



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Sally L. Steinberg Collection of Doughnut Ephemera

NMAH.AC.0439

Craig Orr

1991



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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Sally L. Steinberg Collection of Doughnut Ephemera
Date:	1920s-1987
Identifier:	NMAH.AC.0439
Creator:	Steinberg, Sally L. (Sally Levitt) (Collector)
Extent:	3.5 Cubic feet (7 boxes)
Language:	English .
Summary:	This collection consists of ephemeral materials gathered by Sally L. Steinberg while she was researching her 1987 publication, <i>The Donut Book: The origins, history, literature, lore, taste, etiquette, traditions, techniques, varieties, mathematics, mythology, commerce, philosophy, cuisine, and glory of the donut.</i>
Digital Content:	Image(s): Sally L. Steinberg Collection of Doughnut Ephemera: 1920s-1987.

Administrative Information

Acquisition Information

Collection donated by Sally L. Steinberg, December 12, 1991, 1993, and 2009.

Provenance

Collected and donated by Sally Steinberg.

Materials in the Archives Center

Materials at the Archives Center, National Museum of American History

The Doughnut Machine Company Scrapbooks (AC #662) contains two scrapbooks documenting the company's advertising and marketing campaigns, ca. 1928.

The Industry on Parade Film Collection (AC #507) contains a 1956 film (reel #273) about the Doughnut Corporation of America.

The Earl S. Tupper Papers (AC #470) contain a number of World War One photographic postcards that show Salvation Army doughnut girls.

The Warshaw Collection of Business Americana (AC #60) contains four boxes of material on "bakers and baking."

The N W Ayer Collection (AC #59) contains advertising proofsheets for several bakeries.

Processing Information

Collection processed by Craig Orr, 1991

Preferred Citation

Sally L. Steinberg Collection of Doughnut Ephemera, 1920s-1987, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical / Historical

Sally Levitt Steinberg describes herself as a "doughnut princess," since her grandfather, Adolph Levitt, was America's original "doughnut king." Levitt's family had emigrated to the United States from Russia when he was eight and settled in Milwaukee. In 1920, he moved to New York City, where he invested in a bakery in Harlem. He soon realized that there was a strong consumer demand for doughnuts, sparked by veterans of World War One who fondly remembered those cooked by Salvation Army girls in the trenches in France. Levitt, with a flair for showmanship, placed a kettle in the bakery's window and began to fry doughnuts in it. This attracted crowds of customers, who enjoyed watching the process, smelling the aroma, and eating the doughnuts. Soon, doughnut production could not keep up with the customers' demands.

In consultation with an engineer, Levitt soon developed and patented an automatic doughnut making machine, which he then placed in the bakery's window. The result was the creation of the modern doughnut industry in America. In 1920, Levitt founded the Doughnut Machine Company to make and sell the machine across the country and to sell doughnuts under the tradename of "Mayflower." Soon after, the company began preparing and selling standardized mixes for use in the machine, and began to acquire bakeries in which its products could be made. In 1931, the company opened the first Mayflower doughnut shop at 45th and Broadway in New York City; ultimately, 18 shops were opened across the country the first retail doughnut chain.

The company, which changed its name to the Doughnut Corporation of America, dominated the doughnut industry. Its operations were characterized by a large scale approach, incorporating a full range of product and equipment systems unique in the food industry. As consumers demanded a wider variety of doughnuts from glazed to jelly filled the company developed and manufactured the necessary machinery, prepared the ingredients, and marketed the products. The company diversified its product line in the 1940s to produce pancake mixes and waffle mixes and machinery, including Downyflake Food products. The company is still in operation as DCA Food Industries, Inc.

Scope and Contents

This collection consists of ephemeral materials gathered by Sally L. Steinberg while she was researching her 1987 publication, *The Donut Book: The origins, history, literature, lore, taste, etiquette, traditions, techniques, varieties, mathematics, mythology, commerce, philosophy, cuisine, and glory of the donut*. Photographs comprise the bulk of the collection. These depict doughnut making machines, early doughnut packaging, doughnut shops and doughnut production, doughnut promotional activities (many of them sponsored by DCA), celebrities and entertainment figures with doughnuts, and the role of doughnuts in the military. Other ephemeral materials featuring doughnuts include advertisements, posters, newsclippings, music, examples of doughnut packaging, toys, and artwork. Also included are several publications that feature doughnuts, notably such children's classics as *Curious George Learns the Alphabet*, *Who Needs Donuts?*, and *Homer Price*, as well as a copy of Ms. Levitt's book.

