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516 Ways BCA
Companies Supported
the Arts in '73 & '74

“516

Ways” is a list, by arbitrary categories, of ways in which a group of companies, represented by executives on the membership list of the Business Committee for the Arts, supported the arts in 1973 and in the first quarter of 1974.

When the Business Committee for the Arts was created in 1968, its members were convinced the most persuasive arguments for increasing business support of the arts by the business sector were actual examples of business involvement. Some businesses had been participating in arts programs, but effective channels through which other companies might profit from their experience had not been available. As a result, much of the Committee’s extensive communications program was designed to make such examples widely known.

Business support of the arts has taken many forms. Financial contributions head the list, of course, but there are also examples of the contribution of marketing skills for use in audience development; assistance in improving arts organizations’ administrative and fiscal practices; the donation of equipment and space, including the loan of computer services; help in development and promotion of programs that will reach new or broader publics . . . the list can be stretched as far as the proven ingenuity of American business.

BCA is proud of the fact that the companies represented by its membership have been among the most prominent in forming fruitful alliances with arts organizations and individual artists. Although its membership represents widely diverse kinds of businesses, the nature of their business activities has not inhibited their involvement in the arts in any way. Many of the companies do not regard their activities in the arts as particularly novel or striking. Many of them have had long records of arts support and regard what they are doing as the routine fulfillment of a steadfast commitment to serve an aspect of life that enriches the company, the artist and the community. On the chance that what they may consider routine may be new or suggestive to others, we have briefly summarized the arts support programs conducted by some of our member companies during 1973 and the first quarter of 1974. They total 516. No effort is made either to cover all of the programs in which these companies are involved or to report on the programs of each and every company represented by a member of the Business Committee for the Arts.

We wish this list included all BCA companies and all other companies in the United States and Canada that supported the arts in 1973 and 1974. The list would be longer than we could, for practical reasons, publish and still make it available to anyone in business or the arts who is interested in having a copy.



Goldwin A. McLellan, President
September 1974

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Art Exhibitions

The Alcoa Foundation

- underwrote an exhibit of recent Carnegie Institute (Pittsburgh) acquisitions at the Wildenstein Gallery, New York City, and the High Museum, Atlanta
- underwrote a major Giacometti retrospective at the Guggenheim Museum in New York City

Consolidated Edison Company of New York, Inc.

- sponsored the first major exhibition of Puerto Rican art in this country, covering pre-Columbian to the present and provided school instructional materials for the exhibition shown at both the Metropolitan Museum of Art and El Museo del Barrio in Harlem

Exxon Corporation

- sponsored “Women Choose Women,” the first major museum show surveying art created by women, at the New York Cultural Center
- exhibited a collection of Puerto Rican graphics, collected by the Pratt Graphics Center for Exxon, and shown in New York City and Newark. This collection is currently on a U.S. tour
- currently touring exhibits of Pueblo Indian art from New Mexico and award-winning works by Alaskan artists (Exxon provided funds for the competition and tour)
- is planning a photographic exhibit of “The Street Art of Black America”
- provided funds for a Whitney Museum exhibit, “The Painters’ America”—art of the 19th century—which will go from New York to the Oakland County Museum and the Houston Museum of Fine Arts
- co-sponsored an exhibit of African sculpture and photographs at the Museum of African Art in Washington, D.C., entitled “Eliot Elisofon: A Tribute to Africa”
- continues to support a summer mural program for

young people on the Lower East Side, New York City, working with Cityarts Workshop

Ford Motor Company Fund

- gave a grant to publicize the “Impressionists and Post Impressionists from U.S.S.R.” exhibition
- was a major supporter of “The Portable World” exhibition at the Museum of Contemporary Crafts

GAF Corporation

- provided an exact photographic duplicate of “The Large Glass” for the Marcel Duchamp exhibit at the Museum of Modern Art since the original was considered too fragile to travel

International Business Machines Corporation

- co-sponsored, with the New York State Council on the Arts, a traveling exhibition of the work of Puerto Rican photographers in New York, Washington and Puerto Rico
- underwrote a retrospective exhibition of the paintings of Jacob Lawrence at the Whitney Museum and will tour it to some half a dozen other cities in the U.S.

S. C. Johnson & Son, Inc.

- sponsored a 17-month tour throughout Europe of “Objects: USA,” its collection of contemporary crafts on the U.S.

Lever Brothers Company, Inc.

- worked with the Arts and Business Council of New York to design an exhibit of various arts projects underwritten by corporations to demonstrate the partnership of arts and business

Mobil Oil Corporation

- sponsored an exhibit in Munich and Hamburg entitled “Art in Germany: 1898-1973” to celebrate its 75th anniversary of operation in Germany
- Mobil Sekiyu celebrated its 80th anniversary in Japan by producing a book entitled “The Living Treasurers of Japan,” describing Japan’s “knighthood” craftsmen

Philip Morris Inc.

