

# **York University Archives & Special Collections (CTASC)**

## **Finding Aid - Fred and Glenn Moffatt fonds (F0810)**

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## Fred and Glenn Moffatt fonds

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## Summary information

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<b>Repository:</b>	York University Archives & Special Collections (CTASC)
<b>Title:</b>	Fred and Glenn Moffatt fonds
<b>Reference code:</b>	F0810
<b>Date:</b>	1922-2001 (creation)
<b>Physical description:</b>	0.62 m of textual records, drawings, and photographs
<b>Dates of creation, revision and deletion:</b>	2025-01-02 MM creation

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## Administrative history / Biographical sketch

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Frederick E. "Fred" Moffatt, industrial designer, was born in Toronto in 1912. He left Central Technical School at the age of 16 to pursue a career as an illustrator. His first job was at Southam Press, cutting French rubber plates for water colour tinting. He then joined Rapid Grip, a photo engraving company, as an apprentice, but was let go in 1931 due to the Depression. Moffatt started his own company and built up business by drawing sketches for advertising agencies to promote the products of Carnation, General Foods, General Motors, Kodak, and other companies while taking night classes at the Ontario College of Art. His clientele grew to include Canadian General Electric Company Limited (CGE) and Pitney-Bowes, the postage meter company. Despite suffering a nervous breakdown due to overwork, Moffatt was enjoying success as a designer and was developing his contacts with CGE. The company asked Moffatt to work with an engineer at Canadian Motor Lamp, CGE's lamp factory, who had combined a chromed headlight shell with a heating element to create a prototype electric kettle. Moffatt reconfigured the handle and spout to prevent spillage and scalding, improvements that also reduced production costs. The model K42 kettle was introduced to the marketplace by CGE in 1940 as the world's first electric kettle. It was a great success, leading the company to request a more advanced model to deter copies. Moffatt produced an oval, streamlined version in 1941, and continued to work on kettle designs until 1980. The scope of Moffatt's work with CGE expanded in the 1950s to include one of the first electric lawnmowers, a floor polisher that won national awards, and a teardrop floor heater that won a design competition in Milan. Moffatt was a freelance contractor, working on a handshake agreement that he would design only for CGE and that CGE would engage no other industrial designers. After Black & Decker Canada Incorporated bought CGE's small appliance division in 1984, Moffatt and his son Glenn worked for two years converting graphics, packaging, and other design elements to Black & Decker's brand. The line was launched at Ontario Place in 1986. Two weeks later, Black & Decker terminated Moffatt's contract as it had its own design department in Connecticut. Moffatt worked with other commercial clients in the ensuing years, often in collaboration with Glenn. Fred Moffatt died on 2 Aug. 2006.

## **Administrative history / Biographical sketch**

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Glenn Murray Moffatt, industrial designer and teacher, was born in Toronto on 23 May 1944 to Fred and Roma Moffatt and grew up in Thornhill. After graduating from the Ontario College of Art and Design in 1967, Moffatt began a successful career designing consumer and industrial products. He ran his own business, Moffatt Associates, while occasionally collaborating with his father. His most successful project was an electric hair setter designed within a year of graduation, which sold between 2 and 3 million units for Samson-Dominion, its Canadian manufacturer. Moffatt worked on a wide variety of products that ranged from the GT Snow Racer and Noma Snowthrowers to amplifiers and public address systems, industrial paint spraying equipment, and a paint store colourant dispenser carousel. He continued his father's work on electric kettles, developing a plastic kettle for Black & Decker Canada Incorporated in 1984 and updating the designs of Superior Electrics of Pembroke, Ontario, Canada's last manufacturer of steel kettles which also introduced a plastic model designed by Moffatt. He designed packaging graphics for Black & Decker from 1984 to 1987. Moffatt was a member of the Association of Chartered Industrial Designers of Ontario and served as a Professor of Industrial Design and Coordinator of Special Projects at Humber College from 1995 to his retirement in 2022. Moffatt died on 9 July 2023.

## **Custodial history**

The Fred and Glenn Moffatt fonds was acquired by the Design Exchange in 2007 and 2009. The museum was closed in 2019 and its collections deaccessioned. The holdings were dispersed among the Canadian Museum of History, the Royal Ontario Museum, the Archives of Ontario, and the design programs at Carleton University and York University. Dr. Jan Hadlaw, Associate Professor with the School of the Arts, Media, Performance, and Design, acquired the Fred and Glenn Moffatt fonds for York University. It is one of the collections at the core of "The xDX Project: Documenting, Linking, and Interpreting Canada's Design Heritage" that was funded by the Social Sciences and Humanities Research Council of Canada in 2023 to reconstitute the Design Exchange's design museum through a digital repository and linked open data. In order to facilitate its preservation, discovery, and use for research and teaching, the Fred and Glenn Moffatt fonds was transferred to York University Libraries under the terms of a Memorandum of Understanding signed by Professor Hadlaw as Principal Investigator/Co-director of the xDX Project and the Interim Dean of Libraries in May 2024. The fonds was moved from the Accolade East Building to Scott Library in October 2024. When the enclosures of individual documents bore the Design Exchange's accession numbers, this information was added as a note to file-level descriptions.

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## **Scope and content**

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Fonds consists of drawings, photographs, posters, and textual documents created by or for Fred and Glenn Moffatt in the course of their careers as industrial designers. The holdings include: Fred Moffatt's artwork created for his courses at Central Technical School and the Ontario College of Art in Toronto between 1926 and 1933; graphic material and textual records used in the development of product literature, packaging, and advertising material for print media and point-of-purchase displays for various clients but especially for household electrical appliances manufactured by the Canadian General Electric Company Limited and Black & Decker Canada Incorporated, 1933 to 1998; and drawings that track the development of appliances, in particular electric kettles, from conceptual designs to the technical drawings required for manufacturing

from the late 1930s to 2001. The fonds also includes award certificates, a small amount of correspondence regarding design projects, and information about F.E. Moffatt Limited.

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## Notes

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### Arrangement

There was no discernible order to the contents of this fonds when it was transferred to the Clara Thomas Archives and Special Collections. The documents were sorted by size to facilitate storage and then sorted by function. Drawings larger than legal size and smaller than 41 x 51 cm were put in two-piece boxes (2024-006/001, /002, and /003). Drawings larger than that size and smaller than 51 x 61 cm were put in larger two-piece boxes (2024-006/004 and /003). Large-format drawings and posters were put in map folders (2024-006/006, /007, and /008). Documents smaller than legal size were put in standard boxes (2024-006/009 and /010). Three series were created for the fonds: S01090, Student artwork of Fred Moffatt; S01091, Commercial graphic designs; and S01092, Design and technical drawings. Documents were generally arranged in chronological order within a container and then described within a series in the order of two-piece boxes, map folders, and standard boxes. The exceptions were files pertaining to kettles and floor polishers, which were kept together to show changes in product design and marketing over time.

### Restrictions on access

No restrictions on access.

### Conditions governing use

Commercial use, reproduction, and publication of the contents of this fonds requires the consent of the copyright holder, which has not been determined.

### Accruals

No accruals are expected.

### Other notes

- **Publication status:** Published
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## Access points

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- Textual record (documentary form)
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## Series descriptions

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<b>Series S01090: Student artwork of Fred Moffatt</b>
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<u>Date:</u> 1926-1933 (creation)
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**Scope and content:** Series consists of 56 drawings, prints, and paintings created by Fred Moffatt while a student at Central Technical School (1926-1930) and the Ontario College of Art (1930-1933). The artwork shows Moffatt's work with lino prints, gouache painting, life drawing, lettering and ornamentation, and the design of catalogues and posters. The series also includes six certificates presented to Moffatt for proficiency in life and costume drawing while at the Ontario College of Art.