Materials relating to the history of the Doughnut Corporation of America include a 1947 memo entitled "History of Mayflower Operations, 1933 1944"; pages and clippings from the company's in house magazines, *The Doughnut Magazine*, 1931 1936, and DCA News, 1945 1947 (most of which are not in their entirety, since Ms. Steinberg separated them for the production of her book); a script of the "DCA Merchandising Story"; inter office correspondence from 1947; a 1961 DCA Study of the Donut Market; and a 1973 prospectus for DCA Food Industries, Inc. Also included is a store display figure of "Danny Donut," the symbol of Mayflower Doughnuts. In addition, the collection contains 1980 and 1981 Annual Reports from Dunkin' Donuts, Inc., a sample degree from their "Dunkin' Donuts University," and a large training poster for employees. Also included are in house publications relating to other donut companies, including Krispy Kreme and Winchell, the predecessor of Denny's.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Celebrities
- Doughnuts
- Entertainers
- Food habits -- United States
- Periodicals
- advertising

Types of Materials:

- Advertisements
- Audiocassettes
- Books
- Cartoons (humorous images) -- 20th century
- Catalogs
- Clippings
- Drawings -- 1980-1990
- Magazines (periodicals) -- 20th century
- Packaging
- Photograph albums
- Photographs -- 20th century
- Playbills
- Posters
- Reports
- Sheet music
- Videocassettes

Names:

- Allen, Gracie
- Brown, Joe E.
- DCA Food Industries, Inc.
- Doughnut Corporation of America
- Doughnut Machine Company.
- Dunkin' Donuts, Inc.
- Durante, Jimmy
- Eisenhower, Dwight D. (Dwight David), 1890-1969
- Kennedy, John F. (John Fitzgerald), 1917-1963

Levitt, Adolph
Mayflower Doughnut Shop
Mayflower Doughnuts
Mister Donut
Skelton, Red, 1913-1997
Stevenson, Adlai E. (Adlai Ewing), 1900-1965

Places:

New York (N.Y.) -- Food industry

Container Listing

Series 1: Publications

Box 1, Folder 1	Steinberg, Sally L. The Donut Book. New York: Alfred A. Knopf, 1987
Box 1, Folder 2	Henderson, Le Grand. Cap'n Dow and the Hole in the Doughnut. Nashville, Tenn., and New York: Abingdon Press, 1946
Box 1, Folder 2	<p>Harvest Time / is / Donut Time / 1949 21st annual / October donut month" [flier], 1949</p> <p>1 Item (Ink on paper.; 6.6" X 5.2")</p> <p>Collector: Steinberg, Sally L. (Sally Levitt)</p> <p>Language: English.</p> <p>Notes: AC0439-0000027.tif (AC Scan)</p> <p>Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.</p> <p>Topic: Harvest Food Doughnuts Food habits -- United States</p> <p>Genre/Form: Fliers (printed matter)</p>
Box 1, Folder 2	<p>Odd Aircraft [book?], undated</p> <p>1 Item (Ink on paper.; 16.9" X 11.2".)</p> <p>Collector: Steinberg, Sally L. (Sally Levitt)</p> <p>Language: English.</p> <p>Notes: AC0439-0000028.tif (AC Scan)</p> <p>Pp. 16-17 of a book shown in scan.</p> <p>Topic: Aircraft Food Doughnuts Food habits -- United States</p>
Box 1, Folder 2	<p>Cap'n Dow and the Hole in the Doughnut [book], undated</p> <p>1 Item (Ink on paper.; 9.8" X 7.6".)</p> <p>Collector: Steinberg, Sally L. (Sally Levitt)</p> <p>Language: English.</p> <p>Notes: AC0439-0000029.tif (AC Scan)</p> <p>"By LeGrand" on cover.</p> <p>Topic: Ships Food Doughnuts Food habits -- United States Sailors</p> <p>Genre/Form: Children's books</p>

Books -- 20th century

Box 1, Folder 2	Rey, H. A. Curious George Learns the Alphabet. Boston: Houghton Mifflin Co., 1963
Box 1, Folder 2	Stamaty, Mark Alan. Who Needs Donuts? New York: The Dial Press, 1973
Box 1, Folder 3	McCloskey, Robert. Homer Price. New York: Puffin Books, 1976
Box 1, Folder 4	Hoffman, David. The Joy of Pigging Out. New York: Warner Books, 1983
Box 1, Folder 4	Feiffer, Jules. Sick, Sick, Sick. New York: McGraw Hill Book Co., 1958
Box 1, Folder 4	Wilding White, Ted. All About UFO's. The World of the Unknown Series. London: Usborne Publishing,, 1979 - 1979

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Series 2: Photographs

Box 2, Folder 1 Advertisements

Box 2, Folder 1

[Like Mother / used to make \[copy photoprint\], 1939](#)

1 Item (Silver gelatin on paper.; 10.2" X 8.1".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000011.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Apparently a photographic copy of a drawing or painting.

