



Smithsonian

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

## Carvel Ice Cream Records, 1934-1989

NMAH.AC.0488

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Carvel Ice Cream Records
<b>Date:</b>	1934-1989
<b>Identifier:</b>	NMAH.AC.0488
<b>Creator:</b>	Carvel, Tom (Thomas Andreas Carvelas), 1906- Carvel Corporation.
<b>Extent:</b>	9 Cubic feet (24 boxes, 1 oversized folder) 12 Cassette tapes 63 Video recordings
<b>Language:</b>	English .

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## Administrative Information

### Acquisition Information

These records were generously donated to the Archives Center by Mrs. Agnes Carvel, in May 1993.

### Related Materials

The Archives Center holds many collections related to ice cream and the food industry including:  
Warshaw Collection of Business Americana, Series: Diary (AC0060)  
Faris and Yamna Naff Arab-American Collection (see waffle cone machine) (AC0078)  
Famous Amos Collection (AC0112)  
Sam DeVincent Collection of Illustrated American Sheet Music (see Ice Cream) (AC0300)  
Good Humor Collection (AC0451)  
Eskimo Pie Collection (AC0553)  
Krispy Kreme Donut Corporation Records (AC0594)

### Processing Information

Collection processed by Jeffery B. Gale, December 10, 1993

### Preferred Citation

Carvel Ice Cream Records, 1934-1989, Archives Center, National Museum of American History.

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## Biographical / Historical

The Carvel Corporation is an American success story. Through hard work and timely luck, its founder and president, Tom Carvel, turned an ice cream trailer with a flat tire into an international chain of ice cream supermarkets with over 800 outlets in 17 states and six countries.

Thomas Andreas Carvelas was born July 14, 1906, in Athanassos, Greece. He was one of seven children of Andreas and Christina Karvelas. The family emigrated from Greece to Danbury, Connecticut, in 1910, and finally settled in New York City in 1920. His father was a chemist and wine specialist who helped support his family during prohibition by restoring fermented wine for Greek restaurant owners.

Tom's father sparked Tom's interest in how things worked. Tom tried his hand as a salesman of radios and automobiles, a test driver for Studebaker, and an auto mechanic. At the age of twenty-six, he was diagnosed with tuberculosis, and his doctors advised him to move out of the city. Consequently, he borrowed \$1,000 from relatives and built a frozen custard trailer. His first break came on Memorial Day, 1934, when he borrowed \$20 from Agnes Stewart (his future wife), bought a trailer load of custard, and set out to sell it to vacationers in Westchester County, New York. Tom Carvel suffered a minor setback when his trailer had a flat tire in Hartsdale, New York. But luck was on his side: there was a pottery shop across the street and Pop Quinlan, the potter, allowed him to use his electricity so the custard would not melt.

Tom Carvel kept his trailer on the pottery shop's lot and in his first year grossed \$3,500. The following year, realizing that a permanent location could be profitable, he leased the shop for \$100. In 1937, he borrowed more money and converted the trailer into a frozen custard stand, complete with a second-hand freezer which enabled him to make his own custard. By 1939, he was grossing \$6,000 a year and was well on his way toward becoming the "Ice Cream King of the East."

In the early 1940s Agnes, his wife, operated the Hartsdale store while Carvel traveled the carnival circuits selling his frozen custard from a mobile vending vehicle. Next, he managed the ice cream cone stands at the post exchange at Fort Bragg, North Carolina.

Tom Carvel soon developed his own freezer model, known as a batch freezer, (the first of his sixteen U.S. Patent Registrations). In 1947, he sold 71 freezers at \$2,900 each under the trade name "Custard King." When some owners defaulted on their payments Carvel discovered that many of the freezer owners were careless in their selection of locations, disregarded cleanliness, and worked sporadically, while others were selling additional, non-ice cream food items. Determined to make the venture succeed, he decided to oversee the operations of the freezer owners directly. He claimed to have developed the franchise concept in 1949 as a result of this strategy.

Franchise business opportunities allow investors to enter retailing without prior business experience and to own their own business. In the case of the Carvel Corporation, potential franchise owners bought equipment and supplies from the Corporation and used the Carvel name. In return, Carvel helped them select a location, taught them how to run an ice cream business, and organized resources for advertising and promotions. Franchise owners were taught the retail ice cream business at the Carvel College, an 18-day series of courses for potential store owners. There they learned about public relations, mechanics of the ice cream machines, local advertising, and making and freezing all kinds of ice cream cakes. They also received *The Shopper's Road*, an in-house magazine advising them on topics ranging from travel tips, to cooking, to marketing their products to the community.

From the beginning, the Carvel Dairy Freeze Chain stressed cleanliness, hard work, and a quality, all-natural product. Tom Carvel aimed to create a family-type environment for his franchise owners. He wanted people who would work hard and were eager to learn about the retail ice cream business in order to make their individual rags to riches stories come true. A unique and important element to the Carvel story was Tom Carvel's personal involvement --from an early date--in creating commercials for the stores. His was one of the first instances in which a Chief Executive Officer of a major corporation was featured in his company's

commercials. In 1955, Carvel began making his own radio commercials. As the story goes, one day while driving in New York City he heard a commercial for a new Carvel store, but the announcer did not state its exact location. Convinced he could do a better job, he drove to the radio station and re-did the commercial himself. After this incident he started doing his own commercials on a full-time basis. Tom Carvel created a distinct style with his garbled delivery and "say it once" philosophy, with the idea that you have to grab people's attention and then let the product speak for itself. Carvel eventually set up an in-house production studio and advertising agency at the Carvel Inn, where most of his television and radio commercials were made.

The use of premiums was an essential marketing component for Carvel. In 1936, he introduced the "Buy One Get One Free" offer. He also used comic books, ice cream eating contests, and a beauty pageant for young girls, called the "Little Miss Half Pint Contest," to attract children. The Carvel Corporation also participated as a corporate sponsor for events like Walt Disney's "Great Ice Odyssey," "Carvel Night at the Rodeo," and numerous promotional tie-ins with the New York Yankees baseball team. Of all the sales promotions, it was the specialty products which brought the greatest notoriety to the Carvel name. From the "Flying Saucer" ice cream sandwich and the "Papapalooza" to the holiday and character ice cream cakes, customers could always count on a quality product. There were ice cream cakes for every holiday, including a "Flower Basket" for Mother's Day, "Fudgie the Whale" for Father's Day, "Tom the Turkey" for Thanksgiving, and a "Snow Man" for Christmas. Eventually, a customer could special order an ice cream cake for any occasion, using a toll-free phone number.

