William White Firm Moving to New York

William M. White, former chairman and president of Great Western United Corp., has moved his investment firm, William White Associates, from Denver to New York.

White said he will be based in New York but will continue to spend some time in Denver. He has moved out of his penthouse apartment at 740 Pearl St.

White headed Great Western United until 1971, when the company's financial difficulties led to a change of management.

It was White who formed GWU in the mid-1960s. He and his associates first gained control of Colorado Milling & Elevator Co., then used this Denver company as a springboard to gain control of Great Western Sugar Co. The two companies were merged, and Great Western United was established as the parent company. Later, Colorado Milling & Elevator was sold, and other acquisitions were made. These included Shakey's, Inc., a pizza-parlor chain, and a land-development business that became Great Western Cities, Inc.

White was in his 20s and with a New York investment firm, Allen & Co., when he set forth on the venture that led to the formation of GWU. GWU was originally based in New York, but White moved the corporate headquarters to Denver.