Topic: Food

Mothers

Doughnuts

Food habits -- United States

Genre/Form: Copy photographs

Photographs -- 1930-1940 -- Black-and-white photoprints --

Silver gelatin

Box 2, Folder 1

[\[Elderly man dunking a donut with a young boy watching : black-and-white photoprint of hand-rendered illustration.\], undated](#)

1 Item (Ink on paper.; 10.1" X 8.1".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000043.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Notations in ink at bottom.

Poor condition. Soiled, scratched, gouged.

Topic: Food

Doughnuts

Food habits -- United States

Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints --

Silver gelatin

Box 2, Folder 1

[Peanut Butter Donut Sandwich / Made with... Downyflake / donuts and Peanut Crunch peanut butter \[black-and-white photoprint of advertisement\], undated](#)

1 Item (Ink on paper.; 7.2" X 4.9".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000048.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Topic: Peanut butter

Food

Doughnuts

Food habits -- United States

Genre/Form: Advertisements -- 1900-1950
Photographs -- 1930-1940 -- Black-and-white photoprints --
Silver gelatin

[Donuts to Dollars \[advertisement?\], undated](#)

1 Item (Ink on paper.; 8.6" X 7.6".)

Collector: Steinberg, Sally L. (Sally Levitt)

Creator: Shell Industrial Lubricants

Advertiser: Doughnut Corporation of America

Language: English.

Notes: AC0439-000001.tif (AC Scan)

Image of a stream of donuts spewing out of a donute-making machine, and turning into silver dollars. Caption: "DOUGHNUT CORPORATION OF AMERICA, [sic] big name in donut machines and donut mixes, built a towering business out of an idea. Shell Industrial Lubricants played a big role in this phenomenal growth.

Topic: Doughnut making machine

Awards

Food

Coinage

Doughnuts

Food habits -- United States

Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints --
Silver gelatin

Box 2, Folder 2

Artwork

Box 2, Folder 2

[The Discount Store \[document\], 1970](#)

1 Item (Ink on paper.; 9.9" X 8.0".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-000012.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Topic: Food

Red Grooms

Doughnuts

Food habits -- United States

Genre/Form: Photographs -- 1970 -- Black-and-white photoprints -- Silver
gelatin

Box 2, Folder 2

[\[Still Life with Donuts : photographic copy of painting?\], undated](#)

1 Item (Ink on paper.; 11.2" X 8.8".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-000026.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Names: Thiel, Philip

	<p>Topic: Food Doughnuts Food habits -- United States</p> <p>Genre/Form: Still lifes Photographs -- 1930-1940 -- Color -- Reproductions</p>
Box 2, Folder 3	Doughnut Making
Box 2, Folder 4	Doughnuts and the Military
Box 2, Folder 4	<p>[Woman giving donuts to injured (?) soldiers]: [black-and-white photoprint], undated</p> <p>1 Item (Silver gelatin on paper.; 10.2" X 8.1".)</p> <p>Collector: Steinberg, Sally L. (Sally Levitt)</p> <p>Language: English.</p> <p>Notes: AC0439-0000009.tif (AC Scan)</p> <p>Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.</p> <p>Photographer unidentified</p> <p>Topic: People Doughnuts Food Food habits -- United States</p> <p>Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints -- Silver gelatin</p>
Box 2, Folder 4	<p>[The entrance to the Doughnut Hut at the World's Fair]: [black-and-white photoprint], 1939</p> <p>1 Item (Silver gelatin on paper.; 5.1" X 3.9".)</p> <p>Collector: Steinberg, Sally L. (Sally Levitt)</p> <p>Language: English.</p> <p>Notes: AC0439-0000010.tif (AC Scan)</p> <p>Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.</p> <p>Photographer unidentified</p> <p>Names: Salvation Army</p> <p>Topic: Doughnuts Food Food habits -- United States</p> <p>Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints -- Silver gelatin</p>
Box 2, Folder 4	<p>[Three men frying doughnuts in a garbage can] [black-and-white photoprint], undated</p> <p>1 Item (Silver gelatin on paper.; 10.0" X 8.1".)</p> <p>Collector: Steinberg, Sally L. (Sally Levitt)</p> <p>Language: English.</p> <p>Notes: AC0439-0000031.tif (AC Scan)</p>

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified

Topic: Doughnuts
Donut machine
Food
Food habits -- United States
Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints --
Silver gelatin

Box 2, Folder 4

"So you want to go into / the Donut Business?" [sic] [black-and-white photoprint], undated

1 Item (Ink on paper.; 10.0" X 8.3".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000030.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Topic: Food
Doughnuts
Food habits -- United States

Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints --
Silver gelatin

Box 2, Folder 4

Zestful Nourishment / Give to National War Fund. [Defense workers eating doughnuts : black-and-white photoprint], undated

1 Item (Ink on paper.; 10.7" X 7.3".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000032.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographic copy of handposter?

