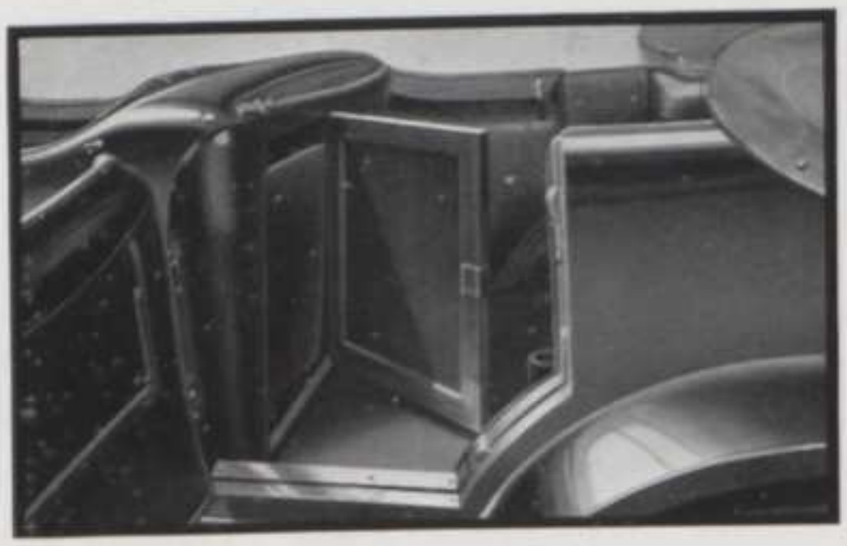
6-60 *Limousine*



4-45 *Landaulet Limousine*

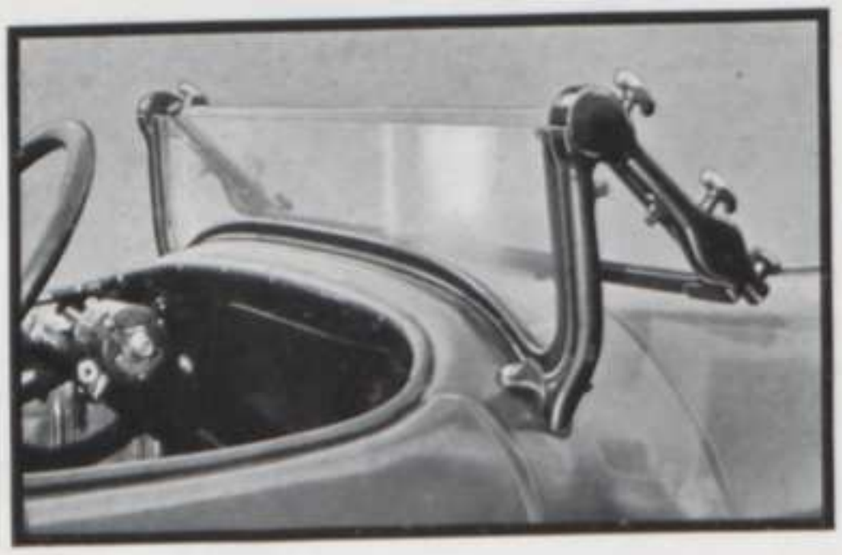


Compartments in center cowl "4-45" Touring Car



The extra seat is carried in one of the compartments in the center cowl "4-30" Touring Car

Unified control



Concealed-joint Windshield

UNUSUAL FEATURES

TWO SEPARATE COWLS

¶ The new design is featured by two separate cowls, and is entirely devoid of all angles, or even sharp curves. There is not a single straight line in the entire body. The top line of the hood and the upper line of the body are pleasingly merged in the front cowl in a gentle curve, and even the backs of the front seats, always awkward in appearance, are gracefully absorbed in the second cowl.

CONCEALED-JOINT WIND SHIELD

¶ The windshield is of special design, without filler-board, the glass curving to conform to the body, and is of the rain-vision, ventilating type, with concealed joints. It tilts slightly toward the rear, carrying out the sweeping appearance of the body lines.

LOW FRAME HEIGHT

¶ On the "Forty-five" and "Sixty" models, the chassis frame is dropped and the rear springs are underslung, giving a top-of-frame height on all three models of slightly less than twenty-five inches, which makes the new Whites among the lowest cars in frame height built in America. No sacrifice of road clearance has been made, however, in thus lowering the cars; the clearance of ten inches remaining the same as in previous models.

THE TONNEAU CHAIRS

¶ The problem of what to do with the extra tonneau seats when not in use has been solved in the new White models. These seats fold partly into the floor and partly into an alcove under the center cowl so that they are as completely out of the way as if they were not there. A slight pull will unfold and place them in their proper position, and a slight push folds them completely into the recess designed to receive them.

THE UPHOLSTERY

¶ The upholstery introduces a new standard for depth, treatment and materials. The seat-cushions of the "Thirty" are twelve inches deep, and in the "Forty-five" and "Sixty" are fourteen inches. Instead of the customary diamond-shaped, or criss-crossed tufting, the White cushions are built up in parallel tufts which make them more yielding and add to the symmetry of lines within the body. The leather is an exclusive long-grain pattern used in White Cars only.

VACUUM GASOLINE FEED

¶ One of the noticeable changes in the chassis of the new models is the use of a vacuum feed system of gasoline supply, whereby the gasoline tank is carried at the rear of the chassis instead of under the front seat, as was the case in previous models in which gravity feed was employed. The vacuum feed system is, however, fully as simple as the gravity feed, as no pressure is needed to force the gasoline to the carburetor, and it has the added advantage of being in a more convenient location for filling the tank.

CROWN AND BEAD FENDERS

¶ The harmony of the lines in the new Whites embraces the fenders as well as the body, top and windshield. They combine in a new design the beauty of the crowned surface with the strength of the beaded edge. The fenders are unusually large, being thirteen inches wide on the "Forty-five" and "Sixty," and twelve inches wide on the "Thirty." The crown is two and one-half inches. They are carried on improved supports of great strength and finished so that no rivets are visible.

TOLD IN PARAGRAPHS

UNIFIED CONTROL

¶ The starting and lighting switches are contained in a small, compact cylinder, mounted just below the steering wheel, on the upper side of the steering post, so that the driver can reach them without leaning forward. The electric signal button is located on top of the steering post, above the wheel.

CLEAN DASH

¶ The dash is absolutely clean except for the sight-feed glasses of the oiling system, the speedometer, which is flush with the dash, and the tell-tale for the starting and lighting battery. This arrangement does away with the complicated-looking instrument boards which are used on so many cars.

FRENCH WALNUT WOODWORK

¶ All surfaces inside of the body in the touring models are upholstered or leather-lined except the dash, door mouldings and the compartments beneath the center cowl which are of beautifully grained French walnut. No upholstery appears above the top line of the body, so that the finely finished edges of the body are left uncovered, revealing the cunning work of the body craftsman.

CHASSIS WIRING

¶ One of the difficult things accomplished in the new cars is the designing of all wires and conduits as part of the chassis, making it possible to remove the body as a unit without disturbing any of the electrical connections, oil sight-feed pipes and other attachments. Even in the limousines and other enclosed cars all body wiring leads to a junction box near the frame, and a few simple connections are all that are disturbed when removing a body.

TOOL BOXES

¶ Tool boxes with water-tight doors are built into the apron between the running board and the body, one on each side of the car. This location leaves the running board free and unobstructed.

WHITE MONOTOP

¶ The White Monotop can easily be put up or down by one man and besides being practical it is good looking. It seems to grow out of the body and be part of the design. The material used is drab colored English Burbank. The top is supported by hand forged slat irons faced with wood instead of the old style sockets and bows.

WHITE SPRING DESIGN

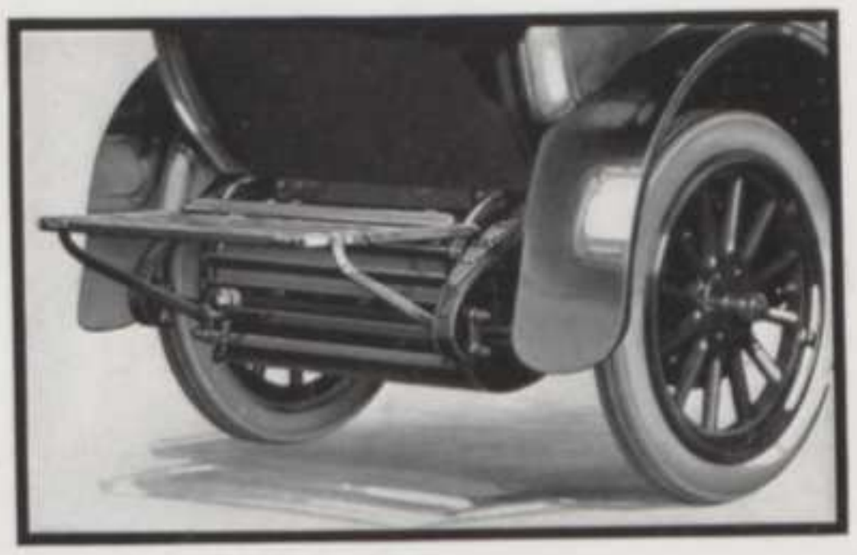
¶ Instead of the common practise of tapering the spring leaves from the center, each spring leaf is of uniform thickness so that, under load, the spring deflects into a straight line, and absorbs road shock with smoother action than any other type.

SHORT TURNING RADIUS

¶ The steering apparatus is cleverly designed to permit an unusually small turning radius. The turning radius, to the left, in the "4-45" is 26 feet 9 inches and in the "4-30" is 22 feet 6 inches. The turning radius to the right is even shorter. Both steering rods have ball and socket joints which make steering easy.

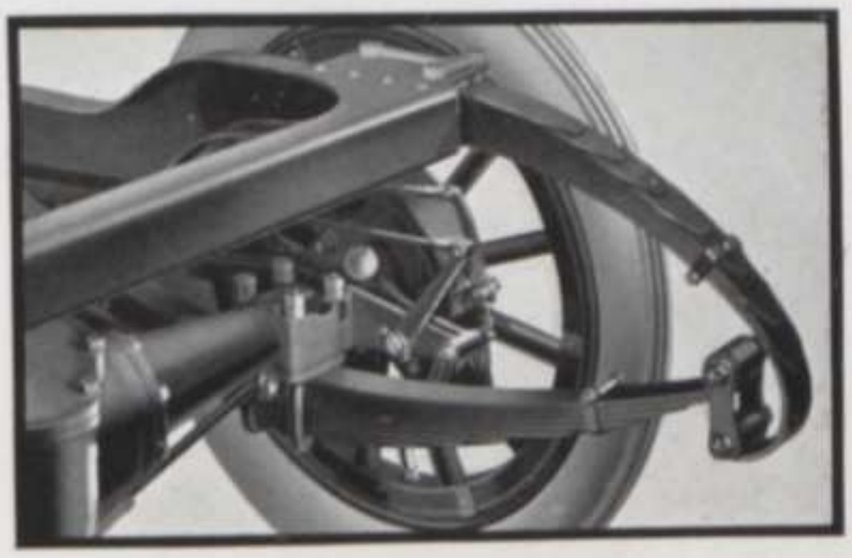
TRUNK RACK

¶ In the rear of the body is a strong trunk rack which can be opened or folded with one movement, a simple pull or push. When folded the rack is held in place by a spring catch. The rack is supported by the gasoline tank protecting guard, another detail of White construction that is deserving of more than casual comment.

