

FRIGIDAIRE HISTORICAL COLLECTION
MS-262

Paul Laurence Dunbar Library
Wright State University
Special Collections and Archives

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INTRODUCTION

The Frigidaire Collection was accessioned into Dunbar Library's Special Collections and Archives in December 1991. The collection was donated by the Montgomery County Historical Society. The contents date from 1913 to 1989 and fill 20 Hollinger boxes, 1 oversized box, and 5 record storage cartons. The collection has been arranged into 10 series as follows:

- SERIES I: History of Frigidaire
- SERIES II: Manuals and Handbooks
- SERIES III: Product Literature
- SERIES IV: Promotional Materials
- SERIES V: Company Publications
- SERIES VI: Photographic Materials
- SERIES VII: Clippings
- SERIES VIII: Ephemera
- SERIES IX: Scrapbooks
- SERIES X: Tapes and Films

There are no restrictions on the use of these records.

HISTORICAL SKETCH

The first commercially successful electric household refrigerator was produced in the U.S. and offered for sale in 1913. Invented by Fred W. Wolf and called the Domelre, it was an air-cooled refrigeration unit designed for mounting on top of the customer's ice box.

In 1915, Alfred Mellowes, working in a backyard wash house in Ft. Wayne, Indiana, engineered and made an electric refrigerating unit. It differed from other contemporary models because it was self-contained with the compressor located in the bottom of the cabinet.

In 1916, the Guardian Refrigerator Company was organized to manufacture and sell Mellowes's refrigerator. The company began operations in Detroit on a modest scale. Through slow, laborious hand operations, the company turned out its first Guardian on August 17, 1916. However, the financial condition of the company soon became desperate and production was slow. The company produced a quality product but in no great quantity - less than 40 refrigerators in two years.

In 1918, W.C. Durant, then president of General Motors, privately purchased the company and a new name, Frigidaire, was coined. The first Frigidaire refrigerator was built in Detroit in September 1918. In 1919, the company became the Frigidaire Corporation and Wolfe's Dolelre patents were purchased a few years later.

The General Motors acquisition of the company was a turning point. Durant applied the mass production techniques of the automobile industry to the building of refrigerators. Production facilities were improved and additional sales offices opened. As a result, the electric refrigerator received its first impetus.

Production continued in Detroit until 1921, when the business was moved to Dayton, Ohio and turned over to Delco-Light Company, a General Motors subsidiary manufacturing individual electric generators for rural use.

In 1926, five years after the move to Dayton, the Frigidaire business far overshadowed the sale of Delco-Light units. For that reason, the two operations were separated and Frigidaire Corporation became a new GM subsidiary with Elmer G. Biechler as president and general manager. Also in 1926, a huge new manufacturing plant was completed in Moraine City, Ohio.

Biechler and his associates further expanded the sales organization, developed overseas markets, and continually pushed expansion of manufacturing facilities. Progress was marked by steady improvement of the product and reductions in price. Also during this period, Frigidaire broadened its production of other applications of refrigeration. Ice cream cabinets were marketed in 1923, soda fountain equipment in 1924, and milk coolers and drinking water coolers in 1927. The one-millionth Frigidaire refrigerator was completed in 1929. Also that year, Frigidaire produced the first room air conditioner and food freezer.

Despite the Great Depression of the 1930's, Frigidaire production and sales grew. During this time, Frigidaire marketed the first electric de-humidifier and entered the field of railroad air conditioning. In 1937, Frigidaire introduced a line of electric ranges. Also outstanding among the achievements of the company in the 1930's were the development of Freon refrigerant and the sealed Meter-Miser compressor.

During World War II, all civilian production was halted as Frigidaire manufactured .50 caliber Browning machine guns, aircraft propellers and parts, hydraulic controls for airplanes and other military items.

In the early post-war period, Frigidaire expanded its appliance line to include household laundry equipment, automatic dishwashers, food waste disposers, ice makers, and automobile air conditioning. In 1956, Frigidaire produced its 20 millionth refrigerating unit, a feat unparalleled in the industry. 1950's innovations by Frigidaire included Frigi-Foam insulation, FrostProof freezing, Sheer Look styling, and the Ride-Aire accessory on refrigerators.

In 1965, the 50 millionth product was produced at Frigidaire. This coincided with the company's 50th anniversary.

After the growth and progress of the previous decades, the 1970s began a period of uncertainty and stress. In 1971, several thousand workers were laid off and General Motors was considering moving the company to another location. After management/labor negotiations and a subsequent joint labor/management agreement, it was agreed to begin rehiring some of the laid off workers and begin an all-out comeback drive by cutting prices.

In 1975, due to increased business in automobile air conditioning, General Motors separated that industry from Frigidaire and created a new division called Delco Air Conditioning. Continuing economic problems plagued the Frigidaire Division because its products were not competitive, due to high costs of production.

