



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Aladdin Industries, Inc. Records

NMAH.AC.0844

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Table of Contents

Collection Overview	1
Administrative Information	1
Arrangement.....	3
Biographical / Historical.....	2
Scope and Contents.....	3
Names and Subjects	4
Container Listing	5
Series 1: Historical Background, 1919-1997.....	5
Series 2: Victor S. Johnson Sr. Files, 1906-1983.....	9
Series 3: Victor S. Johnson Jr. Files, 1914-1983.....	11
Series 4: Employee/Personnel Records, 1910-2001.....	27
Series 5: Research and Development Records, 1910-1976.....	30
Series 6: Patent Records, 1889-1973.....	32
Series 7: Sales Records, 1939-2000.....	35
Series 8: Advertising and Marketing Records, 1931-2001.....	43
Series 9: School Lunch Kits, 1952-1993.....	46
Series 10: Lamps and Kerosene Heaters, 1911-2000.....	53
Series 11: Temp-Rite, 1972-2002.....	54
Series 12: Competitors, 1963-2001.....	55
Series 13: Style Guides, undated.....	56
Series 14: Newsletters, 1943 - 1998.....	58
Series : Photographs.....	59
Series 16: Scrapbooks, 1929, 1950-1959.....	66
Series 17: Audiovisual Materials, 1993 - 1996, undated.....	67

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 Collection is in 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

Aladdin Industries, Inc. Records, 1889-2002, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

Conditions Governing Use

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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 Vernitron 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 Victor S. Johnson, Sr. and Victor 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: Victor S. Johnson Sr. Files, 1916-1945

Series 3: Victor S. Johnson Jr. Files, 1906-1983

Series 4: Employee and Personnel Records, 1910-2001

Series 5: Research and Development Records, 1910-1976

Series 6: Patent Records, 1889-1973

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 12: Competitors, 1963-2001

Series 13: Style Guides, 1966-1998

Series 14: Newsletters, 1943-1998

Series 15: Photographs, 1923-1986

Series 16: Scrapbooks, 1908-1962

Series 17: Audiovisual Materials, 1993-1996

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

Container Listing

Series 1: Historical Background, 1919-1997

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

[Image\(s\)](#)

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

Subseries 1.2: Organizational Materials, 1947, 1976, 1964, 1954

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
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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 1 Aikins, Larry.*Pictorial Price Guide to Metal Lunch Boxes and Thermoses*, 1992.

Box 3 Aikins, Larry.*Pictorial Price Guide to Vinyl and Plastic Lunch Boxes and Thermoses*, 1992.

Box 3, Folder 2 Bruce, Scott,*The Fifties and Sixties Lunch Box*, 1988.

Box 3, Folder 3 Bruce, Scott.*Official Price Guide to Lunch Box Collectibles*, 1989.

Box 3, Folder 4 Courter, J.W.*Aladdin The Magic Name in Lamps*, 1997.

Box 3, Folder 5 Goldberg, Martha.*The Lunch Box Story*, 1951.

Box 3, Folder 6 Sexton, Richard.*American Style Classic Product Design from Airtream to Zippo*, 1987.

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. Burt-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
Box 6, Folder 13	Wakenva Coal Company, 1928-1931

[Return to Table of Contents](#)

Series 3: Victor S. Johnson Jr. Files, 1914-1983

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.

The subseries dealing with Aladdin Divisions contains the Jack Imber's files, 1932-1960, documenting the relationship between Johnson and his managing Director of Aladdin Industries Limited in England. The board of director's files, 1950-1959, contain financial data, sales and inventories data, and product information.

