A newspaper is usually a good indicator of progress in any town, and Lafayette was no exception, it has flourished over the years and so has its newspaper.

This year — 2015 — marks 150 years of existence for The Lafayette Advertiser. As early as the 1840s there was a weekly newspaper in Vermilionville (Lafayette) named L'Impartial. The paper was published in French and English according to The Center, A History of the Development of Lafayette, La. by Phillip Dismukes. In 1856 L'Impartial was replaced by a one page newspaper, L'Echo de Vermilionville. The publishers were Eraste Mouton and Abijah Bailey. French was printed on one side and English on the other, Bailey's brother Columbus continued with the paper's publication while Abijah and another brother William B. Bailey, who had trained as a printer, went off to serve in the Confederacy during the War Between the States.

When William and Abijah Bailey returned from war, they founded The Advertiser. According to the Library of Congress, William B. Bailey (1839-1896) was the paper's sole editor and proprietor from 1868 until 1893 after accepting a political position. At that time the paper was published every Saturday. It was said to be democratic in its political leanings and outspoken against radical republican rule during the Reconstruction era. The Advertiser maintained a moderately conservative political view and discouraged political violence. The paper was then edited briefly by Alfred C. Ordway and later by Ordway's associate editor, Henri A. Vander Cruyssen (ca. 1859-1903). By the late 1880s The Advertiser had become an English-only paper but French was fully restored during Cruyssen's tenure as editor. The paper changed hands again in 1903 when it was purchased by Wesley A. LeRosen (ca. 1864-1935) and A. James Alpha (1880-1948). LeRosen at one time was the principal of Lafayette High School and an especially outspoken advocate of education in Lafayette Parish. The Advertiser continued as a weekly, then as a semweekly, and after 1914 as The Daily Advertiser. From its earliest beginnings in 1865 to the arrival of the railroad in 1880, to the opening of Southwestern Louisiana Industrial Institute in 1898, to the oil boom in Texas and southwest Louisiana in 1901, The Lafayette Advertiser has recorded all of Lafayette's history and progress as it continues to do so today.

One of its first publications mentioned a number of unsolved robberies that had taken place in Vermilionville for well over a year. The Lafayette Advertiser of June 12, 1869, referred to the thieves as being some of the most daring characters to have ever perpetrated these crimes. A band of well-organized robbers whose deeds had become so frequent and bold, the entire community was terrorized. Several prominent merchants had been repeatedly robbed without a hint as to who these mysterious bandits were. Finally at long last there was a break in the case. Deputy Sheriff Elmer found an informant who wasn't afraid to name names and point where the stolen merchandise was kept. After obtaining a search warrant from Justice Selles, the deputy and his posse proceeded to a cabin on the plantation of Edgar Martin. It didn't take long before large quantities of dry goods were found and were recognized to be from Messrs. W. Bendel, A. Haas, and Jean Gerac of Vermilionville. The alleged robbers were two sets of brothers: Charles and Paul Davis, and Despalliere and David John. They were quickly arrested and taken to Vermilionville where they were lodged in the parish jail.