

# The Stanley Educational Department

by Preston Sweeney

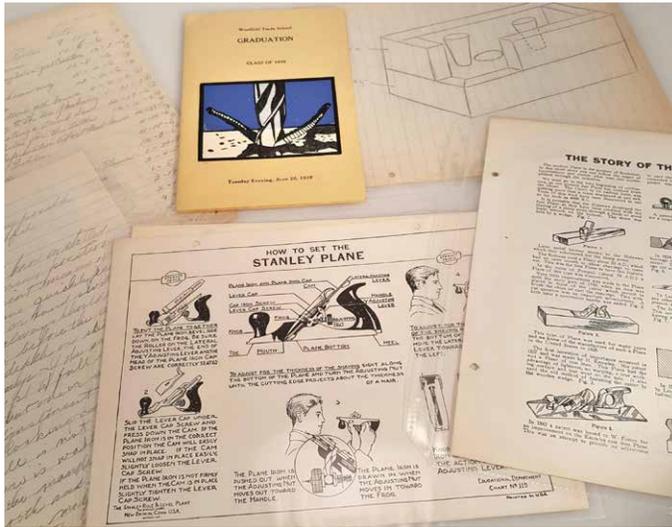


Figure 1. Some documents, including the graduation program, from Mr. Hall's Technical Notebook from Westfield Technical High School, class of 1939.



Figure 2. Vintage Shop Class photo taken February 7th, 1913. Notice the Stanley hand planes on the bench.

ALL IMAGES FROM THE AUTHOR'S COLLECTION UNLESS OTHERWISE NOTED.

The inspiration for this article started when I was gifted the school binder of Alvin C. Hall, who was a 1939 graduate of Westfield Technical High School in Westfield Massachusetts. Upon graduation, Hall worked for the Forster Machine Company and later Hall Brothers Woodworking Company. He soon would serve in World War II as first lieutenant in the U.S Army Air Corps. He was awarded the Certificate of Valor in recognition of the forty-one combat missions he flew as a pilot of a B-24. As I was looking through Hall's binder, I found Stanley Educational charts and noticed that the bottom of each chart listed "Stanley Rule & Level Company Department of Education." This sparked my interest to learn more.

## The Stanley Educational Department:

There has been a vast amount of information and research related to the Stanley Tool Company and it is my hope to add to information available. Stanley Black & Decker, as the company is now known, has been celebrating its 175th Anniversary. The company has seen some changes throughout the course of its history, however, it should be noted that Stanley continues to offer innovative products and services.

The Stanley Educational Department, a division of the Stanley Works Company, offered a tremendous amount of resources and supplies to teachers and schools. At a time when industrial arts, also commonly known as "shop class," was a core subject offered to most junior high and high school students, Stanley took the opportunity

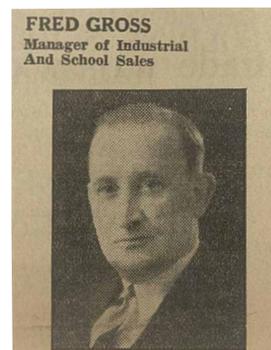


Figure 3: A picture from 1932 Stanley News featuring Fred Gross who was manager of Industrial and School Sales.

to develop tools, and offer repair services and educational support materials that would assist instructors in the development and delivery of the curriculum.

This study is not intended to be an in-depth presentation, but an overview of what I have discovered through my research and from others along the way. It is also an invitation to other tool collectors and enthusiasts for additional information regarding the subject, and who are willing to share for further develop of this research topic.

I have not discovered a definitive date on the establishment of the Stanley Educational Department, however, according to documentation and other research, it is my opinion that the department started to take form around the 1920s. Even during the company's early years, Stanley invested a tremendous amount of money and effort in advertising to aggressively promote the sale and services of products they offered. The Stanley Rule & Level Company, as it was known before the merger in the

**THE STANLEY RULE & LEVEL PLANT**

THE STANLEY WORKS

NEW BRITAIN, CONN., U.S.A.



February 29, 1928

John L. Doran,  
725 Penn Ave.,  
Schenectady, N. Y.

Dear Sir:

We want to call your attention to our Stanley Planes, particularly our Bailey Junior Jack Plane No. 5 $\frac{1}{4}$  and our Bed Rock Junior Jack Plane No. 605 $\frac{1}{4}$ .

This size Plane has been accepted almost everywhere as the standard for the bench in the Elementary and Junior High School shop.

It is a size between our Smooth Plane and Jack Plane. It is eleven and a half inches long and has a one and three quarter inch Plane Iron. It is lighter than the Jack Plane and altogether seems to be ideal for the boys of the above mentioned grades.