In January 1979, General Motors announced it had sold Frigidaire to White Consolidated Industries of Cleveland, Ohio. The Frigidaire name, product line, and distribution system were to be continued. The facilities at Dayton, however, were retained by GM to expanded into automotive operations run by Chevrolet Motor Division.

Over the years, Frigidaire pioneered many products and design developments in the refrigeration and home appliance industry. Among the "firsts" not already referred to were steel cabinet units (1926), automatic washer with up and down agitator (1947), thin-wall cabinet design (1958), and computerized "touch control" range (1973).

Excerpted from: Howald, Judith, Register; Frigidaire Collection in the Alumni Historical Collection, General Motors Institute, (Flint, MI), 1980.

SCOPE AND CONTENT

Spanning the years 1913-1989, the records in the Frigidaire Collection contain a wide assortment of materials concerning the activities of Frigidaire Corporation in the Dayton area. The collection is arranged into ten records groups or series.

Series I, History of Frigidaire, includes materials pertaining to the history of Frigidaire Corporation. Contains the Register of Frigidaire Collection at the General Motors Institute in Flint, MI (1980) and an original manuscript of the History of Frigidaire (1963-1964) Also contains various pamphlets, speeches, exhibits, and correspondence concerning the history of the company.

Series II, Manuals and Handbooks, includes repair manuals and handbooks for various Frigidaire appliances (1930s-1950s). Also contains an executive training manual (1934) and newsletters.

Series III, Product Literature, includes instruction manuals and sales literature for various Frigidaire appliances (1950s-1970s).

Series IV, Promotional Materials, includes mostly press kits, which contain photographs and press releases (1950s-1970s). Also contains General Motors yearly automobile series brochure (1965-1979.)

Series V, Company Publications, includes educational aids published by General Motors Institute (1940s-1970s) and employee relations materials (1950s-1960s). Also contains issues of The Frigidairian (1967-1978), On the Line With the Frigidairian (1977-1978), and other miscellaneous publications.

Series VI, Photographic Materials, includes photographs, negatives, and slides of Frigidaire executives, plant interiors and exteriors, appliances, and other subjects (1950s-1970s).

Series VII, Clippings, includes magazine articles that have used Frigidaire appliances as displays in (1959-1970). Also contains newspaper clippings pertaining to Frigidaire historical events.

Series VIII, Ephemera, contains a drawing of a kitchen (1960s) as well as a plaque for the 50th anniversary of Frigidaire, and the song "Men of Frigidaire." This series also contains various Frigidaire logos.

Series IX, Scrapbooks, includes Preliminary Report on Promotional Film "Living Unlimited" (1957), 3 editions of Selling Frigidaire Through Publicity (1970s), and a scrapbook about the 1964 Frigidaire Open House.

Series X, Tapes and Films, includes a large collection of audio tapes and more than 100 films. The audio tapes cover interviews, promotions, and newscasts concerning the Union-Frigidaire Agreement and other issues (1970s). The series also contains two television newscasts concerning the Union-Frigidaire Agreement (1972).

Container List

Series I: History of Frigidaire

Box	File	Description	Date
1A		Register of the Frigidaire Collection at General Motors Institute, Flint, Michigan	1980
	1	History of Frigidaire – The Origin of 1964 Frigidaire	1964
	2	History of Frigidaire – History of Frigidaire	1964
	3	History of Frigidaire – The Story of Freon	1964
	4	History of Frigidaire – Foreign Operations	1964
	5	History of Frigidaire – Household Refrigerators	1964
	6	History of Frigidaire – Frigidaire Air Conditioning	1964
	7	History of Frigidaire – Electric Ranges	1964
	8	History of Frigidaire – Delco Light Pumps and Washers (c. 1916-1922)	1964
	9	History of Frigidaire – Laundry Equipment	1964
	10	History of Frigidaire – Electric Water Heaters	1964
	11	History of Frigidaire – Kitchen Cabinets and Sinks	1964
1B	1	History of Frigidaire – Model Kitchens	1964
	2	History of Frigidaire – Frigidaire and the Railroads	1964
	3	History of Frigidaire – Automobile Air Conditioning	1964
	4	History of Frigidaire – Frigidaire and Frozen Food	1964
	5	History of Frigidaire – Commercial Refrigeration	1964
2	1	History of Frigidaire – Commercial Refrigeration	1964
	2	History of Frigidaire – Preface and Salesmanship	1964
	3	History of Frigidaire – The Engineering Department	1964
	4	History of Frigidaire – The Home Economics Department	1964
	5	History of Frigidaire – The Service Department	1964
OS 19	2	Frigidaire Service Posters	n. d.
2	6	History of Frigidaire and its Employees	1964
	7	History of Frigidaire – Frigidaire and the Community	1964
	8	History of Frigidaire – Food Services	1964
	9	Historical Materials – Pamphlets	1955, 1967
	10	Electrical Home Appliances-100 Years	1952
	11	The Frigidaire Story	1962, 1966
	12	Biography of William Durant	1973

