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THE WHITE HOUSE

WASHINGTON

June 2, 1976

MEMORANDUM TO: MARIA DOWNS  
FROM: SUSAN PORTER

Per our several conversations, Mrs. Ford would like to have a reception on Thursday, June 10th at 3:00 p.m. as part of the National Symphony's 10th Anniversary Celebration of the Business Committee for the Arts Awards. Included in the guest list will be the Board of Directors of the National Symphony, the National Trustees of the National Symphony, Board and Members of the Business Committee for the Arts and the judges of the 10th Annual Awards. I believe the maximum number attending would be 225 although I would expect it would really be fewer than that.

The contact is Mr. James Maxwell, Director of Development of the National Symphony. His phone numbers are O: 785-8100, ext. 44; H: 833-8273. The file is attached.

Thank you.

c: ✓ Sheila Weidenfeld  
Sara Massengale  
Rex Scouten  
Mike Farrell



National Symphony Orchestra  
John F. Kennedy Center  
for the Performing Arts  
Washington, D.C. 20566  
Telephone: 202-785-8100  
Cable Address: Natsym

# National Symphony

Antal Dorati, Music Director  
William L. Denton, Managing Dir

May 13, 1976

Ms. Susan Porter  
The White House  
1600 Pennsylvania Avenue  
Washington, D. C. 20050

Dear Ms. Porter:

This letter expands on your request for information regarding the possibility of a White House reception on June 10th for the "Business in the Arts" award winners of the 10th Anniversary of the Business Committee for the Arts Awards.

Although this information has not been released at this time, I think it would be helpful for you to know the corporations which are being honored. The attached official list contains the names of the first time award winners and the return award winners.

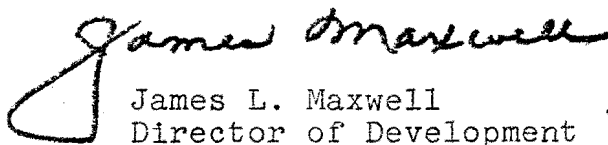
Based upon the previous experiences of the Business Committee for the Arts we can expect a very high percentage of the chief executive officers of these corporations to attend, and in all cases, a top-ranking official of the company.

I sincerely hope that this information will be helpful to your making a decision about a White House reception.

On behalf of the National Symphony may I thank you for your interest and cooperation on this matter.

I look forward to hearing from you at your convenience.

Sincerely yours,

  
James L. Maxwell  
Director of Development

#1: 833-8273

(answered elsewhere)

cc: Mrs. William G. Whyte

THE WHITE HOUSE

WASHINGTON

March 6, 1976

MEMORANDUM TO: MARIA DOWNS

FROM: SUSAN PORTER

As we discussed, may I have your comments on the attached request for Mrs. Ford? As I mentioned, Mrs. Ford has been very much interested in the work of the Business Committee for the Arts.

Thank you.

Susan - Excellent - my  
only concern is getting up  
in numbers + not having it  
as nice as should be but I  
don't know where to cut -

Maria

P.S. The  
attachments  
are our only  
copies





National Symphony Orchestra  
John F. Kennedy Center  
for the Performing Arts  
Washington, D.C. 20566  
Telephone: 202-735-8100  
Cable Address: Natsym

# National Symphony

H: 833-  
8273

Antal Dorati, Music Director  
William L. Denton, Managing Director

February 2, 1976

Ms. Susan Porter  
The White House  
1600 Pennsylvania Avenue  
Washington, D. C. 20500

*SP - Acknowled. by phone.  
- Staff out of Maria, per my conversation with her.*

Dear Ms. Porter:

Knowing of Mrs. Ford's commitment to the arts, we respectfully request that consideration be given to hosting a coffee or a reception at the White House as part of the 10th anniversary celebration of the Business Committee for the Arts Awards.

On the evening of June 9, 1976 and through midday of June 10, 1976 the National Symphony Orchestra's Board of Directors and National Trustees will be the hosts for the annual presentation of awards honoring corporations for outstanding support programs for the fine arts and the performing arts in the calendar year 1975.

I hope that the enclosed materials will be helpful. Included are:

*75 corporate  
support  
benefactors*

- |     |   |     |                        |
|-----|---|-----|------------------------|
| (1) | Board of Directors, National Symphony                 | 75  |                        |
| (2) | National Trustees, National Symphony                  | 50  |                        |
| (3) | Business Committee for the Arts,<br>Board and Members | 125 | 44 natl. corp. honored |
| (4) | 9th Annual Awards                                     |     |                        |
| (5) | Judges, 10th Annual Awards                            | 150 | 115                    |

Please let me know if I can provide any further information.

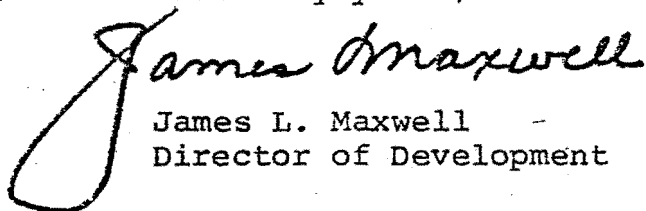
Peggy Whyte, a member of the Board of Directors of the National Symphony, has encouraged me to pursue a reception or coffee, and we hope that Mrs. Ford's schedule will permit her to recognize these national leaders in support of the arts.



Ms. Susan Porter  
Page two

I look forward to hearing from you and thank you for  
your consideration of this request.

Sincerely yours,

James L. Maxwell  
Director of Development

cc: Mrs. William Whyte

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SEPTEMBER, 1975

For further information, write the Business Committee  
for the Arts, 1700 Broadway, New York, N.Y. 10019.

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# 9th Annual Esquire/BCA "Business in the Arts" Awards

9th ANNUAL ESQUIRE/BCA  
"BUSINESS IN THE ARTS" AWARDS"  
FOR NOTEWORTHY CORPORATE SUPPORT  
OF THE ARTS IN 1974

For nine years, the "Business in the Arts" awards have honored corporations for their outstanding contributions to the fine and performing arts.

In seven of these nine years we have joined *Esquire* magazine in saluting those business firms already actively committed to supporting the arts and encouraging others to follow their lead.

The 27 winners and 46 honorable mentions listed below have been chosen from over 200 nominations by our distinguished panel of judges whose ranks this year include Barry Bingham Sr., J. Carter Brown, Joyce Hall, Stanley Marcus, Lloyd Rigler, Glynn Ross, Julius Rudel, Catherine Filene Shouse, Carl Spielvogel, George Weissman and Peggy Wood. Clive Barnes, Leo Cherne and Roger Stevens are also on the panel but did not vote this year.

We thank those who have participated. We also extend an open invitation to submit nominations for our 10th Annual Competition (for 1975 programs). Details will appear in a future issue of *BCA News*.

For information on how any company, large or small, can contribute meaningfully to the arts in this country, contact the Business Committee for the Arts at 1700 Broadway, New York, N.Y. 10019.

## 1974 Awards

**Atlantic Cement Company, Inc., Ravena, New York**, for support of a Cultural Enrichment Program in a small, local school district centered in the Town of Coeymans (pop. 5,000) and for producing and twice airing on prime television time a series of mini-documentaries on groups working to improve the cultural and historical resources of the 15-county area surrounding the Albany State Capitol.

**Atlantic Richfield Company, Los Angeles, California**, its second Award, the first in 1970, for its grant enabling more than 200 public television stations to air seven performances from Wolf Trap Farm Park for the Performing Arts, Vienna, Va., and Atlantic Richfield Foundation for support of the Alaska Festival of Music and The Los Angeles Music Center in presenting music and dance events.

**CBS Inc., New York City**, for its second \$1 million contribution (its first in 1968) to public broadcasting. The gift provided that part of the funds be used to support public television stations in the cities in which the company has stations of its own.

**Central National Bank of Cleveland, Ohio**, for its Central Street Players, a touring group of young entertainers giving more than 100 performances annually in area parks and playgrounds. The program, now in its fifth year, was conceived by the bank and offered to the Cleveland Recreation Department and Cleveland Board of Education.

**Corning Glass Works, Corning, New York**, for generous support of a wide range of activities by the Corning Glass Works Foundation over a period of years. In 1974, contributions included major museum, library and preservation projects in Corning; art, music and dance programs in the schools; arts and craft exhibits and workshops at local, regional and national levels; and assistance to art, dance drama and music groups in 16 states where the company has plants.

**Embarcadero Center, San Francisco, California**, for the commitment of over \$1 million, to date, for publicly accessible art—sculpture, in the heart of the city's financial district. The Center's developers have worked closely with local artists and galleries to select more than 60 workers, no less than one-third by local artists.

**Exxon Corporation, New York City**, its fourth consecutive Award, 1970 through 1974, for rescuing Lincoln Center's annual series of free, out-of-door performances when their continuance was in jeopardy, and for grants enabling WNET/13 to produce "Great Performances" and "Theater in America" and offer them for national distribution through PBS.

**The First National Bank of Cincinnati, Ohio**, for presenting eight free outdoor park concerts by the Cincinnati Symphony Orchestra during the past two years. More than 100,000 music lovers have enjoyed these performances each summer and the bank has announced a 3-year renewal of its commitment to continue them.

**First Security Bank of Idaho N.A., Boise**, for support of the Utah Symphony on a regular annual basis (eight concerts during the 1974-1975 season); one week residencies for Ballet West in five Idaho communities; and monthly art exhibits in each of its 125 banking locations throughout the state.

**Flanigan Furniture, Inc., Rochester, New York**, its second Award, the first last year, for greatly increased support of the arts in 1974, including donation of 10% of specified purchase costs to the Rochester Philharmonic, establishing a permanent Art Gallery in a suburban showroom, and leading an intensive campaign—largely conceived by the company's chief executive—to assist the Landmark Society of Western New York.

**Frisch's Restaurants Inc., Cincinnati, Ohio**, for its gift to the Cincinnati Ballet of a new production of *The Nutcracker* performed seven times before capacity audiences of 26,000 during the Christmas season. Forty of the company's area restaurants joined in sponsoring a contest for children to make cameo appearances on stage during performances.

**Heery and Heery, Architects & Engineers, Atlanta, Georgia**, for design and construction of a special children's exhibit *THE CITY* at the High Museum of Art. Total resources of the firm were engaged to some degree over a 4-month period and all costs, including more than \$52,000 in out-of-pocket expenses, were contributed to the Museum.

**The Indiana National Bank, Indianapolis**, its second Award, the first in 1972, for establishing internships for six young aspiring professionals with the state's only resident company, the Indiana Repertory Theatre; for strong support of the city's Metropolitan Arts Council in reorganizing and increasing its activities; and for providing leadership in initiating a state-wide Advocates for the Arts.

**IBM Corporation, Armonk, New York**, its fourth Award, previous ones in 1966, 72 and 73, for collaboration with the National Gallery of Art, Washington, D.C., in bringing to America the *ARCHEOLOGICAL EXHIBITION FROM PEKING* and support of the Whitney Museum of American Art, New York City, in mounting an exhibition of the work of Jacob Lawrence. A grant of \$300,000 from the IBM World Trade Corporation will enable the New York Philharmonic to tour Europe this summer.

**Kirkpatrick Oil Company, Oklahoma City, Oklahoma,** for enrichment of arts and cultural resources in its community through provision of buildings for the Oklahoma Art Center, Oklahoma Science and Arts Foundation and the Oklahoma City University Fine Arts Department. Sizeable contributions have also been made to the Oklahoma City Symphony and to the Oklahoma Theater Center and Lyric Theater for both of which the company provides accounting and bookkeeping services internally.

**Ledler Corporation, Burbank, California,** for challenge pledges to seven local and national organizations to spur new and increased contributions for the arts and for initiation and continuance of imaginative programs in support of art, music, theater and dance throughout the country. The high degree of involvement by the two ranking executives is believed to be unsurpassed in the business community.

**Manufacturers and Traders Trust Company, Buffalo, New York,** for a remarkable program of more than 250 free performing arts events in its block-long outdoor plaza over the past five summers. Promenade '74 a series of 82 daily programs, presented 648 musicians, 167 vocalists and 95 dance performers before audiences estimated at 40,600.

**Mrs. Paul's Kitchens, Inc., Philadelphia, Pennsylvania,** for originating and underwriting three major national awards in the field of poetry. Administered by The Academy of American Poets, the awards are given annually for both lifetime achievement and continuing development of living American poets.

**Mobil Oil Corporation, New York City, its fourth Award, previous ones in 1968, 70 and 71,** for sponsoring Kennedy Center's 4th Annual "Twelve Days of Christmas Festival" a series of 53 events attended by 46,000; and Mobil Foundation, Inc., for its arts program in which company personnel in 29 communities recommended local groups for 1974 support.

**National Bank of the Commonwealth, Indiana, Pennsylvania,** for restoration of a decaying 1870's county courthouse, an example of Second Empire style architecture, for use as both a corporate headquarters and a center for community-wide artistic and cultural purposes in a predominantly rural area.

**Pennwalt Corporation, Philadelphia, Pennsylvania,** for offering its unsolicited assistance to The Philadelphia Orchestra, for a major project. A generous gift presented in

1974 enabled the Orchestra to complete a highly successful tour of six European countries this Spring.

**Philip Morris Incorporated, New York City, its third Award, the first two in 1966 and 71,** for eight major art exhibitions in the past three-years on three continents (North America, South America and Europe). Philip Morris (Australia) Ltd. has established grants totaling \$100,000 to purchase works by young Australian artists over the next five years.

**Prudential Insurance Company of America, Newark, New Jersey,** for a rescue operation which enlisted services of all echelons of company personnel to ensure continuance of the New Jersey Symphony Orchestra. Locally, the company has also strongly supported the Newark Boys Chorus School and the Community Center of the Arts and, nationally, has made generous gifts to both the Houston Opera and the Los Angeles Ballet.

**Shawmut Bank of Boston, N.A., Massachusetts,** for voluntary assistance to the Metropolitan Cultural Alliance in devising, piloting and establishing on a successful permanent basis a matching grants program for arts support. A participating corporation, of which the bank was the first, agrees to match, dollar-for-dollar, all employee contributions to cultural organizations affiliated with the Alliance.

**Simons General Store, Ancram, New York,** for the initiative and efforts of the co-owners and staff of the 100 year-old emporium (8 employees) in community-wide restoration of outstanding examples of Victorian architecture. By providing a permanent home for The Gotham Light Opera Guild, the store has guaranteed a year-round program of musical performances in what is virtually a country hamlet (pop. 200).

**Tiffany & Co., New York City,** for initiation and fully supporting a series of lectures, and their subsequent publication in book form, on "Design in Corporate America" First given at The Wharton School of the University of Pennsylvania, the lectures were aimed at sensitizing business leaders to the need for better design and aesthetics within the American corporation.

**Wm. Underwood Co., Westwood, Massachusetts,** for its long-standing corporate commitment to the arts throughout its 153-year history and for generous contributions to museums and arts programs locally, regionally and nationally in 1974. Among the continuing programs which the company supports is the restoration of paintings and graphics in the Mark Twain Home in Hannibal, Missouri.

