Pictures to be returned to Miss Walters, M. & L.

1. Dr Marts greets M. F. Emerson Andrews of Russell Sage Fdn., great speaker at the Ines. Luncheon, Mr. Robey, and Mr. Lundy look on.

2. Mr. Paterson, Dwight Eisenhower, and Mr Rockefeller III.

3. MIT Mid-century Convocation

4 Franklin D. Roosevelt addressing
* St. Paul's Protestant Episcopal
(IN Walnut Frame) Church, Eastchester, N.Y.
June 14, 1931.

Books Written by ACM —

ACM:

1. Generosity
2. Man's Concern
3. Philanthropy's Role

49 cartons shipped to Dr. Paul C. Carter

Railway Express prepaid - 5/6/69

Copy of express receipt mailed to Dr. Carter.

Will send you statement when it comes in, as you requested.

Free to P.C.C. - even Rwy Exp. TEW chgs.

Marts & Lundy, Inc.
521 Fifth Avenue
New York, N.Y. 10017
Code 212-687-1340

FRANK H. ROBESON

Dear Dr. Marts:

I have sent the suggested publisher's release to David and am returning herewith your copies of the letters you entrusted to me.

(4) *

I confined the release to two pages, since I understand this is the standard operating procedure for publisher's announcements.

If you have additional comments from people that you wish quoted, they can be added to the page of comment that accompanies the release.

Frank

* Retd - capt Gulick
Pres - Watts
Hugh Moore
Griff '10 Ob.

Offers complete fund-raising service for educational institutions, hospitals and community organizations.

Long-term planning, surveys, campaign direction, estate gift promotion and counselling for annual support.

ACM Carey Dr.

Paul C. Carter, ~~President~~

Philanthropic ~~FUND-RAISING SERVICE, INC.~~

5 Kenmore Road, Valley Stream, L. I., N. Y. 11581
(516) 825-3062

DUST COVER FRONT

Red and Gold

by Frank Robeson

ARNAUD CARTWRIGHT MARTS

A Winner In The American Tradition

(etching of Dr. Marts)

A Biography

(By Paul C. Carter)

continue excess copy on front inside flap)

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

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

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

* As president of Bucknell University, he brought that institution out of the Depression depths and helped turn it into one of the country's leading smaller universities.

DUST COVER BACK 2

* Through his dynamic leadership, he led in the founding of Wilkes College, the American Association of Fund-Raising Counsel, and a score of other agencies that now play vital roles in the nation's educational and philanthropic life.

* Called upon by his government, he created Pennsylvania's Civilian Defense Program during World War I I, and organized and directed the 100,000-man Temporary Reservists Program for the U.S. Coast Guard Reserve, serving with the rank of Captain.

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

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

As one might expect with a lifetime so varied and distinguished, Dr. Marts' biography reads almost as a capsule chronicle of the emergence of the United States as a world power. Seven of the nation's presidents, from McKinley to Eisenhower; scores of leading industrialists and philanthropists including the Rockefellers, T. Coleman du Pont, Thomas Edison, F. W. Woolworth, Hugh Moore, Alfred Sloan, George Eastman, Frank Abrams, and others; political

greats such as Mayor La Guardia, William Jennings Bryan, and Arthur James; and dozens of other notables such as Will Hays, Cardinal Spellman, Elbert Hubbard, Irving Berlin,Princess Alice, Booker T. Washington, Norman Vincent Peale, Admiral Stark - all can be found in the pages of this inspiring biography of a great American citizen.

DUST COVER FRONT

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Inside dust cover - back flap

Paul C. Carter

The Author

PAUL C. CARTER is a long-time friend and admired of Dr. Arnaud C. Marts. Since 1943 Dr. Carter has followed closely the writings and activities of Dr. Marts as president of Bucknell University, a founder of Wilkes College, Captain of the Coast Guard in World War II and president of Marts & Lundy, Inc.

For twenty-four years Dr. Carter was responsible for fund raising and public relations of the American Baptist Board of Education and Publication, with counsel from Dr. Marts and Dr. Louis W. Robey of Marts & Lundy, Inc. As publicity writer for the Board of Education and Publication, Dr. Carter was author of several books, brochures and magazine articles and educational motion picture scripts.

Dr. Carter is a graduate of Occidental College, B. A., and holds honorary D. D. degrees from Occidental College and Linfield College. He holds the degrees of B. D. and Th. M. from Colgate Rochester Divinity School.

On retiring from the American Baptist Board of Education and Publication, Dr. Carter organized Philanthropic Fund-Raising Service, Inc. of which he is president.

I hope you will have the pleasure in reading this complimentary book as it gave me in gathering and assembling the material and having it published privately for selected distribution.

Anne Marts

This is a complimentary copy of the biography of my husband, Arnaud Marts. I enjoyed gathering and assembling the material, and having it published for private distribution. I hope you will find it interesting.

Anne Marts

Itnis a pleasure to send you this complimentary copy of book which is the biography of my husband, Arnaud Cartwright Marts. I trust you will find the book enjoyable reading.

Anne Marts

Friends of American Writers Award

Christopher Awards

The New York Times

Saturday Review

Book Week

(N.Y. Herald Tribune merged w Chicago Tribune's Books Today + became Book World)

Harper's

Atlantic

Time

Newsweek

New Yorker

New York Review of Books

Nation

New Republic

From: The Algonquin Press, Inc.
380 Lexington Avenue
New York, N. Y.
(212) OX 7-3140
Contact: David Hurwitz

Copy
Sent to
Authors Guild
234 W 44th ST.
NYC 36

FOR IMMEDIATE RELEASE

NEW YORK, N.Y. -- Arnaud Cartwright Marts, the biography of a man who exerted one of the most profound impacts in this century upon American education and philanthropy, has been released by the Algonquin Press, it was announced today by David Hurwitz, president of the publishing concern.

The biography, written by Paul C. Carter, traces the colorful and diverse careers of Dr. Marts as a successful educator, fund raiser, business executive, military leader, author and government advisor, but its main emphasis is upon the twin roles Dr. Marts played as the president of Bucknell University and as a founder of the modern profession of fund-raising.

In both of these roles, Dr. Marts helped set patterns of leadership that have deeply affected the course of every independent school and college in the land, as well as every other American philanthropic agency. The founder of one of the first professional fund-raising agencies in the nation, he and his partner, George Lundy, were instrumental in developing the funding procedures and programs that have provided literally billions of dollars of support for America's privately-supported institutions.

- more -

The book also recounts the fascinating and crucial struggle that Dr. Marts led in bringing Bucknell University out of the Depression depths - a struggle that began when the students, faculty and trustees unanimously petitioned Dr. Marts to assume the presidency and eventually resulted in a ten-year tenure that transformed Bucknell into one of the country's leading smaller universities.

Significant as these contributions were, the biography makes it clear that they were only part of a many-faceted life. Also detailed are Dr. Marts' dynamic leadership in the founding of Wilkes College, the American Association of Fund-Raising Counsel, and a score of other agencies that now play vital roles in America's philanthropic life; as well as his wartime service in creating the Pennsylvania Civilian Defense Program and the 100,000-man Temporary Reservists Program for the U. S. Coast Guard Reserve during World War ii.

As one might expect, the biography reads almost as a capsule chronicle of the emergence of the United States as a world power. Seven of the nation's presidents, from McKinley to Eisenhower; scores of leading industrialists, including the Rockefellers, the du Ponts, Edison, Woolworth, Eastman, Moore, Abrams and others; political greats such as LaGuardia, Bryan and Governor James; and dozens of notables such as Will Hays, Cardinall Spellman, Irving Berlin, Princess Alice,

over

Norman Vincent Peale, Admiral Stark - all are found in this wide-ranging biography.

Mailings in NYC and NY State:

42 (5 names included AAFRC members) 19 = 61

4/29
61

Ala - 1.
Calif - 5.
Conn - 6
Del - 1
Fla - 8
Ga - 3
Idaho - 1
Ill - 7 (2 AAFRC members)
Ia - 2
Ky - 1
La - 1
Md - 3
Mass - 9
NH 2
N.J. 8
Mich 1
NC - 3
Ore 1
Pa 28 - 1 AAFRC
1 - add'l to name
3 - " to "
32

95

Texas - 2
Vt. 1
Va. 3
DC 8 - + add'l to name
Wisc 1

15
95
110
6
116

110
61 NY.
171

613
61
674
116
790

Send book —
to Coast Guard

Send to David
list of geo. mailings

ACKNOWLEDGEMENT

Arnaud Marts' wife, Anne, urged and stimulated the unfolding of this biography. She is responsible for getting together the material used in this book by her devoted efforts, by not pushing too hard, and by encouraging her husband to sit down and reminisce aloud of the diversity of people he encountered in his interesting multi-varied career.

Hour after hour she listened and made notes for few have revealed in their work as clearly as Arnaud Marts. She knew of his dreams that are inside of him and that have inspired him to action since his youth. She says of her husband, "he is selfless, a dedicated worker, an idealist, and he is kind, friendly and warm. He has always lived what he believed: to be of service to mankind and help in every way to create a better world. This was summed up in his college years in the phrase, 'The Brotherhood of Man under the Fatherhood of God.' "

Anne Marts was not able to persuade her husband to write his autobiography and did what she believed was the next best thing. She wrote down the stories. She bought an electric typewriter, and as she listened she typed in order to get the stories for retelling verbatim.

That is really what has happened here. Arnaud Marts wrote the biographical facts which only he would know; then Anne interested a good friend of her husband - the author - to assemble the copy, evaluate it, write the non-personal factual text needed to give the personal recollections a proper flow and unity of structure.

And again quoting Anne, "Dr. Paul Carter has done this admirably and my husband and I are deeply grateful to him."

The Auther

and the complete biography assembly he could — P.G.C. never never knew Dr. Marts intimately — He then his kindness and counsel after L.W.R died — even to become a member of AAFRC

The President and Trustees of Wilkes College had desired to establish a Memorial in one of the new buildings at Wilkes College, and on two previous occasions had indicated their desire ~~of~~ to Dr. Marts when other new buildings had been erected. Dr. Marts had demurred however on these two occasions; but in June 1967, President Farley wrote to Mrs. Marts, as follows:

"

WILKES COLLEGE
Wilkes-Barre
Pennsylvania 18703

June 7, 1967

Mrs. Arnaud C. Marts
41 Park Avenue
New York, New York 10016

Dear Anne:

Although I missed seeing you, it is good to get a letter from you and to know that the suggestion that I had made for the naming of a section of the library meets with your approval.

Attached to this letter you will find a campaign brochure which gives the external view of the library along with one or two floor plans.

It is my suggestion that a whole floor bear Arno's name and that on this floor we include the collections in which he is most interested. I suspect these will be the humanities but I will appreciate a suggestion from you.

Of course, ~~if~~ you prefer a section rather than a floor, this can be done, but it is my thought that Arno's portrait could be hung in a proper place upon the wall and a tablet would indicate the reason for naming this floor for him.

.....

~~With~~ Best wishes to you both,

Sincerely yours,

s/ Gene

President

"

The Arhaud C. Marts Memorial in the
Eugene Shedden Farley Library, Wilkes College,
Wilkes-Barre, Pa.

On November 1, 1968 the magnificent new library was dedicated at Wilkes College, Wilkes-Barre, Pa. in a memorable occasion attended by a capacity audience of the friends of Wilkes College.

This library was named Eugene Shedden Farley Library, for the President of the College who had been brought to Wilkes-Barre over thirty years previously by Dr. Arnaud C. Marts; as has been related previously in Chapter ____.

The second floor of the new library was dedicated to Arnaud C, Marts. This dedication is inscribed on a plaque which reads as follows:

" THIS FLOOR IS DEDICATED
TO
ARNAUD C. MARTS
IN APPRECIATION
OF HIS SERVICES TO WILKES

As president of Bucknell University
he sustained this College in the
midst of depression and despair.

As a member of
The Wilkes College Board of Trustees
his vision and leadership
enabled the College to realize
its growing potential for service.

His faith in young people
has added significance to the lives
of Wilkes students.

Without his counsel and support
the dream of this College would never
have become a reality. "

July 3, 1968

Dr. Paul C. Carter
5 Kenmore Road
Valley Stream
Long Island, New York 11581

Dear Paul:

You did a magnificent and loving service to your dear friend, Louis Robey, during the past several days. And, as another friend of Louis', I want to thank you for the great devotion to him which you demonstrated.

The manner in which you arranged for every detail, all the way from first discovering his death and then participating so beautifully in the final service yesterday, was a clear demonstration to me as to why Louis had so much confidence in your ability to carry out all the plans on which you and he worked on the past 30 years.

I want to compliment you especially on the funeral services. The arrangements you made for the tributes paid Louis at the service and the messages that you obtained from his absent friends added up to a rare and impressive testimony to Louis' life and faith and services to mankind. As I sat in the service and watched the program unfold, I felt a deep gratitude to you for this splendid and well-deserved final public tribute to our beloved friend. Thank you again, Paul, for the magnificent way in which you enabled the friends of Louis Robey to give him their final public farewell.

Let me repeat again what I told you orally yesterday, that I will be very glad to counsel with you in regard to any of the matters on which you constantly sought Louis' counsel. I cannot do it in the detail that he devoted to the consideration of the programs and problems, but I will always be available to talk with

G, boy! Ike did he!

you and give you my reactions on any situations which you may wish to discuss with me.

Thanks again and warm regards.

Yours sincerely,

A. C. Marts

ACM/csa

Philanthropic FUND-RAISING SERVICE, INC.

5 KENMORE ROAD, VALLEY STREAM, LONG ISLAND, N. Y. 11581

Telephone VAlley Stream 5-3062 AREA CODE 516

July 15, 1968

Dr. Arnaud C. Marts
Marts & Lundy, Inc.
521 Fifth Avenue, Suite 3503
New York, New York 10017

Dear Dr. Marts:

This is just a brief note before I leave for the American College Public Relations Association meetings at Miami to let you know how we made out with our interviews last Friday involving President McMillan of Rust College.

Dr. McMillan and Mr. Stevens of Jackson had a fine conference with Mr. Schlessinger in which he agreed to serve on the National Honorary Committee. He was totally negative about their approaching Senator Kennedy at this time, saying that he is so preoccupied with family and political matters that they would only get a turn-down at this time. He agreed that the Rust College cause is normally something that Senator Kennedy would naturally be interested in, but Schlessinger was sure that any approach for Kennedy's cooperation would be useless for at least six months.

President McMillan had an excellent conference with Miss Price's manager, Mr. Dilworth, who said that he believed Miss Price would be delighted to serve as a National Honorary Co-chairman, and that he would ask her to do so within the next few days. He revealed the fact that she is spending a few days at her mother's home in Mississippi. President McMillan took note of this and said he probably would give her a telephone call over this weekend. I agreed with him that this would be helpful. It develops that Rust College had already decided to confer an honorary doctorate upon Miss Price and she has agreed to accept it. The only question to be resolved is when she can be present for an appropriate event. I recommended that this be done as a part of the Convocation we are planning in mid-October.

I shall be meeting with the campaign Steering Committee this coming Friday to discuss further personnel for the National Honorary Committee. You will be hearing from me on my return next week. Thanks for all your encouragement and help.

Very cordially yours,

Paul

Paul C. Carter
President

PCC:c

c,

September 30, 1968

Dr. Paul Carter
Philanthropic Fund-Raising Service, Inc.
5 Kenmore Road
Valley Stream, L.I., N.Y. 11581

Dear Paul:

Here are typed pages 62 - 79; also a marked copy of "George Lundy of Iowa" from which to copy material as noted.

Also 2 or 3 reprints of important published articles referred to in the text.

Best wishes.

Sincerely,

A. C. Marts

ACM/csa
Enclosures

October 2, 1968

Dr. Paul Carter
Philanthropic Fund-Raising Service, Inc.
5 Kenmore Road
Valley Stream, Long Island, N. Y. 11581

Dear Paul:

Enclosed are pages 80, 81 and 82.

I am also enclosing an 8-page printed folder which describes the role I had in the 1953 activity of the New York State Legislature in passing the present laws aimed against charity rackets. You might wish to quote from this publication.

I am also enclosing additional reprints of articles written by me and published in educational and news journals during the 1930 decade. I sent you some such reprints in my letter the other day. The reprints presently enclosed are in addition to the ones recently sent you.

With best wishes.

Yours sincerely,

A. C. Marts

ACM/csa
Enclosures

quotes marked

October 10, 1968

Dr. Paul Carter
Philanthropic Fund-Raising Service, Inc.
5 Kenmore Road
Valley Stream, Long Island, N. Y. 11581

Dear Paul:

Here are pages 105 to 116 and a copy of the Bucknell Alumnus magazine of December 1944 in which I announced my resignation to take effect June 30, 1945. More later.

With kind regards.

Sincerely yours,

A. C. Marts

ACM/csa
Enclosures

November 15, 1968

TO: Dr. Paul Carter

FROM: A. C. Marts

Somewhere in your copy where you refer to my having two or three jobs at the same time, it should be explained that I never accepted any additional salary for these additional jobs.

