89-Year-Old Advertiser Shows Enviable Record of Expansion

Eighty-nine years have passed since the founding of the Daily Advertiser, from a small publication bearing the dateline "Vermilionville," fighting for reestablishment of the Southern economy after the Civil War. The Advertiser has grown to one of Louisiana's best-known daily newspapers, counting a circulation of 11,000 among the prosperous Vermilion Parish area.

The Advertiser has been a steady force in promoting Vermilionville on the national and international stage. It has chronicled the region's economic development, from an era when the state's sugar, rice, and cajun culture were paramount to today's diverse industries.

"The Advertiser is more than a newspaper; it's a beacon of progress," said William Bailey, the paper's editor and publisher. "It's been a model for covering the Southern economy and has stood as a symbol of progress for over a century."

Founded by...