## Honorable Mention

Albuquerque National Bank, New Mexico  
Allegheny-Ludlum Steel, Dunkirk, New York,  
and Newbrook Machine Corporation, Silver  
Creek, New York (Joint Citation)

Aluminum Company of America, Pittsburgh,  
Pennsylvania

American Fletcher National Bank,  
Indianapolis, Indiana.

American Sterilizer Company, Erie,  
Pennsylvania

Avco Financial Services, Inc., Newport  
Beach, California

Battle Creek Gas Company, Battle Creek,  
Michigan

John A. Brown Company, Oklahoma City,  
Oklahoma

Buckingham Corporation, New York City  
CIBA-GEIGY Corporation, Ardsley, New York

Cullum's Incorporated, Augusta, Georgia,  
Cushman Corporation, Atlanta, Georgia,

Falls City Brewing Company, Louisville,  
Kentucky

First American National Bank, Nashville,  
Tennessee

First & Merchants Corporation, Richmond,  
Virginia

First National Bank in Little Rock, Arkansas  
First National Bank of Memphis, Tennessee

Fromm and Sichel, Inc., San Francisco,  
California

Harrison & Lear, Inc., Hampton, Virginia

Hughes Airwest, San Francisco, California

The Liberty Corporation, Greenville,  
South Carolina

Lincoln First Bank of Rochester, New York

Mark Twain Bancshares, Inc., St. Louis,  
Missouri

Montreal Star, Quebec, Canada

The National Bank of South Dakota,  
Sioux Falls.

The National Life and Accident Insurance  
Company, Nashville, Tennessee

NCNB Corporation, Charlotte, North Carolina

North American Signs, Inc., South Bend,  
Indiana

Owens-Illinois, Inc., Toledo, Ohio

Palmer National Bank, Sarasota, Florida

Phillips Petroleum Company, Bartlesville,  
Oklahoma

The Polar Package Place, Fargo, North Dakota  
PSFS, Philadelphia, Pennsylvania

R.J. Reynolds Industries, Inc., Winston-  
Salem, North Carolina

Sentinel Star Company, Orlando, Florida  
Southeast Banking Corporation, Miami,  
Florida

E.R. Squibb & Sons, Inc., Princeton,  
New Jersey

Staten Island Advance, Staten Island,  
New York

Third National Bank, Dayton, Ohio

Twin City Federal Savings and Loan Assoc.,  
Bristol, Tennessee

Union Bank and Trust Company, Grand  
Rapids, Michigan

United Bank of Denver, Colorado

Washington Trust Company, Spokane,  
Washington

WTOC and the Savannah News and Press,  
Savannah, Georgia (Joint Citation.)

Nominations are now being accepted for the Tenth Annual Esquire/Business Committee for the Arts "Business in the Arts" Awards competition which will honor corporations for outstanding support programs for the fine and performing arts in calendar year 1975.



Over the past nine years, Esquire and the Business Committee for the Arts have honored 196 companies with awards, and recognized an additional 244 with Honorable Mention. This program salutes the company that is supporting the arts and by doing so, encourages all business to include support of the arts as part of their corporate commitment to the communities they serve.



Appropriate to our nation's Bicentennial, this year's winners will be honored in early June in Washington, D.C., with the National Symphony Orchestra (Antal Dorati, Music Director and William L. Denton, Managing Director) acting as our official host.



We are pleased to announce the cooperation of the following distinguished arts and business leaders who have agreed to serve as judges in this year's competition: Barry Bingham, Sr.; J. Carter Brown; David Lloyd Kreeger; Myrna Loy; Stanley Marcus; Lloyd E. Rigler; Glynn Ross; Julius Rudel; Virginia Kilpatrick Shehee; Catherine Filene Shouse; Carl Spielvogel; and George Weissman.



All that is necessary to enter this year's competition is a letter of nomination describing a company's arts activities and support programs. The letter should indicate the nature and extent of the company's assistance with regard to the impact or effect that its support has rendered the arts organization. Either the recipient or donor of business support may nominate a company for an award. Our judges would be interested in knowing if the support program is new and innovative to the company involved, or marks yet another plateau in a company's

long-term commitment to the concept of corporate support of the arts. All letters of nomination must include: **(1)** the corporation's full legal designation and the nature of its business **(2)** the name and title (chairman or president) of its chief executive officer and **(3)** the complete mailing address, including zip code.



March 15 is the deadline for submitting nominations.



All entries as well as inquiries concerning the competition should be sent to:

**Douglas J. Morrison,**  
**Administrator**  
**Esquire/BCA Business**  
**in the Arts Awards**  
**1700 Broadway, 5th Floor**  
**New York, New York 10019**

Please note that films, slides, tapes or any displays can not be reviewed by our judges as part of a nomination, and therefore can not be used in consideration of nominations.

Barry Bingham, Sr.	J. Carter Brown	David Lloyd Kreeger	Myrna Loy	Stanley Marcus	Lloyd E. Rigler
Glynn Ross	Julius Rudel	Virginia Kilpatrick Shehee	Catherine Filene Shouse	Carl Spielvogel	George Weissman



# ARNOLD GINGRICH

## The Tenth Annual Esquire/B.C.A. Business in the Arts Awards Competition

**A**s announced on pages 22 and 23, nominations are now in order for the Tenth Annual Esquire/Business Committee for the Arts Business in the Arts Awards Competition. As in previous years, twenty first-time awards will be made, plus as many repeat or return awards to previous winners for additional programs or activities deemed outstanding enough by our judges to command another acknowledgment.

In the past nine years, of the one hundred ninety-six companies that have won these awards, there have been a number of two- and three-time winners, and even several that have won four awards, though Joseph R. Schlitz Brewing Company of Milwaukee still maintains splendid isolation as the lone five-time winner.

With the awards for support of the arts in the calendar year 1975, we will have passed the two hundred mark in the number of companies winning awards, so it is sweetly fitting that the ceremonies honoring this year's winners should take place on June 10 at the John F. Kennedy Center for the Performing Arts, in the nation's capital and in the Bicentennial year, where the National Symphony Orchestra (Antal Dorati, music director, and William L. Denton, managing director) will act as our official host.

Since the deadline for nominations is March 15, all those who have any connection either with an arts organization that has received noteworthy corporate assistance and support, to the level of active involvement, or with a company that has become so involved during the course of the past year, are urged to write to Douglas J. Morrison, administrator, Esquire/B.C.A. Business in the Arts Awards, at 1700 Broadway, fifth floor, New York, New York 10019. No elaborate documentation is either required or desired; a simple letter of nomination, preferably held to a length of two pages, is enough to get a case history of corporate involvement in the arts headed for the consideration of our judges. Neither the arts organization nor the company need be one of the great "establishment" institutions serving one of the metropolitan areas. In fact, one of

the things we're proudest of about this continuing competition is the fact that small companies are still crashing the charmed circle of winners, despite the growth of the contest since its first year. Last year's winners, honored in Philadelphia, included a company with fewer than ten employees, serving a crossroads hinterland community of under five hundred population. It's not the size but the degree and intensity of company involvement with an arts project that impresses the judges. Nor for that matter is financial support the only, or even the major, consideration.

Although financial support of the arts by the business community has risen some seven to eight fold since the time of the formation of the Business Committee for the Arts, just over nine years ago, the extent and the diversity of the involvement of business in arts projects has multiplied even more. The supportive activities in many instances have featured in-kind services such as the lend-lease of executive skills to remedy basic administrative and structural weaknesses of ailing arts organizations. Here again, the size of the arts organization or the company or the community is an infinitely variable factor, where the enlistment of company involvement is far more central to the arts organization's ongoing viability than the merely temporary palliative of a financial hand-out. Last year's winners, for instance, included a dramatic "rescue" of a threatened major symphony by one of the country's largest corporations.

Given the labor-intensive nature of arts activities and the still-mounting pressures of inflation, the core of the problem of supportive help to the arts is the ever-widening income gap. News of strikes and disastrous deficits still preempt a major portion of the news coverage on the cultural front, to the degree that it is hard to keep in mind how much worse it would be without the continuing support of business, government, the foundations and, last but still greatest, the private sector.

There is still an element of shock, to many otherwise well-informed people, in the B.C.A.'s disclosure of the difference (Continued on page 54)

rip us on the floor of Congress. And we'd rip them. But after the issue was resolved, you could reach them, talk to them over a martini. I've known Ford for years. I've never found a way to reach him, over a martini or anywhere else. I learned about all kinds of penance in the Catholic Church and I understand that Ford wants New York to do penance. Well, I never heard of a penance that simply said, Drop dead!" O'Brien laughed without mirth. "It's true that Jerry Ford is a decent-seeming fellow. If he were your neighbor, not the President, you could like him."

I mentioned other politicians, Kennedy for his style, and Stevenson for his eloquence.

O'Brien took off his eyeglasses and lit a cigarette and asked a question that answered itself. "Was it really better then or is it only that we've gotten older and we imagine that things were better?" Then he was off talking basketball with great enthusiasm.

The rulers of the National Basketball Association sought out O'Brien for commissioner last spring, even as McGovern had sought him in 1972. In neither case did O'Brien respond with quick enthusiasm. He liked basketball—principally the Boston Celtics—as a fan. He remembers Bob Cousy and Bill Sharman working their backcourt magic in the Boston Garden and he was, he says, the only basketball fan in the top levels of the Kennedy regime. "The other people went for baseball or football." When O'Brien took an apartment in New York in 1969, he bought a pair of season tickets to watch the Knickerbockers.

"I never thought of becoming the commissioner," he says. "After a few feelers I still didn't know if I wanted the job. I didn't want to sit in an armchair reminiscing either, but I had plenty of things going. So in the end, I could take this job without any preconditions. The owners have absolutely no hold on me."

In his first week, he had to rule on the George McGinnis affair. The Knickerbockers had signed McGinnis from the American Basketball Association, although under N.B.A. regulations McGinnis could negotiate only with Philadelphia. Apparently the theory of Michael Burke, the Knicks' president, was that everyone would recognize the need for a winning team in New York. To O'Brien, that was a converse to Jerry Ford—love-the-Big-Apple crap. He confirmed his own powers, then informed the N.B.A. owners that he was overruling Michael Burke. He remembers

the response at the meeting. Deep silence. The owners had hired themselves a czar who would not only reign, but rule.

"Since I came in without having to make any deals," O'Brien said, "I'm free to redefine the role of a commissioner. As I see it, I have three obligations. The owners have put up the money for their franchises and they're entitled to a stable league. I'm going to work for that with television contracts and everything else. But I'm not working for the owners. I have an obligation to the players. The way the owners risk cash, the players risk their bodies. I've done a fast survey. The average salary of an N.B.A. player is one hundred ten thousand dollars a year. In hockey the figure is about seventy thousand. In football, it's in the forties, and in baseball it's somewhat lower. About sixty percent of the N.B.A. receipts now go to player salaries, so salaries can't go much higher. But there are other areas, notably pensions, where there can be improvement. Finally, my obligation is to the fans. This has been a balanced league, five different champions in the last five years. The fans are entitled to competition and courtesy and consideration. The fans are always the people who pick up the tab."

A chaos of litigation is under way and looming. The big one is a suit by the players' union to eliminate the N.B.A. draft; that is, the system through which teams pick college stars in reverse order of finish. For the fans, the draft has merit because it insures competition and prevents a rich team, like the Knicks, from chronically dominating, as the old Yankees dominated baseball. But for the players, the draft presents problems, particularly now when the rival American Basketball Association seems on the verge of folding. The players and their lawyers will lose much of their bargaining power when that happens, and the average annual \$110,000 salary will surely decline.

This is the stuff of appeals to the Supreme Court, which up to now has left the interplay of sport and antitrust laws slightly more confusing than it was before the Court was asked to make definitions. The Burger Court is rather less than a glory of liberal jurisprudence, but the players' lawyer says privately that he is going to pursue his suit as far as he has to, because he believes he can win.

O'Brien talks with him at least once a week. "The best thing," he says, "would be a settlement out of court. In antitrust law, you always have the rule of reason. I'm hoping

that we can apply that to our negotiations."

Sometimes I've thought of compiling an article on the failure of sports to keep ambulatory legends in business. Why, I wonder, does football make a job for Paul Hornung or baseball find work for DiMaggio, beyond playing outfield old-timers' games.

Larry O'Brien suggests a variation on the theme. With the Kennedys dead, Vietnam and Watergate, he knows the taste of ashes, but belief in a two-party system persists along with his sense that the social and the people in it can be more greater. Why, I wonder, does politics lose a man like this? It is a pleasure to welcome him to sport, but it is also saddening to see all that enthusiasm, candor, practicality, idealism confined to the world jump shots.

O'Brien in basketball and Ford in the White House? If there is a (he has an irresponsible sense of humor. #

## Arnold Gingrich

(Continued from page 8) it would make if this element of support were withdrawn and the arts were forced onto a pay-as-you-go basis. Opera tickets, high as they are now, would be pushed up to forty dollars, symphony to thirty, and ballet to twenty-four, and museum admissions, held at least within the upper ranges of nominal, would rise to a level ten-fifty for general admission and five-fifty for students.

Quite literally, we are being subsidized to the point of welfare. Whenever we attend a performance of opera or ballet, or a symphony concert as our tickets for admission—especially in such unusual instances as a hundred-dollar-a-head benefit—get more than from thirty to fifty percent of the way toward meeting the costs of the performance. We had to create something like stamps or a form of hard-times money, the plight of the arts would be brought home to us more forcefully and we might feel more directly concerned with the need for increasing their support.

But, bad as the situation is and for many arts organizations across the country it is desperate, it is heartening that the continuing interest and increasing participation in this annual Busby and the Arts Awards Competition is spreading awareness through the business community of the importance of supporting the arts. #



ESQUIRE / BUSINESS COMMITTEE FOR THE ARTS  
"BUSINESS IN THE ARTS" AWARDS  
1700 broadway, new york, n.y. 10019 (212) 765-5980

founding editor/ESQUIRE  
ARNOLD GINGRICH

president/BCA  
GOLDWIN A. McLELLAN

administrator  
DOUGLAS J. MORRISON

Dear Mrs. Howard:

Herewith is a listing of all "Business in the Arts" Awards winners who will be among the attendees for the June 10 reception at the White House with Mrs. Ford at 3 PM. It is my understanding that you will receive on Monday morning a fully integrated list from the National Symphony Orchestra which will include all the names herein listed as well as all National Symphony representatives.

Also enclosed is a booklet describing each company's Award-winning project and the representatives expected from each company. I thought this might be of some assistance in terms of briefing.

I look forward to the reception on next Thursday and am happy that we were able to comply with the information needed in the time frame allotted.

Sincerely,



Douglas J. Morrison

Mrs. Pat Howard  
Social Services  
The White House  
1600 Pennsylvania Avenue  
Washington, D.C.

June 4, 1976

Enc.