**Physical description:** 0.05 m of graphic material and textual records

**Access points:**

- Ontario College of Art (subject)
- Central Technical School (Toronto, Ont.) (subject)
- Graphic material (documentary form)

**Publication status:**

Published

**File / item list**

Reference code	Title	Dates	Physical description
2024-006/001(01)	<b>File - Central Technical School, years 1 and 2 : lino prints</b>  <i>Scope and content:</i> File consists of three lino prints showing designs by Fred Moffatt for the months of January, February, and September.	[1926-1928]	3 prints : ink ; 16 x 15 cm
2024-006/001(02)	<b>File - Central Technical School, probably years 1 or 2 : gouache painting</b>  <i>Scope and content:</i> File consists of four paintings of trees in natural settings. Three are signed by Fred Moffatt.	[1926-1928?]	4 paintings ; 27 x 20 cm and smaller
2024-006/001(03)	<b>File - Central Technical School, probably year 2, semester 2 : pen and ink drawings</b>  <i>Scope and content:</i> File consists of drawings showing tools used for lino printing, a design for a book plate, a farmer plowing a field with a team of horses, factories and commercial buildings, and an electrical generating station with transmission lines in the foreground.	1928	5 drawings ; 18 x 27.7 cm and smaller
2024-006/001(04)	<b>File - Central Technical School, year 2, semester 2 : drawing class</b>  <i>Scope and content:</i> File consists of drawings of a red squirrel, a lion, and parts of the human body.	1928	5 drawings : pencil ; 29 x 40.5 cm and smaller
2024-006/001(05)	<b>File - Central Technical School, year 2, semester 2 : life drawing</b>  <i>Scope and content:</i> File consists of drawings of posed individuals, a drapery study, and detail sketches.	1928	6 drawings : pencil and ink ; 28 x 23 cm
2024-006/001(06)	<b>File - Central Technical School, year 3, semester 1 : life drawing</b>  <i>Scope and content:</i>	1929	7 drawings : pencil ; 28 x 23 cm

	File consists of drawings of posed individuals, often with the time permitted to draw the model written in the bottom-right corner.		
2024-006/001(07)	<b>File - Central Technical School : lettering and design</b>	1928-1930	8 drawings : pencil and ink ; 45 x 29 cm and smaller  <i>Scope and content:</i> File consists of calligraphy exercises and designs for catalogues and posters .
2024-006/001(08)	<b>File - Central Technical School, year 3 : lettering and ornamentation</b>	1928-1929	5 drawings : water colour and ink ; 40.5 x 29 cm and 15.2 x 10.2  <i>Scope and content:</i> File consists of studies of Egyptian, Roman, and Greek design, and two smaller exercises titled, "Curios."
2024-006/001(09)	<b>File - Central Technical School, year 3 : illustration and advertising</b>	1928-1929	7 drawings : water colour and ink ; 41 x 19.3 cm and smaller  <i>Scope and content:</i> File consists of studies of a guardsman at Buckingham Palace, a still life, pilgrims approaching a city on a mountain, "Eaton's Toyland," "Aviation," and "Our Feathered Friends."
2024-006/001(10)	<b>File - Ontario College of Art : costume</b>	[1931-1932]	6 drawings : pencil ; 27.2 x 21 cm  <i>Scope and content:</i> File consists of studies of suits of armour.
2024-006/001(11)	<b>File - Ontario College of Art : awards</b>	1930-1933	6 certificates ; 37.8 x 25 cm  <i>Scope and content:</i> File consists of certificates given to Fred Moffatt for proficiency in life and costume drawing. The certificates are hand-lettered with ornamental capitals, and are signed by the Chairman of the Ontario College of Art.

### Series S01091: Commercial graphic designs

Date: 1922-1998 (creation)

Scope and content: Series consists of original artwork, photographs (negatives, prints, and colour transparencies), posters, and textual documents created by or for Fred and Glenn Moffatt for use in the development of product literature, packaging, and advertising material for print media and point-of-purchase displays. Fred Moffatt's career in commercial graphic design began in 1933 with advertisements for companies including Canadian Cement Company Limited, Continental Life Insurance Company, and Fada Radios, as well as dust jackets for books published in Toronto. Page proofs and newspaper tear sheets from 1935 to the 1940s were created as the result of Moffatt's work for the Baker Advertising Agency Limited and MacLaren Advertising Company Limited to promote the products of companies in the food industry, automobile dealerships, Kodak, and jewellery designers. The Second World War led to designs for window displays and posters promoting the purchase of Victory Bonds, public health (especially stopping the spread of venereal disease), and immigration; three of these posters were created by Sid Bersudsky. Most of the series is devoted to the Moffatts' work for Canadian General Electric Company Limited and Black & Decker Canada Inc., including newspaper advertisements, displays, catalogues, and packaging designs for household appliances such as floor polishers, radios, washers, heaters, ironers and irons, kettles, ranges, refrigerators, toasters and toast'r ovens, lawn mowers, and garden tillers. Fred Moffatt produced renderings of Canadian General Electric's plants and distribution buildings in the 1940s that were used in the company's promotional literature. The series includes samples of graphic designs produced for other clients during the 1950s, such as the Ontario Field Naturalists, aluminum window manufacturers, the Canadian Business Aircraft Association, and a series of

social studies booklets distributed by the Toronto Board of Education that were designed by Fred Moffatt. Also included are files that contain samples of the design work of Glenn Moffatt and articles discussing the contributions of the Moffatts to Canadian design, especially their work with kettles.

Physical description: 0.5 m of textual records and graphic material

Access points:

- Graphic material (documentary form)

Publication status:

Published

### File / item list

Reference code	Title	Dates	Physical description
2024-006/002(01)	<b>File - A gift to women from Community</b> <i>Scope and content:</i> File consists of an advertisement for free Community China when purchasing Community Plate cutlery. The advertisement was published in "Chatelaine."	June 1933	1 folder of textual records
2024-006/002(02)	<b>File - Tune in! General Motors hockey broadcast</b> <i>Scope and content:</i> File consists of two copies of an advertisement featuring a photograph of the Toronto Maple Leafs' Charlie Conacher, the National Hockey League's leading scorer. The ad was produced by Campbell-Ewald Limited. One copy bears the list of publications in which the ad appeared in Nov. 1934. The second copy is the ad as it appeared in "Liberty," 10 Nov. 1934.	1934	1 folder of textual records
2024-006/002(03)	<b>File - Scrapbook of advertising design</b> <i>Scope and content:</i> File consists of artwork advertising products such as Carnation Milk (including an advertisement featuring the Dionne quintuplets), General Electric washers and irons, General Food's Grape-Nuts Flakes, Superphalt roof coating, General Electric conduit products, automobile dealerships, Bluebird jewellery, Post cereals, Jell-o, Frigidaire, Shell oil products, Kodak Verichrome film, Victory bonds, La France bluing, and General Electric Radiotrons.	1935-[194-]	1 folder of textual records
2024-006/002(04)	<b>File - Christmas 1943</b> <i>Scope and content:</i> File consists of a drawing of figures in costumes holding hands around a Christmas tree decorated with candles.	1943	1 drawing : coloured pencil on board ; 36.6 x 25.5 cm
2024-006/002(05)	<b>File - Avoid common drinking cups : they spread disease</b> <i>Scope and content:</i> File consists of a drawing featuring a battered metal cup that was prepared for the Public Health Engineering Division of the Department of National Health & Welfare.	[194-]	1 print : poster ; 44.5 x 28.5 cm
2024-006/002(06)	<b>File - Canadian General Electric works and distributing buildings</b> <i>Scope and content:</i>	[194-]	3 prints ; 35.3 x 45.5 cm and smaller