The Bailey Jack Plane No. 5 and Bed Rock Jack Plane No. 605 are still the standard for the bench in the High School or Vocational shop.

A recent improvement was made on all our Bench Planes which we feel should interest the schools. The base of the knob now fits into a ring cast in the bottom of the Plane and we believe it will eliminate almost entirely the cracking and breaking of the knob at its base. This improvement as well as other refinements and our high standard of workmanship and materials make these Planes of economic value to the schools.

May we send you a copy of our Stanley Tool catalog No. 34. It may prove of help to you in making your Spring requisition, as repair parts for our Planes and other tools are clearly listed and illustrated.

Please notice the enclosures.

Yours truly,  
THE STANLEY RULE & LEVEL PLANT

*Fred J. Gross*

Educational Department

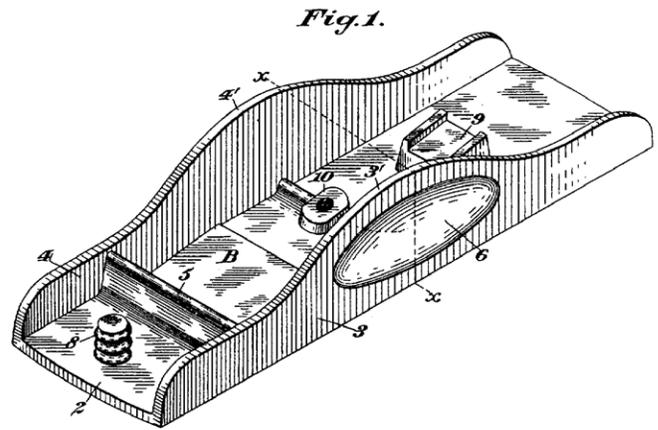


Fig. 1.

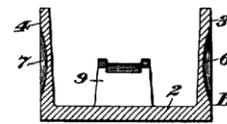


Fig. 2.

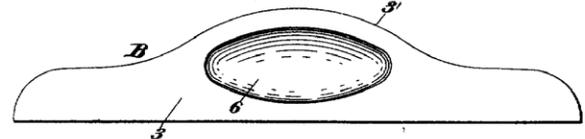


Fig. 3.

Figure 4: A letter dated 1928 from Fred Gross, Manager of Industrial and Schools Sales, promoting the new Junior Jack Plane 5-1/4 that was intended for school shop use.

Figure 5: Drawing of J.A Traut's "hand-y" grip block plane body; New Britain, Connecticut, Patent No. 27,474, August 3, 1897.

[HTTPS://PATENTS.GOOGLE.COM/PATENT/USD27474](https://patents.google.com/patent/USD27474)

1920s with Stanley Works, advertised in catalogs, farm journals, newspapers, exposition fairs, and educational magazines.

### Tools for School

As are most companies, Stanley was driven by profits and running a successful business. As I mentioned, Manual training and industrial arts were common subjects offered until relatively recently in most school systems<sup>1</sup>. One of my challenges was to try to decipher which tools were created specifically for school shop use, given that any tools and products could have been used in these classes, but among the many Stanley tools created, I've determined that the No. 203 block plane, No. 17 square, Nos. 5-1/4 and Bedrock 605-1/4 jack planes, No. 118 block plane were developed specifically for school shop programs.

The first account I discovered was the development and manufacture of the No. 203 adjustable block plane, manufactured from 1912 until 1961. According to Stanley Catalog No. 110, published in 1911, the No. 203 was new to the product line and described as being designed specifically for manual training programs. This plane features the "hand-y grip," in which the sides of the plane body were shaped to include an indent for added grip support (Figure 5). The plane measures 5-1/2" in length and 1-3/8" in width. Earlier models have a rosewood front knob, which was then replaced with a stained piece of hardwood. (Figure 6)



Figure 6. The Stanley No. 203 block plane was developed for industrial arts classes.

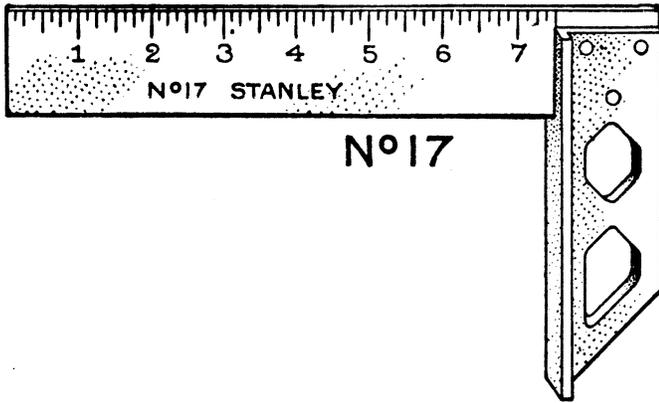


Figure 7. "No. 17 is designed especially for Manual Training Schools. It is light, weighing only 8 ozs., and the form of the handle enables the student to hang it up out of the way when not in use."