THE WHITE HOUSE

WASHINGTON

SUBJECT: Instructions for Social Aides

EVENT: Reception - National Symphony

Date/Time: June 10, 1976 (3:00) No. of Guests: 225

Uniform: Service Dress Parking: North Grounds

In-Place Time for Aides: 2:00 pm (Library)

In-Place Time for OIC: 1:45 pm (Social Office)

Duty Aide: Captain Walter L. Domina, USMC

First Family Participation: Mrs. Ford

The following Social Aides will attend:

- \* Lt F. Taney Heil, USN
- Major Gregory L. Sharp, USA
- 1stLt Gary A. Verhaeghe, USA
- 1stLt Julia A. Dean, USA
- Capt Roger F. Peters, USAF
- Capt Virginia L. McDonald, USAF
- Capt Scott W. McKenzie, USMC
- Capt Edwin C. Walke, USMC

\*Officer in Charge

Music: USMC String Ensemble w/piano in the Lobby (2:30) (East Gate)

Remarks:

*macall*  
ROBERT E. BARRETT  
*for* Major, U. S. Army  
Army Aide to the President

DISTRIBUTION:

Capt Kollmorgen  
Maj Barrett  
Capt Domina  
Capt Mead

Social Office  
Mrs. Weidenfeld  
Secret Service  
Visitor's Office  
Band

Usher's Office  
White House Garage  
White House Staff Mess  
Mr. O'Donnell  
White House Police

FACT SHEET  
Mrs. Ford's Office

Event ReceptionGroup National Symphony's 10th Anniversary Celebration of the Bus. Committee for the Arts AwardsDATE/TIME June 10, 1976 3:00 p.m.Contact Pat Howard Phone 2927Number of guests: Total 225 Women x Men x Children (a few)Place State FloorPrincipals involved Mrs. FordParticipation by Principal yes (Receiving line) yes (?)Remarks required no

Background On the evening of June 9, 1976 and through midday of June 10, 1976 the Nat'l. Symphony Orchestra's Board of Directors and National Trustees will be hosts for the annual presentation of awards honoring corporations for outstanding support programs for the fine arts and the performing arts in the calendar year of 1975.

Social: Guest list yes (Pat Howard will distribute list)Invitations no Programs no Menus noRefreshments yes (coffee, iced tea and tea pastries)Entertainment noDecorations/flowers yesMusic yesSocial Aides yesDress Business Suits - Short Dresses for the Ladies Coat check if needed (DRR)Other --Press: Reporters yesPhotographers yesTV Crews noWhite House Photographers yes Color yes Mono. ---Other --

Technical

Support: Microphones no PA Other Rooms noRecording noLights noTransportation buses and a few cars (arrive thru SE Gate)Parking South GroundsHousing --Other -- (Risers, stage, platforms) --Project Co-ordinator Pat Howard Phone 2927

Site diagrams should be attached if technical support is heavy.

THE WHITE HOUSE

WASHINGTON

June 9, 1976

MRS. FORD:

Event: Reception for the National Symphony's 10th Anniversary  
Celebration of the Business Committee for the Arts Awards

Date/Time: June 10, 1976 3:00 p. m.

Place: State Floor

Number of  
Attendees: Approximately 215 guests

Principals: Mr. and Mrs. David Lloyd Kreeger  
(Mr. - President of the National Symphony)  
Mr. and Mrs. John Connor  
(Mr. - Chairman, National Trustees of the National  
Symphony and Chairman of the Board of Allied Chemical  
Corporation)  
Mr. and Mrs. Abraham Blinder  
(Mr. - President of Esquire, Inc.)  
Mr. Goldwin McLellan  
(President, Business Committee for the Arts)

Schedule of  
Events: 3:00 p. m. Your guests will arrive through the  
Southeast Gate and will enter the White  
House through the Diplomatic Reception  
Room. They will be escorted to the  
State Dining Room where they will be  
served refreshments.

NOTE: Coffee, iced tea and tea pastries  
will be served.

3:05 p. m. After your guests have arrived, Maria  
Downs will escort you via elevator  
to the Blue Room where you will receive  
your guests from a position along the  
west wall.

-2- Reception for the National Symphony's 10th  
Anniversary Celebration of the Business  
Committee for the Arts Awards

The principals, Mr. and Mrs. Kreeger;  
Mr. and Mrs. Connor; Mr. and Mrs.  
Blinder; and Mr. McLellan, respectively,  
will be first through the receiving line.

3:40 p. m.

After the receiving line concludes, you  
may wish to join your guests for  
refreshments or you may wish to bid  
farewell and return to the Family Quarters.

NOTES:

Marine Corps String Ensemble will be  
positioned in the Grand Hall.

Social Aides will be present.

There will be full press coverage.

A White House photographer will be present.

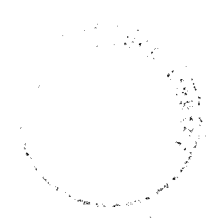
Background items are attached.

Guest list is attached.

BACKGROUND INFORMATION:

The National Symphony's Board of Directors and National Trustees are hosting the 10th Anniversary Celebration of the Business Committee for the Arts Awards. These awards honor corporations for their outstanding contributions to the fine and performing arts. The Business Committee for the Arts Awards winners total 41 and these awards will be presented during the morning on June 10, 1976. The National Symphony will make one award presentation on June 9, 1976 and that will be their National Corporate Award to Mobil Oil Corporation.

Pat Howard



For immediate release  
Tuesday, June 8, 1976

THE WHITE HOUSE  
Office of the Press Secretary to Mrs. Ford

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Mrs. Ford will host a reception Thursday, June 10 at 3:00 P.M. on the State Floor in connection with the National Symphony's 10th Anniversary Celebration of the Business Committee for the Arts Awards.

Invited guests include the Board of Directors and National Trustees of the National Symphony, the Board and members of the Business Committee for the Arts and the Judges of the 10th Annual Awards.

The "Business in the Arts" Awards honor corporations for their contributions to the fine and performing arts.

# # #

THE NATIONAL SYMPHONY ASSOCIATION

Mr. David Lloyd Kreeger, *President*

Mr. Robert W. Alvord, *Chairman,*  
*Executive Committee*

Mr. Leonard L. Silverstein, *Chairman,*  
*Endowment and Special Projects*  
*Committee*

Mrs. Dale Miller, *Chairman*  
*Development Committee*

Mrs. Kimball C. Firestone, *Chairman*  
*Special Events Committee*

THE 1976 ANNUAL FUND

Mr. Austin Kiplinger, *General Chairman*

Mrs. Katharine Graham, *Co-Chairman*

SPECIAL GUESTS

The National Trustees of the  
National Symphony

The Hon. John T. Connor, *Chairman*

Mr. Edward W. Carter, *President*

Mrs. Forrest E. Mars, Sr., *Vice President*

The Recipients of the 10th Annual  
"Business in the Arts" awards  
for Outstanding Corporate Contributions to the Arts

The Corporate Sponsors and Patrons  
of the National Symphony  
The Recipient of the National Symphony's  
National Corporate Award

The Benefactors, Patrons, Sponsors, and Sustaining Members of the  
National Symphony

You Are Cordially Invited to a Concert  
by the National Symphony

Wednesday evening, June the ninth at eight-thirty  
in the Concert Hall  
of the  
John F. Kennedy Center  
for the Performing Arts



MORTON GOULD, Guest Conductor  
DAVID BAR-ILLAN, Piano

Rossini Overture to "La Gazza Ladra"  
Debussy Prelude to "The Afternoon of a Faun"  
Grieg Piano Concerto in A Minor

*Intermission*

Gould American Ballads\*  
Gould American Salute



\*Washington premiere of the Bicentennial Commission by the  
New York State Council on the Arts and the United States Historical Society.

*Dress Optional*

*RSVP Card*  
*Enclosed*

TENTH ANNUAL  
ESQUIRE/BCA AWARDS  
PRESENTATIONS

John F. Kennedy Center  
for the Performing Arts  
Washington, D.C.  
June 10, 1976



AMERICAN FLETCHER NATIONAL BANK

INDIANAPOLIS, INDIANA

MR. FRANK E. MCKINNEY, JR., CHAIRMAN OF THE BOARD

...FOR ITS EXTENSIVE SUPPORT OF AND INVOLVEMENT IN A BROAD RANGE  
OF COMMUNITY ARTS PROGRAMS INCLUDING SPONSORSHIP OF GUEST ARTISTS  
FOR THE INDIANAPOLIS BALLET THEATRE AND INDIANA REPERTORY THEATRE;  
A CONTINUING SERIES OF EXHIBITIONS IN ITS HEADQUARTERS BUILDING,  
AND ASSISTANCE IN THE PRODUCTION OF A GUIDEBOOK ON SIGNIFICANT,  
LOCAL ARCHITECTURAL SITES

---

ADDRESS: 101 Monument Circle  
Indianapolis, Indiana 46277

CEO: Frank E. McKinney, Jr., Chairman of the Board

ACCEPTING AWARD: Frank E. McKinney, Jr., Chairman of the Board

ACCOMPANIED BY: Wm. K. McGowan, Jr., Vice President, Public Realtion

PUBLICITY CONTACT: Robert Gildea, Vice President  
Howard S. Wilcox, Inc.  
143 North Meridian Street  
Indianapolis, Indiana 46204

SUBMITTED BY: Self  
Metropolitan Arts Council of Indianapolis  
Indiana Repertory Theatre  
Indianapolis Symphony Orchestra  
Civic Ballet Society



BIRD & SON, INC.

EAST WALPOLE, MASSACHUSETTS

MR. RALPH E. HEIM, PRESIDENT

...FOR ITS OUTSTANDING EFFORTS IN THE FIELD OF HISTORIC PRESERVATION INCLUDING A MATCHING GRANT DISTRIBUTED TO 115 GROUPS IN 45 STATES AND A GRANT TO THE NATIONAL TRUST FOR HISTORIC PRESERVATION FOR THE PRODUCTION OF A DEFINITIVE FILM ON HISTORIC PRESERVATION.

---

ADDRESS: East Walpole, Massachusetts 02032

CEO: Ralph E. Heim, President

ACCEPTING AWARD: Ralph E. Heim, President

ACCOMPANIED BY: Mrs. Jean Heim

PUBLICITY CONTACT: D.S. Laughlin, Jr.  
Manager, Advertising & Sales Promotion  
Bird & Son, Inc.  
East Walpole, Massachusetts 02032

SUBMITTED BY: National Trust for Historic Preservation

CHUBU-NIPPON BROADCASTING CO.

NAGOYA, JAPAN

MR. GENSAKU KOJIMA, CHAIRMAN

...FOR ITS GRANT OF OVER \$2-MILLION TO THE METROPOLITAN OPERA COMPANY ENABLING 325 ARTISTS AND AUXILIARY PERSONNEL FROM THE MET TO TRAVEL TO JAPAN FOR A 3-WEEK VISIT PERFORMING 3 DIFFERENT OPERAS A TOTAL OF 18 TIMES IN 3 JAPANESE CITIES.

---

ADDRESS: No. 15 4-chome Shinsakae-machi Naka-ku  
Nagoya, Japan

CEO: Gensaku Kojima, Chairman

ACCEPTING AWARD: Gensaku Kojima, Chairman

ACCOMPANIED BY: Mr. Akio Isaka  
Mrs. F. J. Prout (interpreter)  
Mr. & Mrs. Nabuyuki Nakashima (Consulate General)

PUBLICITY CONTACT: Mr. Iwao Ono  
Chief of New York Office  
Dentsu Advertising Ltd.  
1114 Avenue of the Americas  
New York, New York 10036

SUBMITTED BY: The Metropolitan Opera Association

CITIBANK, N.A.

NEW YORK CITY

...FOR ITS CONTINUING INVOLVEMENT WITH THE ROUNDABOUT THEATRE COMPANY FACILITATING THAT THEATRE'S ACQUISITION AND RENOVATION OF A FORMER MOVIE HOUSE INTO A VITAL ARTS CENTER SERVING OVER 200,000 PEOPLE IN THE GREATER NEW YORK AREA ANNUALLY. CITIBANK ALSO INITIATED A CONSOLIDATED CORPORATE DRIVE FOR THE ROUNDABOUT FOR BOTH CAPITAL AND PROGRAM SUPPORT WITH A PACE-SETTING GRANT.

---

ADDRESS: 399 Park Avenue  
New York, New York 10022

CEO: William I. Spencer, President

ACCEPTING AWARD:

ACCOMPANIED BY:

PUBLICITY CONTACT: Ann Azzara  
Public Relations  
Citibank, N.A.  
399 Park Avenue  
New York, New York 10022

SUBMITTED BY: The Roundabout Theatre

FRANKLIN MINT CORPORATION

FRANKLIN CENTER, PENNSYLVANIA

MR. CHARLES L. ANDES, CHAIRMAN OF THE BOARD

...FOR ITS WIDE-RANGING EFFORTS ON BEHALF OF CULTURAL ACTIVITIES  
IN THE GREATER PHILADELPHIA AREA BY SURVEYING THE NEEDS OF AREA  
CULTURAL INSTITUTIONS, ASSISTANCE IN THE PREPARATION OF AN ECONOMIC  
IMPACT STUDY OF THE CULTURAL INDUSTRY THERE, AND THE PRODUCTION  
OF A MULTI-SCREEN SLIDE PRESENTATION EXPLAINING THE FINE AND  
PERFORMING ARTS LIFE IN THE AREA.

---

ADDRESS: Franklin Center, Pennsylvania 19101

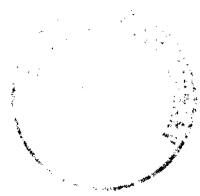
CEO: Charles L. Andes, Chairman of the Board

ACCEPTING AWARD: Charles L. Andes, Chairman of the Board

ACCOMPANIED BY: Mr. & Mrs. Barry Spodak  
Mr. & Mrs. N.L. Braun  
Mr. & Mrs. Brian G. Harrison

PUBLICITY CONTACT: N.L. Braun  
Director of Communications  
Franklin Mint Corporation  
Franklin Center, Pennsylvania 19101

SUBMITTED BY: Greater Philadelphia Cultural Alliance



GULF OIL CORPORATION

PITTSBURGH, PENNSYLVANIA

Ms. JAYNE B. SPAIN, SR. VICE PRESIDENT, PUBLIC AFFAIRS

...FOR ITS SIGNIFICANT UNDERWRITING OF PUBLIC TELEVISION IN 1975 INCLUDING THE NATIONAL GEOGRAPHIC SERIES AND THE PRODUCTION OF TWO SPECIALS MADE AVAILABLE TO ALL PBS STATIONS FOR USE IN THE 2ND ANNUAL FUND-RAISING CAMPAIGN. GULF PROVIDED MASSIVE PROMOTIONAL ASSISTANCE THROUGH ITS ADVERTISING FIRMS AND DISTRIBUTORS NATIONALLY.

---

ADDRESS:

Gulf Building  
Pittsburgh, Pennsylvania 15219

CEO:

James E. Lee, President

ACCEPTING AWARD:

Jayne B. Spain, Sr. Vice President, Public Affairs

ACCOMPANIED BY:

T.E. Latimer, Director of Advertising

PUBLICITY CONTACT:

T.E. Latimer  
Director of Advertising  
Gulf Oil Corporation  
P.O. Box 2100  
Houston, Texas 77001

SUBMITTED BY:

Self  
Public Broadcasting Service

KEMPER INSURANCE COMPANIES

LONG GROVE, ILLINOIS

MRS. JOAN E. ROBERTSON, CORPORATE ART CURATOR

...FOR ITS SUPPORT OF THE LYRIC OPERA COMPANY OF CHICAGO, INCLUDING PLANT IMPROVEMENTS FOR THE OPERA HOUSE, COMPLETE MAINTENANCE OF A WAREHOUSE STORING SCENERY AND THE RETENTION OF A YEAR-ROUND WARDROBE MISTRESS FOR 40,000 PIECES OF OPERA COSTUMING. ADDITIONALLY, KEMPER MAINTAINS A SIZEABLE CORPORATE ART COLLECTION AND OFFERS THE SERVICES OF ITS ART CURATOR AND FREE EXHIBITION SPACE TO COMMUNITY GROUPS.

