

MS-262, Frigidaire Historical Collection

Collection Number: MS-262

Title: Frigidaire Historical Collection

Dates: 1913-1989

Creator: General Motors Corporation. Frigidaire Division.

Summary/Abstract: Collection contains a wide assortment of materials concerning the activities of the Frigidaire Corporation in the Dayton area. Included are materials pertaining to the history of Frigidaire, product manuals and literature, promotional materials, company publications, photographs of executives, plants, and products, clippings, scrapbooks, audio tapes, and films.

Quantity/Physical Description: 6 linear feet and 1.46 Gigabytes

Language(s): English

Repository:

Special Collections and Archives, Paul Laurence Dunbar Library, Wright State University, Dayton, OH 45435-0001, (937) 775-2092.

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Preferred Citation:

[Description of item, Date, Box #, Folder #], MS-262, Frigidaire Historical Collection, Special Collections and Archives, University Libraries, Wright State University, Dayton, Ohio.

Acquisition: 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. An addition of advertising literature, film, newsclippings, photographs, correspondence and building plans was received in Feb. 2005 by Gailard "Red" Ketchum, a long-time employee at Frigidaire.

Existence and Location of Copies: Digital mp4 files of select 16mm films in Series X and a VHS tape are available in the E-Archives (ms262_e0001 to 262_e0005).

Separated Material: Original films are located off-site.

Other Finding Aid: The finding aid is available on the Special Collections & Archives, Wright State University Libraries web site at http://www.libraries.wright.edu/special/collection_guides/guide_files/ms262.pdf. It is also available in the OhioLINK Finding Aid Repository at <http://ead.ohiolink.edu/xtf-ead/>.

Related Material:

MS-406 Frigidaire Tired Old Men (T.O.M.) Club Records

Processed by: Processed by Kenton Jaehnig, Spring 1995. Additions processed by John Sanford, Fall 1997. Additions processed by Garret Kremer-Wright, Fall 2005. Additions processed by Patricia A. McEldowney, June 2012. Finding aid updated to DACS, 2017 August.

Arrangement:

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

Historical Note:

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 Mellows, 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 Mellows'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 expand 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). The series 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 brochures (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). Please note, the films are in 16 mm format and are not available for viewing in the Reading Room, unless a digital mp4 file in the E-Archives is noted in the box and folder list. Please contact an archivist for more information.

Subject Terms:

Organizations/Corporate Names

General Motors Corporation. Frigidaire Division

Places

Dayton (Ohio) – History

Subjects (General)

Industrial publicity

Electric apparatus and appliances

Household appliances industry

World War, 1939-1945 -- War work -- United States.

Material Types

Brochures

Film (material by form)

Sound recordings

Scrapbooks

Photographs

Slides (photographs)

Collection Inventory

Box	File	Description	Date
SERIES I:		HISTORY OF FRIGIDAIRE	
1A		Register of the Frigidaire Collection at General Motors Institute, Flint, Michigan	1980
1A	1	History of Frigidaire – The Origin of 1964 Frigidaire	1964
1A	2	History of Frigidaire – History of Frigidaire	1964
1A	3	History of Frigidaire – The Story of Freon	1964
1A	4	History of Frigidaire – Foreign Operations	1964
1A	5	History of Frigidaire – Household Refrigerators	1964
1A	6	History of Frigidaire – Frigidaire Air Conditioning	1964
1A	7	History of Frigidaire – Electric Ranges	1964
1A	8	History of Frigidaire – Delco Light Pumps and Washers (c. 1916-1922)	1964
1A	9	History of Frigidaire – Laundry Equipment	1964
1A	10	History of Frigidaire – Electric Water Heaters	1964
1A	11	History of Frigidaire – Kitchen Cabinets and Sinks	1964
1B	1	History of Frigidaire – Model Kitchens	1964
1B	2	History of Frigidaire – Frigidaire and the Railroads	1964
1B	3	History of Frigidaire – Automobile Air Conditioning	1964
1B	4	History of Frigidaire – Frigidaire and Frozen Food	1964
1B	5	History of Frigidaire – Commercial Refrigeration	1964
2	1	History of Frigidaire – Commercial Refrigeration	1964
2	2	History of Frigidaire – Preface and Salesmanship	1964
2	3	History of Frigidaire – The Engineering Department	1964
2	4	History of Frigidaire – The Home Economics Department	1964
2	5	History of Frigidaire – The Service Department	1964
OS 31	2	Frigidaire Service Posters	undated
2	6	History of Frigidaire and its Employees	1964
2	7	History of Frigidaire – Frigidaire and the Community	1964
2	8	History of Frigidaire – Food Services	1964
2	9	Historical Materials – Pamphlets	1955, 1967
2	10	Electrical Home Appliances-100 Years	1952
2	11	The Frigidaire Story	1962, 1966
2	12	Biography of William Durant	1973
2	13	Historical Materials – Guardian Frigerator Company	1913-1923, 1942, 1969
2	14	Frigidaire Administration Material	1955-1976

