

50/08/001

Anne and Arnold

Morts Collected

Item 5

1972

Similar binder, (even more complete), ^{leather} leather, name ptd. in gold on cover, given to Archives Dept. - Bucknell University.

Acme Writings used in publication of "Light of Inward Vision" by Dr. Robert Cross.

MULTIPALT PLATINUM

Seating List

Associates of the
WOODS HOLE OCEANOGRAPHIC INSTITUTION
SECOND ANNUAL DINNER
New York Yacht Club
February 26, 1954

TABLE

A

Alexander, Mr. Claude 2
Alvord, Mr. & Mrs. Arthur M. Jr. 6
Anderson, Mr. & Mrs. Dennis 25
Arons, Dr. Arnold 21

B

Bain, Dr. W. A. 21
Baker, Mr. & Mrs. George F., Jr. 21
Barber, Mr. Thomas H. 4
Batchelor, Mr. C. D. 19
Baylis, Commodore & Mrs.
John S. 11
Bostwick, Mr. & Mrs. Stanley E. 15
Braddon, Mr. & Mrs. Fred D. 20
Brown, Mr. & Mrs. Archibald
M., Jr. 9
Bull, Mr. & Mrs. John S. 18
Bunker, Mr. & Mrs. Carleton H. 15

C

Callahan, Lt. Commander &
Mrs. James E. 24
Carlton, Mr. & Mrs. Winslow 14
Cary, Mr. & Mrs. Charles A. 6
Case, Mr. & Mrs. John C. 2
Cassel, Mr. & Mrs. Norman. 15
Christensen, Mr. & Mrs. Poul A. 18
Cochran, Mr. Drayton 9
Colbert, Admiral and Mrs. L. O. 18
Coles, Dr. James S. 6
Cousteau, Capt. Jacques-Yves. 1
Crane, Miss Martha M. 22
Crane, Brig. General & Mrs.
W. Carey 14
Crudge, Mr. Vernon 2

D

Dugan, Mr. & Mrs. James. 19

E

Eberstadt, Mr. & Mrs. Lindley E. 10
Edgerton, Dr. & Mrs. Harold E. 21
Eppley, Captain & Mrs. Marion. 4
Ernst, Dr. R. C. 20
Everett, Mr. and Mrs.
Richard, Jr. 7

F

Fales, Mr. Decoursey. 7
Floyd-Jones, Mr. T. L. 9
Frischie, Mr. & Mrs. C. A. 5
Freie, Mr. A. J. 11

G

Gale, Mr. & Mrs. M. C. 10
Gamble, Mr. & Mrs. Millard G. 3
Gifford, Mr. John A. 9
Graesser, Mr. & Mrs. David A. 11
Grainger, Mr. and Mrs. Isaac B. 14
Grant, Mr. and Mrs. Leonard. 23
Guernsey, Mr. Otis L. 5

H

Hahn, Mr. Jan. 19
Hall, Mr. & Mrs. Denton D. 16
Hall, Mr. & Mrs. Vincent C. 17
Harris, Mr. & Mrs. Wilbur T. 16
Hitchcock, Mr. Ethan A. 8
Hollis, Mr. & Mrs. Everett L. 13
Hough, Mr. & Mrs. Lawrence E. 17
Howard, Mr. & Mrs. Frank A. 11
Hummerston, Mrs. Joyce. 25
Hunt, Mrs. J. Ramsey. 19

I

Iselin, Dr. Columbus O'D. 5
Iselin, Mr. O'Donnell. 8

K

Kean, Mrs. John. 4

TABLE

L

Levine, Mr. & Mrs. S. 20
Luebbe, Mr. & Mrs. Ray H. 5

M

Marsh, Mr. & Mrs. John Albert. 22
Marshall, Mr. & Mrs. Walter P. 14
Marts, Dr. Arnaud C. 2
Mather, Mr. Frank J., III. 24
Mathews, Mr. & Mrs. Jerry
A., Jr. 22
McGilvray, Mr. John. 22
McLean, Mr. & Mrs. N. B. 1
Michalis, Mr. & Mrs. Clarence
G. 4
Moore, Mr. & Mrs. Hugh 1
Moore, Mr. & Mrs. T. V. 6

N

Nutt, Commander David. 1

O

Olson, Dr. & Mrs. Harry F. 21
Osborn, Mrs. Bayard. 11
Osborn, Mr. Earl D. 2
Owen, Mr. David. 25

P

Park, Mr. & Mrs. Franklin A. 15
Park, Mr. & Mrs. Malcolm S. 17
Pouch, Mr. & Mrs. A. T. 3
Prior, Mrs. Roscoe Henry. 12
Pugh, Mr. & Mrs. Richard H. 10

R

Rachals, Mr. & Mrs. Richard. 24
Redfield, Dr. A. C. 6
Reinicke, Commodore & Mrs.
Frederick G. 4
Rice, Dr. & Mrs. Alexander
Hamilton 4
Riggs, Mr. and Mrs. Lawrason. 16
Romaine, Mr. and Mrs. R. O. 23
Ryan, Mr. & Mrs. William R. 13

S

Schaefer, Mr. & Mrs. J. W. 5
Schevill, Mr. William E. 7
Smith, Mr. & Mrs. E. Everett. 8
Smith, Admiral & Mrs.
Edward H. 3
Smith, Mr. and Mrs. T. C. 7
Stevens, Mr. and Mrs. Raymond. 7
Straus, Mr. & Mrs. Donald B. 23
Strohmeier, Mr. & Mrs. Daniel D. 1
Swope, Mr. and Mrs. Gerard, Jr. 1

T

Taylor, Mr. & Mrs. Glen. 8
Thomas, Mr. & Mrs. Evan. 13
Tode, Mr. & Mrs. Arthur
Monroe 12

V

Vander Pyl, Mr. and Mrs.
John C. 3
Veeder, Mr. Ronald A. 12
Vine, Mr. Allyn C. 20

W

Waksman, Dr. and Mrs.
Selman A. 9
Welch, Mr. & Mrs. Francis C. 12
Welch, Mr. Francis C., Jr. 12
Whisnant, Mr. & Mrs. Albert
M., Jr. 10
Wickenden, Mr. & Mrs. T. H. 7
Wickersham, Mr. and Mrs.
James Hopkins 8
Wilson, Mr. Scott. 12
Wittick, Mr. & Mrs. R. J. 13

CONSULATE GENERAL OF JAPAN
NEW YORK

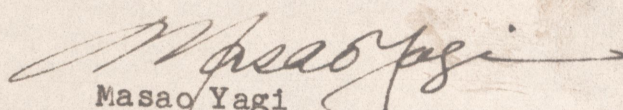
30 October 1953

Dear Mr. Marts:

I have the pleasure of forwarding to you under separate cover, a silver cup which His Imperial Highness the Crown Prince of Japan has directed me to present to you on his behalf as a memento of his recent visit to the United States and as a token of appreciation of all your kindness and assistance to him and his party at the Oceanographic Institution.

With kindest regards, I am,

Sincerely yours,


Masao Yagi
Acting Consul General

Mr. Arnaud Marts
President
Oceanographic Institution
Woods Hole, Mass.

*Given to
Bucknell Unit
(Archives Dept.)
1972
by AM*

AS TS PENDANT FOR VETERANS



Holders of green and white commendation ribbon distributed to 500,000 Army and Air Force personnel for meritorious service are eligible for this medal pendant which is a bronze hexagon with an American bald eagle on one side and words "For Military Merit" on the other.
 The New York Times (Department of Defense)

MARTS—Arnaud C., on July 11, 1970, beloved husband of Anne McCarthy Marts, reposing at Frank E. Campbell, Madison Ave. at 91 St. Service at Marble Collegiate Church, 1 W. 29 St., on Monday, 10 A.M. Contributions may be made to Foundation for Christian Living, Pawling, N.Y. or Arnaud C. Marts Scholarship Fund, Wilkes College, Wilkesbarre, Pa. Interment in E. Aurora, N.Y.

ARNAUD MARTS, 82, EX-BUCKNELL HEAD

Arnaud Cartwright Marts, a former president of Bucknell University and a professional fund raiser, died yesterday at Doctor's Hospital. He was 82 years old and lived at 41 Park Avenue.

A graduate of Oberlin College, Dr. Marts began his fund raising career during World War I, when he helped to run two fund-raising campaigns connected with the war effort. In 1926, he founded Marts & Lundy, Inc., a professional fund raising corporation.

He was elected to the board of trustees of Bucknell in 1932 and served as president from 1937 to 1945. During World War II, he was executive director of the State Council of Defense in Pennsylvania.

Dr. Marts was the author of several books. The latest, "The Generosity of Americans," was published in 1966. He leaves his second wife, the former Anne McCarthy. His first wife, Ethel A. Dagett, died in 1953.

ARNAUD C. MARTS 7-12-70

Arnaud C. Marts, 82, former president of Bucknell University and former executive director of the Pennsylvania State Council of Defense, died yesterday in Doctors Hospital. Marts was co-founder and honorary board chairman of Marts & Lundy Inc., one of the largest and oldest professional fund-raising firms in the country.

BY DAILY NEWS

ARNAUD C. MARTS 7-13-70

A funeral service for Arnaud Cartwright Marts, 82, former president of Bucknell University, will be held at 10 a.m. today in the Marble Collegiate Church, 1 W. 29th St. A professional fund raiser, he headed Bucknell from 1937 to 1945. Marts, who lived at 41 Park Ave., died Saturday in Doctors Hospital.

BY DAILY NEWS

400 ARE ENROLLED IN BUCKNELL CLASS

Freshman Week Opens at University; Officials Ad- dress Students

Special to The Inquirer.

LEWISBURG, Pa., Sept. 10.—Freshman Week at Bucknell University opened this evening for nearly 400 young men and women from 13 States and one foreign country, reporting to begin their college careers as members of the class of 1940. By the time enrollment is completed next Wednesday the class is expected to be the largest in Bucknell's 90-year history, university officials said.

Acting President Arnaud C. Marts, Dean R. H. Rivenburg and other university officials addressed the group tonight.

Authorities announced that an honor house for 14 senior girls will be ready for occupancy by Wednesday. Outstanding senior women will be selected to live in this house, located on the campus directly across from Hunt Hall. A member of the faculty will serve as hostess for the group.

Workmen today were rushing to completion the dormitory rooms in the west wing of Old Main, rebuilt during the summer months as the first step in restoration of the historic structure, destroyed by fire in the summer of 1932. Two-room suites will be provided in the wing for 51 students.

Living rooms in Larison Hall, a girls' dormitory, have been redecorated during the summer, rooms in the west wing of the same building have been remodeled and redecorated, new showers have been installed in East College, a men's dormitory, and extensive alterations have been made in the chemistry building.

Five new faculty members will begin their duties at Bucknell Wednesday. Charles Mc. Morris has been named as the new alumni secretary, succeeding Alfred G. Stoughton, who resigned to direct public relations for the New York City Y. M. C. A., and Mrs. Paul G. Stolz, wife of the head of the Department of Music, has been named acting dean of women until a successor to Miss Amelia E. Clark is named. Miss Clark has been chosen as dean of Colby Junior College.

Rainey and Marts Will Speak Before Advertising Club

Lewisburg, Pa.—Two prominent Bucknell University leaders have been invited to participate in the annual meeting of the Advertising Club of New York, Jan. 16, in a luncheon program to be broadcast over a nation-wide hookup, it was learned here today.

They are Dr. Homer P. Rainey, former Bucknell president and now a member of the University's Board of Trustees, and Arnold C. Marts of Plainfield, N. J., acting president of Bucknell. Dr. Rainey will make the principal address at the luncheon and will be followed on the program by Mr. Marts, who will speak briefly.

Dr. Rainey, who gave up the presidency of Bucknell to become director of the newly-created National Youth Commission, will address the advertising men on "Meeting the Needs of American Youth." Mr. Marts will speak in the dual role of a member of the Advertising Club and Acting President of Bucknell.

HERALD TRIBUNE, TUESDAY, SEPTEMBER 10, 1940

Rainey Heads U.S. Educators' Youth Program

Bucknell University President Named by Council's
Committee of Fourteen

Roosevelt Praises Study

Williams, of Federal Movement, Also Promises Aid

From the Herald Tribune Bureau

WASHINGTON, Sept. 16.—Dr. Homer Price Rainey, president of Bucknell University, Lewisburg, Pa., was today named director of the five-year program for the care and education of American youth sponsored by the American Council on Education with a grant of \$800,000.

He was chosen by a commission of fourteen prominent citizens which met for the first time today. The commission, named by the council, includes Newton D. Baker, former Secretary of War; Dorothy Canfield Fisher, author; and Dr. Robert M. Hutchins, president of the University of Chicago.

The national administration's interest in the youth of the nation was emphasized before the commission today by Aubrey W. Williams, executive director of the National Youth Administration, product of the F. R. R. A. He pointed out that more than \$71,000,000 had been expended by this administration on emergency education, student aid, teachers' training, rural education, nursery schools, etc.

375 Receiving Aid

At the present time, Mr. Williams said, the National Youth Administration is giving assistance to 375,000 young people in the form of aid to college students, post-graduate students and high school students. He offered co-operation to the private commission.

The project of the American Education Council has the approval of President Roosevelt, who wrote to Dr. George F. Zook, president of the council, saying: "I am pleased to learn of the commission of the American Council on Education which is to conduct a five-year study of the problems of American youth. Please extend my best wishes together with my confident expectation that your commission and the National Youth Administration may be mutually helpful and effective in their efforts for American youth."

Dr. Rainey has been president of Bucknell University since August, 1931. Prior to that he was president of Franklin College, Indiana, for four years. Formerly he was professor of education at the University of Oregon. Born in Clarksville, Tex., he is now thirty-nine years of age.

Confers With Commission

Dr. Rainey met with the commission and Dr. Zook today, considering recent economic and social changes that have brought about conditions with which existing institutions are unprepared to deal adequately. In addition, there are many thousands of young people not under the influence of any institution, it was pointed out. According to Dr. Zook, the whole social structure is threatened, unless something is done. A long-time study and comprehensive plans are projected to meet the problem.

In accepting the directorship, Dr. Rainey said: "The United States is in need of a thoughtfully-conceived, comprehensive and well co-ordinated plan of action for the care and education of its adolescent boys and girls and its older youth. . . . We expect to study the problem of all young people from the age of twelve upward. Despite the numerous excellent characteristics of the American educational system, recent changes have given rise to new problems. It shall be our duty to make plans to meet them, and we invite the co-operation of individuals and groups."

Suggests Eight-Point Program

He suggested the following preliminary steps in the formulations of the program:

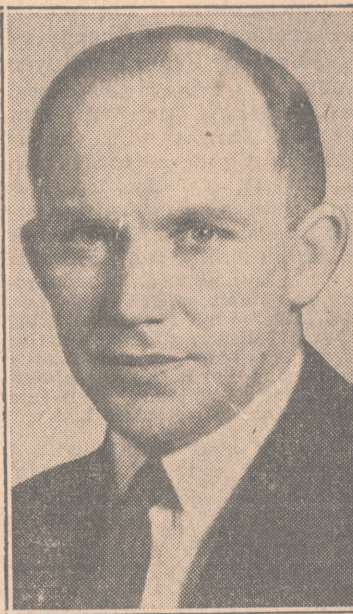
"1. We shall need to know in as great detail as possible what is the youth problem. We should, therefore, make a comprehensive study of the problem and formulate a composite picture of it.

"2. There are many agencies working in this field, and there is a vast amount of data bearing on this subject. We shall want to study and evaluate the contributions which these agencies are making.

"3. We should start at once a study of the characteristics of youth as suggested by the committee of the American council.

"4. We are commissioned to make a critical evaluation of the goals of our great educational system and to

Bucknell President Resigns



Dr. Homer P. Rainey

formulate a set of desirable objectives for the entire field of secondary education.

"5. We shall need to consider the leisure-time activities of youth and to make definite recommendations to the American people for the development of leisure-time programs for their respective communities.

"6. We must study all the problems of secondary and general education in rural districts and small towns, for approximately two thirds of all high-school-age students are in schools of an enrollment of one hundred or less.

"7. There also is great need for an investigation into the vocational opportunities and needs of youth—the types of jobs they enter, the conditions of work and progress on these jobs and the most effective methods of training needed in preparation. In this connection we need to give consideration to the possibilities of a much greater differentiation of our entire educational program to meet the varying needs and abilities of American youth.

"8. Doubtless the greatest need in American life is to put into action the best that is now known concerning the solution of the problems of youth. We should examine the numerous experiments now under way and recommend their tested results to the American people. We should likewise set up new experiments of our own wherever they seem desirable and wise."

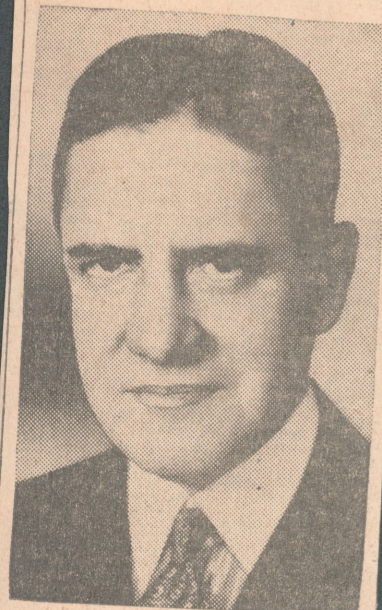
Quits Bucknell Presidency

LEWISBURG, Pa., Sept. 16 (UP).—Dr. Homer P. Rainey resigned today as president of Bucknell University to accept the chairmanship of the Rockefeller National Youth Commission at Washington.

2-1-1944 Sun

The Sun

Resigns Presidency



Dr. Arnaud C. Marts.

MARTS TO LEAVE BUCKNELL POST

Lewisburg, Pa., Nov. 30.—Dr. Arnaud C. Marts today announced his resignation as president of Bucknell University, effective in June, 1945. He said that he chose this particular time to leave his position so that his successor may play the leading role in shaping the university's post-war policies. Dr. Marts, who will continue as a member of the Board of Trustees, is chairman of a special committee that will recommend his successor to the trustees on December 16.

Dr. Marts has served as Bucknell's president for nine years, first agreeing to become acting president for a few months in 1935 and two years later becoming president. During his tenure of office the physical plant of the university has been extended and improved and steady advances have been made in its academic, social and religious programs. All but 10 per cent of a \$500,000 debt has been paid, and subscriptions are in hand to pay off the balance in 1945.

For the last two years, Dr. Marts has spent much of his time in Washington as a captain in the United States Coast Guard Reserve, heading the Coast Guard's temporary reserve. He plans to carry on his military duties as long as his services are needed in the war effort. Afterward he will return to New York to resume his duties as president of Marts & Lundy, Inc., a public relations counsel and philanthropic institutions.

Rainey Fifth to Occupy President's Home

(Continued from page 1.)

Bucknell Uses Influence

William Bucknell, then a trustee, and a man influential in the development of the railroad, prevailed upon the company to change its plans. The College acquired deed to the land where the road now lies and, after moving two of the houses sufficiently to allow passage, the change was made.

The President's home was in those days, naturally more of a center of college activities. Frequently the faculty, seven men, held their meetings there and were as frequently entertained there, together. It was more or less of a social center for students as well. Quite often the men and women, of the then separate institutions were entertained by the president and his wife. Like the porch in warm weather, the living rooms of the house were often used by President Loomis for class purposes, during winters.

Hill Succeeds Loomis

Dr. W. C. Bartol, who is the richest living source of Bucknell History, recounts his entrance examination by President Loomis in the home. Rev. Loomis began with, "Tell me, do you happen to be related to.....," and continued along similar lines for the length of the examination period, then admitted Dr. Bartol to study at Bucknell.

Dr. David Jayne Hill succeeded Loomis as President of the University in the year 1879. He remained at Bucknell until 1889, at which time he resigned and the Reverend John Harris accepted the post.

An amusing incident, which occurred near the president's home during Hill's presidency, has been preserved in part, and may bear repeating. It was an unheard-of occurrence, at that time, for girls from the Seminary to venture across the men's campus. One day two of the fair sex did stroll past the president's home and on across campus.

It so happened that several of the men were training on Loomis Field for the spring track meets. Naturally they were clad in the shorts dictated by the sport. According to the story, the sight of men running and jumping in those costumes unnerved the Sem-ites. They turned and fled back past the president's home.

Horns Surrendered

The men students cultivated the very obliging practice of calling "Heads Out" at the top of their voices whenever something of notice was taking place. So the attention of the president as well as the students was brought to bear on the fleeing girls. Another custom, among the men, was to blow their "college horns" (small tin horns then in vogue) when wishing to get anyone's goat.

At chapel, the next morning, the president issued a call for the surrender of all horns. A tribute to his oft-recalled oratorical ability was the large pile of horns turned in.

The family of President Harris has been the largest to reside in the house. There were eight boys and one girl. Two, Marybelle and Reese, were outstanding students at Bucknell. Dr. Mary Harris is now a trustee of the University.

Minor Fires

Although several minor fires have occurred in the building, the only one of any consequence took place during the term of Dr. Harris. Gas in the cellar ignited and blazed up through the partition in the living room. The quick action of Dr. Bartol and Dr. John T. Judd, who cut away blazing wall saved the structure from complete destruction.