	13	Historical Materials – Guardian Frigerator Company	1913-1923, 1942, 1969
	14	Frigidaire Administration Material	1955-1976
OS 19	1	Installation and Service “Sand on the Slippery Sidewalk” - Special convention issue magazine for the Installation and Services Managers’ Convention, Dayton, OH (October 12-14)	1926
2A	1	Speech - Charles F. Kettering “Parade of Progress”	1953
	2	Speech – C. V. Kirby “Remarks of C. V. Kirby”	1956
	3	Speeches and Meetings	1960-1968
	4	Material Concerning Fridgidaire-Union Agreement	1971
	5	Text of Speeches	1972-1974, n. d.
	6	Frigidaire Exhibit	n. d.
	7	Script for Press Conferences in Boca Raton and Tierra Verde, Florida (October 14-15)	1965
	8	Correspondence – Frigidaire to Dayton USA Magazine	1964-1969
	9	Correspondence – Disposal Request of the Moraine Warehouse and Approvla of New Service Parts Warehouse	1968-1971
OS 19	1	Blueprints of Kitchens	1965
OS 19	2	Blueprint – Briggs and Stratton Refrigerator Compressor	1920
OS 19	2	Blueprint – Service Parts Warehouse	1970
OS 19	2	Blueprint – Topography Map of Frigidaire Property, Moraine, OH	1970

Series II: Manuals and Handbooks

3	1	General Motors Executive Training Program	1934
	2	Flowing Cold Engineering Handbook Part I	1935
	3	Flowing Cold Engineering Handbook Part II	1935
	4	Package Unit Handbook	1939-1941
	5	Air Conditioning – Simplified Product Selection Guide	1940
	6	Air Conditioning Profit Analyzer	1940
	7	Commercial and Air Conditioning Base Sales Guide	1940
	8	Frigidaire Household Refrigerator Specifications	1945-1946
OS 19	2	Tap and Drill Sizes	1956
OS 19	2	Household Cabinet History Chart	1933

3A	1	Frigidaire Data Book – Commercial and Air	1956
	2	Frigidaire Refrigerator Specifications	1959, 1961
	3	Service and Parts Manual – Rapid Drycleaner	1962
	4	Service Tech-Talk	1950-1952, 1957
	5	Service Tech-Talk	1960, 1977-1979
	6	Service Tech-Talk Index	1950-1964
3B	1	Quality Control Materials	1957-1961

Series III: Product Literature

4	1	Product Literature	1958-1975
	2	Product Literature – Freezers	1960-1980
	3	Product Literature – Ranges	1959-1980
	4	Product Literature – Complete Line	1970-1980
	5	Product Literature – Microwaves	1960-1980
	6	Product Literature – Washers and Dryers	1960-1980
	7	Product Literature – Air Conditioners	1970-1980
	8	Product Literature – Dishwashers and Waste Disposals	1960-1980
	9	Product Literature – Ice Makers	1960-1980
	10	Product Literature – Miscellaneous	1960-1980
5	1	Product Literature- Refrigerators	1940-1943, 1960-1980
	2	Product Literature – Promotional-includes “Meaning of Reliability at Frigidaire, Report 1-11	1952-1954, 1960-1980
	3	Product Literature – Miscellaneous	1960-1980

Series IV: Promotional Material

5	4	Press Kits	1954
	5	Press Kits	1955
	6	Press Kits	1956
	7	Press Kits	1958-1959
	8	Press Kits	1960-1968
6	1	Press Kits	1960-1963
	2	Press Kits	1964-1966
	3	Press Kits	1968-1969
	4	Press Kits	1970-1973
	5	Press Kits	1974-1978

	6	50 th Year – 50 Millionth Product Celebration	1965
7	1	General Motors – Yearly Automobile Series Brochure	1965-1969
	2	General Motors – Yearly Automobile Series Brochure	1970-1979

Series V: Company Publications

7	3	Life at Frigidaire – booklet about Frigidaire’s employment opportunities during World War II and how the company refitted its equipment for war production	1944
	4	Educational Aids – General Motors Institute (GMI)	1940-1960
	5	Employee Relations Materials	1943-1968
	6	The Frigidairian	1966- 1970
	7	The Frigidairian	1971- 1972
	8	The Frigidairian	1973- 1974
	9	The Frigidairian	1975-1976
	10	The Frigidairian	1977-1978
	11	Report To Retirees	1983, 1985-1986
	12	Front Line	1974, 1976
	13	Appliance	1971-1974
8	1	On the Line With the Frigidarian	1977-1978
	2	Mechanix Illustrated	1970
	3	Appliance Service News	1970
	4	The Mast	1973
	5	Publications for Salaried Employees and Retirees	1929, 1971-1989, n. d.
	6	Company Publications – Miscellaneous	1954-1978, n. d.

