



Stan Avery speaking at the Avery House groundbreaking ceremony.

**R. STANTON AVERY  
1907-1997**

R. Stanton "Stan" Avery, maverick inventor and long-time Caltech trustee and benefactor, died early Friday, December 12, at Huntington Hospital in Pasadena.

Long a household name because of the Avery labels he created and marketed, Avery had a strong association for many years with the Institute. He became a member of the Board of Trustees in 1971, and served as chair between 1974 and 1985. At the time of his death he was a Life Trustee and trustee chair emeritus.

"The whole Caltech community is deeply saddened by the passing of Stan Avery," said Dr. Gordon E. Moore, chair of the Caltech Board of Trustees and chairman emeritus and co-founder of the Intel Corporation. "He was a great supporter of the Institute, and he will be fondly remembered by the trustees, the faculty, and the students and staff."

Avery's most recent major gift to Caltech was Avery House, an 80,000-square-foot dormitory on the northeast side of campus, that was completed in September 1996. True to his entrepreneurial spirit, he provided the resources to make Avery House one of the most innovative dormitories in

America—to wit, a dorm with an entrepreneurial focus that both celebrates and supports the spirit of innovation and invention. The dorm has space for graduate and undergraduate students as well as faculty families and visiting entrepreneurs and other special guests.

In October, Avery participated in an Avery House event for inner-city teenagers. The event, "Tomorrow's Entrepreneurs Today," drew a number of 13- to 17-year-olds with an interest in entrepreneurship who heard the 90-year-old Avery tell the story of his career.

An Oklahoma native, Avery came to Southern California after high school and earned his bachelor's degree from Pomona College. He initially thought about entering the import-export business after spending an entire college year in China, but the grim business climate of the Depression eventually led him into the circumstances that would ultimately make his fortune as an entrepreneur and inventor. In 1932, with a \$100 loan from his bride-to-be and some machine-design experience with a company that had gone out of business, he cobbled together a prototype labeling machine from

various mechanical parts. This machine was to make possible the first commercially successful self-adhesive labels, and is the ancestor of the Avery label enterprise as it exists today.

From that modest beginning, the company grew into the multi-billion-dollar international Avery Dennison Corporation.

In addition to his Caltech affiliation, Avery through the years was also a member of the Huntington Library board of trustees, director of the Los Angeles World Affairs Council, president of United Way, trustee of the Los Angeles County Museum of Art, member of the Claremont University Center board of fellows, and vice chairman of the Performing Arts Council of the Music Center board of governors.

Avery is also widely known to college students and faculty in Southern California for the Durfee Foundation, which was created in 1960 by Avery and his first wife, the late Dorothy Durfee Avery, to promote a number of individual efforts that are one-of-a-kind ventures that are unlikely to receive support from any other source. Since 1985, the Durfee Foundation has sponsored the American/Chinese Adventure Capital Program to nurture creative interaction between Americans and the people of mainland China. □—RT