



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Guide to the Krispy Kreme Corporation Records

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# Table of Contents

Collection Overview .....	1
Administrative Information .....	1
Biographical / Historical.....	2
Scope and Contents.....	4
Names and Subjects .....	9
Container Listing .....	10
Series 1: History of Krispy Kreme, 1948-1952.....	10
Series 2: Administrative Records, 1939-1997.....	11
Series 3: Operational Records, 1947-2009.....	15
Series 4: Newsletters, 1957-1998.....	22
Series 5: Press Clippings, 1949-1998, 2000.....	23
Series 6: Photographs, 1961-1974.....	24
Series 7: Audiovisual Materials, 1977-1997.....	39

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Krispy Kreme Corporation Records
<b>Date:</b>	1932 - 2009
<b>Identifier:</b>	NMAH.AC.0594
<b>Creator:</b>	Krispy Kreme Doughnut Corporation.
<b>Extent:</b>	16.5 Cubic feet (40 boxes, 2 oversized folders)
<b>Language:</b>	Collection is in English. Some materials in Korean.
<b>Summary:</b>	Correspondence, administrative records, operational records, company newsletters, news clippings, photographs, photograph albums, and audio-visual materials.

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## Administrative Information

### Acquisition Information

This collection was donated to the National Museum of American History, Archives Center on July 17, 1997, by the Krispy Kreme Doughnut Corporation. Additional items were donated on July 17, 1997, by V. Carver Rudolph and on August 6, 1997, by Steve Cochran.

### Provenance

Donated July 17, 1997, by the Krispy Kreme Doughnut Corporation. Additional items donated July 17, 1997, by V. Carver Rudolph and on August 6, 1997, by Steve Cochran.

### Related Materials

There is a folder of duplicate Krispy Kreme material in Archives Center collection #439, the Sally L. Steinberg Collection of Doughnut Ephemera. The Archives Center also contains collection #662, two scrapbooks from the Doughnut Corporation of America. Artifacts donated by the Krispy Kreme Doughnut Corporation to the National Museum of American History are located in the Division of Cultural History and the Division of the History of Technology.

### Processing Information

Collection processed by Juliette Arai, October 1998.

### Preferred Citation

Krispy Kreme Doughnut Corporation Records, Archives Center, National Museum of American History.

### Restrictions

Collection is open for research. Unprotected photographs must be handled with gloves.

## Conditions Governing Use

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## Biographical / Historical

The Krispy Kreme Doughnut Corporation started with a recipe, a Pontiac, a pack of cigarettes, and a dream. Add in hard work and a commitment to quality and consistency and what emerges is a company that is at the top of its field and beloved by its customers. It is an organization that has been innovative over the years, but has also remained true to its belief in making top quality products and ensuring excellent customer service. All of this has made Krispy Kreme doughnuts and its company a Southern icon.

The story of Krispy Kreme is the story of one man: Vernon Rudolph. Vernon Rudolph opened his first Krispy Kreme shop in the 1930s and from there built a corporation which he led until his death in the early 1970s. There is another part of the story and that is the continuation of the dream by Joseph McAleer. It was after some years under corporate food giant, Beatrice Foods, that McAleer, beginning in 1982, steered Krispy Kreme back to its traditional emphasis on excellent doughnuts as well as on a family atmosphere within the entire corporation.

The story begins on June 30, 1915 in Marshall County, Kentucky with the birth of Vernon Carver Rudolph. He was the eldest son of Rethie Nimmo Rudolph (mother) and Plumie Harrison Rudolph (father) and had a strict, but loving, upbringing. Vernon Rudolph did well in school, both academically and athletically. He also found time to work in his father's general store as well as helping his neighbors with odd jobs.

After graduating from high school, Rudolph then began his life's work when he went to work for his uncle, Ishmael Armstrong. It seems Armstrong bought a doughnut shop -- along with the assets, name, and recipe -- from a Frenchman from New Orleans, Joe LeBeau. So in 1933, Rudolph began selling the yeast-based doughnuts door to door for the Krispy Kreme Doughnut shop in Paducah, Kentucky. Not only did Rudolph sell doughnuts, he took part in producing them, thereby giving him an all-around experience in the doughnut business.

The economic depression that rocked the country also affected the shop. Armstrong decided to move from Paducah to the much bigger Nashville, Tennessee, hoping that business would be better there. Vernon Rudolph went with him to the new location, hoping for the same. But after trying, Armstrong, in 1935, decided to sell the shop and return to Kentucky. Rudolph wanted to buy it, but unfortunately did not have the money. However, his father -- whose general store had closed and who was working for the doughnut shop as a salesman -- stepped in. He borrowed the money and soon after Krispy Kreme was operating under new ownership. It was also at this time that one of Rudolph's younger brothers, Lewis, joined the family business.

The shop was doing well, enough so that in 1936 Rudolph's father opened another shop in Charleston, West Virginia. Awhile later, a third shop opened in Atlanta, Georgia. While this growth was occurring, Vernon Rudolph still wanted to own his own Krispy Kreme store. In the summer of 1937, he left Nashville with two friends in their new 1936 Pontiac and \$200. Carrying start-up doughnut equipment the three young men set out towards an unknown destination, but with a known dream.

Louise Skillman Joyner, Krispy Kreme News editor, recounts how Rudolph and his friends settled on Winston-Salem, North Carolina as the location for their shop.

After some disappointments in looking for a suitable location, Vernon Rudolph, standing on a street corner in Peoria, [Illinois], one evening, wondered what the next move should be. Rents were quite high in that section of the country and the trio was running out of money. He took a pack of Camel cigarettes from his pocket and noticed that they were manufactured in Winston-Salem, N.C. "Why not Winston-Salem?" he thought, "A town with a company producing a nationally advertised product has to be a good bet." So off across the mountains to North Carolina they went.

With only \$25 left, they arrived in Winston-Salem. Using that money to rent a space on Main Street and then getting the ingredients and some equipment on credit (which they paid back promptly), the three men began making yeast doughnuts. That day was July 13, 1937. Vernon Rudolph believed in producing only doughnuts of high quality and those were the only ones that were ever sold. That belief (as well as the mouth-watering doughnuts) endeared them to the people of Winston-Salem. What also caught their eye (and their taste buds) was the doughnut production that occurred in the store's front window and the free samples given away in the evenings.

Krispy Kreme at this time was primarily a wholesale enterprise. Using trucks to deliver the products, Rudolph was able to sell doughnuts throughout the area. But soon the wonderful aroma that came from the shop caused passersby to ask for doughnuts right there on the spot. This led to the beginning of Krispy Kreme's retail operations.

In the midst of all this, Rudolph met and married an Atlanta woman, Ruth Ayers, in 1939. This family increased by one in 1943 when the Rudolphs adopted a baby girl, whom they named Patricia Ann. Sadly, Ruth Ayers Rudolph was killed in an automobile accident in Orangeburg, South Carolina in 1944.

The number of Krispy Kreme stores continued to grow in the years that followed. But instead of Rudolph owning all of them outright, he entered into partnerships or into associate (franchise) relationships. The arrangements gave the operators of these particular shops that use of the Krispy Kreme name, recipe, and later the ingredients. But more importantly, they had to agree to adhere to the Krispy Kreme philosophy of producing only the highest quality doughnuts. In those early years, the business was truly family-oriented. This atmosphere continued with these associate owners.

In 1946, Rudolph began thinking about consolidating all the Krispy Kreme resources together under a corporation. This umbrella, he believed, would enable Krispy Kreme to grow further and also give the shops a sense of uniformity. So on October 1, 1946 a corporation named the Krispy Kreme Doughnut Company was formed. Less than a year later, on June 3, 1947, a new corporation, the Krispy Kreme Corporation, was incorporated. The Company concerned itself with individual store operations, while the corporation took care of producing dry mixes used by the shops. Vernon Rudolph served as President and Chairman of the Board.

It was also in 1946 that Rudolph married again -- to Lorraine Flynt of Winston-Salem. Their family of three grew over the years to include Vernon Carver Jr., Sanford, Curtis, and Beverly.

The formation of the corporation was followed by the creation of three important departments within Krispy Kreme: the Mix Department, the Laboratory, and the Equipment Department. Each had an essential role in the overall success of the company. The Mix Department has grown since its creation in 1948. Its primary mission: to mix, in bulk, the key ingredients needed by the shops to make doughnuts -- both yeast- and cake-doughnuts -- but also newly added products -- fried pies and honeybuns. By providing these mixes, Krispy Kreme was able to ensure that all stores made the same excellent products.

The Laboratory was created in 1949. Vernon Rudolph's beliefs in top quality and uniformity were put in action. The Laboratory tested ingredients that were in the prepared mixes and experimented with others to see if perhaps a new ingredient would make a great product better.

Rudolph started the Equipment Department because Krispy Kreme's main supplier of yeast doughnut machines, the Doughnut Corporation of America, decided to enter the retail doughnut business itself. So with the help of consultants and staffed with engineers and machinists, the Equipment Department began manufacturing its own equipment in 1949.

The push towards automation that swept the nation also affected Krispy Kreme. One piece of equipment that illustrates this is the Ring King Junior. Designed for cake doughnut production and taking up only seven square feet, the Ring King Junior cut, fried, turned, and cooled about 30 to 75 dozen per hour. How different from the early days of Krispy Kreme when everything had to be done by hand -- measuring, cutting, frying. The Ring King not only saved space and time, but also ingredients used. And it gave a uniformity to the doughnuts produced -- something Vernon Rudolph liked very much.

Over the years, Krispy Kreme has followed a philosophy of excellent quality and customer service. It recognizes the importance of the customer -- because without him or her there would be no reason to be in business. Along with giving their customers the best, getting involved in the community is another way

Krispy Kreme has endeared itself to them. They do this by primarily helping area schools raise money for equipment, uniforms, trips, etc. In order to accomplish its goals, the company needs hard-working and dependable people. Krispy Kreme recognizes the value of its employees. The family atmosphere of those early days has continued.

