



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Stanley Home Products Collection

NMAH.AC.0788

Alison Oswald

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Stanley Home Products Collection
Date:	1896 - 1999
Identifier:	NMAH.AC.0788
Creator:	Stanley Home Products (Creator) Beveridge, Frank Stanley Perkins, Homer (Donor) O'Brien, Catherine L.
Extent:	18 Cubic feet (19 boxes)
Language:	English .
Summary:	The collection documents the development of the Stanley Home Products Company, Incorporated its activities and those of its employees. The materials include photographs and photograph albums, speeches and presentations, catalogs and other printed material, inspirational and motivational materials, annual reports, film and audio recordings.

Administrative Information

Acquisition Information

The collection was donated to the Archives Center by Homer G. Perkins on behalf of Stanley Home Products Company, Incorporated in October, 2001.

Related Materials

Materials in the Archives Center

Brownie Wise Papers (AC0509)

Earl S. Tupper Papers (AC0470)

Processing Information

Processed by Alison Oswald, 2002.

Preferred Citation

Stanley Home Products Collection, 1931-1999, Archives Center, National Museum of American History.

Restrictions

Collection is open for research but the audio discs in box 48 are stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at archivescenter@si.edu or 202-633-3270.

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Biographical / Historical

Company, started in 1931, which sold brushes and household products Stanley Home Products Company, Incorporated was founded by Frank Stanley Beveridge on August 15, 1931. The direct-selling company began in a small tobacco shed in Westfield, Massachusetts and eventually grew into a multi-million dollar, international business. Stanley Home Products is one of the founders of the direct-selling business. Unlike other direct-selling companies, Stanley Home Products has sold a large variety of products, including brushes, cleaners, small appliances, toiletries, beauty aids, clothes, and furniture.

One of Stanley's greatest contributions to the direct-selling business was the creation of the hostess party plan. The plan focuses on giving a party that allows a dealer to sell his or her products to several people at once instead of door-to-door. This system, which is used by companies like Tupperware, Avon, and Mary Kay, was created by Frank Stanley Beveridge and Catherine L. O'Brien in the early years of Stanley Home Products Company.

Scope and Contents

The Stanley Home Products Company, Incorporated Records consist of photographs, financial papers and advertising materials documenting the history of Stanley Home Products its activities and those of its employees, its connection to the local community, and the philosophies of its founders and executives, especially Frank Stanley Beveridge and his close assistant Catherine L. O'Brien.

The majority of the materials date primarily from the 1960s and 1970s and includes photographs and photograph albums, speeches and presentations, catalogs and other printed material, inspirational and motivational materials, and annual reports. also film and audio recordings of Stanley "pilgrimages", meetings and other company events. There is a substantial amount of material relating to background information about Stanley Home Products and its founder Frank Stanley Beveridge.

Arrangement

The collection is arranged into eleven series.

Series 1, Personal Papers, 1912-1980

Series 2, Corporate Records 1940-1999; undated

Series 3, Financial Records, 1942-1979; undated

Series 4, Sales Records, 1912-1980; undated

Series 5, Advertising Materials, 1935-1982; undated

Series 6, Speeches and Inspirational Material, 1951-1979; undated

Series 7, Department of Education Records, 1946-1988; undated

Series 8, Photographs Visual Images, circa 1906-1990; undated

Series 9, Newspaper Clippings, 1910-1999; undated

Series 10, Publications, circa 1896-1981; undated

Series 11, Audiovisual Materials, 1951-1971

Names and Subject Terms

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

Subjects:

- Direct selling
- Marketing
- Product demonstrations
- Sales promotion

Types of Materials:

- Catalogs
- Lectures
- Motion pictures (visual works)
- Photographs -- 20th century
- Publications
- Sound recordings

Container Listing

Series 1: Personal Papers, circa 1912-1992

Subseries 1.1: Frank Stanley Beveridge, circa 1912-1992; undated

Box 1, Folder 1	Correspondence,, 1912-1913
Box 1, Folder 2	Correspondence,, 1914
Box 1, Folder 3	Correspondence,, 1915
Box 1, Folder 4	Correspondence,, 1916
Box 1, Folder 5	Correspondence,, 1917-1918
Box 1, Folder 6	Correspondence,, 1931
Box 1, Folder 7	Military papers,, 1939-1942; 1954
Box 1, Folder 8	Correspondence,, 1945, 1951
Box 1, Folder 9	Medical records,, 1946-1949
Box 1, Folder 10	Guest book for Stanley Ranch,, 1948-1957
Box 1, Folder 11	Biographical materials,, circa 1950-1992
Box 1, Folder 12	Funeral papers,, 1956-1957
Box 2, Folder 42737	Correspondence and personal papers,, undated
Box 20, Folder 1	Correspondence and personal papers,, undated
Box 2, Folder 3	Materials from the notebooks, 1960-1961;,, undated

Subseries 1.2: Catherine L. O'Brien, circa 1950-1980; undated

Box 2, Folder 4	Biographical materials,, circa 1950-1977
Box 2, Folder 5	Obituaries,, 1977
Box 2, Folder 6	Memorial booklet,, 1977-1980

Box 2, Folder 7

Memorable quote books,, undated

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Series 2: Corporate Records, circa 1940-1999; undated

Subseries 2.1: Company History, circa 1940-1975

Box 3, Folder 1	Background information, circa 1940-1972
Folder 2	Articles, 1941-1971
Box 3, Folder 3	Articles, 1971-1975

Subseries 2.2: Publications, 1940-1991; undated

Box 3, Folder 4	Stanley Standard, 1940
Box 31, Folder 1	Stanley Standard, , 1950
Box 31, Folder 2	The Voice of Stanley, 1947 October
Box 3, Folder 5	Plant tour guides, 1961; undated
Box 3, Folder 6	Stanley Standard, 1969-1970
Box 29, Folder 3	Stanhome, Who We Are, 1, 987 October
Box 3, Folder 7	Spirit, 1990-1991

