



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
Identifier:	NMAH.AC.0439
Date:	1920s-1987
Extent:	3.5 Cubic feet (7 boxes)
Creator:	Steinberg, Sally L. (Sally Levitt)
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

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

Geographic Names:

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
[Image\(s\)](#)
- Box 1, Folder 2 Harvest Time / is / Donut Time / 1949 21st annual / October donut month" [flier], 1949
1 Item (Ink on paper.; 6.6" X 5.2")
[Image\(s\): Harvest Time / is / Donut Time / 1949 21st annual / October donut month" \[flier\].](#)
Steinberg, Sally L. (Sally Levitt), Collector
English.
Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.
- Local Numbers
AC0439-0000027.tif (AC Scan)
- Topic: Doughnuts
 Food
 Food habits -- United States
 Harvest
- Genre/
Form: Fliers (printed matter)
- Box 1, Folder 2 Odd Aircraft [book?], undated
1 Item (Ink on paper.; 16.9" X 11.2".)
[Image\(s\): Odd Aircraft \[book?\].](#)
Steinberg, Sally L. (Sally Levitt), Collector
English.
Pp. 16-17 of a book shown in scan.
- Local Numbers
AC0439-0000028.tif (AC Scan)
- Topic: Aircraft
 Doughnuts
 Food
 Food habits -- United States
- Box 1, Folder 2 Cap'n Dow and the Hole in the Doughnut [book], undated

1 Item (Ink on paper.; 9.8" X 7.6".)

Image(s): [Cap'n Dow and the Hole in the Doughnut \[book\]](#).

Steinberg, Sally L. (Sally Levitt), Collector

English.

"By LeGrand" on cover.

Local Numbers

AC0439-0000029.tif (AC Scan)

Topic:	Doughnuts Food Food habits -- United States Sailors Ships
Genre/ Form:	Books -- 20th century Children's books

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

[Return to Table of Contents](#)

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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Apparently a photographic copy of a drawing or painting.

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

Local Numbers

AC0439-0000011.tif (AC Scan)

Topic: Doughnuts
 Food
 Food habits -- United States
 Mothers

Genre/ Copy photographs
 Form: 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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Notations in ink at bottom.

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

Poor condition. Soiled, scratched, gouged.

Local Numbers

AC0439-0000043.tif (AC Scan)

Topic: Doughnuts
 Food
 Food habits -- United States

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

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

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

Local Numbers

AC0439-0000048.tif (AC Scan)

Topic:	Doughnuts Food Food habits -- United States Peanut butter
Genre/	Advertisements -- 1900-1950
Form:	Photographs -- 1930-1940 -- Black-and-white photoprints -- Silver gelatin

Donuts to Dollars [advertisement?], undated

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

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

Shell Industrial Lubricants

Doughnut Corporation of America, Advertiser

English.

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.

Local Numbers

AC0439-0000001.tif (AC Scan)

Topic:	Awards Coinage Doughnut making machine Doughnuts Food Food habits -- United States
Genre/	Photographs -- 1930-1940 -- Black-and-white photoprints
Form:	-- 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".)
[Image\(s\): The Discount Store : \[document\]](#)
 Steinberg, Sally L. (Sally Levitt), Collector
 English.
 Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.
- Local Numbers
 AC0439-0000012.tif (AC Scan)
- Topic: Doughnuts
 Food
 Food habits -- United States
 Red Grooms
- 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".)
[Image\(s\)](#)
 Steinberg, Sally L. (Sally Levitt), Collector
 English.
 Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.
- Local Numbers
 AC0439-0000026.tif (AC Scan)
- Names: Thiel, Philip
- Topic: Doughnuts
 Food
 Food habits -- United States
- Genre/
 Form: Photographs -- 1930-1940 -- Color -- Reproductions
 Still lifes
- Box 2, Folder 3 Doughnut Making
- Box 2, Folder 4 Doughnuts and the Military
- Box 2, Folder 4 [Woman giving donuts to injured (?) soldiers]: [black-and-white photoprint],
 undated
1 Item (Silver gelatin on paper.; 10.2" X 8.1".)
[Image\(s\)](#)
 Steinberg, Sally L. (Sally Levitt), Collector
 English.
 Photographer unidentified

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

Local Numbers

AC0439-0000009.tif (AC Scan)

Topic: Doughnuts
Food
Food habits -- United States
People

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

Box 2, Folder 4

[The entrance to the Doughnut Hut at the World's Fair]: [black-and-white photoprint], 1939

1 Item (Silver gelatin on paper.; 5.1" X 3.9".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified

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

Local Numbers

AC0439-0000010.tif (AC Scan)

Names: Salvation Army

Topic: Doughnuts
Food
Food habits -- United States

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

Box 2, Folder 4

[Three men frying doughnuts in a garbage can] [black-and-white photoprint], undated

1 Item (Silver gelatin on paper.; 10.0" X 8.1".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified

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

Local Numbers

AC0439-0000031.tif (AC Scan)

Topic: Donut machine

Doughnuts
Food
Food habits -- United States

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

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

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

Local Numbers

AC0439-0000030.tif (AC Scan)

Topic: Doughnuts
Food
Food habits -- United States

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

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographic copy of handposter?