Vernon Rudolph believed in that philosophy and always strove to make Krispy Kreme the best in the doughnut business. His death on August 16, 1973, left a large void and the years immediately afterwards were tough. Then, in 1976, Krispy Kreme merged with corporate giant Beatrice Foods Company of Chicago. It was still headquartered in Winston-Salem and continued its operations, but as a subsidiary.

For Beatrice, showing a profit was extremely important. To help its Krispy Kreme division, Beatrice encouraged additions to the menu and substitutions of ingredients in the doughnut mixes. This did not appeal to long-time Krispy Kreme associates, but unfortunately there was not much that could be done at that time.

Beatrice's association with Krispy Kreme was not as profitable as it had hoped it would be. So in 1981, the food corporation decided to sell its subsidiary. One Krispy Kreme associate saw this as an opportunity to bring the doughnut company back to the basic traditions upon which it had built a successful enterprise. The associate, Joseph A. McAleer, Sr., had been with the company for almost thirty years when this situation arose. An Alabama native, he went to work for the company in 1951 after he saw an advertisement in the Mobile Press Register for qualified people to join a profitable organization -- the Krispy Kreme Doughnut Corporation. After meeting with Vernon Rudolph, McAleer worked at the Pensacola, Florida store for \$1 per hour in order to learn all aspects of a shop's operations. Rudolph had initially wanted McAleer to work for no pay, but with a family to care for, McAleer could not do this and so the \$1 an hour agreement was arranged.

McAleer worked 120 hour weeks for over a year. This experience enabled him, in 1953, to start a shop of his own, in Pritchard, Alabama, a suburb of Mobile. His first effort there was not a success -- due to a poor location. He opened another shop in 1956 -- this time off of a busy street in Mobile -- and this time was successful. Over the next 17 years, McAleer opened up other Krispy Kreme shops in Alabama and Mississippi and all promised to provide the highest quality product and the best service. And continuing the family-oriented tradition, members of his immediate family worked in the different shops.

The death of Vernon Rudolph and Beatrice's purchase of Krispy Kreme seemed to send the doughnut company in a new direction -- one not everyone, including McAleer, liked. When Beatrice wanted to sell Krispy Kreme, McAleer talked with his fellow associates and those with ties to the company -- people, like him, who had a stake in Krispy Kreme's success -- and through his efforts was able to form a group of investors. In 1982, the Krispy Kreme Doughnut Corporation had new owners.

These new owners, though, saw Krispy Kreme as a specialty-type of operation with a certain uniqueness and familial closeness and one which needed to concentrate on its basic foundation. That is, going back to Vernon Rudolph's philosophy of top quality and top service as well as focusing on people, both customers and employees. They are beliefs and values that have proven successful and have helped Krispy Kreme grow from a small doughnut shop in Winston-Salem to a large corporation that still makes the same much-loved doughnut.

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## Scope and Contents

Series 1: History of Krispy Kreme, includes records and materials which document the history of Krispy Kreme Doughnut Company and Corporation. Included are stories about the company and its founder, Vernon Rudolph ("A Man and an Enterprise" is in booklet form while "Brief Outline of the History of Krispy Kreme" is 115 pages) and also a story about the employees and facilities of the Corporation; a report that includes the organization's history and brief biographies of the management team; and overall operating reports from 1948 and 1950. There is also information pertaining to Krispy Kreme's association with Beatrice Foods Company as well as a biography of William Lewis Rudolph, brother of Vernon. This series also contains a draft (from 1952) of a report to the Government Purchasing Agencies about Krispy Kreme's mix plant operations, comprising a detailed list of equipment, cost controls, and a chronology of Krispy Kreme store openings. These are located in a folder marked "Historical Data." There is also a folder entitled "Vernon

Rudolph" which contains a photocopy of two photographs -- one is of the front of a house while the other is of a family -- and a funeral tribute, dated 1973, to Vernon Rudolph.

Series 2: Administrative Records, contains those records which deal with the overall operation of the Krispy Kreme Doughnut Company and Corporation. This series is arranged into the following subseries:

Subseries 2.1: Correspondence, contains copies of letters to and from Vernon Rudolph and vendors, banks, Krispy Kreme stores and office personnel, local organizations, government agencies. The dates range from the 1930s through 1972. There is one original letter and its accompanying envelope from 1939. Subseries 2.2: Executive Records, contains the articles of incorporation, bylaws, minutes, and resolutions of the Board of Directors. The dates range from 1946-1977. This subseries also includes an organizational chart from the mid-1970s as well as an article of incorporation for Frozen Products, Inc., a subsidiary of the Krispy Kreme Doughnut Corporation. There is also an Incorporation Plan from 1946 that includes a plan of organization, bills of sale, and a balance sheet. The folder marked "Miscellaneous," contains minutes from the first meeting of the incorporators in 1946 and a short note from 1952 concerning floor space at the Ivy Street plant. Subseries 2.3: Financial Records, ca. 1940-1996, includes annual and audit reports, gross sales statements for the company and the corporation as well as for doughnut mix. This subseries also contains balance sheets, a general accounting ledger, and operating reports. In the folder "Canceled Checks," there are signed checks by Vernon Rudolph as well as a handwritten listing of expenses that is titled "Personal Bank Records." There is also a prospectus dated from 1975 which is one year before the merger with Beatrice. Subseries 2.4: Legal Records, 1947-1982, deals mostly with trademark issues. It contains the correspondence and registration applications pertaining to trademark laws. Also included are the actual trademark registrations from all 50 states (since expired) as well as a list of expiration dates for the registrations. This subseries also contains correspondence between Krispy Kreme and Prudential Insurance Company concerning loans. There is also a folder "Miscellaneous Agreements and Contracts" that contains a lease agreement from 1957 and an accident claims agreement from 1955. Subseries 2.5: Personnel Records, dates range from the 1950s-1985. It includes information concerning employee benefits and manuals on selling doughnuts and running doughnut machines. Female employees are provided with guidelines in both a booklet, ca. 1963, titled "Salesgirl," and a plaque from the early 1960s that instructs them on appearance, retail manner, and attitude. Also contained in this subseries are award certificates given for years of service and a photograph of service award pins, jewelry, watches, and a clock. Other certificates were those for Associates and store operators certifying that they are fully capable and properly trained to operate a Krispy Kreme store. In the "Miscellaneous" folder, there are memorandums to employees, want-ad clippings, and a thank you card from the Corporation to its employees for 50 years of success. Subseries 2.6: Professional Associations, contains a certificate of membership into the US Chamber of Commerce, 1955. Subseries 2.7: Stock Records, deals with the purchase and sale of stocks from 1947-1975. There are copies of two agreements -- one regarding Krispy Kreme selling an employee stocks and the other concerning Krispy Kreme buying stocks in the Pinebrook Real Estate and Development Corporation. The folder "Stockholders," contains a 1950 end of year letter to stockholders and a brief report on a court case entitled "How Not to Sell Company Stock to Key Employees" from a 1949 newsletter, "Estate and Tax Letter." There is a stockholders ledger dated 1947-1975 which also has a list of stockholders attached to one page. Subseries 2.8: Testimonial Letters, are from customers and date from 1994-1997. In some cases, Krispy Kreme responses were attached with the original, in others they were not. All the letters are copies of the originals and are on acid-free paper. Subseries 2.9: Miscellaneous, contains drawings and pictures of the Corporation headquarters in Winston-Salem, NC, and of exterior store signage. It also includes logo designs from the 1960s through 1989, samples of stationery, a brochure for and a photograph of the Krispy Kreme plane, and a program for the 1994 Krispy Kreme Annual Conference. There is also a folder containing Holiday greeting cards from Krispy Kreme management and a program from their 1990 Christmas party. Series 3: Operational Records, contains those records which pertain to all aspects of the production and sale of Krispy Kreme doughnuts. This series has the following subseries:

Subseries 3.1: Advertising and Promotions, ca. 1947-1993, contains small and full page newspaper advertisements from 1947 through 1993 (including some undated advertisements), the mats and layouts that the retail stores used in their own in-store advertising, and information and correspondence concerning billboard advertising. This subseries also includes television commercial storyboards and an audience pre-