Box	File	Description	Date
OS 31	2	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
2A	2	Speech - C. V. Kirby "Remarks of C. V. Kirby"	1956
2A	3	Speeches and Meetings	1960-1968
2A	4	Material Concerning Frigidaire-Union Agreement	1971
2A	5	Text of Speeches	1972-1974, undated
2A	6	Frigidaire Exhibit	undated
2A	7	Script for Press Conferences in Boca Raton and Tierra Verde, Florida (October 14-15)	1965
2A	8	Correspondence - Frigidaire to Dayton USA Magazine	1964-1969
2A	9	Correspondence - Disposal Request of the Moraine Warehouse and Approval of New Service Parts Warehouse	1968-1971
OS 31	3	Blueprints of Kitchens	1965
OS 31	3	Blueprint - Briggs and Stratton Refrigerator Compressor	1920
OS 31	3	Blueprint - Service Parts Warehouse	1970
OS 31	3	Blueprint - Topography Map of Frigidaire Property, Moraine, OH	1970
SERIES II:		MANUALS AND HANDBOOKS	
3	1	General Motors Executive Training Program	1934
3	2	Flowing Cold Engineering Handbook Part I	1935
3	3	Flowing Cold Engineering Handbook Part II	1935
3	4	Package Unit Handbook	1939-1941
3	5	Air Conditioning - Simplified Product Selection Guide	1940
3	6	Air Conditioning Profit Analyzer	1940
3	7	Commercial and Air Conditioning Base Sales Guide	1940
3	8	Frigidaire Household Refrigerator Specifications	1945-1946
OS 31	2	Tap and Drill Sizes	1956
OS 31	2	Household Cabinet History Chart	1933
3A	1	Frigidaire Data Book - Commercial and Air Conditioning	1956
3A	2	Frigidaire Refrigerator Specifications	1959, 1961
3A	3	Service and Parts Manual - Rapid Drycleaner	1962
3A	4	Service Tech-Talk	1950-1952, 1957
3A	5	Service Tech-Talk	1960, 1977-1979

Box	File	Description	Date
3A	6	Service Tech-Talk Index	1950-1964
3B	1	Quality Control Materials	1957-1961
SERIES III:		PRODUCT LITERATURE	
4	1	Product Literature	1958-1975
4	2	Product Literature – Freezers	1960-1980
4	3	Product Literature – Ranges	1958-1980
4	4	Product Literature – Complete Line	1958-1980
4	5	Product Literature – Microwaves	1960-1980
4	6	Product Literature – Washers and Dryers	1960-1980
4	7	Product Literature – Air Conditioners	1970-1980
4	8	Product Literature – Dishwashers and Waste Disposals	1958-1980
4	9	Product Literature – Ice Makers	1960-1980
4	10	Product Literature – Miscellaneous	1960-1980
5	1	Product Literature- Refrigerators	1940-1943, 1960-1980
5	2	Product Literature – Promotional-includes “Meaning of Reliability at Frigidaire, Report 1-11	1952-1954, 1960-1980
5	3	Product Literature – Miscellaneous	1960-1980
SERIES IV:		PROMOTIONAL MATERIAL	
5	4	Press Kits	1954
5	5	Press Kits	1955
5	6	Press Kits	1956
5	7	Press Kits	1958-1959
5	8	Press Kits	1960-1968
6	1	Press Kits	1960-1963
6	2	Press Kits	1964-1966
6	3	Press Kits	1968-1969
6	4	Press Kits	1970-1973
6	5	Press Kits	1974-1978
6	6	50 th Year – 50 Millionth Product Celebration	1965
7	1	General Motors – Yearly Automobile Series Brochure	1965-1969
7	2	General Motors – Yearly Automobile Series Brochure	1970-1979

