George E. Lundy article, 1969 June

ARNAUD C. MARTS
Mellett Building
CANTON, OHIO 44702

I take great pleasure in sending you this complimentary copy of a book which I have just written and published privately for selected distribution.

It is the story of my friend, George Lundy, who is one of a score of men who created—in the first decade of the 20th Century—the new career of Fund-Raising Counsellor. It is a fast moving story of a man who has served his fellow-man faithfully and well.

I hope you will find the book interesting and informative.

GEORGE E. LUNDY



With the death of George E. Lundy on May 12, 1969, in Canton, Ohio, the fund-raising profession lost one of its pioneers and Marts & Lundy, Inc., one of its founding partners. Mr. Lundy was 86 years old and had been a Canton resident since 1913 when he came to the city as general secretary of the Canton YMCA.

Ranked among the nation's foremost church fund-raising authorities, Mr. Lundy at the time of his death was honorary chairman of the board of Marts & Lundy, Inc. The firm, which he founded in partnership with Dr. Arnaud C. Marts, is credited with having secured nearly $2 billion for its clients since it was established in 1926.

Mr. Lundy entered the fund-raising profession during World War I participating actively in war fund campaigns for the YMCA and the American Red Cross in the Eastern District of Ohio while on leave of absence from his duties as general secretary of the Canton YMCA.

From the beginning of his fund-raising career, Mr. Lundy was devoted to the cause of establishing and maintaining high ethical standards and practices in the fund-raising calling. Throughout his life, he regarded it as a profession rather than a commercial enterprise.

His high ideals were embodied in the code of ethics which he wrote for the guidance of Marts & Lundy staff members and which became the model for the code established by the American Association of Fund-Raising Counsel. The Association, created to bring about professional status for fund-raising counsel, numbers Marts & Lundy among its founding member firms.

In a biographical appreciation of his friend and co-founder, "George Lundy of Iowa," Dr. Marts wrote, "I have never known another man whose vision could translate the dollar operations of an institution into human values so quickly. For illustration, Lundy was asked by the Community Chest of Canton some years ago to make suggestions as to how they could raise enough money to reach their annual goal. . . . He studied their situation and reported to them that they were just raising money in their appeals, but in reality they were helping needy people. He suggested how to present their case for money in terms of human needs instead of dollars. Their annual campaigns have been successful ever since."

Although he was instrumental in securing many millions of dollars for colleges, hospitals, churches and other philanthropic organizations, Mr. Lundy will perhaps be longest remembered for the unique body of statistical information covering all aspects of campaign procedure which he compiled. Many of the fund-raising techniques which are standard practice today evolved from this research.

Mr. Lundy was born in Manson, Iowa, the son of Nathan Warren Lundy and Louella Williams Lundy. He was educated in the local pubic schools and Iowa State College at Ames. After leaving college, he was secretary to the YMCA's of Waterloo, Iowa; Chattanooga and Bristol, Tennessee; and Canton successively. Through his YMCA work in Canton he became associated with the men who originated the intensive campaign method and joined their firm as a campaign director after the first World War.

He was a Mason (32 degree and Shriner) and belonged to the Canton Rotary and Executive Clubs. As a prominent Methodist layman he was a frequent contributor to religious journals. His articles and his addresses, subsequently printed, achieved a circulation of hundreds of thousands of copies.

He is survived by his widow, the former Nellie M. Garwood and two daughters: Margaret (Mrs. Jerome Hixson), and Catherine (Mrs. D. L. Rossiter).

Funeral services were conducted on May 15 by the Reverend Howard J. Wiant, minister of the Church of Our Savior (United Methodist), and the Reverend George E. Parkinson, minister of Christ United Presbyterian Church, in the Formet and Clevenger Funeral Home, Canton. Interment was at the North Lawn Cemetery, Canton, with the Reverend Mr. Parkinson officiating.

Converse College First Year Total Tops $4 Million

SPARTANBURG, South Carolina—Gifts and pledges totaling $4,383,000 have been received by Converse College in the first year of a three-year capital funds campaign. Funds are sought for building improvements, including a new home for the Converse School of Music, and additional endowment. Goal of the campaign is $5,393,000.

President Robert T. Coleman and the Board of Trustees announced the current campaign as the first phase of a long-range program which seeks to raise $15 million in the next ten years. Approximately half the funds will be devoted to strengthening the College's endowment.

Dr. Oliver C. Carmichael, chairman of the board of Associates Investment Company, South Bend, Indiana, is national campaign chairman. Dr. Carmichael is also chairman of the College board of trustees and former president of Converse.

