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Business Committee for the Humanities (1973-1979):
Correspondence 01

Livingston L. Biddle Jr.

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Dear Mr. Biddle:

You are cordially invited to attend the Sixth Annual Dinner of the Business Committee for the Arts at The Metropolitan Museum of Art, Monday, April 9, 1973.

The program will begin with a conference from 2:30 to 4:30 p.m. A special viewing of the current exhibition, "The World of Balenciaga," assembled by Diana Vreeland, former editor of "Vogue," will be available for you and your wife or guest starting at 6:30. We hope you will find it convenient to attend all sessions.

The evening affair will be black tie. We are pleased that our dinner speaker will be Senator Claiborne Pell, Chairman of the Special Subcommittee on Arts and Humanities.

A detailed schedule of activities is attached.

Please let us know on the enclosed reply card if you can come.

With all good wishes.

Sincerely,

[Signature]

Mr. Livingston Biddle
Administrative Aide to Senator Pell
Room 325, Old Senate Office Building
Washington, D. C. 20510

March 2, 1973
BUSINESS COMMITTEE FOR THE ARTS
SIXTH ANNUAL MEETING
The Metropolitan Museum of Art
Monday, April 9, 1973

AGENDA

Afternoon Session

2:30 Afternoon Discussion to 4:30
Frank Stanton presiding

Plans and Progress of BCA
Esquire/BCA Awards
The Advertising Campaign
BCA Publications
Seminars and Conferences: Successes and Problems
Recent Corporate Projects in the Arts

Evening Session

6:30 Business Meeting to 7:30
Special viewing of "The World of Balenciaga," assembled by Diana Vreeland, former editor of "Vogue."

7:30 Reception to 8:15

8:15 Dinner to 10:00
Dinner Address by Senator Claiborne Pell

Use Museum parking lot entrance. Free parking will be available in the lot. Turn right off Fifth Avenue at 80th Street to enter Museum drive and parking lot.
The Business Committee for the Arts, Inc., a private, tax-exempt, national organization formed in 1967, seeks to encourage business and industry to assume a greater share of responsibility for the support, growth and vitality of the arts. The Committee's activities are supported through contributions from its members.

The Business Committee for the Arts, Inc., helps to organize local, state-wide and regional conferences to bring the art and business communities into close and fruitful relations with one another.

Publishes BCA News and Arts Business, an annual hard-cover book, pamphlets on printed materials designed to provide current information on all aspects of the emerging alliance of business and the arts.

Conducts a nationwide campaign, in cooperation with The Advertising Council, in all media to generate public interest in and appreciation of the arts, as well as understanding of their economic and social importance.

Counsels corporations interested in initiating arts-support programs.

Counsels arts organizations on more effective ways to enlist corporate involvement in their support of activities.

Publicizes examples of corporate involvement in the arts through its sponsorship, with Esquire Magazine, of the annual "Business in the Arts" awards competition and through an intensive ongoing public relations program.

Speaks for business in cooperative endeavors with governmental and private agencies concerned with the arts.

For further information, write the Business Committee for the Arts, 1270 Avenue of the Americas, New York, N.Y. 10020.
VOLUNTARY CORPORATE PROJECTS

In addition to major speeches and participation on panels and in business/arts meetings, the following members have provided special assistance to the Business Committee for the Arts.

1. Harry Abrams, Inc. - Harry Abrams
   Publication of book at cost
   Marketing of book

2. ALCOA - John D. Harper - Arthur M. Doty
   Hosting of CAG meeting
   Special funding

3. Allstate Insurance Co. - Archie Boe - Robert Leys
   Printing of booklet

4. American Medical Building Guild - Gerald A. Bartell
   Sponsorship and hosting of state conference.

   Contribution of office space
   Hosting of CAG meetings
   Chairman of BCA

   Special funding

7. Cantor, Fitzgerald & Company - B. Gerald Cantor
   Sponsorship and hosting of state conference.

8. Chase Manhattan Bank - David Rockefeller - John Meekin
   Initial funding
   Hosting of CAG meetings
9. Cherokee Insurance Company of America - David K. Wilson  
   Sponsorship and hosting of state conference

10. CIBA-GEIGY - Dr. Otto Sturzenegger  
    "From the Mind of Man" - film and costs of distribution

11. Columbia Broadcasting System - Frank Stanton - Arthur Tourtellot  
    Chairman of BCA  
    Hosting of CAG and Board meetings

12. The Conference Board - John H. Watson, III  
    Research for BCA

13. Consolidated Foods Corporation - Nathan Cummings  
    Chairman of advertising campaign  
    Special funding

14. Continental Telephone Corporation - Charles Wohlstetter  
    Recruitment of new member

15. Cummins Engine Company - J. Irwin Miller  
    Sponsorship and hosting of state conferences

16. Curtiss-Wright Corporation - T. Roland Berner  
    Sponsorship of state conference  
    Recruitment of new member

17. C. Douglas Dillon  
    Chairman of BCA
18. ESQUIRE - Arnold Gingrich

Author of first BCA book
Public service advertising space
ESQUIRE/BCA Awards
Editorials
Luncheons

19. Arthur Harris

Hosting of CAG meeting


Subsidy for Gingrich book

21. S. C. Johnson & Son, Inc. - Samuel C. Johnson

Hosting of state conference

22. Eli Lilly Company - Dr. Cornelius W. Pettinga

Sponsorship and hosting of state conferences

23. Mobil Oil Corporation - Rawleigh Warner, Jr. - Earl B. Whitcraft

Ad in New York Times

24. Neiman-Marcus - Stanley Marcus

Sponsorship and hosting of state conference

25. NEWSWEEK - Katharine Graham - Allen Chellas

Advertising program luncheon
Public service advertising space
Editorials
Slide lecture program
Luncheons for potential new members
   Hosting of state conference

27. Northern Natural Gas Company - W. A. Strauss
   Sponsorship and hosting of state conference

28. Occidental Petroleum Corporation - Dr. Armand Hammer
   Support of advertising campaign

29. Olin Corporation - Michael A. d'Amelio
   Hosting of CAG meetings

   Recruitment of new member

31. R. J. Reynolds Industries - Alexander H. Galloway
   Hosting of CAG meeting

32. Ruder & Finn, Inc. - William Ruder
   Aid in recruitment of new members

33. SATURDAY REVIEW - John J. Veronis
   Public service advertising space
   Publicity
   Editorial

34. Roger L. Stevens
   Hosting of CAG meetings
35. Touche Ross & Company - Russell Palmer
   Voluntary accounting programs for the arts
   Luncheon for new members
   Research for BCA

36. U. S. Steel Corporation - R. Heath Larry - Howard Barr
   Hosting of CAG meeting
   Recruitment of new member

37. Edward H. Weiss Advertising Agency - Edward H. Weiss
   Creation of advertising campaign

38. Xerox Corporation - A. N. Scallon
   Special funding
   Recruitment of new member