Guide to the Aladdin Industries, Inc. Records

NMAH.AC.0844

Alison L. Oswald

December 2003
Table of Contents

Collection Overview ........................................................................................................ 1
Administrative Information .............................................................................................. 1
Arrangement..................................................................................................................... 3
Scope and Contents........................................................................................................ 3
Biographical / Historical ................................................................................................. 2
Names and Subjects ....................................................................................................... 4
Container Listing .......................................................................................................... 5

<table>
<thead>
<tr>
<th>Series</th>
<th>Description</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Series 1: Historical Background</td>
<td>1919-1997</td>
<td>5</td>
</tr>
<tr>
<td>Series 2: Victor S. Johnson Sr. Files</td>
<td>1906-1983</td>
<td>9</td>
</tr>
<tr>
<td>Series 4: Employee/Personnel Records</td>
<td>1910-2001</td>
<td>31</td>
</tr>
<tr>
<td>Series 5: Research and Development Records</td>
<td>1910-1976</td>
<td>34</td>
</tr>
<tr>
<td>Series 7: Sales Records</td>
<td>1939-2000</td>
<td>40</td>
</tr>
<tr>
<td>Series 8: Advertising and Marketing Records</td>
<td>1931-2001</td>
<td>49</td>
</tr>
<tr>
<td>Series 9: School Lunch Kits</td>
<td>1952-1993</td>
<td>53</td>
</tr>
<tr>
<td>Series 10: Lamps and Kerosene Heaters</td>
<td>1911-2000</td>
<td>61</td>
</tr>
<tr>
<td>Series 11: Temp-Rite</td>
<td>1972-2002</td>
<td>62</td>
</tr>
<tr>
<td>Series 12: Competitors</td>
<td>1963-2001</td>
<td>63</td>
</tr>
<tr>
<td>Series 13: Style Guides, undated</td>
<td></td>
<td>64</td>
</tr>
<tr>
<td>Series 14: Newsletters</td>
<td>1943 - 1998</td>
<td>67</td>
</tr>
<tr>
<td>Series 15: Photographs</td>
<td></td>
<td>69</td>
</tr>
<tr>
<td>Series 16: Scrapbooks</td>
<td>1929, 1950-1959</td>
<td>77</td>
</tr>
<tr>
<td>Series 17: Audiovisual Materials</td>
<td>1993 - 1996, undated</td>
<td>78</td>
</tr>
</tbody>
</table>
Collection Overview

Repository: Archives Center, National Museum of American History
Title: Aladdin Industries, Inc. Records
Identifier: NMAH.AC.0844
Date: 1889-2003
Extent: 50 Cubic feet (120 boxes)
Creator: Johnson, Victor S., Sr., 1882-1943
Johnson, Victor, Jr., 1906-
Aladdin Industries, Inc. (Nashville, Tenn.).
Language: English

Administrative Information

Acquisition Information
Donated to the Archives Center by Aladdin Industries in 2003.

Separated Materials
The Division of Cultural History, National Museum of American History, holds 30 lunch boxes and 28 thermos bottles from Aladdin Industries, Nashville, Tennessee. Additionally, there is a pair of lamps. See Accession 2003.0255. Although the children's steel lunch boxes predominate, the collection represents the full spectrum of Aladdin box designs including vinyl, hard plastic, and fabric.

Processing Information
Processed by Alison L. Oswald, archivist, December 2003.

Preferred Citation

Restrictions
Collection is open for research.

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Biographical / Historical

Victor Samuel Johnson Sr. (1882-1943) was born in Nebraska. As a soap salesman for the Iowa Soap Company, he became interested in kerosene mantle burners. Dissatisfied with the available kerosene lamps, he began selling and dealing U.S. made mantles and incorporated the Mantle Lamp Company of America in Chicago in 1908. Johnson selected the name "Aladdin" from the famous story, "Aladdin; or The Wonderful Lamp." Johnson began research and development of a mantle lamp that gave off a steady white light and did not smoke. The Mantle Lamp Company began manufacturing lamps in 1912, with Plume & Atwood Manufacturing Company burners, and marketed them as "Aladdin Lamps." The company diversified in 1917 and began producing insulated cooking dishes, known as Aladdin Thermalware jars, for the U.S. military. These jars had an aluminum or steel jacket wrapped around a heavy glass receptacle. The space between was filled with cork. The introduction of the thermalware began the company's venture into heat and cold retaining receptacles.

In 1919, Johnson organized a subsidiary of the Mantle Lamp Company of America, Aladdin Industries, Inc., to market and sell the Aladdin thermalware jars and vacuum ware. At the same time, Mantle lamp Company of America formed Aladdin Limited in Canada and England to sell thermalware as well as Pathfinder Radio Corporation, Cadillac Photograph Corporation, Aladdin Chemical Corporation, Aladdin Phonograph Corporation, Johnson Laboratories, Inc. (radio components), and Aladdin Radio Industries (magnetic and radio research). Pathfinder, Cadillac, Aladdin Chemical and Aladdin Phonograph all failed. In 1926, the Mantle Lamp Company acquired Lippincott Glass Company of Alexandria, Indiana, where it manufactured and fabricated glass chimneys, shades and lamp bases, mantles, wicks, and metal lamp bases. The Alexandria plant closed in 1952 and eventually moved to Nashville.

In 1943, Victor S. Johnson Sr. died and his son, Victor S. Johnson Jr. (1906-), succeeded him as president of Aladdin Industries Inc. Johnson Jr. moved Aladdin from Chicago to Nashville, Tennessee in 1949 to place the company strategically in mid-America to distribute its products. Aladdin's general offices, vacuum bottle production, and electric lamps and kerosene completed the move by 1952.

In 1950, Aladdin began illustrating flat metal school lunch kits (lunch boxes with liquid containers) with images of popular radio, movie and television figures. Hopalong Cassidy was the first character kit. This innovative marketing decision produced an explosive growth in the lunch kit market and made Aladdin a pioneer in image licensing. Character lunch boxes became a large part of the childhood experience and are collector's items today. Over the years, Aladdin extended the range of characters depicted and began manufacturing plastic and soft, vinyl lunch kits with printed themes. It also introduced "3D" embossing on the flat metal kits. Embossed metal lunch kits were completely phased out in 1986 due to high production costs. In addition to the school lunch kits, Aladdin also introduced wide mouth vacuum bottles (pint and quart size) in 1953. The wide mouth bottles also carried "adult" themes such as the "Angler" fisherman's bottle. The thermosware line eventually moved from metal to plastic jackets and from a glass insulated filler to foam.

In 1965, Aladdin purchased the Stanley steel bottle operation from Landers, Frary and Clark in New Britain, Connecticut. Aladdin's diversification strategy led to the introduction in 1968 of the Temp-Rite® meal distribution plan, an insulated thermal tray service for hospitals, the airline industry, and prisons. The Temp-Rite® system gave rise to a full line of products and services and Aladdin formed a subsidiary, known as Aladdin Synergetics, Inc., to handle its health care and food service operations. Aladdin Synergetics was sold to Welbilt Corporation in 1998; the new operation was named Aladdin Temp-Rite. Other products added over the years included electric lamps, shades, kerosene stoves, and an electronics division in 1956. This division was established from a small technical research group whose function was patent licensing. As a subsidiary of Aladdin Industries, it produced transformers and radio and telephone filters. The subsidiary was sold to Vermitron in October, 1979.
At various times, Aladdin established offices in Alexandria, Indiana; Chicago, Illinois; Nashville, Tennessee; Portland Oregon, Canada; Hungry; France; Australia, New Zealand; England; Iraq, Iran, Brazil, Japan, Peru, Venezuela, Chile, Uruguay, France, Germany, Iceland, Sweden, and South Africa to market and sell its products.

Aladdin was financially mismanaged in the 1990s and rapidly declined. Aladdin Industries Inc. reorganized in 1999 and became known as Aladdin Industries LLC. High labor costs and unsuccessful efforts to develop new products led to further decline. By January, 2002, Aladdin had sold its remaining product lines and closed its Nashville plant. Aladdin lamps are still sold today by the Aladdin Mantle Lamp Company of Clarksville, Tennessee.

Scope and Contents

The collection consists of approximately 50 cubic feet of material documenting Aladdin Industries Inc., manufacturers of vacuum ware and lunch boxes. The majority of the material dates from 1947 to the 1970s. The strength of the collection is with the lunch box documentation and product development, marketing, and sales records. There is some interesting labor history—specifically United Steel Workers agreement. The files of Víctor S. Johnson, Sr. and Víctor S. Johnson, Jr. form the core of the collection and provide rich documentation on the company’s activities.

Arrangement

The collection is divided into seventeen series.

Series 1: Historical and Background Materials, 1919-1997
Series 2: Víctor S. Johnson Sr. Files, 1916-1945
Series 5: Research and Development Records, 1910-1976
Series 7: Sales Records, 1939-2000
Series 8: Advertising and Marketing Records, 1931-2001
Series 9: School Lunch Kits, 1952-1989
Series 10: Lamps and Kerosene Heaters, 1911-2000
Series 11: Temp-Rite, 1972-2000
Series 14: Newsletters, 1943-1998
Series 15: Photographs, 1923-1986
Series 16: Scrapbooks, 1908-1962

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:
- Celebrities
- Character merchandising
- Food container industry
- Food containers
- Lunchboxes
- Thermos bottles

Types of Materials:
- Advertisements -- 20th century
- Business records -- 20th century
- Commercial art
- Design drawings -- 1950-2000
- Laboratory notebooks
- Newsletters -- 20th century
- Patents -- 20th century
- Photographs -- 20th century
- Picture postcards -- 20th century -- United States
- Scrapbooks -- 20th century

Names:
- Allen, Steve
- Reagan, Ronald
Series 1: Historical Background

This series is divided into eight subseries: company profiles and histories, organizational materials, articles and books about Aladdin, newspaper clippings, and miscellaneous. The company profiles and histories are arranged chronologically and include handwritten notes, typed manuscripts, and published materials. The correspondence consists of Christmas cards from Aladdin for the years 1922 and 1964 and four letters from the Icy Hot Bottle Company, 1919-1922. The books in this series cover lamps, lunch boxes, and thermoses. There are collectors guides to lunch boxes with some copies autographed by the author. The miscellaneous materials include empty binders that are embossed with the company name and copies of the "Aladdin Creed" which states:

By the excellence of our products and services, we will continue to earn the loyalty of all our customers. As individuals and as a corporate citizen, we will set examples of responsibility in world-wide communities. We will strive to provide our employees with an opportunity for growth, self-fulfillment and career satisfaction. We will faithfully meet our obligations to our stockholders by fully discharging the trust they have always so confidently placed in us.

Subseries 1.1: Company Histories and Profiles, circa 1930s-1995

Box 1, Folder 1  Company history-time lines, undated
Box 1, Folder 2  Company history, circa 1930s
Box 1, Folder 3  Company history, 1946
Image(s)
Box 1, Folder 4  Company history, 1950
Box 1, Folder 5  Company history, 1954
Box 1, Folder 6  Company history, 1958-1959
Box 1, Folder 7  Company history, 1963
Box 1, Folder 8  Company history, 1966
Box 1, Folder 9  Company history, 1968
Box 1, Folder 10 Company history, 1972
Box 1, Folder 11 Company history, 1973
Box 1, Folder 12 Company history, 1977
Box 1, Folder 13  Company history, 1980
Box 1, Folder 14  Company history, 1981
Box 1, Folder 15  Company history, 1983
Box 1, Folder 16  Company history, 1986
Box 1, Folder 17  Company history, 1988
Box 1, Folder 18  Company history, 1989
Box 1, Folder 19  Company history, 1995
Box 1, Folder 20  Company history, undated
Box 1, Folder 21  Company history-Aladdin Electronics, 1957
Box 1, Folder 22  Company history-Aladdin in Canada, undated
Box 1, Folder 23  Company history-Stanley Bottle Company, 1989
Box 1, Folder 24  Chronology of Thermosware activities, 1989
Box 2, Folder 1  Company history-Vacuum bottles, 1957
Box 2, Folder 2  Company history-Various products, undated
Box 2, Folder 3  Company history-Photographs, circa 1970s
Box 2, Folder 4  Company history-40th Anniversary Exhibit, 1988-1989

Box 2, Folder 5  Directors and Officers, 1976
Box 2, Folder 6  Organizational Manual, 1954
Box 2, Folder 7  War Assets Administration, 1947 (property purchase)
Box 2  Industrial and distributive land use survey, 1954
Subseries 1.3: Correspondence, 1919-1922

Box 2, Folder 8  Icy Hot Bottle Company, 1919-1922
Box 2, Folder 9  Christmas Cards, 1920, 1964

Subseries 1.4: Awards, Bronze Award in Design Excellence, 1995

Box 2, Folder 10

Subseries 1.5: Articles about Aladdin, 1954-1982

Box 2, Folder 11  1954
Box 2, Folder 12  1957, 1970, 1962-1963
Box 2, Folder 13  1973-1974, 1979, 1982

Subseries 1.6: Books about Aladdin, 1951-1997

Box 3, Folder 5  Goldberg, Martha. *The Lunch Box Story*, 1951.
Box 3, Folder 7  Woodall, Allen and Brickell, Scott. *The Illustrated Encyclopedia of Metal Lunch Boxes*, 1992
Box 3, Folder 8  *Jabber Box News*, Official Publication of the International Lunch Box Club, October 1993

Subseries 1.7: Newspaper Clippings, 1946-1990s
Box 2, Folder 14  1946-1996

Box 74, Folder 6  Production phases article, 1955

Box 2, Folder 15  School lunch kits, circa 1990s

Subseries 1.8: Miscellaneous

Box 100, Folder 1  The Aladdin Creed

Box 2, Folder 16  Facts about Nashville, Tennessee, 1957-1958

Box 2, Folder 17  Miscellaneous items, 1929-1993 (not inclusive)

Box 75, Folder 1  Empty binder-It’s Not the Magic. It’s Aladdin, undated

Box 75, Folder 2  Empty binder-Aladdin Vacuum Ware, undated

Box 76, Folder 1  Empty binder-Aladdin Consumer Products Division, undated

Box 76, Folder 2  Empty binder-Thermos-Thermoware by Aladdin, undated

Return to Table of Contents
Series 2: Victor S. Johnson Sr. Files, 1906-1983

This series is divided into two small subseries: Burlington (Iowa) Soap Company, 1906-1908, and subject files, 1912-1983. The Iowa Soap Company materials include a notebook of accounts and commissions that Johnson maintained while working for the company. Founded in 1905, the Iowa Soap Company produced a full line of toilet and laundry soaps that were sold to grocery and drug stores. The subject files are arranged alphabetically and include a wide variety of topics concentrating on legal and patent matters. Of note are the J.M. Angeletti files, 1934-1940, which include small, paper lampshade designs. These designs are numbered 1-12 and are in pencil and ink. Also, the King (Dominion of Canada) vs. Weaver files, 1916-1918, consist of correspondence between W.H.F. Millar, attorney for the Mantle Lamp Company of America and N.K. LaFlamme, attorney for H.G. Weaver. H.G. Weaver, an employee at the Mantle Lamp Company resigned to start his own company. Before leaving the company he allegedly photocopied lists of customers, letters, paragraph books from the New York Office, form letters from the Montreal Office, lists of distributors in Quebec, printed circulars, and lists of advertisers. Additional correspondence, dealing with patenting and legal matters, is found in the Ralph H. Langley, files, 1936-1942. Langley, a consulting engineer who conducted patent research, for interference and reissue cases, reviewed new patent applications for Johnson Laboratories, Inc. Additionally, files on the Mantle Lamp Company of America, 1919-1927, deal with patent infringement, royalty checks, and other legal matters.

