

1967

## Arts Trade Association Dinner: Speech Research (1963-1967): Correspondence 01

Bert Cholet

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NATIONAL ART MATERIALS TRADE ASSOCIATION

182A BOULEVARD • HASBROÛCK HEIGHTS, NEW JERSEY 07604

February 23, 1967

Office of Senator Claiborne Pell  
418 Federal Building  
Providence, Rhode Island

Att: Mrs. Leeds

Dear Mrs. Leeds:

Pursuant to our telephone conversation of today, I am pleased to forward the write up which we discussed. This copy has not been corrected but it will serve to give you some of our thoughts on visual arts today.

Some of the statistics in this paper were secured from books such as "The Culture Consumers" by Alvin Toffler. This book was released by St. Martins Press, New York City.

I greatly regret the lack of statistics on the artist supply industry with the exception that it has doubled within six years. One of the difficulties in arriving at statistics is the inability of manufacturers and distributors to accurately decide on the end use of their products. As an example, felt markers have an enormous sale today. It is impossible, however, to tell what percentage of this art item is sold for art uses. This is true of many well known articles such as pencils.

I hope this information will not try your patience but there are many uses of art items which overlap skills such as drafting. We must now measure between creative arts and skills. If, therefore, you attempted to secure statistics on artist supplies, you would descend to only tube oil colors, brushes for their particular application and other types of color and similar items.

# It might interest you to know that probably more easels are in use in department stores and hotels and banks for displaying signs than you would find in use in homes. We then have the educational field which constitutes a completely separate division

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for all items. Frankly, we have struggled with this problem for years unsuccessfully.

Assuring you that we shall be pleased to cooperate with you in any way, we are

Cordially,

A handwritten signature in black ink, appearing to read "B. Choleff". The signature is written in a cursive, somewhat stylized hand.

Executive Secretary

BC/ac  
enc