Each of the other three employers had to pay a salary for various reasons. In the case of the State Council of Defense there was no provision by which an officer of the state could exercise the duties entrusted him as an unpaid volunteer. In the case of the United States Coast Guard, military discipline required that an officer with my responsibilities had to be paid the salary of his rank.

The way I avoided receiving three simultaneous salaries for my three simultaneous jobs was to accept the salary from Bucknell University, the State Council of Defense and the United States Coast Guard during the period I was employed by each, but to reduce my salary from Marts & Lundy by that same amount. In this way I rendered my services to these other causes without any monetary advantage.

ACM/csa

April 23, 1969

MEMO to Dr. Arnaud C. Marts

from Paul C. Carter

Regarding further compensation for our work on the book, I am enclosing bills from Ellen Mae and myself. I do not think I have earned more than $500 since your previous payment and am, therefore, submitting my bill in that amount. As we proceed with layout, proofreading, the index and other details of production, we can consider further compensation.

by ACM, DM, DH.

You folk are very generous toward us and we do appreciate it immensely. As I have told you, this project has proved more challenging and inspiring than most anything we have ever done together.

April 23, 1969

Mrs. Marts:

Enclosed you will find two memorandums from Paul, also some additional copy and inserts for the manuscript. I trust I have marked them clearly so that they will fit into the right spots.

I am retaining the story on the Wilkes Library Memorial. Paul did not have sufficient time before leaving for Atlanta to work with me on this and I want to be sure that it is handled correctly. He will bring it in with him on his next appointment - probably on Friday.

I now have a complete second copy - also a third which happens to be in the hands of David Hurwitz at the moment. Some of the second copy is made up of original typing and some of first carbon - but at least it is complete.

Thank you for your friendly note. I appreciate your interest in sending me the knitting. If you should happen to find the original pattern or number of needle, it would be helpful in completing the sweater. The yarn is most beautiful. I have two sweaters started for grandchildren and goodness only knows when they will get near the finish line. But at least it all gives me something to strive for!

This is an unpardonably late note of appreciation for the lovely luncheon we had with you and Dr. Marts. It was such a joy and privilege to be in your apartment and to have such delicious food. Many thanks - from both of us.

First time in our home, in fact met — Paul met at a staff Conf. some yrs ago —

Ellen Mae Carter

Mrs Paul C. C
5 Kenmore Rd.
Valley Stream
11581 N.Y.

April 23, 1969

MEMO to Dr. Arnaud C. Marts

from Paul C. Carter

Regarding our book, I thought it would be a good idea to enumerate the steps we have tkaen to date toward printing it:

1. I learned from Mr. Dale Timpe of Hawthorn Books that they did not have a plan for printing the book.
2. While in Chicago last week I talked to Mr. Stone to make sure that he would not want to make an exception and have Hawthorn print it. He advised us to follow Mr. Timpe's suggestion of finding another printer.
3. I had a conference with Mr. Loth of Vantage Press and secured the information which I presented to you in a memorandum on April 21.
4. I reported to you that David Hurwitz of Algonquin Press said he would be able to compete with Vantage Press but would want to help us secure a better product on a schedule of about half the time required by Vantage.
5. Hurwitz suggested I inquire of Prentice-Hall as to whether they would be in a position to print the book. I did so by telephone on April 21 and was told that they could not enter into that kind of an agreement.
6. In the session which you, Mrs. Marts and I had together on April 21, we all decided that subject to getting a definite estimate from David Hurwitz we would like to have him publish the book with the imprint of Algonquin Press; that we would like him to submit his estimate on the basis of good quality paper and placing the pictures throughout the book where they would best illustrate the text.
7. I have relayed our decision to Hurwitz and expect to meet with him again on Friday, following which I shall give you a further report.

Some notes taken during meeting with Paul Carter concerning the biography; 2 p.m. at home - April 25, 1969.

Paul met with David Hurwitz this morning, and the following notes came out of that conference:

1. Estimate for:
   500 books; top quality off-set paper; 352 pages; 16 pictures illustrated throughout the book; dust cover; index.....cost $5,000.

2. Additional costs -
   a) ... if quantity was increased to 1000 - $1,500 +++
   b) ... edit cost; corrections; author's alterations ... accordingly - and these costs are high. +++
   c) ... gold leaf on spine ..... 250.
   d) ... nominal (map.) cost if you wish handling and shipping done by Algonquin. +++

.....

1969 SCHEDULE

MAY - Manuscript to be fine-combed - finalized - punctuations; prepared for perfect manuscript to be presented to the printed to set in type.

JUNE - Typesetting and lay-out; galley proofs by the end of June.

JULY - Paste up galley proofs; prepare loose-leaf binder with whole lay-out; conference about illustrations; layout possible montage of three pictures or more and captions; all necessary preparation for illustrations must be completed.

AUGUST - David will now do "repros" (?), plus actual press work for readiness to go to the bindery.

SEPTEMBER - Bindery working.

OCTOBER - Distribution

Delivery June 1970

It was suggested and recommended and agreed, selling cost of book to be $7.50. - not for sale

When galley proofs are available, Ellen Mae will prepare Index. but did not - Acme Arm prepared Index.

Next Meeting - Full conference with Ellen Mae, Paul, David Hurwitz, Arnaud and Anne Marts:
FRIDAY - May 2, 1969 - 12 noon Luncheon, Columbia University Club
turned out to be Birthday Party for Carters

April 7, 1969

Dr. Paul Carter
Philanthropic Fund-Raising Service, Inc.
5 Kenmore Road
Valley Stream, L.I., N.Y. 11581

Dear Paul:

You wished me to give you material regarding the naming of the Marts Floor in the Farley Library at Wilkes College.

Enclosed is copy of the plans for this tribute to me at Wilkes College. I am sending this copy to Dr. Farley for his o.k. Enclosed is the carbon of my letter to him on this subject. Suppose you hold this until he has the opportunity to reply.

With kind regards.

Yours sincerely,

A. C. Marts

ACM/csa
Enclosures

April 7, 1969

President Eugene S. Farley
Wilkes College
Wilkes-Barre, Pennsylvania 18703

Dear Gene:

Anne has requested a long-time friend, Dr. Paul C. Carter, to write a biography of my life for publication.

I do not wish this book to be sold commercially, but rather to be published in a limited quantity which can then be distributed as a presentation book to personal friends and associates who might be interested in having a copy.

Dr. Carter has asked for material in regard to the Marts floor in the new Farley Library at Wilkes College, and Anne has prepared the enclosed statement of the way in which you brought about the naming of this floor for me. Does this tell the story accurately in accordance with your recollection? I would like to have your approval and/or corrections before handing the copy over to Dr. Carter.

I would also like to ask if you could have a local photographer make a picture of the plaque and send me three copies for Dr. Carter's use. And please also send me the bill for such pictures.

I would like also to ask for your cooperation on these other matters. To have a glossy print of the front view of the Farley Library which I could have for Dr. Carter.

Do you happen to have any group pictures out of your collection of the past which includes you, Admiral Stark and myself, either with or without others in the group? Perhaps there was such a picture taken at your great anniversary dinner which would include Eleanor also.

Also a glossy print of yourself which Dr. Carter can use as a full-page illustration. This could be one taken at any time during the past 10 or 15 years.

I hope this will not be too much of a bother to you.

With warm personal regards.

Yours sincerely,

A. C. Marts

ACM/csa
Enclosure

bcc: Dr. Paul Carter

FOLLOW-UP (To be returned)

PHOTOGRAPHS RECEIVED FROM SAM DAVENPORT, WILKES COLLEGE, JUNE 24, 1969, and in the following order, as advised in his letter.

1. Students on the steps of Conyngham Hall.
2. Two groups of students walking in the path of ????(Hall) Conyn/
3. In front of Dining Commons, Behind Chase Hall, April 1962.
4. 5 students, with mop, broom, shovel, ax, can of paint, ash can, to clean up leaves on walks in front of building, 1952 dated
5. Group of students, snow scene (two snowmen) in front of ?
6. Chase Lawn - spcializing; refreshments apparently being enjoyed by circles of men and women seated at tables
7. CHASE LAWN - Commencemen t, 1959 - Procession
8. Handsome couple with two students - Banner over doorway, BUTLER HALL WILKES COLLEGE
9. CHAPMAN HALL AND GUIDANCE CENTER - pretty wintry scene
10. Freshman, September 1957 - hanging at right of figure, Marker, WILKES COLLEGE Founded 1933 Chartered 1947
11. Homecoming, 1962 - The Biology Club creating an octopus with paper, or some craft material.
12. NORTHAMPTON HALL - Original Hall.
13. CONYINGHAM HALL
14. CONYNGHAM HALL
15. CHASE HALL - MARKER - WILKES COLLEGE Founded 1933 Chartered 1947
16. CHASE HALL
17. CHASE THEATRE (Little Theatre)
18. SUSQUEHANNOCK - FORMERLY WECKESSER HALL
19. KIRBY HALL
20. GIES HALL - Torn down to make room for LIbrary (School of Music)
21. BARRE HALL
22. ASHLEY HALL
23. BUTLER HALL
24. PICKERING HALL

more .....

25. STERLING HALL
26. GYMNASIUM
27. GYMNASIUM
28. PRESIDENT"S HOME
29. McCLINTOCK HALL
30. STARK HALL
31. STARK HALL
32. PARRISH HALL
33. PARRISH HALL
34.- WECKESSER
35. CENTER FOR THE PERFORMING ARTS
36. WILKES COLLEGE DORMITORY DINING HALL COMPLEX
37. DINING HALL AND MEN'S DORM (New Men's Dorm)
38. EUGENE SHEDDEN FARLEY LIBRARY (front view)
39. EUGENE SHEDDEN FARLEY LIBRARY (corner view)

. . . . .

- to be returned when we have finished with them.

BUCKNELL UNIVERSITY *Lewisburg, Pennsylvania*

DEVELOPMENT OFFICE

June 25, 1969

Dr. Arnaud C. Marts
Marts & Lundy, Inc.
521 Fifth Avenue
New York, New York 10017

Dear Dr. Marts:

It is my unhappy task to tell you that I have been only partially successful in finding the pictures you requested in your letters of June 16 and June 20.

Enclosed are the two commencement photographs shown on the double spread. However, we do not have the particular picture of you at your desk which you wanted, nor the one of you addressing the Pennsylvania lgeislature. We have numerous photographs of you at your desk in the President's Office, both in civilian clothes and in uniform, which we will be glad to send you if you want to make a choice from them.

Miss Eisley, our Director of Public Relations, thought perhaps the photograph of you addressing the legislature was taken by an agency of the Commonwealth and that if you would write to them they might be able to furnish you with a print. In any event, I am enclosing several other pictures if you would rather use them as a substitution. Please use any, or all, of them if you like. Whenever you are finished with them we would appreciate having them returned for our files.

Again, my apologies for being unable to handle in full your request, but if I can be of any further service do not hesitate to let me know.

Sincerely yours,

Ronald J. Pedrick
Director of Development

RJP:lm
Enclosures - 10

ZIP CODE 17837 / TELEPHONE 717–524–1210

MEMO

DATE 6/30/69

TO: Dr. Carter & Mr. Hurwitz

FROM: *A. C. MARTS*

Dear Paul & David:

Will you and David please make sure that the photographs of Bucknell from Pete Pedrick are returned to him as requested by him and promised by me?

Thanks

ACM

June 30, 1969

Mr. Ronald J. Pedrick
Director of Development
Bucknell University
Lewisburg, Pennsylvania 17837

Dear Pete:

Thank you very much for the fine collection of photographs which you sent me. They were all very useful in preparation for the publication of the book which Dr. Paul Carter has edited and written. The text is now being set up by a Bucknellian whom you know well, David Hurwitz. When the page proof is available, Messrs. Carter and Hurwitz will decide where to place the photographs. Plates will then be made and the photographs will be returned to you. This will take a little time, but you can be sure that these two gentlemen will be very careful to see that the photographs are returned as promptly as feasible.

Thank you for your prompt and careful attention to this request. Please thank Miss Eisley also.

Mrs. Marts, who is also very active in this editing and publishing project, joins me in sending warm regards.

Very sincerely,

A. C. Marts

ACM/csa

cc: Dr. Paul Carter
Mr. David Hurwitz

July 2, 1969

Dr. Paul Carter
Philanthropic Fund-Raising Service, Inc.
5 Kenmore Road
Valley Stream, L.I., N.Y. 11581

Dear Paul:

David Hurwitz delivered two sets of the final galley proof yesterday. So we can give you your set when you arrive on Monday.

I have a 10 o'clock appointment with my doctor Monday morning so will not be available until an hour or so after that.

We will be at 41 Park Avenue all throughout the weekend in case you wish to phone us.

With kind personal regards to you both.

Yours sincerely,

A. C. Marts

ACM/csa

and we proof read galleys - Ready for publisher without PCC

Philanthropic FUND-RAISING SERVICE, INC.

5 KENMORE ROAD, VALLEY STREAM, LONG ISLAND, N. Y. 11581
Area Code 516 VA 5-3062

May 29, 1970

Dr. and Mrs. Arnaud C. Marts
41 Park Avenue
New York, N. Y. 10016

Dear Anne and Arnaud:

We now have our one hundred copies of the biography and are delighted with it. We have already had the honor and privilege of giving a few copies to some of our closest friends and relatives. We are exercising discrimination, however, to make sure that the books will be put in the hands of persons who appreciate thoroughly the great service you have rendered in diversity of ways.

We are making a list of leaders within our contacts whom we feel would be particularly benefited and appreciative of having this book and shall be mailing out the largest share of the books during June. We shall follow your excellent suggestion that after the recipients have read the book they present it to the nearest public library.

Let me tell you again what a privilege and joy it was for Ellen Mae and me to work with you folk toward the writing and producing of the biography. Best wishes for continued health and abundant happiness.

Cordially,

Paul

Paul C. Carter
President

PCC:c

Member
AAFRC
American Association of Fund-Raising Counsel, Inc.

WILKES COLLEGE
WILKES-BARRE
PENNSYLVANIA 18703

June 23, 1970

Dr. Arnaud C. Marts
41 Park Avenue
New York, New York 10016

Dear Arno:

Prior to Commencement, I had little chance to read your Biography. This past weekend at the Farm, I had the opportunity to do so and found myself inspired by it.

In one place, you observed that the president of Oberlin College had considered anyone who spoke of the fatherhood of God and the brotherhood of man as a religious bigot. It hardly seems possible that this great ideal which is so badly needed today could be called bigotry, but I suppose in the midst of our current skepticism and cynicism, all idealism is supposed to be nonintellectual and therefore unacceptable.

In my farewell baccalaureate address, I spoke about the gap between the belief that is acceptable to the uninformed and a faith that is needed by the fully informed. Strange to relate, I even remember one of my own sentences. It was to this effect: "When man loses faith in a Power greater than himself, he somehow loses faith in himself." The need of our day is to regain faith in ourselves by looking beyond ourselves so that we may be sustained in periods of doubt and uncertainty.

Many thanks for bringing the message from your early years at Oberlin to this retiring president who will start his first day as Chancellor by making the acquaintanceship of a gentleman in Mansfield who, we hope, may become interested in assisting the College. I had thought that these responsibilities would be delayed until September while I recharged my personal batteries and re-oriented myself to the new job.

Best wishes to you and Anne.

Sincerely yours,

Gene

ESF:mc

President

Paul C. Carter

5 KENMORE ROAD, VALLEY STREAM, LONG ISLAND, N. Y. 11581

Telephone VAlley Stream 5-3062 AREA CODE 516

January 15, 1970

Dr. Arnaud C. Marts
41 Park Avenue
New York, N. Y. 10016

Dear Arnaud:

You will observe from the enclosed carbon of my note to Dave Hurwitz that I confirmed to him the new sub-title for the book.

I appreciated immensely the opportunity to talk with you about this matter and to get such a constructive answer to the question which had been raised. You will be interested to know that Mac was most enthusiastic about the new sub-title and felt that it was a perfect answer to the question that had been raised.

Ellen Mae and I hope very much that Anne will continue to regain her strength so she will soon be back to her normal activities.

Sincerely yours,

Paul

Paul C. Carter

PCC:c
Enclosure

EAGLE-A
TYPE-ERASE
25% COTTON FIBER

Paul C. Carter

5 KENMORE ROAD, VALLEY STREAM, LONG ISLAND, N. Y. 11581

Telephone VAlley Stream 5-3062 AREA CODE 516

January 15, 1970

Mr. David Hurwitz
The Algonquin Press
380 Lexington Avenue
New York, New York 10017

Dear Dave:

This is just to confirm our telephone conversation in which I told you that Dr. and Mrs. Marts would like the subtitle of the book changed to

- A Winner in the American Tradition -

The change should occur on the book cover, title page and the dust cover, but nothing should be changed in the text of the book.

After I talked with you on the telephone I learned from Dr. Marts that they were expecting to return to the apartment today and will be in touch with you regarding the items you sent there concerning the book.

