



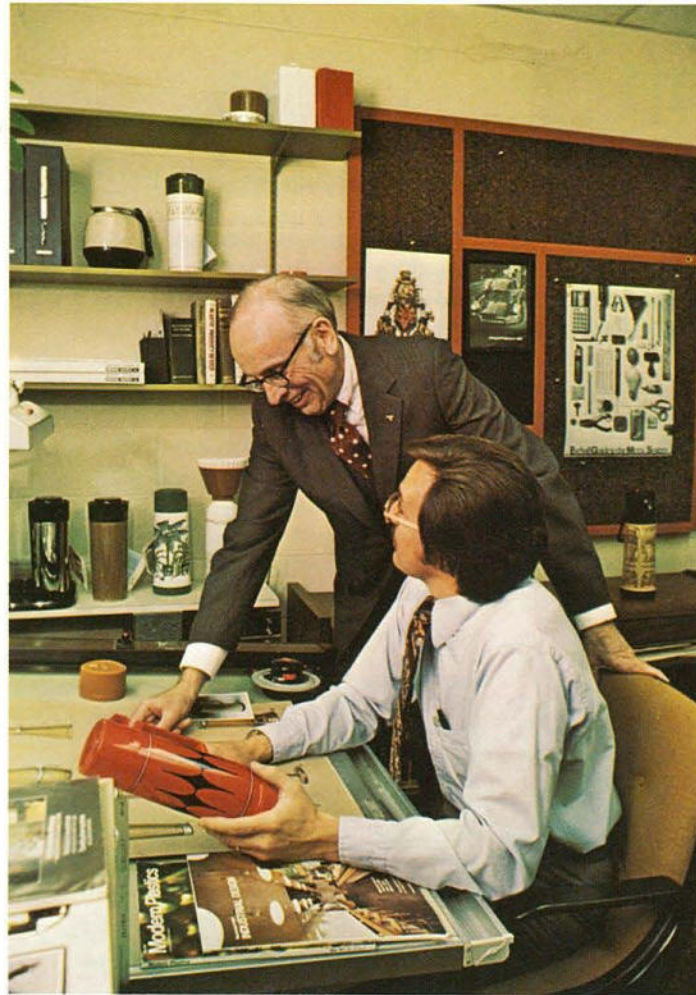
The World Of *Aladdin*



1977



WELCOME TO THE WORLD OF ALADDIN INDUSTRIES



an exciting environment where people
and ideas are the genie of our success

Aladdin had a very simple beginning. In 1908, a young man of 26, who had known only the flickering yellow light of an open flame lamp on the family farm, was determined to bring the bright white light of his magical kerosene mantle lamp to those without electricity. "Not to be satisfied with anything less than the best" determined every step in the first Aladdin product as it does today in every Aladdin product and service. This is the genie of the enterprise we call Aladdin.

Around the world, millions know Aladdin for the magic of its lamp. Today, Aladdin is also a world leader in thermos ware technology and products, the largest supplier of insulated food delivery systems, and a major supplier of magnetic and electronic components. At MetroCenter's uniquely central 850 acres in Nashville, Tennessee, Aladdin is helping to demonstrate pioneering leadership, vision, and responsibility in reshaping the urban environment.

Today, when superlatives play leapfrog and bumper stickers flourish, words like "quality," "excellence," and "integrity" at times seem to have lost their meaning and relevance. Yet, at Aladdin, they still have meaning and shape everything we do.

Outstanding performance in any undertaking must meet or better tough goals. Records tumble as American spectators demand top performance in every sport. At Aladdin, we expect and set no less demanding goals for ourselves. When we achieve them, we move on to new ones. "Not to be satisfied with anything less than the best" is the best guarantee that the future at Aladdin will be a fulfilling and challenging career.

*"... The great thing in this world is not
so much where we stand, as in what direction
we are moving."*

President

ALADDIN and its wondrous lamp

Aladdin Industries, like the Aladdin myth, began with a wondrous lamp. The year was 1908. Rural electrification was years away, and the only source of light for most farm families was the weak, flickering light of an open flame kerosene lamp.

Then an enterprising young salesman named Victor Samuel Johnson introduced the Aladdin mantle lamp, a lamp responsible for far more wonders than ever dreamed in *The Arabian Nights*.

With its white incandescent light and continued improvements in its design, safety, and efficiency, the Aladdin lamp quickly became the most popular mantle lamp in America, and in time, the world. The Aladdin lamp still performs nightly duty in many of the world's remote areas, just as it once served the late Dr. Albert Schweitzer in his African medical mission.

Even today, the Aladdin lamp remains the ultimate development in incandescent kerosene lighting and can be found in hunting and

fishing retreats, forest ranger stations, lighthouses, and freight train cabooses.

Being a man of vision, the late Mr. Johnson recognized that the age of kerosene lighting and kerosene heating (kerosene heaters were another early company product line) would be dimming; therefore, he began a diversification program.

From its experience with producing insulated dishes for the Army during World War I, Aladdin began manufacturing thermal jugs in 1919. That emphasis has led Aladdin to a position of world leadership in thermos ware design and technology. Its fashionable array of thermos bottles, beverage sets, school lunch kits, brunch bags, food servers, and Stanley® stainless steel thermos ware have become the industry's standards of excellence.