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

Local Numbers

AC0439-0000032.tif (AC Scan)

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

Genre/ Copy photographs
Form: 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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified.

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

Local Numbers

AC0439-0000044.tif (AC Scan)

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

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

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

Box 2, Folder 5

Doughnut Promotions and Publicity

[Image\(s\)](#)

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

1 Item (8.5" X 8".)

[Image\(s\): \[Boy with Doughnut Eating Champion award, Boys' Club, October 1938 : black-and-white photoprint\].](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

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

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

Silver gelatin on paper.

Local Numbers

AC0439-0000045.tif (AC Scan)

In Box 2, Folder 5.

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

Food habits -- United States

Genre/ Opaque
Form: 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".)

[Image\(s\): \[Contortionist eating a donut\]: \[black-and-white photoprint\].](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified

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

Local Numbers

AC0439-0000013.tif (AC Scan)

Topic: Contortionists
Doughnuts
Food
Food habits -- United States

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

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

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

Local Numbers

AC0439-0000014.tif (AC Scan)

Topic: Doughnuts
Food
Food habits -- United States
Military
Saturday Evening Post (magazine)

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

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified.

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

Local Numbers

AC0439-0000015.tif (AC Scan)

Topic: Doughnuts
Food
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".)

[Image\(s\): Size of the donut hole / down through the years \[black-and-white photoprint\].](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified. Man with glasses points to chart.

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

Local Numbers

AC0439-0000016.tif (AC Scan)

Topic: Doughnuts
Food
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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified. Little girl wears doughnut crown and holds scepter in front of large doughnut. Considerable retouching with spotting fluid visible on print

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

Local Numbers

AC0439-0000017.tif (AC Scan)

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

Genre/ Form: Photographs -- 1930-1940 -- Black-and-white photoprints
-- Silver gelatin
Portraits -- Children
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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified.

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

Local Numbers

AC0439-0000033.tif (AC Scan)

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

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".)

[Image\(s\): \[Two men mounting a plaque commemorating Captain Hanson Gregory, inventor of the donut hole : black-and-white photoprint\].](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified.

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

Local Numbers

AC0439-0000034.tif (AC Scan)

Topic: Doughnuts
Food
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").

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified.

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

Local Numbers

AC0439-0000035.tif (AC Scan)

Names: Gregory, Hanson, Captain

Topic: Doughnuts
Food
Food habits -- United States
Sculptures

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").

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

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

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

Local Numbers

AC0439-0000036.tif (AC Scan)

Topic: Doughnuts
Fashion -- 1930-1940
Food
Food habits -- United States

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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified.

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

Local Numbers

AC0439-0000037.tif (AC Scan)

Topic: Doughnuts
Food
Food habits -- United States
Restaurants, lunch rooms, etc. -- 1940-1960.
Waitresses

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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

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

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

Local Numbers

AC0439-0000038.tif (AC Scan)

Topic: Children -- 20th century
Doughnuts
Food
Food habits -- United States
School uniforms

Uniforms -- Children

Genre/ Photographs -- 1960-1970 -- Black-and-white photoprints
Form: -- Silver gelatin

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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector
English.

Photographer unidentified.

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

Local Numbers

AC0439-0000039.tif (AC Scan)

Topic: Children -- 20th century
Doughnuts
Food
Food habits -- United States

Genre/ Photographs -- 1960-1970 -- Black-and-white photoprints
Form: -- Silver gelatin

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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector
English.

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

Local Numbers

AC0439-0000042.tif (AC Scan)

Names: Camp Fire Girls
Topic: Doughnuts
Food
Food habits -- United States

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

Box 2, Folder 6

Doughnut Shops

Box 6, Folder 1

Entertainment and Celebrities with doughnuts

[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".)

[Image\(s\)](#)

English.

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

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

Local Numbers

AC0439-0000054.tif (AC Scan)

Names: Ball, Lucille, 1911-1989

Topic: Doughnuts
Entertainers -- United States
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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified

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

Local Numbers

AC0439-0000018.tif (AC Scan)

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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified

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

Local Numbers

AC0439-0000019.tif (AC Scan)

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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

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

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

Local Numbers

AC0439-0000020.tif (AC Scan)

Names:	Durante, Jimmy O'Connor, Donald, 1925-2003
Topic:	Cigars Doughnuts Food Food habits -- United States Signs and signboards
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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

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!"

