Correspondence on Arnaud Maerts' book, "The Elements of

THE GENEROSITY OF AMERICANS:

ITS SOURCE

ITS ACHIEVEMENTS

ARNAUD C. MARTS

FOREWORD by Dr. Norman Vincent Peale

PRENTICE-HALL, INC., ENGLEWOOD CLIFFS, N.J.

This book is dedicated

to the 40,000,000 Americans who help to make a better world by their generous gifts each year to our forces of religion, education, health, welfare, culture and social justice

and

to the memory of the endless chain of generous men and women in all past generations of Western civilization whose private generosity pioneered the civilizing agencies which benefit all of us and which moved Western man toward his vision of a nobler life for all mankind.

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I have found *The Generosity of Americans: Its Source—Its Achievements*, by Arnaud Marts, to be one of the most completely interesting and profitable books that I have read and enjoyed in my reading experience.

This fascinating work is a fast-moving story which concentrates the reader's attention, as no other book has done, upon a single, extremely important strand in the complex fabric of Western civilization, the strand of man's desire for a nobler world for all mankind. And it explains the means which Western man used across the centuries to pioneer those forces which have moved humanity forward toward that goal.

Indeed this is one of those "only-one-of-its-kind" books which come off the press very rarely. It will fill a too-long-vacant spot on the library shelves which display the numerous histories of Western civilization.

Have you perhaps ever searched the files of a great library for a single volume which would concentrate on the deep and basic urge of Western man to achieve a better world, one which would clearly tell of the practical steps which successive generations have taken over nineteen centuries to make progress toward that goal? If you have searched for such a book which

would give you a fast-moving picture of Western man's struggle toward higher levels of freedom and culture, you will understand exactly what I mean by the above-mentioned phrase concerning "a too-long-vacant spot."

This book by Arnaud Marts will occupy that space and in an extraordinarily creative manner. The story has been waiting long to be told, for there *was* (and still is) a continuing and everlasting urge in the hearts and spirits of Western men for a better life for all mankind. Indeed this is a motivation for the history being written today. There were (and still are) men and women in every generation of Western civilization who have never ceased to dream and to struggle toward the goals of refinement, knowledge, human dignity and freedom. The whole drama of this deeply felt need of mankind moves across these pages, portrayed by one who knows this story as do few others; and moreover who tells the story with superb narrative skill.

This book pinpoints the motivating source of the unquenchable urge for a better world. With an acute historical sense it traces clearly and convincingly the irresistible movement of this urge across Europe and America. It describes the basic tool which Western man has used (and still uses) to pioneer and build the major institutions of progress toward civilized refinements.

The profound scholarship of this book is evident in its comprehensive thoroughness, giving as it does the time and place of the creation of these vital refinements of civilization: the cathedral, the school, the hospital, the foundling home, the university, the leprosarium, the pictorial arts, sculpture, music, literature and human freedom.

The basic tool which Western man has used *and still uses* to pioneer and develop the civilized refinements which we now enjoy is *private generosity for the public good*. Ambitious Western man did not wait for remote and benign rulers to give him the better world of which he dreamed; he used his own initiative and money, joined with that of his fellows, to create refinements of life as they were needed. Nor did he

create agencies of refinement without plan or leadership. There was one channel and never-failing spiritual motivation for this progress of Western civilization. It was the Christian Church. The Church taught successive generations of Western men the ideal of charity and benevolence and the practice of private generosity. Actually the Church often acted as "fiscal agent" for the generosity of its members, using their gifts to establish the first schools, hospitals, universities and welfare agencies; and, in fact, to introduce the arts of architecture, painting, sculpture, music and literature.

So this is not a textbook of theory or philosophy. It is an absorbing story of great events and personalities, with names and dates and places by which we can visualize the shining strand of history as it moves across Europe, the British Isles and the United States. It sparkles with incidents and personalities of many eras but is fully contemporary with America in 1965.

It gives us glimpses of Nero; St. Peter; St. Paul; St. Augustine; Constantine, the Great; Alaric, Gothic conqueror of Rome; St. Patrick; Chaucer; Michelangelo; Bach; Queen Elizabeth I; the generous English merchants who saved England from collapse; Benjamin Franklin; John D. Rockefeller; Winston Churchill, and a hundred others who were active participants in this fascinating story.

The nineteen-century old practice of private generosity for the public good has reached its highest volume here in America in 1965. Turn the pages to learn of the unbelievable total which this private generosity of Americans will reach this year.

I must add a few words about the author. I have said this book is unique, an "only-one-of-its-kind," a classic in its field. And it is written by a rare and unique person, an "only-one-of-his-kind." One of the outstanding leaders of American philanthropy expressed it very well when he said: "I am quite certain that no similar book exists for no one but Arnaud Marts *could* write a book of this character. His personal contribution to the well-being of mankind is almost monumental."

I have cherished the friendship of Dr. Marts for over a quarter of a century and know very well indeed the outstanding quality of his mind and heart. I consider him one of the truly wisest men I have ever known. No man in history has done more than he to bring to its great heights the noble strand of private generosity for the public good.

To him goes the honor of stimulating this profound motivation more than any other one man in America. And, since private giving reached its apex in the United States, Arnaud Marts, therefore, occupies a position in this field that is unparalleled in the entire world. I can say what in his own lovable humility he would never think of articulating, that he is one of the greatest motivators of that shining strand of the history of the Western world which he so movingly describes in this great book.

Norman Vincent Peale

jacket copy--the gen. of Americans--jf--10/4

$5.95

THE GENEROSITY OF AMERICANS

by Arnaud C. Marts

Foreword by Dr. Norman Vincent Peale

The Generosity of Americans is the first book to trace the private generosity for the public good as a distinctive and dynamic force in the creation of western civilization.

This unique phenomenon, states Dr. Marts, "has pioneered every refinement in Europe and the United States from 30 A.D. to the present." The author describes how billions of dollars from private sources are channeled yearly through over 975,000 private service and cultural agencies in the U.S. to bolster local, state and federal welfare, educational and health programs.

Thousands of colleges, schools, hospitals, orphanages, senior citizen homes, churches, youth agencies, museums, art galleries and many other public institutions have been created by private citizens who have taken the initiative in meeting community and regional needs.

Although no modern nation in the world today can match the U.S. in its private generosity for public purposes, the author points out the beginnings of this social force first originated in Europe and Middle East. Dr. Marts describes in detail how it was fostered by the prophets in the Old Testament, by Christ, by the Catholic Church (called the "great conduit of generosity"), through Rome, and them imported into the new colonies in America by early settlers from England and the Netherlands.

Dr. Marts, who has devoted his lifetime to fund-raising activities, tells the story of American philanthropy with warmth and incite, dedicating these pages to "the 40,000,000 Americans who help to make a better world by their generous gifts each year to our forces of religion, education, health, welfare, culture and social justice..."

Prentice-Hall
Englewood Cliffs, N.J.

BACKPLATE*****-

(photo of au.)

DR. ARNAUD C. MARTS, who has been a professional fund-raising counselor for over 40 years, is Chairman of the Board of Marts & Lundy, Inc., a fund-raising counsel for non-profit agencies. Since the founding of Marts & Lundy in 1926, the organization has assisted in building and supporting over 1200 educational facilities on the campus of over 400 colleges, and has raised funds to support hundreds of hospitals, Christian and Jewish Centers, Boy Scout troops, settlement houses, orphanages, homes for the aged and welfare services.

"We helped," says Dr. Marts, "add nearly $2 billion to the resources of 12,000 of America's finest institutions of religion, education, health, culture and character... I regard as a rare privilege my associations with the fine-grained Americans who gave their time, talent and money to the accomplishment of these additions to the American culture."

Dr. Marts was formerly President of Bucknell University and Bucknell Junior College; Trustee and former President of Woods Hole Oceanographic Institution; and one of the founders and past presidents of the American Association of Fund-Raising Council of New York.

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NEWS
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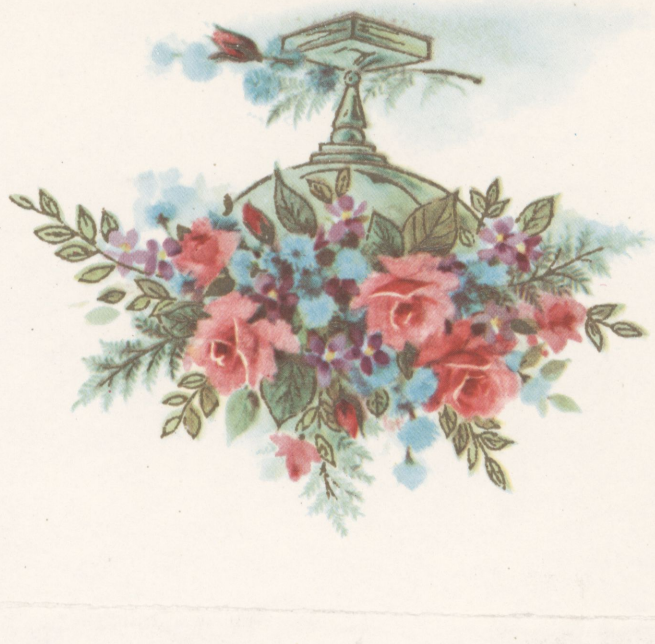
From: Nick D'Incecco, Publicity Director

Contact: Abby Brown - 306 West 90th St., New York - (212) 877-8368

For: Radio Commentators and Disc Jockeys

Here are some facts that may interest your listeners. They are taken from a new Prentice-Hall book, "The Generosity of Americans," by Dr. Arnaud C. Marts. We will appreciate your crediting the book and author if you use the items.



RUST CRAFT

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Dear Arno + Ann:

Thank you for this lovely edition dressed in the finery of a brilliant dust cover —

It will be a joy to delve into your knowledgeable history of fund collections or raising.

As Francis Bacon said "Some books are to be tasted, others to be swallowed, and some few to be chewed and digested."

So me effort to own a well marked volume — in our library after digestion of these instructive chapters.

Sincerely

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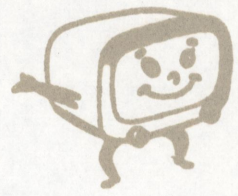

Mr. Arnaud C. Marts
521 Fifth Avenue
New York, N.Y.

Dear Mr. Marts,

We have just made a master recording of your recent broadcast with Fay Henle WOR Radio on Wednesday, April 6. This quality recording was made over our FM lines and is noise free and staticless.

We thought that you might be interested in having a copy for your personal use. If you wish, we will edit out commercials and news bulletins. We make both tape and disc copies compatable with any tape recorder or record player.

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Danny Rose

Danny Rose

P.S. May we kinescope your next television appearance?

114 S. 14th L 17837

Sunday P.M.

Dear Anne:

Last Sunday provided one of the great highlights of my life. You are just the kind of person I had envisioned, and the day was perfect. You were so kind to invite me to ride to the airport: I have never had the chance to enjoy the company of two such lovely, lovely ladies.

I do hope that your visit, which was, I know, a strenuous one for you, did not leave you too tired. All of us wished that you could stay longer, and all of us are wishing for a speedy return — for a longer stay, next time.

Please take good care of yourself: don't disobey any of your doctor's orders. Thanks, so much, for the privilege of your friendship.

Love,

Bob

RRL

July 2, 1964

TO: Messrs Lundy and McClain

FROM: A. C. Marts

Re: A Subject for our book which will have some popular appeal.

I am of the opinion that the words "Charity" and "Philanthropy" repel rather than attract interest and I have been trying to find a warm subject or title.