Subseries 3.1: Biographical data

Box 6, Folder 14

Subseries 3.2: Subject Files, 1914-1983

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 11	William H. Adler, Inc., 1958-1962
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 3	William H. Adler, Inc., 1968, 1974-1976
Box 8, Folder 4	William H. Adler, Inc., 1977-1978
Box 8, Folder 5	William H. Adler, Inc. 1979
Box 8, Folder 6	Advertisers, 1952-1962
Box 8, Folder 7	Advertising, 1952-1953
Box 8, Folder 8	Advertising, 1963-1964
Box 8, Folder 9	Advertising, 1965-1966
Box 8, Folder 10	Advertising, 1967
Box 8, Folder 11	Advertising, 1968

Box 8, Folder 12	Advertising, 1969
Box 8, Folder 13	Advertising, 1970
Box 8, Folder 14	Advertising, 1971
Box 9, Folder 1	Advertising, 1972
Box 9, Folder 2	Advertising, undated Image(s)
Box 9, Folder 3	Aladdin Community Kitchen Club, 1919-1924
Box 9, Folder 4	Aladdin-Company History, 1914-1917
Box 9, Folder 5-6	Aladdin-Company History
Box 9, Folder 7	Aladdin Creed, 1970-1972
Box 9, Folder 8	Aladdin Electronics, 1956-1957
Box 9, Folder 9	Aladdin Electronics-Incorporation, 1971
Box 9, Folder 10	Aladdin Electronics-Employee Handbook, undated
Box 9, Folder 11	Aladdin Electronics, 1976-1977
Box 10, Folder 1	Aladdin Electronics, 1978-1979
Box 10, Folder 2	Aladdin Electronics-Skyborne, 1965-1969
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
Box 12, Folder 12	Aladdin Synergetics Inc.-Airlines 1967-1971
Box 12, Folder 13	Aladdin Synergetics Inc.-New Market 1968-1973
Box 12, Folder 14	Aladdin Synergetics Inc.-Publicity 1970-1971
Box 12, Folder 15	Aladdin Synergetics Inc.-Temp-Rite Service 1968-1971
Box 12, Folder 16	Aladdin Synergetics Inc.-General 1968
Box 13, Folder 1	Aladdin Synergetics Inc.-General 1969
Box 13, Folder 2	Aladdin Synergetics Inc.-General 1970
Box 13, Folder 3	Aladdin Synergetics Inc.-General 1971-1974
Box 13, Folder 4	Aladdin Synergetics Inc.-General 1976-1978
Box 13, Folder 5	Aladdin Synergetics Inc.-Miscellaneous 1970-1972
Box 13, Folder 6	Alexandria Labor Matters, 1937
Box 13, Folder 7	American Thermos, non-exclusive free license on, pouring lid
Box 13	1956-1957
Box 13, Folder 8	American Thermos Bottle Company 1951-1957
Box 13, Folder 9	American Thermos Products 1958-1961
Box 13, Folder 10	Amsler Molton Company 1947

Box 13, Folder 11	Arthur Anderson & Company 1971-1972
Box 13, Folder 12	Amour Research Foundation, 1949-1955
Box 13, Folder 13	Amour Research 1948-1949
Box 13, Folder 14	Amour Research Foundation 1946-1948
Box 13, Folder 15	Army Lantern 1949-1950
Map-folder 2	Army Lantern Drawings, 1949
Box 14, Folder 1	Atomic Energy Commission 1949 Image(s)
Box 14, Folder 2	Automation (industrial) 1956
Box 14, Folder 3	Robert Baker 1957-1960
Box 14, Folder 4	Robert Baker Contract 1948-1955
Box 14, Folder 5	Carl Bramming, Jan. 1948-May 1948
Box 14, Folder 6	Carl Bramming, June 1948-Dec. 1948
Box 14, Folder 7	Carl Bramming, 1949
Box 15, Folder 1	Carl Bramming, 1950
Map-folder 1	Wide Mouth vacuum Bottle drawings, 1950
Box 15, Folder 2	Carl Bramming, 1951-1952
Map-folder 1	Addition to manufacturing building, 1952
Box 15, Folder 3	Carl Bramming, 1953-1954
Box 15, Folder 4	Carl Bramming, 1955
Map-folder 1	Pint, small mouth vacuum bottle drawings, 1955
Box 15	Wide mouth filler drawings, 1955
Box 15	Proposed additions to glass house drawings, 1955
Box 15	Temporary location of new equipment drawings, 1955
Box 15	General property layout drawings, 1954
Box 15, Folder 5	Carl Bramming, 1956-1957