Local Numbers

AC0439-0000047.tif (AC Scan)

Topic: Doughnuts
Food
Food habits -- United States

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

Box 6, Folder 2

Machinery

[Image\(s\)](#)

Box 6, Folder 2

[Doughnut making machine: black-and-white photoprint], undated
1 Item (Silver gelatin on paper.; 9.4" X 7.5".)

[Image\(s\): \[Doughnut making machine: black-and-white photoprint\].](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

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.

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

Local Numbers

AC0439-0000004.tif (AC Scan)

Topic: Bakeries
Doughnut making machine
Doughnuts
Food
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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographic copy of labeled photographic illustration.

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

Creases on right side.

Local Numbers

AC0439-0000005.tif (AC Scan)

Topic:	Donut machine Doughnuts Food 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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified

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

Local Numbers

AC0439-0000021.tif (AC Scan)

Topic:	Donut machine Doughnuts 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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified.

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

Local Numbers

AC0439-0000046.tif (AC Scan)

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

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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified.

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

Local Numbers

AC0439-0000006.tif (AC Scan)

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

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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photograph from Jerrigan Photo Service.

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

Local Numbers

AC0439-0000007.tif (AC Scan)

Topic: Doughnuts
Food habits -- United States
Men
Train

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

Box 6, Folder 3

[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".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Photographer unidentified

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

Local Numbers

AC0439-0000008.tif (AC Scan)

Topic: Doughnuts
Food habits -- United States
People
Train

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

Box 6, Folder 4

Miscellaneous

Box 6, Folder 5

Packaging

Box 6, Folder 6

Duplicates of Advertisements and Photographs

Box 6, Folder 6

[Salvation Army doughnut girl : black-and-white photoprint copy of a drawing.], undated

1 Item (Silver gelatin? on paper.; 7.3" X 4.9".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

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

Local Numbers

AC0439-0000041.tif (AC Scan)

Names: Salvation Army

Topic: Doughnuts

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

Box 6, Folder 7 Slides

Box 6, Folder 7 [Pink frosted and chocolate chip? frosted donut : slide?], undated
1 Item (Ink on paper.; 6.8" X 4.5".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

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

Local Numbers

AC0439-0000051.tif (AC Scan)

Topic: Doughnuts
Food
Food habits -- United States

Box 6, Folder 8 Negatives

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
[Image\(s\)](#)

Box 3, Folder 2 Around the World with Doughnuts [magazine page], undated
1 Item (Ink on paper.; 11.0" X 8.6")
[Image\(s\): Around the World with Doughnuts \[magazine page\].](#)

Steinberg, Sally L. (Sally Levitt), Collector

The Doughnut Magazine

English.

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.

Local Numbers

AC0439-0000049.tif (AC Scan)

Topic: Doughnuts
Food
Food habits

Genre/ Periodicals -- 1940-1950
Form: Photographs -- 20th century -- Reproductions

[Return to Table of Contents](#)

Series 4: Other Donut Companies, 1930-1986

- Map-case 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 [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".)
[Image\(s\)](#)
Steinberg, Sally L. (Sally Levitt), Collector
English.
Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.
- Local Numbers
AC0439-0000050.tif (AC Scan)
- Topic: Coffee
Doughnuts
Food
Food habits -- United States
Jewelry
- Genre/
Form: Photographs -- 1930-1940 -- Black-and-white photoprints
-- Silver gelatin
Realia
- Box 3, Folder 11 Always use pure Vermont Maple [recipe], undated

1 Item (Ink on paper.; 8.9" X 7.9".)

[Image\(s\)](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

Recipes illustrated with reproductions of color and black-and-white photographs.

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

Local Numbers

AC0439-0000055.tif (AC Scan)

Topic:	Cookery Doughnuts Food Food habits -- United States
Genre/ Form:	Photographs -- 1900-1950 -- Photomechanical reproductions. Recipes

Box 4, Folder 1

Oversized Ephemera

[Image\(s\)](#)

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".)

[Image\(s\): Buddies / Again! / Doughboy Donuts do their bit again \[magazine tear sheet\].](#)

Steinberg, Sally L. (Sally Levitt), Collector

Doughnut Corporation of America, Advertiser

English.

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."

Local Numbers

AC0439-0000023.tif (AC Scan)

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

World War, 1939-1945 -- Art and the war

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

Box 4, Folder 2

Artwork 3

[Image\(s\)](#)

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

Steinberg, Sally L. (Sally Levitt), Collector

English.