Dr. Emory Hunt, who succeeded Dr. Harris as President resided in the house from 1919 to 1931, when Dr. Rainey came to Bucknell. Most memorable, to students, of occurrences at the president's home, during these years, have been the "victory pleas" for school holidays after Bucknell

Rainey Fifth to Occupy Traditional Campus Home of B. U. Presidents

This week has seen the vacation of the home of Bucknell's presidents by Dr. Homer P. Rainey. Dr. Rainey, president since 1931, and the fifth to occupy the mansion, has moved to Washington where he will assume his duties with the National Youth Administration. Occupied since 1865, when built by President Loomis, it will remain vacant until Dr. Rainey's successor is named.

The Reverend Justin Loomis accepted the presidency of what is now Bucknell University in the year 1858. There was no President's home then, other than that built on the site of the present Kappa Sigma chapter house by the previous president, Dr. Malcolm. This home was retained by Dr. Malcolm upon his resignation.

Barn Erected

President Loomis, a few years later, erected the central part of the present building. The wing extending backwards towards Bucknell Hall was added later, as was the wing towards the railroad. At the rear and to the right of the home was erected a small barn, to house, presumably,

the driving horses and buggies of the President. The barn was later torn down and a tennis court made on the site.

The doorway of the house then faced on University Avenue. It was the habit of President Loomis to speak to the students and townspeople from this wide porch and even to conduct classes there, when later infirmities kept him from climbing the hill to recitations.

When the building was erected, there were no railroad tracks adjacent to it. The Reading Railroad had not, at that date, constructed its road north. A few years later, when the road was to be carried through Lewisburg, a novel bargain was made. The company had announced its plan to lay the tracks along the foot of the hill, where the Gymnasium and Loomis field now are. Then the plan was to continue across the campus, past the site of Bucknell Hall and by the stream to where the tracks now are. Of course the president and the trustees objected to thus spoiling the campus,

(Continued on page 4.)

come brown and grey blotches. The spectators' enthusiasm wanes as the evening wears on and their cheers become desultory. The air is dank. Spectators must focus their entire attention on the game itself, for the spectacle is lost. Many of the lovers of a football spectacle would rather attend a moving picture.

The reason for holding football games at night at Bucknell is patently to swell the coffers of the University. If this were not so, why was the lighting system installed? Because the fans like night games better? Then why not play all games, including the Homecoming game, at night? Because the players like them better? They have no choice in the matter. Because they produce better football? Not when the lights are so weak that one must strain to follow the play.

At Bucknell, where football is "de-emphasized," where football scholarships are banned by the University, and where football is ostensibly an amateur sport, played for the same reasons that other sports are played, the game should not be commercialized to the extent of taking away the glamour and spectacle of a football game which have become integral parts of the intercollegiate gridiron game by holding contests at night.

On the one hand, Bucknell officially refuses to sanction football scholarships. On the other she manipulates the sport in order to increase gate receipts. The two positions hardly seem compatible.

of pride to the... after the first issue... dent body would... a thousand students... they have not the... ment of an activity... which is of wide... would entail a pe... of the budget fig...

Painting

Tradition depicts the paint in large blocks the numbers '39, the campus it a enlarged upon. responsible for r we find their n water tower, bu Main, the sidewalk except the roof- numerals '38, wh beautiful to men considered a gre ery.

The freshmen the tradition with ready have the i noticed thin, w stair landings, t places, the impo '39.

Long live t save just a littl tion!

president and his wife. Like the porch in warm weather, the living rooms of the house were often used by President Loomis for class purposes, during winters.

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Three score and ten years have passed since the erection of the President's Home. The seven decades of its usage have seen Bucknell grow from an unheard-of college of 50 men and 7 teachers to its present position among the liberal arts colleges in America.

"I believe in youth. I believe that youth over the last ten years hasn't had a real chance," says Dr. Ralph D. Hetzel, president of Pennsylvania State College.

SUNBURY DAILY ITEM, SUNBURY, PENNSYLVANIA
Thursday, July 25, 1963

Former BU President Sets Up Wilkes Fund

Dr. Eugene S. Farley, Wilkes College president, announced a gift of a \$25,000 scholarship fund to the college by the staff of Marts and Lundy, Inc., New York, in honor of the president of the corporation, Dr. Arnaud C. Marts. Wilkes College was launched as Bucknell Junior College while Dr. Marts was president of Bucknell University.

The gift was made on the occasion of Dr. Marts' 75th birthday.

The Marts scholarship will be awarded each year to the outstanding senior who has need of financial aid and who, by high scholarship and participation in college activities, has demonstrated those qualities of leadership that are needed at Wilkes College and in our nation.

January 23, 1971

American Assn. of
Fund-Raising Counsel, Inc.
500 Fifth Avenue
New York, N. Y. 10036

Gentlemen:

Mr. Austin V. McClain, Chairman of Marts & Lundy, Inc. was very kind in forwarding to me the printed copy of A Resolution adopted by the Board of Directors of AAFRC in memory of my beloved husband, Arnaud Marts.

I do thank you sincerely for this expression in appreciation of Arnaud Marts' great services to the AAFRC and to the profession of fund raising; also the recognition of his record of dedicated service in several of his many activities.

His love of God, his beloved country, and to all mankind, made Arnaud Marts a tremendous friend and a great inspiration to many. We all are the beneficiaries of his positive leadership in years past.

Again, my sincere thanks, and with kindest regards to all members of the AAFRC,

Sincerely,

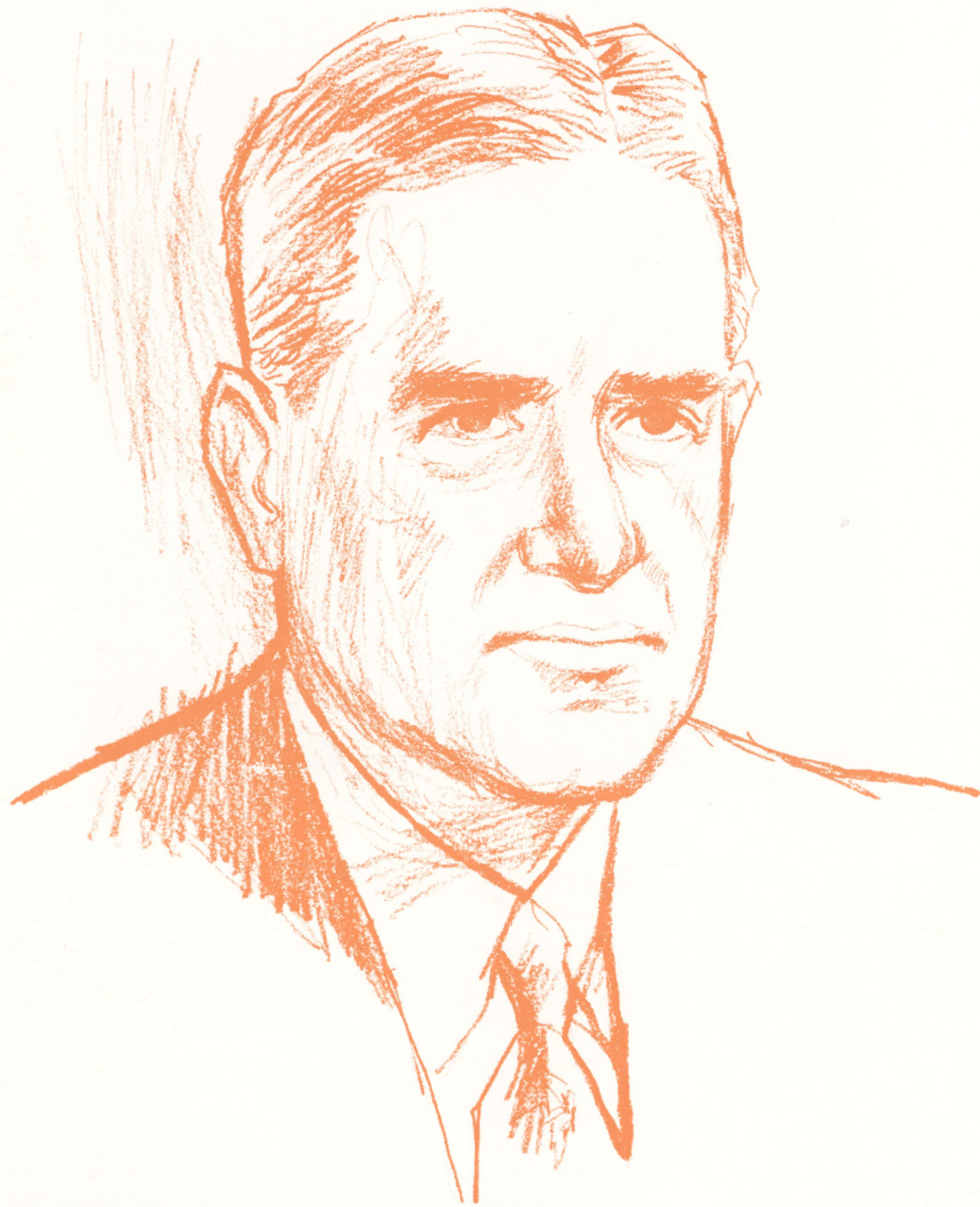
(Mrs.) Arnaud C. Marts

cml

CC - Mr. Austin V. McClain

SEPTEMBER, 1970

THE BUCKNELL ALUMNUS



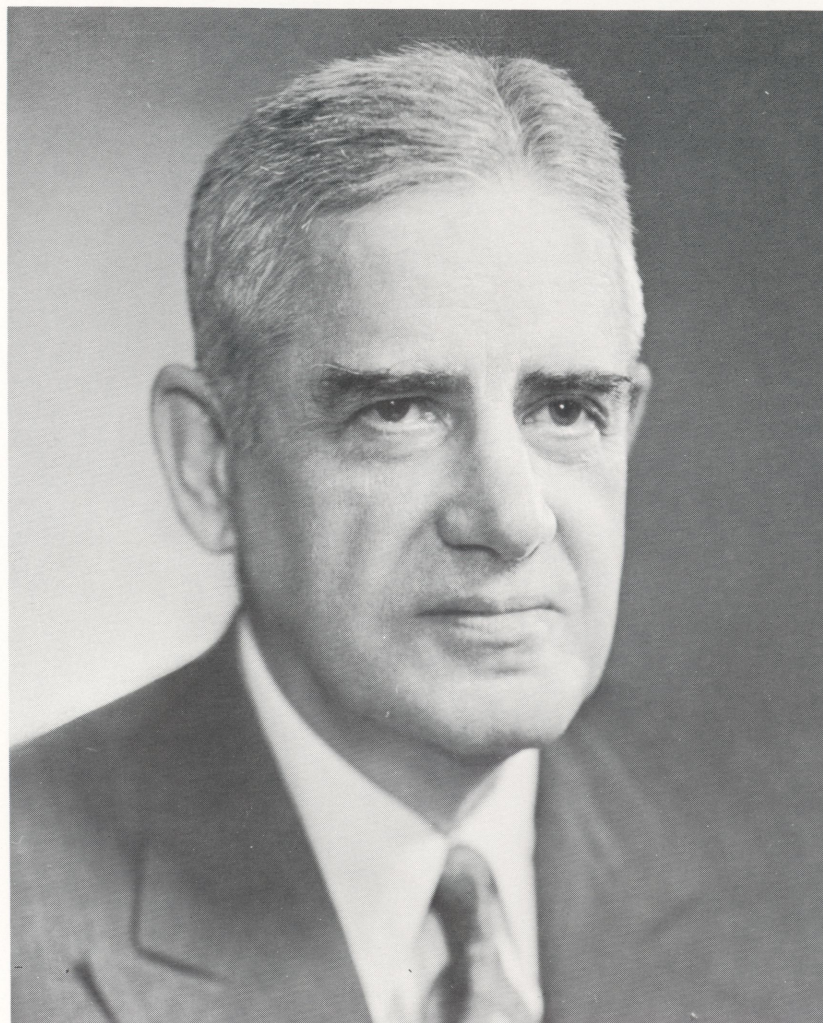
Cover Art Courtesy of Algonquin Press, N. Y. C.

ARNAUD C. MARTS H'46

1888-1970

Seventh President of Bucknell

1935-1945



A recent Bachrach portrait of Dr. Arnaud C. Marts

Dr. Marts Dies at Age 82

Dr. Arnaud C. Marts H'46, seventh president of Bucknell University, 1935-45, died Saturday, July 11, at the age of 82. He had suffered a broken hip and had undergone corrective surgery at Doctor's Hospital in New York City.

Widely known for his long career in philanthropic fund-raising, Dr. Marts was co-founder and honorary chairman of the board of Marts & Lundy, Inc., one of the oldest and largest professional fund-raising firms in the country. He saw annual private giving for public causes in this country rise from less than \$500 million in the early years of the century to its present level of

over \$17 billion. The increase was due in large part to the management techniques which he helped to pioneer.

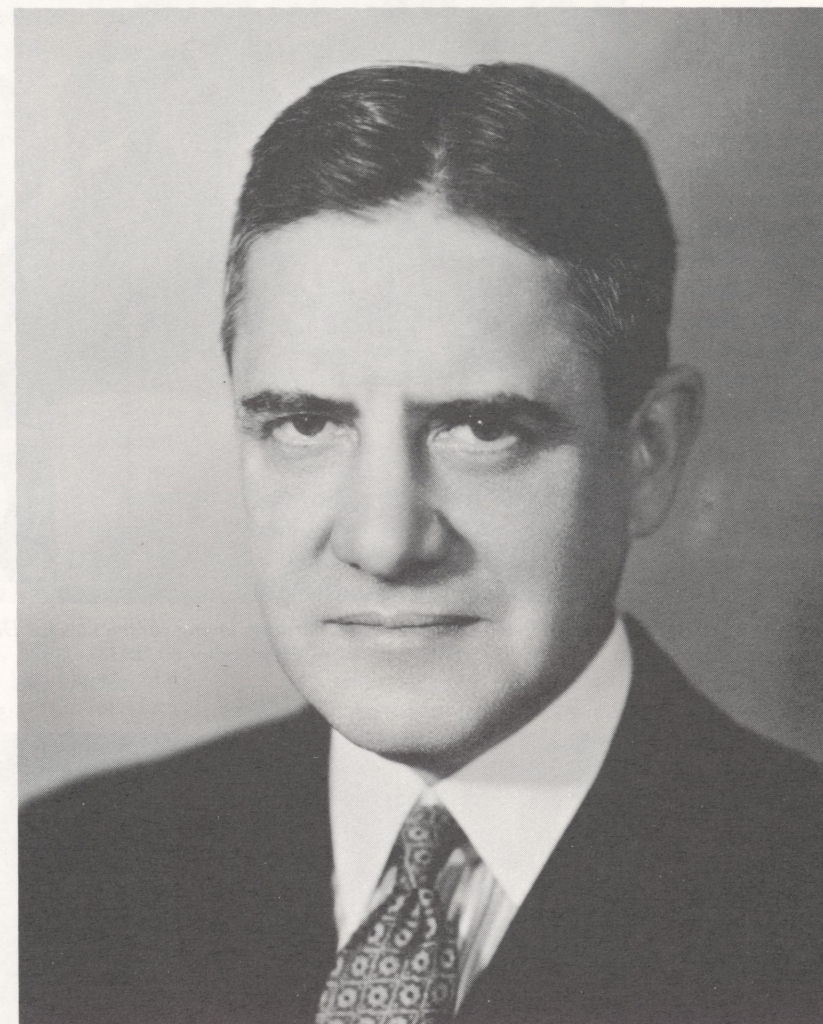
In 1926 he founded Marts & Lundy, Inc., in partnership with the late George E. Lundy and served as president of the firm until 1957 when he was elected chairman of the board.

From the beginning of his fund-raising career, Dr. Marts was devoted to the cause of establishing and maintaining high ethical standards and practices in the fund-raising calling. One outgrowth of his efforts in this direction was the organization of the American Asso-

ciation of Fund-Raising Counsel. Through the years Dr. Marts served three times as president of the AAFRC and was often referred to by its members as the elder statesman of the fund-raising profession.

In 1920, he married the late Ethel A. Dagett, who died in 1953. In 1958, he was married to the former Anne McCartney who survives him.

Funeral services were held on Monday, July 13, at the Marble Collegiate Church in New York City, with the Reverend Dr. Norman Vincent Peale officiating. Interment was at East Aurora, N. Y.



Dr. Marts as he began duties at Bucknell in 1935

The Marts Decade at Bucknell

"Arnaud Marts changed his status at Bucknell University from Acting President to President under dramatic circumstances in March 1937. As he was about to dismiss the Thursday morning assembly, two students, Ambrose Saricks '37 and Edward G. Hartmann '37, members of classes in history under Professor J. Orin Oliphant who helped them with their planning, arose from their seats, stepped into the middle aisle, and asked for permission to address the President.* This was granted. They stepped forward, turned around, faced the audience, and read a petition which they handed to President Marts. They said this was signed by every student,

faculty member, administration member, and other campus employees. This petition requested President Marts to drop the word 'Acting' from his title and become the 'President' of Bucknell University."

THIS description of a dramatic moment in the life of a University and of Dr. Arnaud Marts is taken from page 179 of his biography, *Arnaud Cartwright Marts: A Winner in the American Tradition*, published this year by the Algonquin Press, New York. The biographer is Dr. Paul C. Carter, a lifelong friend and admirer of Dr. Marts and former official of the American Baptist Board of Education and Publication.

Presentation of that petition came as a complete surprise to the

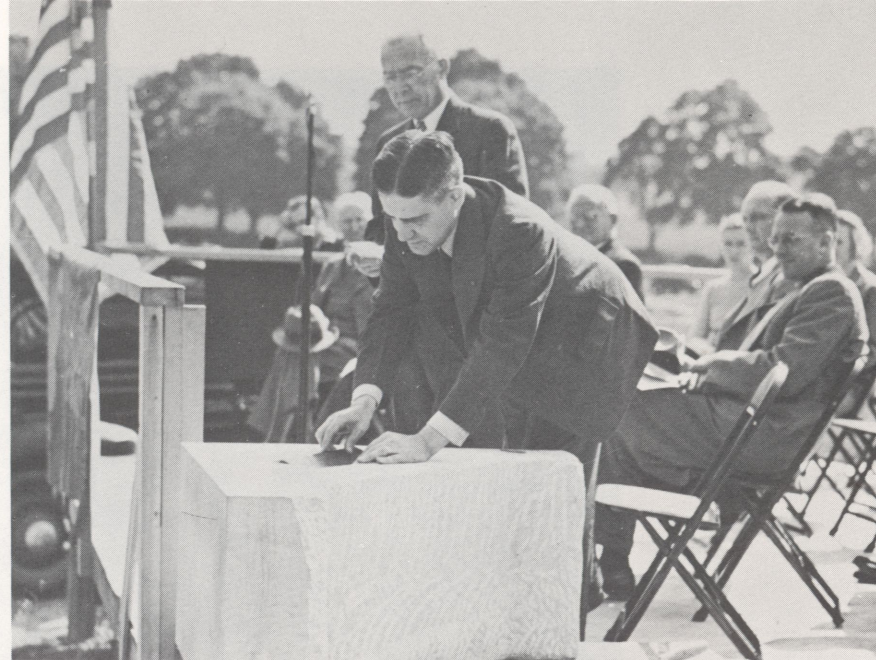
* Dr. Ambrose Saricks is now professor of history and associate dean of the University of Kansas Graduate School. Dr. Edward G. Hartmann is professor of history and director of libraries at Suffolk University, Boston, Mass.

"Acting President" of Bucknell. However, he promised to give the petition careful thought, thanking everyone for their expression of confidence in his leadership.

After consultation with his wife, his business partner, George Lundy, and other officials, he agreed to drop the word "Acting" from his title, but with the understanding that he would continue to divide his time in New York and in Lewisburg on the same schedule which he had been following as Acting President. The Board of Trustees agreed to this arrangement.

THE election of a university president by student, faculty, administrative, and employee petition is a rare phenomenon, even for 1937. In just three years Dr. Marts had made his impress on Bucknell. His leadership abilities had been recognized by the board of trustees as well as by the students. He had confronted major problems and had achieved major solutions. He had accomplished all this on a part-time basis, commuting from New York to Lewisburg for three days of intensive work as an academic leader, returning to New York for four active days as a partner in one of the major fund-raising concerns in the United States.

But drama seemed to accompany the events of life for Dr. Marts. The son of Reverend William G. and Irene C. Marts, he was born at Reeds Corners, N. Y. He worked his way through Oberlin College, Ohio (two of his summers were spent in an occupation he humorously described as a "tree surgeon"), and graduated in 1910 with honors and election as a member of Phi Beta Kappa. He became affiliated with the Standard Life Insurance Co., Pittsburgh, after graduation and became a vice president of that firm in 1914. Early attracted to the Boy Scout movement and other welfare work, he served as Associate National Director of the \$18-million campaign for War Camp Community Services in the first World War. He was also a member of the National Committee



President Marts at cornerstone laying ceremonies for Davis Gymnasium (September 30, 1937).



