



WHITE CANOES



OUTBOARD
MOTOR BOATS



OLD TOWN, MAINE
U. S. A.

WHITE CANOES

are the result of skill and craftsmanship developed through the years since 1889 by a handful of craftsmen. In that year Mr. E. M. White founded the E. M. White Company later known as the WHITE CANOE COMPANY. The first model developed was patterned after the birch bark canoe of the Penobscot Indian. From that start with a plant driven by horsepower has been developed a line of boats and canoes that are today shipped to all parts of the globe on their merits alone. The results of the efforts of these men produced the first Sponson model, a safety feature that has saved countless lives. This model has been copied by many other builders, but few if any have achieved the perfection of the WHITE "Invisible" Sponson. We wish to pay tribute to these men, the first to build canoes commercially, whose contributions to the improvements and workmanship have made the WHITE canoe known world wide as a product of quality. Some of these men, including Mr. White, are still active in the building of WHITE canoes and their advice and know how guarantee that the name WHITE continues to be found at the bow of the finest canoes and boats.



The "Handbuilt Quality" in WHITE Canoes and Boats Comes from Years of Experience! There's Nothing Finer Than a "WHITE"

A veteran of many years service with the WHITE Canoe Company makes sure that coming generations of sportsmen, boys and girls will have true WHITE quality. Here, Mr. Wendell Grant teaches "one of the young fellers" how to build a canoe worthy of the WHITE trademark. Coming from communities surrounding the "Canoe City", most newcomers are already familiar with what is expected of a WHITE canoe and how important it is to preserve that reputation!



These Master Craftsmen With Their Years of Experience is Your Assurance of Quality!



"Roy" L. P. Howard, 63 Years Young and 40 Years a WHITE Canoe and Boat Builder!

Here you see "Roy" setting in the transom of a "Sea Master" (the model on page twelve.) "Roy" does a lot of "custom-built" work at the WHITE plant, his years of experience is a constant guide to better canoes and boats. His "pride and joy" is a miniature canoe only 20 inches long yet complete in every detail. "Roy" Howard and others like him in the WHITE plant have made the WHITE name what it is . . . a symbol of quality . . . handbuilt!

Famous for over



a half-century

Wendell Grant, Veteran Canoe-builder Driving The 48,000,000th Tack in a WHITE Canoe!

In his 47 years of service with the White Canoe Company, Mr. Grant estimates he has built 12,000 or more canoes and boats. This means millions of brass tacks . . . tacks that fasten planks to ribs, making the strong hull ready for canvas and eventually the half-century-old WHITE name plate that means a truly fine canoe or boat. Records show WHITE Canoes made 50 years ago still in service!



The "WHITE" Sport Model Canoe



**Light, Easy to Handle, Wherever There's Water
This "WHITE" is Sure to Give Heaps of Pleasure!**

The "WHITE" Sport Model Canoe is definitely worthy of its name! It was designed primarily for the sportsman. Prime factors of safety, speed, quality and strength are given first consideration. The "WHITE" Sport Model Canoe with its lightness and ease of handling has long been a favorite with hunters and fishermen in Maine and throughout the world. This canoe has been approved by the American Red Cross for their Water Safety Program and is used by them extensively. The traditional "handbuilt" quality of a genuine "WHITE" is found in the Sport Model as well as every other canoe and boat of our manufacture.



Famous for over a half-century

SPECIFICATIONS

Stock Color: Med. Chrome Green

Other colors and combinations on request.

Length	Beam	Amidship	Depth	Weight
15 ft.	33 in.	11 in.		55 lbs.
16 "	34 "	12 "		60 "
17 "	35 "	12 "		65 "
18 "	35 "	12 "		70 "

Furnished with keel and WHITE Brass Bang plates, bow and stern. 18 foot model furnished with half-ribs.

Beveled Planking

Ribs: Native Maine Cedar

The World Famous "WHITE" Guide Special Canoe



Ask a Maine Guide About This Famous "WHITE" . . . He'll Tell You It's a Leader!