Topic: World War, 1939-1945
Food
Doughnuts
Food habits -- United States

Genre/Form: Copy photographs
Photographs -- 1940-1950 -- Black-and-white photoprints --
Silver gelatin

Box 2, Folder 4

[General Eisenhower and other military staff posing with a Salvation Army Donut Girl and donuts : black-and-white photoprint.], undated

1 Item (Silver gelatin on paper.; 10.2" X 8.3".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000044.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified.

Names: Eisenhower, Dwight D. (Dwight David), 1890-1969
Salvation Army

Topic: Military uniforms -- 1940-1950
World War, 1939-1945 -- Food supply
Food
Doughnuts
Food habits -- United States

Genre/Form: Photographs -- 1940-1950 -- Black-and-white photoprints --
Silver gelatin

Box 2, Folder 5

Doughnut Promotions and Publicity

[Boy with Doughnut Eating Champion award, Boys' Club, October 1938 : black-and-white photoprint], 1938

1 Item (8.5" X 8".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-000045.tif (AC Scan)

Silver gelatin on paper.

In Box 2, Folder 5.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

White outline around head and figure of boy, evidently from opaquing on the negative. Photographer unidentified.

Topic: Awards
Boys -- Societies and clubs
Food
Competitive eating
Doughnuts
Food habits -- United States

Genre/Form: Opaque
Photographs -- 1930-1940 -- Black-and-white photoprints --
Silver gelatin

Box 2, Folder 5

[Contortionist eating a donut]: [black-and-white photoprint], undated

1 Item (Silver gelatin on paper.; 10.0" X 8.3".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-000013.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified

Topic: Contortionists
Doughnuts
Food
Food habits -- United States

Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints --
Silver gelatin

Box 2, Folder 5

[Service man being served donuts by two USO ladies] : [document], Saturday Evening Post

1 Item (Ink on paper.; 7.0" X 5.0".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000014.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Topic: Saturday Evening Post (magazine)

Military

Food

Doughnuts

Food habits -- United States

Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints -- Silver gelatin

Box 2, Folder 5

[Children eating donuts and milk]: [black-and-white photoprint], undated

1 Item (Silver gelatin on paper.; 9.9" X 8.2".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000015.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified.

Topic: Food

Doughnuts

Food habits -- United States

Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints -- Silver gelatin

Box 2, Folder 5

Size of the donut hole / down through the years [black-and-white photoprint], undated

1 Item (Silver gelatin on paper.; 10.0" X 8.3".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000016.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified. Man with glasses points to chart.

Topic: Food

Doughnuts

Food habits -- United States

Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints -- Silver gelatin

Box 2, Folder 5

[Donut Princess: black-and-white photoprint], undated

1 Item (Silver gelatin on paper.; 10.1" X 8.0".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000017.tif (AC Scan)
Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves. Photographer unidentified. Little girl wears doughnut crown and holds scepter in front of large doughnut. Considerable retouching with spotting fluid visible on print

Topic: Children -- 1930-1940
Princesses
Doughnuts
Food
Food habits -- United States

Genre/Form: Portraits -- Children
Photographs -- 1930-1940 -- Black-and-white photoprints -- Silver gelatin
Retouching -- Dye

Box 2, Folder 5

[\[Blindfolded child pinning doughnut to Jack-o-Lantern's mouth : black-and-white photoprint.\]](#), undated
1 Item (Silver gelatin on paper.; 9.0" X 7.3".)
Collector: Steinberg, Sally L. (Sally Levitt)
Language: English.
Notes: AC0439-0000033.tif (AC Scan)
Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves. Photographer unidentified.

Topic: Blindfolds
Halloween
Pumpkin
Jack-o-lanterns
Food
Doughnuts
Food habits -- United States

Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints -- Silver gelatin

Box 2, Folder 5

[\[Two men mounting a plaque commemorating Captain Hanson Gregory, inventor of the donut hole : black-and-white photoprint\]](#), undated
1 Item (Silver gelatin on paper.; 10.0" X 8.3".)
Collector: Steinberg, Sally L. (Sally Levitt)
Language: English.
Notes: AC0439-0000034.tif (AC Scan)
Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves. Photographer unidentified.

Topic: Food
Doughnuts
Food habits -- United States
Plaques

Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints --
Silver gelatin

Box 2, Folder 5

[Statue of Captain Hanson Gregory, inventor of the donut hole : black-and-white photoprint.], undated

1 Item (Silver gelatin on paper.; 10.3" X 8.3".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000035.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified.