The Carvel Corporation enjoyed continued success and consistent expansion marked by Tom Carvel's innovative concepts in marketing. For example, in 1956, the Hartsdale location was converted into the first ice cream supermarket. Each store remained a full-service ice cream parlor, but now had the added convenience of self-serve freezers where customers could select ice cream specialty products such as Flying Saucers, Carvelogs, Brown Bonnets, and ice cream cakes.

In 1962, the Corporation experienced a crisis. Many franchise owners had begun buying cheaper ingredients and the chain was reduced to 175 stores. This potentially meant financial catastrophe for Tom Carvel and the company because it derived its profits from selling equipment and special mixes to store owners. Carvel insisted the franchise owners had obligations to the company and its customers to provide a uniform, quality product. Furthermore, the franchise owners had agreed to purchase raw ingredients from Carvel. When the Corporation tried to enforce this agreement, the Federal Trade Commission charged Carvel with allegations of coercion and restraint of trade. In 1964, after presenting his side before the full Federal Trade Commission and the Supreme Court, he won his case.

In 1967, Carvel purchased the Westchester Town House Motel, in Yonkers, New York, and changed the name to the Carvel Inn. It was both a full-service motel and the Executive Offices of the Carvel Corporation. It was here that store owners gathered for the annual educational seminars which reinforced the ideas taught by the Carvel College.

In the 1950s Tom Carvel had also developed the franchise concept for a hamburger chain called Hubie Burger. It served hamburgers, french fries, chicken, and waffles. It is ironic that Carvel began the Hubie Burger chain because at a dairy convention in 1956, Ray Kroc asked him if he was interested in setting up the McDonald's chain. It is said that at this time Carvel felt ice cream and hamburgers did not compliment each other and declined the offer. However, Carvel claimed to have given McDonald's permission to use the basic text of his franchise contract and his building design as models. Later, Carvel acquired Dugan's Bakery. However, neither Dugan's nor Hubie Burger was very successful.

Through his strong work ethic, creativity, and perseverance, Tom Carvel built up his ice cream chain and turned his dreams into reality. His achievements were recognized in 1957 when he was awarded the Horatio Alger Award. Carvel credited his success to his father and his wife, Agnes. His father sparked his interest in chemistry and engineering and his wife worked in the first Carvel store, which allowed him time to develop the Carvel Corporation Franchise System. In 1989, he sold the Carvel Corporation to an international investment company, Investcorp, for more than 80 million dollars. Tom Carvel died in 1990. The Carvel name lives on through the Carvel Ice Cream Bakery Company, operated by Investcorp.

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## Scope and Contents

The records provide rich research material on many stories, including: American invention, enterprise, and entrepreneurship; the origins and growth of franchising; popular food and culture; the development of roadside architecture; radio and television advertising; product marketing and promotion; regional studies; and gender issues such as beauty pageants and the role of women in the labor force.

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## Arrangement

Divided into 14 series.

Series 1: Tom Carvel Personal Information, 1917-1986

Series 2: Financial Information, 1969-1985 Series 3: Educational Information for Franchise Owners, 1954-1984 Series 4: Employee Magazines, 1956-1989 Series 5: Publicity Materials, 1950-1985 Series 6: Advertising Campaign Materials, 1957-1989 Series 7: Promotional Items, 1951-1986 Series 8: Store and Equipment Records, 1945-1973 Series 9: Vending Vehicles, 1958-1961 Series 10: Store Address Information, 1980s Series 11: Photographs, 1936-1985 Series 12: Dugan's Bakery and Hubie Burger Records, 1950s-1960s Series 13: Non-Carvel Franchise Information, 1950-1988 Series 14: Audiovisual Materials, 1972-1995

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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:

- Carnivals
- Franchises (Retail trade)
- Ice cream industry
- Radio advertising
- Restaurants
- Television advertising
- Vending machines (food)

Types of Materials:

- Audiotapes
- Blueprints
- Interviews -- 1950-2000
- Patents -- 20th century

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## Container Listing

### Series 1: Tom Carvel Personal Information, 1917-1986

Scope and Contents: Series 1: Tom Carvel Personal Information  
Includes magazine and newspaper articles about Tom Carvel's childhood, his start in the ice cream business, and how he built a successful chain of fast food ice cream supermarkets. One article of particular interest is from the *Hellenic Times*, dated August 21, 1975, entitled "Carvel the Marvel." It talks about his ethnic background and how it has influenced his strong work ethic. This series also contains personal photographs, 1918-1984. These include Tom Carvel playing the drums, hosting a celebrity golf tournament, promoting his business, and a variety of other personal photographs.

Box 1, Folder 1	<a href="#">Biographical Information, May 1969-June 1976</a>
Box 1, Folder 2	Personal photographs of Tom Carvel, 1946-1986
Box 1, Folder 3	Immediate Family and Childhood Friends, 1917-circa 1950
Box 1, Folder 4	<a href="#">Tom Carvel promoting the Carvel Corporation, circa 1950</a>
Box 1, Folder 5	Community and Charitable Events, circa 1950-1984
Box 1, Folder 6	Personal Property, circa 1950

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## Series 2: Financial Information, 1969-1985

Scope and Series 2: Financial Information

Contents:

Includes annual reports from the period 1969-1985, when the Carvel Corporation was a publicly traded company. It also contains a Federal Trade Commission disclosure statement from March 1981, which explains the legal rights and obligations between the Carvel Corporation and the franchise owners.

Box 1, Folder 7-9

[Annual Reports, 1969-1985](#)

Box 1, Folder 10

Information Kit (Disclosure Statement to Franchisees), 1981

Box 1, Folder 11

Sample Franchise Agreement, 1983

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## Series 3: Educational Information for Franchise Owners, 1954-1984

Scope and Contents: Series 3: Educational Information for Franchise Owners

Includes materials to help the franchise owners, both new and old, improve their business and increase sales, 1954-1984. The "Why Carvel?" sales brochure is aimed at potential franchise owners. It explains the concept of the 36 flavor, 60 variety ice cream store and lists 83 reasons why a potential franchise owner would be interested in owning a Carvel franchise. In letters to store owners, 1956-1957, Tom Carvel wrote about the increases and decreases in revenue and the benefits of the educational seminars, among other topics. The Annual Educational Seminar packet is a folder containing a list of daily events and meetings, computer print-out commissary order forms, and promotional items. The collection contains an incomplete set of educational seminar packets, 1963-1977. The educational seminars reinforce the material written in the employee magazines.