Box	File	Description	Date
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
7	4	“Frigidaire at War”	1944
7	5	Educational Aids – General Motors Institute (GMI)	1940-1960
7	6	Employee Relations Materials	1943-1968
7	7	The Frigidairian	1966- 1970
7	8	The Frigidairian	1971- 1972
7	9	The Frigidairian	1973- 1974
7	10	The Frigidairian	1975-1976
7	11	The Frigidairian	1977-1978
7	12	Report To Retirees	1983, 1985-1986
7	13	Front Line	1974, 1976
7A	1	Appliance	1971-1974
7A	2	On the Line With the Frigidarian	1977-1978
7A	3	Mechanix Illustrated	1970
7A	4	Appliance Service News	1970
7A	5	The Mast	1973
7A	6	Publications for Salaried Employees and Retirees	1929,
7A	7	Company Publications – Miscellaneous	1954-1978, undated
OS		Household B.T.U. News (Vol. 7, Issue 1) [this item only: donated by Arlene Galloway]	1938 Jan.
SERIES VI:		PHOTOGRAPHS	
7A	8	William Switzer and Bob Considine at Frigidaire’s 50 th Anniversary	1965
7A	9	Civic Luncheon	1954
OS 31	2	Frigidaire Plants	1920s- 1960s
8	1	Demolition of Frigidaire Plant	undated
8	2	Plant Interior	undated
8	3	Plant Machinery	undated
8	4	Plant Machinery	undated
8	5	Frigidaire Open House	undated

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

Box	File	Description	Date
8B	17	Slides – Frigidaire “Renaissance” newspaper clippings	1971
8B	18	Slides – Newspaper Clippings of Frigidaire-Union talks	1971
8B	19	Slides – Chico Press Conference	1971
8B	20	Slides – 8 th grade tour of Frigidaire	1971
8B	21	Slides – TV coverage of Frigidaire-Union talks	1971-1972
8B	22	Slides – Product Demonstrations: Refrigerators, Ranges and Trash Compactors	1972
8B	23	Slides – Oven Range Demonstration	1972-1973
8B	24	Slides – Oven Range Demonstration	1973
8B	25	Slides – “Conversation Piece” (October)	1973
8B	26	Slides – “Conversation Piece” (November)	1973
8B	27	Slides – Touch and Cook Oven Demonstration	1973
8B	28	Slides – Intro to Touch-N-Cook	1973
8B	29	Slides – Open House and Product Showcase	1973
8B	30	Slides – New York Press Clinic	1973
8B	31	Slides – United Appeal Fundraising Drive, Winter’s Bank Building, Dayton, OH (October)	1973
8B	32	Slides – Miscellaneous Showcases	1965-1978
8B	33	Slides - Oven Range Demonsration	1974
8B	34	Slides – Frigidaire Split...Press Conference (September 14)	1974
8B	35	Slides – Frigidaire Split...Mr. Campbell presentation and exterior of Frigidaire plant (September 16)	1974
8B	36	Slides – Lunch Meetings	1974
8B	37	Slides – Television coverage of press conference	1974
8B	38	Slides – Microwave Demonstration	1975
8B	39	Slides – Historic Air Conditioner Showcase	1975
8B	40	Slides – Newspaper Clippings	1975
8C	1	Slides – Bicentennial Kitchen	1976
8C	2	Slides – Bicentennial Open House-Historic Products (July 22)	1976
8C	3	Slides – Bye, Bye, Centennial	1976
8C	4	Slides – “Touch of Magic”	1976
8C	5	Slides – Dishwasher and Oven Range Demonstration	1976
8C	6	Slides – Microwave Demonstration	1977
8C	7	Slides – New York Press Conference	1978
8C	8	Slides – Management Film	1978
8C	9	Slides – Frigidaire Meeting (May 3)	1978
8C	10	Slides – Historical Products	undated
8C	11	Slides – Historical Products	undated