Names: Gregory, Hanson, Captain

Topic: Sculptures

Food

Doughnuts

Food habits -- United States

Genre/Form: Photographs -- 1950-1960 -- Black-and-white photoprints --
Silver gelatin

Box 2, Folder 5

[Woman and girl dressed in similar dresses made of doughnut print fabric : black-and-white photoprint.], undated

1 Item (Silver gelatin on paper.; 10.0" X 8.2".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000036.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified. Haloes around figures (from opaquing on negative?)

Topic: Food

Doughnuts

Food habits -- United States

Fashion -- 1930-1940

Genre/Form: Opaque

Photographs -- 1930-1940 -- Black-and-white photoprints --

Silver gelatin

Box 2, Folder 5

[Pert young waitress in restaurant peeking through a donut hole : black-and-white photoprint.], undated

1 Item (Silver gelatin on paper.; 7.0" X 5.2".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000037.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified.

Topic: Restaurants, lunch rooms, etc. -- 1940-1960.

Waitresses

Food
Doughnuts
Food habits -- United States
Genre/Form: Photographs -- 1950-1960 -- Black-and-white photoprints -- Silver gelatin

Box 2, Folder 5

[[Young girl eating a donut standing next to a boat wheel : black-and-white photoprint.](#)], undated

1 Item (Silver gelatin on paper.; 9.6" X 7.8".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000038.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified. Girl wears plaid skirt, probably a school uniform.

Topic: Children -- 20th century
Uniforms -- Children
School uniforms

Food
Doughnuts
Food habits -- United States
Genre/Form: Photographs -- Black-and-white photoprints -- Silver gelatin -- 1960-1970

Box 2, Folder 5

[[Stan Stan the Donut Man in front of microphones and a large group of children : black-and-white photoprint.](#)], undated

1 Item (Silver gelatin on paper.; 10.0" X 8.3".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000039.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified.

Topic: Children -- 20th century
Food
Doughnuts

Food habits -- United States
Genre/Form: Photographs -- Black-and-white photoprints -- Silver gelatin -- 1960-1970

Box 2, Folder 5

[[Camp Fire Girls Annual Doughnut Sale / Mayflower Doughnuts \[illustrated advertisement with photomechanical reproductions\]](#)], undated

1 Item (Ink on paper.; 4.6" X 4.1".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000042.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Names: Camp Fire Girls
 Topic: Food
 Doughnuts
 Food habits -- United States
 Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints --
 Silver gelatin

Box 2, Folder 6 Doughnut Shops

Box 6, Folder 1

Entertainment and Celebrities with doughnuts

Notes: [27 items], including: Gracie Allen and George Burns, Lucille Ball and John Hodiak, Zero Mostel (including a contact sheet), Adlai Stevenson, Steve Lawrence and Edie Gorme, Red Skelton, Sid Caesar, Bobby Benson, Jimmy Durante, Pres. John F. Kennedy, Joe E. Brown

Box 6, Folder 1

[Lucille Ball eating a doughnut while in costume : black and white photoprint], circa 1950-1960

1 Item (Silver gelatin on paper.; 10" x 8".)

Language: English.

Notes: AC0439-0000054.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Lucille Ball with John Hodiak eating a doughnut while relaxing with other cast members on movie set "two Smart People", 1946; photographer unknown.

Names: Ball, Lucille, 1911-1989

Topic: Entertainers -- United States

Doughnuts

Food habits -- United States

Genre/Form: Photographs -- 1950-1960 -- Black-and-white photoprints --
 Silver gelatin

Box 6, Folder 1

[Zero Mostel in "A Funny Thing Happened on the Way to the Forum" in costume, dunking giant donut in giant cup held by young woman: black-and-white photoprint], undated

1 Item (Silver gelatin on paper.; 10.3" X 7.9".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000018.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified

Names: Mostel, Zero, 1915-1977

Occupation: Actors -- United States

Topic: Celebrities -- 20th century

Doughnuts

Food

Food habits -- United States

Box 6, Folder 1

[Man dunking donuts while standing on his head on top of a sky scraper]:
[black-and-white photoprint], undated

1 Item (Silver gelatin on paper.; 10.1" X 8.0".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000019.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified

Topic: Doughnuts

Food

Food habits -- United States

Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints --
Silver gelatin

Box 6, Folder 1

Durante / for / President / National / Dunking / Assn. [black-and-white photoprint], 1950

1 Item (Silver gelatin on paper.; 10.1" X 8.1".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000020.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified. Durante with Donald O'Connor and two actresses, holding sign. Durante holds two cigars.