Series VI: Photographs

8	6	William Switzer and Bob Considine at Frigidaire’s 50 th Anniversary	1965
	7	Civic Luncheon	1954
OS 19	1	Frigidaire Plants	1920s- 1960s
8	8	Demolition of Frigidaire Plant	n. d.
	9	Plant Interior	n. d.

	10	Plant Machinery	n. d.
	11	Plant Machinery	n. d.
	12	Frigidaire Open House	n. d.
	13	Engineering Open House (July)	1976
	14	Engineering Open House (October)	1977
	15	Service - Engineering Golf Tournament	1930, 1956-1968
	16	Flood - Corning, New York	1972
8A	1	Kitchens	1952-1962
	2	Kitchens	1962-1978
	3	Air Conditioners	n. d.
	4	Dishwashers and Ice Makers	1950s-1970s
	5	Laundry Equipment	1970s
	6	Laundry Equipment	1960s-1970s
	7	Ranges	1970s
	8	Refrigerators	1960s-1970s
	9	Apprentices	1937
	10	Meetings and Retirements	1956, 1968
	11	Construction of Service Parts Warehouse, Moraine, OH	1970-1971
	12	TOM Club and Frigidaire Scrapbook	1968-1989
	13	Unidentified Photographs	1934, n. d.
8B	1	Slides – Public Relations Speech about Frigidaire-text included	n. d.
	2	Slides – Frigidaire Historic Products	1915-1957
	3	Slides – Frigidaire Showcase	1966
	4	Slides – Ranges and Refrigerators	1967
	5	Slides – Product slides used at Marco Island Press Conference workshop	1967
	6	Slides – Unidentified female at Ohio Covered Bridge with refrigerator (onsite photography)	1968
	7	Slides – United Appeal “Giving is the Living”	1969
	8	Slides – New York Press Conference	1969
	9	Slides – “This is Frigidaire”	1970
	10	Slides – Laundry Clinic-New York	1970
	11	Slides – “Sights and Sounds of the Newmakers as Frigidaire and the Union make history” – Frigidaire problem and solution news coverage	1968, 1971
	12	Slides – ABC TV films interior of plant	1971

	13	Slides – NBC Interview with interior and exterior photographs of Frigidaire plant and newspaper clippings	1971
	14	Slides – Press conference and newspaper clippings	1971
	15	Slides – Frigidaire Press Conference on television monitor and unidentified man in office	1971
	16	Slides – Frigidaire Sales Meeting and Interview	1971
	17	Slides – Frigidaire “Renaissance” newspaper clippings	1971
	18	Slides – Newspaper Clippings of Frigidaire-Union talks	1971
	19	Slides – Chico Press Conference	1971
	20	Slides – 8 th grade tour of Frigidaire	1971
	21	Slides – TV coverage of Frigidaire-Union talks	1971-1972
	22	Slides – Product Demonstrations: Refrigerators, Ranges and Trash Compactors	1972
	23	Slides – Oven Range Demonstration	1972-1973
	24	Slides – Oven Range Demonstration	1973
	25	Slides – “Conversation Piece” (October)	1973
	26	Slides – “Conversation Piece” (November)	1973
	27	Slides – Touch and Cook Oven Demonstration	1973
	28	Slides – Intro to Touch-N-Cook	1973
	29	Slides – Open House and Product Showcase	1973
	30	Slides – New York Press Clinic	1973
	31	Slides – United Appeal Fundraising Drive, Winter’s Bank Building, Dayton, OH (October)	1973
	32	Slides – Miscellaneous Showcases	1965-1978
	33	Slides - Oven Range Demonsration	1974
	34	Slides – Frigidaire Split...Press Conference (September 14)	1974
	35	Slides – Frigidaire Split...Mr. Campbell presentation and exterior of Frigidaire plant (September 16)	1974
	36	Slides – Lunch Meetings	1974
	37	Slides – Television coverage of press conference	1974
	38	Slides – Microwave Demonstration	1975
	39	Slides – Historic Air Conditioner Showcase	1975
	40	Slides – Newspaper Clippings	1975
8C	1	Slides – Bicentennial Kitchen	1976
	2	Slides – Bicentennial Open House-Historic Products (July 22)	1976
	3	Slides – Bye, Bye, Centennial	1976
	4	Slides – “Touch of Magic”	1976

	5	Slides – Dishwasher and Oven Range Demonstration	1976
	6	Slides – Microwave Demonstration	1977
	7	Slides – New York Press Conference	1978
	8	Slides – Management Film	1978
	9	Slides – Frigidaire Meeting (May 3)	1978
	10	Slides – Historical Products	n. d.
	11	Slides – Historical Products	n. d.
	12	Slides – Historical Products	n. d.
	13	Slides – Historical Products	n. d.
	14	Slides – Frigidaire Open House	n. d.
	15	Slides – Frigidaire Open House	n. d.
	16	Slides – Unidentified female on in-plant vehicle	n. d.
	17	Slides – Unidentified School Group Tour	n. d.
	18	Slides – Unidentified Meeting	n. d.
	19	Slides – Frigidaire Logos	n. d.
9	1	Negatives – Engineering Department Photography	1978
	2	Negatives – Engineering Department Photography	1978
	3	Negatives – Frigidaire Open House	n. d.