This famous "WHITE" Guide Special was designed and is hand built to meet the particular requirements of our Maine Guides and sportsmen. It is unsurpassed as a dependable swift water canoe. It's exceptional stability and maneuverability in white water makes the "WHITE" Guide Special one of the best models obtainable. Designed with low ends to lessen wind resistance and without keel for quick, easy handling. There isn't an ounce of excess weight in this canoe . . . no fancy trimmings! No bow seat or keel unless specified.



Famous for over a half-century

SPECIFICATIONS

Stock Color: Med. Chrome Green or Gray. Other colors and combinations on request.

Length	Beam	Depth Amidship	Weight
18½ ft.	33 in.	12 in.	75 lbs.
20 "	34 "	13 "	95 "

Furnished with "WHITE" Brass Bang plates, bow and stern.

Ribs: Native Maine Cedar

Beveled Planking

The "WHITE" Featherweight Canoe



40 Pounds and Every Inch a SAFE Canoe!

A Favorite With the Camper and on the "Carry"

Careful consideration to the needs of sportsmen and trappers who must travel over many portages is given in the building of the WHITE Featherweight. Overland portage is a pleasure with this "WHITE" model . . . the long-time experience of WHITE canoe builders, the unmatched superiority and dependability of handbuilt construction means light weight and SAFETY, too! Only 40 pounds yet every inch a SAFE Canoe!



Famous for over a half-century

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SPECIFICATIONS

Stock Color: Med. Chrome Green or Gray. Other colors and combinations on request.

Length	Beam	Depth Amidship	Weight
15 ft.	33 in.	11 in.	40 lbs.
16 "	34 "	12 "	45 "
17 "	35 "	12 "	50 "
18 "	36 "	12 "	55 "

Planking: Beveled /

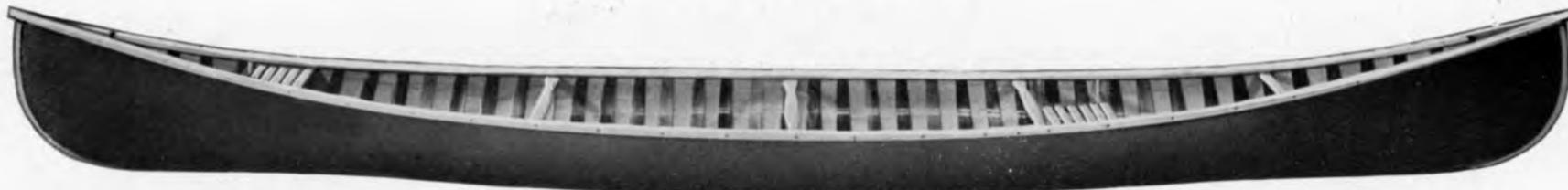
Ribs: Native Maine Cedar

"WHITE" Rolled Brass Bang plates stern and bow.

Furnished with keel

The "WHITE"

Scout Guide Canoe



Tried, Tested and Proven by Directors of Boys' and Girls' Camps All Over America and Not Found Wanting!

A safe and sturdy camp canoe designed especially for use by boys' and girls' camps and endorsed by hundreds of camp owners and directors. This "WHITE" model embodies the efficient and proven lines of our regular Guide Special but retains a fullness at bow and stern that lends itself to stability and ease of handling. Widely used throughout the country by many Boy Scout Councils, the "WHITE" is appreciated under circumstances demanded by camp councilors whose responsibility is lessened when teaching the ABC's in canoe safety!



Courtesy of The Boy Scouts of America



Famous for over a half-century



SPECIFICATIONS

Stock Color: Med. Chrome Green
Other colors and combinations furnished on request.

Length	Beam	Depth		Weight
		Amidship		
15 ft.	33 in.	11 in.		55 lbs.
16 "	34 "	12 "		60 "
17 "	35 "	12 "		65 "

Furnished with keel and with "WHITE" Rolled Brass Bang plates, stern and bow.

Planking: Beveled

Ribs: Native Maine Cedar

The "WHITE"

Invisible Sponson Canoe



With the Trim and Grace of a Fine Canoe
 . . . Dependable and Safe as a Life Boat!