	File consists of drawings showing oblique aerial views of Canadian General Electric's buildings in Lachine, Peterborough, and Toronto.		
2024-006/002(07)	<b>File - Force multi-heat hotplate</b>	[194-?]	3 prints ; 32 x 33.5
	<i>Scope and content:</i> File consists of printer's colour separations for an advertisement featuring a drawing of the hotplate and its burner/switch configurations. The prints were produced by Reliance Engravers Limited.		
2024-006/002(08)	<b>File - General Electric washing machine</b>	[194-?]	1 drawing : acrylic, ink, and pencil on board ; 29.6 x 38 cm print ; 26 x 34.5 cm
	<i>Scope and content:</i> File consists of original artwork prepared by Fred Moffatt with comments on cropping and tinting written in the margins in pencil, as well as a proof sheet of the printed advertisement.		
2024-006/002(09)	<b>File - Work by other illustrators</b>	1948	1 drawing : water colour and ink on board ; 31 x 25.7 cm print ; 35.5 x 27.8 cm
	<i>Scope and content:</i> File consists of a portrait of a woman drawn by Pullis Panseff, and a Christmas scene by an unidentified artist used as promotional material at Christmas 1948 by J.A. Haugh Manufacturing Company Limited and Haugh's Products Limited of Toronto.		
2024-006/002(10)	<b>File - Canadian General Electric Carboly display</b>	Nov. 1955	1 drawing : coloured pencil on paper ; 33.6 x 50.6 cm photograph : b&w ; 20.6 x 25.4 cm
	<i>Scope and content:</i> File consists of Fred Moffatt's design for a display and a photograph of the final product.		
2024-006/003(01)	<b>File - Federation of Ontario Naturalists</b>	[195-]	1 folder of graphic material
	<i>Scope and content:</i> File consists of sketches, designs, and two photographic negatives, printer's proof sheets, and printed album covers for the Federation of Ontario Naturalists' recording series, "Sounds of Nature," featuring bird songs. The file also includes the masthead for "Park News," and an invitation to a private showing of sketches in oils by Tom Thomson, J.E.H. MacDonald, Lawren Harris, and A.Y. Jackson, 20 Jan. 1959.		
2024-006/003(02)	<b>File - Metcraft Aluminum Windows : artwork, colour separations, and printed booklet</b>	[195-]	1 folder of graphic material
2024-006/003(03)	<b>File - Point-of-purchase display for General Electric featherweight iron</b>	[196-?]	1 folder of graphic material
	<i>Scope and content:</i> File consists of printed shapes cut out from heavy cardboard, accompanied by assembly instructions.		
2024-006/003(04)	<b>File - Canadian General Electric housewares : promotional designs</b>	1981-1982	1 folder of graphic material
	<i>Scope and content:</i> File consists of design drawings and notes by Fred Moffatt for a display promoting a CGE oven and a brochure for toasters, mixer, kettles, iron, and skillet, as well as printer's proof sheets for advertisements for toast-r-oven model TR930, and food processor model PR300.		
2024-006/004(01)	<b>File - Canadian General Electric housewares : point-of-purchase displays</b>	1938-[197-?]	1 folder of graphic material

	<i>Scope and content:</i> File consists of graphic designs printed onto heavy cardboard to promote the sale of CGE heaters, heat lamps, radiotrons, manual motor starter model CR1061, and electronic tubes for television and radio service.		
2024-006/004(02)	<b>File - Enjoy fresh air all year round with the Silentaire room ventilator</b>	1939	1 print : poster ; 55.8 x 43 cm
2024-006/004(03)	<b>File - Wall finishes</b> <i>Scope and content:</i> File consists of a graphic design showing children leaving hand prints on walls with text stating that the wall finishes are "easily cleaned with soap and water. Even ink stains wash off!!" The design is printed as a negative.	[194-?]	1 print ; 43 x 56.9 cm
2024-006/004(04)	<b>File - Victory Bonds advertisements</b> <i>Scope and content:</i> File consists of original designs by Fred Moffatt for store window advertisements promoting the purchase of Victory Bonds, and for a certificate to be given by the Department of Finance to purchasers. The file also includes flyers from Canadian Postage Meters Limited promoting the use of Victory loan slogans in postage meter machines.	[194-]	3 drawings ; 25.6 x 50.9 cm2 p. of textual records
2024-006/004(05)	<b>File - Newspaper advertisements : page proofs and tear sheets</b> <i>Scope and content:</i> File consists of 33 advertisements, most the property of the Baker Advertising Agency Limited, for Kodak film, Maxwell House coffee, Carnation milk, and various baking products.	1938-1939	1 folder of textual records
2024-006/004(06)	<b>File - Newspaper advertisements : page proofs and tear sheets</b> <i>Scope and content:</i> File consists of 8 advertisements, several the property of the MacLaren Advertising Company Limited, for Grape-Nut Flakes, Post Bran Flakes, and Pontiac cars.	[194-]	1 folder of textual records1 print : poster ; 46.8 x 56.4 cm
2024-006/004(07)	<b>File - The new General Electric floor polisher</b> <i>Scope and content:</i> File consists of drawings showing the creative process associated with developing a point-of-purchase display for Canadian General Electric's floor polisher.	[1949?]	1 folder of graphic material
2024-006/004(08)	<b>File - Design booklet</b> <i>Scope and content:</i> File consists of 4 pages from a booklet with sections titled "Design for the millions" and "Design quiz." Illustrations show dishware, moulded parts in an automobile factory, streamlined radios, and lighting.	[195-?]	1 folder of textual records
2024-006/003(08)	<b>File - Certificates</b> <i>Scope and content:</i> File consists of certificates presented to Fred Moffatt: Canadian Direct-Mail Leaders Contest for catalogue design, 1952 Award (includes a copy of the 1952-53 catalogue for Canadian General Electric's Telechron electric clocks); National Industrial Design Committee, recognition of excellence of design in a manufactured product for the electric floor polisher, 1953, 1954, and 1955; Technical Institute of the Packaging Association of Canada for the Canadian Industrial Container Competition, 1954 and 1958; diploma di collaborazione presented by Tredicesima Triennale di Milano (accompanied by an article	1952-1966	1 folder of textual records

	by Madge Phillips from "Canadian Interiors," Aug. 1964, discussing the exhibition in Milan); and the Packaging Association of Canada, Corrugated Packaging Competition award for surface design, 1966.		
2024-006/006(01)	<b>File - Canadian General Electric advertisements for radios, washers, and ironers</b>	1939-1940	2 prints : posters ; 61 x 91.2 cm and 52.2 x 68.6 cm
	<i>Scope and content:</i> File consists of a poster advertising battery radios with touch tuning, 1939, and a poster advertising washers and ironers for family laundering, 1940. Both posters bear the phrase, "Made in Canada."		
2024-006/006(02)	<b>File - Wartime posters</b>	[194-]	4 prints : posters ; 91.2 x 61 cm
	<i>Scope and content:</i> File consists of 4 posters: "Coal fights on all fronts : Pitch in -- Help win, Increase production," designed by Sid Bersudsky and issued on suggestion of Mine Labour-Management Production committees; "Give part of your time to W.V.S. Women's Voluntary Services," designed by Sid Bersudsky for the Department of National War Services, Ottawa; "How about you? Buy Victory Bonds," designed by A.L. MacLaren; and "Exhibition of great paintings lent in aid of the Canadian Red Cross, Art Gallery of Ontario, November 15th to December 15th-1940." The last two posters are mounted on cardboard for display.		
2024-006/006(03)	<b>File - Venereal disease posters</b>	[194-?]	2 prints : posters ; 62.2 x 46.3 cm and 62.1 x 45.3 cm
	<i>Scope and content:</i> File consists of two posters designed by Sid Bersudsky: "Take no chances : learn the facts about syphilis and gonorrhea," issued by the Nova Scotia Department of Public Health; and "V.D. destroys family life," issued by the Division of Venereal Disease Control, Saskatchewan Department of Public Health, Regina.		
2024-006/006(04)	<b>File - Immigration poster</b>	[194-?]	1 print : poster ; 63.6 x 48 cm
	<i>Scope and content:</i> File consists of a poster designed by Sid Bersudsky for the Department of Citizenship and Immigration, Ottawa: "Why Canada? Because you will ... Be Welcome, Feel at Home, Find Rewarding Opportunities."		
2024-006/006(05)	<b>File - Chalk River Laboratories</b>	1956	14 prints ; 30.5 x 41 cm 6 photographs : col. transparencies ; 6 x 8.6 cm
	<i>Scope and content:</i> File consists of a rendering of the Chalk River nuclear facility painted by Fred Moffatt. It was used for January on the 1957 calendar printed for Canadian General Electric, which is included in the file. The calendar also reproduces paintings showing gas turbine-electric locomotives hauling a train through mountains, underwater ship repair using closed-circuit television, a fishing vessel equipped with radio-telephone and radar, electric illumination used outdoors during summer and winter holidays, transmission towers, electric motors and controls on a power shovel lifting 90-ton loads, and electrical appliances in the home.		
2024-006/006(06)	<b>File - General Electric hairdryer advertisement</b>	[196-?]	1 print : poster ; 81 x 60.5 cm
	<i>Scope and content:</i> File consists of a print advertisement enlarged to a poster.		
2024-006/006(07)	<b>File - Packaging designs for appliances</b>	[198-]	9 prints ; 96.5 x 63.5 cm and smaller
	<i>Scope and content:</i> File consists of printer's proof sheets of the box art for: General Electric Table-serve Frypan, model SK280; General Electric ElectroTil multi-purpose garden tool; and Black & Decker Lightn' Easy kettle,		