Walter S. Montgomery, president of Spartan Mills, Spartanburg, serves as leadership gifts chairman. Other campaign leaders include general-area co-chairmen, Thomas A. Evins, Spartanburg attorney, and L. A. Grier, Jr., vice president of the Grier Insurance Company.

The campaign continues under the direction of the Converse College development staff headed by William B. Thomas. Resident director for Marts & Lundy was Otto W. Ferrene.

CLIENTS 1968-69

Colleges and Universities
Assumption College
Augustana College (S.D.)
Baldwin-Wallace College
*Brown University
*Bucknell University
Butler University
*Colby College
*Converse College
*Cornell College (Iowa)
*Dickinson College
*Gardner-Webb College
Golden Valley Lutheran College
*Heidelberg College
*Hood College
Hunter College
*Ithaca College
*Lafayette College
Lake Forest College
*Lehigh University
Luther College
Lycoming College
*Milwaukee School of Engineering
*Moravian College
Muskingum College
*Oberlin College
Ohio Northern University
*Pine Manor Junior College
Polytechnic Institute of Brooklyn
Sacred Heart College (Kansas)
Saint John's University
Stephens College
*Stevens Institute of Technology
Susquehanna University
Sweet Briar College
Union College
University of Iowa, College of Law
Urbana College
*Washington and Jefferson College
Waynesburg College
Wesleyan College (Georgia)
Wheelock College
*Wilkes College

Independent Schools
Agnes Irwin School, The
Buckley Country Day School
Chapin School, The
Cranwell School
Cushing Academy
Foxhollow School
*Friends School
*Governor Dummer Academy
Kents Hill School
*Kingswood School
*Landon School
*Lincoln School
Little Red School House
Loomis Institute, The
Madeira School, The
New Hampton School, The
*Northfield and Mount Hermon Schools, The
Oldfields School
Peck School, The
*Peddie School, The
Perkiomen School
Phillips Exeter Academy, The
Providence Country Day School, The
Robinson School, The
Saint Agnes School
St. Katharine's School
*Saint Margaret's School
*St. Timothy's School
*Scarborough School, The
Stoneleigh-Burnham School
Sunset Hill School
*Tabor Academy
Tudor Hall School
*Westminster Christian School
Winchester-Thurston School
Windsor Mountain School
Woodmere Academy

Religious
*American Baptist Convention
Brick Presbyterian Church (N.Y.C.)
*Eastern Baptist Theological Seminary and College
Massachusetts Conference, United Church of Christ
Protestant Episcopal Church in the U.S.A.
Second Church in Newton, United Church of Christ
World Council of Churches and Pontifical Commission for Justice and Peace (Geneva)

Health Centers and Hospitals
Naeve Hospital
New England Baptist Hospital
New York Medical College — Westchester Medical Center, White Plains, N.Y.
*New York University Medical Center
*North Shore Children's Hospital

Others
American Home Economics Association
American Newspaper Publishers Association Foundation
Pennsylvania Newspaper Publishers Association Foundation
Pittsburgh Symphony Society, The
Salvation Army, The (Easton, Pa.)
YMCA, New Haven, Conn.
*YM-YWCA of Ann Arbor, Mich.

*Clients served more than once

The above-listed clients of Marts & Lundy being served during 1968-1969 are representative of the leading colleges, schools, medical centers and other philanthropies which the firm has served during 42 years in the fund-raising profession. Services in which the officers and staff specialize include:

Surveys and pre-campaign planning
Development programs
Campaign management
Future gift programs
Brochure writing and design
Annual funds

Shady Side Academy Expands Athletic Plant

PITTSBURGH, Pennsylvania—Senior and Middle School students of Shady Side Academy here are now enjoying a recently completed $1.3 million athletic complex that includes a 1,000-seat gymnasium and an olympic-size swimming pool.

Shady Side is an 85-year-old non-sectarian independent institution. It has more than 650 students enrolled in its Senior, Middle and Junior Schools.

The new athletic facilities are housed in a brick and steel addition to Curry Gymnasium at the suburban Fox Chapel campus of the Academy. The complex was designed by Grant Curry, Jr., of Curry & Martin, Architects, a 1936 Shady Side alumnus and grandson of the man for whom the original building was named in 1928.

A campaign for expanded athletic facilities started in 1965 when General and Mrs. Richard King Mellon gave a personal challenge gift of $500,000 to the Academy Board of Trustees. Among the subsequent major donors were the Sarah Mellon Scaife Foundation, $300,000; the Howard Heinz Endowment, $110,000; and the Claude Worthington Benedum Foundation, $100,000.