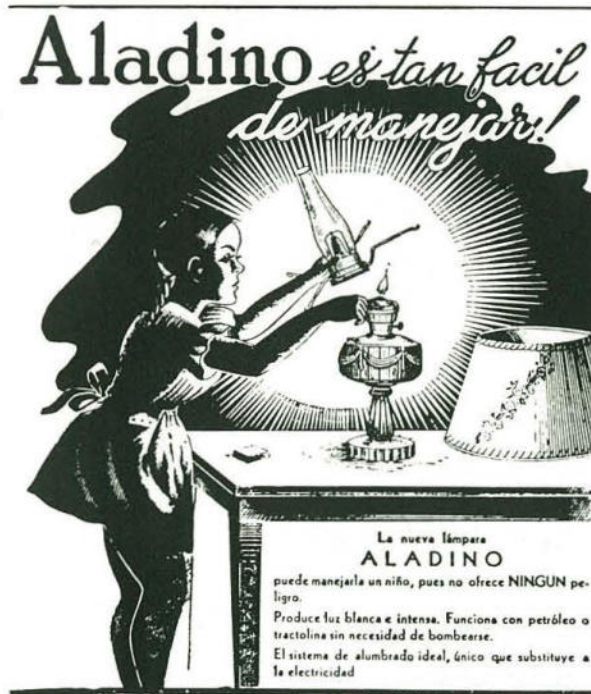
Another of Johnson's early moves was to establish manufacturing and sales organizations overseas. Through these operations Aladdin

has become an important multinational

Not seen, but a vital part of Aladdin's research and development program, is its research and development of new Aladdin products, systems, and services tested today.

From Aladdin research came its first major patent in this area of mass production. This breakthrough led to the production of automobile radios. Aladdin Electric Industries' most respected supplier of electronic components.

Symbolic of Aladdin research and development, the launching of Aladdin Synergetics created a revolution in food handling and other mass feeding institutions.



ns, lighthouses, and freight train

r. Johnson recognized that the age
heating (kerosene heaters were
would be dimming; therefore, he

ing insulated dishes for the Army
a manufacturing thermal jugs in
to a position of world leadership
gy. Its fashionable array of thermos
kits, brunch bags, food servers,
ware have become the industry's

as was to establish manufacturing
hrough these operations Aladdin

has become an important multinational company.

Not seen, but a vital part of Aladdin's never-ending search for new
genies, is its research and development laboratories. Here many of the
new Aladdin products, systems, and services of tomorrow are being
tested today.

From Aladdin research came its entry into the electronics field.
Its first major patent in this area was for a permeability tuning device.
This breakthrough led to the push-button station selector on today's
automobile radios. Aladdin Electronics has since become one of the
industry's most respected suppliers of high quality magnetic and elec-
tronic components.

Symbolic of Aladdin research and development efforts was the
launching of Aladdin Synergetics, Inc. in 1970. This new subsidiary
created a revolution in food handling and meal distribution in hospitals
and other mass feeding institutions. A logical extension of Aladdin's

thermos ware technology, its *Temp-Rite*® meal distribution system will
keep hot foods hot and cold foods cold on the same server for hours
without external heat or refrigeration.

Equally representative of Aladdin's bold new directions is its joint
development of MetroCenter, a billion dollar center city complex just
13 blocks from the state capitol building and the heart of Nashville's
central business district. This project represents a solid continuation
of Aladdin's commitment to Nashville, where the company has been
headquartered since its move from Chicago in 1949.

The wonders released by the original Aladdin lamp are many.
Today, those lamps of yesteryear have become valuable and are sought
after as collector's items* because of their unique quality and design.
As with the lamp which made its name a household word, Aladdin re-
mains firm in its commitment to excellence in all that it does.

*Especially in demand are the highly crafted and beautifully decorated Aladdin mantle lamps
of the 1930's. Renewed interest in antique Aladdin lamps has led to an organization of collectors
known as the Aladdin Knights, and a complete history and guide to collecting Aladdin lamps can
be found in J. W. Courter's book, *Aladdin, The Magic Name in Lamps*, c. 1971.





CONSUMER PRODUCTS

meeting consumer needs

"People dedicated to making things better for people" underscores a basic philosophy behind each of Aladdin's diversified lines of consumer products. The success and leadership of its thermos ware, lighting, and heating products reflects a solid consumer confidence and trust Aladdin has held in the marketplace since 1908.

Aladdin's Consumer Products Division is one of only 16 companies to have won the coveted Sears Symbol of Excellence Award each year since the competition was established in 1966 and one of only four in the "housewares" category to enjoy such a distinguished record.

The company's first product, the Aladdin mantle lamp, remains the unchallenged leader in incandescent kerosene lighting and is still meeting needs for millions of homes in the developing areas of the world. Its skillfully crafted models with hand-painted glass shades and electric converters are in demand as decorative pieces in modern homes. Aladdin's expertise in kerosene and gas light mantle development and manufacture has also made it the world's largest supplier of mantles for gas lights.

Perhaps nowhere is the trust in Aladdin products more evident than in its spectacular rise in the thermos ware industry. Beginning with an insulated jug in 1919, Aladdin has become a recognized leader in thermos ware products. Behind this leadership are the numerous Aladdin-introduced innovations in product design, efficiency, and convenience which consumers have come to know and trust.

Some of these include the *Sweet Seal Stopper*, a sanitary, synthetic stopper to replace the old-fashioned cork plug; *Quick-Lok* cup; thermos bottle with non-drip pouring

lips; stylized jackets in a variety of colors; first moderately priced, wide-mouthed *Dura-Clad*® bottle with its jacket made entirely from virtually indestructible plastic.

Aladdin has led in introducing innovations in the thermos ware field, and is among the most sophisticated in the industry. The company's pioneering efforts brought

Today's array of Aladdin thermos ware products, an assortment and sizes of thermos bottles, and the top-of-the-line *Stanley* stainless steel thermos products. In addition to this diversity of products, a wide variety of accessories including carrying cases for its *Stanley* thermos bottles, designed vinyl *Brunch Bags* with

Characteristic of Aladdin's eye for detail is the introduction of the first child-sized lunch kits. Its *Hopalong Cassidy* lunch kit was a sensation and revolutionized the school lunch kits. Today, the most popular TV characters travel to school with Aladdin lunch kits to make lunch toting fun. These kits include a wide-mouth bottle with non-breakable plastic jacket.