Series VII: Clippings

9	4	Clippings – Air Conditioning	1960-1970, n. d.
	5	Clippings – Dishwashers	1960-1970, n. d.
	6	Clippings – Frigidaire Articles-One article in German	1961-1972, n. d.
	7	Clippings – Kitchens	1960-1963
	8	Clippings – Kitchens	1964-1966
	9	Clippings – Kitchens	1967-1970
	10	Clippings – Kitchens	n. d.
	11	Clippings – Miscellaneous Frigidaire Products- includes Tender Matic control, waster disposal, dining rooms, storage units, and ice maker	1960-1970, n. d.
10	1	Clippings – Multiple Frigidaire Products	1959-1963
	2	Clippings – Multiple Frigidaire Products	1963-1966
	3	Clippings – Multiple Frigidaire Products	1967-1969
	4	Clippings – Multiple Frigidaire Products	1970, n. d.
	5	Clippings – Oven Ranges	1959-1963
	6	Clippings – Oven Ranges	1964-1966
	7	Clippings – Oven Ranges	1967-1970, n. d.

	8	Clippings – Refrigerators and Freezers	1960-1965
	9	Clippings – Refrigerators and Freezers	1966-1970, n. d.
	10	Clippings – Washers and Dryers	1959-1963
	11	Clippings – Washers and Dryers	1964-1970, n. d.
10A	1	Newspaper Clippings	1959-1962, n. d.
	2	Historical Clippings and Correspondence	1969-1976
	3	Newspaper Clippings and Memos – Frigidaire Salaried Employees	1974-1987
	4	Newspaper Clippings and Memos – White Consolidated Industries	1979-1986
	5	Newspaper Clippings – Frigidaire Parts and Service Company	1984-1985
	6	Newspaper Clippings – Frigidaire Building Purchased	1986

Series VIII: Ephemera

11	1	Drawing of Kitchen	1960s
	2	Song - “Men of Frigidaire”	n. d.
	3	50th Anniversary Plaque to General Motors From Dayton Area Chamber of Commerce	1958
	4	Retirement Party Announcements	1981-1984
12	1	Frigidaire Logos	n. d.

Series IX: Scrapbooks

12	2	Preliminary Report on Promotional Film "Living Unlimited"	1957
	3	Selling Frigidaire Through Publicity	1970
	4	Selling Frigidaire Through Publicity	1973
	5	Selling Frigidaire Through Publicity	1974
	6	Scrapbook of 1964 Frigidaire Open House	1964

Series X: Tapes and Films

13		Papers found in Film Collection (in box order)	1962, 1965
	1	Open House Interviews Part I	1964

	2	Open House Interviews Part II	1964
	3	Lehman/Considine	1965
	4	Boca Raton, Florida Press Conference	1965
	5	This is Frigidaire	1970
	6	News Reports Concerning Labor Negotiations	1971
	7	United Auto Workers – Frigidaire Agreement	1972
	8	Mr. Campbell - Detroit Press Conference	1972
	9	Reactions to Frigidaire Settlement	1972
	10	Press Conference and Open House	1972
	11	The Frigidaire "Problem" and the Solution	n. d.
	12	Frigidaire Split	n. d.
	13	Unidentified Tape	n. d.
	14	Frigidaire - WXYZ 6PM News - Film	1972
	15	Frigidaire - WJBK 11 PM News - Film	1972
	16	Frigidaire Press Conference	1972
	17	News Conference - Mr. Campbell Auditorium	1974
	18	Frigidaire Dealer Program – “It’s a Proud, Proud	n. d.
13A	1	Frigidaire Suite	n. d.
	2	A Good Reflection	n. d.
	3	Unidentified Tape	n. d.
	4	Unidentified Tape	n. d.
	5	Biloxi Press Conference	n. d.
	6	“Welcome to Marco”	n. d.
	7	Marco Press Conference	n. d.
14	1	Mr. Elmer Hastings and What’s It All About. Approx. 20 minutes. Color. Sound. Produced by GM	n. d.
	2	ABC and CBS News Kinescope. 5:00. Magnetic Sound. Believed to be local to Dayton area.	1978
	3	Damsels of Design. 3:00. GM Corporate newsreel.	1959
	4	Economic Home Energy. Color. Magnetic sound. 5:00.	n. d.
	5	At Home in the Center City. Ideas for Homemakers series. Color. Sound. Urban revitalization in Dayton. Frigidaire kitchen design showroom in downtown Dayton. Color faded to red. Otherwise good condition. Good scenes of downtown Dayton and women in the workforce. 20:00.	ca. 1970
	6	Touch and Cook. Frigidaire electric range. Color. Sound. 5:00.	1973