test report for three of them. There is also materials on the different promotions Krispy Kreme used. The "Miscellaneous" folder contains a variety of indoor and outdoor advertisements. Subseries 3.2: Equipment and Engineering, is itself broken down into three categories: American Gas Association (AGA), Equipment Design, and Equipment Information. The "American Gas Association" section contains correspondence between the AGA and Krispy Kreme regarding AGA inspection of and seal of approval for Krispy Kreme-made equipment. "Equipment Design" contains the notes, sketches, test results, and photographs of various pieces of equipment designed and made by Krispy Kreme. "Equipment" information includes equipment brochures and booklets and more detailed information on the use of the equipment. Subseries 3.3: Franchises/Associates, ca. 1940s-1990s, contains literature to attract potential new franchisees as well as samples of franchise agreements. This subseries also includes photographs and press releases concerning store openings. These are located in three folders: "Grand Opening Summary," "Knoxville Grand Opening," and "Krispy Kreme Locations." There is also a videocassette that highlights Krispy Kreme's foray into New York City in 1996. Subseries 3.4: Fundraising, includes a variety of materials that concern Krispy Kreme's program of assisting local organizations in their fundraising efforts. The dates range from the 1940s-1990s. It contains brochures, ca. 1940s-1990s, which explain the fundraising plan and its benefits. There are also guides geared towards Krispy Kreme salespersons to help them present the plan to potential clients. In the "Miscellaneous" folder, there is a newspaper advertisement from September 1988 promoting the fundraising plan. There is also a photo collage done by Krispy Kreme Fundraising Representative, Sharon Craig, to commemorate a local parade in Memphis, TN (at the Elvis Presley Boulevard plant). Subseries 3.5: Marketing, contains a 1996 marketing standards manual and press kits from 1997. The marketing manual was directed to store operators to assist them in promoting and selling their products. The press kits were given to the Smithsonian when discussions concerning Krispy Kreme's donation to the museum began in the spring of 1997. Subseries 3.6: Packaging, ca. 1930s-1992, contains examples of the different packaging used by Krispy Kreme to market their food products and mixes. Also included are designs for new packaging. One example is for doughnuts done by Comet Products Inc. (of MA) in 1979. Four samples of pie packaging designs were created by Pike & Cassels, Inc. (of NC) in late 1991 and early 1992. In the "Miscellaneous" folder there are examples of other Krispy Kreme packaging. Subseries 3.7: Quality Control Laboratory, ca. 1959-1976, consists of two items. The first one, which was originally housed in a binder, is a notebook of information on lab procedures and on the chemical consistency and test concerning doughnut ingredients. This belonged to David Downs, Chief Chemist at Krispy Kreme. The second item is a "pictorial" prospectus of the entire Krispy Kreme operation -- departments, individual stores, products and packaging -- which belonged to the Laboratory. Subseries 3.8: Sales Records, ca. 1950s-1980s, contains materials that would assist both franchise managers and operators (with in-store sales) and route salespeople (in selling wholesale Krispy Kreme products to groceries, etc). It includes a Route Book, ca. late 1950s, that contained order information and belonged to Robah G. Hendrick, a Krispy Kreme salesman. There is also a sales order pad, ca. 1950s-early 1960s, used by a Krispy Kreme store in Memphis, TN. There are also two in-house catalogs -- in folders "Posters, inserts, cards..." and "Shelf talkers catalog" -- that contain items that can be ordered by managers and that are used to sell store products. Shelf talkers are signs posted near the merchandise or on grocery display shelves. They, like the posters, inserts, cards, are used to attract customers with specials and promotions. Samples of shelf talkers are included in this subseries. There is also a "Miscellaneous" folder which contains a Krispy Kreme coupon, a book of gift certificates, another example of a shelf talker sign, and brochures of different store displays. Subseries 3.9: Store Operations, ca. 1960s-1970s, deals primarily with items that are meant for store operators and managers to help them in running a Krispy Kreme store. Two manuals -- Production and Extruded Doughnut manuals -- instruct managers in producing high quality products. Two other manuals -- Associates Operations and Branch Plant Managers' Manual -- discuss doughnut production, but also give directives and policies on other store issues, such as safety, sanitation, and personnel. The Branch Plant Managers' Manual also delves into the natural gas crisis in January 1977 and deals with advertising, security, and photo requests. This subseries also includes five 8"x6" laminated cards that contain doughnut recipe information and checklists of cleanup and sanitation procedures. There is also a plaque entitled "What is a Customer?" which explains to employees why a Krispy Kreme customer is so important. In the "Miscellaneous" folder there are two guides that advise on how to promote and sell items and a store/production area sign containing the store mission statement. [Also see Series 2: Administrative Records, Subseries E: Personnel, for a guide entitled "Salesgirl" which instructs the female Krispy Kreme employee on matters pertaining to dress and attitude.]



Series 4: Newsletters, 1957-1998, includes, Krispy Kreme News, Krispy Kreme Management Circle, and Hot Doughnut News.

Krispy Kreme News, 1957-1998, is geared towards all members of the Krispy Kreme community -- management, operators and managers, and employees. Its articles discuss new store openings, Corporation news, community (or news-related) events, and provides instructions and reminders concerning store upkeep and sanitation. There are sections announcing upcoming retirements, congratulating outstanding employees, and honoring long service to Krispy Kreme. Also included are articles that do not necessarily pertain to Krispy Kreme, but, rather, add a human element to the newsletters, such as humorous stories, articles on birds, and tips on highway safety. Some articles of interest are a history of chocolate (September 1963), "You Can Improve Your Memory" (May 1967), "A Communist is a Rich Marxist" (July 1967), and a discussion on skirt lengths and their relation to economics (February 1970). [In addition, there are two early issues of Krispy Kreme News (May 9 and May 15, 1951) in a folder entitled "Brief Outline of the History of Krispy Kreme, 1977" which is located in Series 1: History of Krispy Kreme.] Also included in this subseries and relating to Krispy Kreme News are a subject index, a questionnaire form, and signed release letters. Krispy Kreme Management Circle, 1995-1997, is a quarterly newsletter geared towards Krispy Kreme management and leadership. The articles focus on product quality, marketing and promotions, and training. At the end of each issue, there is a ranking of stores in different sales categories, i.e., average customer purchases (in dollars), highest percentages of customers buying beverages with their food or buying a second dozen doughnuts. Hot Doughnut News, 1997, caters primarily to Krispy Kreme store operators, providing reports on stores and ideas for marketing. Series 5: Press Clippings, 1949-1998, contains articles and stories that cover the Corporation, its history, its founder and subsequent leaders, and its community programs and promotions. The bulk of the clippings are from newspapers with a scattering of magazine articles. The largest number clippings come from the Winston-Salem Journal of Winston-Salem, NC, where Krispy Kreme is based. All articles have been copied onto acid-free paper.

Some clippings have been separated from the rest. One folder, "Davey Allison," contains clippings concerning the sudden death of this popular NASCAR driver and Krispy Kreme spokesman, in 1993. The folder titled "Ralph Simpson and Associates, July-Sept 1995" contains articles and news briefs on Krispy Kreme and its competitors collected by a Winston-Salem public relations firm. Two other folders with clippings from the Simpson PR firm concern Krispy Kreme's donation into the Smithsonian in July 1997. The contents of these two folders are not on acid-free paper. "School Computers" documents the efforts of the Krispy Kreme Corporation to help distribute computers to schools across North Carolina. The "TV Monitoring Report, July 1997" folder does not contain any clippings, but includes a listing of news stories that appeared on television about the Krispy Kreme donation to the Smithsonian. Series 6: Photographs, ca. late 1930s through the mid 1990s, consists of black-and-white and color photographs and some negatives and transparencies. This series is divided into the following subseries:

Subseries 6.1: Corporate Staff, Associates, and Store Managers, ca. 1940s-early 1990s, is broken down into the following two categories: "Corporate Staff" and "Associates and Store Managers." Corporate Staff contains photographs of the officers of the corporation as well as members of the staff at the headquarters in Winston-Salem. Most are portrait shots with some group photos, e.g., the Board of Directors. There are also photographs of a 1974 retirement party for Mike Harding (Chairman of the Board and CEO) and Louise Joyner (editor of the Krispy Kreme News) and of a wedding cake made in 1990 for the wedding of headquarters accountant Cathy Rogers. The cake and the wedding were featured in the winter 1991 issue of Krispy Kreme News. [Also of interest are two photocopies of photographs -- of a house and a family -- located in Series 1: History of Krispy Kreme, Folder: "Vernon Rudolph."] The Associates and Store Managers photographs consist mostly of group portraits taken at their respective annual meetings: Associate Operators' Meeting and Store Managers' Conference. Also included are scenes of store manager training, which was mandatory for all new Krispy Kreme managers. Subseries 6.2: Corporate Headquarters, date from the late 1940s through the late 1980s. This subseries contains photographs of the General Offices, Equipment Department, Laboratory, Mix Department, and Warehouse. [Other photographs pertaining to these areas can be found in Series 6: Photographs, Subseries H: "Tour Given to Smithsonian Staff."] The General Offices photographs include exterior and interior views of the headquarters on Ivy Avenue. The Equipment Department photographs show various pieces of doughnut equipment as well as the designing,

manufacturing, and assembling of said equipment by Krispy Kreme. [For more technical information on the different equipment, please refer to Series 3: Operational Records, Subseries B: "Equipment and Engineering."] The Quality Control Laboratory photographs consist of views that show the interior of the laboratory and of the chemists at work. There are also some images of test results of the doughnut mixes for quality and consistency. In addition, there are pictures of lab results of tests on glaze made with and without stabilizers. The Mix Department photographs contain views of the different stages of department operations. They also show the equipment used to prepare the dry doughnut mixes, which later are sent to the Krispy Kreme stores. The Warehouse photographs show bags of Krispy Kreme prepared mixes stacked in a large warehouse at the headquarters and waiting to be shipped. Subseries 6.3: Retail Shops and Plants, ca. 1937-1994, contains photographs of specific Krispy Kreme stores. They show the exterior and interior views of the shops including storefront, signage, retail, and production areas, as well as employees and customers. The bulk of the photos range from the 1950s through the 1970s. They are arranged by state, by city within the state, and then by street name within the city. Subseries 6.4: General Photographs, ca. 1940s-mid 1990s, concern unspecified Krispy Kreme shops and plants. They include views of store exteriors (storefront and signage) and interiors (production and retail areas and signage). The production area photographs show the various stages of the production of doughnuts, pies, and honeybuns. There are also photographs of customers, employees, and of students participating in the Krispy Kreme fundraising plan. The employee photographs consist of general in-store action and posed shots as well as views of employees receiving service awards for years of service. The fundraising photographs show students picking up boxes of doughnuts from Krispy Kreme shops or selling those boxes in an effort to raise money. This subseries also contains photographs of the trucks used by the Krispy Kreme stores throughout the years to deliver their products to groceries and other food stores. [A set of press clippings that detail the use of Krispy Kreme trucks in delivering school computers to North Carolina schools. These can be found in SERIES 5: Press Clippings, in the folder titled "School Computers, May-June 1993."] Subseries 6.5: Trade Shows, range in date from the 1950s through 1970s. This subseries includes photographs of Krispy Kreme displays at trade shows in the United States (Atlanta and St. Louis) and in Greece, Indonesia, Japan, and Pakistan. Subseries 6.6: Products and Packaging, ca. late 1940s-early 1990s, shows samples of various grocery store displays as well as photographs of doughnuts, fried pies, and honeybuns -- with and without packaging. There is also a folder that contains shots of Krispy Kreme coffee cups. Subseries 6.7: Advertising and Promotions, dates from 1965-1990s. The bulk of the photographs centers around shots of Davey Allison's race car. Allison was a Krispy Kreme spokesman for their Race to Daytona Sweepstakes in 1991. The other photographs consist of views of various advertising posters used in shops and grocery stores. There are also photographs that show Krispy Kreme advertising displays in airports. Subseries 6.8: Photo Albums, consist of six albums, all falling within the date range of the 1950s through the mid 1980s. The first album, "Exterior and Interior shots of Unspecified Retail Shops," contains photographs that date from the late 1970s-mid 1980s; these consist of exterior and interior views of various stores. The second album, entitled "Krispy Kreme Album," dates from 1962. A Christmas gift to Vernon Rudolph from the Corporate staff and associates, it contains photographs of the individual staff members and associates as well as group shots of the associates at annual meetings. There are also photographs of various shop storefronts. This album also includes exterior and interior views of the corporate headquarters. "Krispy Kreme Doughnut Co.," ca. 1950s-1960s, is the third album. It served as a pictorial marketing tool used to attract new associates and franchisees. It shows exterior views of the corporate headquarters, various storefronts, and views of a typical Krispy Kreme trade show display. There are also photographs showing retail doughnut production as well as images of packaging and final products. In addition, there is a price list of equipment and mixes. The "Plant and Production" album dates from the 1960s. It consists of photographs showing the different stages of doughnut production and the preceding steps involving the equipment and mix departments and laboratory. There are also exterior views of various retail shops and of the headquarters in Winston-Salem. The "Production Equipment Album," ca. 1960s-early 1970s, is similar to the "Krispy Kreme Doughnut Co." album with regards to the subject of the photographs. Additionally, there are photographs of the officers of the Corporation as well as images of advertising posters used in grocery stores. The sixth album, entitled "Social Gatherings Album," dates from 1951-1971. It contains photographs of female corporate staff members at various social gatherings, such as bridal and baby showers, picnics, birthdays, and Christmas parties. Subseries 6.9: Tour Given to Smithsonian Staff, contains photographs that were taken on May 28, 1997. The photos, taken by Smithsonian photographer Rich Strauss, depict a tour of the Corporation headquarters in