Subseries 2.1: Iowa Soap Company, 1906-1908

Box 11, Folder 1

Subseries 2.2: Subject Files, 1912-1983

Box 4, Folder 1  Aladdin Industries, Inc.-A-Lad-in-Service, 1943-1945
Box 4, Folder 2  Aladdin Industries, Inc.-Alexandria, Indiana, 1937
Box 4, Folder 3  Aladdin Manufacturing Company-Muncie, Indiana, 1940-1942
Box 4, Folder 4  Aladdin Radio Industries Inc.-Chicago, Illinois
Box 4, Folder 5  Aladdin Radio Industries Inc.-Organization, 1943
Box 4, Folder 6  Aladino Sociedad Industrial, Buenos Aires, Argentina, 1936-1940
Box 4, Folder 7  American Thermos Bottle Company, Norwich, Connecticut, 1938-1942
Box 4, Folder 8  American Thermos Bottle Company-James W. Neil, 1936-1937
Box 4, Folder 9-12  Joseph M. Angeletti, 1934-1940 (lamp shade designs)
Image(s)

Map-folder 1  J.M. Angeletti drawings, 1938
Box 4, Folder 13  Carl Bramming, 1942-1943
Map-folder 1  Carl Bramming-pint flask vacuum bottle drawings, 1942
Box 4, Folder 14  Braumbaugh System-Correspondence, 1916-1920
Box 5, Folder 1  H.H. Burtt-Signal Corps and S.V. White, 1941-1942
Box 5, Folder 2  Coleman Lamps, 1935
Box 5, Folder 3  C.W. Davis, 1928-1943
Box 5, Folder 4  Precis, Talk Given at Foremen's Meeting on "The Duties of a Foremen," 1934
Box 5, Folder 5  General information about glass, undated
Box 5, Folder 6-8  King v. Weaver, 1916-1918 (correspondence about the case)
Box 5, Folder 9-12  Ralph H. Langley, 1936-1942
Box 5, Folder 13  Mantle Lamp Company of America-Report Re: Aladdin Lamp, 1939-1942
Box 6, Folder 1  Mantle Lamp Company of America-Daylite Company patent infringement, 1919
Box 6, Folder 2  Mantle Lamp Company of America vs. United States, 1927
Box 6, Folder 3  Mantle Lamp Company of America vs. Ida Bultman, 1926-1927
Box 6, Folder 4  Mantle Lamp Company of America-agreement with Erich Rohl, 1923 (patent assignment)
Box 6, Folder 5  Mantle Lamp Company of America-order form, 1912
Box 6, Folder 6  Operation of Patent Department, undated
Box 6, Folder 7  W. J. Polydoroff, 1930-1938
Box 6, Folder 8  W. J. Polydoroff-British Patent Specification, 1940
Box 6, Folder 9-10  RCA Infringement Case, 1934-1941
Box 6, Folder 11  Synthetic Records, 1930-1931
Box 6, Folder 12  Tennessee Oil & Gas Stock, 1927-1930

The largest series in the collection, it is divided into three subseries: biographical data, subject files, and files about Aladdin Divisions. The subject files are arranged alphabetically. The files cover a wide range of topics from the Atomic Energy Commission to research and development matters within the company to the King-Seeley Thermos case. The files include correspondence (both incoming and outgoing), product literature, internal memos, drawings, advertisements, financial data, company histories, and documentation on Aladdin's subsidiaries, such as Aladdin Electronics and Aladdin Synergetics Inc. Overlap exists between Victor S. Johnson Jr. Files and other series. For example, company histories are found in Series 1: Historical and Background Materials, 1919-1997, but some of the same material is duplicated in Johnson's files. Researchers should consult both as some items are annotated.

There are several subject files that are noteworthy. The William Adler Advertising Agency, 1947-1979, played a large role in promoting Aladdin and its products. Many of the promotional campaigns and other literature about Aladdin products can be found here. The Carl Bramming files document the head of research and development at Aladdin and provide insight into product development through the drawings found in the files. The King-Seeley Thermos case files, 1962-1980, highlight Aladdin's involvement over the trademark use of the word thermos. In a 1963 court ruling, it was established that Aladdin and its customers use the word thermos in all lowercase, never use the word in solid capitals letters and can only have an initial capital letter if the rules of grammar require it. Additionally, the word thermos must be preceded by a possessive of the name Aladdin and in advertising it must clearly identify material as Aladdin.