- sponsored “The Flowering of American Folk Art 1776-1876” at the Whitney Museum in New York City, and in Richmond and San Francisco
- Philip Morris Europe toured an exhibition of 65 Swiss artists entitled “Tell 73” to five Swiss cities
- local affiliates in Central and South America sponsored a tour of “Latin American Graphics,” a collection of 46 graphics purchased by Philip Morris International, to 17 cities and six countries of Central and South America
- sponsored jointly with the National Endowment for the Arts “Indian Art of the Americas” which opened at the Indianapolis Museum and will tour to six other cities in 1974
- sponsored through Benson & Hedges (Canada) Ltd. the “First World Crafts Exhibition” of international crafts at the Ontario Science Center
- sponsored through Benson & Hedges (Canada) Ltd. “Entr’acte,” Canadian Guild of Craft’s Third biennial exhibition at the O’Keefe Center, Toronto
- sponsored on behalf of Marlboro and jointly with the National Endowment for the Arts “Masterworks from the Museum of the American Indian” at the Metropolitan Museum of Art
- supported one-man exhibit of the work of “Ferdinand Hodler” which travelled to Berkeley, Cal., New York City, and Cambridge, Mass.

Rothmans of Pall Mall Canada Limited

- sponsored two traveling exhibitions in Canada: one, of the works of three Mexican artists—Cuevas, Esqueda, and Friedeberg; and the other, of 17 terracotta models of the works of Michelangelo (11 of which can be attributed to Michelangelo or his workshop)

Ruder & Finn, Inc.

- sponsored an exhibition of paintings by inmates of a maximum security prison, entitled “From Within”

Museum Support

(See Also Art Exhibitions)

Adolph’s Food Products Mfg. Co., Inc.

- supported the Pasadena Museum of Modern Art
- contributed to the Acquisition Fund of the Grunwald Center for Graphic Arts, UCLA
- provided operating funds to Arts for Communities, Los Angeles
- provided funds for a videotape on “New Deal Art; California” to the de Saisset Art Gallery & Museum, University of Santa Clara, Cal.

The Alcoa Foundation

- supported programs of acquisition for the Paramaribo Museum in Surinam; the Metropolitan Museum, the Whitney Museum, and the Museum of Modern Art in New York City; the Smithsonian Institution in Washington, D.C.; and the Potsdam, N.Y. Museum of Modern Art
- made unrestricted grants to the Museum of Science and Industry, Chicago; the National Museum of Design at Cooper-Hewitt Museum, New York City; The American Museum of Natural History, New York City; the Evansville (Ind.) Museum of Arts and Science; the Field Museum of Natural History, Chicago; the Indianapolis Museum of Art; and the Pittsburgh Children’s Museum
- made grants to the City Museum and Art Gallery, Birmingham, England; the Henie-Onstad Museum, Oslo, Norway; the Scottish National Gallery of Modern Art, Edinburgh; and the Vienna Secession, Austria

J. Aron & Company, Inc.

- supported the New Orleans Museum of Art

Atlantic Richfield Foundation

- made the first major corporation donation to the Dallas Museum of Fine Arts with a grant for the exhibition of Degas bronzes

Burlington Industries, Inc.

- gave financial assistance to the Weatherspoon Gallery at the University of North Carolina

CIBA-GEIGY Corporation

- in cooperation with the National Gallery of Art, made a three-year commitment to support an effort to gather and edit scientific papers on the ten pigments most widely used by artists throughout history

Consolidated Edison Company of N.Y., Inc.

- supported the American Museum of Natural History, Museum of the City of New York, and the Brooklyn Institute of Arts and Sciences

Corning Glass Works

- was the major underwriter of the restoration of the Corning Museum of Glass which was devastated by flood in 1972
- provided funds for the organization of “American Glass Now,” a survey of contemporary studio glass by the Toledo Museum of Art and the Museum of Contemporary Crafts in New York City
- presented the “Houghton Shah-nameh” or “Tales from a King’s Book on Kings” comprising 16th century Persian miniature paintings
- made a major grant for publication, by the Corning Museum, of Dorothy Blair’s document, “A History of Japanese Glass”
- made a grant to the Corning Painted Post Historical Society to open an unusual storefront museum
- made a grant to the Museum of Fine Arts and History at Danville, Va., to help establish its own home
- made grants to the Five Civilized Tribes (Indian) Museum in Muskogee, Okla., and to the St. John’s Art Gallery in Wilmington, North Carolina
- made grants to the American Crafts Council, the American Museum of Natural History, the Brooklyn Institute of Arts and Science, the Metropolitan Museum of Art and the Museum of the City of

New York; the Arnot Museum, Elmira, New York; and the Museum of Science, Boston, Mass.

Curtiss-Wright Corporation

- supported the Guggenheim Museum and the Metropolitan Museum of Art
- donated historical materials to the Air Force Museum, Wright-Patterson Air Force base, Ohio; the Smithsonian Institution’s National Air and Space Museum; and the Teterboro (N.J.) Aviation Hall of Fame

Ford Motor Company Fund

- contributed to 12 art museums
- completed a commitment to the Edison Institute for the Henry Ford Museum and Greenfield Village providing an endowment for operations, acquisitions and capital improvements

International Business Machines Corporation

- made a major grant to the Metropolitan Museum’s Bicentennial Wing campaign

Kirkpatrick Oil Company Foundation

- supported the Oklahoma Museum of Art and the National Cowboy Hall of Fame and Western Heritage Center

Lever Brothers Company, Inc.