Box 1, Folder 11	Convention Material, 1954
Box 1, Folder 12	Letters to Store Owners, Feb. 1956-Oct. 1957
Box 1, Folder 13	Sales Brochures, Feb. 1972-Aug. 1973
Box 2, Folder 1-5	Annual Educational Seminar, 1963, 1968-1969, 1971-1972
Box 3, Folder 1-4	Annual Educational Seminar, 1973-1975, 1977
Box 3, Folder 5	Expansion Bulletins, 1981-1984

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## Series 4: Employee Magazines, 1956-1989

Scope and Contents: Series 4: Employee Magazines, 1956-1989

Includes the *Shopper's Road*, *Carvel News*, and *Carvel Way*. These magazines address both store owners and customers. The magazines feature articles about store owners, general articles about the ice cream industry, and ways to improve the image of the Carvel Corporation within the community. They also feature sections intended for the customers, including "Teen Talk with Sven Teen," a section of jokes called "Have a Smile," and recipes.

*Carvel News* and *Carvel Way* focus on the Carvel franchise system and items used to increase revenue and name recognition, such as menu boards and sales promotions. In addition, the magazines talk about expansion into states like California, Florida, and Ohio. Another purpose was to boost the morale of the store owners and create a "family type atmosphere" within the corporation. They showcase new members of the "Carvel Family" who graduated from the Carvel College. A regular section was the "Dealer of the Month," which gave a brief biographical description which also describes how the dealers had increased their sales revenue.

Box 4, Folder 1-3      Family Road Magazine, Apr. 1956, and Shopper's Road, 1962-Sept. 1970

Box 4, Folder 4      Shopper's Road Newspaper, July 1967-Nov. 1970

Box 4, Folder 5      Carvel News, circa 1970

Box 4, Folder 6-7      Carvel Way, 1971, Oct. 1988-Nov. 1989

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## Series 5: Publicity Materials, 1950-1985

Scope and Contents: Series 5: Publicity Materials

Includes clippings, magazine and newspaper articles covering the Carvel Corporation, Tom Carvel, the numerous community events sponsored by the Carvel Corporation, and the ice cream industry in general. The majority of the publications are local newspapers, with a large sampling from the *Herald Statesman*, a Yonkers newspaper. The publications date from 1953 to 1985. The series also includes general correspondence acknowledging the use of the Carvel name.

The press clippings and newspaper articles contests sponsored by the Carvel Corporation, organizations which met at the Carvel Inn, and charitable events sponsored by the Carvel Corporation. Included are photographs of Robert F. Kennedy at the Carvel Inn in 1968. The series also includes articles about the ice cream industry. They are from the *New York Times*, financial magazines like *Barron's*, and trade publications. The articles focus on the history and continued expansion of the industry.

Box 5, Folder 1-2	Publicity File, Nov. 1968-Aug. 1985
Box 5, Folder 3-8	Press Clippings (Robert F. Kennedy photos), Jan.1953-April 1977
Box 5, Folder 9	"Blue Folder" Articles, 1950-Feb. 1985

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## Series 6: Advertising Campaign Materials, 1957-1989

### Scope and Contents: Series 6: Advertising Campaign Materials

Includes advertising bulletins, formula service bulletins, and packet information for the \$5,000 advertising stores. This material, 1957-1989, was used to keep franchise owners informed about the industry, the actions taken by the Carvel Corporation to assure the success of its individual franchise owners, and how the Carvel Corporation helped each of them promote their business through advertising.

The advertising bulletins are general correspondence written primarily by Tom Carvel. These bulletins inform franchise owners of industry and corporate news, modifications in daily operations (such as C.O.D. deliveries of commissary orders) and the announcement of new promotional items. They further discuss the reasons for increases in product cost and generally keep the franchise owner informed about changes in the industry.

The formula service division bulletins consist of story boards for television commercials and manuals for standard operating procedures. The manuals describe the step-by-step process and necessary ingredients for making Carvel ice cream desserts. They served to create uniformity of product and service within the chain.

The \$5,000 advertising store campaign material, dating from 1971-1972, consists of a kit for preparing advertisements for local newspapers, bulletins, and special mailings. The Carvel Ice Cream Corporation stipulated that new franchise owners make a \$5,000 "contribution" to be used for the advertising of their individual store. This material offers a systematic approach for promoting and increasing customer traffic from the initial grand opening onwards.

Box 6, Folder 1-9	<a href="#">Advertising Bulletins, Nov. 1957-Dec. 1978</a>
Box 7, Folder 1-4	Advertising Bulletins, Aug. 1979-Dec. 1980
Box 7, Folder 5-6	<a href="#">Formula Service Division Bulletins, Feb. 1983, Jan. 1988-Mar. 1989</a>
Box 8, Folder 1-2	\$5,000 Advertising Stores, Nov. 1971-Oct. 1974

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## Series 7: Promotional Items, 1951-1986

### Scope and Contents: Series 7: Promotional Items

Includes a variety of promotional materials for events dating from 1951-1986. Included are items such as coupons, sweepstakes, and contests; general correspondence about these promotional events; information on the Carvel comic book; inter-office and general correspondence regarding Tom Carvel's guest appearances on shows like "What's My Line" and the "David Letterman Show;" inter-office correspondence discussing the Carvel Corporation's commitment to advertising on television; and audiotape interviews with Tom Carvel.

The Carvel Corporation had both in-house and tie-in promotional events which it sponsored. The in-house events consisted of ice cream eating contests, "buy one get one free" offers, a happy birthday club, and a variety of sweepstakes with prizes ranging from a pony to a trip to Florida. The tie-ins included such events as a day with the New York Yankees and discount coupons for Walt Disney's "Great Ice Odyssey."

In July, 1966, Carvel Corporation formulated an initial concept for a comic book. It contained the general plot and gave sample drawings of a superhero-type figure, along with a villain and a flying saucer. The comic books in this series date from 1973 to 1975.

In May, 1971, Carvel began advertising on television in the New York - New Jersey - Connecticut area. General correspondence was sent to the franchise owners explaining the costs and objectives, and how they could promote their individual stores in conjunction with this new advertising campaign. After the advertising campaign started, Carvel released a memo stating that sales had increased as a direct result of television advertising.

Two audiotapes of radio interviews with Tom Carvel from 1983 are included in this series. They are important because they give researchers an opportunity to hear Tom Carvel's voice, a key element in the success of his commercials.