It seems to me that the word "Generosity" might be a better title to the book. With this in mind, I am toying with the idea of opening the book with two memos as follows:

1. A memo from 40,000,000 American contributors to the 30,000,000 workers and officers of the 500,000 voluntary, independently financed,non-profit agencies of America in which the contributors express their thanks to the volunteer workers for the good they are doing, and in which the contributors refer to the $10,000,000,000 which they are giving to them to support their volunteer activities.

2. The second memo will be a response to the 40,000,000 contributors from the workers and officers thanking the contributors for their $10,000,000,000 "so generously given." This would then enable us to pick up the last three words in quotations as the title or subject of our book - "SO GENEROUSLY GIVEN."

Enclosed are two sample memos aimed at this purpose. Is this a good idea? Can you improve it or comment upon it?

July 2, 1964

TO: Messrs. Lundy and McClain

FROM: A. C. Marts

In preparation for writing the text of the book we have been talking about on the development of Charity and Philanthropy in Western Civilization, I have been trying to find out something about the nature and moral qualities of the Roman Empire. In this connection, I have done some research on the Roman Emperors, - how they came to power and how they made way for their successors.

In this research I have taken Gibbon's Chronological List of Roman Emperors and have researched in every available source for facts that I could sum up in a paragraph in regard to each.

Perhaps you would like to see these paragraphs insofar as I have gone through the first 250 years of the Roman Empire. It would seem to me that being Emperor of Rome was the most hazardous occupation of that period.

Enclosed is a copy of my progress on this research to date which I hope will interest you.

August 14, 1964

Mr. Hugh Moore
Dixie Cup Co.
Easton, Pa.

Dear Hugh:

I have finished this draft of The Book, and Austin McClain has finished editing it.

The typist is now making smooth copies. She will need another week or so to complete her work.

Meanwhile, I am enclosing copy that has been completed, because I am anxious to keep you up to date. I will send the balance as soon as completed.

The title and publisher are still open. Nothing has been done about either. If you think the literary agent whom you mentioned to me might be interested I would be glad for his name and a note of introduction, if agreeable to you.

I would like criticisms and suggestions as you look the enclosed over.

With warm regards to Louise and you, from time dear

Yours sincerely,

ACM:he
cc; Mr. McClain

A. C. Marts

August 14, 1964

Dr. Norman Vincent Peale
Marble Collegiate Church
29th & 5th Avenue
New York, N. Y.

Dear Norman:

I have finished the draft of my book, but I am afraid the typist will not finish smooth copies of all of it before you leave for your vacation.

Meanwhile, I am anxious to keep you up to date, so am enclosing as much as she has completed. I will send the balance to your office in your absence, so you will have it on your return.

The title and the publisher are still open. We have not shown it to any publisher. Any suggestions from you will be very welcome.

I hope you will criticize the draft and help me improve it.

I hope you and Ruth will have a happy and restful vacation. You both richly deserve it.

With warm regards,

Yours sincerely,

A. C. Marts

ACM:he
cc: Mr. McClain

MARBLE COLLEGIATE CHURCH

Fifth Avenue at 29th Stret, West

New York 1, N. Y.

Ministers
Norman Vincent Peale
Herman L. Barbery
Eugene McKinley Pierce
Donald Wayne Hoffman

Reply to:
1025 Fifth Avenue
New York 28, N.Y.

August 20, 1964

Dr. Arnaud C. Marts
30 East 37th Street
New York 16, New York

Dear Arno:

I read the draft of half of your new book, and, believe me, I read it with great interest. I found it very facinating, because you pack it full of vital material, and it is most informative. I have never read any other books on the development of philanthropy, except yours, but I would hazard a guess that this new book will be a classic in the field. It would just have to be.

I shall look forward with great interest to reading the second half of this work.

I think the matter of a title is important. Your present title doesn't quite seem to convey the essence of the book, and I would hope that you might give consideration to other possibilities.

When I return I would like to visit with you some day and discuss the book in more detail; but this is just to say that you have done a wonderful work, and I congratulate you on it. Your personality certainly comes through in the writing. It is most readable.

With love to you and Anne, and looking forward to seeing you both upon our return, I am, as ever,

Affectionately yours,

(Signed) Norman

NVP:c

HUGH MOORE
24th St. & Dixie Ave.
Easton, Penna

August 31, 1964

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

Dear Arno:

I have now finished reading your book from page 193 to the end and also the impressive Supplemental Readings and am returning the same to you herewith.

You are to be congratulated for seeing the importance of tracing the path of philanthropy from its origins to its rather bountiful flowering in the Generous Century.

You were equipped as few are by a lifetime of experience doing this job. The theme as you developed it was somewhat thrilling to me and I think will be helpful to many persons and of interest to thousands of readers.

Thank you for the opportunity of reading in manuscript. I do not think my suggestions respecting the locations in the book of the Roman Emperors, etc. were of any great importance. And I hope you will forgive my prejudice against the use of commas and "misters"!

As for the title: I like "so generously given" but I wonder if more people might buy the book if you played up one of your more specific variations of the idea such as:

American Generosity
The Generosity of Americans
The Generous Century
With appropriate sub-titles in each instance.

A book of this importance deserves an index - a technical job which need not require the use of your energy, which I hope has not been depleted too much by the exhausting task of researching and writing.

And I would give thought to paper back as well as hard covers even at the outset. In these days almost everything is in paper back from de Tocqueville to Hemingway. I shall report later after I have had a chance to see Canfield and Volkening. By the way it might be that Beacon Press would find this to be their kind of dish.

Dr. Arnaud C. Marts (continued)

Bear up, dear Arno, for the end is in sight. And then after settling in your beautiful new apartment on the fourteenth floor with the southeast exposure and the window in the kitchen you can take Annie on a real holiday.

Sincerely yours,

(Signed) Hugh Moore

enclosure

After dictating the above letter Mr. Moore regretfully had to leave before signing it. M. R.

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JOSEPH C. SMITH

September 15, 1964

Mr. Cass Canfield, Chairman
Harper & Row Publishers, Inc.
49 East 33rd Street
New York 16, N. Y.

Dear Mr. Canfield:

Herewith is the manuscript, American Generosity, which Hugh Moore mentioned to you and about which you phoned me.

Whatever else may be said about this, pro or con, apparently it will be "a first", when published. No other history of philanthropy in the period of western civilization is known to librarians whom I have consulted.

The ring book contains the manuscript proper.

The open-faced cover contains the Supplemental Readings appendix.

I am very pleased that you wish to see this material, and I hope you will find it of interest to your publishing house. Please call on me for any information you may need.

Cordially yours,

Arnaud C. Marts

ACM:he

HUGH MOORE
24TH ST. & DIXIE AVE.
EASTON, PENNA.

September 18, 1964

Dr. Arnaud C. Marts
Marts & Lundy, Inc.
521 Fifth Avenue
New York 17, New York

Dear Arno:

Thanks for your revised manuscript and for permission to keep (and cherish) it. The credit you give me in the Acknowledgments is the only exaggeration I have found in the book as it now stands. I imagine your publisher will reduce it to a line, and this I think would be more appropriate.

Please keep me posted.

Sincerely yours,

Hugh

THE READER'S DIGEST
PLEASANTVILLE • NEW YORK

November 24, 1965

Dear Mr. Marts:

How good of you to write. Let's make it December 1st, 12:30, the Yale Club, where Elizabeth and I will meet you in the lobby.

If this is inconvenient, let me know. Until then, I look forward to meeting you.

Gratefully,

Mr. Arnaud C. Marts
521 Fifth Avenue
New York, N.Y. 10017

ASSOCIATE EDITOR: JOHN M. ALLEN

#1

December 30, 1964

MEMO TO:

The 30,000,000 volunteer workers and officers
of
The 500,000 Independent, Non-governmental Agencies of Education, Health, Religion, Youth Guidance, Welfare, Relief, Art, Culture, Community and Social Betterment

Everywhere,
United States of America

Herewith is this year's final installment of our annual gifts to you for the support of the voluntary services you are rendering to our beloved America.

This brings the total of our gifts to you in 1964 to $10,000,000,000.

We hope and plan to give you a like total in 1965. Please keep up your good work.

We thank you for all the time, talent, energy, good will, money and dedication you are putting into your voluntary services to America.

Gratefully yours

40,000,000 Voluntary American Contributors

December 31, 1964

#2

MEMO TO:

40,000,000 Voluntary American Contributors

Everywhere,
United States of America

Thank you with our whole hearts and souls for the Ten Billions of dollars you have given in 1964 to the 500,000 independent agencies of human well-being which we are serving as volunteers.

We know very well that these gifts represent a vast amount of unselfish denial on your part of pleasures, comforts, and luxuries which you could have purchased for yourself and your loved ones.

Your expression of gratitude to us for our own expenditure of time, energy and money help to make our own lives brighter and finer.

Thank you again for your spirit and for your support, so generously given.

Yours for a better America.

30,000,000 Volunteer Workers and Officers
of America's Independent Agencies for
Public Service

The Book - "The Generosity of Americans"

Paid out: Year 1965

March:					
15 -	Paul Carter	Editing, preparing illustrations		$525.00	
	José I. Ramos	Advertising Art, Photos, etc.	$111.08 81.24	192.32	
					717.32
april: 7	José I. Ramos	Advertising Art —			191.43
May: 4	José I. Ramos	Photostats	4.16		8.32
17			4.16		
August:	José I. Ramos	Art Work			30.45
~~October~~:					
November:	Paul Carter				500.00
December:	Paul Carter				500.00
		Total year 1965 —			$1,947.52

April 13, 1965

Dear Norman,

You may recall, last summer I told you of a book which I was writing; and you expressed your friendly interest in it.

I discussed the book with the new president of Prentice-Hall, with whom I had worked when he was head of NYU - Carroll Newsom. Carroll, who is devoted to the Christian Church; (he is the son of a Presbyterian minister), saw at once that my book would provide a new and unique witness to the church's service to mankind. Also, he was kind enough to say: I was the one person who could write the story of the church as the conduit of charity from Jesus in Galilee across the whole expanse of western man.

The manuscript is finished. It has been accepted by Prentice-Hall for publication this summer.

Would you be willing to write a Foreword for the book? I would spare you the onerous burden of the detail. In fact I have already prepared a rough draft which contains the features which could be mmmented on in the Foreword.

After your busy Easter program is over, if agreeable to you, I will send to you this rough draft, also the book manuscript. You can then decide if you will author the Foreword. Needless to say, I would be very glad if you would consent to do it. I know you would add much to the book's witness and effectiveness.

I will get in touch with you after Easter.

With warm personal regards, and with best wishes to you and Ruth for an Happy Easter,

Yours sincerely,

Arnaud C. Marts

Dr. Norman Vincent Peale,
1025 Fifth Avenue
New York, N. Y. 10028

FOUNDED 1628

MARBLE COLLEGIATE CHURCH

FIFTH AVENUE AT 29TH STREET, WEST

NEW YORK, N. Y. 10001

MINISTERS

NORMAN VINCENT PEALE
J. ALASTAIR HAIG
HERMAN L. BARBERY
EUGENE MCKINLEY PIERCE
DONALD WAYNE HOFFMAN

REPLY TO

1025 FIFTH AVENUE
NEW YORK, N. Y. 10028

April 21, 1965

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

Dear Arno:

Of course I will be honored to write the foreword for your splendid book. I am glad Prentice-Hall will publish it this summer.

It certainly will be helpful to have your own draft of the foreword, for I would gladly sign anything you write. I will look forward to receiving both the completed manuscript and draft of the foreword soon.

I sincerely hope you are feeling better. We have greatly missed you.

Ruth joins me in affectionate regards to you both.

Cordially,

Norman

NVP:DWP

Dictated by Dr. Peale;
signed in his absence
from the city.

