

SINCE 1841

WOODLAND

HISTORIC CEMETERY & ARBORETUM

Otto E. Fiedler and F. & F. Mold and Die Works, Inc.



OTTO FIEDLER

Fairmont West graduate, Otto E. Fiedler was one of two Dayton students and eight Ohioans to receive a Harvard College scholarship. The scholarship consisted of \$1,000 the first year and \$1,200 each year thereafter. Otto Fiedler would graduate in 1942 with a degree in Art History.

While at Harvard, Otto was selected as a participant in a life-time study. Eighteen students were to be monitored in a health study. Otto said that the select group had always remained anonymous, but he knew one of the 18 was no longer alive. The student had been assassinated; he was President John F. Kennedy.

Otto Fiedler was German-born and spoke the language fluently. During WWII, he wanted to be a fighter pilot but with rampant anti-German sentiment, he felt compelled to stay on the ground as a flight trainer. He was later called into the counter-intelligence corps in Germany. He assisted refugees like rocket inventor Werner Von Braun and his whole group of scientists escape to safety. He also helped set up security for the war trials in Nuremburg – his birthplace. When he returned home from the war, his father asked him to set up some new equipment at the molding plant. He never got away and said that his father had out-psyched him.



In 1955, Otto was vice-president and general manager of F. and F. Mold and Die Works, Inc. that had a plant in both Dayton and Verona located on the Preble and Montgomery County Line. The company produced plastic premiums that were often found in cereal boxes and from companies.

F. and F. started out as a tool shop in 1940 ran by two brothers, Joseph and John Fiedler. The company developed a mold injection method of welding plastics and made themselves quite a reputation in the industry. After World War II, the company turned out a line of kitchen items made from plastic.

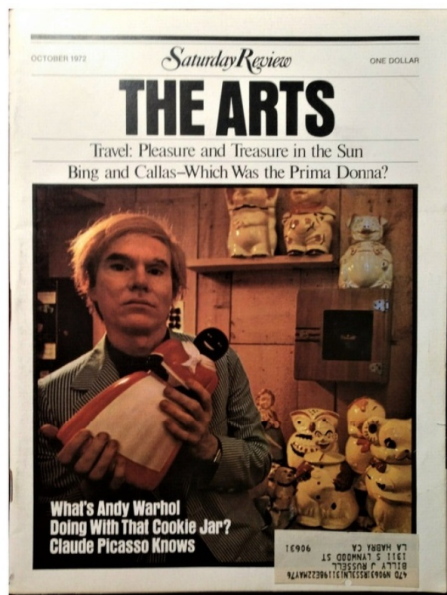


The first premium products they produced were for the Aunt Jemima company, a syrup pitcher. They produced 2,000,000 pieces. Soon after they added a cookie jar, salt and pepper shakers, and cream and sugar sets. In all, they produced 15,000,000 pieces.

They made premium items for cigarette companies, Quaker Oats and Roy Rogers, and salt and pepper shakers in the form of the Campbell Soup kids and Elsie and Elmer cream and sugar sets.

Otto oversaw the creation, sketching, model and mold making and production. The molding was done in the Dayton plant and the finish painting and other work completed in the Verona plant.

In 1962, F. and F. sustained heavy damage in a two-alarm fire that ripped through their Sachs Street warehouse. Losses totaled more than \$100,000 and all of the plastic premium products were chalked up to a total loss.



Otto welcomed the national recognition of his work when he saw the cover of "Saturday Review of the Arts" in October 1972, which featured Andy Warhol holding one of his Aunt Jemima cookie jars that had been produced in the late 1940s.



By the early 1970s, millions and millions of plastic premium mugs had been sent out of the Verona plant to children all over the United States and even more premiums found by those same children at the bottom of a box of cereal. Otto spent a lifetime designing and molding the mugs and other works often getting a 'yay' or 'nay' from his own five children or the neighborhood kids.

"If I can make a child smile when he looks at them, I figure I'm on the right track," he says.

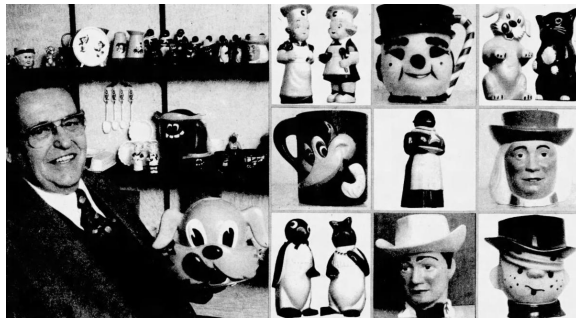


Otto's plastic mugs included the likes of Funny Face Kids, Fred Flintstone, Yogi Bear, Pebbles and Bam Bam, and many, many more. He had also created a plastic six spoon set of Josie and the Pussycats.

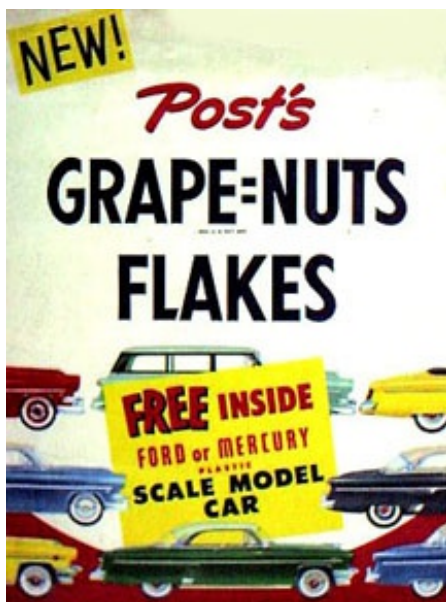
"You have to get up Saturday mornings at 9 o'clock to know what the hell Josie and the Pussycats are," quipped Otto.

The mugs that Otto made became a part of Americana when in 1981, they were selected to be displayed at the Smithsonian Institute in Washington D.C. "I never thought my little mugs would wind up in the nation's most prestigious museum," said Otto.

Unfortunately F. and F. sustained another loss when an electrical malfunction in wiring caused a three-alarm fire in 1985. The fire destroyed one of three buildings on Sachs Street. Otto retired from the business two years later.



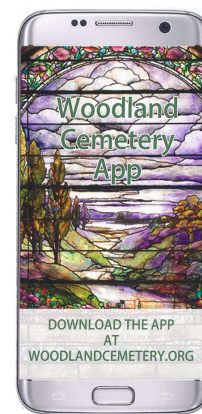
Otto Fiedler was born December 21, 1919. He emigrated to the United States in 1927 at the age of 6. He died on September 6, 1989, at the age of 69. He is located in Section 126 Lot 426.



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