Box 8, Folder 3-6      Promotions, Oct. 1951, July 1955-Feb. 1978

Box 9, Folder 1-3      Promotions, Sept. 1980-Sept. 1986

Box 9, Folder 4-7      [Carvel Comic Books, 1973-1975 and Smilin' Jack](#)

Box 10, Folder 1      "Blue Folder" Events, Aug. 1968-Aug. 1973

Box 10, Folder 2      Cake of the Month Calendar, 1983

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## Series 8: Store and Equipment Records, 1945-1973

Scope and Contents: Series 8: Store and Equipment Records

Includes patent information, store brochures, equipment catalogs, and changes in brochures. The Carvel Corporation derived the majority of its revenue from the sale of formula mixes, equipment, and leasing of the Carvel name to its franchise owners, making this information important to the Carvel story.

The patent information, 1952-1976, includes inter-office correspondence between in-house attorneys and Tom Carvel and general correspondence between Carvel, his patent attorney, and the U.S. Patent Office. The material consists of Tom Carvel's initial petition for a patent and the blueprints for his building design and advertising device. In 1976, Tom Carvel petitioned for a new patent for his building design. In general correspondence pertinent to this matter Carvel's attorney agreed with the Patent Office that the design modifications were not significant enough to warrant a new patent.

The store brochure, *Carvel Franchise System: Investing in Your Future*, explains how the Carvel Ice Cream Corporation derives its revenue from franchise owners and features testimonials from store owners praising the Carvel Corporation. Changes in sales brochures show that ultimately the reasons to own a Carvel Franchise expanded from 83 to 123.

This series also includes equipment order catalogs which give the order number, a title name for each piece of equipment and a photograph, and take-home dessert menus with enclosed coupon sheets.

Information regarding Carvel's "Lease Back Land Offer," 1955, demonstrates one way the Carvel Corporation attempted to expand its franchise business. It includes a classified advertisement offering individuals an opportunity to purchase land, build a Carvel Franchise, and lease it back to the Carvel Corporation. There are numerous inquiries from potential investors who wanted further information.

Box 10, Folder 3 Patent for Advertising Device for Roadside Store, June 1952-Feb. 1953

Box 10, Folder 4 Patent for Building Structure, Dec. 1952-Dec. 1959

Box 10, Folder 5 Patent for Design for Building, Nov. 1973-March 1976

Box 10, Folder 6 Custard King, 1945

Box 10, Folder 7 "Blue Folder" Stores, 1946-1960

Box 10, Folder 8 Store Brochure, Feb. 1970-Feb. 1972

Box 10, Folder 9 Merchandising Supervisor's Report, circa 1970

Box 10, Folder 10 Equipment Catalog, circa 1960

Box 10, Folder 11 [Menus, 1965-Feb. 1973](#)

Box 10, Folder 12 Changes in Brochures, Sales Films, Etc., Dec. 1960-1970

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## Series 9: Vending Vehicles, 1958-1961

### Scope and Contents: Series 9: Vending Vehicles

Includes patent information and sales brochures for Carvel's mobile ice cream vending vehicles, 1958-1961. The patent material consists of inter-office and general correspondence between Tom Carvel, his patent attorney, and the U.S. Patent Office. It includes Tom Carvel's petition for patents and the blueprint drawings for his vending vehicles. One of the sales brochures, "This is a Carvehicle Franchise," lists the customized features of the vending vehicles and the reasons why someone would want to own a Carvehicle franchise. Also included is a trade journal article from the June 1958 issue of *Ice Cream Field* which discusses the creation of the Carvehicle Corporation, a subsidiary of the Carvel Corporation.

Box 11, Folder 1	Patent for Vending Vehicle, Feb. 1958-Dec. 1958
Box 11, Folder 2	Patent for Superstructure Unit for Vending Vehicle, Feb. 1958-Dec. 19
Box 11, Folder 3	Patent for Top Unit for Vending Vehicle, Feb. 1958-April 1959
Box 11, Folder 4	Vehicle Brochure, 1958
Box 11, Folder 5-6	"This is a Carvehicle Franchise", Dec. 1960-Jan. 1961
Box 11, Folder 7	Hard Ice Cream Vending Vehicle, circa 1960
Box 11, Folder 8-9	Soft Ice Cream Vending Vehicle, circa 1960

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## Series 10: Store Address Information, 1980s

Scope and Contents: Series 10: Store Address Information

Agents involved in the distribution of equipment and supplies to the franchise owners, including their names, addresses, and telephone numbers. The series also contains the store books, which list the store number, owner, address, and length of time in business. The material dates from the late 1980s.

Box 12A, Folder 1	Store Book Distributors, 1980s
Box 12A, Folder 2	Store Book Agents, 1980s
Box 12A, Folder 3	Store Book Store Operations Representatives, 1980s
Box 12A, Folder 4	Store Book Store Owners, 1980s
Box 12A, Folder 5	Store Book Location Index, 1980s
Box 12A, Folder 6-8	Store Book #59-2457, 1980s
Box 12A, Folder 9	Store Book Satellites, 1980s
Box 12A, Folder 10	Store Book Franchise Licensors, 1980s
Box 12A, Folder 11	Land Offering Lease Back Deal, July-Oct. 1955

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## Series 11: Photographs, 1936-1985

### Scope and Contents: Series 11: Photographs

Is arranged in the same order as the written material, 1936-ca.1980. The photographs support the printed material in the previous series. They include views of conventions, promotional events and products, stores, vending vehicles, and production facilities. Box 15 in the collection contains a variety of duplicate photographs.

The convention photographs date from 1956 to 1965. The majority are of franchise owners at the annual convention dinner celebration. Other convention photographs include demonstrations of equipment and products and the crowning of "Miss Flying Saucer."

The promotional photographs, 1939-ca.1970, are primarily of events, beginning with the 1939 unveiling of Carvel's ice cream freezer-dispenser. The importance of Carvel-sponsored community events is apparent through the scenes of children and ice cream eating contests. Also, there are examples of promotional tie-ins like the "Flying Saucer" frisbee.

The store photographs date from 1936-ca.1970, and include shots of the exterior, interior and store employees. Some of the photographs are of grand opening celebrations; these show the transformation over time from the free standing, all-glass-front store to stores in strip shopping centers.

The vending vehicle photographs, 1937-ca.1970, include a mobile vending scooter dated 1957, mobile vending vehicles from the late 1950s-1960s, and delivery trucks from the early 1970s. The production facility photographs date from around 1940. They include views of factory workers assembling the freezing and dispensing equipment which is sold to franchisees. The majority of the photographs are of equipment and dispensing components.

