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Art: If It Doesn't Match the Rug, Put It in the Vault

By GRACE GLUECK

Forecast: Cultural uplift, accompanied by rising prices and sales.

That was the gleeful prognostication of one free-wheeling international dealer for the art market, for the year just ended, and it tapped into the almost universal desire for art among the middle-class buyers who are expanding the spending power of the country's middle-income population.

The over-all figure is a respectable slice of the world's art market, as estimated by Sotheby officials at $425-million, four times the turnover of 1961. Total art sales in the United States, including art festivals and related enterprises, were estimated at $125-million, or $3-billion

The market spreads its tentacles over every year and it is estimated by Sotheby's chairman, Mr. Wilson, recently estimated that there were 25,000 dealers and collectors in the country who were representing 1 million families in more than 50,000 households. Among these, the largest group are the 1 million families in more than 50,000 households. Among these, the average family-owned an art collection of $1,000 in 1966, according to the report of a study made by the National Retail Merchants Association in New York, Miss Wayne charged that merchants had not even begun to tap the tremendous art-buying potential of the country's middle-income population.

Speaking on "The Art of Selling Art" at a conference of the National Retail Merchants Association in New York, Miss Wayne charged that merchants had not even begun to tap the tremendous art-buying potential of the country's middle-income population.

Conceding that art could not be produced in mass quantity, she urged the merchant to "stimulate actual creation," to commission his own products as it were. Retailers were advised to watch young artists develop, to invest in them early, and to develop a new breed of art salesmen.

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