EXCERPTED FROM STANLEY TOOLS CATALOGUE No. 34 (1914), LOST ART PRESS REPRINT, 2016.



Figure 9. A 1939 Industrial Arts and Vocational Education Magazine Advertisement of the Stanley "Junior Jack" plane.

STANLEY TOOLS  
EDUCATIONAL DEPARTMENT  
New Britain, Conn.

STANLEY "Boy Proof" TOOLS

FOR WOODWORKING AND FARM SHOPS • ELECTRICAL SHOPS • FORGE SHOPS  
SHEET METAL SHOPS • AUTOMOBILE SHOPS • MACHINE SHOPS

No. 52 1/2 10 Oz. HAMMER  
Super heat treated head. Ever-tite oil treated handle of selected straight grain hickory. Patented wedges.

No. R40 EVERLASTING CHISEL  
No lost or battered handles. Rubber composition handle, practically unbreakable, moulded about shank. Blade, shank and head one piece of finest steel.

No. 617 HAND DRILL  
New chuck with hairpin type springs. Heavy crank, solid wheel, several other important features. 3/4" chuck capacity. Hand Drill No. 626 has 3/8" chuck capacity.

No. 2246 MITRE BOX  
Simplified design. Swivel and uprights one piece of malleable iron. Malleable iron saw guides with roller bearings.

No. 80M SCRAPER  
Practically unbreakable. Body and handles one piece of malleable iron.

No. 12 TRY SQUARE  
Graduated in eighths of inches. Japanned finish handles. Nickel-plated blade.

No. 34 1/2 V WOOD RULE  
Improved vertical figures—easy to read in any position. One side graduated in eighths of inches—other side in sixteenths. Brass tips protect ends.

No. 5 1/4 JUNIOR JACK  
Well balanced, lightweight. Ideal size for Junior High School student.

No. 118 BLOCK PLANE  
All steel. Minimum number of parts. Lowest cutting angle.

No. 919 BIT BRACE  
Self-centering chuck, all parts locked in place. Bronze bushed ball bearing head. Made with 8, 10, 12 and 14 inch sweep.

No. 20 SCREW DRIVER  
Standard blade. Blade, shank and head hot forged from one piece of steel.

No. 340 SOLDERING IRON  
Electric—95 watts. Pure copper tip. Hermetically sealed heating unit. Hardwood, adjustable handle. Armor clad tip optional at slight increase in cost.

SEND FOR SPECIAL SCHOOL CATALOG NO. 34

Catalog 34, in its 240 pages, contains much useful material in addition to complete descriptions and specifications on Stanley Tools. Get your copy free and use it as a handbook for tools and their use.

Write for Information on STANLEY VISUAL TEACHING AIDS

THE AMERICAN SCHOOL AND UNIVERSITY—1942



Figure 10: Front: No. 5-1/4 "Junior Jack" plane alongside a Bed-rock 605-1/4 (back).

The nickel-plated No. 17 try & mitre square (Figure 7) was noted in Stanley Catalogue No.110 as a square created for manual training programs. At 8 ounces, it was light in weight, and designed for students to easily handle and store when not being used. The No. 17 was divided in to 8th measurements and was also available in metric. It was manufactured from 1909 until 1942.

Both the No. 203 block plane and No. 17 mitre square are hard to find in decent condition (I do not yet have a No. 17 in my collection). Many are beat up and/or with markings on them, as they were heavily used by students. Also, many were probably discarded or lost as schools

Figure 8. Stanley "Boy Proof" Tool advertising ad from 1942, The American School and University Magazine.



Figure 11: A No. 5-1/4 "Junior Jack" (left) alongside a standard No 5 (right), with the iron and chipbreakers removed.

Figure 12. The corrugated sole of the Stanley No. 5-1/4C.

