

Collection #s:  
M 0616  
BV 2622-2626  
OMB 0047

**L.S. AYRES AND COMPANY  
RECORDS, 1858–1992 (BULK 1920–1992)**

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Processed by:  
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31 August 1992

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Updated 12 August 2011 by Barbara Quigley

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William Henry Smith Memorial Library  
Indiana Historical Society  
450 West Ohio Street  
Indianapolis, IN 46202-3269

[www.indianahistory.org](http://www.indianahistory.org)

## **COLLECTION INFORMATION**

**VOLUME OF COLLECTION:** 29 manuscript boxes, 4 small manuscript boxes, 3 shoeboxes, 1 oversize manuscript box, 5 bound volumes, 38 boxes of visual materials (35 total linear feet), 1 DVD (2 copies)

**COLLECTION DATES:** Inclusive, 1858-1992; Bulk 1920-1992.

**PROVENANCE:** L.S. Ayres and Company, Attn. Anita M. Corabi, One West Washington St., Indianapolis, IN, 26204, 31 January 1992, 9 March 1992; Arlida Gilyeat, c/o Robert Gilyeat 9901 Pendleton Pike #105, Indianapolis, IN 46236, 17 June 1994.

**RESTRICTIONS:** None

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**ALTERNATE FORMATS:** None

**RELATED HOLDINGS:** W. Rowland Allen (M 0508)

**ACCESSION NUMBERS:** 1992.0191, 1992.0252, 1994.0805

**NOTES:** Visual collection portion of the collection arranged by Andrew Harrison. For a list of L.S. Ayres objects on file at the Indiana State Museum (ISM) please see uncataloged finding aid.

## **HISTORICAL BACKGROUND**

L.S. Ayres and Company came into being in 1872 when Lyman S. Ayres of Geneva, New York, purchased controlling interest in the Trade Palace, a dry and fancy goods establishment operated by N.R. Smith at 26-28 West Washington Street in Indianapolis. The fashionable dry goods store changed the name on its exterior signboard from N.R. Smith and Company to N.R. Smith and Ayres. Lyman Ayres remained in Geneva and served as senior partner and New York resident buyer for the store. In 1874, Ayres assumed full ownership of the Trade Palace. The following year Lyman Ayres relocated to Indianapolis and moved the store's location from the old Trade Palace building across the street to a three storied structure at 33-37 West Washington Street. The operation continued to be a seller of "dry and fancy goods." The addition of modern shopping conveniences such as gas lighting in 1876 and an elevator in 1890 increased the store's reputation.

Lyman Ayres died in 1896 and his son, Frederic M. Ayres, inherited the department store. The business was incorporated at this time under the name of L.S. Ayres and Company with Frederic Ayres serving as president. As business increased, so did the need for additional room and space in two additional buildings, adjoining the main structure to the west and south, were rented. In 1904 plans were made to construct a new store at the southwest corner of Meridian and Washington streets (1-15 West Washington Street) on land Lyman Ayres had purchased prior to his death. The new building, standing eight stories with six elevators and 250 feet of show windows, was opened on 2 October 1905. For additional shopping conveniences, the store contained three areas for eating and relaxing, the soda fountain, the Grille, and the Tea Room. Another local shopping innovation was the Economy Basement which dealt in less expensive dry goods. The Economy Basement proved very popular and the area was expanded in 1922 and renamed the Downstairs Store.

In 1916 Frederic Ayres and nine other national leaders in the retail department store business met in Boston and formed the Retail Research Association. Benefits from this organization included better operating and merchandising procedures as well as improved services. This organization evolved into the Associated Merchandising Corporation (AMC) two years later which allowed for the advantages of group buying resulting in lower consumer prices.

In 1929 a twelve story addition was opened to the south of the existing structure on South Meridian and Pearl streets. This allowed for, among other things, the addition of a men's clothing and furnishings area and the expansion of the Home Store. Other shopping conveniences that were added in the 1930s and 1940s included air conditioning and escalators.

The year 1936 saw the introduction of two events that became synonymous with L.S. Ayres, the erection of the Ayres Clock and the coining of the advertising phrase "That Ayres Look." The 10,000 pound bronze clock on the corner of Meridian and Washington streets became a distinctive symbol of the store. With eight foot illuminated dials facing

in four directions, the clock can be easily read from 500 feet away at any time of the day. Beginning in 1947, a 1,200 bronze cherub has sat upon the clock from Thanksgiving evening until Christmas Eve. "That Ayres Look" became the symbol of the store's quality and fashion leadership.