Miscellaneous photographs include promotional photographs for movies and golf and three photographs of Carvel storefronts from the set of the movie *Outrageous Fortune*.

Box 12B, Folder 12	Florida Convention, 1956
Box 12B, Folder 13	Convention, 1962 and 1965
Box 12B, Folder 14	<a href="#">Miscellaneous Conventions, circa 1960</a>
Box 13A, Folder 1	Fairs, 1939-1941, circa 1960
Box 13A, Folder 2	Freezy The Clown, 1954
Box 13A, Folder 3	Ice Cream Contests, circa 1960
Box 13A, Folder 4	Kids, circa 1960
Box 13A, Folder 5	Celebrity Pro-Am, 1962
Box 13A, Folder 6	Celebrities, circa 1960
Box 13A, Folder 7	Carvel Promotional Products, circa 1960
Box 13A, Folder 8	Carvel Products, circa 1970

Box 13A, Folder 9	Carvel Studio, circa 1970
Box 13A, Folder 10	Carvel Store Employees, circa 1960
Box 13A, Folder 11	Carvel Store Collages, circa 1960
Box 13B, Folder 12	<a href="#">Custard King Stores, 1943-1952</a>
Box 13B, Folder 13-15	<a href="#">Carvel Store Exteriors, 1936-circa 1970</a>
Box 13B, Folder 16	Carvel Stores in Shopping Centers, circa 1970
Box 14A, Folder 1	<a href="#">Carvel Store Interiors, circa 1960</a>
Box 14A, Folder 2	Carvel Store Construction Sites, circa 1950
Box 14A, Folder 3	Carvel Store Grand Openings, circa 1964
Box 14A, Folder 4	Vending Vehicles, 1937-1958
Box 14A, Folder 5	Delivery Trucks, circa 1970
Box 14A, Folder 6	Carvel Factory Workers, circa 1950
Box 14A, Folder 7	Carvel Manufacturing Facilities, circa 1950
Box 14A, Folder 8	Dispensing and Freezing Equipment, 1942-1979
Box 14B, Folder 9	Dispensing and Freezing Equipment, 1942-1979
Box 14B, Folder 10	Machinery, circa 1950
Box 14B, Folder 11	Dispensing Components, circa 1940
Box 14B, Folder 12	Display Cases, circa 1950
Box 14B, Folder 13	Carvel Signs, circa 1960
Box 14B, Folder 14	Expansion to Asia, 1985
Box 14B, Folder 15	Sports City, circa 1960
Box 14B, Folder 16	Miscellaneous
Box 15, Folder 1-3	Duplicate photographs of Carvel Ice Cream
Box 15, Folder 1-3	Store Exteriors

Box 15, Folder 1-3      Conventions

Box 15, Folder 1-3      Ice Cream Eating Contests

Box 15, Folder 1-3      Equipment

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## Series 12: Dugan's Bakery and Hubie Burger Records, 1950s-1960s

**Scope and Contents:** Series 12: Dugan's Bakery and Hubie Burger Records

Includes materials regarding Tom Carvel's other retail ventures. Dugan's Bakery was acquired by the Carvel Ice Cream Corporation in the 1950s or 1960s. The only information regarding the bakery consists of two photographs: one showing a Dugan's delivery man and the other a tractor trailer.

Hubie Burger material includes letters, a store location index, a standard operating manual, and a variety of photographs and menus. The store location index, from the late 1950s, consists of photocopies of photographs of some of the Hubie Burger franchise owners. An accompanying listing shows that not all of the stores are part of this index. The 1959 standard operation procedure manual gives details on every aspect of owning a Hubie Burger Franchise: information on inventory, advertising, maintenance of equipment, written descriptions of the equipment, payment terms, and recipes. Also included are drawings of the Hubie Burger uniforms for men and women.

### Subseries 12.1: Dugan's Bakery

Box 16, Folder 1	Photographs of Delivery Man and Tracker Trailer, 1950s-1960s
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### Subseries 12.2: Hubie Burger

Box 16, Folder 2	Letter to Store Owners, Aug. 1960
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Box 16, Folder 3	Store Location Index, circa 1960
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Box 16, Folder 4-5	Standard Operating Procedure Manual, 1959
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Box 16, Folder 6-7	Menus, circa 1960
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Box 16, Folder 6-7	Photographs:
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Box 17, Folder 1	Grand Opening Celebration
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Box 17, Folder 2	Industry Convention
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Box 17, Folder 3	Hubie Burger Store Employees
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Box 17, Folder 4	Store Exteriors
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Box 17, Folder 5	Store Interiors
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Box 17, Folder 6	Menus
------------------	-------

Box 17, Folder 7	Equipment
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Box 18, Folder 1

Oversize Photographs: Stores

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## Series 13: Non-Carvel Franchise Information, 1950-1988

Scope and Contents: Series 13: Non-Carvel Franchise Information, 1957-1988  
Annual reports and informational materials from other restaurant franchise chains, including are photographs from the 1950s showing non-Carvel ice cream stores using Carvel equipment.

Box 17, Folder 8-11 Annual Reports and Financial Statements, 1957-1988

Box 17, Folder 12 Sample Franchise Agreements, 1983

Box 17, Folder 13 Photographs of Franchises using Carvel Machinery, 1950s

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**Series 14: Audiovisual Materials, 1972-03-16-1995-08-15**

Key to AV materials in the collection :

- OTC - original tape cassette
- MT - master audio tape
- RTC - reference tape cassette
- MV - master video
- RV - reference video

Scope and Contents: Series 14: Audiovisual Materials

The audiocassettes feature oral histories with Agnes, Linda, and Pam Carvel, Frank Hubner, Herbert Roth, William Shick, and Stanley Townend. The video component to the history of Carvel contains compilation reels of commercials, training videos, and Tom Carvel appearing on television programs. The videos in the collection are copies (mastered then duplicated for reference) made from original materials loaned to the Archives Center from the Carvel Corporation.