President Marts and his predecessor, Dr. Homer P. Rainey, at dedication of Vaughan Literature Building (February 10, 1938).

of 35 in charge of the United War Work Campaign for \$175-million. After the war, he continued in the work of raising funds for philanthropic institutions. He served as president of the firm of Marts and Lundy until 1957 when he was elected chairman of the board.

It was in 1932 that Dr. Marts agreed to accept election to the board of trustees, a post he was to hold for two decades. Three years later Dr. Homer P. Rainey, President of Bucknell, resigned his post to become Executive Director of the American Youth Commission. A special meeting of the board of trustees was called on short notice and the trustees agreed to invite Dr. Marts to accept the presidency. Judge J. Warren Davis '96, then vice chairman of the board, journeyed to New Jersey to convey the invitation to Dr. Marts. This is how his biographer, Dr. Carter, describes that meeting:

"Marts thanked Judge Davis for the honor and confidence, but

declined the election. He explained that he and his partner, George Lundy, were engaged successfully in building a new business and he would not leave his partner in such a manner which would be unfair to him, nor would he turn his back on 40 employees of the firm who were dependent for themselves and their families upon the success of Marts and Lundy, Inc.

Judge Davis was a determined and persuasive man and he persisted until the two men came to a compromise agreement. Marts agreed to give one-half time for a limited period for a year or so as Acting President of Bucknell, and in that limited term he would help the trustees find the right man for their president, and meanwhile would help work out Bucknell's pressing problems.

It was agreed that Marts would spend a portion of each week in Lewisburg and he would retain his business office in New York and his residence in New

Jersey. Thus Marts began the Wednesday-night-sleeper ride from New York to Lewisburg where he was to arrive at six o'clock each Thursday morning for a stay of two or three days each week. This agreement was reported to the board of trustees who promptly approved it. They elected the dean of the university, R. H. Rivenburg, Vice President of Bucknell, who would be in charge of faculty and academic affairs and who would be in authority during the days of Marts' weekly absences." (pp. 146-147).

THE new president was presented to the faculty and students at a special assembly on October 15, 1935. At the beginning of the 1935-36 term, the university had enrolled the largest freshman class that had so far entered, 325 students. Total enrollment stood at 1,085. The faculty numbered 78. Total endowment of the institution



Dirt is dynamited into the air, left, as President Marts and Prof. Charles A. Lindemann, Class of 1898, officiate at groundbreaking ceremonies for new wings of Dana Engineering Building (September 29, 1938).

at that time was \$1,300,000, and the interest-bearing debt stood at \$335,000.

There were other problems, and the acting president attacked one of these with vigor. "Old Main" had been destroyed by fire in 1933, and the debris of a portion of this building was still in evidence. The onset of the depression had made it difficult to raise funds to replace this building, but at the first meeting of the board of trustees Dr. Marts asked them to authorize a fund-raising program of \$350,000 with which to rebuild the destroyed center section of the building and to recondition and modernize the East and West wings. He received both the approval and help of the board, including a gift of \$100,000 from trustee Daniel C. Roberts H'38. Since Dr. Marts was a firm believer of building only when money was at hand, construction on the central part of the new structure did not begin until 1937, and Daniel C. Roberts Hall stands today as a memorial to the generosity of the former honorary chairman of the trustees.

The new president also brought some streamlining to the Administrative Office. He appointed an Executive Committee of the trustees to work intensively on university business and created a Faculty Advisory Committee to examine the situation in the university from time to time and report its findings to the faculty for adoption or rejection. A man who believed in the collection of facts and the study of those facts in the process of decision-making, Dr. Marts was to analyze many facets of the university's operation, laying a factual groundwork for the solution of the problems of the University.

By the time the 1937 academic year had begun, a freshman class of 399 was enrolled and total enrollment reached a new peak of 1,205 students. The trustees voted to restore faculty salaries in full, cuts which had been made at the onset of the depression during a period of declining enrollments. With Old Main under construction, Dr. Marts pushed a building pro-



Mr. Daniel C. Roberts, a trustee and generous benefactor of Bucknell, at dedication ceremony for Daniel C. Roberts Hall (November 13, 1937).

gram to complete the Engineering Building and to equip it, and also initiated efforts to build the first unit of the gymnasium. By the end of 1938, President Marts reported to the trustees that the first unit of the new gymnasium for men was complete and that Tustin gymnasium had been remodeled for the use of women students. Meantime, a service building had been erected to house repair shops and equipment, and the Engineering Building was complete for 375 freshmen admitted for the 1938-39 school term. Enrollment reached a peak figure of 1,322.

Dr. Marts outlined some of his problems in his book, *The Generosity of Americans* (1966):

"My first job on the presidential side of the desk at Bucknell was to raise one half million dollars to rebuild 'Old Main' which

had burned down a couple years previously. That was scarcely accomplished when I was informed by the Engineering Council of Professional Development that I would have to reorganize the Engineering courses and build a new Chemical Engineering Laboratory in order to retain the accreditation of the Engineering courses. And then came the necessity for a new gymnasium, a new library and the transformation of the Bucknell Junior College at Wilkes-Barre into a fully accredited four year college which is now called Wilkes College."

IN a booklet prepared by the board of trustees and issued in April 1939, accomplishments of the "Acting President" were detailed. These included, in addition

to those already cited, the inauguration of a faculty pension retirement system; the creation of a faculty study group known as the Bucknell Scholars; the appointment of a Dean of Men; the organization of "Friends of the Library;" the installation of a chapter of Phi Beta Kappa; and the wiping out of a capital debt of \$350,000.

While all this was going on at Bucknell, Dr. Marts was working to build the Bucknell Junior College at Wilkes-Barre. During these years, he simultaneously led Bucknell out of its depression days and laid the foundations for the ultimate creation, in 1947, of Wilkes College on the superstructure of the former Junior College.

Dr. Marts was also defining his attitude toward education and the goals it must serve. In an address to the Northern Baptist Convention in 1940, he observed:

"... Too many of us have become more interested in the subjects we teach than in the young people we teach. We must begin to care with all our hearts about the character and life purposes of the young people who walk out of our halls into the active life of our nation."

We have built up a system of education that is bigger and more powerful than are we, the people who built it. We no longer run it. It runs itself. We no longer set goals for it. It has become an end in itself—rather than a means to an end. I believe it is time to de-institutionalize it—to re-humanize it—and to make it serve a large and noble end."

That large and noble end was his constant inspiration, and it must have been this inspiration which the entire faculty and student body sensed when they petitioned him to become President of Bucknell.

When the war years came, Dr. Marts enlisted for other duty. In addition to his roles as President of Bucknell, driving force on several boards of trustees and private business executive, he became a member of the cabinets of Pennsylvania Governors Arthur H. James



President Marts served as a member of the Cabinet of Pennsylvania Governor Arthur James (1938-42), shown here receiving a Civil Defense pin from Mrs. William Clothier, and of Governor Edward Martin, successor to Mr. James. The president of Bucknell also participated in several coast-to-coast radio programs (below).



and Edward Martin, serving as executive director of the State Council of Defense. In January 1943, he was commissioned as a Captain in the U. S. Coast Guard Reserve in charge of the Division of Temporary Reserves. At the conclusion of this tour of duty he was awarded the Navy Commendation Medal and Ribbon.

To these varied roles he brought his driving energy and talents. He told the graduating class of 1941, in a speech entitled, "Under Three Flags":

"I fear we have put more emphasis than we should in recent years upon physical comforts and social security as aims of human happiness. Ease is not the greatest good. Pain and discomfort and danger are only necessary parts of human experience. I, personally, do not want a flabby, sweet-scented life of constant ease, and I know you do not either..."

Do not mourn the loss of the sort of life you had expected. Perhaps the days of pain and difficulties will prove to be finer and more rewarding than those easier days which we have lost. Out of travail and agony a new world is being born. That new world promises to be either a world of

great shame and disaster, or a world of great hope and freedom. I believe it will be the latter."

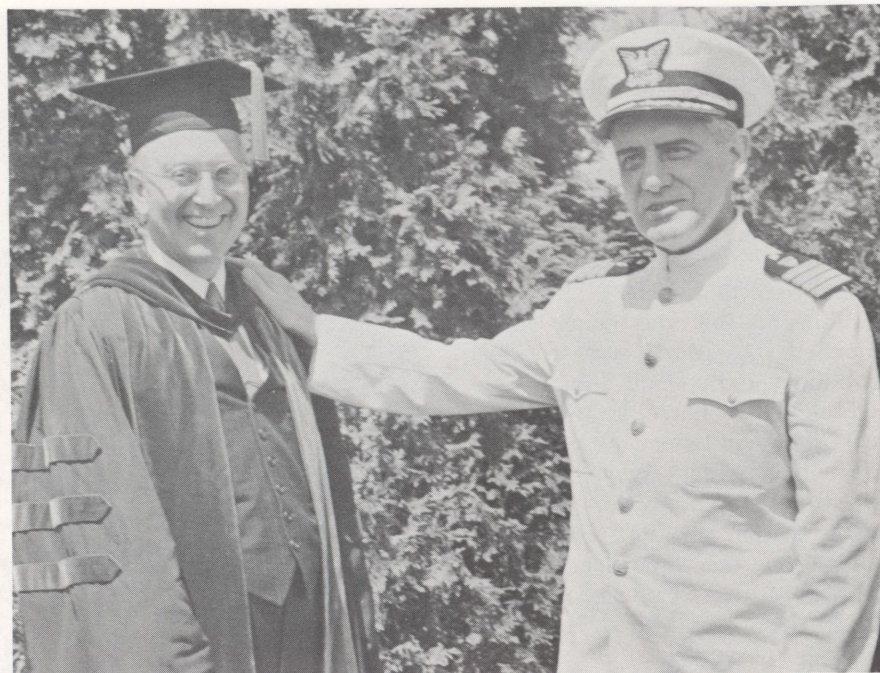
In June 1944, President Marts presented his resignation to the board of trustees and told the Alumni of the University:

"... When the Selective Service Act was enacted and then when America entered the present war, I realized that it would be my duty to stay at the helm until the special problems of the war period would be met. I have done this, and now Bucknell must begin to shape its plans for the postwar years. Our Navy training unit is decreasing in size, and returning veterans are already on our campus, the advance guard of an important element of postwar Bucknell. This provides a semicolon, as it were, when it seems quite timely to me to make the change which I have long desired and to ask that my successor be selected to lead us into the coming era.

"... Bucknell will enter upon its finest era immediately following the war, in my opinion. Higher education will surge forward as never before in America. Bucknell will be in the forefront of that advance. As soon as feasible, we shall build a new library, raise faculty salaries, and enlarge the faculty, erect new scientific laboratories, and new recitation halls and other buildings, and endeavor in every possible way to make our '300 acres' a campus of the highest standards and of the noblest spirit."

BEFORE Dr. Marts left the campus at the end of June 1945, he was presented by the faculty and administration with a testimonial of appreciation and thanks. This reads in part:

"By his mental poise, his executive capacity, his profound vision, his humane outlook, and his influential personality, he has



Dr. Marts greets his successor as president of Bucknell, Dr. Herbert L. Spencer H'53, at 1945 commencement.

challenged the admiration of his associates and immeasurably increased the prestige of Bucknell University. Educator, administrator, public servant, he has translated his useful life into the vital structure of the institution he has served with conspicuous success during a critical period of its history."

In 1946, Bucknell conferred upon him the honorary degree of Doctor



Coast Guard Captain Marts wins congratulations of Admiral R. R. Woesche as he receives the Navy Commendation Ribbon (August 1945).

of Humane Letters. And on March 22, 1968 the administration center at Bucknell was named Arnaud C. Marts Hall in honor of the school's seventh president. The building which bears Dr. Marts' name was completed in June 1961 and is an extension of the Vaughan Literature Building. It completes the north side of Bucknell's Academic Quadrangle and houses the major administrative offices of the university.

Speaking at the dedication ceremonies, held in the Union League Club in New York, President Charles H. Watts II said: "Not only was Dr. Marts' term as president critically important for Bucknell in particular, but his long and illustrious career has contributed immensely to education and progress in general." Dr. Watts emphasized that no ordinary measures sufficed to describe the tremendous growth which Bucknell had experienced under the direction of Dr. Marts in his ten years as president. "The institution was strengthened in so many ways that his was truly a decade of decision for Bucknell. The academic program was, of course, his principal concern, but this in turn required strong finan-

cial support and an adequate physical plant, for the depression had weakened the university and to save it a strong leader was required. President Marts became that leader."

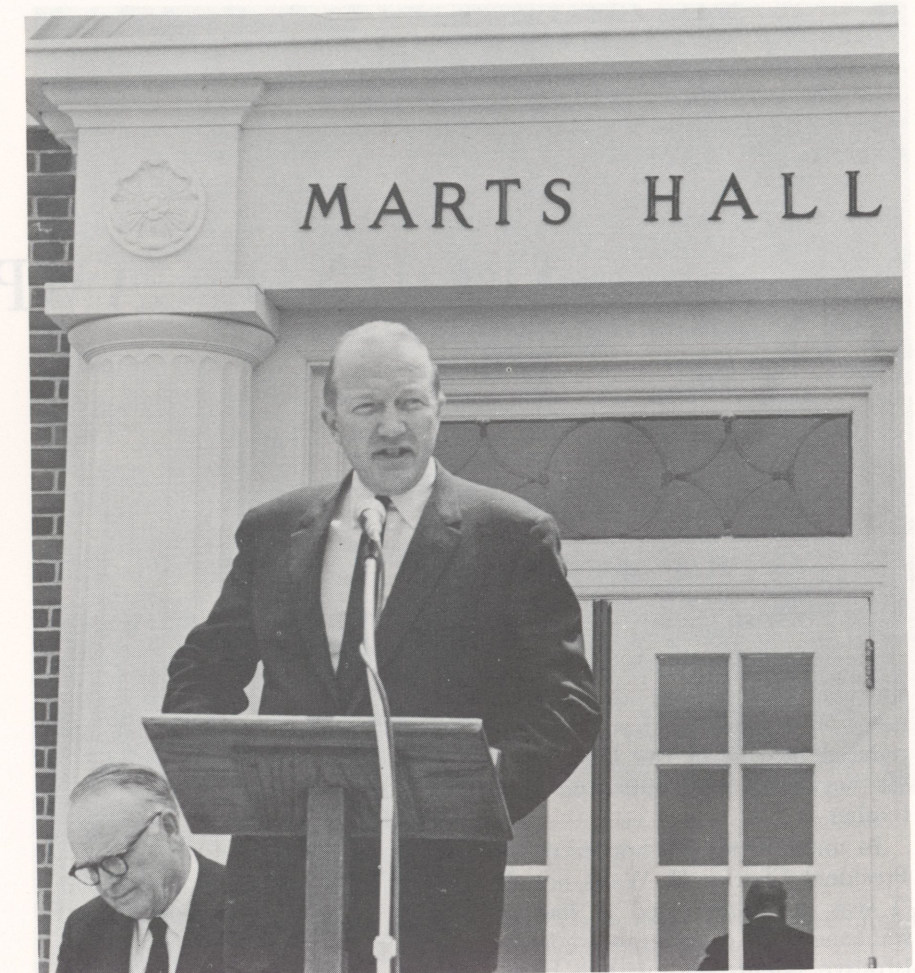
Though he returned in 1945 to full-time duty as founder of Marts and Lundy in New York City, Dr. Marts remained a driving force at three educational institutions. He continued his service on the board of Bucknell University, and joined the board of Wilkes College (founded in 1947 as an outgrowth of Bucknell Junior College), and accepted a position on the board of trustees of his alma mater, Oberlin College.

HE also continued his writing and his articles on philanthropic and educational matters reached around the world. His most recently published work was *The Generosity of Americans* (1966). In June 1970, his biography, written by Dr. Paul C. Carter, was published by Algonquin Press.

The honors he has received were numerous and included honorary doctorates from Oberlin, Hillsdale and Hobart Colleges and Bucknell. In addition, many words of praise have been spoken or written about Dr. Marts. But none perhaps define more clearly his vision and role as seventh president of Bucknell than those he spoke himself at a chapel talk he gave on January 18, 1940:

"I am doing what I am doing at Bucknell because I believe with all my heart that here in this beautiful spot can be created and maintained a little world of nobility in the midst of a world of mediocrity and sham and cruelty. That here in this little world, young men and women may develop such deep and undying loyalty to the nobler way of life that wherever they may go thereafter, they will carry some measure of that nobility to enrich life about them. It is because I believe that, that I have been willing to pay the price to serve you."

SEPTEMBER 1970



President Charles H. Watts, above, addresses assembly at campus ceremonies dedicating Marts Hall (June 1968). Below, Trustee Robert L. Rooke '13, H'51, unveiled the plaque in lobby of building honoring his close, personal friend, Arnaud C. Marts.



AROUND CAMPUS

New Provost

Dr. Wendell I. Smith '46, professor and chairman of the department of psychology, has been appointed provost of the University. He began his new duties on September 1.

In announcing the appointment, President Charles H. Watts noted: "I was most interested in finding someone with considerable administrative talents and with a background in the sciences and feel that Professor Smith most ably meets these qualifications. His scholarly capabilities have been much in evidence during his 24 years on the Bucknell faculty, his tenure as chairman of one of the University's very strongest departments has been highly productive, and he has served with distinction on numerous faculty committees. Professor Smith's abilities as a teacher were formally recognized by the University when he was named recipient of a Lindback Award in 1965."

The President also noted: "I am most grateful to Professor Lester Kieft for the service he has rendered as acting provost. Bucknell has been fortunate to be able to call upon a man of his diverse talents."

Recipient of B.A. and M.A. degrees from Bucknell and a Ph.D. degree from The Pennsylvania State University, Dr. Smith served



Provost W. I. Smith '46

as director of educational research for the McGraw-Hill Book Co. for one and one-half years and has also been a consultant with the Bureau of Research of the U. S. Office of Education and a consultant on mental health for the Commonwealth of Pennsylvania. He was promoted to the rank of professor in 1955 and succeeded the late Dr. Phillip Harriman as chairman of the department of psychology in 1957.

Vitally involved as a citizen of the local area, Dr. Smith has served varied roles in community affairs, including election as a member of the Lewisburg Area School Board.

He resigned that post on August 1.

The author or co-author of several books and numerous scholarly articles, Dr. Smith's latest publication is *Human Learning*. The book is co-authored by Dr. Nicholas Rohman, a former member of the psychology department, and is part of McGraw-Hill's El Pro series.

Currently he is the administrator of a \$250,000 grant awarded to the University by the National Institute of Mental Health for a special program designed to prepare psychology students for a mid-level professional career in research or college teaching. Known as the "3-2 Program," both the A.B. and M.A. degrees are awarded to students who complete it.

The new provost is married to the former Mary Haupt and they are parents of a son, Alex, an honor graduate of Lewisburg High School who began studies at Bowdoin College this month.

President Watts also thanked the student-faculty committee which aided in the selection of a provost. Student members included Lawrence Baker '70 and Melvin Hill '70. Faculty members included Professors Lester Kieft, chemistry; Michael Santulli, philosophy; Hugh McKeegan, education; and Charles Walker, electrical engineering. This committee evaluated nominees from other institutions as well as Bucknell faculty members before a final selection was made.

Class of 1974

The Class of 1974, just beginning studies at Bucknell, already possesses some statistical distinctions.

Numbering 800, one of the largest freshman classes admitted to Bucknell, in terms of scholastic aptitudes and high school rank, it may be one of the strongest groups of students to enroll at the University. The class is composed of 528 men and 272 women.

Of the 5,270 applicants, the largest in the University's history, 2,075 were offered admission (1,485 men, and 590 women), and 930 potential students were placed on the waiting list.

There were 182 Alumni children (or 3.4 percent of the total) among applicants for admission. Of this number, 120 were offered admission and 76 were enrolled. Seventy-six percent of these applicants were in the top fifth of their graduating classes, and Alumni children make up approximately nine percent of the class of 1974.

Among the class are 32 National Merit Scholarship recipients, a Presidential Scholar, and 404 members of the National Honorary Society (222 men and 182 women). Ranking in the top tenth of their high school graduating classes were 56 percent of the men and 88 percent of the women (in the top fifth, 85 percent of the men and 97 percent of the women). The average S. A. T. scores for men were 593 verbal and 661 math; for women, 627 verbal and 643 math.

The range of interests of freshman class members has some barometers: 58 men and 12 women served as class presidents; 21 men and four women served as student government presidents; and 65 men and 79 women served as editors of their high school publications. In addition, 136 were members of the Boy Scouts and 30 were Girl Scouts. There are 112 men and 65 women who were part of high school drama groups; 109 men and 40 women who are debaters; and 14 men and two women who have been disc jockeys.

Eighty-one percent of the class



Members of the Class of 1974 arrived on campus Monday, August 31, to begin an orientation program. Classes began on Friday, September 4.

comes from the Mid-Atlantic states; nine percent from New England; five percent from the North Central States; three percent from the South and one percent from the West. About one percent are students from outside the continental U. S.

Financial aid amounting to \$340,000, including scholarship loans and jobs, was offered to 187 of the students enrolled who had established need—or about 25 percent of the freshman class.

Presidential Scholar

Martha A. Dahlen, Charlottesville, Va., who entered Bucknell University as a freshman in September, is one of 119 men and women throughout the country named Presidential Scholars by President Nixon.