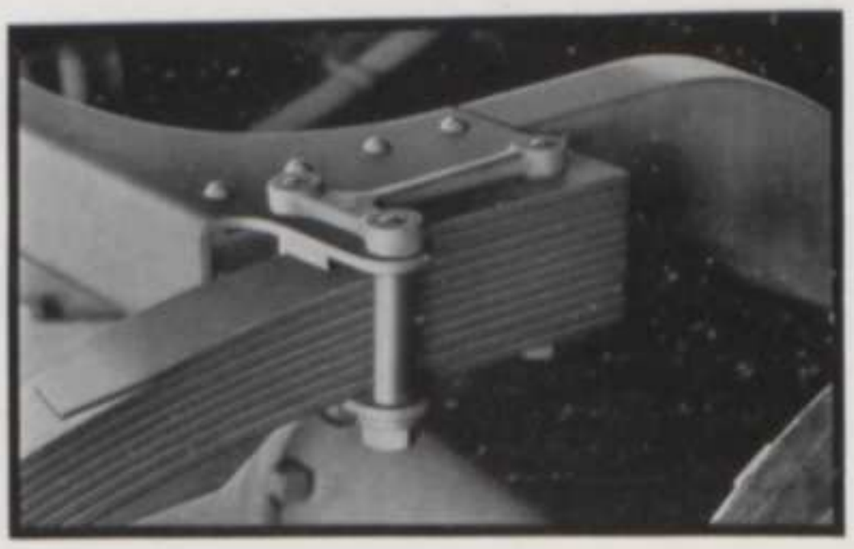


Single-fold truck rack

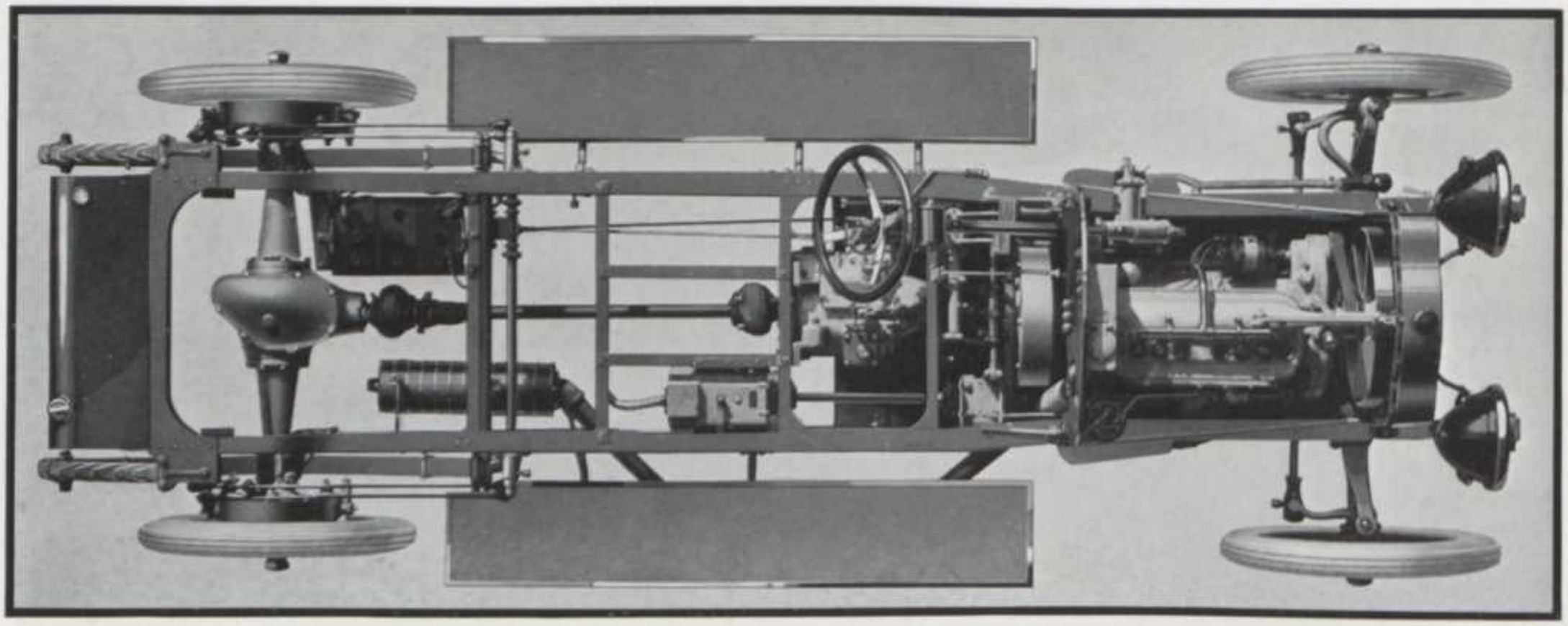
Concealed tool-box



Underslung rear spring construction



Spring hanging device, special White design



THE ANATOMY OF WHITE CHASSIS

A BRIEF DESCRIPTION OF THE SIMPLE DESIGN AND SUBSTANTIAL CONSTRUCTION OF WHITE CHASSIS —REASONS BEHIND THE WHITE REPUTATION FOR DURABILITY, EFFICIENCY AND ECONOMY

MECHANICAL leadership has been a White attribute for years. We have changed the proven mechanism of the White Chassis but little, because the opportunity was limited. The three chassis sizes as described here are uniform in design and differ only in the size and strength of the parts.

ENGINE: The long-stroke monobloc motor is continued in White Cars for the sixth season, without radical change. In the "4-30" engine the bore is 3¾ inches and the stroke is 5⅛ inches. The "4-45" engine has a bore of 4¼ inches and a stroke of 6⅜ inches, and the dimensions of the "6-60" are 4¼ x 5¾ inches.

The cylinders are cast in one block with the intake, exhaust and water passages as well as the manifolds, included in the cylinder casting. The incoming gases are heated by their proximity to the exhaust passages and the exhaust gases are cooled by contact with the manifold or incoming fresh gas. Each function therefore operates to the advantage of the other.

The valves are mechanically operated and interchangeable. The valve lifters are adjustable and are operated by a cam-shaft that is entirely enclosed within the crank case. The valve springs and stems are entirely enclosed to keep out dirt and grit.

MOTOR COOLING: The White cooling system is extremely efficient. The water jackets are unusually large and the radiator is designed to give the greatest amount of cooling surface. The possibility of strain upon the radiator is eliminated by a special form of mounting and a new design of brace. The fan is mounted on ball bearings and has an eccentric bushing which can be adjusted to increase or decrease the tension of the belt. The water is circulated by a gear-driven centrifugal pump.

CRANK CASE: The crank case is made of special aluminum alloy. It is hung by three-point suspension on the frame. In the upper part are carried all working parts of the motor, the lower part forming an oil well. A removable section in the lower part gives perfect access for inspection or adjustment of connecting rods. The timing gears are of the helical type, giving a smooth and quiet engagement. The crank shaft is forged from heat-treated nickel steel alloy and is of unusually heavy design. In the "6-60" and "4-45" motors there are three main bearings, one in the center and one at each end, while in the "4-30" there are two. End bearings in all White Motors are annular ball bearings and the center bearings are plain.

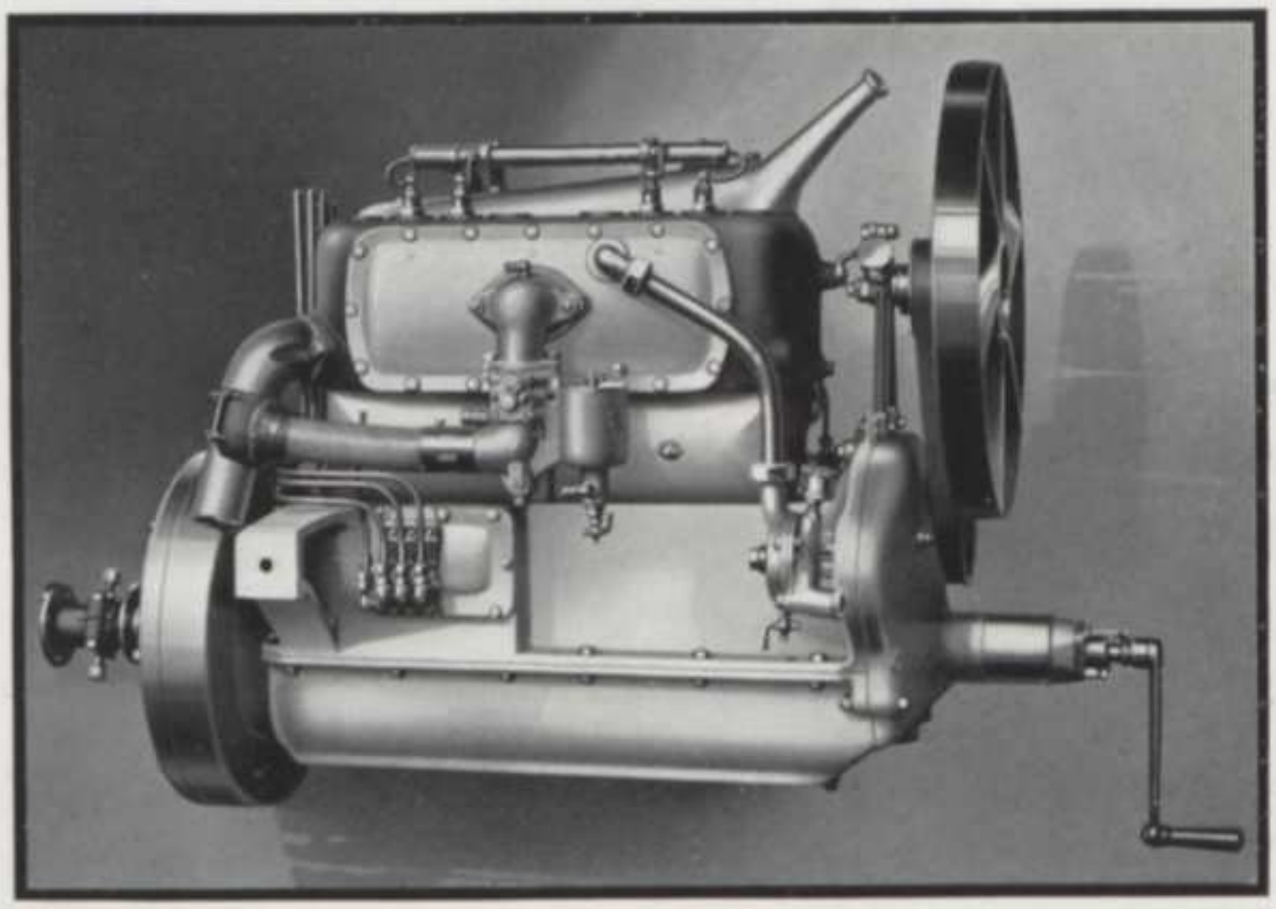
LUBRICATION: Oil is fed by a gear-driven pump to all crank shaft and connecting rod bearings. Proper lubrication of the motor is assured at all times and is never dependent upon the amount of oil in the crank case. Splash lubrication is also retained as an additional factor of safety. In addition to the direct feed to each main bearing, each connecting rod bearing is also lubricated by means of oil-ways drilled through the crank shaft.

Provision is made to insure an abundance of lubrication for the cam-shaft bearings and for the gears driving the cam-shaft, water pump and magneto. The oil reservoir is mounted on the dash under the bonnet and is fitted with a glass gauge to show the level of oil. The oil pump is located on the right side of the motor and is driven by gear from the cam-shaft. The oil passes from

the pump to a sight-feed indicator on the dash and is then fed to the main bearings. A simple means of adjusting the flow is provided at the pump.

IGNITION: The single ignition system on White Cars has been a great source of satisfaction to owners because of its extreme simplicity. A Bosch high-tension magneto is used, mounted on the left side of the engine and driven by a shaft operated from the timing gear case.