**Subseries 3.1: Biographical data**

*Box 6, Folder 14*

**Subseries 3.2: Subject Files, 1914-1983**

<p>| Box 6, Folder 15 | William H. Adler, Inc. 1947-1948 |
| Box 6, Folder 16 | William H. Adler, Inc., January-June 1949 |
| Box 6, Folder 17 | William H. Adler, Inc., July-September 1949 |
| Box 6, Folder 18 | William H. Adler, Inc., October 1949-April 1950 |
| Box 6, Folder 19 | William H. Adler, Inc., January 1950 |
| Box 6, Folder 20 | William H. Adler, Inc., February 1950 |
| Box 6, Folder 21 | William H. Adler, Inc., March 1950 |
| Box 6, Folder 22 | William H. Adler, Inc., April 1950 |
| Box 74, Folder 1 | William H. Adler, Inc., April 1950 |
| Box 6, Folder 23 | William H. Adler, Inc., May 1950 |
| Box 6, Folder 24 | William H. Adler, Inc., June 1950 |
| Box 6, Folder 25 | William H. Adler, Inc., July 1950 |
| Box 6, Folder 26 | William H. Adler, Inc., August 1950 |
| Box 7, Folder 1 | William H. Adler, Inc., September-October 1950 |
| Box 7, Folder 2 | William H. Adler, Inc., November 1950 |
| Box 7, Folder 3 | William H. Adler, Inc., December |
| Box 7, Folder 4 | William H. Adler, Inc., 1951 |
| Box 7, Folder 5 | William H. Adler, Inc. March-May 1952 |
| Box 7, Folder 6 | William H. Adler, Inc. June-December 1952 |
| Box 7, Folder 7 | William H. Adler, Inc., 1953 |
| Box 7, Folder 8 | William H. Adler, Inc., 1954 |
| Box 7, Folder 9 | William H. Adler, Inc., 1955 |
| Box 7, Folder 10 | William H. Adler, Inc., 1956-1957 |
| Box 7, Folder 12 | William H. Adler, Inc., 1963-1967 |
| Box 8, Folder 1 | William H. Adler, Inc., 1968-1973 |
| Box 8, Folder 2 | Acquisitions (proposals) 1965 |
| Box 8, Folder 4 | William H. Adler, Inc., 1977-1978 |
| Box 8, Folder 5 | William H. Adler, Inc. 1979 |</p>
<table>
<thead>
<tr>
<th>Box 8, Folder 6</th>
<th>Advertisers, 1952-1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 8, Folder 7</td>
<td>Advertising, 1952-1953</td>
</tr>
<tr>
<td>Box 8, Folder 8</td>
<td>Advertising, 1963-1964</td>
</tr>
<tr>
<td>Box 8, Folder 9</td>
<td>Advertising, 1965-1966</td>
</tr>
<tr>
<td>Box 8, Folder 10</td>
<td>Advertising, 1967</td>
</tr>
<tr>
<td>Box 8, Folder 11</td>
<td>Advertising, 1968</td>
</tr>
<tr>
<td>Box 8, Folder 12</td>
<td>Advertising, 1969</td>
</tr>
<tr>
<td>Box 8, Folder 13</td>
<td>Advertising, 1970</td>
</tr>
<tr>
<td>Box 8, Folder 14</td>
<td>Advertising, 1971</td>
</tr>
<tr>
<td>Box 9, Folder 1</td>
<td>Advertising, 1972</td>
</tr>
<tr>
<td>Box 9, Folder 2</td>
<td>Advertising, undated Image(s)</td>
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<tr>
<td>Box 9, Folder 3</td>
<td>Aladdin Community Kitchen Club, 1919-1924</td>
</tr>
<tr>
<td>Box 9, Folder 4</td>
<td>Aladdin-Company History, 1914-1917</td>
</tr>
<tr>
<td>Box 9, Folder 5-6</td>
<td>Aladdin-Company History</td>
</tr>
<tr>
<td>Box 9, Folder 7</td>
<td>Aladdin Creed, 1970-1972</td>
</tr>
<tr>
<td>Box 9, Folder 8</td>
<td>Aladdin Electronics, 1956-1957</td>
</tr>
<tr>
<td>Box 9, Folder 9</td>
<td>Aladdin Electronics-Incorporation, 1971</td>
</tr>
<tr>
<td>Box 9, Folder 10</td>
<td>Aladdin Electronics-Employee Handbook, undated</td>
</tr>
<tr>
<td>Box 9, Folder 11</td>
<td>Aladdin Electronics, 1976-1977</td>
</tr>
<tr>
<td>Box 10, Folder 1</td>
<td>Aladdin Electronics, 1978-1979</td>
</tr>
<tr>
<td>Box 10, Folder 2</td>
<td>Aladdin Electronics-Skyborne, 1965-1969</td>
</tr>
</tbody>
</table>
Box 10, Folder 3  Aladdin Industries-Employee Evaluations, 1953 & 1957
Box 10, Folder 4  Aladdin Industries-Management Club, 1954-1956
Box 10, Folder 5  Aladdin Industries-Plan for 1952
Box 10, Folder 6  Aladdin Industries-Private Brand Study, 1970
Box 10, Folder 7  Aladdin-AMTEC Inc. 1966-1967
Box 10, Folder 8  Aladdin-AMTEC dissolution 1964-1966
Box 10, Folder 9  Aladdin-AMTEC dissolution 1967-1968
Box 10, Folder 10  Aladdin News Views-Correspondence 1960-1971
Box 10, Folder 11  Aladdin News and Views, 1961, 1966
Box 12, Folder 1  Aladdin News and Views, 1970
Box 12, Folder 2  Aladdin News and Views, 1971
Box 12, Folder 3  Aladdin News and Views, 1973
Box 12, Folder 4  Aladdin Radio Industries, 1948-1953
Box 12, Folder 5  Aladdin Radio Industries-Research and Development 1936
Box 12, Folder 6  Aladdin Industries-TV tuner, 1949-1953
Box 12, Folder 7  Aladdin Synergetics Inc.-Highlights to the Board of Directors
Box 12  1969-1971
Box 12, Folder 8  Aladdin Synergetics Inc.-Monthly Reports 1968
Box 12, Folder 9  Aladdin Synergetics Inc.-Monthly Reports 1969
Box 12, Folder 10  Aladdin Synergetics Inc.-Monthly Reports 1970
Box 12, Folder 11  Aladdin Synergetics Inc.-Monthly Reports 1971
<table>
<thead>
<tr>
<th>Box, Folder</th>
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</tr>
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<tbody>
<tr>
<td>Box 12, Folder 12</td>
<td>Aladdin Synergetics Inc.-Airlines 1967-1971</td>
</tr>
<tr>
<td>Box 12, Folder 13</td>
<td>Aladdin Synergetics Inc.-New Market 1968-1973</td>
</tr>
<tr>
<td>Box 12, Folder 14</td>
<td>Aladdin Synergetics Inc.-Publicity 1970-1971</td>
</tr>
<tr>
<td>Box 12, Folder 15</td>
<td>Aladdin Synergetics Inc.-Temp-Rite Service 1968-1971</td>
</tr>
<tr>
<td>Box 12, Folder 16</td>
<td>Aladdin Synergetics Inc.-General 1968</td>
</tr>
<tr>
<td>Box 13, Folder 1</td>
<td>Aladdin Synergetics Inc.-General 1969</td>
</tr>
<tr>
<td>Box 13, Folder 2</td>
<td>Aladdin Synergetics Inc.-General 1970</td>
</tr>
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<td>Box 13, Folder 3</td>
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</tr>
<tr>
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<td>Aladdin Synergetics Inc.-General 1976-1978</td>
</tr>
<tr>
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<td>Aladdin Synergetics Inc.-Miscellaneous 1970-1972</td>
</tr>
<tr>
<td>Box 13, Folder 6</td>
<td>Alexandria Labor Matters, 1937</td>
</tr>
<tr>
<td>Box 13, Folder 7</td>
<td>American Thermos, non-exclusive free license on, pouring lid</td>
</tr>
<tr>
<td>Box 13</td>
<td>1956-1957</td>
</tr>
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<td>Box 13, Folder 8</td>
<td>American Thermos Bottle Company 1951-1957</td>
</tr>
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<td>Amsler Molton Company 1947</td>
</tr>
<tr>
<td>Box 13, Folder 11</td>
<td>Arthur Anderson &amp; Company 1971-1972</td>
</tr>
<tr>
<td>Box 13, Folder 12</td>
<td>Amour Research Foundation, 1949-1955</td>
</tr>
<tr>
<td>Box 13, Folder 13</td>
<td>Amour Research 1948-1949</td>
</tr>
<tr>
<td>Box 13, Folder 14</td>
<td>Amour Research Foundation 1946-1948</td>
</tr>
<tr>
<td>Box 13, Folder 15</td>
<td>Army Lantern 1949-1950</td>
</tr>
<tr>
<td>Map-folder 2</td>
<td>Army Lantern Drawings, 1949</td>
</tr>
<tr>
<td>Box 14, Folder 1</td>
<td>Atomic Energy Commission 1949</td>
</tr>
<tr>
<td>Box 14, Folder 2</td>
<td>Automation (industrial) 1956</td>
</tr>
<tr>
<td>Box 14, Folder 3</td>
<td>Robert Baker 1957-1960</td>
</tr>
<tr>
<td>Box 14, Folder 4</td>
<td>Robert Baker Contract 1948-1955</td>
</tr>
<tr>
<td>Box 14, Folder 5</td>
<td>Carl Bramming, Jan. 1948-May 1948</td>
</tr>
<tr>
<td>Box 14, Folder 6</td>
<td>Carl Bramming, June 1948-Dec. 1948</td>
</tr>
<tr>
<td>Box 14, Folder 7</td>
<td>Carl Bramming, 1949</td>
</tr>
<tr>
<td>Box 15, Folder 1</td>
<td>Carl Bramming, 1950</td>
</tr>
<tr>
<td>Map-folder 1</td>
<td>Wide Mouth vacuum Bottle drawings, 1950</td>
</tr>
<tr>
<td>Box 15, Folder 2</td>
<td>Carl Bramming, 1951-1952</td>
</tr>
<tr>
<td>Map-folder 1</td>
<td>Addition to manufacturing building, 1952</td>
</tr>
<tr>
<td>Box 15, Folder 3</td>
<td>Carl Bramming, 1953-1954</td>
</tr>
<tr>
<td>Box 15, Folder 4</td>
<td>Carl Bramming, 1955</td>
</tr>
<tr>
<td>Map-folder 1</td>
<td>Pint, small mouth vacuum bottle drawings, 1955</td>
</tr>
<tr>
<td>Box 15</td>
<td>Wide mouth filler drawings, 1955</td>
</tr>
<tr>
<td>Box 15</td>
<td>Proposed additions to glass house drawings, 1955</td>
</tr>
<tr>
<td>Box 15</td>
<td>Temporary location of new equipment drawings, 1955</td>
</tr>
<tr>
<td>Box 15</td>
<td>General property layout drawings, 1954</td>
</tr>
<tr>
<td>Box 15, Folder 5</td>
<td>Carl Bramming, 1956-1957</td>
</tr>
<tr>
<td>Map-folder 1</td>
<td>Trim and polish machine for vacuum bottle cups, 1956</td>
</tr>
<tr>
<td>Box 15, Folder 6</td>
<td>Carl Bramming, 1958-1960</td>
</tr>
</tbody>
</table>
Map-folder 1  Pint coffee maker, 1954, 1951
Box 16, Folder 1  Carl Bramming, May 1961-Aug. 1962
Box 16, Folder 2  Carl Bramming, 1962-1964
Box 16, Folder 3  Carl Bramming, 1965-1968
Box 16, Folder 4  Carl Bramming, 1967-1970
Box 16, Folder 5  Carl Bramming, 1971-1975
Box 16, Folder 6  Carl Bramming, 1976-1978
Box 17, Folder 1  Carl Bramming-Ideas and Suggestions 1962-1972
Box 17, Folder 2  A.J. Carlson, 1948
Box 17, Folder 3  A.J. Carlson, 1949
Box 17, Folder 4  A.J. Carlson, 1950-1956
Box 17, Folder 5  Corning Glass Works-Reports and Analyses, 1958-1967
Box 18, Folder 2  Davy Crockett-Disney 1950-1951
Box 18, Folder 3  Electricity Task Force, 1974
Box 18, Folder 4  Employee Publications, 1955
Box 18, Folder 5  Exports, 1948-1951
Box 18, Folder 6  Factory Locations, 1952-1957
Box 18, Folder 7  Forecasts, 1956-1957
Box 18, Folder 8  A.L. Frye, 1972-1976
Box 18, Folder 9  Future Products, 1952-1964
Box 18, Folder 10  Hamilton Metal Products Company, 1950-1951
Box 19, Folder 1   J.B. Henson/ W.K. Hollis, 1959 (status of product filler line)
Box 19, Folder 2   Historical Material 1972-1976
Box 19, Folder 3   Hopalong Cassidy 1950-1954
Box 19, Folder 4   Industrial Designers, 1950-1957
Box 19, Folder 5   Ingersoll Engineers-X15 Product Manufacturing System, 1982
Box 19, Folder 6   Inventions and Ideas, 1959-1973
Box 19, Folder 7   Izers, 1976
Box 19, Folder 8   Kerosene Sales 1947-1953
Box 19, Folder 9   King-Seeley Thermos-Employment Ethics, 1972-1978
Box 19, Folder 10  King-Seeley vs. Aladdin 1963, 1977
Box 19, Folder 11  King-Seeley Thermos-Anti-trust, 1975-1976
Box 19, Folder 12  King-Seeley Thermos vs. Aladdin 1975
Box 19, Folder 13  King-Seeley Thermos-Dispute: Philippines and New Zealand, 1975-1978
Box 19, Folder 14  King-Seeley Thermos-Analysis of Freezer Lid, 1977
Box 19, Folder 15  King-Seeley Thermos-Stock Values, 1976
Box 19, Folder 16  King-Seeley Thermos-Strategy and Planning, July-Oct. 1975
Box 20, Folder 1   King-Seeley Thermos-Strategy and Planning, Nov. 1975-Jan. 1976
Box 20, Folder 2   King-Seeley Thermos-Strategy and Planning, 1976-1980
Box 20, Folder 3   King-Seeley Thermos-Miscellaneous, 1974-1983
Box 20, Folder 4   King-Seeley Thermos-Miscellaneous, 1962-1976
Box 20, Folder 5   King-Seeley Thermos-Department of Justice/ HFC/ KST merger 1976
| Box 20, Folder 6 | E.H. Kriel, 1963-1979 |
| Box 20, Folder 7 | E.H. Kriel, 1946-1947 |
| Box 21, Folder 1 | E.H. Kriel, 1948-1949 |
| Box 21, Folder 2 | E.H. Kriel-Personal 1946-1948 |
| Box 21, Folder 3 | Labor, 1946-1956 |
| Box 21, Folder 4 | Labor-Right-To-Work Laws, 1955-1957 |
| Box 21, Folder 5 | Labor-Right-To-Work, 1965 |
| Box 21, Folder 6 | Labor-Right-To-Work, 1966 |
| Box 21, Folder 7 | National Religion and Labor Foundation 1956 |
| Box 21, Folder 8 | Labor-Compulsory Union 1950 |
| Box 21, Folder 9 | Labor-Wildcat Strike, March, 1973 |
| Box 21, Folder 10 | Labor-Teamsters Suit |
| Box 21, Folder 11 | Labor-Negotiations, 1970-1971 |
| Box 22, Folder 1 | Labor-Negotiations, 1973-1974 |
| Box 22, Folder 2 | Labor-Negotiations Data, 1976 |
| Box 22, Folder 3 | Labor-Negotiations, 1976-1977 |
| Box 22, Folder 4 | Labor-Strike #1: 1974 |
| Box 22, Folder 5 | Labor-Strike #2: 1974 |
| Box 22, Folder 6 | Labor-Strike Publicity, 1974 |
| Box 22, Folder 7 | Labor-Strike: Employee Letters 1974 |
| Box 22, Folder 8 | Labor-NLRB 1974 |
Box 22, Folder 9  Labor-Contracts 1960-1978
Box 23, Folder 1  Lamp Catalogs, 1949-1950
Box 23, Folder 2  Lamp Catalogs, 1951-1952
Box 23, Folder 3  Lanterns, 1954-1956
Map-folder 2  Lantern drawings, 1956
Box 23, Folder 4  Carl Lindegren, (correspondence with Victor Sr.) 1938-1943
Box 23, Folder 5  McKinsey & Co.-Marketing and Strategy, 1976
Box 23, Folder 6  Management by Objective (Aladdin Synergetics Inc.), 1975-1976
Box 23, Folder 7  Mantles, 1950-1972
Box 23, Folder 8  Mantles, 1949-1952
Box 23, Folder 9  Mantles-Glyoxal, 1947-1948
Box 23, Folder 10  Mantle-Operations, 1935-1945
Box 23, Folder 11  W.M. Meissner, 1956-1963
Box 24, Folder 1  W. M. Meissner, 192-1957
Box 24, Folder 2  W. M. Meissner Vitosophy, 1911
Box 24, Folder 2  Memos, 1958-1960
Box 24, Folder 3  Memos, 1949-1957
Box 24, Folder 4  Mexico, 1947-1948
Box 24, Folder 5  Organization, 1947-1949
Box 24, Folder 6  Organization Chart, 1951-1957
Map-folder 2  Organization Chart, 1956
Box 24, Folder 7  Patents, 1946-1956
Box 24, Folder 8  Patents-US copies circa 1950s
Box 24, Folder 9  Pay-Less Drug Company, 1951
Box 24, Folder 10 Personnel Department, 1961-1965
Box 24, Folder 11 Edwin F. Pierle, 1953-1956
Map-folder 2  Plan of Aladdin Plant in Indiana, 1952
Box 24, Folder 13 Plume and Atwood Mfg. Company, 1946-1955
Box 25, Folder 1 Plume and Atwood, 1938-1943
Box 25, Folder 2 Radio Corporation of America, 1940-1946
Box 25, Folder 3 Racial, 1970
Box 25, Folder 4 References to Aladdin, 1950, 1947
Box 25, Folder 5 Research 1947, 1951
Box 25, Folder 6 Service Award Banquet, 1972-1974
Box 25, Folder 7 Staff: Consumer Product Division Strategy, 1974
Box 25, Folder 8 Stanley Home Products Company, 1951-1952
Box 25, Folder 9 The Severdrup Story, 1978
Box 25, Folder 10 Self Test on Executive Methods, 1955
Box 25, Folder 11 Stanley Division-Acquisition, 1961-1965
Box 25, Folder 12 Stanley Division-Announcements and Publicity, 1965
Box 25, Folder 13 Stanley Division-Comparison, 1965-1973
Box 26, Folder 1 Stanley Division-Procedures, 1965
Box 26, Folder 2  John Switack, 1948
Box 26, Folder 3  Trademarks, 1948-1957
Box 26, Folder 5  Vacuum Bottle Matters, 1962
Map-folder 1  Vacuum Bottle-Designs 1962
Box 26, Folder 6  Vacuum Bottle-Improvements 1962-1965
Box 26, Folder 7  Vacuum Bottle-Matters, 1954-1956
Box 26, Folder 8  Vacuum Bottle-Manufacturing 1971
Box 26, Folder 9  Vacuum Bottle-Improvements 1959-1961
Box 26, Folder 10  Vacuum Bottles, 1949-1952
Box 26, Folder 11  Vacuum Bottles-Autobar, 1950
Map-folder 2  Vacuum Bottle Autobar drawings, 1950
Box 26, Folder 12  Vacuum Bottles and Lunch Kits, 1949
Map-folder 2  Vacuum bottle lunch kit, 1949
Box 26, Folder 13  Vacuum Bottle-Sani Sealed, 1949-1950
Box 26, Folder 14  Vacuum Bottles-Steinie Bottle, 1949
Box 26, Folder 15  Vacuum Bottles-Confidential, 1955
Box 26, Folder 16  Vacuum Bottles-For Diabetics, 1953-1955
Box 26, Folder 17  Women-Inquiries about, 1977