For the working man, Aladdin lunch kits in traditional black steel are available.

Aladdin's quality lines of consumer products at competitive prices have become popular for gifts and gift items. In addition to its thermos ware, lamps and heaters, its *Special Market* line includes a *Coffeemaker* thermos and bear can, complete with tray, ice bucket, thermos bottles, and five glasses. The *Special Market* line also customizes its various thermos ware products with virtually any design or logo on the product. Memorabilia, promotions, advertising, and more.

Not to be overlooked among Aladdin products are its quality line of smokeless, kerosene heaters. These include the time-honored *Aladdin* kerosene heater, a greenhouse heater, and a radiant

"People dedicated to making things better for people" that's the world of Aladdin Consumer Products.

ER S consumer needs

making things better for people" sophy behind each of Aladdin's mer products. The success and are, lighting, and heating products confidence and trust Aladdin has ice 1908.

roducts Division is one of only 16 he coveted Sears Symbol of Ex- r since the competition was es- of only four in the "housewares" stinguished record.

roduct, the Aladdin mantle lamp, leader in incandescent kerosene g needs for millions of homes in world. Its skillfully crafted models ades and electric converters are ieces in modern homes. Aladdin's gas light mantle development and le it the world's largest supplier

ie trust in Aladdin products more icular rise in the thermos ware in insulated jug in 1919, Aladdin eader in thermos ware products. the numerous Aladdin-introduced sign, efficiency, and convenience ie to know and trust.

the Sweet Seal Stopper, a sani- replace the old-fashioned cork nos bottle with non-drip pouring

lips; stylized jackets in a variety of colors and designs; the first moderately priced, wide-mouth thermos bottle; and the Dura-Clad® bottle with its jacket, built-in handle and cup made entirely from virtually indestructible polypropylene.

Aladdin has led in introducing color and graphic design in the thermos ware field, and its printing techniques are among the most sophisticated in the industry. The company's pioneering efforts brought flare to function.

Today's array of Aladdin thermos ware includes its wide assortment and sizes of thermos bottles, thermos pitchers, and the top-of-the-line Stanley stainless steel thermos products. In addition to this diversity of products, Aladdin markets a wide variety of accessories including handsome leather-like carrying cases for its Stanley Sports Set and smartly designed vinyl Brunch Bags with matching thermos bottles.

Characteristic of Aladdin's eye for consumer tastes was the introduction of the first character decorated school lunch kits. Its Hopalong Cassidy design was an overnight sensation and revolutionized the demand for decorated school lunch kits. Today, the most popular storybook and TV characters travel to school with millions of youngsters to make lunch toting fun. These kits contain a coordinated wide-mouth bottle with non-breakable liner.

For the working man, Aladdin produces workmen's lunch kits in traditional black steel or durable plastic.

Aladdin's quality lines of consumer products at competitive prices have become popular advertising specialty and gift items. In addition to its regular lines of thermos ware, lamps and heaters, its Special Markets Unit features a Coffeemaker thermos and beautifully designed bar sets complete with tray, ice bucket, thermos pitcher and decorative glasses. The Special Markets group is also geared to customize its various thermos ware products and accessories with virtually any design or logo making them ideal for commemorations, promotions, advertising, and gift giving.

Not to be overlooked among Aladdin's consumer products are its quality line of smokeless, odorless kerosene heaters. These include the time-honored Blue Flame cooker-heater, a greenhouse heater, and a radiant heater.

"People dedicated to making things better for people" — that's the world of Aladdin Consumer Products.



© Walt Disney Productions



ALADDIN ELECTRONICS

interfacing with the world

Unlike the highly visible world of Aladdin consumer products, Aladdin Electronics is a world of hidden genies—more than 20,000 high reliability components at work in a myriad of electronic products.

Evolving from a small technical group known as Johnson Laboratories, Aladdin Electronics has become a vital part of Aladdin Industries and one of the most respected names in magnetic and electronic components.

Aladdin Electronics is respected not only for the quality of its products but for its strong engineering orientation. It is a marketing directed organization whose highly developed ability to interface its resources with those of the manufacturers it serves makes it one of the most cost-effective suppliers in the industry.