Headed by Stewart H. Steffey, the 18-month drive raised a total of $2.6 million. Contributions not used for the new athletic facilities are being invested in an endowment fund for faculty salaries.

In addition to the Mellon Gymnasium and Alumni Swimming Pool, the facilities include wrestling and gymnastic rooms, and squash courts given by the Frank L. Weigand family. Outdoors, eight all-weather tennis courts given by Fred C. Babcock have been in use since last spring.

VOL. XLII, No. 2
JUNE, 1969

Financing Philanthropy

Published by Marts & Lundy, Inc., Public Relations and Fund-Raising Counsel for Philanthropic Institutions • 521 Fifth Avenue, New York City, Telephone Murray Hill 7-1340

IN THIS ISSUE

SCHOOL AND COLLEGE CAMPAIGNS
The Agnes Irwin School
The Chapin School
Converse College
Friends School, Wilmington
Lafayette College
Landon School
The Loomis Institute
Muskingum College
The Northfield and Mount Hermon Schools
Ohio Northern University

OTHER CAMPAIGNS
American Home Economics Association

CONVOCATION REPORT
Butler University

FEATURE ARTICLE
Shady Side Academy Dedicates New Athletic Facility

Butler Convocation Stresses Business-Industry Partnership

Ten-Year Development Program Announced at Closing Luncheon

INDIANAPOLIS, Indiana—Over a thousand prominent alumni, parents and friends, together with top business and civic leaders, participated in Butler University's recent National Leadership Conference held at the 114-year-old institution.

Theme of the two-day conference was "The Growing Partnership Between Business and Industry." Stuart T. Saunders, chairman of Penn Central Railroad, addressed the opening session.

Four board chairmen of major American industries were featured in a symposium the following day. They were John E. Swearingen, Standard Oil Company (Indiana); James F. Oates, Jr., Equitable Life Assurance Society of the United States, New York City; Dr. Shailer L. Bass, Dow Corning Corporation, Midland, Michigan; and Donald S. Kennedy of Oklahoma Gas & Electric Co., Oklahoma City.

Moderator for the panel was another board chairman, J. Irwin Miller of Cummins Engine Company, Columbus, Indiana.

At the concluding session of the Leadership Conference, a luncheon in the Hinkle Fieldhouse, 450 guests heard the announcement of Butler's ten-year development program. Frank J. Hoke, chairman of the board of Holcomb & Hoke Manufacturing Company, Inc., outlined the objectives of the program in which the Uni-

(Continued on Page 6)

Chapin School Fund for Endowment Sets New Record for Girls' Schools

NEW YORK, New York—The Chapin School has surpassed its Development Fund goal of $2.5 million, according to a recent announcement. Less than a year after the campaign began, gifts and pledges amounting to $2,558,366 have been received to date with just weeks of campaign activity to come.

Of the original goal, $2 million was earmarked for endowment income to improve faculty compensation. This is thought to be the largest sum for endowment ever raised by an independent secondary day school for girls.

The remainder of the goal is to be used to add a wing to Chapin's present building. The addition will be named the Ethel Grey Stringfellow Wing.

Mrs. Osborn Elliott and Mr. William E. Jackson, attorney, of Millbank, Tweed, Hope, Hadley and McCloy, are serving as co-chairmen of Chapin's Development Committee. Other campaign leaders include William R. Cross, Jr., a senior vice president of the Morgan Guaranty Trust Co.; Maurice Goodman, executive vice president of the Palmer Engine Co.; and Harry W. Havemeyer. Mrs. Albert H. Gordon is chairman of the board of trustees.

John F. Jefferson acted as resident director for Marts & Lundy.

Financing Philanthropy
is published by Marts & Lundy, Inc.
521 Fifth Avenue, New York, N. Y. 10017
and edited by Harold C. Algyer

Loomis Institute Campaign Total Nears $6 Million; Amount Already Half Million Over First Phase Goal

WINDSOR, Connecticut—Five hundred thousand dollars over the first phase goal is the record reported by The Loomis Institute recently. With several area campaigns still in progress, the total secured in the Loomis/Chaffee Challenge Fund program for the two schools comprising The Loomis Institute now stands at nearly $6 million, officials report. Total income for capital purposes received by the Institute will probably raise this figure significantly with the expected announcement this fall of the receipt of bequest funds now being processed.

Primary objectives of the campaign's first phase include strengthening endowment in support of faculty salaries and scholarships and carrying out an extensive building program. The latter encompasses erection of a classroom-administration building and a gymnasium for the Chaffee School and moving the School to a site adjacent to the Loomis campus. For the use of both Schools, a library-learning center, a dining hall-student union, a classroom building and an addition to the Clark Science Center are planned. Long-range plans include new dormitories for Loomis boys and new athletic facilities.

