Gaidry's One Of Oldest Men's Shops In Entire Area

Founded in 1921, Gaidry's Men's Wear has the distinction of being the oldest men's shop in Lafayette, and one of the oldest in Southwest Louisiana.

The firm was organized by A. A. Gaidry under the firm name of "Gaidry company, Inc." Later, Gaidry became sole owner and remained as such until he sold out to F. C. Bernard and Paul J. Blanchet in January of this year, at which time Gaidry retired.

Bernard was a member of the firm at the time of its founding, when it occupied the present location of Western Auto at 531 Jefferson street. In 1932 the store moved across the street to its present location.

During the 28 years of its existence, the company has seen the ups-and-downs of wars, inflations and depressions. During this period, the owners followed an unanswerable policy of offering to its customers only nationally known brand names. Adhering strictly to this policy, laid down by its founder and former owner, Bernard and Blanchet look forward to the same steady growth and improvement which has characterized the progress in Southwest Louisiana for the past several years.

Through the years, Southwest Louisiana has been definitely style-and-quality conscious, in the experience of these men's clothing experts who have watched Lafayette grow "from a sleepy little town to a thriving city," in their own words.

President Coolidge's inauguration in 1924 was the first to be broadcast. The hookup comprised 24 stations.