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Arts Trade Association Dinner: Speech Research (1963-1967): Correspondence 02

Bert Cholet

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NATIONAL ART MATERIALS TRADE ASSOCIATION

182A BOULEVARD • HASBROUCK HEIGHTS, NEW JERSEY 07604

March 10, 1967

The Office of Senator Pell
418 Federal Building
Providence, Rhode Island

Att: Mrs. Leeds

Dear Mrs. Leeds:

Pursuant to our telephone conversation of today, I am pleased to enclose eleven questions to which we asked Roger Stevens to reply. This was at our Washington Convention which took place in 1965. The implications in the questions for the "man in the street" still apply.

Pursuing other information which relates to the place of the visual arts in our National picture, I would refer you to the 47th Letter, Washington International Arts Letter, Volume 6, No. 3 for March, 1967. In the center spread there is some information on private foundations active in the arts. One of the paragraphs reads "It is interesting to note the percentage break downs of the amounts given the various arts by private foundations last year. "Performing" arts (including music and again partly because of the Ford grants) got a fat 84%, while art, architecture and museums, bunched together, got only 7%. Language and literature were given 5%, philosophy less than 1% and history 3%. Thus, Federal patronage, at least from the Arts Endowment, which also gave more to the performing arts, was out of balance in that direction in 1966."

We thought we should call this information to your attention because the statistics on the visual arts vs the performing arts indicate perhaps a thousand to one percentage interest in favor of the visual arts whereas the support indicates approximately a ten to one favor of the performing arts. In quoting this information, I am referring to those who can and do participate.

I am afraid I always warm up to my subject when I get started and I hope I haven't bored you.

Cordially,

BC/ac

Executive Secretary

SUGGESTIONS FOR STRENGTHENING PENDING CULTURAL PROGRAMS
AND ARTS LEGISLATION TO AID A LARGER PERCENTAGE OF CITIZENS
AND BALANCE THE CULTURAL HEALTH OF OUR COUNTRY

1. All cultural programs, arts and educational committees should be properly and strongly staffed by qualified representatives for the visual arts, painting and sculpture.
2. Legislation should particularly notice and provide for the needs of the ordinary citizen who is painting in untold numbers. Encouragement may come through wide-spread adult education in the visual arts, help for neighborhood art clubs and providing local teaching and exhibiting facilities.
3. Help for American fine artists. A ridiculously small percentage of our most creative artists are actually able to make their living by painting.
4. Help for art education through associations such as National Art Education Association; provision for minimum standards in facilities and instruction for all fifty states to insure equality of exposure and equality of opportunity.
5. Encouragement of visual arts in industry for the relief of tensions among workers and contributing to mental health.
6. Encouragement of visual arts in youth programs for reduction of juvenile delinquency. Support of arts and crafts programs in penal institutions.
7. The encouragement of general art education so that future customers for American manufactured products will discriminate sufficiently to trade up and not be satisfied with shabby merchandise. This is important to our complete economy.
8. Insist that budgets for public buildings of any type have a specific percentage set aside for embellishment of the buildings through paintings and sculpture. These works should be completed at the time the buildings are completed and not "tacked on" to a structure as an after thought.
9. Help to change the point of view of museums exhibiting dead mens art from past centuries to the notice of living American art and artists.
10. Support home arts and crafts in each state or area where local conditions and materials encourage creative crafts.
11. Furtherance of arts programs of Occupational Therapy Associations.