Subseries 3.3: About Aladdin Divisions, 1919-1983
Box 27, Folder 1  Aladdin Industries Inc.-Forms, undated
Box 27, Folder 2  Aladdin Industries Inc.-Board of Directors, 1950
Box 27, Folder 3  Aladdin Industries Inc.-Board of Directors, 1951
Box 27, Folder 4  Aladdin Industries Inc.-Board of Directors, 1952
Box 27, Folder 5  Aladdin Industries Inc.-Board of Directors, 1953
Box 27, Folder 6  Aladdin Industries Inc.-Board of Directors, 1954
Box 27, Folder 7  Aladdin Industries Inc.-Board of Directors, 1955
Box 27, Folder 8  Aladdin Industries Inc.-Board of Directors, 1956
Box 27, Folder 9  Aladdin Industries Inc.-Board of Directors, 1957
Box 27, Folder 10  Aladdin Industries Inc.-Board of Directors, 1958
Box 27, Folder 11  Aladdin Industries Inc.-Board of Directors, 1959
Box 27, Folder 12  Aladdin Industries Inc.-Audit Reports, Domestic and Canadian subsidiaries, 1958-1959, 1955
Box 28, Folder 1  Aladdin Industries Inc.-Audit Reports, Domestic and Canadian subsidiaries, 1960-1963
Box 28, Folder 2  Aladdin Industries Inc.-Audit Reports, Domestic and Canadian subsidiaries, 1966-1968
Box 28, Folder 3  Aladdin Industries Inc.-Audit Reports, Domestic Subsidiary, 1950
Box 28, Folder 4  Aladdin Industries Inc.-Financial statements for consolidated subsidiaries, 1969-1975
Box 28, Folder 5  Aladdin Industries Inc.-Financial statements for consolidated subsidiaries, 1976-1983
Box 28, Folder 6  Aladdin Industries, Ltd.-Articles of Association, 1930-1941
Box 28, Folder 7  Aladdin Industries, Ltd.-Audit Reports, 1964-1965 (Canada)
Box 29, Folder 1  Aladdin Industries, Ltd.-Audit Reports, 1978
Box 29, Folder 2  Aladdin Industries, Ltd.-Balance Sheets, 1922, 1931, 1927-1928
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 29, Folder 4</td>
<td>Aladdin Industries, Ltd.-Forms, undated</td>
</tr>
<tr>
<td>Box 29, Folder 5</td>
<td>Aladdin Industries, Ltd.-Report of the Board, 1927-1940, 1925</td>
</tr>
<tr>
<td>Box 29, Folder 6</td>
<td>Aladdin Industries, Ltd.-Statements, 1925</td>
</tr>
<tr>
<td>Box 29, Folder 7</td>
<td>Aladdin Industries, Ltd.-Statement of Accounts, 1933-1935</td>
</tr>
<tr>
<td>Box 29, Folder 8</td>
<td>Aladdin Industries, Ltd.-Statements of Accounts, 1936-1937</td>
</tr>
<tr>
<td>Box 29, Folder 9</td>
<td>Aladdin Industries, Ltd.-Statement of Accounts, 1938</td>
</tr>
<tr>
<td>Box 29, Folder 10</td>
<td>Aladdin Industries, Ltd.-Statement of Accounts, 1939, 1943</td>
</tr>
<tr>
<td>Box 29, Folder 11</td>
<td>Aladdin Industries, Ltd.-Trial Balances, 1939, 1933-1935</td>
</tr>
<tr>
<td>Box 29, Folder 12</td>
<td>Aladdin Industries, Ltd.-Consolidated Audit Information, 1939-1958</td>
</tr>
<tr>
<td>Box 29, Folder 13</td>
<td>Aladdin Industries, Ltd.-Statements, 1939-1947 (London)</td>
</tr>
<tr>
<td>Box 29, Folder 14</td>
<td>Aladdin Industries, Ltd.-Jack Imber, background information</td>
</tr>
<tr>
<td>Box 29, Folder 15</td>
<td>Aladdin Industries, Ltd.-Jack Imber, 1932-1936</td>
</tr>
<tr>
<td>Box 29, Folder 16</td>
<td>Aladdin Industries, Ltd.-Jack Imber, 1946-1949</td>
</tr>
<tr>
<td>Box 29, Folder 17</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Proposal, 1929-1930</td>
</tr>
<tr>
<td>Box 30, Folder 1</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Imber Research Limited, 1927-1938</td>
</tr>
<tr>
<td>Box 30, Folder 2</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Imber Research Limited, 1942-1949</td>
</tr>
<tr>
<td>Box 30, Folder 3</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Imber Research Limited, 1959-1963</td>
</tr>
<tr>
<td>Box 30, Folder 4</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Imber Research Limited, undated</td>
</tr>
<tr>
<td>Box 30, Folder 5</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Memo of Agreement, 1919-1952</td>
</tr>
<tr>
<td>Box 30, Folder 6</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Matters to deal with, 1930-1946</td>
</tr>
<tr>
<td>Box 30, Folder 7</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Trust Shares, 1950</td>
</tr>
<tr>
<td>Box 30, Folder 8</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Greenford Matter, 1930-1949</td>
</tr>
<tr>
<td>-----------------</td>
<td>-------------------------------------------------------------</td>
</tr>
<tr>
<td>Box 30, Folder 9</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, July 1932-July 1933</td>
</tr>
<tr>
<td>Box 30, Folder 10</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, August 1933-September 1933</td>
</tr>
<tr>
<td>Box 30, Folder 11</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, October 1933-November 1933</td>
</tr>
<tr>
<td>Box 30, Folder 12</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, December 1933</td>
</tr>
<tr>
<td>Box 30, Folder 13</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, January 1933-August 1934, 1935</td>
</tr>
<tr>
<td>Box 31, Folder 1</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, January 1936-May 1936</td>
</tr>
<tr>
<td>Box 31, Folder 2</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, June 1936-December 1936</td>
</tr>
<tr>
<td>Box 31, Folder 3</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, January 1937-April 1937</td>
</tr>
<tr>
<td>Box 31, Folder 4</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, May 1937-September 1937</td>
</tr>
<tr>
<td>Box 31, Folder 5</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, October 1937-December 1937</td>
</tr>
<tr>
<td>Box 31, Folder 6</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, 1938</td>
</tr>
<tr>
<td>Box 31, Folder 7</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, January 1939-May 1939</td>
</tr>
<tr>
<td>Box 31, Folder 8</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, June 1939-December 1939</td>
</tr>
<tr>
<td>Box 31, Folder 9</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, 1947-1949</td>
</tr>
<tr>
<td>Box 31, Folder 10</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, 1950</td>
</tr>
<tr>
<td>Box 31, Folder 11</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, January 1951-August 1951</td>
</tr>
<tr>
<td>Box 31, Folder 12</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, September 1951-December 1951</td>
</tr>
<tr>
<td>Box 32, Folder 1</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, 1960, 1952-1954</td>
</tr>
<tr>
<td>Box 32, Folder 2</td>
<td>Aladdin Industries, Ltd.-Jack Imber, Correspondence, 1959</td>
</tr>
<tr>
<td>Box 32, Folder 3</td>
<td>Aladdin Industries, Ltd.-Proposed merger between Aladdin and Imber Research, 1959-1960</td>
</tr>
<tr>
<td>Box 32, Folder 4</td>
<td>Aladdin Industries, Ltd-Territories, distributors, trademarks, 1960-1964</td>
</tr>
<tr>
<td>Box 32, Folder 5</td>
<td>Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1933-1945</td>
</tr>
<tr>
<td>Box 32, Folder 6</td>
<td>Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1946-1947</td>
</tr>
<tr>
<td>Box 32, Folder 7</td>
<td>Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1947</td>
</tr>
<tr>
<td>Box 32, Folder 8</td>
<td>Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1948-1949</td>
</tr>
<tr>
<td>Box 33, Folder 1</td>
<td>Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1946-1949</td>
</tr>
<tr>
<td>Box 33, Folder 2</td>
<td>Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1950-1951</td>
</tr>
<tr>
<td>Box 33, Folder 3</td>
<td>Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1952-1953</td>
</tr>
<tr>
<td>Box 33, Folder 4</td>
<td>Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1954-1956</td>
</tr>
<tr>
<td>Box 33, Folder 5</td>
<td>Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1957-1967</td>
</tr>
<tr>
<td>Box 33, Folder 6</td>
<td>Aladdin Industries, Ltd.-W.J. Polydoroff, June 1933-September 1933</td>
</tr>
<tr>
<td>Box 33, Folder 7</td>
<td>Aladdin Industries, Ltd.-W.J. Polydoroff, October 1933-December 1933</td>
</tr>
<tr>
<td>Box 33, Folder 8</td>
<td>Aladdin Industries, Ltd.-W.J. Polydoroff, January 1934-October 1934</td>
</tr>
<tr>
<td>Box 33, Folder 9</td>
<td>Aladdin Radio Industries-Correspondence, 1934-1938</td>
</tr>
<tr>
<td>Box 33, Folder 10</td>
<td>Aladdin Radio Industries-Financial information, 1925-1939</td>
</tr>
<tr>
<td>Box 33, Folder 11</td>
<td>Aladdin Radio Industries-Engineering notebook, 1938</td>
</tr>
<tr>
<td>Box 33, Folder 12</td>
<td>Image(s)</td>
</tr>
<tr>
<td>Box 33, Folder 13</td>
<td>Aladdin Radio Industries-Patents, 1936-1945</td>
</tr>
<tr>
<td>Box 34, Folder 1</td>
<td>Aladdin Radio Industries-High frequency core material, 1934-1936 (patent issue/case #50423)</td>
</tr>
<tr>
<td>----------------</td>
<td>-----------------------------------------------------------------------</td>
</tr>
<tr>
<td>Box 34, Folder 2</td>
<td>Aladdin Radio Industries-High frequency core material, 1937 (patent issue/case #50423)</td>
</tr>
<tr>
<td>Box 34, Folder 3</td>
<td>Aladdin Radio Industries-High frequency core material, January 1938-July 1938 (patent issue/case #50423)</td>
</tr>
<tr>
<td>Box 34, Folder 4</td>
<td>Aladdin Radio Industries-High frequency core material, August 1938-December 1938 (patent issue/case #50423)</td>
</tr>
<tr>
<td>Box 34, Folder 5</td>
<td>Aladdin Radio Industries-High frequency core material, January 1939-June 1939 (patent issue/case #50423)</td>
</tr>
<tr>
<td>Box 34, Folder 6</td>
<td>Aladdin Radio Industries-High frequency core material, July 1939-October 1939 (patent issue/case #50423)</td>
</tr>
<tr>
<td>Box 34, Folder 7</td>
<td>Aladdin Radio Industries-High frequency core material, October 1939 (patent issue/case #50423)</td>
</tr>
<tr>
<td>Box 34, Folder 8</td>
<td>Aladdin Radio Industries-High frequency core material, 1934-1936 (patent issue/case #50423)</td>
</tr>
<tr>
<td>Box 34, Folder 9</td>
<td>Radio receiving apparatus, 1922-1937 (patent)</td>
</tr>
<tr>
<td>Box 34, Folder 10</td>
<td>Atwater Kent manufacturing, 1922</td>
</tr>
<tr>
<td>Box 34, Folder 11</td>
<td>Chelsea Radio Company, 1922</td>
</tr>
<tr>
<td>Box 34, Folder 12</td>
<td>Conqueror Radio Equipment, 1922-1923</td>
</tr>
<tr>
<td>Box 34, Folder 13</td>
<td>Federal Institute of Radio Telegraphy, 1922</td>
</tr>
<tr>
<td>Box 34, Folder 14</td>
<td>Ford Mica Company, 1922</td>
</tr>
<tr>
<td>Box 34, Folder 15</td>
<td>General Electric Company, 1922-1923</td>
</tr>
<tr>
<td>Box 34, Folder 16</td>
<td>A.C. Gilbert, 1922</td>
</tr>
<tr>
<td>Box 34, Folder 17</td>
<td>Mantle Lamp Company of America, 1922</td>
</tr>
<tr>
<td>Box 34, Folder 18</td>
<td>W.H. Millar affidavit, 1922</td>
</tr>
</tbody>
</table>
Box 34, Folder 19  Mu-Rad Radio Laboratories, 1922
Box 34, Folder 20  New York Coil Company, 1922
Box 34, Folder 21  Paragon Radio Products, 1922
Box 35, Folder 1   Picard Radio Corporation, 1922
Box 35, Folder 2   Radio Corporation of America, 1923
Box 35, Folder 3   Super-Antenna Company, 1922
Box 35, Folder 4   Victor Radio Corporation, 1922
Box 35, Folder 5   Westinghouse Electric, 1922
Box 35, Folder 6   Aladdin Radio Patents, Ltd.-Correspondence, 1935
Box 35, Folder 7   Aladdin Radio Patents, Ltd.-Correspondence, 1934-1936
Box 35, Folder 8   Aladdin Radio Patents, Ltd.-Correspondence, 1937
Box 35, Folder 9   Aladdin Radio Patents, Ltd.-Correspondence, 1938
Box 35, Folder 10  Aladdin Radio Patents, Ltd.-Correspondence, 1939-1941
Box 36, Folder 1   Johnson Labs, Inc.-Agreement between Johnson labs and Radio frequency labs, Inc., 1931-1932
Box 36, Folder 2   Johnson Labs, Inc.-Iron Containing Inductance, 1938
Box 36, Folder 3   Johnson-Williamson Laboratories Inc., 1925
Box 36, Folder 4   Johnson-Williamson Laboratories Inc., W.J. Polydoroff (patent application for improvements in transformers), 1926
Box 36, Folder 5   Mantle Lamp Company of America-Historical background information
Box 36, Folder 6   Mantle Lamp Company of America-Kerosene lamp tests, 1915-1916
Box 36, Folder 7   Mantle Lamp Company of America-Patent assignment of acoustical instrument, 1919
Box 36, Folder 8  Mantle Lamp Company of America-statements, 1925-1926

Box 36, Folder 9  Pathfinder Resources Inc.-Audit Reports, 1976-1977

Return to Table of Contents
Series 4: Employee/Personnel Records, 1910-2001

The Employee and personnel Records are divided into nine subseries: time books, payroll records, employee handbooks, Aladdin Knights of the Mystic Light, United Steelworkers agreements, employee bulletins, programs, and miscellaneous.

There are three small, bound time books from 1910 and 1927. They contain employee's names, department, and hours worked. The time books for 1927 include the rate at which the employee worked. The handbooks, 1947-1968 (not inclusive) were printed and published by Aladdin for Aladdin employees. They served as a 'welcome' to the company and provided useful information about holidays, vacations, benefits, promotions, hours of work, identification badges, absence, and health and safety. The benefit plans, 1947-1951, are small booklets that cover group, accident, sickness, hospital, and surgical issues. The payroll records consist of one bound volume, 1910-1937, and some loose materials, 1936-1940. The bound volume contains the names of employees, monthly pay, office expenses, general expenses, and salaries and commissions of branch offices for the Mantle Lamp Company. Bonuses and "other" income are also recorded. The records from 1936-1940 include dividend and bonus payments.

The Mystic Light of the Aladdin Knights, 1917-2001, began as an Aladdin employee group that held an annual banquet. Known as the Aladdin Knights of Mystic Lights, this group produced banquet programs that contain photographs, song lyrics, humorous drawings, lists of candidates initiated as "knights," the banquet menu, and a "do you remember way back" page with historical facts about the company. The group later became less an internal Aladdin employee group and more an external collectors group. The group developed the first lamp collector's manual in 1971, and the first Mystic Newsletter in 1973, to collect, preserve, and exchange information about Aladdin lamps and memorabilia. This group is still active today.

The United Steelworkers Agreements, 1946-2001 (not inclusive), are small booklets describing the contract between Aladdin Industries Inc. and the United Steelworkers of America A.F.L. C.I.O., which represented unionized Aladdin employees. The employee bulletins, 1920-1921, are typed notices from office manager A.H. Glantz dealing with issues such as attendance, rest periods for female employees, washroom breaks, and pest problems. There are a number of programs from the Management Conferences held by Aladdin and for its Annual Service Award Banquet. The programs contain the agenda for the meeting, lists of employees receiving service pins, and photographs of managers and service pin awardees. Other employee documentation includes the suggestion program developed to "improve efficiency, safety and profitability; utilize the talents of the employees; and to provide monetary reward for approved suggestions." The miscellaneous file includes obituaries and updates on staffing changes and positions.

Subseries 4.1: Time Books, 1910, 1927

Box 37, Folder 1    Employee time book, 1910
Box 37, Folder 2    Employee time book, 1927

Subseries 4.2: Payroll Records, 1910-1940

Box 38, Folder 1-2

Subseries 4.3: Handbooks, 1947-1968 (not inclusive)

Box 37, Folder 3-5    Employee handbooks, 1947-1949
Box 37, Folder 6  Employee handbook, 1956
Box 37, Folder 7  Employee handbook, 1960
Box 37, Folder 8  Employee handbook, 1963
Box 37, Folder 9  Employee handbook, 1966
Box 37, Folder 10 Employee handbook, 1968
Box 37, Folder 11 Employee handbook, undated
Box 39, Folder 8  Benefit Plans, 1947-1951

Subseries 4.4: Aladdin Knights of Mystic Light, 1917-2001

Box 39, Folder 2  Annual conclave (banquet), 1917-1919, 1922 Image(s)
Box 39, Folder 3  Annual conclave programs (banquet), 1923-1926, 1928 Image(s)
Box 39, Folder 5  Mystic Light newsletters, 1994, 1996-1999
Box 39  Mystic Light newsletters, 2000-2001
Box 39, Folder 7  Raffle tickets, 1999, 1986

Subseries 4.5: United Steelworkers of America Agreements, 1937, 1946-2001 (not inclusive)

Box 37, Folder 12  Union strike, 1937
Box 37, Folder 13  1946-1950, 1958, 1956
Subseries 4.6: Employee Bulletins, 1920-1921

*Box 39, Folder 9*

Subseries 4.7: Programs, 1954-1982

*Box 39, Folder 10*  Management Conference Programs, 1954-1976

*Box 39, Folder 11*  Service Award Banquet Programs, 1970, 1975, 1977, 1982


*Box 39, Folder 12*  Employee suggestion plan, undated

*Box 39, Folder 13*  Wage increase, 1948

*Box 39, Folder 14*  Retired employees, 1990

*Box 39, Folder 15*  Employee position announcements, 1994, 1996

*Box 39, Folder 16*  Bowling League Award (Shipping Team), 1951-1952

*Box 39, Folder 17*  Employee news, 1954, 1996

*Return to Table of Contents*
Series 5: Research and Development Records, 1910-1976

Research and Development Records are divided into four subseries: notebooks, meeting minutes, drawings for thermoses, and new product suggestions. The notebooks, 1927-1937, contain detailed notes, drawings, diagrams, tests, formulas, and calculations for a variety of research projects. The notebook from 1930-1931, deals with research on insulating substances; the Crossley notebook, 1935-1937, documents auto receivers and antennas. The notebooks appear to have been used in a laboratory setting and are dated. The meeting minutes, 1966-1969, are interoffice memos notifying members of the Research and Development Department of meetings and agenda items. The drawings of thermoses, 1939-1951, are approximately 11” x 17” or smaller and depict the small and wide mouth plastic insulated bottle. There is a drawing for a plastic insulated flask, and one for an electrical adapter for a kerosene lamp. Some drawings are in color and are annotated. The new product suggestion files, 1950-1959, consist of correspondence from individuals offering new inventions or improvements for Aladdin products. Some of the correspondence contains drawings and full disclosure statements for the invention. Suggestions for vacuum bottles (#150001-#850045) include photographs. Responses from Aladdin are attached and stamped with a number from #01001 to #910010. The correspondence was given to the Sales and Production group to evaluate for manufacture and distribution worthiness.

