



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Frito-Lay,
Incorporated Company Records

NMAH.AC.1263

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2012

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Table of Contents

Collection Overview	1
Administrative Information	1
Scope and Contents.....	2
Arrangement.....	2
Container Listing	3
Series 1: Doolin Family Papers, 1898-2009.....	3
Series 2: Frito Company, 1934-2008, undated.....	6
Series 3: Rio Vista Farm Records, 1948-1965.....	9
Series 4: Scrapbooks, 1951, undated.....	10
Series 5: Other Materials, undated.....	12
Series 6: Reference Books, 1902-1958, undated.....	13

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Frito Company, Incorporated Records
Identifier:	NMAH.AC.1263
Date:	1898-2009, undated
Extent:	4 Cubic feet
Creator:	Frito Company
Language:	English Some materials in Spanish. Collection is in English.
Summary:	The collection consists of materials that document the activities of the Doolin family and the Frito Company. Personal and business correspondence, photographs, financial papers, scrapbooks, product packaging, advertisements, company newsletters and clippings are included among these materials.

Administrative Information

Acquisition Information

The collection was donated by Kaleta Doolin in 2011 and 2012.

Processing Information

Processed by Vanessa Broussard- Simmons, supervisory archivist, July, 2012

Preferred Citation

Frito Company Records, 1892-2009, Archives Center, National Museum of American History.

Restrictions

The collection is open for research.

Conditions Governing Use

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Scope and Contents

Collection of materials relating to Frito-Lay, Incorporated's manufacturing, marketing, and selling of the snack food Fritos. The papers are particularly important in documenting the history of the company, employee relations, and community activities. The personal papers and business records of the Doolin family can also be found among the materials. Materials include photographs, correspondence, property documents, annual reports, patents, financial records, recipe books, product packaging, newspaper clippings, magazine articles, interview transcripts, menus, company newsletters, advertising, and scrapbooks. The collection is arranged into six series: Series 1, Doolin family papers, Series 2, Frito Company records, Series 3, Rio Vista Farm records, Series 4, Scrapbooks, Series 5, Other materials, and Series 6, Research files.

Arrangement

This collection is divided into six series.

Series 1: Doolin Family Papers, 1898-2009, undated

Subseries 1.1, Charles Bernard Doolin, 1898-1933

Subseries 1.2, Daisy Dean Doolin, 1927-1951

Subseries 1.3, Charles Elmer Doolin, 1920-1959

Subseries 1.4, Mary Kathryn "Kitty" Coleman Doolin, 1952-2009

Subseries 1.5, Kate Irwin, 1915-2009

Subseries 1.6, Photographs and Artwork, undated

Series 2, Frito Company Records, 1934-2008, undated

Subseries 2.1, Background Materials, 1934-2008, undated

Subseries 2.2, Company Files, 1941-1993, undated

Subseries 2.3, Sales and Marketing, 1939, undated

Series 3, Rio Vista Farm Records, 1948-1965

Series 4, Scrapbooks, 1951, undated

Series 5, Other Materials, undated

Series 6, Reference Books, 1902-1958, undated

Container Listing

Series 1: Doolin Family Papers, 1898-2009

Materials include the personal papers and business records of the Doolin family. The series is arranged into five subseries: Subseries 1.1, Charles Bernard Doolin, Subseries 1.2, Daisy Dean Doolin, Subseries 1.3, Charles Elmer Doolin, Subseries 1.4, Mary Kathryn "Kitty" Coleman Doolin, and Subseries 1.5, Kate Irwin.

Subseries 1.1: Charles Bernard Doolin, 1898-1933

This subseries contains the papers of Charles Bernard Doolin (1875-1940). He was the father of Charles Elmer Doolin (1903–1959) and husband of Daisy Dean Doolin (1876-1953). Materials include information relating to Doolin's character, correspondence, property records, patents, and financial records. Materials are arranged in chronological order.

Box 1, Folder 1	Witnesses of his character, 1898
Box 1, Folder 2	Correspondence, 1912-1932
Box 1, Folder 3	Information relating to property, 1915
Box 1, Folder 4	Patents, 1917-1918
Box 1, Folder 5	Financial records, 1926-1933

Subseries 1.2: Daisy Dean Doolin, 1927-1951

This subseries contains the papers of Daisy Dean Doolin (1877-1953). She was the mother of Charles Elmer Doolin (1903–1959) and wife of Charles Bernard Doolin (1875-1940). Materials include bank records, receipts, business cards, and correspondence. Materials are arranged in chronological order.