- supported the Brooklyn Institute of Arts and Science, the American Museum of Natural History and the South Street Seaport in New York City and the Chicago Museum of Science and Industry

Mobil Foundation

- supported the Summergarden at the Museum of Modern Art in New York City and Operation Sound Search in New York City and Los Angeles

J. C. Penney Company, Inc.

- supported the American Museum of Natural History, the Metropolitan Museum of Art and the Museum of Modern Art in New York City

Philip Morris Inc.

- presented a tenth-century Mayan vase with design

of nobleman or priest smoking a cigarette to the Museum of the American Indian on behalf of Marlboro

- donated jointly with the artist the sculpture, "Solar" by Willi Gutmann to the Virginia Museum of Fine Arts, Richmond, Va.
- makes an annual contribution to the Whitney Museum for acquisition of works by young American artists

Rothmans of Pall Mall Canada, Ltd.

- supported the Rothmans Gallery in Stratford, Ontario

The William Underwood Company

- contributed to the support of the Boston Museum of Fine Arts
- supported the friends of Fogg Museum, The Metropolitan Museum of Art, the Institute of Contemporary Art, the National Center of Afro-American Artists, the Portland (Maine) Museum of Art

Artist-in-Residence Programs

Bankers Life Nebraska

- retained the services of Professor Rheinold Marxhausen of Concordia College to lecture on the arts and underwrote both a film and slide presentation on "How to See," an examination of the beauty of everyday objects by Marxhausen

Deere and Company

- underwrote the Quad Cities Arts Council's sponsorship of an Affiliated Artist artist-in-residence
- supported the International Writers Program centered at the University of Iowa

Exxon Corporation

- underwrote a conductors-in-residence program with Affiliated Artists and chose six conductors to serve with major orchestras in Atlanta, Pitts-

burgh, Washington, D.C., Milwaukee, St. Paul and San Diego

Sears-Roebuck Foundation

- sponsored 26 Affiliated Artists throughout the country

Standard Oil Company of California

- retained the services of Conductor Carmen Dragon for concert and educational presentations

Arts Councils and Local Arts Associations

The Alcoa Foundation

- made grants to arts councils and associations in Mobile, Ala.; Richmond, Va.; Fort Wayne, Ind.; Massena, N.Y.; Quad-Cities, Rock Island, Ill.; and Seattle, Wash.
- supported the Fort Vancouver Historical Society, Washington; the Lebanon County Historical Society, Pa. (capital fund campaign); Musicians Club of Evansville, Ind.; and the Y-IKC (Music Society), Pittsburgh, Pa.

American Airlines, Inc.

- supported the Arts and Business Council of New York City, Inc., and a corporate executive served as Vice President of ABC and chairman of several major programs

CIBA-GEIGY Corporation

- supports art councils in New York, Rhode Island, North Carolina and Alabama

Consolidated Edison Company of New York, Inc.

- supports the Arts and Business Council of N.Y. with manpower, executive guidance and speeches, and funds, as well as the Westchester Council for the Arts
- worked with the Bronx, Brooklyn and Staten Island Art Councils to provide community art

galleries for local artists in the company's local customer service offices

Corning Glass Works Foundation

- provided challenge grants to the Chemung Valley Arts Council and the 171 Cedar Street (council) in Corning, N.Y.
- supported the Louisville Fund in Kentucky
- assisted arts and crafts exhibits of the Gallery of Fine Arts, Columbus, Ohio; the Society for the Arts, Ames, Iowa; and the Fairtree Fine Crafts Institute in New York City
- provided funds for the Pilchuck Workshop of the Pacific Northwest Arts Center

Courier-Journal & Louisville Times Company

- gave the largest single contribution to the Louisville Fund for the Arts

Cummins Engine Company, Inc.

- supported the Columbus, Ind., Arts Council and provided a Cummins manager, with a strong interest in the arts, to act as director until a permanent one could be recruited

Ford Motor Company Fund

- supported united arts fund drives in 12 different cities

The Kirkpatrick Oil Company Foundation

- provided major support for the Allied Arts Foundation in Oklahoma City, and helped it to exceed its goal for 1974

Lever Brothers Company, Inc.

- supported the St. Louis Arts and Education Fund

R. J. Reynolds Industries, Inc.

- supported the Winston-Salem Arts Council

Standard Oil Company of California, Inc.

- printed the annual report of the California Arts Commission for statewide distribution

National Associations

All BCA members and their companies

- support ongoing BCA programs with annual financial grants and executive and in-kind services (not counted in "516 Ways")

Adolph's Food Products Mfg. Co.

- supported the Associated Councils of the Arts, New York
- provided the American Symphony Orchestra League with a challenge grant

The Alcoa Foundation

- supported the American Federation of the Arts
- provided support to the U.S. Capitol Historical Society, Washington, D.C., for a film project for the bicentennial

Corning Glass Works Foundation

- supported the Associated Councils of the Arts, New York

Philip Morris Inc.

- provided funding, with the National Endowment for the Arts, for a study of the attitudes of Americans toward the arts. The study was made for the Associated Councils of the Arts, New York

R. J. Reynolds Industries, Inc.

- supported the Associated Councils of the Arts, New York

Community and Regional Development and Restoration

Alcoa

- provided funds for capital campaigns to Old Sturbridge Village, Inc., Mass.