7	Conversation Piece. Color. Magnetic soundtrack. Produced by Sterling.	1974
8	You and the Economy, 1969-1970. 10:00.	ca. 1970
9	Excellence is the Standard. Color. Sound. 10:00. Produced for Frigidaire by Associated/Sterling.	ca. 1970
10	A Kitchen is an Idea. Color. Sound. Robert Fisher Productions. 10:00.	ca. 1955-1960
11	An SOS From the Kitchen. Robert Fisher Productions. Color. Sound.	ca. 1955
12	A Kitchen is an Idea. Robert Fisher Productions. Color. Sound. 10:00.	ca. 1955-1960
13	Ideas for Living. Features Al Kelly at opening segment.	ca. 1955
14	"FYI". Locally-produced talk show featuring Bob Considine as interviewer. Kinescope features discussion with GM executive Ben Dorsett. Contains excellent footage of the interior and exterior of GM's Frigidaire plant in Dayton. Follows the process of assembling a washing machine from raw steel to crating and shipping. Actually shows signing of a quality pledge scroll by numerous employees. Mentions workforce and discusses internal suggestion system. B&W. Sound. Approx. 15:00.	ca. 1962
15	You Have to See It to Believe It. Wilding Productions. 8:00.	1958
16	Untitled. Frigidaire "Ideas for Living" exhibit. Kinescope made from broadcast at 1961 Motorama held at the Waldorf Astoria Hotel, NYC.	1961
17	Chairman of the Board and Room. How a dynamic, efficient young executive runs the household in his wife's absence. Produced by Frigidaire Division. Color.	n. d.
18	The Personal Touch. Produced by William Ditzel Productions, Dayton, OH. Ideas for Homemakers series. Features avocado-colored appliances. Color.	ca. 1960s
19	The Personal Touch. Produced by William Ditzel Productions, Dayton, Ohio. Ideas for Homemakers series. Features avocado-colored appliances. Color.	ca. 1960s
20	Frigidaire Computer Range. Color. Sound.	ca. 1970
21	LaVerne Shone. Profile of Dayton modeling agency owner and homemaker who manages to have it all with the help of Frigidaire appliances. Produced by Association/Sterling. Color.	ca. 1973

- 23 **World of Minis.** Opens with images of early home appliances and some vintage motion footage. Otherwise film concerns smaller appliances designed for apartment living. Color. Sound. 5:00. n. d.
- 24 **A Day in the Life of A Kitchen.** Produced by Film Associates Inc., Dayton. B&W Print probably intended for television. Sound. Homemaker Idea Series. (7654321 - Breakfast! Leave it to Beaver meets the Jetsons). **VHS Duplication** ca. 1964
- 25 **A Day in the Life of a Kitchen.** Color positive print. Produced by Film Associates Inc., Dayton. B&W Print probably intended for television. Sound. Homemaker Idea Series. (7654321 - Breakfast! Leave it to Beaver meets the Jetsons). **VHS Duplication** ca. 1964
- 26 **From Dreams to Reality.** Robert Fisher Productions, Grosse Ile, MI. Originally intended for television. ca. 1957
- 27 **Ideas for Living from Frigidaire.** Robert Fisher Productions. Grosse Ile, MI. ca. 1957
- 15 1 **Flair for Living: Drycleaning.** Produced for Frigidaire by Ditzel Productions, Dayton, OH. 8:00. n. d.
- 2 **Flair for Living: Reliability.** Ditzel. n. d.
- 3 **Flair for Living: Dishwasher.** Ditzel. n. d.
- 4 **Flair for Living: Drycleaner.** Produced for Frigidaire by Ditzel Productions, Dayton, OH. 8:00. n. d.
- 5 **Flair for Living: Porcelain.** Ditzel. n. d.
- 6 **Flair for Living: Dishwasher.** Ditzel. n. d.
- 7 **Touch and Cook Range.** WHIO-TV. Dick Bieser interviews Frigidaire chief engineer John Weibel about the new range. Magnetic sound. Color. n. d.
- 8 **You and the Economy, 1966-1967.** Network Television News Production. Shows food processing, supermarkets, consumers. 10:00. Color. Magnetic ca. 1967
- 9 **Man's Eternal Enemy.** A-wind, negative sound track. Frigidaire Division. Produced by Jam Handy. ca. 1962
- 10 **Untitled.** Gemini 19 refrigerator is delivered to Hauptert Appliance store, Toledo, OH via Bell helicopter. B&W. Silent. ca. 1967
- 11 **Microwave Cooking.** 1976
- 12 **Frigidaire Consumer Service.** n. d.
- 13 **Conservation Piece.** Produced by Associated/Sterling. Color. Sound. c. 1974