Winston-Salem, NC. One highlight of interest is a view of the safe where the secret Krispy Kreme recipe is kept (located in the "Quality Control Laboratory" section of this subseries). The photographs are arranged according to the order of the tour. Series 7: AUDIOvisual Materials, remains unprocessed as of the date of this finding aid. This series consists of training films, videotapes, TV and radio commercials, and slide presentations. A rough inventory of these materials is provided in the container list.

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## Names and Subject Terms

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

### Subjects:

- Bakers and bakeries
- Doughnuts

### Types of Materials:

- Albums
- Business records -- 20th century
- Color negatives
- Color prints (photographs)
- Commercials
- Motion pictures (visual works)
- Photographs -- 20th century
- Photographs -- Black-and-white photoprints -- Silver gelatin -- 19th-20th century
- Training films
- Videotapes

### Names:

- Rudolph, Vernon Carver

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## Container Listing

### Series 1: History of Krispy Kreme, 1948-1952

Box 1, Folder 1	Beatrice Information
Box 1, Folder 2	Brief Outline of the History of Krispy Kreme, 1977 (with comments)
Box 1, Folder 3	Historical Data, 1950, 1952
Box 1, Folder 4	"The Krispy Kreme Story: A Story of People and Progress"
Box 1, Folder 5	"A Man and an Enterprise"
Box 1, Folder 6	Operating Reports, 1948, 1950
Box 1, Folder 7	Organizational History
Box 1, Folder 8	Vernon Rudolph
Box 1, Folder 9	William Lewis Rudolph

*[Return to Table of Contents](#)*

## Series 2: Administrative Records, 1939-1997

### Subseries 2.1: Correspondence, 1930s-1972

Box 1, Folder 10	Correspondence, 1930s
Box 1, Folder 11-15	Correspondence, 1960-1972

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### Subseries 2.2: Executive Records, 1946-1977

Box 1, Folder 16	Articles of Amendment to Charter, 1973
Box 1, Folder 17	Articles of Incorporation, 1946-1973
Box 1, Folder 18	Certificate of Incorporation, 1946
Box 1, Folder 18	Amendments, circa 1947-1951
Box 28, Folder 1	Certified Copy of Bylaws, June 1975 [Binder]
Box 28, Folder 19	Frozen Products, Inc. Article of Incorporation and Correspondence, 1975
Box 28, Folder 20	Incorporation Plan, 1946
Box 28, Folder 2	Minutes (for Beatrice), May 1976-Nov 1977 [Binder]
Box 28, Folder 3	Minutes, May 1976-Nov 1977 [Binder]
Box 40, Folder 2	Organizational Chart, circa mid-1970s
Box 40, Folder 21	Resolutions, 1950
Box 40, Folder 22	Miscellaneous

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### Subseries 2.3: Financial Records, 1940-1996

Box 2, Folder 1	Annual Reports, 1971-1975
Box 2, Folder 2	Annual Reports, 1993-1996, 1999
Box 2, Folder 3	Audit Reports, 1956, 1946
Box 2, Folder 4	Audit Reports, 1958-1962
Box 2, Folder 5	Audit Reports, circa 1970-1975

Box 2, Folder 6	Balance Sheets, 1940-1946
Box 2, Folder 7	Canceled Checks, 1940-1942
Box 2, Folder 8	Combined Gross Sales: Corporation and Company, 1947-1976
Box 2, Folder 9	Company Gross Sales, 1947-1976
Box 2, Folder 10	Comparative Sales and Earnings Statements, 1947-1975
Box 2, Folder 11	Corporation Gross Sales, 1947-1976
Box 2, Folder 12	Doughnut Mix Sales Statements, 1948-1976
Box 29, Folder 2	General Journal [Ledger], 1946-1948
Box 29, Folder 13	Operating Reports, 1950, 1948
Box 29, Folder 14	Prospectus, April 1975

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#### Subseries 2.4: Legal Records, 1947-1982

Box 3, Folder 1	Miscellaneous Agreements and Contracts, circa 1955-1957
Box 3, Folder 2	Prudential Loan Agreement Correspondence, 1959-1977
Box 3, Folder 3	Trademark and Service Mark Applications, 1975-1976
Box 3, Folder 4	Trademark and Service Mark Applications, Feb 1976
Box 3, Folder 5	Trademark Correspondence, 1947-1958
Box 3, Folder 6-8	Trademark Correspondence, 1960-1977
Box 4, Folder 1	Trademark Correspondence, 1978-1982
Box 4, Folder 2-3	Trademark Miscellaneous Correspondence, 1976-1979
Box 4, Folder 4	Trademark Miscellaneous Correspondence Certificate Copies
Box 4, Folder 5-25	Trademark Registration: Alabama - Massachusetts
Box 5, Folder 1-29	Trademark Registration: Michigan-Wyoming
Box 5, Folder 30	Trademark Registration and Expiration Dates

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**Subseries 2.5: Personnel Records, 1950s-1985**

Box 6, Folder 1 Associates Certificates, circa 1950s-1980s, undated

Box 6, Folder 2 Employee Benefits Information, circa 1960-1980s

Box 6, Folder 3 Employee Manuals, circa 1963-1985

Box 29, Folder 1 Instructions to Female Employees [Plaque]

Box 29, Folder 4 Service Award Certificates, 1960s-1982

Box 29, Folder 5 Miscellaneous

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**Subseries 2.6: Professional Associations**

Box 29, Folder 6 US Chamber of Commerce, 1955

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**Subseries 2.7: Stock Records, 1947-1975**

Box 29, Folder 7 Agreements, 1959, 1950

Box 29, Folder 8 Stockholders, 1949-1950

Box 29, Folder 9 Stockholders Ledger, 1947-1975

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**Subseries 2.8: Testimonial Letters, 1994-1997**

Box 29, Folder 10 Response Attached, 1995 & Apr 3, 1997

Box 29, Folder 11 Response Attached, Apr 15-June 1997

Box 29, Folder 12 Response Not Attached, 1994-1997

Box 29, Folder 13 Response Not Attached, undated

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**Subseries 2.9: Miscellaneous, circa 1960s-1994, circa 1960s-1994**

Box 7, Folder 1 Christmas Items, circa 1990

Box 7, Folder 2 Drawing and Plot Plan of Corporate Headquarters

Box 36, Folder 2 Framed Print of Corporate Headquarters in Winston-Salem, NC, circa 1969

Box 36, Folder 3 Logo Design, 1960s-1989

Box 40, Folder 5      Painting of Exterior Signage for Retail Store, undated

Box 40, Folder 4      Stationary samples, circa 1960-1988

Box 40, Folder 5      Miscellaneous

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*[Return to Table of Contents](#)*



## Series 3: Operational Records, 1947-2009

### Subseries 3.1: Advertising and Promotions, circa 1947-1993

Box 7, Folder 6	Advertising, 1947-1977
Box 7, Folder 7	<a href="#">Advertising, undated</a>
Box 41, Folder 1	Advertising (full page ads), 1947-1958
Box 41, Folder 2	Advertising (full page ads), 1963-1993
Box 41, Folder 3	Advertising (full page ads), undated
Box 41, Folder 8	Advertising Mats and Layouts, 1950s-1981
Box 41, Folder 9	Advertising Mats
Box 41, Folder 10	Billboards, 1970
Box 40, Folder 7	Commercial Storyboards (Drawings), circa 1979
Box 40, Folder 11	Commercial Storyboards (Photos), circa late 1970s
Box 40, Folder 12	Commercials Pre-test, May 1979
Box 40, Folder 13	Promotions, 1970s-1983
Box 40, Folder 4	Promotions, undated
Box 40, Folder 14	Miscellaneous

### Subseries 3.2: Equipment and Engineering, 1951-1970

#### American Gas Association, 1951-1965

Box 40, Folder 15	Correspondence, 1951-1958
Box 40, Folder 16	Correspondence, 1959-1965
	Equipment Design [ED], 1962-1970
Box 8, Folder 1	Cabinets: #30 P-1 Cabinet Fermentation (12 Dough Capacity)
Box 8, Folder 2	Cabinets: #31 R - Icing Cabinet - Cake Doughnuts