Cordially,

Paul C. Carter

PCC:c

the KEY reporter

volume xxvi • number three • spring 1970

Chg address
See pp 4 + 5 pencil version of book.

PHI BETA KAPPA APPOINTS TEN VISITING SCHOLARS FOR 1970-71

by Kathy Ryffel, Asst.,
Visiting Scholar Program

When ecologist Garrett Hardin meets with students and faculty this coming fall, his arrival will not only inaugurate the 1970-71 ΦBK Visiting Scholar Program, it will also mark the 1000th visit sponsored by the fourteen-year old program. Since 1956, 95 Scholars have crisscrossed the country in order to spend two or three days with undergraduates at universities and colleges that shelter ΦBK chapters.

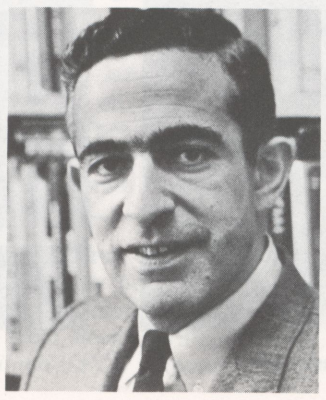
It was in October of that year that Mr. Daryll Forde flew to Milwaukee-Downer College (now joined with Lawrence University) to make the first visit given under the auspices of Phi Beta Kappa. A British subject, Mr. Forde was then a visiting professor at the University of California at Berkeley as well as professor of anthropology at the University of London, a position he still holds today. Concentrating on his particular interest — the impact of modern commerce and industrial development upon the cultures of societies outside the great civilizations — this first Visiting Scholar lectured to students, faculty, and townspeople and led informal discussions both within and without the classroom. Comments sent in by the chapter after the visit gave thanks to ΦBK for the selection of Mr. Forde as a Visiting Scholar and spoke enthusiastically of his stay there. Mr. Forde himself observed: "For my part, I enjoyed the visits . . . and I am looking forward to . . . next week's. . . ." The general response to the 26 visits made by the initial team of 5 Phi Beta Kappa Visiting Scholars was both lively and favorable, and what began as an experiment soon became established as a program.

This past academic year 11 outstanding scholars travelled to 86 schools to introduce students and faculties to a wide variety of subjects, ranging from the jazz of Charlie Parker to the ancestors of modern cultivated corn, from the importance of Eastern Europe to the annihilation of history. Scholars and chapters continue to confirm the significance of a program whose aim is to enable undergraduates to meet with established scholars in diverse disciplines. A remark by one of the Scholars expresses the view of most: "My greatest pleasure as a Phi Beta Kappa Visiting Scholar has been talking to young people, getting to know them personally, listening to their ideas and plans, and giving them unhurried advice or information when it is sought." The following comment from one chapter correspondent points out the benefit of the program to the entire academic community: "The students were greatly impressed by his knowledge and dynamic presentation in the classroom, as were other students, faculty of Bucknell, and neighboring educational institutions, besides townspeople at the public meetings."

The 1970-71 Visiting Scholars will offer topics ranging from American intellectual history to population control, the protection of the environment, city planning, and the Athenian aristocracy. Of these 10 Scholars, 5 represent the humanities, 3, the social sciences, and 2, the natural sciences; their fields include economics, English, philosophy, American history, social psychology, classics, psychiatry, political science, and ecology. The Visiting Scholars appointed for the coming academic year are:



Garrett Hardin



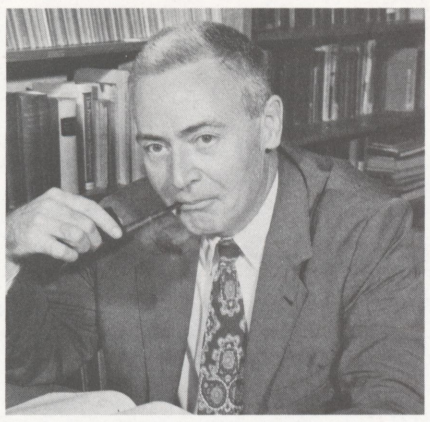
Henry J. Abraham



Henry Dreyfuss



John William Ward



Paul L. MacKendrick



William C. Greenough



Stephen L. Klineberg



Herman E. Spivey

Henry J. Abraham
Professor of political science at the University of Pennsylvania since 1962, Mr. Abraham was recipient of its first award for "Excellence in Undergraduate Teaching." He has been a visiting lecturer at universities in Sweden, Denmark, Holland, and Germany, and a fellow of the American Philosophical Society (1960-61) and the American Council of Learned Societies (1968-69). Among his books are *Freedom and the Court: Civil Rights and Liberties in the United States, The Judicial Process: An Introductory Analysis of the Courts of the United States, England, and France* and *The Judiciary: The Supreme Court in the Governmental Process.*

Henry Dreyfuss
A pioneer in the profession of industrial design, Mr. Dreyfuss presently serves full-time as corporate adviser to a number of major American corporations. Mr. Dreyfuss is also an adjunct professor at UCLA and faculty associate of the California Institute of Technology; he has written *Designing for People* and *The Measure of Man.* A founder and former president of the American Society for Industrial Designers, he is a trailblazer in applying to American manufacturing the maxim that form follows function.

Dana L. Farnsworth, M.D.
Dr. Farnsworth is a leader in the application of psychiatry to the problems of mental health in the college community. Since 1954 he has been Henry K. Oliver Professor of Hygiene and director of the University Health Services at Harvard University. Author of *Mental Health in College and University* and *Psychiatry, Education, and the Young Adult,* and co-author of *Textbook of Psychiatry* and *Living,* he has spent most of his professional life caring for college students, first at Williams College, then at MIT, and now at Harvard.

William C. Greenough
An economist, Mr. Greenough has been chairman and chief executive officer of the Teachers Insurance and Annuity Association of America and the College Retirement Equities Fund since 1963 and was on the faculty of Indiana University early in his career. In 1961 the Elizur Wright award for "outstanding and original contributions to insurance literature" was awarded to him for his book *A New Approach to Retirement Income,* the economic study of common stock performance that preceded the establishment of CREF and the variable annuity. He was a member of the advisory councils of the National Bureau of Economic Research Pension Study and the Committee on International Activities of the U.S. Office of Education.

Garrett Hardin
Now professor of human ecology at the University of California, Santa Barbara, Mr. Hardin's research began in microbiology, moved toward an emphasis in the area of genetics and evolution, and has now shifted to the problems of population and the protection of the environment. His writings include *Biology: Its Principles and Implications; Population, Evolution and Birth Control; Nature and Man's Fate; 39 Steps to Biology* and *Science, Conflict and Society.* Mr. Hardin was engaged in research at the Carnegie Institution of Washington before teaching at California.

Stephen L. Klineberg
Assistant professor of social psychology at Princeton, Mr. Klineberg has also served on the Harvard faculty. Professor Klineberg is presently in Tunisia completing a book on time perspectives and doing research on attitudes and self-conceptions among adolescents and their parents under the impact of modernization. He was recipient of a Bicentennial Preceptorship from Princeton University (1966-69) and is an assistant editor of *Sociological Inquiry.*

(continued on back cover)



Dana L. Farnsworth



Philip Rhinelander

viz., time. To document his theory that time is becoming even scarcer the author skillfully dissects a depressingly large segment of modern behavior ranging from bank savings to sex. Here is yet another way, a very original one, to account for some of the subtler miseries we inflict upon ourselves.

ANDREW GYORGY

East-Central Europe, A Guide to Basic Publications. Edited by Paul L. Horecky. Chicago. $25.
This monumental annotated area guide gives a significant insight into the lands and peoples of four East-Central European countries. Some sixty scholars and specialists present 3,400 bibliographic entries dealing not only with regional material but with sources in Russian and in several Western languages. This impressive work will be invaluable to students of the area, researchers, librarians and government officials.

Rand McNally. The International Atlas. Rand McNally. $34.95.
This unique cartographic venture offers a broad panorama of topographic and political maps of the entire world. It will be indispensable to theorists and practitioners alike. The maps are, cartographically speaking, both beautiful and impeccable. The only items of criticism are the brevity of editorial and introductory comment, and the weakness of some of the *political* regions presented, notably Western and Eastern Europe.

Opposition in the U.S.S.R.,1917-1967. Roland Gaucher. Translated by Charles L. Markmann. Funk & Wagnalls. $10.
This book examines all available aspects of underground opposition and resistance to Lenin and Stalin throughout the first 35 years of USSR history. Particularly important are the author's accounts of Ukrainian nationalist resistance and of the Stalinist purges of the military in the 1930's.

The Age of Protest: Dissent and Rebellion in the Twentieth Century. Norman F. Cantor. Hawthorn. $8.95.
A significant summary of the past century's social and political protest movements ranging from the 19th century feminist crusades to our current student and black revolts. One of the more important sections deals with student protest movements in American universities (Part Four). A useful and well-written book.

Jean Monnet and the United States of Europe. Merry and Serge Bromberger. Translated by Elaine P. Halperin. Coward-McCann. $10.
A detailed description of the major steps taken to unify Europe since World War II. Starting with the biography of Jean Monnet, "founding father" of the unification movement, the book culminates in a dramatic discussion of the Common Market, Euratom and General de Gaulle's vision of his Europe, a veritable "fairy tale," according to the authors.

The 900 Days, The Siege of Leningrad. Harrison Salisbury. Harper & Row. $10.
A monumentally detailed and historically fascinating account of the Nazi siege of Soviet Russia's second largest city in World

BIG BOTHER IS WATCHING YOU

by Nicholas Johnson

Intellectuals don't have to watch television — but they'd better not ignore it.

Many are professionally engaged in, and most (if not all) are personally committed to, improving the quality of modern life — by contributing to its arts and sciences, educating its young, caring for its physical and mental well-being, shaping its economic, social, or political conditions. These efforts are, in almost every instance, swamped by the tidal wave of television's brackish water. Worse, yet, we're scarcely aware that it's happening.

Most of us are at least generally aware of the social revolution wrought by the automobile and the telephone. Few of us are fully aware of the fact that television has produced its own. Sociologists report that it has altered the very structure of most family lives: it has changed their eating and sleeping habits, it consumes more of their time than any other activity after sleep and work, and it is used as an electronic babysitter. But, unlike the automobile, the television set directly affects the attitudes and opinions of its users. And it's not only reaching more people than all other forms of communication combined, it's also reaching them with an impact previously offered only by direct experience.

More than 95% of the 60 million homes in the United States have television sets. (More than 25% have two or more.) In the average home that set is turned on some 5 hours and 45 minutes a day. The average male viewer will watch it for roughly nine full years of his life. Dr. S. I. Hayakawa estimates that it snatches children from their parents for 22,000 hours before they are eighteen. When Tiny Tim was recently married on the Johnny Carson show, he received the second largest audience watching a "live" event in the history of the medium — only the moon-landing had more viewers!

We have to wake up to the frightening fact that the sheer ubiquity of television and its monopoly upon the attention of most American families inevitably make it the major source of their knowledge and values. It is the single most powerful intellectual, social, cultural, and political force in history. A book would be considered a "best seller" if sales topped one million. A magazine would be doing extremely well with a circulation of 5 or 10 million. Yet every hour of every night, seven times a week, year in and year out, a network has the attention of more than 30 million people. I used to be a member of the law faculty at the University of California at Berkeley. In order to lecture to this number of people, I would have had to lecture to a classroom of 100 students every hour on the hour, eight hours a day, five days a week, fifty weeks a year, for 150 years.

Last year, I spent a substantial amount of time, research, and thought in preparing a 3,500-word article on network "censorship" of television programming for TV GUIDE. The article was distributed to some 15 million readers. In the weeks that followed, I received about 75 letters of comment. A few weeks later, I was interviewed on CBS's *Face the Nation* — a Sunday morning discussion program with about one-quarter of the audience for prime time evening shows. Despite the fact that the time of the program was erroneously announced around the country so that those viewers who intentionally tuned in discovered the program was already over, I received — within the short period of one week — over 1,000 letters. What happened? The answer, I think, is not that I reached more people during that short half-hour on CBS than in my TV GUIDE article — unquestionably, I did not. Nor did I present my position more cogently: writing almost always produces a more telling argument than extemporaneous remarks. The answer is that I reached them in a more powerful way: through the special immediate and total "experience" that is television. Consider only a few of its unique effects: (1) 30,000 coal miners pushed the West Virginia legislature into passing one of the first workmen's compensation programs for miners suffering from black lung disease two weeks after a national broadcast on a subject ignored by their union and refused by their local television stations; (2) the *New York Times* has reported that NBC's broadcast on chemical and biological warfare led to Congressional hearings and otherwise unrevealed Pentagon disclosures; (3) as Congressman Gonzalez of Texas commented, many Americans only awoke to the fact that there is poverty in this country after seeing examples of critical malnutrition on CBS's documentary, "Hunger in America"; (4) the award of *Laugh-In's* "Flying Fickle Finger of Fate" to an Ohio community that had refused to appropriate enough money for the public schools led to sudden funding.

Dean George Gerbner of the Annenberg School summed up these more silent effects of television: "In only two decades of massive national existence, television has transformed the political life of the nation, has changed the style of the generation, made overnight global phenomena out of local happenings, and redirected the flow of information and values from traditional channels into centralized networks reaching into every home. In other words, it has profoundly affected . . . the process by which members of our species become human."

Psychologists now know that children learn more about their world and its values during their first six years than in any other single portion of their life. Parents and educators should know that by the time the average child enters kindergarten, he has spent more hours in front of his television set than he will spend in a college classroom earning a B.A. (According to the Kerner Commission Report on Violence, ghetto children watch even more — up to seven hours a day.)

Have you ever asked yourself who are your child's, as well as your contemporaries', "teachers" or what they are teaching? Here is a partial answer: that conflicts are resolved by force, violence, or "destroying the enemy," and not by listening, thinking, or understanding; that troubles are dissolved by the "fast, fast, fast relief" that comes from pills (vitamins, headache pills, sleeping pills, stomach pills, tranquilizers, pep pills, or "the pill"), and not from dedication, training, or discipline; that personal satisfaction comes from the passivity of possession and consumption (conspicuous whenever possible) of cars, appliances, and toys, cigarettes, soft drinks, and beer, and not from the activity of commitment.

Recent polls indicate that 60% of the American people believe they get most of their information from television. Yet I fear that the thinking, creative, intellectual community in this country (unlike England, Germany, Japan, Russia, and Canada) has turned its back on this astonishing fact and written off television as a medium for the communication of its thought.

Nicholas Johnson, Commissioner, Federal Communications Commission, is the author of the recently published *How to Talk Back to Your Television Set* and a member of Phi Beta Kappa. The title has been drawn from Mason Williams' analysis of television, *The Mason Williams FCC Rapport.*

If so, this is a tragic mistake. Pete Seeger thinks that to say, "Let the boobs watch television, I get my enjoyment from books," is like saying, "What do I care about polluted rivers, I have a swimming pool." If the intellectual community shrugs off the "polluted rivers" of television for their books, theatre, and so forth, we may lose the vast majority of the country, including our own children, to those whose primary interest is in a profit from, and not in what is of interest to — or in the best interest of — the public.

What can be done to turn the tide of television?

The Federal Communications Commission has broad and sweeping powers. It could, almost overnight, entirely reform the radio and television industry. Here is a brief sampling of its powers. It regulates all communication by radio or wire (including AM, FM, shortwave, citizens and private band radio, VHF and UHF, cable and pay television, all interstate telephone communications, telegraph services, microwave transmitter link-ups, and even communications by satellites), first, by allocating "frequency space" to various uses (it was the FCC that "created" FM radio and UHF television) and, second, by deciding which broadcasters are best qualified to utilize portions of those frequencies. The FCC has the power to prevent one person or one corporation from owning more than one broadcast station (AM, FM or TV) in any one community — thereby permitting a plurality of "media voices" in the marketplace of ideas. It can require stations to give free time to all political candidates during election time.

The essential point, however, is that airwaves are public property; broadcasters do not own the rights to broadcast over their frequencies outright or in perpetuity. Congress, through the Communications Act of 1934, treated broadcasters as trustees in whose hands public property was to be placed for a short, terminable period. Every three years, broadcasters must "run on their record." If the Commission, created by this Act, finds that they have effectively "served the public interest," they obtain another three-year period.

Critics of radio and television generally agree that the FCC has not held broadcasters to a very high standard of public interest. The FCC once decided, for example, that a radio station proposing 33 minutes of commercials an hour would be serving the public interest. It approved a license transfer application for a station that quite candidly conceded it proposed to broadcast no news or public affairs at all. When presented with charges that a southern station was engaged in racist programming, the FCC first refused even to let the complaining parties file their briefs and pleadings with the Commission, and then later found the station's performance entitled it to a license renewal. It once renewed the license of a station that admitted bilking advertisers with more than $6,000 in fraudulent advertising claims; even though the station had already been put on "probation" by the FCC for earlier contest-rigging, the Commission nevertheless found the station had "minimally met the public interest standard."