Subseries 2.3: Annual Reports, 1950-1999

Box 3, Folder 8	Annual Reports, 1950-1959
Box 3, Folder 9	Annual Reports, 1960-1969
Box 3, Folder 10	Annual Reports, 1971-1974
Box 4, Folder 1	Annual Reports, 1975-1979
Box 4, Folder 2	Annual Reports, 1980-1983
Box 4, Folder 3	Annual Reports, 1984-1988
Box 4, Folder 4	Annual Reports, 1990-1999

Subseries 2.4: Employee Records, 1970-1984; undated

Box 4, Folder 5	Officer lists,, 1970-1971
Box 4, Folder 6	Biographies of executives,, 1971-1984
Box 20, Folder 2	Foster Goodrich memorial booklets,, 1972
Box 4, Folder 7	Labor Union letter,, undated
Box 4, Folder 8	Employee handbooks,, undated
	Stanley Choral Club,, undated

Subseries 2.5: Special Event Materials, 1941-1991; undated

Box 4, Folder 9	Tenth anniversary broadside,, 1941
Box 4, Folder 10	Welcome home committee,, 1946
Box 4, Folder 11	Special event booklets,, 1947-1989
Box 4, Folder 12	Anniversary booklets,, 1956-1991
Box 31, Folder 3	Thirtieth anniversary,, 1961
Box 5, Folder 1	Founders Day booklets,, 1969-1988
Box 5, Folder 2	American Issue Ideals, fortieth anniversary issue,, 1971
Box 5, Folder 3	Christmas cards,, undated
Box 28, Folder 11	Greeting cards,, undated
Box 5, Folder 4	Correspondence relating to news film covering the establishment of the Elmer E. Nyberg scholarship fund, Thirtieth anniversary,, 1980

Subseries 2.6: Miscellaneous Materials, circa 1942-1992; undated

Box 5, Folder 5	Incorporation of Stanley Parkway,, 1942
Box 5, Folder 6	Stanley prayer,, 1943
Box 20, Folder 3	Leases,, 1943

Box 5, Folder 7	Discharge of mortgage,, 1945
Box 5, Folder 8	Congressional Record, proceedings and debates of the 97th Congress, first session, commemorating the fiftieth anniversary of Stanley Home Products of Westfield, Massachusetts,, 1981 July 14
Box 20, Folder 4	Congressional Record, proceedings and debates of the 97th Congress, first session, commemorating the fiftieth anniversary of Stanley Home Products of Westfield, Massachusetts,, 1981 July 14
Box 29, Folder 1	Congressional Record, proceedings and debates of the 97th Congress, first session, commemorating the fiftieth anniversary of Stanley Home Products of Westfield, Massachusetts,, 1981 July 14 Congressional record, 1981 July
Box 29, Folder 2	Stanhome corporate mission,, 1989 May
Box 5, Folder 9	Direct Selling Education Foundation,, 1992
Box 5, Folder 10	Letterhead,, undated
Box 5, Folder 11	Stanley songs, lyrics and books,, undated
Box 5, Folder 12	Safe combination,, undated

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Series 3: Financial Records, 1942-1979; undated

Box 5, Folder 13	Stockholders ledger,, 1942-1948
Box 5, Folder 14	Releases signed by stockholders,, 1944
Box 5, Folder 15	Frank Stanley Beveridge Foundation,, 1950, 1954, 1979
Box 5, Folder 16	Stockholders letter,, 1951
Box 5, Folder 17	Auditor's reports,, 1953-1955
Box 5, Folder 18	Stockholders of record,, 1953
Box 5, Folder 19	Cost control manual,, undated

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Series 4: Sales Records, circa 1902-1980; undated

Subseries 4.1: Management Materials, circa 1902-1980; undated

Box 6, Folder 1	Sales management report,, 1902
Box 6, Folder 2	The ABC of Humanizing,, 1927; undated
Box 6, Folder 3	Stanley Seven Point Plan,, 1932-1979
Box 6, Folder 4	Syracuse field manager list,, 1935
Box 6, Folder 5	Stanley Plan,, 1948
Box 6, Folder 6	Method in Human Relations,, 1949
Box 6, Folder 7	Seven branch manager speeches,, 1952
Box 6, Folder 8	Stockholders of record,, 1953
Box 6, Folder 9	Recognition of sales leaders,, 1954
	Information notebook for branch managers,, 1955
Box 6, Folder 10	Spring cleaning campaign,, 1957
Box 6, Folder 11	Area sales managers' notes and nuggets,, 1958
Box 12, Folder 9	Binder for area sales managers' notes and nuggets, C. L. O. Brien,, 1958
Box 6, Folder 12	Regional manager quotas,, undated
Box 7, Folder 1	Branch working,, 1974
Box 7, Folder 2	Selling,, 1977
Box 7, Folder 3	Unidentified speech notes,, 1979
Box 7, Folder 4	Direct selling,, 1979
Box 7, Folder 5	Vice president and sales manager speech,, 1980
Box 7, Folder 6	Themes from the Life of Frank Stanley Beveridge,, undated
Box 7, Folder 7	Ten Qualities by Frank Stanley Beveridge,, undated

Box 7, Folder 8	House to House Selling,, undated
Box 7, Folder 9	Sell By Giving,, undated
Box 7, Folder 10	"Introduction", Four Step Plan,, undated
Box 7, Folder 11	Fifty Sales Meetings a Year,, undated

Subseries 4.2: Notes of Homer G. Perkins, 1948-1957; undated

Box 7, Folder 12	Notes, 1948 October-1948 November
Box 7, Folder 13	Notes, 1949 February
Box 7, Folder 14	Notes, 1949 March
Box 7, Folder 15	Notes, 1949 June
Box 7, Folder 16	Notes, 1949 November-1949 December
Box 7, Folder 17	Notes, 1950 January
Box 8, Folder 1	Notes, 1950 March-1950 April
Box 8, Folder 2	Notes, 1950 June-1950 August
Box 8, Folder 3	Notes, 1950 October-1950 November
Box 8, Folder 4	Notes, 1950
Box 8, Folder 5	Notes, 1951 March
Box 8, Folder 6	Notes, 1951 May-1951 June
Box 8, Folder 7	Notes, 1951 August-1951 November
Box 8, Folder 8	Notes1, 1952 Summer
Box 8, Folder 9	Notes, 1952 September-October 1952
Box 8, Folder 10	Notes, 1952 December
Box 8, Folder 11	Notes, 1952
Box 8, Folder 12	Notes, 1953 March-1953 April