CARBURETOR: The carburetor is a special White design of the aspirating type. It has a graduated air valve which automatically supplies the correct mixture of fuel at all motor speeds. In order that warm air may be sucked in by the carburetor it is connected with a "stove" on the exhaust pipe. The carburetor is mounted high up on the side of the engine where it is quickly accessible for adjustment and cleaning if needed. It is so close to the water-jackets that the warmth of the circulating system aids in vaporizing the fuel, without using a special jacket.



Right Side of "4-45" Engine

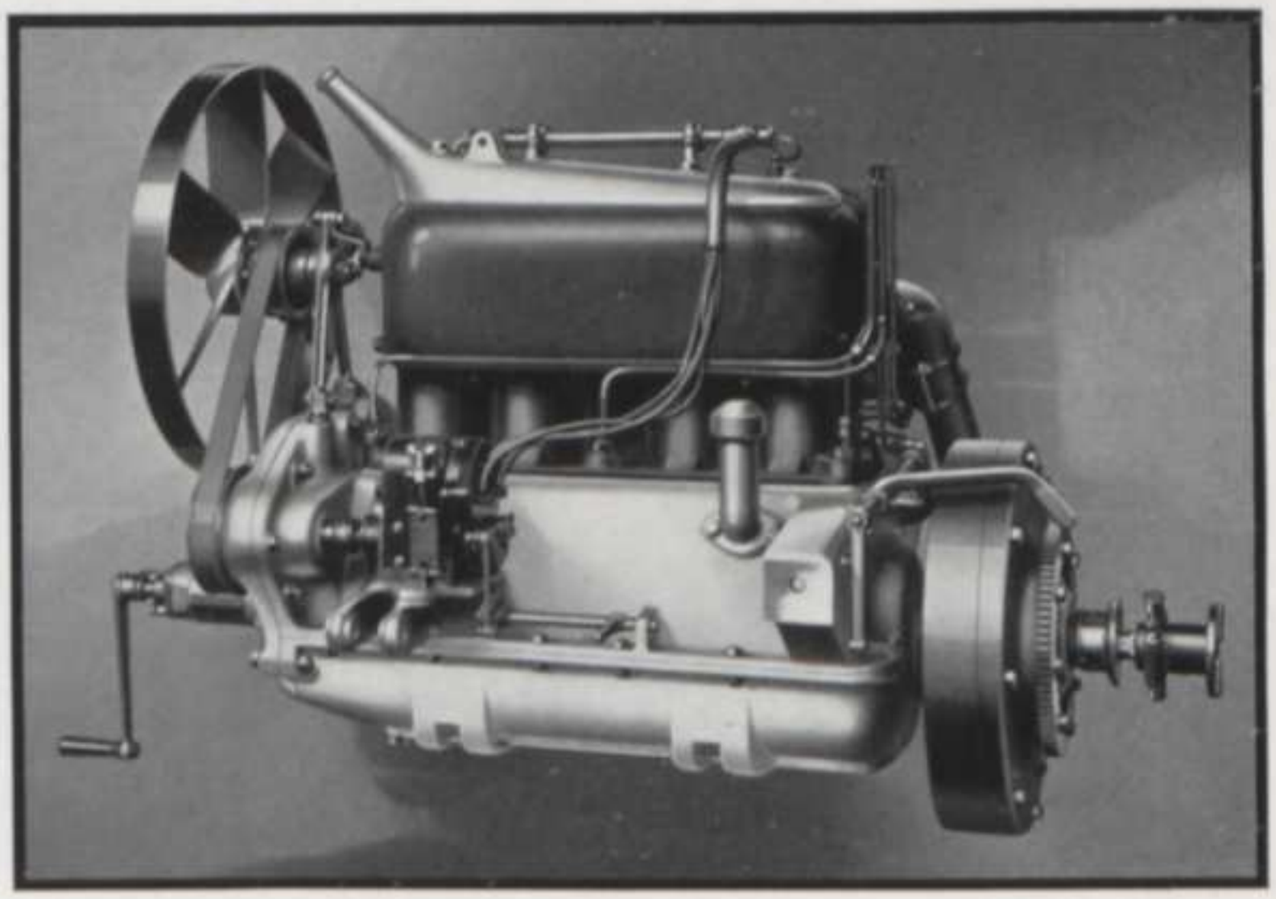
The throttle of the carburetor and the spark advance on the magneto are controlled by levers mounted above the steering wheel, but the throttle may also be operated by an accelerator pedal.

CLUTCH: The clutch is a single plate type of special White design. It runs in oil and operates with the utmost smoothness, permitting an easy, gradual engagement. The clutch plate is encased within the fly-wheel and is protected from all dirt, etc. To render gear shifting as easy as possible, there is a new clutch release and a new design of clutch brake acting upon a drum on the clutch shaft.

TRANSMISSION: No changes have been made in the White four-speed transmission. The gears are contained within a case which also forms an oil well. The case has a cover plate which is easily removed, giving ready access to all parts. The gears are made of heat-treated chrome alloy steel and the case in which they are contained is located immediately behind the clutch (amidships), and supported on cross members of the frame by three-point suspension. All gear shafts have annular ball bearings. Direct drive is effected when the control lever is in the fourth speed position on the "4-45" and "6-60." In the "4-30" third speed is direct drive. The cover plate of the transmission embodies a power tire pump which is driven from a gear in the transmission and operated by a small lever on the heel-board.

DRIVE: From the transmission to the rear axle the drive is accomplished by a propeller shaft having two universal and one telescopic joints. The universals are packed in grease and encased in heavy leather boots.

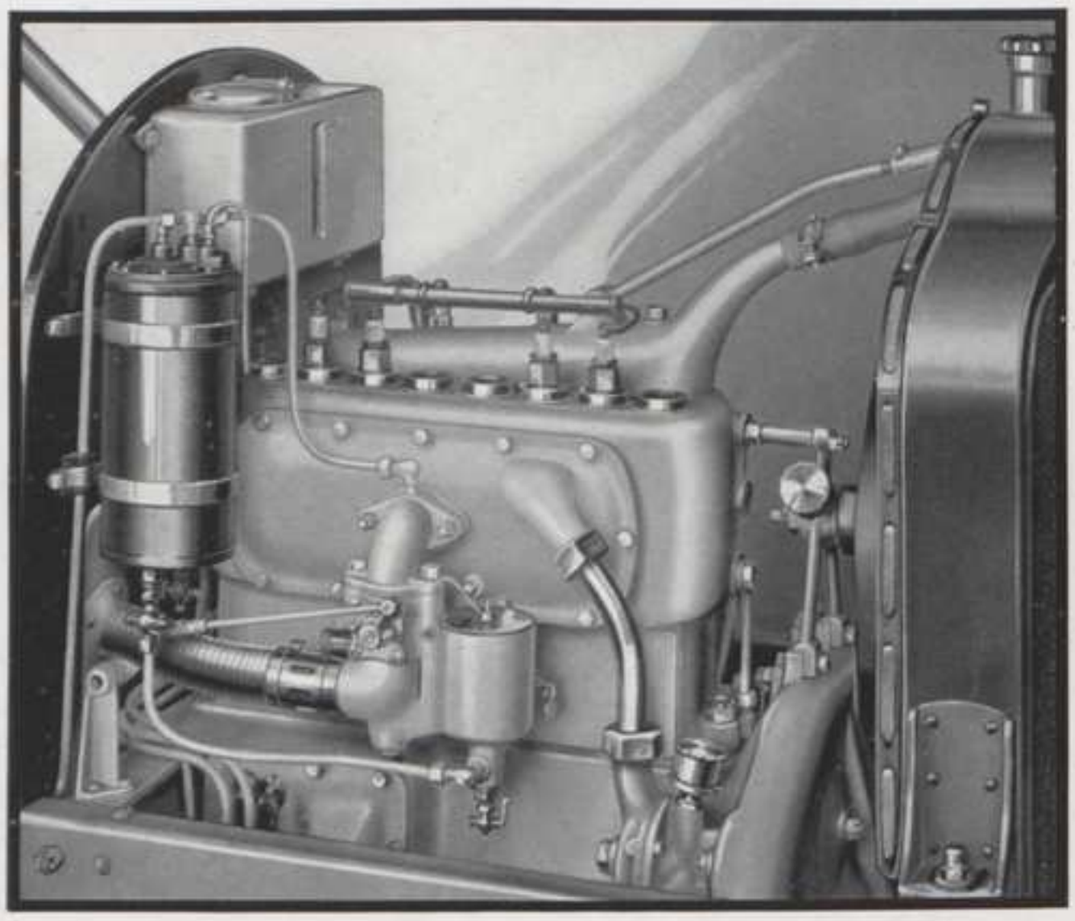
BRAKES: Unusually powerful brakes are provided on all models. They are extremely simple in both operation and adjustment. There are two brakes on each rear wheel, acting on wide drums of large diameter. The service brakes are of the external contracting type, fibre-lined and operated by a pedal. Emergency brakes are internal expanding, metal-to-metal, and are operated by a hand-lever. Both sets of brakes are built with improved equalizers to assure equal braking action on each drum.



Left Side of "4-45" Engine

AXLES: The front axle is a one-piece drop forging of I-beam section. It is made of high carbon steel, heat-treated. The front springs are semi-elliptic; the rear springs are ¾ elliptic. In the "4-45" and "6-60" the rear springs are underslung and in the "4-30" they are mounted above the axle. Artillery type of wheels are used, with annular bearings. The rims are quick detachable and demountable.

The rear axle is a special White design. A heavy truss, extending from end to end of the axle sleeves, supports both sleeves and the differential housing as well. All gears are accessible through a cover plate on top of the housing. The live axles are of chrome vanadium steel, heat-treated. A feature of the White rear construction is the design of the brake-band supporting arms as an integral part of the axle sleeves. Rear springs are carried on platforms which are also an integral part of the axle sleeves.



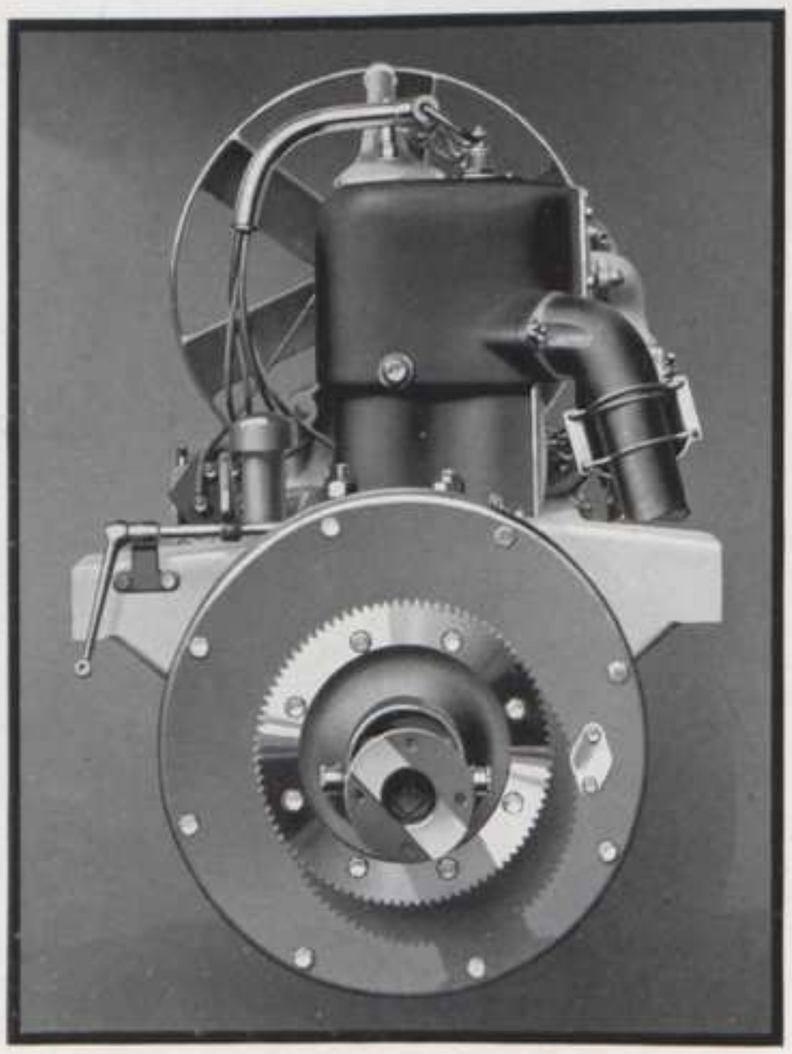
"4-30" Engine in the Chassis

STEERING: Steering gears on all models are of the worm and sector type, fitted with ball and thrust bearings. The gear is irreversible so that road shocks and slight deflections of the front wheels are not conveyed to the steering wheel. Simple adjustments are provided for taking up wear. The sector bearing has an eccentric bronze bushing which can be adjusted to take up wear in the worm.