Map-folder 1	Trim and polish machine for vacuum bottle cups, 1956
Box 15, Folder 6	Carl Bramming, 1958-1960
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 1	Gorham Company, 1973, 1962-1966
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 74, 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
Box 24, Folder 12	J.L. Piot: Marketing Strategy, 1976-1981
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 4	US Patent Office, 1957-1961
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
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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
Box 29, Folder 3	Aladdin Industries, Ltd.-Financial Statements, 1960, 1962-1963 (Canada)
Box 29, Folder 4	Aladdin Industries, Ltd.-Forms, undated
Box 29, Folder 5	Aladdin Industries, Ltd.-Report of the Board, 1927-1940, 1925

Box 29, Folder 6	Aladdin Industries, Ltd.-Statements, 1925
Box 29, Folder 7	Aladdin Industries, Ltd.-Statement of Accounts, 1933-1935
Box 29, Folder 8	Aladdin Industries, Ltd.-Statements of Accounts, 1936-1937
Box 29, Folder 9	Aladdin Industries, Ltd.-Statement of Accounts, 1938
Box 29, Folder 10	Aladdin Industries, Ltd.-Statement of Accounts, 1939, 1943
Box 29, Folder 11	Aladdin Industries, Ltd.-Trial Balances, 1939, 1933-1935
Box 29, Folder 12	Aladdin Industries, Ltd.-Consolidated Audit Information, 1939-1958
Box 29, Folder 13	Aladdin Industries, Ltd.-Statements, 1939-1947 (London)
Box 29, Folder 14	Aladdin Industries, Ltd.-Jack Imber, background information
Box 29, Folder 15	Aladdin Industries, Ltd.-Jack Imber, 1932-1936
Box 29, Folder 16	Aladdin Industries, Ltd.-Jack Imber, 1946-1949
Box 29, Folder 17	Aladdin Industries, Ltd.-Jack Imber, Proposal, 1929-1930
Box 30, Folder 1	Aladdin Industries, Ltd.-Jack Imber, Imber Research Limited, 1927-1938
Box 30, Folder 2	Aladdin Industries, Ltd.-Jack Imber, Imber Research Limited, 1942-1949
Box 30, Folder 3	Aladdin Industries, Ltd.-Jack Imber, Imber Research Limited, 1959-1963
Box 30, Folder 4	Aladdin Industries, Ltd.-Jack Imber, Imber Research Limited, undated
Box 30, Folder 5	Aladdin Industries, Ltd.-Jack Imber, Memo of Agreement, 1919-1952
Box 30, Folder 6	Aladdin Industries, Ltd.-Jack Imber, Matters to deal with, 1930-1946
Box 30, Folder 7	Aladdin Industries, Ltd.-Jack Imber, Trust Shares, 1950
Box 30, Folder 8	Aladdin Industries, Ltd.-Jack Imber, Greenford Matter, 1930-1949
Box 30, Folder 9	Aladdin Industries, Ltd.-Jack Imber, Correspondence, July 1932-July 1933
Box 30, Folder 10	Aladdin Industries, Ltd.-Jack Imber, Correspondence, August 1933-September 1933
Box 30, Folder 11	Aladdin Industries, Ltd.-Jack Imber, Correspondence, October 1933-November 1933
Box 30, Folder 12	Aladdin Industries, Ltd.-Jack Imber, Correspondence, December 1933
Box 30, Folder 13	Aladdin Industries, Ltd.-Jack Imber, Correspondence, January 1933-August 1934, 1935