Frederic Ayres died in 1940 and Theodore B. Griffith, a son-in-law and vice president, became the company's president. L.S. Ayres and Company continued to expand in the 1940s and 1950s acquiring a service center in 1940, additional selling and storage space adjacent to the existing structures in 1945, 1947, and 1953, and a warehouse in 1946.

In 1954, Ayres expanded both in boundaries and management. In March of that year, plans were made for expansion to a new suburban store at the proposed 50 acre Glendale Shopping Center, which was scheduled for completion in August, 1958. In April, 1954, Theodore B. Griffith became chairman of the board and Lyman S. Ayres, the founder's grandson, became president of the store.

Further expansion continued in the 1950s with the opening of a boutique in the Marott Hotel in 1955 and the plans for another store in Lafayette, Indiana, in the 30 acre Market Square Shopping Center in 1957, which was also scheduled for opening in April, 1958. Ayres opened its first discount store named Ayr-Way in 1961, and this venture evolved into a chain of stores located in shopping centers throughout central and southern Indiana in the 1960s and 1970s. Most of these stores were acquired by Target in the early 1980s.

Lyman Ayres succeeded Theodore Griffith a chairman of the board in 1962 and James A. Gloin, formerly executive vice president, became president. Gloin was the first president who was not a member of the immediate Ayres family. Gloin retired three years later and was succeeded by Daniel F. Evans. In January, 1972, L.S. Ayres and Company was acquired by Associated Dry Goods and became a subsidiary of the New York based corporation and the Indiana company was dissolved.

Ayres continued to open suburban stores in shopping centers and later shopping malls from the 1960s to the 1990s. Branches were opened in Fort Wayne, South Bend, Evansville, Muncie, Bloomington and Merrillville, as well as stores in Lafayette Square, Greenwood Park, Washington Square, and Castleton Square in Indianapolis.

In 1973 Lyman Ayres retired and was succeeded by Daniel Evans. Gerald Mills, the former executive vice president, replaced Evans as president. Evans retired in 1976 and Mills remained on as President and Chief Executive Officer. Gerald Mills resigned in May, 1978, to accept a position with Dayton Department Stores in Minneapolis, and his position was assumed by David Williams III. John L. Hoerner succeeded Williams in 1982. The May Company of St. Louis, Missouri, acquired Associated Dry Goods and L.S. Ayres in 1986 and a period of turmoil ensued. Financial losses were blamed on the lack of a regular downtown clientele coupled with high operating expenses. In 1988 the May Company reported that the downtown store had showed a loss of \$2.2 million. There were counter charges that May did not take a genuine interest in the store and preferred to be out of the downtown store business. The May Company employed a number

presidents and CEOs for their Ayres division. Robert L. Mettler was named president and CEO in December, 1986, and he was followed by Robert Friedman one month later. Hoerner resigned as chairman in April, 1987, and he was succeeded by Ronald F. Tanler. Roy R. Paulson replaced Tanler in April, 1990, and he, in turn, was succeeded by Clarence O. "Bud" Reynolds in December of the same year. Profit loss and a confrontation with city of Indianapolis over delays for a proposed downtown mall resulted in company's decision to close the downtown flagship store in January, 1992.

Sources: *We Tell Our Story* (1972).

*Indianapolis Star*, 22 November 1990.

*Indianapolis Star*, 26 October 1991.

Newspaper Clipping Index, Indiana State Library.

## SCOPE AND CONTENT NOTE

The collection contains the historical files, publications, and records of the public relations, sales, and personnel departments of L.S. Ayres' downtown store from its inception in 1872 until 1992. The historical files contain clippings, publications, original items such as bills and receipts and in-house written descriptions of the yearly highlights from the store's history, 1872-1982. Among the topics covered are expansion and new buildings, innovations, improvements, anniversaries, sales, and special promotions. There is also biographical information on store executives, chronological records and historic resource materials by subjects, store and company histories, and information on special events that changed the store's history.

Included in the records are the externally distributed regular store publications, *Sidelights* (1922-1926), *Ayrograms* (1920-1976) and *Ayrespeople* (1977-1992). These publications contain information for general public knowledge such as promotions, seasonal fashions and special sales, changes in personnel and management, and a wide variety of special subjects of a general seasonal interest. These were designed to inform the public of store events and create a general feeling of good will.