Bankers Life Nebraska

- launched a project to construct 12 major outdoor sculptures in rest areas along Interstate 80 in connection with the Bicentennial celebration

Corning Glass Works Foundation

- made the initial and major grant for the restoration of historic downtown Corning, New York, triggering large Federal funds for the same project
- gave funds to the City of Corning for a detailed engineering-architectural study of its old City Hall which will be converted to a museum
- continued to give grants to the City of Corning for top flight architectural work for the new municipal hall and the new central fire station
- encouraged the City of Harrodsburg, Ky., by providing funds to develop a mobile historical and educational center which will move about the state as a community and bicentennial project
- made grants to the Martin's Mill Bridge Association (Restoration) Greencastle, Pa., and to the Historic Homes Foundation, Louisville, Ky.

Cummins Engine Company, Inc.

- underwrote the architectural fees for a regional health facility for Columbus, Indiana
- sponsored a graphics program for the Columbus, Indiana, Visitors Center designed to provide a unifying theme for the new center

Conferences

Regional and state-wide BCA Business and the Arts Conferences were held in the following locations with financial assistance provided by BCA companies:

Tulsa

The Williams Companies

Lincoln

Northern Natural Gas Company and Bankers Life Nebraska

Dallas

Neiman-Marcus Company and Murchison Brothers

Greensboro, N.C.

Burlington Industries, Inc.

Parkersburg, W. Va.

Borg-Warner Corporation

In many instances, the governor of the state joined BCA in sponsoring the conference and many companies, not affiliated with BCA, joined as hosts and provided financial assistance. Non-BCA business leaders helped sponsor conferences in Little Rock, Des Moines, Albuquerque, Lincoln and Parkersburg.

Corporate Art Collections

Alcoa

- toured its corporate collection in European cities, including Vienna, Oslo, Edinburgh, and Birmingham

American Telephone & Telegraph Company

- developed an "art loan" program for its New York headquarters' offices. Recent purchases of over 500 pieces for its corporate collection, mostly by young or promising new artists, are available to employees for use in their offices without priority as to rank or seniority

Borg-Warner Corporation

- acquired 147 pieces of art in the past five years by artists in the Chicago and vicinity area
- developed a program to tour exhibitions of this collection to communities where there are corporate facilities

Cantor, Fitzgerald and Company

- toured a special exhibition from its collection "Rodin and Balzac" to four cities in 1973, and plans to send it to an additional five cities in 1974
- B. Gerald Cantor, chairman and president, made

one of the largest donations of sculpture in recent history, consisting primarily of 127 Rodin pieces from his private collection, to the Los Angeles County Museum of Art, Stanford University, and the Museum of Modern Art in New York City

CIBA-GEIGY Corporation

- toured three separate exhibitions from its collection, primarily to educational institutions
- made possible an exhibit of 75 works of women artists from the company collection to be shown at the Kresge Art Center, Michigan State University, and at the Weatherspoon Gallery of the University of North Carolina. Documentary catalogs were provided and a 30-minute color television show was made and shown in both areas
- plans have been made to exhibit drawings and watercolors from the company collection at two locations in New Jersey and a traveling show for educational institutions of photographic reproductions from the 16th century Diebold Schilling Chronicle, dealing with the development of Switzerland

Deere and Company

- added to its collection of graphic arts and objects for its employees in Moline, Ill., and other operating locations
- installed a large Henry Moore sculpture on the company campus in Moline, Ill.

The Measuregraph Company

- loaned prints from its corporate collection for use in the offices of the Governor and Lt. Governor of Missouri
- circulated 25 prints from its collection throughout Missouri in cooperation with the state arts council

Philip Morris Inc.

- continues the purchase of works of art for its New York headquarters

- initiated “Art in the Factory” program to purchase art of Kentucky artists for the offices of Nicolet Paper Company, Nicholasville, Ky. A booklet on the collection is planned
- commissioned outdoor sculpture “Symbol” by Willi Gutmann for its Research and Development Offices in Richmond, Va.
- commissioned Ivan Chermayeff to design all graphics for its new manufacturing complex in Richmond, Va., including a 150-foot tower, two Aubusson tapestries and a tobacco memorabilia exhibit
- purchased a collection of paintings, drawings and prints from Virginia artists for its new Research and Development Center in Richmond — arranged through the Virginia Museum of Fine Arts

Sears, Roebuck and Company

- purchased over 2,000 pieces of art of all types and periods for its new headquarters in Chicago

William Underwood Company

- provided for a large exterior sculpture and an art gallery for rotating exhibitions in its new corporate headquarters

The Williams Companies

- upgraded the collections of paintings and sculpture in its corporate facilities in New York and Tulsa
- incorporated areas for the use of art in the design of the company’s new Williams Center, Tulsa

Cultural Centers

Adolph’s Food Products Mfg. Co.

- supported New York City Center
- supported the Los Angeles Music Center Arts and Education Fund

The Alcoa Foundation

- contributed to the New York City Center and Lincoln Center in New York City
- made an enabling grant for the Peter Brook production of "A Midsummer Night's Dream" at Kennedy Center
- gave additional major grants for theatre and ballet to New York City Center, Lincoln Center and Kennedy Center
- supported building renovation project, Akwesasne Library—Cultural Center, Hogansburg, New York
- provided grants to the Arts and Education Fund, Performing Arts Council of the Music Center, Los Angeles
- made grant to EXPO '74, Spokane, Washington for permanent sculpture
- provided funds for two fellowships for choristers or dancers to the Wolf Trap Foundation, Vienna, Virginia

American Airlines, Inc.