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JOSEPH C. SMITH

April 23, 1965

Dr. Carroll V. Newsom
Box 183,Candlewood Isle
Danbury, Conn.

Dear Carroll:

I am really shocked to read of your resignatiin from Prentice-Hall. That position seemed to me to be a perfect place for the utilization of your abilities, experience and genius, and I am very sorry that it did not fulfill your high expectations of it.

You have a great contribution to make, and a much needed contribution, to the educational, cultural and moral elements of American life. I devoutly hope that you will very soon find or create a new career by which you will be able to make the contributions that our present and future generations greatly need from you.

While you are in this period of planning, if there is anything I can do to be of service to you, you know I will welcome the opportunity to be helpful.

With warm personal regards,

Yours sincerely,

ACM:he

A. C. Marts

Prentice-Hall, Inc.

EXECUTIVE OFFICES

Englewood Cliffs, N.J. 07632

947-1000
AREA CODE 201

May 13, 1965

Mr. Arnaud C. Marts
Marts & Lundy Incorporated
521 Fifth Avenue
New York, New York 10017

Dear Mr. Marts:

We are pleased to learn from your letter of May 11 of the interest of Mr. Hugh Moore in the special promotion plans of your book: THE GENEROSITY OF AMERICANS. I can appreciate the wisdom of pooling resources in setting up promotional plans for the book. At the moment, our preference would be to delay such a meeting until we have some specifics about production and printing schedule.

The carbon copy of the manuscript is out for a final reading. An editorial associate here is working with the original of the typescript. We are hopeful that the outside report and the final editorial review here at our offices can be completed by the end of next week.

After these steps are taken, the physical specifications for the book are set up by our Production Department. The printer is then given the manuscript for purposes of a manufacturing estimate. At this point, we are given a rather accurate breakdown of production costs which determine the retail price of the book.

It will be much more satisfactory to be discussing promotional possibilities on the basis of fairly accurate estimates of the overall size, pagination, number of illustrations, retail price and publication date. The preferred procedure is to have our sales and promotional people serve as the company representative at such a meeting.

May I respectfully suggest that this matter of discussion be deferred until the necessary production cost information can be obtained?

Please be assured of our interest in your proposal.

Yours very sincerely,

Guy Brown.

Guy Brown
Editor - Religious Books
Trade Book Division

GB:eec

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May 14, 1965

Dr. Guy Brown
Editor-Religious Books
Trade Book Division
Prentice-Hall, Inc.
Englewood Cliffs, N. J. 07632

Dear Dr. Brown:

I agree with you completely that the processes you describe are essential before you and your associates will be prepared to discuss sales and promotional matters with us.

When the time is appropriate, be assured that the Marts & Lundy resources including our client and promotional lists, can be worked into your sales program, plus the unexpected bonus of Mr. Hugh Moore's funds, contacts and enthusiasms.

We will be on a stand-by basis until you give the word.

Cordially yours,

ACM:he

A. C. Marts

PRENTICE-HALL, INC.

Englewood Cliffs, N. J.07632

Executive Offices

947-1000
AREA CODE 201

May 18, 1965

Mr. Arnaud C. Marts
Marts & Lundy, Incorporated
521 Fifth Avenue
New York, New York 10017

Dear Mr. Marts:

It is good to have your letter of May 14 with the reassurance of your firm's cooperation in advance planning and promotion of THE GENEROSITY OF AMERICANS. As soon as the necessary preparatory steps can be taken, I am sure that our sales and promotion people will want to arrange a conference with you and Mr. Hugh Moore at a time most convenient for all.

With all good wishes

(Signed) Guy Brown

Guy Brown
Editor - Religious Books
Trade Book Division

GB:eec

HUGH MOORE
24TH ST. & DIXIE AVE.
EASTON, PENNA. 18042

June 4, 1965

Dear Arno:

BOOK PROMOTION

I have read with interest your memo of May 27th which included some constructive suggestions. When Prentice-Hall are ready to talk I think it would be well for you and I to have a little advance discussion. However, if you want to get together before that time just let me know.

I have now marked my records to contribute six thousand dollars to the promotion of this important book.

You were kind to send me the picture of Mrs. Sarah Mellon Scaife. It happened that I had just been looking at the annual report of her foundation. It still has assets of sixteen million dollars although I get the impression from Schmitty that they are speeding up the process of distributing the money.

Thanks also for the information about Mary Childs Draper.

As ever,

Hugh

Dr. Arnaud C. Marts
New York, N. Y.

Tell annie we thought she looked quite cute in her Spring hat at the dinner!

Prentice-Hall, Inc.

EXECUTIVE OFFICES

Englewood Cliffs, N.J. 07632

947-1000
AREA CODE 201

June 4, 1965

Mr. Arnaud C. Marts
Marts & Lundy Incorporated
521 Fifth Avenue
New York, New York 10017

Dear Mr. Marts:

I am writing at this time to let you know that my editorial association with Prentice-Hall will terminate July 2. My last day in the office will be June 11.

You already know from our letter of May 13 that your manuscript is in the hands of an editorial associate. Your contact here will be Miss Jean Reynolds who now has the project under her editorial direction. Should you have any queries, I am sure that you will receive prompt and courteous attention.

My plans for the future are indefinite. It is good to come to life's cross-roads on occasion. Amidst uncertainties we rediscover the dimensions of faith.

With all good wishes,

Yours very sincerely,

Guy Brown

Guy Brown
Editor - Religious Books
Trade Book Division

GB:eec

P.S. I have not relayed this word to Mr. McClain. You may wish to inform him.

SOUND TAPE TECHNIQUE

REGINALD NICHOLS
335 EAST 51ST STREET
NEW YORK, N. Y. 10022

PLAZA 2-6587

April 27, 1966

$5.00
ordered
6-2-66
CK #1380

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

Dear Dr. Marts:

It was my pleasure to record on SOUND TAPE your interview as a guest on CASPER CITRON'S VIEWPOINT - broadcast tonight over WRFM.

This is an excellent TAPE recording in "live" sound on first quality mylar tape for highest fidelity and long life. Unless otherwise specified it is recorded at 3-3/4 speed, so it may be played on any standard tape machine.

If you would like to have this tape, it is available at reasonable cost: $5.00 for the complete 30 minute program, on one side of a 5" reel.

Among my clients are leading authors, business executives, doctors, editors and publishers, musicians, news and public relations agencies, United Nations embassies and over 35 universities, who are using my tapes in their libraries and classrooms.

If interested, please send your request in enclosed return envelope, with check or money order and tape will be mailed promptly, postpaid. All tapes are carefully playback-tested and your satisfaction is guaranteed.

Yours very truly,

DB Nichols

Normally, all broadcasts are erased after a 45 day period.

June 28, 1965

Mr. Hugh Moore
Dixie Cup Co.
Easton, Pennsylvania

Dear Hugh:

Prentice-Hall's Division Head, Miss Reynolds, was in the other day to discuss some editorial details. She was to give the manuscript to the composing room today. She thinks the promotion and sales managers will have their figures ready for discussion with us in about three weeks.

Would you permit me to include a sentence of acknowledgment to you among a half dozen other persons in my list of acknowledgments at the end of the book? This includes my thanks to Norman Vincent Peale for his Foreword, my thanks to two persons who read my manuscript critically, and my acknowledgment to Anne for her constant encouragement.

I would like to say something like this -

> "I acknowledge with gratitude the encouragement and help given me by my friend, Mr. Hugh Moore, successful business man and generous supporter of philanthropy."

Maybe Louise could help me with a better characterization than I have given you in the last eight words. You are so modest it is hard to say what I would like to say about you.

I hope you won't mind this very brief acknowledgment of your many kindnesses to me in the launching of this book.

With kind regards,

Yours sincerely,

ACM:he

A. C. Marts

CHRISTIAN HERALD
27 East 39th Street
New York, New York 10016
Daniel A. Poling, Editor
6/30/65

THE GENEROSITY OF AMERICANS, ITS SOURCE -- ITS ACHIEVEMENTS
by Arnaud Marts ( )

This book can only be classified for the American library as unique and the first of its kind. Only one man could write it, and with years of background study, research and experience, he has written it. His own achievements are monumental--under his leadership more than two billion dollars raised for colleges, hospitals, churches, practically all eleemosynary institutions, and with continuing guidance for the institutions he served. As president of Bucknell University (and as of this reviewer's knowledge), he was the ideal great college administrator. As a member of the cabinets of two Governors of Pennsylvania, in charge of Civilian Defense, then as Captain in the United States Coast Guard Reserve, his public service was clearly among the first and finest during World War II. This volume belongs in every public and private library, and for sheer delightful reading, beginning with the eloquent foreword by Norman Vincent Peale, it should be in your hands, as I am grateful to have it in mine. Not only what you never knew before you will find in these pages, but also you will discover how and why it happened. Here is the fabulous record of multiplied billions raised within the free enterprise system for private philanthropy over the whole world. Such as this, for instance: That the Christian Church and religious

institutions were at the beginning of the vast and steadily increasing giving under the free enterprise way of life of astronomical billions--but that religious leadership continues to be in the forefront of this on-going, steadily accelerated forward march. Up to now, the steadily increasing encroachments by Government on the free enterprise system has certainly not justified the fears of those whose concern has risen year by year.

Daniel A. Poling

EAGLE-A
TROJAN BOND
25% COTTON FIBER U.S.A.

PRENTICE-HALL, INC.

Executive Offices

Englewood Cliffs N. J. 07632

947-1000
Area Code 201

July 7, 1965

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

Dear Dr. Marts:

We had a scheduling meeting for THE GENEROSITY OF AMERICANS this morning. Costs will be available on July 29 -- in my original earlier estimate, I had overlooked the fact that all printers close down during the first two weeks of July. An appointment can be set up with Mr. Moore anytime after the 29th, at your convenience.

If all goes according to schedule, the copyedited manuscript will be returned to you for one week for final corrections on July 30. Galleys will be available on September 11. Bound books will be instock on December 8 with a publication date in late January. These dates may not be exact--but they look realistic for the moment. Occasionally a book is delayed a week or two for some technical reason but the schedule is so loose that I think we can count on the mid-December instock date despite any small delays that might come up.

We would like to use your photograph as a frontis piece in the book, but the print that came with the manuscript is not particularly good. Would it be possible for you to send along a glossy portrait?

I will keep you informed as the book moves through the various stages of production. In the meantime, I shall await a suggestion from you on our meeting with Mr. Moore.

Best regards

(Signed) Jean Reynolds
Assistant Editor
Trade Book Division

JR:jr

November 12, 1965

Mr. Hugh Moore
Dixie Cup Co.
Easton, Penna.

Dear Hugh:

Annie and I arrived back from Bermuda this morning. We had a very pleasant six-day holiday and somewhere along the way Annie lost the sinus pains that had been troubling her for several weeks. This was the main purpose of the trip and I am delighted that it accomplished this purpose.

When you kindly attended the conference with Prentice-Hall officials in our office two weeks ago you met Dr. Paul Carter. I have retained his services at $500 a month for a period of six to eight months to give quite a bit of his time to working with Prentice-Hall in the sales promotion of the book. Last Monday he made his first trip to Englewood Cliffs and enclosed is a copy of his very interesting memo concerning his visit.

I talked with him on the telephone this morning and told him to assure Mr. Timpe that I would personally be responsible for the advertising budget of $2,500 to $5,000 referred to on Page 2. I also told him to remind Mr. Timpe that you have planned to put $6,000 into some extra sales and promotional programs. Between the two of us this will lift Timpe's promotional budget way beyond anything he has been anticipating.