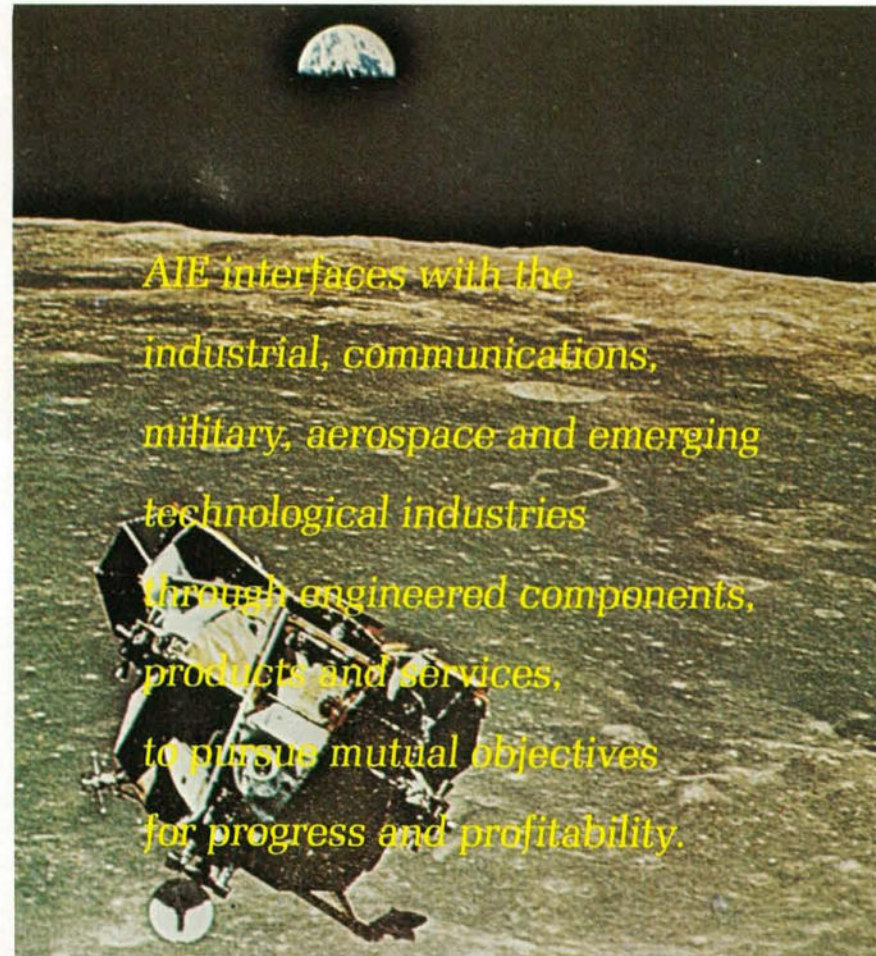
Aladdin Electronics is one of the world's largest suppliers of data coils for computer and telephone equipment. Its manufacturing equipment, much of it Aladdin designed, includes some of the most sophisticated in the industry.

Aladdin is a continuing pioneer in electronic development and breakthroughs. One of its earliest patents for a permeability tuning device led to the push-button station selector used on today's automobile radios. Others along the way have meant important contributions in the areas of computer science, communications, and space technology.

Organized as a business division in the early 1950's, Aladdin Electronics manufactures a large variety of magnetic core components including pulse and wide-band transformers, fixed and variable inductors, filters, and delay lines. These are basic building blocks in automatic data processing and transmission equipment, test instruments, motor speed controls, telephony, telemetry, and space vehicle control systems.

A measure of Aladdin Electronics' solid reputation for quality was its designation as one of Honeywell, Inc.'s top 10 suppliers out of some 2,500. Equally important was the prestigious Source Inspector Award from the General Dynamics Corporation presented Aladdin Electronics for delivering more than 140,000 missile components *without a single reject*. Significantly, the quality of Aladdin products is so well established that General Dynamics conducts no on-site inspections at Aladdin.

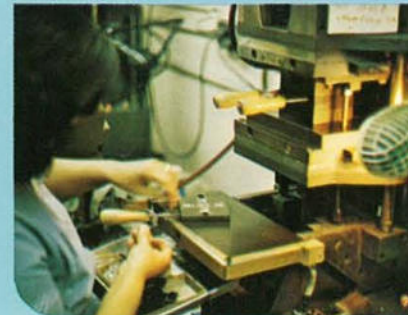
Behind this success is Aladdin's highly advanced ability to interface its capabilities with those of each manufacturer it serves assuring maximum benefit to both. At the management level, Aladdin interfacing works to develop profitable alternatives to unnecessary capital investment and the problems associated with in-house production. At the



engineering level, Aladdin interfacing helps design and integrate components and subassemblies that are pretuned, sealed, and ready to install.

Because of Aladdin's expertise and experience with magnetic components and electronic systems, its engineers can eliminate hundreds of hours of trial-and-error and similar hidden costs of design. Finally, at the purchasing and manufacturing level, Aladdin sales engineers and manufacturing personnel interface as extensions of the manufacturer's own organization to maintain rigid quality assurance, cost control, and delivery schedules.

It's an involved way of doing business, but at Aladdin, involvement and performance are the only ways of doing business.

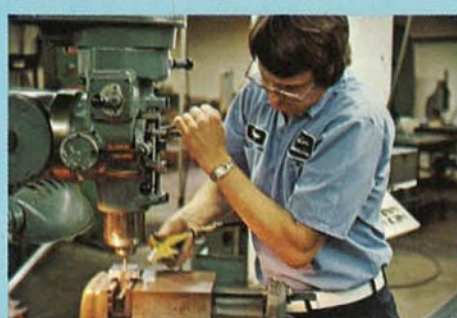
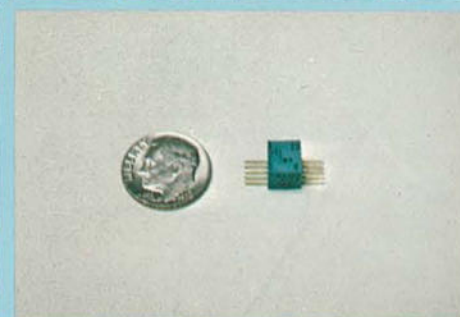


h the
 nications,
 e and emerging
 stries
 ed components,
 ices,
 objectives
 profitability.

helps design and integrate com-
 pretuned, sealed, and ready to

and experience with magnetic
 its engineers can eliminate hun-
 similar hidden costs of design.
 ufacturing level, Aladdin sales
 el interface as extensions of the
 maintain rigid quality assurance,

ness, but at Aladdin, involvement
 doing business.





ALADDIN SYNERGETICS

the world leader in institutional

Symbolic of Aladdin's innovative spirit is the explosive growth of Aladdin Synergetics, Inc. and its leadership role in the health care industry.

Incorporated in 1970, Aladdin Synergetics with its patented Temp-Rite meal delivery system quickly revolutionized meal distribution in hospitals and other mass feeding institutions.

An extension of Aladdin's leadership in thermos ware technology, the Temp-Rite system keeps hot foods hot and cold foods cold on the same server for hours. Its use eliminates the need for more costly equipment that requires external sources of heating and refrigeration. With the Temp-Rite system, a complete meal can be assembled in a central or satellite kitchen and delivered to the patient's room with individual items piping hot, cool and crispy, or ice cold all on a single server.