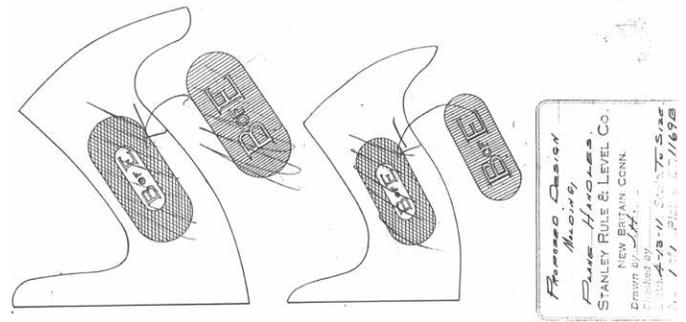


Figure 13. A proposed design drawing of the Board of Education Handles, dated April 4th, 1911.



Figure 14. Board of Education handle in the Stanley Vault Historical Room. Authors collection

would clean out inventory.

In the later 1920s, Stanley began its “Boy Proof” advertising campaign, which focused on tools that were specifically designed to absorb the everyday use and abuse of students in school shop programs. (Figure 8).

The Junior Jack plane No. 5-1/4 and the Bedrock No. 605-1/4 were intended for school shop courses. Smaller in size and lighter in weight than the standard Nos. 5 and 605, the junior jack planes were well-proportioned for student use; they soon also became a popular tool for homeowners and do-it-yourself individuals (Figures 9 and 10).

The No. 5-1/4, manufactured from 1921 until 1983, has a lighter casting than the No. 5, and measures 11-1/2" in length and 1-3/4" in width (Figure 11). Some models were equipped with hard rubber or aluminum handles that were able to withstand the abuse of students (more on that to come). Stanley also manufactured the “junior jack” No.5-1/4C; it has a corrugated bottom but is otherwise the same as the 5-1/4 (Figure 12). The C was manufactured only until the 1940s, making it a very hard plane to find.

The Bedrock No. 605-1/4, manufactured from 1925 until 1943, was also marketed as a “junior jack,” but with the superior bedrock construction. The 605-1/4 shared the same patent dates (see chart below) and casting sizes as the 5-1/4. To my knowledge, the 605-1/4 has only been manufactured with flat top sides of the plane body, though earlier Bedrock planes had round side profiles. There is no known corrugated bottom on a No. 605-1/4.

### Stanley Nos. 5-1/4 and 605-1/4 ‘Junior Jack’ Planes Shared Patents

	Date	Patent #	Description
Leonard Bailey	Aug. 31, 1858	21,311	Cammed lever cap
Leonard Bailey	Aug. 6, 1867	67,398	Vertical post lever adjustment
Leonard Bailey	Dec. 24, 1867	72,443	Improvement on carpenter’s plane
Josef Nicht	Feb. 8, 1876	173,177	Lateral lever adjuster for plane cutters; improvement
Justus A. Traut	Oct. 21, 1884	306,877	Fulcrum pins for lateral adjuster lever
Justus A. Traut	July 24, 1888	386,509	Lateral lever with rotary disc
E.A. Schade	Sept. 3, 1895	545,732	Frog adjuster
Henry Richards	March 25, 1902	696,081	Two-step frog for planes
Alex W. Stanley	Aug. 19, 1902	707,365	Raised frog receiver
E.A. Schade	April 19, 1910	955,556	Frog adjuster
Earl V. Higbee	July 18, 1933	1,918,750	Kidney-shaped hole in lever cap

## Board of Education Handles

Board of Education Plane handles were developed to be replacement grips and advertised as unbreakable (Figure 13). Manufactured from 1911 until 1931, the material was hard rubber with a steel insert that was embossed “B of E” on the handle on each side (Figure 14). These handles were interchangeable with most Stanley bench planes, and were soon replaced with aluminum handles starting in the '30s. While I have not found proof, I and fellow tool enthusiasts believe that the “B of E” handles were developed for a contract with the New York Board of Education. (If any readers have further information about these handles they're willing to share, please contact me through editor@eaiainfo.org.)

## Block Plane & Other Tools

The Stanley No. 118 block plane, sometimes called “School Block” or “School Plane,” was another tool developed for school use. Advertised as being “unbreakable,” the No. 118 was produced from 1933 until 1983 (Figure 15). It had a stamped steel frame measuring 6" in length by 1-5/8" wide, and consisted of only three parts: the body; lever cap; and blade. (Figure 16) It was a general-purpose block plane that could easily be maintained and could take the everyday use of students. During its years of manufacture, the No. 118 block plane came in four finishes. Earlier types are japanned with nickel-plated trim and a separate plate on the front of the plane with



Figure 15: Industrial Arts and Vocational Education Magazine Advertisement of a Stanley No. 118 block plane:



Figure 16. The No. 118 block plane body, blade, and lever cap (from left). This example is from 1960.



Figure 17. A 1940 example of the No. 118 block plane.