STARTING AND LIGHTING: One of the interesting improvements is the location of the electric starting and lighting generator. It is mounted on a platform hung from the frame on the right side, a little back of the center of the car. The generator is coupled to a shaft extending forward to a point opposite the fly-wheel. The front end of the shaft is coupled to a friction clutch and the spinning of the engine is effected by silent chain drive from the friction clutch to the fly-wheel. The fly-wheel sprocket is not attached to the periphery of the fly-wheel but upon a fly-wheel casement which encloses the clutch.

The White Electrical Starting and Lighting System exceeds in efficiency and simplicity all other systems. It was designed for White Cars and not made to be applied indiscriminately to cars of every description. The starting system is entirely separate from the ignition system. Both functions of starting and lighting are performed by one mechanism, a motor-generator, which has but one moving part. Being permanently geared to the engine it requires no change in gear reduction when operating as a motor for cranking the engine or when operating as a generator for charging the battery and supplying current for the lights.

UNIFIED CONTROL: The entire control is centered in a single switch on the steering column where it is always at the finger tip. When the switch is closed the starting system assumes its duties without any further attention on the part of the driver and without the assistance of any regulating devices.



Rear End of "4-45" Engine

Closing the switch connects a nine-cell battery and puts the starting motor in operation, thus starting the gasoline engine. As soon as the engine is turning over at a speed in excess of a few hundred revolutions per minute, the generator being of a slow speed type, its voltage exceeds that of the battery and the battery is therefore charged at all speeds above this point, at a definite governed rate. The storage battery is "floated" on the line in such a manner that the motor changes to a generator and back again to a motor according as the electrical pressure rises or falls above or below that of the battery.

MOTOR CANNOT STALL: At engine speeds above a certain point the starting mechanism is a generator and below that point it becomes a motor, so that should the engine slow up to a point where it ordinarily would stall, the starting motor will automatically "pick it up" and continue the crank shaft in motion without any attention on the part of the driver.

In the LAND of FINISHING TOUCHES

LITTLE VISITS TO THE WHITE FACTORY—CHAPTER III

RED, orange, yellow, green, blue, violet — I saw them all. Racy red runabouts, orange oil-tank trucks, gleaming yellow delivery wagons, business-like green taxicabs, somber dark blue ambulances, and a delicate violet-hued town car for milady's social duties. And speaking of milady, no social butterfly gives more lavish care to her peach-blow complexion or to the softness of her cheek than these White "finishers," armed with their "fillers," "primers," paints and varnishes, devote to the gleaming exteriors of their four-wheeled mechanical beauties.

To the lover of color — either bright, warm hues or soft tints, sudden contrasts or delicate harmonies, these great shops where White Cars receive their final dress are an ever-surprising joy. An unlettered savage would revel in the brilliance and glow of the richer, brighter pigments, the trained artist in the tints and subtler harmonies of body color and upholstery.

You and I who semi-occasionally take an amateur brush and can in hand and endeavor to palliate the dinginess of some battered floor or weather-beaten chair with a single hurried coat of charitable varnish-stain or all-hiding enamel, have as little conception of the care and skill of these men as perhaps the savage mentioned a moment ago. Even the hospitable splendor of your mahogany sideboard, owes its luster to a less painstaking foundation.

When the graceful body is turned over to the tender mercies of the White beauty-parlor, the long silvery shell of aluminum is as trim and smooth as the most expert of "tailors in metal" can make it. When it comes out from the first of the finishing processes, the sheen and sparkle of the aluminum is lost beneath a dull, lifeless coat of drab-colored lead, as somber as the fog-hued "battleship grey" which hides a navy in war-time.

"It's difficult to realize," commented the foreman, as we watched the metal disappear beneath the paint, "that underneath the high polish of the finished car is hidden so unpromising a foundation as this gray 'rough stuff,' and yet this rough coat is necessary to give a proper surface to which the later coats can adhere.

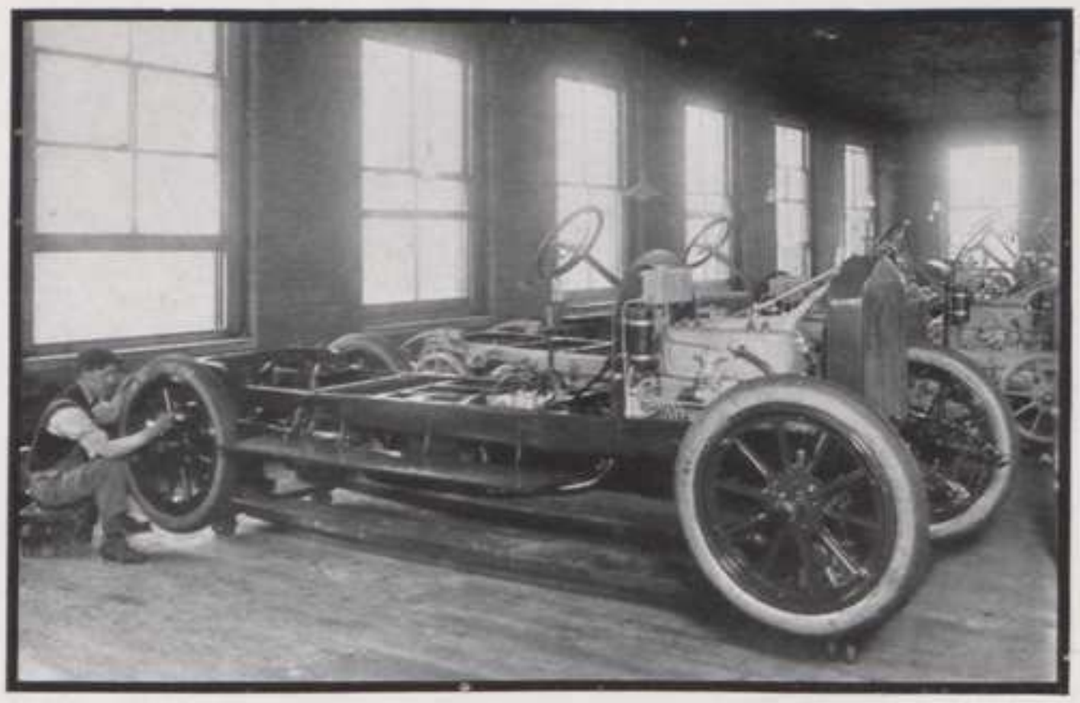
"That matter of adherence — of making the varnish coats cling tenaciously to the body beneath, is the big problem in every finishing room. Walk down any busy street and what do you see? Car after car on which the varnish is scaled away, or criss-crossed with fine hair-cracks, or dulled by exposure. We had the same trouble as the rest, back in the earlier years. We studied and sweated over it here and had varnish-makers the country over working their heads off, trying to solve the problem to our satisfaction.

"Then, suddenly, by a lucky experiment, we discovered the way out for ourselves right here in the plant. We tried the new process first on a few cars, and then, when it made good, we standardized it for all our cars. Today, of course, that improved process is one of the very important reasons why we can honestly make good on our "Keep Your Car" slogan. It's these next few coats that do the trick for us, and give a White finish, that decidedly unique ability to resist rain, sun, mud and grease."

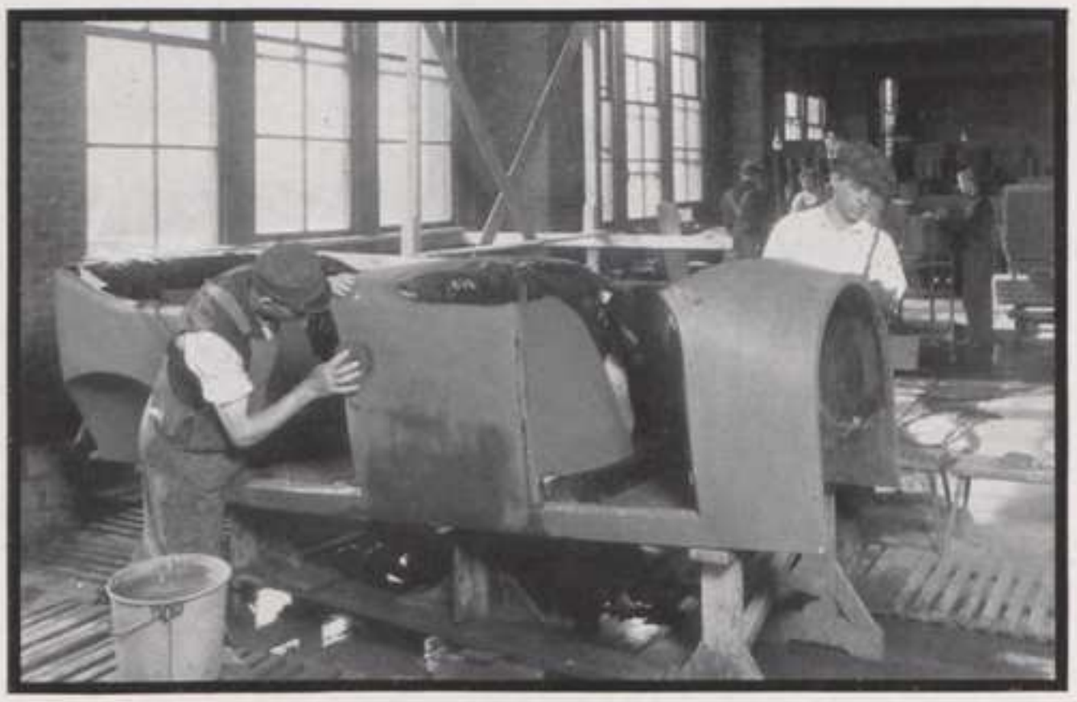
"Then what is this second coat?" I asked — "What gives it its stick-to-it-iveness?"

The foreman grinned quizzically. "If you knew how to mix titanium with steel — or if you knew Krupp's secrets — you could make a lot of money, couldn't you?" he replied. "I'm sorry," he continued, "but that's one of the few questions in the whole White Factory that we can't answer. That little trade secret is a mighty big asset to us, so we have to make an invariable rule not to tell anyone.

"You wont have to take it on faith, though," he added.



A chassis painter at work



Giving a body the 'rub-down'

"Ask any auto-refinisher if he gets as many Whites to refinish in the course of a year as he does of other makes — he can tell you."