Running along the sides are built-in air chambers that will keep the "WHITE" afloat even if filled with water! Many sportsmen owe their lives to the "WHITE" Invisible Sponson. Women and children will ride in the "WHITE" with complete safety and without worry of capsizing. The sponsons themselves are canvas-wrapped before outer canvas is applied. This feature is of added importance when recovering since one piece of canvas covers completely! Neither is it necessary to remove the sponsons in recovering the canoe. *Another* WHITE feature! When sportsmen hear "Invisible Sponson" they think of "WHITE" . . . and safety! Will hold up 5 or 6 people even when canoe is completely filled with water.



A String of "Whites"



Famous for over a half-century

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SPECIFICATIONS

Stock Color: Med. Chrome Green
 Other colors and combinations on request.

Length	Beam	Depth Amidship	Weight
16 ft.	Same as Sport Model,	Pg. 3	
17 "	"	"	"
18 "	"	"	"

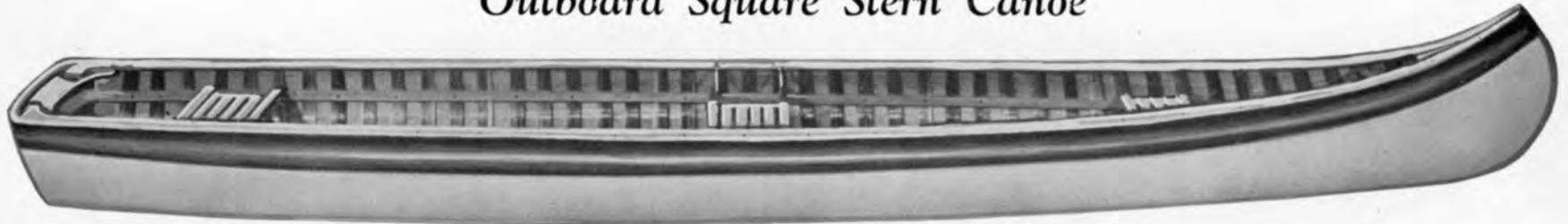
Planking: Beveled

Ribs: Native Maine Cedar

"WHITE" Rolled Brass Bang plates, stern and bow.

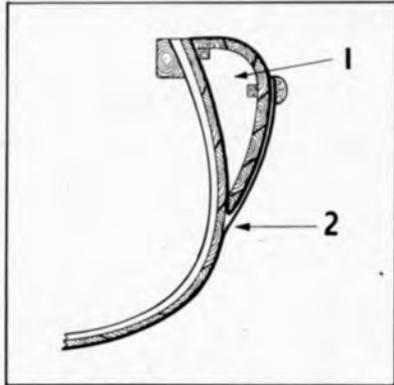
Furnished with keel.

The "WHITE" Outboard Square Stern Canoe



**Plenty of Room . . . Plenty of Speed With This Famous
Wide Stern Model! It's a WHITE . . . It's SAFE!**

The WHITE Outboard Square Stern Canoe when equipped with WHITE Invisible Sponsons (optional) is one of the safest canoes known! The wider transom or stern allows the use of motors up to 10 horsepower with complete safety! There's plenty of room for fishing gear, camping supplies and extra people. WHITE Invisible Sponsons are unique! The sponsons are *built into* the canoe. They are wrapped in canvas when built. Thus, when recovering only one piece of canvas is needed and the sponsons *need not* be removed. This feature saves the owner both time and money! Here again is a canoe bearing the famous WHITE label that is "tops" with sportsmen and guides everywhere!



Available with Famous
WHITE INVISIBLE SPONSONS

- 1. Air Chamber
- 2. One-piece Covering

See page 15 for complete information



Famous for over a half-century



SPECIFICATIONS

Color: Chrome Green

Other colors and combinations on request.

Length: 16 feet

Max. Width: 48 in.

40 in. without sponsons

Max. Depth: 13 inches

Approx. Wt.: 125 lbs.

80 lbs. without "White"
Invisible sponsons

Furnished with keel

Furnished with Pol. Brass oarlocks

The "WHITE"

Paddling Square Stern Canoe



One of the Most Talked-About Canoes in America!
Uses Popular-sized Motors . . . Paddles Easier . . . SAFER!