One boy and one girl from each state, the District of Columbia, and Puerto Rico, and fifteen at large were selected by the Commission on Presidential Scholars to represent the able students of the coun-

try. Those named were entertained at the White House.

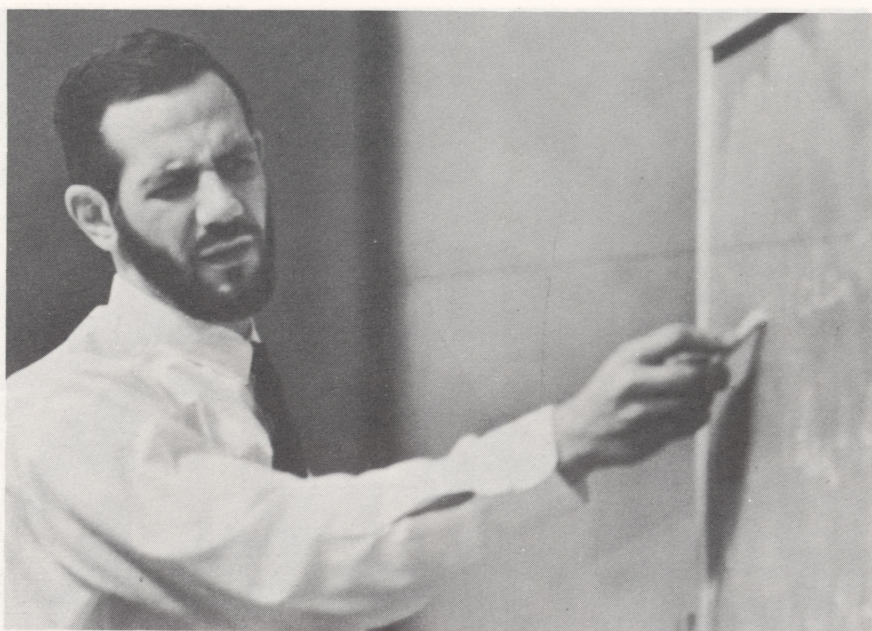
A graduate of Lane High School in Charlottesville where she was editor-in-chief of the weekly student paper, Martha is the daughter of Mr. and Mrs. Paul A. Dahlen, 1621 Yorktown Drive, Charlottesville.

Bucknell is one of only three Pennsylvania schools which the Presidential Scholars indicated they were attending.

Lindback Awards

Three Bucknell faculty members, one of whom retired at the conclusion of the 1969-70 academic year, have been named recipients of Lindback Foundation Awards for Distinguished Teaching.

They are Dr. J. Ernest Keen, associate professor of psychology; Dr. David S. Ray, associate professor and chairman of the department of mathematics; and Donald E. Wagner, assistant professor of civil engineering. Professor Keen was also named recipient of the



Dr. J. Ernest Keen, associate professor of psychology, is one of three recipients of the Lindback Awards for Distinguished teaching. He also is recipient of the Class of 1956 Lectureship awarded annually for inspirational teaching.

Class of 1956 Lectureship, a graduation gift of the Class of 1956 which is awarded annually for inspirational teaching.

The Lindback Awards, which include cash prizes, have been made available each year since 1961 by a grant from the Christian R. and Mary F. Lindback Foundation. The late Mr. Lindback was a member of Bucknell's Board of Trustees from 1937 to 1950.

A member of Bucknell's faculty since 1964, Dr. Keen received a bachelor of arts degree from Heidelberg College in Ohio and a Ph.D. degree from Harvard University. While studying for his doctorate he held fellowships from Harvard and from the National Institutes of Health. Before coming to Bucknell he served one year as a clinical psychology trainee at the Veterans Administration Hospital in Boston.

Dr. Ray, who also joined the faculty in 1964, earned a bachelor of arts degree at Washington and Jefferson College, a master of arts degree at the University of Michigan, and a Ph.D. degree at the University of Tennessee. He served as an instructor in mathematics at Tennessee for six years before coming to Bucknell. In addition to serv-

ing on the mathematics faculty, Dr. Ray is also coordinator of graduate studies at the University.

Professor Wagner, who has retired from active teaching and now holds the title of assistant professor of civil engineering emeritus, graduated from Bucknell in 1927 with the degree of bachelor of science in electrical engineering and received a professional degree in electrical engineering from the University in 1932. In addition to working as a professional engineer, he served 24 years with the Pennsylvania State Police before joining the Bucknell faculty in 1956.

Summer Study

Grants from the National Science Foundation and the National Institute of Mental Health made it possible for nine undergraduate students to spend 12 weeks at Bucknell University this summer gaining experience in research in psychology and animal behavior.

The students, seven of whom attend Bucknell, worked with Dr. Douglas K. Candland, professor of psychology, and Dr. Tim T. L. Dong and Dr. Alan I. Leshner, assistant professors of psychology.

Two of the participants, Pamela

G. May, a Bucknell sophomore from Wilmington, Del., and James Kuisma of Lafayette College, studied how syntax and grammar are learned and remembered. The general purpose of this study is to understand the mechanisms of human memory.

Four Bucknell students, R. Jay Poliner, a junior from Easton; Jeffrey J. Kassel, a junior from Baltimore, Md.; Richard B. Zandler, a sophomore from Pennsauken, N. J., and Q. Thomas Novinger, a sophomore from Williamsport, worked in the psychology laboratories at Bucknell learning how to telemeter heartrate from the Japanese snow monkey and studied the relationship between heartrate and social behavior of these primates. Three of these students spent a month at Bucknell's field station in Goulds, Florida to study the behavior of the 200 free-ranging monkeys living in Monkey Jungle.

John A. Gardner, a Bucknell junior from Clarks Green, Kirk A. Speicher, a Bucknell senior from Wilkes-Barre, and William Walker of Union College, studied effects of overpopulation on the endocrine system of rodents in order to determine how overcrowding produces changes in the reproductive system.

Bucknell Review

An interpretation of John Booth's *Giles Goat-Boy* by Dr. John W. Tilton '52, associate professor of English, is one of seven scholarly articles included in the Spring, 1970 issue of the *Bucknell Review*.

Among the other articles are "Westernization: Russia and China," by T. H. Von Laue, Washington University; "Hesiod and History," by Douglas H. Stewart, Brandeis University; and "The Problem of Philosophy in the Novel," by Donald Pizer, Tulane University.

Issued three times per year, the *Bucknell Review* is edited by Dr. Harry R. Garvin, professor and chairman of the department of English.

Top Award

David P. Wohlhueter, Bucknell's sports information director, is the University's latest winner of a national honor.

Bucknell's 1969 football brochure, compiled and edited by Mr. Wohlhueter, was judged the finest in the country among College Division schools in competition sponsored by the Football Writers Association of America. The award presentation was made at the summer meeting of the College Sports Information Directors of America in Chicago.

The Bucknell brochure was judged the best among College Division schools in District Two (New York, New Jersey, Pennsylvania, and Delaware) and then was victorious in competition among the eight district winners. Syracuse University captured District Two and national honors in the University Division.

The 1970 Bucknell Football Guide, which some have said is better than the prize-winning 1969 edition, has been mailed to newspaper, radio, and television sports reporters and a copy will be sent to every Bison Club member. The book includes biographical sketches of the Bison players, a rundown on the ten 1970 opponents, biographical sketches of the coaching staff, complete 1969 statistics, all-time Bucknell records, a capsule outlook for the 1970 season, a complete team roster, scores of all Bucknell football games, and a complete list of all former Bison football lettermen.

Higby Memorial

The University has received a \$5,000 bequest under the will of Jane McKinney Higby as a memorial to her late husband, Professor Chester P. Higby '08.

An historian on the faculty of the University of Wisconsin, Professor Higby received his M.A. degree from Bucknell in 1909 and an honorary doctorate in 1934. A similar bequest in his memory was made to the University of Wisconsin.



Miss Trennie E. Eisley '31, director of public relations, congratulates David P. Wohlhueter, sports information director, for his award-winning work. Dave's 1969 football brochure was voted best in the nation by the Football Writers Association.

Funds from the bequest will be used to aid the teaching and study of modern European history. Since the adequacy of library facilities was a primary concern of Professor Higby during his teaching years, initial funds will be used to purchase books in the field of modern European history. Bookplates will be placed in each volume to indicate purchase by the Chester P. Higby European History Fund.

Bucknell Parents

John B. Young, of Glen Ridge, N. J., is president of The Bucknell Parents, succeeding Hans Aron, of Seaford, N. Y.

Parents of all students automatically become members of this organization, whose purpose is to provide for better understanding between parents and the University, and to stimulate interest in higher education and in the opportunities offered by Bucknell.

Named to serve with the new president are Melvin Axelrod, of Lake Success, N. Y., president-elect; Mrs. R. Ross Houston, of New Wilmington, vice president; and Mrs. Andrew J. Hinlicky, of

Glyndon, Md., secretary-treasurer. The parent representatives are as follows:

Class of 1971—Jack L. Bruckner, of Manhasset, N. Y.; Richard Carter, of Cumberland, Md.; Mrs. Bernard Gardner, Wantagh, N. Y.; and Mrs. Howard Stier, of Clifton, N. J.

Class of 1972—Richard A. Dickson, of Chatham, N. J.; Mrs. Lloyd Geer, of Cresco; Mrs. Edward Nachshin, of Oceanside, N. Y.; and Vincent P. Richards, of North Caldwell, N. J.

Class of 1973—Howard R. Berninger, Sr., Mifflinville; Mrs. Elizabeth W. Ewing, Tarrytown, N. Y.; Mrs. John C. Hellyer, Pennington, N. J.; and Harvey Scherer, Merrick, N. Y.

Win Scholarships

A senior woman and a junior man received fraternity scholarships for the coming year.

Marilyn R. Emerich '71, of Bethlehem, is the recipient of a \$1,000 scholarship awarded by Kappa Kappa Gamma fraternity for the coming year. The scholarship commemorates the 100th anniversary of

the founding of the fraternity and is given on each campus where the fraternity has a chapter. In the coming fall Miss Emerich will be one of 94 Kappa Centennial Scholars studying throughout the country.

She is a biology major and plans to take graduate work in physical therapy.

The Interfraternity Council Scholarship for the 1970-71 year has been awarded to Timothy W. Shay '72, of Elkland. The \$400 grant was given on the basis of need, academic achievement, and contribution to the fraternity system.

Mr. Shay is studying for the bachelor of science degree in mechanical engineering and is a member of Theta Chi fraternity.

Faculty Promotions

Promotions for 14 Bucknell University faculty members, effective in September, were approved at the recent semi-annual meeting of the University's Board of Trustees.

Those receiving promotions from associate professor to professor are Dr. James F. Carens (English), Dr. Sidney L. Miller (business administration), Dr. Harvey M. Powers, Jr. (English), Dr. David S. Ray (mathematics), and Dr. Douglas E. Sturm (religion and political science).

Dr. William H. Becker (religion), Dr. Gerald Eager (art), Dr. John D. Kirkland, Jr. (history), Dr. David W. Milne (psychology), Dr. Mark D. Neuman (history), Dr. James M. Pommersheim (chemical engineering), and Dr. James N. Zaiser (mechanical engineering) were promoted from assistant to associate professor.

Barry R. Maxwell (mechanical engineering) and William E. Yeomans (physical education) moved up from instructor to assistant professor.

A member of the Bucknell faculty since 1964, Dr. Becker received a bachelor of arts degree from Colgate University, a bachelor of sacred theology degree from Harvard Divinity School, and a Ph.D. de-

gree from Harvard University. He will be studying under a Danforth Foundation Post-graduate Fellowship for Black Studies during the coming year.

Dr. Carens, who is also editor of the Bucknell University Press, joined the faculty as an instructor in 1955. He received degrees from Harvard, Yale, and Columbia Universities.

Recipient of a bachelor of arts degree from Wesleyan University, a master's degree from Columbia, and a Ph.D. degree from the University of Minnesota, Dr. Eager joined the faculty in September 1965.

Dr. Kirkland, who also joined the faculty in 1965, earned a bachelor of arts degree at King College in Bristol, Tenn. and master of arts and Ph.D. degrees from Duke University.

Professor Maxwell, who received bachelor and master of science degrees in mechanical engineering from Bucknell, joined the faculty in 1961. He has been on leave of absence while pursuing a doctorate program at the University of New Mexico.

A member of the faculty since 1964, Dr. Miller received bachelor and master of arts degrees from Stanford University and a Ph.D. degree from the University of Pennsylvania. He previously taught at the Wharton School of the University of Pennsylvania.

Also a member of the faculty since 1964, Dr. Milne was awarded bachelor and master of arts degrees by Hofstra University and a Ph.D. degree by Cornell University.

Dr. Neuman, who earned master of arts and Ph.D. degrees from the University of California after receiving a bachelor of arts degree from Pomona College, has been on the Bucknell faculty since 1965.

Dr. Pommersheim, who joined the faculty in 1965, received bachelor and master of science and Ph.D. degrees in chemical engineering from the University of Pittsburgh.

Recipient of a bachelor of arts degree from Tufts University, a master of arts degree from Johns Hopkins University, and a Ph.D.

degree from Cornell University, Dr. Powers joined the faculty as an instructor in 1949. He also serves as director of the University Theatre and director of the Institute for Foreign Students.

Also coordinator of graduate studies at the University, Dr. Ray has been on the faculty since September 1964. He received a bachelor of arts degree from Washington and Jefferson College, a master of arts degree from the University of Michigan, and a Ph.D. degree from the University of Tennessee, and previously taught at Tennessee. He was honored with a Lindback Award for distinguished teaching at Bucknell's recent Commencement exercises.

Dr. Sturm, who received a Lindback Award in 1966 and the Class of 1956 Lectureship in 1968, joined the faculty as an assistant professor in 1959. He received a bachelor of arts degree from Hiram College and bachelor of divinity and Ph.D. degrees from the University of Chicago Divinity School.

Mr. Yeomans, who also serves as assistant football coach, joined the faculty in 1964. He received a bachelor of science degree from East Stroudsburg State College and a master of science in education degree from Bucknell.

Recipient of bachelor's, master's and Ph.D. degrees in mechanical engineering from the University of Delaware, Dr. Zaiser joined the faculty in 1965.

New Chairman

Dr. Richard W. Henry, associate professor of physics at Union College, Schenectady, N. Y., has been named professor and chairman of the department of physics at Bucknell University. Dr. Henry succeeds Dr. Owen T. Anderson who has served as acting chairman of the department during the current academic year.

Recipient of a bachelor of science degree from Union and master of science and Ph.D. degrees from the University of Illinois, Dr. Henry joined the Union faculty in 1958. In 1963-64 he held a National

Science Foundation Postdoctoral Fellowship for study in neurophysiology at California Institute of Technology and in 1967-69 he was a visiting associate professor of electrical engineering at Massachusetts Institute of Technology.

He is co-author of *Physical Electronics*, a textbook published in 1962 and revised in 1968. He was responsible for the section of the book dealing with solid state theory and devices.

New Director

Miss Judith A. Judy, a residence hall director at Illinois State University in Normal, Ill. for the past three years, has been appointed director of University residence halls at Bucknell University.

Miss Judy, whose appointment was announced by Dr. John P. Dunlop, dean of student affairs, replaces Miss Suzanne K. Herman who has been named assistant dean of students at Lafayette College.

A native of Kankakee, Illinois where she graduated from St. Patrick Central High School, Miss Judy received bachelor and master of science in education degrees from Illinois State University. She previously taught mathematics in junior and senior high school.

Leonard P. Smolen, who was named associate director when the Office of University Residence Halls was created last year, will continue to serve in that capacity.

The Office of University Residence Halls is responsible for the operation of the upperclass residence hall areas which include two large co-residential complexes, New Residence Hall and Swartz Hall; Hunt Hall, for women; Larison Hall, for men; and six small houses.

The director and associate directors are aided by a staff of residence directors and 40 undergraduate resident assistants who work with individual students and groups within each hall. Hall government councils and programming groups are active in the development of educational, social and recreational activities.



Miss Judith A. Judy



Miss Brenda E. Gordon

New Office

Creation of the Office of Freshman Residence Programs and the appointment of two current staff members as director and assistant director of the office have been announced at Bucknell University by Dr. John P. Dunlop, dean of student affairs.

Miss Brenda E. Gordon, who was named assistant dean of women at Bucknell in 1965 and promoted to associate dean last September, has been appointed director of freshman residence programs. Ron M. Jenkins, an administrative assistant for student affairs for the past year, has been named assistant director.

A graduate of Frenchtown (N. J.) High School, Miss Gordon received a bachelor of arts degree from Trenton (N. J.) State College and a master of science in education degree from Indiana University. She taught at Plainfield (N. J.) High School and was on the residence hall staff at Indiana before coming to Bucknell.

Mr. Jenkins, who also serves as diving coach for Bucknell's swimming team, is a native of York, Pa. where he taught for two years at York Suburban High School. He is a graduate of William Penn High School in York and West Chester State College.

The Office of Freshman Residence Programs will be responsible for the operation of the freshman residence halls, and a staff of undergraduate junior counselors will aid the director and assistant director in working with individual freshmen and groups within each hall.

In addition to providing guidance to individuals in a number of areas and helping them to make the major adjustment to a totally new environment, the staff will help coordinate educational, social, cultural, and recreational programs within individual freshman halls and on a quadrangle-wide basis. Freshman men will live in Kress, Trax, and Larison Halls and freshman women in Old Main and Harris Halls.

Political Adviser

Ronald J. Pedrick '60, director of development at Bucknell University, served in August as a member of the Platform Committee of the Pennsylvania Democratic State Committee.

One of 41 men and women selected to the Platform Committee, Mr. Pedrick advised the State Committee on the financing of higher education in the Commonwealth.

Foreign Student Post

Mrs. Gale Stillman Duque, a lecturer in English at Bucknell, has also been named foreign student adviser at the University.

Recipient of a bachelor of arts degree from the University of Rochester in 1958 and a master of arts degree from New York University in 1968, Mrs. Duque has served as a lecturer in English at Bucknell since February 1969. Her field of special interest is teaching English as a second language and she received her master's degree in this area.

Prior to beginning studies for her master's degree she served seven years as a professional worker with the Girl Scouts of America in Rochester, N. Y. and Monmouth County, New Jersey, and one year as a teacher of English in Helsinki, Finland. She is currently a member of the International Selections Committee of the national Girl Scout organization.

In addition to working with individual foreign students attending Bucknell, the foreign student adviser also coordinates the activities of campus and community volunteers engaged in programs for the foreign students.

Mrs. Duque is currently a member of the staff of Bucknell's Summer Institute for Foreign Students, one of two such programs in the country.

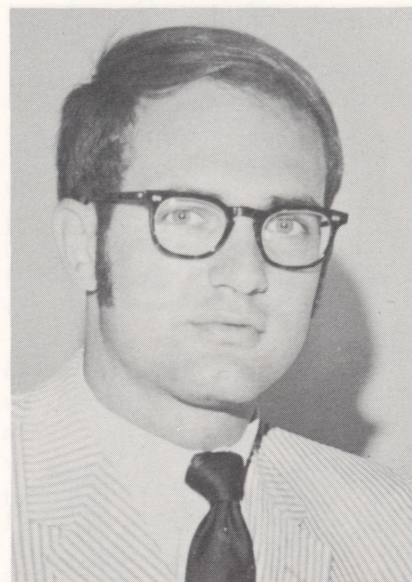
A graduate of Potsdam (N. Y.) High School, she is the daughter of Mr. and Mrs. Donald G. Stillman, 7 College Park Road, Potsdam.

Admissions Aide

Buchanan "Buck" Ewing III '65, has been named assistant director of admissions at the University.

Recipient of bachelor of arts and bachelor of science in chemical engineering degree from Bucknell, Mr. Ewing received a master of business administration degree from Boston University this year. Announcement of his appointment was made by Fitz R. Walling, director of admissions.

He served two years as a First



Buchanan Ewing III '65

Lieutenant with the U. S. Army Corps of Engineers beginning in November 1965, was a project engineer with The Badger Co. in Cambridge, Mass. from February to September 1968 before entering Boston University, and was a marketing research assistant with the United Fruit Co. in Boston in the summer of 1969.

As an undergraduate at Bucknell Mr. Ewing was enrolled in a special five-year program combining degrees in arts and engineering. He was a member of Pi Delta Epsilon, national journalism fraternity, and the student chapter of the American Institute of Chemical Engineers.

Son of Mr. and Mrs. Buchanan Ewing, Jr., 1949 Paul Avenue, Bethlehem, Pa., he came to Bucknell after graduating from Liberty High School in Bethlehem.

Mr. Ewing replaces Jonathan C. Davis on the Bucknell admissions staff. Mr. Davis plans to do graduate study at Syracuse University.

Intramural Sports

Walter "Len" Dillinger, a member of the Freshman 'E' team, is the recipient for 1970 of the Al Anderson Award. Honored by his teammates, Len is the son of Mr. and Mrs. Walter L. Dillinger, both members of the Bucknell class of

1937, of Point Merion, Fayette County, Pennsylvania. Len graduated from Gallatin High School in 1968, was an outstanding student and athlete. He deferred entering Bucknell for one year, and as a freshman was the major cog in the Frosh 'E' team championship drive over experienced fraternity and independent teams.