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

Local Numbers

AC0439-0000002.tif (AC Scan)

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

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

Box 4, Folder 12

Cartoons

Box 4, Folder 13

Sheet Music

[Image\(s\)](#)Don't Forget the Salvation Army (My Doughnut Girl) [sheet music], 1919
1 Item (Ink on paper.; 11.9" X 9.1".)[Image\(s\): Don't Forget the Salvation Army \(My Doughnut Girl\) \[sheet music\].](#)

Steinberg, Sally L. (Sally Levitt), Collector

Leffingwell, Elmore, Lyricist

Brown, Robert, Composer

Frisch, William, Composer

Lucas, James, Lyricist

English.

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."

In Box 3, Folder 13.

Local Numbers

AC0439-0000040.tif (AC Scan)

Topic: Doughnuts
Food
Food habits -- United States

Genre/ Sheet music -- 1910-1920
Form:
Culture: Salvation Army -- 1910-1920

Box 3, Folder 3

Dunkin' Donuts, Inc.--Publications, 1980 -1981

[Image\(s\)](#)

"Dr. J. Howard Crum's Famous Donut Reducing Diet" : [document], 1941
1 Item (13.7" X 10.7").

[Image\(s\): "Dr. J. Howard Crum's Famous Donut Reducing Diet" : \[document\].](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

In Box 4, Folder 1.

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

Ink on paper.

Local Numbers

AC0439-0000022.tif (AC Scan)

Topic: Doughnuts
Food
Food habits -- United States

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

[Celebrities Dunking Donuts] : [document], undated
1 Item (17.1" X 11.3").

[Image\(s\): \[Celebrities Dunking Donuts\] : \[document\].](#)

Steinberg, Sally L. (Sally Levitt), Collector

English.

In Box 4, Folder 1.

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

Ink on paper.

Local Numbers

AC0439-0000024.tif (AC Scan)

Topic: Doughnuts
Food
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").

[Image\(s\): Aids to expert dunking \[poster\].](#)

Steinberg, Sally L. (Sally Levitt), Collector
English.

Humorous texts with illustrations.

In Box 4, Folder 1.

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

Ink on paper.

Local Numbers

AC0439-0000025.tif (AC Scan)

Topic: Doughnuts
Food
Food habits -- United States
Wit and humor
Wit and humor in advertising

Genre/
Form: Posters -- 1930-1940

Box 3, Folder 3

Dunkin' Doughnut Degree [certificate], undated
1 Item (Ink on paper.; 12.0" X 9.2").

[Image\(s\): Dunkin' Doughnut Degree \[certificate\].](#)

Steinberg, Sally L. (Sally Levitt), Collector

Dunkin' Donuts, Inc., Creator

English.

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.

Local Numbers

AC0439-0000052.tif (AC Scan)

Topic: Doughnuts
Food
Food habits -- United States
Training

Genre/ Certificates -- 20th century
Form: Photographs -- 1950-2000 -- Reproductions

Call out the Donuteers * [sic] [advertisement], Item undated
1 Item (Ink on paper.; 13.7" X 11.1".)

[Image\(s\): Call out the Donuteers * \[sic\] \[advertisement\].](#)

Steinberg, Sally L. (Sally Levitt), Collector

Steinberg, Sally L. (Sally Levitt), Donor

Doughnut Corporation of America, Advertiser

English.

Advertisement consists of cartoon panels indicating how doughnuts helped boost morale during World War II, both on the warfront and home front.

In Box 4, Folder 1.

Local Numbers

AC0439-0000053.tif (AC Scan)

Names: Mayflower Doughnuts

Topic: Doughnuts
Food
Food habits -- United States
Morale
Women in advertising
World War, 1939-1945 -- Art and the war
advertising

Genre/ Advertisements -- 1900-1950

Form: Cartoons (humorous images) -- 20th century

Box 4, Folder 14 Correspondence to Steinberg, re: The Donut Book, 1981 -1983

Box 4, Folder 3 "Danny Donut," Symbol of Mayflower Doughnuts
[Image\(s\)](#)

Box 4, Folder 3 Danny Donut / Mayflower Hot Donuts [document], undated
1 Item (Ink on paper.; 14.1" X 10.2".)
[Image\(s\): Sally L. Steinberg Collection of Doughnut Ephemera](#)

Steinberg, Sally L. (Sally Levitt), Collector

Mayflower Doughnuts, Advertiser

English.

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

Local Numbers

AC0439-0000003.tif (AC Scan)

Topic: Danny Donut
Doughnuts

Food
Food habits -- United States

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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