Box 8, Folder 13	Notes, 1953 April-1953 June
Box 8, Folder 14	Notes, 1953 September
Box 8, Folder 15	Notes, 1953 October-1953 November
Box 9, Folder 1	Notes, 1954 February (books one and two)
Box 9, Folder 2	Notes, 1954 February (books three and four)
Box 9, Folder 3	Notes, 1954 February (book five)
Box 9, Folder 4	Notes, 1954 April
Box 9, Folder 5	Notes, 1954 June-1954 July
Box 9, Folder 6	Notes, 1954 August-1954 October
Box 9, Folder 7	Notes, 1954 September
Box 9, Folder 8	Notes, 1954 December
Box 9, Folder 9	Notes, 1955 February (book 2)
Box 9, Folder 10	Notes, 1955 February (books 3 and 4)
Box 9, Folder 11	Notes, 1955 March-1955 April
Box 9, Folder 12	Notes, 1955 August-1955 September
Box 9, Folder 13	Notes, 1955 October-1955 November
Box 9, Folder 14	Notes, 1956 April-1956 May
Box 9, Folder 15	Notes, 1957 January-1957 February
Box 10, Folder 1	Notes, 1957 April
Box 10, Folder 2	Notes, undated

Subseries 4.3: Product Information, 1931-1979; undated

Box 10, Folder 4	Receipt,, 1953
Box 10, Folder 5	Catalogs,, 1954-1979

Box 20, Folder 5	Catalogs from Mexico,, circa 1960-1970
Box 10, Folder 6	Product list,, undated
Box 10, Folder 7	Needles book product example,, undated
Box 10, Folder 8	Order forms,, undated
Box 10, Folder 3	Order form,, 1931
Box 10, Folder 9	Prices,, undated
Box 20, Folder 6	Price and product list,, undated
Box 10, Folder 10	Fuller Brush Company product information,, 1930-1940; undated
Box 10, Folder 11	Product information from other companies,

Subseries 4.4: Training and Recruitment Materials, circa 1955-1980; undated

Box 10, Folder 10	Recruiting objections and answers,, 1955
Box 10, Folder 11	Hostess and dealer recruitment pamphlets,, circa 1970-1980
Box 10, Folder 12	Recruiting,, 1973
Box 10, Folder 13	Training manual,, undated
Box 10, Folder 14	"Problems" training activity,, undated
Box 10, Folder 15	Recruiting talk outline,, undated
Box 10, Folder 16	Testimonial cards,, undated

Subseries 4.5: Research and Analyses, circa 1944-1976; undated

Box 10, Folder 17	Research Institute of America,, 1944
Box 10, Folder 18	One hundred Outstanding Stocks,, 1944
Box 10, Folder 18	Memo concerning National Association of Direct Selling discs,, 1951
Box 10, Folder 19	Tax reform notes,, 1976
Box 10, Folder 20	Dartnell sales Manager materials,, undated

Box 11, Folder 1	National Association of Direct Selling Companies history,, undated
Box 11, Folder 2	Study of Buying in the Home,, undated
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	4.6: Accounts and Contracts, circa 1912-1945; undated
Box 11, Folder 3	Retail sales,, 1912-1932
Box 11, Folder 4	Commission account, 1933
Box 20, Folder 7	Company comparisons, 1933-1945
Box 11, Folder 5	Manager's contract, 1934
Box 11, Folder 6	Account of Harold Agan, 1935
Box 11, Folder 7	Financial accounts by period, undated
Box 11, Folder 8	Salary and bonus notes, undated
Box 11, Folder 9	Financial history notes, undated
Box 11, Folder 10	District lists, undated

Subseries 4.7: Miscellaneous Materials, undated

Box 11, Folder 11	Real estate material and maps,, undated
Box 20, Folder 8	Order forms from other companies,, undated
Box 20, Folder 9	Unidentified materials,, undated

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Series 5: Advertising, circa 1935-1982; undated

Box 11, Folder 12	Newspaper advertisement,, 1935
Box 29, Folder 4	Radio station advertisement report,, 1950
Box 11, Folder 13	Advertisement, Ladies Home Journal,, 1952
Box 11, Folder 14	Evaluation, volume 1,, 1953
Box 11, Folder 15	Evaluation, volume 2,, 1953
Box 12, Folder 1	Product advertisement,, 1982
Box 12, Folder 2	Hostess party fan,, undated
Box 12, Folder 3	"Stanhome" folders,, undated

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Series 6: Speeches and Inspirational Material, 1951-1979; undated

Box 12, Folder 4	Speeches by Homer Perkins,, 1951-1979
Box 12, Folder 5	Speech booklets for Frank Stanley Beveridge,, 1952-1976
Box 12, Folder 6	Speeches and notes, unidentified,, undated
Box 12, Folder 7	"Riding Out the Storm",, undated
Box 13, Folder 1	"International Division conference, Montego Bay, Jamaica, March 17-21",, undated
Box 13, Folder 2	"St. Louis",, undated
Box 13, Folder 3	"Reno Payoff, February 1-5, MGM Grand Hotel",, undated
Box 13, Folder 4	"New Orleans Payoff, April 8-13,, undated
Box 13, Folder 5	Inspirational material,, undated
Box 20, Folder 10	Inspirational material,, undated
Box 13, Folder 5	Inspirational notebook,, undated
Box 13, Folder 11	Motivational album,, undated

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Series 7: Department of Education Records, 1946-1988; undated