Box	File	Description	Date
8C	12	Slides – Historical Products	undated
8C	13	Slides – Historical Products	undated
8C	14	Slides – Frigidaire Open House	undated
8C	15	Slides – Frigidaire Open House	undated
8C	16	Slides – Unidentified female on in-plant vehicle	undated
8C	17	Slides – Unidentified School Group Tour	undated
8C	18	Slides – Unidentified Meeting	undated
8C	19	Slides – Frigidaire Logos	undated
9	1	Negatives – Engineering Department Photography Section	1978
9	2	Negatives – Engineering Department Photography Section	1978
9	3	Negatives – Frigidaire Open House	undated
SERIES VII:		CLIPPINGS	
9	4	Clippings – Air Conditioning	1960-1970,
9	5	Clippings – Dishwashers	1960-1970,
9	6	Clippings – Frigidaire Articles-One article in German	1961-1972,
9	7	Clippings – Kitchens	1960-1963
9	8	Clippings – Kitchens	1964-1966
9	9	Clippings – Kitchens	1967-1970
9	10	Clippings – Kitchens	undated
9	11	Clippings – Miscellaneous Frigidaire Products-includes Tender Matic control, waster disposal, dining rooms, storage units, and ice maker	1960-1970, undated
10	1	Clippings – Multiple Frigidaire Products	1959-1963
10	2	Clippings – Multiple Frigidaire Products	1963-1966
10	3	Clippings – Multiple Frigidaire Products	1967-1969
10	4	Clippings – Multiple Frigidaire Products	1970, undated
10	5	Clippings – Oven Ranges	1959-1963
10	6	Clippings – Oven Ranges	1964-1966
10	7	Clippings – Oven Ranges	1967-1970,
10	8	Clippings – Refrigerators and Freezers	1960-1965
10	9	Clippings – Refrigerators and Freezers	1966-1970,
10	10	Clippings – Washers and Dryers	1959-1963
10	11	Clippings – Washers and Dryers	1964-1970,
10A	1	Newspaper Clippings	1959-1962,
10A	2	Historical Clippings and Correspondence	1969-1976
10A	3	Newspaper Clippings and Memos – Frigidaire Salaried Employees	1974-1987

Box	File	Description	Date
10A	4	Newspaper Clippings and Memos – White Consolidated Industries	1979-1986
10A	5	Newspaper Clippings – Frigidaire Parts and Service Company	1984-1985
10A	6	Newspaper Clippings – Frigidaire Building Purchased	1986
SERIES VIII:		EPHEMERA	
11	1	Drawing of Kitchen	1960s
11	2	Song - “Men of Frigidaire”	undated
11	3	50th Anniversary Plaque to General Motors From Dayton Area Chamber of Commerce	1958
11	4	Retirement Party Announcements	1981-1984
12	1	Frigidaire Logos	undated
SERIES IX:		SCRAPBOOKS	
12	2	Preliminary Report on Promotional Film "Living Unlimited"	1957
12	3	Selling Frigidaire Through Publicity	1970
12	4	Selling Frigidaire Through Publicity	1973
12	5	Selling Frigidaire Through Publicity	1974
12	6	Scrapbook of 1964 Frigidaire Open House	1964
SERIES X:		TAPES AND FILMS	
<i>Note: Unless otherwise noted, film is in 16 mm format</i>			
		Papers found in Film Collection (in box order)	1962, 1965
13	1	Open House Interviews Part I	1964
13	2	Open House Interviews Part II	1964
13	3	Lehman/Considine	1965
13	4	Boca Raton, Florida Press Conference	1965
13	5	This is Frigidaire	1970
13	6	News Reports Concerning Labor Negotiations	1971
13	7	United Auto Workers – Frigidaire Agreement	1972
13	8	Mr. Campbell - Detroit Press Conference	1972
13	9	Reactions to Frigidaire Settlement	1972
13	10	Press Conference and Open House	1972
13	11	The Frigidaire "Problem" and the Solution	undated
13	12	Frigidaire Split	undated