Len Dillinger participated in soccer, volleyball and basketball for the 'E' team, freshman dorm. He was a member of the freshman track team and aspires to be a jumper on the varsity in 1971. A civil engineering degree candidate, Len was initiated as a brother of Sigma Chi in May.

The memorial in tribute to Alexander Anderson '60 was initiated in 1964 by friends and fraternity brothers. The son of Mr. and Mrs. Carl Anderson of Old Lyme, Conn., Al died in a Navy plane crash in 1962 at the time of the Cuban crisis. His untimely death prompted those grieved at his loss to establish an appropriate memorial in his name.

An active intramural participant as a Sigma Chi, Al was one of those people who took much pleasure from the healthy competition of the Bucknell intramural sports program. Befitting his memory, the brothers of Sigma Chi and other close friends chose to award a bowl each year to an outstanding intramural athlete. The student must be a member of the team winning the Pangburn team trophy and is selected by his teammates. The name of the recipient is engraved on the large permanent bowl which is on display in the Davis Gym trophy case. Previous winners include David Wright, 1964, Independent Men; Mac McBeth, 1965, Phi Kappa Psi; Richard Daner, 1966, Sigma Alpha Epsilon; Nels Jantzen, 1967, Phi Kappa Psi; John Willis, 1968, Independent Men; Scott Lutzer, 1969, Sigma Alpha Mu.

Chemistry Program

Three Bucknell students who recently completed their sophomore years have been admitted as poten-

tial candidates in the University's special program for chemistry students combining the degrees of bachelor and master of science.

They are Thomas R. Hoyer, New Wilmington, Pa.; Edward T. Peltzer, III, Baltimore, Md.; and Paul G. Williard, Mount Carmel, Pa. These students will be considered for official admission to the University's graduate program during their junior year.

In addition, two women completed their work in the BS/MS program this summer and received master of science degrees in August. They are Mrs. Karen Crane Irving, San Diego, Calif., and Mrs. Bonnie Burns Sandel, Gettysburg, Pa. Mrs. Sandel received a bachelor of science degree at Commencement exercises in May and Mrs. Irving will receive bachelor's and master's degrees in August. They are the fifth and sixth persons to be enrolled in this special program. One of the first four was Mrs. Irving's brother, Lawrence.

The BS/MS program in chemistry at Bucknell provides an opportunity for outstanding students in chemistry to take a special course of study which is significantly more advanced than the normal undergraduate program.

The goals of the program are to give the student the opportunity to participate in a sustained, in-depth research effort under close faculty supervision, and to present more advanced chemistry courses to fill the gap caused by a growing tendency in the larger universities to reduce the amount of classroom work for doctoral candidates.

Students accepted for the program have taken the same courses during the freshman and sophomore years as other bachelor of science candidates in chemistry, but beginning in the summer after their sophomore year they return to the campus for three successive summer sessions devoted principally to research. During the regular academic terms of the junior and senior years the students in the program take more, and more advanced, chemistry courses than the bachelor of science candidate.

Fulbright Scholar

Dr. Gerald B. Cooke, associate professor of religion at Bucknell University, has received a Fulbright-Hays Faculty Research/Study Grant which he will use for six months study in Japan during the coming academic year.

Also the recipient of a sabbatical leave from the University for the first semester of the 1970-71 year, Professor Cooke plans to study the modernization of Japanese Buddhism and its sociological implications.

The Fulbright-Hays grants were established as a program of support for foreign language, area, and international studies which will contribute to the development of the knowledge of the American people of other countries, people, and cultures. Their purpose is also to promote mutual understanding and cooperation and to strengthen our relations with other countries.

A member of the Bucknell faculty since 1962, Dr. Cooke was the recipient of a Faculty Training Fellowship from the American Institute of Indian Studies in 1963-64, and currently holds a ten-week National Defense Foreign Language Grant with which he is studying Japanese at Columbia University.

A magna cum laude graduate of Colorado College in 1950, he also received a bachelor of divinity degree from Yale Divinity School and a Ph.D. degree from Yale University. Professor Cooke was on the faculty at Oberlin College for seven years before coming to Bucknell.

Research Grant

Bucknell University has received a grant of \$62,596 from the U. S. Office of Education for a research project entitled "Behavioral Protocols in Language Development: Reading."

The grant, which will be administered by Dr. William H. Heiner, associate professor of education, was awarded through the Bureau of Education Personnel Development of the U. S. O. E.

Gulf Scholarships

Four Bucknell University students will receive scholarships this fall from Gulf Oil Corporation.

John C. Hayward, director of financial aid, has announced that a freshman, sophomore, junior, and senior majoring in chemistry will be selected jointly by the chemistry faculty and the financial aid office to receive the Gulf Honors Scholarships.

The grant to the senior will be for one-year, but the grants to the others may be renewed until the students complete the normal four years of undergraduate study or until they receive the baccalaureate degree.

An incoming freshman will be selected in each subsequent year so Gulf will have four continuing scholarships in force each year.

When the program was set up last year, Gulf had planned to introduce one Honors Scholarship a year to a freshman so that by 1972 and in subsequent years four students would be benefitting from this program.

But, according to E. L. Butcher, secretary of Gulf's Aid to Education Committee, "Since it now appears that there is a very serious need for scholarship support on campuses, Gulf has decided to speed up the procedure by making all four scholarships available immediately."

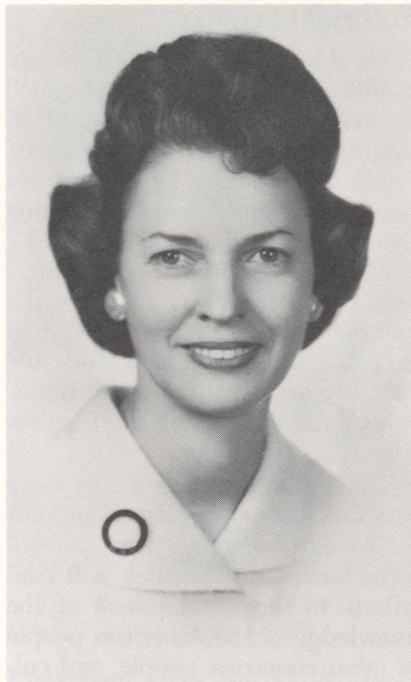
The Bucknell students will be among 98 receiving Gulf grants in 26 departments of 23 colleges and universities in the United States.

\$30,000 Grant

Bucknell University has announced receipt of an unrestricted grant of \$30,000 from The Charles E. Merrill Trust.

Bucknell President Charles H. Watts expressed his deep appreciation to the officials of the Merrill Trust for the grant and indicated that it would be used to help finance the University Center currently under construction on the Bucknell campus. The Center is expected to be ready for use in September 1971.

The Varied Worlds of Bucknellians



Ruth Braden McNamee '42

The Mayor Is a Lady

"'Hizzoner' Is a Lady in Birmingham" was a headline in an April issue of *The Detroit News*. The lady is Ruth Braden McNamee '42, and she had just been unanimously elected mayor of Birmingham by the city commission. She has been a member of the commission of that Detroit suburb of 35,000 since 1965. On May 18, 1970, Mayor's Exchange Day in Michigan, she became mayor of the city of Detroit as she traded places with Mayor Roman Gribbs. During her one-day tour of duty as a big city mayor, she cited her strong belief in the mutuality of interest and the interdependence between core cities and their suburbs. Her stand on this was greeted with general acclaim, and the Birmingham City Council backed her in passing a resolution calling for support of a tax program which would raise taxes on non-residents working in Detroit.

After earning her B.A. degree in English and history at Bucknell, Ruth graduated in 1943 from the School of Business Practice and Speech of Rockefeller Center. She then worked in public relations for Pan American World Airways until

she married her husband, William A. McNamee, who is now an executive with Ford Motor Company. While her husband was earning his master's degree from the Harvard Business School, Ruth taught at Erskine Junior College in Boston.

Since moving to Birmingham in 1947, she has been most active in community affairs and has been a member and often the president or chairman of many different civic groups. Before her first election to the city commission she was a member of the city planning board. In 1968, she received the Ford Citizen of the Year Award for community service.

The McNamees have two children, JoAnne, a 1970 graduate of Bucknell, and Jeff, a student at Hillsdale College in Michigan.

Good Satire

A satiric article written eight years ago by four Bucknell University students, is being reprinted in a book entitled *The Headshrinker's Handbook* by Dr. Robert Baker, chairman of the department of psychology at the University of Kentucky.

The spoof, entitled "Effect of a Pre-Frontal Lobotomy on the

Tsetse Fly," was written in 1962 by four women, all members of the Class of 1963, who were students of Dr. Douglas K. Candland, professor of psychology.

It was originally published in *The Worm Runner's Digest*, a journal devoted originally to work on transmission of DNA and RNA, but which from time to time poked fun at itself and the scientific community with satiric articles.

The paper by these students was first reprinted in 1965 when it came out in a hardback edition of *The Best of the Worm Runner's Digest*.

Authors of the article are Mrs. James E. Sayre, Jr. (Joan M. Klein), 902 Pierce Road, Norristown, Pa.; Mrs. Malcolm C. Moore, Jr. (Kay S. Lathrop), 69 Boardman Road, Poughkeepsie, N. Y.; Mrs. Graham E. Johnson (Elizabeth Lominska), 69 Hamilton Street, Sayville, N. Y.; and Mrs. William W. Hussey (Lesley Seaman), Star Route, Franklin, N. Y.

Honor Physician

The Commonwealth Committee of Woman's Medical College of Pennsylvania chose Edith J. Levit, M.D. (Edith Judith Miller '46), secretary and associate director, National Board of Medical Examiners, as recipient of its citation given annually to an outstanding WMC alumna from Pennsylvania.

A member of the WMC Class of '51, Dr. Levit was cited "in recognition of her outstanding contributions in the field of medical education. As secretary and associate director of the National Board of Medical Examiners, she has served as consultant and adviser to medically-oriented groups. She has also played an active role in the Board's research and development activities, especially those related to new testing methods. By her dedicated and unique services she has brought honor to her Alma Mater, to her native state of Pennsylvania and to women in medicine."

During Dr. Levit's past nine years with the National Board of Medical Examiners she has partici-

pated in major decision making, and helped formulate policy. She also has been involved in "some of the exciting changes now taking place in medical education, meeting with distinguished physician-educators in this country and abroad." In April, 1970, at the invitation of the Josiah Macy Jr. Foundation, Dr. Levit worked with international educators in Toledo, Spain to help medical schools in that country plan for the future.

From 1957 to 1961, Dr. Levit was director of medical education at Philadelphia General Hospital. Her association with PGH began with an internship in 1951, followed by a fellowship in endocrinology and later a clinical assistantship in this field. She received her B.S. degree in biology from Bucknell and was a student assistant in psychology.

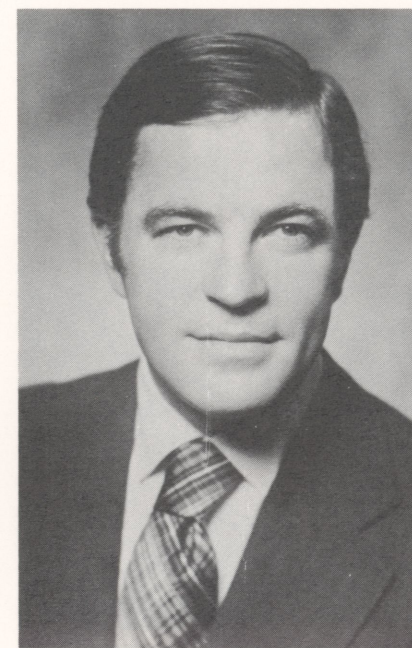
Currently, Dr. Levit serves on the Board of Directors of PGH's Charitable Foundation, and on the Board of the Philadelphia Council for International Visitors. She is a fellow of both the American College of Physicians and the College of Physicians of Philadelphia. Dr. Levit, whose biography is listed in *Who's Who of American Women*, is married to Samuel M. Levit, M.D. They are the parents of two sons and make their home at 1910 Spruce St., Philadelphia.

Magazine Publisher

The appointment of Peter G. Diamandis '53 as publisher of *Mademoiselle* magazine was announced on June 22 by Perry L. Ruston, President of The Condé Nast Publications Inc. Mr. Diamandis assumed his new post on July 7.

In making the announcement, Mr. Ruston said, "Mr. Diamandis' wide experience in the advertising and publishing business—particularly in the fashion areas—qualify him unusually well for this new assignment."

Since 1962, Mr. Diamandis has been a partner of The Lampert Agency, Inc., most recently serving as senior vice president, secretary and director. In becoming the sec-



Peter G. Diamandis '53

ond publisher in *Mademoiselle's* 35-year history, Mr. Diamandis is returning to the Condé Nast organization. He was associated with *Charm* magazine in 1958 and later transferred to the advertising staff of *Glamour* magazine in 1960.

Mr. Diamandis received a Bachelor of Science degree in 1953 from Bucknell, and he is married to a classmate, the former Joan Lafferandre '53. The Diamandis' have six children, five boys and one girl. A native of Short Hills, New Jersey, Mr. Diamandis now lives in Rowayton, Connecticut.

He is a member of the Sales Executive Club and The Advertising Club of New York.

To Build Resort

Verdine E. Campbell '50 has been appointed a director of Virginia Beach Festival Park, Ltd., the developer of a proposed \$6 million amusement park to be built in the heart of the Virginia Beach resort area. The site for the park, adjacent to the Norfolk-Virginia Beach Expressway, has been acquired.

A licensed engineer in Virginia, Maryland, and Pennsylvania, Mr. Campbell received his B.S. degree in civil engineering from Bucknell. He has been active on highway and

bridge construction projects in the U. S., Indonesia and Brazil. He is presently serving as project coordinator for the Pollution Control Division of the Carborundum Corp., Hagerstown, Md.

Mr. Campbell is married to the former Charlotte Stout and they are parents of three children. They reside at 305 Cherry St. Circle, Hagerstown, Md.

College Librarian

Bowdoin College has announced the appointment of Dr. Richard B. Reed '54 as Special Collections Librarian, effective Sept. 1.

Born in Indianapolis, Ind., where he prepared for college at Thomas Carr Howe High School, Dr. Reed received his B.A. degree in history at Bucknell, his M.A. degree at the College of William and Mary in 1958 and his Ph.D. at the University of Wisconsin this year.

During this past summer he conducted research in Tudor-Stuart history on a Folger Fellowship at the Folger Library, Washington, D. C. He was Curator at the Lilly Library of Mendel College, Indiana University, from 1962 to 1967, and a Teaching Assistant at the University of Wisconsin, Madison, in 1960-61. Dr. Reed was a Fulbright Scholar in Brazil in 1959-60.

His main fields of interest in History are Tudor Expansion, Sir Robert Cecil, and Anglo-Spanish Relations (1580-1625). He plans to continue research on Cecil, Richard Eden, and on a bibliography of 16th Century Americana.

A member of the American Historical Association and the Society for the History of Discoveries, he is also a member of Phi Alpha Theta, the national honorary history society.

Dr. Reed is the author of "Richard Eden: An Early English Imperialist," published in "The Serif" at Kent State University; "A Bibliography of Discovery" in "East-West in Art," and book reviews in "Hispanic American Historical Review," "William & Mary Quarterly," and the "Newsletter" of the Society for the History of Discoveries.



Army First Lieutenant Robert A. Vater '68, right, receives the Bronze Star Medal from Col. N. D. McGinnis at ceremony held July 22 at Fort Bragg, N. C.

Medal Winner

Army First Lieutenant Robert A. Vater '68 has been awarded the Bronze Star Medal. The Medal was presented by Colonel N. D. McGinnis, XVIII Airborne Corps and Ft. Bragg G-1, in a ceremony July 22 in the office of the commanding general.

According to the citation accompanying the medal, Lieutenant Vater was cited for, "... meritorious service in connection with military operations from May of 1969 to April of 1970 while serving as district intelligence operations and coordination adviser in Thanh Tri District, and later Ke Sach District, Ba Xuyen Province, in the Republic of Vietnam.

"He was instrumental in establishing a detailed intelligence base which contributed greatly to the denial of areas of operation and bases of supply for the Viet Cong Infrastructure."

Through his efforts, Lt. Vater, "... contributed immeasurably to the effectiveness of allied intelligence operations in Vietnam and ground operations against a hostile force."

A 1964 graduate of New Britain (Conn.) High School, the 24-year-old Army lieutenant received his

bachelor of arts degree in political science from Bucknell. He is presently serving as Chief of the Commercial Entertainment Branch of Special Services at Ft. Bragg.

Campus Minister

The Rev. James A. LaRue '59 plays a variety of roles in his post as campus minister at Cuyahoga Community College in Cleveland, Ohio.

In an article in the March, 1970 issue of the *Crusader*, Jim notes: "We have a tense situation here. Eighty percent of our students are white and we are in the midst of one of our city's worst black ghettos. There are 55,000 black people living within four blocks of the school. The pressure is on for the college to relate meaningfully to the community."

Jim has gone into the community to understand its needs. For a year he met with a group of black students for four hours every Sunday. "We read a book a week—everything from Kant to Malcolm X. Some would come with dictionaries under their arms — it meant so much for them to understand everything there was to know.

"They called me the 'Jesus cat,' but there was never any question

that I would be working with whites when the chips were down."

The administration and faculty are seeking Jim's help. So Jim becomes an interpreter of the community. Beyond this, Jim works with faculty and administration in other ways, does draft counseling, and tries to interpret for the local churches what is happening.

"There is a great myth floating around that says religion and Jesus Christ are dead on the campus," Jim says. "True, no one goes around shouting 'Jesus Christ saves,' and they may start off the conversation by asking me, 'Say, do you believe all that stuff about the virgin birth?'"

"But students are ready and willing to talk about faith and theology. Hardly a day goes by that they don't bring it up. What we sometimes fail to see is that underlying all their concerns about peace, racism, ecology, inter-personal relations and other issues is one basic question, 'What does it mean to be a human being in these confusing times?' I can't think of a more theological question."

Ordained in 1962, Jim is a graduate of the Colgate-Rochester Divinity School. He received his B.A. degree from Bucknell and was a member of the D. U. fraternity. He is married to the former Corinne Royer and they are parents of two children. The LaRue family resides in an integrated neighborhood at 19902 Lanbury Ave., Warrensville Heights, Cleveland, O.

New Brokerage Firm

William R. Frazier, Jr. '52 has been named president of the newly merged firms of Woodcock, Moyer, Fricke and French, Philadelphia, and Cummings and Taylor, New York, both members of the New York Stock Exchange. Mr. Frazier formerly served as president of Woodcock Moyer.

Woodcock is one of the oldest brokerage houses in the country, having been founded in 1842. It is a full service firm with its home office in Philadelphia at 1500 Chestnut Street. Cummings and Taylor,



William R. Frazier, Jr. '52

located at 24 Broadway in New York City, was founded by Donald E. Cummings and James A. Taylor. It has developed an institutional and retail business as well as a clearing operation for brokerage firms. The merged firms have offices in five states, including Portland, Maine, and Denver, Colorado.

William R. Frazier, Jr. became president of Woodcock in 1969, moving up from the executive vice president position. He received his B.A. degree in political science and economics from Bucknell and has an extensive background in commercial and investment banking. He lives at 4145 Kottler Drive, Whitmarsh Farm, Lafayette Hill, Pa.

Trust Officer

Russell P. Williams '48 has been elected vice president, personnel administration, of Long Island Trust Company. In his new post Mr. Williams will have over-all responsibility for all phases of personnel administration at Long Island Trust including recruitment, training, salary administration, employee development and personnel relations.

Prior to joining Long Island Trust, Mr. Williams was vice president, personnel administration, of National Bank of North America. From 1948 to 1955 he was em-

ployed as a personnel specialist with Marine Midland Grace Company, New York.

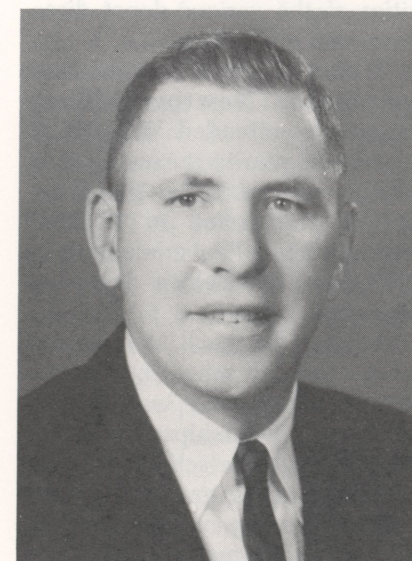
Mr. Williams received a B.S. degree in commerce and finance from Bucknell University, graduated from the American Institute of Banking and studied at the Graduate School of Business Administration of New York University. He is chairman of the Personnel Relations Committee, Long Island Bankers Association.

Mr. Williams is married to the former Lucienne Singer and they are parents of two children, Russell, Jr. and Eden. They make their home in Merrick, N. Y.

New President

J. Edgar Spielman, Jr. '48, formerly vice president of corporate development, has been named president of Farmbest Inc., Jacksonville, Fla. Mr. Spielman joined Farmbest in June 1969 to direct the development of a corporate diversification program. Prior to that time he was vice president of a large national dairy organization where he gained extensive experience in finance and general management.