---

ADDRESS: Long Grove, Illinois 60049

CEO: James S. Kemper, Jr.

ACCEPTING AWARD: Joan E. Robertson, Corporate Art Curator

ACCOMPANIED BY: Mr. William Robertson

PUBLICITY CONTACT: Don Ruhter  
News Chief, Public Relations Dept.  
Kemper Insurance Companies  
Long Grove, Illinois 60049

SUBMITTED BY: Self

THE LINCOLN SAVINGS BANK

BROOKLYN, NEW YORK

MR. COVINGTON HARDEE, CHAIRMAN AND PRESIDENT

...FOR MAJOR SPONSORSHIP OF THE 30TH ANNIVERSARY CELEBRATION OF THE NEW YORK CITY CENTER, THE 50TH ANNIVERSARY GALA FOR MARTHA GRAHAM, AN INTERNATIONAL PAINTING EXHIBIT AT THE NEW YORK STATE THEATRE, AND THE AMERICAN BALLET THEATRE. LINCOLN ALSO HAS INITIATED A SERIES OF YOUTH PROGRAMS INTRODUCING THEM TO VARIOUS ART DISCIPLINES AND CONTINUED ITS PROGRAM OF PROVIDING FREE GALLERY SPACE IN BRANCH OFFICES FOR OVER 100 EXHIBITIONS.

---

ADDRESS: 531 Broadway  
Brooklyn, New York 11206

CEO: Covington Hardee, Chairman and President

ACCEPTING AWARD: Covington Hardee, Chairman and President

ACCOMPANIED BY: Mrs. Hardee  
Mr. & Mrs. Jack Summers  
Mrs. & Mrs. Richard Hunken

PUBLICITY CONTACT: Mr. Jack Summers  
Chairman  
PSYCOMM  
502 Park Avenue, Delmonico's  
New York, New York 10022

SUBMITTED BY: PSYCOMM

OSCAR MAYER & COMPANY

MADISON, WISCONSIN

MR. HARRY G. BACKER, VICE PRESIDENT-CORPORATE RELATIONS

...FOR ITS UNSOLICITED CHALLENGE GRANT OF \$250,000 FROM THE  
OSCAR MAYER FOUNDATION TOWARDS THE CIVIC CENTER OF MADISON  
HELPING TO ASSURE THE SUCCESS OF THAT CITY'S 40-YEAR STRUGGLE  
FOR A CENTER FOR THE ARTS.

---

ADDRESS:

P.O. Box 1409  
Madison, Wisconsin 53701

CEO:

Oscar G. Mayer, Chairman of Executive Committee

ACCEPTING AWARD:

Harry G. Backer, Vice President-Corporate Relations

ACCOMPANIED BY:

Mrs. Backer

PUBLICITY CONTACT:

Harry G. Backer  
as above

SUBMITTED BY:

Madison Civic Center



MCDONALD'S CORPORATION

OAK BROOK, ILLINOIS

MR. NORMAN D. AXELRAD, VICE PRESIDENT-PUBLIC AFFIARS

...FOR ITS SPONSORSHIP OF THE SPRING FESTIVAL AT THE JOHN F.  
KENNEDY CENTER FOR THE PERFORMING ARTS PROVIDING 35 DIFFERENT  
EVENTS SPANNING MANY MUSICAL FORMS -- ALL FREE TO THE PUBLIC.

---

ADDRESS: McDonald's Plaza  
Oak Brook, Illinois 60521

CEO: Fred L. Turner, President

ACCEPTING AWARD: Norman D. Axelrad, Vice President-Public Affairs

ACCOMPANIED BY:

PUBLICITY CONTACT: Norman D. Axelrad  
as above

SUBMITTED BY: John F. Kennedy Center for the  
Performing Arts

RAYMOND D. NASHER COMPANY

DALLAS, TEXAS

MR. RAYMOND D. NASHER, PRESIDENT

...FOR THE CONCEPTION AND IMPLEMENTATION OF A CULTURAL PROGRAM  
IN ITS DEVELOPMENT, NORTH PARK (SHOPPING CENTER) IN DALLAS, IN-  
CLUDING SPONSORSHIP OF "SUMMERTOP", A MUSIC FESTIVAL FEATURING  
THE DALLAS SYMPHONY ORCHESTRA, FULL SUBSIDIZATION OF THE DALLAS  
REPERTORY THEATRE, AND "WOODSCRAP SCULPTURE", A CONTINUING  
CHILDREN'S PROGRAM.

---

ADDRESS: 8950 North Central Expressway  
Dallas, Texas 75231


CEO: Raymond D. Nasher, President

ACCEPTING AWARD: Raymond D. Nasher, President

ACCOMPANIED BY: Mrs. Nasher

PUBLICITY CONTACT: Lois Robinson  
Ruder & Finn, Inc.  
One Trutle Creek Village, Ste. 406  
Dallas, Texas 75219

SUBMITTED BY: Ruder & Finn Fine Arts



THE NORLIN FOUNDATION

NEW YORK CITY

MR. NORTON STEVENS, PRESIDENT, THE NORLIN CORPORATION

...FOR THE ESTABLISHMENT OF A \$250,000 ENDOWMENT FUND ENABLING  
7-10 COMPOSERS A YEAR TO SPEND A 4-10 WEEK RESIDENCY AT THE  
MACDOWELL COLONY (NEW HAMPSHIRE) FOR THE PURPOSE OF CREATING  
NEW MUSIC.

---

ADDRESS:

200 Park Avenue  
New York, New York 10017

CEO:

Norton Stevens, Corporation; Dr. Wm. Schuman, Fdtn.

ACCEPTING AWARD:

Norton Stevens, President, The Norlin Corporation

ACCOMPANIED BY:

PUBLICITY CONTACT:

Ms. Joan Bruner  
The Norlin Foundation  
200 Park Avenue  
New York, New York 10017

SUBMITTED BY:

The MacDowell Colony

J.C. PENNEY COMPANY

NEW YORK CITY

MR. CLIFFORD D. ANDERSON, DIVISIONAL VICE PRESIDENT AND  
DIRECTOR OF PUBLIC RELATIONS

...FOR ITS BICENTENNIAL MUSIC CELEBRATION PROGRAM WHICH PROVIDED MUSIC AND ADJUNCT EDUCATIONAL MATERIALS TO OVER 29,000 SCHOOLS IN ALL 50 STATES AND U.S. TERRITORIES AND UTILIZED 1, 740 PENNEY STORE MANAGERS IN PRESENTING THE GIFTS AT THE LOCAL LEVEL.

---

ADDRESS: 1301 Avenue of the Americas  
New York, New York 10019

CEO: D.V. Seibert, Chairman

ACCEPTING AWARD: Clifford D. Anderson, Vice President

ACCOMPANIED BY:

PUBLICITY CONTACT: Clifford D. Anderson  
as above

SUBMITTED BY: Carlson, Rockeye & Associates

PHELPS DODGE CORPORATION

NEW YORK CITY

MR. EDWARD H. MICHAELSEN, PRESIDENT, PHELPS DODGE INDUSTRIES

...FOR ITS SUPPORT OF THE CREATION OF A NEW WORK, THE SCARLET LETTER, BY THE MARTHA GRAHAM DANCE COMPANY AND SPONSORSHIP OF THE EXHIBITION, "SCULPTURE: AMERICAN DIRECTIONS 1945-75", MOUNTED BY THE NATIONAL COLLECTION OF FINE ARTS OF THE SMITHSONIAN INSTITUTION.

---

ADDRESS: 300 Park Avenue  
New York, New York 10022

CEO: Edward H. Michaelсен, President, Phelps Dodge  
Industries

ACCEPTING AWARD: as above

ACCOMPANIED BY: Mrs. Michaelсен

PUBLICITY CONTACT: Thomas L. Richmond Associates  
345 Park Avenue  
New York, New York 10022

SUBMITTED BY: Self  
National Collection of Fine Arts  
Martha Graham Dance Company

PUBLIC SERVICE CO. OF NEW MEXICO

ALBUQUERQUE, NEW MEXICO

MR. JERRY D. GEIST, PRESIDENT

...FOR CONTINUING AND EXPANDED SUPPORT OF THE NEW MEXICO  
SYMPHONY ORCHESTRA, SANTA FE OPERA AND THE JUNE MUSIC FESTIVAL  
IN ADDITION TO UNDERWRITING OF SPECIAL RADIO PROGRAMMING AND  
SPECIAL SYMPHONY APPEARANCES IN REMOTE COMMUNITIES THROUGHOUT  
THE STATE.

---

ADDRESS: P.O. Box 2667  
Albuquerque, New Mexico 87103

CEO: Mr. J.D. Geist, President

ACCEPTING AWARD: Mr. Jerry D. Geist, President

ACCOMPANIED BY: Mrs. Geist

PUBLICITY CONTACT: James B. Mulcock  
Vice President, Public Affairs  
Public Service Co. of New Mexico  
P.O. Box 2667  
Albuquerque, New Mexico 87103

SUBMITTED BY: New Mexico Symphony  
The June Music Festival  
Santa Fe Opera  
Radio Station KHFM

S & C ELECTRIC COMPANY

CHICAGO, ILLINOIS

Mr. JOHN R. CONRAD, PRESIDENT

...FOR ITS EFFORTS TO BROADEN THE BASE OF CORPORATE SUPPORT TO THE CHICAGO SYMPHONY ORCHESTRA THROUGH TIS 'BUSINESSMEN'S APPROACH' ADVERTISING CAMPAIGN ON THE SYMPHONY'S BEHALF. ATTENDANT PUBLICITY GENERATED SUBSTANTIALLY INCREASED CORPORATE GIVING TO THE CHICAGO SYMPHONY AND HAS SERVED AS A BASIS FOR OTHER AMERICAN SYMPHONY ORCHESTRAS' CORPORATE SOLICITATION CAMPAIGNS.

---

ADDRESS:

6601 North Ridge Boulevard  
Chicago, Illinois 60626

CEO:

John R. Conrad, President

ACCEPTING AWARD:

John R. Conrad, President

ACCOMPANIED BY:

PUBLICITY CONTACT:

Judith L. Swidryk  
Editor-Employee Communications  
S & C Electric Company  
6601 North Ridge Boulevard  
Chicago, Illinois 60626

SUBMITTED BY:

The Chicago Symphony Orchestra

ST. PAUL AREA CHAMBER OF COMMERCE

ST. PAUL, MINNESOTA

MR. NORMAN LORENTZEN, PRESIDENT OF THE CHAMBER

...FOR ITS EFFORTS IN THE DEVELOPMENT OF CORPORATE SUPPORT FOR THE ARTS IN THE ST. PAUL AND RAMSEY COUNTY AREA THROUGH AN "ARTS AND CULTURE TASK FORCE", A VISUAL ARTS COMPETITION, DEVELOPMENT OF A "CORPORATE CULTURE INVOLVEMENT" CATALOG ENCOURAGING CORPORATE PARTICIPATION AND PURCHASE OF ARTS SERVICES FROM LOCAL ART INSTITUTIONS, AND DEVELOPMENT OF AN EMPLOYEE PARTICIPATION PROGRAM BRINGING THE ARTS TO RESIDENTS AT THEIR PLACE OF WORK.

---

ADDRESS: Osborn Building, Ste. 300  
St. Paul, Minnesota 55102

CEO: Norman Lorentzen, President of the Chamber

ACCEPTING AWARD: Norman Lorentzen, President of the Chamber

ACCOMPANIED BY: Brent Baskfield Marlow G. Burt  
Amos Martin Malcolm E. Lein  
Wilbur Rush William West  
John Mason Gene Warlich

PUBLICITY CONTACT: Stephen Sell

Brent Baskfield  
Director, Project Responsibility  
St. Paul Area Chamber of Commerce  
Osborn Bldg., Ste. 300  
St. Paul, Minnesota 55102

SUBMITTED BY: St. Paul-Ramsey Arts & Science Council



SOUTHEAST BANKING CORPORATION  
MIAMI, FLORIDA

MR. JESSE TUCKER HUDSON, DIRECTOR OF FINANCE

...FOR ITS CONTINUING SUPPORT OF THE COCONUT GROVE ARTS FESTIVAL,  
METROPOLITAN MUSEUM AND ART CENTER OF MIAMI, LOWE ART MUSEUM AND  
THE DADE COUNTY LIBRARY'S ARTMOBILE PROGRAM, AS WELL AS TOTAL  
UNDERWRITING OF THE SECOND BIENNIAL INTERNATIONAL GRAPHICS  
EXHIBITION AND THE CONTINUING PROVISION OF FREE GALLERY SPACE TO  
LOCAL ARTISTS THROUGHOUT ITS STATEWIDE NETWORK OF BANKS.

---

ADDRESS: 100 South Biscayne Boulevard  
Miami, Florida 33131

CEO: Harry Hood Bassett, Chairman

ACCEPTING AWARD: Jesse Tucker Hudson, Director of Finance

ACCOMPANIED BY: Jean Johnson, Coordinator, Fine Arts Programs

PUBLICITY CONTACT: Jean Johnson  
as above

SUBMITTED BY: Coconut Grove Arts Festival  
Metropolitan Museum & Art Center of Miami  
Lowe Art Museum  
Dade County Library  
Mayor of Miami

SOUTHERN FURNITURE MARKET CENTER

HIGH POINT, NORTH CAROLINA

MR. ROBERT P. GRUENBERG, VICE PRESIDENT, GENERAL MANAGER AND  
TREASURER

...FOR THE INCLUSION OF A \$1-MILLION PERFORMING ARTS CENTER IN  
THE COMPANY'S RECENT ENLARGEMENT OF ITS FACILITIES, AND THE  
SUBSEQUENT DONATION OF THE CENTER TO THE CITY OF HIGH POINT.  
THE CENTER CONTAINS A 1,000 SEAT THEATRE, ART GALLERIES, MEETING  
ROOMS, CONVENTION SPACE, AND OFFICE SPACE FOR VARIOUS LOCAL  
ARTS ORGANIZATIONS.

---

ADDRESS:

P.O. Box 828  
High Point, North Carolina 27261

CEO:

Henry A. Foscue, President

ACCEPTING AWARD:

Robert P. Gruenberg, Vice President, Gen. Mgr., Trea

ACCOMPANIED BY:

Mrs. Gruenberg

PUBLICITY CONTACT:

Robert P. Gruenberg  
as above

SUBMITTED BY:

Self

E.R. SQUIBB & SONS  
PRINCETON, NEW JERSEY

MR. GRANT WOLFKILL, VICE PRESIDENT, PUBLIC AFFAIRS

...FOR ITS EXTENSIVE EXHIBITION PROGRAM IN ITS WORLD HEADQUARTERS BUILDING GALLERY HIGHLIGHTED IN 1975 BY "AMERICAN PAINTINGS: A GATHERING FROM THREE CENTURIES" (THE FIRST EXHIBITION RESULTING FROM THE NATIONAL COLLECTION OF FINE ARTS' BICENTENNIAL INVENTORY OF PRIVATELY-OWNED PAINTINGS EXECUTED BEFORE 1914) AND "ALASKA: THE GREAT LAND: A PHOTOGRAPHY EXHIBITION ORIGINATED AND ORGANIZED BY SQUIBB FOR THE NATIONAL PARKS FOUNDATION.