Box 8, Folder 3	Cake Doughnut Fryer
Box 8, Folder 4	Cake Doughnut Fryer: 600 Cake Fryer, South Blvd.
Box 8, Folder 5	Cake Doughnut Icer
Box 8, Folder 6	Chrome Plating
Box 8, Folder 7	Cutting Tables: #15 CW - Cutting Table - 36 x 72
Box 8, Folder 8	Cutting Tables: #14 CWP - Cutting Table with 2 Shelf Built in Fermentation Cabinet on Caster
Box 8, Folder 9	CV 3060 Ring King Junior
Box 8, Folder 10	CV 3060 Ring King Junior: #2 CV 3060 Ring King, Jr.
Box 8, Folder 11	CV 3060 Ring King Junior: Underwriting Laboratories
Box 8, Folder 12	CV 3060 Ring King Junior: #3 CVS Basket Stand (for CV 3060)
Box 8, Folder 13	CV 3060 Ring King Junior: Parts - CV 3060 Lot #3
Box OS, Folder Fldr 1	CV 3060 Ring King Junior: Engineering Plans, 1962
Box 8, Folder 14	150 Dz/hr Doughnut Equipment
Box 8, Folder 15	270 Doz/hr Doughnut Equipment
Box 8, Folder 16	Doughnut Cutters: Extrude Doughnut Cutters Engineering Information
Box 8, Folder 17	Doughnut Cutters: Jelly Cutters Engineering Information
Box 8, Folder 18	#1 DT Make-up Table
Box 8, Folder 19	Extruders
Box 9, Folder 1	Exporting
Box 9, Folder 2	Fryers: KK Fryer U 24 x 34 SS
Box 9, Folder 3	Fryers: 260 Dz/hr Pie Fryer
Box 9, Folder 4	Fryers: Engineering Information 400 Dz/hr Fryer
Box 9, Folder 5	Fryers: 550 Dz/hr Fryer

Box 9, Folder 6	Fryers: 550 Dz/hr Fryer Burner Efficiency
Box 9, Folder 7	Fryers: 600 Dz/hr Fryer Engineering Information
Box 9, Folder 8	Fryers: Engineering Information 700 Dz/hr Fryer
Box 9, Folder 9	Fryers: 1000 Dz/hr Electric Fryer Engineering Information
Box 9, Folder 10	Fryers: 1000 Dz/hr Doughnut Equipment
Box 9, Folder 11	Glazers: Glazer Pump
Box 9, Folder 12	Glazers: 400 Dz/hr Glazer Stacker Engineering Information
Box 9, Folder 13	Glazers: R.H. Glazer Stacker Conduit Layout, 270 Dz/hr
Box 9, Folder 14	Glazers: #54 Glazer Waterjacket
Box 9, Folder 15	Honeybun Equipment: Honeybun Fryers
Box 9, Folder 16	Honeybun Equipment: Labeler HB
Box 9, Folder 17	Honeybun Equipment
Box 9, Folder 18	Honeybun Equipment: Honeybun Operation
Box 9, Folder 19	Honeybun Equipment: Honeybun Proofer Engineering Information
Box 10, Folder 1	Literature on Icing Machines
Box 10, Folder 2	#40 T-3 Ingredient Container
Box 10, Folder 3	KK Icer
Box 10, Folder 4	#41 M Proof Box
Box 10, Folder 5	Elevator Ramps for Mix Department - Engineering Information
Box 10, Folder 6	Equipment Department File - Bagging Machine Mix Department
Box 10, Folder 7	MiraPak Wrapping Machine Engineering Information
Box 10, Folder 8	#5 Model G Glazer 24 x 34
Box 10, Folder 9	#61 Engineering Equipment - Moyno Pumps
Box 10, Folder 10	Pies: Pie Equipment

Box 10, Folder 11	Pies: Pie Fryer
Box 10, Folder 12	Pies: #64 Pie Make-up Table Engineering Information
Box 10, Folder 13	Pies: 22 ft. Tube Fired Pie Fryer SPECIAL
Box 10, Folder 14	Engineering Information Pressure Cut Doughnut Tank
Box 10, Folder 15	Pressure Washers - Engineering Information
Box 10, Folder 16	Proofer: Proofer Information
Box 10, Folder 17	Proofer: 270 Dz/hr Proofer
Box 10, Folder 18	Proofer: 400 Dz/hr Proofer Duct Tests, 1969-1970
Box 11, Folder 1	Proofer: 400 Dz/hr Proofer Engineering Information
Box 11, Folder 2	Proofer: Proofer Duct Test 400 & 600, 8/70
Box 11, Folder 3	Proofer: Duct Test 600 Dz/hr, 6/5/72
Box 11, Folder 4	Proofer: 600 Dz/hr Proofer Test, July 1970
Box 11, Folder 5	Proofer: 550 Dz/hr Proofer Engineering Information
Box 11, Folder 6	Proofer: 600 Dz/hr Proofer
Box 11, Folder 7	Proofer: 700 Dz/hr Proofer Engineering Information
Box 11, Folder 8	Proofer: Proofer Trays
Box 11, Folder 9	Racks: #25 Display Racks
Box 11, Folder 10	Racks: #8 K 20 Shelf Cooling Rack 24 x 34
Box 11, Folder 11	Racks: #10 KB-1 Cooling Rack 18 x 26
Box 11, Folder 12	Racks: #11 KB-1P Cooling Rack Enclosed - 18 x 26
Box 11, Folder 13	Racks: #12 KL Loading Rack (Large)
Box 11, Folder 14	Racks: #9 KP Enclosed Cooling Rack - 24 x 34
Box 11, Folder 15	#51 S Motorized Flour Sifter
Box 11, Folder 16	Stand: #27 MS - Bowl Stand - 40 Qt.

Box 11, Folder 17	Stand: #22 0-17 - Bowl Stand - 17"
Box 11, Folder 18	Stand: #23 O-28 Bowl Stand - 28"
Box 11, Folder 19	Stand: #28 TBS - Trash Bag Stand
Box 11, Folder 20	Stand: #24 V-2 Screen Drain Stand
Box 11, Folder 21	#18 ST Scaling Table
Box 11, Folder 22	Sugar Coater - D.C.A.
Box 11, Folder 23	Thermomix Icer
Box 11, Folder 24	#7 TV-34SS Turner Manual S/S
Box 11, Folder 25	#39 TVS A Submerger for TVS
Box 11, Folder 26	Tweedy Mixer
Equipment Information, 1952	
Box 12, Folder 1	Department Equipment List, 1952
Box 12, Folder 2	Doughnut Equipment Booklets
Box 12, Folder 3	Equipment Brochures
Box 12, Folder 4	Honeybun Equipment
Box 12, Folder 5	Ladder Information
Box 12, Folder 6	Pie Equipment
Box 12, Folder 7	Ring King Information

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### Subseries 3.3: Franchises/Associates, circa 1940s-1990s

Box OS, Folder Fldr 2	Architectural Drawings of Krispy Kreme stores: Birmingham, AL (1966) and Pensacola, FL (1968)
Box OS, Folder 8	Associates Plan, 1950-1969
Box OS, Folder 9	Brochures
Box OS, Folder 10	Franchise Agreements

Box OS, Folder 11      Grand Opening Summary, 1994-1995

Box OS, Folder 12      Knoxville Grand Opening, 1947

Box OS, Folder 13      Krispy Kreme Locations (Tenn & Florida) [Binder]

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#### Subseries 3.4: Fundraising, circa 1940s-1990s

Box 30, Folder 2      Bartlett Parade, 1978 [photo collage]

Box 30, Folder  
14-16      Brochures, 1940s-1992

Box 30, Folder 17      Fundraising Format and Guide, undated

Box 30, Folder 1      Fund Raising Guide, 1984 [Binder]

Box 30, Folder 18      Miscellaneous

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#### Subseries 3.5: Marketing Records, 1997-2009

Box 31, Folder 1      Marketing Handbook, 1996 [Binder]

Box 13, Folder 1      Press Kits, 1997

Box 13, Folder 1A      Marketing materials (in Korean), 2009 - 2009

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#### Subseries 3.6: Packaging, 1979-1992

Box 35, Folder 1      Packaging, circa 1930s-1970s

Box 35, Folder 2      Packaging, circa 1980-1989

Box 35, Folder 3      Packaging, circa 1990-1992

Box 35, Folder 4      Packaging, undated

Box 40, Folder 1      Pie Packaging Design, 1992, 1991, 1979

Box 40, Folder 6      Mix Packaging and Doughnut Packaging, undated

Box 40, Folder 2      Miscellaneous

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### Subseries 3.7: Quality Control Laboratory, 1959-1976

Box 40, Folder 3      Chemistry/Laboratory Information, circa 1959-1976

Box 31, Folder 2      Pictorial Prospectus, circa late 1960s-1970s

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### Subseries 3.8: Sales Records, circa 1950s-1980s

Box 31, Folder 4      Posters, inserts, cards, and fundraising materials, circa late 1970s-early 1980s

Box 31, Folder 5      Route Book and Retail Sales Pad, circa 1950s-early 1960s

Box 40, Folder 3      Shelf-talkers (Actual)

Box 40, Folder 6      Shelf-talkers catalog, circa late 1970s-early 1980s

Box 40, Folder 7      Miscellaneous

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### Subseries 3.9: Store Operations, circa 1960s-1970s

Box 32, Folder 1      Associates Operations Manual, circa 1970s

Box 32, Folder 2      Associates Operations Manual, circa 1970s (incomplete)

Box 33, Folder 1      Associates Production Manual: Formulas and Specifications, circa 1975

Box 33, Folder 2      Branch Plant Managers' Manual, circa 1970s

Box 34, Folder 1      Extruded Doughnut Manual, circa 1966

Box 34, Folder 8      Recipes and Cleanup

Box 34, Folder 2      "What is a Customer?" [Plaque]

