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**SALLY L. STEINBERG COLLECTION OF DOUGHNUT EPHEMERA, 1920s-1987**

**(1.5 cubic foot: 2 document boxes, 1 half document box, 2 half flat boxes, 1 flat oversize box, 1 oversize folder)**

**by: Craig Orr, 1991; revised, Craig Orr, 1993; revised G. Bhatia 1993; revised and supplemented by David Haberstich, Sept. 2006**

**History**

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

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

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

*For more information contact the Archives Center at [archivescenter@si.edu](mailto:archivescenter@si.edu) or 202-633-3270*

## **Scope and Content**

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

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

## **Provenance**

Donated to the Archives Center by Sally L. Steinberg in two installments, one in December 1991 and the second in May 1993. In addition, she donated the 1979 Doughnut Industry Survey book in November 1993.

## **Related Collections**

The Doughnut Machine Company Scrapbooks (AC #662) contains two scrapbooks documenting the company's advertising and marketing campaigns, ca. 1928. The Industry on Parade Film Collection (AC #507) contains a 1956 film (reel #273) about the Doughnut Corporation of America. The Earl S. Tupper Papers (AC #470) contain a number of World War One photographic postcards that show Salvation Army doughnut girls. The Warshaw Collection of Business Americana (AC #60) contains four boxes of material on "bakers and baking." The N W Ayer Collection (AC #59) contains advertising proofsheets for several bakeries.

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## Container List

<u>Box</u>	<u>Folder</u>	
		<b>SERIES 1: PUBLICATIONS, 1946-1983</b>
1	1	Steinberg, Sally L. <u>The Donut Book</u> . New York: Alfred A.Knopf, 1987.
1	2	Henderson, Le Grand. <u>Cap'n Dow and the Hole in the Doughnut</u> . Nashville, Tenn., and New York: Abingdon Press, 1946.  Rey, H. A. <u>Curious George Learns the Alphabet</u> . Boston: Houghton Mifflin Co., 1963.  Stamaty, Mark Alan. <u>Who Needs Donuts?</u> New York: The Dial Press, 1973.
1	3	McCloskey, Robert. <u>Homer Price</u> . New York: Puffin Books, 1976.
1	4	Hoffman, David. <u>The Joy of Pigging Out</u> . New York: Warner Books, 1983.  Feiffer, Jules. <u>Sick, Sick, Sick</u> . New York: McGraw-Hill Book Co., 1958.  Wilding-White, Ted. <u>All About UFO's</u> . The World of the Unknown Series. London: Usborne Publishing, 1979.
		<b>SERIES 2: PHOTOGRAPHS</b>
2	1	Advertisements [41 items]
2	2	Artwork [8 items]
2	3	Doughnut Making [6 items]
2	4	Doughnuts and the Military [16 items]

2	5	Doughnut Promotions & Publicity [65 items]
2	6	Doughnut Shops [31 items]
6	1	Entertainment & Celebrities with doughnuts [27 items], including Gracie Allen and George Burns, Lucille Ball and John Hodiak, Zero Mostel (including a contact sheet), Adlai Stevenson, Steve Lawrence and Edie Gorme, Red Skelton, Sid Caesar, Bobby Benson, Jimmy Durante, Pres. John F. Kennedy, Joe E. Brown
6	2	Machinery [28 items]
6	3	Mayflower Doughnut Company [8 items]
6	4	Miscellaneous [3 items]
6	5	Packaging [9 items]
6	6	Duplicates of Advertisements & Photographs [9 items]
6	7	Slides [37 items]
6	8	Negatives [11 items], black-and-white and color, 8" x 10", 4" x 5", and 35mm. The 35mm negatives are original, whereas the larger negatives are copy work, including an 8" x 10" negative: "Major General [sic] Eisenhower, Commander of the American Forces in Europe, samples real American donuts at opening of Washington Club in London."
		<b>SERIES 3: DOUGHNUT CORPORATION OF AMERICA, 1928-1947</b>
6	9	"History of Mayflower Operations, 1933-1944," 1947
6	10	DCA Food Industries, Inc.--Publications
3	1	DCA Company Information and History
4	4	<u>DCA News</u> , 1945-1947
3	2	<u>The Doughnut Magazine</u> , Clippings, 1928 - 1936
		<b>SERIES 4: OTHER DOUGHNUT COMPANIES, 1930-1986</b>
3	3	Dunkin' Donuts, Inc.--Publications, 1980-1981
O/S	1	Dunkin' Donuts Training Poster
3	4	Krispy Kreme Doughnut Corporation--Company Newsletters, Informational Brochure, 1976, 1977, 1982
3	5	Winchell--Company Newsletters, 1979-1983
3	6	Newspaper Clippings, ca.1940s-1986

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3	7	Baking Publications, 1961, 1962, 1976, 1977, 1980-1982
3	8	Miscellaneous magazines, 1972, 1980, 1984
3	9	Clippings from Miscellaneous Magazines, 1945, 1982, 1983, 1986
3	10	Advertisements from Magazines, 1981, 1985
3	11	Ephemera, ca. 1930-1987
4	1	Oversized Ephemera
4	2	Artwork 3
4	12	Cartoons
4	13	Sheet Music
4	14	Correspondence to Steinberg, re: <u>The Donut Book</u> , 1981-1983
4	3	“Danny Donut,” Symbol of Mayflower Doughnuts
4	5	Packaging
4	6	Ephemeral objects--Flite Donuts and Burt Ives’s <u>Little White Duck</u> , “The Donut Song” (side 1)
		<b>SERIES 4: OTHER DOUGHNUT COMPANIES, 1930-1986</b>
4	7	Miscellaneous Advertisements/ Promotions
5	1	<u>1979 Donut Industry Survey</u> , by Ralph Chapek, Inc

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