Explaining the move of the Chaffee girls' school, which caters to day students only, to the Loomis campus, Dr. Francis O. Grubbs, president of The Loomis Institute, said, "The move will give the Institute a unique position among independent secondary schools. It will be in a position to coordinate classes and other activities to the fullest, yet it will be able to maintain separate identities and functions in any area of activity at any level."

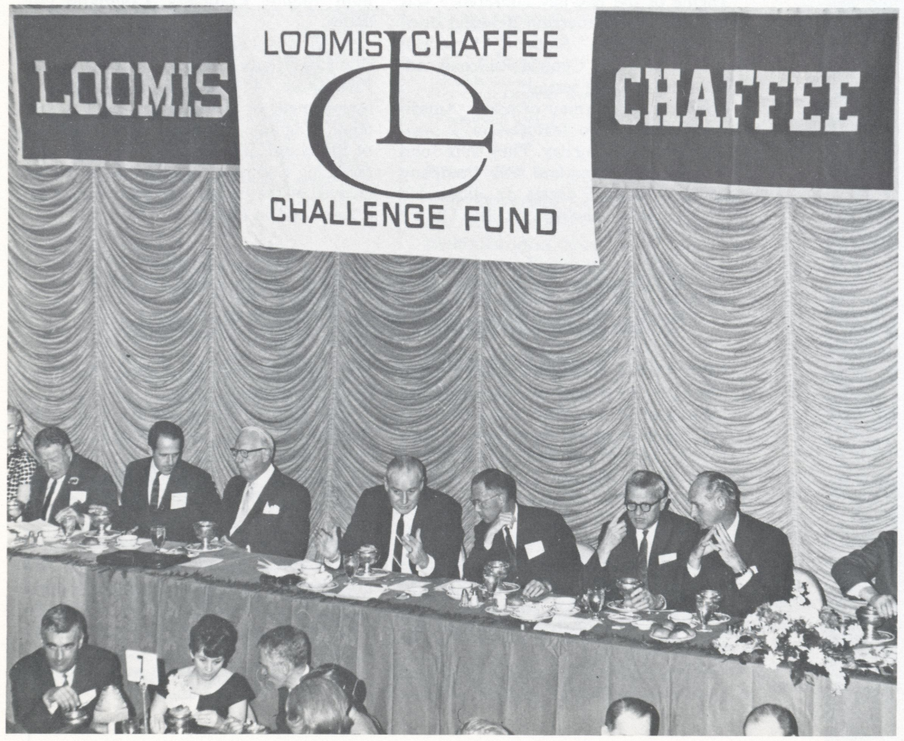
Featured speakers at the Leadership Conference held on The Loomis School campus and attended by nearly 300 guests were Francis O. Grubbs, president of The Loomis Institute; Dr. Theodore Sizer, dean of the Harvard Graduate School of Education; and Mr. Hideo Sasaki, architect.

Also, Dean Stanley J. Idzerda of Wesleyan University; Dr. Laura A. Johnson, president of the Hartford College for Women; and Mrs. Livingston Hall, headmistress of the Simon's Rock School.

Frederick G. Torrey, headmaster of The Loomis School, led a panel of senior students who discussed the present and future aspects of secondary education, the subject to which all the speakers addressed themselves.

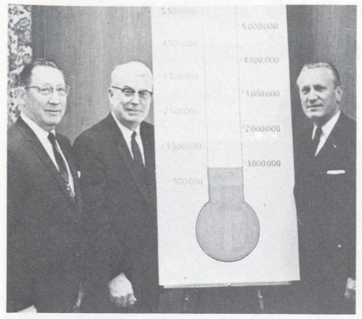
Chairman of the Loomis/Chaffee Challenge Fund is Jewett T. Flagg, '20, chairman of the board of Flagg-Utica Corporation, Florence, Alabama. Arkansas Governor Winthrop Rockefeller, '31, serves as honorary chairman. The national leadership gifts chairman is Thomas B. Gilchrist, Jr., '29, attorney, Beakley, Platt, Schmidt, Hart and Fritz.

E. Burr Gibson served as resident director for Marts & Lundy.



At the kick-off of the Loomis/Chaffee Challenge Fund in the New York area, head table guests included (l. to r.): Jewett T. Flagg, chairman of the board of Flagg-Utica Corporation, national campaign chairman; Frederick G. Torrey, headmaster, The Loomis School; James F. Oates, Jr., chairman of the board of The Equitable Life Assurance Society of the United States, guest speaker; Governor Winthrop Rockefeller of Arkansas; James Parton, president, American Heritage Publishing Company, Inc., chairman of The Loomis Institute board of trustees; Dr. Francis O. Grubbs, president of The Loomis Institute; Hoyt Ammidon, chairman of the board, United States Trust Company of New York, a trustee of The Loomis Institute.

