

Later in his speech, Mr. May advised the symphony orchestra representatives how to solicit the aid of industry: "You must demonstrate to them," he said, "how a cultural environment is a valuable asset to their business, and appeal to their civic pride and responsibility. Another helpful selling tool is employee relations and the benefits to be achieved in this area by support of the arts."

For instance, the management of the Mondawmin Merchants Association of Baltimore was quite clear on the point that the center wanted a promotion event which would not only bring people from all over the city to see the center and to be "exposed physically" to the stores, but which would also serve an unfulfilled need of the community. Incidentally, *Redbook Magazine* conducted a contest among the shopping centers in the United States to select the center with the best public relations and promotional ideas. The Mondawmin Shopping Center won a tie for first place in this contest, and the summer concerts were given credit for this billing.

No doubt of it, business and industry have gained through their support of the arts. One wonders why they delayed so long to begin the support. The principal reason could have been the belief, held almost universally at one time, of industries not having the legal right to share in community activities. However, this doubt was erased when, in 1940, a decision in the courts of New Jersey gave full scope to industry's giving. Today corporations are allowed to donate up to 5 per cent of their taxable income, tax free, to qualified organizations.

Musical enterprises on their part profit from industry's largesse, and their spokesmen are not loath to say so. "There is no question," writes Boris Sokoloff, general manager of the Minneapolis Symphony, "that in Minneapolis and St. Paul the assistance of industries is vital to the maintenance of the Minneapolis Symphony."

Wrote Thomas Archer in the *Montreal Gazette*, "the recent blessing given to fine music by business and industry is one of the most pregnant developments in the history of music in this city. It means that music, which never pays in terms of box office receipts, is being recognized by hard-headed men as something a little more than just the luxurious pastime of an evening."

So much for the beneficial effects of industry's newfound interest in the arts.