	model KE920WH. The text is in English and French. The kettle packaging provides the six colour separations used for printing.		
2024-006/009(01)	<b>File - Fada Radio at new low prices!</b>	[1931?]	1 folder of textual records
	<i>Scope and content:</i> File consists of a brochure promoting six models of radios.		
2024-006/009(02)	<b>File - Canadian Cement Company Limited</b>	19 Sep. 1933	1 folder of textual records
	<i>Scope and content:</i> File consists of an advertisement for a company that builds cement roads, with an illustration of cars driving on Route 20 in Ontario. The ad appeared in "The Canadian Engineer," 19 Sep. 1933.		
2024-006/009(04)	<b>File - Compare ... General Electric refrigerators : made in Canada</b>	[Feb. 1937]	1 folder of textual records
	<i>Scope and content:</i> File consists of a brochure advertising several models of all-steel refrigerators.		
2024-006/009(03)	<b>File - Canadian General Electric staff dance, 28 Feb. 1936 : programme</b>	Feb. 1936	1 folder of textual records
2024-006/009(05)	<b>File - Perfect Circle Regulator, volume V</b>	Nov. 1937	1 folder of textual records
	<i>Scope and content:</i> File consists of a brochure with suggestions to end commercial sales slumps during winter and advertising Perfect Circle piston rings and piston expanders.		
2024-006/009(06)	<b>File - Hotpoint miracle cookery</b>	1937	1 folder of textual records
	<i>Scope and content:</i> File consists of a brochure advertising Canadian General Electric Company's ranges.		
2024-006/009(07)	<b>File - Water coolers : keep 9 a.m. efficiency all day long</b>	[Mar. 1938]	1 folder of textual records
	<i>Scope and content:</i> File consists of a brochure advertising Canadian General Electric Company's water coolers for commercial and industrial settings.		
2024-006/009(08)	<b>File - For better reception : General Electric pre-tested radiotrons</b>	[1938?]	1 folder of textual records
	<i>Scope and content:</i> File consists of a brochure advertising Canadian General Electric Company's radio tubes, with panels devoted to a list of international short wave stations, radio maintenance services, and contract and five-suit bridge.		
2024-006/009(09)	<b>File - Rachel : dust jacket</b>	[1938]	1 folder of textual records
	<i>Scope and content:</i> File consists of a dust jacket for the novel "Rachel" written by Agnes Scott Kent and published in Toronto by Evangelical Publishers.		
2024-006/009(10)	<b>File - Adrift : dust jacket</b>	[1943]	1 folder of textual records
	<i>Scope and content:</i> File consists of a dust jacket for the book "Adrift : The story of twenty days on a raft in the South Atlantic" by J.H. Hunter and published in Toronto by Evangelical Publishers.		
2024-006/009(11)	<b>File - Problems of Canadian sovereignty : dust jacket</b>	[1945]	1 folder of textual records
	<i>Scope and content:</i>		

	File consists of a dust jacket for a book by Maurice Olivier that was published in Toronto by the Canada Law Book Company Ltd.		
2024-006/009(12)	<b>File - "A Picture" : will it become a reality?</b>	[193-?]	1 folder of textual records
	<i>Scope and content:</i> File consists of a brochure seeking donors for the Canadian Keswick Conference centre on Lake Rosseau in the Muskokas.		
2024-006/009(13)	<b>File - Diamond jewelry advertisements</b>	[193-?]	1 folder of textual records
	<i>Scope and content:</i> File consists of brochures advertising Bluebird and Virgin diamond jewelry.		
2024-006/009(14)	<b>File - Erimus malt syrup</b>	[193-?]	1 folder of textual records
	<i>Scope and content:</i> File consists of a design for the box for a hop-flavoured syrup packed expressly for M. Allen & Co. Limited, Toronto.		
2024-006/009(15)	<b>File - General Electric radiotrons : advertisement</b>	[193-?]	1 folder of textual records
	<i>Scope and content:</i> File consists of a full-page ad to be run in newspapers or magazines.		
2024-006/009(16)	<b>File - Electric kettles : Fred Moffatt for Canadian General Electric</b>	1941-[19--]	12 photographs : b&w ; 21.6 x 28 cm and smaller1 photograph : col. transparency ; 35 mm1 p. of textual records
	<i>Scope and content:</i> File consists of photographs of various models of electric kettles designed by Fred Moffatt, and an article by Charles Whipp, "Whatever happened to the electric kettle?," Bruce County "Marketplace," July 1993, 52.		
2024-006/009(18)	<b>File - Electric kettle</b>	1959	1 photograph : b&w ; 20.5 x 26.2 cm1 p. of textual records
	<i>Scope and content:</i> File consists of a photograph of Canadian General Electric's K 60 kettle, accompanied by a description of the product by the Canadian Design Index.		
2024-006/009(19)	<b>File - GE vapour control kettle</b>	[195-?]	1 folder of textual records
	<i>Scope and content:</i> File consists of tags used with Models K45 and K50.		
2024-006/009(20)	<b>File - CGE electric kettles</b>	1980	3 photographs : col. transparencies ; 25.3 x 20.2 cm
	<i>Scope and content:</i> Note on the plastic sleeve use for one of the transparencies: "Fred Moffatt, 1980 CGE, last version of chrome elliptical [sic] kettle."		
2024-006/009(21)	<b>File - Toastess translucent electric kettles</b>	[198-?]	3 photographs : b&w and col. ; 25.5 x 20.4 cm and 17.8 x 12.7 cm
2024-006/009(24)	<b>File - Glenn Moffatt holding a kettle</b>	[1993]	1 photograph : b&w ; 20.4 x 25.5 cm

2024-006/009(25)	<b>File - Fred and Glenn Moffatt</b>	[1993?]	1 photograph : col. negative ; 12.5 x 10 cm 2 photographs : b&w and col. ; 6.3 x 6.3 cm
2024-006/009(26)	<b>File - Black &amp; Decker electric kettle : colour transparencies with designer's comments</b>  <i>Scope and content:</i>  File consists of multiple photographs of a kettle, models KE900, KE920, and KE940, taped to black paper that crops the image. The graphic designer's notes are added using post-it notes and pieces of paper adhered to the borders.	[198-]	8 photographs : col. transparencies ; 20.0 x 25.2 cm
2024-006/009(27)	<b>File - Canadian General Electric Auto Boiln' Off Kettle</b>  <i>Scope and content:</i>  File consists of box art for the kettle, model KE860.	[198-]	1 print : col. ; 20.4 x 20.4 cm
2024-006/009(28)	<b>File - Black &amp; Decker electric kettle</b>	[198-]	40 photographs : col. negatives ; 35 mm 25 photographs : col. transparencies ; 20.2 x 25.3 cm 17 photographs : col. prints ; 10.3 x 15.2 cm 1 photograph : col. print ; 20.3 x 25.4 cm
2024-006/009(29)	<b>File - Building the ships</b>  <i>Scope and content:</i>  File consists of a sketch of a worker using Canadian General Electric welding equipment as part of the war effort.	[194-]	1 drawing : pencil ; 13.9 x 21.3 cm
2024-006/009(30)	<b>File - Fred Moffatt's renderings of Canadian General Electric buildings</b>	1941	9 prints ; 28 x 21.5 cm and smaller
2024-006/009(31)	<b>File - Edison Maxda lamps : fill those empty sockets</b>  <i>Scope and content:</i>  File consists of a brochure listing the qualities and prices of light bulbs produced by Canadian General Electric Company.	1941	1 folder of textual records
2024-006/009(32)	<b>File - Point-of-purchase advertisements</b>  <i>Scope and content:</i>  File consists of small countertop displays printed on cardboard for Duesberry-Jarrett Printing House Limited and Gorman Engineering Co. Limited. Several of the displays promote the purchase of Victory Bonds.	1941-1942	5 prints ; 13.2 x 17.8 cm and 11.7 x 15.3 cm
2024-006/009(33)	<b>File - GE unicords : give your product that extra punch that makes extra sales</b>  <i>Scope and content:</i>  File consists of a brochure promoting the qualities of electrical cords manufactured by Canadian General Electric Company.	[Oct. 1945]	1 folder of textual records
2024-006/009(34)	<b>File - General Electric FM radio communication equipment</b>  <i>Scope and content:</i>	[1946]	1 folder of textual records