---

ADDRESS: P.O. Box 4000  
Princeton, New Jersey 08540


CEO: Charles A. Faden, President

ACCEPTING AWARD: Grant Wolfkill, Vice President

ACCOMPANIED BY: Lora W. Jones, Manager, Community Affairs

PUBLICITY CONTACT: Lora W. Jones  
Manager, Community Affairs  
E.R. Squibb & Sons, Inc.  
World Headquarters  
P.O. Box 4000  
Princeton, New Jersey 08540

SUBMITTED BY: National Parks Foundation  
Historical Society of Princeton  
Retinitis Pigmentosa Foundation  
Lawrence Township Public Schools



UNITED STATES STEEL FOUNDATION

PITTSBURGH, PENNSYLVANIA

Mr. R. HEATH LARRY, VICE CHAIRMAN OF THE BOARD

...FOR ITS \$1-MILLION COMMITMENT TO THE CARNEGIE INSTITUTE FOR  
OPERATING EXPENSES IN ADDITION TO ITS CONTINUING ARTS SUPPORT  
PROGRAMS THROUGHOUT THE COUNTRY, INCLUDING 16 YEARS' SPONSORSHIP  
OF THE THREE RIVERS ARTS FESTIVAL, A VOICE AND INSTRUMENT COM-  
PETITION IN NORTHWEST INDIANA, AND CO-SPONSORSHIP OF THE  
"POETRY ON BUSES" PROGRAM IN PITTSBURGH.

---

ADDRESS: 600 Grant Street  
Pittsburgh, Pennsylvania 15230

CEO: Edgar Speer, Chairman

ACCEPTING AWARD: R. Heath Larry, Vice Chairman

ACCOMPANIED BY: Mrs. Eleanor Larry  
Mr. & Mrs. James Hosey

PUBLICITY CONTACT: Mr. James Hosey  
Executive Director  
U.S. Steel Foundation  
600 Grant Street  
Pittsburgh, Pennsylvania 15230

SUBMITTED BY: Self  
Carnegie Institute

ALUMINUM COMPANY OF AMERICA

PITTSBURGH, PENNSYLVANIA

MR. ARTHUR M. DOTY, PRESIDENT, THE ALCOA FOUNDATION

...ITS SECOND AWARD, THE FIRST IN 1970, FOR THE ALCOA FOUNDATION'S SPONSORSHIP OF "MODERN MASTERS: MANET TO MATISSE," AN EXHIBITION RELATING KEY DEVELOPMENTS IN MODERN ART AND TOURING TO AUSTRALIA; AND FOR ITS CONTINUING SPONSORSHIP OF PROGRAMS AND FACILITIES OF LOCAL ARTS ORGANIZATIONS IN COMMUNITIES WHERE THE COMPANY HAS OPERATIONS.

---

ADDRESS: 1501 Alcoa Building  
Pittsburgh, Pennsylvania 15219

CEO: Mr. W.H. Krome George

ACCEPTING AWARD: Mr. Arthur M. Doty, President, Alcoa Foundation

ACCOMPANIED BY:

PUBLICITY CONTACT: Arthur M. Doty  
as above

SUBMITTED BY: The Museum of Modern Art  
Washington State Arts Commission

AMOCO OIL COMPANY

CHICAGO, ILLINOIS

Mr. PAUL D. COLLIER, REGIONAL VICE PRESIDENT

...ITS SECOND AWARD, THE FIRST IN 1971, FOR ITS SIXTH CONSECUTIVE YEAR OF SPONSORSHIP OF THE AMERICAN COLLEGE THEATRE FESTIVAL, INCLUDING SIGNIFICANT PERSONNEL INVOLVEMENT AT THE LOCAL, REGIONAL AND NATIONAL LEVEL.

---

ADDRESS: 200 East Randolph Drive  
Chicago, Illinois 60601

CEO: Walter H. Peirson, President

ACCEPTING AWARD: Paul D. Collier, Regional Vice President

ACCOMPANIED BY: Mrs. Collier

PUBLICITY CONTACT: John Bryne  
Public & Gov't Affairs Advisor  
300 East Joppa Rd., Ste. 507A  
Towson, Maryland 21204

SUBMITTED BY: Self  
The Philadelphia College of Art

ATLANTIC RICHFIELD COMPANY

LOS ANGELES, CALIFORNIA

MR. WILLIAM SHAIN, VICE PRESIDENT, CORPORATE RELATIONS

...ITS THIRD AWARD, PREVIOUS ONES IN 1970 AND '74, FOR ITS SPONSORSHIP OF THE ADAMS CHRONICLES AND MUSIC FROM ASPEN SERIES FOR PUBLIC TELEVISION, AND THE EXHIBITION, "AMERICAN ART: THE PHILADELPHIA ACHIEVEMENT: AT THE PHILADELPHIA MUSEUM OF ART; AND FOR THE ATLANTIC RICHFIELD FOUNDATION'S SUPPORT OF THE FREE PUBLIC THEATRE FOUNDATION, LOS ANGELES, AND THE PHILADELPHIA CIVIC BALLET.

---

ADDRESS:

515 South Flower Street  
Los Angeles, California 90071

CEO:

Robert O. Anderson, Chairman

ACCEPTING AWARD:

Wm. Shain, Vice President, Corporate Relations

ACCOMPANIED BY:

Mrs. Shain

PUBLICITY CONTACT:

William Shain  
Vice President, Corporate Relations  
Atlantic Richfield Company  
717 Fifth Avenue  
New York, New York 10022

SUBMITTED BY:

WNET/13  
Philadelphia Museum of Art  
KQED, Inc., San Francisco  
Free Public Theatre Foundation, Los Angeles  
Philadelphia Civic Ballet Company

CBS INC.

NEW YORK CITY

MR. WILLIAM A. LEONARD, VICE PRESIDENT-WASHINGTON, D.C.

...ITS SECOND AWARD, THE FIRST IN 1974, FOR ITS PACE-SETTING  
GRANT TO THE NATIONAL CORPORATE FUND FOR DANCE AND ASSISTANCE  
TO THAT ORGANIZATION'S EFFORTS TO ATTRACT OTHER CORPORATE SPONSORS  
AND ITS CONTINUING ARTS SUPPORT PROGRAMS REPRESENTING 40% OF  
CBS'S TOTAL PHILANTHROPIC PROGRAM.

---

ADDRESS: 51 West 52nd Street  
New York, New York 10020

CEO: William Paley, Chairman; Arthur Taylor, President

ACCEPTING AWARD: William A. Leonard, Vice President, Washington, D.C.

ACCOMPANIED BY:

PUBLICITY CONTACT: John Loftus  
Director Information Services, Washington, D.C.  
1990 M Street  
Washington, D.C. 20036

SUBMITTED BY: National Corporate Fund for Dance



THE CHASE MANHATTAN BANK, N.A.

NEW YORK CITY

MR. JOHN C. HALEY, EXECUTIVE VICE PRESIDENT

...ITS SECOND AWARD, THE FIRST IN 1969, FOR BROAD EXPANSION OF ITS ARTS SUPPORT PROGRAMS - TOTAL DOLLARS GIVEN MORE THAN DOUBLED BETWEEN 1972 AND 1975 - ALLOCATING 40% TO COMMUNITY AND ETHNIC ARTS ORGANIZATIONS AND 60% FOR LARGER, MORE ESTABLISHED ARTS INSTITUTIONS; A SPECIAL GRANT IN 1975 WAS MADE TO THE WHITNEY MUSEUM OF AMERICAN ART FOR THE EXHIBITION, "200 YEARS OF AMERICAN SCULPTURE".

---

ADDRESS: 1 Chase Manhattan Plaza  
New York, New York 10015

CEO: David Rockefeller, Chairman

ACCEPTING AWARD: John C. Haley, Executive Vice President

ACCOMPANIED BY: Mrs. Haley  
Mr. John R. Meekin, Second Vice President

PUBLICITY CONTACT: Fraser P. Seitel  
Second Vice President  
The Chase Manhattan Bank, N.A.  
1 Chase Manhattan Plaza  
New York, New York 10015

SUBMITTED BY: Self

CIBA-GEIGY CORPORATION

ARDSLEY, NEW YORK

DR. OTTO STURZENEGGER, PRESIDENT AND CHIEF EXECUTIVE OFFICER

...ITS THIRD AWARD, PREVIOUS ONES IN 1967 AND '71, FOR ITS CONTINUING SPONSORSHIP OF TOURING EXHIBITIONS MOUNTED FROM ITS CORPORATE ART COLLECTION, ITS NOON-HOUR EMPLOYEE PROGRAMS ON THE ARTS, AND ITS ON-GOING PROGRAM WITH THE NATIONAL GALLERY OF ART RESEARCHING THE TEN MOST WIDELY-USED PIGMENTS THROUGHOUT HISTORY AND ITS FINANCIAL SUPPORT OF ARTS COUNCILS AND SYMPHONY ORCHESTRAS IN THE FIVE STATES WHERE THE COMPANY HAS OPERATIONS.

---

ADDRESS:                      Ardsley, New York 10502

CEO:                          Dr. Otto Sturzenegger, President & CEO

ACCEPTING AWARD:           Dr. Otto Sturzenegger, President & CEO

ACCOMPANIED BY:           Mrs. Sturzenegger  
                                 Mr. & Mrs. Richard Barth  
                                 Ambassador & Mrs. Raymond Probst (Swiss)

PUBLICITY CONTACT:         T.J. Curtin  
                                 Director of Corporate Relations  
                                 CIBA-GEIGY Corporation  
                                 Ardsley, New York 10502

SUBMITTED BY:              Self

MR. ARTHUR HAUSPURG, PRESIDENT

...ITS THIRD AWARD, PREVIOUS ONES IN 1971 AND '73, FOR ITS LEADERSHIP ROLE IN THE LEARNING TO READ THROUGH THE ARTS PROGRAM, SPONSORSHIP OF AN ARTS SEMINAR AND PRODUCTION OF A CATALOG ON HISPANIC ARTS RESOURCES, AND FOR ITS CONTINUING AND EXPANDED SPONSORSHIP OF THE COMMUNITY HOLIDAY FESTIVAL AT LINCOLN CENTER.

---

ADDRESS:

4 Irving Place  
New York, New York 10003

CEO:

Charles F. Luce, Chairman

ACCEPTING AWARD:

Arthur Hauspurg, President

ACCOMPANIED BY:

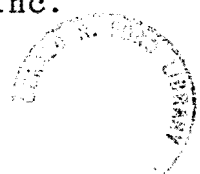
Mrs. Hauspurg  
Mr. & Mrs. Bruce Wittmer

PUBLICITY CONTACT:

Mr. Bruce Wittmer  
Director of Community Affairs  
Consolidated Edison Co. of N.Y., Inc.  
4 Irving Place  
New York, New York 10003

SUBMITTED BY:

Lincoln Center for the Performing Arts  
Learning To Read Through the Arts Foundation  
Guggenheim Museum  
The Bronx Council on the Arts  
Institute of Contemporary Hispanic Art  
City of New York Parks & Recreation Dept.



CORNING GLASS WORKS

CORNING, NEW YORK

Mr. RICHARD B. BESSEY, EXECUTIVE DIRECTOR, CORNING GLASS WORKS  
FOUNDATION

...ITS SECOND AWARD, THE FIRST LAST YEAR, FOR THE ALLOCATION OF  
54% OF THE CORNING GLASS WORKS FOUNDATION CONTRIBUTIONS BUDGET  
TO THE ARTS IN 1975, HIGHLIGHTED BY THE CONTINUATION OF HISTORIC  
PRESERVATION OF DOWNTOWN CORNING, THE CREATION OF A NEW ART  
MUSEUM, TEMPORARILY HOUSED IN A CORPORATE BUILDING, AND START-TO-  
FINISH COMPANY INVOLVEMENT IN THE NEW CORNING AREA PUBLIC LIBRARY.

---

ADDRESS: Corning, New York 14830

CEO: James R. Houghton, Vice Chairman

ACCEPTING AWARD: Richard B. Bessey, Ex. Dir., Corning Glass Works  
Foundation

ACCOMPANIED BY: Mr. & Mrs. George W. Douglas

PUBLICITY CONTACT: Richard B. Bessey  
as above

SUBMITTED BY: Self

DEERE AND COMPANY

MOLINE, ILLINOIS

MR. GEORGE NEILEY, PRESIDENT, JOHN DEERE FOUNDATION

...ITS SECOND AWARD, THE FIRST IN 1968, FOR ITS DEERE-PLAN ADAPTATION OF THE AFFILIATE ARTIST PROGRAM, DESIGNATING THE LOCAL ARTS COUNCIL AS OFFICIAL PRESENTOR OF THE ARTIST; THE COMPANY FULLY UNDERWRITES THE COST OF THE SPONSORSHIP FOR THE FIRST YEAR THEN GRADUALLY DECREASES ITS SUPPORT AS THE ARTS COUNCIL RAISES SUPPORT FROM LOCAL SOURCES FOR THE PROGRAM'S CONTINUATION.

---

ADDRESS:

John Deere Road  
Moline, Illinois 61265

CEO:

William A. Hewitt, Chairman

ACCEPTING AWARD:

Mr. George Neiley, President, John Deere Foundation

ACCOMPANIED BY:

Mrs. Neiley

PUBLICITY CONTACT:

George Neiley  
as above

SUBMITTED BY:

Affiliate Artists, Inc.

EXXON CORPORATION

NEW YORK CITY

MR. JOHN M. IRWIN, SENIOR ADVISOR

...ITS FIFTH AWARD, PREVIOUS ONES 1971-74 CONSECUTIVELY, FOR ITS SPONSORSHIP OF THEATRE IN AMERICA, DANCE IN AMERICA, AND MUSIC IN AMERICA SERIES FOR PUBLIC TELEVISION, CONTINUING SPONSORSHIP OF LINCOLN CENTER OUT-OF-DOORS AND THE PRESENTATION OF "LIVE FROM LINCOLN CENTER", CONTINUATION AND EXPANSION OF ITS AFFILIATE ARTIST CONDUCTOR-IN-RESIDENCE PROGRAM, AND SPONSORSHIP OF THE RADIO PRESENTATION OF 39 TAPED PERFORMANCES OF THE NEW YORK PHILAHARMONIC.

