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3-2-1973

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

Livingston L. Biddle Jr.

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BUSINESS COMMITTEE FOR THE ARTS, INC.  
1270 avenue of the americas, new york, n.y. 10020 (212) 765-5980

chairman  
FRANK STANTON



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,

A handwritten signature in black ink, appearing to read "Frank Stanton", written in a cursive style.

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

The Metropolitan Museum of Art

2:30 Afternoon Discussion  
to Frank Stanton presiding

Reading room of Thomas J.  
Watson Library

4:30

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

The Metropolitan Museum of Art

6:30 Business Meeting  
to

Reading room of Thomas J.  
Watson Library

7:30

Special viewing of "The World  
of Balenciaga," assembled by  
Diana Vreeland, former editor of  
"Vogue."

Meet in Blumenthal Patio

7:30 Reception  
to

Blumenthal Patio

8:15

8:15 Dinner  
to

Medieval Sculpture Hall

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.

Josephs, Devereux C. *Director*  
New York Life Insurance Company, N.Y.

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Kaiser Industries Corporation, Oakland, Calif.

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Continental Telephone Corp., St. Louis

September, 1972

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

## BUSINESS COMMITTEE FOR THE ARTS

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 by 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 and other 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 problems.

Counsels corporations interested in initiating arts-support programs.

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

Publicizes examples of corporate involvement in the arts through its sponsorship, with *Equire Magazine*, of the annual "Business in the Arts" awards competition and through an intensive on-going public relations program.

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

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4. American Medical Building Guild - Gerald A. Bartell  
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5. Atlantic Richfield Company - Robert O. Anderson - William G. Shain  
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Sponsorship and hosting of state conference.
8. Chase Manhattan Bank - David Rockefeller - John Meekin  
Initial funding  
Hosting of CAG meetings

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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  
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Sponsorship of state conference  
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  - Slide lecture program
  - Luncheons for potential new members



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26. North Carolina National Bank - Addison H. Reese  
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