Box 34, Folder 9      Miscellaneous

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*[Return to Table of Contents](#)*

## Series 4: Newsletters, 1957-1998

Box 13, Folder 10	Krispy Kreme News Index
Box 13, Folder 11	Krispy Kreme News Questionnaire and Signed Releases
Box 37, Folder 1	Krispy Kreme News, 1957-1960
Box 14, Folder 1-9	Krispy Kreme News, 1957-1994
Box 14, Folder 9	Krispy Kreme News, 1998
Box 15, Folder 1	Krispy Kreme Management Circle, 1995-1997
Box 15, Folder 2	Hot Doughnut News, March-June 1997

*[Return to Table of Contents](#)*



## Series 5: Press Clippings, 1949-1998, 2000

Box 15, Folder 3	Press Clippings, undated
Box 15, Folder 4	Press Clippings, 1949-1958
Box 15, Folder 5	Press Clippings, 1961-1969
Box 15, Folder 6	Press Clippings, 1973-1979
Box 15, Folder 7-10	Press Clippings, 1981-1998, 2000
Box 15, Folder 11	Davey Allison, July 1993
Box 15, Folder 12	Ralph Simpson & Associates, July - September 1995
Box 16, Folder 1-2	Ralph Simpson & Associates, July - September 1997
Box 16, Folder 3	School Computers, May - June 1993
Box 16, Folder 4	TV Monitoring Report, July 1997

*[Return to Table of Contents](#)*

## Series 6: Photographs, 1961-1974

## Subseries 6.1: Corporate Staff and Associates, 1974

## Corporate Staff -- Large Prints, circa 1940s-1992

Box 17, Folder 1	Corporate Staff, circa 1950s-1971
Box 17, Folder 2	Officers, circa 1950s-1992
Box 17, Folder 3	Officers: Board of Directors, circa 1989
Box 17, Folder 4	Officers: Harding-Joyner Retirement, circa 1974 (negatives)
Box 17, Folder 5	Officers: Joseph A. McAleer, Sr., and Family, circa late 1980s
Box 17, Folder 6	Officers: Vernon Rudolph and Family, circa 1940s-1950s
Box 17, Folder 7	Portrait Shots (negatives), undated
Box 17, Folder 8	Retirements, circa 1969-1974
Box 17, Folder 9	Sales Meeting, circa 1985? (negatives)
Box 17, Folder 10	Miscellaneous Meeting, circa 1940s-1950s

## Corporate Staff -- Small Prints, circa 1950s-1980s

Box 25, Folder 1	Corporate Staff, circa 1950s-mid 1980s
Box 25, Folder 2	Doughnut Wedding Cake, circa 1990
Box 25, Folder 3	Golf Outing, 1974
Box 25, Folder 4	Officers, circa 1950s-1980s
Box 25, Folder 5	Officers: Harding-Joyner Retirement, circa 1974
Box 25, Folder 6	Sales Meeting, circa 1985?

## Associates and Store Managers -- Large Prints, circa 1950s-1990s

Box 25, Folder 11	Associate Operators' Meeting, Atlanta 1965
Box 25, Folder 12	Associate Operators' Meetings, circa 1967-1991
Box 25, Folder 13	Associate of Year Picnic, circa late 1970s-early 1980s

Box 25, Folder 14	Associates, Miscellaneous, circa 1982-1987
Box 25, Folder 15	Store Managers' Conference, circa 1950s-1992
Box 25, Folder 16	Store Managers' Training, circa 1950s-1990s
Box 25, Folder 17	Miscellaneous Meetings
Associates and Store Managers -- Small Prints, circa 1961-1990s	
Box 25, Folder 7	Associates, Miscellaneous, circa 1961-1972
Box 25, Folder 8	Store Managers' Meetings, Miscellaneous, circa 1970s-1990s
Box 25, Folder 9	Store Managers' Training, circa 1973-1990s

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### Subseries 6.2: Corporate Headquarters, 1965-1966

Equipment Department, circa 1950s-1990s	
Box 25, Folder 18	Automatic Doughnut Cutter
Box 25, Folder 19	Bowl Stand
Box 25, Folder 20	Continuous Fryer
Box 25, Folder 21	Cooling Rack
Box 25, Folder 22	Crueller Production and Equipment
Box 25, Folder 23	Design
Box 25, Folder 24	Equipment, circa early 1960s
Box 25, Folder 25	Equipment for Mix Department
Box 25, Folder 26	Equipment Slide Presentation, undated
Box 25, Folder 27	Equipment (with negatives and proofs)
Box 25, Folder 28	Extruders
Box 25, Folder 29	Fryer
Box 25, Folder 30	Glazers
Box 25, Folder 31	Ingredient Container

Box 25, Folder 32	Manual Turner
Box 25, Folder 33	Manufacturing and Parts, circa 1950s-1970s
Box 18, Folder 1	Manufacturing and Parts, circa mid 1980s-1990s
Box 18, Folder 2	Manufacturing (numbered sequence)
Box 18, Folder 3	Pie Equipment
Box 18, Folder 4	Proof Box and Stand
Box 18, Folder 5	Ring King Junior
Box 18, Folder 6	Ring King Senior
Box 18, Folder 7	Screen Drain Stand
Box 18, Folder 8	Screens
Box 18, Folder 9	Tables
Box 18, Folder 10	Turner, Model TR
Box 18, Folder 11	Miscellaneous Identified Equipment
Box 18, Folder 12	Miscellaneous Unidentified Equipment
General Offices, circa 1940s-1980s	
Box 18, Folder 13	Exterior, circa 1940s-late 1980s
Box 25, Folder 10	Exterior, circa 1959-1980s [small prints]
Box 25, Folder 11	Exterior Addition, 1961 [small prints]
Mix Department, circa 1950s-1970s	
Box 25, Folder 14	Mix Department, circa 1950s
Box 25, Folder 15	Mix Department, circa 1957-1967
Box 25, Folder 16	Mix Department, circa early 1960s
Box 25, Folder 17	Mix Department, circa 1961-1963
Box 25, Folder 18	Mix Department, circa 1966

Box 25, Folder 19	Mix Department, circa 1971-1973
Box 25, Folder 20	Mix Department, undated
	Quality Control Laboratory, circa 1950s-1960s
Box 25, Folder 21-22	Doughnuts, 1965-1966
Box 25, Folder 23	Doughnuts, undated
Box 25, Folder 24	Quality Control Laboratory, circa 1950s-1960s
Box 25, Folder 25	Stabilizer Results, circa 1950
	Warehouse, circa 1960s-1980s
Box 25, Folder 26	Warehouse, circa 1960s-1980s

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### Subseries 6.3: Retails Shops and Plants, circa 1960s-1990s

Box 19, Folder 1	Alabama: Birmingham: Crestwood Avenue
Box 19, Folder 2	<a href="#">Alabama: Birmingham: Five Points</a>
Box 19, Folder 3	Alabama: Birmingham: Highway #11
Box 19, Folder 4	<a href="#">Alabama: Huntsville: Memorial Highway</a>
Box 19, Folder 5	Alabama: Mobile: Dauphin Island Parkway
Box 19, Folder 6	Alabama: Mobile: Government Street
Box 19, Folder 7	<a href="#">Alabama: Mobile: Government Street [Cochran photos]</a>
Box 19, Folder 8	Alabama: Mobile: Springhill Avenue
Box 19, Folder 9	Alabama: Mobile (Pritchard)
Box 19, Folder 10	Alabama: Tuscaloosa: Birmingham Road
Box 19, Folder 11	Alabama: Tuscaloosa: Hackberry Lane
Box 19, Folder 12	Florida: Daytona Beach: Boardwalk
Box 19, Folder 13	Florida: Daytona Beach: Volusia Avenue

Box 19, Folder 14	Florida: Fort Lauderdale
Box 19, Folder 15	Florida: Fort Walton: Eglin Parkway
Box 19, Folder 16	<a href="#">Florida: Gainesville: NW 13th Street</a>
Box 19, Folder 17	Florida: Jacksonville: Cassat Avenue
Box 19, Folder 18	Florida: Jacksonville: University Blvd
Box 19, Folder 19	Florida: Melbourne: Everett Island
Box 19, Folder 20	<a href="#">Florida: Melbourne: New Haven Avenue</a>
Box 19, Folder 21	Florida: Miami: NE 167th Street
Box 19, Folder 22	Florida: Miami: 3301 SW 8th Street
Box 19, Folder 23	Florida: Miami: 3650 SW 8th Street
Box 19, Folder 24	Florida: Orlando: East Colonial Drive
Box 19, Folder 25	Florida: Orlando (old shop)
Box 19, Folder 26	Florida: Pensacola: Cervantes Street
Box 19, Folder 27	Florida: Pensacola: 9th Street
Box 19, Folder 28	Florida: Pensacola: Pace Blvd
Box 19, Folder 29	Florida: Pensacola: Warrington Road
Box 19, Folder 30	Florida: St. Petersburg
Box 19, Folder 31	Florida: Sarasota: Highway #41
Box 19, Folder 32	Florida: Tallahassee: West Tennessee Avenue
Box 19, Folder 33	Florida: Tampa: Kennedy Blvd
Box 19, Folder 34	Florida: Tampa: North Florida Avenue
Box 19, Folder 35	Georgia: Albany: North Slappey Drive
Box 19, Folder 36	Georgia: Atlanta: Gordon Street
Box 19, Folder 37	Georgia: Atlanta: Piedmont Avenue