Subseries 5.1: Notebooks, 1927-1938

- Box 40, Folder 1 Notebook, 1927-1931
- Box 40, Folder 2 Notebook-Formula's and operations on gray powdered iron cores, 1930-1931
- Box 40, Folder 3 Notebook-Crossley's, 1935-1937

Subseries 5.2: Meeting Minutes, 1966-1969

Subseries 5.3: Drawings for thermoses, 1939-1951

Subseries 5.4: New Product Suggestions, 1950-1959

- Box 40, Folder 5 New product suggestions, 1950
- Box 40, Folder 6 New product suggestions, 1951
- Box 40, Folder 7 New product suggestions, 1952
- Box 40, Folder 8 New product suggestions, January 1953-July 1953
- Box 40, Folder 9 New product suggestions, September 1953-December 1953
- Box 41, Folder 1 New product suggestions, January 1954-April 1954
Box 41, Folder 2  New product suggestions, May 1954-November 1954

Box 41, Folder 3  New product suggestions, January 1955-April 1955

Box 41, Folder 4  New product suggestions, May 1955-December 1955

Box 41, Folder 5  New product suggestions, 1956

Box 41, Folder 6  New product suggestions, 1957

Box 41, Folder 7  New product suggestions, 1958

Box 41, Folder 8  New product suggestions, 1959

Box 41, Folder 9  New product suggestions-vacuum bottles, 1951

Box 41, Folder 10  New product suggestions-vacuum bottles, January 1952-August 1952
Image(s)

Box 41, Folder 11  New product suggestions-vacuum bottles, September 1952-December 1952

Box 41, Folder 12  New product suggestions-vacuum bottles, 1953

Box 41, Folder 13  New product suggestions-vacuum bottles, 1954

Box 41, Folder 14  New product suggestions-vacuum bottles, 1955

Box 41, Folder 15  New product suggestions-vacuum bottles, 1956
Image(s)

Box 41, Folder 16  New product suggestions-vacuum bottles, 1957

Box 41, Folder 17  New product suggestions-vacuum bottles, 1958

The Patent Records are divided into six subseries: correspondence, trademark correspondence, agreements, patents—Aladdin, Aladdin Radio Patents, and patents—others. The patent correspondence, 1937-1963, is arranged alphabetically and deals with specific inventions and/or items such as portable stoves, thermal canteens, and vacuum bottles. The vacuum testing correspondence, 1952-1960, is research and development related. Aladdin sought assistance from a variety of companies to test its vacuum bottles. Many of the letters are to companies that could not assist Aladdin with its testing requests. Of note are the interim instructions for a vacuum bottle testing machine built for Aladdin by Vanderbilt University in 1955. The agreements, 1919-1966, were made with employees and contain names, date of agreement, name of company, and in some instances, agreements for the assignment of patents. Patents specifically dealing with Aladdin are arranged by product type while "other" non-Aladdin patents are arranged chronologically. The Aladdin Radio Patents, 1941-1954, are bound.

Subseries 6.1: Correspondence, 1937-1963

Box 42, Folder 1  American Thermos, 1948
Box 42, Folder 2  Chimney infringement, 1937-1938
Box 42, Folder 3  Glass cup for vacuum bottle, 1951
Box 42, Folder 4  Vacuum bottle with telescoping insert, 1951
Box 42, Folder 5  Coffee bags, 1952
Box 42, Folder 6  Handle for lunch kits, 1951-1952
Box 42, Folder 7  Portable stove, 1952
Box 42, Folder 8  Refrigerating device, 1952
Box 42, Folder 9  Thermos king bottle, 1955
Box 42, Folder 10  Wide mouth pitcher, 1952
Box 42, Folder 11  Vacuum bottle, 1946-1948
Box 42, Folder 12  Thread rolling, 1953
Box 42, Folder 13  Thermal canteen, 1953-1955
Box 42, Folder 14  Thermal canteen, 1956
Box 42, Folder 15  Thermal canteen, 1957
Subseries 6.2: Trademark Correspondence, 1908

Subseries 6.3: Agreements, 1919-1966

Subseries 6.4: Patents-Aladdin, 1911-1963
Box 43, Folder 11  Kerosene, 1911-1920
Box 43, Folder 12  Kerosene, 1921-1934
Box 43, Folder 13  Kerosene, 1935-1940
Box 43, Folder 14  Kerosene, 1941-1955
Box 44, Folder 1  Lamps, 1918-1948
Box 44, Folder 2  Thermos, 1934-1963
Box 44, Folder 3  Tubulating vacuum bottles, 1940-1947
Box 44, Folder 4  Tubulating vacuum bottles, 1948-1957

**Subseries 6.5: Aladdin Radio Patents, 1941-1954**

*Box 44, Folder 5*

**Subseries 6.6: Patents-Others, 1889-1973**

Box 44, Folder 6  Abrasive and filed surfaces, 1931, 1938
Box 44, Folder 7  Can openers, 1950-1956
Box 45, Folder 1  Component parts and vacuum bottles, 1920-1951
Box 45, Folder 2  Container lists and coating methods, 1955-1963
Box 45, Folder 3  Insulated containers, 1947-1967, 1930, 1911
Box 45, Folder 4  Insulated containers, 1935-1958, 1920
Box 45, Folder 5  Metalization, 1948
Box 45, Folder 6  Molding Methods, 1942
Box 45, Folder 7  Piled surfaces, 1939, 1937
Box 45, Folder 8  Smoothing irons, 1909, 1897
Box 45, Folder 9  Vacuum bottles, 1918
<table>
<thead>
<tr>
<th>Box 45, Folder 10</th>
<th>Vacuum containers, 1909-1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 45, Folder 11</td>
<td>Vacuum flasks, 1952-1954 (British/German)</td>
</tr>
<tr>
<td>Box 45, Folder 12</td>
<td>Other, 1889-1934</td>
</tr>
<tr>
<td>Box 45, Folder 13</td>
<td>Other, 1935-1944</td>
</tr>
<tr>
<td>Box 45, Folder 14</td>
<td>Other, 1942-1944</td>
</tr>
<tr>
<td>Box 45, Folder 15</td>
<td>Other, 1945-1948</td>
</tr>
<tr>
<td>Box 45, Folder 16</td>
<td>Other, 1949</td>
</tr>
<tr>
<td>Box 46, Folder 1</td>
<td>Other, 1950-1957</td>
</tr>
<tr>
<td>Box 46, Folder 2</td>
<td>Other, 1962-1973</td>
</tr>
<tr>
<td>Box 46, Folder 3</td>
<td>Foreign, 1953, 1972</td>
</tr>
</tbody>
</table>

*Return to Table of Contents*
Series 7: Sales Records, 1939-2000

This series is divided into twelve subseries: sales manuals, magneboard, flip chart, salesmen memos, form letters to trade industry, promotional and product literature, promotional memos, price lists, sales studies, sales bulletins, licensing agreements, and sales data.

The Magneboard Shelf Management Planner, 1981, is a self-contained "plan-o-gram" for all Aladdin field salesmen. This planner was used for sales training in proper shelf space and merchandising techniques, and for presentations, especially with "key" accounts. The sales presentation flip chart, 1949, is approximately 14" x 20" and contains concise sales facts and messages about Aladdin products. The chart was designed for use on a table or counter top.

Memos for salesmen, 1966-1971, consist of price lists, promotional materials, jobber inserts, catalog sheets, test manuals, product specific information, and orders billed. The majority of the memos are from George Cole; some are from R.H. Mickelsen and Bill Bannister. Letters to trade industry, 1957-1963, are standard form letters from Aladdin to potential buyers discussing new products, promoting existing products, and announcing prices. Catalog pages and price lists were common attachments. The promotional and product literature, 1949-1992, includes printed product information attached to memos to sales personnel. The memos contain details such as reminders of sales promotions for various Aladdin products, current price lists, and instructions on taking orders, shipments, and national sales meetings. The memos found among the promotional and product literature should be used in conjunction with the salesmen memos.

The sales bulletins, 1968-1969, are interoffice memos aimed at salesmen, regional managers, and representatives for the purpose of communicating procedures, directives, and policies and to act as "ready reference." The bulletins were intended to become a "permanent" file for everyone associated with the sales force. The Licensing Agreements, 1966-1971, includes correspondence, advance programming information, and agreements with various television shows and movies. This subseries is arranged alphabetically. The sales data, 1939-1996, consists of a variety of financial data. The major account totals, 1940-1983, detail account information with department stores like Sears, Gimble's, Jordan-Marsh, and J.C. Penney and super markets, drug stores, catalog houses, variety chains, rack jobbers, automotive chains, and hardware jobbers. The unit shipments and sales data, 1950-1992, provides product categories with product title, unit change, annual forecasts, forecast errors, and shipments. The historical data, 1939-1992, was collected on various products and product lines. The financial data includes net sales figures, percentage changes, some memos to salesmen, consolidated narratives about product lines, strategic planning documents on "breakable and unbreakable" bottles, consumer research, reorganization memos, and reorganization charts for sales and marketing staff.

Subseries 7.1: Sales Manuals, 1954, 1971

Box 47, Folder 1       Sales manual for the Lamp Division, 1954
Box 47, Folder 2       Vacuum Sales Training Manual, 1971

Subseries 7.2: Magneboard Shelf Management Planner, 1981

Box 48, Folder 1-2

Subseries 7.3: Sales Presentation Flip Chart, 1949

Box 77, Folder 2-3

Subseries 7.4: Memos to Salesmen, 1966-1971
Box 47, Folder 3 February 1966-August 1966
Box 47, Folder 4 September 1966-December 1966
Box 47, Folder 5 January 1967-May 1967
Box 47, Folder 6 June 1967-December 1967
Box 47, Folder 7 January 1968-June 1968
Box 47, Folder 8 July 1968-December 1968
Box 47, Folder 9 January-April 1969
Box 47, Folder 10 May-August 1969
Box 49, Folder 1 September-December 1969
Box 49, Folder 2 1970
Box 49, Folder 3 January-March 1971
Box 49, Folder 4 April-December 1971
Box 49, Folder 5 1972-1983

Subseries 7.5: Form letters to trade industry, 1957-1963

Box 48, Folder 6 1957
Box 48, Folder 7 1958
Box 48, Folder 8 1959
Box 48, Folder 9 1960
Box 48, Folder 10 1961-1968

Subseries 7.6: Promotional and Product Literature, 1949-1995

Box 49, Folder 6 Product literature, 1949
Box 49, Folder 7 Product literature, 1950
Box 49, Folder 8  Product literature, 1951
Box 49, Folder 9  Product literature-Angler, 1953
Box 49, Folder 10 Product literature-Best Buy, circa 1950s
Box 49, Folder 11 Product literature-Bottle Cooler, 1984
Box 49, Folder 12 Product literature-Brunch Bag, 1969
Box 49, Folder 13 Product literature-Chill Cooler Thermos, 1984
Box 49, Folder 14 Product literature-Cooler Cart, 1983
Box 49, Folder 14A Product literature-Custom injection and blow molding, undated
Box 49, Folder 15 Product literature-Duo Pak Outing Kit, 1959
Box 49, Folder 16 Product literature-Dura Clad, circa 1950s
Box 49, Folder 17 Product literature-Economy, circa 1950s
Box 49, Folder 18 Product literature-Hy-Lo, circa 1950s
Box 49, Folder 19 Product literature-Insulated School Lunch Cooler, 1983
Box 49, Folder 20 Product literature-Kerosene Heaters, 1977, 1960, 1982
Box 49, Folder 21 Product literature-Nine to Five Lunch Bag, 1982
Box 49, Folder 22 Product literature-Outing Kits, circa 1950s

Box 49, Folder 23 Product literature-Pint guard thermos, 1970
Box 49, Folder 24 Product literature-Thermo King, circa 1950s
Box 49, Folder 25 Product literature-Quality Vacuum Bottle, circa 1950s
Box 49, Folder 26 Product literature-Vacuum Pitcher, 1951
Box 49, Folder 27 Product literature-Vacuum Ware, 1959-1963
Box 49, Folder 28  Product literature-Vacuum Ware parts, undated
Box 49, Folder 29  Product literature-Wide Mouth Vacuum Bottle, undated
Box 49, Folder 30  Promotional literature, 1965
Box 49, Folder 31  Promotional literature, 1967
Box 49, Folder 32  Promotional literature, 1968
Box 50, Folder 1  Promotional literature-lunch kit program, 1986
Box 50, Folder 2  Promotional literature-Temp Rite, undated
Box 50, Folder 3-15 Promotional literature-Thermoses, 1969-1981
Box 74, Folder 3 Aladdin's Stanley Thermos, 1974
Box 52, Folder 2-5 Promotional literature-Thermoses, 1969-1972
Box 51, Folder 1 Overview of available products, [1986?]
Box 51, Folder 2 Overview of available products, 1988-1995

Subseries 7.7: Promotional Memos, 1972-1992

Subseries 7.8: Price Lists, 1968-1986 (not inclusive)

Subseries 7.9: Sales and Product Studies, 1986-1995
Box 51, Folder 10  Insulated Pouring Pitcher (52 and 68 ounce), 1991
Box 52, Folder 11  Stanley Focus Groups Executive Summary, 1993
Box 52, Folder 12  Tempreserve Focus Groups Executive Summary, 1995