More and more sportsmen are turning to the WHITE "Paddling Square Stern" Canoe! Not only will it take up to 2.5 or 3.3 horsepower outboard motors with complete safety but in case of motor

failure it paddles or rows with ease. With WHITE invisible sponsons (optional) it is one of the driest canoes known. Time after time Maine fishermen report crossing our largest lakes in extremely bad weather with complete safety even with heavy loads! This model has done much to earn for WHITE a fine reputation. Handbuilt, like all WHITES of course.



Famous for over a half-century

SPECIFICATIONS

Color: Med. Chrome Green
 Other colors and combinations available on request.

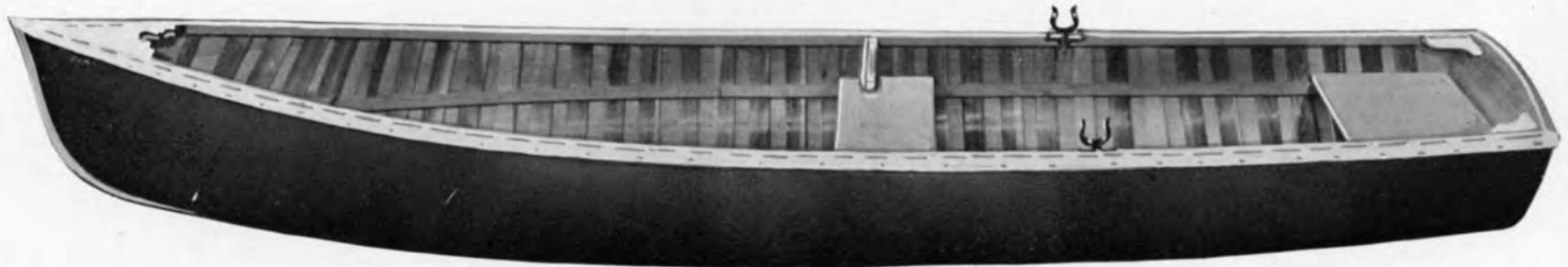
		Depth	
Length	Beam	Amidship	Weight
18 ft.	40 in.	13 in.	90 lbs.

Furnished with keel, Pol. Brass oarlocks

Shown here with "WHITE" Invisible sponsons—available at extra cost.

Native Maine Cedar Ribs
 Beveled Planking

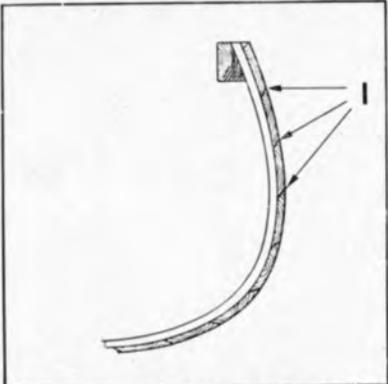
The "WHITE" E-Z Carry Boat



**Wherever You Can Go With Your Car You Can Take
The "WHITE" E-Z Carry Boat With You!**

That's right! Wherever you drive your car you can take the "WHITE" E-Z Carry Boat with you. An easy lift and it's on top your car roof ready for any lake or pond! This famous "WHITE" weighs only 85 pounds yet it boasts of a maximum width of 43 inches. Plenty of room . . . it's 12 foot length

and wide stern takes a real load. Its full bow means greater stability. Easy to handle with oars . . . economical with small motors. Holds four adults easily, a very popular duck shooting, fishing and pleasure boat!



Model above also features
WHITE BEVELED PLANKING
See page 15 for complete information



Famous for over a half-century

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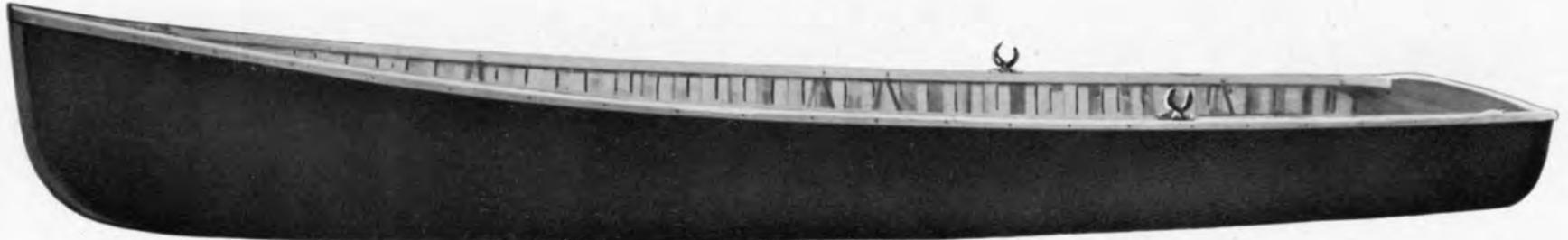
SPECIFICATIONS

Stock Color: Med. Chrome Green
Other colors or combinations on request.