As with computers, the unpleasant fact of administrative law, such as that practiced by the FCC, is that outputs cannot improve upon inputs. And, in most cases, the only inputs to the FCC come from broadcasters, not the public at large. The "output" from the FCC and your television set alike show this. James Landis characterized the problem in his famous report to President Kennedy: "It is the daily machine-gun-like impact . . . that makes for industry orientation on the part of many honest and capable agency members as well as agency staffs." He's right. Every day hundreds of pounds of legal documents are filed with the Commission, all presenting, in the most persuasive manner a talented corporate lawyer can muster, finely reasoned legal arguments why the broadcaster ought to be given what he asks. On the other side, the citizen's side, we receive virtually nothing.

The first step to take toward improved broadcasting, therefore, is to inform yourself of your "rights" vis-a-vis your local broadcasting station. Did you know that your station has to prove its record every three years in Washington, D.C., and that it must inform you of the dates and times and places so that you can participate — like a stockholders' meeting? Did you know that your local station is required by law to keep certain records available to any member of the public? Did you know that if a broadcaster states an opinion on a matter of public interest and controversy, responsible spokesmen for the opposing point of view have a right to have their position aired, under the "fairness doctrine"? Did you know that you can file a "Petition for Rule-Making," requesting the FCC to initiate legal machinery toward adoption of any rule within our power that you believe is in the public interest

A group of mothers, angered over television's shabby treatment of children, organized Action for Children's Television (ACT). They started by picketing a Boston television station for canceling

(continued on back cover)

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Charles Dickens 1812-1870: A Centennial Volume. Edited by E. W. F. Tomlin. Simon and Schuster. $12.50.
An excellent collection of biographical and historical essays by eight writers and scholars. J. B. Priestley on Dickens' life, and Tomlin on his reputation are especially good. Nearly 250 interesting illustrations.

Bloomsbury. Quentin Bell. Basic Books. $4.95.
Quentin Bell, art critic and historian, and nephew of Virginia Woolf, devotes this informal, thoughtful, and detached essay primarily to sketching the habits of mind that allied the diverse personalities of "Bloomsbury" — inquiringness, skepticism, openness, reliance on reason and good taste. Numerous illustrations.

Robert Liddell on the Novel. With an Introduction by Wayne C. Booth. Chicago. $3.50.
This reissue of *A Treatise on the Novel* (1947) and *Some Principles of Fiction* (1953) makes available again a novelist's astute perceptions about fictional form as practiced by both older writers and contemporaries. By avoiding fashionable points of view Liddell manages to seem undated.

Three Plays. Nikos Kazantzakis. Translated from the Greek by Athena Gianakas Dallas. Simon and Schuster. $7.50.
Melissa and *Kouros* are versions of old myths; *Columbus* is a drama of the obsessed explorer, monks, and Queen Isabella. *Columbus* is best endowed with the quality common to all: imaginative and emotional vitality.

Myth on the Modern Stage. Hugh Dickinson. Illinois. $8.50.
Full-length evaluations of about two dozen plays (by ten dramatists — six French, three American, T. S. Eliot) based on Greek myth. Learned and lively, philosophically and theatrically aware.

The French New Novel: Claude Simon, Michael Butor, Alain Robbe-Grillet. John Sturrock. Oxford. $6.95.
Long essays on the novelists follow an introduction which relates anti-realistic new-novel theory to old-novel theory, with emphasis on the new novelist as a self-conscious presenter of his own creative processes by objects that compel the reader to re-create and thus to alter consciousness.

Also Recommended:

Recollections of George Bernard Shaw. R. J. Minney. Prentice-Hall. $7.95.
Myth and Modern American Drama. Thomas E. Porter. Wayne State. $7.95.

FREDERICK J. CROSSON

Ontological Relativity and Other Essays. W. V. O. Quine. Columbia. $5.75.
The title essay of this collection is the first of the John Dewey Lectures inaugurated at Columbia University in 1968. The essays clarify and carry forward the ideas developed in *Word and Object,* based on the view that language consists of dispositions, acquired by conditioning, to respond acceptably to socially observable stimuli. Ontology, in this perspective, is the quest for the simplest general canonical logical notation. As usual, the arguments are models of careful, tight, piece-by-piece clarity.

The Presence of the Word. Walter J. Ong. Yale. $6.95.
Although delivered several years ago, these Terry Lectures deserve our attention quite apart from the fact that their author was a Phi Beta Kappa Visiting Scholar. The framework of the contrasting of oral and print cultures allows him to illuminate the far-reaching consequences of the shift from aural to visual predominance in Western history. The relations which his perspective suggests between cultural phenomena not heretofore perceived as related are both surprising and persuasive, and the reader will find his own perception of the sense of these phenomena changed.

God and the Soul. Peter Geach. Schocken. $4.50.
Scornful of the sloppy thinking about its title subjects often exhibited by religionists as well as anti-religionists, this collection of essays aims to delineate with precision the issues involved in some disputed questions — reincarnation, immortality, existence, morality — and to take a position on them. Naming and referring, the ontology of mathematical objects and the logical form of causal propositions are among the conceptual tools sharpened for the arguments. Five of the nine essays are previously unpublished in a refreshingly different book.

Perspectives on Death. Edited by Liston O. Mills. Abingdon. $6.50.
An interdisciplinary approach to the subject of death, as viewed by sociology, psychiatry, theology, literature, and scripture. Tolstoy remarked that our passion to inquire why someone died is a way of satisfying ourselves that it was due to some special circumstances affecting him — but not me. The puzzle of our irrational and rationalizing attitudes toward this inevitable event is probed with acuity by these various perspectives, but without dissolving the mystery.

Nihilism. Stanley Rosen. Yale. $8.50.
A radical, i.e., fundamental, critique of contemporary philosophy and politics. Both Wittgenstein's view of language as a *Lebensform* and Heidegger's conception of Being are analyzed as current forms of historicism, and historicism leads to nihilism and to silence because it cannot rationally discourse upon itself, cannot justify itself. To these currents, Rosen opposes the Platonic understanding of the unity of reason and the good. If occasionally obscure, the argument has the central issues in its sights.

The Growth of the Biblical Tradition. Klaus Koch. Scribners. $6.95.
The best introduction to the scope and significance of the form-critical method. Comprehensive, systematic and lucid, it provides an excellent exposition for the general, interested reader. The contrast between form criticism and literary criticism make clear why the earlier biblical studies based on the latter approach (e.g., the opposing of Pauline Christianity to the teachings of Jesus) are no longer valid. The second half of the book exemplifies the method by considering a dozen examples in detail.

Moral Knowledge and its Methodology in Aristotle. J. Donald Monan. Oxford. $4.50.
Poised against the view of Jaeger and others that the ethical doctrine of Aristotle as epitomized in the Nicomachean Ethics was a patchwork compromise. Monan shows that the Eudemian Ethics presents a unified and matured Aristotelian ethical view. Indeed, parts of NE are argued reasonably to antedate the latter work. The conclusion is that Aristotle's final identification of the supreme good for man is not based on metaphysics — hence not on the "rickety amalgam" of Book Ten of NE and its doctrine of contemplation — but on the immanent implications of *praxis.*

ANDREAS M. KAZAMIAS

The Children of the Dream: Communal Child-Rearing and American Education. Bruno Bettelheim. Macmillan. $6.95.
An interpretation of child-rearing and education in the *kibbutzim,* the famous Israeli agricultural collectives. Bettelheim, a well-known writer on the emotional development of children, has provided additional first-hand observations on and insights into the type of human being, namely, his values, feelings, attitudes, desires, and general outlook toward the self and the world, produced by this daring social experiment in communal upbringing. Equally important, however, in the mind of the author, is the light which the comparison between *kibbutz* and contemporary American education throws upon the problems of the latter, beset as it were, by fear, alienation, competition, constraint, and the lack of a feeling of "community." The book is bold and provocative, as indeed is the phenomenon it examines. It has already aroused considerable controversy here and abroad.

The Lives of Children, A Practical Description of Freedom in its Relation to Growth and Learning: The Story of the First Street School. George Dennison. Random House. $6.95.
Like *Children of the Dream,* this book deals with the "personality formation" and "education" of children. But it is about 23 American children (black, white, and Puerto Rican) whose identities or selves have been destroyed by their environment and schooling. Dennison vividly portrays the product of a type of educational system which Bettelheim partly had in mind when he referred to possible benefits from a look at kibbutz education. An indictment of American education and the theories upon which it is based, the author draws from the pedagogical and psychological ideas of Dewey, Tolstoy, Neill and other advocates of freedom and autonomy in education. Through the First Street School he shows how, on a small scale at least, change can be brought about in reading and other skills of school "rejects" or "unteachables" and, more importantly, in the lives of children which, he feels, should be the main concern of education.

Run, Computer, Run: The Mythology of Educational Innovation. Anthony G. Oettinger with Sema Marks. Harvard. $5.95.
Not an indictment of "mechanized instruction" as some may hastily infer from the title, but an informative and sober appraisal of computer and other forms of educational technology by two writers who are convinced of their potential benefits to instruction and learning. The promise of such technology is first presented in terms of several visionary tableaux. This is followed by an analysis and evaluation of several experiments and projects funded by government and other agencies. The study explodes many myths that have surrounded computer centered learning. It concludes that "educational technology has not reformed — much less revolutionized —education as dispensed in our schools." The authors attribute this to structural defects in the American school system (bureaucratization, rigidity, fragmentation, etc.) the stage of our knowledge (still a stage of ignorance) in the use of computer centered learning, and the inefficient ways funds are being allocated.

Dynamics of Academic Reform. J. B. Lon Hefferlin. Jossey-Bass. $8.50.
A carefully written, well researched and detailed study of the process of change in modern American universities. The book examines the elements in universities resisting change (and these often include faculty members), and also explores some of the important institutional factors which affect reform proposals. The study is based on surveys and personal interviews at 110 representative universities and colleges. *Dynamics of Academic Reform* is "must" reading for anyone seriously concerned with the crisis of American higher education.

Society, Schools and Progress in Eastern Europe. Nigel Grant. Pergamon. $4.20. *Soviet Education.* Nigel Grant. Penguin. $.95.
The best available introductions to the educational systems and the underlying ideologies of the Soviet Union and Eastern and Southeastern Europe (East Germany, Poland, Czechoslovakia, Hungary, Rumania, Yugoslavia, Bulgaria, and Albania).

LEONARD W. DOOB

Visual Thinking. Rudolf Arnheim. California. $11.50.
A humane but very determined attempt to suggest the overpowering role of perception, and especially vision and visual images, upon human responses to simple objects or the universe, upon the storing of information, and upon the appraisal of experience. The illustrations come not only from the visual arts but also from literature and psychological experiments. In the center of this tableau is the symbol. Not surprisingly but convincingly the author would have educators systematically trained in "visual sensitivity."

Notes from Africa. H. S. Ayor. Praeger. $5.95.
A highly sophisticated, self-consciously sensitive, thinly fictionalized account by an important Israeli diplomat of the problems that arise when a man of good will from the culture of the West tries to understand the officials of the African country his government is trying not completely disinterestedly to help. Both the African elite and the ambassador struggle to find meeting places between two ways of living and feeling, but they remain unconvinced, in spite of noble intentions, that they can succeed in this generation.

American Beliefs and Attitudes about Intelligence. Orville G. Brim, Jr., David C. Glass, John Neulinger, and Ira J. Firestone. Russell Sage. $7.75.
An amazingly thorough examination from almost every conceivable statistical and demographic standpoint of how the concept of intelligence and intelligence test scores are embedded in the thinking and aspirations of a sample of 10,000 — yes, really — secondary school children and, very briefly, in one of 1,500 American adults. These surveys sometimes reveal the expected (e.g., relatively few students think the tests measure inborn intelligence), but more often the unexpected (e.g., fewer Negroes than white students believe that test performance depends only or mostly on learning).

Physical Control of the Mind: Toward a Psychocivilized Society. José M. R. Delgado. Harper & Row. $7.95.
A proud but self-effacing, a challenging but philosophically sophisticated exposition — in terms intelligible to alert non-specialists — of how our knowledge concerning the brains of animals and men has markedly if tentatively increased through implanting radio-controlled electrodes in that crucially important organ. Significant behavior can thus be activated and the suffering of some patients can be alleviated. The startled or sentimental reader will not panic if he reads Chapters 17-19 which reveal the present limitations of the technique and Chapter 21 which is titled "Ethical Considerations."

Kambuya's Cattle: The Legacy of an African Herdsman. Walter Goldschmidt. California. $7.50.
A slow-moving, most detailed, incredibly conscientious record of events in an East African village which followed after the death of a quietly wealthy man who "left four sons by three different wives, a herd of more than two hundred cattle, a very old wife, and a series of economic obligations and credits." Here is a microcosm which is placed on a continuum somewhere between the conventional ethnography of an entire culture and the biography of a specific person embedded in it. The gently exciting drama illuminates and transcends the particular, complicated human relations.

The Harried Leisure Class. Staffan Burenstam Linder. Columbia. $7.
An application of eclectic economic theory to the problem of allocating one of the scarcest resources in developed societies,

chairman and chief executive officer of the Teachers Insurance and Annuity Association of America and the College Retirement Equities Fund since 1963 and was on the faculty of Indiana University early in his career. In 1961 the Elizur Wright award for "outstanding and original contributions to insurance literature" was awarded to him for his book *A New Approach to Retirement Income,* the economic study of common stock performance that preceded the establishment of CREF and the variable annuity. He was a member of the advisory councils of the National Bureau of Economic Research Pension Study and the Committee on International Activities of the U.S. Office of Education.

Garrett Hardin

Now professor of human ecology at the University of California, Santa Barbara, Mr. Hardin's research began in microbiology, moved toward an emphasis in the area of genetics and evolution, and has now shifted to the problems of population and the protection of the environment. His writings include *Biology: Its Principles and Implications; Population, Evolution and Birth Control; Nature and Man's Fate; 39 Steps to Biology* and *Science, Conflict and Society*. Mr. Hardin was engaged in research at the Carnegie Institution of Washington before teaching at California.

Stephen L. Klineberg

Assistant professor of social psychology at Princeton, Mr. Klineberg has also served on the Harvard faculty. Professor Klineberg is presently in Tunisia completing a book on time perspectives and doing research on attitudes and self-conceptions among adolescents and their parents under the impact of modernization. He was recipient of a Bicentennial Preceptorship from Princeton University (1966-69) and is an assistant editor of *Sociological Inquiry*.

(continued on back cover)



Philip Rhinelander

viz., time. To document his theory that time is becoming even scarcer the author skillfully dissects a depressingly large segment of modern behavior ranging from bank savings to sex. Here is yet another way, a very original one, to account for some of the subtler miseries we inflict upon ourselves.

ANDREW GYORGY

East-Central Europe, A Guide to Basic Publications. Edited by Paul L. Horecky. Chicago. $25.
This monumental annotated area guide gives a significant insight into the lands and peoples of four East-Central European countries. Some sixty scholars and specialists present 3,400 bibliographic entries dealing not only with regional material but with sources in Russian and in several Western languages. This impressive work will be invaluable to students of the area, researchers, librarians and government officials.

Rand McNally. The International Atlas. Rand McNally. $34.95.
This unique cartographic venture offers a broad panorama of topographic and political maps of the entire world. It will be indispensable to theorists and practitioners alike. The maps are, cartographically speaking, both beautiful and impeccable. The only items of criticism are the brevity of editorial and introductory comment, and the weakness of some of the *political* regions presented, notably Western and Eastern Europe.

Opposition in the U.S.S.R.,1917-1967. Roland Gaucher. Translated by Charles L. Markmann. Funk & Wagnalls. $10.
This book examines all available aspects of underground opposition and resistance to Lenin and Stalin throughout the first 35 years of USSR history. Particularly important are the author's accounts of Ukrainian nationalist resistance and of the Stalinist purges of the military in the 1930's.

The Age of Protest: Dissent and Rebellion in the Twentieth Century. Norman F. Cantor. Hawthorn. $8.95.
A significant summary of the past century's social and political protest movements ranging from the 19th century feminist crusades to our current student and black revolts. One of the more important sections deals with student protest movements in American universities (Part Four). A useful and well-written book.

Jean Monnet and the United States of Europe. Merry and Serge Bromberger. Translated by Elaine P. Halperin. Coward-McCann. $10.
A detailed description of the major steps taken to unify Europe since World War II. Starting with the biography of Jean Monnet, "founding father" of the unification movement, the book culminates in a dramatic discussion of the Common Market, Euratom and General de Gaulle's vision of his Europe, a veritable "fairy tale," according to the authors.

The 900 Days, The Siege of Leningrad. Harrison Salisbury. Harper & Row. $10.
A monumentally detailed and historically fascinating account of the Nazi siege of Soviet Russia's second largest city in World War II. Although frequently too detailed in its military analyses, its sweep is impressive. Based on original Russian sources, memoirs and interviews, only recently available to the Soviet public itself, Salisbury's book will serve as a "classic" in this field.