Further down the room I caught the gleam of colors. "Here's the interesting part to visitors," my guide volunteered, "I never find anyone who doesn't enjoy watching the colors go on."

Our first glimpse of color was almost like a poster in its effect. Over a long-limbed chassis bent a busy painter, armed with a pliant brush, from which flowed a gleaming black coat. The whole chassis showed only three colors — jet black wheels, a gray frame and the silver flash of nickel fittings — all three thrown into splendid contrast by a blood-red work-tag that hung from the steering wheel.

Further on we came to a group of eight car bodies in the third stage of finishing. The gray rough-coat was hidden beneath the refined surface of those mysterious coats of which I had learned so much and yet so little.

Two of the cars were beginning to suggest their later beauty beneath a surface of deep maroon. Two were the green of late summer foliage. One was a long cylinder of jet. Near us stood a brilliant yellow runabout, and on the far side of the section, in silent disapproval, a feminine limousine of a soft plum-colored shade seemed to protest mutely at its vivid neighbor.

In this department a first, and later a second coat of rich pigment is applied, to give an opaque background for the transparency of the varnish which follows.

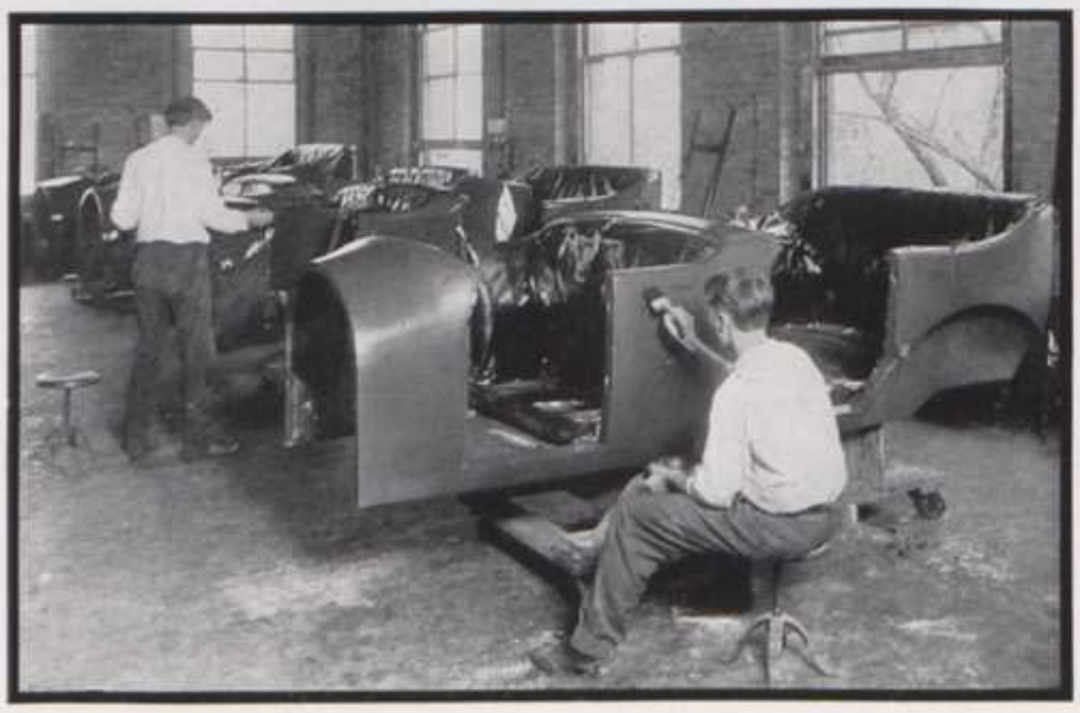
The foreman, who had left me for a moment to give some word of instruction to one of the workers, here returned to my side. "Don't overlook those fellows over there," he cautioned, pointing to a group who seemed to be massaging a car body. "Their work isn't beautiful or sensational, in fact, that rub-down is just as hard work for them as for a rubber in a Turkish bath, but it counts big when the car is finished.

"They go over each and every coat, as soon as it is properly dry, and smooth it down ready for the next one. When there's a 'Rush' order on, it certainly takes patience to wait for them, but they can't be hurried, any more than the men who apply the paint and varnish. It takes over a month to put a car through this department."

My face evidently showed my astonishment.

"Yes," he repeated, "over a month. Each coat takes a day to apply and harden properly and a night and a day to dry and another day for rubbing down. There's no 'finishing while you wait' in the White shop."

After this treatment, come the varnishers with their skilled brushes and cups of color varnish, carefully matched to the color coats beneath. Then for the first time the cars give actual promise of their final brilliance. Carefully — oh, so carefully these varnishers stroke their soft brushes over the smooth sides of the car, leaving a glistening, glassy surface. Every slight ridge in the wet varnish is caressed away with painstaking care — every hair line eliminated.



Carefully these finishers stroke their soft brushes

Then the body is set aside while the color varnish dries into a tough and clinging coat. When this coat is hard and dry the body is then ready for the fourth stage.

Over the color varnish goes a coat of smooth transparent varnish blended of materials selected for their "rubbing" qualities. For, when this coat is dry, the whole surface is rubbed down with thick soft felt soaked in a heavy brown oil

and then dipped into finely pulverized pumice stone powder. This treatment removes every slight trace of unevenness which remains after the careful brush-work and gives the familiar piano-like surface to the car. In fact, after the stage where the color varnish is applied, the finishing of a White Car is exactly the same as that given in the last stages of the highest grade of piano work. After the first coat of rubbing varnish has dried and been rubbed down, a second coat of rubbing varnish is applied and the whole process repeated.

Have you ever seen a "striper" at work? If you haven't there is still a treat in store for you. A "striper," let me explain, is the aristocrat of the paint shop. He is that steady-nerved, half-artist half-artisan who picks out the graceful outlines of doors and windows with narrow ribbons of gold, who throws the beauty of the solid surfaces of color into strong relief with dainty tracery of contrasting arabesques, or, with almost microscopic care, blazons the miniature coat-of-arms on the limousine door. A goldsmith, bending over a web-like pendant, demands no steadier hand to fashion his precious golden lace. A miniature-painter lays his dots of color on his ivory medallion with no more accurate artistry.

As befits a master-craftsman, the "striper" does not work in the open room with the other workers. All the coats that came before this were applied on an upper floor of the factory in spacious rooms, high above dust and grime, overlooking the green acres of Gordon Park. Even this freedom from dust, however, is not regarded as sufficient to protect the striping and the all-important final coat. The body when ready for these final stages, is carefully lifted to a waiting truck and borne to an elevator which delivers it to the floor above. There the dust-proof vault awaits it.

Putting the advertising value into Motor Trucks

This vault or chamber is a spacious room with only one entrance and that carefully built, so that when the door is closed no stray particles of dust can worm their way, uninvited, into this guarded sanctum. The tightly closed windows look down on the grassy lawn before the plant, six good floors below. Here high above the city's dust, a select group of workers give the car its final outer dress —a coat of enduring varnish blended of imported fossilized gums dug by brown-skinned natives from the pre-historic forests of New Zealand, cooked to carefully regulated temperatures in open cauldrons, cooled and cooked again, mixed to an exact formula with the proper "thinning vehicle" and finally pumped away into huge fifty-foot tanks to "age." Varnish, like wine, improves by long maturing. As a result, when this varnish is delivered to the White Factory it is as invulnerable to mud and oil, sun and rain, dust and grime, as human care today can make it.

Here in the filtered air of the dust-proof vault I stood and watched these workers apply this final coat of coats. And here one thing surprised me — until I realized the reason. I had expected to find an excess of care in the last room. Instead, I found the work going forward almost as before. But as I watched I realized the explanation — if every earlier stage has been given the maximum of care, no greater care can be given the last stage. Such was the case here — and when you have watched each step in the building of that pains-taking many-coated foundation and inspected the hard crystalline brilliance of the final coat, it is easy to understand why the White Car keeps its trim beauty longer than its less carefully dressed neighbors.

We swung out into another of the large rooms — a blaze of color greeted us, for we were now in the department where the commercial cars are finished. Here the shades ran to less subdued tones — more to those colors which would win attention in the busiest street. Here was the oil-tank mentioned in the first paragraph — a long cylinder of vivid orange which no crowd could hide, nor which, once seen, could ever be forgotten. Nearby stood a gleaming black car, bearing in flaming red, a trade-mark known in every quarter of the civilized world. In another group stood three trim delivery wagons — new members, I was told, of a great fleet operated by a famous Fifth Avenue house.

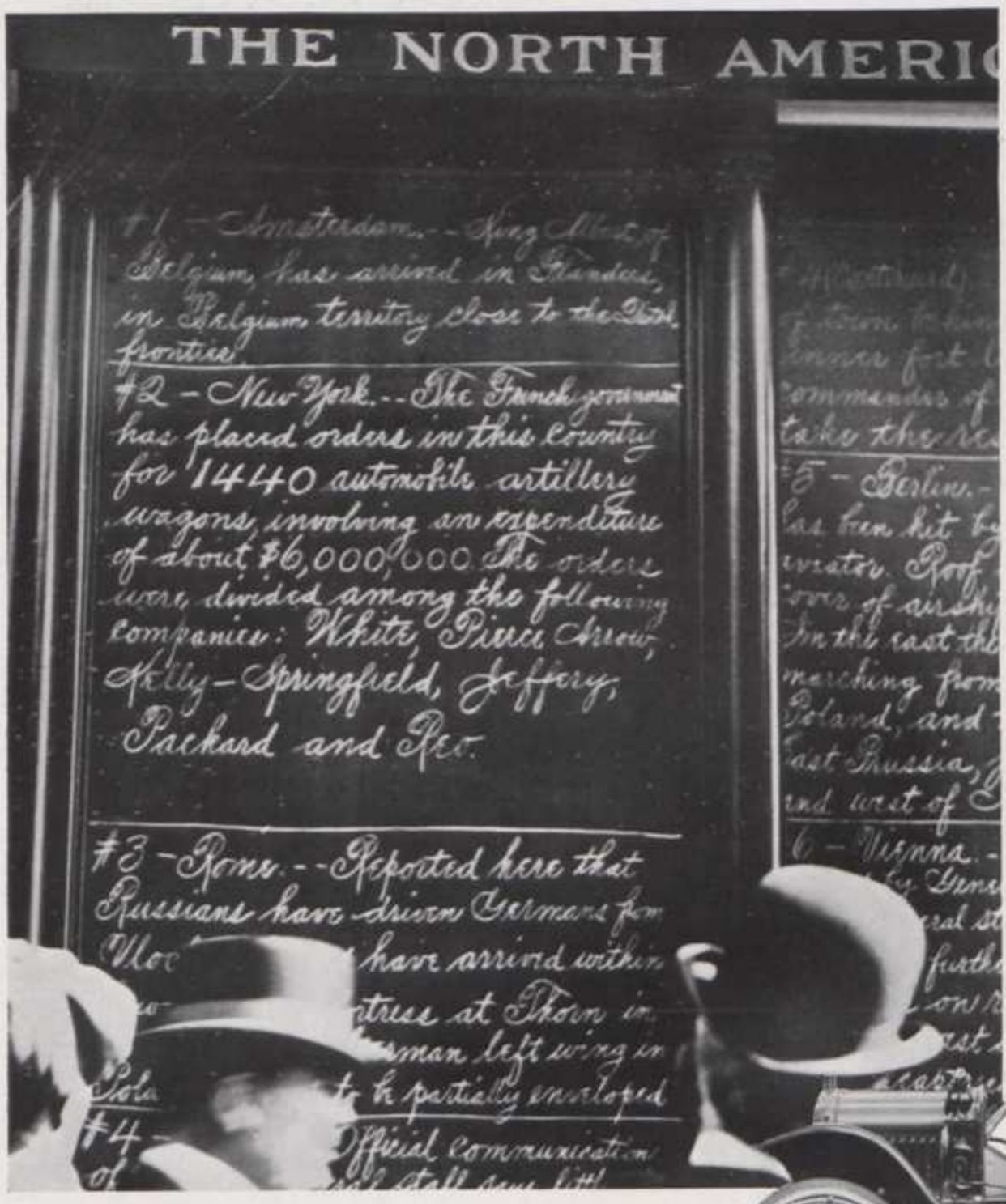
Here, as before, every move was studied, every detail scrutinized. No matter how critically I watched, I could detect no difference in the care given these work-a-day vehicles from that expended on the passenger cars that had preceded them.