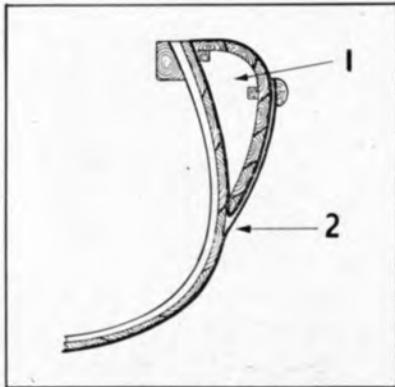
		Depth	
Length	Beam	Amidship	Weight
12 ft.	43 in.	16 in.	85 lbs.

Planking: Beveled
 Ribs: Native Maine Cedar
 Keel furnished
 Pol. Brass oarlocks furnished
 Furnished in Mahogany when available

The "WHITE" Outboard Sportster



Fast, Roomy and "Dry" is This Popular
Favorite With Fishermen and Boating Enthusiasts



Available with Famous
WHITE INVISIBLE SPONSONS

- 1. Air Chamber
- 2. One-piece Covering

See page 15 for complete information

The definite WHITE bow, the extra free-board, all tend to make this "WHITE" a very fast, yet a very "dry" and comfortable boat at all speeds. Takes larger motors easily and safely and handles well with oars. The "WHITE" Outboard Sportster with Invisible Sponsons (extra) is seen on many lakes and ponds throughout Maine. Its roominess makes it a great "trip" boat! Its handling a pleasure for all.



Famous for over a half-century

SPECIFICATIONS

Stock Color: Med. Chrome Green
Other colors or combinations furnished on request

Length	Beam	Depth Amidship	Weight
15 ft.	45 in.	17 in.	110 lbs.

Planking: Beveled

Ribs: Native Maine Cedar

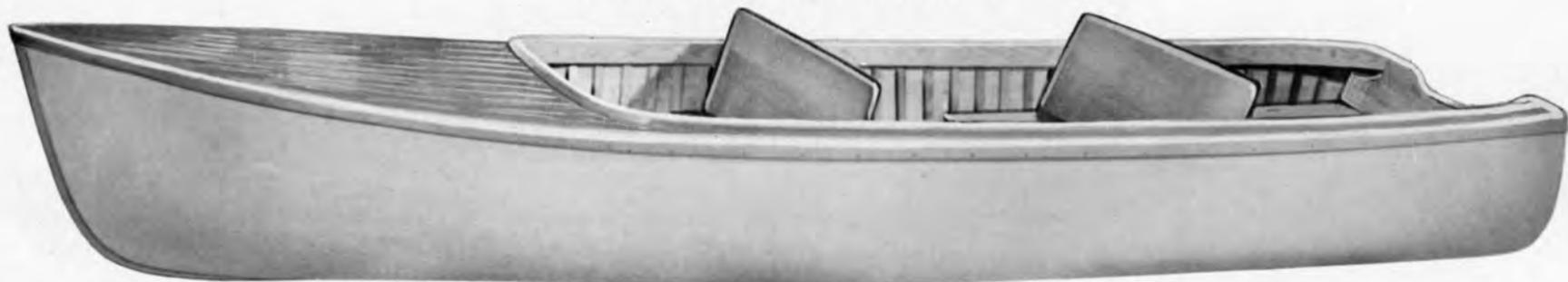
Keel furnished

Furnished with Pol. Brass oarlocks

Furnished in Mahogany when available.

Furnished with "WHITE" Invisible sponson at extra cost.

The "WHITE" Outboard Sea Master



The Champion of "WHITE" Outboard Motor Boats! Built to "Take" Rough Going . . . and "Sporty" Boating!