The Demonstration in Pushkin Square. Pavel Litvinov. Gambit. $4.95.
A dramatic and truthful description of the recent trial of several young Russian writers. The trials came about as the result of a demonstration in Pushkin Square in 1967, protesting the imprisonment of four fellow-writers. A frightening document of the current process of "re-Stalinization" in the USSR, aimed in particular against artists, writers, literary figures, and journalists.

RICHARD BEALE DAVIS

Black Exodus: Black Nationalist and Back-to-Africa Movements, 1890-1910. Edwin S. Redkey. Yale. $10.
Careful scholarship, balanced conclusions, and obvious significance to an understanding of American black nationalism mark this study of the little-known back-to-Africa movements a full generation after the Civil War. The story is briskly and at times humorously told. Essentially it is a record of tragic failures for middle-class black leaders and for optimistic peasants who believed in and followed them, tragedy resulting from an application, or misapplication, of the American Dream.

American Negro Slavery: A Modern Reader. Edited by Allen Weinstein and Frank O. Gatell. Oxford. $7.50.
From Ulrich Phillips to Genovese and David B. Davis and John Hope Franklin, this collection of recent essays on "the central theme of our national experience," the matter of race, is comprehensive in its variety and points of view, and unusually provocative. Probably the best anthology of writing about slavery yet collected. Well organized. Each writer is perceptive and scholarly and usually an effective penman.

The Papers of John C. Calhoun, Volume IV 1819-1820. Edited by W. Edwin Hemphill. South Carolina. $15.
A valuable documentation, ably edited, of a year of Calhoun's tenure as Secretary of War. Although more than a thousand items are abstracted or transcribed verbatim, many readers will find most interesting those representing the southern statesman's attempt to implement his program for educating the Indians. Perhaps equally significant is the tale told in letters of Stephen H. Long's expedition up the Missouri.

Lewis Miller, Sketches and Chronicles. Edited by Robert P. Turner. The Historical Society of York County [Pennsylvania]. $25.
These colored drawings and chronicles represent the reflections of a Pennsylvania German folk artist. From the late eighteenth century to Miller's death in 1882, the writer-artist illustrated and commented upon public buildings, the idiosyncrasies of his fellow-countians and other Americans, the comic and tragic and memorable incidents he witnessed. Included are some of his impressions on a European tour. Drawn with a deft hand, a keen eye for detail, and a sense of humor, this panorama of our history from the days of Washington to the aftermath of the Civil War should interest every cultural, intellectual, and art historian as well as any intelligent reader. The English and occasional German comments and poems are a real part of our folk literature. All together, a fascinating volume.

Preaching in American History: Selected Issues in the American Pulpit 1630-1967. Edited by Dewitte Holland et al. Abingdon. $8.95.
Though its content indicates that it would more appropriately have been entitled "Reactions of the American Pulpit (and Laity) to Major Religious and Social Problems of Our History," the volume should be useful to both religious and general historians. There is the usual over-emphasis on early Puritanism and neglect of early Anglicanism, a condition which might be ameliorated by adding a companion volume. Later periods are represented in better balance.

Travels in New England and New York. 4 vols. Timothy Dwight. Edited by Barbara M. Solomon. Harvard-Belknap. $30.
Strongly chauvinistic and frequently dull, Dwight's meticulously detailed travel account of his own region is always useful. Government, climate, topography, Indian tribes, industry, town and country, are outlined or fully explained in the first encyclopedic defense of America against European criticism. In many ways more comprehensive than Jefferson's earlier *Notes on the State of Virginia,* to which it should be compared, it is not nearly so well written.

The Byrds of Virginia, an American Dynasty, 1670 to the Present. Alden Hatch. Holt, Rinehart, and Winston. $10.
Though a little marred by misspellings of proper names and a few errors, this is a well-written, and fair, account of a family deserving to be remembered with the Adamses of Massachusetts, the Pinckneys of South Carolina, and their fellow-Virginians, the Lees. It offers lengthy considerations of William Byrd II and the brothers Senator Harry and Admiral Richard of our century.

The Golden Age of Piracy. Hugh F. Rankin. Holt, Rinehart, and Winston for Colonial Williamsburg. $4.95.
This seventh in a series of popular histories of the Chesapeake Bay region in the eighteenth century is an entertaining account of the pirates who infested Atlantic waters. Henry Morgan, Blackbeard, Stede Bonnet, and two notorious woman buccaneers are among the individuals whose exploits outraged colonial authorities. The book puts the whole business in perspective, dissolving many of the legendary misconceptions regarding piracy and privateering which have come down to us.

Letters from Alabama, 1817-1822. Anne Newport Royall. Edited by Lucille Griffith. Alabama. $7.50.
This is a highly entertaining narration-description of the Old Southwest in the days of President Monroe. The first modern annotated segment of travel accounts of a writer too long forgotten.

BIG BOTHER IS WATCHING YOU

(continued from page 4)

part of *Captain Kangaroo,* and they have recently filed a landmark petition with the FCC, asking it to amend its rules to bar advertisements in children's television programming.

John Banzhaf, a single citizen, decided to *do something* about cigarette advertisements on radio and television. He filed a "fairness complaint," demanding that broadcasters devote a significant amount of time to the anti-smoking point of view. He won. The American Cancer Society warnings we now see on television, advising us that cigarettes cause lung cancer and other diseases, are a direct result of Mr. Banzhaf's efforts.

Apart from informing yourself about your television bill of rights, or even seeking legal action, what else can you do? Involve yourself, directly, in television itself. No matter who you are, you have some expertise, some area of special knowledge, that might interest people. If, as it is said, every man has at least one novel in him, then every man has at least one television program in him. Whether you are an artist, an engineer, a lawyer, a teacher, an architect, or a scientist, you could talk your local television station into doing a short documentary or news-short or entertainment special using you as a "consultant." Why not? Television stations are starving for fresh, innovative, subjects. After all, they must fill hour upon hour of television space every day. They may welcome your ideas and your help.

You may have turned your back on television, but television has not made that mistake. It knows who you are, what your income is, where you live, what you do, and what your programming tastes are—through daily telephone and mail surveys and personal interviews. Television may have written intellectuals off; but whatever your profession, interests, concerns and responsibilities, its programming just must be among your primary concerns. Big Bother has been watching you — and providing most of the "intellectual" stimulation for our nation. It's long past time we kept a closer eye on him.

VISITING SCHOLARS, 1970-71

(continued from page 2)

Paul L. MacKendrick

Professor of classics at the University of Wisconsin, Mr. MacKendrick did research at the American Academy of Rome in 1950 and at the same time took part in the excavation of the Roman colony ruins at Cosa, Italy. In recent summers he has continued his studies of the Romans as colonizers in Spain, Portugal, Germany, and France. He is the author of *The Roman Mind at Work, The Mute Stones Speak, The Greek Stones Speak, The Iberian Stones Speak,* and *The Athenian Aristocracy.*

Philip Rhinelander

Professor Rhinelander began his teaching career at Harvard and is now professor of philosophy and humanities at Stanford University. He has written various articles on academic freedom, aims of general education, origins of student radicalism, and ethical presuppositions of different types of radicalism. A former dean of the School of Humanities and Sciences at Stanford and the director of general education at Harvard, his special fields are ethics, philosophy of law, and history of ideas.

Herman E. Spivey

Mr. Spivey is dean of the College of Arts & Sciences and professor of English at the University of Florida. Mr. Spivey has served on the faculty of the University of North Carolina, was head of the department of English and dean of the graduate school at the University of Kentucky and in 1960-68 was vice president of the University of Tennessee. A Fulbright lecturer in 1955 at the University of Rome, Mr. Spivey was sent to India the following year as a Smith-Mundt Lecturer. He is author of *Unfinished University Business,* and co-author of *The Meaning in Reading.*

John William Ward

Presently professor of history and American studies at Amherst College, Mr. Ward has twice received a Guggenheim fellowship and was a Fulbright lecturer at the University of Reading, England. Professor Ward was historical consultant and a member of the advisory board on the twenty-volume documentary history, *Annals of America.* He is author of *Andrew Jackson: Symbol for an Age* and *Red, White, and Blue: Men, Books, and Ideas in American Culture.*

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the KEY reporter

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Dr. Arnaud C. Marts 0b10
~~521 Fifth Avenue~~ 41 Park Ave
~~New York~~
~~New York 10017~~ New York. N.Y
10016

April 24, 1970

Dear Gene:

The biography of "Arnaud Cartwright Marts" is about ready to grind through the press of the Algonquin Press. Anne is now giving instructions for the distribution of the book.

There is quite a bit of copy on Bucknell Junion College, Wilkes Collge, and Gene Farley, which may be of interest to friends of Wilkes, and perhaps to the newspapers of the area, trustees, alumni, and students of the College.

Anne is the organizer of the operation. It would be nice if you will let her know, at your convenience, how many books you would like the Algonquin Press to send gratis for distribution. She has guessed 50/75. She wants Algonquin Press to send you the quantity you will wish to distribute; or if you prefer to have a list sent to her, she will have the Algonquin mail books out directly to persons on your list.

We expect shipments will be ready about the middle of May so we would appreciate knowing what you wish: the shipment in bulk, and if so how many; or, if you will send a list for direct mailing from Algonquin.

Hope this finds you in excellent health, and with warmest regards and best wishes from both of us, as always,

Sincerely,

PS- Please tell Sam Davenport we will get all the Wilkes pictures back to him as soon as the press rush is over.

Dr. Eugene Farley,
Wilkes College
Wilkes Barre, Pa. 18703

April 24, 1970

Dear Charlie:

Thank you for your letter received today. It is always pleasant to hear from you.

David Hurwitz has been here during the past hour going over the final page proof of the biography of my life which his Company - The Algonquin Press - is publishing.

Mrs. Marts has made the arrangements for having this book written and published. She retained a long-time associate of mine, Dr. Paul Carter to author the book, and David Hurwitz, to publish it.

She is also planning to send a supply of the books gratis to leaders of the three colleges with which I have been closely affiliated: Oberlin, Bucknell, and Wilkes; as well as to certain business and professional groups which I have been associated including Marts & Lundy.

Mrs. Marts and David thought you might like a supply of the books for gratis distribution to trustees, and selected alumini leaders. They have talked in terms of 75/100 interested friends. Would you care to have David send you a supply of books within that range for Bucknellians of your selection?

David expects to ship books out in the next few weeks. I'd greatly appreciate your lettingme know how many you think might be wanted, and how you would like us to handle the distribution. I will pass the word on to these two busy people - especially to David who wants this information.

With warmest personal regards and best wishes,

Sincerely,

PS - I plan to send a copy directly to Bob Rooke so you need not include him in your distribution.

President Charles H. Watts
Bucknell University
Lewisburg, Panna. 17837

xc

April 24, 1970

Dear Austin:

Anne is working up a distribution plan for the biography Paul Carter had edited of me. She has in mind a quantity of 100/150 for M&L distribution to staff and others. These books will be sent to you gratis. Do you wish a quantity sent to the M&L office; or do you wish to have a list drawn up to distribute books directly from the Algonquin Press?

Please let us know your wishes in this matter. The books will probably come off the press in the middle of May ready for distribution.

Our thanks again to you and Frank for the splendid help given on the dust jacket. We have passed it back to David just as it was received from Frank.

With kindest personal regards and best wishes, as always,

Sincerely,

Mr. Austin V. McClain
Marts & Lundy, Inc.
521 Fifth Avenue
New York, N. Y. 10017

WILKES COLLEGE
WILKES-BARRE
PENNSYLVANIA 18703

April 28, 1970

Dr. and Mrs. Arnaud C. Marts
Forty-one Park Avenue
New York, New York 10016

Dear Arno and Anne:

It is good to hear that at last your biography is ready to be printed. If 75 copies can be made available to us, I will be glad to see that they are given to friends of the College with an expression of my appreciation for all that you have done for Wilkes.

If it suits you folks, I think it would be more significant for the associates of the College and for your friends in the community to receive it with a warm note from me rather than to have it mailed by the publisher.

The only trouble with my health is that it seems to improve with increased activity. I must admit, however, that I am looking forward to retirement on June 30 even though there is a movement to have me continue as chancellor of the College.

I do hope that you folks are well. I will look forward to seeing you in the not too distant future.

Sincerely yours,

Eugene

President

ESF.pc

AUSTIN V. McCLAIN
CHAIRMAN

PAUL H. YOUNGER
PRESIDENT

MELVIN D. BREWER
EXECUTIVE VICE PRESIDENT AND TREASURER

HERBERT C. RICHMAN
VICE PRESIDENT AND SECRETARY

TOZIER BROWN
JOHN I. CARLSON
JAMES H. DUCHINE
FRANK H. ROBESON
VICE PRESIDENTS

MARTS & LUNDY
INCORPORATED
521 FIFTH AVENUE
NEW YORK, N.Y. 10017
212-687-1340

ARNAUD C. MARTS
HONORARY CHAIRMAN OF THE BOARD
GEORGE E. LUNDY, 1883-1969

28 April 1970

Dear Dr. Marts:

Many thanks for your letter of April 24th, with the news that your book will be out in mid-May. I am having labels made for our entire staff, plus former staff members, and will send them directly to Dave Hurwitz. This will save shipping books here, and then taking them to the post office.

Mrs. Lundy would be included with former staff members, since we continue sending material to the widows.

Kindest regards to you both.

Sincerely yours,

Austin V. McClain
Chairman

Dr. Arnaud C. Marts
41, Park Avenue
New York, N. Y. 10016

AVMc/mwm

LABELS MADE FOR ACM BOOK

J. Shober Barr
Ashley L. Bickmore
Joseph P. H. Black
Richard B. Boardman
C. Wellman Brown
Tozier Brown
Wayne H. Burwell
H. Wynn Bussman
Joseph C. Carr
Ernest B. Chamberlain
J. Wiley Christie, Jr.
Frank J. Coleman
Daniel W. Collins
Paul A. Collyer
Charles S. Dice
James H. Duchine
Harold C. Dudley
Edward F. Duffy
Michael C. Elliott, Jr.
Otto W. Ferrene
Bruce G. Freeman
William C. French dec. May 10
Charles H. Gale
William J. Gardner
E. Burr Gibson
Crawford L. Gilligan
John W. Goodnough
Charles A. Herschleb
Harry E. Hinebauch
Mrs. George E. Lundy
Andrew Jackson
William R. Lenfestey
George E. T. Lum
J. Floyd McTyier
Bruce Mentch
Clyde W. Meredith
Edward I. Metcalf
Mrs. Ethel P. Milan
James Miller
L. J. Newhall
Arthur B. Nicholls
Homer G. Page
O. A. Pendleton
William L. Price, II
Samuel H. Rickard
Raymond F. Rope
Wallace Ruckert
J. Patrick Ryan
Robert B. St. Lawrence
Bayard T. Skilling
Joseph C. Smith
Harold B. Spencer
John C. Stahle
Harry L. Staley
Arthur L. Taylor
John E. Taylor
Mrs. A. Thompson
Theodore Wachs, Jr.
Carl H. Walker
Miss Gladys Walters
Charles W. Wolfe
Ralph D. Wolfe
Dougal E. Young

63
50
113

63
50
113

AUSTIN V. McCLAIN
CHAIRMAN

PAUL H. YOUNGER
PRESIDENT

MELVIN D. BREWER
EXECUTIVE VICE PRESIDENT AND TREASURER

HERBERT C. RICHMAN
VICE PRESIDENT AND SECRETARY

TOZIER BROWN
JOHN I. CARLSON
JAMES H. DUCHINE
FRANK H. ROBESON
VICE PRESIDENTS

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521 FIFTH AVENUE
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212-687-1340

ARNAUD C. MARTS
HONORARY CHAIRMAN OF THE BOARD
GEORGE E. LUNDY, 1883-1969

29 April 1970

Dr. Arnaud C. Marts
41, Park Avenue
New York, N. Y. 10016

Dear Dr. Marts:

We are sending labels to Dave Hurwitz for the book. I am enclosing a list of them to avoid duplications.

Names of people here in the office are not included, since we will hand the book to them directly. Perhaps we could have 50 delivered here, if you will have them available.

Kindest regards,

Austin V. McClain
Chairman

P. S.

Do you think the President of the United States reads the stock market page? One further question, do you think he has read of what happened to us Republicans after the 1929 fiasco?

AVMc/mwm

cc: Dave Hurwitz

BUCKNELL UNIVERSITY

Lewisburg, Pennsylvania 17837

OFFICE OF THE PRESIDENT

April 30, 1970

Dear Arnaud:

Thank you for your nice letter of April 24. David Hurwitz has told me a little bit about the progress of the book, and I am delighted. We would be very appreciative indeed if we could have 50-100 copies to distribute to trustees and alumni leaders. I know they will read it with great interest, as I will.

I hope to see you one of these days soon.

Yours very truly,

Charles H. Watts

Dr. Arnaud C. Marts
41 Park Avenue
New York, New York 10016

$100

5/15/70

Dear dear Donna,

Your sweet darling husband did a nice personal favor for us. You can enjoy it too by reading copy on the dust cover of the ACM biography. Fine work!! ~~and we are grateful for his~~

We do not wish nor want to embarrass Frank. He knows, I am sure, we are sincerely grateful. It was suggested we send you flowers or a plant. Such a nice idea for everyone loves flowers and plants.