Box 1, Folder 6	Bank records, 1927-1931
Box 1, Folder 7	Bank records, 1937-1942
Box 1, Folder 8	Bank records, 1944-1948
Box 1, Folder 9	Receipts and business cards, 1944-1948
Box 1, Folder 10	Correspondence, 1945-1951

Subseries 1.3: Charles Elmer Doolin, , 1920-1959, undated, undated

This subseries contains the papers of Charles Elmer Doolin (1903–1959). He was the son of Charles Bernard Doolin (1875-1940) and Daisy Dean Doolin (1876-1953). Materials include a drawing pad,

school records, mortgage documents, certificate of birth, marriage license, correspondence, last will and testament, biographical information, condolences, a notebook, address book, and a wallet. Materials are arranged in chronological order.

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| Box 1, Folder 11 | Brackenridge High School, spring term, drawing pad, 1920-1921 |
| Box 1, Folder 12 | Brackenridge High School, yearbook, 1921 |
| Box 1, Folder 13 | Mortgages records, 1932 |
| Box 1, Folder 14 | Certificate of birth (delayed), 1944 |
| Box 1, Folder 15 | Marriage license, Charles Elmer Doolin and Mary Kathryn "Kitty" Coleman , 1941 June 5 |
| Box 1, Folder 16 | Correspondence, Charles Elmer Doolin to Mary Kathryn "Kitty" Coleman Doolin, 1945 - 1948 |
| Box 1, Folder 17 | Correspondence, 1952 |
| Box 2, Folder 1 | Last will and testament, 1957 July 2 |
| Box 2, Folder 2 | Biographical information, 1959, undated |
| Box 2, Folder 3 | Condolences, 1959 |
| Box 2, Folder 4 | Condolences, 1959 |
| Box 2, Folder 5 | Notebook of principles, poems, and affirmations, undated |
| Box 2, Folder 6 | Address book, undated |
| Box 2, Folder 7 | Wallet, undated |

Subseries 1.4: Mary Kathryn "Kitty" Coleman Doolin, 1952-2009, undated

This subseries contains the papers of Mary Kathryn "Kitty" Coleman Doolin (1919-2009). She was the wife of Charles Elmer Doolin (1903–1959). Materials include license plate for honeymoon car, Frito Company's women's forum papers, correspondence, and death records. Materials are arranged in chronological order.

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|-----------------|---|
| Box 2, Folder 8 | License plate for honeymoon car, undated |
| Box 2, Folder 9 | Frito Company, women's forum, 1952 - 1958 |

Box 2, Folder 10 Correspondence, undated

Box 2, Folder 11 Death papers, 2009

Subseries 1.5: Kate Irwin, 1915-2009

This subseries contains the papers of Kate Irwin whose relationship to the family is unknown. Materials include property records, background information, and the publication, *The Frito-Lay Story, Our First Fifty Years, 1932–1982*. Materials are arranged in chronological order.

Box 2, Folder 12 Materials relating to property, 1915

Box 2, Folder 13 Timeline, 1932-1952

Box 2, Folder 14 Background information, 2009, 2006, 1999

Box 2, Folder 15 The Frito-Lay Story, Our First Fifty Years, 1932-1982, 1982

Subseries 1.6: Photographs and Artwork, 1926, undated

This subseries consists of black and white and color images of the Doolin family. There are some photographs of unidentified boys. In addition, there is artwork from an album. Materials are arranged in chronological order.

Box 16 Doolin Family, 1926, undated

Box 22, Folder 1 Charles Elmer Doolin, undated

Box 22, Folder 2 Charles Elmer and Mary Kathryn "Kitty" Coleman Doolin, undated

Box 22, Folder 3 Charles Elmer Doolin and family, undated

Box 22, Folder 4 Unidentified boys, undated

Box 22, Folder 5 Artwork from album of Charles Elmer and Mary Kathryn "Kitty" Coleman Doolin, undated

[Return to Table of Contents](#)

Series 2: Frito Company, 1934-2008, undated

This series includes the business records of Frito-Lay, Incorporated. The series is arranged into three subseries: Subseries 2.1, Background information, Subseries 2.2, Company files, and Subseries 2.3, Sales and marketing.