The "Sea Master" is double planked, the inner planking being $\frac{1}{8}$ inch thick and the outer planking being $\frac{1}{4}$ inch thick—inner planking is canvas covered, outer and final planking is set in white lead. Ribs are natural finished White Ash as is the gleaming, long, richly varnished deck. Make no mistake, the "WHITE" Sea Master is rugged . . . and fast. Takes up to 50 horsepower motors! Comfortable seats with wide backs. Will accommodate eight passengers easily. A boat built for thrills in any water! Equipped with spray rails not shown.

THE WHITE CANOE CO. IS NOTED FOR ITS CUSTOM-BUILT WORK!

Time and time again we are called on to do special work, to build canoes and boats to the customer's particular fancy or plans. We invite this type of work and our workmen are especially adept in interpreting the desires of our customers. We will be pleased to give estimates on custom-built work.



Famous for over a half-century

SPECIFICATIONS

Stock Color: Marine White

		Depth	
Length	Beam	Amidship	Weight
16 ft.	58 in.	22 in.	350 lbs.

Planking: Double, canvas between set in lead.

Ribs: White Ash

Trim: White Ash (Mahogany furnished when available)

Has extreme Bow flare, designed especially to throw off water making this craft exceptionally dry. Equipped with spray rail.

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**You'll Say "Good Bye" to Calking or Bailing When
You Own One of These Easy-to-handle Dinghies!**

In response to the growing demand for a light tender of extreme carrying capacity, one that will row easily and tow well, we are building this model, the biggest little boat yet produced. Canvas covered and brass fastened, natural finished inside and painted to the owner's desire without, it combines all the requirements of a yacht tender. There are no seams to open at inconvenient seasons. The canvas covering assures a dry boat at all times.



Famous for over a half-century

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SPECIFICATIONS

Stock Color: Marine White
Other colors on request

Length	Beam	Depth Amidship	Weight
8 ft.	44 in.	16 in.	70 lbs.
10 "	50 "	17 "	80 "

Furnished with keel, 1 pair Pol. Brass oarlocks and three seats.

Furnished in Mahogany when available.
Furnished with White Rope Bumpers at additional cost.

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No. 34



No. 30



No. 27

**“WHITE” Offers a Wide Variety of Colors,
Color Combinations and Designs.**

The illustrations here show some of the many designs in which “WHITE” canoes can be obtained. We make a specialty of turning out canoes decorated in accordance with the individual wishes of the purchaser. The designs shown can be had in any combination of colors. Prices are available on request.

- No. 21 Light green body, black border, gold stripe, turn down ends
- No. 25 White body, Yale blue stripe, Greek ends
- No. 27 Blue body, red border, ½ inch gold stripe, scroll ends.....
- No. 30 Black body, white checks, gold stripe.....
- No. 32 White body, black border, yellow stripe, scroll ends.....
- No. 34 White body, red border, black and gold checks, ½ inch gold stripe edges with black, turn down ends



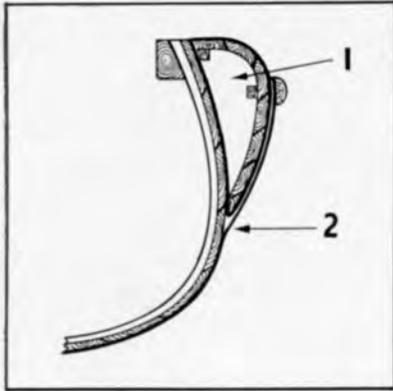
No. 25



No. 32

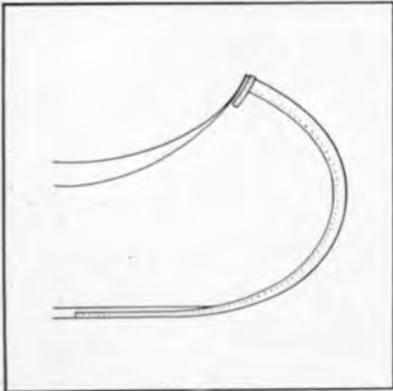


No. 21



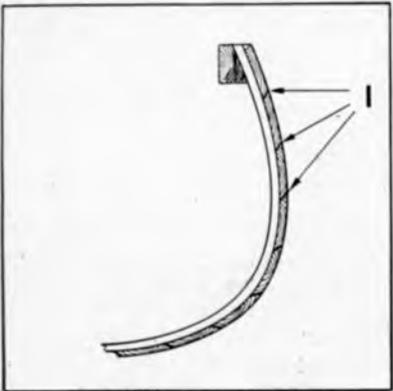
The WHITE INVISIBLE SPONSON has Probably Saved the Lives of More Sportsmen Than Any Other Device Known!