“Stanley No 118” stamped raised letters highlighted in red (Figure 16). In the 1950s, it changed to a gray painted finish, then to dark blue paint from 1960 to 1971 (around the same time as when the stamped plate was changed to a sticker), and to a red/brown finish from 1971-1983.

The No. 80M cabinet scraper was manufactured from 1930 until 1974 (Figure 18). Measuring 11" in length by 2-3/4" wide, it is identical in size to the Stanley No. 80 cabinet scraper, but made of malleable iron, designated by the “M.” The different casting gave the material more of a flex, which was intended to help the tool withstand a fall from a bench. The cabinet scraper wasn't the only tool manufactured with that idea in mind; the No. 151M spokeshave is among other Stanley tools made of malleable iron.

## Educational Support Materials

As industrial arts programs became increasingly popular in schools, more educational support materials were created to help instructors (Figure 19). While there is no evidence Stanley developed a specific curriculum for shop classes, the company provided instructional books, wall charts for tool use and safety concerns, and film strips to support state and local curricula.

The 19 wall charts – each explaining a specific tool, its use, and safety tips – were first offered in the 1920s.



Figure 18. Stanley No. 80M cabinet scraper; inset: the top of the casting on the back.

They were 19" by 25," printed on both sides on heavy card stock, with brass grommets in the corners. (Figure 19) They can still commonly be found at tools sales, auctions, and online sales.

From the 1940s to the 1980s, Stanley also offered 18 safety charts (Figure 20). They were 18" x 25," printed on both sides on heavy card stock. Each consisted of quirky safety illustrations showing a mistake and resulting accident. These are harder to find; many were probably disposed when schools were dissolving their shop programs.

From 1950 to 1980, the Stanley Educational Department offered 35mm film strips on topics suitable for vocational courses, including how to use a plane and a chisel, reading a ruler, and sharpening. The films came in a bright red box packaged in sets of nine. Each box set came with a booklet that suggested questions for instructors to use for assessment (Figure 21).

The company also offered a staff-written book from 1927 to about 1960, "How to Work with Tools and Wood." It was suitable for students and amateur woodworkers alike, with how-to technique instruction for var-

Figure 19. Stanley educational wall charts that showcase the block plane and bench planes.

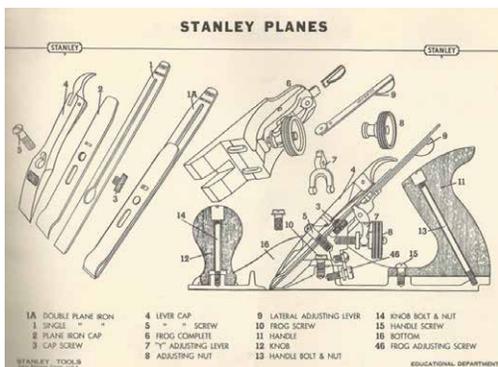
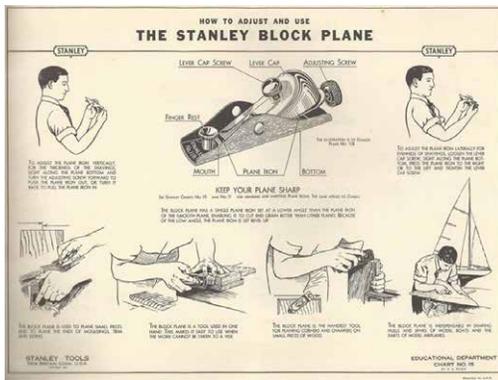
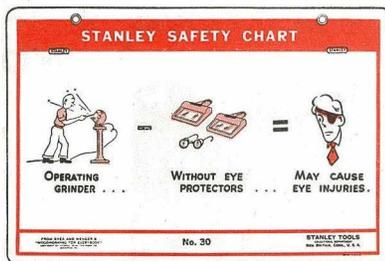


Figure 20. Stanley Educational safety chart.



ious woodworking tasks (Figures 23 and 24). Later editions were in paperback.

Stanley of course provided many publications to promote the sales and services of their products, among them inserts for schools in the company's catalogs (Figure 25). One was a quick-reference guide so teachers could check off items they needed to order for the following school year rather than search through the entire catalog. The company offered schools discounted rates, and replacement parts (a service available only to schools).

There was also a newsletter, *School Shop News* (Figure 26), that highlighted various school shop programs (along with information on the company's tools and services).

Beginning in the late 1960s the company sponsored an annual woodworking and furniture building competition for high school students in grades 9 through 12. It



Figure 21. Stanley Educational Film Strips. These films covered topics on tool use, reading ruler and sharpening.

