

Corporate Ad Campaign Features PM's Sponsorship of Art Exhibitions

Meet the Founding Mothers.



You're looking at a small part of an art exhibition and historical survey titled "Remember the Ladies. Echoes the art and craft of, and about, the Revolutionary women from 1750 to 1815.

It is time we got to know our Founding Mothers better, and to see more clearly the other half of our heritage. If you visit the exhibition (in the three and places listed below) you'll meet them all—the working women and socially conscious, slaves and indentured servants, American Indian women—through the art of their works, and the art of their lives.

That's one reason we sponsored it. In our business, as in yours, knowing the other half of the story, and the individuals who create it, is vital. So are all the other qualities you'll find in abundance at this exhibition—individual imagination, individual know-how, individual creativity. Sponsorship of art that reminds us of these things is not patronage. It is a business and it's in your best interest.

If your company would like to know more about corporate sponsorship of art, write Joseph F. Cullman 3rd, Chairman of the Board, Philip Morris Incorporated, 100 Park Avenue, New York, N.Y. 10017.

Philip Morris Incorporated
It takes art to make a company great.

Philip Morris Incorporated is an Equal Opportunity Employer. Males and females of all ages, races and ethnicities are encouraged to apply.

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and will continue through November, 1977.

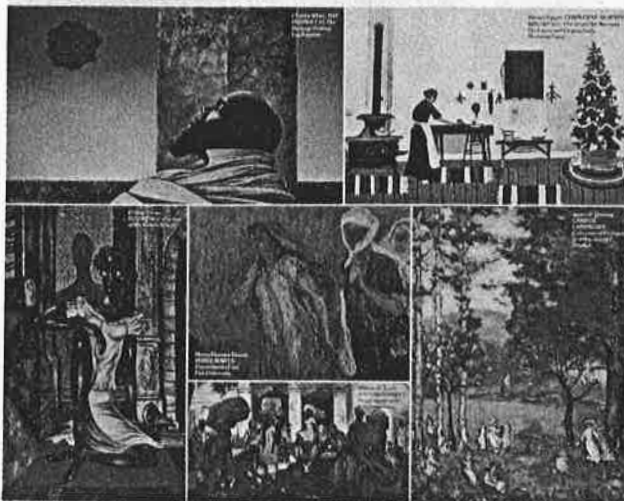
Each advertisement will invite other corporations to learn more about the Philip Morris philosophy and experience with respect to art support by writing to Joseph F. Cullman 3rd, chairman of the board.

The theme of the program is expressed by the tagline in each ad: "It takes art to make a company great."

"The innovation, technology and sensibility that contribute to corporate success all trace their inspiration to the work of creative artists," Mr. Cullman said. "Corporations do not merely owe a debt to art. Their perceptions and vision are sharpened by continuing involvements with the arts."

"While corporate support of the arts has been growing," Mr. Cullman said, "there remain tre-

It takes art to make a country great.



You're looking at a small fraction of an art exhibition titled "Two Centuries of Black American Art"—and the chances are that you've seen very little, perhaps none of it before.

At times suppressed, at times ignored, the black artist in America endured, and created an enduring heritage for himself and for all of us.

The black artist's neglected work reminds us that it takes not merely all our skill, but all our art, to see ourselves as we are, and as we can be. No country, no company, no group has ever become great without the art of all its people.

That's one reason we sponsored this exhibition, and why we invite you to see it at the museums and times listed below. In our business, as in yours, bringing good things together to see the whole and honest picture is vital. So are individual imagination, individual innovativeness, and individual creativity. Sponsorship of art that reminds us of that is not patronage. It is a business and it's in your best interest.

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An unusual advertising program designed to dramatize Philip Morris' role as a leading corporate contributor to the arts was launched this month by Philip Morris Incorporated.

Two-page, full-color spreads, each devoted to a touring exhibition sponsored by Philip Morris, are running in many national publications, including Time, Newsweek and Art in America. They began December 3

menous opportunities to assist our nation's great museums, to sponsor tours of collections and increase the accessibility of our wealth of art, and to develop promising artists."

Our company actively seeks opportunities to make a point or fulfill a need with its art sponsorship. For example, one Philip Morris-sponsored exhibition now on tour to major museums in the country is "Two Centuries of

Black American Art," the first comprehensive collection of the works of Black Americans. A second exhibition is "Remember The Ladies," a collection of art and craft of, and about, Revolutionary era women from 1750 to 1815.

Future ads will highlight other PM-sponsored exhibitions including those devoted to American folk art, Indian art, and art of the Far West.