There are also the records of the Ayres' public relations department. Among the items is the internally distributed employee publication, *This Week's Information*, 1949-1981. This regular publication listed promotions, retirements and other personnel changes. It also listed store policy changes and special events of interest to store personnel. The public relations files also contain information about store anniversaries and methods of celebration for those of significance especially the 50th, 1922, 75th, 1947, and 100th, 1972. Included are special promotions and events intended to attract the community. There is also information about the Ayres Historical Costume Collection and other special events and promotions designed to foster better relations with the public. There is also information regarding media advertising and special sales as well as some general information regarding "That Ayres Look" promotional phrase.

Among the records from the sales department are the internally distributed *Policy Bulletins*, 1922-1944, and *General Bulletins*, 1943-1949. These were official memos regarding the operation of the sales department regarding store policy, employee conduct, and statistical and financial information. There are also scattered sales records such as a *Store Stock Book*, 1920s-1930s, ledgers and department books, 1901-1924, and merchandising and store organization charts, 1956-1990. In addition, there are manuals and seminars effecting the training of buyers and sales personnel and other items regarding general sales operations.

Personnel department records include policies and files, 1872-1970, regarding store rules and training handbooks, 1872-1980, personnel policy book, 1920s-1950s, and supervisor's manuals, 1958-1970. There are also job descriptions and personnel files. Also contained are items regarding employee benefits and activities, 1918-1983. Subjects covered include insurance and retirement information, the Ayres employee cafeteria, and the Ayres 20 Year Club. There is also information about other employee activities such

as associations, contributions, and events warranting special recognition. In addition, there are personal letters and correspondence regarding employees in military service, 1917-1945.

Among the corporate files are annual reports, 1947-1984, stockholder correspondence and meeting notices, 1945-1954, organization and department lists, 1962-1972, and general correspondence and other related items. There are also individual executive and corporate files including memos, reports, correspondence, and statistics, 1974-1990. Also included are reports and published items regarding Ayres branch stores and shops at French Lick, Glendale, Marott Hotel, Lafayette, Indiana, Indiana, Greenwood, Fort Wayne, and South Bend. In addition there are files and store records for neighboring downtown Indianapolis businesses such as Charles Mayer and Kresge, 1940s-1950s. There are also other downtown Indianapolis projects which involved the Ayres company. These included correspondence, legal and financial information regarding the Indianapolis Hilton Hotel Project, 1967-1974, and the Lincoln Square/Merchants Plaza operation, 1972-1974. There are also records and files of other stores acquired by L.S. Ayres and Company, most notably the John Bressmer Company of Springfield, Illinois, 1948-1972. Included are correspondence, meeting minutes, background information and operating files. Other related businesses connected with the Ayres operation include Pogue's of Cincinnati and Stewart's of Evansville.

L.S. Ayres and Company created a "Photo File" (in addition to the Chronological and Subject files) organized around internally developed subject headings. This file was not extant when IHS received the collection; processing the visual portion of the collection, however, revealed a number of photographs that had been dispersed throughout the collection, mainly in the Chronological File, that had typed labels beginning with a number followed by a subject heading (e.g. #44--Construction).

The visual materials have been organized into two distinct parts. The first part includes a reconstruction of the Ayres "Photo File" and other photographs arranged using the same system. It also includes negatives and slides arranged chronologically, a small percentage of which correlates to the photographs. The second part comprises photographs and negatives used in the production of *Ayres People*, a company newsletter.

The physical arrangement of the visual materials is by format and consists of 23 5" X 7" storage boxes, nine letter size storage boxes, six 12" X 6" X 2" slide storage boxes, one oversize B box, and one flat file folder of oversize material.

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- 14: Executive Biographies, William and Emma Wheelock
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5: Public Relations, Chamber of Commerce Dinner, 1928

6: Public Relations, Photo Loan to Chamber of Commerce, 1988-1990

7: Public Relations, Newsclippings, 1969

8: Photographic Register, 1947-1959

9: Public Relations, Delivery Story, 1928-1955

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11: Public Relations, Old Family Lists, General, n.d.