Box 31, Folder 1	Aladdin Industries, Ltd.-Jack Imber, Correspondence, January 1936-May 1936
Box 31, Folder 2	Aladdin Industries, Ltd.-Jack Imber, Correspondence, June 1936-December 1936
Box 31, Folder 3	Aladdin Industries, Ltd.-Jack Imber, Correspondence, January 1937-April 1937
Box 31, Folder 4	Aladdin Industries, Ltd.-Jack Imber, Correspondence, May 1937-September 1937
Box 31, Folder 5	Aladdin Industries, Ltd.-Jack Imber, Correspondence, October 1937-December 1937
Box 31, Folder 6	Aladdin Industries, Ltd.-Jack Imber, Correspondence, 1938
Box 31, Folder 7	Aladdin Industries, Ltd.-Jack Imber, Correspondence, January 1939-May 1939
Box 31, Folder 8	Aladdin Industries, Ltd.-Jack Imber, Correspondence, June 1939-December 1939
Box 31, Folder 9	Aladdin Industries, Ltd.-Jack Imber, Correspondence, 1947-1949
Box 31, Folder 10	Aladdin Industries, Ltd.-Jack Imber, Correspondence, 1950
Box 31, Folder 11	Aladdin Industries, Ltd.-Jack Imber, Correspondence, January 1951-August 1951
Box 31, Folder 12	Aladdin Industries, Ltd.-Jack Imber, Correspondence, September 1951-December 1951
Box 32, Folder 1	Aladdin Industries, Ltd.-Jack Imber, Correspondence, 1960, 1952-1954
Box 32, Folder 2	Aladdin Industries, Ltd.-Jack Imber, Correspondence, 1959
Box 32, Folder 3	Aladdin Industries, Ltd.-Proposed merger between Aladdin and Imber Research, 1959-1960
Box 32, Folder 4	Aladdin Industries, Ltd.-Territories, distributors, trademarks, 1960-1964
Box 32, Folder 5	Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1933-1945
Box 32, Folder 6	Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1946-1947
Box 32, Folder 7	Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1947
Box 32, Folder 8	Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1948-1949
Box 33, Folder 1	Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1946-1949
Box 33, Folder 2	Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1950-1951

Box 33, Folder 3	Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1952-1953
Box 33, Folder 4	Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1954-1956
Box 33, Folder 5	Aladdin Industries, Ltd.-Edith I. Allen Correspondence, 1957-1967
Box 33, Folder 6	Aladdin Industries, Ltd.-W.J. Polydoroff, June 1933-September 1933
Box 33, Folder 7	Aladdin Industries, Ltd.-W.J. Polydoroff, October 1933-December 1933
Box 33, Folder 8	Aladdin Industries, Ltd.-W.J. Polydoroff, January 1934-October 1934
Box 33, Folder 9	Aladdin Radio Industries-Correspondence, 1934-1938
Box 33, Folder 10	Aladdin Radio Industries-Financial information, 1925-1939
Box 33, Folder 11	Aladdin Radio Industries-Engineering notebook, 1938 Image(s)
Box 33, Folder 12	Aladdin Radio Industries-Patents, 1936-1945
Box 34, Folder 1	Aladdin Radio Industries-High frequency core material, 1934-1936 (patent issue/case #50423)
Box 34, Folder 2	Aladdin Radio Industries-High frequency core material, 1937 (patent issue/case #50423)
Box 34, Folder 3	Aladdin Radio Industries-High frequency core material, January 1938-July 1938(patent issue/case #50423)
Box 34, Folder 4	Aladdin Radio Industries-High frequency core material, August 1938-December 1938 (patent issue/case #50423)
Box 34, Folder 5	Aladdin Radio Industries-High frequency core material, January 1939-June 1939 (patent issue/case #50423)
Box 34, Folder 6	Aladdin Radio Industries-High frequency core material, July 1939-October 1939 (patent issue/case #50423)
Box 34, Folder 7	Aladdin Radio Industries-High frequency core material, October 1939 (patent issue/case #50423)
Box 34, Folder 8	Aladdin Radio Industries-High frequency core material, 1934-1936 (patent issue/case #50423)
Box 34, Folder 9	Radio receiving apparatus, 1922-1937 (patent)
Box 34, Folder 10	Atwater Kent manufacturing, 1922
Box 34, Folder 11	Chelsea Radio Company, 1922
Box 34, Folder 12	Conqueror Radio Equipment, 1922-1923