Box	File	Description	Date
13	13	Unidentified Tape	undated
13	14	Frigidaire - WXYZ 6PM News - Film	1972
13	15	Frigidaire - WJBK 11 PM News - Film	1972
13	16	Frigidaire Press Conference	1972
13	17	News Conference - Mr. Campbell Auditorium Presentations	1974
13	18	Frigidaire Dealer Program – “It’s a Proud, Proud Feeling”	undated
13A	1	Frigidaire Suite	undated
13A	2	A Good Reflection	undated
13A	3	Unidentified Tape	undated
13A	4	Unidentified Tape	undated
13A	5	Biloxi Press Conference	undated
13A	6	“Welcome to Marco”	undated
13A	7	Marco Press Conference	undated
14	1	Mr. Elmer Hastings and What’s It All About. Approx. 20 minutes. Color. Sound. Produced by GM Photographic.	undated
14	2	ABC and CBS News Kinescope. 5:00. Magnetic Sound. Believed to be local to Dayton area.	1978
14	3	Damsels of Design. 3:00. GM Corporate newsreel.	1959
14	4	Economic Home Energy. Color. Magnetic sound. 5:00.	undated
14	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
14	6	Touch and Cook. Frigidaire electric range. Color. Sound. 5:00.	1973
14	7	Conversation Piece. Color. Magnetic soundtrack. Produced by Sterling.	1974
14	8	You and the Economy, 1969-1970. 10:00.	ca. 1970
14	9	Excellence is the Standard. Color. Sound. 10:00. Produced for Frigidaire by Associated/Sterling.	ca. 1970
14	10	A Kitchen is an Idea. Color. Sound. Robert Fisher Productions. 10:00.(duplicate of box 14, file 12)	ca. 1955-1960
14	11	An SOS From the Kitchen. Robert Fisher Productions. Color. Sound.	ca. 1955
14	12	A Kitchen is an Idea. Robert Fisher Productions. Color. Sound. 10:00. .(duplicate of box 14, file 10)	ca. 1955-1960
14	13	Ideas for Living. Features Al Kelly at opening segment.	ca. 1955

Box	File	Description	Date
14	14	"FYI" . Locally-produced talk show featuring Bob Considine as interviewer. Kinescope features discussion with GM executive Ben Dorsett. Contains 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. 6:00. (See also Box 16 File 12) (Request E-Archives Access Copy of ms262_e0002)	ca. 1962
14	15	You Have to See It to Believe It. Wilding Productions. 8:00.	1958
14	16	Untitled. Frigidaire "Ideas for Living" exhibit. Kinescope made from broadcast at 1961 Motorama held at the Waldorf Astoria Hotel, NYC.	1961
14	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. 6:12. Circa 1962.	undated
14	18	The Personal Touch. Produced by William Ditzel Productions, Dayton, OH. Ideas for Homemakers series. Features avocado-colored appliances. Color. Sound. (Request E-Archives Access Copy of ms262_e0001_b).	ca. 1960s
14	19	The Personal Touch. Produced by William Ditzel Productions, Dayton, Ohio. Ideas for Homemakers series. Features avocado-colored appliances. Color. Sound. (Request E-Archives Access Copy of ms262_e0001_b)	ca. 1960s
14	20	Frigidaire Computer Range. Color. Sound.	ca. 1970
14	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
14	22	Frigidaire Consumer Service. Color. Sound.	1969
14	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.	1973
14	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). (S-VHS Duplication, digital mp4 file in E-Archives ms262_e0005)	ca. 1964

Box	File	Description	Date
14	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). (S-VHS Duplication, digital mp4 file in E-Archives ms262_e0005.)	ca. 1964
14	26	From Dreams to Reality. Robert Fisher Productions, Grosse Ile, MI. Originally intended for television.	ca. 1957
14	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.	undated
15	2	Flair for Living: Reliability. Ditzel.	undated
15	3	Flair for Living: Dishwasher. Ditzel.	undated
15	4	Flair for Living: Drycleaner. Produced for Frigidaire by Ditzel Productions, Dayton, OH. 8:00.	undated
15	5	Flair for Living: Porcelain. Ditzel.	undated
15	6	Flair for Living: Dishwasher. Ditzel.	undated
15	7	Touch and Cook Range. WHIO-TV. Dick Bieser interviews Frigidaire chief engineer John Weibel about the new range. Magnetic sound. Color.	undated
15	8	You and the Economy, 1966-1967. Network Television News Production. Shows food processing, supermarkets, consumers. 10:00. Color. Magnetic sound.	ca. 1967
15	9	Man's Eternal Enemy. A-wind, negative sound track. Frigidaire Division. Produced by Jam Handy.	ca. 1962
15	10	Untitled. Gemini 19 refrigerator is delivered to Hauptert Appliance store, Toledo, OH via Bell helicopter. B&W. Silent.	ca. 1967
15	11	Microwave Cooking.	1976
15	12	Frigidaire Consumer Service. (Same as Box 15, File 16)	undated
15	13	Conservation Piece. Produced by Associated/Sterling. Color. Sound.	ca. 1974
15	14	Conservation Piece. Produced by Associated/Sterling. Color. Sound.	ca. 1974
15	15	A Check for Quality. Frigidaire.	ca. 1969