Have you any particular aspect of the promotional program that you would prefer to have your funds finance?

It seems to me that Carter's visit and his memorandum has begun to bring the Prentice-Hall promotion program into much clearer view and I imagine that some subsequent visits by Dr. Carter will give you and me some still clearer ideas of where our promotional money can best be spent.

I will be glad to have any comments by you on any aspect of this program at any time.

With kind personal regards,

Yours sincerely,

ACM:he

A. C. Marts

cc: Dr. Paul C. Carter


Thank You

Feb. 11, 1966

My dear Dr. Marts

Thank you very much for your wonderful book which I tresure very much.

You are always so wonderfully kind to me.

With best wishes to Mrs Marts and yourself, I am

Sincerely

William Groll

MRS. WILBUR L. CREIGHTON
108 EAST 91ST STREET, NEW YORK, NEW YORK 10028

February 16, 1966

Dear Dr. Marts,

My sister and I are both enjoying your book – it is so readable! You have had some wonderful experiences, and you have done a lot of good.

Thank you so much for thinking of me, and for the very nice inscription. I shall always prize my copy of "The Generosity of Americans."

My affectionate regards to you and Mrs. Marts.

Sincerely,
Mary Creighton

+ St. Agnes Convent
10976
Sparkill, New York
February 17, 1966

Dear Doctor Marts –

Many, many thanks for your interesting and informative book, "The Generosity of Americans" – and for your inscription! May the good God reward you.

I read the first six chapters immediately and found the style lucid and forceful. I wondered (and will probably find the answer later in the book) if the $11 billion includes the generosity of our G.I's – wherever they are – or is the $11 billion here in America alone? At any rate, I'm eager to continue reading. Be assured of my prayers for its success.

Gratefully yours,
Sister M. Felicitas, O.

+ St. Agnes Convent
10976
Sparkill, New York
February 17, 1966

Dear Mrs. Marts –

I was delighted to receive your note Saturday and waited till the book arrived so I could thank you for both. Dr. Marts' inscription of "Best wishes for a happy life of service to others" pleased me very much as I recently celebrated my 33rd anniversary in religious life, and it has surely been a happy one.

When your letter arrived Saturday, I was on my way to chapel for the Rosary which I offered in thanksgiving for your note and also in petition for the success of the book and for your intentions. God bless you both.

As I told Dr. Marts, I read the first six chapters and found it difficult to stop – it is fascinating!

What a providential meeting that day on the bus. You both surely epitomize the title of the book!

Prayerfully yours,
Sister M. Felicitas, O.

TELEPHONES :
PRESBYTERY - STAMFORD HILL 2121
COLLEGE - STAMFORD HILL 4824

ST. IGNATIUS' COLLEGE,
SOUTH TOTTENHAM,
LONDON, N. 15.

II. 22-66

Dear Mrs. Marts,

It was so thoughtful of you to remember me and to send me a copy of Dr. Marts' book. I am looking forward to reading it. I was so happy that Dr. Marts handled the Catholic Church so generously.

I remember our trips to Bucknell very well. It was a delightful occasion.

As you see I am over in London doing some research. I have been given a semester off and I am enjoying it very much. If ever a book comes out of my efforts you can be sure I shall remember both you and Dr. Marts.

Gratefully

Joseph F. Freeman, S.J.

February 18th, 1966

Dear Arno:

We want to let you know that we appreciate your sending us an autographed copy of your wonderful book - it most certainly is.

So far as I have read, I learned many new facts, and aside from it being informative and educational, we really can't help but be amazed at the time and effort you have put into the research work necessary, compiling and condensing into book form such a fine book.

Heartiest congratulations, and again, many thanks for our copy.

As ever,

Rose & Charley

March 14, 1966

Dr. Norman Vincent Peale
1025 Fifth Avenue
New York 28, N. Y.

Dear Norman:

I think you are familiar with the Casper Citron radio network program. It is an hour's program built around the discussion by two or three people of an interesting subject.

They first make a tape, as you probably remember, and then send the tapes out to a large number of radio stations on the QXR network.

They would like to have you and me and a third person of our selection discuss the theme of "our" book, private generosity for the public good, to be taped on the afternoon of Tuesday, April 5th, at 2:30 p.m. If that is not convenient, any subsequent Tuesday afternoon in April is available. We would go to 666 Fifth Avenue to make the tape.

Do you feel disposed to do this and can you do it on April 5th or some other Tuesday afternoon in the month of April? I would be very proud to be on such a program with you.

If you can do this, have you a suggestion for a third person? - A generous giver, or a foundation officer or a university president?

I hope you will want to go on this panel and will be able to work it into your busy program.

With kind regards,

Yours sincerely,

ACM:he

A. C. Marts

2/17/66

Dear Aunt Anne + Uncle Arno

I just received your letter and I was very pleased to hear from you both. I am very proud as you are that Uncle Arno's book is such a great success it's really amazing the insight the book has concerning the unselfish attitudes of man since the beginning of time. This shows quite evidently that there must have been many sleepless nights at the marts' household and I am sure you both now feel the satisfaction of a job well done.

I hope you are both feeling well; you both deserve a long rest; so take it easy. I want to thank you for your kind gift it was greatly appreciated. Thanks again. I will try to give you a call real soon, so take care and may God bless you both.

Love, always.

Larry

American Mothers Committee, Inc.
WALDORF-ASTORIA HOTEL
301 PARK AVENUE
NEW YORK, N. Y.
PL 5-2539

March 14-1966

OFFICE OF THE PRESIDENT
MRS. DOROTHY LEWIS

Dear Dr. Marts —

It was thrilling to see the notice of yr new book and the excellent picture of yr in the New York Times. Congratulations! It made me humble to realize that yr have so graciously helped us. We hope to be worthy of your faith.

With all good wishes and continuing admiration —

Cordially —

(Mrs E.L.) Dorothy Lewis

FOUNDED 1628

MARBLE COLLEGIATE CHURCH

FIFTH AVENUE AT 29TH STREET, WEST

NEW YORK, N. Y. 10001

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NORMAN VINCENT PEALE
J. ALASTAIR HAIG
HERMAN L. BARBERY
EUGENE MCKINLEY PIERCE
DONALD WAYNE HOFFMAN
CHRISTIAN W. MATTHEWS

REPLY TO
1025 FIFTH AVENUE
NEW YORK, N. Y. 10028

March 23, 1966

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

Dear Arno:

I have investigated, and find that Mr. Stone will not be in this area on Tuesday, April 12, so it will not be possible for him to be on the program we are taping on that date.

Since April 12 is the only time I have open, I think we should just go ahead and do it without Mr. Stone.

Kindest regards, as always.

Cordially yours,

NVP:c

S. WADE MARR
···INVESTMENTS···
CAROLINA BUILDING
ELIZABETH CITY, N. C.

March 31, 1966

Mr. A. C. Marts
Marts & Lundy
521 Fifth Avenue
New York, N. Y. 10017

Dear Arnaud:

How delightful to hear from you and how grateful I am for the autographed copy of The Generosity of Americans! It is an excellent and living monument to the high ideals and great heart of a noble American who knows how to express himself in a lucid flow of facts.

Without spelling it out, as Senator Morse might, you lead one to realize that Nero killed his mother but bought the shallow loyalty of his people with an abundance of public funds and grains which they did not earn. So far as I know, Jesus has never come back (if He ever left) but I'm wondering if Nero is not now back and well entrenched in America in the same pagan fashion that finally succumbed to Christian Generosity.

I shall treasure this book and shall give the copy I bought to the Ministerial Association with the request each member read it. There are a hundred sermons in your book and America needs to hear them.

Am glad you remember the eating etc. you had with the Marrs. My wife, Olive, died fourteen years ago next month and I live alone - at night - in my nine room shack. The six sons you refer to weren't that abundant. It was two boys and two girls, one of which was not around when you were. All the kids are married - one more than once - and they seem to be well and a bit independent.

Your expectations of Hollywood for me are long spent what with these sagging jaws and gray depleted locks. I do have a plot in Hollywood Cemetery here which will serve as my last glimpse of glamour. Tempus do fugit fast.

I'm not in the least surprised at the many great things that have come your way since last we met. You have been many

places and met many things of value. I can't appraise what I've met but every state in the Union and several foreign countries have been cursed with my presence and sageless sayings. But it has been fun - and still is just a wee bit - A lot of zest goes when we reach the age of our Biblical allotment and spend added days on borrowed time.

You have built beautiful monuments and time will polish them to reflect the contentment that lives in the joy chamber of the soul.

May your tribe increase - and live.

Cordially,

Groucho Marx

376 Prospect Street
Nutley, New Jersey 07110
April 4, 1966

Dr. Arnaud C. Marts
Chairman of the Board
Marts & Lundy, Incorporated
521 Fifth Avenue
New York, New York 10017

Dear Dr. Marts:

Thank you so very much for your prompt reply to my request for information to use in the "Moments With Marble Members" column, and I thank you for your kind gift of a copy of your latest book, "The Generosity of Americans". I am finding, as I read it, a wonderful testimonial to man's generosity and helpfulness to others. Your life and works are an inspiration to all of us and I hope I shall be able to do you justice in my column in the next issue of Marble Times.

Very sincerely,

Ralph S. DeClark

Ralph S. DeClark

DePauw University
Greencastle, Indiana

April 5, 1966

Mr. George E. Lundy
3420 North Market Avenue
Canton, Ohio

Dear Mr. Lundy:

It is my pleasure to acknowledge receipt of The Generosity of Americans by Arnauld C. Marts which was brought to the Library by Mrs. Jerome Hixson.

The book will be processed with the special Lundy book-plate and added to the collection. Your continued interest in the library is appreciated very much and I thank you for your recent gift of the Marts book.

Very sincerely yours,

James A. Martindale

James A. Martindale
University Librarian

M/G
cc: Knights
Crouch

Same to: Mr. Hugh Downs
TODAY Show, WNBC-TV 30 Rockefeller Plaza
NY 10020

MRS. ARNAUD C. MARTS
41 PARK AVENUE
NEW YORK, N. Y. 10016

April 9, 1966

To: Martha Deane

(The Martha Deane Show) - W O R

From: Anne Marts

I am sending you a complimentary copy of THE GENEROSITY OF AMERICANS by Dr. Arnaud C.Marts.

I believe you may be interested in this book, and author too; and may even want to bring them before your listeners.

Some facts taken from this new Prentice-Hall book are noted on the attached sheet. Also enclosed is a special feature article on the book in a recent issue of the Philadelphia Enquirer. This book is an historical analysis of private generosit The Foreword is by Dr. Norman Vincent Peale.

Thank you for any interest you may take in this.

1440 Broadway
New York, NY 10018

Sender's name and address:

The Headmaster's Secretary,
The King's School,
Canterbury.

AN AIR LETTER SHOULD NOT CONTAIN ANY ENCLOSURE; IF IT DOES IT WILL BE SURCHARGED OR SENT BY ORDINARY MAIL.

SECOND FOLD HERE





A. C. Marts, Esq.,
Messrs. Marts and Lundy, Inc.,
521 Fifth Avenue,
New York,
New York 10017.

TO OPEN SLIT HERE

THE KING'S SCHOOL,

CANTERBURY.

14th April, 1966.

Dear Mr. Marts,

It is very kind indeed of you to have sent me a copy of your book. I am delighted to have it and shall read it with great interest.

I hope that when next you are in England you will find time to pay Canterbury a visit and it would give me very great pleasure to show you something of The King's School.