Box 14, Folder 1	Thought for the Day,, 1946 October
Box 14, Folder 2	Thought for the Day,, 1946 November-1946 December
Box 14, Folder 3	Thought for the Day,, 1946 January-1947 March
Box 14, Folder 4	Thought for the Day,, 1947 April-1947 May
Box 14, Folder 5	Thought for the Day,, 1947 June-1947 July
Box 14, Folder 6	Thought for the Day,, 1947 August-1947 September
Box 14, Folder 7	Thought for the Day,, 1947 October-1947 November
Box 14, Folder 8	Thought for the Day,, 1948
Box 14, Folder 9	Speakers kit,, 1951
Box 14, Folder 10	Calendars,, 1956-1958
Box 14, Folder 11	Calendars,, 1959
Box 14, Folder 12	Five and Ten Minute Night School,, 1959
Box 14, Folder 13	School House notes,, 1959
Box 14, Folder 14	Calendars,, 1960
Box 14, Folder 15	School House notes,, 1960
Box 14, Folder 16	Five and Ten Minute Night School,, 1960
Box 14, Folder 17	Calendars,, 1961
Box 14, Folder 18	Five and Ten Minute Night School,, 1961
Box 14, Folder 19	School House notes,, 1961
Box 14, Folder 20	Five and Ten Minute Night School,, 1962
Box 15, Folder 1	Calendars,, 1962
Box 20, Folder 11	Note from Mary Underwood,, 1988

Box 15, Folder 3 Motivational cards and card stands,, undated

Box 15, Folder 4 School house card,, undated

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Series 8: Photographs and Visual Images, circa 1906-1990; undated

Subseries 8.1: Employees, 1931-1990; undated

Box 21, Folder 1	Frank Stanley Beveridge, portraits,, 1931-1956
Box 21, Folder 2	Frank Stanley Beveridge, portraits,, 1940-1956
Box 22, Folder 2	Frank Stanley Beveridge,, circa 1940-1956
Box 22, Folder 3	Frank Stanley Beveridge with others,, circa 1949-1956
Box 22, Folder 2	Frank Stanley Beveridge, awards and honors,, 1951; undated
Box 21, Folder 3	Frank Stanley Beveridge, wall plaque,, undated
Box 22, Folder 1	Frank Stanley Beveridge, fishing trips,, undated
Box 22, Folder 4	Frank Stanley Beveridge, Christmas party,, undated
Box 28, Folder 7	Frank Stanley Beveridge, unidentified outing,, undated
Box 29, Folder 8	Frank Stanley Beveridge, large portraits,, undated
Box 32, Folder 1	Frank Stanley Beveridge, large portraits,, undated
Box 22, Folder 7	Harold Cleaves,, undated
Box 22, Folder 7	Charles Elliot,, undated
Box 22, Folder 8	Foster E. Goodrich, portraits,, circa 1950-1975
Box 22, Folder 9	Foster E. Goodrich,, circa 1960-1975
Box 23, Folder 1	Foster E. Goodrich,, 1960-1972
Box 23, Folder 2	Foster E. Goodrich,, 1965-1972
Box 29, Folder 8	Foster E. Goodrich,, undated
Box 32, Folder 2	Foster E. Goodrich, large portrait,, undated
Box 23, Folder 3	Terry Gusek,, undated
Box 23, Folder 4	Charles McPherson,, 1953, 1965

Box 23, Folder 5	William H. Naylor,, undated
Box 23, Folder 6	Catherine L. O'Brien,, circa 1949-1977
Box 23, Folder 7	Catherine L. O'Brien,, circa 1950-1975
Box 29, Folder 9	Catherine L. O'Brien,, undated
Box 31, Folder 4	Catherine L. O'Brien, undated
Box 24, Folder 3	Homer G. Perkins, large portraits,, circa 1965-1980
Box 24, Folder 1	Homer G. Perkins,, 1966-1974
Box 24, Folder 2	Homer G. Perkins,, 1972-1979
Box 24, Folder 4	Albert Regensburger,, circa 1950-1955
Box 29, Folder 10	Harold P. Sheely,, undated
Box 24, Folder 5	H. L. Tower,, 1979-1990
Box 29, Folder 11	H. L. Tower, large portrait,, undated
Box ?	D. L. Woody, centenary reunion,, 13667
Box 24, Folder 6	Elmer Whitman,, 1969
Box 29, Folder 12	Hubert Worrell,, undated
Box 24, Folder 7	Unidentified individuals,, circa 1940-1990
Box 29, Folder 16	Unidentified group,, circa 1980s
Box 32, Folder 7	Sales managers and home office,, undated
Box 29, Folder 13	Unidentified man,, undated

Subseries 8.2: Stanley Park, circa 1945-1975; undated

Box 25, Folder 1	Photographs,, circa 1945-1975
Box 25, Folder 2	Postcards,, undated
Box 25, Folder 3	Aerial view,, undated