Reflecting its rapid acceptance and accelerating growth, the Temp-Rite system was delivering more than 150 million meals annually by its seventh year of operation in more than 900 institutions in the United States, Canada, Europe and the Caribbean.

The primary objective of the ASI team is the achievement of customer satisfaction, not only in the quality of the products made or systems installed, but in its continued service integrity. It is ASI's



goal to provide a cu
needs of all cu
system
This is

and an
enables
with

SYNERGETICS

the world leader in institutional meal distribution systems

It is the explosive
and its leader-

Synergetics
very
s-



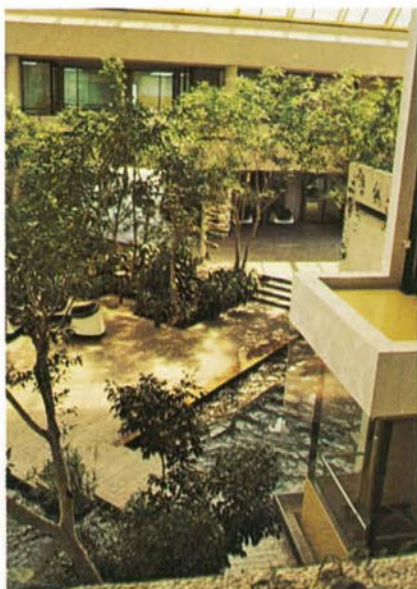
bean.
am is the
not only in
systems installed,
It is ASI's

goal to provide a custom-tailored system to meet the specific needs of all customers and to help them maintain their system with the most efficient methods possible. This is accomplished through the use of a highly trained staff of marketing and technical service personnel. In addition, registered dietitians provide additional expertise in microwave technology, in diet and menu planning, and in nutritional content information. Aladdin Synergetics has its own research and development department, a new enterprises group, and an international subsidiary.

The Temp-Rite system has also gained rapid acceptance in the federally funded elderly nutrition program with well over 100 installations. This program is designed to provide better nutrition for the elderly disadvantaged. The Temp-Rite system is ideally suited for the program since many of the feeding centers "satellite" or distribute meals to remote areas.

Behind the success of Aladdin Synergetics are many factors, including a highly innovative solution to the increasing complexity and costs of large-scale food operation, a highly motivated and well-trained staff geared for growth, and an award winning marketing program which enables customers to adopt the Temp-Rite system with a minimum of capital outlay, paying only as the system is used.





A NEW LIGHT IN URBAN PLANNING



Perhaps no activity better characterizes Aladdin's bold new directions than its joint development of MetroCenter, a billion dollar center city complex just 13 blocks from Nashville's central business district.

In an era when central cities across the country seem beset with problems, MetroCenter shines like the original Aladdin lamp.

Located at the demographic and geographic center of the Metropolitan area, MetroCenter offers unusual, almost unique, opportunities to significantly enhance and expand the quality of life within the confines of a mature city. Already, MetroCenter has become one of the most visited urban development projects in the country attracting city planners from around the world.

Because of its development on virtually virgin land at the very core of the city, the project has meant no massive uprooting of people or destruction of existing structures characteristic of most urban renewal projects.

MetroCenter is being developed in partnership by an Aladdin subsidiary and the Mathews Company. It is a totally private capital venture requiring no public funding. Importantly, it will offer a major expansion to the city's existing tax base. Chief architect and planner for the project is Robert Lamb Hart, recognized as one of the world's leading city planning consultants.

One of the earliest structures to rise at the development was Nashville House, a futuristic module of office buildings with reflecting lakes and connected to a central atrium filled with trees, flowers and splashing waterfalls. Its bold design and careful attention to aesthetics clearly reflects the distinctive stamp of quality the entire MetroCenter development has come to represent.

MetroCenter is also home of the new Maxwell House Hotel, a \$10 million, 302-room luxury hotel and convention center, which was announced in June, 1977. This development, named after one of Nashville's most famous landmarks, the old Maxwell House Hotel, recalls the elegance of the famous original through a liberal use of woods, stained glass, and vaulted ceilings and recreates the original Maxwell House tradition of superb food and service in a grand style.

MetroCenter has emerged as an integral part of the greater metropolitan area, an extension of the present downtown complex. With its strategic location on the Cumberland River and easy access to the area's major streets and interstate highways, MetroCenter has rapidly attracted new business and commercial developments.

Projected for completion by 1984, MetroCenter is expected to provide employment for some 15-20,000 people, a careful balance of commercial, industrial and office developments, restaurants, motels, recreational facilities, and residential units—all adhering to the high standards established for the 850 acre development project.

In addition to extensive landscaping, scenic lakes and waterways, the entire 3 mile riverfront border of MetroCenter has been set aside for park development. Included in the plans are bicycle paths, trees, and picnic areas.

THE OTHER NA

The fact that Aladdin Indust its world headquarters in 1949 was mid-America location, excellent t market, progressive business clim a good business choice.

But there was something m ville—intangibles, such as its ric liness of its people, their enterpri future. All are values long shared

While the dominant image c the phenomenal success of the famous country music stars, an Sound" of Music Row, Nashville the New South.

Perhaps the greatest single f mentum is its great diversity, a engaged in a wide spectrum of activity or group dominating its o cultural heritage, belief in itself Nashville is a city where people ca and their town.

Nashville is the state capital commercial, and industrial center, as the "Little Wall Street of the prestigious financial institutions bank holding companies.

Nashville is a major knowled concentrations of institutions of hi among these 13 institutions are College, Peabody College and Van ing medical center whose large te derbilt have become world renown

The city is a major printing periodicals, and records reach m quartered in Nashville are sever publishing houses.