Current Campaign News



Among the leaders in Ohio Northern University's "Challenge to Commitment" campaign are (l. to r.): President Samuel L. Meyer; Trustee Harold J. Meredith, steering committee chairman; and Trustee Colonel William O. Elzay, national campaign chairman.

Ohio Northern University Secures Over $3.5 Million for New Buildings

ADA, Ohio—In the second year of its five-year "Challenge to Commitment" fund-raising program, Ohio Northern University has secured gifts and pledges totaling $3,535,000. The 97-year-old University is aiming at a goal of $6,910,000 by the end of August, 1971, the year of Ohio Northern's centennial. Among the objectives of the program are new buildings for the basic sciences and for the Colleges of Law and Engineering. Also included are funds to complete payments for new Pharmacy and general library buildings.

This is the first "total involvement" capital fund-raising campaign for the Methodist-owned institution. Colonel William O. Elzay, a New York financial consultant, is the national chairman for the campaign. W. McNeil Kennedy, a Chicago attorney, is serving as chairman for major gifts and Joseph E. Marmon, executive vice president of Eli Lilly Company, is the national vice chairman. Chairman of the steering committee is Lima, Ohio, attorney, Harold J. Meredith.

Dr. Samuel L. Meyer is president of the four-college University consisting of a College of Liberal Arts, a College of Law, a College of Pharmacy and a College of Engineering.

John E. Taylor represented Marts & Lundy in the opening phases of the effort.

Agnes Irwin School Campaign Passes $1 Million Mark

ROSEMONT, Pennsylvania—The Agnes Irwin School here reports that gifts and pledges of over $1 million have been received in less than a year after the launching of the School's 100th Anniversary Development Campaign. The School is seeking $1.45 million to erect an arts center and a library studies center.

In addition, funds are sought to expand and improve existing science facilities, provide a reading laboratory and improve existing classroom, dining and physical education space.

The library studies center will contain a central library unit with open stacks, sections of carrells for independent study, seven seminar rooms, a 12th grade lecture room, library offices and work space.

The arts center will contain an auditorium with a seating capacity of 500, a large stage, and space for the theatre arts. Adjoining the auditorium will be complexes for the art and music departments containing practice rooms, studios and offices.

The campaign is headed by Edward W. Madeira, Jr., Pepper, Hamilton and Scheetz, attorneys, Philadelphia. Major gifts chairman is Geoffrey Stengel, treasurer of INA Corporation, Philadelphia; special gifts chairman is William C. Buck, The Drug House, Inc.; and general gifts chairman is Thomas V. Lefevre, Morgan, Lewis and Bockius, attorneys, Philadelphia. Mr. Stengel is chairman of the board of trustees of The Agnes Irwin School.

Headmistress, Mrs. Anne S. Lenox, has planned appropriate Centennial activities throughout 1969. Year-long campaign activities are also scheduled.

William I. Brockman served as resident director for Marts & Lundy.

Lafayette College Reports $7.5 Million Thus Far In Six-Year "On-Lafayette" Development Program

EASTON, Pennsylvania—Seven and a half million dollars is the total to date announced by Lafayette College in its "On Lafayette" campaign launched in the spring of 1967. The $24 million development program, the largest ever undertaken by the College, will continue until 1973.

Funds are sought to meet the College's building, endowment and operating needs. The physical facilities to be provided include a recently completed biology building, a new physical education plant, new playing fields, a new infirmary, a student center and additional housing.

Gary A. Evans, director of development and alumni affairs, also announced that the College received gifts totaling $997,071 in one recent month of the current campaign. Of this total, $805,224 was contributed by five anonymous donors. The near-million dollar figure is the largest amount Lafayette has ever received in a single month, with the exception of December, 1965, when the College received a gift of over $1 million from the Ford Foundation.

John I. Carlson, a vice president of Marts & Lundy, is serving as consultant in the current campaign.

Friends School in Wilmington Secures $1.6 Million Toward New Lower School Building and Library

WILMINGTON, Delaware—Less than a year after launching a three-year capital fund-raising campaign with a goal of $2,355,000, the Friends School has secured a total of $1,662,000 toward its objectives. Among other needs, the effort seeks to provide Friends with a new Lower School building and a new library.