Perfected by Mr. White during the early days of his company, the WHITE INVISIBLE SPONSON is widely known for its safety! It has been copied by many but few have achieved the perfection of WHITE. "1" shows the air chamber inside the sponson that runs the full length of the canoe. "2" shows that the design and construction of the WHITE INVISIBLE SPONSON makes necessary the use of ONLY ONE PIECE OF CANVAS when recovering is needed. The sponsons are covered with canvas separately when built in and sealed for water-tightness. They need not be removed when recovering. This is a time and money saver when recovering. The sponson is made an integral part of the canoe as it is built . . . IS not and does NOT look like an afterthought!



The WHITE ROLLED BRASS BANG PLATE is a WHITE Feature That Saves Your Canoe, (if it's a WHITE) from Damage.

Where most manufacturers use a narrow strip of metal, WHITE uses the rolled brass "bang" plate shown here. It completely wraps stern and bow with a protective "V" shaped shield that prevents damage from rough, rocky shores, etc. The extra width of the WHITE "bang" plate stops pulling away of canvas at stern or bow.



The WHITE BEVELED PLANKING CONSTRUCTION Makes WHITE Canoes and Boats Last Longer . . . Makes Canoes Much Stronger!

Each plank is beveled as shown by arrows "1". Each plank seals with the next making it practically impossible for water, dirt or sand that sometimes get into the boat despite the best of care, to get in between the planking and outside canvas covering. Dirt or sand between planking and covering creates unsightly bumps that sometimes cause canvas puncture or abrasive wear—counteracts shrinking or swelling action.

CAMP WIGWAM
A Summer Camp for Boys
Harrison, Maine

White Canoe Company, Inc.
Old Town, Maine.

Gentlemen:—

When studying Camp Wigwam's aquatic requirements for the opening of its thirty-seventh season, it is quite naturally an occasion for reminiscing.

I find my thoughts turning to those pioneer days of the camping movement when there were no beaten paths for Camp directors to follow.

It was back in 1910 when we selected your canoes for our first order, and now again in 1946, our latest purchase also specified White canoes.

For this record and all that it means, I wish to congratulate you.

Sincerely yours,

A. M. Lehman

Camp Allagash, Inc.
Greenville, Me., Dec. 14, 1946

Mr. W. B. King
White Canoe Company, Inc.
Old Town, Maine

Dear Mr. King:

Camp Allagash has used White canoes for thirty years in sending groups of boys on the two hundred mile Allagash River and St. John River trips through northern Maine. Other brands of canoes have been tried because of price differential and because of an interest in securing the best available product. Needless to say, the camp has found the White canoe to be the only one suited to river and lake travel, and portaging; the same opinion is readily voiced by any of Maine's guides or Forest Wardens.

Yours truly,

R. Franklin Brattan

The right is hereby reserved to alter specifications and choice of materials according to conditions at time of manufacture.

Due to the uncertainty of our costs, it is necessary to accept orders for invoicing at prices in effect at time of shipment.



THE KENNEBEC CAMPS

White Canoe Company, Inc.
Old Town, Me.

Gentlemen:

For all of the forty years that the Kennebec Camps have specialized in camping-out, and more particularly canoe trips, the White canoe has been our choice. Year after year our very large fleet covers hundreds of miles over the ponds and rivers of the State of Maine. They are a truly wonderful craft, both to handle and for their rugged construction. We could ask for nothing better for the work we do, and take pleasure in writing this endorsement.

Very truly yours,

Louis Fleisher

LMF/AM

Kennebec's 40th year

CAMP PINECLIFFE

For Girls

White Canoe Co., Inc.
Old Town, Maine

Dear Sirs:

It gives me pleasure to write about your canoes. We have used them for many years and find them steady, light, and durable; in fact, they are our favorite canoe, and we have been using them for well over twenty years.