Subseries 7.10: Sales Bulletins, 1968-1969

Box 52, Folder 11

Subseries 7.11: Licensing Agreements, 1964-1973

Box 53, Folder 1  Adam-12, undated
Box 53, Folder 2  Barrier Reef, 1971
Box 53, Folder 3  Bobby Sherman, 1971
Box 53, Folder 4  Bozo the Clown, 1970
Box 48, Folder 3  Bugaloos, 1970
Box 53, Folder 5  Campbell Soup, 1967-1970
Box 53, Folder 6  CBS Films, 1964
Box 53, Folder 7  CBS Films, 1965
Box 53, Folder 8  CBS Films, 1966-1969
Box 53, Folder 9  Columbia Pictures Corporation, 1964
Box 53, Folder 10  Curiosity Shops, 1971
Box 53, Folder 11  Dick Tracy, 1966-1967
Box 53, Folder 12  Disney Characters, 1973
Box 53, Folder 13  Flintstones, 1973
Box 53, Folder 14  Funny Face, 1971
Box 53, Folder 19  General Licensing Corporation, 1969
Box 53, Folder 20  Groovie Goolie, 1970
Box 53, Folder 21-22  Gun Smoke, 1970, 1973
Box 53, Folder 23  Hawaii Five-O, 1968
Box 53, Folder 24  Headmaster, 1970-1971
Box 54, Folder 1  Hogan's Heroes, 1969
Box 54, Folder 2  Holly Hobbie, 1971-1973
Box 48, Folder 4  Johnny Horizon
Box 54, Folder 3  Johnny Lighting, 1971
Box 54, Folder 4  Josie and the Pussy Cats, undated
Box 54, Folder 5  Kellogg Company, 1968-1969
Box 54, Folder 6  Krofft Television Productions, 1970
Box 54, Folder 7  Land of the Giants, 1967-1969
Box 54, Folder 8-10  Licensing Corporation of America, 1964-1966
Box 55, Folder 1-2  Licensing Corporation of America, 1969, 1967
Box 55, Folder 3  Lidsville, 1972
Box 48, Folder 5  Little Golden Books, 1971
Box 55, Folder 4  Make a Wish, 1972
Box 55, Folder 5  Media Associates, 1968-1969
Box 55, Folder 6  Toni Mendez, Inc., 1965-1966
Box 55, Folder 7  Nanny and the Professor, 1969
Box 55, Folder 8  NASA Moon Landing, 1969
Box 55, Folder 13  NBC Enterprises Inc. 1968
Box 55, Folder 14-16  National Football League, 1964-1966
Box 55, Folder 17  Osmond’s, 1972
Box 55, Folder 18  Partridge Family, undated
Box 55, Folder 19  Pebbles and Bamm Bamm
Box 55, Folder 20  Popeye, 1971
Box 55, Folder 21  Primus, undated
Box 55, Folder 22  To Rome with Love, 1970
Box 55  Seltaeb, Inc., 1964-1965
Box 56, Folder 1  Screen Gems, 1966-1972
Box 56, Folder 2  Seltaeb Inc., 1964-1965
Box 56, Folder 3-4  Seltaeb Inc., 1966-1967
Box 56, Folder 5  Tarzan
Box 56, Folder 6  Terry Toons, undated
Box 56, Folder 7  My Three Sons, 1969
Box 56, Folder 8  Twentieth-Century Fox-Dr. Doolittle, 1966-1967
Box 56, Folder 9  Twiggy, 1967-1968
Box 56, Folder 10  United Productions of America, 1969
Box 56, Folder 11  United Artists Corp., 1967
Box 56, Folder 12  Voyage to the Bottom of the Sea, 1966-1969

Box 56  Rat Patrol, The Monroe's, Shane, That Girl, Pruitts of Southampton, Time Tunnel, The Rounders

Box 56, Folder 13  Warner Brothers, 1968

Box 56, Folder 14  Weston Merchandising, 1969

Box 56, Folder 15  Weston Merchandising Archie, 1968

Box 56, Folder 16  Weston Merchandising Gentle Ben, 1967

Box 56, Folder 17  Wild Bill Hickock, undated

Box 56, Folder 18  Wild Wild West, 1968-1969

Box 56, Folder 19  Wizard of Oz, 1970-1971

Box 56  Tom & Jerry

Box 56, Folder 20  Miscellaneous

Subseries 7.12: Sales Data (financial), 1939-1996

Box 57, Folder 1-3  Major Account Totals, 1978-1983

Box 57, Folder 4-7  Unit Shipments and Sales Totals, 1979-1992

Box 57, Folder 8  Glassware Domestic Unit Shipments, 1965-1972

Box 57, Folder 9  School lunch kit shipments, 1957-1964

Box 57, Folder 10-11  Historical business/sales data, 1939-1992

Box 57, Folder 12  Consumer Products Division purchase requests, 1996

Box 58, Folder 1  Thermos bottle forecast, 1976

Box 58, Folder 2  Analysis of thermosware sales, 1977

Box 58, Folder 3  Glassware forecast, 1977
Box 58, Folder 4  School Product forecast, 1977
Box 58, Folder 5  Stanley forecast, 1977
Box 58, Folder 6  Consumer products forecast, 1977-1978
Box 58, Folder 7  Report on Operations and business practices (Arthur Andersen), 2000
Box 58, Folder 8  Market and Sales Performance, 1976-1977
Box 58, Folder 9  Market performance by state and region, 1975-1976
Box 58, Folder 10  Sales performance by territory, 1974-1975
Box 58, Folder 11  State sales data, 1974-1975
Series 8: Advertising and Marketing Records, 1931-2001

Divided into eight smaller subseries, the advertising and marketing records consist of correspondence, business and strategic plans, market studies, press kits, product literature, advertisements, packaging and labels, and miscellaneous. There is interoffice correspondence and correspondence with the Advertising Specialty Institute (ASI) which provided advertising for products and supplies for various companies. The Advertising Specialty Register listed companies and their products and trademarks. The ASI correspondence, 1962-1970, deals with Aladdin products featured in ASI's consolidated catalog service. These catalogs were sold to business and gift distributors for re-distribution to sales representatives. Correspondence, memos, invoices, contracts, and color transparencies and proof sheets of Aladdin products (Porta Pak by Aladdin, The Aladdin Outing Kit, Beverage Butler TM Vacuum Pitcher--) for inclusion in the catalog, are found here. The business and strategic plans, for 1976, 1982, and 1995, consist of documents developed by Aladdin's Consumer Product's Division and specifically address marketing issues. The marketing studies, 1970-1986, deal with television viewership during prime time as well as testing of Aladdin products. These types of studies assisted Aladdin in determining which school lunch kits and products would be manufactured and sold.

The packaging and labels, 1951-1997, include early designs done in ink and pencil on tracing paper as well as copies from 1952-1954. Labels for Aladdin's vacuum bottle and some private brands such as the Cape Cod vacuum bottle and Diamond Brand vacuum bottle also are included. These labels are in color. The school lunch box labels, 1983-1997, depict characters and television programs such as American Gladiators, Urkel, Disney, the Jetson's princess of Power, Snoopy, Coca-Cola, Food Fighters, GI-Joe, Jem and Tom & Jerry. These labels are approximately 5" x 7" and in color. The product literature, 1937-2001, consists of printed materials describing, and announcing various Aladdin products. Most of the literature was printed on 8" x 10" sheets in color. Some price information is available. These materials are arranged chronologically.

Subseries 8.1: Correspondence, 1962-1984

Box 59, Folder 1  Interoffice Correspondence, 1984, 1968-1977
Box 59, Folder 2-8  Advertising Specialty Institute Correspondence, 1962-1970
Box 59, Folder 9  Advertising Schedule, 1970


Box 60, Folder 1  Developing a Creative Marketing Strategy, December 1976
Box 60, Folder 2  Consumer Business Unit Strategic Plan, 1982
Box 60, Folder 3  Business Strategy Conference, 1995

Subseries 8.3: Market Studies, 1970-1986

Box 60, Folder 4  Market Research Reference for Aladdin Marketing Conference, 1979
Box 60, Folder 5  Marketing Study, 1970-1971
Box 61, Folder 1  Marketing Study, 1980
Box 61, Folder 2  Marketing Study, 1984
Box 61, Folder 3  Outlook for Consumer Markets, 1986

Subseries 8.4: Press Kits, 1968-1995
Box 61, Folder 4  1968
Box 61, Folder 5  1973
Box 61, Folder 6  [1979?]
Box 61, Folder 7  1983
Box 61, Folder 8  1984
Box 61, Folder 9  1985
Box 61, Folder 10  1994-1995
Box 61, Folder 11  undated

Subseries 8.5: Product Literature, 1937-2001
Box 62, Folder 1  1937
Box 62, Folder 2  1948
Box 62, Folder 3-26  1952-1975
Box 63, Folder 1-13  1976-1987
Box 64, Folder 1-13  1988-2001, undated

Map-folder 2  Sun Flame Lantern Ad from the Excelsior (in Spanish), June 1947
Box 64  Aladdin Incandescent Kerosene Mantle Lamp ad, undated
Box 64  Aladdin lamp ad, circa 1950s
Box 64 Japanese ad for Aladdin Dura Clad thermos, undated
Map-folder 3 Point of purchase ads for school lunch kits
Box 64 Hanna-Barbera (Flintstones), 1971
Box 64 DC Comics (Batman, Superman), 1978
Box 64 Mickey Mouse, Raggedy Ann, and Yogi the Bear, undated
Box 64 Mickey Mouse and Goofey, undated
Box 74, Folder 4 Thermos ads, 1969-1972, 1955
Box 74, Folder 5 Electric Table Lamp ad, circa 1950s
Box 99, Folder 2 Hy-lo Thermos print ads, circa 1950s

Subseries 8.7: Packaging and Labels, 1951-1997
Box 61, Folder 12 Product label designs, 1951-1954
Box 61, Folder 13 Bottle labels, 1951, 1955
Box 61, Folder 14 Lunch box labels, 1983-1997
Box 61, Folder 15 Product inserts, undated
Box 61, Folder 16 Space Cadet Vacuum Bottle package, undated
Box 61, Folder 17 Angler Vacuum Bottle package, undated

Subseries 8.8: Miscellaneous, 1931-1985 (not inclusive)
Box 61, Folder 18 Sales, Advertising and Merchandising Campaign, 1931-1932
Box 61, Folder 19 Customer Rankings, 1977-1978
Box 61, Folder 20  Radio advertising, 1985

Box 61, Folder 21  Public service announcements, 1954, 1948

Return to Table of Contents
Series 9: School Lunch Kits, 1952-1993

These materials are arranged into six subseries: historical background, product literature, consumer studies, original artwork, and body artwork. The historical materials, 1950-1986, provide background information on the names of the decorated kits and when they were introduced. Various inventories document the type of kit (flat steel, flat plastic, dome steel, dome plastic, soft vinyl, and barrel bags) and provide the jobber price, and dealer price. The product literature, 1951-1993, consists of printed materials describing, and announcing school lunch kits. Some price information is available. These materials are arranged chronologically. The consumer studies conducted between 1980 and 1989 deal with school lunch kit preferences. The studies were conducted by National Data Network and Richard J. Wass & Associates to determine the reaction of the target audience, measure opinions of the target audience, and determine the likes of the audience regarding character decorations. The school lunch kit advertising consists of oversize advertisements (20” x 24”) placed in newspapers and magazines announcing forthcoming lunch kits. These ads include character-decorated kits for Gunsmoke, Dura Clad, Flinstones, Huckleberry Hound, Gigi, Paladin, Disneyland, Space Cadet, Chuck Wagon, Duchess, Plaid, Zorro, and Steve Canyon. The original artwork, 1952-1989, consists of art for all aspects of the lunch kit. Some of the art was done by Robert O. Burton (1950-1960), Elmer Lehnhardt (1960-1985), Beverly Burge (1976-1989), and Don Hosse (1983-1990s). The artwork is pencil, colored pencil, ink, and paint on presentation boards. The artwork varies in size with the largest pieces being 10” x 48”. The artwork is arranged alphabetically.

Subseries 9.1: Historical Background, 1950-1988

Box 65, Folder 1  History of School Lunch Kits, 1950-1986
Box 65, Folder 2  School Lunch Kit Listings, 1982-1988
Box 65, Folder 3  Shipping data, 1959-1984
Box 65, Folder 4  Shipping data, 1960-1983

Subseries 9.2: Product Literature, 1951-1993 (not inclusive)

Box 65, Folder 5  1951
Box 65, Folder 6  1954
Box 65, Folder 7  1958
Box 65, Folder 8  1959
Box 65, Folder 9  1962
Box 65, Folder 10  1964
Box 65, Folder 11  1965
Box 65, Folder 12  1966
Box 65, Folder 13  1967
Box 65, Folder 14  1968
Box 65, Folder 15  1969
Box 65, Folder 16  1970
Box 65, Folder 17  1972
Box 65, Folder 18  1973
Box 65, Folder 19  1974
Box 65, Folder 20  1979
Box 65, Folder 21  1980
Box 65, Folder 22  1982
Box 65, Folder 23  1984
Box 65, Folder 24  1986
Box 65, Folder 25  1987-1988
Box 65, Folder 26  1992
Box 65, Folder 27  1993
Box 65, Folder 28  1997

Subseries 9.3: Consumer Studies, 1980-1989 (not inclusive)

Box 66, Folder 1  School Lunch Kit Preference Study, 1989
Box 66, Folder 2  Consumer Research, 1980
Box 66, Folder 3  Consumer Research, 1982
Box 66, Folder 4  Consumer Research, undated
Box 66, Folder 5  Presentation, 1984


*Box 77, Folder 1*


Box 100, Folder 2  Aladdin, [1993?]