Nashville enjoys a multimill visitors coming to see such tradi at Scarritt College, the Parthenc mansions, Cheekwood Museum an the Tennessee State Fair and, of Opry, the Country Music Hall of F stars.

acterizes Aladdin's bold new direc-
MetroCenter, a billion dollar center
ashville's central business district.
cross the country seem beset with
the original Aladdin lamp.

id geographic center of the Metro-
nusual, almost unique, opportuni-
pand the quality of life within the
MetroCenter has become one of
t projects in the country attracting
d.

1 virtually virgin land at the very
ant no massive uprooting of people
s characteristic of most urban re-

ed in partnership by an Aladdin
any. It is a totally private capital
p. Importantly, it will offer a major
base. Chief architect and planner
, recognized as one of the world's

to rise at the development was
of office buildings with reflecting
rium filled with trees, flowers and
and careful attention to aesthetics
of quality the entire MetroCenter

the new Maxwell House Hotel, a
and convention center, which was
lopment, named after one of Nash-
old Maxwell House Hotel, recalls
l through a liberal use of woods,
nd recreates the original Maxwell
service in a grand style.

integral part of the greater metro-
resent downtown complex. With
land River and easy access to the
ighways, MetroCenter has rapidly
cial developments.

984, MetroCenter is expected to
1,000 people, a careful balance of
evelopments, restaurants, motels,
al units—all adhering to the high
re development project.

ping, scenic lakes and waterways,
f MetroCenter has been set aside
he plans are bicycle paths, trees,

THE OTHER NASHVILLE SOUNDS

The fact that Aladdin Industries chose Nashville, Tennessee, for its world headquarters in 1949 was not a mere act of chance. Its strategic mid-America location, excellent transportation facilities, quality labor market, progressive business climate, and mild winters made Nashville a good business choice.

But there was something more that attracted Aladdin to Nashville—intangibles, such as its rich quality of life, the genuine friendliness of its people, their enterprising spirit, and their optimism in the future. All are values long shared by Aladdin.

While the dominant image of Nashville has been influenced by the phenomenal success of the Grand Ole Opry, its internationally famous country music stars, and the multimillion dollar "Nashville Sound" of Music Row, Nashville is truly one of the dynamic cities of the New South.

Perhaps the greatest single factor in Nashville's accelerating momentum is its great diversity, a vast blending of people and talents engaged in a wide spectrum of business endeavors with no single activity or group dominating its overall lifestyle. Coupled with its rich cultural heritage, belief in itself, and intense sense of community, Nashville is a city where people care about themselves, their neighbors, and their town.

Nashville is the state capital of Tennessee and a major financial, commercial, and industrial center. Its financial district, long recognized as the "Little Wall Street of the South," is the home of numerous, prestigious financial institutions including three of the state's largest bank holding companies.

Nashville is a major knowledge center and has one of the highest concentrations of institutions of higher learning in the country. Included among these 13 institutions are Fisk University, Meharry Medical College, Peabody College and Vanderbilt University. Nashville is a leading medical center whose large teaching hospitals at Meharry and Vanderbilt have become world renowned.

The city is a major printing and publishing center whose books, periodicals, and records reach markets around the world. Also headquartered in Nashville are several of the nation's largest religious publishing houses.

Nashville enjoys a multimillion dollar tourism industry with its visitors coming to see such traditional attractions as the Upper Room at Scarritt College, the Parthenon, the Hermitage and Belle Meade mansions, Cheekwood Museum and Botanical Gardens, the state capitol, the Tennessee State Fair and, of course, Opryland and the Grand Ole Opry, the Country Music Hall of Fame, Music Row, and the homes of the stars.



Nashville is an important cultural center as well and has its own symphony, outstanding museums and countless artists, musicians, and writers located here. It is the home for the Tennessee Center for the Performing Arts.