Box	File	Description	Date
15	16	Frigidaire Consumer Service. (Same as Box 15, File 12)	undated
15	17	A Kitchen is a Feminine Thing. Robert Fisher Productions. Color. Sound. Duplicate of Box 17, File 15. (S-VHS Duplication, digital mp4 file in E-Archives)	ca. 1957
15	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
15	19	Electric-Clean. Sectional. Color. 2:00.	undated
15	20	Dishwashing Automatically. Produced by Modern Talking Picture Service, Cincinnati, OH. Color. Sound.	undated
15	21	Flair for Living: Appliance Proving Ground. (same as Box 16, file 5) Host Aileen Paul visits the interior of Frigidaire's Dayton Engineering Labs. Modern TV, Cincinnati, OH. B&W. Sound. 5:17 S-VHS Duplication and digital mp4 file in E-Archives ms262_e0005.	undated
15	22	Debbie's Turnabout House. (same as Box 15, file 24) Color. Sound. Ditzel Productions. 5:00.	undated
15	23	Wonderland of Laundering. Color. Sound. Ditzel Productions. 4:50.	undated
15	24	Debbie's Turnaround House. (same as Box 15, file 22) Color. Sound. Ditzel Productions. 5:00.	undated
15	25	Holiday Kitchen Newsreel. Produced in Dayton by Film Associates. B&W. Sound. (Same as Box 15, File 28) S-VHS Duplication and digital mp4 file in E-Archives ms262_e0005	1955
15	26	Electronic Dryness Control. Ditzel Productions.	undated
15	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
15	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. (Same as Box 15, File 25) S-VHS Duplication, digital mp4 file in E-Archives ms262_e0005.	1955
15	29	Pas de Deux...New Laundry Too. Color. 5:00. Ditzel Productions.	undated
15	30	Pas de Deux...New Laundry Too. Color. 5:00. Ditzel Productions.	undated

Box	File	Description	Date
16	1	GM Club, 1969. Harold Campbell, Frigidaire executive discusses new features of the 1969 fridges. Color. Sound.	1969
16	2	Frigidaire - On the Air, Everywhere. How TV sells products and how Frigidaire is taking advantage of the emerging medium. Internal sales promotion film. Color.	ca. 1960
16	3	At Home in the Center City. Screen Print. Ditzel Productions.	undated
16	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
16	5	Appliance Proving Ground: Freezer (same as Box 15, file 21) B&W. Sound. Modern TV, Cincinnati, OH. 5:17. (S-VHS Duplication, digital mp4 file in E-Archives ms262_e0005)	ca. 1958
16	6	Excellence is the Standard. Frigidaire Public Relations Department. Associated/Sterling. Color. 6:00.	ca. 1970-1979
16	7	Electric-Clean. Atlas Film Corporation, Oak Park, IL.	undated
16	8	Untitled. Monkey printing Frigidaire news releases. Color. Promotional segment for Frigidaire PR department. Under 1:00.	undated
16	9	Frigidaire Range. Color.	undated
16	10	Excellence is the Standard. 6:00. Frigidaire Public Relations Department. Color.	undated
16	11	A Check for Quality. Frigidaire Public Relations Department. Color.	undated
16	12	FYI. Bob Considine interviews Herman Lehman, Frigidaire general manager and GM vice president, about the 50 millionth Frigidaire appliance. (See also Box 14 File 14.)	1965
16	13	Food Preservation. Produced by Sterling for Frigidaire. Color. (S-VHS Duplication,digital mp4 file in E-Archives ms262_e0005)	undated
16	14	Food Preservation. Produced by Sterling for Frigidaire. Color. (S-VHS Duplication, digital mp4 file in E-Archives ms262_e0005)	undated
16	15	Space-Age Refrigerator. Network Television News Productions. Color. Sound. 3:00.	undated
16	16	20 Millionth Used. Kinescope of network news at 11 pm. On film core. B & W. (January 25)	1959