- supported the Oklahoma Arts Center, Lincoln Center and New York City Center

Consolidated Edison Company of New York, Inc.

- supported Lincoln Center and City Center in New York City

Curtiss-Wright Corporation

- supported Carnegie Hall and the (New Jersey) Garden State Arts Center

Ford Motor Company

- supported Kennedy Center, Washington, D.C.

Good Citizens Life Insurance Company

- supported the Amidstad Research Center in New Orleans, a national non-profit organization which collects and processes original source material

dealing with cultural history of American ethnic minorities

International Business Machines Corporation

- made substantial grants to the Kennedy Center on an unrestricted basis to encourage similar support from the business community
- provided funds for travel fellowships to the International Design Conference in Aspen, Colorado

Lever Brothers Company, Inc.

- contributed to Lincoln Center, New York

J. C. Penney Company, Inc.

- contributed to Lincoln Center, New York

The Williams Companies

- revived and focused attention on a new Performing Arts Center and headed a drive to secure more than \$7 million in private funds and passage of a \$7 million municipal bond issue for the construction of the \$14 million Center for Tulsa

Dance

The Alcoa Foundation

- sponsored a ballet performance of the Pittsburgh Ballet Theatre featuring Edward Villella

American Airlines, Inc.

- supported the National Organization for Dance Evolvement

American Telephone & Telegraph Company

- made a gift to the New York Public Library of 55 taped dance performances from the "Bell Telephone Hour" programs of 1959-66

Corning Glass Works Foundation

- made a grant to the Corning, N.Y. Ballet Company

Employee Programs

American Airlines, Inc.

- sponsored an employee art exhibit in an airplane hangar at its Tulsa Maintenance and Engineering facility
- showcased one-man shows of outstanding employee artists in New York City

American Telephone & Telegraph Company (New York Office)

- sponsored an employee art contest and exhibition and offered purchase awards to three winners. 30 other paintings were purchased by employees for their own use

J. Aron & Company, Inc.

- bought season tickets to the New Orleans Symphony for distribution to its employees

CIBA-GEIGY Corporation

- sponsored noon-hour programs of concerts, films and lectures on the arts for employees at its corporate headquarters
- provided a free-admission program for employees at four museums in the New York area

Ford Motor company

- sponsored a 90-voice employee chorus in several concerts
- sponsors an annual exhibit of art work by employees

Festivals

The Alcoa Foundation

- made a grant to the Three Rivers Arts Festival, Pittsburgh

American Airlines, Inc.

- co-sponsored, with American Oil Company, the American College Theatre Festival, which show-

cased the ten best college level productions among over 300 national entries chosen at 13 regional festivals

- co-sponsored in Chicago, with American Oil Company and McDonald's Restaurants, the American College Jazz Festival showcasing 8 outstanding college musical groups chosen at 8 regional competitions

- co-sponsored the Newport, New York Jazz Festival

- made an enabling grant to the Monterey Jazz Festival to secure the services of several outstanding professional jazz artists

Consolidated Edison Company of New York, Inc.

- sponsored the Holiday Festival at Lincoln Center

Jos. Schlitz Brewing Company

- sponsored the New Orleans Jazz and Heritage Festival

- sponsored the Milwaukee Lakefront Festival of the Arts

- sponsored the Newport Jazz Festival, New York

- sponsored the Watts Summer Festival, Los Angeles

- sponsored the Independence Day Festival for Mexican Americans in East Los Angeles

Film

CIBA-GEIGY Corporation

- continued to support the distribution of its film, "From the Mind of Man," which has been seen by an estimated audience of 62 million. The film was recently picked up for worldwide distribution by the United States Information Agency

Exxon Corporation

- sponsored a two-day film festival at the Whitney Museum in New York City featuring the works of Puerto Rican filmmakers

- provides national circulation of the company's award-winning film, "Hometown"

Sears-Roebuck Foundation

- sponsored the distribution of "Art Is," which has been seen 1,500 times on TV, and has had 45,000 other showings reaching an estimated audience of 34 million

Libraries

The Alcoa Foundation

- gave a grant to the Carnegie Library, Pittsburgh, for a Myford sculpture for the Squirrel Hill Branch and funds to maintain the collections of the science and technology departments
- supported the New York Public Library, The People's Library of New Kensington, Pa. (capital funds), The Stanly County Public Library, Albemarle, North Carolina, and the Pottsville Free Public Library, Pa., (shelving for children's library and funds for children's programming)

Corning Glass Works Foundation

- made a grant for an expansion project at the Public Library in State College, Pa.

Lever Brothers Company, Inc.

- supported the New York Public Library

Symphony Orchestras and Music Groups

Adolph's Food Products Mfg. Co., Inc.