We left the department and as we descended the broad flights to the lower floors, I turned to the foreman with a question which is insistently forcing itself before me, the further I explore into the White work-shops.

"It isn't the desire of the men in charge to have every detail absolutely right that surprises me," I said, "I can understand that. What I want to know is — How do you inspire every individual worker with that same desire? That is the really wonderful thing!"

EDITOR'S NOTE—The Welcome Stranger will continue the story of his Little Visits to the White Factory in the next issue.

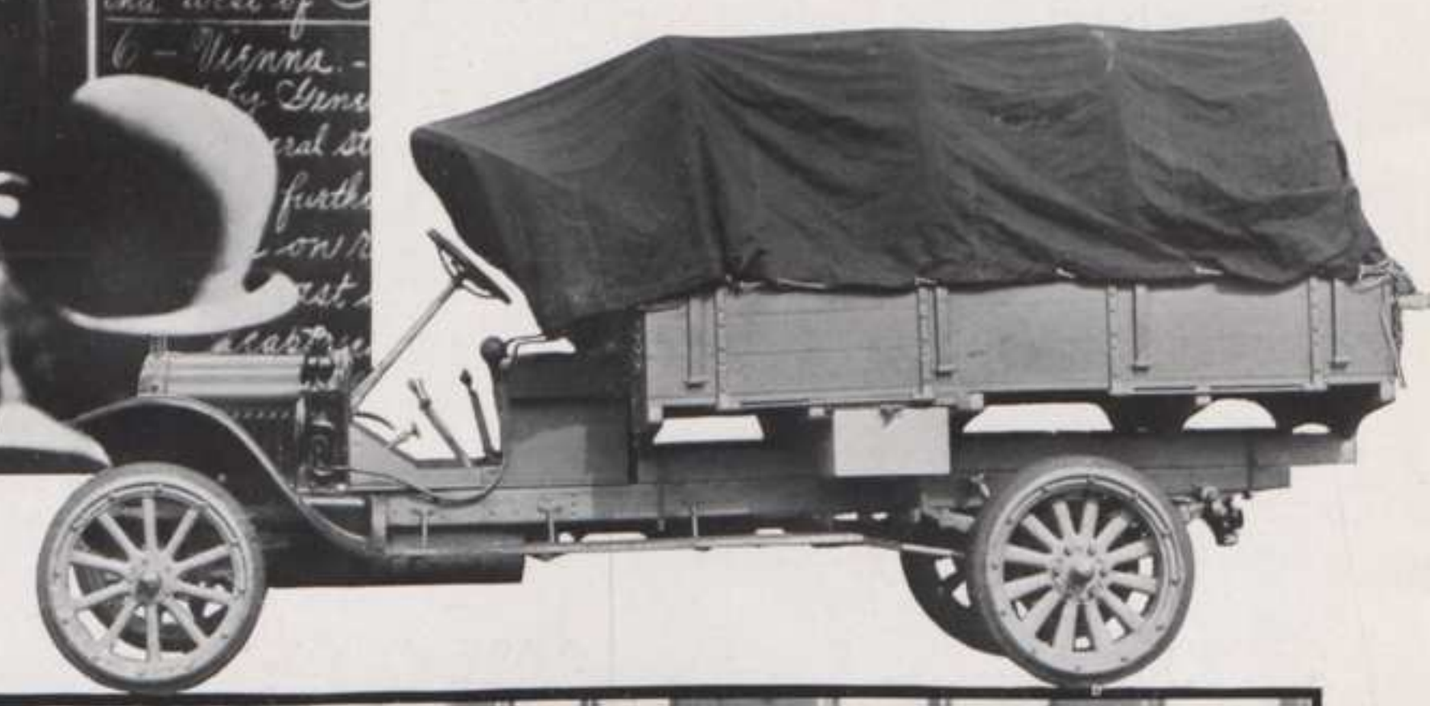
EUROPEAN GOVERNMENT BUYS SIX HUNDRED WHITE TRUCKS

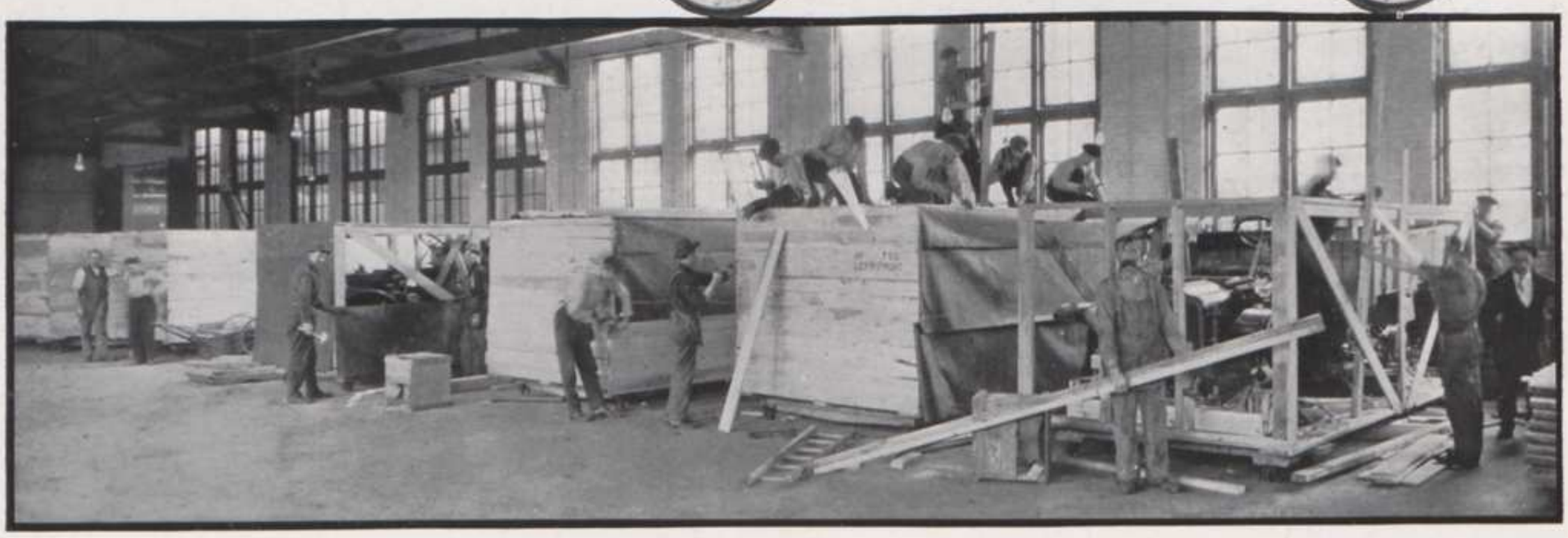


(Top) Newspaper bulletin announcing big truck purchase. (Center) One of the 600 White Trucks comprising the record order. (Bottom) Crating the trucks for shipment at the White Factory.

THE WHITE COMPANY RECEIVES LARGEST TRUCK ORDER EVER PLACED

THE purchase of 600 White Trucks by representatives of a European Government is the largest single order for motor trucks ever placed. Although orders were placed with other truck makers, The White Company received the first order placed, and for the greatest number of trucks.





SAFETY FIRST

IN BOSTON

BURSTING water mains are not so great a menace to life and property in the City of Boston since the water department installed a White Truck with a power appliance for quickly closing the heavy water main gates. Work which formerly required four men, laboring continuously for 45 minutes, can be done in ten minutes by using the power of the truck.

The device with which the truck is equipped, not only conserves the water supply and reduces the damage due to breaks, but it permits of rapid regulation of water volume at fires, lifts the limitations of physical endurance, facilitates the testing of gates and relieves the anxiety always attending derangement or damage to the water system.

In one of Boston's most important thoroughfares, lined with costly buildings, there is a water main which if completely broken apart, would allow the escape of 50,000 gallons of water each minute. Controlling this line are gate valves 36 inches in diameter which, in closing, require 307 turns of a gate wrench and services of four men for about 45 minutes. A few minutes delay sometimes means the loss of life and thousands of dollars. These gates, the largest in the city, can now be closed in ten minutes by one man and the White Truck.

The truck is required to respond to fire alarms and other emergencies where water must be controlled to prevent loss or damage. The calls are frequently overlapping. Crews are on duty day and night. Boston is 15 miles in greatest length and 9 miles wide. The runs vary from one block to the farthest end of the water system. Under the old scheme, when several gates had to be closed, the few men available at night were almost exhausted before shutting the last gate. By its ability to work continuously the truck enables the department to cope with any emergency.

The gate-closing device is mounted on the running board of the truck so that it can be used conveniently over a manhole. The power for operating the device is supplied from the regular transmission of the truck and is controlled by the lever on the side of the truck, easily accessible to the driver. In closing gates the forward speeds of the transmission are used. In opening gates the reverse is used. The gates are equipped with indicators informing the operator when the valve is seated or entirely opened.

The City of Boston uses twenty-one White Trucks in the Departments of Water, Police, Education, Park, Fire, Public Grounds, Bridge and Health.

ATTRACTIVE POSTERS ADVERTISE WHITE TRUCKS

BESIDES seeing White Trucks everywhere in the streets, one now meets them on billboards, along the most traveled thoroughfares. A very attractive poster design in good colors, is being used proclaiming the truth that The White Company is the largest manufacturer of commercial motor vehicles in America. These new White posters will be sure to please those interested in the movement for greater dignity and a higher art in billboard advertising in America.