Box 100, Folder 3  Angler, 1953

*Image(s)*

Map-folder 6  Back in '76, 1976

Box 100, Folder 4  Ballerina, 1960

Box 100, Folder 5  Batman, 1966

*Image(s)*

Box 100, Folder 6  Beatles, 1965-1966

Map-folder 6  Beatles, 1965-1966

Map-folder 6  Bedknobs and Broomsticks, 1972

Box 100, Folder 7  Beverly Hillbillies, 1962

Map-folder 7  Beverly Hillbillies, 1965

Box 100, Folder 8  Bionic Woman, 1976-1978

Map-folder 7  The Black Hole, 1980-1982

Box 100, Folder 9  Bonanza, circa 1964

Box 103, Folder 2  Bozo the Clown

Map-folder 7  Breaker 19

Box 100, Folder 10  Bucaneers, 1957

Map-folder 8  Care Bears, 1984
<table>
<thead>
<tr>
<th>Box/Folder Details</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 100, Folder 11</td>
<td>Chuck Wagon, circa 1959</td>
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<tr>
<td>Map-folder 8</td>
<td>Circus, 1967</td>
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<td>Map-folder 8</td>
<td>Cracker Jack, 1978</td>
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<td>Box 103, Folder 1</td>
<td>[Combo], 1967</td>
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<td>Map-folder 11</td>
<td>Dick Tracy</td>
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<tr>
<td>Map-folder 10</td>
<td>The Cyclist: Dirt Bike, 1980</td>
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<tr>
<td>Box 100, Folder 13</td>
<td>Disco, 1978</td>
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<td>Map-folder 9</td>
<td>Disney Express, 1978</td>
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<tr>
<td>Map-folder 9</td>
<td>Disney on Parade, 1969</td>
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<tr>
<td>Box 100, Folder 14</td>
<td>Disney School Bus, 1960</td>
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<td>Map-folder 9</td>
<td>Disney School Days, 1983</td>
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<tr>
<td>Box 100, Folder 15</td>
<td>Donald Duck, 1961</td>
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<td>Image(s)</td>
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<td>Map-folder 10</td>
<td>The Double Deckers, 1970</td>
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<td>Map-folder 10</td>
<td>Drag Strip, 1974</td>
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<td>Map-folder 11</td>
<td>Dukes of Hazard, 1980</td>
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<td>Map-folder 11</td>
<td>El Chapulín Colorado</td>
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<tr>
<td>Box 101, Folder 1</td>
<td>Emergency, 1973</td>
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<td>Map-folder 12</td>
<td>Emergency, 1973</td>
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<tr>
<td>Box 101, Folder 2</td>
<td>E.T., 1982-1983</td>
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<tr>
<td>Map-folder 12</td>
<td>E.T., 1982-1983</td>
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<tr>
<td>Box 101, Folder 3</td>
<td>Evel Knieval, 1975</td>
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<td>Character/Program</td>
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<td>Map-folder 12</td>
<td>Evel Knieval, 1974</td>
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<tr>
<td>Box 101, Folder 4</td>
<td>Flintstones, 1961</td>
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<td>Image(s)</td>
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<tr>
<td>Box 103, Folder 4</td>
<td>Flintstones, 1961</td>
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<tr>
<td>Map-folder 13</td>
<td>Flintstones &quot;Welcome to Bedrock&quot;, 1965</td>
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<tr>
<td>Map-folder 13</td>
<td>Flintstones and Dino, 1963</td>
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<tr>
<td>Map-folder 13</td>
<td>Flying Nun, 1969</td>
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<tr>
<td>Map-folder 15</td>
<td>Gentle Ben, 1969</td>
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<td>Map-folder 15</td>
<td>Gomer Pyle, 1965</td>
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<tr>
<td>Map-folder 15</td>
<td>Disney Sport Goofy, 1982</td>
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<tr>
<td>Box 101, Folder 5</td>
<td>Gremlins, 1984</td>
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<tr>
<td>Map-folder 14</td>
<td>Gremlins, 1984</td>
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<tr>
<td>Box 101, Folder 6-7</td>
<td>Gun Smoke, 1961</td>
</tr>
<tr>
<td>Box 103, Folder 5</td>
<td>Gun Smoke, 1961</td>
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<tr>
<td>Map-folder 14</td>
<td>Gun Smoke, 1961</td>
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<td>Map-folder 14</td>
<td>Hector Heathcote</td>
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<tr>
<td>Map-folder 16</td>
<td>Holly Hobby, 1972</td>
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<tr>
<td>Box 103</td>
<td>Holly Hobby, 1974</td>
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<td>Box 101, Folder 8</td>
<td>Hoplaong Cassidy, 1952</td>
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<td>Map-folder 17</td>
<td>Huckleberry Hound, 1962</td>
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<td>Map-folder 18</td>
<td>The Hulk, 1978</td>
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<td>Map-folder 17</td>
<td>The Hulk-Spiderman-Capt. America, 1980</td>
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Map-folder 19  
Kellogg (Froot Loops, Apple Jacks)

Box 101  
Kellogg (Corn Flakes, Sugar Smacks, Puffa Puffa Rice)

Box 103, Folder 6  
Jetson's, 1963

Image(s)

Map-folder 19  
Jonathan Livingston Seagull, 1973

Map-folder 18  
Junior Miss, 1972-1977

Map-folder 20  
Lone Ranger, 1980

Box 102, Folder 1  
Mary Poppins, 1965

Map-folder 20  
McDonald's (Ronald McDonald Sheriff of Cactus Co.), 1982

Box 102, Folder 2  
Mickey & Minnie Mouse, 1987-1988

Map-folder 20  
Mickey Mouse Club, 1975-1976

Map-folder 21  
Mickey Mouse Club, 1975-1976

Map-folder 21  
Miss America, 1971

Box 103, Folder 1  
The Monroes, 1966

Box 102, Folder 3  
Mouseketeers, 1976

Map-folder 22  
Mouseketeers, 1976

Box 99, Folder 3  
National Football League lunch boxes, soft bags and thermoses, circa 1970s

Map-folder 22  
NFL Quarterbacks

Map-folder 22  
The Osmonds, 1972

Map-folder 23  
Pac-Man

Map-folder 23  
Pebbles & Bamm-Bamm, 1971

Map-folder 23  
Pinocchio
<table>
<thead>
<tr>
<th>Map-forder 24</th>
<th>Winnie the Pooh</th>
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<tbody>
<tr>
<td>Map-forder 24</td>
<td>Popeye, 1980</td>
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<td>Box 102, Folder 4</td>
<td>Pufnstuf, 1970</td>
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<td>Map-forder 24</td>
<td>Pufnstuf, 1969</td>
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<tr>
<td>Box 103, Folder 1</td>
<td>Rat Patrol, 1966</td>
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<tr>
<td>Map-forder 25</td>
<td>Buck Rogers, 1979</td>
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<tr>
<td>Map-forder 25</td>
<td>Rose Petal Place</td>
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<tr>
<td>Map-forder 26</td>
<td>Secret of Nimh, 1981</td>
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<tr>
<td>Box 102, Folder 5</td>
<td>Sesame Street, 1979</td>
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<td>Map-forder 26</td>
<td>Sesame Street, 1979</td>
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<td>Box 102, Folder 6</td>
<td>Six Million Dollar Man, 1974</td>
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<td>Map-forder 27</td>
<td>Six Million Dollar Man, 1974</td>
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<td>Map-forder 26</td>
<td>Six Million Dollar Man, 1977</td>
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<tr>
<td>Box 102, Folder 7</td>
<td>Skateboarder, 1976</td>
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<tr>
<td>Map-forder 27</td>
<td>Skateboarder, 1976</td>
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<tr>
<td>Map-forder 27</td>
<td>Snow White, 1974</td>
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<tr>
<td>Map-forder 28</td>
<td>Space Cadet</td>
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<td>Box 103, Folder 10</td>
<td>Space Cadet</td>
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<td>Box 102, Folder 8</td>
<td>Space Explorer, 1959</td>
</tr>
<tr>
<td>Box 102, Folder 9</td>
<td>Star Trek, 1968</td>
</tr>
<tr>
<td>Box 103, Folder 7</td>
<td>Steve Canyon, 1958</td>
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<tr>
<td>Map-forder 28</td>
<td>Marvel Comics-Super Heroes, 1975</td>
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</tbody>
</table>
Box 102, Folder 10  Superman, 1983, 1978
Map-folder 28  Superman, 1978, 1983
Box 103, Folder 1  Tarzan, 1966
Map-folder 29  Tarzan, 1966
Map-folder 29  Transformers, 1986
Box 100, Folder 12  Dick Tracy, 1967
Box 103, Folder 1, 3  Dick Tracy, 1966-1967
Box 102, Folder 11  Twiggy, 1967
Box 102, Folder 12  Tom & Jerry, 1989
Map-folder 29  Unidentified (Galaxy Rangers?Last Star Fighter?)
Map-folder 30  The Waltons, 1973
Box 103, Folder 1  Winnie the Pooh, 1966
Box 102, Folder 13  Woody Woodpecker, 1971
Map-folder 30  Woody Woodpecker, 1971
Box 102, Folder 14  Yogi Bear, 1963
Box 103, Folder 8  Voyage to the Bottom of the Sea, 1967
Image(s)
Map-folder 30  Yogi Bear, 1973
Box 103, Folder 9  Zorro, 1959
Map-folder 31  Zorro, 1959
Box 99, Folder 4  Miscellaneous artwork, undated
Series 10: Lamps and Kerosene Heaters, 1911-2000

This series contains histories, a year-end report, catalogs, price lists, product literature, printed materials, photographs, and newspaper clippings documenting lamps and kerosene heaters produced by Aladdin. Of note are two draft photocopies of *Aladdin—Magic Name in Lamps*, 1996, by Bill Courter. This draft provides a history of the Aladdin mantle lamp.

Box 67, Folder 1  Histories, 1911-2000
Box 67, Folder 2-3  *Aladdin-the Magic Name in Lamps* draft, undated
Box 67, Folder 4  Year End Report, 1931
Box 67, Folder 5  Catalogs and price lists, 1911, 1984, 1941
    *Image(s)*
Box 67, Folder 6-7  Product Literature, 1949-2000
    *Image(s)*
Box 67, Folder 9  Photographs, undated
Box 67, Folder 10  Newspaper Clippings, 1937-2000
Box 67, Folder 11  Kerosene heaters, product literature, 1988-1995

*Return to Table of Contents*
Series 11: Temp-Rite, 1972-2002

Temp-Rite was a product of Aladdin Synergetics Inc., a wholly owned subsidiary of Aladdin Industry. Developed by John Bridges of Aladdin in May 1966, the in-flight thermal tray service was designed around dishware. Aladdin Synergetics Inc. provided food service products and systems to healthcare institutions that consist primarily of trays with insulated compartments that maintain food temperatures. The series contains historical background on in flight service, product literature, manuals, and the newsletter Interaction published by Aladdin Synergetics Inc.

Box 68, Folder 1  Historical background, 1980-1991
Box 68, Folder 2  History of Inflight Food Service, 1986
Box 68, Folder 3  Airline Systems Manual, 1982
Box 68, Folder 4  Interaction Newsletter by Aladdin Synergetic Inc., 1976
Box 68, Folder 5  Product Literature, 1972-1996
  Image(s)
Box 68, Folder 6  Product Literature component manual, circa 1980s
Box 68, Folder 7  Product Manual for meal systems, 1993-1996
Box 69, Folder 1  Product Literature-Fiesta, undated
Box 69, Folder 2  Product Literature-Metro II, undated
Box 69, Folder 3  Product Literature-Skandia, undated
Box 69, Folder 4  Case Study, St. Elizabeth's Hospital, undated
Box 69, Folder 5  Newspaper Clippings, 1997-2002, 1975

Return to Table of Contents

This series contains two file folders of product literature and articles on Aladdin’s competitors, including Thermos®, Kero-sun™, Kaiser Aluminum, Scent-ment Lamps and Lanterns, and White Flame Light Company.

Box 69, Folder 6  Product Literature (includes Thermos® brand), 2001, 1963-1991

Box 74, Folder 5  Aladdin’s Stanley Thermos
Series 13: Style Guides, undated
Arranged alphabetically, the style guides provided Aladdin staff with guidelines and assistance in developing merchandise pursuant to applicable licensing agreements.

Box 69, Folder 7  Aladdin Product Design Standards, 1993
Box 79  Aladdin, 1993 - 1993
Box 79  Aladdin, 1996
Box 80  Atlanta Centennial Olympics Properties, 1996
Box 81  Alpha Productions, 1995
Box 82, Folder 1  Barbie Portfolio
Box 82, Folder 2  Care Bears
Box 83, Folder 1  James Bond
Box 83, Folder 2  Coca Cola Bear Illustrations, 1997
Box 78, Folder 2  Coca Cola Properties, 1996
Box 84, Folder 1  Coca Cola Graphics Guide, 1997
Box 84, Folder 2  Coca Cola Properties, 1997
Box 87, Folder 1  Coca Cola Products, 1998
Box 87, Folder 2  Disney Character Licensing, undated
Box 85, Folder 1  Disney Standards of Brand Identities, undated
Box 85, Folder 2  Disney Classics, undated
Box 86, Folder 1  Disney Consumer Products, 1994
Box 86, Folder 2  Disney Consumer Products-Goofy, 1992
Box 78, Folder 3  Disney Goof Troop, 1992
Box 86, Folder 3  Disney Consumer Products, Mickey and Pals Back to School, 1991
Box 88, Folder 1  Disney Back to School, Three Mouseketeers, 1998
Box 88, Folder 2  Disney, Mickey Unlimited Back to School, 1998
Box 88, Folder 3  Disney School Days, undated
Box 88, Folder 4  G.I. Joe, 1992
Box 88, Folder 5  Hercules, 1995
Box 95  Hercules, circa 1990s
Box 96, Folder 1  Mulan, undated
Box 89, Folder 1  Mickey and Minnie, 1996
Box 89, Folder 2  Family Matters, 1991
Box 89, Folder 3  Hanna Barbera Characters, 1966
Box 89, Folder 4  King Features Licensing, 1985
Box 89, Folder 5  Looney Tunes, 1983
Box 90, Folder 1  Looney Tunes Lovables, 1994
Box 90, Folder 2  Masters of the Universe, 1986
Box 90, Folder 3  Muppets, 1989
Box 91, Folder 1  Princess Power, 1986
Box 91, Folder 2  Peanuts Character Portfolios, circa 1990s
Box 97, Folder 1  Peanuts Character Portfolios, circa 1990s
Box 98, Folder 1  Peanuts-Good grief, undated
Box 91, Folder 3  Tom and Jerry, 1989
Box 91, Folder 4  Tom and Jerry the Movie, 1992
<table>
<thead>
<tr>
<th>Box</th>
<th>Folder</th>
<th>Description</th>
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<tr>
<td>91</td>
<td>5</td>
<td>National Hockey League Merchandise Directory, undated</td>
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<td>92</td>
<td>2</td>
<td>Sesame Street, 1992</td>
</tr>
<tr>
<td>93</td>
<td>1</td>
<td>Sesame Street, 1998</td>
</tr>
<tr>
<td>94</td>
<td></td>
<td>Sesame Street, 1998</td>
</tr>
<tr>
<td>94</td>
<td></td>
<td>NEWSLETTERS, 1943-1998</td>
</tr>
<tr>
<td>74</td>
<td></td>
<td>STYLE GUIDES, 1966-1998</td>
</tr>
</tbody>
</table>

*Return to Table of Contents*
Series 14: Newsletters, 1943 - 1998

The newsletters are arranged alphabetically and represent Aladdin's in-house organs as well as external publications by some of its divisions. The *A-ladd-in Service* was published to keep employees in military service informed about company activities. Printed from July, 1943, to October, 1945, the newsletter documents Aladdin history, its employees, and their families. A special 1985 reprint of *A-ladd-in Service*, 1943-1945, provides an index to articles and photographs documenting Aladdin history and memorabilia. The *Aladdinews*, 1947-1994, is the largest run of newsletters produced by and for Aladdin employees.