**Subseries 14.1: Oral Histories, 1994-04-15-1995-08-15****Subseries 14.1.1: Cassette tapes with no time code, 1994-1995**

Agnes Carvel, July 15, 1994	
Box 23	OTC 488.1
Box 21	MT 488.1
Box 19	RTC 488.1
Linda Carvel, June 16, 1994	
Box 23	OTC 488.2-1 488.2-2
Box 21	MT 488.2-1 488.2-2
Box 19	RTC 488.2-1 488.2-2
Pam Carvel, August 15, 1995	
Box 23	OTC 488.3-1 488.3-2
Box 21	MT 488.3-1 488.3-2
Box 19	RTC 488.3-1 488.3-2
Frank Hubner, April 15, 1994	
Box 23	OTC 488.4-1 488.4-2

Box 21	MT 488.4-1 488.4-2
Box 19	RTC 488.4-1 488.4-2
Herbert Roth, June 17, 1994	
Box 23	OTC 488.5-1 488.5-2
Box 22	MT 488.5-1 488.5-2
Box 19	RTC 488.5-1 488.5-2
William Shick, July 22, 1994	
Box 23	OTC 488.6-1 488.6-2
Box 22	MT 488.6-1 488.6-2
Box 19	RTC 488.6-1 488.6-2
Stanley Townsend, July 22, 1994	
Box 23	OTC 488.7
Box 22	MT 488.7
Box 19	RTC 488.7

Subseries 14.1.2: Cassette tapes with time code (numbered the same as RTCs above), 1994-1995

*Box 20*

Subseries 14.2: Advertising and Promotion, 1975, 1980, 1983

General: \*All reference copies are on 2" VHS video cassette

	1975 I.C. Eating Contest
Notes:	Descriptive Summary: SONY 2" open-reel helical scan video tape
Box 32	MV 488.11
Box 24	RV 488.11

Advertising and Promotions

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel



1. Introduction to Advertising and Promotion, February 1981
2. Advertising and Promotions
3. What's New in Advertising and Promotions, October 16, 1987

Box 32 MV 488.43

Box 24 RV 488.43

#### Advertising Plans

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Mr. Carvel on Sales and Advertising, November 5, 1977
2. Carvel Local Advertising Plan, January 13, 1979
3. Advertising: The Carvel Coop Program, October 10, 1981

Box 35 MV 488.42

Box 24 RV 488.42

#### Advertising Reports I

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Highlights of Board of Governors, August 17, 1978
2. Carvel Advertising Report, December 1978
3. Advertising Report to the Board of Governors, August 23, undated

Box 35 MV 488.40

Box 24 RV 488.40

#### Advertising Reports II

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Carvel Advertising Report, 1979
2. Advertising Report for the Board of Governors, 1980
3. Retail Advertising Report, 1984
4. Retail Advertising Report, 1986

Box 35 MV 488.41

Box 24 RV 488.41

Captain Carvel

Notes: Descriptive Summary: SONY 2" open-reel helical scan video tape

Box 31 MV 488.3

Box 24 RV 488.3

ABC TV with Tom Carvel (8-24-83)

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Part 1
2. Part 2

Box 33 MV 488.21

Box 24 RV 488.21

The Best of Carvel

Notes: Descriptive Summary: 3/4" U-Matic

Box 32 MV 488.54

Box 24 RV 488.54

Carvel Commercials I

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Old Carvel TV Commercials: First Ones
2. Old Carvel News Ads: 1950s
3. Old Carvel Product Signs, July 1982
4. Carvel: 2 Spots -- Comic Books, October 3, 1975
5. Old Carvel TV Spots (Film)
6. Whitey Ford and Tom Carvel, February 1976
7. Baseball Stars: Reel #1, February 12, 1976
8. Carvel Commercials: Whitey Ford and Mickey Mantle, February 12, 1976

Box 36 MV 488.55

Box 24 RV 488.55

Carvel Commercials II

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Catalogue of Commercials, March 1, 1976
2. LoYo Commercials, 1977

3. Mother's Day Commercial, April 25, 1976
4. Father's Day Promo, May 29, 1975
5. Mother's Day 1976, April 23, 1976
6. Father's Day Promo 1976, May 19, 1976
7. Thinny Thin Line, July 17, 1976
8. Thinny Thin Cake Coming Soon, January 6, 1977
9. Compilation of TV Commercial Promotions, 1977-1978

Box 36 MV 488.56

Box 24 RV 488.56

#### Carvel Commercials III

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Valentines Day Promo 1978, January 19, 1978
2. Holiday Cakes, November 29, 1978
3. Year's Commercials, 1978
4. Mother's Day Flower Basket Cake, April 25, 1979
5. Father's Day Cakes 1979, May 30, 1979
6. Father's Day: Papa Panda, May 31, 1979
7. Carvel Thanksgiving 1979, October 26, 1979
8. Deluxe Sundae: Little Miss Half Pint, February 11, 1980
9. America's Freshest...., November 21, 1980
10. America's Freshest/Thinny Thin/Mother's Day, April 6, 1982
11. Buy 1, Get 1 Free, August 4, 1982
12. Chocolate Fudge Almond Cake, February 1, 1982
13. Carvel Gift Certificate, December 6, 1982
14. Chanuka 1983, November 12, 1983
15. Three Commercials, May 21, 1984
16. Fresh Ice Cream Flavors, September 24, 1984
17. Soft Ice Cream Sundaes, July 31, 1985
18. Fresh Carvel, February 7, 1986
19. We Make It Fresh, February 19, 1986

Box 36 MV 488.57

Box 24 RV 488.57

#### Carvel Commercials IV

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Commercial Roughs, 1986
2. Commercial Roughs, 1987
3. St. Patrick's Day 1988, February 29, 1988
4. Football 'N Thinny Thin, February 13, 1988
5. Coupon Promotion for TV, July 19, 1989
6. Commercial Roughs
7. Gift Tray
8. 3 Carvel TV Commercials

Box 36 MV 488.58

Box 24 RV 488.58

Carvel TV Commercials (Spanish)

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center  
compilation reel

1. Helado Carvel, November 4, 1988
2. Feliz Navidad 1988, December 13, 1988
3. Feliz da Pascua, March 16, 1989
4. Feliz Dia de las Madres, May 4, 1989
5. Promocion de Agosto, August 22, 1989
6. Promocion de Octubre, October 19, 1989
7. Promocion de Noviembre, November 8, 1989
8. Feliz Navidad 1989, December 7, 1989
9. Carvel de Puerto Rico: Fraquicias
10. Carvel de Puerto Rico

Box 32 MV 488.59

Box 25 RV 488.59

Little Miss Half Pint I

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center  
compilation reel

1. Little Miss Half Pint Contest: edited version, December 11, 1976
2. King Orange Parade, December 31, 1976

Box 32 MV 488.50

Box 25 RV 488.50

Little Miss Half Pint II

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Little Miss Half Pint Show 1978, October 22, 1977
2. Little Miss Half Pint Contest
3. Little Miss Half Pint: Semi- Finals, February 3, 1979