Serving as chairman for the Friends School Development Campaign is Lammot du Pont Copeland, '23, chairman of the board of the du Pont Company. Major gifts chairman is Charles B. McCoy, '26, president of the du Pont Company. Chairman for general gifts is Richard P. Sanger, '48, executive editor of the Wilmington News-Journal. Serving as chairman of the compaign committee is Thomas W. Stephenson, '31, director of public relations for the du Pont Company.

The campaign is being continued under the direction of Mrs. John Tinker at the Friends School. James Millar served as resident director for Marts & Lundy during the initial phases of the campaign.



Taking part in ground breaking ceremonies at Friends School is (l.) Nicholas J. Letang, chairman of the School committee and vice chairman, general gifts, in the School's capital funds campaign. With him is Charles W. Hutton, headmaster.

Two Challenge Gifts Totaling $1 Million Give Impetus To Massachusetts Schools' Advancement Program

EAST NORTHFIELD, Massachusetts—Two challenge gifts totaling $1 million have been made to the Northfield and Mount Hermon Schools Advancement Fund by DeWitt Wallace, co-founder of *The Reader's Digest*, according to a recent progress report from the Schools.

The first of these challenges was made when Mr. Wallace told guests at a dinner in New York City launching the campaign that he wanted "the pleasure of matching dollar for dollar, the first $500,000 given in the campaign." Nine days later the board of trustees announced that they had matched Mr. Wallace's gift.

Then, not quite four months later, Dr. Howard L. Jones, president of the two Schools, reported to Mr. Wallace that the Advancement Fund had secured two and one-half times the amount of his original challenge gift. The report came well before the deadline Mr. Wallace had set for matching his gift.

Early this year, John L. Grandin, chairman of the Schools' board of trustees and secretary of the Gillette Company, announced a second challenge gift of $500,000 from Mr. Wallace. Mr. Wallace has pledged to match, dollar for dollar, up to $500,000 all gifts made to the Schools' Advancement Fund by December 1, 1969.

Now, in the seventh month of a two-year campaign, a total of $3.5 million is reported toward a goal of $5,584,000. The largest single objective of the Fund is for student financial aid and faculty support.

Mr. Wallace's gifts have made possible a new 40-student dormitory at Mount Hermon School which is to be dedicated early in May. At the dedication, the building will be formally named DeWitt Wallace Hall.

Crawford L. Gilligan serves as Marts & Lundy director for the Advancement Fund campaign.

Ohio College Raises Over $1.7 Million In Campaign for Buildings, Endowment

NEW CONCORD, Ohio—Muskingum College has secured over $1,700,000 in gifts and pledges in the first year of a four-year $2,200,000 campaign for capital funds, according to a recent announcement from the College. The objectives of this Challenge Fund campaign are almost equally divided between new construction and annual fund needs. A new Science Center is the major physical plant addition being sought.

Serving as national chairman for the four-year effort is Beaton F. Pettengill of Columbus, Ohio, vice president-general manager of the Corrugated Container Company. Mr. Pettengill was a member of the Class of 1947 at Muskingum.

Also active in the 132-year-old Ohio institution's Challenge Fund effort are H. Bruce Palmer, leadership gifts chairman, and Carl R. Wunderlich, chairman of the Muskingum College Development Council. Mr. Palmer is chairman of the National Industrial Conference Board, and Mr. Wunderlich is president of Alden's Inc., Chicago, Illinois.

The campaign is continuing under the guidance of Dr. Peter W. Weston, vice president for development at Muskingum College. Ralph D. Wolfe served as resident director for Marts & Lundy.



Checking campaign literature for Muskingum College's Challenge Fund are Beaton F. Pettengill (l.), national campaign chairman, and Peter W. Weston, College vice president for development.

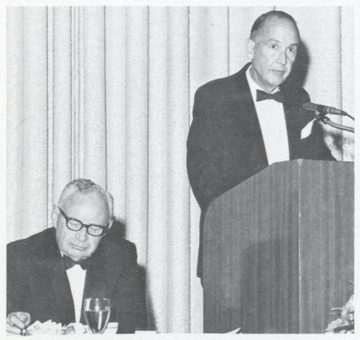
Home Economists Seek Funds for D.C. Headquarters

WASHINGTON, D.C.—With three of 51 areas reporting, the American Home Economics Association's "Building for the Future" campaign has raised over $150,000. According to Association officials, this sum represents more than one-tenth of the $1.1 million goal secured from one-thirtieth of the AHEA membership.

Area campaigns have already been completed in the District of Columbia, Illinois and Oklahoma with the remaining states plus Puerto Rico to be canvassed before the end of 1970. State-wide campaign organizations are being formed, and a special AHEA Committee is seeking industry support.