---

ADDRESS: 1251 Avenue of the Americas  
New York, New York 10020

CEO: Clifton Garvin, Jr., Chairman

ACCEPTING AWARD: John M. Irwin, Sr. Advisor

ACCOMPANIED BY: Mr. Robert E. Kingsley

PUBLICITY CONTACT: Ms. Elissia J. Szymanski, Advisor  
Public Affairs  
Exxon Corporation  
1251 Avenue of the Americas  
New York, New York 10020

SUBMITTED BY: WNET/13  
Lincoln Center for the Performing Arts  
Affiliate Artists, Inc.  
New York Philharmonic Orchestra

FORD MOTOR COMPANY FUND

DEARBORN, MICHIGAN

Mr. RAY C. KOOI, EXECUTIVE DIRECTOR

...ITS THIRD AWARD, PREVIOUS ONES IN 1969 AND '73, FOR ITS CONTINUING SUPPORT OF SYMPHONY ORCHESTRAS IN 28 CITIES, 11 ART MUSEUMS, 12 UNITED FUND FOR THE ARTS DRIVES, 2 PERFORMING ARTS CENTERS, 2 THEATRES, 3 ARTS FESTIVALS, AND 5 ARTS FOUNDATIONS, AND FOR THE SPONSORSHIP OF "LIVING LEGENDS IN BLACK", A PHOTOGRAPHY EXHIBITION BY J. EDWARD BAILEY III, AND FOR ITS FINANCIAL ASSISTANCE FOR THE PRESERVATION OF THE OLD MARINERS CHURCH IN DETROIT.

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ADDRESS:

The American Road  
Dearborn, Michigan 48121

CEO:

Lee A. Iacocca, President

ACCEPTING AWARD:

Ray C. Kooi, Ex. Dir., Ford Motor Co. Fund

ACCOMPANIED BY:

Mrs. Kooi

PUBLICITY CONTACT:

J.L. Sloan  
News Department  
Ford Motor Company  
The American Road  
Dearborn, Michigan 48121

SUBMITTED BY:

Self

GENERAL ELECTRIC COMPANY

FAIRFIELD, CONNECTICUT

MR. L. BERKELEY DAVIS, VICE PRESIDENT

...ITS SECOND AWARD, THE FIRST IN 1972, FOR ITS RE-ENTRY AND ENVIRONMENTAL SYSTEMS DIVISION'S INNOVATIVE EXCHANGE PROGRAM WITH THE PHILADELPHIA COLLEGE OF ART PROVIDING LECTURERS IN GE'S DISCIPLINES TO PERTINENT DISCIPLINES IN THE ARTS; THE COLLEGE, IN TURN, WILL OFFER CLASSES IN THE FINE ARTS TO INDUSTRIAL EMPLOYEES AT THEIR PLACE OF WORK.

---

ADDRESS: Easton Turnpike  
Fairfield, Connecticut 06431


CEO: Reginald H. Jones, Chairman

ACCEPTING AWARD: L. Berkley Davis, Vice President

ACCOMPANIED BY: Mrs. Davis  
Mr. & Mrs. Robert L. Debes

PUBLICITY CONTACT: Robert L. Debes  
Specialist, Recognition Programs  
General Electric Company  
3198 Chestnut Street  
Philadelphia, Pennsylvania 19101

SUBMITTED BY: Self  
Philadelphia College of Art





INTERNATIONAL BUSINESS MACHINES  
CORPORATION

ARMONK, NEW YORK

MR. A.N. SCALLON, MANAGER, CORPORATE SUPPORT PROGRAMS

...ITS FIFTH AWARD, PREVIOUS ONES IN 1966, '72, '73, AND '74, FOR ITS SPONSORSHIP OF THE EXHIBITIONS, "THE WORLD OF FRANKLIN AND JEFFERSON" AND "AMERICA ON STAGE: 200 YEARS OF THE PERFORMING ART AND FOR ITS CONTINUED SUPPORT OF PUBLIC TELEVISION FOR THE PRODUCTION OF AN EAMES CELEBRATION AND THE TRIBAL EYE, A 7-PART SERIES ON TRIBAL ART.

---

ADDRESS: Old Orchard Road  
Armonk, New York 10504

CEO: Frank T. Cary, Chairman

ACCEPTING AWARD: A.N. Scallon, Mgr., Corporate Support Programs

ACCOMPANIED BY: Miss Maureen Scallon

PUBLICITY CONTACT: A.N. Scallon  
as above

SUBMITTED BY: American Bicentennial Revolution Administration  
WNET/13  
John F. Kennedy Center for the Performing Arts  
Vermont Symphony Orchestra

KIRKPATRICK OIL COMPANY

OKLAHOMA CITY, OKLAHOMA

ADMIRAL JOHN KIRKPATRICK, PRESIDENT

...ITS SECOND AWARD, THE FIRST LAST YEAR, FOR ITS CONTRIBUTION OF OVER \$3-MILLION TO THE OKLAHOMA CITY COMMUNITY FOUNDATION FOR THE CREATION OF A CENTER FOR SCIENCE AND ARTS, AND FOR ITS CONTINUED SUPPORT OF THE SYMPHONY, ART CENTER, ARTS COUNCIL, THEATRE CENTER, PLANETARIUM, AND BALLET COMPANY OF OKLAHOMA CITY AS WELL AS THE PROVISION OF COMPUTERIZED ACCOUNTING SERVICES TO VARIOUS ARTS ORGANIZATIONS IN OKLAHOMA CITY.

---

ADDRESS: 1300 North Broadway  
Oklahoma City, Oklahoma 73103

CEO: Admiral John Kirkpatrick

ACCEPTING AWARD: Admiral John Kirkpatrick

ACCOMPANIED BY: Mrs. Kirkpatrick  
Mr. & Mrs. Frank L. Dennis

PUBLICITY CONTACT: Mrs. Nancy Berry  
Executive Director  
Oklahoma City Community Foundation  
1300 N. Broadway  
Oklahoma City, Oklahoma 73103

SUBMITTED BY: Oklahoma City Community Foundation

MOBIL OIL CORPORATION

NEW YORK CITY

MR. HERBERT SCHMERTZ, VICE PRESIDENT, PUBLIC AFFAIRS

...ITS FIFTH AWARD, PREVIOUS ONES IN 1968, '70, '71 AND '74, FOR ITS CONTINUING SPONSORSHIP OF THE ANNUAL "TWELVE DAYS OF CHRISTMAS FESTIVAL AT THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS FEATURING 40 FREE EVENTS AND FOR ITS GENEROUS CONTRIBUTION TO THE WHITENY MUSEUM OF AMERICAN ART ENABLING THE MUSEUM TO REMAIN OPEN ON TUESDAY EVENINGS FREE TO THE PUBLIC.

---

ADDRESS: 150 East 42nd Street  
New York, New York 10017

CEO: Rawleigh Warner, Jr., Chairman

ACCEPTING AWARD: Herbert Schmertz, Vice President, Public Affairs

ACCOMPANIED BY: Gordon Bowman  
Susie Burley

PUBLICITY CONTACT: Fred Halpern  
Manager, News & Information  
Mobil Oil Corporation  
150 East 42nd Street  
New York, New York 10017

SUBMITTED BY: Whitney Museum of American Art  
John F. Kennedy Center for the Performing Arts

THE PRUDENTIAL INSURANCE CO. OF AMERICA

NEWARK, NEW JERSEY

MR. DONALD S. MACNAUGHTON, CHAIRMAN AND CHIEF EXECUTIVE OFFICER

...ITS SECOND AWARD, THE FIRST LAST YEAR, FOR ITS SPONSORSHIP OF SING AMERICA SING, A CAVALCADE OF SONG, DANCE AND LEGEND AT THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS, INCLUDING THE PROVISION OF A SOUVENIR PROGRAM AND UNDERWRITING FOR A PRESENTATION OF THE PROGRAM ON PBS. PRUDENTIAL ALSO MAINTAINS SIGNIFICANT SUPPORT PROGRAMS TO COMMUNITY-LEVEL ARTS ORGANIZATIONS THROUGH ITS VARIOUS DIVISION OFFICES.

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ADDRESS:

Prudential Plaza  
Newark, New Jersey 07101

CEO:

Donald S. MacNaughton, Chairman

ACCEPTING AWARD:

Donald S. MacNaughton, Chairman

ACCOMPANIED BY:

Mrs. MacNaughton

PUBLICITY CONTACT:

P.R. Warth  
Director, Public Relations  
The Prudential Insurance Co. of America  
Prudential Plaza  
Newark, New Jersey 07101

SUBMITTED BY:

John F. Kennedy Center for the Performing Arts  
Society for the Performing Arts, Houston

READER'S DIGEST ASSOCIATION

PLEASANTVILLE, NEW YORK

MR. WILLIAM SCHULTZ, VICE PRESIDENT

...ITS SECOND AWARD, THE FIRST IN 1968, FOR ITS SPONSORSHIP OF  
TWELVE AFFILIATE ARTIST APPOINTMENTS IN SIX DIFFERENT STATES SINCE  
1972 RELATING RELIGIOUS COMMUNITIES TO THE ARTS AND PROVIDING  
ARTS EXPERIENCES FOR AUDIENCES GENERALLY ISOLATED FROM THE  
CULTURAL MAINSTREAM.

---

ADDRESS: Pleasantville, New York 10570

CEO: Hobart D. Lewis, Chairman

ACCEPTING AWARD: William Schultz, Vice President

ACCOMPANIED BY:

PUBLICITY CONTACT: Robert L. Devine  
Vice President  
Reader's Digest Association  
200 Park Avenue  
New York, New York 10017

SUBMITTED BY: Affiliate Artists, Inc.

JOS SCHLITZ BREWING COMPANY

MILWAUKEE, WISCONSIN

MR. BEN BARKIN, REPRESENTING ROBERT A. UIHLEIN, CHAIRMAN

...ITS SIXTH AWARD, PREVIOUS ONES IN 1966, '67, '68, 70, AND '71,  
FOR THE INTRODUCTION OF THE NEW ORLEANS JAZZ AND HERITAGE FESTIVAL  
IN ADDITION TO ITS CONTINUING SPONSORSHIP OF THE NEWPORT JAZZ  
FESTIVAL AND MILWAUKEE LAKE FRONT FESTIVAL.

---

ADDRESS: P.O. Box 614  
Milwaukee, Wisconsin 53201

CEO: Robert A. Uihlein, Jr.

ACCEPTING AWARD: Ben Barkin

ACCOMPANIED BY:

PUBLICITY CONTACT: Ben Barkin  
Barkin Herman Solocheck & Paulsen  
777 East Wisconsin Avenue  
Milwaukee, Wisconsin 53202

SUBMITTED BY: Barkin Herman Solocheck & Paulsen

SEARS, ROEBUCK & COMPANY

CHICAGO, ILLINOIS

MR. DONALD G. YOUNG, EXECUTIVE DIRECTOR, THE SEARS-ROEBUCK FDTN.

...ITS THIRD AWARD, PREVIOUS ONES IN 1968 AND '72, FOR THE  
SEARS-ROEBUCK FOUNDATION FILM, U.S. ART-THE GIFT OF OURSELVES,  
DEMONSTRATING THE EVOLUTION OF AMERICAN ART, AND FOR THE FOUNDA-  
TION'S CONTINUING AND INCREASED PARTICIPATION IN THE AFFILIATE  
ARTIST PROGRAM THROUGHOUT THE COUNTRY.

---

ADDRESS:

Sears Tower  
Chicago, Illinois 60684

CEO:

Arthur M. Wood, Chairman

ACCEPTING AWARD:

Donald G. Young, Ex. Dir., The Sears-Roebuck Fdtn.

ACCOMPANIED BY:

PUBLICITY CONTACT:

Donald G. Young  
as above

SUBMITTED BY:

Self  
Affiliate Artists, Inc.  
Tucson Opera Company  
San Fernando Valley Arts Council

XEROX CORPORATION

STAMFORD, CONNECTICUT

MR. ROBERT SCHNIEDER, ASSISTANT TO THE CHAIRMAN

...ITS THIRD AWARD, PREVIOUS ONES IN 1969 AND '70, FOR ITS SPONSORSHIP OF THE AMERICAN BICENTENNIAL THEATRE - A SEASON OF 10 AMERICAN PLAYS, BOTH OLD AND NEW - IN COOPERATION WITH THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS. XEROX ALSO COMMISSIONED 6 NEW AMERICAN PLAYWRIGHTS TO WRITE PLAYS FOR POSSIBLE PRODUCTION AND EXPANDED ITS PARTICIPATION IN THE AFFILIATE ARTISTS PROGRAM.

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ADDRESS: Stamford, Connecticut 06904

CEO: Peter C. McColough, Chairman

ACCEPTING AWARD: Robert Schneider, Assistant to the Chairman

ACCOMPANIED BY: Sheila Lummis, Xerox Fund

PUBLICITY CONTACT: Robert Schneider  
as above

SUBMITTED BY: John F. Kennedy Center for the Performing Arts  
Affiliate Artists, Inc.





file

GERALD R. FORD LIBRARY

FACT SHEET: ESQUIRE/BCA "BUSINESS IN THE ARTS" AWARDS

When started: In 1966 by Arnold Gingrich, then editor, now founding editor of Esquire Magazine.

When joined by BCA? In 1968 shortly after its formation as a national organization of businessmen dedicated to the concept of corporate support for and involvement in the arts.

Who heads BCA? Goldwin A. McLellan has been president since its formation; the current chairman, in his third year, is Robert W. Sarnoff.

How many Awards are given? There are 20 first-time awards presented each year. The number is increased if a company outside the United States wins or if a previous winner wins for a second or more time. This year's competition has 20 first-time winners plus one foreign-based company and an additional 20 companies in the return award category.

What are the actual Awards? For the 5th year, Esquire and the Business Committee for the Arts have commissioned a young Greek sculptor, Demetrios Mavroudis, to execute an original award sculpture. This year's piece is an elegant bronze sculpture in the Italian tradition and is intended for display on a chief executive officer's desk. The sculpture is constructed in such a way that it can be rotated to capture different light sources.

How are winners chosen? Through an international competition always conducted through the pages of Esquire Magazine and national publications of the Business Committee for the Arts.

Who can nominate? Anyone, but only business firms may receive Awards.

How many nominations are usually received? This year nominations were received for companies based in 39 states and 4 foreign countries.

How many companies have won before? As of this 10th competition, 179 companies have won one Award and 48 have won more than one. 264 companies have been recognized with honorable mention. In all, companies honored in the competition were located in 177 cities, 48 states and 6 cities in England, Canada, Japan and South Africa.

Who selects the winners? Screening committees narrowed the field of nominations down to a manageable number that are sent to an independent panel of distinguished arts and business leaders. Judges for this year's competition were: Barry Bingham, Sr., J. Carter Brown, David Lloyd Kreeger, Myrna Loy, Stanley Marcus, Lloyd E. Rigler, Glynn Ross, Julius Rudel, The Hon. Virginia Kilpatrick Shehee, Catherine Filene Shouse, Carl Spielvogel and George Weissman.

Are there other honors? This year 20 companies will receive honorable mention.

WELCOMES AS ITS SPECIAL GUESTS THIS EVENING

Winners of the 1975 "Business in the Arts" Award for outstanding contributions to the arts during the past year.