Box 19, Folder 38	<a href="#">Georgia: Atlanta: Ponce de Leon Avenue</a>
Box 19, Folder 39	Georgia: Atlanta: Miscellaneous
Box 19, Folder 40	Georgia: Augusta: Gordon Highway
Box 19, Folder 41	Georgia: Augusta: Reynolds Street
Box 19, Folder 42	<a href="#">Georgia: Augusta: 1715 Walton Way</a>
Box 19, Folder 43	Georgia: Macon: Pio Nono Avenue
Box 19, Folder 44	Georgia: Savannah: 2749 Skidaway Road
Box 19, Folder 45	Georgia: Savannah: 3141 Skidaway Road
Box 19, Folder 46	Kentucky: Louisville: Bardstown Road
Box 19, Folder 47	Kentucky: Louisville: Berry Blvd
Box 19, Folder 48	Kentucky: Louisville: 7th Street
Box 19, Folder 49	Louisiana: Baton Rouge: Florida Street
Box 19, Folder 50	Louisiana: Baton Rouge: Plank Road
Box 19, Folder 51	Louisiana: Baton Rouge: Miscellaneous
Box 20, Folder 1	Maryland: Silver Spring
Box 20, Folder 2	Mississippi: Biloxi: Highway #90
Box 20, Folder 3	Mississippi: Ridgeland: East County Line Road
Box 20, Folder 4	Missouri: Florissant (St. Louis): South Highway #40
Box 20, Folder 5	Missouri: Rock Hill (St. Louis): Manchester Road
Box 20, Folder 6	Missouri: St. Ann's (St. Louis): St. Charles Rock Road
Box 20, Folder 7	New York: Syracuse
Box 20, Folder 8	North Carolina: Asheville: Patton Avenue
Box 20, Folder 9	North Carolina: Asheville: South Tunnel Road
Box 20, Folder 10	North Carolina: Charlotte: Independence Avenue

Box 20, Folder 11	North Carolina: Charlotte: South Blvd
Box 20, Folder 12	North Carolina: Charlotte: South Blvd, circa 1960-1962
Box 20, Folder 13	North Carolina: Charlotte: 900 West Trade Street
Box 20, Folder 14	North Carolina: Charlotte: 900 West Trade Street -- Honeybun Production
Box 20, Folder 15	North Carolina: Charlotte: Wilkinson Blvd
Box 20, Folder 16	North Carolina: Charlotte: Miscellaneous
Box 20, Folder 17	North Carolina: Fayetteville: Bragg Blvd
Box 20, Folder 18	North Carolina: Greensboro: Battleground Avenue
Box 20, Folder 19	North Carolina: Greensboro: Greene Street
Box 20, Folder 20	North Carolina: Greensboro: High Point Road
Box 20, Folder 21	North Carolina: Greensboro: Miscellaneous
Box 20, Folder 22	<a href="#">North Carolina: High Point: Main Street</a>
Box 20, Folder 23	North Carolina: Raleigh: Glenwood Avenue
Box 20, Folder 24	North Carolina: Raleigh: 518 North Person Street
Box 20, Folder 25	North Carolina: Raleigh: 549 North Person Street
Box 20, Folder 26	<a href="#">North Carolina: Rocky Mount: Wesleyan Blvd</a>
Box 20, Folder 27	North Carolina: Wilmington: Carolina Beach Highway
Box 20, Folder 28	North Carolina: Wilmington: Market Street?
Box 20, Folder 29	North Carolina: Wilmington: Oleander Drive
Box 20, Folder 30	<a href="#">North Carolina: Winston-Salem: 4th and Liberty Streets</a>
Box 20, Folder 31	North Carolina: Winston-Salem: Main Street
Box 20, Folder 32	North Carolina: Winston-Salem: Stratford Road (large prints)
Box 20, Folder 33	North Carolina: Winston-Salem: Stratford Road, circa 1960s
Box 21, Folder 1	North Carolina: Winston-Salem: Stratford Road, circa 1970s-1990s



Box 21, Folder 2	North Carolina: Winston-Salem: Miscellaneous
Box 21, Folder 3	Ohio: Akron: Maple Street
Box 21, Folder 4	Ohio: Columbus: East Broad Street
Box 21, Folder 5	Ohio: Columbus: North High Street
Box 21, Folder 6	Ohio: Lakewood: Madison Avenue
Box 21, Folder 7	Pennsylvania: Kingston: Wyoming Avenue
Box 21, Folder 8	Pennsylvania: Philadelphia: 2401 Super Highway
Box 21, Folder 9	Pennsylvania: Scranton: Moosic and Front Streets
Box 21, Folder 10	Pennsylvania: Scranton: Wyoming Avenue
Box 21, Folder 11	South Carolina: Charleston: Avondale Avenue
Box 21, Folder 12	South Carolina: Charleston: Mt. Pleasant
Box 21, Folder 13	South Carolina: Charleston: North Rivers Avenue
Box 21, Folder 14	South Carolina: Charleston: Savannah Highway
Box 21, Folder 15	South Carolina: Charleston: Miscellaneous
Box 21, Folder 16	South Carolina: Columbia: Main Street
Box 21, Folder 17	South Carolina: Columbia: Taylor Street
Box 21, Folder 18	South Carolina: Florence: South Irby Street
Box 21, Folder 19	South Carolina: Florence: West Palmetto Street
Box 21, Folder 20	South Carolina: Florence: Miscellaneous
Box 21, Folder 21	South Carolina: Greenville: Augusta Road
Box 21, Folder 22	South Carolina: Greenville: North Pleasantburg Drive
Box 21, Folder 23	South Carolina: Greenville (old shop)
Box 21, Folder 24	South Carolina: Myrtle Beach: NW 8th Avenue
Box 21, Folder 25	South Carolina: Myrtle Beach: Ocean Blvd

Box 21, Folder 26	South Carolina: Myrtle Beach: South Kings Highway
Box 21, Folder 27	South Carolina: Rock Hill: Cherry Road
Box 21, Folder 28	South Carolina: Spartanburg: 351 North Church Street
Box 21, Folder 29	South Carolina: Spartanburg: 793 North Church Street
Box 21, Folder 30	Tennessee: Chattanooga: Brainerd Road
Box 21, Folder 31	Tennessee: Chattanooga: Ringgold Road
Box 21, Folder 32	Tennessee: Kingsport: East Center Street
Box 21, Folder 33	Tennessee: Kingsport: East Stone Drive
Box 21, Folder 34	Tennessee: Knoxville: Kingston Pike
Box 21, Folder 35	Tennessee: Knoxville: Magnolia Avenue
Box 21, Folder 36	Tennessee: Knoxville: Miscellaneous
Box 21, Folder 37	Tennessee: Memphis: Elvis Presley Blvd
Box 22, Folder 1	Tennessee: Nashville: 5th and LaFayette Streets
Box 22, Folder 2	Tennessee: Nashville: 1201 Gallatin Road
Box 22, Folder 3	Tennessee: Nashville: 321 LaFayette Street
Box 22, Folder 4	Tennessee: Nashville: Thompson Lane
Box 22, Folder 5	Tennessee: Nashville: 2722 West End Blvd (old shop)
Box 22, Folder 6	Tennessee: Nashville: 3404 West End Blvd
Box 22, Folder 7	Tennessee: Nashville: Miscellaneous
Box 22, Folder 8	Virginia: Alexandria: Prince Street (old shop)
Box 22, Folder 9	Virginia: Alexandria: Richmond Highway
Box 22, Folder 10	Virginia: Bristol: Wagner Street
Box 22, Folder 11	Virginia: Chesapeake: Indian River Road
Box 22, Folder 12	Virginia: Falls Church: Leesburg Pike

Box 22, Folder 13	Virginia: Hampton: West Mercury Blvd
Box 22, Folder 14	Virginia: Newport News: Warwick Road
Box 22, Folder 15	Virginia: Norfolk: Ballentine Blvd
Box 35, Folder 5	Virginia: Norfolk: Ballentine Blvd: Exterior Storefront, circa 1950s [large print]
Box 35, Folder 16	Virginia: Norfolk: Colonial Stores
Box 35, Folder 17	Virginia: Norfolk: Little Creek Road
Box 35, Folder 18	Virginia: Portsmouth: Airline Blvd
Box 35, Folder 19	Virginia: Richmond: West Broad Street
Box 35, Folder 20	Virginia: Roanoke: Melrose Avenue
Box 35, Folder 21	Virginia: Roanoke (old shop)
Box 35, Folder 22	Virginia: Virginia Beach: Virginia Beach Blvd
Box 35, Folder 23	West Virginia: Charleston
Box 35, Folder 5	West Virginia: Charleston: Interior shots, circa 1945 [large prints]

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#### Subseries 6.4: General Photographs -- Large Prints

	Customers, circa 1953-1980s
Box 35, Folder 24	Miscellaneous, circa 1953-1980s
	Employees, undated
Box 35, Folder 25	General: Miscellaneous
Box 35, Folder 26	Service Awards: Negatives
	Exterior Shop Views, circa 1950s-1990s
Box 35, Folder 27	Exterior Design Models, circa 1988-1994
Box 35, Folder 28	Exterior Shop Views, circa 1953-1977
Box 35, Folder 29	Potential Store, undated
	Fundraising, circa 1950s-1990s

Box 35, Folder 30	Fundraising, circa 1950s-early 1980s
Box 35, Folder 31	Winston-Salem, circa 1977-1998
	Production Area, circa 1950s-1960s
Box 35, Folder 32	<a href="#">Doughnut Production, circa early-mid 1960s</a>
Box 35, Folder 33	Doughnut Production Equipment, undated
Box 23, Folder 1	Doughnut Production, Miscellaneous
Box 23, Folder 2	Fried Pie Production, circa late 1950s-early 1960s
Box 23, Folder 3	Fried Pie Production, 1961
Box 23, Folder 4	Fried Pie Production, circa mid-late 1960s
Box 23, Folder 5	Fried Pie Production, Miscellaneous, undated
Box 23, Folder 6	Honeybun Production, circa late 1950s
Box 23, Folder 7	Production Area, circa 1960s
Box 23, Folder 8	Production, Miscellaneous, circa 1950s-1960s
	Retail Area, circa 1950s-1970s
Box 23, Folder 9	Retail Area, circa 1950s-1970s
	Signage, circa 1950s-1990s
Box 23, Folder 10	Exterior, circa 1950s-mid 1990s
	Trucks, circa 1930s-1980s
Box 23, Folder 11	<a href="#">Trucks, circa late 1930s</a>
Box 23, Folder 12	Trucks, circa late 1940s
Box 23, Folder 13	Trucks, circa late 1950s
Box 23, Folder 14	Trucks, circa 1960s
Box 23, Folder 15	Trucks, circa 1960s-mid 1970s
Box 23, Folder 16	Trucks, circa 1970s-1980s