Box 25, Folder 4 Carillon Tower,, circa 1950-1960

Box 29, Folder 14 Carillon Tower,, undated

Box 28, Folder 8 Stanley Park,, undated

Box 28, Folder 10 Yellow Stanley Park,, undated

Subseries 8.3: Buildings, circa 1940-1972; undated

Box 25, Folder 6 Factory interiors,, 1940-1972

Box 25, Folder 7 Building exteriors,, 1940; undated

Box 25, Folder 8 East Hampton plant,, 1947-1969

Box 26, Folder 1 Hostess House,, circa 1952-1970

Box 25, Folder 10 Production views of plant,, circa 1960-1970

Box 26, Folder 2 Hostess House grand opening album,, 1967

Box 25, Folder 5 Stanley House,, undated

Box 25, Folder 9 Office interiors,, undated

Box 25, Folder 11 Tobacco shed,, undated

Box 25, Folder 12 Tractor trailers,, undated

Box 26, Folder 3 Door of Opportunity,, undated

Box 29, Folder 15 Stanhome headquarters,, undated

Box 32, Folder 3 Tobacco building,, undated

Box 32, Folder 4 East Hampton plant,, undated

Subseries 8.4: Special Events, 1940-1981; undated

Box 26, Folder 4 Mr. Beveridge's birthday party,, 1940

Tenth Anniversary outing, 15189

Box 28, Folder 2 Garden party, 1945

Box 26, Folder 5	Building dedication, 1949
Box 26, Folder 6	San Antonio party, 1952
Box 26, Folder 7	Stanley Park picnic, 1953
Box 26, Folder 8	Stanley Park picnic, negatives, 1953
Box 26, Folder 9	Banquet at Holy Trinity, circa 1950s
Box 26, Folder 10	Unidentified party,, circa 1950s
Box 26, Folder 11	Display of products, float for Westfield anniversary,, 1969
Box 26, Folder 12	Sales training room dedication,, 1970
Box 26, Folder 13	Senator Ted Kennedy's tour of plant,, 1970
Box 26, Folder 14	Building dedication,, 1970
Box 32, Folder 5	Fifty anniversary celebration,, 1981
Box 26, Folder 15	Rock dedication at Stanley Park,, undated
Box 26, Folder 16	Unidentified parties at Stanley Park,, undated
Box 26, Folder 17	Displays at unidentified festival,, undated
Box 26, Folder 18	Christmas party with children,, undated
Box 26, Folder 19	Halloween party,, undated
Box 26, Folder 20	Outdoor party,, undated
Box 32, Folder 6	New England get-together,, undated
Box 26, Folder 21	Unidentified dinner with woman,, undated
Box 28, Folder 4	Unidentified outing,, undated

Subseries 8.5: Albums, 1941-1975; undated

Box 28, Folder 1	"Art," 1941
Box 27, Folder 1	Harvest Festival,, 1946-1947

Box 27, Folder 2	Unidentified,, 1949-1975
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Box 27, Folder 3	Perkins, 1971
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Box 27, Folder 4	Perkins, 1973
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Box 27, Folder 5	Unidentified with factory tours, undated
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Subseries 8.6: Visual Images, 1906, 1947; undated

Box 21, Folder 4	Stereograph,, 1906
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Box 28, Folder 12	Postcards from other places,, circa 1947
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Box 28, Folder 3	Picture set,, undated
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Box 28, Folder 5	Farm pictures,, undated
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Box 28, Folder 6	Red Cross,, undated
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Box 28, Folder 9	Color Set,, undated
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Box 28, Folder 14	Miscellaneous,, undated
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Series 9: Newspaper Clippings, circa 1910-1999; undated

Box 15, Folder 5	Clippings,, 1910-1920
Box 33, Folder 1	Stanley Standard, fifth anniversary of Stanhome,, 1936 September
Box 15, Folder 6	Motivational clippings,, circa 1939
Box 15, Folder 7	World War II clippings,, circa 1939-1946
Box 15, Folder 8	Clippings,, circa 1940-1985
Box 33, Folder 2	Fuller World,, 1942
Box 33, Folder 3	The Inquirer, twenty fifth anniversary of Stanhome,, 1956 September
Box 33, Folder 4	Westfield News Advertiser,, 1956 September
Box 33, Folder 5	Westfield News Advertiser,, 1970 October
Box 33, Folder 6	Westfield News Advertiser,, 1970 October
Box 33, Folder 7	Westfield New Advertiser,, 1971 February
Box 33, Folder 8	Westfield Evening News, fifty anniversary of Stanhome,, 1981 August
Box 33, Folder 9	Westfield Evening News, fifty anniversary of Stanley Park,, 1999 August
Box 15, Folder 9	Advertisements for Stanley Home Products,, undated
Box 15, Folder 10	Competitors clippings,, undated
Box 15, Folder 11	Business and advice columns,, undated
Box 15, Folder 12	Cartoons,, undated
Box 15, Folder 13	Miscellaneous clippings,, undated
Box 20, Folder 12	Clippings,, undated
Box 20, Folder 13	"Building for Business Leadership" column,, undated
Box 20, Folder 14	Stanley Park scrapbook,, undated
Box 30, Folder 1	Stanley Park scrapbook,, undated

Box 31, Folder 5	Hostess House scrapbook,, undated
Box 31, Folder 6	Fifth anniversary scrapbook,, undated

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Series 10: Publications, circa 1896-1981; undated

Box 15, Folder 14	Adjustment by Dr. Frank Crane,, 1922
Box 15, Folder 15	Boss' Bible, The, for Foremen, Supervisors, Department Heads and Executives edited by E. Ronald Fishman,, undated
Box 15, Folder 16	Certain Success by Norval A. Hawkins,, 1920
Box 15, Folder 17	Changing Your World by William Michael,, 1932
Box 15, Folder 18	Coffee Like Your Mother Makes and Home-Made Pies by Frank E. Beatty,, undated
Box 15, Folder 19	Colgate Lectures In Human Relations: Co-Operating to make Workers Valuable by Nicholas Kelley,, 1946
Box 15, Folder 19	Colgate Lectures In Human Relations: America's Challenge by George L-P Weaver,, 947
Box 15, Folder 19	Colgate Lectures In Human Relations: The Human Factor in Building a Political Organization by James A. Farley,, 1948
Box 15, Folder 19	Colgate Lectures In Human Relations: The Human Factor in the Development of International Understanding by Eleanor Roosevelt,, 1949
Box 15, Folder 19	Colgate Lectures In Human Relations: Twentieth Century Communications- A Modern Tower of Babel by George V. Denny, Jr.,, 1950
Box 16, Folder 1	Courage by J. M. Barrie,, 1926
Box 16, Folder 2	Dominance of Salesmanship, The, talk number eleven with volume six, Alexander Hamilton Institute,, 1919
Box 16, Folder 3	Duty of Business in War by Albert W. Hawkes,, 1941
Box 16, Folder 4	Eight Things to Say to get out of Giving to Community Chest,, undated
Box 16, Folder 5	Elbert Hubbard's Scrapbook Containing the Inspired and Inspiring Selections Gathered During a Life Time of Discriminating Reading for his own Use, by Elbert Hubbard,, 1923
Box 16, Folder 6	Forceful Facts about the Mail Order Agency Business by Wm. Dick,, 1915
Box 16, Folder 7	Go To It! by F. G. Gerard,, 1943
Box 16, Folder 8	God and I are Partners by D. E. Rebok,, 1951

