

broadcasts of the Hartford (Connecticut) symphony, by Aetna Life Affiliated Companies; children's concerts by the New Orleans Philharmonic broadcast under sponsorship of various businesses of that city.

Sometimes it is an area or hall, rather than actual money, that is donated. The Mondawmin Merchants Association of Baltimore provides space for summer concerts, namely the parking lot. J. P. Allen (ladies' wear) gives the Atlanta Symphony box office space.

Why this sudden emergence of industry as contributor in the field of art? Confessedly it is not from a heady desire to illustrate the fine points of a fugue or a Messianic urge to spread the message of Beethoven's Ninth. Industry and business are founded on the law of supply and demand and depart from it at their peril. The irrevocability of this law is ingrained in every executive who sits behind the glass-topped desk in the executive office. Industry and business put on pop concerts, finance music on television and contribute to symphony drives because such activities bring solid returns. There is no shilly-shallying about this. Hear what Morton D. May, president of the May Department Stores, Inc., in St. Louis, told a general session of the American Symphony Orchestra League at its convention in that city, in June, 1960.

"Business learned that to survive," he said, "it must contribute to the well-being of free men in a free society. This emphasis upon the connection between private interest and the public interest . . . between the profit responsibility of management and its social responsibility, differentiates between today's business and that of a generation ago.

"The idea of investing time, skill and money in research to improve products and tools, reduce costs, advance marketing methods and develop superior administrative techniques, has long been accepted as vital to maintaining a competitive position in industry. More recently, investments in community welfare, designed to make the environment of the enterprise more conducive to operating efficiently, have been considered desirable.

"In essence, business has learned that it can grow and prosper only in a community that is growing and prospering—not only in numbers and monetary worth but in the broad cultural sense as well. It must be the kind of community that knows and appreciates the better things in life . . . that is constantly striving to uplift itself . . . to stand for leadership, including cultural achievement."