	File consists of a folder to hold pages produced by the Canadian General Electric Company Limited.		
2024-006/009(35)	<b>File - C.G.E.E.A. 1st annual basket picnic, Huttonville Park, Saturday June 14th - 1947</b>	1947	1 drawing ; 14.8 x 11.9 cm
	<i>Scope and content:</i> File consists of a humorous cartoon drawn for a picnic of the Canadian General Electric Employees Association.		
2024-006/009(36)	<b>File - General Electric Featherweight automatic iron</b>	[1948]	1 folder of textual records
	<i>Scope and content:</i> File consists of a brochure listing the features of an iron produced by Canadian General Electric Company Limited.		
2024-006/009(37)	<b>File - General Electric floodlighting equipment</b>	[1948?]	1 folder of textual records
	<i>Scope and content:</i> File consists of two copies of a folder to hold pages produced by the Canadian General Electric Company Limited.		
2024-006/009(38)	<b>File - General Electric control condensed catalogue</b>	[Apr. 1949?]	1 folder of textual records
	<i>Scope and content:</i> File consists of the cover of a catalogue produced by the Canadian General Electric Company Limited.		
2024-006/009(39)	<b>File - General Electric vacuum cleaner : instructions</b>	1949	1 folder of textual records
	<i>Scope and content:</i> File consists of the cover of a brochure produced by the Canadian General Electric Company Limited. The text is in English and French.		
2024-006/009(40)	<b>File - Use and care of your General Electric Tripl-Unit : time and temperature charts</b>	[1949]	1 folder of textual records
	<i>Scope and content:</i> File consists of a brochure produced by the Canadian General Electric Company Limited for a product that came with its DeLuxe range. It served as a pressure cooker, a thrift cooker, and a fourth calrod heating element.		
2024-006/009(41)	<b>File - The voice of safety</b>	[194-?]	1 folder of textual records
	<i>Scope and content:</i> File consists of the cover of a brochure produced by the Canadian General Electric Company Limited.		
2024-006/009(42)	<b>File - Canadian General Electric works and distributing buildings</b>	[194-?]	1 folder of textual records
	<i>Scope and content:</i> File consists of brochures produced by the Canadian General Electric Company Limited that include renderings of its buildings that were drawn by Fred Moffatt.		
2024-006/009(43)	<b>File - Christmas cards</b>	194-	1 folder of graphic material
	<i>Scope and content:</i> File consists of printed greeting cards designed by Fred Moffatt, often with a humorous theme.		

2024-006/009(44)	<b>File - Continental Life Insurance Company</b> [193-?] <i>Scope and content:</i> File consists of brochures promoting the purchase of life insurance.	1 folder of textual records
2024-006/009(45)	<b>File - General Electric toaster, automatic iron : artwork for packaging</b> [194-?] <i>Scope and content:</i> File consists of a drawing prepared by Fred Moffatt for the boxes to hold a toaster, cat. no. T19, and an automatic iron, cat. no. F71, produced by Canadian General Electric Company Limited.	1 drawing ; 24.6 x 22 cm
2024-006/009(46)	<b>File - Langley's cleaners</b> [194-?] <i>Scope and content:</i> File consists of a drawing prepared by Fred Moffatt showing a woman speaking on a telephone, a man and woman holding up garments back from the cleaners, and a folded dress shirt.	1 drawing ; 23.7 x 28.8 cm
2024-006/009(47)	<b>File - Sterling aluminum windows</b> [194-?] <i>Scope and content:</i> File consists of an illustrated brochure for windows manufactured by the Aluminum Window Company Limited of Toronto.	1 folder of textual records
2024-006/009(48)	<b>File - General Electric floor polisher</b> [1949] <i>Scope and content:</i> File consists of photographs of the floor polisher and an advertisement promoting its purchase, and a brochure produced by the Canadian General Electric Company Limited for model CS-11. File also includes a description of the product from the Canadian Design Index.	2 photographs : b&w ; 25.7 x 20.5 cm 3 p. of textual records
2024-006/009(49)	<b>File - General Electric Premier floor polisher</b> [195-] <i>Scope and content:</i> File consists of artwork drawn by Fred Moffatt for promoting the product of the Canadian General Electric Company Limited.	2 drawings ; 32.7 x 23 cm and 30.2 x 24.4 cm
2024-006/009(50)	<b>File - General Electric Premier floor polisher : photographs</b> [195-] <i>Scope and content:</i> File consists of photographs of the motor housing and brushes of the polisher manufactured by the Canadian General Electric Company Limited.	3 photographs : b&w ; 20.2 x 25.4 cm
2024-006/009(51)	<b>File - General Electric home care products : floor polishers</b> [196-] <i>Scope and content:</i> File consists of a page from a catalogue produced by the Canadian General Electric Company Limited showing cord reel floor polishers models CS24 and CS27.	1 folder of textual records
2024-006/009(52)	<b>File - How to get the best results from your floor polisher</b> 1982 <i>Scope and content:</i> File consists of a brochure produced by the Canadian General Electric Company Limited in English and French.	1 folder of textual records
2024-006/009(53)	<b>File - General Electric paper-insulated cable : solid -- gas filled</b> [Dec. 1950?] <i>Scope and content:</i>	1 folder of textual records



	File consists of the cover for a brochure produced by the Canadian General Electric Company Limited.		
2024-006/009(54)	<b>File - Canadian crafts in industry</b>	[1951?]	1 folder of textual records
	<i>Scope and content:</i> File consists of a booklet that presents a pictorial record of the crafts and designs used in the interior decoration of the British American Oil building in Toronto.		
2024-006/009(55)	<b>File - GE Downsvie Works</b>	24 Sep. 1952	1 folder of textual records
	<i>Scope and content:</i> File consists of a programme for the official opening of the building constructed for the Canadian General Electric Company Limited, including a history of the project.		
2024-006/009(56)	<b>File - General Electric appliances for better living</b>	[1952?]	1 folder of textual records
	<i>Scope and content:</i> File consists of a cover for documents produced by the Canadian General Electric Company Limited. The design features drawings of several small appliances surrounding a portrait of a woman.		
2024-006/009(57)	<b>File - Limited-edition envelopes prepared by Pitney-Bowes of Canada Limited for the coronation of Queen Elizabeth II</b>	2 June 1953	1 folder of textual records
2024-006/009(58)	<b>File - Canadian General Electric News, vol. 15, no. 14</b>	12 July 1957	1 folder of textual records
2024-006/009(59)	<b>File - GE electric slicing knife</b>	[1958?]	1 folder of textual records
	<i>Scope and content:</i> File consists of two tags for the cordless rechargeable knife manufactured by the Canadian General Electric Company Limited. The text on both tags is written in English and French.		
2024-006/009(60)	<b>File - General Electric heating pad</b>	[1950?]	1 folder of textual records
	<i>Scope and content:</i> File consists of two copies of a brochure promoting the features of a product manufactured by the Canadian General Electric Company Limited.		
2024-006/009(61)	<b>File - GE automatic blanket</b>	[195-?]	3 drawings ; 25.2 x 32.8 cm
	<i>Scope and content:</i> File consists of three copies of the design for a label for a product manufactured by the Canadian General Electric Company Limited. The design is produced on clear plastic.		
2024-006/009(62)	<b>File - GE automatic blanket with sleep guard : packaging</b>	[195-?]	1 print
	<i>Scope and content:</i> File consists of a clear plastic bag bearing the label for a product manufactured by the Canadian General Electric Company Limited designed by Fred Moffatt.		
2024-006/009(63)	<b>File - Premier Deluxe vacuum cleaner : photographs</b>	[195-?]	2 photographs : b&w ; 20.3 x 25.3 cm
	<i>Scope and content:</i> File consists of photographs of the motor housing of a vacuum cleaner manufactured by the Canadian General Electric Company Limited.		
2024-006/009(64)	<b>File - Canadian General Electric Company Limited : product advertisements</b>	1953-1993	1 folder of textual records

