

Henry and Margaret Rudkin Papers

MS B138

Summary Information

Repository

Fairfield Museum and History Center

Title

Henry and Margaret Rudkin Papers

ID Ms B138

Date [inclusive] 1938--1960

Extent 4 boxes

Accession Numbers Loan

Language

English

Abstract

Preferred Citation note

Item, Henry and Margaret Rudkin Papers, (Box #, Folder #). Fairfield Museum and History Center, Fairfield, Connecticut.

Biographical/Historical note

Margaret Rudkin started Pepperidge Farm, one of the nation's largest baking companies, in her Fairfield home in 1937. Looking for a natural bread that would not aggravate her son's allergies,

she started baking her own loaves from simple ingredients, and soon began to sell them to local grocers. From that small start, she built a company that now does over \$1 billion of sales in 45 countries.

Margaret Fogarty met stockbroker Henry Rudkin while working at the New York brokerage firm of McClure, Jones, and in 1929 they moved to the 125-acre Fairfield estate they called Pepperidge Farm. In 1937, Rudkin started selling her bread, and the New York doctor she had consulted about her son's allergies recommended it to some of his other patients. Within a year, she was selling 4,000 loaves a week and employing local people to bake and deliver the bread. In 1947 she moved the operation out of her home to a modern facility in Norwalk. To keep up with growing demand, she added new products when she discovered them, such as European-style cookies, frozen pastry, and the iconic Goldfish crackers.

In 1961, the Rudkins sold Pepperidge Farm to Campbell Soup Company, and Margaret Rudkin became the first woman to serve on that company's board. In 1963, the *Margaret Rudkin Pepperidge Farm Cookbook* became the first cookbook ever to break onto *The New York Times* Best Sellers List. At a time when women were rarely seen at the heads of large companies, she was recognized as an important business leader, lecturing at elite business schools and gatherings in the U.S. and Europe.

Scope and Contents note

The collection consists of correspondence, memoranda, certificates, notes, survey maps, speeches, financial statements, and legal documents pertaining to Henry and Marget Rudkin regarding Pepperidge Farm and its sale to the Campbell Soup Company. The materials are arranged in nine series. The papers are organized roughly in chronological order regarding the Rudkins and the development and sale of their company.

Administrative Information

Publication Information

Fairfield Museum and History Center
370 Beach Rd.
Fairfield, CT
203-259-1598

Conditions Governing Access note

There are restricted files which are not included in this finding aid.

Conditions Governing Use note

Use of the material requires compliance with the Fairfield Museum and History Center regulations.

Processing Information note

This collection was processed by Amanda L. Goodman and Elizabeth Rose, 2015.

Controlled Access Headings**Corporate Name(s)**

Campbell Soup Company

Pepperidge Farm, Inc.

Warner Bros. Pictures (1923-1967)

Family Names

Ference family

Geographic Name(s)

- Fairfield (Conn.)
- Norwalk (Conn.)

Personal Names

Rudkin, Henry A.

Rudkin, Margaret (1897-1967)

Subject(s)

Baked products industry

Collection Inventory**Box 1**

Series A. Family Background and Biography

Folder 1. Rudkin Family

Folder 2. Henry A. Rudkin

Folder 3. Henry A. Rudkin, correspondence with Warner Brothers

- Folder 4. Henry A. Rudkin, correspondence with Warner Brothers
- Folder 5. Henry A. Rudkin, correspondence with Warner Brothers
- Folder 6. Henry A. Rudkin, correspondence with Warner Brothers
- Folder 7. Henry A. Rudkin
- Folder 8. Margaret Fogarty Rudkin
- Folder 9. Margaret Fogarty Rudkin, instructions from Dr. Blake Donaldson, 1940-44

Box 2

Series B. Property Transactions

- Folder 2. Kleisch mortgage, 1955
- Folder 3. Rosenman Agreement
- Folder 4. Evans Property
- Folder 5. Taintor Estate
- Folder 6. Bridgeport Hydraulic
- Folder 7. Property Transfer to William Rudkin and Henry Rudkin Jr.
- Folder 8. Brotherton Property
- Folder 9. Landscaping articles

Box 3

Series C. Pepperidge Farm—Partnership Records

- Folder 1. Partnership Agreements, 1938-1946
- Folder 2. Partnership Agreements, 1938-1946
- Folder 3. Partnership Agreements, 1938-1946
- Folder 4. Correspondence
- Folder 5. Correspondence
- Folder 6. Correspondence

Folder 7. Correspondence

Folder 8. Partnership Return of Income Tax Forms, 1938-45

Folder 9. Pepperidge Farm—Partnership Records

Folder 10. Stock Dividends, 1955,1957

Folder 11. Stock Dividends, 1955,1957

Folder 12. Partnership Records

Series D. Pepperidge Farm—Early Development

Folder 1. Correspondence, 1938-1942

Folder 2. Correspondence with Dr. Blake Donaldson, 1939-40

Folder 3. Correspondence about Distribution

Folder 4. Chart of Sales and Brochure

Series E. Pepperidge Farm—U.S. Office of Price Administration

Folder 1. U.S. Office of Price Administration, 1942-44

Box 4

Series F. Pepperidge Farm, Sale to Campbell Soup, 1960

Folder 1. Prospectus

Folder 2. SEC Filing and Questionnaire

Folder 3. PF Stock to Campbell Soup and Sale of Stock

Series G. Pepperidge Farm Publicity Materials

Folder 1. Pepperidge Farm Publicity Materials

Folder 2. Pepperidge Farm Publicity Materials

Series H. Pepperidge Farm Employees

Folder 1. Peter Foley

Folder 2. Ference Family

Series I. *Margaret Rudkin Pepperidge Farm Cookbook Accounts*

Folder 1. Royalties and Payments

Folder 2. Correspondence with June Platt

Oversize Item A: Drawings of Rudkin property, 1928, 1955 (in map drawer #8, Property Maps)