Box 34, Folder 13	Federal Institute of Radio Telegraphy, 1922
Box 34, Folder 14	Ford Mica Company, 1922
Box 34, Folder 15	General Electric Company, 1922-1923
Box 34, Folder 16	A.C. Gilbert, 1922
Box 34, Folder 17	Mantle Lamp Company of America, 1922
Box 34, Folder 18	W.H. Millar affidavit, 1922
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 20	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 4 *Mystic Light* newsletters, 1976, 1983, 1986, 1990, 1993
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
Box 37, Folder 14 1960, 1968, 1964-1965, 1971
Box 37, Folder 15 1974, 1976, 1980, 1986, 1983
Box 39, Folder 1 1992, 1995, 1998, 2001

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

Subseries 4.8: Miscellaneous, 1948, 1996, 1994, 1990

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 Image(s)

Subseries 5.2: Meeting Minutes, 1966-1969

Box 40, Folder 4

Subseries 5.3: Drawings for thermoses, 1939-1951

Box 78, Folder 1

[Image\(s\)](#)

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

[Return to Table of Contents](#)

Series 6: Patent Records, 1889-1973

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
Box 42, Folder 16	Thermal canteen, 1958-1963
Box 42, Folder 17	Treasure chest lunch kit, 1955-1956
Box 42, Folder 18	Vacuum bottles, 1939-1955

Box 42, Folder 19	Vacuum bottles, 1956-1957
Box 42, Folder 20	Vacuum bottles, 1958-1961
Box 42, Folder 21	Vacuum bottle closures, 1953
Box 42, Folder 22	Vacuum bottle closures, 1954
Box 42, Folder 23	Vacuum bottle closures, 1955
Box 42, Folder 24	Vacuum bottle closures, 1956-1957
Box 43, Folder 1	Vacuum bottle closures, 1958-1961
Box 43, Folder 2	Vacuum testing, 1952-1955
Box 43, Folder 3	Vacuum testing, 1956-1960

Subseries 6.2: Trademark Correspondence, 1908

Box 43, Folder 4

Subseries 6.3: Agreements, 1919-1966

Box 43, Folder 5	With employees, 1919, 1932-1935
Box 43, Folder 6	With employees, 1937
Box 43, Folder 7	With employees, 1938
Box 43, Folder 8	With employees, 1939-1940
Box 43, Folder 9	With employees, 1919-1956
Box 43, Folder 10	Stanley Works, 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

Box 45, Folder 10 Vacuum containers, 1909-1967

Box 45, Folder 11 Vacuum flasks, 1952-1954 (British/German)

Box 45, Folder 12 Other, 1889-1934

Box 45, Folder 13 Other, 1935-1944

Box 45, Folder 14 Other, 1942-1944

Box 45, Folder 15 Other, 1945-1948

Box 45, Folder 16 Other, 1949

Box 46, Folder 1 Other, 1950-1957

Box 46, Folder 2 Other, 1962-1973

Box 46, Folder 3 Foreign, 1953, 1972

[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 Image(s)
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 Image(s)
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 52, Folder 1, 6-10	Promotional literature-Thermoware, 1980-1986, 1966-1968, 1973-1976
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