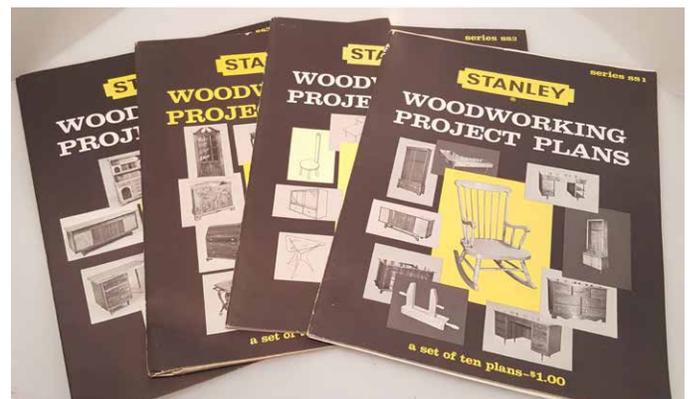


Figure 22. Stanley plan sets were first published around 1930. These offered many different woodworking projects that could be used in shop-class programs. Some plans were focused on specific themes such as *Early American Furniture*. Most of the plans were sold in a binder. These plans are still commonly found at tools sales, estate sales and auctions. Stanley ceased publishing these around 1980.

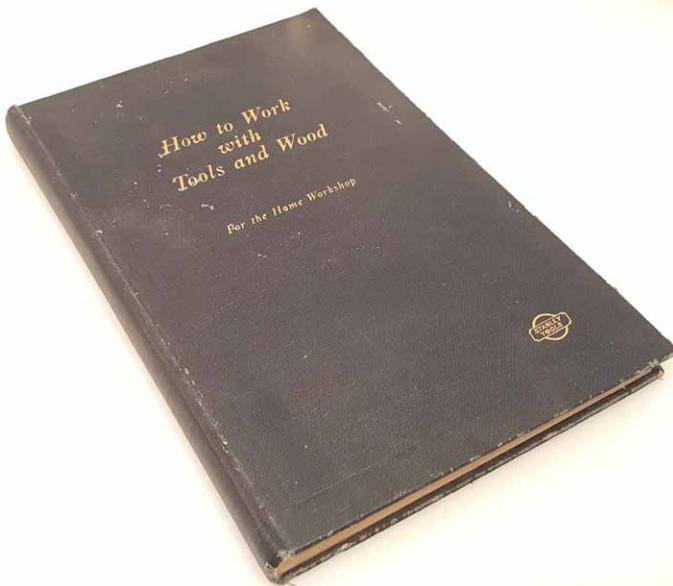


Figure 23. "How To Work with Tools and Wood" was published by Stanley for school and home workshops.

**Insertion For Stanley Tool Catalog No. 34**

**Repair Parts Are Offered To Schools As A Service.**  
Orders for complete tools cannot be accepted.  
Our tools are sold only through the regular hardware distributors.

**SCHOOL REPAIR PART PRICES**  
10% discount from list prices shown on Pages 157 to 181.  
10% discount on orders of \$10.00 list value or more F. O. B. New Britain, Conn.

**SPECIAL NET PRICES—When ordered in dozen lots or more.**

FOR BAILEY AND RED ROCK PLANES	Price Per Dozen Net
Part No. 3—Cap Screws	\$0.25
Part No. 5—Lever Cap Screw	.30
Part No. 5—Special School Lever Cap Screw	.50
Part No. 10—Frog Screw	.25
Part No. 13—Handle Toe Screw	.15

**FOR MARKING GAUGES**

Brass Thumb Screw	\$1.20
Wood Thumb Screw	1.00
Brass Shoes	.30
Plas	.20

**ALUMINUM PLANE HANDLES**  
Practically Unbreakable

No. 1X—For Planes Nos. 3, 4, 5, 6, 7, 8  
No. 1X—For Planes Nos. 5, 6, 7, 8  
\$1.50 Each List.

**SPECIAL SCHOOL LEVER CAP SCREW**  
Helps you to use your worn lever caps that may slip over the standard counter-sunk head screw regularly furnished.  
\$.50 Dozen Net

**STANLEY TOOLS — EDUCATIONAL DEPARTMENT**  
NEW BRITAIN, CONNECTICUT

**INDEX FOR SCHOOL USE**  
**STANLEY TOOL CATALOG**  
No. 34

This condensed index has been compiled as an aid in specifying equipment for the school shop.

The items recommended will give the utmost in service, under the hard accelerated use to which tools are subject in the school shop. The tools suggested require the least maintenance, which will allow more time for instruction. They will prove decidedly the most economical for you.