According to Helen J. Mandigo, national chairman and former AHEA president, the Association's Assembly of Delegates voted unanimously to launch the "Building for the Future" drive last year at their annual meeting in Minneapolis. Funds are being sought to build a new headquarters building in Washington with enough room to accommodate expanding AHEA programs. Mrs. Mandigo is a home service executive with the Baltimore Gas & Electric Company.

C. Wellman Brown has acted as resident director for Marts & Lundy during the initial stages of the campaign, with Tozier Brown as supervising officer. Mrs. Margaret M. Morris of the AHEA staff will direct the remaining phases of the campaign.



At the Landon School campaign kick-off dinner, John Lynham, president of the board of trustees (at lectern), introduces principal speaker of the evening, Paul L. Banfield, founder and headmaster of the School.

Landon School Passes $600,000 Mark In Campaign for Increased Endowment

BETHESDA, Maryland—More than $600,000 is the total secured thus far in the Masters' Salary Program of the Landon School here. The School is seeking $1 million in endowment funds in support of faculty salaries.

The campaign was launched at a kick-off dinner attended by 530 parents, alumni and other friends of the School. Principal speaker at the dinner was Paul L. Banfield, who founded the School 30 years ago and serves as headmaster. Among the guests were General William C. Westmoreland, Army Chief of Staff, and David Brinkley, television news commentator.

Tinsley Adams, president of Johnson and Adams, Insurance, is campaign chairman for the Masters' Salary Program which continues through December of this year. Clarence Dodge, Jr., executive vice president of Weaver Associates, Investors & Real Estate, and Andrew J. Somerville, president of Thomas Somerville, Wholesalers, are serving on the campaign executive committee.

In addition to the capital funds campaign, the School has undertaken an annual giving program which is being conducted concurrently.

Wallace Ruckert served as Marts & Lundy resident director.

Butler University

(Continued from Page 1)

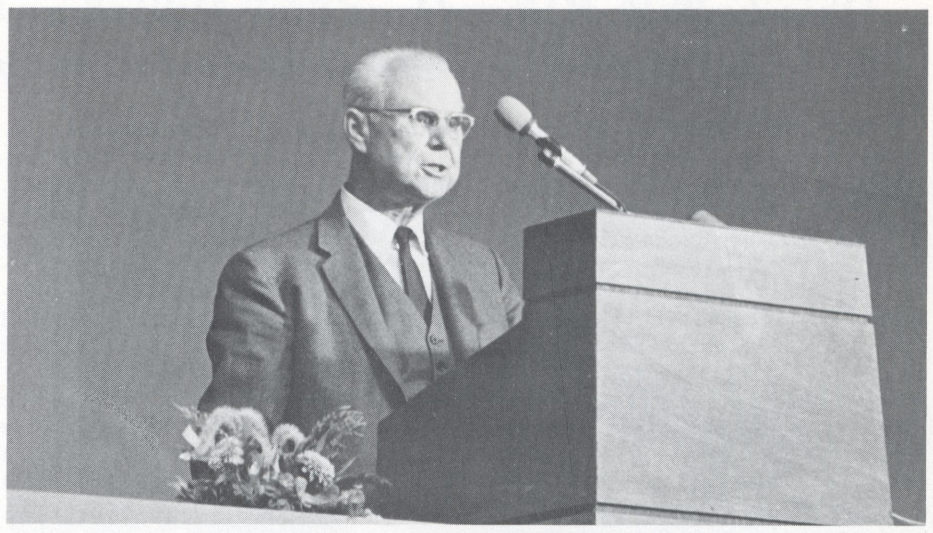
versity will seek to raise $21.8 million over the next decade.

In the first phase of the undertaking, the University has launched a capital gifts campaign with a goal of $6,125,000. Funds are being sought to erect a new science building which will be completed after the fall of 1972, according to Mr. Hoke. The new building will be part of a science complex which includes the Holcomb Research Institute, an experimental research center to be erected at Butler.

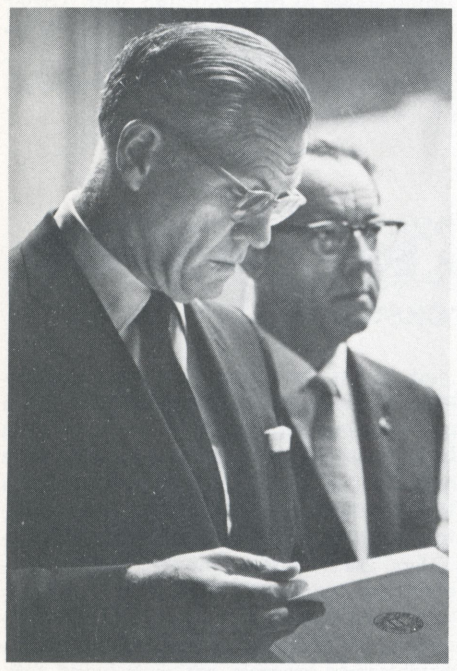
Mr. Hoke, a University trustee who serves as national chairman of the capital gifts campaign for the science building, said this is the largest fund-raising effort in Butler's history. He also announced at the luncheon that $1.4 million had already been pledged toward the project. (EDITOR'S NOTE: By May 1 of this year, Butler reports, the total in gifts and pledges has reached $4,141,171.)