Names: Durante, Jimmy

O'Connor, Donald, 1925-2003

Topic: Signs and signboards

Cigars

Doughnuts

Food

Food habits -- United States

Genre/Form: Photographs -- 1950-1960 -- Black-and-white photoprints --
Silver gelatin

Box 6, Folder 1

[Illustrated Doughnut poem : color photomechanical print.], undated

1 Item (Ink on paper.; 12.0" X 10.1".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000047.tif (AC Scan)

Image and poem were used by Mayflower donuts. "As you / ramble on thru / Life, Brother / Whatever be / your Goal, / Keep your / Eye upon the / Doughnut / And not upon / the Hole!"

Topic: Food

Doughnuts

Food habits -- United States

Genre/Form: Photomechanical prints -- 1930-1950.

Box 6, Folder 2

Machinery

Box 6, Folder 2

[\[Doughnut making machine: black-and-white photoprint\]](#), undated

1 Item (Silver gelatin on paper.; 9.4" X 7.5".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000004.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

A woman in a white smock stands behind the machine, apparently operating it. The machine is shown outside the bakery window. Signage in the window indicates that the scene might be in Brooklyn, N.Y. Photographer unidentified.

Topic: Bakeries
Doughnut making machine
Food
Doughnuts
Food habits -- United States

Place: Brooklyn (New York, N.Y.)

Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints -- Silver gelatin

Box 6, Folder 2

["A Mechanical Achievement" \[sic: label below image\] \[black-and-white photographic print\]](#), undated

1 Item (Ink on paper.; 9.8" X 7.7".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000005.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographic copy of labeled photographic illustration.

Creases on right side.

Topic: Donut machine
Food
Doughnuts
Food habits -- United States

Genre/Form: Copy prints
Photographs -- 1930-1940 -- Black-and-white photoprints -- Silver gelatin

Box 6, Folder 2

[\[Early Donut Machine\] \[black-and-white photoprint\]](#), undated

1 Item (Silver gelatin on paper.; 9.7" X 7.7".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000021.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified

Topic: Doughnuts
Donut machine
Food
Food habits -- United States
Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints --
Silver gelatin

Box 6, Folder 2

[\[Donut machine for small bakeries : black-and-white photoprint.\]](#), undated

1 Item (Silver gelatin on paper.; 9.9" X 7.7".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000046.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified.

Topic: Bakeries
Machinery
Food
Doughnuts
Food habits -- United States

Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints --
Silver gelatin

Box 6, Folder 3

Mayflower Doughnut Company

Box 6, Folder 3

[Summer After Noon Crowd : \[black-and-white photoprint\]](#), undated

1 Item (Silver gelatin on paper.; 10.2" X 7.9".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000006.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified.

Topic: Street scenes
Food
Doughnuts
Food habits -- United States

Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints --
Silver gelatin

Box 6, Folder 3

[Adolf Levitt : \[black-and-white photoprint\]](#), undated

1 Item (Silver gelatin on paper.; 10.0" X 7.7".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000007.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photograph from Jerrigan Photo Service.

Topic: Men

	<p>Train Doughnuts Food habits -- United States</p> <p>Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints -- Silver gelatin</p>
Box 6, Folder 3	<p>[Woman on ladder changing street sign to "Donut Corner Broadway"] : [black-and-white photoprint], undated 1 Item (Silver gelatin on paper.; 10.0" X 8.1".) Collector: Steinberg, Sally L. (Sally Levitt) Language: English. Notes: AC0439-0000008.tif (AC Scan) Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves. Photographer unidentified</p> <p>Topic: People Train Doughnuts Food habits -- United States</p> <p>Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints -- Silver gelatin</p>
Box 6, Folder 4	Miscellaneous
Box 6, Folder 5	Packaging
Box 6, Folder 6	Duplicates of Advertisements and Photographs
Box 6, Folder 6	<p>[Salvation Army doughnut girl : black-and-white photoprint copy of a drawing.], undated 1 Item (Silver gelatin? on paper.; 7.3" X 4.9".) Collector: Steinberg, Sally L. (Sally Levitt) Language: English. Notes: AC0439-0000041.tif (AC Scan) Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.</p> <p>Names: Salvation Army Topic: Food Doughnuts Food habits -- United States</p> <p>Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints -- Silver gelatin</p>
Box 6, Folder 7	Slides
Box 6, Folder 7	<p>[Pink frosted and chocolate chip? frosted donut : slide?], undated 1 Item (Ink on paper.; 6.8" X 4.5".) Collector: Steinberg, Sally L. (Sally Levitt) Language: English.</p>

Notes: AC0439-0000051.tif (AC Scan)
Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Topic: Food
Doughnuts
Food habits -- United States

Box 6, Folder 8

Negatives

Notes:

Black-and-white and color, 8" x 10", 4" x 5", and 35mm. The 35mm negatives are original, whereas the larger negatives are copy work, including an 8" x 10" negative: "Major General [sic] Eisenhower, Commander of the American Forces in Europe, samples real American donuts at opening of Washington Club in London."

