

Dedication
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*





A large crowd of alumni back on the Wilkes College campus for the 29th annual Homecoming, as well as many faculty, administrators, and students, turned out yesterday morning for the dedication of the Arnaud C. Marts Courtyard of the Stark Learning Center.

On hand for the affair was Mrs. Anne Marts, widow of the late Dr. Marts, who was president of Bucknell University at the time action was taken to start Bucknell Junior College in Wilkes-Barre. The Junior College in 1947 received its charter as an indepen-

dent institution with the name of Wilkes College.

Shown at the ceremony, from left, are Wilkes President Robert S. Capin; Melvin Brewer, chairman of the board of Marts & Lundy, New York; Mrs. Anne Marts; and Atty. Joseph J. Savitz, chairman of the Wilkes College Board of Trustees.

An 18-by-36-inch bronze plaque, set in a huge boulder taken from a regional mountainside, provided the memorial tribute to Dr. Marts. A tree also will be planted in the spot where the mound of dirt is shown.

WILKES COLLEGE

Memorandum

To: Prof. Frank Salley Date: October 4, 1976
From: Richard P. Soter Subject: Marts Courtyard Dedication

Please be advised that Spencer Industries confirmed today that the Marts plaque will be available on October 21, 1976. Mr. John Chwalek will arrange for College personnel to pick up the plaque on October 21, 1976.

Would you please let John and me know where the plaque is to be delivered on October 21, 1976.

Thank you for your assistance in this matter.

RPS:npc

ccs: Pres. Capin

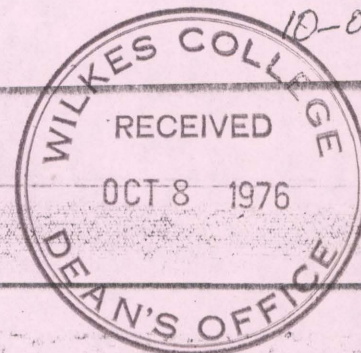
Mr. Chwalek

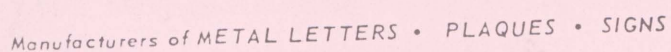
Mr. Gripp (Lacy, Atherton & Davis)

STONE TO BE
SET ON OCT 18.
IN THE
COURTYARD.

702.

10-08-76





1508 N. MASCHER ST., PHILADELPHIA, PA. 19122
AREA CODE 215 - 634-2700

INVOICE NUMBER _____

DATE SHIPPED _____

WILKES COLLEGE
ATTN: DR. RICHARD SOTER
DEAN OF ACADEMIC AFFAIRS
WILKES COLLEGE, WILKES-BARRE, PA.
187

WILKES COLLEGE
ATTN: DR. RICHARD SOTER
DEAN OF ACADEMIC AFFAIRS
WILKES-BARRE, PA. 187

DATE ORDERED	CUSTOMER'S ACCT. NO.	CASH	C.O.D.	CHG.	SALESMAN	CUSTOMER'S ORDER NO.	SHIP VIA
9-30-76				x	peggy	verbal	PICKUP

NET - 30 DAYS. INTEREST WILL
BE ADDED TO ALL PAST DUE
ACCOUNTS AT RATE OF 1.5%
PER MONTH.
ANNUAL RATE - 18%.

ALL ACCOUNTS WITH A 60 DAY
BALANCE WILL BE SHIPPED
C.O.D.

NO CREDIT WILL BE ALLOWED FOR
GOODS RETURNED WITHOUT WRITTEN
CONSENT, AND THEN SUBJECT TO 25%
OR MORE SERVICE CHARGE.

ALL CLAIMS FOR BREAKAGE OR
PILFERAGE MUST BE MADE ON THE
CARRIER, AS WE SHIP F.O.B. PHILA.

REMARKS:
SUPER RUSH CUST. WILL
PICKUP ON+OCT.21ST,
CALL DR.SOTER
1-717-824-4651

s/c

PRODUCT		QUANTITY		DESCRIPTION	AMOUNT	
CAT.	CODE	ORDERED	SHIPPED			
	CBZP	1		cast bronze plaque meas. 36"wide x 18"high with single line border and Condensed Roman lettering on textured statuary background. (4) Rosettes for mtg. DESIGN TO MATCH EXACTLY TO PREV.S.O.146955 (Lacy Atherton Davis) 3/24/76. NEW COPY TO READ: THIS COURTYARD HAS BEEN NAMED IN HONOR OF ARNAUD C. MARTS IN GRATEFUL RECOGNITION FOR HELPING TO MAKE POSSIBLE WILKES COLLEGE CHARGE		\$544. 00

Tax Ex.Organization

☐

154711

ORIGINAL INVOICE

From

SPENCER INDUSTRIES, INC.