	Miscellaneous, undated
Box 23, Folder 17	Miscellaneous
	General Photographs -- Small Prints, circa 1950s-1990s
Box 26, Folder 1	Customers, circa 1971-1990s
Box 26, Folder 2	Employees: General, circa 1950s-1960s
Box 26, Folder 3	Employees: General, circa 1970s
Box 26, Folder 4	Employees: General, circa 1980s-1990s
Box 26, Folder 5	Employees: Service Awards, circa 1962-1980s
Box 26, Folder 6	Employees: Service Awards: Clarence Reaves, circa late 1970s
Box 26, Folder 7	Exterior Shop Views: Exterior Design Models, circa 1988-1994
Box 26, Folder 8	Exterior Shop Views: General, circa 1953-1980s
Box 26, Folder 9	Fundraising
Box 26, Folder 10	Production Area: Doughnut Production, circa 1950s
Box 26, Folder 11	Production Area: Doughnut Production, circa 1960s
Box 26, Folder 12	Production Area: Doughnut Production, 1966
Box 26, Folder 13	Production Area: Doughnut Production, circa 1970s
Box 26, Folder 14	Production Area: Fried Pie Production, circa 1950s
Box 26, Folder 15	Production Area: Fried Pie Production, circa 1960s
Box 26, Folder 16	Production Area: Fried Pie Production, circa 1970s
Box 26, Folder 17	Production Area: Honeybun Production, circa 1950s-1970s
Box 26, Folder 18	Production Area, circa 1970s
Box 26, Folder 19	Retail Area, circa 1950s-1970s
Box 26, Folder 20	Signage: Exterior, circa 1950s-mid 1970s
Box 26, Folder 21	Signage: Interior, undated

Box 26, Folder 22	Trucks, circa 1980s-early 1990s
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### Subseries 6.5: Trade Shows, circa 1978-1992

Box 23, Folder 18	International: Greece
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Box 23, Folder 19	International: Indonesia (Ceylon), Japan, and Pakistan
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Box 23, Folder 20	United States: Atlanta and St. Louis
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Box 26, Folder 23	United States: Location Unknown, circa 1978-1982 [small prints]
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### Subseries 6.6: Products and Packaging -- Large Prints, circa 1950s-1980s

Box 23, Folder 21	Display Samples for Grocery Store: Custom, circa late 1970s-early 1980s
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Box 23, Folder 22	Display Samples for Grocery Store: Shelf, circa late 1970s-early 1980s
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Box 23, Folder 23	Display Samples for Grocery Store: Table, circa late 1970s-early 1980s
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Box 23, Folder 24	Doughnut Packaging, circa 1950s?
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Box 23, Folder 25	Doughnut Packaging, circa 1960s
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Box 23, Folder 26	Doughnut Packaging, 1966
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Box 24, Folder 1	Doughnut Packaging, circa late 1970s-1990s
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Box 24, Folder 2	Doughnut Packaging, Miscellaneous
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Box 24, Folder 3	Doughnuts, 1961
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Box 24, Folder 4	Doughnuts, undated
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Box 24, Folder 5	Doughnuts, Miscellaneous
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Box 24, Folder 6	Fried Pie Packaging, circa 1940s-1960s
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Box 24, Folder 7	Grocery Store Displays, circa 1959-1990s
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Box 24, Folder 8	Honeybun Packaging, circa 1960s
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Box 24, Folder 9	Honeybuns (with transparencies), circa 1980s
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Box 24, Folder 10	Honeybuns, undated
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Box 24, Folder 11	Krispy Kreme Coffee Cups, circa 1950s-1960s
Box 24, Folder 12	Packaging in Krispy Kreme News, Transparencies, circa 1964
Box 24, Folder 13	Transparencies, circa late 1970s
	Products and Packaging -- Small Prints
Box 25, Folder 12	Display Samples for Grocery Store, circa 1963-1982
Box 25, Folder 13	Doughnut Packaging, circa 1963-1966
Box 25, Folder 14	Doughnut Packaging, circa 1970-1972
Box 25, Folder 15	Doughnut Packaging, ca. 1978-1982
Box 25, Folder 16	Doughnut Packaging, circa 1990s
Box 25, Folder 17	Doughnut: Cake, circa 1971
Box 25, Folder 18	Doughnut: General, circa 1961-1972
Box 25, Folder 19	Doughnut: Holiday Specials, circa 1962-1980s
Box 25, Folder 20	Doughnut: Yeast, circa 1971
Box 25, Folder 21	Fried Pie Packaging, circa 1965-1966
Box 25, Folder 22	Fried Pies, circa 1961
Box 25, Folder 23	Grocery Store Displays, circa 1970-1991
Box 25, Folder 24	Honeybuns, circa 1981
Box 25, Folder 25	Packaging, Miscellaneous, circa 1961-1990

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### Subseries 6.7: Advertising and Promotions, 1965-1991

Box 25, Folder 26	Advertising Display in Airport, circa 1965-1971 [small prints]
Box 25, Folder 27	Advertising Signs, circa 1970s-1980s [small prints]
Box 25, Folder 28	Advertising to Potential Franchisees/Associates, circa 1990s [small prints]
Box 25, Folder 29	Promotions: Davey Allison's Race car, circa 1991 [small prints]
Box 24, Folder 14	Miscellaneous (car and poster)

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## Subseries 6.8: Photo Albums, circa 1950s-1970s

Box 36, Folder 1	Exterior and Interior Views of Retail Shops
Box 38, Folder 1	"Krispy Kreme Doughnut Co." circa 1950s-1960s
Box 38, Folder 2	"Krispy Kreme Album 1962"
Box 39, Folder 1	"Plant and Production" circa 1960s
Box 39, Folder 2	Production Equipment Album, circa 1960s-early 1970s
Box 39, Folder 3	Social Gatherings Album, circa 1951-1971

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## Subseries 6.9: Tour Given to Smithsonian Staff, undated

Box 27, Folder 1	Stratford Road Store -- Winston-Salem
Box 27, Folder 2	Corporate Office Suites
Box 27, Folder 3	Ivy Avenue Headquarters -- Exterior and signs
Box 27, Folder 4	Quality Control Laboratory: Mixing Area
Box 27, Folder 5	Quality Control Laboratory I
Box 27, Folder 6	Quality Control Laboratory II
Box 27, Folder 7	Mix Department: Delivery of Ingredients
Box 27, Folder 8	Mix Department: Conveyor System and Train Cars
Box 27, Folder 9	Mix Department: Control Booth and Equipment
Box 27, Folder 10	Mix Department: Bagging
Box 27, Folder 11	Distribution Department
Box 27, Folder 12	<a href="#">Warehouse</a>
Box 27, Folder 13	Equipment Department

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*[Return to Table of Contents](#)*



## Series 7: Audiovisual Materials, 1977-1997

Box 41	TV Commercial (2" videotape): "Krispy Kreme", undated
Box 41	TV Commercial (2" videotape): "Car", 1979 [10 items]
Box 41	TV Commercial (2" videotape): "Doughnut Nut", 1981 [2 items]
Box 41	TV Commercials (1/2" color film): "Doughnut Nut", 1981 [23 items]
Box 41	Radio Commercials (1/4" reel-to-reel tape): various titles [11 items]
	LaBelle Training Film cartridges/cassettes., 1977, 1985
Box 42	PR 1 -- "Production Employee Orientation", 1977
Box 42	PR 2 -- "Utensils, Vertical Mixer, Horizontal Mixer", 1977
Box 42	PR 3 -- "Brew Tank, Glaze Cooker, Glazer", 1977
Box 42	PR 4 -- "Stacker, Conveyors, Wrapping Machine, Jelly Pump", 1977
Box 42	PR 5 -- "Extruder, Proof Box, Fryer: Operation", 1977
Box 42	PR 6 -- "Extruder, Proof Box, Fryer: Care and Cleaning", 1977
Box 42	PR 7 -- "Cake Fryer", 1977
Box 42	RT 1 -- "Employee Procedure", 1977
Box 42	RT 2 -- "Sales Techniques", 1977
Box 42	RT 3 -- "Display & Packaging for Retail Sales", 1977
Box 42	RT 4 -- "Cash Register Procedures", 1977
Box 42	RT 2 -- "Sales Techniques", 1985
Box 42	RT 3 -- "Display & Packaging for Retail Sales", 1985
	1/2" Film Reels, 1964-1975
Box 42	"Mixing Pie Dough", 1964
Box 42	"Wash. Mgrs. Meeting", 1964
Box 42	"Dough Mixing", 1965

Box 42	"Cake Doughnuts in Lab", 1967
Box 42	"Pie Production", 1967
Box 42	"DT Table -- Florence", 1975
Box 42	"Florence", 1975
Box 42	"Dough Mixing from Original Alex. Pic Prod.", undated
Box 42	Unidentified [2 items]
VHS Videotapes, 1993-1997	
Box 42	"Atlanta Trip,, undated
Box 42	"Doughnuts Made Easy", 1993
Box 42	"Joe McAleer", undated
Box 42	"Krispy Kreme News," January 1995
Box 42	"Krispy Kreme News," April 1995
Box 42	"Krispy Kreme News," March 1997
Box 42	"Management Trainees doing Customer Service Role Plays," Fall 1995
Box 42	"Partnership for Education: Western Alamance Fund Raisers 1 & 2", 1994
Box 42	"Processing Specialist Training", 1996
Box 42	"Product Specialist Training", 1996
Box 42	"Sales Specialist Training", 1996
Box 42	"Store Tour Training", 1995
Box 42	Unidentified Film Reel
Box 43	Slide Carousel Trays [2 items]

*[Return to Table of Contents](#)*