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4: Charge Bills, 1920s

5: Stock Control, 1926-1927

6: Store Stock Book, 1920s-1930s, Folder 1

7: Store Stock Book, 1920s-1930s, Folder 2

8: Store Stock Book, 1920s-1930s, Folder 3

9: Store Stock Book, 1920s-1930s, Folder 4

10: Store Stock Book, 1920s-1930s, Folder 5



- 11: Daily Sales Sheets, 1923-1946
- 12: Stock Record Expense Figures, 1929
- 13: Unit Stock Control System, 1928
- 14: Sales, Warehouse Entries, 1948-1952
- 15: Store Organizational Chart, 1956
- 16: Merchandising Organization, Spring, 1989
- 17: Merchandising Organization, Fall, 1990

**BOX 27: Sales, Procedures & General Items, 1920s-1970s**  
**FOLDER CONTENTS**

- 1: Buyer's Manual, 1965, Folder 1
- 2: Buyer's Manual, 1965, Folder 2
- 3: Buyer's Manual, 1965, Folder 3
- 4: Buyer's Training Seminars, 1971, Folder 1
- 5: Buyer's Training Seminars, 1971, Folder 2
- 6: Buyer's Training Seminars, 1971, Folder 3
- 7: Buyer's Training Seminar, 1974, Folder 1
- 8: Buyer's Training Seminar, 1974, Folder 2
- 9: Manual For Selling in the Home, 1952
- 10: Ayres Marketing Manual, 1975
- 11: Sales, "How to Prevent Stock Shortages," 1952
- 12: The Wave Look, 1943
- 13: Store Hours, 1947-1953
- 14: Tea Room Menu, n.d.
- 15: Shopping Service Scrapbook, 1920s-1970s

**BOX 28: Personnel, Policies & Files, 1872-1980**  
**FOLDER CONTENTS**

- 1: Employee Rules, 1872 (Trade Palace)
- 2: Store Rules, ca. 1900
- 3: Employee Store Rules, ca. 1923
- 4: Training Handbooks, 1952, 1980, & n.d.
- 5: Sales Associate Handbook, n.d.
- 6: Personnel Policy Book, 1920s-1950s, Folder 1
- 7: Personnel Policy Book, 1920s-1950s, Folder 2
- 8: Personnel Policy Book, 1920s-1950s, Folder 3
- 9: Supervisor's Manual, 1958
- 10: Supervisor's Manual, 1970, Folder 1
- 11: Supervisor's Manual, 1970, Folder 2
- 12: Supervisor's Manual, 1970, Folder 3
- 13: Job Descriptions, Executives, 1965
- 14: Job Descriptions, Executives, 1968
- 15: Job Descriptions, Executives, 1970
- 16: Personnel Files, 1930s
- 17: Personnel, Homer L. Cox (Chaffeur); Letters of Recommendation, 1912-1924

**BOX 29: Personnel, Employee Benefits & Activities, 1914-1983**  
**FOLDER CONTENTS**

- 1: Employee Sales Commission Agreements, 1919-1930
- 2: Employee Benefits, 1941-1951
- 3: Retirement Plan, 1951

- 4: Employee Cafeteria, 1930, 1949, 1968
- 5: Guest Register, Employee Cafeteria, Nov. 6, 1953
- 6: Twenty Year Club Notebook, 1925-1958, Folder 1
- 7: Twenty Year Club Notebook, 1925-1958, Folder 2
- 8: Twenty Year Club, 1926-1968
- 9: Twenty Year Club, 1970-1983
- 10: Letters from Twenty Year Club Members, 1945 (Regarding First Day of Work at Ayres)
- 11: Employee Publications, 1914-1925
- 12: Employee Contributions, 1918-1955
- 13: F.M. Ayres Retirement, Employee Recognition, 1918
- 14: Employee Associations, 1925-1937
- 15: Employee Anniversary Dinner, 1928
- 16: Employee Service Recognition, 1933-1936
- 17: Ayres Minstrel Show & Follies, 1934-1935
- 18: Employees, Miscellaneous Activities, 1935-1945
- 19: Employees, Press Recognition, 1935-1957
- 20: Employees, Miscellaneous Photos, n.d.

**BOX 30: Personnel, Military Service, 1917-1945**  
**FOLDER CONTENTS**

- 1: War Letters, 1917-1945
- 2: Employee Military Service, 1924-1945
- 3: World War II Letters, 1942-1945
- 4: World War II Correspondence, 1942-1945