Yours sincerely,

M. P. Langston-Jones

A. C. Marts, Esq.,
Messrs. Marts and Lundy Inc.,
521 Fifth Avenue,
New York.

April 24

FOUR DOWNING ROAD
HANOVER, NEW HAMPSHIRE

Dear Armand,

Your book - which I found at the Pierces' - has given me a great thrill and surely permanently enriched my life. I want to tell you this and thank you for my share of its great value.

Though a very slow and deliberate reader - I could not put the book down. Now I want to read it over again when possible.

History was my major and it was fascinating to gallop through the centuries on this new path - catching up with old friends I had forgotten and meeting new ones.

Please remember me to Anne whose name I know, I'm sure, because of your word about her contribution. I showed so enjoy seeing you both again - Perhaps + Barbara. who shared an evening with me this past week - tried help me do so.

Hearty congratulations on the tremendous job you

FOUR DOWNING ROAD
HANOVER, NEW HAMPSHIRE

did - and very best wishes
to you both Jean

Helen Swick King
(Don King's wife)

Encr.
Box 581
Hanover, N.H. 03755

OFFICE OF ECONOMIC
OPPORTUNITY

EXECUTIVE OFFICE OF THE PRESIDENT
WASHINGTON, D.C. 20506

Dr Marts

May 13, 1966

Mr. L. W. Robey
Honorary Chairman of the Board
and Senior Consultant
Marts & Lundy, Inc.
521 Fifth Avenue
New York, New York 10017

Dear Mr. Robey:

Sargent Shriver asked me to thank you for sending him Arnaud C. Mart's book, "The Generosity of Americans." He hopes to have a chance to read it soon.

With every best wish.

Sincerely,

James McConnell Harkless

James McConnell Harkless
Executive Secretary

May 20, 1966

Prof. W. K. Jordan
Harvard University
Cambridge, Mass.

My dear Dr. Jordan:

Before proceeding to the purpose of this letter, may I introduce myself by reminding you that when you were President of Radcliffe College, we met at the Harvard Club in New York with Mr. Hugh Moore, Harvard '10, founder of the Dixie Cup, and one or two others who were interested in helping to create sentiment here and in Europe for the strengthening of ties between the North Atlantic nations? Our hopes and dreams of that day seemed to be making progress until General DeGaulle's recent adverse policies.

Now, the purpose of this letter is to say that I take great pleasure in sending you a complimentary copy of my book recently published by Prentice-Hall, Inc, - "The Generosity of Americans". In this book I have tried to trace the origin of private generosity for the public good in Western Civilization, and also to set forth in historical sequence the civilizing achievements of private generosity.

I am especially interested in sending you a copy of this book because after having researched over 60 books of the outstanding historians of past and present of Western Civilization, I found myself primarily indebted and almost exclusively indebted to Mr. W. E. H. Leckie and to yourself. I have referred at considerable length in Chapter 10 to your two amazingly informative volumes, "Philanthropy in England,-1480-1660" and "Charities in Rural England,- 1480-1660."

I wondered many times during the preparation of this book why competent professional historians have not recognized private generosity's contribution to our national life and culture in America as you recognized it in your two volumes on Tudor England.

I am sending an autographed copy of my book to you under separate cover. I hope you will think it worthy of a spot in your library.

Thank you, indeed, for your two volumes on the subject which I referred to above.

Cordially yours,

ACM:he

A. C. Marts

Thank you so very much for your thought of me in the gift of your Book.

I am reading it and find myself deeply engrossed.

Thank you so much and God Bless you both.

your fellow Church member

Bob Sacre

Robert SACRE
321 Ave C
New York City, N. Y. 10009

May 31. 1966

Dear Dr Marts

I would like to offer my apology for not writing sooner, I had hoped to thank you Personally Sunday.

When Mrs Marts gave me your book "The Generosity of Americans" a week ago, I did not realize what it was she had given me until she left.

I am honored and humbly grateful for the very kind and warm salutation which you wrote on the first page

HARVARD UNIVERSITY
DEPARTMENT OF HISTORY
CAMBRIDGE, MASS.

Widener Library
Study T
June 3, 1966

Mr. Arnaud C. Marts
Marts & Lundy, Inc.
521 Fifth Avenue
New York, N.Y. 10017

Dear Mr. Marts:

You were kind indeed to write to me and kinder still to send me an inscribed copy of your book, The Generosity of Americans. I am of course very happy to know that you found my own work useful and I am grateful to you for your kindly comment. It is interesting that you express a special indebtedness to Lecky, for I have to say that a boyhood reading of Lecky's European Morals was without any doubt the turning point in my own intellectual development. Lecky was a very great man and this is a great, though now neglected, work of historical scholarship.

I am greatly enjoying, as I am profiting from, the reading of your book which I am sure will enjoy a wide distribution. Thank you so much.

With warmest personal regards, I am,

Yours sincerely,

W K Jordan

W. K. Jordan

WKJ/mrg

June 9, 1966

Dear Mrs. Graham,

I listened to your program in which you interviewed my husband on his book, "The Generosity of Americans." He was not able to be here to listen fmr that day. A pity too, for he would have enjoyed your program just as I did.

I want to thank you for the fine way in which you conducted the interview with him. You really understood the message of the book and brought it out to the listening public in an admirable way.

My thanks to you in which Mr. Marts joins me most cordially.

Sincerely yours,

(Mrs.) Arnaud C. Marts

Mrs. Lee Graham
WNYC
Municipal Building
New York, N. Y.

FOUNDATION FOR CHRISTIAN LIVING

PAWLING • NEW YORK

Dedicated to the Advancement of Christianity as a Practical Way of Life . . . NORMAN VINCENT PEALE, Editor

MYRON L. BOARDMAN
Executive Editor

June 15, 1966

Dr. Arnaud C. Marts
Marts and Lundy, Inc.
521 Avenue
New York, New York

Dear Dr. Marts:

I have been enjoying very much your book The Generosity of Americans, which you so kindly sent me. It is readable and most interesting - fascinating to those of us connected with fund raising. Dr. Robey states that "fund raising for a great cause is ... a dignified, manly and honorable form of public service." In this book you have greatly aided the cause of the public-service institution of philanthropy by showing the reader how concern for others, religious convictions and a climate of liberty have all worked together to make Americans the most generous givers of all.

Congratulations on a fine work:

Sincerely yours,

Myron L. Boardman

Myron L. Boardman
Executive Editor

MLB:gw

WILKES COLLEGE
WILKES-BARRE
PENNSYLVANIA

The Library
June 21, 1966

Dr. Arnaud C. Marts
30 East 37 Street
New York 16, New York

Dear Dr. Marts:

Thank you very much for your book, THE GENEROSITY OF AMERICANS, which you donated to our Library. The book will be placed on our shelves and plates will indicate the donor.

Sincerely,

Nada Vujica

(Mrs.) Nada Vujica
Librarian

NV:ar

212-TR 3-7300

Lee Grahame

Hotel ALDEN
225 Central Park West
New York, N. Y. 10024

July 12, 1966

Dear Mrs. Norte -

As I am about to leave on a long holiday, in looking over some of my correspondence, I am not sure whether I replied to your request for a tape of my interview with your husband. At the risk of repeating myself, I'd like

to tell you that you can
get a copy of this tape by
writing to our director,

Seymour N. Siegel
WNYC
municipal Bldg
New York, N.Y. 10007

Hope this works out as it
should - or better than that
I hope you already have a
copy. Best to you and
Dr. Morris. Sincerely,

Lee Graham

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July 25, 1966

Mr. Albert D. Geller
Senior Editor - THE LION
209 North Michigan Avenue
Chicago, Illinois, 60601

Dear Mr. Geller:

In further reply to your letter of May 12th requesting me to write a 500 word article for your special 50th Anniversary number of the Lion Magazine, I take pleasure in enclosing my draft which I trust will be somewhere near the article on the general subject of Lions philanthropy, which you had in mind.

I am also enclosing a brief personal resumé and a portrait photograph which you requested.

Last month your and my lines nearly crossed twice, once in the Marlborough Blenheim Hotel in Atlantic City where Mrs. Marts and I were guests during your convention. The other time was on a recent Sunday in Marble Collegiate Church, New York City, where I am a member and officer. Dr. Peale announced that we had a delegation of Lions in the congregation.

If you wish any editing of my draft done, please don't hesitate to tell me about it as I am anxious to say something that will be encouraging and helpful to your generous wide-spread Lion family.

With kind regards,

Yours sincerely,

ACM:he

Arnaud C. Marts

MARTS & LUNDY, INC.

MEMORANDUM

July 25, 1966

FOR: The Lion Magazine

<u>The Next 50</u>

by
Arnaud C. Marts
Chairman of the Board, Marts & Lundy, Inc.
Former President, Bucknell University
Author of "The Generosity of Americans"
"Philanthropy's Role in Civilization"
"Man's Concern for His Fellow Man"
Member of The Authors Guild and
The Authors League

<u>Generosity</u> is one of the finest words in our language. It comes from the Latin word meaning <u>nobility</u>.

Generosity is one of the noblest features of citizenship in a free nation.

The private generosity of western man in each generation has pioneered every single agency of our civilization, - our churches, schools, hospitals, colleges, orphanages, youth agencies, libraries, welfare societies, medical research, social security and old age pensions, schools for the blind, deaf and dumb, homes for the aged, city fire departments, night schools, Sunday Schools, reformatories, schools for retarded children, the Washington Monument and the Statue of Liberty, the abolition of slavery, and even the creation of parliamentary, self-governing democracy.

<u>You name it</u> - <u>private generosity</u> for the public good pioneered it.

40,000,000 Americans support with their private generosity 975,000 voluntary non-profit agencies which serve the public good.

The following table shows the amazing growth of American generosity in the past 50 years:

50 years ago they gave.....$ 0.6 billions of dollars
25 years ago they gave.....$ 1.7 billions of dollars
15 years ago they gave.....$ 4. billions of dollars
10 years ago they gave.....$ 6. billions of dollars
Last year they gave.....$11. billions of dollars

(I regret I do not have similar statistics for other generous nations)

Private generosity is on the up-curve. It will continue as long as freedom continues.

During the last 50 years the Lion Clubs all over the world have set a fine example of generosity in their communities. If the private generosity of Lions for community betterment could be added up, the 50 year total would reach an astronomical figure.

I prophecy that during the next 50 years, Lions and all other generous people will roll up still bigger totals of private generosity to help create a nobler life for all mankind.

Never falter, Lions, in the next 50 years. Remember the following verse by Emerson:

"Freedom is re-created year by year
In hearts wide open on the Godward side
True Freedom is to share
All the chains our brothers wear."

Keep People in Mind

In the next 50 years always keep in mind that generous people don't give their money to any organization just to boost the organization. On the contrary, Lions give to the Lion's Funds because they want Lions to help people who are in need; - orphans, lonely old folks, the sick or crippled, the blind, the hungry, the over-burdened, the ambitious youths eager for education, and others.

Your generosity in the next 50 years will continue to bless uncounted numbers of deserving people.

And do you know something else? It will bless and enoble you, the giving Lion, just as much as it will bless those whom you help. That is the second noble product of Lion generosity!

He who shames a neighbor who is down
Shames himself, also.
He who reaches out a helping hand
Raises himself up, also.

ARNAUD C. MARTS
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521 FIFTH AVENUE
NEW YORK, N.Y. 10017
212-687-1340

July 25, 1966

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ARNAUD C. MARTS is Chairman of the Board and co-founder of Marts & Lundy, Inc. The firm has helped to stimulate generous gifts totaling over $2,000,000,000 to 12,000 non-profit agencies of religion, education, welfare, health, and culture.