A certified public accountant, during World War II he served as a naval aviator. He and his wife, have two sons, John E. III, a 1970 graduate of Bucknell, and Jeffrey R.



J. Edgar Spielman, Jr. '48

The new corporate president said he is "highly enthusiastic about the company's current operations and the future in the food business," and he said no other organizational changes are planned.

Farmbest, formerly Foremost Dairies of the South, processes and distributes milk, ice cream and other dairy products under the Farmbest label throughout the Southeast United States and Puerto Rico and operates a refrigeration equipment company.



Stanley C. Marshall '43

Institute Leader

Stanley C. Marshall '43, an officer of Lando, Inc., Pittsburgh, has been reelected president of the Pittsburgh Commerce Institute.

The Pittsburgh Commerce Institute was established in 1967 because of the ever-growing interface between the federal government and the business/academic communities. It aims at transporting information from the federal government to the business man in usable and understandable form, and providing a communications link between the public sector and the business community.

Comprised of eleven business organizations and the graduate schools of business of three Pittsburgh universities, PCI represents a "first." No other city in the United States has a business "organization of organizations" of this type. From

its inception, the Institute has geared itself toward the selection of projects significant and worthwhile enough to draw Pittsburgh business and academic communities together into major interdisciplinary efforts.

Mr. Marshall shares his active concern for community affairs with the university, having served as a director of the Bucknell Engineering Alumni Association and as a member of William Bucknell Associates. He is married to the former Alice Zindel '42 and they are the parents of three children.



Richard E. Fetter '47

New Position

Richard E. Fetter '47 has been elected to the new position of vice president—finance and administration, by Research-Cottrell, Inc. Formerly financial vice president and treasurer of Standard and Poor's Corporation, Mr. Fetter has also served as vice president and controller of F. W. Dodge Company, and manager of finance for General Electric Company's Industrial Heating Department.

A 1947 graduate of Bucknell University, Fetter holds a B.S. degree in commerce and finance. During World War II he was a bombardier with the Eighth U. S. Air Force, stationed in England.

Fetter is a member of the Metropolitan Club of New York, the

Financial Executives Institute, the Newcomen Society, Fairmount Country Club, and the Copper Springs Beach and Tennis Club.

Mr. Fetter resides with his wife, M. Virginia Gabriel '48, and daughter in Chatham Township, New Jersey.

Scholarly Editor

Professor Peter A. Tasch '54, a member of the faculty of Temple University, is one of three editors of a new publication, *The Scriblerian*, a news journal devoted to Pope and Swift and their circle. The scholarly journal is published in the autumn and spring at the departments of English of Temple University, Philadelphia, and Northeastern University, Boston.

Editor Tasch received his B.A. degree with honors in English and was a Junior Fellow at Harvard University. He also did graduate work in English at Columbia University.

Professor Tasch and his family reside at 5430 Wayne Ave., Philadelphia 19144.

Executive Post

Mason C. Linn '54 has assumed the top civilian post at the Tobyhanna Army Depot, near Scranton. As the depot's executive assistant he will act as the principal adviser to the command and coordinate activities of the various depot directorates and staff offices.

A 1950 graduate of Council Rock High School, Newtown (Bucks County), he attended Wilkes College for one year to pursue a career in radio and television broadcasting. He transferred to Bucknell University in 1951, graduating in 1954 with a bachelor's degree in economics.

While at Bucknell, he worked his way through school by doing a variety of jobs and was the recipient of scholarships during his three years at the school. He currently is pursuing graduate studies at the University of Scranton and will receive his master's degree in management in the fall.

Commissioned an Army second lieutenant in 1954, he served on active duty from 1955 to 1957. He attended two schools at Ft. Monmouth, N. J., before transferring to Tobyhanna in September 1955. All of his depot service with the military was spent working in stock control division.

He entered federal service in May 1957, after his discharge from the Army. He was staff assistant in stock control division and the deputy commander's office from 1957 to 1960; assistant chief of stock control from 1960 to 1963; division chief of stock control from 1963 to 1965, and deputy director of distribution and transportation directorate from 1965 until moving up to executive assistant.

Mason is married to the former Yvonne Bucher (University of Pennsylvania), Lewisburg. The Linns are parents of four children and reside in Mt. Pocono.



John F. Riefler, Jr. '42

Sales Executive

John F. Riefler, Jr. '42 has been promoted to vice president-sales manager of Thom McAn Shoe Co., Worcester, Mass. He served previously as vice president-personnel.

In his new capacity, Mr. Riefler will be in charge of sales for Thom McAn's 900 stores located throughout the United States and Puerto Rico. With the company since 1949, Mr. Riefler joined as an assistant in the personnel department. In 1957,

he was made director of personnel. He became regional director of field operations in 1960, and was named vice president and regional sales manager in 1961. He was appointed vice president-personnel in 1966, and later that year became a director of Thom McAn.

He received his B.A. degree from Bucknell and served in the Army Air Force during World War II, being discharged with the rank of captain.

He resides in Worcester with his wife Mary, and a son John, III.

New Jurist

Peter Ciolino, Esq. '54 has been nominated by Governor William T. Cahill (New Jersey) for appointment as judge for the Passaic County District Court.

A partner in the law firm of Mandak and Ciolino, Clifton, N. J., Mr. Ciolino received his B.A. degree from Bucknell and his law degree from Fordham Law School in 1957. He served as magistrate of the Clifton Municipal Court from 1962 to 1968.

As an undergraduate, Mr. Ciolino served on the staff of the Bucknellian and was a member of the S. A. E. fraternity. He is married to the former Sylvia Taylor and they are parents of three children. The family resides at 62 Friar Lane, Clifton, N. J.

Pittsburgh Alumni

For many years Bucknell alumni in the Pittsburgh area have been having informal luncheon meetings every Friday. There have been no reservations and no formal programs—just walk in, have lunch and visit with some friendly Bucknellians.

The meetings are now held on the third floor of the Bigelow Square (near the site of the new U. S. Steel Building), starting around noon. Ed Klett '57, Pittsburgh Chapter President, has extended a cordial invitation to any member of the Bucknell community to join the Friday fete for good conversation about Bucknell.

Change In Posts

Standard Oil Company (New Jersey) announced in June the creation of a new position of Director of Washington Affairs and the appointment of Dr. Walter G. Held '43 to fill it. Dr. Held served previously as Director of Business Programs and senior staff member of The Advanced Study Program of The Brookings Institution in Washington.

Under Jersey Standard's reorganized operations in Washington, Mr. Held will work in a constructive corporate role with efforts of the federal government on major national and international problems. Encompassed will be Jersey's policies on air, water and land conservation, educational and urban affairs and public policy analysis and long range planning over a broad selection of domestic and international activities.

Dr. Held, a trustee of the University, was born in Pennsylvania but spent much of his formative youth in Southern New Jersey. He holds an A.B. degree in political science and economics from Bucknell. After graduate study at Harvard, he received M.A. and Ph.D. degrees in Public Administration from American University. Along with his position at Brookings Institution, he has been professorial lecturer, George Washington University and during 1968 was on leave from Brookings to serve as visiting professor of government and economics at The College of William and Mary. Before joining the Brookings staff, Dr. Held served as director of the Government Operations and Expenditures Program of the U. S. Chamber of Commerce. This followed a series of positions, including government service, a member of the full-time faculties of Bucknell and American Universities, and as consultant to federal agencies.

A former president of the Bucknell Alumni Association and of Phi Gamma Delta fraternity, Walter is married to the former Eleanor Parry '42. They are the parents of three children and reside at 2042 Rockingham Street, McLean, Va.

Alumni Authors

Bloody River

"Because of the subject matter, this book is a study in military history. Like all history, it is concerned with the interactions of impersonal forces, which are sometimes vast, and human beings, who are always fallible — men who squabble, cooperate, and, above all, attempt to control and shape not only the forces of destiny that move and change them but also the individuals who stand in their way or are amenable and serve them.

"The effect that men and their occupations and preoccupations have on each other may be called the personal equation in history. It is all too rarely mentioned in military studies. Sometimes it is of little importance. At the Rapido River it was a vital consequence. There, a conflict between ambition and compassion, duty and morality played a prominent role in the behavior of men who are responsible for the lives of thousands under their command. Their struggles—with the enemy, with their colleagues, and within themselves—is what this book is ultimately about."

These are the final two paragraphs of the Preface to *Bloody River, the Real Tragedy of the Rapido*, by Martin Blumenson '39. The work is one of two recently published by the distinguished Bucknellian, whose works include a study of *Kasserine Pass* and of *Anzio: the Gamble that Failed*. After service in the European theater in World War II, Mr. Blumenson commanded the Third Historical Detachment in Korea and was the historian of the joint task force that conducted the atomic weapons test in the Pacific. He was for ten

BLOODY RIVER, by Martin Blumenson. Illustrated. 150 pp. Boston: Houghton Mifflin Co. (1970) \$4.95.

SICILY: WHOSE VICTORY?, by Martin Blumenson. Illustrated. 160 pp. New York: Ballantine Books Inc. (1969) \$1.00.

years a senior civilian historian in the army's Office of the Chief of Military History, and most recently served as visiting professor of military and strategic studies at Acadia University, Nova Scotia. He is currently working on the papers of General George S. Patton, Jr.

Mr. Blumenson acknowledges that *Bloody River* is based in very large part on a segment of his documented *Salerno to Cassino* (Washington, 1969), a volume in the series U. S. Army in World War II. It is also the other side of the Anzio beachhead coin and forms, in a sense, a companion volume to his Anzio work.

The second study published by Mr. Blumenson, *Sicily: Whose Victory?* is part of Ballantine's Illustrated History of World War II series. This paperback edition is generously illustrated and examines in dramatic fashion one of the significant battles of World War II.

All the details are there, including Patton's wild dash to capture Messina before Montgomery's troops could enter that city, and the episode involving the slap by a general that had effects around the world. Mr. Blumenson does not dodge the issues or the facts, and he does draw his own conclusions.

The same can be said for *Bloody River*. This is a book which certainly will stir controversy in Texas, for it was the men of Texas who were at center stage in this battle. "The action at the Rapido was one of the most shocking defeats of World War II. The 36th Division, originally a National Guard Unit from Texas, suffered complete disaster, a debacle for American arms. Within the shadow of Monte Cassino in January, 1944, the troops tried to cross the river against German opposition and failed. The casualties were heavy," Mr. Blumenson candidly states.

In seeking to determine who was to blame, if the battle was even necessary, or if it was mismanaged, Mr. Blumenson is involved in a detailed study of men and the things that make men leaders of other men. The book is introduced with a quotation from Sun Tzu,



Martin Blumenson '39

writing *On the Art of War* around 500 B.C.: "There are five dangerous faults which may affect a general: . . . the fifth one is solicitude for his men . . ." But solicitude is but one of the qualities examined. The others include determination, ambition, fortitude, bravery, cowardice, intelligence, competence, and insight—in short, all the qualities of being human in an inhuman situation which has kept philosophical discussions going for many centuries.

The battle of Rapido, in fact, continues to stir controversy—only a part of it philosophical. In 1946, more than two years after the engagement had been fought, the Committees on Military Affairs in both the U. S. House of Representatives and the U. S. Senate invited witnesses to appear before them in order to determine whether a full-scale investigation of the battle was justified. Many of the commanding officers of the troops involved testified at these hearings. No full-scale investigation was ever held. Committees concluded that the evidence warranted no further examination of the matter. The finding of Robert P. Patterson, then Secretary of War, was confirmed: the attack at the Rapido had been necessary.

But a real tragedy had occurred at the *Bloody River*, and Mr. Blumenson probes skillfully and portrays masterfully the event and the men involved in it.

Work on Suicide

An English translation of Thomas G. Masaryk's *Suicide and the Meaning of Civilization*, originally published in German, has been made available in the Heritage of Sociology series of the University of Chicago Press. Dr. Morris Janowitz is general editor of the series.

Two Bucknellians are the translators of the work, Robert G. Batson '55 and William B. Weist '50. Mr. Batson, a former Fulbright scholar, is a communications consultant in New York City. Mr. Weist, a former instructor in sociology at Bucknell and former newspaper editor, is managing editor of the Bucknell University Press. The translators acknowledge their debt to Dr. W. Preston Warren, professor of philosophy, who introduced them to the work of the Czech philosopher during their studies at the University.

Thomas Garrigue Masaryk (1850-1937), founder and first president of Czechoslovakia, was one of the most revered liberal democrats of modern times, a man who perhaps came closer than any other to embodying the Platonic ideal of the philosopher-statesman. *Suicide and the Meaning of Civilization*, published in German in 1881, was his first empirical study in sociology, a pioneering attempt to analyze the role of philosophical and moral perspectives in the life of the individual and society.

In the late 1960's there was a resurgent interest in the life and work of Thomas Masaryk. Czech intellectual and social concerns included a new investigation of the alleged "suicide" of his son, Jan Masaryk (1886-1948), Czech foreign minister at the time of the Communist coup of February 26, 1948. This investigation by the Dubcek regime, in its turn, formed part of the background to the dramatic events of August, 1968.

"We surrender our intellects to

SUICIDE AND THE MEANING OF CIVILIZATION. T. G. Masaryk. Translated by William B. Weist and Robert G. Batson. With an introduction by Anthony Giddens. 288 pp. University of Chicago Press (1970) \$10.00.

learning, our feelings to a religion and a church in which we no longer believe and which we no longer trust—that is the single, but atrocious, failure of our civilization." Masaryk characterizes this failure with the German noun Halbbildung ("half-education"), using the term to describe the lack of unity in the world view of a society. It is "half-education" that rules in the "sick" society, and suicide rates are an index of the depth of the illness and the extent of the divorce between the intellect, the spirit, and the moral act.

Masaryk noted in later works that his work on suicide "gives in a nutshell a philosophy of history and an analysis of the modern era" (*The Making of a State*, English version, 1927, p. 291). He also remarks in another book (*The Spirit of Russia*, Vol. 2, p. 557, English, 1919): "In my attempts at philosophico-

historical explanations I start from the conviction that religion constitutes the central and centralising mental force in the life of the individual and society. The ethical ideals of mankind are formed by religion; religion gives rise to the mental trend, to the life mood of human beings."

Almost three decades after its original publication, in 1910, Masaryk sent the work to Tolstoy, with whom he had discussed the subject. Tolstoy, at work on an essay on suicide, noted in his diary for May 3, 1910: "I walked up and down in the park and read Masaryk. I thought about suicide and again read over the book which I had already begun. It is good. It would have been good to write. Wrote Masaryk." (I. Silberstein, "L. N. Tolstoy and T. G. Masaryk," *Slavische Rundschau*, Vol. VII (1935), no. 3, p. 162.)

Masaryk analyzes and evaluates a considerable volume of literature and statistical material which had accumulated on the subject of suicide at the date of writing. He discusses suicide in relation to the effects of nature—climate, weather and seasons; and in relation to the conditions of society—economics, social and political. He also considers, as variants in suicidal behavior, sex, health, age and population growth, concluding with a study of suicide among prisoners and of the effects of one's occupation on suicidal tendencies.

Mr. Batson, who received his B.A. degree in religion and sociology, resides with his wife, Bonnie, and son, James, at 2236 28th St., Long Island City, N. Y.

Mr. Weist resides with his wife, Annamarie, and two sons, Karl and Kurt, at 522 Pennsylvania St., Lewisburg.

In Memoriam

1894

A Patron of the University, Mrs. Gouverneur K. Wattson, the former IDA GERTRUDE GREENE, of the Institute Class of 1894, died June 20, 1970, at her home in Mercedes, Texas. Mrs. Wattson, at the time of her death, was the oldest living alumna of Bucknell. She was the last survivor of her immediate family which had many close ties with Bucknell. Her father, Calvin Greene, a Founder of the University, served on the Board of Trustees from 1894 to 1908; a brother, EDWARD M. GREENE '95, also a Founder and trustee, served the University in the latter capacity from 1922 until his death in 1953. His wife was the former CAROLYN K. WITENMYER, Institute Class of 1891, who died in 1942. Another brother was RAYMOND GREENE '02 of Lewisburg, who attended Bucknell Academy from 1895 to 1898 and received his B.S. degree in 1902. He too, was a Founder of the University and passed away in 1935. Mrs. Wattson had two sisters, NORA

MAY GREENE, Institute 1894, of Lewisburg, who died in 1954, and ESTHER (Mrs. Hugh Hamilton), Institute 1896, who had resided in the New York City area and passed away in 1948.

Although a native of the Huntingdon area of Pennsylvania, Mrs. Wattson had lived in Mercedes since 1909, where her husband had established a hardware store. She was instrumental in bringing culture and refinement to the area of her adopted home and was a charter member of the Barlow Chapter of the Daughters of the American Revolution, the Rio Grande Valley Historical Society and the Mercedes Study Club. She was the last charter member of the First Baptist Church of Mercedes and was active in its work until confined to her home the last several years. She was one of the founding members of the Valley Hospital of Harlingen (Texas) and a supporter of the Valley Baptist Academy of Harlingen. On her visits to Pennsylvania she usually found time to spend

a day at Bucknell and with friends in Lewisburg.

Mrs. Wattson is survived by four nephews, Waldo Greene, Mission, Texas, and Edward Greene, Greenwich, Conn., both sons of EDWARD '95; Hugh Hamilton, Boca Raton, Fla., and Raymond Hamilton, Bedford, Mass., both sons of ESTHER GREENE Hamilton '96.

1909

Mrs. Robert Yeager (IDA M. SAMES) of Norristown, passed away on June 10, 1970. She is survived by a brother, Walter, of Norristown.

1914

The Rev. JOHN E. KAUFFMAN of Santa Ana, Calif., died June 11, 1970. He had served Presbyterian and Congregational Christian churches in Massachusetts, New Jersey and Ohio prior to retiring and moving to California. Survivors include two children and several grandchildren.

1916

Mrs. STEPHEN F. PUFF '20 (GRACE E. STARR, DS'16) passed away June 10, 1970. Her death was a shock to their many friends, especially those who had the opportunity of visiting with them during Mr. Puff's 50th Reunion just 12 days earlier, their last visit to the campus. Mrs. Puff was a member of the D. A. R., the Eastern Star and was retired from the Federation for the Handicapped. Among her survivors are her husband (217 Beach Blvd., Forked River, N. J. 08731), two children and several grandchildren.

1918

BARTON H. MACKEY, former insurance broker of Newark, Del., died of an apparent heart attack July 15, 1970. His wife passed away in 1968 and he is survived by two sons, Barton L., a dentist, and David L., a medical doctor.

1920

DAVID J. MARTIN of Williamsport, a retired salesman for the Lone Star Cement Company, died July 16, 1970. He received a B.S. degree from Bucknell and was a member of the Phi Kappa Psi fraternity. His wife, a daughter and a sister are among his survivors.

1921

CHELTON W. SMITH of 17 N. W. 3rd Ave., Clearfield 16830, passed away July 1, 1970. He was a prominent church and civic leader and was a retired executive of the Pennsylvania Electric Company. He received a B.S. degree in electrical engineering from Bucknell and was a member of the Phi Kappa Psi fraternity. Among his survivors are his wife; a son, CHELTON W., JR. '50 of Erie; a daughter, Mrs. JACQUELINE Portent '53 of Miami, Fla., and a sister, Mrs. THELORA MUSSEY '19 of Lewisburg.

ARTHUR E. HARRIS of Hilton, N. Y. died September 2, 1969. He received a B.D. degree from Colgate-Rochester Theological School but his career was in the field of education. He was principal of the

Brighton High School in Rochester, N. Y. and had retired in 1955. Among his survivors is his wife, the former Elsie Rich.

1923

FRANK U. DAVIS, M.D., retired eye, ear, nose and throat specialist of Delray Beach, Fla., died April 16, 1970. He was a member of the Kappa Sigma fraternity at Bucknell and received his M.D. degree from Temple University Medical School. He is survived by his wife, the former Arlene Hoff, of F-23 Briny Breezes, Delray Beach, Fla. 33444.

1926

DAVID L. MILLER, retired senior vice president of Allegheny Airlines, died July 15, 1970. He had been with the airlines 28 years after starting as a ground school instructor and progressing through the ranks of traffic operations. Survivors include his wife, the former Jeanne Porter and three sons, Jan, Hugh and Brent, of 410 S. Kensington St., Arlington, Va. 22204.

HARRY F. BIRD of Jersey Shore, a former bridge and building inspector for the New York Central Railroad, died June 29, 1970. He received a B.S. degree from Bucknell. Survivors include his wife, Kathryn, and several children.

1928

Dr. PAUL R. SEIBERT, well-known retired dentist, died suddenly at his home on July 24, 1970. He received his D.D.S. degree from Temple University Dental School and has always practiced in the Muncy area. He was widely known also as a fancier and breeder of prize winning bantam breeds of poultry. Among his survivors are his wife, the former Kathryn Martin Spotts, a son, PAUL R. '59; a daughter, Mrs. James Muffy of Muncy; two step-sons and two step-daughters.