Subseries 2.1: Background Information, 1934-2008, undated

This subseries documents the history of the company and includes newspaper clippings, magazine articles, transcripts of interviews with company employees, and a copy of *New Era Family News*. Materials are arranged in chronological order.

Box 2, Folder 16	Newspaper clippings, 1934-1959
Box 2, Folder 17	Magazine articles, 1952-2008
Box 2, Folder 18	<i>New Era</i> , Family News, 1952-2008
Box 2, Folder 19	Transcript of interviews with Ernestine Putnam, Lamar Lovvorn, Charles Murphy, Coe Wilson, and Bob Willis, 1988 January 14
Box 2, Folder 20	Transcript of interview with Linda Sink, undated

Subseries 2.2: Company Files, 1941-1993, undated

Materials

Box 3, Folder 3	Frito Bandwagon, 1941 October
Box 3, Folder 4	Frito Bandwagon, 1942 February-1942 December
Box 3, Folder 5	Frito Bandwagon, 1943 February-1943 December
Box 3, Folder 6	Frito Bandwagon, 1944 January-1944 November
Box 3, Folder 7	Frito Bandwagon, 1944 July-1945 June
Box 6, Folder 10	Correspondence to employees, distributors, and salesmen, 1944-1945
Box 3, Folder 8	Frito Bandwagon, 1945 July-1946 June
Box 3, Folder 9	Frito Bandwagon, 1946 July-1947 June
Box 6, Folder 11	Information relating to employee house, circa 1946
Box 6, Folder 12	Information for stockholders, 1946

Box 4, Folder 2	Frito Bandwagon, 1947 July-1948 June
Box 4, Folder 1	Frito Bandwagon, 1947 August
Box 4, Folder 3	Frito Bandwagon, 1948 July
Box 4, Folder 4	Frito Bandwagon, 1948 July-1949 June
Box 4, Folder 5	Frito Bandwagon, 1949 July-1950 June
Box 6, Folder 7	Cheetos Bandwagon, 1949 April
Box 6, Folder 13	Recipes and menus, 1950, 1958, undated
Box 4, Folder 6	Frito Bandwagon, 1950 July
Box 4, Folder 8	Frito Bandwagon, 1950 July-1951 June
Box 4, Folder 7	Frito Bandwagon, 1951 January
Box 4, Folder 9	Frito Bandwagon, 1951 July-1952 June
Box 6, Folder 9	Meetings and conferences, 1952, 1940
Box 6, Folder 14	Frito Company fall show, 1952
Box 5, Folder 1	Frito Bandwagon, 1952 July-1953 June
Box 5, Folder 2	Frito Bandwagon, 1953 July-1954 June
Box 2, Folder 21	Annual reports, 1953-1958 Image(s)
Box 5, Folder 3	Frito Bandwagon, 1954 July-1955 June
Box 5, Folder 4	Frito Bandwagon, 1955 July-1956 June Image(s)
Box 5, Folder 5	Frito Bandwagon, 1956 July-1957 June
Box 5, Folder 6	Frito Bandwagon, 1957 August-1957 September

Box 6, Folder 15	Notes on experimenting with flavors, 1957 October
Box 6, Folder 1	Frito Bandwagon, 1957 July-1958 June
Box 6, Folder 2	Frito Bandwagon, 1958 July-1959 October
Box 6, Folder 3	Frito Bandwagon, 1959 August
Box 6, Folder 4	Frito Bandwagon, 1959 November/December-1960 November/December
Box 6, Folder 8	Lay's Limelight, 1962 March
Box 3, Folder 1	Pepsi Cola, Incorporated, annual reports, 1965-1966
Box 6, Folder 5	Frito Bandwagon, 1970 July-1970 August
Box 6, Folder 6	Frito Bandwagon, 1993 June
Box 3, Folder 2	Sketches, undated
Box 6, Folder 16	Menus and recipe books, undated Image(s)
Box 17	Photographs, undated Image(s)

