

MEMORANDUM

TO: COLLEAGUES  
FROM: AL DE GRAZIA  
DATE: FEBRUARY 6, 1979  
SUBJECT: YESTERDAY'S DISCUSSION

Pl -  
Exactly right,  
as amended.

C

I sensed a partial misconception of my essay on "What Profiteth Business from Art" in the discussion yesterday, which I would like to clear up.

Although the essay is supposed to be useful for the group and for your individual purposes, it is not supposed to be defended by you as gospel or as your own child. It is supposed to be "off-center" a little; as a result, it should act as a "conversation-piece," exciting a certain amount of interest among businessmen, artists, critics, press, etc. in the work of CR, and hence sparking a desire to talk to you about this and other things. It is a foil for you, not a manacle of authority (foil--"anything that serves by contrast of colour or quality to adorn or set off another thing" Ox Ety Dict).

At the same time, you can rest assured that underneath this quality is the best thing yet written on business and art. Most of the stuff in the field is treacle\* and claptrap\*\*.

Except that written by Stover, of course!

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\*"the uncrystallized syrup produced in the process of refining sugar, something cloyingly sweet, extravagant laudation, blandishment." Ibid.

\*\*"a trick, device, or language designed to catch applause" Ibid

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