For your own economy and the utmost service, we suggest, when you make up specifications for equipment, that all tools be clearly listed by manufacturer's name, number and size, and that no substitutions be accepted.

Stanley Tools are sold by all the leading Hardware Distributors. We shall appreciate your consideration of these suggestions.

**STANLEY TOOLS**  
Educational Department  
New Britain, Conn.  
May, 1952

**"STANLEY EQUIPMENT**  
IS  
**STANDARD EQUIPMENT"**

**STANLEY**

**THE STANLEY RULE & LEVEL PLANT**  
THE STANLEY WORKS  
NEW BRITAIN, CONN., U.S.A.

Dear Sir:

We are glad to send you the complimentary copy of our book "How to Work with Tools and Wood" For the Home Workshop.

As we told you in our previous letter, we believe that this book will stimulate the interest of your boys in working with wood, and it should therefore prove to be a help either in your school shop or in their home workshop.

You will remember we made a special offer for your boys and we hope the book will be of enough interest to you to mention our offer to them.

Ten or more copies of this book can be had at 65¢ each. This price is practically our cost for printing and postage, and does not include our editing expense.

The book will be regularly sold at \$1.00 by the hardware dealers.

The enclosed form can be returned to us with the proper remittance if your boys would like copies of this book.

Yours truly,  
**THE STANLEY RULE & LEVEL PLANT**  
FJG:ER  
Educational Department

**THE STANLEY RULE & LEVEL PLANT**  
Educational Department  
New Britain - Connecticut

Please forward \_\_\_\_\_ copies of your book "How to Work with Tools and Wood" for the Home Workshop to me at the address below.

Enclosed is (check) (money order) (stamps) for \_\_\_\_\_ to cover the cost of the books.

Name \_\_\_\_\_  
School or Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

Write plainly to avoid mistakes in shipment

Ten copies or more are offered at 65¢ each.  
Less than ten copies will be sold at the regular price of \$1.00 each.

Figure 24. A letter and order form from Fred Gross, manager of industrial and school sales for How to Work with Tools and Wood.  
COURTESY OF THE MIKE MUENCH COLLECTION, DUBUQUE, IOWA

**STANLEY NEWS**  
JUNE, 1952

**Boy-Proof THEY'RE BACK AGAIN!**  
WOOD CHISELS

**Boy-Proof**  
SERIES 40 - NOW IN KITS  
NO. 40 - 4 CHISELS

**Boy-Proof**  
SERIES 50 - NOW IN KITS  
NO. 50 - 4 CHISELS

**NEW!**  
TOY PATTERN SET, P-3  
FOR YOUR BEGINNERS

**NEW!**  
FUN FOR NEXT FALL!  
FOR THE NEW STUDENT

**NEW!**  
TOY PATTERN SET, P-2

**NEW!**  
Early American Designs

**STANLEY THE TOOL BOX OF THE WORLD**

Figure 25. Catalog inserts promoting the educational program offerings.

**STANLEY SCHOOL SHOP NEWS**  
FALL, 1981

**IN THIS CORNER**

**MASS PRODUCTION AT WOLCOTT HIGH SCHOOL**

For this issue we gave two organizations the opportunity to publicize the benefits of membership.

Replicas of the American Industrial Arts Association (AIAA) and the American Vocational Association (AVA) are found in the "Teaching Tools" section of this issue.

Why did we make the offer? Because we believe that these, as well as other educational organizations, are necessary for the growth and development of the teaching profession.

Interaction causes action. Action creates improvement. Improvement requires change. But change takes place only with leadership.

Part of educational leadership is tied into being a professional member of a professional organization. The more you know any educational leaders who are not members of a professional teaching organization? For your benefit, please review the materials we've provided on AIAA and AVA. Consider membership in those organizations as well as in other local, state and national organizations. You, your students and your profession will benefit.

Incidentally, it is interesting to note that over 67 percent of the teachers with winning teams in the new MASS PRODUCTION CONTEST are members of the AIAA. Need I say more?

*Paul B. Muench*

**Dr. Thomas Wright of Ball State University headed a team of judges that included classroom teachers, supervisors and teacher educators. They judged product plans, tooling drawings, production plans, tool and material lists, as well as the finished products.**

The article which follows on page 2, prepared by Dr. Wright, is based on his observation of the Wolcott entry.

We thank Tom Wright and the Wolcott team, under the direction of Bob Vautsky, for their valuable contribution to SCHOOL SHOP NEWS.