- provided a challenge grant to the New York Philomusica Chamber Ensemble
- provided operating funds for the Southern California Chamber Music Society
- contributed to the Seattle Symphony Orchestra, Inc., AMERICA program

The Alcoa Foundation

- provided endowment and operating funds to the Pittsburgh Symphony to sponsor free concerts in 1973 and 1974
- made major grants to symphonies including those in Chicago, Dallas, Cleveland, Syracuse, and to the National Symphony Orchestra Association, Washington, D.C.
- provided support to the American Wind Symphony; The American Youth Symphony and Chorus, McMurray, Pa. for scholarships and general support; the Evansville (Ind.) Philharmonic Orchestra; the Pittsburgh Youth Symphony; the Richmond (Ind.) Symphony Orchestra; the Tri-City Symphony Orchestra, Davenport, Iowa; and the Wenatchee Valley Symphony Association, Wenatchee, Wash.

American Airlines, Inc.

- sponsored an American Youth Concert series featuring 300 students in a National Youth Symphony and Chorus. The students appeared at Carnegie Hall in New York City and the Kennedy Center in Washington, D.C.
- supported the National Symphony Orchestra, Washington, D.C.

J. Aron & Company, Inc.

- supported the New Orleans Symphony and contributed matching funds for a grant from the National Endowment for the Arts

CIBA-GEIGY Corporation

- supported symphony orchestras in New York, Rhode Island, Texas, North Carolina and New Jersey

Corning Glass Works Foundation

- made grants to the Corning Philharmonic Society and the Choral Society of Corning

Courier-Journal & Louisville Times Company

- sponsored a Louisville Orchestra experimental "Rug Concert" at the University of Louisville

- made a grant to the Louisville Bach Society to provide solo voices for major performances
- sponsored three performances of Berlioz's "The Damnation of Faust" by the Louisville Orchestra

Curtiss-Wright Corporation

- supported the New Jersey Symphony Orchestra and provided top Executives for its Board

Dayton Hudson Foundation

- Helped initiate a broad-based corporate support program for the Phoenix Symphony by providing a three-year challenge grant
- provided major funds for construction of a new hall for the Minnesota Orchestra as part of the redevelopment of downtown Minneapolis featuring the hall as the focal point

Exxon Corporation

- made a major grant to the Symphony of the New World, an integrated orchestra providing significant career opportunities for black musicians and composers

Ford Motor Company Fund

- supported symphony orchestras in 28 different cities including a major grant to the Detroit Symphony

Philip Morris Inc.

- sponsors, through Miller Brewing Company, annual recordings of Jewish liturgical music for distribution to American Jewish organizations. Also sponsors "Wings of Song," a radio musical broadcast of Jewish liturgical music to the New York City and Boston areas.

R. J. Reynolds Industries, Inc.

- supported the Winston-Salem Symphony Orchestra
- Sea Land Services, Inc., a subsidiary of R. J. Reynolds Industries, together with three other companies, sponsored a major concert tour of the Seattle Symphony to Alaska. In six days, the

Symphony traveled over 450,000 man miles and presented 33 concerts and nine master classes in 17 cities, towns, and villages

Jos. Schlitz Brewing Company

- sponsored free park concerts of the New York Philharmonic and the National Symphony Orchestra, Washington, D.C.
- sponsored the Milwaukee Symphony's initial performance at the Kennedy Center in Washington, D.C. as well as an appearance of the symphony in Chicago

Standard Oil Company of California

- sponsored and assisted in production and promotion of community concerts of the El Paso Symphony, Redlands Bowl Symphony, San Jose Pops Orchestra, Music Theatre and Ballet, Victoria, B. C. Symphony and the Canjo Valley Symphony
- co-funded with the Bank of America the San Francisco Symphony's first European tour (including Russia)
- assisted in the formation of a steel drum band comprised of native Trinidad and Jamaican musicians in the San Francisco Bay Area. The group made its debut with Arthur Fiedler and the San Francisco Symphony Pops at a concert attended by 10,000

William Underwood Company

- supported the Boston Symphony Orchestra, the Music and Arts Foundation, the San Jose (California) Symphony, and Summer Thing (Boston)

Opera

Adolph's Food Products Mfg. Co.

- supported six different opera companies including the Lyric Opera of Chicago, the Metropolitan Opera Guild and the New York City Opera Guild in New York City, the San Francisco Opera Association, and the Seattle Opera Association.

- covered the cost of an opera consultant for a semester at UCLA extension, Los Angeles

The Alcoa Foundation

- supported the 1973 and 1974 seasons of the Pittsburgh Civic Light Opera and the Pittsburgh Opera
- supported the Chicago Lyric Opera
- supported gifted students of the Opera Workshop, Pittsburgh

Courier-Journal & Louisville Times Company

- sponsored the Kentucky Opera Company's production of Wagner's "Flying Dutchman" with a lead singer from the Vienna State Opera Company

Ford Motor Company Fund

- supported the Metropolitan Opera, New York City

Jos. Schlitz Brewing Company

- completed a talent hunt in 15 cities with the San Francisco Opera Company; the best talent performed in the Spring opera season

Standard Oil Company of California

- provided major funding for eight street productions of "The Threepenny Opera" in San Francisco with the San Francisco Opera Company and in two of the locations, produced programs, posters, etc., printed in Chinese and Spanish
- presented live quadrophonic broadcasts of the entire fall season of the San Francisco Opera Company on a local radio station
- co-funded the Western Opera Theatre's production of the "Barber of Seville" for the National Music Educators Conference

William Underwood Company

- supported the Opera Company of Boston

Policy Statements

Atlantic Richfield Company

- gives 10% of its total giving to the arts

- has decided to sponsor one major museum show a year in communities in which it has significant operations

Borg-Warner Corporation

- made contributions from its Foundation in support of the arts in the amount of 10% of annual contributions budget

Corning Glass Works Foundation

- is urging increased emphasis on the arts in Corning Glass Works plant towns
- extended its program of matching employee gifts to cover museums as well as schools, colleges and libraries

Dayton Hudson Foundation

- focused its attention on the communities it serves in response to specific cultural needs
- retained an Arts Director who served as consultant for Dayton Hudson operating companies and as an arts advocate in its communities for increased corporate support of the arts

Morgan Guaranty Trust Company of N.Y.