2024-006/010(01)	<b>File - Toronto Board of Education social studies booklets</b>	[195-]	1 folder of textual records
	<i>Scope and content:</i> File consists of a complete set of 25 booklets researched by the Junior League of Toronto. Fred Moffatt designed the booklets (layout, lettering, and artwork) and arranged to have them printed in the late 1950s. The booklets were given to the Toronto Board of Education for distribution to school children.		
2024-006/010(02)	<b>File - Kapp Records : dust sleeve for 45 r.p.m. vinyl recording</b>	[1964}	1 audio disc (5 min.) : 45 rpm ; 17.5 cm + sleeve
	<i>Scope and content:</i> File consists of a vinyl recording by Louis Armstrong and The All Stars with "Hello Dolly!" on one side and "A lot of livin' to do" on the other. The recording's dust sleeve features a cap worn by a member of a marching band and the text, "Manufactured in Canada by Phonodisc."		
2024-006/010(03)	<b>File - Go where the action is : General Electric ... and your sales</b>	Jan. 1966	1 folder of textual records
	<i>Scope and content:</i> File consists of a booklet that was prepared by Canadian General Electric Company Limited as a supplement to the home furnishings daily advertisement, 10 Jan. 1966. The booklet contains "6 good packaging reasons why you should go with General Electric," and features illustrations of the packaging for its small appliances.		
2024-006/010(04)	<b>File - GE housewares : box design and finished artwork</b>	1966-1969	1 folder of graphic material
	<i>Scope and content:</i> File consists of sketches by Fred Moffatt for packaging Canadian General Electric Company Limited's small appliances, as well as a memorandum from C.F. Colvin regarding new copy on the cartons for the K50 and K60 kettle models, 19 May 1967.		
2024-006/010(05)	<b>File - GE housewares put convenience into a busy day ... relaxation into a pleasant evening</b>	Aug. 1966	1 folder of textual records
	<i>Scope and content:</i> File consists of a booklet advertising the small appliances of Canadian General Electric Company Limited.		
2024-006/010(06)	<b>File - National Design Council : recognition of CGE humidifier, model PH-41</b>	10 Nov. 1967	1 folder of textual records
	<i>Scope and content:</i> File consists of a letter from E.P. Weiss, Design Adviser, National Design Council to K.M. Dodds, Manager, Product Planning, Canadian General Electric Company Limited, notifying the company that its product was accepted for the Design Canada program and outlining the reasons for its selection.		
2024-006/010(07)	<b>File - Aluminum is form : Alcoa is aluminum</b>	[196-]	1 folder of textual records
	<i>Scope and content:</i> File consists of a booklet produced by the Aluminum Company of America.		
2024-006/010(08)	<b>File - Business aviation</b>	[196-]	1 folder of textual records
	<i>Scope and content:</i> File consists of a booklet produced by the Canadian Business Aircraft Association with quick-reading fact sheets outlining its services to members, accompanied by an envelope for mailing.		
2024-006/010(10)	<b>File - General Electric motion pictures</b>	[196-?]	1 folder of textual records

	<i>Scope and content:</i> File consists of a cover for a booklet produced for the Canadian General Electric Company Limited.		
2024-006/010(11)	<b>File - Lotte lampsBostlund Industries Limited</b>	[196-]	1 folder of textual records
	<i>Scope and content:</i> File consists of a booklet listing the models produced by a company located in Oak Ridges, Ontario, as well as information about the company's founders and design principles.		
2024-006/010(12)	<b>File - "So obviously the first choice"</b>	[196-]	1 folder of textual records
	<i>Scope and content:</i> File consists of a catalogue produced by Canadian General Electric Company Limited listing its small appliances.		
2024-006/010(13)	<b>File - The fun ones : CGE power mowers '71</b>	1971	1 folder of textual records
	<i>Scope and content:</i> File consists of two copies of a brochure produced by Canadian General Electric Company Limited listing its models of lawn mowers.		
2024-006/010(14)	<b>File - Photographing CGE Boil'n Simmer kettle for advertising</b>	1974	8 photographs : b&w ; 20.3 x 25.5 cm1 photograph : col. transparency ; 20.2 x 25.3 cm
	<i>Scope and content:</i> File consists of photographs of a team of people photographing a kettle, Canadian General Electric Company Limited's model KE64, for advertising, as well as a transparency showing the final retouched copy.		
2024-006/010(15)	<b>File - CGE first choice : catalogues</b>	1974	1 folder of textual records1 photograph : col. ; 20.4 x 25.4 cm
	<i>Scope and content:</i> File consists of catalogues for housewares, outdoor care, and personal care products manufactured by Canadian General Electric Company Limited, as well as a photograph of floor heaters with CGE's point-of-purchase display.		
2024-006/010(16)	<b>File - Barefoot warmth : portable heat where and when you want it</b>	1974	1 folder of textual records
	<i>Scope and content:</i> File consists of a brochure produced for Canadian General Electric Company Limited showing its models of portable heaters.		
2024-006/010(17)	<b>File - General Electric food machine</b>	[197-]	1 photograph : b&w ; 20.4 x 25.5 cm1 print ; 21.7 x 28 cm
	<i>Scope and content:</i> File consists of a photograph showing the components of a food processor manufactured by Canadian General Electric Company Limited, and an image of its box art in English and French.		
2024-006/010(18)	<b>File - GE Toast-r-oven toaster : model TR72</b>	[197-]	1 print ; 21.9 x 37.2 cm
	<i>Scope and content:</i> File consists of four copies of the box art for the toaster oven manufactured by the Canadian General Electric Company Limited.		