I am sorry I have no pictures to send you.

Sincerely yours,

Mildred Hamburger,
Director

FLYING MOOSE LODGE

A Woods Camp for Boys
East Orland, Maine

White Canoe Co., Inc.
Old Town, Me.

Gentlemen:

We believe that the White canoe is in a class by itself because of its construction features and because of the type of skilled workmanship that goes into each one. We don't believe that canoes can be built on an assembly line, nor do we feel that any metal will ever replace cedar in canoe construction. This opinion is backed up by our slow, but continual purchases of your canoes, since 1921.

We had an interesting experience this past summer that has forever sold us on the cedar canoe. On one of our longer trips, one of our canoes got mixed up with a log jam and as a result was bent double, and finally broke in the middle. A metal canoe might not have broken, but it certainly would have bent double. Our guide very neatly put the canoe back together again and the trip was completed. We would have needed a welding outfit to make such a repair on a metal canoe!

Yours very truly,

Harrie B. Price 3rd



WHITE CANOE COMPANY, INC.
OLD TOWN, MAINE, U. S. A.
ESTABLISHED IN 1889

WHITE CANOE CO. INC.

OLD TOWN, MAINE, U. S. A.

1947 PRICE LIST

THE "WHITE" SPORT MODEL CANOE—PAGE 3

Length	Beam	Depth		Weight	F. O. B.
		Amidship			Old Town, Maine
15 feet	33 in.	11 in.		55 lbs.	\$147.00
16 "	34 "	12 "		60 "	159.00
17 "	35 "	12 "		65 "	164.00
18 "	35 "	12 "		70 "	169.00

THE "WHITE" FAMOUS GUIDE SPECIAL—PAGE 4

18½ feet	36 in.	12 in.		75 lbs.	\$169.00
20 "	40 "	13 "		95 "	185.00

THE "WHITE" BUILT FEATHER WEIGHT—PAGE 5

15 feet	33 in.	11 in.		40 lbs.	\$156.00
16 "	34 "	12 "		45 "	161.00
17 "	35 "	12 "		50 "	166.00
18 "	36 "	12 "		55 "	171.00

THE "WHITE" SCOUT GUIDE MODEL—PAGE 6

15 feet	33 in.	11 in.		55 lbs.	\$147.00
16 "	34 "	12 "		60 "	159.00
17 "	35 "	12 "		65 "	164.00

THE "WHITE" "INVISIBLE" SPONSON CANOE—PAGE 7

16 feet				\$191.00
17 "				195.00
18 "				200.00

THE "WHITE" OUTBOARD SQUARE STERN CANOE—PAGE 8

Length	Beam	Depth		Weight	
		Amidship			
16 feet	40 in.	13 in.		80 lbs.	\$195.00
				With "Invisible" Sponsons	250.00

THE "WHITE" PADDLING SQUARE STERN CANOE—PAGE 9

Length	Beam	Depth		Weight	
		Amidship			
18 feet	40 in.	13 in.		90 lbs.	\$205.00
				With "Invisible" Sponsons	258.00

THE "WHITE" CAR E-Z CARRY—PAGE 10

Length	Beam	Depth		Weight	
		Amidship			
12 feet	43 in.	16 in.		85 lbs.	\$180.00

THE "WHITE" OUTBOARD SPORTSTER—PAGE 11

Length	Beam	Depth		Weight	
		Amidship			
15 feet	45 in.	17 in.		110 lbs.	\$218.00
				With "Invisible" Sponsons	268.00

THE "WHITE" OUTBOARD SEA MASTER—PAGE 12

Length	Beam	Depth		Weight	
		Amidship	Approx.		
16 feet	58 in.	22 in.		350 lbs.	Price upon request

THE "WHITE" BUILT DINGHY OR TENDER—PAGE 13

8 feet	44 in.	16 in.		70 lbs.	\$175.00
10 "	50 "	17 "		80 "	185.00

THE "WHITE" DORY-SKIFF—PAGE 14

12 feet	51 in.	16 in.		165 lbs.	\$105.00
13 "	52 "	17 "		170 "	110.00
14 "	53 "	17 "		190 "	115.00

Prices subject to change without notice