But Donna -- will you do me a favor? At least agree with me. Isn't there pleasure and fun at some time to go out and buy an unexpected something outside of family budget of one's own selection - even if it is flowers or a plant?- ~~o~~for self, or ~~others~~ children

I heard you say "Yes" - so please with the token gift enclosed (and that is all it is) won't you do just that! You are not in the true "red head" clan ~~tribe,~~ if you disagree. *

We hope you are all in excellent health and that all is going well. With thanks and warm affectionate to all ....

* And please again thank Frank for doing such a nice service on the book

June 1970

From: The Algonquin Press, Inc.
380 Lexington Avenue
New York, N. Y.
(212) OX 7-3140
Contact: David Hurwitz

FOR IMMEDIATE RELEASE

NEW YORK, N. Y. -- Arnaud Cartwright Marts, A Winner In The American Tradition, the biography of a man who exerted one of the most profound impacts in this century upon American education and philanthropy, has been released by the Algonquin Press, it was announced today by David Hurwitz, president of the publishing concern.

The biography, traces the colorful and diverse careers of Dr. Marts as a successful educator, fund raiser, business executive, military leader, author and government advisor, but its main emphasis is upon the twin roles Dr. Marts played as the president of Bucknell University and as a founder of the modern profession of fund-raising.

In both of these roles, Dr. Marts helped set patterns of leadership that have deeply affected the course of every independent school and college in the land, as well as every other American philanthropic agency. The founder of one of the first professional fund-raising agencies in the nation, he and his partner, George Lundy, were instrumental in developing the funding procedures and programs that have provided literally billions of dollars of support for America's privately-supported institutions.

The book also recounts the fascinating and crucial struggle that Dr. Marts led in bringing Bucknell University out of the Depression depths - a struggle that began when the students, faculty and trustees unanimously petitioned Dr. Marts to assume the presidency and eventually resulted in a ten-year tenure that transformed Bucknell into oneof the country's leading smaller universities.

- more -

Significant as these contributions were the biography makes it clear that they were only part of a many-faceted life. Also detailed are Dr. Marts' dynamic leadership in the founding of Wilkes College, the American Association of Fund-Raising Counsel, and a score of other agencies that now play vital roles in America's PHilanthropic life; as well as his wartime service in creating the Pennsylvania Civilian Defense Program and the 100,000-man Temporary Reservists Program for the United States Coast Guard Reserve during World War II.

As one might expect, the biography reads almost as a capsule chronicle of the emergence of the United States as a world power. Seven of the nation's presidents, from McKinley to Eisenhower, the duPonts, Edison, Woolworth, Eastman, Moore, Abrams and others; political greats such as LaGuardia, Bryan and Governor James; and dozens of notables such as Will Hays, Cardinal Spellman, Irving Berlin, Princess Alice, Norman Vincent Peale, Admiral Harold Stark - all are found in this wide-ranging biography.

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- 30 -

OXFORD 7-3140
THE ALGONQUIN PRESS, INC.
380 LEXINGTON AVENUE • NEW YORK, N. Y. 10017

ack'd
rec. 6/20/70
Hosp - Hurwitz

June 11, 1970

Dear Dr. Marts:

Just a brief note about the sales tax problem. I hope that you will pass on my thoughts to your accountant, and I will, of course, be guided by his decision.

The final production bill will be about $29,000. On that basis, the sales tax would be $1,740. (NY 6%)

It is my feeling, however, that sales tax would not have to be paid on the books shipped to Bucknell, Oberlin and Wilkes (300 of the 1,000), and that only a five percent tax is due on the Carter shipment to Nassau County. Thus, the tax would be $551 less. To substantiate this, we will, of course, separately itemize shipping costs.

Would you also discuss with him whether the sales tax must be paid on the books individually mailed. If you don't have a record of how many went out of New York State, perhaps we can assume that fifty percent are in that group. Again, to substantiate this, postage would be additionally itemized.

If your accountant has any questions, don't hesitate to have him call me so that we can resolve this question.

Sincerely,

David L. Hurwitz

Dr. Arnaud C. Marts
41 Park Avenue
New York, N. Y. 10016

Sally & I had a delightful evening with you & Anne celebrating the publication. It will always be a highlight for us.
David

June 15, 1970

Mr. Charles W. Hoops
Pryor & Hoops
17 Battery Place
New York City 10004

Dear Mr. Hoops:

Enclosed is copy of letter we received from the publisher of the biography of me written by Paul C. Carter. With the letter Before both of us, we may be able to discuss it more lucidly and understandably, I hope, on the telephone.

As Mr. Hurwitz is questioning the tax situation, and it is likely to arise again next January when we submit complete detailed figures to you on where our money comes from and where it goes, let us give you the facts concerning the final results of the book at this time. It is probably better now than when you are under pressure in the first quarter of the year, to give thought to this matter.

The book: A Biography of ARNAUD CARTWRIGHT MARTS
By: Paul C. Carter
Published by: Algonquin Press, Inc.
Quantity: 1000 (Privately printed and not for sale. It is a presentation gift to friends.)
Cost: The original cost increased considerably during the purblishing months because of many changes.
Paid for by: Arnaud C. Marts
Payments to date: The Paul C. Carters (Mrs. for typing) $2,236.

The Algonquin Press,Inc. 1969-$13,000.
1970- 11,000. 24,000. $26,236.

As letter indicated, final payment has not been made. As yet, we have not received an itemized bill from Algonquin. However, they seem to be working on one as they now have finished the mailings.

We have had many expenditures in connection with the preparation of the book. Necessary expenses as needed, but not record kept. (Even continuous monor expenditures add up over a period of time.)

Shipping and mailings: No. 3 Jiffy mailers used; 18¢ postage for single book (16¢ first oz. 6¢ each additional) - Fourth Class Rate - Books.

We have a typed detailed listing geographically; the names from labels we typed for mailing by the publisher. The following is a summary:

First, bulk mailings (in carts of 24 books) -

Oberlin, Ohio: Dr. Marts; Class of 1910 celebrated its 60th Reunion in May.
150 - were scheduled; distribution to attending members; and balance were sent to 1910-ers and Oberlinians by the Class president from the Alumni office.
Lewisburg, Pennsylvania
75 - to President Charles Watts, Bucknell University, for distribution to interested friends of Dr. Marts.
Wilkes-Barre, Pa.
75 - to President Eugene Farley, Wilkes College - same reason.
Marts & Lundy
113 - Chm. of Board, Austin V. McClain, instructed labels to be typed and sent to publisher for mailing.
Valley Stream, N.Y.
100 - gratis to the author, Paul C. Carter
NYC -
100 - to our residence, 41 Park Avenue

Sub Total - 613 .....

Balance of geographical list shows: (Copy available if desired
61 - New York City and New York State (43 - NYC includes 5 AAFRC members for a separate mailing; and 61 - NYState
116 - Labels for mailing: 110 other states in US; 6 foreign.

This accounts for approx. 800 books; the balance to be distributed and this is not known how at this time.

This gives you the whole picture which we hope will be helpful to you. You will remember we were able to give you detailed cost figures on previous book "Generosity of Americans" and the"George Lundy inIOwa" book. These were included in nyr reports for tax purposes. As you know we have a bookkeeping system and files which have produced the answers when needed in the past. So, if you wish any further information, please let us know when we telephone you tomorrow and hear what comments you have.

We hope this finds you well. With kindest regards,

Sincerely,

6/Tue/70/70 - Comments by Mr Hoops:
College - no = alert of
50% Nassau
Arbitrary guess -
re geographical
mailings
for tax purposes
Agree with Mr Hurwitz -
follow his
recommendation
re above

June 15, 1970

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75 - to President Eugene Farley, Wilkes College - same reason.

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100 - to our residence, 41 Park Avenue

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We hope this finds you well. With kindest regards,

Sincerely,

August 9, 1970

Dear David:

Thank you for the nice luncheon yesterday, and more than that for your pleasant company.

I'm not sure I believed you completely about having to work all day; on the other hand, I do not flatter myself that you came in from the country on a Saturday just to see me. Either way, I am grateful. And I am particularly glad that Sally is better. I hope she will continue to remember "caution" for her sensitive back when she is doing her many chores (of love) in and out of your lovely home.

. . . Monday - 10th

David, I have decided to have the 200-300 books you have on hand sent to me here. I have the space now, and I'd like to have them available and perhaps occasionally mail one off to someone who may come to mind. I have four to send off tomorrow so my supply is depleted.

Paul called this morning. He graciously invited me to the Ad Club for luncheon - a date in the 20s - I have them jotted down somewhere. I mentioned my desire to see his book, and I was about to add that I would pay for it, but he interrupted and said, "Do you know what?" I just prepared a mailing of the book to you, and not 4th class, and it should be received in a day or two."

I will probably know this week when I plan to make the trip up to E. Aurora. It will not matter about the books. I will be gone for only a day, two at the most, and all deliveries are taken by the building anyway, and I will have them.

I am truly glad "our" book was finished for my wonderful Arnaud to see it. I wanted my Arnaud to say the many things said in the book; I wanted them to come out of him. I shall always remember the enthusiasm we started with, and the

August 21, 1970

Dear Mr. Staley:

The geographical list, from which I prepared the labels for the publisher to send books, shows the following:

75 to Dr. Charles Watts, Bucknell University
6 to Mr. Robert L. Rooke, Westfield N. J.
Miss Amelia Clark
Mr. Lyle Bennett (friend of Paul Hightower)
Mr. and Mrs. William N. Frederich
Mr. and Mrs. Walter G. Held
Mrs. Evelyn Kratzer
Mrs. Thomas F. Morgan
Mrs. John L. Moyer, iii
Mrs. John Murdock
Dr. and Mrs. Malcolm Musser
Dr. J. Orin Oliphant
Mr. & Mrs. R. D. Rice
Dr. and Mrs. John W. Rice
Miss Annie E. Robinson
Dr. and Mrs. Walter Sauvain
Mr. and Mrs. Fitz Roy Walling

We only ordered 1000 books, and have distributed about 800 or slightly over that. In the cartons we received (at our home) they contained 24 books in each. I wonder how Miss Eisley arrived at the quantity of 500.

Mr. Staley this may be a burdensome task. Perhaps you can get some help in the mailing of these books and I will be glad to send a check to cover costs. A student might be glad to do it for so much per hour. Please do not hesitage to let me know.

My kindest thoughts to you.

Ever so sincerely,

OXFORD 7-3140
THE ALGONQUIN PRESS, INC.
380 LEXINGTON AVENUE • NEW YORK, N. Y. 10017

November 17, 1970

Mrs. Anne Marts
41 Park Avenue
New York, N. Y. 10016

Dear Anne:

I have received requests for three books, as follows:

1. Mr. Henry B. Puff'44
   36 Huntington Court
   Williamsville, N. Y. 14221

2. Mr. Fred W. Hoster
   Associate Director of Development
   Southern Methodist University
   Dallas, Texas 75222

3. Public Relations Department (7954)
   Good Samaritan Hospital
   1425 Fairview Avenue
   Dayton, Ohio 45406

Rec'd & mailed Nov. 19, 1970

I've been quite busy (fortunately), but I hope to have lunch with you in the next week or two.

Best regards.

Sincerely,

David L. Hurwitz

DLH/mk

Books to:

Nov.

Carnegie Library, Pittsburgh, Pa. (req. by Dr. McCain)

11-19-70 (request from David Hurwitz to send -

Mr. Henry B. Puff '44, 36 Huntington Court,
Williamsville, N.Y. 14221

Mr. Fred W. Hoster, Assoc. Dir. of Dev.
Southern Methodist University
Dallas, Texas 75222

Public Relations Dept. (7954)
Good Samaritan Hospital
1425 Fairview Ave. Dayton, Ohio 45406

Nov. 25, 1970

Admiral Harold R. Stark,
4900 Glen Brook Rd., N.W. Wash. D.C. 20016

Miss Mary R. Koons,
2485 So. Franklin St., Wilkes Barre, Pa. 18703

Miss Dorothy M. Bell, Box 86, Oxford, Md. 21654

Mr. Charles Thomas, W.F. Humphrey Press, Inc.
300 Pulteney St., Geneva, NY 14456

Dec 5, 1970
Request from neighbor-TC ("tried all book shops - unable to buy book.
Mrs Levine, Apt. 14F Grandson - grad. Bucknell)
Mike Cutler

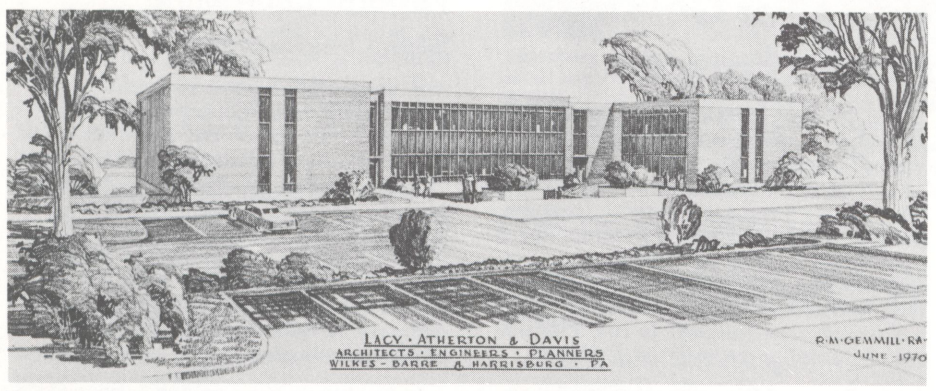
1-17-71
Copy to Josephine Rothermel

Philanthropic News

Member AAFRC American Association of Fund-Raising Counsel, Inc.

Volume 5 March, 1971 Number 1

Alderson-Broaddus Underway With $10 Million For Decade



Proposed Nursing Education and Allied Health Building for Alderson-Broaddus College.

Grants From Foundations And Other Funds Have Reached First Million

As the first step in a $10,000,000 Second Century Advancement Program for the decade of the seventies, the Board of Trustees of Alderson-Broaddus College, Philippi, West Virginia, has authorized a Centennial Campaign for $1,971,000 in 1970-71. This fund will be utilized as follows:

For building purposes	$1,100,000
For increased endowment	500,000
For annual stabilization pending increased income from endowment	371,000

Under the leadership of President Richard E. Shearer and Vice President Arthur L. Brandon, strong lay leadership has been enlisted with Otto Wheeley, Vice President of Koppers Co., Pittsburgh, as National Chairman. Mr. Wheeley has announced that Ralph Bohannon, a Clarksburg attorney, will organize northern West Virginia; Robert W. Simmons, vice president of the Huntington (W. Va.) Products Division of the International Nickel Co., will organize the southern West Virginia area; and Franklin Bowen, Pittsburgh insurance executive, will lead the campaign effort in western Pennsylvania.

The College has received a grant of $100,000 from the Richard K. Mellon Foundation, $150,000 from the Claude Worthington Benedum Foundation, and $75,000 from the Kresge Foundation. In addition to this amount, a challenge grant of $600,000 has been obtained, contingent on the raising of $1,200,000 by the College in addition to these previously mentioned amounts.

Robert Burdette Rose, vice president of PFRS, is the resident director of the Alderson-Broaddus Centennial Campaign.

PFRS Conducts Campaigns and Counseling

Philanthropic Fund-raising Service, Inc., is in the midst of an active year of diversified fund-raising services. As indicated by the pictures and stories in this issue of *Philanthropic News,* the activities of this firm now cover the full range of institutional fund raising.

Paul C. Carter, president of PFRS, has pointed out that "1971 is witnessing a bolder and more confident attitude on the part of many educational, religious and community organizations as to capital campaigns and drives for larger annual support. This applies to national, state and local institutions which are seeking funds from the private sector, realizing that funds may not be as readily available from government sources as they have in the past."

Mr. Carter continues, "During the most of 1970 many educational, religious and philanthropic institutions marked time as far as energetic fund raising was concerned, but gave considerable thought and discussion to planning fund efforts for immediate and long-term development programs. The financial upturn reflected thus far in 1971 by Dow Jones and increased confidence from the national capital, seems to be stimulating action toward implementing long planned projects."

Early reports on last year's philanthropy indicate that gifts from all sources in the private sector exceeded $18 billion, representing a modest increase over the $17.6 billion reported for 1969. While this represented a larger cash amount of philanthropy, the percent of increase for the year was substantially less than in several previous years. The prediction for 1971 is that both the cash increase and percent of increase will forge ahead significantly.

Two Books Published

In May 1970 Algonquin Press, New York, published a 400-page illustrated volume entitled *Arnaud Cartwright Marts, A Winner in the American Tradition.* This biography was authored by Paul C. Carter, a long time friend and admirer of Dr. Marts who was a pioneer and life-long leader in professional fund raising of highest standards.