2024-006/010(19)	<b>File - GE Broiler Toast-r-oven toaster :</b> <b>king size, model TR915</b> <i>Scope and content:</i> File consists of four copies of the box art in English and French for the toaster oven manufactured by the Canadian General Electric Company Limited.	[198-]	2 prints ; 21 x 42.2 cm
2024-006/010(21)	<b>File - Personal care &amp; home security</b> <i>Scope and content:</i> File consists of a brochure advertising hair dryers, curling irons, illuminated make-up mirrors, hairsetter, dual-motion toothbrush, and "Zonar" intrusion alarm manufactured by Canadian General Electric Company Limited.	1980	1 folder of textual records
2024-006/010(22)	<b>File - Pitney Bowes office machines</b> <i>Scope and content:</i> File consists of brochures for the model 458 drytone tabletop copier and the model 3144 Insertamax high-speed automatic mail-inserting machine.	[1980]	1 folder of textual records
2024-006/010(23)	<b>File - CGE ElectroTil</b> <i>Scope and content:</i> File consists of photographs of a woman operating an earth tilling machine manufactured by Canadian General Electric Company Limited. The images were used for marketing the product.	3 Apr. 1981	41 photographs : col. transparencies ; 6.2 x 6.2 cm
2024-006/010(24)	<b>File - GE slow cooker</b> <i>Scope and content:</i> File consists of photographs of a slow cooker manufactured by Canadian General Electric Company Limited. The images were used for marketing the product.	[1982]	12 photographs : col. ; 9 x 12.5 cm 8 photographs : col. negatives ; 35 mm
2024-006/010(25)	<b>File - Power mower : use and care book</b> <i>Scope and content:</i> File consists of a booklet pertaining to the operation of several models of electric lawn mowers manufactured by Canadian General Electric Company Limited.	[198-?]	1 folder of textual records
2024-006/010(26)	<b>File - Black &amp; Decker ElectroMulch</b> <i>Scope and content:</i> File consists of two copies of a photograph of a lawn mower.	[198-?]	1 photograph : col. ; 20.4 x 25.5 cm
2024-006/010(27)	<b>File - Black &amp; Decker : closure of houseware manufacturing plant in Barrie</b> <i>Scope and content:</i> File consists of newspaper articles from "The Globe and Mail" and the "Toronto Star."	3 Oct. 1984	1 folder of textual records
2024-006/010(28)	<b>File - Black &amp; Decker Advantage grooming series</b> <i>Scope and content:</i> File consists of a brochure advertising hair dryers and curling irons.	1985	1 folder of textual records
2024-006/010(29)	<b>File - Black &amp; Decker housewares : catalogue</b>	1985	1 folder of textual records
2024-006/010(30)	<b>File - Black &amp; Decker housewares : photographs</b>	[198-]	12 photographs : col. transparencies ; 20.2 x 25.3 cm

			and 10 x 12.6 cm3 photographs : col. ; 23.3 x 25.4 cm
	<i>Scope and content:</i> File consists of images of electric heaters, Dustbuster vacuum cleaners, and slow cookers.		
2024-006/010(31)	<b>File - Canadian General Electric housewares : photographs and carton design</b>	[198-]	15 photographs : col. transparencies ; 20.2 x 25.3 cm and smaller1 print
	<i>Scope and content:</i> File consists of photographs taken of small appliances manufactured by Canadian General Electric Company Limited. Products include heaters, portable mixers, a coffee maker, toasters, and toaster ovens. File also includes box art for the 2-slice toaster, model TS420.		
2024-006/010(32)	<b>File - CGE toaster, model TS33</b>	[198-]	1 print ; 19.5 x 27.8 cm
	<i>Scope and content:</i> File consists of packaging design for a product manufactured by Canadian General Electric Company Limited.		
2024-006/010(33)	<b>File - Black &amp; Decker electric heater : photographs</b>	[198-]	3 photographs : col. ; 10.2 x 15.2 cm1 photograph : col. transparency ; 20.2 x 25.4 cm
2024-006/010(34)	<b>File - Black &amp; Decker spring '86 housewares collection</b>	1986	1 folder of textual records
	<i>Scope and content:</i> File consists of a brochure and newspaper advertisement promoting small electrical appliances manufactured by Black & Decker Canada Inc.		
2024-006/010(35)	<b>File - Eaton's Christmas '87 highlight sale</b>	1987	1 folder of textual records
	<i>Scope and content:</i> File consists of a catalogue that includes the Black & Decker Ultra oven.		
2024-006/010(36)	<b>File - Dahle Canada paper cutters</b>	[198-?]	1 drawing : pencil ; 28.2 x 21.7 cm3 photographs : col. transparencies ; 10 x 12.6 cm1 p. of textual records
	<i>Scope and content:</i> File consists of a design for an advertisement, photographs of paper cutters, and an advertisement written in French.		
2024-006/010(37)	<b>File - Wine and spirits advertisements</b>	[198-]	1 folder of graphic material
	<i>Scope and content:</i> File consists of photographs, colour transparencies, and printed graphic designs for marketing various beverages.		
2024-006/010(38)	<b>File - Electric steam and dry irons</b>	[19--]	1 folder of graphic material
	<i>Scope and content:</i> File consists of labels to be applied to cartons of irons, models F208, F210, F218, FR651, and FS700. The copy is written in English and French.		
2024-006/010(39)	<b>File - Birch bark</b>	[19--]	4 objects
2024-006/010(40)	<b>File - Tree and acorn</b>	[19--]	2 prints ; 32 x 24.1 cm
	<i>Scope and content:</i>		

	File consists of two copies of the same image, one with the note, "cover," and the other, "inside."		
2024-006/010(41)	<b>File - Complete industrial design and graphics ... F.E. Moffatt Limited</b>	[198-?]	1 folder of textual records
	<i>Scope and content:</i> File consists of a brochure outlining the services of F.E. Moffatt Limited with illustrations of examples of product design, packaging, and graphic design.		
2024-006/010(42)	<b>File - Glenn Moffatt : samples of work</b>	1982-1987	1 folder of graphic material
	<i>Scope and content:</i> File consists of a summary of the design services provided by Glenn Moffatt with illustrations of his work, accompanied by photographs of Black & Decker kettles and packaging designs, a portable heater, a vacuum cleaner, and slow cookers.		
2024-006/010(43)	<b>File - Distinctly Canadian</b>	10 Jan. 1994	1 folder of textual records
	<i>Scope and content:</i> File consists of an issue of "Maclean's," vol 107, no. 2 (10 Jan. 1994), with an article about Canadian design that includes a sidebar devoted to Fred and Glenn Moffatt.		
2024-006/010(44)	<b>File - Humber College : recognition of Glenn Moffatt for excellence in teaching</b>	20 Nov. 1998	1 folder of textual records
	<i>Scope and content:</i> File consists of a letter from Ken Simon, Director, School of Manufacturing Technology & Design, congratulating Glenn Moffatt on being recognized for excellence in teaching.		
2024-006/010(45)	<b>File - Royal Academy of Music and Royal Conservatory of Music : pass certificate in pianoforte for Roma Ruth Wessels</b>	1922	1 folder of textual records
	<i>Note [General] :</i> Roma Ruth Wessels married Fred Moffatt and was the mother of Glenn Moffatt.		
2024-006/010(46)	<b>File - Moffatt cottage at Balm Beach, Georgian Bay</b>	[198-?]	1 photograph : col. ; 10 x 15.2 cm
	<i>Note [General] :</i> Fred Moffatt bought the cottage in 1951 and worked on its conversion into a rambling country house over the next four decades. The property became his full-time residence after Roma, his wife, died in Feb. 2002.		

## Series S01092: Design and technical drawings

Date: [193-?]-2001 (creation)

Scope and content: Series consists of approximately 290 drawings created by Fred and Glenn Moffatt as ideas for small electrical appliances and furniture progressed from conceptual designs to the technical drawings required for manufacturing. Many of the drawings are original sketches made using pencil, but there are also many diazo print copies. Kettles feature prominently in the series, including sketches by Fred Moffatt showing a kettle with a built-in sole plate so that a person could iron while they make coffee, a model with a built-in asbestos mitt-handle, and another with a plexiglass shield (2024-006/009(23)). Other drawings deal with shell contours and details of handle assemblies and switch buttons. Many of the drawings pertain to Glenn Moffatt's design of 1.5 to 2-litre kettles in 1983-84 for Canadian General Electric Company Limited's plant in Barrie, Ontario, with later work done for Superior Electrics Limited. Other drawings show sketches of an electric frying pan, a vacuum cleaner, portable heaters, a lawn trimmer, a medication cup, electric heaters. The work of other designers is represented, including sketches

of kettles by Harold Shifman, a storage wall unit by Muller+Stewart Limited, and technical drawings by Strix Limited, a company on the Isle of Mann.