**BOX 31: Corporate Files, 1937-1990**  
**FOLDER CONTENTS**

- 1: Annual Meeting Notices, 1945-1957
- 2: Correspondence to Preferred Stockholders, 1945-1952
- 3: Annual Reports (Stockholders), 1947-1957
- 4: Stock Prospectus, 1945-1954
- 5: Debenture Bonds, 1948-1951
- 6: Departmental Lists, 1944-1950s
- 7: Organizational Charts, 1950s
- 8: Organizational Charts, 1958-1960
- 9: Organization & Department Lists, Aug., 1962
- 10: Organization & Department Lists, Nov., 1964
- 11: Organization & Department Lists, Oct., 1965
- 12: Organization Chart, March, 1972
- 13: Annual Reports, 1966-1968
- 14: Annual Report, 1969
- 15: Associated Dry Goods (ADG) Annual Reports, 1979, 1984
- 16: AMC Termination With Ayres, 1972-1973
- 17: Leadership Standards, 1937
- 18: Corporate, General Correspondence & Articles, 1962-1983
- 19: Executive Press Releases, 1976
- 20: Executive Files, James A. Gloin, 1974-1980
- 21: Corporate Files, Steve Shank, 1990
- 22: May Company Publications, 1988

**BOX 32: Corporate Files, Frank Ceravolo, Senior V.P., 1989-1990**  
**FOLDER CONTENTS**

- 1: Corporate Files, Frank Ceravolo, 1989
- 2: Corporate Files, Frank Ceravolo, 1989
- 3: Corporate Files, Frank Ceravolo, 1990
- 4: Corporate Files, Frank Ceravolo, 1990
- 5: Corporate Files, Frank Ceravolo, 1990
- 6: Corporate Files, Frank Ceravolo, 1990

**BOX 33: Branch Stores, 1919-1971**  
**FOLDER CONTENTS**

- 1: Glendale Store & Shopping Center, 1954-1958
- 2: Glendale Store, 1955-1971, Folder 1
- 3: Glendale Store, 1955-1971, Folder 2
- 4: Glendale Store, 1955-1971, Folder 3
- 5: Glendale Store, 1955-1971, Folder 4
- 6: Glendale Store, 1955-1971, Folder 5
- 7: Glendale Store, Miscellaneous, 1950s
- 8: Publicity, Glendale, 1954-1957
- 9: Duplicate Stock Book, Glendale, 1954
- 10: French Lick Shop, 1919-1930
- 11: Boulevard Shop, Marott Hotel, n.d.
- 12: Lafayette, Indiana Store, 1958
- 13: Greenwood Store, 1965
- 14: Fort Wayne Store, Co-Sponsor of Concert, 1970

**BOX 34: Branch Stores and Related Businesses, 1945-1975**  
**FOLDER CONTENTS**

- 1: South Bend/University Park Store, 1974-1975, Folder 1
- 2: South Bend/University Park Store, 1974-1975, Folder 2
- 3: South Bend/University Park Store, 1974-1975, Folder 3
- 4: South Bend/University Park Store, 1974-1975, Folder 4
- 5: South Bend/University Park Store, 1974-1975, Folder 5
- 6: South Bend/University Park Store, 1974-1975, Folder 6
- 7: Charles Mayer Co. Property, 1954-1956
- 8: Kresge Company File, 1945-1975, Folder 1
- 9: Kresge Company File, 1945-1975, Folder 2
- 10: Kresge Company File, 1945-1975, Folder 3
- 11: Kresge Company File, 1945-1975. Folder 4
- 12: Burford Properties, 1960-1970
- 13: Maryland Street Garage Corp., 1969-1972
- 14: Murray Investment Co., 1959-1970

**BOX 35: Related Businesses, Hilton & Merchants Plaza Projects, 1967-1974**  
**FOLDER CONTENTS**

- 1: Indianapolis Hilton Hotel Project, 1967-1974, Folder 1
- 2: Indianapolis Hilton Hotel Project, 1967-1974, Folder 2
- 3: Indianapolis Hilton Hotel Project, 1967-1974, Folder 3
- 4: Indianapolis Hilton Hotel Project, 1967-1974, Folder 4
- 5: Indianapolis Hilton Hotel Project, 1967-1974, Folder 5
- 6: Indianapolis Hilton Hotel Project, 1967-1974, Folder 6

- 7: Indianapolis Hilton Hotel Project, 1967-1974, Folder 7
- 8: Indianapolis Hilton Hotel Project, 1967-1974, Folder 8
- 9: Lincoln Square/Merchants Plaza, 1972-1974, Folder 1
- 10: Lincoln Square/Merchants Plaza, 1972-1974, Folder 2
- 11: Lincoln Square/Merchants Plaza, 1972-1974, Folder 3
- 12: Lincoln Square/Merchants Plaza, 1972-1974, Folder 4
- 13: Lincoln Square/Merchants Plaza, 1972-1974, Folder 5
- 14: Lincoln Square/Merchants Plaza, 1972-1974, Folder 6
- 15: Lincoln Square/Merchants Plaza, 1972-1974, Folder 7