During 1968-69 Mr. Carter had extensive help from Mrs. Ann McCartney Marts and Mrs. Ellen Mae Carter in preparing the manuscript, and assembling pictures and documents. Before his death on July 11 Dr. Marts directed the distribution of his biography to several hundred friends who had been admirers and associates during his lifetime of service to higher education, religion, philanthropy and many national causes.

In July Hawthorn Books, New York, published a 284-page *Handbook of Successful Fund-Raising* authored by Mr. Carter. This new comprehensive book based on 27 years of professional fund raising was introduced first at the Annual Staff Conference of Philanthropic Fund-raising Service, Inc., in the Advertising Club of New York on July 18. It is described on page four of this issue of *Philanthropic News.* It is dedicated to W. Clement Stone of Chicago, nationally known philanthropist, who encouraged the author to write this book.

Philanthropic News

Published semiannually by
PHILANTHROPIC FUND-RAISING SERVICE, INC.
5 Kenmore Road, Valley Stream, L.I., N.Y. 11581
PAUL C. CARTER, *President*
ROBERT B. ROSE, *Vice-President*
GRANT A. MACMICHAEL, *Assistant to the President*

Rust College Constructs Interdisciplinary Unit

President William A. McMillan and director of development Charles E. Holmes, are seeking $200,000 of the million-dollar fund needed to construct a large interdisciplinary building on the spacious campus of 104-year-old Rust College at Holly Springs, Mississippi. This huge structure of steel, stone and brick will house a gymnasium, auditorium, classrooms, health education facilities and a swimming pool. This building is scheduled for completion late in 1971. Meanwhile, leaders of the College are approaching foundations, friends and Methodist Churches for funds to complete the project.

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President McMillan reports that after the completion of the Interdisciplinary Center the next structure urgently needed will be a fine arts building, including a large chapel to replace Doxie Hall destroyed in 1968 by a fire caused by faulty heating equipment. This will cost $740,000.

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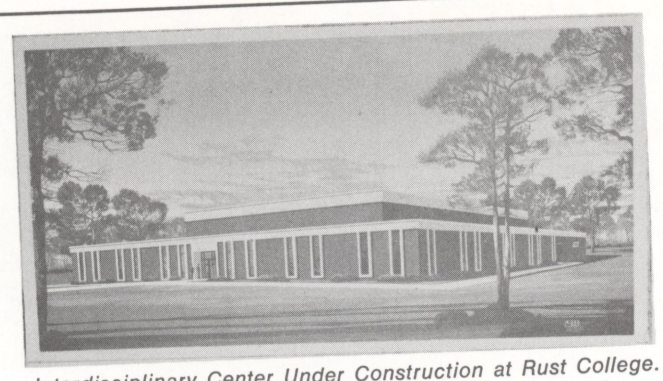
Russell Snow, administrator of Jennie Clarkson Home talks with two girls in front of the colonial style Administration Building on the hilltop campus at Valhalla, N. Y.



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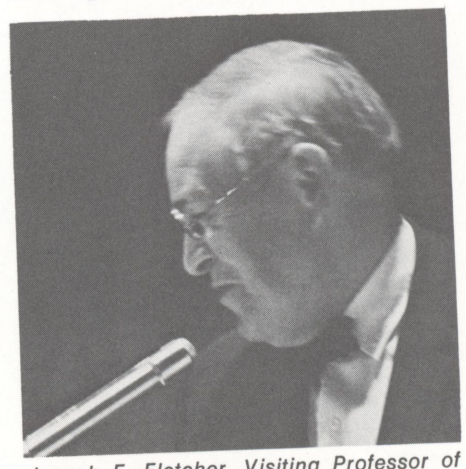
In October and November, 1970, PFRS collaborated with Dr. Otis Maxfield, president of AAPC and with its executive committee in formulating a public relations and fund-raising program to achieve the new goals of the organization. In his presidential speech Dr. Maxfield outlined the new objectives and the promotional program for achieving them.



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Historical Library Enlists Associates

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The Board of Managers of the Historical Society requested PFRS to provide leadership in forming the Historical Library Associates. On the basis of gifts in the range of $25 to $100 or more annually, the Historical Library will receive additional support. A single gift of $1,000 will enroll one as a Life Associate.

Dr. Wilbour Eddy Saunders of Rochester is serving as Honorary Chairman of the Sponsoring Committee. George R. Cooley of Albany, New York is capital chairman.

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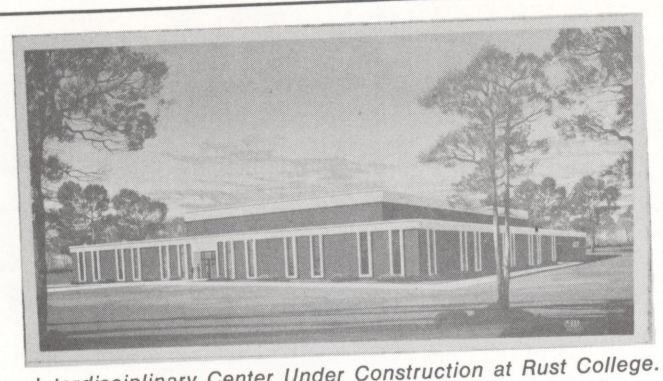

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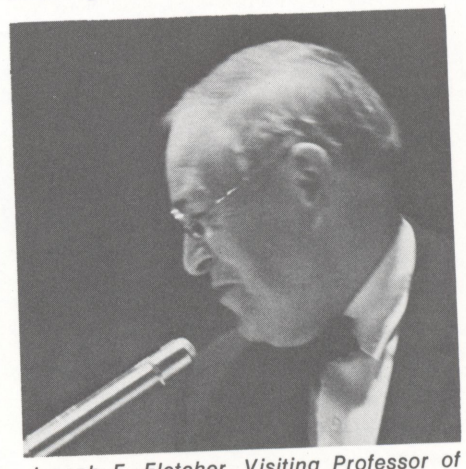

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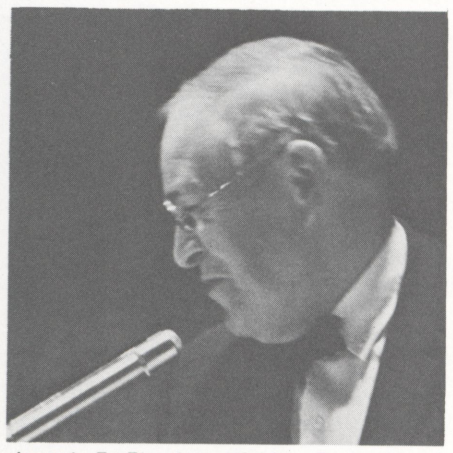

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Members of the Sponsoring Committee for the Historical Library Associates program meet with Honorary Chairman Wilbour Eddy Saunders (seated right) and Curator Edward C. Starr. Others in the picture are (seated l. to r.) Paul C. Carter, Mrs. Donald Fewster, Mrs. Wilbour Eddy Saunders. Standing (l. to r.) are John E. Skoglund, Winthrop S. Hudson, Melvin Phillips, Mrs. Roger Powell. Looking on in marble is William Colgate, father of Samuel Colgate, founder of the American Baptist Historical Library.

List of Institutions and Organizations Served

Since 1965 Philanthropic Fund-raising Service, Inc. has served the following institutions:

Alderson-Broaddus College
Philippi, W. Va.

American Association of
Pastoral Counselors
New York City

American Baptist Historical Library
1106 Goodman Street South
Rochester, New York

Andover Newton Theological School
Newton Centre, Mass.

Appalachian Mental Health Association
Elkins, W. Va.

Association for Clinical Pastoral
Education
Interchurch Center, New York

Baptist Home of Brooklyn
Brooklyn, New York

Broaddus Hospital
Philippi, W. Va.

Camp Koinonia
near Cleveland, Ohio

Crozer-Chester Medical Center
Chester, Pa.

Colgate Rochester/Bexley Hall
Rochester, N. Y.

Ellen Cushing Junior College
Bryn Mawr, Pa.

InterFaith Council for Action
Ossining, New York

Interdenominational Theological Center
Atlanta, Ga.

Interreligious Foundation for
Community Organization, Inc.
Interchurch Center, New York

Jennie Clarkson Home for Girls
Valhalla, New York

National Music Camp and
Interlochen Arts Academy
Interlochen, Michigan

Northern Baptist Theological Seminary
Oak Brook, Ill.

Paine College
Augusta, Ga.

Rust College
Holly Springs, Miss.

Sioux Falls College
Sioux Falls, S. D.

Southwest Pennsylvania Baptist Camps
near Pittsburgh, Pa.

Summers County Hospital
Hinton, W. Va.

Virginia Union University
Richmond, Va.

Baptist Home of Brooklyn Prepares Move to Rhinebeck

The Baptist Home of Brooklyn, founded 102 years ago for the care of the aging in the Metropolitan New York area, has purchased the attractive 74-acre Brookmeade Estate at Rhinebeck, New York.

Homer F. Smith, president of the Board of Trustees, points out that the present location in the Bedford-Stuyvesant district imposes serious limitations on the operation and development of this Home, and that the new location in the Hudson River Valley will make the institution more accessible to Baptists throughout New York State, while continuing to serve the Brooklyn and Long Island area.

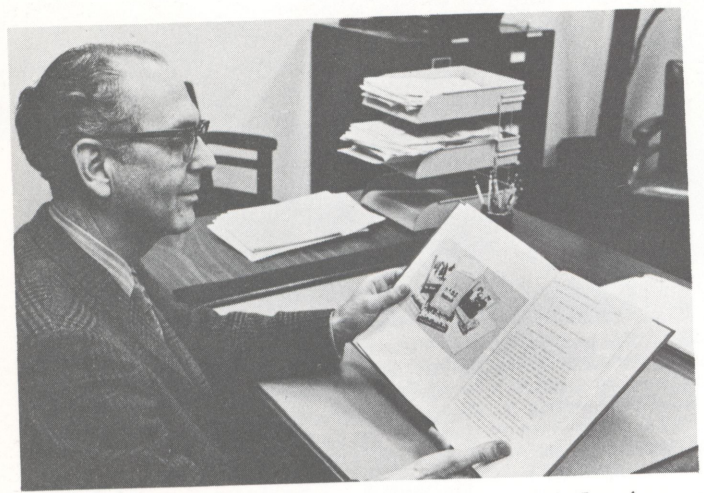
When funds are available a large building on the new site will be constructed at a cost of approximately $3,000,000.

Philanthropic Fund-raising Service is assisting the Board in a public relations and preparatory program for launching a capital campaign in the summer of 1971 to raise $700,000 toward the building fund.

William E. Buell is administrator of the Brooklyn Baptist Home.

Handbook of Successful Fund-Raising

by Paul C. Carter



Charles E. Hall, Jr., Executive Director of the Association for Clinical Pastoral Education, refers to the HANDBOOK in preparing for the $100,000 annual support program of the Association.

"... this book is an encyclopedia of fund rasing — 284 pages and some 75,000 words. The author has covered the field of fund raising with a great deal of thoroughness . . . a useful contribution to the shelves of fund-raising literature in the offices of fund raisers and organizations raising funds."

from review by David Church in The Bulletin Sept. '70 issue, of the American Association of Fund-Raising Counsel, Inc.

"A long time practitioner in the art and science of fund raising reveals some of his secrets for organizing a campaign."

Fund Raising Management

(*Fund Raising Management* devotes eight pages, with illustrations in the January/February 1971 issue, to an excerpt from the HANDBOOK.)

This HANDBOOK is available to tax exempt institutions at $17.95. Regular price is $19.95.

Handbook of Successful Fund-Raising
by Paul C. Carter
Published by Hawthorn Books, New York—July 1920

Please send me _____ copy(ies) of the HANDBOOK at the

tax exempt price of $17.95 _____

regular price of $19.95 _____

Send this coupon to: Philanthropic Fund-Raising Service, Inc.
5 Kenmore Road, Valley Stream, N. Y. 11581
Telephone (516) 825-3062

_____ Payment Enclosed _____ Bill me

NAME _____

_____

ADDRESS _____ ZIP _____

(Make check payable to E. M. Carter)

"I have read your *Handbook of Successful Fund-Raising* with great interest and prophesy that this book will become, and deservedly so, a classic in the fund-raising field."

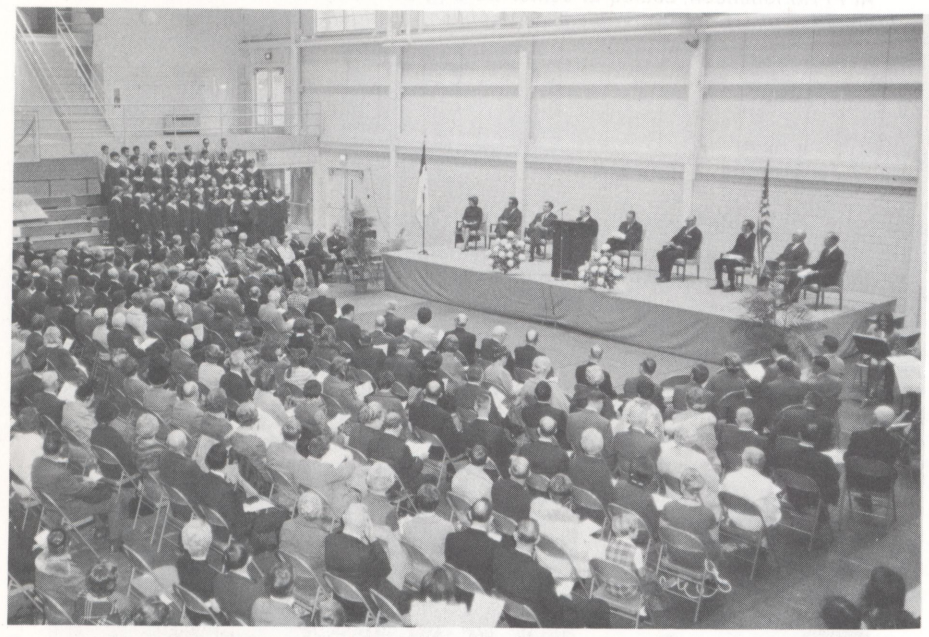
Norman Vincent Peale, Minister
Marble Collegiate Church
New York City

Philanthropic News

PHILANTHROPIC FUND-RAISING SERVICE, INC.

Volume 3 December, 1969 Number 2

Alderson-Broaddus College Dedicates its New Health and Physical Education Memorial Coliseum



Trustees, faculty, students and friends join in dedicating the new Memorial Coliseum (Health and Physical Education Building) at Alderson-Broaddus in the Rex Pyles Arena.

Two Campaigns Total $1,581,000

On November 8 Alderson-Broaddus College, Philippi, West Virginia, dedicated its new Memorial Coliseum which offers extensive facilities as a health and physical education building. It provides a large auditorium and playing floor for spectator sports, an Olympic-size swimming pool, an auxiliary gymnasium, handball court, weight room, bowling alleys, physical education classrooms and offices.

President Richard E. Shearer reports that the Coliseum was built and furnished at a cost of $1,820,000. Funds for the greatest building project in the history of this 99-year-old college were raised in two fund efforts with counsel and direction from Philanthropic Fund-raising Service, Inc.

A major capital campaign, conducted in 1964-65, resulted in cash and pledges totalling $1,501,789. In 1968-69 a campaign was conducted among parents and alumni for furnishings and equipment. This program, directed by Dennis Vest, with counsel from PFRS, raised $80,000.

As Alderson-Broaddus utilizes its great new Health and Physical Education Building, it is looking toward a Centennial Development Program for the "seventies." President Shearer reports that building, program and endowment needs listed by the Planning Committee total approximately eight million dollars. The Board of Trustees and the administration authorized PFRS to conduct a feasibility study. This is in progress under the direction of Paul C. Carter, PFRS president, and Robert B. Rose, vice-president, who is serving as field surveyor. They are working closely with President Shearer, Dr. Arthur Brandon, vice-president of Alderson-Broaddus, and Jack Treharne, director of development.

The feasibility study will be reported to the Board of Trustees on the campus at Philippi, March 13-14, 1970. The study will weigh the eight million dollar development needs of the college in the light of available resources from trustees, alumni, friends, parents, churches, corporations and foundations.

Alderson-Broaddus College celebrates its Centennial in 1970 and hopes to launch a major capital campaign in the fall to satisfy its most urgent needs.

PFRS Conference Considers Many Phases of Campaigns and Long-Term Fund Raising

Latest methods of capital and long-term fund raising were studied in the Second Annual Conference of Philanthropic Fund-raising Service, Inc., in the New York Advertising Club on July 25. A major feature of the program was an audio-visual presentation of modern methods and techniques by Paul C. Carter, Jr.

Several addresses stimulated group discussion. They were given by Conrad Teitel, director of Philanthropy Tax Institute, on *Planned and Deferred Giving;* Myron Boardman, executive director of the Foundation for Christian Living, on *Raising Money by Mail;* Dennis Vest, former director of development at Alderson-Broaddus College, Philippi, W. Va., and now director of annual giving at Alma College, Alma, Mich., on *Capital Fund Raising, Large and Small.*

Short speeches were given by President William A. McMillan of Rust College, Holly Springs, Miss., and President-emeritus Harry V. Richardson of the Interdenominational Theological Center, Atlanta, Ga. Vernon E. Kuehn presided over a discussion circle in which several campaigns and fund counselling programs were described and evaluated.