RESEARCH AND DEVELOPMENT where Aladdin magic begins

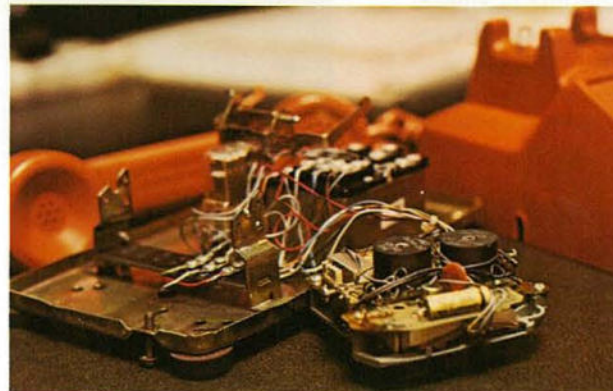
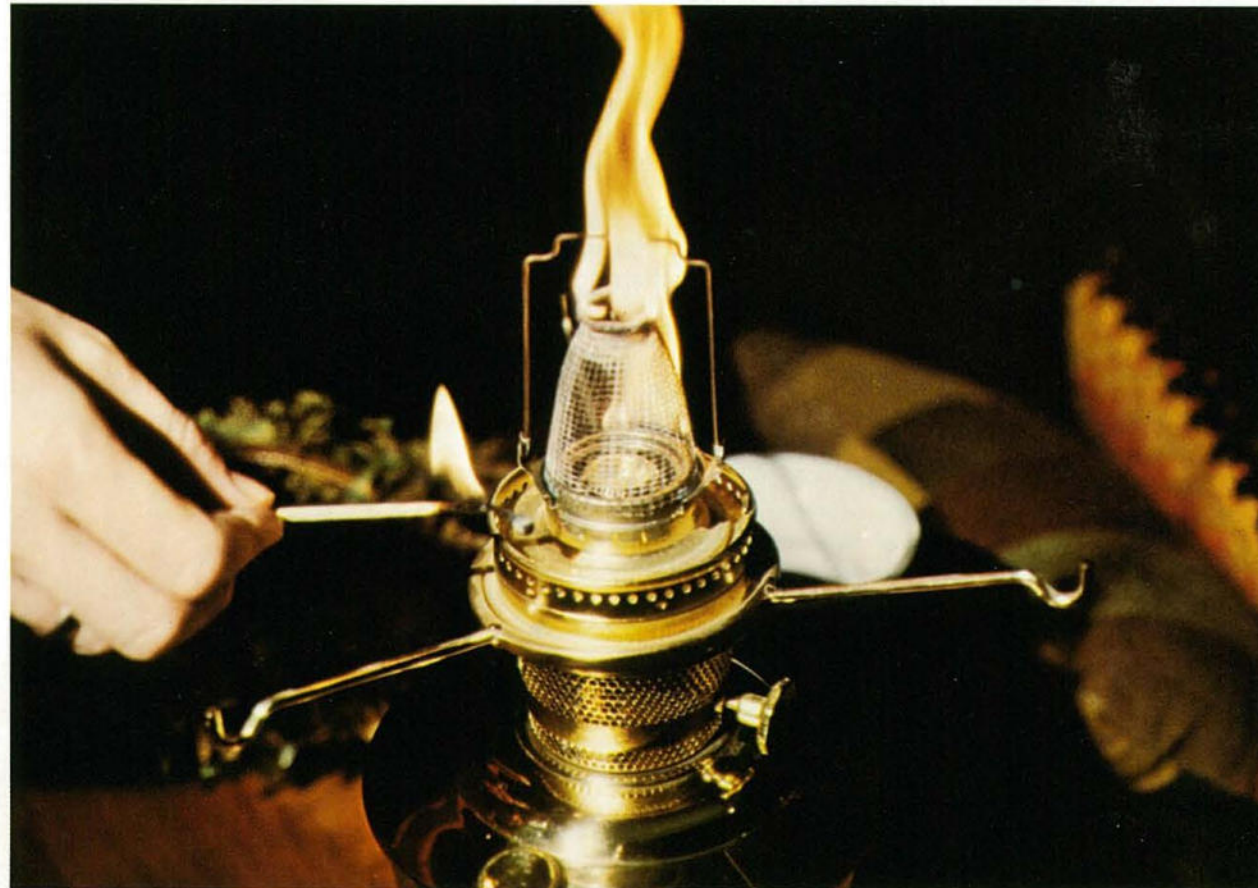
Among the many legacies of the late Victor S. Johnson, Sr., perhaps the greatest was his original search for an improved kerosene burner, for that began the never-ending search for innovation and quality that have come to characterize the company he founded.

His new Aladdin mantle lamp proved so superior that it instantly made the open-flame lamps of the day obsolete. However, Johnson was not content with that success and continued to offer new improvements in the lamp's design and efficiency, pushing its development to an unchallenged level of quality that it still holds today.

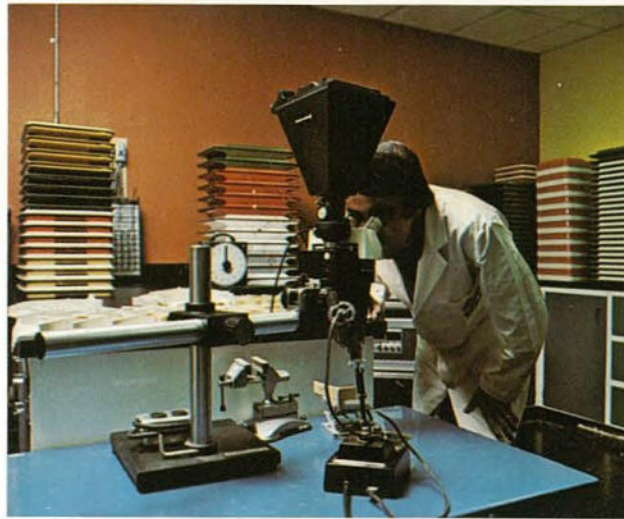
Johnson's early moves to diversify opened new product areas, and these too required constant innovation and improvements. Significantly, Aladdin's spectacular rise in the thermos ware industry resulted primarily from its long string of improvements in thermos ware design, efficiency, and convenience.

With new improvements came new technology, new manufacturing methods, unique quality control procedures, and the use of new materials. Together these have created better ways of meeting consumer needs and have assured the uncompromising standards of quality Aladdin has maintained over the years.

One of Aladdin's more recent innovations was the introduction of ultraviolet light curing in printing the colorful designs for which its thermos ware is famous. Aladdin was one of the first to use ultraviolet sensitive inks on plastics. The company was also the first to develop a superior new process for attaching the convenient side handle featured on certain of its printed thermos bottles.



n magic begins



Aladdin research has led not only to product improvements but into entirely new product areas. It was Aladdin research and development that prompted the company's entry into the electronics field, and it was the innovative application of Aladdin thermos ware technology that gave birth to Aladdin Synergetics' *Temp-Rite* meal distribution system. Since its introduction, the *Temp-Rite* system has revolutionized food handling and meal distribution in the health care industry.

Out of its continuing research on Stanley stainless steel thermos bottles, Aladdin has also moved into the laboratory supply field with a high quality, moderately priced, stainless steel cryogenic dewar, an insulated flask designed to handle extremely cold liquids such as liquefied gases.

Today's search for new horizons at Aladdin continues on a broad front through consumer product research, physical testing of materials and processes, graphic and aesthetic design of products, and the physical design of processes and process equipment.