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Series 3: Doughnut Corporation of America, 1928-1947

Box 6, Folder 9	"History of Mayflower Operations, 1933-1944," 1947
Box 6, Folder 10	DCA Food Industries, Inc. Publications
Box 4, Folder 4	DCA News, 1945 -1947
Box 3, Folder 1	DCA Company Information and History
Box 3, Folder 2	The Doughnut Magazine, Clippings, 1928-1936
Box 3, Folder 2	<p>Around the World with Doughnuts [magazine page], undated 1 Item (Ink on paper.; 11.0" X 8.6") Collector: Steinberg, Sally L. (Sally Levitt) Creator: The Doughnut Magazine Language: English. Notes: AC0439-0000049.tif (AC Scan)</p> <p>Page 8 from The Doughnut Magazine, containing reproductions of photographs and drawings depicting the production, sale, and consumption of doughnuts in England, South Africa, the Arctic, Genoa, and China.</p> <p>Topic: Food habits Food Doughnuts</p> <p>Genre/Form: Photographs -- 20th century -- Reproductions Periodicals -- 1940-1950</p>

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Series 4: Other Donut Companies, 1930-1986

Map-folder 1	Dunkin' Donuts Training Poster
Box 3, Folder 4	Krispy Kreme Doughnut Corporation Company Newsletters, Informational Brochure, 1976, 1977, 1982
Box 3, Folder 5	Winchell Company Newsletters, 1979 -1983
Box 3, Folder 6	Newspaper Clippings, ca1940s 1986
Box 3, Folder 7	Baking Publications, 1961, 1962, 1976, 1977, 1980 -1982
Box 3, Folder 8	Miscellaneous magazines, 1972, 1980, 1984
Box 3, Folder 9	Clippings from Miscellaneous Magazines, 1945, 1982, 1983, 1986
Box 3, Folder 10	Advertisements from Magazines, 1981, 1985
Box 3, Folder 11	Ephemera, ca 1930 1987
Box 3, Folder 11	<p>[Pin in the shape of a hand dunking a donut into a coffee cup] [plastic object?], undated 1 Item (Ink on paper.; 2.2" X 1.4".) Collector: Steinberg, Sally L. (Sally Levitt) Language: English. Notes: AC0439-0000050.tif (AC Scan) Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.</p> <p>Topic: Coffee Jewelry Food Doughnuts Food habits -- United States</p> <p>Genre/Form: Realia Photographs -- 1930-1940 -- Black-and-white photoprints -- Silver gelatin</p>
Box 3, Folder 11	<p>Always use pure Vermont Maple [recipe], undated 1 Item (Ink on paper.; 8.9" X 7.9".) Collector: Steinberg, Sally L. (Sally Levitt) Language: English. Notes: AC0439-0000055.tif (AC Scan) Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves. Recipes illustrated with reproductions of color and black-and-white photographs.</p>

Topic: Food
Doughnuts
Food habits -- United States
Cookery

Genre/Form: Photomechanical prints -- 1900-1950
Recipes

Box 4, Folder 1

Oversized Ephemera

Box 4, Folder 1

[Buddies / Again! / Doughboy Donuts do their bit again \[magazine tear sheet\], Ca. 1941](#)

1 Item (Ink on paper.; 13.9" X 10.4".)

Collector: Steinberg, Sally L. (Sally Levitt)

Advertiser: Doughnut Corporation of America

Language: English.

Notes: AC0439-0000023.tif (AC Scan)

Tear sheet with advertisement for Doughboy Donuts on left and listing of collegiate football teams on right. Ad features a soldier in uniform holding doughnut. The text references the consumption of Doughboy Donuts in both 1917 (World War I) and during World War Two. Slogan shown in ad copy: "Vitamized [sic] for health defense."

Topic: World War, 1914-1918 -- Art and the war
World War, 1939-1945 -- Art and the war
College sports
Football
Soldiers -- 1940-1950
Food
Doughnuts
Food habits -- United States
Vitamins

Genre/Form: Advertisements -- 1900-1950
Tear sheets -- 1940-1950

Box 4, Folder 2

Artwork 3

Box 4, Folder 2

[Enjoy these delicious Word's Fair donuts at home...today! : \[document\], 1939](#)

1 Item (Ink on paper.; 11.6" X 8.6".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000002.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Names: New York World's Fair (1939-1940 : New York, N.Y.)