Box 51, Folder 3

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

Box 51, Folder 4-5

Subseries 7.9: Sales and Product Studies, 1986-1995

Box 51, Folder 6	Microwave Cooking Market, Chapter 7, Cookware and Accessories, 1986
Box 51, Folder 7	Brown Bag Study and Its Implications for Aladdin, 1986
Box 51, Folder 8	Analytical Report for Stanley Drinking Mug, 1988
Box 51, Folder 9	Insulated Pitcher Study, 1990
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 15-18	Don Gardner Associates, 1964-1967
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 9-12	NBC Broadcasting Company, 1964-1967, 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, Folder 23-25	Screen Gems, 1964, 1968, 1966
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 Southhampton, 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

[Return to Table of Contents](#)

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 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 Gladiator, 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 |

Subseries 8.2: Business and Strategic Plans, 1995, 1976, 1982

- | | |
|------------------|---|
| 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

Subseries 8.6: Advertisements, 1955, 1969-1972, 1958

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 Image(s)
Box 99, Folder 1	Thermos print ads, 1972-1973
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 Image(s)

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, advertisements, 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

Subseries 9.4: Advertisements (school lunch kits), 1958, 1959, 1973, 1962, 1960*Box 77, Folder 1***Subseries 9.5: Original Art Work, 1952-1989**

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
Box 100, Folder 11	Chuck Wagon, circa 1959
Map-folder 8	Circus, 1967
Map-folder 8	Cracker Jack, 1978
Box 103, Folder 1	[Combo], 1967
Map-folder 11	Dick Tracy
Map-folder 10	The Cyclist: Dirt Bike, 1980
Box 100, Folder 13	Disco, 1978
Map-folder 9	Disney Express, 1978
Map-folder 9	Disney on Parade, 1969
Box 100, Folder 14	Disney School Bus, 1960

Map-folder 9	Disney School Days, 1983
Box 100, Folder 15	Donald Duck, 1961 Image(s)
Map-folder 10	The Double Deckers, 1970
Map-folder 10	Drag Strip, 1974
Map-folder 11	Dukes of Hazard, 1980
Map-folder 11	El Chapulin Colorado
Box 101, Folder 1	Emergency, 1973
Map-folder 12	Emergency, 1973
Box 101, Folder 2	E.T., 1982-1983
Map-folder 12	E.T., 1982-1983
Box 101, Folder 3	Evel Knieval, 1975
Map-folder 12	Evel Knieval, 1974
Box 101, Folder 4	Flintstones, 1961 Image(s)
Box 103, Folder 4	Flintstones, 1961
Map-folder 13	Flintstones "Welcome to Bedrock", 1965
Map-folder 13	Flintstones and Dino, 1963
Map-folder 13	Flying Nun, 1969
Map-folder 15	Gentle Ben, 1969
Map-folder 15	Gomer Pyle, 1965
Map-folder 15	Disney Sport Goofy, 1982
Box 101, Folder 5	Gremlins, 1984
Map-folder 14	Gremlins, 1984
Box 101, Folder 6-7	Gun Smoke, 1961
Box 103, Folder 5	Gun Smoke, 1961
Map-folder 14	Gun Smoke, 1961

Map-folder 14	Hector Heathcote
Map-folder 16	Holly Hobby, 1972
Box 103	Holly Hobby, 1974
Box 101, Folder 8	Hoplaong Cassidy, 1952
Map-folder 17	Huckleberry Hound, 1962
Map-folder 18	The Hulk, 1978
Map-folder 17	The Hulk-Spiderman-Capt. America, 1980
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
Map-folder 24	Winnie the Pooh
Map-folder 24	Popeye, 1980
Box 102, Folder 4	Pufnstuf, 1970
Map-folder 24	Pufnstuf, 1969
Box 103, Folder 1	Rat Patrol, 1966
Map-folder 25	Buck Rogers, 1979
Map-folder 25	Rose Petal Place
Map-folder 26	Secret of Nimh, 1981
Box 102, Folder 5	Sesame Street, 1979
Map-folder 26	Sesame Street, 1979
Box 102, Folder 6	Six Million Dollar Man, 1974
Map-folder 27	Six Million Dollar Man, 1974
Map-folder 26	Six Million Dollar Man, 1977
Box 102, Folder 7	Skateboarder, 1976
Map-folder 27	Skateboarder, 1976
Map-folder 27	Snow White, 1974
Map-folder 28	Space Cadet
Box 103, Folder 10	Space Cadet
Box 102, Folder 8	Space Explorer, 1959
Box 102, Folder 9	Star Trek, 1968
Box 103, Folder 7	Steve Canyon, 1958
Map-folder 28	Marvel Comics-Super Heroes, 1975
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	<i>Unidentified (Galaxy Rangers?Last Star Fighter?)</i>
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