**Digital reference copy in the Smithsonian Institution Digital Asset Management System (DAMS).**

Box 36 MV 488.51

Box 25 RV 488.51

Little Miss Half Pint Contest, 1980, 1980

Notes: Descriptive Summary: 3/4" U-Matic

Little Miss Half Pint Contest 1980, November 26, 1979

**Digital reference copy in the Smithsonian Institution Digital Asset Management System (DAMS).**

Box 36 MV 488.52

Box 25 RV 488.52

Promotions

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. T-Shirt Promo, May 1, 1975
2. Guided Tours: Part II, 1978
3. Carvel Family Day, June 1, 1979
4. Carvel/St. Jude Telethon, May 23, 1980
5. Birthday Club Promotion
6. Ice Cream Eating Contests: A Promo That Works, February 27, 1986

Box 35 MV 488.44

Box 25 RV 488.44

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### Subseries 14.3: Corporate Activity, 1982-09-01-1983-06-17

Carvel: A Way of Life

Notes: Descriptive Summary: SONY 2" open-reel helical scan video tape

Box 31 MV 488.2

Box 25	RV 488.2
	Carvel: Integrity without Compromise, September 1, 1982 Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel 1. Part 1 2. Part 2
Box 33	MV 488.20
Box 25	RV 488.20
	Tom Carvel I Notes: Descriptive Summary: 3/4" U-Matic How to Buy Customers, February 1978
Box 33	MV 488.18
Box 25	RV 488.18
	Tom Carvel II Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel 1. Mr. Carvel- How to Buy Customers [post-1977] 2. Tom Carvel on Holiday Sales, December, 1981
Box 33	MV 488.19
Box 25	RV 488.19
	Board of Governors I Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel 1. Duties of the Carvel Board of Governors, March 9, 1985 2. Governors at Work, December 1981
Box 34	MV 488.25
Box 25	RV 488.25
	Board of Governors II Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel 1. Board of Governors Meeting Highlights 1978, May 18, 1978 2. Board of Governors Meeting Highlights 1978, December 19, 1978

Box 34/31	MV 488.26
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Box 25	RV 488.26
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Productivity Through Technology: Legal Department, June 17, 1983
Notes: Descriptive Summary: 3/4" U-Matic
Productivity Through Technology

Box 32	MV 488.39
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Box 26	RV 488.39
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### Subseries 14.4: Company History

Carvel Company History
Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel
1. Carvel Co. History [No Kosher]
2. Original Carvel History
3. Old Carvel Photos, 1930-1940
4. Carvel-50 Years Young, February 1984
5. Investcorp Acquires Carvel, December 1989

Box 31/33	MV 488.17
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Box 26	RV 488.17
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Carvel History [edited]
Notes: Descriptive Summary: SONY 2" open-reel helical scan video tape

Box 33	MV 488.1
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Box 26	RV 488.1
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### Subseries 14.5: Products, Manufacturing, and Equipment

Carvel Equipment
Notes: Descriptive Summary: 3/4" U-Matic
Carvel Equipment

Box 35	MV 488.35
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Box 26	RV 488.35
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## Carvel Kosher Products

Notes: Descriptive Summary: 3/4" U-Matic  
Carvel Kosher Products

Box 32 MV 488.37

Box 26 RV 488.37

## Kosher Products

Notes: Descriptive Summary: SONY 2" open-reel helical scan video  
tape

Box 31 MV 488.14

Box 26 RV 488.14

## Carvel Product Manufacturing

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center  
compilation reel

1. Timed Production: 12x vs. Old System
2. Timed Production: DH-80 Soft Ice Cream Sundaes, May 2, 1989
3. Manufacturing Carvel Ice Cream Products, February 1989
4. S.O.P. Series: Fountain Items, February 1, 1985
5. S.O.P. Series: Old Fashioned Sundaes, etc.

Box 35 MV 488.36

Box 26 RV 488.36

## Carvel Vending Carts

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center  
compilation reel

1. Carvel Vending Cart: Effects on In-House Sales, June 1982
2. Carvel Vending Carts: Pilot Program, February 1982
3. Vending Cart Update, December 1982
4. Carvel Concessions and Vending Carts: 1984 Los Angeles Olympics, August 1984

Box 36 MV 488.53

Box 26 RV 488.53

## Dairy and Lab

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center  
compilation reel



1. Grandview Dairy
2. Grandview Dairy: Inside the Dairy
3. Bacteria Count Procedure, June 14, 1980

Box 35                      MV 488.38

Box 26                      RV 488.38

New Products I

Notes:                      Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Buy One, Get One Free: Dealer Interviews , November 1978
2. Buy One, Get One Free: Customer Interviews, November 1978
3. Customer Interviews, August 27, 1980
4. Call a Cake Catches On, October 21, 1986

Box 35                      MV 488.45

Box 26                      RV 488.45

New Products II

Notes:                      Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Carvel Super Sundae Pilot Program, February 1983
2. Super Sundae Interview, October 9, 1984
3. Super Sundae Store Interview, October 12, 1984

Box 35                      MV 488.46

Box 26                      RV 488.46

New Products III

Notes:                      Descriptive Summary: 3/4" U-Matic

DSD Customer Interviews, August 18, 1980 [sound on track #2]

Box 36                      MV 488.47

Box 27                      RV 488.47

New Products and Competition I

Notes:                      Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. The Supermarket Challenge

2. The Deluxe Sundae Dinner Story: The Greatest Success Story Ever Told, March 1980

Box 36 MV 488.48

Box 27 RV 488.48

New Products and Competition II

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. The Chipwich Story, December 1981
2. Tofu Survey, May 1983
3. Invasion of the Ice Cream Cookies, October 1983
4. McDonald's Thinks Small: McSnack Restaurant, July 1984
5. Merchandising in Other Chains, December 9, 1985
6. Thinny Thin: LoYo Nutritional Information, March 1989
7. Thinny Thin Presentation
8. Friendly's Free Cone Promotion, July 6, 1989
9. The Expanding Frozen Yogurt Market, July 24, 1989

Box 36 MV 488.49

Box 27 RV 488.49

Operation of Sweda Cash Register

Notes: Descriptive Summary: SONY 2" open-reel helical scan video tape

Box 33 MV 488.6

Box 27 RV 488.6

Pasteurization Film

Notes: Descriptive Summary: SONY 2" open-reel helical scan video tape

Box 33 MV 488.5

Box 27 RV 488.5

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## Subseries 14.6: Foreign Interests