- increased its annual support of science, art and culture by 34% in 1973

J. C. Penney Company, Inc.

- estimated that support of the arts given on a local basis is six to seven times that given to national programs

Jos. Schlitz Brewing Company

- as a matter of policy supported arts programs in its plant cities in addition to major programs in population centers in the United States

Shell Companies Foundation

- budget for the arts is up 15% in 1973

William Underwood Company

- contributed over 20% of its total charitable bud-

get to museums and arts projects in towns and cities where it has operations

The Williams Companies

—encouraged executives to serve on the boards of a number of arts organizations

Xerox Corporation

—established three new criteria or areas for support of the arts: 1. Encouragement of young artists 2. Development of new audiences 3. Sponsorship of community-based cultural programs

—believes that partnerships with other sources of funding should be sought and utilized

Public Affairs

American Airlines, Inc.

—featured, in its January 1974 issue of “The American Way,” its inflight magazine, “The Unlikely Alliance of Business and the Arts” by Alvin H. Reiss. Thousands of reprints were distributed free by American through the Business Committee for the Arts, the Associated Councils of the Arts, the Arts and Business Council of New York, and other agencies

Bankers Life Nebraska

—developed a program of insurance trade advertising of four ads devoted to telling others of its commitment to the arts

—printed three high quality prints of Artist-in-Residence Marxhausen’s work to distribute to 1,000 insurance brokers in the United States and to anyone else interested in having them

Braniff International

—commissioned Alexander Calder to paint its jet, “Flying Colors” which flies between South America and the United States

—sponsored museum exhibits of Calder-painted models of Braniff planes in many cities including New York, Dallas, Los Angeles and Chicago

CIBA-GEIGY Corporation

—distributed, at no cost, copies of the book “Man and His Images — A Way of Seeing” by Georgine Oeri to employees, visitors, and educational and community groups

Dayton Hudson Foundation

—sponsored the first conference in the nation on the arts and the energy crisis. The conference explored the challenges facing the arts community in using its own resources efficiently and responding to the implications of the energy shortage for its patrons

Mobil Oil Corporation

—used its “Op Ed” space in the New York Times to emphasize the need for corporate support of the arts

Newsweek

—supported BCA’s “Art is for Man’s Sake” advertising campaign by granting 24 full pages to BCA’s ads. They were seen by over 44 million adults in 1973. In 1974, **Newsweek** donated four full pages in the first quarter of the year seen by ten million readers

Art Support through Schools

Adolph’s Food Products Mfg. Co.

—supported Young Audiences
—supported the UCLA Arts Administration program, Los Angeles

Alcoa

—supported Young Audiences

Corning Glass Works Foundation

- made a series of grants to the schools of Corning, N.Y., for the creation of wall murals to enhance the visual environment of the schools. Grants provided pay for the student artist and for the materials used
- made a grant to St. Lawrence University to help stage an arts festival and a grant to Centre College, Danville, Kentucky, to bring a program of regional appeal to its performing arts center
- made a grant to Corning Community College to inaugurate a community art loan program
- made a grant to the Naples Mill School of Arts and Crafts, Naples, N.Y.

Curtiss-Wright Corporation

- gave financial aid to the Mannes School of Music and the Marlboro School of Music
- supported Young Audiences

Dayton Hudson Foundation

- made a three-year pledge to Detroit's Society of Arts and Crafts for the construction of an interdisciplinary center for creative studies in combining visual and performing arts
- provided funds to help continue a program in Minneapolis Public Schools in partnership with cultural organizations to offer academic credit to 12,000 students annually for studying with arts professionals

Exxon Corporation

- sponsored a series of free outdoor presentations of music, drama and dance at Fordham—Lincoln Center in collaboration with the Alliance of Latin Arts

Standard Oil Company of California

- produced an all-city high school orchestra and choral concert in Honolulu, and provided the services of their conductor-in-residence, Carmen Dragon

- co-funded the final phase of "Music for Youth," a three-year statewide pilot project designed to supplement and enrich school music programs
- continued sponsorship and production of the Standard/Chevron radio school broadcast (now in its 46th year), which correlates the study of social studies and music at the elementary and junior high school levels involving 15,000 schools

The Williams Companies

- initiated studies for a company-sponsored annual arts competition for high school, adult amateur and professional artists in Tulsa

Television

Adolph's Food Products Mfg. Co.