Box 16, Folder 9	Golden Target, The, by F. G. Gerard,, 1953
Box 16, Folder 10	Guide to Homemaking, Prepared for the Girl Scouts of the United States of America by Stanley Home Products, Incorporated,, 1952
Box 16, Folder 11	Hitler on Trial by Henry E. Sheets,, 1943
Box 16, Folder 12	How to Get Along with People and Get Ahead in Your Job by H. K. Dugdale,, 1954
Box 16, Folder 13	How to Get Others to do Your Work by Elbert Hubbard,, 1954
Box 16, Folder 14	Human Side of a Unique Service, The, by Edwin C. Hill,, undated
Box 16, Folder 15	Instruction to Agents by American Aluminum Manufacturing Company,, 1896
Box 16, Folder 16	Investors Fairplay League by B. C. Forbes,, undated
Box 16, Folder 17	It Works by J. F. S.,, 1926
Box 16, Folder 18	Knack of Selling, The, by A. W. Shaw Company,, 1913
Box 16, Folder 19	Knack of Selling Yourself, The, by James T. Mangan,, 1951
Box 16, Folder 20	Labor Monopolies or Freedom by John W. Scoville,, 1946
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Box 16, Folder 23	Message to Garcia, A, by Elbert Hubbard,, 1916
Box 16, Folder 21	Lawn Care by O. M. Scott and Sons Company, 1939
Box 17, Folder 1	Must Economic Liberty Go into Mothballs by Fred G. Clark,, undated
Box 17, Folder 2	One Hundred and One Best Stunts, third volume by Jim Ford,, 1937
Box 17, Folder 3	Open Book, The, H. Jack Lang, editor,, 1941
Box 17, Folder 4	One Thousand and One Thoughts to Remember, edited by Michael Gore,, 1944
Box 17, Folder 5	Power of a Mind, The: Mental Hygiene, series eleven, by J. Lowrey Fendrich, Jr.,, 1941
Box 17, Folder 6	Remake Your World: Effective Living, series five by J. Lowrey Fendrich, Jr.,, 1943
Box 17, Folder 7	Richest Man in Babylon, The, by George S. Clason,, 1926

Box 17, Folder 8	Rotary International, miscellaneous publications,, 1919-1939
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Box 17, Folder 11	Rules for Right Living by John Harvey Kellog, M.D.,, 1936
Box 17, Folder 12	Salesmanship and Personal Efficiency, lesson two written for the Fuller Brush Company by J. S. Knox,, 1912
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Box 17, Folder 12	Salesmanship and Personal Efficiency, lesson nine written for the Fuller Brush Company by J. S. Knox,, 1912
Box 18, Folder 1	Science of Business Being the Philosophy of Successful Human Activity Functioning in Business Building or Constructive Salesmanship, The, lesson one by Arthur Frederick Sheldon,, 1917
Box 18, Folder 1	Science of Business Being the Philosophy of Successful Human Activity Functioning in Business Building or Constructive Salesmanship, The, lesson two by Arthur Frederick Sheldon,, 1917
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Box 18, Folder 3	Science of Business Being the Philosophy of Successful Human Activity Functioning in Business Building or Constructive Salesmanship, The, student guide, by Arthur Frederick Sheldon,, 1917
Box 18, Folder 4	Science of Business Being the Philosophy of Successful Human Activity Functioning in Business Building or Constructive Salesmanship, The, textbook A, by Arthur Frederick Sheldon,, 1917
Box 18, Folder 4	Science of Business Being the Philosophy of Successful Human Activity Functioning in Business Building or Constructive Salesmanship, The, textbook B, by Arthur Frederick Sheldon,, 1917
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Box 18, Folder 5	Self-Help: From the Writings of B. C. Forbes, by B. C. Forbes,, 1942
Box 18, Folder 6	Sell by Giving, by James T. Mangan,, 1947
Box 18, Folder 7	Selling: From the Outlines of Fifty-five Short Sales Talks as given by Wm. H. Britigan at Early Morning Sales Meetings of the Britigan Organization by Wm. H. Britigan,, 1918
Box 18, Folder 8	Selling is a Profession, volume six, by Dave Colcord,, 1945
Box 18, Folder 9	Service and Man Building: The Fuller Manual of Fundamentals written for The Fuller Brush Company, lesson one by A. F. Sheldon,, 1922
Box 18, Folder 9	Service and Man Building: The Fuller Manual of Fundamentals written for The Fuller Brush Company, lesson two by A. F. Sheldon,, 1922
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Box 18, Folder 9	Service and Man Building: The Fuller Manual of Fundamentals written for The Fuller Brush Company, lesson four by A. F. Sheldon,, 1922
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Box 18, Folder 10	Service and Man Building: The Fuller Manual of Fundamentals written for The Fuller Brush Company, lesson six by A. F. Sheldon,, 1922
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Box 19, Folder 1	Service and Man Building: The Fuller Manual of Fundamentals written for The Fuller Brush Company, lesson eleven by A. F. Sheldon,, 1922
Box 19, Folder 1	Service and Man Building: The Fuller Manual of Fundamentals written for The Fuller Brush Company, lesson twelve by A. F. Sheldon,, 1922
Box 19, Folder 2	Service and Man Building: The Fuller Manual of Fundamentals written for The Fuller Brush Company, test papers and model answers,, undated
Box 19, Folder 3	Success In a Nutshell: Golden Rules that Win,, 1938
Box 19, Folder 4	Talks in Ten Points, Christmas edition, number twenty two,, 1924
Box 19, Folder 5	Ten Hundred Laughs: A Compilation o After Dinner Stories and Amusing Anecdotes by Ray Scruggs,, 1928
Box 19, Folder 6	That Something by W. W. Woodbridge,, 1915
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Box 19, Folder 8	Trundle Talks, number ninety three by Trundle Engineering Company,, 1946
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Box 19, Folder 8	Trundle Talks, number one hundred thirty five by Trundle Engineering Company,, 1950
Box 19, Folder 9	What They're Saying about Direct Selling,, 1978 November 19