(continued on page 2)

**Paul B. Muench**

© Stanley Tools, Division of The Stanley Works, 1981

Figure 26. The Fall 1981 edition of School Shop News.

## STANLEY EDUCATIONAL REPRESENTATIVES OFFER SPECIAL ASSISTANCE TO TEACHERS

STANLEY TOOLS EDUCATIONAL REPRESENTATIVES and the territories they cover\*



Robert J. Shannon  
P.O. Box 204  
Shrewsbury, Mass. 01545  
Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, New York City



William H. Myers, Jr.  
P.O. Box 323  
Carlisle, Pa. 17013  
Delaware, New Jersey, New York (State of), Pennsylvania, Ohio



H. Don Walls  
P.O. Box 6232  
Roanoke, Va. 24017  
Kentucky, Maryland, Washington, D.C., North Carolina, Virginia, Tennessee, West Virginia



Fred Curry  
P.O. Box 13461, Station K  
Atlanta, Ga. 30324  
Alabama, Florida, Georgia, Mississippi, South Carolina



Jack L. Johnson  
P.O. Box 815  
Joliet, Illinois 60435  
Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, South Dakota, Wisconsin



Len Bogart  
P.O. Box 662  
Lawrence, Kansas 66044  
Arkansas, Colorado, Kansas, Louisiana, Missouri, Nebraska, Oklahoma, Texas



Fred Fuller  
P.O. Box 5173  
Walnut Creek, Calif. 94596  
California (San Francisco and North), Oregon, Washington



Richard L. Hartzell  
P.O. Box 55  
Newbury Park, Calif. 91320  
So. California (South of San Francisco), Arizona

Because of the nature of their profession, teachers are required to look to many sources to build their teaching resources. Often they must have an immediate response to their questions, problems, or for materials to construct courses. Stanley Tools Educational Department wants to do all it possibly can to respond to these needs.

Stanley Tools Educational Representatives are trained specialists in their field and will welcome the opportunity to be of service. They will be glad to help you with Tool Specifications, teaching aids and repair problems. To take advantage of this exclusive Stanley school service, send the coupon at the bottom of this page to the Stanley Educational Representative responsible for your area.

Send this coupon to the representative responsible for your area. See name and address above.

\*States not covered by Educational Representatives: Idaho, Montana, Nevada, New Mexico, Utah, Wyoming, Alaska, Hawaii—write Stanley Tools, Educational Department, New Britain, Connecticut 06050

### STANLEY TOOLS SPECIAL SCHOOL SERVICE COUPON

- |                                                                   |                                                         |                                       |
|-------------------------------------------------------------------|---------------------------------------------------------|---------------------------------------|
| <input type="checkbox"/> Need Hand Tool Specification Information | Have Representative Contact Me <input type="checkbox"/> | Send Catalog <input type="checkbox"/> |
| <input type="checkbox"/> Need Hand Tool Repair Part Information   | <input type="checkbox"/>                                | <input type="checkbox"/>              |
| <input type="checkbox"/> Need Information On Instructional Films  | <input type="checkbox"/>                                | <input type="checkbox"/>              |
| <input type="checkbox"/> Need Information On Instructional Aids   | <input type="checkbox"/>                                | <input type="checkbox"/>              |
| <input type="checkbox"/> Other (Explain)                          | <input type="checkbox"/>                                | <input type="checkbox"/>              |

NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
SCHOOL \_\_\_\_\_ TEL. \_\_\_\_\_  
SCHOOL ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Figure 27. Stanley Educational Department representatives were in charge of sales and services for schools throughout the United States and Canada by region. This flier is from 1980.

challenged young craftspeople to design and build a finished piece of furniture, along with drawings and a cut list for the design. The top designs, as determined by area judges, would compete in the finals at Stanley's headquarters in New Britain, Connecticut. In the 1980s, Stanley added a mass production contest, which challenged students to design and mass produce a product in a given amount of time.

The competitions soon dissolved; school shop programs were being closed and the Stanley Company was going through changes as well.

The Stanley Educational Department began to dissolve in the late 1980s and early 1990s. Today, Industrial Arts has been replaced by what is known as Technology/Engineering Education. The current incarnation of the company, Stanley Black & Decker, does offer educational outreach programs as part of its social responsibility, but now focuses on STEM (Science, Technology, Engineering, Mathematics) Education and assists with what is called the "Skills Gap." More information about the company's current educational initiatives can be found on its website, at stanleyblackanddecker.com.

## Notes

1. Beginning in around 1890, Manual Training was an education movement to teach students skills applicable to the industrial world. It was a decade later that industrial arts programs were developed specifically to instruct students in industrial workforce skills.

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