### 1ST TIME AWARD WINNERS

American Fletcher National Bank, Indianapolis, Indiana  
Bird & Son, Inc., East Walpole, Massachusetts  
Chubu-Nippon Broadcasting Company, Nagoya, Japan  
Citibank, N.A., New York City  
Franklin Mint Corporation, Franklin Center, Pennsylvania  
Gulf Oil Company, Pittsburgh, Pennsylvania  
Kemper Insurance Companies, Long Grove, Illinois  
Lincoln Savings Bank, Brooklyn, New York  
Oscar Mayer and Company, Madison, Wisconsin  
McDonald's Corporation, Oak Brook, Illinois  
The Raymond D. Nasher Company, Dallas, Texas  
The Norlin Foundation, New York City  
J. C. Penney Company, Inc., New York City  
Phelps Dodge Corporation, New York City  
Public Service Company of New Mexico, Albuquerque  
S & C Electric Company, Chicago, Illinois  
St. Paul Area Chamber of Commerce, St. Paul, Minnesota  
Southeast Banking Corporation, Miami, Florida  
Southern Furniture Market Center, High Point, North Carolina  
E. R. Squibb & Sons, Inc., Princeton, New Jersey  
U.S. Steel Foundation, Pittsburgh, Pennsylvania

*JM*  
*To appear*  
*in 1980*  
*program*  
*last*  
*6/9/77*  
*J.D.*

### RETURN AWARD WINNERS

Aluminum Company of America, Pittsburgh, Pennsylvania  
Amoco Oil Company, Chicago, Illinois  
Atlantic Richfield Company, Los Angeles, California  
CBS Inc., New York City  
The Chase Manhattan Bank, N.A., New York City  
CIBA-GEIGY Corporation, Ardsley, New York  
Consolidated Edison Company of New York, Inc., New York City  
Corning Glass Works, Corning, New York  
Deere and Company, Moline, Illinois  
Exxon Corporation, New York City  
Ford Motor Company Fund, Dearborn, Michigan  
General Electric Company, Fairfield, Connecticut  
International Business Machines Corporation, Ardsley, New York  
Kirkpatrick Oil Company, Oklahoma City, Oklahoma  
Mobil Oil Corporation, New York City  
The Prudential Insurance Company of America, Newark, New Jersey  
Reader's Digest Association, Pleasantville, New York  
Jos. Schlitz Brewing Company, Milwaukee, Wisconsin  
Sears, Roebuck and Company, Chicago, Illinois  
Xerox Corporation, Stamford, Connecticut

#### MOBIL OIL CORPORATION

Recipient of the 1976 National Symphony National Corporate Award

National Trustees of the National Symphony

Major Corporate and Individual Donors to the National Symphony

1975 "Business in the Arts" Award Winners

California

Atlantic Richfield Company, Los Angeles

Connecticut

General Electric Company, Fairfield  
Xerox Corporation, Stamford

Florida

Southeast Banking Corporation, Miami

Illinois

Amoco Oil Company, Chicago  
Deere and Company, Moline  
Kemper Insurance Companies, Long Grove  
McDonald's Corporation, Oak Brook  
S & C Electric Company, Chicago  
Sears, Roebuck and Company, Chicago

Indiana

American Fletcher National Bank, Indianapolis

Massachusetts

Bird and Son, Inc., East Walpole

Michigan

Ford Motor Company Fund, Dearborn

Minnesota

St. Paul Area Chamber of Commerce, St. Paul

New Jersey

The Prudential Insurance Company of America, Newark  
E.R. Squibb & Sons, Inc., Princeton

New Mexico

Public Service Company of New Mexico, Albuquerque



1975 "Business in the Arts" Awards Winners (Continued)

New York

CBS Inc, NYC  
The Chase Manhattan Bank, N.A., NYC  
CIBA-GEIGY Corporation, Ardsley  
Citibank, N.A., NYC  
Consolidated Edison Company of New York, Inc., NYC  
Corning Glass Works, Corning  
Exxon Corporation, NYC  
International Business Machines Corporation, Armonk  
Lincoln Savings Bank, Brooklyn  
Mobil Oil Corporation, NYC  
The Norlin Foundation, NYC  
J.C. Penney Company, Inc., NYC  
Phelps Dodge Corporation, NYC  
Reader's Digest Association, Inc., Pleasantville

North Carolina

Southern Furniture Market Center, High Point

Oklahoma

Kirkpatrick Oil Company, Oklahoma City

Pennsylvania

Aluminum Company of America, Pittsburgh  
Franklin Mint Corporation, Franklin Center  
Gulf Oil Corporation, Pittsburgh  
U.S. Steel Foundation, Pittsburgh

Texas

Raymond D. Nasher Company, Dallas

Wisconsin

Oscar Mayer and Company, Madison

Japan

Chubu-Nippon Broadcasting Company, Nagoya



ESQUIRE / BUSINESS COMMITTEE FOR THE ARTS  
"BUSINESS IN THE ARTS" AWARDS  
1700 broadway, new york, n.y. 10019 (212) 765-5980

founding editor/ESQUIRE  
ARNOLD GINGRICH

president/BCA  
GOLDWIN A. McLELLAN

administrator  
DOUGLAS J. MORRISON

FOR NOON RELEASE, THURSDAY, JUNE 10, 1976:

41 CORPORATIONS RECEIVED ANNUAL "BUSINESS IN THE ARTS" AWARDS  
FOR OUTSTANDING CONTRIBUTIONS TO THE ARTS IN 1975

Twelve Award-Winning Corporations in the Tenth Annual Competition  
Each Gave Over One-Million Dollars to the Arts in 1975

NEW YORK, NEW YORK, JUNE 10 -- A Japanese broadcasting company, a manufacturing company in East Walpole, Massachusetts, an insurance company in Long Grove, Illinois, and a furniture company in High Point, North Carolina, were among the winners in the Tenth Annual "Business in the Arts" Awards announced today by the competition's co-sponsors, Esquire Magazine and the Business Committee for the Arts. The Awards to the winning companies were made this morning at the John F. Kennedy Center for the Performing Arts in Washington, D.C. The Awards, given to corporations for outstanding support programs in the fine and performing arts in calendar year 1975, included 21 first-time winners and 20 companies that have won at least once previously. Twelve of this year's Award winning companies each gave over one-million dollars to the arts in 1975.

Since 1966, when the competition was created, 217 companies have received Awards and 264 have received Honorable Mention. The companies honored in the competition were located in 177 cities in 48 states, and 6 cities in England, Canada, Japan and South Africa.

In announcing the 1975 Awards, Esquire's Founding Editor, Arnold Gingrich, and BCA's President, Goldwin A. McLellan, noted that the diversity of the arts projects initiated or supported by the corporations is as remarkable as the growth in the volume of corporate financial support. Winning projects included assistance in the preparation of an economic impact study of the arts in a single city, support for an ambitious overseas tour for the Metropolitan Opera Company, support for the creation of a major new dance work, and a bicentennial music program that included distribution of music and adjunct educational materials to over 29,000 schools in all 50 states and in U.S. territories.

In 1975, eleven American award-winning companies contributed over one million dollars each in support of a wide range of arts projects and one foreign company, Chubu-Nippon Broadcasting Company, Nagoya, Japan, made a grant of over two million dollars to the Metropolitan Opera Company to enable 325 artists and auxiliary personnel from the Met to travel to Japan for a three-week visit performing three different operas a total of 18 times in three Japanese cities.

The following is a list of companies that won Awards for the first time:

...American Fletcher National Bank, Indianapolis, Ind., for its extensive support of and involvement in a broad range of community arts programs including sponsorship of guest artists for the Indianapolis Ballet Theatre and Indiana Repertory Theatre; a continuing series of exhibitions in its headquarters building, and assistance in the production of a guidebook on significant, local architectural sites.



- ...Bird & Son, Inc., East Walpole, Mass., for its outstanding efforts in the field of historic preservation including a matching grant distributed to 115 groups in 45 states and a grant to the National Trust for Historic Preservation for the production of a definitive film on historic preservation.
- ...Chubu-Nippon Broadcasting Company, Nagoya, Japan, for its grant of over \$2-million to the Metropolitan Opera Company enabling 325 artists and auxiliary personnel from the Met to travel to Japan for a 3-week visit performing 3 different operas a total of 18 times in 3 Japanese cities.
- ...Citibank, N.A., New York, N.Y., for its continuing involvement with the Roundabout Theatre Company, facilitating that theatre's acquisition and renovation of a former movie house into a vital arts center serving over 200,000 people in the Greater New York area annually. Citibank also initiated a consolidated corporate drive for the Roundabout for both capital and program support with a pace-setting grant.
- ...Franklin Mint Corporation, Franklin Center, Pa., for its wide-ranging efforts on behalf of cultural activities in the Greater Philadelphia area by surveying the needs of area cultural institutions, assistance in the preparation of an Economic Impact Study of the cultural industry there, and the production of a multi-screen slide presentation explaining the fine and performing arts life in the area.
- ...Gulf Oil Corporation, Pittsburgh, Pa., for its significant underwriting of public television in 1975 including the National Geographic series and the production of two specials made available to all PBS stations for use in the 2nd Annual Fund-Raising campaign. Gulf provided massive promotional assistance through its advertising firms and distributors nationally.
- ...Kemper Insurance Companies, Long Grove, Ill., for its support of the Lyric Opera Company of Chicago, including plant improvements for the Opera House, complete maintenance of a warehouse storing scenery and the retention of a year-round wardrobe mistress for 40,000 pieces of opera costuming. Additionally, Kemper maintains a sizeable corporate art collection and offers the services of its art curator and free exhibition space to community groups.
- ...Lincoln Savings Bank, Brooklyn, N.Y., for major sponsorship of the 30th Anniversary celebration of the New York City Center, the 50th Anniversary Gala for Martha Graham, an international painting exhibit at the New York State Theatre, and the American Ballet Theatre. Lincoln also has initiated a series of youth programs introducing them to various art disciplines and continued its program of providing free gallery space in branch offices for over 100 exhibitions.



...Oscar Mayer & Company, Madison, Wis., for its unsolicited challenge grant of \$250,000 from the Oscar Mayer Foundation towards the Civic Center of Madison helping to assure the success of that city's 40-year struggle for a center for the arts.

...McDonald's Corporation, Oak Brook, Ill., for its sponsorship of the Spring Festival at the John F. Kennedy Center for the Performing Arts providing 35 different events spanning many musical forms -- all free to the public.

*X  
Also met  
in Dallas  
last night  
visit him  
to DC  
also used  
his materials*

The Raymond D. Nasher Company, Dallas, Tx., for the conception and implementation of a cultural program in its development, NorthPark (Shopping Center) in Dallas, including sponsorship of "Summertop" a music festival featuring the Dallas Symphony Orchestra, full subsidization of the Dallas Repertory Theatre, and "Woodscrap Sculpture", a continuing children's program.

The Norlin Foundation, New York, N.Y., for the establishment of a \$250,000 endowment fund enabling 7-10 composers a year to spend a 4-10 week residency at the MacDowell Colony (New Hampshire) for the purpose of creating new music.

...J.C. Penney Company, Inc., New York, N.Y., for its Bicentennial Music Celebration program which provided music and adjunct educational materials to over 29,000 schools in all 50 states and U.S. territories and utilized 1,740 Penney Store managers in presenting the gifts at the local level.

...Phelps Dodge Corporation, New York, N.Y., for its support of the creation of a new work, The Scarlet Letter, by the Martha Graham Dance Company and sponsorship of the exhibition, "Sculpture: American Directions 1945-75," mounted by the National Collection of Fine Arts of the Smithsonian Institution.

...Public Service Company of New Mexico, Albuquerque, for continuing and expanded support of the New Mexico Symphony Orchestra, Santa Fe Opera and the June Music Festival in addition to underwriting special radio programming and special symphony appearances in remote communities throughout the state.

...S&C Electric Company, Chicago, Ill., for its efforts to broaden the base of corporate support to the Chicago Symphony through its 'businessmen's approach' advertising campaign on the symphony's behalf. Attendant publicity generated substantially increased corporate giving to the Chicago Symphony and has served as a basis for other American symphony orchestras' corporate solicitation campaigns.

(more)



- ...St. Paul Area Chamber of Commerce, St. Paul, Minn., for its efforts in the development of corporate support for the arts in the St. Paul and Ramsey County area through an "Arts and Culture Task Force," a Visual Arts competition, development of a "Corporate Culture Involvement" catalog encouraging corporate participation and purchase of arts services from local art institutions, and development of an employee participation program bringing the arts to residents at their place of work.
- ...Southeast Banking Corporation, Miami, Fla., for its continuing support of the Coconut Grove Arts Festival, Metropolitan Museum and Art Center of Miami, Lowe Art Museum and the Dade County Library's Artmobile program, as well as total underwriting of the Second Biennial International Graphics Exhibition and the continuing provision of free gallery space to local artists throughout its statewide network of banks.
- ...Southern Furniture Market Center, High Point, N.C., for the inclusion of a \$1-million performing arts center in the company's recent enlargement of its facilities, and the subsequent donation of the center to the city of High Point. The center contains a 1,000-seat theatre, art galleries, meeting rooms, convention space, and office space for various local arts organizations.
- ...E.R. Squibb & Sons, Inc., Princeton, N.J., for its extensive exhibition program in its world headquarters building gallery highlighted in 1975 by "American Paintings: A Gathering from Three Centuries" (the first exhibition resulting from the National Collection of Fine Arts' Bicentennial inventory of privately-owned paintings executed before 1914) and "Alaska: The Great Land" a photography exhibition originated and organized by Squibb for the National Parks Foundation.
- ...United States Steel Foundation, Inc., Pittsburgh, Pa., for its \$1-million commitment to the Carnegie Institute for operating expenses in addition to its continuing arts support programs throughout the country, including 16-years' sponsorship of the Three Rivers Arts Festival, a voice and instrument competition in Northwest Indiana, and co-sponsorship of the "Poetry on Buses" program in Pittsburgh.

The following companies received "Return" Awards, having won for the second time or more:

- ...Aluminum Company of America, Pittsburgh, Pa., its second award, the first in 1970, for The Alcoa Foundation's sponsorship of "Modern Masters: Manet to Matisse," an exhibition relating key differences in modern art which toured to Australia; and for its continuing sponsorship of programs and facilities of local arts organizations in communities where the company has plants.

- ...Amoco Oil Company, Chicago, Ill., its second Award, the first in 1971, for its sixth consecutive year of sponsorship of the American College Theater Festival, including significant personnel involvement at the local, regional and national level.
- ...Atlantic Richfield Company, Los Angeles, Calif., its third Award, previous ones in 1970 and '74, for its sponsorship of The Adams Chronicles and Music From Aspen series for public television, and the exhibition "American Art: The Philadelphia Achievement" at the Philadelphia Museum of Art; and for the Atlantic Richfield Foundation's support of the Free Public Theatre Foundation, Los Angeles, and the Philadelphia Civic Ballet.
- ...CBS Inc., New York, N.Y., its second Award, the first in 1974, for its pace-setting grant to the National Corporate Fund for Dance and assistance in that organization's corporate fund drive. 40% of CBS' philanthropic budget went to the arts in 1975.
- ...The Chase Manhattan Bank, N.A., New York, N.Y., its second Award, the first in 1969, for broad expansion of its arts support programs - total dollars given more than doubled between 1972 and 1975 - allocating 40% to community and ethnic arts organizations and 60% for larger, more established arts insitutions; a special grant in 1975 was made to the Whitney Museum of American Art for the exhibition, "200 Years of American Sculpture."
- ...CIBA-GEIGY Corporation, Ardsley, N.Y., its third Award, previous ones in 1967 and '71, for its continuing sponsorship of touring exhibitions mounted from its corporate art collection, its 'noon-hour' employee programs on the arts, and its on-going program with the National Gallery of Art researching the ten most widely-used pigments throughout history and its financial support of arts councils and symphony orchestras in the five states where the company has operations.
- ...Consolidated Edison Company of New York, New York City, its third Award, previous ones in 1971 and '73, for its leadership role in the Learning to Read Through the Arts program, sponsorship of an arts seminar and production of a catalog on Hispanic Arts Resources, and for its continuing sponsorship of the Community Holiday Festival at Lincoln Center.
- ...Corning Glass Works, Corning, N.Y., its second Award, the first last year, for the allocation of 54% of the Corning Glass Work Foundation contributions budget to the arts in 1975, highlighted by the continuation of historic preservation of downtown Corning, the creation of a new art museum in Corning, temporarily housed in a corporate building, and start-to-finish company involvement in the new Corning Area Public Library.