Subseries 2.3: Sales and Marketing, 1939, undated

Materials

Box 6, Folder 17	Sales bulletin, 1939
Box 6, Folder 18	Point of purchasing advertising, undated
Box 6, Folder 19	Packaging, undated
Box 6, Folder 20	Packages, undated

[Return to Table of Contents](#)

Series 3: Rio Vista Farm Records, 1948-1965

Materials

Box 15, Folder 1	Correspondence between Elmer Doolin and J.W. Coleman, 1948-1959
Box 15, Folder 2	Copies of correspondence between Elmer Doolin and J.W. Coleman, 1948-1959
Box 15, Folder 3	Agricultural employer's social security tax guide, 1955
Box 15, Folder 4	Balance sheet, 1955
Box 15, Folder 5	J.W. Coleman office files, 1955-1959
Box 15, Folder 6	Information relating to J.W. Coleman death, 1965

[Return to Table of Contents](#)

Series 4: Scrapbooks, 1951, undated

This series includes three scrapbooks of materials relating to the Doolin family, company history, social events, employees, marketing, and advertising. Most of the scrapbooks are undated.

Box 15, Folder 7	Scrapbook one, page 4, undated
Box 15, Folder 8	Scrapbook one, page 10, undated
Box 15, Folder 9	Scrapbook one, page 22, undated
Box 15, Folder 10	Scrapbook one, page 24, undated
Box 15, Folder 11	Scrapbook one, page 61, undated
Box 15, Folder 12	Scrapbook one, page 62, undated
Box 15, Folder 13	Scrapbook one, page 83, undated
Box 15, Folder 14	Scrapbook one, page 84, undated
Box 15, Folder 15	Scrapbook one, page 87, undated
Box 15, Folder 16	Scrapbook three, undated <i>20 Cubic feet (15 boxes)</i>
Box 18, Folder 1	Scrapbook two, pages 1-5, undated
Box 18, Folder 2	Scrapbook two, pages 6-10, undated
Box 18, Folder 3	Scrapbook two, pages 11-15, undated
Box 18, Folder 4	Scrapbook two, pages 16-20, undated
Box 18, Folder 5	Scrapbook two, pages 21-25, undated
Box 18, Folder 6	Scrapbook two, pages 26-30, undated
Box 18, Folder 7	Scrapbook two, pages 31-35, undated
Box 18, Folder 8	Scrapbook two, pages 36-40, undated
Box 18, Folder 9	Scrapbook two, pages 41-45, undated

Box 18, Folder 10	Scrapbook two, pages 46-50, undated
Box 18, Folder 11	Scrapbook two, pages 51-55, undated
Box 18, Folder 12	Scrapbook two, pages 56-60, undated
Box 19, Folder 1	Scrapbook two, pages 61-65, undated
Box 19, Folder 2	Scrapbook two, pages 66-70, undated
Box 19, Folder 3	Scrapbook two, pages 71-75, undated
Box 19, Folder 4	Scrapbook two, pages 76-80, undated
Box 19, Item 5	Book Binder, Universal Bookbindery, Incorporated, undated
Box 20, Folder 1	Scrapbook one, pages 1-10, undated
Box 20, Folder 2	Scrapbook one, pages 11-20, undated
Box 20, Folder 3	Scrapbook one, pages 21-30, undated
Box 20, Folder 4	Scrapbook one, pages 31-40, undated
Box 20, Folder 5	Scrapbook one, pages 41-50, undated
Box 20, Folder 6	Scrapbook one, pages 51-60, undated
Box 20, Folder 7	Scrapbook one, pages 61-70, undated
Box 20, Folder 8	Scrapbook one, pages 71-80, undated
Box 20, Folder 9	Scrapbook one, pages 81-87, undated
Box 20, Item 10	Original scrapbook, undated
Box 21, Item 1	Christmas party scrapbook, 1951 December 15
Box 21, Item 2	Christmas party scrapbook, 1951 December 15

[Return to Table of Contents](#)

Series 5: Other Materials, undated

This series consists of view-master reels on subjects including butterflies of North America, California, the seven wonders of the world, Disneyland, the Easter story, Hawaiian hula dancers, Royal Gorge, and the Smithsonian Institution. Materials are arranged in alphabetical order by subject.