Conrad Teitel

Philanthropic News

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PARK T. RUSHFORD, *Vice-President*
ROBERT B. ROSE, *Vice-President*

PFRS Conference Shown In Action



At PFRS luncheon, seated at center were (l) Dr. Harry V. Richardson, president emeritus of ITC, (r) Dr. William A. McMillan, president, Rust College.





Myron Boardman described raising money by mail; Paul C. Carter and Park T. Rushford, president and vice president of PFRS at table; Dennis Vest, now at Alma College, described capital fund raising for Alderson-Broaddus College.



Vernon E. Kuehn chaired a discussion circle on methods employed in various capital campaigns used by PFRS directors, counselors and volunteer workers.

Grant MacMichael Joins Staff of PFRS Organization

Grant A. MacMichael has accepted appointment to the staff of Philanthropic Fund-raising Service, Inc. as assistant to the president. For the past three years Mr. MacMichael has served as associate director of development at Colgate Rochester Divinity School/Bexley Hall, Rochester, N. Y., where he was responsible for publicity, school publications, direct mail fund raising and certain phases of fund raising in the field. Prior to his service at CRDS/BH he had extensive experience in church and denominational finance. Notably he directed a church building campaign at Geneva, Ohio.



Grant A. MacMichael

Mr. MacMichael was graduated from Syracuse University majoring in English Literature and from Colgate Rochester Divinity School with the B.D. degree.

His responsibilities with PFRS will include publicity, assistance in feasibility studies and other field assignments.

Mr. MacMichael is married to the former Ruth Wilcox and they have a son and daughter.

Paul C. Carter, Sr. Authors Two Books

A Manual on Fund Raising entitled *You Can Raise Money,* by Paul C. Carter, will be published early in 1970 by Hawthorn Books, New York.

The central section of this manual-style book will describe in detail the "seven tested steps of successful fund raising." It will also feature twenty success stories demonstrating the application of the seven steps in fund-raising efforts, large and small. Special kinds of fund raising are also described, including deferred gifts, fund raising by mail, membership drives, community campaigns and church fund raising.

The book is dedicated to W. Clement Stone, internationally known philanthropist whose encouragement and inspiration prompted the author to write the book. It is based upon thirty-five years of fund-raising experience in helping to raise over $200,000,000 for colleges, universities, seminaries, hospitals, camps and religious denominations.

The author has been assisted by Mrs. Ellen Mae Carter, his wife, in research and preparation of the manuscript.

Dr. Carter is also the author of a biography of Dr. Arnaud C. Marts, one of America's foremost authorities on philanthropy and fund raising for the public good. The title of this book, to be published early in 1970 by the Algonquin Press, New York, is *Arnaud Cartwright Marts, A Winner, But Not a Climber.* It tells the story of Dr. Marts' leadership for half a century as co-founder and president of Marts & Lundy, Inc., as one of the founders of the American Association of Fund-raising Counsel, Inc., president for ten years of Bucknell University, a member of the Cabinet of two Governors of the State of Pennsylvania, and as a wartime captain (World War II) in the United States Coast Guard Reserve.

Dr. Carter was assisted by Mrs. Anne McCartney Marts, wife of Arnaud C. Marts, in assembling the factual information, photos and other illustrations for this biographical work. It is dedicated to Mrs. Marts.

Rochester Center For Theological Studies Is Formed

The Rochester Center for Theological Studies (Colgate Rochester Divinity School/Bexley Hall, St. Bernard's Roman Catholic Seminary) is seeking increased support for its expanded academic program.

On November 10 the Inauguration of the Dr. Martin Luther King, Jr., Memorial Professorship, under the planning of Provost Milton C. Froyd, took place at the hilltop campus of CRDS/BH. The occasion also featured the Installation of Dr. Henry H. Mitchell as the first Martin Luther King, Jr., Professor of Black Church Studies. A highlight of the event was the unveiling of a bronze plaque honoring the 14 black students who initiated the move to establish the Professorship as a memorial to Dr. King.

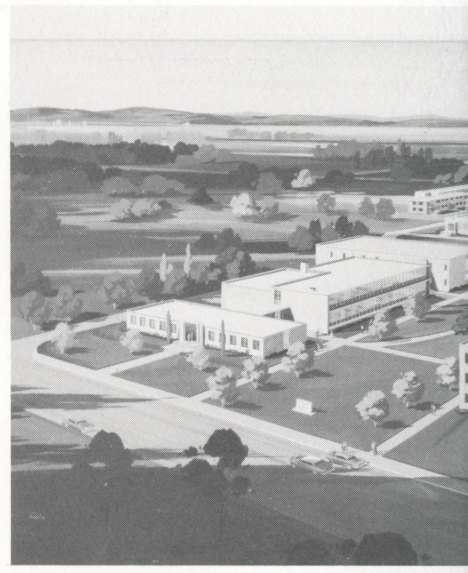
In 1929 Rochester Theological Seminary then located at East Avenue and Alexander St., was joined by Colgate Seminary which moved from the campus of Colgate Univeristy and participated with the Rochester Seminary in developing the South Goodman Street campus.

In 1961 the Baptist Missionary Training School in Chicago merged with CRDS, resulting in the expansion of church vocational education for women.

In the summer of 1968 Bexley Hall, the Episcopal Seminary of Kenyon College in Gambier, Ohio, moved to the Rochester campus and became affiliated with CRDS.

Meanwhile affiliation of CRDS/BH with the University of Rochester has brought about the exchange of services and privileges of mutual benefit to faculty and students.

President Gene E. Bartlett explains that over the past two years conversations and meetings between the officials of CRDS/BH and St. Bernard's Seminary have led to



The ITC campus, present and future: left r Classroom, Library, Refectory and residenc proposed residence hall for married student Gammon Hall, Turner Hall, Bennett Hall, Ph

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The developments described above have resulted in a faculty of 28 and a student body of nearly 200 on "the Hill . . ." This has necessitated a record budget of one and a quarter million dollars, calling for gift support of over $400,000 annually.

To assist the administration, and especially the Department of Development directed by Theodore Keaton, in approaching its steadily increasing gift constituency of churches, alumni, friends, corporations and foundations, PFRS has been providing fund-raising counsel since January 1, 1969.

Northern Seminary Raises Over Half a Million

A Development Program for Northern Baptist Theological Seminary, Oak Brook, Illinois, was launched in the fall of 1967 to raise capital funds for refurbishing buildings and increasing endowment. The needs totalled $995,500.

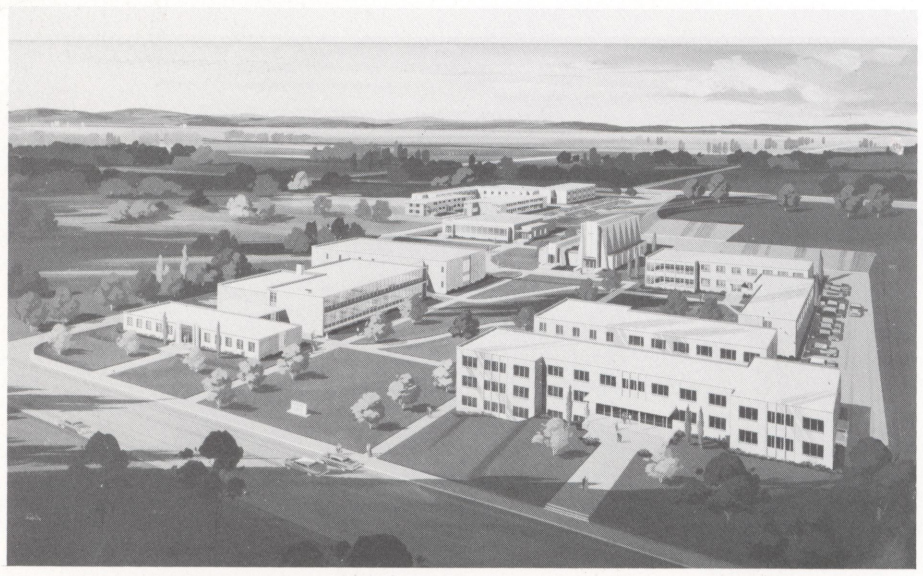
President Bryan F. Archibald reports that as of November 15, cash and pledges from the campaign totalled $503,272, the largest amount ever raised in a capital campaign by the School.

W. Clement Stone, president of Combined Insurance Company of America, and a world-renowned philanthropist, was the keynote speaker at the Convocation which launched the campaign.

The Development Program was conducted first in the Chicago area among leadership gift prospects and later among alumni and American Baptist churches throughout eight midwestern states. President Archibald, Rev. Arthur Hyde, director of development, and Rev. James Mugg, field representative, gave their major time to the campaign, under the direction of Park T. Rushford, vice president of Philanthropic Fund-raising Service, Inc. The PFRS field program concluded on June 30 when recommendations were submitted to the administration for ways to continue to secure gifts from individuals and churches that could not be reached previously.

In a letter from President Archibald to Dr. Carter he said, "I want to thank you for the able direction which you and Mr. Rushford gave to all our efforts. I deeply appreciated your own personal efforts to reach the larger givers on our behalf. I do feel that more will be coming from these sources as we continue our efforts to keep them informed. Mr. Rushford was careful, able, active and effective. I do not know how one man could have accomplished more. Mr. Hyde, Mr. Mugg and I were pleased to work with him and derived great personal inspiration and help from his counsel."

Dr. Archibald points out that the success of the capital campaign was a contributing factor toward securing full accreditation in February 1969 from the American Association of Theological Schools. Northern is also accredited by North Central, thereby becoming one of the few theological institutions to hold accreditation from both Associations.



The ITC campus, present and future: left row of buildings, from front—Administration, Classroom, Library, Refectory and residence halls. The complex at center rear is the proposed residence hall for married students and single women. Right row from front: Gammon Hall, Turner Hall, Bennett Hall, Phillips Hall. Proposed new chapel at center.

ITC Conducts 3-Year Development Program

The Interdenominational Theological Center, related to Atlanta University, Atlanta, Ga., is underway with a $3,050,000 development program. President Oswald P. Bronson explains that this objective represents the satisfying of only the most urgent needs in a list totalling $11,715,000 which should be met during the 1970s.

The $3,050,000 objective includes the following:

Endowment (Scholarships, Salaries)	$1,900,000
Residence Hall (for married students and single women)	400,000
Chapel	400,000
Maintenance Endowment (for chapel)	250,000

The proposed goal for this first year, ending June 1, 1970, is $1,000,000. To date, the Sealantic Fund, established by the late John D. Rockefeller, Jr., has already offered a dollar for dollar grant of $300,000 to be applied toward endowment in this initial goal.

The Interdenominational Theological Center, established in 1958 under the presidency of Dr. Harry V. Richardson, includes the following seminaries and denominations: Gammon Theological Seminary, United Methodist; Morehouse School of Religion, Baptist; Phillips School of Theology, Christian Methodist Episcopal; Turner Theological Seminary, African Methodist Episcopal, and the Presbyterian program of Theological Education, formerly of Johnson C. Smith Theological Seminary.

President Bronson points out that there are at the present time only 300 ministerial

(Continued on page 4)

Rust College Conducts Campaign for Library and Physical Education Building

Rust College has completed successfully a campaign to raise funds for the construction of a $750,000 library building.

A conditional grant of $250,000 from the U. S. Government early in 1968 challenged the Holly Springs, Miss., institution to undertake the project. The trustees, administration, faculty and students were further challenged by a grant of $100,000 from the W. Clement and Jessie V. Stone Foundation.

A vigorous campaign under the direction of Robert Burdette Rose, vice president of PFRS, Inc., resulted in reaching the goal of $500,000, including the Stone Foundation challenge.

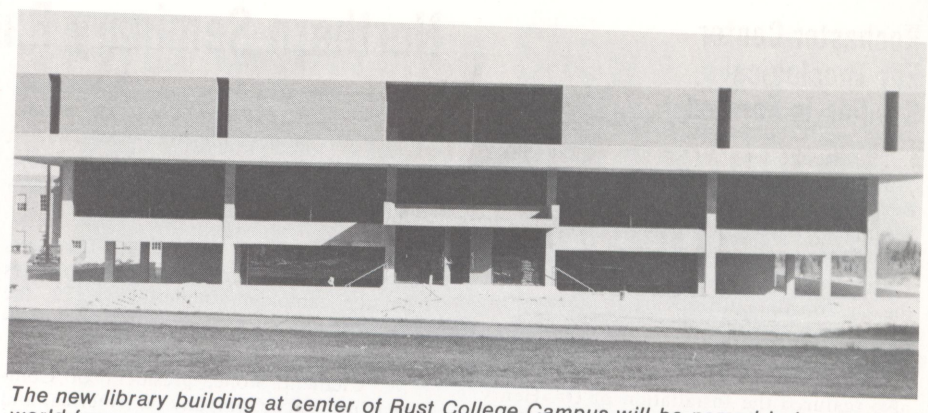
The library is currently being completed and will be dedicated in ceremonies on December 13 and 14.

On July 1, Mr. Rose returned to Mississippi to help raise funds from interested Methodist laymen for the Health and Physical Education Building which will cost $1,100,000 toward which a challenge goverment grant will provide $400,000. Dr. Carter and Mr. Rose assisted President William A. McMillan and business manager Eddie L. Smith in conducting a campaign among business people of Holly Springs during November, the second such effort in the 103-year history of the College.

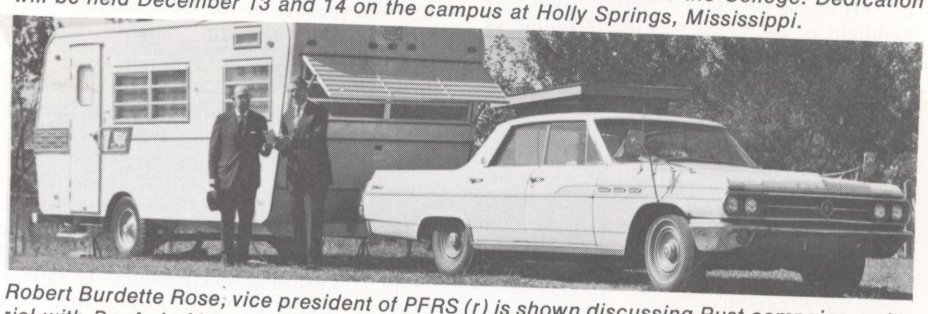
Featured in the local campaign was a meeting in the City Hall presided over by Mayor Sam Coopwood in which President McMillan told of rapid developments and important plans for expanding campus facilities at Rust. The *South Reporter* ran feature articles and a half-page ad on the $4,000,000-a year economic value of the college to the community.

In a letter from President McMillan to Dr. Carter he said, "You have done far more than just meeting the goal of $500,000 in gifts and pledges, but you have developed a kind of spirit in our constituency which in our best judgment will lead to continuous giving on a much larger scale.

"I do want to commend the work of Mr. Robert B. Rose. He has been like a real part of our college family in every respect. Since this was our first effort toward a capital funds campaign, we feel highly privileged to have had such a firm and such men involved with us as we continue our strides toward excellence through our upward thrust."



The new library building at center of Rust College Campus will be named in honor of the world-famous opera star Leontyne Price whose mother attended the College. Dedication will be held December 13 and 14 on the campus at Holly Springs, Mississippi.



Robert Burdette Rose, vice president of PFRS (r) is shown discussing Rust campaign material with Dr. A. L. Meadows, District Superintendent of Starkville, Miss., United Methodist Church prior to solicitation for Rust College's Health and Physical Education Building. Mr. Rose lives in his trailer as he conducts field campaigns in various centers.

ITC Campaign

(Continued from page 3)

students of the black race in all accredited seminaries in the United States. Of this number over 125 are enrolled at ITC. In evaluating the need for more and better trained leadership in the black churches, he states that 93% of the ministers serving the 50,000 black churches across America are without college and seminary training and that a minimum of 500 black seminarians should be graduated each year to upgrade this important aspect of ministerial leadership in America.

The needs of ITC were presented to business firms and foundations in Atlanta by President Bronson, Dean Charles B. Copher and other associates at a luncheon meeting on the campus November 19. This group of distinguished business and professional leaders of Atlanta was assembled at the personal invitation of Mayor Ivan Allen. The advanced gift phase of this year's campaign will be conducted during December, while leadership gifts will be sought in January followed by a wider approach to friends, churches and other interested groups during the spring.

An organized campaign will also be launched nationally in major centers across the country. Dr. Martin Luther King, Sr., is national chairman of the ITC Development Program, and heads a National Sponsoring Committee of 100. Lorimer D. Milton, president of the Citizens Trust Company in Atlanta, is the Georgia chairman.

Park T. Rushford, vice president of PFRS, is serving as resident director for the ITC Development Program.

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