**BOX 36: Affiliate Stores, 1948-1986**  
**FOLDER CONTENTS**

- 1: John Bressmer Co., Springfield, Illinois, Report, 1948
- 2: John Bressmer Co., Springfield, Illinois, Report, 1950
- 3: Bressmer Papers, RE: Background For Purchase, 1958, Folder 1
- 4: Bressmer Papers, RE: Background For Purchase, 1958, Folder 2
- 5: Bressmer Operating Files, 1958-1960
- 6: Bressmer Co. Minutes, 1958-1961
- 7: Bressmer Co. Minutes, 1962-1964
- 8: Bressmer Co. Minutes, 1965-1967
- 9: Bressmer Co. Minutes, 1968-1972
- 10: Bressmer's Minutes, By-Laws, Articles, Inc., 1961-1971, Folder 1
- 11: Bressmer's Minutes, By-Laws, Articles, Inc., 1961-1971, Folder 2
- 12: Bressmer Co. Correspondence & Memos, 1963-1972
- 13: Subsidiary Companies, Ayr-Way, 1961-1980

- 14: Banner-Whitehill Liquidation, 1962
- 15: Stewart's Merger, 1986 (Evansville), Folder 1
- 16: Stewart's Merger, 1986 (Evansville), Folder 2
- 17: Stewart's Merger, 1986 (Evansville), Folder 3
- 18: Pogue's, Cincinnati, 1983-1984

**BOX 37: Ayres "Photo File," Construction - Exteriors  
FOLDER CONTENTS**

- 1: Construction
- 2: Construction
- 3: Construction
- 4: Display -- Windows
- 5: Display -- Windows
- 6: Display -- Windows
- 7: Display -- Windows
- 8: Display -- Interiors
- 9: Display -- Interiors
- 10: Display -- Interiors
- 11: Exteriors
- 12: Exteriors
- 13: Exteriors

**BOX 38: Ayres "Photo File," Historical - Films  
FOLDER CONTENTS**

- 1: Historical -- Indianapolis
- 2: Interiors



- 3: Interiors
- 4: Interiors
- 5: Interiors
- 6: Interiors -- Selling
- 7: Interiors -- Non-selling
- 8: Interiors -- Miscellaneous
- 9: Personal Histories
- 10: Personal Histories
- 11: Employee Activities
- 12: Employee Activities
- 13: Employee Activities -- Military Service
- 14: Employee Activities -- 20 Year Club
- 15: Delivery
- 16: Miscellaneous
- 17: Films [stored in box 74]

**BOX 39: Jack Householder and Don Blake Photographs  
FOLDER CONTENTS**

- 1: Jack Householder -- Construction
- 2: Jack Householder -- Construction
- 3: Jack Householder -- Displays
- 4: Jack Householder -- Exteriors
- 5: Jack Householder -- Interiors
- 6: Jack Householder -- Interiors
- 7: Jack Householder -- Interiors

8: Jack Householder -- Employee Activities

9: Don Blake -- Ayr-Way west, 8-27-1970

**BOX 40: Miscellaneous Photographs and Materials  
FOLDER CONTENTS**

1: Displays

2: Displays

3: Exteriors

4: Interiors

5: Interiors

6: Interiors

7: Personal Histories

8: Employee Activities -- [Individuals]

9: Employee Activities -- [Individuals]

10: Employee Activities -- [Groups]

11: Employee Activities -- [Groups]

12: Employee Activities -- [Groups]

**BOX 41: Color Photographs  
FOLDER CONTENTS**

1: Photographs possibly used in unknown publication

2: Displays

3: Exteriors

4: Employee Activities -- [Individuals]

**BOX 42: Ayres "Photo File," Oversize A**

69 numbered photographs from original numbered series

**BOX 43: Oversize B - known and unknown photographers**  
**FOLDER CONTENTS**

1: Displays

2: Displays

3: Exteriors

4: Exteriors

5: Exteriors [Aerial view of Downtown]

6: Exteriors [Aerial view of Downtown]

7: Exteriors [Aerial view of Downtown]

8: Exteriors [Aerial view of Downtown]

9: Exteriors [Aerial view of Downtown, L.S. Ayres & Co. Bldg.]

10: Exteriors [Aerial view of Downtown, L.S. Ayres & Co. Bldg.]