Box 23, Item 1	View-master reel packet, Butterflies of North America
Box 23, Item 2	View-master reel packet, California
Box 23, Item 3	View-master reel packet, Seven Wonders of the World
Box 23, Item 4	View-master reel packet, Disneyland
Box 23, Item 5	View-master reel packet, Disneyland
Box 23, Item 6	View-master reel packet, Easter story
Box 23, Item 7	View-master reel packet, Hawaiian Hula Dancers
Box 23, Item 11	View-master, model D
Box 23, Item 8	View-master reel packet, Royal Gorge
Box 23, Item 9	View-master reel packet, Smithsonian Institution
Box 15, Folder 17	Miscellaneous materials, undated

[Return to Table of Contents](#)

Series 6: Reference Books, 1902-1958, undated

This series consists of publications from the library of Charles Elmer Doolin relating to the health, food, sales, and life skills industry. Materials are arranged in alphabetical order by the title.

Box 7, Folder 1	<i>ABC of the Greenhouse, The</i> , 1947
Box 7, Folder 2	<i>Art of Selfishness, The</i> , 1937
Box 7, Folder 3	<i>As a Man Thinketh</i> , undated
Box 7, Folder 4	<i>As the Twig is Bent</i> , 1943
Box 7, Folder 5	<i>Bending Book, The</i> , number 21, undated
Box 7, Folder 6	<i>Better Living with Your New General Electric Food Freezer</i> , undated
Box 8, Folder 1	<i>Cornflake Crusade</i> , 1957
Box 8, Folder 2	<i>Counsels on Diet and Foods</i> , 1938
Box 8, Folder 3	<i>Curing Diseases of Heart and Arteries</i> , 1925
Box 8, Folder 4	<i>Date Recipes</i> , 1929, 1944
Box 8, Folder 5	<i>Fifty Five Table Treats</i> , 1941
Box 8, Folder 6	<i>Five Great Rules of Selling</i> , 1957
Box 9, Folder 1	<i>Food Combining Made Easy</i> , 1951
Box 9, Folder 2	<i>Foods that Preserve the Alkaline Reserve</i> , 1954
Box 9, Folder 3	<i>Getting the Most Out of Life</i> , 1946
Box 9, Folder 4	<i>Great Merchants, The</i> , 1947
Box 9, Folder 5	<i>Hawkins' Self Help Mechanical Drawing</i> , 1902
Box 9, Folder 6	<i>How to Attain Financial Security and Self-Confidence</i> , 1953
Box 10, Folder 1	<i>Human Beauty its Culture and Hygiene</i> , 1958
Box 10, Folder 2	<i>Hygenic System, Volume IV, Orthokinesiology, The</i> , 1935

Box 10, Folder 3 *Hygenic System, Volume II, Orthotrophy, The, 1947*

Box 11, Folder 1 *Increasing Personal Efficiency, 1953*

Box 11, Folder 2 *Leading and Managing Men, 1950*

Box 11, Folder 3 *Let's Eat Right to Keep Fit, 1954*

Box 11, Folder 4 *Maintaining Health, The Alasker Way, 1922*

Box 12, Folder 1 *Mineralization, Will it Reach You in Time, 1946*

Box 12, Folder 2 *My Life in Advertising, 1936*

Box 12, Folder 3 *New Health Era, A, 1940*

Box 12, Folder 4 *Ninety Days to a Better Heart, 1958*

Box 12, Folder 5 *Open Door to Health, 1959*

Box 14, Folder 1 *Parkinson's Law, 1957*

Box 14, Folder 2 *Power of Positive Thinking, The, 1952*

Box 14, Folder 3 *Power of Will, 1907, 1920*

Box 14, Folder 4 *Road to Health via Natural Hygiene, The, 1958*

Box 14, Folder 5 *Rubies in the Sand, 1961*

Box 14, Folder 1 *Spotlight on Labor Unions, 1946*

Box 14, Folder 2 *Sprouting of Seeds for Fresh Food, The, undated*

Box 14, Folder 3 *Stock Market Profit without Forecasting, 1954*

Box 14, Folder 4 *Teeth and Your Food, 1956*

Box 14, Folder 5 *Think and Grow Rich, 1956*

Box 14, Folder 6 *Toxemia Explained, 1952*

Box 14, Folder 7

Your Heart and Vitamin E, 1956

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