He has also served in many public capacities including President of Bucknell University, 1935-1945; member of the cabinets of two Governors of Pennsylvania as Director of the State Council of Defense, 1940-1942; Captain in the United States Coast Guard Reserve and Chief of the Temporary Reserve Division, 1943-1945; Trustee of Oberlin College; Woods Hole Oceanographic Institution; Wilkes College; Bradford College; American Leprosy Missions.

He is the author of numerous magazine articles and three books including "The Generosity of Americans" (Prentice-Hall) and "Philanthropy's Role in Civilization" (Harper).

He has been awarded Honorary Doctorates by four Colleges.

He is a member of Phi Beta Kappa, Sons of the American Revolution, The American Legion, The Authors Guild and The Authors League.

Fidelity Onion Skin

July 26, 1966

Dr. Arthur Hillman
Director, Training Center
National Federation of Settlements
and Neighborhood Centers
Room 605, 72 East 11th Street
Chicago, Illinois 60605

Dear Dr. Hillman:

I have your kind letter of the 22nd and the copy of your review of my book, "The Generosity of Americans." I like the review very much. You have understood thoroughly what I was trying to say and what I was trying to accomplish, in tracing the generosity back in a clear line into its spiritual and historical sources.

Few people understand that private generosity for the public good has been a major tool of western man for the creation of most of our agencies and institutions of our culture and our civilization. I congratulate you most sincerely upon your keen perception of the essence of this book and upon your clear exposition of it.

I remember your invitation for me to meet with your class at Bucknell. It was a unique experience for me, and among other things, it taught me quite conclusively that I was not a classroom teacher.

You have achieved remarkable success in your career and I congratulate you most cordially upon the progress you have made and the variety of services you have rendered during the past 30 years, and I wish you continued success and recognition in the further progress of your professional life.

Under separate cover I take pleasure in sending you an autographed copy of my book and also a reprint of a review which appeared in the Philadelphia Inquirer a few months ago. I think this was very well done but I prefer your review because of its spiritual insights.

I think it would be interesting for you to know that, on the basis of this last book of mine, I have been invited to become a member of the Authors Guild and Authors League which was rather unexpected because I am not, as you know, a professional writer.

Thanks again for your letter and for your review.

With kind personal regards,

Yours sincerely,

ACN:he

A. C. Marts

RICHARD CHRISTENSON
308 CONTINENTAL BANK BUILDING
SALT LAKE CITY, UTAH 84101

listed in the card catalogue under this name. Is it a special research project done for the foundation or is it listed under a different name. I think the comment you made about more than half of the disposable wealth of England being given to charities during that period is a marvelous statistic if it is accurate.

4. I think probably the most interesting chapter in your book was Chapter 12 where you talked about the challenges to private generosity. I was particularly impressed with the pension program set up by Will H. Hays and Andrew W. Mellon for the Presbyterian ministers. Could you tell me if more information is available on this project as well as any others similar to it.

5. Could you give me a source of information where I could learn more of Maimonides and his Eight Degrees of Hebrew Charity.

I know you are a very busy man and that I have been very presumptuous to ask you to furnish me with this information, but I can assure you that it will be put to good use and would like to compliment you on the excellent book you have written. Your work must be extremely satisfying because your zeal and enthusiasm are very apparent in your writing.

Sincerely,

Richard Christenson

Richard Christenson

RC/jkb

RICHARD CHRISTENSON
308 CONTINENTAL BANK BUILDING
SALT LAKE CITY, UTAH 84101

July 27, 1966

Mr. Arnaud C. Marts
521 5th Avenue
New York City, New York

Dear Mr. Marts:

I have been asked to review your latest book, The Generosity of Americans, for The Freeman. I found it even more stimulating than your past volumes although I must admit that I had trouble with some of the lengthy historical examples of charity.

I am interested in obtaining more information about certain aspects of your book and wonder if I can impose upon you to answer a few of my questions.

1. Was charity actually practiced willingly before the Protestant Reformation or was there coercion on the part of the Catholic Church to force people to support the church and its charities.

2. You mentioned that it was largely through the church that the fine arts were kept alive and developed. Was this a source of charity in the true sense or were these WPA like projects to keep the artists busy. Again, were these contributions in the form of weekly offerings of the members solicited without coercion.

3. Could you tell me how I could obtain a copy of W. K. Jordan's book, Philanthropy in England, 1480-1660. It doesn't seem to be

August 1, 1966

Mr. Richard Christenson
308 Continental Bank Building
Salt Lake City, Utah 84101

Dear Mr. Christenson:

I am much interested in your letter of the 27th, and I am very glad to be of all possible help to you in your assignment. Let me reply to your questions a seriatim:

1. Yes, charity was actually practiced willingly and with sincere dedication by Christians in the early centuries. In fact, it was a definite part of the weekly services in the churches.

See pages 24-5-6 in my book. If you wish further documentation, go to your library and consult the three authorative volumes mentioned in the foot-notes on these three pages. You will find them very informative.

It was in later centuries that pressure measures were used by the Church to stimulate and enlarge the offerings. But basically the Christian Church continued, both before and after the Reformation, to teach successive generations Christian charity for their fellow-men; the Golden Rule; the aspirations toward Christ's Kingdom of Heaven on earth; and the obligation of each generation to help make a better world for all men. It also urged the practice of private generosity (in addition to state-imposed taxes) as a major tool for creating institutions and forces which would meet the social and civilizing needs of western man.

I do not believe we can exaggerate the depth of private concern and charity for our fellow-men that was implanted in the character of Western Man by the Christian Church. It became a fundamental element in our Christian culture.

2. I did not make this clear to you. What I was trying to say was that the Church was a charitable institution, supported by generosity rather than by taxation. Therefore, any achievement of the Church, such as the development of fine arts, education, architecture, music, etc. was in truth an achievement of private generosity. The

Christian Church was the stimulator of the generosity of its members.

In answer to the second part of this question, there was no WPA type of projects for artists of which I know. The Churches were the community centers for the display of the arts. Sometimes the Churches commissioned artists, such as Michelangelo, to produce their paintings, statues, precious metal pieces of art, stained glass windows for the adornment of their edifices and for uplift and spiritual nourishment of the worshipper. Sometimes beautiful artistry was lavished upon the Churches without compensation for the artists.

In answer to the third part of this question, it depends upon the century in question. There were certain periods when the generosities of Christians to their Churches were spontaneous and completely out of the hearts of willing givers. There were other centuries when there was coercion, as well as spontaneity. Who knows what motivates the individual church member of today? I am an officer of a Protestant Church. I sometimes wonder what goes on in the minds and souls of two-thirds of the members of that division of our present-day Christendom who do not make any regular contribution to their churches.

3. You may get a copy of Dr. Jordan's book, "Philanthropy in England, 1480-1660" from the publisher, The Russell Sage Foundation, 595 Park Avenue, New York, N. Y. 10022, - Price $ 6.00.

I regret that my third paragraph on page 67 misled you. What I was trying to say was Dr. Jordan did a very thorough research job by studying every gift and bequest made in the years 1480-1660 in ten English counties, and these ten counties are the important sections of England which included more than half the wealth of the nation.

4. In reference to the Presbyterian Pension Fund you can find Mr. Hays' speeches to the United Presbyterian General Assemblies of 1925 and 1927. (I wrote them both). Your local United Presbyterian Synod office probably has a file of these Annual Reports which you could consult.

5. You will find a description of Maimonides in the Encyclopedia Britannica Vol. 14, Page 684.

I presume one of the Rabbis in your city would be able to supply you with more information about Maimonides. A small paper-back book - The Wisdom of Maimonides" has been published by The Peter Pauper Press, Mt. Vernon, N. Y. $1.00

I hope these replies have been responsive to your questions. If I can be of further help please feel free to ask.

August 1, 1966

Mr. Richard Christenson
308 Continental Bank Building
Salt Lake City, Utah 84101

Dear Mr. Christenson:

Since mailing Dr. Marts' letter to you today, I find I overlooked the following information which should complete the first line on Page 2 -

> ...and then was the agent by which their generosity was assembled and was channeled out to the ultimate recipients and beneficiaries of that generosity.

Regretting this oversight, I am,

Yours sincerely,

Secretary to Dr. Marts

I appreciate the interest you are taking in my book and wish you the best of success with your review. Enclosed is a review in the Philadelphia Inquiror. I would enjoy seeing aprint of yours, if convenient.

You may be interested to learn that this book recently brought me an invitation to become a member of the Authors Guild and The Authors League.

Cordially yours,

ACM:he

A. C. Marts

THOMAS KIRKLAND THOMPSON
631 HOWARD AVENUE
STATEN ISLAND, NEW YORK 10301

September 22, 1966

Dear Arnaud Marts,

Here is copy of the book review I wrote for *The Churchman* on *The Generosity of Americans*

Cordially,
Tommie

September 23, 1966

Dr. Thomas K. Thompson
631 Howard Avenue
Staten Island, New York 10301

Dear Tommie:

Thanks for yours of yesterday and for the review you wrote for The Churchman. I appreciate your kind words.

I hope all is going well with you. When you see Pastor Sutter, please give him my affectionate greetings from an old companion in arms.

With kind regards,

Yours sincerely,

ACM:he

A. C. Marts

National Jewish Hospital at Denver

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Mr. Arnaud C. Marts
c/o Prentice-Hall
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Dear Mr. Marts:

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As you probably know, the National Jewish Hospital is a non-sectarian, entirely charitable medical center for treatment of and research in chest diseases. Many of our patients must remain here for a long time, and the therapeutic value of a good book is most important.

Since our budget is limited, it is our hope that you will donate a copy of your book for the use of our patients, and if it isn't too much trouble, we would like you to autograph it.

Sincerely yours,

J. H. Silversmith, Jr.
President

JHS:ns

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October 24, 1966

Dr. Arnold C. Marts
c/o Prentice-Hall
Englewood Cliffs, New Jersey

Dear Dr. Marts:

You were very kind to send me a copy of your new book, THE GENEROSITY OF AMERICANS. I shall read it with profit.

Ray Cooper of your organization conducted a very successful campaign for us when we lived in St. Louis. As you may know, Ray is now living in Iowa.

I think your approach and philosophy of financing worthy causes has made a tremendous contribution to American higher education as well as to the Church in general.

With all good wishes, I am

Gratefully and sincerely,

G. Curtis Jones
Minister

National Jewish Hospital at Denver

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October Twenty-seventh
1 9 6 6
Our 67th Year

Mr. Arnaud C. Marts
c/o Marts and Lundy, Incorporated
521 Fifth Avenue
New York 17, New York

Dear Mr. Marts:

It was with much pleasure that I received the copy of THE GENEROSITY OF AMERICANS in the mail today for our Hospital Library. Please accept our sincere gratitude for your kindness. Your personal autograph makes it a highly valued addition to our library.

Your book represents countless hours of relaxing and absorbing reading for the patients who come to us for care. By sharing your talent with our patients you are providing priceless therapy for their recovery. THE GENEROSITY OF AMERICANS will provide complete diversion from thoughts of illness, and we are grateful.

The patients join me in sending best wishes for your future happiness and success.

Sincerely yours,

J. H. Silversmith, Jr.
President

JHS:mg

"NONE MAY ENTER WHO CAN PAY . . . NONE CAN PAY WHO ENTER"

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National Headquarters . . . . 3800 East Colfax Avenue . . . . Denver 6, Colorado

16 Chestnut St.
Batavia, N.Y.
Dec. 4, 1966
[14020]

Dear Mr. Marts,

I have had the privilege and pleasure of reading your book, The Generosity of Americans.

I frequently go to East Aurora to visit Aunt Mae Adams and Almira, having known Miss Adams since I was a child, and she loaned me Almira's and her copy.

They speak of you and your wife Anne so often that I feel almost acquainted with you and Mrs Marts.