14	Conservation Piece. Produced by Associated/Sterling. Color. Sound.	ca. 1974
15	A Check for Quality. Frigidaire.	ca. 1969
16	Frigidaire Consumer Service.	
17	A Kitchen is a Feminine Thing. Robert Fisher Productions. Color. Sound. VHS Duplication	ca. 1957
18	Untitled. Outtakes and cuts about a California homemaker, her Chevy and her Frigidaire appliances. High production values. Produced by "McNamara". B & W. Sound.	ca. 1960
19	Electric-Clean. Sectional. Color. 2:00.	n. d.
20	Dishwashing Automatically. Produced by Modern Talking Picture Service, Cincinnati, OH. Color. Sound.	n. d.
21	Flair for Living: Appliance Proving Ground. Host Aileen Paul visits the interior of Frigidaire's Dayton Engineering Labs. Modern TV, Cincinnati, OH. 5:17 VHS Duplication	n. d.
22	Debbie's Turnabout House. Color. Sound. Ditzel Productions. 5:00.	n. d.
23	Wonderland of Laundering. Color. Sound. Ditzel Productions. 4:50.	n. d.
24	Debbie's Turnaround House. Color. Sound. Ditzel Productions. 5:00.	n. d.
25	Holiday Kitchen Newsreel. Produced in Dayton by Film Associates. B&W. Sound. VHS Duplication	1955 Missing
26	Electronic Dryness Control. Ditzel Productions.	n. d.
27	Rex in Laundry. "Rex's October 1965 Speech". Internal publicity machine for Frigidaire Products. Depicts Bill Ditzel making a home appliance feature in the background. Ditzel Productions. Color.	1965
28	Holiday Kitchen Newsreel. Vice President Nixon visits the 1955 National Housing Center Holiday Home Show. Includes tour of Frigidaire's Kitchen of Tomorrow. B & W. VHS Duplication	1955
29	Pas de Deux...New Laundry Too. Color. 5:00. Ditzel Productions.	n. d.
30	Pas de Deux...New Laundry Too. Color. 5:00. Ditzel Productions.	n. d.
16	1 GM Club, 1969. Harold Campbell, Frigidaire executive discusses new features of the 1969 fridges. Color. Sound.	1969

- 2 **Frigidaire - On the Air, Everywhere.** How TV sells products and how Frigidaire is taking advantage of the emerging medium. Internal sales promotion film. ca. 1960
- 3 **At Home in the Center City.** Screen Print. Ditzel Productions. n. d.
- 4 **Crowning Achievement.** Jane and John, consumers, visit the Canadian National exposition and tour the Frigidaire exhibit. B&W. Sound. Canadian production funded by Frigidaire Canada and produced by Thatcher, Toronto, Ont. 1955
- 5 **Appliance Proving Ground: Freezer** B & W. Modern TV, Cincinnati, OH . 5:17. **VHS Duplication** ca. 1958
- 6 **Excellence is the Standard.** Frigidaire Public Relations Department. Associated/Sterling. Color. 6:00. ca. 1970-1979
- 7 **Electric-Clean.** Atlas Film Corporation, Oak Park, IL. Color. n. d.
- 8 **Untitled.** Monkey printing Frigidaire news releases. Color. Promotional segment for Frigidaire PR department. Under 1:00. n. d.
- 9 **Frigidaire Range.** Color. n. d.
- 10 **Excellence is the Standard.** 6:00. Frigidaire Public Relations Department. Color. n. d.
- 11 **A Check for Quality.** Frigidaire Public Relations Department. Color. n. d.
- 12 **FYI.** Bob Considine interviews Herman Lehman, Frigidaire general manager and GM vice president, about the 50 millionth Frigidaire appliance. 1965
- 13 **Food Preservation.** Produced by Sterling for Frigidaire. Color. **VHS Duplication** n. d.
- 14 **Food Preservation.** Produced by Sterling for Frigidaire. Color. **VHS Duplication** n. d.
- 15 **Space-Age Refrigerator.** Network Television News Productions. Color. Sound. 3:00. n. d.
- 16 **20 Millionth Used.** Kinescope of network news at 11 pm. On film core. B & W. (January 25) 1959
- 17 **The Refrigerator's Golden Year.** Frigidaire's 50th anniversary. Includes footage of suffrage march; early cars; ice boxes and ice cutting; theatrical "faked" historical stuff. Sterling Movies USA Inc., New York City. Optical Sound. B & W and Color. ca. 1960s
VHS Duplication (5 copies)