- contributed to the Community Television of Southern California building fund

The Alcoa Foundation

- sponsored the Public TV broadcast of the inaugural concert of the Philadelphia Symphony Orchestra to over 50 PTV stations
- made a grant to WETA, Arlington, Va., for a kinescope of the concert

Atlantic Richfield Company

- announced plans for major public television programming underwriting in 1974-1975, involving preplanning for the bicentennial

Exxon Corporation

- in cooperation with the Corporation for Public Broadcasting, presented "Theatre in America," a series of 18 dramatic works by regional theatre companies
- underwrote "Vibrations Encore," a series devoted to music and dance
- provided teachers' guides for both series to facilitate classroom use

International Business Machines Corporation

—sponsored major cultural TV programming through both commercial and public television including:

- “Much Ado About Nothing”
- “A Man for All Seasons”
- “Don Quixote”
- “Special on Dance Theatre of Harlem”
- “Special Jazz Tribute to Louis Armstrong”
- Documentary on ancient Egyptian art and architecture

Lever Brothers Company, Inc.

—supported WNET, Channel 13

Mobil Oil Corporation

—presented from its Public Affairs budget, the “Masterpiece Theatre” on public television. Altogether, 91 separate prime time episodes were shown, each twice a week

Theatre

[See also Cultural Centers]

The Alcoa Foundation

- supported the Cleveland Playhouse
- supported the Lebanon Community Theatre, Pa. (capital funds)
- supported the Pittsburgh Playhouse
- made a grant to Scioto Society, Inc., Chillicothe, Ohio for Sugarloaf Mountain Amphitheatre and outdoor drama

American Airlines, Inc.

—supported the Spanish Repertory Theatre Co.

CIBA-GEIGY Corporation

—is organizing an evening of contemporary mime theatre for employees to be seen in 1974

Consolidated Edison Company of New York, Inc.

—sponsored 15 performing arts programs for senior

citizens through Hospital Audiences, Inc.

—supported the Phoenix Repertory Theatre and the New York Shakespeare Festival

Corning Glass Works Foundation

—gave operational aid to the Trinity Square Repertory Company in Providence, Rhode Island

Courier-Journal & Louisville Times Company

—gave major funds to rehabilitate the Brown Theatre (now the Macauley Theatre) as a home for the city’s orchestra, opera, ballet, chorus and Broadway series

—provided major funding for a new home for the Actors Theatre, a professional repertory theatre in Louisville. The new theatre was designed by Harry Weese from an old bank building

Dayton Hudson Foundation

- provided funds to help establish the Hispanic Theatre of Boston at the request of Lechmere Sales, a subsidiary
- made a two-year grant to the Metropolitan Cultural Alliance of Boston enabling “Performances,” an ensemble, to bring small productions into nearby communities

Ford Motor Company Fund

—matched a National Endowment for the Arts grant enabling production of a two-volume report on the importance of the theatre in daily life and in education

Kirkpatrick Oil Company Foundation

—supported the Oklahoma Theatre Center

Standard Oil Company of California

—co-funded with the Crocker Bank, the San Francisco Conservatory Theatre’s production of the Royal Shakespeare Company’s “A Midsummer Night’s Dream”

The Williams Companies

—worked closely with the architects and consu.

tants on plans for the new theatre in the Performing Arts Center in Tulsa

Voluntary Services

Adolph's Food Products Mfg. Co.

—provided the services of a development counsellor for arts organizations. Through this effort, a steering committee for the UCLA Graduate Program in Arts Administration benefitted from the guidance of BCA members Robert O. Anderson, Franklin Murphy and Frank Stanton

Burlington Industries, Inc.

—provided executives from its executive offices and many of its plants to serve with local art programs

Consolidated Edison Company of New York, Inc.

—donated surplus furniture to theatres and Museums

—provided heavy and specialized equipment and manpower for installations needed in a variety of outdoor arts activities, including concerts in the park

Ford Motor Company

—the Director of Public Relations serves on the Michigan Arts Council

Lever Brothers Company, Inc.

—provided the use of its lobby space in their headquarters offices for rotating arts exhibitions from non-profit arts organizations

Morgan Guaranty Trust Company of N.Y.

—had five top officers on major arts boards and

hundreds of other employees serving as volunteers with arts groups

Rothmans of Pall Mall Canada Limited

—designed and printed souvenir programs for 11 performing arts groups and four visual arts catalogues. The proceeds from the sale of these go to the arts organizations. Included in this program are plans for twelve more for performing arts groups in 1974 benefiting the Neptune Theatre, Royal Winnipeg Ballet, National Ballet of Canada, Shaw Festival, Charlottetown Festival, Calgary Symphony, Vancouver Opera Association, Stratford Shakespearean Festival, Festival Lennoxville, Guelph Spring Festival, Hamilton Symphony, National Arts Centre. Also planned are two visual arts catalogues for Art of Aboriginal Australia and Contemporary Canadian Prints and Drawings

Standard Oil Company of California

—an executive serves as president of Association of California Symphony Orchestras and as an officer of the Alliance of California Arts Councils

Touche Ross and Company

—continued to provide professional assistance to arts groups throughout the country in the area of management and fiscal planning

William Underwood Company

—the president and other top executives served on boards of local and national arts organizations

The Williams Companies

—encourage executives to serve on the boards of arts organizations



BUSINESS COMMITTEE FOR THE ARTS
1700 BROADWAY
NEW YORK, N.Y. 10019