1929

Mrs. F. EARL BACH '26 (M. ELIZABETH EVANS) of 88 Coolidge Ave.,

Glens Falls, N. Y., died July 22, 1970 of cancer, following a long illness. She received an A.B. degree from Bucknell and was a member of the Pi Beta Phi sorority. Among her survivors are her husband, retired president of the First National Bank of Glens Falls; two daughters, Mrs. Betsy Peters and Mrs. Kathy Medina.

1933

HENRY W. HALLETT, a retired Wilmington school teacher and a professional organist, died August 3, 1970, after a short illness of a heart ailment. He received an A.B. degree from Bucknell and was a member of the Sigma Chi fraternity. Mr. Hallett was never married and his only immediate survivor is his sister, Mrs. VIRGINIA HALLETT Stevens '35, of Brinton Lake Club, Lake Drive, Thornton, Pa. 19373.

1938

Dr. EDWARD P. KAMIENSKI, optometrist of 167 Lake St., Upper Saddle River, N. J., died August 9, 1970. He received an A.B. degree from Bucknell and was a member of the Sigma Alpha Epsilon fraternity. His O.D. degree was awarded by Columbia University in 1940 and he conducted his practice in Passaic, N. J. Among his survivors are his wife, the former Helen Murko; two sons, Edward and Howard; a daughter, Jane; a brother and a sister.

1964

Attorney WILLIAM S. NELSON of Ithaca, N. Y. passed away June 8, 1970. He received a B.S. degree in business administration from Bucknell and was a member of the Sigma Chi fraternity. He was awarded his law degree by the University of Buffalo in 1967. He then served with U. S. Army Material Command in Washington, D. C. until 1969, with plans for joining a law firm in New York after his discharge. He is survived by his parents, Mr. and Mrs. Carl H. Nelson, 104 Northway Rd., Ithaca, N. Y. 14850.

Coach Henry 'Hank' Peters Dies

Henry N. "Hank" Peters '39 died Saturday, August 15. Death was ascribed to a coronary occlusion. He was 62.

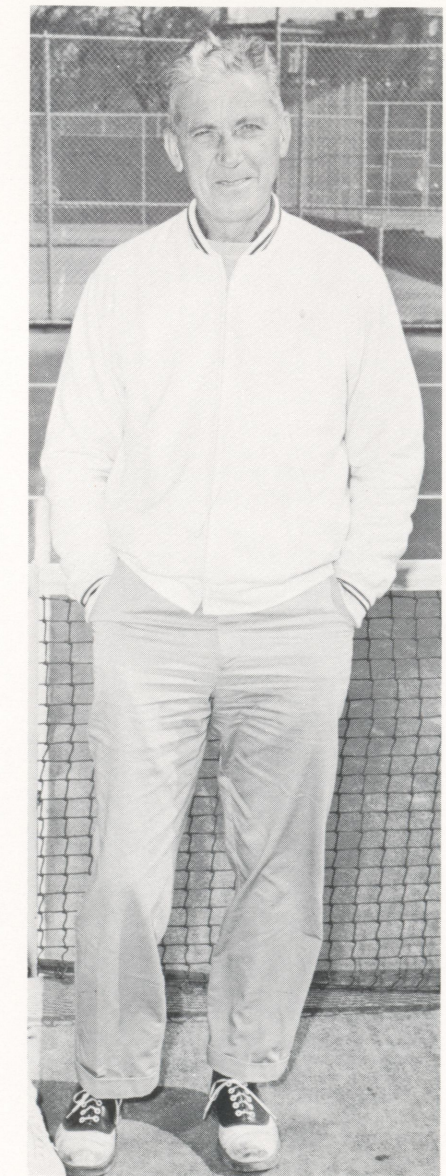
The renowned tennis coach collapsed about 3:30 P. M. Saturday at the Bucknell courts, where he was supervising the mixed doubles competition in Lewisburg's first invitational tourney, which he organized. Coach Bill Yeomans, a competitor in the event, applied mouth-to-mouth resuscitation, but Hank died before an ambulance arrived on the scene.

An associate professor of physical education, Mr. Peters joined the Bucknell faculty in 1938, serving as coach of the varsity baseball and basketball teams while a senior at Bucknell. A native of Wilkes-Barre, he graduated from Coughlin High School and Wyoming Seminary, completed two years of study at Bucknell Junior College (now Wilkes College), and enrolled as a junior at B. U. in 1937. He received B.S. and M.S. in education degrees at Bucknell and a master's degree in physical education from Penn State. He was a chief petty officer in the Navy during World War II.

A stand-out athlete, "Hank" was a member of the 1938 and 1939 varsity baseball and basketball teams. Though he coached Bison soccer teams from 1952 to 1964 and maintained an intense interest in all sports, it was as a tennis coach that he won his greatest recognition. During his outstanding career as "Mr. Tennis" at Bucknell, his Orange and Blue teams won 158 matches and lost 129. His 1970 Bisons compiled a 14-0 record, repeating their 1969 triumph as

champions of the university division of the M. A. C. His 1969 Bisons were 11-2.

A man who developed many top players and coaches, one sports



Coach 'Hank' Peters '39

columnist described him this way: "He could talk a leg off you when the subject was tennis. And the impression he gave you was that Hank Peters had little to do with coaching the sport. His boys won simply because they were, as he said, 'terrific.'"

A member of Phi Kappa Psi fraternity, he was scheduled to serve as house manager this year. He was a member of the Presbyterian Church and of the Kratzer-Dull American Legion Post, Lewisburg.

Coach Peters is survived by his wife, the former Margaret G. Williams and a sister, Louise Peters.

Buck's Memorial

Contributions to a memorial in honor of John H. Shott '22, director of Alumni Relations at Bucknell from 1950 to 1968, are still being received at the University.

Although the exact nature of the memorial has not been determined to date, friends who wish to remember "Buck" may make contributions to Bucknell, designating their gifts to the John H. Shott Memorial Fund.

The Bison Club recently honored Buck's long and faithful service to the University by designating that its scholarship fund henceforth will be known as The John H. Shott Memorial Scholarship Fund. Buck served as the club's secretary for almost two decades.

Mrs. Beatrice Shott ("Trix") recently changed her campus address to 308 St. George St., Lewisburg (telephone: 524-9065). She has asked that correspondence be directed to her at this new address.

THE BUCKNELL ALUMNUS

Published every month except February, June and August for Alumni and friends of Bucknell University. Entered as second-class matter at the post office at Lewisburg, Pa. 17837. Return requested on Form 3579.

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THE BUCKNELL ALUMNUS, Vol. LVI, No. 2, Sept., 1970. Published by Bucknell University, Lewisburg, Pa. 17837. William B. Weist '50, Editor. Photos by Ralph Laird. Emil Kordish '42, President, The General Alumni Association. Jack E. Brothers '58, Director of Alumni Relations. David W. Hayes, Associate Director. Mrs. Janet Myers, Classnotes Editor.

HOMECOMING WEEKEND

October 2-3, 1970

Friday, October 2

Freshman Football: Bisons vs. Lafayette—3:00 P. M.
Meeting of Board of Directors, Bucknell Alumni Association
Bison Club Round-up, Hotel Lewisburger—8:00 P. M.

Saturday, October 3

Bison Club Breakfast—8:00 A. M.
Homecoming Float Parade—10:30 A. M.
Soccer: Bisons vs. Rutgers—11:00 A. M.
Alumni Luncheon—11:45 A. M.
Football: Bisons vs. Gettysburg—2:00 P. M.
B. E. A. A. Dinner—6:30 P. M.
Homecoming Dance—9:00 P. M.

BUCKNELL UNIVERSITY
LEWISBURG, PA.

J. ORIN OLIPHANT
PROFESSOR OF HISTORY

Dec. 13, 1962

Dear Dr. Marts:

Thank you very much for sending me material about the Junior College which became Wickers College. Like the documents which you sent me a few days before, this Junior College material will be very helpful to me.

I hope that you will find time to write for me something about other important matters pertaining to your administration, more particularly information that never got into the official record.

With many thanks to you and with the best of wishes for the year ahead, I am

Cordially yours,

J. Orin Oliphant



THE CHIEF OF NAVAL OPERATIONS
WASHINGTON

June 14, 1941.

Dr. A. C. Marts,
President, Bucknell University,
Lewisburg, Pa.

Dear Doctor Marts:

Thank you so much for your note just received.

I thoroughly enjoyed being with you.

On occasions such as these, particularly in the midst of those coming along to share the burdens of our country, my one regret I always have is that I am not better equipped to tell them my thoughts.

It was a great pleasure also to meet you and Mrs. Marts and others of your guests and the day will always be an outstanding one and a cherished one in our memories.

Bucknell with its beautiful grounds and its objectives has just two more loyal adherents and supporters.

With best of wishes in which Mrs. Stark joins,

Sincerely,

Harold R Stark

PRESIDENT BY REQUEST



Arnaud C. Marts of Plainfield, N. J., who has agreed to accept the presidency of Bucknell University at Lewisburg, Pa., in response to the appeals of trustees, faculty members, and students, who petitioned him to take the post. Mr. Marts has been acting president of the University for the past two years.

To President Arnaud C. Marts:

We the undersigned, students of Bucknell University, appreciating the valuable and disinterested service you have given to our university since you became its temporary president in October, 1935, do most earnestly but respectfully express the hope that you will now consent to accept the title of President of Bucknell University. We believe that under your leadership the progress that our university has made during the last two years will continue indefinitely. Therefore, acting as we believe in the best interests of our Alma Mater, we ask you to accept this petition as an expression of our confidence in you and as a pledge to you of our loyal support in years to come.

Clyde B. Claver
 Ira B. Fox
 Edward M. Miller
 David Weston Fletcher
 Thomas D. Kimball
 Claude R. Shiner
 Langdon T. Cook
 David R. Boynton
 James H. Meisters
 Edward C. Zimm
 Donald B. West
 William F. Scott
 W. H. Kitchener
 Walter Friedman
 R. H. Loomis
 Cameron Paul
 Robert Clark
 Jack Bland
 George H. Smith
 William S. Clark
 Ralph K. Johnson
 T. W. Hutton
 Halston M. Shupe

W. Gordon Peters
 William W. Hughes
 Robert B. Schumaker
 E. D. Gray
 W. H. B. C.
 Bob Keenan
 James Lufford
 Gordon Black
 John A. Fox
 Dan Van Wert

Bucknell University
 March 22, 1936.
 Judge J. Warren Lewis,
 Post Office Building,
 Oneonta, New Jersey.
 Dear Judge Lewis:
 In reply to your letter of
 January 22nd, I will do as you suggest until
 we finish the development plan for the university.
 As I am not able to carry the
 burden of responsibilities in New York and
 elsewhere,
 I believe Bucknell has an im-
 portant contribution to make to a better world,
 and I am willing to do my small part at this
 crucial time when the world faces the threat
 and the specter of a new era of slavery
 and the domination of the few over the
 many.
 Please do not give me the impression
 that I am carrying on without resources.
 With appreciation for your de-
 voted service to Bucknell.
 Yours sincerely,
 Arnaud C. Marts

STUDENTS PETITION MR. MARTS
 TO BECOME PRESIDENT

MR. MARTS ACCEPTS

Petition signed by each of the 1200 students and 120
faculty members of Bucknell requesting Mr. Harts to
accept the presidency of the College. He had been elected
president two years previously but had declined and
had been serving as acting president.

X

Bucknell University,
Lewisburg, Pennsylvania.

December 1, 1944.

To the faculty and students and alumni of Bucknell:

Dear Friends:

I am planning to lay down the presidency of Bucknell next June, and to resume my status as a member of the Board of Trustees and I want to tell you about it in my own words.

I think you know that I accepted the responsibilities as your president against my own personal wishes, because of my interest in Bucknell, and because of my desire to help the young men and women who were coming to Bucknell for their training.

For well over 9 years I have been carrying on my duties as president of Bucknell as best I could, along with other rather heavy responsibilities, all the time hoping that another president might soon be selected to take my place. When the Selective Service Act was enacted and then when America entered the present war, I realized that it would be my duty to stay at the helm until the special problems of the war period would be met. I have done this, and now Bucknell must begin to shape its plans for the post-war years. Our Navy training unit is decreasing in size, and returning veterans are already on our campus, the advance guard of an important element of post-war Bucknell. This provides a semi-colon, as it were, when it seems timely to make the change which I have long desired, and to ask that my successor be selected to lead us into the coming era.

At the meeting of the Board of Trustees held in June, 1944, I presented my resignation to take effect upon appointment of my successor, in a letter which read as follows:

"When I undertook the duties as President of Bucknell at your request in November 1935, I agreed to act for a period of 8 months only. In consequence of events with which you are familiar, I have carried on these duties for a period of nearly 9 years. I am unable to continue to carry these responsibilities indefinitely, and I believe that now is the time, as we approach the re-adjustments which will be made necessary by the termination of the war, to select and install a new President.

"Therefore, I respectfully present my resignation as President of Bucknell University, to take effect just as soon as my successor can be installed, and I

urge your prompt action in order that the new President may be given the responsibility for shaping Bucknell's post-war policy and program and administration before we find ourselves in the very midst of these post-war problems.

"I shall be glad to serve out my term as a member of the Board of Trustees and I assure you of my fullest interest and cooperation in that relationship. I thank you for the privilege of serving as President of Bucknell, and I thank you for the ever loyal support which you have given me as your President."

The Board appointed a Special Committee to select the new President, and insisted upon my being chairman of this Committee. I accepted this chairmanship, though reluctantly, and the Committee has been very active in the past several months. It is expected that the Board will elect and announce the new president at its next meeting to be held December 16th. I will continue to serve as your president until the June 1945 Commencement, at which time we will inaugurate my successor.

Following my retirement as President, I will continue to serve my term as a trustee, and will give the best and most devoted service of which I am capable, as a trustee. As for my personal plans, I will carry on my military duties in the Coast Guard as long as my services are needed in this war, and then will return to New York to give my time to my duties as president of Marts & Lundy, Inc.

Bucknell will enter upon its finest era immediately following this war, in my opinion. Higher education will surge forward as never before in America. Bucknell will be in the fore-front of that advance. As soon as feasible, we shall build a new library, raise faculty salaries, and enlarge the faculty, erect new scientific laboratories, and new recitation halls and other buildings, and endeavor in every possible way to make our "300 Acres" a campus of the highest standards and of the noblest spirit.

Your new President, who will be elected presently by the Board of Trustees, will be a capable and experienced leader, who will win your respect, admiration, and affection. Give him the same loyalty and devotion and friendship you have given me, and he will surely lead Bucknell in the paths along which all who love her wish to see her advance.

With deep appreciation for the splendid support which you have given me as your President,

Sincerely yours,

ARNAUD C. MARTS.



The Bulletin

of the American Association of Fund-Raising Counsel, Inc.

**UNFORGETTABLE CHARACTERS IN FUND RAISING:
DANIEL C. ROBERTS**

A MOST UNFORGETTABLE GIVER

by ARNAUD C. MARTS

The story of Daniel C. Roberts is a truly American saga—of a boy who started his career as a clerk, became a millionaire and discovered in later life that giving money, to help ambitious youth and to make a finer world, can be as much fun as making money. His story is best told in three parts—his early life, his active business career and his retirement years.

DAN ROBERTS, THE BOY

Daniel was born in 1859 in Felts Mills, a small village near Watertown, New York. At 16, he got his first job for pay in a widely-patronized general store in Watertown—Moore & Smith. His \$2.50 per week pay just about paid for his board and lodging, but in this store he came face to face with his future career. Four slightly older boys worked in the same busy store—Frank Woolworth, his

brother Charles, their cousin Seymour H. Knox, and Fred M. Kirby. Each would, within a few years, start a store of his own, and one of them would take young Dan along with him.

The unique idea of the stores which these adventurous young men would soon open in three widely separated cities was suggested to them by a table in the rear of the Moore & Smith store on which Mr. Moore tossed many miscellaneous items and featured them for sale at the one price of five cents. That five cent table was a great attraction to customers. They would go first to the table to pick up a five cent bargain before making any other purchase. It became so popular that Mr. Moore searched for items which he might sell profitably on the five cent table.

Young Dan, energetic and enthusiastic, was having a grand time. When Mr. Moore raised his weekly pay to \$3.50 a week, Dan was elated. He celebrated the next weekend by hiring a livery rig and driving nine miles to Felts Mills to report the good news to his father. His father congratulated him, but reminded him that the rig was costing him the amount of his raise for two weeks. American boys in those days were brought up on such bits of folk wisdom as "A penny saved is a penny got." It was good advice for a boy destined to be the buyer for the great Woolworth Chain, which made profits in penny amounts.

HIS ACTIVE CAREER

The young clerks in the Moore Store were greatly impressed by the five cent table and each decided to try out a five cent store on his own. Frank Woolworth borrowed \$300 from Mr. Moore and opened up his own store at

Utica, New York in 1879, but it lasted only a short time. He then opened another in Lancaster, Penn., which was more successful. At Lancaster he added ten cent items for sale—thus the “5 & 10” of our modern day. He opened more stores—in Philadelphia, York, Newark, New York and elsewhere.

Frank Woolworth encouraged his brother Charles and Fred Kirby to open a store in Wilkes-Barre, which was to be the first in a chain of stores. His cousin Seymour Knox started a chain of similar stores in Buffalo, and in Erie.

Fred Kirby

In a short time Kirby bought Charles Woolworth out and the chain became known as F. M. Kirby Chain. He had a store in Cleveland which was losing money and he thought of the smart ambitious boy in the Moore Store in Watertown—Dan Roberts. He sent Dan to Cleveland to manage the store. Kirby gave him no instructions as to “how to do it” but Dan did his best work when a job seemed impossible. In one hard gruelling year he turned the deficits into a small profit of \$9,000. After three years Dan’s store was the most profitable in the whole Kirby Chain of 96 stores in ten states, including the “mother store” at Wilkes-Barre. Kirby then called Roberts to Wilkes-Barre as buyer for the whole chain of stores, and a few years later admitted him as a partner and officer of the F. M. Kirby Company.

The Big Merger

Frank Woolworth was obviously a man of large business vision and of courage to dare a great venture. He had learned that mass production for a massive array of customers could produce and market a vast number of items which could be sold at a profit for only five or ten cents.

By 1912 he had merged the S. H. Knox Chain, the F. M. Kirby Chain, the Charles Woolworth Chain with his own chain of stores, into the F. W. Woolworth Company, and thus acquired a merchandising apparatus of over 1,000 stores with millions of cash customers ready to buy in hundreds of cities.

He paid the owners of each of the merged chains with Woolworth Company stock. Thus, each of our former young clerks in the Moore Store eventually became a multi-millionaire and proceeded to live his own version of a millionaire’s life.

Daniel Roberts—Woolworth Buyer

If they desired further active duties, the men who had been successful in creating and managing their own store

chains were brought into the merged Woolworth Chain in responsible management positions. Daniel Roberts, who always preferred work to idleness, chose a continued active career and was appointed to the important job of buyer.

It appears that the success of the “5¢ and 10¢” business is far more dependent upon wise buying than it is persuasive salesmanship at the customer point of contact. Mr. Roberts went about his new duties with enthusiasm, energy and intelligence, and proved himself an able buyer.

He told me of one trip to Europe where he found a most interesting and useful item which he believed would attract interested buyers in the Christmas season. There was no automatic computer machine at that period, so he had to figure out its sale potential with pencil and paper. This included mass production in Europe, shipping costs to New York, storage in Brooklyn, shipments to one thousand retail stores, display and sales in the stores. He estimated that a large quantity of them (I have forgotten what they were) would be sold for 10¢ each, with a Woolworth profit equal to the customary percentage. He ordered them. He told me that when he returned to New York he was greeted with jeers—“no Brooklyn storage was available for that size shipment; no one would buy them; and they would bring a big loss.”

Roberts arranged to buy an empty storage plant in Brooklyn. The articles were put on sale in the 1000 stores. They were bought so fast that all were gone by December 15. Mr. Roberts told me the story quietly, modestly, but with a happy smile.

HIS YEARS OF RETIREMENT

By the 1920’s the original Woolworth team of boys from the Moore Store in Watertown was no longer in charge of the mammoth “5 & 10” chain, which then had 2,400 stores in America and 600 abroad.

Frank Woolworth had died in 1919, and members of his family were more interested in enjoying his fortune than in pursuing careers in the Woolworth Company.

Fred Kirby built a fine stone home in Wilkes-Barre and became that city’s most generous and responsive community leader. He also became a trustee of Lafayette College, at Easton, Pa. just over the Blue Ridge Mountains from Wilkes-Barre, and was the largest donor that college ever had until his son Allen P. Kirby succeeded him as trustee and donor.

In Buffalo, Seymour Knox became a leader in business, financial and community life. In East Aurora, he de-

veloped a world-famous horse breeding farm which produced many winning horses. As a high school boy, I was especially impressed with the farm’s half-mile covered race track, but had no idea it had any relation to the “5 & 10” where I did most of my trade.

Mr. Roberts had no comparable hobby or absorbing interest around which to polarize his retirement at about the age of 60. He bought the eight room frame house in Wilkes-Barre where his friend Fred Kirby had lived, and lived simply with his wife and a couple of servants. His married daughter, Mrs. Bessie Warner, made her home with her husband and teenage son, Daniel, several blocks away.