Other featured speakers at the Leadership Conference were Harry T. Ice, Indianapolis attorney and chairman of Butler's board of trustees, and Dr. Alexander E. Jones, president of the University.

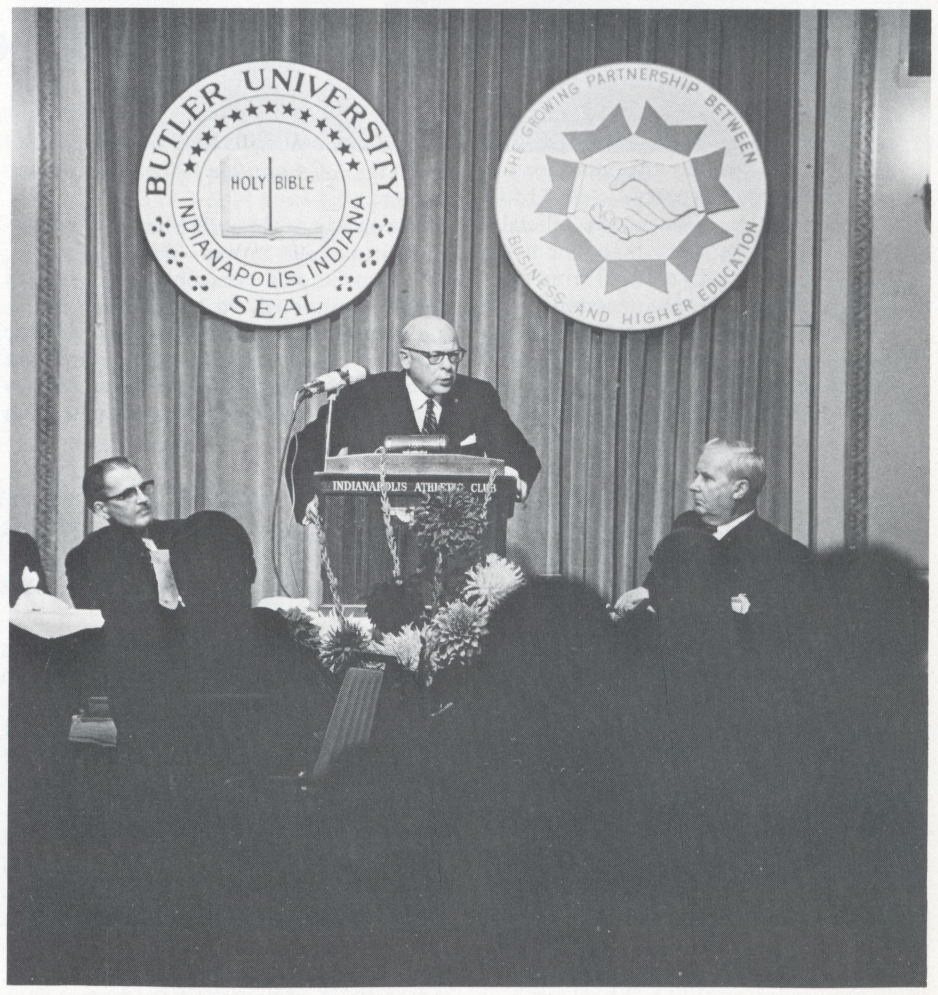
Resident director for Marts & Lundy is John C. Stahle.



Frank J. Hoke, chairman of the board of Holcomb & Hoke Manufacturing Company, Inc., University trustee, announces capital gifts campaign of which he is national chairman.



J. Irwin Miller, chairman of the board, Cummins Engine Company, examines Conference program. Behind him: Dr. Shailer L. Bass, chairman of the board, Dow Corning Corporation.



Stuart T. Saunders, chairman of Penn Central Railroad, addressing the opening session of Butler University's National Leadership Conference. Seated (l.) is Alexander E. Jones, Butler president; and (r.) Harry T. Ice, Indianapolis attorney, chairman of the board of trustees.