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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

Reading room of Thomas J.
Watson Library

to
7:30

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

Meet in Blumenthal Patio

7:30 Reception

Blumenthal Patio

to
8:15

8:15 Dinner

Medieval Sculpture Hall

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.

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

Kaiser, Edgar F. *Chairman*
Kaiser Industries Corporation, Oakland, Calif.

Larry, R. Heath *Vice Chairman, Board of Directors*
United States Steel Corporation, Pittsburgh

Lazarus, Ralph *Chairman*
Federated Department Stores, Inc., Cincinnati

Lepercq, Paul Adolphe *President*
Lepercq De Neulize & Company, Inc., New York

Loeb, John L. *Partner*
Loeb, Rhoades & Co., New York

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Texaco Inc., New York

Luce, Charles F. *Chairman of the Board*
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MacBain, Gavin K. *Chairman*
Bristol-Myers Company, New York

Marcus, Stanley *President*
Neiman-Marcus Company, Dallas

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May, William F. *Chairman and President*
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McSwiney, J.W. *President*
The Mead Corporation, Dayton

Mellon, Paul *President*
National Gallery of Art, Washington, D.C.

Merriam, John F. *Chairman, Executive Committee*
Northern Natural Gas Company, Omaha

Metcalf, Gordon M. *Chairman*
Sears, Roebuck and Company, Chicago

Meyer, Andre *Senior Partner*
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Stanford University, Palo Alto

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Myers, Charles F. *Chairman*
Burlington Industries, Inc., Greensboro, N.C.

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Wohlstetter, Charles *Chairman of the Board*
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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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
5. Atlantic Richfield Company - Robert O. Anderson - William G. Shain
Contribution of office space
Hosting of CAG meetings
Chairman of BCA
6. Bristol-Myers Corporation - Gavin K. MacBain
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

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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
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

20. Howard Johnson Company - Howard B. Johnson
 - 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

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26. North Carolina National Bank - Addison H. Reese
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
30. Radio Corporation of America - Robert W. Sarnoff - Mervin
J. Shuman
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