Carvel Foreign Stores I

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Carvel Stores: Melbourne Australia, January 7, 1987

2. Canada Distribution. Grand Opening, September 8, 1985
3. Israel Opening, December 20, 1984
4. Carvel Stores: Israel, March 22, 1987
5. Carvel Stores in Israel, March 24 and 25, 1987
6. Tena Noga Dairy, August 25 and 26, 1987

Box 37 MV 488.60

Box 27 RV 488.60

Carvel Foreign Stores II

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Pakistan Grand Opening, June 3, 1985
2. Puerto Rico #1, September 14, 1988
3. South African Distributor Commercials
4. Carvel Grand Opening: Greenside Store, Johannesburg South Africa, October 29, 1983
5. Carvel Stores in South Africa, January 7, 1987
6. South Africa Dairies, January 7, 1987
7. Carvel Grand Opening: Taiwan, June 26, 1985

Box 32/37 MV 488.61

Box 28 RV 488.61

Grand Opening Malaysia, November 23 and 24, 1985

Notes: Descriptive Summary: 3/4" U-Matic

Box 37 MV 488.62

Box 28 RV 488.62

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### Subseries 14.7: Training, Education, and Sales

All Scream for Ice Cream

Notes: Descriptive Summary: SONY 2" open-reel helical scan video tape

Box 31 MV 488.9

Box 28 RV 488.9

The Child Shall Lead Them

	Notes:	Descriptive Summary: SONY 2" open-reel helical scan video tape
Box 31	MV 488.15	
Box 28	RV 488.15	
	Carvel System Notes:	Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel 1. You and the Carvel Trademark 2. Piracy of a Trademark, January 1981 3. Mr. Carvel on Trademark Policy, March 24, 1983 4. Problems in Franchising 5. The Carvel Sales Agency 6. Carvel Products Packaging Information, January 1984 7. Maintaining the Carvel System, November 30, 1988
Box 34	MV 488.22	
Box 28	RV 488.22	
	Dealers, March 16, 1972 Notes:	Descriptive Summary: SONY 2" open-reel helical scan video tape
Box 32	MV 488.10	
Box 28	RV 488.10	
	Educational Seminars and Tradeshows I Notes:	Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel 1. Trade Show Preview, 1978 2. Seminar Highlights, 1979
Box 34	MV 488.23	
Box 28	RV 488.23	
	Educational Seminars and Tradeshows II Notes:	Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel 1. Annual Educational Seminar 1981, May 25, 1981 2. Annual Educational Seminar, 1982

Box 34 MV 488.24

Box 28 RV 488.24

Grand Tour -1

Notes: Descriptive Summary: SONY 2" open-reel helical scan video tape

Box 31 MV 488.4

Box 29 RV 488.4

How to Make Pies-Cakes

Notes: Descriptive Summary: SONY 2" open-reel helical scan video tape

Box 31 MV 488.13

Box 29 RV 488.13

Know Your Competitor

Notes: Descriptive Summary: SONY 2" open-reel helical scan video tape

Box 31 MV 488.12

Box 29 RV 488.12

Sales Presentation

Notes: Descriptive Summary: SONY 2" open-reel helical scan video tape

Box 31 MV 488.8

Box 29 RV 488.8

Success Stories

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Measuring Success
2. Success Factors
3. Success Story, 1981
4. Chamber of Horrors, July 1, 1985
5. How You and Your Clerks Can Ruin a Carvel Store, December 3, 1985
6. Before and After -- The Dealer Makes a Difference, August 8, 1988

Box 35	MV 488.33
Box 29	RV 488.33
	<p>Training Program</p> <p>Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel</p> <ol style="list-style-type: none"> <li>1. Company Employee Training Orientation</li> <li>2. A PhD in Two Weeks, November 19, 1977</li> <li>3. Carvel College, May 1985</li> </ol>
Box 34	MV 488.28
Box 29	RV 488.28
	<p>Training Program -- Graduation Interviews &amp; Graduate's Commercials</p> <p>Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel</p> <ol style="list-style-type: none"> <li>1. Dealer Interviews Before Graduation, December 22, 1978</li> <li>2. Trainee Interviews, July 13, 1979</li> <li>3. Trainees in Production and Classroom, April 19-21, 1980</li> <li>4. Trainees Graduation, 1981</li> <li>5. Trainees' Graduation Commercials, 1981</li> <li>6. Trainees' Practice Commercials, 1981</li> </ol>
Box 34	MV 488.29
Box 30	RV 488.29
	<p>Watch for the Devil</p> <p>Notes: Descriptive Summary: SONY 2" open-reel helical scan video tape</p>
Box 31/33	MV 488.16
Box 30	RV 488.16
	<p>Welcome to Carvel</p> <p>Notes: Descriptive Summary: SONY 2" open-reel helical scan video tape</p>
Box 31	MV 488.7
Box 30	RV 488.7
	Employee Rules

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Uniforms and New Store Hours, May 1981
2. Uniforms, January 1988
3. Store Appearance
4. Employee Rules and Regulations

Box 35 MV 488.34

Box 30 RV 488.34

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### Subseries 14.8: Franchise Information

#### Recruiting Franchisees

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Carvel: A Way of Life
2. Sales Presentation: 1st edition, May 1978
3. Carvel Sales Presentation- National
4. "Welcome to Carvel", 1977
5. Serious Considerations When Buying a Carvel Store

Box 31/34 MV 488.27

Box 29 RV 488.27

#### Starting a Carvel Store I

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Location Selection, October 1980
2. How to Measure and Lay Out a Store
3. Opening a Carvel Store

Box 34 MV 488.30

Box 30 RV 488.30

#### Starting a Carvel Store II

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. The Grand Opening
2. A Phenomenal Grand Opening : Store 164, Springfield, MA, September 1978

3. Grand Opening: Store 2207, North Bergen, NJ, December 18, 1981

Box 34 MV 488.31

Box 30 RV 488.31

Starting a Carvel Store III

Notes: Descriptive Summary: 3/4" U-Matic, Archives Center compilation reel

1. Grand Opening: Yonkers, NY, April 10, 1981
2. Interview: David Chin, February 16, 1981
3. Grand Opening: Tuckahoe, NY, October 15, 1982

Box 35 MV 488.32

Subseries 14.9: Dugan's

Box 30

Dugan's  
Notes: Descriptive Summary: 3/4" U-Matic  
Dugan's (revised)

Box 32 MV 488.63

Box 30 RV 488.63

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