Box	File	Description	Date
16	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, Color. (S-VHS Duplication, digital mp4 file in E-Archives ms262_e0005)	1965
16	18	A Check for Quality. Allegro Film Productions, Inc., NY. Color.	undated
16	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.	undated
16	20	Living Unlimited. Produced by John Sutherland. Color. Sound.	ca. 1960
16	21	GM Club, 1967. Interview with Dick Terrell of Frigidaire. NTN Production. B & W.	1967
16	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
16	23	Over Forty. Ditzel Production. 7:00. B & W. Note: Printed on container "Damaged do not use 4/19/63."	undated
16	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;	1957
17	2	National Safety Council. 20 seconds. TV spot for refrigerator safety. B & W.	undated
17	3	Tomorrow and Today in Kitchens. Color.	ca. 1959
17	4	Refrigerator Features. Produced by Jam Handy, Picture Service Inc. Color. Sound. (S-VHS Duplication, digital mp4 file in E-Archives ms262_e0005)	1940
17	5	Of Men and Menus. Stars Edgar Kennedy and Vivian Oakland. Theatrical promotion for Frigidaire ranges. Jam Handy Production. B&W. Sound. 17 minutes. (S-VHS Duplication, digital mp4 file in E-Archives ms262_e0005)	ca. 1940

Box	File	Description	Date
17	6	Home Show. TV show kinescope featuring latest Frigidaire appliances. B&W. (February 6)	1957
17	7	Untitled. Largest shipment of appliances from Frigidaire warehouse in Moraine, OH. Rail transport of Frigidaire products. Approx. 4:00. Color.	undated
17	8	Appliance Proving Ground. Modern TV Cincinnati, OH. B&W. 5:21	undated
17	9	Appliance Proving Ground Modern TV Dallas, TX. B & W. 5:21	undated
17	10	Frigidaire Range. Color. 1:00.	undated
17	11	40 Millionth Refrigerator. B&W. Sound. 2:27.(S-VHS Duplication and digital mp4 file in E-Archives ms262_e0005)	ca. 1940
17	12	New Concepts in Laundering. Produced by Consolidated Film Industries. Color.	1960
17	13	GM Frigidaire Plant, Dayton. Exterior footage. B&W.	undated
17	14	Design for Progress. Color.	1978
17	15	New Ways to a Man's Heart. Robert Fisher Productions. B&W, Sound. 5 min. Duplicate of Box 15, File 17. (S-VHS Duplication and digital mp4 file in E-Archives ms262_e0005)	1957
17	16	Wonderland of Laundering. Ditzel Productions, Dayton. From the Frigidaire Home Laundry Research Center, Dayton, OH. B&W.	ca. 1960
17	17	A Check for Quality. Allegro Film Production Inc., NY. Color.	1969
17	18	Life Begins at 40. 40th Anniversary film. B & W.	ca. 1955
17	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

Box	File	Description	Date
18	2	Flair for Living: Food Freezer. Ditzel Productions, Dayton. Color. Sound. 5:30. VHS / DVD Duplication. (Request E-Archives Access Copy of ms262_e0005)	undated
18	3	Flair for Living: Frozen Foods. Host Aileen Paul. B & W. Sound. 5:31 VHS Duplication (Request E-Archives Access Copy of ms262_e0005)	ca. 1962
18	4	Frigidaire Computer Range. Association/Sterling.	1973
18	5	LaVerne Shone. Association/Sterling.	1973
18	6	Paradise Spa. Suburban development in Las Vegas featuring all electric Frigidaire kitchens. Sterling Movies. Color.	ca. 1960s
18	7	Food Preservation. B & W.	undated
18	8	GM Club 1969. Color.	undated
18	9	Mini Laundry Center. Color.	ca. 1970s
18	10	Ed Hamlin's Engineering Lab Tour. B&W. Magnetic Sound.	1962
18	11	Frigidaire Trash Compactor. Color.	1972
18	12	Space Age Refrigerator. Color. Silent. 66 sec. (S-VHS Duplication, digital mp4 file in E-Archives ms262_e0005)	Circa 1960
18	13	This is Our Town - Dayton. Frigidaire segment. Footage of Dayton Frigidaire plant, interior and exterior. Approx. 5:00. B&W. Sound.	1957
18	14	Teamwork. Presented by the Frigidaire Division of General Motors. Footlight Flickers. B&W.	undated
Wright Room		FoodEssence "Kitchen" Some Frigidaire footage used. Salter Street Films, Ltd. 23:15. (December 3) Color, Sound. VHS (Digital mp4 access copy in E-Archives ms262_e0006)	1998