

**THE PRICE IS RIGHT**

An acquaintance of mine who is familiar with the painting business once told me that the placing of the signature has a direct bearing on the price of a painting. The optimal placing of the signature, in terms of marketability, is at the lower right corner, where we have come to expect and look for it. This is followed in order of decreasing value by the bottom center, bottom left corner, and the back (verso). According to this criterion, and all other things being equal, works without signatures should be the best bargains (unless you are trying to fence stolen goods; see entry 17).

It would be interesting to know which would fetch a higher price: an unsigned painting of high pictorial quality by a name artist or a signed one of lesser quality by the same artist.