But the pace and thrill of the Woolworth life was gone, and Roberts was not born to just sit and brood. He had all the income he wanted. He had given his wife one half of his Woolworth stock before there were laws limiting this action, and set up trust funds for his daughter and his grandson. He took care of every family obligation and he could think of nothing else really important to do.

It was suggested that he get a place in Miami where Mrs. Roberts and he could spend the winter months. He tried it for two or three years but was not much interested. Persuaded to join a fishing club while there, he resigned after two years because it was really not his sport, and like a true Woolworth buyer he figured how much each fish cost him—\$150. It was not a profitable deal!

Back in Wilkes-Barre, his leisure was no more rewarding. He felt complimented when he was invited to become a member of the leading social club. He accepted, paid his dues, and on the following Saturday afternoon he walked into the card room where many members were playing bridge or poker. They looked at him but no one asked him to take a hand. He walked out the other side, recovered his hat from the cloakroom and left the club. He never returned, but he continued to pay his annual dues as long as the bills were sent to him—for many years—he told me.

Meanwhile he was besieged by mail and phone by persons who heard of his wealth and begged for his charity. He showed me some of these letters. They were demanding, sobbing, or vilifying if he did not respond. It was a bitter experience for this man who was a simple and kindly person by nature. As a result he became somewhat withdrawn with strangers, distrustful and defensive. It began to be murmured about by disappointed solicitors that Dan Roberts was “the meanest man in town.”

But he was generous at heart when given the privilege of choice. He once told me that he would never give to

anyone who asked him. This seemed to him to be his only way to keep his right to choose whom or what he would help. He became a somewhat unhappy rich man.

There was a Baptist Church up the street a few blocks from his residence which seemed to him to be composed of plain and good people, who were trying to live good lives. They undertook a campaign for a fund for a new building which was much needed. Mr. Roberts invited the Minister to visit him. At the close of the visit the Minister, Rev. Charles Rousch, took away the largest gift the Church had ever received.

When the new Church was dedicated, Mr. Roberts had a special invitation to attend. He accepted with pleasure and enjoyed the occasion immensely until he put on his overcoat and started home. He discovered that a pick-pocket had stolen his wallet with \$200 in it. He told me this tale in later years with a wry look as though to say, “I can’t even give money to a church without something happening to me.”

I will tell of just one more event which helped to make his years of retirement disappointing to him. I have mentioned that years previously he had given to his wife one half of the several thousand shares of Woolworth stock which he had received from the Woolworth Company when it absorbed the F. M. Kirby Chain, of which he was a major stockholder. In the latter half of the 1930 decade, his wife was taken seriously ill and passed away.

Her estate was probated, of course, and it was announced that she had left her Woolworth stock, worth about \$2,500,000, to her husband, which was quite to have been expected. But meanwhile, the New Deal Federal Government and the State of Pennsylvania had enacted some estate taxes that were new to older generations of citizens, such as Dan Roberts. The federal and state tax collectors claimed and took about one half of the Woolworth stock values which Mrs. Roberts had bequeathed to her husband.

Mr. Roberts was amazed and furious. “That was my stock which I gave her. Now she gives it back to me and taxes consume one half of it, I would rather have burned it up,” he exclaimed to me and probably to many others. After Mr. Roberts’ death, the tax collectors made me testify in court to having heard Mr. Roberts say this, much to my embarrassment and distaste for their motive and manner.

I have told enough, I believe, to suggest how a kindly, able, somewhat introverted, former village boy found retirement as a millionaire to be frustrating, and sometimes even hostile.

A New Enthusiasm

Now I will tell how, quite accidentally, he came to experience a new enthusiasm for life—a new enjoyment, which prompted his daughter, Mrs. Warner, to say to me, "I have never known my father to be as happy as he has been these last three years of his friendship with you, when he has had fun instead of pain from his money."

Daniel Roberts and I met in September, 1935, under entirely unplanned fortuitous circumstances. Neither of us had ever previously heard of the other. I was a resident of New Jersey with my business headquarters in New York City, and was a trustee of Bucknell University at Lewisburg, Penn. though that was not my Alma Mater. When the then-President of Bucknell resigned, the Board of Trustees held an emergency meeting which I could not attend. After this meeting, I received the unexpected and startling news from another trustee that I had been elected President, contingent on my acceptance. I expressed my thanks for the compliment, but explained that my business responsibilities prevented my summarily leaving my firm, which I served as President.

My visitor was an extremely skillful salesman. He asked if I would become Acting President for one year and help Bucknell to find just the right president. I agreed, provided I could perform the duties of Acting President during half each week and continue my own business duties in New York and my own home in New Jersey. He arranged for me to spend the following Saturday with a Bucknell trustee committee at the summer home on Harveys Lake, Penn. of Senator Andrew J. Sordoni, one of the trustees.

We met there as planned, a short auto ride from Wilkes-Barre. Next door to Senator Sordoni's lakeside house was a modest frame house which Senator Sordoni told me was owned by an old gentleman named Daniel Roberts. "He has the reputation of being a crotchety old fellow," said Sordoni, "but I like him. He's all right at heart but he feels he has to put on a mean face to keep people from taking advantage of him. My boy, Jack," said Sordoni, "shot out a small pane of glass in Roberts' cellar window with his little rifle and Roberts came storming over to demand it be replaced. I asked Jack if he did it. Jack admitted it and I told Jack to use some of his own money and replace the window pane. Jack did, and Roberts and I have understood and respected each other ever since."

A couple of years later, Mr. Roberts told me the same story and added a bit that only a Woolworth buyer would have regarded as important. He added, "The glass repair

man was taking away the broken pieces of the broken window after replacing it with the new pane, but I stopped him. They were my pieces and I might have need for the larger pieces of glass at some time in the future to patch up a window."

At this meeting of the Bucknell Committee at Senator Sordoni's lakeside house, the Senator told me that at a recent Bucknell Trustees' meeting he had nominated Mr. Roberts for membership on the Board and that Roberts had been elected and notified, but he had not yet accepted nor replied. Sordoni arranged for us to meet Mr. Roberts in his home. On our visit, we found a gentleman on guard against a stranger, but wanting to be friendly. It was explained that I did not feel I should leave my own business responsibilities but I was willing, as a trustee of Bucknell, to spend a few days at the college each week for a year to help get a new administration installed. He seemed to understand and to agree, and said he would be willing to serve on the Bucknell Board if it was understood that he would not be required to make the 65 mile trip to Lewisburg to attend Board Meetings. I assured him we would not burden him, that we would keep him informed through the mail, and that I would drop in on him occasionally if he desired to be fully informed. We shook hands on that, and thus began a new interest for the frustrated millionaire; and a wonderfully new experience for me in becoming acquainted, and growing to know, admire and regard with deep affection the warm generous man.

Daniel Roberts—Trustee

In October, 1935, I began my part-time duties as Acting President of Bucknell and was presented to the students and faculty, who received me cordially.

I recognized at that moment that I was undertaking a most unusual relationship and responsibility. I made a brief speech and asked for a united effort by students, faculty, alumni and all other friends. I repeated remarks made by some of my friends who had advised me against absenting myself from business for half-time for a year. They had questioned "Why?" I could only reply that I had one thousand reasons, one for each Bucknell student, and looking at them I earnestly felt and said, "I hope that each of you will get some values, some motivations, and inspiration for lives of usefulness and fulfillment from your Bucknell experience in the coming years."

Apparently the Wilkes-Barre newspapers and radio reported this speech. The next day I had a message from my new friend, Daniel Roberts, inviting me to take lunch

with him. He said, "I agree with what you said about 1,000 students being 1,000 reasons for helping Bucknell. I went to work at 16 and never finished high school, but times are different and boys need more education in order to succeed in life. You keep on giving what time you can spare to help these young folks get an education and I will help with money." It was a great encouragement to me and he lived up to his promise with great enjoyment.

He apparently told some of his friends about this conversation with me, because it was used after Mr. Roberts' death by an overzealous attorney in an unsuccessful attempt to attack the legality of Mr. Roberts' generosity, which I will relate later.

Rebuilding Bucknell's "Old Main"

My first fund-raising job was staring me in my face when I arrived as Acting President of Bucknell. "Old Main" had been burned down a few years previously and the charred remains were still on view at the crest of the beautiful campus. At the first meeting of the Board I asked approval of a fund-raising program for about \$500,000 to rebuild the much needed building. Alumni, trustees, local citizens responded well to the appeal; newspapers and college publications carried reports on the progress of the funds. Again I received an invitation to take lunch with Mr. Roberts at his home. He was interested in the progress of the fund and asked how much more was needed. After lunch, he asked me to step over to the bank with him. He went down to the vault and when he returned he asked me to step over to a broker's office. There he transferred 2,000 shares of Woolworth stock to Bucknell University. He handed it to me. "For Old Main," he quietly said, "worth about \$50 per share." I was stricken speechless but recovered to give him my warm thanks. We walked back to his residence where my car was parked. By that time I had an idea, and said, "Mr. Roberts, 'Old Main' is in three sections. The center section will cost \$100,000. Would you permit Bucknell to name it the Daniel C. Roberts Hall?" His face broke out into a marvelously happy smile. He said, "If you would really like to."

We rebuilt "Old Main" promptly and Mr. Roberts was the "Mystery Guest of Honor" on the day of dedication. It had been announced that some one had given \$100,000 but the donor's name had not been revealed. We prepared a bronze tablet honoring Daniel C. Roberts which still hangs in the lobby of Roberts Hall and reads:

"A Friend of Ambitious Youth

A Generous Benefactor of Mankind."

This tablet was unveiled at the dedication of the Daniel C. Roberts Hall, in the presence of Mr. Roberts himself, and the donor thus ceased to be a mystery. Mr. Roberts returned to Wilkes-Barre a thoroughly happy man, and the city's newspapers and radio programs were doing him well-deserved honor.

The begging letters to him were multiplied in number and invective. He was called many unpleasant names for "giving money to a rich college." He could shake these criticisms off more easily now because he was being recognized publicly as a generous man.

The Men's Gymnasium

During the next three years, prior to Mr. Roberts' death, he was enthusiastically interested in the progress at Bucknell. His invitations to visit were frequent and he would ask eagerly what was most needed next. First, it was a Men's Gymnasium. He gave me enough Woolworth stock to pay for more than half its cost. A half dozen generous trustees promptly gave the other half. He had the good judgment to decline having it named for him. "One Roberts building is enough," he said. He wanted it named for me. I declined, of course, and explained it was not acceptable practice for a college president to use his position to approve a memorial to himself. He was disappointed but understanding. We then agreed to recommend to the Board of Trustees that it be named for a trustee, John Warren Davis, who had maneuvered me into the presidency of Bucknell. This was agreed upon, without Judge Davis' fore-knowledge. Mr. Roberts came to the inaugural ceremony and helped to dedicate the building.

The Bucknell Junior College at Wilkes-Barre

When I was catapulted into the presidency of Bucknell, I quickly discovered that I was also President of Bucknell Junior College at Wilkes-Barre, 65 miles away from the Bucknell campus. My predecessor, Dr. Rainey, had started these classes in response to a request from a committee of local high school principals who were deeply concerned to see many of their able graduates unable to go to college. The general depression of the 1930's had been especially hard on the boys and girls of that anthracite coal area, because of the prolonged unemployment of the coal miners.

So Bucknell had rented a vacant building, which had been built for a business college, and arranged for teachers from Bucknell to drive to Wilkes-Barre to give regular freshman and sophomore college courses to qualified high school graduates.

The response of the young people had been far beyond expectations, and when I found myself President of this over-flowing Junior College, it was very clear that the new president of Bucknell had some hard decisions to make in Wilkes-Barre. It was obviously up to me to decide whether I should continue to hold the enrollment down to the 400 young men and women who could be crowded into the rented building, or seek additional buildings to accommodate the rising numbers of young people applying for admission. I chose the latter in favor of the ambitious young people. First, I searched for a man who would take charge. I found him in Eugene S. Farley, a six-foot Quaker and a Ph.D. graduate of the University of Pennsylvania. He accepted the job in part because his friends warned him not to—too many problems. He, like Daniel Roberts, seemed to enjoy impossible jobs, for he has made a magnificent record at Wilkes-Barre. The Junior College became Wilkes College ten years later when it was able to obtain its own charter, and Dr. Farley has been its only president. Under his leadership Wilkes College has developed into a highly respected and fully accredited four-year college with over 2200 students.

He and I proceeded to find or build suitable facilities for the growing Junior College. We interested several families who had large homes on River Street, which they no longer occupied more than a month or so a year, to give them to Bucknell as a campus for the Junior College. Mrs. John Conyngham of New York was the first to agree; then Admiral Harold S. Stark of Washington; then Allen Kirby of New Jersey. One followed the other so fast, it was quite breathtaking. I received an amusing radiogram from one Wilkes-Barre citizen, Mr. Julius Stern, who was on vacation in Bermuda. He owned a home on the next block beyond the Kirby home, and when word reached him in Bermuda of the River Street homes that were being given for the Bucknell Junior College, he radioed me, "Please don't take my home until I can return and remove my furniture."

I inject the story of the Bucknell Junior College at this point because it brought me to Wilkes-Barre nearly every week until Dr. Farley was fully in charge. Mr. Roberts felt more comfortable about inviting me to visit him. Consequently, we were drawn more closely together by these frequent visits. He knew that I had to make the 65-mile drive anyway.

The Bucknell Debt

After the Davis Gymnasium was dedicated he asked what I was to work on next. I told him that Bucknell owed a

Philadelphia bank several hundreds of thousands of dollars for operating deficits which had piled up during the deep depression when student enrollments and alumni gifts had fallen very seriously in all colleges.

He looked at me very sharply and asked, "Are you operating at a loss now?" I replied, "No indeed, not at Bucknell nor in my business in New York, I have the same policy at both ends of my line—pay as you go—if you can't pay, don't go." He looked at me and grinned. "Why must you pay this debt off now," he asked. "In order to stop paying interest. I need that money to restore faculty salaries that were cut in the depression." "Come on down to the bank," he said, and a few thousand more shares of Woolworth stock started me off on the next round of fund raising, which soon paid off an astonished bank vice president in Philadelphia who had been making a career of reminding me of the unpleasant things he might have to do to collect money from the college.

The Bucknell Student Petition

About this time, the student body of Bucknell did a very kind thing—bless their hearts! I think back about them as I read the street capers of present-day student "activists" who are demanding full participation in all decision making. How naive the 1968 campus demonstrators are; how glibly they talk about complicated and burdensome responsibilities which they will only begin dimly to comprehend when they are about fifteen years older.

In order to remain visible and real to the Bucknell students, I arranged to be present at an assembly each Thursday morning which was attended by the faculty and the student body. About the end of my second year with the title of Acting President, I arose to close the Thursday morning assembly, when two students stepped out into the aisle and asked if they might come forward. There was a rustle of excitement in the crowded auditorium. Apparently I was the only person who was not in on what was to come.

The two young men came to the platform, announced that they bore a petition addressed to me, which was signed by each of the 1200 students, each member of the administration, and the faculty. They then read the petition which, in brief, asked me to accept the title of President of Bucknell University, and made "...a pledge to you of our loyal support in the years to come."

I was deeply affected by this friendly act, and promised to give their request full consideration. I dismissed the Assembly—they all rushed off to a belated lunch, and I drove up to the highest point on the golf course and gazed

out over the Alleghenies to the west and the valley of the Susquehanna to the east to try to see my way into the future.

The Engineering Building

The next time I was in Wilkes-Barre as usual at the Junior College. Mr. Roberts asked me to visit him. His daughter, Mrs. Warner, was present. He was elated. The Wilkes-Barre radio had broadcast the news of the Bucknell President who had been petitioned by the students to stay on, and the newspapers had headlined it. He was anxious to learn what I was going to reply to the petition. I said, "I would let them call me their President instead of Acting President, but I could not change my weekly divided schedule because my business associates feel they also need me." I said if the Trustees would wish me to continue the schedule as I had I would agree to drop the word "Acting" from my title. "That's all that is needed, in my opinion," he commented. Then he asked his customary question, "What are you working at especially now at Bucknell?" "New wings for the Engineering Building," I replied. "We must keep up to the requirements for new laboratories and equipment, or else." He nodded. "Let's go over to the bank."

Before we left, I had a few moments with his daughter and said, "Mrs. Warner, do you approve of your father giving away so much stock to Bucknell? Is Bucknell getting stock that should be given to you and your son Danny?" Mrs. Warner answered promptly, "Not only approve it, I encourage my father to do it. He has set up irrevocable trust funds for Danny and me that will provide each of us our needs for all our lives. You have brought a joy and a zest to his life during the past two years beyond anything I have ever known him to experience. Please continue your relations and continue to let him help you help deserving young people. You just can't realize what it means to him."

Mr. Roberts gave me his own thanks on one of my last visits before his death. As we sat in his parlor after lunch, an elderly man walked by. Mr. Roberts said, "I feel sorry for that old fellow. He is rich, but unhappy. He is about my age and he has about as much wealth as I have. But he has not learned what you taught me—how to enjoy my money. You showed me how I could give money to help ambitious boys get an education. You showed me how I could do it while I am still alive and can see it—like the Daniel Roberts Hall and the Men's Gymnasium. But this old chap has only one enjoyment with his money. He plays a game each year—to keep his money invested so he

will be worth more on December 31st each year than he was worth on January 1st of that year. He is so excited and happy when he wins that game that he tells all his friends about it. Poor old fellow; I pity him."

The New Library

I recall only one additional visit I had with Mr. Roberts, the last before his death. He asked his usual question, "What is next at Bucknell?" My reply was, "A new library at a cost of \$500,000 or more." We talked about it for a while, and then made our trip to the bank. This time he handed me 5,000 shares of Woolworth stock, I believe, which was worth about one half of the estimated cost. Again I asked if we might name the building for him. Again he declined and suggested that it be named for me. Again, I declined. He then said, "I leave the name to your judgment." I suppose he realized he would not be alive to see the building and to help select the name. (Several years later the new library was built and named for a generous lady, who gave a large sum to supplant Mr. Roberts' gift and to endow the library.)

He was taken ill soon after this visit and died quietly, after a brief illness, at the age of eighty.

Mrs. Warner asked me to pay tribute to her father at the funeral, which would be conducted by the Rev. Charles Rousch in the Roberts' home. I was proud to be asked to pay a tribute to the life and spirit and memory of this generous man who, in his quiet, withdrawn manner, had helped thousands of ambitious young people who never knew him nor ever guessed how much they owed him for their college education.

HIS WILL

I have referred above to two comments Mr. Roberts made to me which were used by a lawyer of State tax authorities in an endeavor to impose a tax on Mr. Roberts' generosity to Bucknell University.

The Roberts Will was being probated, and I was summoned as a witness. The State of Pennsylvania put in a claim for tax on all the Woolworth stock which Mr. Roberts had given Bucknell during the last three years of his life. The claim was that Mr. Roberts had given the stock in anticipation of death, because he was angered when a heavy tax had been imposed on the Woolworth stock which his wife had left him in her will. The lawyer stated that Mr. Roberts had said in the presence of several witnesses that he would "...rather have burned up the stock than pay those taxes." The lawyer asked me in an

irritating tone if I had heard Mr. Roberts make such a statement. I replied that I had, but that Mr. Roberts had begun to give Woolworth stock to Bucknell before his wife died and so I failed to see the connection.

The lawyer then said it had been generally understood among Mr. Roberts' friends that he had told me that if I would give my time for the students of Bucknell, he would give his money. The lawyer asked if he had said that. I replied that he had.

The lawyer jumped about and declared that this constituted a "contract" and as such put Mr. Roberts' gifts to Bucknell out of the field of philanthropy into taxable territory. I commented that Mr. Roberts was only one of many persons who had offered their full support if I would continue to serve Bucknell.

It happened that at the time of this effort of the State to tax Mr. Roberts' gifts to Bucknell, I was a member of the Cabinet in Harrisburg of Governor Arthur H. James, in charge of the State Council of Defense. Governor James' home is in Wilkes-Barre, so he knew all about my ordeal with the Tax Bureau attorney. When I next went to my office at the State Capitol in Harrisburg, Governor James sent for me. "I hear you were in Wilkes-Barre the other day," he said, "Did they give you a bad time?" "They tried to, but they had to make up with roughness for what they lacked in justice," I replied. "Maybe you are right," the Governor said. That is the last I ever heard of the matter.

Now a final backward glimpse of two of the boys in the Moore Store in Watertown where this story of "A Most Unforgettable Giver" started.

The frame home on West River Street where Daniel Roberts lived and died in Wilkes-Barre is now part of the campus of Wilkes College, which blossomed out of Bucknell Junior College in 1945, a gift of Daniel Roberts Warner, his grandson.

The stone house which Fred Kirby had built was given by his son, Allen P. Kirby, and became a major feature of the Wilkes College campus.

These are pleasant reminders of two of the young clerks in the Moore Store, who became generous millionaires through their interest in the "5¢ table."

ARNAUD C. MARTS is Honorary Chairman of the Board of Marts and Lundy, Inc., a fund-raising counsel for non-profit agencies, of which he was a co-founder in 1926. He was formerly President of Bucknell University, which honored him recently by naming its administration center after him. He is a co-founder and past President of the American Association of Fund-Raising Counsel.



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