



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Doughnut
Machine Company, Scrapbooks

NMAH.AC.0662

Lynell De Wind

2003

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Doughnut Machine Company Scrapbooks
Identifier:	NMAH.AC.0662
Date:	ca. 1928.
Extent:	0.6 Cubic feet (2 boxes)
Creator:	Vorchheimer, Bert Wertheimer, Frederick P. Vorchheimer, Carol
Language:	English
Summary:	Two scrapbooks dating from 1927-1928 documenting Frederick Philip Wertheimer's advertising and marketing work for the Doughnut Machine Corporation.
Digital Content:	Image(s): Doughnut Machine Company,Scrapbooks

Administrative Information

Immediate Source of Acquisition

Collection donated by Bert and Carol Vorchheimer.

Processing Information

Collection processed by Lynell De Wind, 2003.

Preferred Citation

Doughnut Machine Company Scrapbooks, ca. 1928, Archives Center, National Museum of American History.

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Historical

The Doughnut Machine Corporation operated out of New York City in 1927 and 1928. They manufactured doughnut machines, which they sold to individual bakeries. They also provided selling strategies to the

bakeries to improve doughnut sales. The brand name they were marketing was "Downyflake Doughnuts." In 1927, Frederick Philip Wertheimer, a newly minted New York University liberal arts graduate with a major in advertising, was employed by Doughnut Machine Corporation as the assistant to the advertising manager, George LeRoy. The output was a number of concurrent sales campaigns designed and implemented by Wertheimer.

Scope and Contents

The collection contains sales and marketing plans for doughnut machines, as well as, plans for advertisements and devices to sell "Downyflake Doughnuts" to consumers. There are catalogs for bakery equipment, print advertisements and promotional items. There are also detailed plans for sales and marketing include scripted dialog to assist local bakeries in selling more doughnuts. Most items are black ink on white paper, but there are some in full color. There is also an interesting recipe book showing how to utilize doughnuts in several dessert variations. There are promotional items showing then current views on nutrition and gender roles.

Arrangement

The collection is arranged into one series.

Series 1, Scrapbooks, 1927-1928

Names and Subject Terms

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

Subjects:

Doughnut making machine
Doughnuts

Types of Materials:

Advertisements -- 20th century
Scrapbooks -- 20th century

Names:

Doughnut Machine Company.

Container Listing

Box 1, Folder 1-6 Loose pages from scrapbook, 1927-1928

Box 2, Folder 1-6 Loose pages from scrapbook, 1928