White System In Tenth Year Of Operations

Frank Clay, manager of the White System of Lafayette announces that his firm begins its tenth year of operations this month.

Organized by Mr. Clay on August 15, 1940, the White system is one of the first locally owned finance companies in Lafayette. Since the date of its organization it has continuously served the money needs of the individual and small business man in the city.

“During these ten eventful years the White System has done its share toward making Lafayette the fast growing and prosperous city that it is by handling over three million dollars of loans and installment sales contracts, and by so doing has been enabled to expand its services to the point that it is now able to render the most complete finance service in this section of Louisiana.”

This home owned institution is located at 110 E. Vermilion street in the lobby of the Gordon Hotel and has been at this location since its opening. In addition to Mr. Clay the staff is composed of his wife, Mrs. Marie Louise Clay and Miss Barbara Prudhomme, both of whom are natives of Lafayette.

Each member of the White System staff is of French descent and speaks French fluently.

“This has enabled the White System to handle business with many local folks who still prefer to do their thinking and talking in their mother tongue”, Mr. Clay concluded.