11: Exteriors [Aerial view]

12: Exteriors [Aerial view]

13: Exteriors [Aerial view]

14: Exteriors [Copy from Newspaper]

15: Exteriors [Copy from Newspaper]

16: Exteriors

17: Interiors

18: Interiors

19: Delivery

20-35: From # Series

36: drawing

**BOX 44: Miscellaneous Photographs and Material  
FOLDER CONTENTS**

- 1: Ready To Wear Division -- [photograph with accompanying letter]
- 2: Christmas Cards
- 3: Postcard
- 4: Photographs possibly used in unknown publication
- 5: Mollie Mouhee [?] at Lances in New York, 1949; Corsett Department, 1950

**BOX 45: Prints  
FOLDER CONTENTS**

- 1 -9 prints of construction - (from 16 negatives in box 45)
- 2 -6 prints of L.S. Ayres ads - (from 6 negatives in box 45)
- 3 -18 prints of store displays (8 color) - (from 11 negatives in box 45)
- 4 -3 color prints of store displays - (from 4 negatives in box 45)
- 5 -36 prints of displays - (from 28 negatives in box 45)

**BOX 46: Negatives  
FOLDER CONTENTS**

- 1 -16 construction negatives - (9 prints in box 44)
- 2 -11 negatives of clock
- 3 -1 negative of L.S. Ayres ad
- 4 -6 negatives of L.S. Ayres ad - (6 prints in box 44)
- 5 -13 negatives of store displays
- 6 -60 negatives of store displays and views
- 7 -11 negatives of store displays - (18 prints in box 44)
- 8 -4 negatives of displays - (3 color prints in box 44)
- 9 -28 negatives of displays - (36 prints in box 44)

**BOX 47: 35 mm Negatives, 1954-1958, Interior, Exterior, Construction, and Covered Bridge**  
**FOLDER CONTENTS**

1: 1954

2: 1955

3: 1956

4: 1956

5: 1956

6: 1957

7: 1958

8: Unknown Date

9: Ayres "Photo File" copy negatives (from box 48 #'s 54-70)

10: Interior, Exterior, Construction, and Covered Bridge

**BOX 48: Copy Negatives**

56 copy negatives (numbered 1.13; 1-53, 71; 81) match with prints in Ayres "Photo File"  
Note: negatives numbered 54-70 moved to box 47

**BOX 49: Miscellaneous negatives, 1945-1947**

**BOX 50: Miscellaneous negatives, 1947-1948**

**BOX 51: Miscellaneous negatives, 1948**

**BOX 52: Miscellaneous negatives, 1949-1950**

**BOX 53: Miscellaneous negatives, 1951-1952**

**BOX 54: Miscellaneous negatives, 1953**

**BOX 55: Miscellaneous negatives, 1954**

**BOX 56: Miscellaneous negatives, 1954**

**BOX 57: Miscellaneous negatives, 1955**

**BOX 58: Miscellaneous negatives, 1955-1957**

**BOX 59: Miscellaneous negatives, 1958**

**BOX 60: Miscellaneous negatives, 1958**

**BOX 61: Miscellaneous negatives, 1959**

**BOX 62: Miscellaneous negatives, 1960-1961**

**BOX 63: Miscellaneous negatives, 1962-1963**

**BOX 64: Miscellaneous negatives, 1964-1968**

**BOX 65: Miscellaneous negatives, 1969-1971**

**BOX 66: Miscellaneous negatives, 1972-1976**

**BOX 67: Miscellaneous negatives, not dated**

**BOX 68: 35 mm Slides -- 1951-4/14/1953**

**BOX 69: 35 mm Slides -- 4/15/1953-1967**

**BOX 70: 35 mm Slides -- 1968-1979**

**BOX 71: 35 mm Slides -- 1979-1987 and Miscellaneous slides**

**BOX 72: 35 mm Slides -- Miscellaneous slides**

**BOX 73: 35 mm and 2 1/4" Slides -- Miscellaneous slides**

**BOX 74: 16 mm Motion Picture Films (films in Cold Storage, 2A-24-A; use DVD #212)**

## **CONTENTS**

*This is Our Town*

*Golden Anniversary 1922, (Photo File # 177)*

*Theres Something Doing at Ayres, 54th Anniversary 1926, (Photo File # 178)*

*South of Pearl Street 1928, (Photo File # 179)*

**BOX 75: Oversized Materials**

**BOX 76: Ayres People Newsletter Photographs, Prints, November 1985 - June 1987**  
**FOLDER CONTENTS**

1-3 November, 1985

4-10 December, 1985

11-12 March, 1986

13-18 July, 1986

19-25 October, 1986

26-32 December, 1986

33-41 February/April, 1987

42-45 June 1987

**BOX 77: Ayres People Newsletter Photographs, Prints, August 1987 - 1991;**  
**Products, Cosmetics, Childrens**  
**FOLDER CONTENTS**