[Return to Table of Contents](#)

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	<i>Aladdin-the Magic Name in Lamps</i> 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 8	Printed Materials, 1948, 2001, 1997
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 is 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	<i>History of Inflight Food Service</i> , 1986
Box 68, Folder 3	Airline Systems Manual, 1982
Box 68, Folder 4	<i>Interaction Newsletter</i> by Aladdin Synergetic Inc., 1976
Box 68, Folder 5	Product Literature, 1972-1976, 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](#)

Series 12: Competitors, 1963-2001

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

[Return to Table of Contents](#)

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
Box 91, Folder 5	National Hockey League Merchandise Directory, undated
Box 92, Folder 1	National Hockey League Official Uniform and Logo Guide, 1996-1997
Box 92, Folder 2	Sesame Street, 1992
Box 93, Folder 1	Sesame Street, 1998
Box 94	Sesame Street, 1998
Box 94	NEWSLETTERS, 1943-1998
Box 74	STYLE GUIDES, 1966-1998

[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	<i>Aladdin World</i> , 1981 Image(s)
Box 70, Folder 2	<i>Aladdinews</i> , 1970 (special edition)
Box 70, Folder 3	<i>Aladdinews</i> , 1955-1968
Box 71, Folder 1-6	<i>Aladdinews</i> , 1947-1994 Image(s)
Box 120	<i>Counselor</i> , 1989, 1981
Box 70, Folder 4	<i>The Genii</i> , undated
Box 70, Folder 5	<i>Inside-Out</i> , September 1997
Box 70, Folder 6	for employees of Aladdin Synergetics Inc. Division
Box 70	<i>Lamplighter</i> , 1983-1998
Box 70, Folder 7-9	<i>Mantle Lamp Courier</i> , 1943-1944
Box 70, Folder 10	<i>Licensing Report</i> , 1985
Box 70, Folder 11	<i>The Merchandising Reporter</i> , October 1984, April 1985
Box 70	<i>The Toy Report</i> , April 1985
Box 70, Folder 11	<i>Toy&Hobby World's Weekly market Report</i> , April 1985
Box 70	<i>Merry Christmas(special edition)</i> , 1954
Box 71, Folder 7	<i>Process Improvement Update</i> , 1998
Box 70, Folder 12	<i>Pip Dynamics</i> , 1997
Box 70, Folder 13	<i>Pip Dynamics</i> , 1997
Box 70	PHOTOGRAPHS, 1923-1986

[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
Image(s) |
| 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 Image(s)
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 Image(s)
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. n.d. (advertising agency)

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 99, 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](#)

Series 17: Audiovisual Materials, 1993 - 1996, undated

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

Box 73, Item OV 844.1	The Aladdin Story, undated <i>1 videocassettes (vhs) (Duration: 17:30)</i>
Box 73, Item OV 844.2	Aladdin Tempserve Sales Video, circa 1993 <i>1 videocassettes (vhs) (Duration: 8:07)</i> ½" VHS TRT: 17:30
Box 73, Item OV 844.3	Stanley Thermos, 1996 <i>1 videocassettes (vhs) (Duration: 60:00)</i> ½" VHS TRT: 08:07
Box 73, Folder OV 844.3	Stanley Thermos, 1996 ½" VHS TRT: 60:00 minutes (continuous loop)

[Return to Table of Contents](#)