Histories of WHITE TRUCKS *Number Six*

THE STORY OF TRUCK "A"

200,000 MILES IN FOUR AND ONE-HALF YEARS

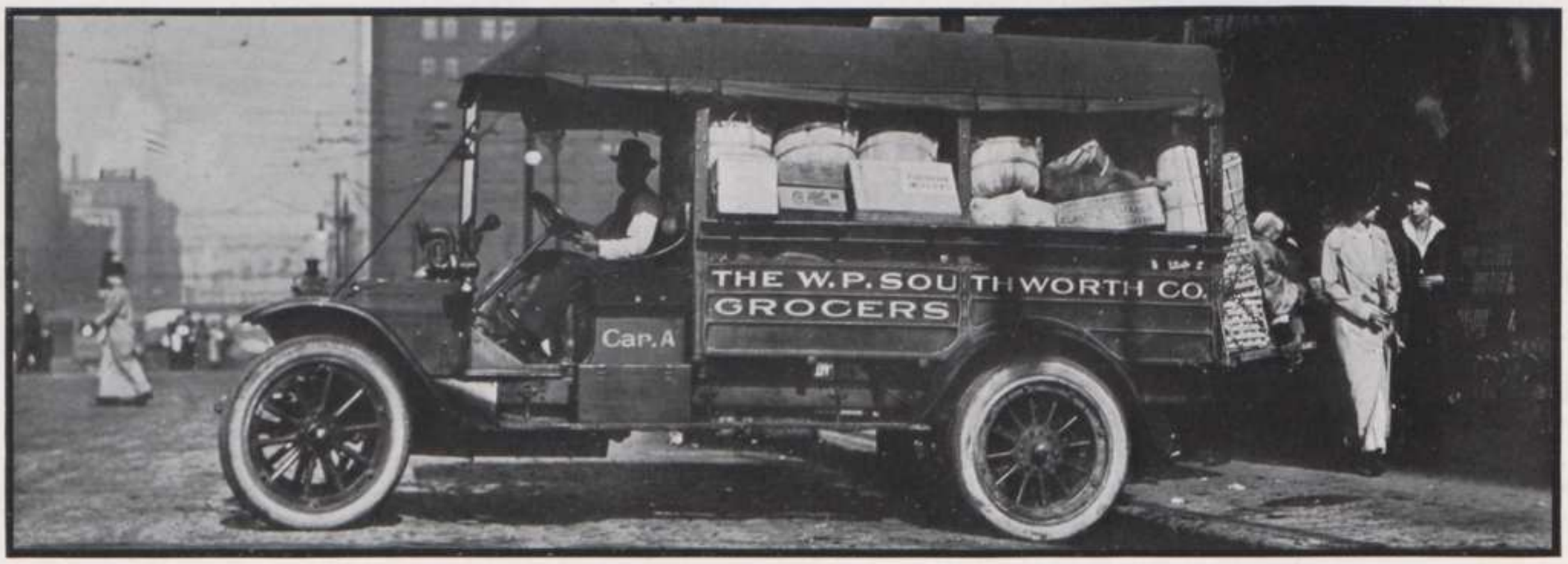
GOOD motor trucks, like good deeds, keep on going; at least, a White 1½-ton Truck owned by The W. P. Southworth Company, of Cleveland, shows no intention of quitting as it approaches the age when a motor truck is generally considered eligible for the "retired" list. And this truck, known as Truck "A" on the Company's books, has had no easy life, in fact a canvass of hard-working motor trucks might show that Truck "A" holds the record for distance traveled. Mr. O. S. Southworth says that the truck has traveled approximately 200,000 miles since he purchased it in May, 1910. If it had traveled around the globe instead of being confined to duty on Cleveland's cobble-stone pavements, it would have circled the earth eight times.

The W. P. Southworth Company operates three stores in Cleveland. The main store is downtown and the branch stores are each located about five miles from the main store in opposite directions. Many customers of the branch stores when down town will make purchases from the more complete stocks at the main store and these purchases are then hauled to the branch stores for delivery to the customers. For this work and for the general hauling of freight between its stores, warehouses and the freight depots — also for city and suburban deliveries — Southworth's use eleven motor trucks. Nine of their eleven trucks are Whites.

The remarkable record of Car "A," the first truck the Company ever owned, has naturally done much to convince the owners of the value of good motor trucks for doing the work which is beyond the limitations of horse-drawn vehicles. The Southworth fleet of White Trucks number one ¾-ton, seven 1½-ton and one 5-ton truck. The 5-ton truck is used continuously for hauling heavy bulk freight and because of its large capacity and the long mileage which it covers daily, accomplishes a very noticeable saving in the Company's hauling expense. This truck was purchased in December, 1911, and since it has been on the job every day, the Company's books show a record that is very creditable for economy of maintenance and upkeep.

But this is a story of the work of Truck "A" and there is more to tell. When this truck was put into service in May, 1910, it was turned over to the mercies of driver John Jedlicka, who, no doubt, is largely responsible for the fact that the truck still looks young and acts it after delivering 200,000 miles of service. John and the truck became fast friends from the start and they've been together ever since, which is another record breaker, we believe. A little figuring will show you that Truck "A" has covered somewhat over 100 miles a day but it doesn't do this in an ordinary working day. The truck goes on duty very early in the morning and works until late at night — drivers are changed at 3 o'clock in the afternoon.

How much longer will Truck "A" last is a question we cannot answer. The driver says, "She's as serviceable as the first day I drove her, four and one-half years ago, and every part is still in good condition." Such is the stuff White Trucks are made of.



A wireless equipped Motor Truck

THE time is in sight when business houses may be constantly in touch with their motor trucks just as the steamship owners can communicate with their ships, by means of wireless. In fact, this problem has already been solved by the Electrical Commission of the City of Baltimore. A White 1½-ton Truck owned by the Commission has not only been equipped with wireless apparatus but it also combines a vehicle for transporting repair crews and supplies and embodies a pumping station, a lighting plant and a repair shop.

The wireless equipment on this ingenious motor truck, unlike any other portable set, enables the crew to receive messages while the truck is in motion. The Commission is thus enabled to keep in constant communication with its trouble crew and all emergency calls can be handled with great dispatch before any severe damage is done.

The truck serves as a receiving station only. The antenna is suspended immediately under the roof of the car and is made of rubber insulated, copper wire, laced back and forth so that there are forty wires with a separation of one inch between. The aerial is thus inconspicuous and well protected.

A series of rigid tests proved conclusively that the equipment is entirely practical. A simple code of signals has been worked out which makes it unnecessary to employ trained wireless operators. The iron framework of the chassis serves as a counterpoise ground, thereby enabling the truck to "receive" while in motion.

During all the preliminary tests the truck has never failed to intercept any message sent to it within a radius of one hundred miles and even under the most unfavorable conditions, with the truck running at full speed and blanketed by tall buildings of steel construction, no difficulty was experienced in reading the messages.

The appearance of the truck gives no suggestion of its great utility in conduit maintenance. Nevertheless it is capable of pumping 12,000 gallons of water per hour from a flooded conduit and furnishes illumination for inspection and repairs and carries all the necessary tools and supplies.

Just in the rear of the driver's seat is mounted a gasoline centrifugal pump which, for the sake of economy, is not driven by the engine of the truck, but is connected to a four horse-power gasoline marine engine.

The suction of the pump is connected through a priming device to three three-inch brass gate-valves located one on each side of the body and one in the rear so that a hose connection can be obtained regardless of the location of the manhole, without violating any traffic regulations.

The pumping engine also operates a small dynamo which, in addition to furnishing ignition for the marine engine, also supplies sufficient current for illuminating the manholes. By the aid of the portable lamps, duct chambers may be examined for a distance of fifty feet if there is any trouble in the conduits. This remarkable motor truck is one of the fourteen White Trucks owned by the City of Baltimore.

New Haven's White Guardians of the Peace

POLICE SERVICE IS PROMPT IN NEW HAVEN

IF YOU need a policeman in New Haven he appears almost as suddenly as the genii of Aladdin's Lamp, or if the police department needs you there is no chance of getting away because the department is equipped with two speedy, always reliable White Police Patrols. The first White Patrol was purchased in May, 1912, and the second one was added one year later.

Chief Phillip T. Smith says, "Patrol No. 1 has covered upwards of 30,000 miles and has given excellent service and entire satisfaction. No. 2 has covered 15,000 miles and has given perfect service.

"In my opinion, judging from what I have seen of other makes used for patrol wagon and ambulance service, I am free to confess that I believe that the White ¾-ton chassis is the ideal machine for this work.

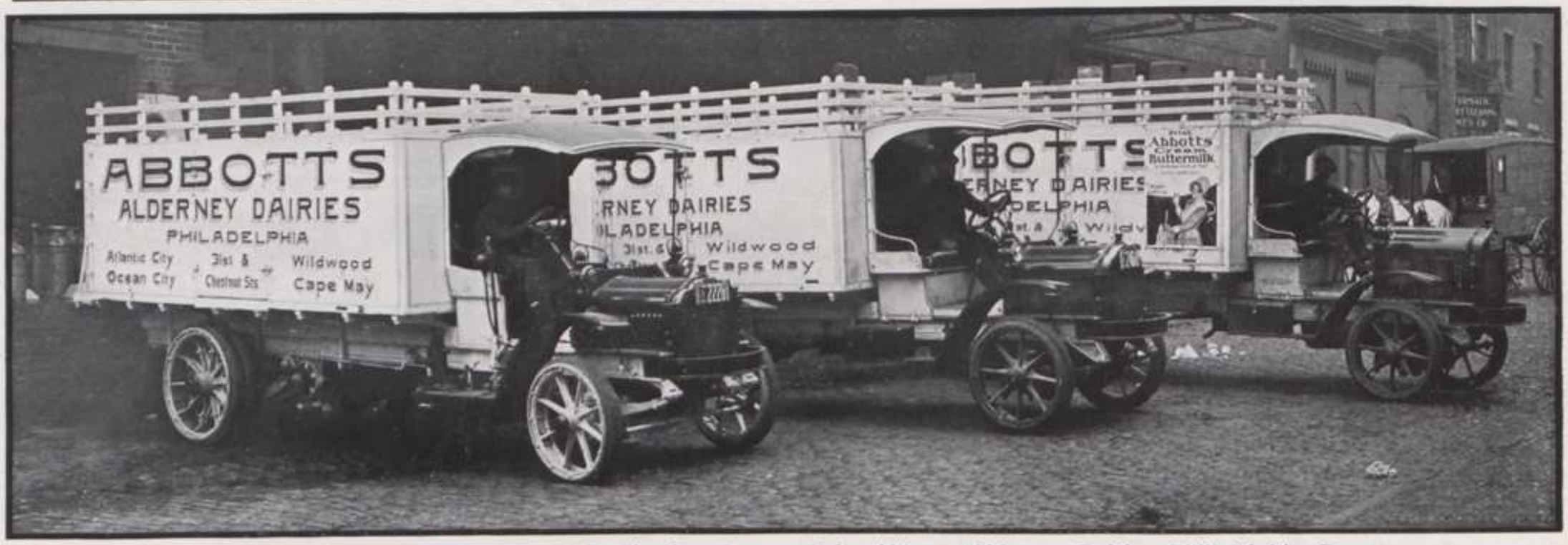
"I can only add that the best testimonial as to the worth and value of White Patrols for our service, is the fact that when we were in the market for a second machine the Board of Police Commissioners deemed it wise to place a repeat order for another White Patrol."

DRIVERS PREFER WHITE TRUCKS

THE Randolph Market, a large grocery and meat market in Chicago, operates a White 1½-ton Truck along with trucks of other makes. Each month a prize is awarded to the driver who keeps his car out of the repair shop and shows the best general results in operation.

The driver of the White Truck has won this prize for five consecutive months in spite of the fact that the truck has been run about 45,000 miles and has never been completely overhauled.

What White Trucks are doing



Part of a fleet of White Heavy Service Trucks owned by Abbotts Alderney Dairies, Philadelphia, Pa.

White 3-ton Truck owned by The Lakewood Lumber Company, Lakewood, Ohio

One of the fifteen White Trucks owned by Marshall Field & Company, Chicago, Ill.

Loading and delivering coal with one of the White Power Dumping Coal Trucks owned by The Zettlemeyer Coal Company, Cleveland, Ohio

SOME RECENT REPEAT ORDERS AND NEW ORDERS FOR FLEETS OF WHITE TRUCKS

(SINGLE ORDERS FROM NEW CUSTOMERS NOT LISTED)

*ABBOTTS ALDERNEY DAIRIES, Philadelphia, Pa.—Two White Trucks, making a total of 5.

*ADAMS EXPRESS COMPANY, Cleveland, Ohio—One White Truck, making a total of 3.

*ATLANTIC REFINING COMPANY, Philadelphia, Pa.—Thirteen White Trucks, making a total of 61.

*BELL TELEPHONE COMPANY OF PENNSYLVANIA, Philadelphia, Pa.—Two White Trucks, making a total of 29.

*BIWABIK TOWNSHIP, Minnesota—One White Truck, making a total of 2.

