By 1929 it had become necessary to enlarge the store, and the old frame building was replaced by a modern brick structure occupying ten times as much space. The worst of the depression followed fast upon the completion of the new store, but the store progressed until in 1938, in order to take care of the huge local trade and the increasing number of out-of-town customers, the entire store was again remodeled, enlarged and renovated. A beautiful facade of glass tile and modern show windows marked the appearance of the new department store. We have noted these two years in particular because each marked a milestone in our progress. We are fully aware that our success has been due to the continued loyalty of our patrons...that without your confidence in us, and your cooperation, we could never hope to achieve and maintain such progress.

Inasmuch as it is given to any to look into the future, BOUSTANY'S looks forward to another year of pleasant relationship with all of you. Because our faith in Lafayette, Lafayette parish, Southwest Louisiana and its people has always been justified in the past, we look to the future with confidence. As Lafayette, Lafayette parish and Southwest Louisiana grows bigger and better...we pledge that BOUSTANY's shall keep abreast with Southwest Louisiana's progress in offering values and service to your satisfaction.

BOUSTANY'S
On St. John and Simcoe Streets