1508 N. MASCHER STREET

PHILADELPHIA, PA. 19122

TELEPHONE: (AREA CODE 215) NE 4-2700

To

WILKES COLLEGE

ATTN: DR. RICHARD SOTER

DEAN OF ACADEMIC AFFAIRS

WILKES BARRE, PA. 187

PLEASE RETURN THIS

Redi Reply

TO

DATE 9-30-76

SUBJECT

Cast Bronze Plaque
"ARNAUD C. MARTS
COURTYARD"

Message

DEAR DR. SOTER:

I AM HEREWITH ENCLOSING A COPY OF THE NEW WORDING TO BE
USED ON THE ABOVE REFERENCED PLAQUE. I TRUST ALL IS CORRECT.
PLEASE SEE THAT WILKES-COLLEGE ISSUES A PURCHASE ORDER TO
COVER THIS PLATE. I WOULD APPRECIATE HAVING THE PURCHASE
ORDER SENT TO MY ATTENTION, AT YOUR EARLIEST CONVENIENCE.

THANK YOU,

PEGGY STANLEY

SIGNED

ORIGINATOR - DO NOT WRITE BELOW THIS LINE

Reply

TO

DATE

SIGNED

SEND PARTS 1 AND 3 INTACT. PART 1 IS RETURNED WITH REPLY.

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SPENCER INDUSTRIES, INC.

1508 N. MASCHER STREET

PHILADELPHIA, PA. 19122

TELEPHONE (AREA CODE 215) NE 4-2700

PLEASE RETURN THIS

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DEAN OF ACADEMIC AFFAIRS
WILKES BARRE, PA. 187

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Reply

TO

DATE 10/4/76

This is to confirm the wording on the Marts plaque as stipulated in your
September 30, 1976 memorandum, invoice 154711.

As noted in your invoice, Wilkes College personnel will pick up the plaque on
October 21, 1976.

Richard P. Soter

Richard P. Soter
Dean of Academic Affairs

SIGNED

ADDRESSEE RECORD COPY

WILKES COL
WILKES-BARRE, PA
A. C. 717 824-465

Spencer Industries Inc
1508 Mascher Street
Philadelphia, Pa. 19122

IMPORTANT: Mail Invoices in DUPLICATE to WIL

QUANTITY

As per attached invoi

ck

WILKES COLLEGE

WILKES-BARRE, PA. 18703

A. C. 717 824-4651

PURCHASE ORDER

No 6389

SHOW THIS NUMBER
ON ALL PACKAGES,
PAPERS & INVOICES.

Date

Deliver to:

WILKES COLLEGE

Wilkes-Barre, Pa. 18703

Spencer Industries Inc.
1508 Mascher Street
Philadelphia, Pa. 19122

Attention: Dr. Richard Soter

BOOK STORE SHIPPING ADDRESS:

MEN'S DORMITORY - DINING

LOWER LEVEL, WRIGHT ST.

WILKES-BARRE, PA. 18703

IMPORTANT: Mail Invoices in DUPLICATE to WILKES COLLEGE, 16 South River Street, Wilkes-Barre, Pa. 18703.

QUANTITY	DESCRIPTION	PRICE
	As per attached invoice	\$544.00

ck for \$544.00 was
included with "Reply"
To Spencer Industries.

Please grant best discount

WILKES COLLEGE

Charles R. Albite
BUSINESS MANAGER

Manufacturers of METAL LETTERS • PLAQUES • SIGNS

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AREA CODE 215 - 634-2700

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				CHARGE	\$544. 00

Tax Ex.Organization

154711

ORIGINAL INVOICE

The following wording was approved:

THIS COURTYARD HAS BEEN
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MARTS IN GRATEFUL RECOGNITION
FOR HELPING TO MAKE POSSIBLE
WILKES COLLEGE

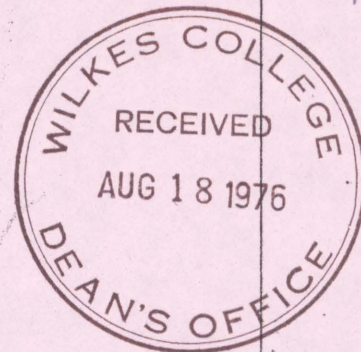
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October 21, 1976*

WILKES COLLEGE
WILKES-BARRE
PENNSYLVANIA 18703

MEMORANDUM



To: Frank Salley
From: Robert S. Capin *RSC*
Date: August 17, 1976
RE: Marts Courtyard Dedication Ceremony

I would most appreciate your assuming the chairmanship of the Marts Courtyard Dedication Ceremony.

Please contact me when you return from vacation to discuss plans for this occasion.

Thank you for your cooperation.

RSC:mc

cc: Dr. Soter ✓

Marts

November 17, 1976

Mr. John Chwalek
WILKES COLLEGE

Dear John:

Now that "the dust has settled," I wish to extend my sincere thanks to you for the hard work you put forth in making the dedication of the Marts Courtyard such a successful occasion. This event was one of three during an historic weekend. The telephone calls and letters I have received indicate that each of the events had a very positive effect upon the participants and those who were in attendance.