Would it be possible for me to purchase the book from you as a Christmas gift for a friend? I am enclosing a Money order for seven dollars ($7) to cover cost and postage. If this is not sufficient please send the book C.O.D.

I would appreciate it very much if you would inscribe it in the book,

To Mrs Eleanore K. Muller and autograph it.

Thank you so much for your consideration.

Sincerely yours,
Betty H. Sprague

December 5, 1966

Mrs. Ernest B. Bailey
11 Summer St.
Rockport, Mass.

Dear Mrs. Bailey:

I was disappointed not to hear from you last week about the visit to New York which you said you would plan. I presume other responsibilities forced a change in your plans.

Meanwhile, I am losing the advantage of timeliness on which I had planned, and am also being prevented from proceeding with my project No. 2.

Under these circumstances I suggest we put this matter on the shelf. If you agree, please send me your statement of expenses and each of us will be free to proceed with our separate responsibilities.

Sincerely yours,

A. C. Marts

ACM:he

cc: Dr. Paul C. Carter

December 7, 1966

Mrs. Betty H. Sprague
16 Chestnut Street
Batavia, New York

Dear Mrs. Sprague:

I have your letter of the 4th about my book and I am glad to send you a copy, autographed as you suggest.

There is no charge for a cousin of Mae and Almira. Please use the money order for a Merry Christmas to one of your loved ones.

With kind regards,

Yours sincerely,

ACM:he

A. C. Marts

Dec. 15, 1966

Dear Dr. Marts,

I received your book inscribed and autographed by you, as I had requested. Thank you very much for your thoughtfulness.

The Money order which you so kindly returned will be used in this way.

Mrs Miller, my dear friend is Superintendent of the Genesee County Children's Home here in Batavia and I am closely associated with her in the

work of the Home.

At the present time we have a young girl who was accepted for training in our County Laboratory after her graduation from High school last June. Due to the fact that she is at the Laboratory all day she can do very little outside work so I am turning the seven dollars over to Mrs Miller to be used for Mary Lou.

I deeply appreciated your kind gesture.

To you and Mrs Marks I extend the Season's truest blessings.

Sincerely yours,
Betty Sprague

HERBERT I. RAUN
PRINTER
HOLLAND PATENT
NEW YORK



Mrs. B. Sprague
16 Chestnut St
Batavia, N.Y.
14020

HAROLD J. SEYMOUR
44 OLD SMITH ROAD
TENAFLY, N. J. 07670
201-568-1354

Jan. 17, 1967

Dear Arno:

Please me? I thought your review was simply wonderful. And I liked it all the more because it was so much more than merely complimentary. It had an analytical ring to it, and a degree of perceptiveness, that I suppose could be expected from you, but is certainly not common.

I was particularly interested in your fresh suggestion on page two that this book should be of interest to teachers of History and Sociology. Harold Dodds said the same thing a year ago last Summer, and I think too the point is especially justifiable when you consider that the average college graduate knows practically nothing about the process that has created our finest American institutions. Vaguely, they know about noblesse oblige, and that some service to society is expected of them, but it's all very thin, and over the years very costly in time and expense.

And yet when I suggested to McGraw-Hill that some books might be sold in this area, and especially to the graduate schools of social work, they poopoohed the thought.

Dodds and Wriston have both told me they think publishers are a rather odd lot, and I shouldn't wonder if you thought the same, after all your experiences. They behave strangely by my lights, and seem to be cautious to the point of timidity.

Just the same, if I had another copy of your review I'd send it by some route that would lead to the head man. I don't want to send this copy, for I'm afraid I'd never get it back. And after some little ticker trouble lately, I don't feel quite strong enough to make a typewritten copy.

I know your fine book went to its second printing some time ago. Mine has now, but I don't know how many they are going to run. The first 7500 copies were gone several weeks ago, and now they have no copies for a while!

Once again, I'm flattered and highly pleased by everything you had to say, and appreciate your going to all that trouble. In the Public Opinion Quarterly, it ought to cut a lot of ice.

With warmest regards,

Hal

January 19, 1967

deceased

Mr. Harold J. Seymour
44 Old Smith Road
Tenafly, N. J. 07670

Dear Si:

I am glad you like my review. I also like your book.

Enclosed are a few carbon copies which you say you could use.

I agree with you that publishers have their own ideas as to what to publish which are frequently not altogether in agreement with the ideas of authors, but they have to stay in business, and the old experienced firms seem to have ways to judge the saleability of a proposed book. I think publishers are pretty much in agreement ~~with~~ find the demand for books in the field of philanthropy ~~but~~ and fund-raising is rather limited and specialized.

I have been trying to think up in the last year or two ways for stimulating the demand for such books as yours and mine and others in this field in college and university circles. I agree with you that private generosity for the public good is a major force and tool in the creation of American culture and society, but unfortunately not one in a hundred college teachers of history and sociology has any hint of this fact which seems so real to you and to me.

I will write you more at length sometime soon about some ideas that I have in a very elementary stage which might help to bring this great social force more directly to the attention of college teachers, if you care to have me do so.

Best wishes to you and the book.

Yours sincerely,

ACM:he

A. C. Marts

August 15, 1967

Mr. Thomas P. Nickell, Jr.
University of Southern California
University Park
Los Angeles, Calif. 90007

Dear Mr. Nickell:

Thank you for your letter of August 9th concerning my book, "The Generosity of Americans." I am glad to have your comments and do appreciate your compliments.

I am greatly interested in the instances you mention of a rising participation in the private generosity for the public good in various sections of the world.

I have been aware during the last three or four years since I began to write my GENEROSITY book that the practice of private philanthropy is attracting attention outside the English speaking world but I did not know of these particular instances which you mention.

A year or so ago the State Department got in touch with me to ask informally about the inclusion of some fund-raising counsel in their Aid Programs but I am not up-to-date as to how far they went in experimenting with this possibility.

During the past year or so we have given counsel to some leading business men of Central America as to how they might raise funds to establish a Graduate School of Business Administration which they are planning to pattern after the Harvard School. A group from Harvard ~~are~~ is helping them plan the educational program. My impression is that substantial progress is being made in this effort.

We have helped educational and service organizations in other parts of the world from time to time also in recent years but too often these fund-raising efforts put far more emphasis upon raising their needed funds in the United States than upon any really solid effort to get financial support from their own citizens.

It will be very interesting to see how these new efforts which you mention in Latin America and in South Africa develop their plans to teach their local constituencies the practice of private generosity for the public good.

I am happy that you and others are giving thought and stimulus to a wider use throughout the world of the private philanthropic techniques that have made such a vast contribution to the cultural life of our own nation, and of the British Isles.

By the way, I now have on the press a book for private distribution only, entitled "George Lundy of Iowa; A Pioneer in the New 20th Century Career of Fund-Raising Counsellor." In this book I tell how this new fund-raising business or profession has been created during the present century. The book will not be for sale but will be distributed in a very limited edition to only a few hundred persons who have shown an interest in the background history, and significance of what you aptly refer to as "the art" of stimulating private generosity for the public good.

I think from your letter that you are one who would be interested in receiving a complimentary copy, which I will gladly send you when it comes from the press. It is expected within the next few weeks.

Thank you again for your welcome letter.

Cordially yours,

ACM:he

A. C. Marts

Miss Grace McConnaughey
Pitzer Lodge
627 Leyden Lane
Claremont, Calif. 91711

Jan 27. '69

Dear Arnaud:-

Your book came safely just after Christmas- I was so glad to have it! It is a wonderful book. And this time I won't give to Mr. H- again!

I have read it again now, and will read it to a small group on Tues + Fri!- and I can sure they will be interested in it!

I had a very happy Christmas! Bob Millikan came in to spend the day with me- & he brought his son Roger- and he had his little girl with him- so we had a lovely day!

I do thank you so much for sending the book. It is a wonderful book. And I will cherish it!

Most Sincerely

Grace E. McConnaughey.

Miss Grace McConnaughey
Pitzer Lodge
627 Leyden Lane
Claremont, Calif. 91711

February 3, 1969

Miss Grace McConnaughey
Pitzer Lodge
627 Leyden Lane
Claremont, California 91711

Dear Grace:

Thank you very much for your kind letter of January 27th. I am glad the book arrived safely and that you are enjoying it.

I am returning your check. This is a gift to you, and I would not think of having you pay for it.

It is pleasant indeed to hear from you. It is a reminder of warm and genuine friendships across more than a half century and that, indeed, is in itself a pleasant experience.

With warm personal regards.

Yours sincerely,

A. C. Marts

ACM/csa
Enclosure

WILLIAM E. McCAIN, D. D. S.
5110 JENKINS ARCADE BUILDING
PITTSBURGH, PA. 15222
TELEPHONE 281-3434

then, but now we do appreciate it and realize how very much it all meant to us - - someplace it is put in much better form, but I am glad to have the opportunity to render my own, and I am sure, Joe's thanks to you.

In the mid-west there had been an ice-storm, and the trees in Kankakee, ~~theey~~ were very brittle. Joe had a limb break and he had a 43 foot ride to the ground on it, but he was fortunate. He was unconscious for about five minutes and then came back O. K. - but off work for a week, and then back to work as good as new. I had a good break,too - I noticed the limb I was working on sagging, and suddenly I realized what was about to happen, and so, squirrel-like got back to the trunk before the break- mine would have been about thirty-five feet, I was certainly very glad it had'nt broken completely.

Both Joe and I took up Dentistry at U. of Pgh. and had dental offices in adjacent buildings across from the Boggs & Buhl Department Store on Federal Street on the North Side. I had previously been in the U. S. Dental Corps for two years. Joe had worked for two years, and when he saw that I liked it, he decided on Dentistry, too. Because of a redevelopement on the North Side, called Allegheny Center, all our tenants had to vacate, and most were fortunate enough to find offices, in the Jenkins Arcade Buidding in the down-town area. I often see Joe at lunch - he has a nice office on the sixth floor.

I feel that I have made this letter too lengthy - but thought you would like to know how your boys made out. I recall reading that you were in the Coast Guard and a Captain, WW 2. I chose not to stay in the army. Sometimes I wonder, but the saying goes " You can't have your cake and eat it too".

WILLIAM E. McCAIN, D. D. S.
5110 JENKINS ARCADE BUILDING
PITTSBURGH, PA. 15222
TELEPHONE 281-3434

August 23, 1969.

Dr. Arnaud C. Marts
521 Fifth Avenue
New York, N. Y. 10011.

Dear Friend:

You will be surprised to hear from me, a member of the old Boys Branch, Y. M. C. A. on Stockton Avenue, North Side, Pittsburgh, Pa. - - " Bill " McCain from the 1914 Class, Allegheny High School.

My wife, also from A. H. S. gets Dr. Peale's"Foundation For Christian Living" booklets, and in Vol. 19- #28 p 8, line 14, your name is mentioned and listed as one of the members of Marble Collegiate Church, where we have visited on several occasions ~~occasions~~ on vacations to Bermuda and, of course, we appreciated the service and the old church very much. On our first visit, we were ushered to seats midway on the left of the center aisle. I remember Dr. Peale asking his audience to speak to the person next to him after the service, telling him " your name and where you were from". The two chaps next to me were from South Africa, attending college in New York; the folks Emma spoke with, were from Pittsburgh, a welcome surprise, of course - Mt. Washington area. Seeing your name in the booklet, I decided to write to you - how nice to see your name, and to know that you were a member of that famous church.

We are members of Dr. Robert Lamont's First Presbyterian Church

WILLIAM E. McCAIN. D. D. S.
5110 JENKINS ARCADE BUILDING
PITTSBURGH, PA. 15222
TELEPHONE 281-3434

— put on list for Carter books

and that is so true.