Box 19, Folder 9	What They're Saying about Direct Selling,, 1979 January
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1 Sound tape reel

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1 Sound tape reel
Notes: Includes Foster Goodrich and Elmer E. Nyberg

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	1 Sound tape reel Notes: Includes E. E. Nyberg, C. C. McPherson, DeWitt Wallace, Dr. Harvey M. Rice, Foster Goodrich, Al Elzerman, Elmer E. Nyberg. In addition the endowed scholarship fund is awarded to Macalester College.
Box 45, Folder 7	Thirtieth anniversary dinner, 1961 August 9 1 Sound tape reel Notes: Speed: 7 ½ Includes Nyberg endowed scholarship award, E. E. Nyberg, C. C. McPherson Mr. DeWitt Wallace, Dr. Harvey M. Rice, Foster Goodrich and Al Elzerman
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Box 45, Folder 10	Area and Region, 1961 June 1 Sound tape reel Notes: Includes Foster Goodrich, Catherine L. O'Brien and Foster Goodrich
Box 45, Folder 11	Area and Region, Westfield, 1961 1 Sound tape reel Notes: Includes Foster Goodrich and Catherine L. O'Brien
Box 45, Folder 12	Eastern, 1961 1 Sound tape reel Notes: Professor E. E. Nyberg and W. L. DeLano, demonstration by Phyllis DeCresce Springfield area and Glenn S. Trask
Box 45, Folder 13	Eastern, 1961 1 Sound tape reel Notes: Includes Al Elzerman, Foster Goodrich and Al Elzerman
Box 45, Folder 14	North Central Region Pilgrimage, 1961 1 Sound tape reel Notes: Includes Foster Goodrich, Catherine L. O'Brien and Foster Goodrich
Box 46, Folder 1	Region Managers, 1961 1 Sound tape reel Notes: Includes Foster Goodrich and Catherine L. O'Brien
Box 46, Folder 2	E. E. Nyberg, Trenton, 1961 July 1 Sound tape reel
Box 46, Folder 3	Trenton, 1953

	1 Sound tape reel Notes: Includes Catherine L. O'Brien and Frank Stanley Beveridge
Box 46, Folder 4	Branch managers training class, Chicago, Illinois 1 Sound tape reel
Box 46, Folder 5	Branch managers training class, Chicago, Illinois 1 Sound tape reel
Box 46, Folder 6	Branch managers training class, Chicago, Illinois 1 Sound tape reel
Box 46, Folder 7	Branch managers training class, Chicago, Illinois 1 Sound tape reel
Box 46, Folder 8	Central, 1962 July 1 Sound tape reel Notes: Includes Matt [Forman] Program of Saving, demonstration by dealer and Matt [Forman] reviews
Box 46, Folder 9	Midwestern, 1962 June 17-20 1 Sound tape reel Notes: Includes Professor E. E. Nyberg, Bill [?], demonstration, Bill [?] review and Bill Bill [?], (VG)
Box 46, Folder 10	Get Acquainted Booking Plan 1 Sound tape reel Notes: Milwaukee area board meeting, 30 April 1963 time: 1:50, speed: 3.75
Box 46, Folder 10	Get Acquainted Booking Plan, 1963 March 1 Sound tape reel Notes: Includes demonstration by Peter Stone, time: 25 minutes, speed: 3.75
Box 46, Folder 11	Stanley Party Plan, 1965 1 Sound tape reel Notes: Includes Al Elzerman demonstrating the party plan
Box 46, Folder 12	Region Champion Demonstrators, 1970 January 27 1 Sound tape reel Notes: Includes Jean Stephens, western region (side 1); Bill Bright, southern region (side 2) and Jean Swain, Midwestern region (side 2)
Box 47, Folder 1	"Evening", 1971 January 14 1 Sound tape reel Notes: Includes A.W. Elzerman, D.T. N., A.W. Elzerman, Foster Goodrich, Homer G. Perkins, Foster Goodrich, A. W. Elzerman, champion announcement and Joyce Rogers
Box 47, Folder 1	"Morning", 1971 January 15

	1 Sound tape reel Notes: Includes songs and prayer introduction, A. W. Elzerman and Dwight Manners
Box 47, Folder 2	"Morning" South Eastern Pilgrimage, Stanley Park, 1972 June 12 1 Sound tape reel Notes: Includes Dwight Manners
Box 47, Folder 3	Elmer E. Nyberg 1 Sound tape reel
Box 47, Folder 4	Elmer E. Nyberg 1 Sound tape reel
Box 47, Folder 5	Elmer E. Nyberg 1 Sound tape reel
Box 47, Folder 6	Elmer E. Nyberg 1 Sound tape reel Notes: Includes Elmer E. Nyberg speaking to Branch Managers, "Little Olaf Boy" and "Waiting"
Box 47, Folder 7	Nyberg prayer 1 Sound tape reel Notes: Background bell song is titled "In the Garden", Albert E. Forman, Minneapolis Area Sales Manager and M. E. O'Donnell, Chicago Area Sales Manager
Box 47, Folder 8	Elmer E. Nyberg 1 Sound tape reel
Box 47, Folder 9	Elmer E. Nyberg speech 1 Sound tape reel Notes: Includes Elmer E. Nyberg making a conference speech, an after dinner speech and an impromptu speech
Box 47, Folder 10	"Acres of Diamonds" 1 Sound tape reel