- ...Deere and Company, Moline, Ill., its second award, the first in 1968, for its "Deere Plan" adaptation of the Affiliate Artist program whereby the local arts council is the designated presenter of the artist; the company sponsors the full cost of the first year of sponsorship, then gradually decreases support, which in turn is picked up by other businesses in the area.
- ...Exxon Corporation, New York City, its fifth Award, previous ones 1971-74 consecutively, for its sponsorship of Theatre in America, Dance in America and Music in America series for public television, continuing sponsorship of Lincoln Center Out-of-Doors and the presentation of "Live from Lincoln Center," continuation and expansion of its Affiliate Artist Conductor-in-Residence program, and sponsorship of the radio presentation of 39 taped performances of the New York Philharmonic.
- ...Ford Motor Company Fund, Dearborn, Michigan, its third Award, previous ones in 1969 and '73, for its continuing support of symphony orchestras in 28 cities, 11 art museums, 12 united fund for the arts drives, 2 performing arts centers, 2 theatres, 3 arts festivals, and 5 arts foundations, and for the sponsorship of "Living Legends in Black," a photography exhibition by J. Edward Bailey III and for its financial assistance for the preservation of the Old Mariners Church in Detroit.
- ...General Electric Company, Fairfield, Conn., its second Award, the first in 1972, for its Re-entry and Environmental Systems Division's innovative exchange program with the Philadelphia College of Art providing lecturers in GE's disciplines to pertinent disciplines in the arts; the college, in turn, will offer classes in the fine arts to industrial employees at their place of work.
- ...International Business Machines Corporation, Armonk, N.Y., its fifth Award, previous ones in 1966, '72, '73 and '74, for its sponsorship of the exhibitions, "The World of Franklin and Jefferson" and "America on Stage: 200 Years of the Performing Arts," and for its continued support of public television for the production of An Eames Celebration and The Tribal Eye, a seven-part series on tribal art.
- ...Kirkpatrick Oil Company, Oklahoma City, Okla., its second Award, the first last year, for its contribution of over \$3-million to the Oklahoma City Community Foundation for the creation of a Center for Science and Arts, and for its continued support of the symphony, art center, arts council, theatre center, planetarium, and ballet company of Oklahoma City as well as the provision of computerized accounting services to various arts organizations in Oklahoma City.

- ...Mobil Oil Corporation, New York City, its fifth Award, previous ones in 1968, '70, '71 and '74, for its continuing sponsorship of the annual "Twelve Days of Christmas" Festival at the John F. Kennedy Center for the Performing Arts featuring 40 free events and for its generous contribution to the Whitney Museum of American Art enabling the Museum to remain open on Tuesday evenings free to the public.
- ...The Prudential Insurance Company of America, Newark, N.J., its second Award, the first in 1974, for its sponsorship of Sing America Sing, a cavalcade of song, dance and legend at the John F. Kennedy Center for the Performing Arts, including a souvenir program as well as underwriting for a taped presentation on PBS of the program. Prudential also maintains a significant continuing support program to community-level arts organizations through its various division offices.
- ...Reader's Digest Association, Pleasantville, N.Y., its second Award, the first in 1968, for its sponsorship of twelve Affiliate Artist Appointments in six different states since 1972 relating religious communities to the arts and providing arts experiences for audiences generally isolated from the cultural mainstream.
- ...Jos. Schlitz Brewing Company, Milwaukee, Wisconsin, its sixth Award, previous ones in 1966, '67, '68, '70 and '71, for the introduction of the New Orleans Jazz and Heritage Festival in addition to its continuing sponsorship of the Newport Jazz Festival and Milwaukee Lake Front Festival.
- ...Sears, Roebuck and Company, Chicago, Illinois, its third Award, previous ones in 1968 and '72, for The Sears-Roebuck Foundation film, U.S. Art-The Gift of Ourselves, demonstrating the evolution of American Art, and for the Foundation's continuing and increased participation in the Affiliate Artist program throughout the country.
- ...Xerox Corporation, Stamford, Conn., its third Award, previous ones in 1969 and '70, for its sponsorship of the American Bicentennial Theatre - a season of ten American plays, both old and new - in cooperation with the John F. Kennedy Center for the Performing Arts. Xerox also commissioned six new American playwrights to write plays for possible production and expanded its participation in the Affiliate Artists program.

The following companies received Honorable Mention Citations:

Air Products and Chemicals, Inc., Allentown Pennsylvania  
Almaden Vineyards, Inc., San Francisco, California  
American National Insurance Company, Galveston, Texas  
Carrier Corporation, Syracuse, New York  
C F & I Steel Corporation, New York City  
Chevron Oil Company, Denver, Colorado

Crouse-Hinds Company, Syracuse, New York  
DeBeers Consolidated Mines, Ltd., Kimberly, South Africa  
East New York Savings Bank, Brooklyn, New York  
Ehrenreich Photo-Optical Industries, Inc., Garden City, N.Y.  
Knight Quality Stations, Boston, Massachusetts  
Mississippi Chemical Corporation, Yazoo City, Mississippi  
Oakland Tribune, Oakland, California  
Phoenix Newspapers, Inc., Phoenix, Arizona  
RCA Corporation, New York City  
SCM Corporation, New York City  
The Stieff Company, Baltimore, Maryland  
United Airlines, Chicago, Illinois (Joint Entry)  
Western Tours-Grayline, Seattle, Washington (Joint Entry)  
K. Wolens Company, Corsicana, Texas

Award winners were selected by a jury consisting of distinguished arts and business leaders: Barry Bingham, Sr.; J. Carter Brown; David Lloyd Kreeger; Myrna Loy; Stanley Marcus; Lloyd E. Rigler; Glynn Ross; Julius Rudel; Virginia Kilpatrick Shehee; Catherine Filene Shouse; Carl Spielvogel; and George Weissman.

For further information:

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New York, New York 10022

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Vice President  
Business Committee for the Arts  
1700 Broadway - 5th Floor  
New York, New York 10019

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NATIONAL SYMPHONY ORCHESTRA ASSOCIATION

John F. Kennedy Center for the Performing Arts  
Washington, D.C. 20566

1975-76 Officers and Board of Directors

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Lloyd Symington, Immediate Past President  
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John T. Garrity  
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Leonard L. Silverstein  
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Mrs. Paul Nitze  
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\* Also Members of Executive Committee

January 26, 1976



# national symphony

ANTAL DORATI Music Director  
WILLIAM L. DENTON Managing Director

JOHN F. KENNEDY CENTER  
FOR THE PERFORMING ARTS  
WASHINGTON DC 20566  
202/785-8100

JOYCE IDEMA Public Relations Director  
THOMAS PHILION Assistant

## NEWS RELEASE

The National Symphony Orchestra will give a special bicentennial concert honoring recipients of the 1975 "Business in the Arts" awards on Wednesday evening, June 9 at 8:30 PM in the Kennedy Center Concert Hall. Also scheduled to be honored will be the National Symphony's 1976 Corporate Award winner, its National Trustees, corporations and individuals who have contributed \$100 or more to the 1975 Annual Fund, and the drive's volunteer leaders and workers.

Morton Gould will serve as guest conductor, pianist David Bar-Illan the soloist. Included on the program of symphonic favorites will be the Washington premiere of Mr. Gould's American Ballads, a six-part work commissioned by the New York State Council on the Arts and the U.S. Historical Society, and which is based on well-known American songs.

"Business in the Arts" awards are given annually to corporations who have made outstanding contributions to the arts during the year. Twenty-seven were honored by the Business Committee for the Arts in co-sponsorship with Esquire Magazine last year. Winners are chosen by an independent panel of distinguished arts and business leaders. David Lloyd Kreeger, President of the National Symphony is a member of this year's panel as J. Carter Brown, Director of the National Gallery of Art and Catherine Filene Shouse of Wolf Trap Farm Park. Award ceremonies are scheduled for Thursday, June 10..

Morton Gould has become a familiar name in American music for his versatility as a composer of works such as American Salute, Fall River Legend, Latin American Symphonette and Spirituals for Orchestra. He has made many radio, television, and film appearances during his more than forty year career.

WEDNESDAY, JUNE 9 - 8:30 PM  
KENNEDY CENTER CONCERT HALL  
MORTON GOULD, Guest Conductor  
DAVID BAR-ILLAN, Piano

ROSSINI  
DEBUSSY  
GRIEG  
GOULD  
GOULD

Overture to "La Gazza Ladra"  
Prelude to "The Afternoon of a Faun"  
Piano Concerto in A Minor  
American Ballads (Washington Premiere)  
American Salute

TICKETS: \$6.50, \$4.50, \$2.50, \$2.00 from the Concert Hall Box Office, Ticketron and by calling Instant Charge, 466-8500.

May 11, 1976

# national symphony

## NEWS RELEASE

ANTAL DORATI Music Director  
WILLIAM L. DENTON Managing Director

JOHN F. KENNEDY CENTER  
FOR THE PERFORMING ARTS  
WASHINGTON DC 20566  
202/785-8100

JOYCE IDEMA Public Relations Director  
THOMAS PHILION Assistant

### SYMPHONY NATIONAL TRUSTEES TO ATTEND WASHINGTON MEETINGS

Twelve prominent American men and women, National Trustees of the National Symphony Orchestra, will arrive in Washington on Wednesday, June 9 for two days of meetings during which time they will attend a special concert in their honor by the National Symphony Orchestra, a White House reception, and a performance by the Metropolitan Opera at Wolf Trap Farm Park.

The twelve are members of a forty-seven member national board, formed by the National Symphony's local Board of Directors in 1973 to help further support and interest in the National Symphony throughout the country. The Trustees gather in Washington semi-annually to hear reports and meet with the Symphony's local board.

Attending the meetings will be: Ivan Chermayeff, New York City, internationally-known graphics designer; Mrs. Elton Hyder, Jr., Chairman of the Van Cliburn Foundation of Fort Worth, Texas; Mrs. Henry Kimelman, Virgin Islands and Washington, whose husband is a real estate business executive; Dr. Richard Levy, New Orleans, who gave the portraits of Beethoven and Haydn which hang in the Kennedy Center Concert Hall; Mrs. Frank Paxton, Shawnee Mission Kansas, whose husband is a lumber and building executive; Robert B. Semple, Wyandotte, Michigan, Board Chairman of ASF Wyandotte Corp., and President of the Detroit Symphony Orchestra; Hon. Karl R. Bendetsen, Washington, corporate head of Champion International; Mrs. Preston Davis, Columbus, Ohio, widow of the publisher and owner of American Education Press; Noel Levine, President of Hygiene Industries of New York; Mrs. Cornelius Vanderbilt Whitney, New York City; Mrs. Forrest E. Mars, Sr., The Plains, Virginia, who serves as the Trustees Vice President; and John T. Connor, Morristown, New Jersey, Allied Chemical Board Chairman, and Chairman of the National Trustees.

Leonard L. Silverstein, Vice Chairman of the National Symphony Executive Committee acts as the Board of Directors liaison.

June 4, 1976



## PROGRAM

The Business Committee for the Arts:

- 1) Helps to organize local, statewide and regional conferences to bring the art and business communities into close and fruitful relations with one another.
- 2) Publishes two newsletters—*BCA News* and *Arts Business*—books, pamphlets and other printed materials designed to provide current information on all aspects of the emerging alliance of business and the arts.
- 3) Conducts a nationwide campaign in all media to generate public interest in and appreciation of the arts, as well as understanding of their economic and other problems.
- 4) Counsels corporations interested in arts-support programs.
- 5) Counsels arts organizations on more effective ways to enlist corporate involvement in and support of their activities.
- 6) 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, on-going public relations program.
- 7) Speaks for business in cooperative endeavors with governmental and private agencies concerned with the arts.

## BUSINESS COMMITTEE FOR THE ARTS, INC.



The BUSINESS COMMITTEE FOR THE ARTS, INC. is a private, tax-exempt, national organization of business leaders created to encourage business and industry to assume a greater share of responsibility for the support, growth and vitality of the arts.

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



## HISTORY

A committee to stimulate corporate support of and involvement in the arts was first proposed by the Rockefeller Panel Report, *The Performing Arts - Problems and Prospects*, published in 1965.

The following year, David Rockefeller, then President of The Chase Manhattan Bank, in a speech before the National Industrial Conference Board's 50th Anniversary Dinner, elaborated the proposal. Essentially, he suggested an organization that would bring the arts and business communities into close and fruitful relations with one another.

Businessmen in every part of the country responded enthusiastically to Mr. Rockefeller's proposal and, as a result, a small group of business leaders prepared the groundwork for an organization that would put it into effect.

On October 15, 1967 the formation of the Business Committee for the Arts was announced by its first Chairman, C. Douglas Dillon. The heads of nearly 100 of the nation's largest corporations accepted Mr. Dillon's invitation to become members of the Committee. The first meeting was held in January, 1968. Gifts from John D. Rockefeller 3rd and David Rockefeller and grants from the Rockefeller Brothers Fund, the Old Dominion Foundation, the Ford Foundation and the Rockefeller Foundation provided adequate funding for a three-year period in which to demonstrate the value of its programs to American business and industry. Currently, funding is provided by the members of the Committee, who are selected by invitation from the industrial and business leaders of the nation.

## OBJECTIVES

The Business Committee for the Arts was organized to:

- 1) Obtain and interpret research and statistical analysis pertaining to support of the arts for the information and use of the business community.
- 2) Provide expert counseling services for business firms interested in initiating programs pertinent to the arts or expanding existing ones.
- 3) Maintain a nationwide program of public information to keep corporations informed of existing opportunities for support of the arts and to apprise the artistic community of what corporations are doing in this field.
- 4) Assist cultural organizations to increase their effectiveness in obtaining support from business and industry.
- 5) Encourage the active participation of businessmen in groups concerned with the advancement of the arts.
- 6) Help raise the level of corporate support of the arts through its programs of activity.



LP-090

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(RECEPTION)

WASHINGTON (UPI) -- FIRST LADY BETTY FORD WILL GIVE A RECEPTION AT THE WHITE HOUSE THURSDAY AFTERNOON IN CONNECTION WITH THE NATIONAL SYMPHONY'S 10TH ANNIVERSARY CELEBRATION OF THE BUSINESS COMMITTEE FOR THE ARTS AWARDS.

SHE HAS INVITED THE BOARD OF DIRECTORS AND NATIONAL TRUSTEES OF THE NATIONAL SYMPHONY.

UPI 06-08 02:22 PED

