Wilkes College
Commencement, May 22, 1988
Citation for the Honorary Degree of Doctor of Humane Letters

ARNAUD CARTWRIGHT MARTS

On this fifty-fifth anniversary of the founding of Bucknell University Junior College, we honor the man most responsible for the firm foundations upon which the present Wilkes College is built. Arnaud Cartwright Marts was born in neighboring New York State in 1888. In 1910 he graduated with Phi Beta Kappa honors from Oberlin College in Ohio. Through his first job after college at the Pittsburgh Y.M.C.A., he became involved in fund raising, an activity he developed not only into a career but into an industry.

By 1926 Dr. Marts was one of the leading fund raisers in the nation and established the firm of Marts and Lundy. He became deeply involved in the development of Bucknell University where he was elected to the Board of Trustees in 1933. Two years later, in the depths of the Depression, his fellow board members called upon Arnaud Marts to be president of Bucknell. He accepted only reluctantly and insisted upon continuing to manage Marts and Lundy, commuting by rail each week between Lewisburg and New York City. Dr. Marts quickly became aware of the pressing needs of the new Junior College Bucknell recently had established in Wilkes-Barre. In its first years, Bucknell University Junior College grew in numbers of students beyond the wildest imagination of the Bucknell Board.

This growth forced him to find a leader for the Wilkes-Barre campus. After a thorough search he discovered and persuaded Eugene S. Farley to come to Wilkes-Barre and accept the challenge of directing Bucknell University Junior College. Dr. Farley accepted on the condition that Arnaud Marts would include a stop in Wilkes-Barre once a week on his way from Lewisburg to New York to help him lead the College.

Throughout the next three decades, Dr. Marts served as Vice Chairman of the Board of Trustees of Bucknell University Junior College, which became Wilkes College in 1947, helping Dr. Farley to inspire the leaders of the local community to invest in the higher education of their children. From the first fund-raising campaign appropriately named "A Miracle in Our Day," Dr. Marts planned and helped the efforts by which this College established itself financially. In response to Dr. Farley's urgent appeals for more space for the growing student body in the late 1930s, Dr. Marts approached the Kirbys, the Conynghams, and the Starks to give their great River Street mansions to the College, thus establishing its present campus.

When the first chairman of the Bucknell University Junior College, Gilbert McClintock, died suddenly, Vice Chairman Marts refused to succeed him, insisting that an individual with local roots be selected. He urged the Board to ask Admiral Harold R. Stark, a choice that proved extraordinarily beneficial to Wilkes.

Through a busy and enormously productive life, Arnaud Marts found the time, energy and devotion to build this College for the young people of Northeastern Pennsylvania. He believed in their potential for leadership and service with the proper education. Through his unfailing support of Dr. Farley's efforts and his skillful mobilization of friends and funds for Wilkes College, Arnaud Marts challenged this community to invest in its future.

On this the centennial of Arnaud Marts's birth, we at Wilkes College honor our founding father and faithful friend. By virtue of the authority vested in me by the Commonwealth of Pennsylvania and the Board of Trustees of Wilkes College, I hereby bestow posthumously the honorary Doctorate of Humane Letters on Arnaud Cartwright Marts without whose loving and devoted service this College would not exist.