	18	A Check for Quality. Allegro Film Productions, Inc., NY. Color.	n. d.
	19	Out of this World. Kodachrome print of GM's World of Tomorrow exhibit at the 1964 New York World's Fair. Produced by GM Photographic. Color. Optical sound.	n. d.
	20	Living Unlimited. Produced by John Sutherland. Color. Sound.	ca. 1960
	21	GM Club, 1967. Interview with Dick Terrell of Frigidaire. NTN Production. B & W.	1967
	22	1970 Films Report. You and the economy; TV Tempo; Skinny Mini; Check for Quality (New Cavalcade); Sam Debord News Cavalcade; Lets Make a Deal-air checks. Public Relations Department. Color.	1970
	23	Over Forty. Ditzel Production. 7:00. B & W. Note: Printed on container "Damaged do not use 4/19/63."	n. d.
	24	A Kitchen is an Idea. Robert Fisher Productions. Color. Sound.	ca. 1957
17	1	Frigidaire "Sheer Look" Fashion Show, 1957. B&W newsreel footage of 1957 Kitchen of Tomorrow at Motorama show; segment on women industrial designers; other subjects.	1957
	2	National Safety Council. 20 seconds. TV spot for refrigerator safety. B & W.	n. d.
	3	Tomorrow and Today in Kitchens. Color.	ca. 1959
	4	Refrigerator Features. Produced by Jam Handy, Picture Service Inc. B & W. VHS Duplication	1940
	5	Of Men and Menus. Stars Edgar Kennedy and Vivian Oakland. Theatrical promotion for Frigidaire ranges. B&W. Sound. VHS Duplication	ca. 1940
	6	Home Show. TV show kinescope featuring latest Frigidaire appliances. B&W. (February 6)	1957
	7	Untitled. Largest shipment of appliances from Frigidaire warehouse in Moraine, OH. Rail transport of Frigidaire products. Approx. 4:00. Color.	n. d.
	8	Appliance Proving Ground. Modern TV Cincinnati, OH. B & W. 5:21	n. d.
	9	Appliance Proving Ground Modern TV Dallas, TX. B & W. 5:21	n. d.
	10	Frigidaire Range. Color. 1:00.	n. d.
	11	40 Millionth Refrigerator. B & W. VHS Duplication	n. d.

	12	New Concepts in Laundering. Produced by Consolidated Film Industries. Color.	1960
	13	GM Frigidaire Plant, Dayton. Exterior footage. B & W.	n. d.
	14	Design for Progress. Color.	1978
	15	New Ways to a Man's Heart. Robert Fisher Productions. B & W. VHS Duplication	1957
	16	Wonderland of Laundering. Ditzel Productions, Dayton. From the Frigidaire Home Laundry Research Center, Dayton, OH. B & W.	ca. 1960
	17	A Check for Quality. Allegro Film Production Inc., NY. Color.	1969
	18	Life Begins at 40. 40th Anniversary film. B & W.	ca. 1955
	19	General Motors Technical Center. Newsreel footage from the dedication of the Center including kinescope footage of President Dwight Eisenhower's comments for the dedication. Also includes brief shot of Indonesian dictator Sukharno, on state visit, seated with Eisenhower. B&W. Sound. (May 16)	1956
18	1	New Dimensions in Comfort. Frigidaire Division. GM Corp. Product demonstrations of room air conditioners. Optical sound. Color. 6:00.	1959
	2	Flair for Living: Food Freezer. Ditzel Productions, Dayton. Color. Sound. 6:00. VHS Duplication	n. d.
	3	Flair for Living: Frozen Foods. Host Aileen Paul. B & W. Sound. 6:00 VHS Duplication	ca. 1962
	4	Frigidaire Computer Range. Association/Sterling.	1973
	5	LaVerne Shone. Association/Sterling.	1973
	6	Paradise Spa. Suburban development in Las Vegas featuring all electric Frigidaire kitchens. Sterling Movies. Color.	ca. 1960s
	7	Food Preservation. B & W.	n. d.
	8	GM Club 1969. Color.	n. d.
	9	Mini Laundry Center. Color.	ca. 1970s
	10	Ed Hamlin's Engineering Lab Tour. B&W. Magnetic Sound.	1962
	11	Frigidaire Trash Compactor. Color.	1972
	12	Space Age Refrigerator. Color. VHS Duplication	n. d.
	13	This is Our Town - Dayton. Frigidaire segment. Footage of Dayton Frigidaire plant, interior and exterior. Approx. 5:00. B&W. Sound.	1957
	14	Teamwork. Presented by the Frigidaire Division of General Motors. Footlight Flickers. B & W.	n. d.

Wright Room **FoodEssence “Kitchen”** Some Frigidaire footage used. Salter Street Films, Ltd. 23:15. (December 3) 1998
VHS Duplication