*BREWER & COMPANY, Chemicals, Worcester, Mass.—One White Truck, making a total of 3.

*JAMES BUTLER, INC., Grocers, New York City—One White Truck, making a total of 2.

*CITY ICE & COAL COMPANY, Baltimore, Md.—One White Truck, making a total of 2.

*COHEN BROTHERS, Department Store, Jacksonville, Fla.—One White Truck, making a total of 3.

*COLUMBIA STEAM DYE WORKS, Chicago, Ill.—One White Truck, making a total of 2.

*CONRAD-BAISCH-KROEHLE COMPANY, Furniture, Cleveland, Ohio —One White Truck, making a total of 2.

*CHARLES DEHN, Hauling Contractor, Cleveland, Ohio—One White Truck, making a total of 4.

*THE DELIVERY COMPANY, Hauling Contractors, Cleveland, Ohio One White Truck, making a total of 4.

*CITY OF DUBUQUE, Iowa—One White Truck, making a total of 2.

*ELK LAUNDRY COMPANY, St. Paul, Minn.—One White Truck, making a total of 3.

*LEO W. FISCHMANN, Grocer, Chicago, Ill.—One White Truck, making a total of 2.

*W. H, FREAR & COMPANY, Department Store, Troy, N. Y.—One White Truck, making a total of 2.

*FREDERICK & NELSON, INC., Department Store, Seattle, Wash. Two White Trucks, making a total of 7.

FREIHOFER BAKING COMPANY, Philadelphia, Pa.—Three White Trucks.

*GARDEN CITY BREWERY, Chicago, Ill.—One White Truck, making a total of 3.

*GEORGIA RAILWAY, LIGHT & POWER COMPANY, Atlanta, Ga. —Two White Trucks, making a total of 7.

*B. F. GOODRICH COMPANY, New York City—Two White Trucks, making a total of 18.

*GREAT NORTHERN PAPER COMPANY, Boston, Mass.—One White Truck, making a total of 2.

HAVERTY FURNITURE COMPANY, Atlanta, Ga.—Four White Trucks.

GEORGE A. HORMEL & COMPANY, Meat Packers, Austin, Minn. —Two White Trucks.

*P. J. HURSEN, INC., Undertakers, Chicago, Ill.—One White Truck, making a total of 6.

*INGMIRE & THOMPSON, Undertakers Supplies, Rochester, N. Y. One White Truck, making a total of 2.

*KAUFMANN BROTHERS, Department Store, Pittsburgh, Pa.— Eight White Trucks, making a total of 24.

*PETER G. KEMP, Coal, Brooklyn, N. Y.—One White Truck, making a total of 3.

*C. A. KUEHNLE, Decorator, Philadelphia, Pa.—One White Truck, making a total of 2.

*LA GRANDE LAUNDRY, San Francisco, Cal.—One White Truck, making a total of 2.

*LOS ANGELES BREWING COMPANY, Los Angeles, Cal.—One White Truck, making a total of 12.

*MANSION HOUSE ICE CREAM COMPANY, Cambridge, Mass.— One White Truck, making a total of 3.

*MOTOR TRANSPORTATION COMPANY, Hazleton, Pa.—Two White Trucks, making a total of 4.

*JOHN G. MYERS COMPANY, Department Store, Albany, N. Y.— One White Truck, making a total of 4.

*NEW JERSEY TOBACCO COMPANY, Newark, N. J.—One White Truck, making a total of 4.

*OWL LINEN SUPPLY COMPANY, Union Hill, N. J.—One White Truck, making a total of 2.

*FRANK PHILLIPS, Hauling Contractor, Cleveland, Ohio—One White Truck, making a total of 3.

M. H. PICKERING COMPANY, Furniture, Pittsburgh, Pa.—Two White Trucks.

*POCATELLO STREET CAR COMPANY, Pocatello, Idaho—Two White Trucks, making a total of 3.

POLK COUNTY, Tennessee, Highway Department—Two White Trucks.

POWERS MERCANTILE COMPANY, Department Store, Minneapolis Minn.—Two White Trucks.

*RICHLAND COUNTY, South Carolina—One White Truck, making a total of 2.

RIVERSIDE TAXI SERVICE COMPANY, New York City—Five White Taxicabs.

*SCHAFER BAKERY, Savannah, Ga.—One White Truck, making a total of 2.

*THOMAS J. SHEA COMPANY, Contractors, Boston, Mass.—One White Truck, making a total of 2.

*SOUTHERN EXPRESS COMPANY, Atlanta, Ga.—Four White Trucks, making a total of 8.

*SPEAR & COMPANY, Furniture, New York City—Two White Trucks, making a total of 13.

*STANDARD OIL COMPANY OF INDIANA, Chicago, Ill—Fourteen White Trucks, making a total of 45.

*STANDARD OIL COMPANY OF KENTUCKY, Louisville, Ky.—One White Truck, making a total of 6.

*STARK MILLS, Textiles, Manchester, N. H.—One White Truck, making a total of 3.

*STEWART DRY GOODS COMPANY, Baltimore, Md.—Two White Trucks, making a total of 6.

*SUPREME BAKING COMPANY, Los Angeles, Cal.—One White Truck, making a total of 16.

*CITY OF TACOMA, Washington, Fire Department—One White Truck, making a total of 2.

TERMINAL MARKET COMPANY, Philadelphia, Pa.—Five White Trucks.

*CITY OF TORONTO, Ontario, Fire Department,—Two White Trucks, making a total of 5.

TURKISH GOVERNMENT, Constantinople, Turkey—Two White Trucks.

*UNITED GAS IMPROVEMENT COMPANY, Philadelphia, Pa.—One White Truck, making a total of 2.

*UNITED STATES GOVERNMENT, Bureau of Mines, Pittsburgh, Pa.—Two White Trucks, making a total of 4.

*UNITED STATES GOVERNMENT, Department of Commerce, Washington, D. C.—One White Truck, making a total of 2.

*UNITED STATES GOVERNMENT, Post Office Department, Washington, D. C.—Seven White Trucks, making a total of 27.

*UNION LUMBER COMPANY, Steubenville, Ohio—One White Truck, making a total of 2.

*UNION OIL COMPANY, San Francisco, Cal.—One White Truck, making a total of 2.

WELSBACH STREET LIGHTING COMPANY of AMERICA, Philadelphia, Pa.—Three White Trucks.

*REPEAT ORDERS

The Albatross

PUBLISHED ONCE A MONTH BY

The WHITE COMPANY

MANUFACTURERS of GASOLINE MOTOR CARS, MOTOR TRUCKS and TAXICABS

Cleveland

BRANCH OFFICES OF THE WHITE COMPANY

NEW YORK	Broadway at Sixty-second Street
CHICAGO	2635-2645 Wabash Avenue
BOSTON	930 Commonwealth Avenue
SAN FRANCISCO	Market Street and Van Ness Avenue
PHILADELPHIA	216-220 North Broad Street
PITTSBURGH	Craig Street and Baum Boulevard
ATLANTA	63-65 Ivy Street
ST. LOUIS	3422 Lindell Boulevard
SEATTLE	1514 Third Avenue
MEMPHIS	278-280 Monroe Avenue
NEWARK	33-35 William Street
BUENOS AIRES	Alsina 718-724

Southwestern Representatives:
THE WHITE MOTOR CAR COMPANY, DALLAS, TEXAS
2025-2027 Commerce Street

Baltimore Representatives:
THE WHITE MOTOR CAR COMPANY, BALTIMORE MD.
Mount Royal and Guilford Avenues

Eastern Canada Representatives:
THE WHITE COMPANY, LIMITED, TORONTO, ONTARIO
14 Alexander Street

OVER 400 DEALERS IN ALL PARTS OF THE UNITED STATES

THE WHITE COMPANY MANUFACTURES MOTOR CARS in 30, 45 and 60 Horse-power Models — All Body Types

MOTOR TRUCKS in ¾-ton, 1½-ton, 3-ton and 5-ton Models — Special Body Types for All Lines of Business

POWER DUMPING TRUCKS and TRUCKS WITH TRACTOR WHEELS

TAXICABS and MOTOR BUSES in a Variety of Types for All Requirements

Both in Quantity and Value of Production the Largest Manufacturers of Commercial Motor Vehicles in America

Factory and Home Office:
ST. CLAIR AVENUE AT EAST 79TH STREET
CLEVELAND

THE NEW CARS

THE new models of White Cars are already the topic of the day in motor circles — because they are really something new and *better*. Perhaps people are tired of the "continuous performance" of the automobile merchants who are lying awake nights to give the public a five thousand dollar car for so many hundred and ninety-eight. This makes good comedy if one doesn't invest in it too heavily.

In the din of voices of those crying their bargains, the cause of quality in motor cars might seem to have been forgotten. It might seem as if the day was past when motor cars were built to last instead of to sell. It might be feared that the development of motor cars to an always higher standard was arrested because not "practical." But such is not the case and, as ever, the public's admiration for quality is greater than its pleasure in substitutions which make things cheap and easily obtained.

As one looks over every feature of the new White Cars one can only wonder at how every detail has been worked out to harmonize with the whole. And one wonders again why many of the interesting features of these new cars were not discovered long ago. One wonders why we have been content with the homely appearance of the back of the front seat as it used to be — why was not the White center cowl idea with its convenient compartments, thought of long ago; why has not a real stream-line body been produced before; why has such luxury and comfort in the interior finish of the body not been accomplished. One could wonder about the top, windshield, unified control and endless details — why has it remained for all of these things to be brought to perfection in a single car?

The answer must be that it is one of the rewards of a company, which insists upon nothing short of highest quality, that it can inspire its organization to create and adopt these advancements — just as six years ago White Engineers embodied in White mechanical construction the principles that are accepted throughout the industry today.

And now The White Company adds beauty and character of exterior design, which will mold the fashions of the future, to the mechanical perfection that enables you to "Keep Your Car."

REPEAT ORDERS

THE very gratifying feature of our truck business is the fact that much the greater part of it consists of repeat orders from satisfied customers. When a firm buys a White Truck it is practically certain that some day they will buy more White Trucks—perhaps their eventual purchases will amount to huge fleets—like the fleet of 212 White Trucks owned by the Standard Oil Companies; the fleet of 67 White Trucks owned by Armour & Company; the fleet of 54 White Trucks owned by Gimbel Brothers; the fleet of 44 White Trucks owned by the Bell Telephone Companies, etc. These, and scores of other large fleets of White Trucks owned by prominent firms in all lines of business have been built up gradually, and every addition to a fleet has been justified by the actual test of service. These firms continue to buy White Trucks because the longer they use them the more fully are they convinced of their superior qualities.

On page twenty-nine of this issue is a list of recent repeat orders and new orders for *fleets* of White Trucks. In this list of sixty-four sales all but ten are repeat orders and these ten are sales to new customers who bought fleets of trucks on the first order.

REPEAT ORDERS FROM FIRMS WHO KNOW MOTOR TRUCKS

THE great oil companies of America were one of the first big lines of business to use motor trucks extensively. Naturally, then, these companies are probably more familiar with the good and bad points of the various motor trucks than any other important line of business. These companies know motor trucks by long experience.

In June, 1913, the great oil companies operated a total of 150 White Trucks. In a little more than a year these same oil companies have increased their White Truck equipment to 350 trucks, an increase of one hundred and thirty-three per cent. The various Standard Oil Companies operate 212 White Trucks.

THESE FIGURES SPEAK FOR THEMSELVES

THE WHITE COMPANY IS THE LEADING MANUFACTURER OF MOTOR TRUCKS IN AMERICA

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.

THE CAXTON COMPANY, CLEVELAND