

Catherine O'Brien Memorial Endowment



Catherine L. O'Brien, who originally worked as an associate at the Fuller Brush Company, teamed up with Frank Stanley Beveridge in 1931 to create a new direct selling company, Stanley Home Products. Their philosophy was to provide an opportunity for people to earn a good living during a difficult economic time through direct sales of necessary products for the home. Their cooperative venture was an enormous success and Catherine eventually became President and later Chairperson of Stanley Home Products.

Catherine was active in all aspects of the company and was recognized by her colleagues and employees for her determination and dedication, her impressive work ethic, her generosity to others, and her tremendous loyalty. She was also very active in the community, providing support for numerous organizations and events throughout her lifetime.

In 1941 Catherine was a co-founder of Stanley Park, a treasured Westfield site, and she donated land to the park for the Japanese teahouse and its gardens. Her home once stood where the Western Avenue entrance of the park is now located. The dedication sign at the teahouse reads in part: "In loving memory of a gracious lady and a cherished friend."

When Catherine died in 1977, this scholarship was established as a bequest in her will, the result being that her generous support for the people of Westfield will continue long after her death.

Submitted: November 2005