Physical description: 0.07 m of graphic material and textual records

Access points:

- Graphic material (documentary form)

Publication status:

Published

### File / item list

Reference code	Title	Dates	Physical description
2024-006/003(06)	<b>File - Electrovac vacuum cleaner : design drawings</b>	[19--]	1 drawing : 6 sketches, pencil ; 28.2 x 27.6 cm
2024-006/003(07)	<b>File - Sketches for living room furniture</b>  <i>Scope and content:</i> File consists of sketches of a wall storage unit, coffee tables, and couches, as well as a sample of cloth.	[19--]	10 drawings : pencil ; 24 x 32 cm and smaller
2024-006/005(01)	<b>File - Electric frying pan : design of handle</b>  <i>Scope and content:</i> File consists of sketches showing different perspectives of the frying pan's handle.	[195-?]	1 drawing : pencil and ink ; 33.5 x 50.5 cm
2024-006/005(02)	<b>File - Electric heater : design drawing</b>	27 Aug. 1971	1 drawing : diazo print ; 42.5 x 55 cm
2024-006/005(03)	<b>File - Electric heaters : design drawings</b>  <i>Scope and content:</i> File consists of sketches of several designs of electric floor heaters.	18 May 1984	11 drawings : pencil ; 38 x 47.4 cm and 27.7 x 35.5 cm
2024-006/005(04)	<b>File - Electric kettles : design drawings</b>  <i>Scope and content:</i> File consists of sketches of several designs of electric kettles.	18 Mar. 1960	4 drawings : pencil on paper and diazo prints ; 43 x 28 cm and smaller
2024-006/005(05)	<b>File - 1.5 to 2-litre deluxe electric kettles : design drawings</b>  <i>Scope and content:</i> File consists of sketches of several designs of electric kettles.	[19--]	2 drawings : pencil ; 43.2 x 53.2 cm
2024-006/005(06)	<b>File - 1.5-litre electric kettles : design drawings</b> <b>Glenn Moffatt</b>  <i>Scope and content:</i> File consists of sketches of several designs of electric kettles by Glenn Moffatt featuring internal and external crimped elements.	Dec. 1983	44 drawings : pencil on paper and diazo prints ; 35.5 x 42.7 cm and smaller

2024-006/005(07)	<b>File - 1.5-litre electric kettles : design drawings</b> Glenn Moffatt	26 Mar. 1984	20 drawings : pencil ; 43 x 47.5 cm and smaller
2024-006/005(08)	<b>File - Kettles</b> Glenn Moffatt  <i>Scope and content:</i> File consists of a technical drawing for a revised appearance prototype of auto-off kettle switch button and escutcheon, 2 Feb. 1986, and a design drawing for a kettle, 3 Nov. 1989.	1986-1989	2 drawings ; 33 x 53 cm and 35.2 x 42.5 cm
2024-006/005(09)	<b>File - Kettles</b> Glenn Moffatt  <i>Scope and content:</i> File consists of 22 design drawings and 34 technical drawings for various models of electric kettles including the CGE Auto II Boil'n Simmer kettle, model KE880, as well as correspondence by Glenn Moffatt regarding assembly instructions for an attachment system for a new handle assembly and a method to retain the handle and spout. File also includes reference catalogues for kettles by various manufacturers, and sketches by Harold Shifman.	1996-2000	1 folder of textual records and graphic material
2024-006/005(10)	<b>File - Canadian General Electric lawn trimmer</b> Fred Moffatt  <i>Scope and content:</i> File consists of 5 design sketches showing details of the handle and the motor/blade housing of the lawn trimmer.	25 Aug. 1971	1 drawing : diazo print ; 41.5 x 54 cm
2024-006/007(01)	<b>File - Space heaters</b> Fred Moffatt  <i>Scope and content:</i> File consists of sketches showing five designs for space heaters, with four versions running from floor to ceiling.	Nov.-Dec. 1973	2 drawings ; pastels and pencil on board ; 69.2 x 39.8 cm and 65.8 x 44.7 cm
2024-006/007(02)	<b>File - Storage wall</b> Muller+Stewart Ltd.  <i>Scope and content:</i> File consists of technical drawings of a 500 Series storage wall with details of cupboard doors and filing drawers.	1971-1977	13 drawings ; pencil and diazo prints ; 58.4 x 85.4 cm
2024-006/008(01)	<b>File - Kettle : shell contours</b> Canadian General Electric Company Limited, Housewares Dept., Barrie  <i>Scope and content:</i> File consists of drawing 518E812 drawn by W.E. Heap on 22 May 1969 and received by Glenn Moffatt on 31 Jan. 1979.	1969-1979	1 drawing : diazo print ; 86 x 115 cm
2024-006/008(02)	<b>File - Kettles : 1 litre and 1.5 litre</b> Glenn Moffatt  <i>Scope and content:</i> File consists of design sketches showing several models of kettles.	Dec. 1983-Jan. 1984	14 drawings : pencil ; 48 x 60.5 and smaller
2024-006/008(03)	<b>File - Kettles : 1 litre and 1.5 litre</b> Glenn Moffatt  <i>Scope and content:</i>	Feb. 1983-July 1984	29 drawings : pencil and diazo prints ; 64.3 x 102.4 cm and smaller



	File consists of technical drawings for Canadian General Electric Company's kettles, models no. KE900A, KE905A, KE920A, and KE940A.		
2024-006/008(04)	<b>File - Superior Electrics Limited : 1.2-litre kettle, model PK300Glenn Moffatt</b>	1991-2000	23 drawings : pencil and prints ; 57.7 x 89.3 cm and smaller
	<p><i>Note [General] :</i></p> <p>Superior Electrics Limited of Pembroke, Ontario, was the last manufacturer of stainless steel kettles in Canada, which were exported to the United States under the Sunbeam brand.</p> <p><i>Scope and content:</i></p> <p>File consists of technical drawings drawn by Glenn Moffatt that show many details of the kettle's design and assembly.</p>		
2024-006/008(05)	<b>File - Superior Electrics Limited : cordless electric kettle, model 360Glenn Moffatt</b>	May-Dec. 2000, revised Jan. 2001	16 drawings : pencil and prints ; 58 x 88.3 cm and smaller
	<p><i>Note [General] :</i></p> <p>Superior Electrics Limited of Pembroke, Ontario, was the last manufacturer of stainless steel kettles in Canada, which were exported to the United States under the Sunbeam brand.</p> <p><i>Scope and content:</i></p> <p>File consists of design and technical drawings drawn by Glenn Moffatt that show details of the kettle's design and assembly. Several of the technical drawings bear Moffatt's stamp stating membership in the Association of Chartered Industrial Designers of Ontario.</p>		
2024-006/009(17)	<b>File - Kettles : design drawings</b>	[19--]	5 drawings : pencil ; 28 x 21.7 cm
	<p><i>Scope and content:</i></p> <p>File consists of sketches by Fred Moffatt of several models of electric kettles, including one with a built-in sole plate that would allow a person to pour a cup of instant coffee and iron a shirt at the same time, another with a built-in asbestos mitt-handle, and another with a plexiglass shield with a steam-operated wiper.</p>		
2024-006/009(22)	<b>File - Templates for sides of kettle handle for textured vinyl</b>	[19--]	1 folder of graphic material
	<p><i>Scope and content:</i></p> <p>File consists of templates cut out from cardboard.</p>		
2024-006/009(23)	<b>File - Strix Ltd. designer pack for the R33/34 kettle/jug control</b>	1988	20 drawings ; 21 x 30 cm
	<p><i>Scope and content:</i></p> <p>File consists of technical drawings with explanatory notes produced by a company located on the Isle of Man.</p>		
2024-006/010(09)	<b>File - Medication cup</b>	[196-?]	1 drawing : pencil ; 21.5 x 27.5 cm
	<p><i>Scope and content:</i></p> <p>File consists of sketches by Fred Moffatt for a device possibly intended to dispense medication. The design bears the logo for the Canadian General Electric Company Limited.</p>		
2024-006/010(20)	<b>File - Vacuum design</b>	June-July 1980	2 drawings : diazo prints ; 37.4 x 51.6 cm 1 drawing : pastel ; 21.4 x 27.4 cm 3 p. of textual records
	<p><i>Scope and content:</i></p> <p>File consists of design drawings by Fred Moffatt for the Turbo Head vacuum cleaner manufactured by Canadian General Electric Company Limited, accompanied by a letter from Murray Locke, Product</p>		

	Manager, Home Care Products and a photocopied typescript brochure showing three other models of CGE vacuum cleaners.
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