Topic: Food
Doughnuts
Food habits -- United States

Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints --
Silver gelatin

Box 4, Folder 12 Cartoons

Box 4, Folder 13 Sheet Music

[Don't Forget the Salvation Army \(My Doughnut Girl\) \[sheet music\], 1919](#)

1 Item (Ink on paper.; 11.9" X 9.1".)

Collector: Steinberg, Sally L. (Sally Levitt)

Lyricist: Leffingwell, Elmore

Lucas, James

Composer: Brown, Robert

Frisch, William

Language: English.

Notes: AC0439-0000040.tif (AC Scan)

In Box 3, Folder 13.

Music by Robert Brown and William Frisch. Words by Elmore Leffingwell and James Lucas. "The only song ever officially recognized and adopted by The...Salvation Army."

Topic: Food

Doughnuts

Food habits -- United States

Genre/Form: Sheet music -- 1910-1920

Culture: Salvation Army -- 1910-1920

Box 3, Folder 3 [Dunkin' Donuts, Inc.--Publications, 1980 -1981](#)["Dr. J. Howard Crum's Famous Donut Reducing Diet" : \[document\], 1941](#)

1 Item (13.7" X 10.7".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000022.tif (AC Scan)

Ink on paper.

In Box 4, Folder 1.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Topic: Food

Doughnuts

Food habits -- United States

Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints --

Silver gelatin

[\[Celebrities Dunking Donuts\] : \[document\], undated](#)

1 Item (17.1" X 11.3".)

Collector: Steinberg, Sally L. (Sally Levitt)

Language: English.

Notes: AC0439-0000024.tif (AC Scan)

Ink on paper.

In Box 4, Folder 1.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Topic: Food
Doughnuts
Food habits -- United States
Genre/Form: Photographs -- 1930-1940 -- Black-and-white photoprints -- Silver gelatin

[Aids to expert dunking \[poster\], undated](#)

1 Item (22.0" X 16.2".)

Collector: Steinberg, Sally L. (Sally Levitt)
Language: English.
Notes: AC0439-0000025.tif (AC Scan)

Ink on paper.

In Box 4, Folder 1.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Humorous texts with illustrations.

Topic: Wit and humor in advertising
Wit and humor
Food
Doughnuts
Food habits -- United States
Genre/Form: Posters -- 1930-1940

Box 3, Folder 3

[Dunkin' Doughnut Degree \[certificate\], undated](#)

1 Item (Ink on paper.; 12.0" X 9.2".)

Collector: Steinberg, Sally L. (Sally Levitt)
Creator: Dunkin' Donuts, Inc.
Language: English.
Notes: AC0439-0000052.tif (AC Scan)

Blank certificate from "Dunkin' Donuts University" for successful completion of a course in shop management and donut production. A faint photographic image of a doughnut, coffee cup, and spoon is visible behind the text.

Topic: Training
Food
Doughnuts
Food habits -- United States
Genre/Form: Photographs -- 1950-2000 -- Reproductions
Certificates -- 20th century

[Call out the Donuteers * \[sic\] \[advertisement\], Item undated](#)

1 Item (Ink on paper.; 13.7" X 11.1".)

Collector: Steinberg, Sally L. (Sally Levitt)
Donor: Steinberg, Sally L. (Sally Levitt)
Advertiser: Doughnut Corporation of America
Language: English.
Notes: AC0439-0000053.tif (AC Scan)

	<p>In Box 4, Folder 1.</p> <p>Advertisement consists of cartoon panels indicating how doughnuts helped boost morale during World War II, both on the warfront and home front.</p> <p>Names: Mayflower Doughnuts</p> <p>Topic: Women in advertising Morale advertising World War, 1939-1945 -- Art and the war Food Doughnuts Food habits -- United States</p> <p>Genre/Form: Cartoons (humorous images) -- 20th century Advertisements -- 1900-1950</p>
Box 4, Folder 14	Correspondence to Steinberg, re: The Donut Book, 1981 -1983
Box 4, Folder 3	"Danny Donut," Symbol of Mayflower Doughnuts
Box 4, Folder 3	<p>Danny Donut / Mayflower Hot Donuts [document], undated 1 Item (Ink on paper.; 14.1" X 10.2".)</p> <p>Image(s): Sally L. Steinberg Collection of Doughnut Ephemera</p> <p>Collector: Steinberg, Sally L. (Sally Levitt)</p> <p>Advertiser: Mayflower Doughnuts</p> <p>Language: English.</p> <p>Notes: AC0439-0000003.tif (AC Scan)</p> <p>Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.</p> <p>Topic: Danny Donut Food Doughnuts Food habits -- United States</p>
Box 4, Folder 5	Packaging
Box 4, Folder 6	Ephemeral objects--Flite Donuts and Burt Ives's Little White Duck, "The Donut Song" (side 1)
Box 4, Folder 7	Miscellaneous Advertisements/ Promotions
Box 5, Folder 1	1979 Donut Industry Survey, by Ralph Chapek, Inc

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