Aladdin's research and development facilities include pilot plant operations that allow the company to produce limited amounts of new products for test marketing purposes. Its consumer research group works closely in test marketing efforts using techniques such as in-depth focus interviews, intercept testing, and video taping of test situations to obtain consumer reaction to proposed new products.

Much of Aladdin's research efforts are steadily being directed toward new product development—both new products in existing markets and in entirely new markets—for these efforts offer the best opportunities for new company growth. In spite of this emphasis, Aladdin continues its traditional research to make existing products even better.

ALADDIN CIRCLES THE GLOBE

Aladdin Industries, originally organized to import and sell foreign-made kerosene burners and mantles for American-made lamps, has been an exporter of products since 1919. That year Aladdin opened its first overseas office in England to handle the sale of kerosene lamps it manufactured in the United States.

Today Aladdin markets its diversified product lines in more than 125 countries around the world and continues to grow as a major international trading company. Aladdin was the first Tennessee firm to receive the coveted "E" flag for excellence in exporting and expansion of world trade with that honor coming in 1962.

Aladdin Synergetics has been marketing its *Temp-Rite* meal dis-

tribution system internationally since 1973. Its subsidiary company, Temp-Rite International, Inc. has its European headquarters in England and branch offices in Sweden, France, Germany, and Iceland with additional sales efforts in selected European countries.

Aladdin is also an important multinational company whose overseas expansion includes manufacturing plants, sales operations, licensees, and joint venture companies in 16 countries outside the United States. These operations, managed and staffed almost entirely by nationals of the host countries, are located in Canada, England, Australia, Iraq, Iran, Brazil, Japan, Peru, Venezuela, Chile, Uruguay, France, Germany, Iceland, Sweden, and South Africa.



ALADDIN

That Aladdin is known the world over for its products and is a leader in producing products of the quality and character of its people can come without enterprise, talent, and hard work.

The dynamic growth Aladdin has achieved is the result of a highly motivated, talented organization. Aladdin is proud of its people, the women who have made them possible.

Aladdin has become a highly successful company because of its working conditions, wages and benefits, training programs, management philosophy, and the best, which they are, but because



ALADDIN PEOPLE the genius of our success

1973. Its subsidiary company, European headquarters in England, France, Germany, and Iceland with operations in European countries.

International company whose operating plants, sales operations, offices in 16 countries outside the United States are located in Canada, England, Peru, Venezuela, Chile, Uruguay, and South Africa.

That Aladdin is known the world over for the excellence of its products and is a leader in product innovation says a great deal about the quality and character of its people. Such success could never have come without enterprise, talent, and high commitment to quality workmanship.

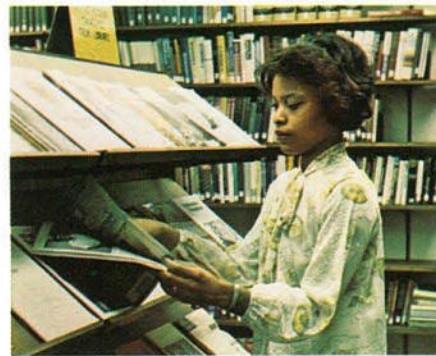
The dynamic growth Aladdin has experienced further reflects a highly motivated, talented organization dedicated to the success of the enterprise. Aladdin is proud of its achievements and the men and women who have made them possible.

Aladdin has become a highly preferred employer not because its working conditions, wages and benefits, personnel policies, recreational programs, management and technology are among the very best, which they are, but because of its highly stimulating environment

calling for the best one has to offer.

Aladdin and its people have long recognized their responsibilities and role as good private and corporate citizens. Its people can be found in positions of leadership and service in virtually every aspect of community and civic endeavor. The company itself is acutely aware of its citizenship role in each of its community locations around the world and seeks to offer its talents and resources in support of a wide variety of worthwhile community activities. Aladdin helps not because it seeks recognition but because it cares.

Today Aladdin is one of the truly dynamic companies in America because its people are dynamic, and as it moves to meet its goals for the future, its search for new talent is no less than to find the very best.



PURSUIT OF EXCELLENCE

the foundation of our success



"...excellence implies more than competence. It implies a striving for the highest standards in every phase of life. We need individual excellence in all its forms—in every kind of creative endeavor, in political life, in education, in short, universally."

John W. Gardner

As the above quotation indicates, excellence implies striving for the highest standards in every phase of life. It also implies setting goals which will stretch our abilities and talents to the fullest. Whether it is on the track, the ball field, the golf course or in business, there are records to be beaten and challenges to be met. To be meaningful, goals must be measurable and tangible so that we can keep score and evaluate our performance against par.

Aladdin has set and broken many records since its beginning in 1908. These accomplishments are the direct result of an uncompromising commitment to excellence by Aladdin people, past and present, whose ideas, talents, and dedication to being "best" have earned the continuing loyalty from customers around the world.

As a company, Aladdin has always had high expectations. Those expectations are no less today. To its employees, customers, and stockholders, Aladdin pledges, not only to excel, but to remain in the vanguard of American industry.

This is not a pledge Aladdin makes lightly. It represents determined long-range commitments of its resources, talents, and organizational skills to continually seek new opportunities to meet changing needs in a changing world.

CE

an competence. It implies
ards in every phase of life.
in all its forms—in every
political life, in education,

John W. Gardner

s, excellence implies striving for
of life. It also implies setting goals
lents to the fullest. Whether it is
course or in business, there are
o be met. To be meaningful, goals
at we can keep score and evaluate

ry records since its beginning in
direct result of an uncompromis-
addin people, past and present,
to being "best" have earned the
ound the world.

ys had high expectations. Those
employees, customers, and stock-
excel, but to remain in the van-

s lightly. It represents determined
rces, talents, and organizational
tunities to meet changing needs

THE *Aladdin* CREED



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 our worldwide
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.

 Nashville, Tennessee 37210