Mrs. Marts was extremely pleased with the brief and dignified ceremony. I am honored to extend thanks to you for the part you played in making this event a first-class occasion.

Sincerely,

Robert S. Capin
President

RSC. pc

MRS. MARTS FILE

WILKES COLLEGE

Mrs. Arnaud C. Marts
41 Park Avenue
New York, N. Y. 10016
November 10, 1976

NOV 15 1976

President's Office

Dear Bob Capin:

You are right! I always will remember the dedication of the Arnaud C. Marts Courtyard as one of the earliest beautiful events of your tenure as President of Wilkes College.

More than that, I will always prize many fond memories of the kind, warm people who really touched me and proved their goodwill in a hundred different ways.

As the days go by I will think of the picturesque Marts courtyard and all its attractive surroundings, and those ecstatic moments while I was there. They will bring me much pleasure and add to the treasure of my memories.

With all my heart I thank you for these happy memories, and I will as I have since our first meeting count you as a valued friend for which I am most grateful.

Your loyalty, devotion and dedication to Wilkes, as we all can see, has committed you to a goal for finer things to come. I know you will not break your stride and will ever be pressed toward that goal. You will always have my best wishes for your continuing valuable services at Wilkes.

With my esteem and sincere affection,
Most cordially,

Arnaud Marts

President Robert Capin,
Wilkes College, Wilkes Barre, Pa.

PS- Please give my warm affection to your dear wife, Libby. She truly is a real, wonderful, gracious lady. And thanks for your and Libby's

MARTS COURTYARD DEDICATION

MR. EVANS WILL DONATE A HONEY LOCUST FOR MARTS COURTYARD
TO BE PLACED WHERE MARLEN IS LOCATED.
HE WANTS TO HAVE A NAME PLATE PLACED NEAR THE
TREE INDICATING THAT THE TREE IS IN MEMORY
OF HIS BROTHER.

JULES TOMASSETTI WILL PUT PLAQUE ON THE BOULDER.

BOULDERS

1. #2 FROM THE RIVER
2. BARK OF BROWN; DELI. SMALLER SIZE
3. #5 FROM FRANKLIN - BY THE LIBRARY
4. #1 (WARRER SOUTH) NEXT TO DRIVEWAY BACK OF STARK HALL

WILKES COLLEGE

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ccs: Pres. Capin
Mr. Chwalek
Mr. Gripp (Lacy, Atherton & Davis)

STONE TO BE
SET ON OCT 18
IN THE
COURTYARD.
JAL.
10-08-76

FILE - MARTS COURTYARD
DEDICATION

MEMORANDUM

WILKES COLLEGE

OCT 13 1976

TO: William Soter, Dean

FROM: Francis J. Salley

Francis Salley

DATE: October 12, 1976

Pre

On October 21, 1976 when Marts plaque is brought back from Philadelphia it should be delivered directly to the stone yard of Jules Tomassetti on North Pennsylvania Avenue so that he can arrange for immediate installation in the stone which will have been placed in the Marts courtyard.

FJS/sa

cc: A. Shaw

R. Capin

T. Gripp

J. Tomassetti

MARTS COURTYARD DEDICATION

Marts & Lundy INC.



Charter Member American Association of Fund-Raising Counsel

521 FIFTH AVENUE, NEW YORK, N. Y. 10017 • 212-687-1340

MELVIN D. BREWER
Chairman

HERBERT C. RICHMAN
President and Treasurer

JOHN I. CARLSON
Executive Vice President and Secretary

TOZIER BROWN
Vice President

E. BURR GIBSON
Vice President

October 13, 1976

WILKES COLLEGE

OCT 15 1976

President's Office

Dr. Robert S. Capin
President
Wilkes College
Wilkes-Barre, Pennsylvania 18703

Dear Dr. Capin:

Thanks very much for your letter of October 8 regarding arrangements for the Inauguration weekend at Wilkes College on October 23-24.

Washington & Jefferson College has forwarded me the appropriate academic attire for the Inauguration activities.

Mrs. Brewer and I will arrive on Friday evening with Mrs. Marts and will use the accommodations at the Sterling Hotel on Friday and Saturday evenings.

I'm enclosing a copy of the remarks for the Marts Courtyard dedication on Saturday morning. If you feel there is anything inappropriate about them, I would appreciate your comments.

We are looking forward to the weekend with great pleasure and want to thank you for all the courtesies you have extended us in preparation for the big event. We're trying to cooperate further by asking the weatherman to be kind on both Saturday and Sunday!

Cordially,

Melvin D. Brewer
Chairman

MDB:lb
Encl.

copy for Harriet