Subseries 11.2: Audio Discs, 1946-1967; undated

Box 49, Folder 6	Unidentified, 1946 May
Box 49, Folder 7	Stanley broadcast, 1946 May 12
Box 49, Folder 10	"Talking Correspondence" from W. Life to Frank Stanley Beveridge, 16822
Box 49, Folder 8	Message to "Bev" from North Central Managers, undated

Box 49, Folder 9	Message to Mr. Beveridge from Richmond, undated
Box 49, Folder 11	"Gift to Mr. Beveridge", undated
Box 49, Folder 12	"Rath Wooley", undated
Box 49, Folder 1	National Association of Direct Selling, June 1951 Notes: Includes W. E. Campbell, Fuller Brush Company and Public Relations Committee
Box 49, Folder 2	National Association of Direct Selling, June 1951 Notes: Includes L. R. Bressler, Stanley Home Products
Box 49, Folder 3	National Association of Direct Selling, June 1951 Notes: Includes Red Motley
Box 49, Folder 4	National Association of Direct Selling, June 1951 Notes: Includes Red Motley
Box 49, Folder 5	National Association of Direct Selling, June 1951 Notes: Includes Munton and Templeton, Fuller Brush Company
Box 49, Folder 5	How You Can Lead the Field by Earl Nightingale, 1967 Notes: Speed: 33 1/3 RPM
Box 30, Folder 2	Lead the Field with Stanhome: Executive Edition, 1967 Notes: Disc album
Box 48, Folder 1	Meeting Openers and the Boss, 1967
Box 48, Folder 2	Messages one and two, 1967
Box 48, Folder 3	Messages three and four, 1967
Box 48, Folder 4	Messages five and six, 1967
Box 48, Folder 5	Messages seven and eight, 1967
Box 48, Folder 6	Messages nine and ten, 1967
Box 48, Folder 7	Messages eleven and twelve, 1967
Box 48, Folder 8	Message to management, Stanhome and Welcome to the Wonderful New World of Direct Selling, 1, 1967

Subseries 11.3: Moving Image, 1945-1970s

Box 49, Item OF 788.1	Thirtieth Anniversary Party, 1961 August 8 1 Motion picture film Notes: 16 mm color; Alternate Title: Copyright: 1961 Corporate Creator: Stanley Home Products Company Producer
Item OF 788.2	Stanley Home Products Workers and Facilities, circa 1945 1 Motion picture film Notes: 16mm color silent reversal print, 350 ft. Content: Home movie-type footage of Stanley Home Products factory, inside and outside, and staff at work.
Item OF 788.3	Stanley Home Products Warehouse Chemical Department, 1946 1 Motion picture film Notes: 16mm black and white silent reversal print, 400 ft. Producer: Bay State Film Productions, Inc. Content: Footage of Stanley Home Products buildings, trucks, and work inside the factory.
Item OF 788.4	East Hampton Plant, 1949 February 1 Motion picture film Notes: 16mm black and white, silent reversal, 650 ft. Content: Footage of the interior of a Stanley Home Products plants. Includes shots of the factory floor, offices, employee "hospital," cafeteria, and people at work.
Item OF 788.5	Party Plan Selling, 1950 1 Motion picture film Notes: 16mm black and white variable area composite optical track print, 800 ft. Producer: Caravel Films. Content: An instructional film for women selling Fuller cosmetics using the party plan selling. Includes a "sample" party with recommended activities and approaches for selling more products and making contacts for more parties.
Item OF 788.6	Stanley Star Hostess Party, 1951 1 Motion picture film Notes: 16mm black and white composite optical track print (kinescope), 1100 ft. Producer: WWJ –TV. Content: A locally –produced Detroit "game show" featuring Stanley Home Products. The show promotes Stanley Products and encourages viewers (at home and in the studio audience) to host a Stanley home party so that they can enjoy "the convenience of combining their entertaining with shopping the Stanley way."
Item OF 788.7	The Bettger Story, 1951 1 Motion picture film Notes: 16mm black and white composite optical track print, 1100 ft. Producer: Ted Eshbaugh Studios, Inc. Content: Presented by the Darnell Corporation, this training film based on the book How I Raised

Myself From Failure to Success in Selling by Frank Bettger explains how "this man's ideas result in sales dynamite."

Item OF 788.8 Idea to Ideal, 1953
1 Motion picture film
Notes: 16mm color silent reversal print, 900 ft. Content: Tour of Stanley factory followed by company event in Stanley Park.

Item OF 788.9 A Visit To Your Business Home – Spanish version, 1956
1 Motion picture film
Notes: 16mm color silent print, 1500 ft. Producer: Bay State Film Productions, Inc. Content: A view of the various working parts of Stanley Home Products including laboratories, factory floor, warehouses, company cafeteria, management meetings, company infirmary, etc.

Item OF 788.10 A Visit To Your Business Home, 1956
1 Motion picture film
Notes: 16mm color silent print, 1700 ft. Content: A view of the various working parts of Stanley Home Products including laboratories, factory floor, warehouses, company cafeteria, management meetings, company infirmary, etc.

Item OF 788.11 Stanley Home Products, circa 1957
1 Motion picture film
Notes: 16mm color silent print, 150 ft. Content: Seemingly more general home movie footage – possibly Atlanta -- with some footage at a Stanley plant.

Item OF 788.12 Televised Business Show, circa 1970
1 Motion picture film
Notes: 16mm black and white composite optical track print (appears to have been shot off a television screen, but not a traditional kinescope) 780 ft. Content: A business-oriented interview show with changing stock quotes running along the bottom of the image. The interviewee is Dwight Manners , a vice-president of Stanley Home Products, which is listed on the New York Stock Exchange. They discuss the history of Stanley Home Products, direct selling, and the role of women in the company.

Item OV 788.1 Stanley Home Products Workers and Facilities, circa 1944
Notes: 16mm black and white and color silent reversal print, 400 ft. Content: Home movie-type footage documenting Stanley Home Products workers and facilities. The workers are shown standing in front of a Stanley building, leaving the building, and at work on the production line. Extensive footage inside the factory.

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