1-8: August 1987

9-16: October 1987

17-19: December 1987

20: February, 1988

21-24: April, 1988

25-26: June, 1988

27-30: August, 1988

31-34: October, 1988

35: October/November, 1988

36-39: November, 1988

40 20: Year Tea, 1989

41-42: February/March, 1989

43-44: April/May, 1989

45: June/July, 1989

46-49: August/September, 1989

50: December, 1989

51-52: April/May, 1989

53-55: June/July, 1990

56-57: Fall, 1990

58-61: 1st Quarter, 1991

62-65: 3rd Quarter, 1991

66: Products, Cosmetics, Childrens

**BOX 78: Ayres People Newsletter Photographs, Color Prints, November 1985 -  
1991, Bridal Registry Contacts  
FOLDER CONTENTS**

1: November, 1985

2-3: December, 1985

4: July, 1986

5: December, 1986

6: February/April, 1987

7: October, 1987

8: November, 1987

9: 20 Year Tea, 1988

10: Golf Outing, 1988

11: August, 1988



12: October, 1988

13: February/March, 1989

14: April/May, 1989

15-16: June/July, 1989

17-18: August/September, 1989

19: Xmas Issue, December, 1989

20: Fall, 1990

21: Gift-Giving Newsletter, November, 1990

22-25: 1st Quarter, 1991

26: Bridal Registry Contacts

**BOX 79: Ayres People Newsletter Photographs, Negatives, November 1985 -  
December 1987**

**FOLDER CONTENTS**

1-2: November, 1985

3-9: December, 1985

10-11: March, 1986

12-17: July, 1986

18-23: October, 1986

24-31: December, 1986

32-40: February/April, 1987

41-46: June, 1987

47-53: August, 1987

54-59: October, 1987

60: November, 1987

61-65: December, 1987

**BOX 80: Ayres People Newsletter Photographs, Negatives, February 1988 - 1991,  
Product Cosmetics', Childrens'  
FOLDER CONTENTS**

1: February, 1988

2-5: April, 1988

6-7: June, 1988

8-9: August, 1988

10-13: October, 1988

14-17: November, 1988

18 20: Year Tea, 1989

19-20: February/March, 1989

21: April/May, 1989

22-24: August/September, 1989

25: November, 1989

26-28: April/May, 1990

29-31: June/July, 1990

32-33: Fall, 1990

34: Gift Giving Newsletter, November, 1990, Inner [Inter] Negatives

35-37: 1st Quarter, 1991

38-41: 3rd Quarter, 1991

42: Product Cosmetics' Childrens'

**BOX 81: Ayres People Newsletter Photographs, Color Negatives, December 1985 -  
1991, Clear Transparencies, Not Used  
FOLDER CONTENTS**

- 1: December, 1985
- 2: 20 Year Tea, 1988
- 3: Golf Outing, 1988
- 4: October, 1988
- 5: February/March, 1989
- 6: June/July, 1989
- 7: August/September, 1989
- 8: November, 1989
- 9: Christmas Issue, December, 1989
- 10-14: 1st Quarter, 1991
- 15: 3rd Quarter, 1991
- 16: Client Transparencies, Not Used

**BOX 82: Ayres People Newsletter Photographs, Color Polaroids, July 1986 -  
December 1989**

**FOLDER CONTENTS**

- 1: July, 1986
- 2: December, 1986
- 3: February/April, 1987
- 4: June, 1987
- 5: August, 1987
- 6: October, 1987
- 7: October, 1988
- 8: Christmas, 1988
- 9: February/March, 1989

10: April/May, 1989

11: June/July, 1989

12: August/September, 1989

13: December, 1989

## CATALOGING INFORMATION

For additional information on this collection, including a list of subject headings that may lead you to related materials:

1. Go to the Indiana Historical Society's online catalog:  
<http://opac.indianahistory.org/>
2. Click on the "Basic Search" icon.
3. Select "Call Number" from the "Search In:" box.
4. Search for the collection by its basic call number (in this case, M 0616).
5. When you find the collection, go to the "Full Record" screen for a list of headings that can be searched for related materials.