*A-Ladd-in Service* (includes bound volume)

Box 70, Folder 1  *Aladdin World*, 1981
Image(s)

Box 70, Folder 2  *Aladdinews*, 1970 (special edition)

Box 70, Folder 3  *Aladdinews*, 1955-1968

Box 71, Folder 1-6  *Aladdinews*, 1947-1994
Image(s)

Box 120  *Counselor*, 1989, 1981

Box 70, Folder 4  *The Genii*, undated

Box 70, Folder 5  *Inside-Out*, September 1997

Box 70, Folder 6  for employees of Aladdin Synergetics Inc. Division

Box 70  *Lamplighter*, 1983-1998

Box 70, Folder 7-9  *Mantle Lamp Courier*, 1943-1944

Box 70, Folder 10  *Licensing Report*, 1985

Box 70, Folder 11  *The Merchandising Reporter*, October 1984, April 1985

Box 70  *The Toy Report*, April 1985

Box 70, Folder 11  *Toy&Hobby World's Weekly market Report*, April 1985

Box 70  *Merry Christmas(special edition)*, 1954

Box 71, Folder 7  *Process Improvement Update*, 1998
<table>
<thead>
<tr>
<th>Box 70, Folder 12</th>
<th>Pip Dynamics, 1997</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 70, Folder 13</td>
<td>Pip Dynamics, 1997</td>
</tr>
<tr>
<td>Box 70</td>
<td>PHOTOGRAPHS, 1923-1986</td>
</tr>
</tbody>
</table>

Return to Table of Contents
Photographs

The photographs are divided into seven subseries: buildings and plants, displays and shows, employees, company events, school lunch kits, the Mantle Lamp Company of America, and general images. The images are predominately black and white, 8" x 10" prints. There are some negatives and a few framed photographs. There is some water damage scattered throughout the series and some photographs are stuck together.

Many company activities are well documented, for example the Tennessee State Fair of 1949 and 1950. In conjunction with WMAC Radio, Aladdin had a booth at the fair. During five, fifteen-minute programs, announcer Jim Williams interviewed visitors to the fair who gathered around the booth. The interview questions and answers were typed on 3 x 5 index cards included with the photographs. Prizes were given daily to visitors who answered the simple questions correctly. Additionally, Aladdin had thirty-second commercial spots on the radio to advertise various Aladdin products. Company officials—including Victors S. Johnson Jr.—spoke daily for approximately two minutes. Modern Materials Handling published a series of articles on "handling at the work place" in 1959 featuring Aladdin. The photographs used in the article, along with captions and some correspondence, are included. Other areas well documented include factory scenes—particularly assembly line work, company events such as picnics, banquets and other celebrations and products such as school lunch kits and thermoses.

Subseries 15.1: Buildings and Plants, 1951-1957

Box 104, Folder 1  Aladdin Radio Industries, Inc. Chicago

Box 104, Folder 2  Engineering Department/Radio Lab Lobby, undated

Box 104, Folder 3  Factory scenes, undated
   Image(s)

Box 104, Folder 6  Aladdin Industries, Pty (Australia), undated
   Image(s)

Box 110, Folder 7  Aladdin Industries, Aladdin, Indiana, undated

Box 110, Folder 11  Aladdin Industries, Vacuum Bottle Plant, Nashville, Tennessee, 1949

Box 110, Folder 11  Aladdin Industries, Nashville, Tennessee, 1951

Box 110, Folder 8  Aladdin Industries, Nashville, Tennessee, 1951 - 1951

Box 110, Folder 4  Building and plants, Nashville, Tennessee, undated

Box 104, Folder 5  Aladdin Industries, Toronto, Canada, undated

Box 104, Folder 6  Aladdin Industries Plant, Nashville, Tennessee, circa 1950s

Box 112, Folder 1-7  Open House, 1954
Box 104, Folder 7  Open House, 1955 (Nashville)
Box 104, Folder 8-9  Open House 1957 (Nashville)
Box 104, Folder 10  Plants-Unidentified, undated

Subseries 15.2: Displays and Shows, 1957-1958

Box 104, Folder 10

Subseries 15.2: Canadian Hardware Show, 1958 (Toronto)

Box 105, Folder 1
Box 105, Folder 2  Lamp assembly and display, undated
Box 105, Folder 3  Outdoor Show, undated
Box 105, Folder 4  Radio Wescon Show, undated
Box 105, Folder 5  U.S. Patent Office, 1957
Box 105, Folder 6  Vacuum bottles and lamps, undated
Box 105, Folder 7  Vacuumware, undated (Toronto)
  Image(s)
Box 105, Folder 8  Hy-Lo and Hopalong Cassidy display, circa 1950s
  Image(s)
Box 105, Folder 9  Auction 1995
Box 105, Folder 10  Displays and shows-miscellaneous, 1950-1967

Subseries 15.3: Employees, 1954

Box 105, Folder 11  Blood Donors, 1954
Box 110, Folder 2  Bowling Team, undated
Box 105, Folder 12  Bowling Team, undated
Box 110, Folder 1  Bramming, Carl, 1954
Box 105, Folder 13  Bramming, Meissner, Johnson Jr., Hastings, Church, Blain, Morgan, Robbins and Stifler, circa 1950s
Box 105, Folder 14  Burris, George, undated

Box 105, Folder 15  Fitzpatrick, Charles and Clark, John undated

Box 105, Folder 16  Victor S. Johnson Sr., undated

Box 105, Folder 17  Johnson, Victor S. Jr.

Box 105, Folder 18  Kelso, Jim, 1979

Box 105, Folder 19  Kingdom and Hobson, Ernie, 1979

Box 105, Folder 20  Herman Lahde, undated

Box 105, Folder 21  Piot, J.L. and Tanaka, Y., 1979

Box 105, Folder 22  Bob Roberts, Ed Kriel, Bob Clegg, and Herman Durr, undated (framed)

Box 110, Folder 3  Clyde Sipe, undated

Box 105, Folder 23  Sales Meeting, Alexandria, Indiana, April 16, 1930

Box 110, Folder 4  Softball team, undated

Box 105, Folder 24  Queen of Hardware, 1968

Box 105, Folder 25  Watch presentations by Victor S. Johnson Jr. to various employees, undated

Box 105, Folder 26  [Management meeting?] undated

Box 110, Folder 5  Office scenes, undated

Box 105, Folder 27  Unidentified, undated

Box 105, Folder 28  Unidentified, 1954

Box 112, Folder 8  Unidentified, circa 1950s

Box 112, Folder 9-10  Unidentified male on factory assembly line, circa 1950s
Box 111, Folder 1  Company Events, 1930-1954

Box 105, Folder 10  Employees, circa 1950s-1979, undated

Subseries 15.4: Company Events

Subseries 15.4: Sales Banquet, April 25, 1930

Box 110, Folder 9

Box 110, Folder 2  St. Patrick's Day Party, 1943

Box 105, Folder 29  Christmas Party, 1948

Box 106, Folder 1  Christmas Party, 1952

Box 106, Folder 2  Management Club Christmas Dance, 1952

Box 106, Folder 3  Radio employees picnic, August 1953

Box 106, Folder 4  Radio employees picnic, September 1953

Box 106, Folder 5  Halloween Party, 1953

Box 106, Folder 6  Valentines Day, Party, 1954

Subseries 15.5: School lunch kits, 1957 - 1980

Box 108, Folder 1  School lunch kits, 1963 - 1963

Box 108, Folder 2  School lunch kits, 1965

Box 108, Folder 3  School lunch kits, 1966

Box 108, Folder 4  School lunch kits, 1967

Box 108, Folder 5  School lunch kits, 1974

Box 108, Folder 5  Pint denim

Box 108, Folder 5  Pint brunch

Box 108, Folder 6  School lunch kits, circa 1980s
Image(s)

Box 99, Folder 6  School lunch kits, undated

Box 99, Folder 6  Chuck Wagon, Debutant, Gun Smoke, Junior Miss, paladin, Plaid

Box 108, Folder 7  School lunch displays, 1974

Box 99, Folder 4  School lunch displays, 1966

Box 108, Folder 8  Negatives, 1978

Box 108, Folder 9  Machinery for school lunch kits, undated

Box 108, Folder 10  Flat steel (KA326), 1974

Box 108, Folder 10  Plaid

Box 108, Folder 10  Junior Miss

Box 108, Folder 10  Rough Rider

Box 108, Folder 11  Flat vinyl (KA 335), 1974

Box 108, Folder 11  Jonathan Livingston Seagull

Box 108, Folder 11  Alice in Wonderland

Box 108, Folder 12  Soft bags and bottles, 1976, 1973

Box 108, Folder 13  Soft bag/kit, 1982-1985

Box 108, Folder 14  Flat plastic lunch boxes, 1985-1986

Box 108, Folder 15  Flat steel lunch boxes, 1984, 1986

Box 108, Folder 16  Alice in Wonderland, 1974

Box 99, Folder 5  Alice in Wonderland negatives, 1974

Box 108, Folder 17  Ballerina, 1960

Box 108, Folder 18  Brunch bag, 1962
Box 109, Folder 1  Brunch Bag (KA367), 1974
Box 109, Folder 2  Brunch bag assortment (KA368), 1974
Box 109, Folder 2  Raggedy Ann and Andy
Box 109, Folder 2  Holly Hobbie
Box 109, Folder 3  Jonathan Livingston Seagull
Box 109, Folder 3  Character bottle assortment (BA387), 1974
Box 109, Folder 4  Character kit assortment (SKM355), 1974
Box 109, Folder 5  Debutante, undated
Box 109, Folder 6  Denim diner (D8739), 1974
Box 109, Folder 7  Plastic dome assortment (KA345), 1974
Box 109, Folder 8  Steel dome assortment (KA344), 1974
Box 109, Folder 9  Emergency, 1974
Box 109, Folder 10  Robin Hood, 1957, 1974
Box 109, Folder 11  Jonathan Livingston Seagull, 1974
Box 109, Folder 12  Flat steel kit (KA325), 1974
Box 109, Folder 13  Waltons, 1974
Box 109, Folder 14  Wild Bill Hickock and Annie Oakley, undated
Box 109, Folder 15  Yogi Bear, 1974
Box 109, Folder 16  Zorro, 1957

Subseries 15.6: Mantle Lamp Company of America, 1923-1925

Box 106, Folder 7  Anniversary gatherings, 1923 - 1925
Image(s)

Box 106, Folder 8   Dance party, 1924

Subseries 15.7: General

Box 106, Folder 9   William H. Adler, Inc. (advertising agency), undated
Box 106, Folder 10  Aladdin lamps, undated
Box 106, Folder 11  American Legion, circa 1950s
Box 106, Folder 12  Bethlehem Business Leaders, 1957
Box 106, Folder 13-14  Chamber of Commerce, 1949 (Welcome to Nashville)
Box 106, Folder 15  Civitan Club Award, 1956
Box 106, Folder 16  Douglas, Donna (Beverly Hillbillies), circa 1950s
Box 106, Folder 17  First National Bank, circa 1950s
Box 106, Folder 18  Hopalong Cassidy Lamp, undated
Box 106, Folder 19  Kerosene Mantle Lamps, 1955-1956
Image(s)
Box 106, Folder 20  Modern Materials Handling, 1959 (includes factory scenes)
Box 107, Folder 1   CIO Pickett Line, 1955
Box 107, Folder 2   Pitchers, undated
Box 109, Folder 7   Pitchers, undated
Box 107, Folder 3   Reagan, Ronald, circa 1970s
Image(s)
Box 107, Folder 4   Tennessee State Fair, 1949
Box 107, Folder 5-6  Tennessee State Fair, 1950
Box 107, Folder 7   Ulti-Mite, 1954 (Aladdin Radio)
Box 107, Folder 8  Photos for a brochures (unidentified), undated
Box 107, Folder 9  Safety sealed thermos, undated
Box 99, Folder 8  Stanley Bottle, 1956
Box 99, Folder 9  Thermoses, undated
Box 107, Folder 10  Vacuum and wide mouth bottles, undated
Box 107, Folder 11  Public relations for vacuum ware (includes Steve Allen), 1956
Box 107, Folder 12  Negatives of artwork for school lunch boxes, undated
Box 107, Folder 13  Positive transparencies
Box 107, Folder 13  Picnic scene with lunch kit
Box 107  Beach scene with lunch kit
Box 107, Folder 13  Living room with Aladdin lamp
Box 107, Folder 13  Bucaneer thermos
Box 107, Folder 13  Food layout with thermos
Box 107, Folder 14  Miscellaneous, undated
Box 110, Folder 10  Newspaper clippings (negatives), 1949

Return to Table of Contents
Series 16: Scrapbooks, 1929, 1950-1959

Most of the scrapbooks are compilations of ads or newspaper clippings about Aladdin products. Of note is Carl Bramming's Retirement Scrapbook, 1948-1962, documenting his contributions to Aladdin and the 1962 party marking his retirement. Bramming served as Vice President of Research and Development and was responsible for the design of vacuum ware machinery and equipment. His scrapbook contains photographs, letters, sketches, drawings, and postcards from fellow employees congratulating him on his successful career and retirement.

Box 113  Newspaper clippings, 1929 - 1929, 1950 - 1959

Box 114  Advertising & Publicity, 1932-1949
         Image(s)

Box 115  Lamp Advertising, 1908-1950
         Image(s)

Box 116  Newspaper Clippings, 1951-1960

Box 116  American Thermos Ads, 1950-1960

Box 116  Advertising (general), 1952-1958

Box 117  Vacuum Bottle Advertising, 1954-1957

Box 118  Vacuum Bottle Advertising, 1949-1952

Box 119  Advertising, (general), 1919-1952

Box 72   Carl Bramming Retirement Scrapbook, 1948-1962

Return to Table of Contents

There are three ½" vhs tapes documenting the "Aladdin Story," and its products Tempserv, a versatile foam insulated server and bowls, and the Stanley thermos.

- Box 73, Item OV 844.1
  The Aladdin Story, undated
  1 videocassettes (vhs) (Duration: 17:30)

- Box 73, Item OV 844.2
  Aladdin Tempserve Sales Video, circa 1993
  1 videocassettes (vhs) (Duration: 8:07)
  ½" VHS
  TRT: 17:30

- Box 73, Item OV 844.3
  Stanley Thermos, 1996
  1 videocassettes (vhs) (Duration: 60:00)
  ½" VHS
  TRT: 08:07

- Box 73, Folder OV 844.3
  Stanley Thermos, 1996
  ½" VHS
  TRT: 60:00 minutes (continuous loop)