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of  
*Arnaud C. Marts Courtyard*



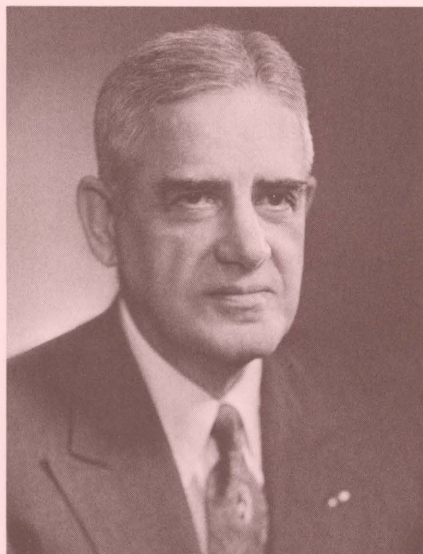
Stark Learning Center  
**WILKES COLLEGE**

October 23, 1976

WILKES-BARRE, PA.



## Dr. Arnaud C. Marts



Arnaud Cartwright Marts was a man who packed into his active lifetime not just one but a half-dozen highly successful careers, and who, during the first seven decades of this century, exerted one of the most profound impacts upon education and philanthropy in American history.

As a successful educator, fund-raiser, business executive, author, military leader and government advisor, Dr. Marts was a central participant in many of the events that shaped the nation's destiny. But it was in his twin roles as a college president and as a founder of the modern profession of fund-raising that he made his most far-reaching contributions. Long before others, he perceived the need for sound financial development and planning for America's vast system of independent schools and colleges, hospitals, social service organizations, and other volunteer agencies upon whom millions of Americans rely for their well-being and development.

- *With George Lundy, he founded and developed Marts & Lundy, Inc., one of the nation's first and foremost professional fund raising firms, raising well over \$2 billion for thousands of colleges, schools, hospitals, churches and other institutions.*

- *As president of Bucknell University, he brought that institution out of the Depression depths and helped turn it into one of the country's leading smaller universities.*
- *Through his dynamic leadership, he led in the founding of Wilkes College, the American Association of Fund-Raising Counsel, and a score of other agencies that now play vital roles in the nation's educational and philanthropic life.*
- *Called upon by his government, he created Pennsylvania's Civilian Defense Program during World War II, and organized and directed the 100,000-man Temporary Reservists Program for the U.S. Coast Guard Reserve, serving with the rank of Captain.*

For these and similar distinguished services, Arnaud Marts has won the lasting gratitude of a host of American leaders and agencies. His awards include presidential and gubernatorial citations, four doctorates from leading universities and colleges, election to the Authors League and Authors Guild, and numerous accolades from business and industry.

The son of a minister, Dr. Marts was born in upstate New York and educated at Oberlin College where he not only earned his own way but graduated Phi Beta Kappa.

As one might expect with a lifetime so varied and distinguished, Dr. Marts' biography reads almost as a capsule chronicle of the emergence of the United States as a world power. Seven of the nation's presidents, from McKinley to Eisenhower; scores of leading industrialists and philanthropists including the Rockefellers, R. Coleman du Pont, Thomas Edison, F. W. Woolworth, Hugh Moore, Alfred Sloan, George Eastman, Frank Abrams, and others; political greats such as Mayor LaGuardia, William Jennings Bryan, and Arthur James; and dozens of other notables such as Will Hays, Cardinal Spellman, Elbert Hubbard, Irving Berlin, Princess Alice, Booker T. Washington, Norman Vincent Peale, and Admiral Stark.



## ***Program***

*Dedication of the courtyard of the  
Stark Learning Center in grateful memory  
of Dr. Arnaud C. Marts*

**Welcome** ..... JOSEPH J. SAVITZ, Esq.  
*Chairman  
Board of Trustees*

**Remarks** ..... MELVIN D. BREWER  
*Chairman of the Board  
Marts & Lundy, Inc.*

GINA O'BRIEN  
*President  
Student Government*

**Acceptance** ..... ROBERT S. CAPIN  
*President  
Wilkes College*