Best of good wishes - hope I hav'nt made this letter too long and tiring.

Sincerely,
William E. McCain.

You will recall some of these boys;

* Bob Cochrane
* Bob Dunlap
* Oliver Groth
* Archie Richardson
Harry Schleuderberg
* Sterling Rese Football Capt. A. H. S. 1914
* Alfred McElroy
Earl Dietz
* Jimmie Creese
Jim Seaman
Alex Chambers (is reputed to have made a mint on the
Ed Daum reflectors along the Penna. Turnpike, etc.)

* deceased

Please excuse errors— I am a 2 finger expert.

WILLIAM E. McCAIN. D. D. S.
5110 JENKINS ARCADE BUILDING
PITTSBURGH, PA. 15222
TELEPHONE 281-3434

Sixth Avenue, Pittsburgh - it is quite possible you have heard him. We like him, and think he is very good, too.

I particularly wanted to let you know that many times Joe Stanger and I (and others) had talked of you, and among other things, had recalled the March 1912 Saturday afternoon spent at Aspinwall's Guyasuta Hollow, where you had taken us by street car and a short walk. small steaks, bacon, etc. and we had a really wonderful time. Patches of snow and ice were still in the shady spots, and the small water-falls still frozen. While there, you asked us if we had plans for the summer months, and would we like a job. If so, you suggested that you could get us a job with the Davey Tree Expert Company, - your friend and classmate at Oberlin, Mart Davey, could arrange that for us. We were delighted, so you wrote to Mr. Davey, and in a short time a letter arrived directing us to present ourselves to the New York office of the Davey company, Woolworth Building in New York for hiring and assignment. Given a choice of Lynn, Massachusetts or Bennington, Vermont, we chose Lynn and and about 5 P. M. we were on our way - The Joy Line To Hartford, Boston's south station, subway to the north station, and Boston and Maine R. R. to Lynn, where we joined our crew and in a few days we moved to Pride's Crossing, where we worked for about six weeks on the H. C. Frick estate and liked the work and life very much. Almost, before we realized it, our summer was over, and we had to give our jobs up, and start home and back to school.

In 1913 we were back with Davey again. This time, Indianapolis, and Kankakee, also Lake Forest, Ill. It was a good summer, too. We did appreciate the opportunity to do work like we were doing, the good times, and the opportunity to be on our own. I am certain that we took too much for granted

September 2, 1969

Dr. William E. McCain
5110 Jenkins Arcade Building
Pittsburgh, Pennsylvania 15222

Dear Dr. McCain:

Thank you very much for your welcome letter of August 25. You recall to my vivid recollection some very dear friends of many years ago and some interesting experiences in my YMCA years of 1910 to 1914 in the YMCA of Pittsburgh.

You mention your visit to Marble Church, of which I am a member; so under separate cover I am sending you my book, "The Generosity of Americans," which as you will see has a foreword by Dr. Peale. Some time this fall, perhaps in October, a book will be published about me and my career. I will put you on the list to receive a complimentary copy. The author, Dr. Paul Carter, an old friend, has included several references to my services at the Boys Branch, Y.M.C.A. which you will especially appreciate, I think.

Please give my best to any of my old friends whom you encounter.

With warm personal regards.

Yours sincerely,

A. C. Marts

ACM/csa

WILLIAM E. McCAIN. D. D. S.
5110 JENKINS ARCADE BUILDING
PITTSBURGH, PA. 15222
TELEPHONE 281-3434

September 24, 1969.

Dr. Arnaud C. Marts
521 Fifth Avenue
New York, N. Y.

Dear Dr. Marts:

Thank you for sending me your fine book. I have never seen any like it before, and I like it so much. I am now reading at the " Great divide, the end of the pagan Roman Empire and the beginning of the Christian Roman Empire"- p. 48. It will very definitely make me more history-wise. For some reason I never had medieval or ancient history in high school. I possibly would have have had some of the things you mention in your book.

Thanks again, I will of course, write again when I finish reading " The Generosity of Americans".

Sincerely,

William E. McCain.

Lewisburg, Penna. 17837
114 S. 14th Street
August 8, 1973

h- 717-523-3292
off " 524-1717

Dear Anne:

It seems like a terribly long time since I have heard from you. I hope that the heat and the humidity have not been too enervating and that you have found some pleasurable activities at the shore, in the mountains, or in the city. The summer, for me, has been speeding along at a very rapid pace. I feel as though it is almost over because I have already begun the preparation for my teaching in the fall term. I have had a lot to do in the Archives, and I haven't been out of town at all.

One of my major purposes in writing (I tried unsuccessfully to reach you by phone today) is to tell you that we have only 300 copies left of The Light of Inward Vision. The requests are still coming in at a very gratifying rate, and I am sure that they will continue to do so for quite a while. In this fact, I find a great satisfaction because it pays such a high tribute to Dr. Marts.

Now, for another fact, and then I'll get to the ultimate point. I received a letter from Dr. J. Orin Oliphant, this week, and he made an observation that should have occurred to me quite a while ago. He said that we oght to send a copy of the book to the library of every leading university and college in America. He emphasized the fact that the social, economic, and political historians are becoming increasingly interested, in their researches, in the story of American philanthropy. Dr. Marts's name, of course, is one of the most significant of all, and the historians are going to want to know as much as possible about this great man. The book which you and I fostered, Dr. Oliphant reminds me, is primary-source material of unusual value and ought to be readily available for researchers.

I come, now, to the point of wondering whether "we" (!)--I hope that the word is not presumptuous or officious--would consider it feasible and desirable, financially, to bring out another edition or printing. I took the liberty this morning of calling Mr. Yoseloff to inquire into the matter. He could not quote a sum, off-hand, but promised to let me know, within a week or ten days, concerning how much the project would cost for 1,000 and for 1,500 additional copies. The process would have to be by what is called "off-set printing," he said, and it would not be prectical to figure on the basis of fewer than 1,000 copies. I shall talk with you again, as soon as I hear from him. If "we" were to decide on a new printing and on following Dr. Oliphant's

EAGLE-A
TYPE-ERASE

advice, I would be willing to assume the responsibility for making out the list of libraries and for carrying out the distribution. I should think that the list might contain the names of from 300 to 500 institutions, at least, and I would write a covering letter to accompany the presentation of the book.

Please feel free to tell me whatever you wish to say about these suggestions. No commitment has been made yet, of course, and never will be made without your approval.

With deepest affection,

Bob

September 5, 1973

Mr. Julien Yoseloff
A. S. Barnes and Co., Inc.
Cranbury, New Jersey 08512

Dear Mr. Yoseloff:

I have enclosed Mrs. Anne Marts's check in the amount of $3,825.00. This sum is to defray the cost of publishing fifteen hundred additional copies of The Light of Inward Vision. Would it be possible to predict an approximate date of delivery, so that we can plan accordingly? (I do not wish to seem impatient in asking this question.)

Everyone in your firm associated with the first printing of this book was extraordinarily kind and skillful. You made my task much easier than it might otherwise have been, a fact which I deeply appreciate.

Sincerely yours,

Robert R. Gross

Robert R. Gross

RRG/bcw
Encl.

Robert R. Gross
114 S. 14th Street
Lewisburg, Pa. 17837

October 2, 1973

Dear Anne:

I was overjoyed to receive your letter yesterday and to learn that you have made good progress in your recovery. I hope that the doctors kept their word and that these lines now find you resting comfortably at home again. I had tried, to no avail, to gain some news after receiving the letter which told me about your imminent hospitalization.

Please be good, and do exactly what your physicians have ordered. I certainly hope that you will be able to solve both of your problems by careful control of your diet.

There is no news to report, at the moment, about the second printing of *The Light of Inward Vision*, except that Mr. Yoseloff said, three or four weeks ago, that he thought the copies would be delivered within "about ten weeks." I expect to keep in very close touch with you, but I don't want you to worry about anything. Whenever you feel like writing to me, it will be a great comfort to know

Robert R. Gross
114 S. 14th Street
Lewisburg, Pa. 17837

that you are in good health and spirits. Of course, you will be remembered in my prayers.

Devotedly,

Bob

BUCKNELL UNIVERSITY
LEWISBURG, PENNSYLVANIA 17837

DEPARTMENT OF ENGLISH

and which I would be only too glad to add to the list.

Spring will soon be here! Mind your doctors, and keep well.

With deepest affection,

Bob

BUCKNELL UNIVERSITY
LEWISBURG, PENNSYLVANIA 17837

DEPARTMENT OF ENGLISH

January 15, 1974

Dear Anne:

I thought that you would be interested in seeing this letter, a copy of which is accompanying each of the volumes that I am sending to the libraries of 328 colleges and universities across America. There are two versions of this letter: one with the salutation of "Dear Sir" and one with that of "Dear Madam"; and, of course, the appropriate address is put at the top of each letter.

I shall send you, also, in the next few days, a list of the specific libraries. You might think of some which I have omitted

BUCKNELL UNIVERSITY
LEWISBURG, PENNSYLVANIA 17837

THE ARCHIVES

January 16, 1974

Dear Sir:

You will find, enclosed, a copy of The Light of Inward Vision, a volume of addresses and essays by Arnaud Cartwright Marts, who was the seventh president of Bucknell University.

Besides the fact that his service for ten years in the presidency of Bucknell was extraordinarily successful, Dr. Marts will be remembered as one of the most important people in the early history of American philanthropy, a subject that is certain to be of great interest to social and political historians in the years to come. The Light of Inward Vision, which has been privately printed, will add valuable information--beyond that contained in his writings published in his own lifetime--about the career of this distinguished American.

Being sure that you will want to add this volume to the holdings of your library, I present it to you, with the compliments of Bucknell University.

Sincerely yours,

Robert R. Gross

Robert R. Gross
Archivist of the University

BUCKNELL UNIVERSITY
LEWISBURG, PENNSYLVANIA 17837
DEPARTMENT OF ENGLISH

Jan. 17, 1974

Dear Anne:

Now is the list of collegiate libraries to which I am sending copies of the book. I didn't bother to include, here, the names of the librarians or the complete addresses.

If you think of any library which ought to be added to this list, please let me know. (The Oberlin College Library already has a copy.)

Devotedly,

Bob

BUCKNELL UNIVERSITY
LEWISBURG, PENNSYLVANIA 17837
DEPARTMENT OF ENGLISH

Jan. 31, 1974

Dear Anne:

I have received, now, about seventy-five acknowledgments from the librarians who have been given copies of our book. In time, of course, I shall have more than three hundred of these letters. Meanwhile, I thought that you might like to look at a few representative answers. When it is convenient, you might return these to me, because I want to put them in the Archives, with Mr. Marts's other papers.

Devotedly,

Bob

BUCKNELL UNIVERSITY
LEWISBURG, PENNSYLVANIA 17837

DEPARTMENT OF ENGLISH

papers in the Archives.

As always, I express a fervent hope that you are well and that you are having some fun in the Big City.

Deepest devotion,

Bob

BUCKNELL UNIVERSITY
LEWISBURG, PENNSYLVANIA 17837

DEPARTMENT OF ENGLISH

March 29, 1974

Dear Anne:

As I probably told you on the telephone, we completed the mailing of copies of the Book about three weeks ago. All of the recipients have gratefully acknowledged your generosity. I have included some more of the most interesting answers, because I thought that you might like to read them.

Please return these and the others (sent earlier) when it is convenient to do so. I want them to be put, eventually, with Mrs. Martin's

3.2

Correspondence on Arnaud Marts' book, "The Generosity of Americans, Its Source - its achievements, 1964 - 1974