

# the ARTgallery

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MAGAZINE





**9 CUBAN ARTISTS**

HUGA CONSUEGRA, JULIO FERNANDEZ LARRAZ,  
SITA GOMEZ De KANELBA, JUAN GONZALEZ,  
CARMEN HERRERA, OSCAR MAGNAN,  
JUAN NICKFORD, DANIEL SERRA-BADUE,  
ROBERTO POLO

**APRIL 9-30**

KENNEDY BOULEVARD AND GLENWOOD AVENUE  
GALLERY HOURS: MON. THRU SAT. 11:00 A.M. TO  
4:00 P.M. WED. & THURS. 11:00 A.M. TO 9:00 P.M.

**ST. PETER'S COLLEGE ART GALLERY**  
JERSEY CITY  
N.J.  
07306

## EDITORIAL

### A TIME FOR FRANKNESS

A few weeks ago *The New York Times* printed a negative headline stating that "New York's Go-Go Art Market is Gone-Gone." This is untrue! Good art is increasing in value and now is the time to buy; while reason reigns. We were prompted to survey the trade and found that it is surprisingly healthy. A report will appear in our May "New York is Alive and Well" issue.

Meanwhile, wheeling and dealing seems to be the mood of the times. Some cynically justify it as a result of Watergate, Richard Nixon, the poor Japanese, or almost anything but the truth — that the art public is becoming a little more educated and is no longer responsive to fads and fast promotion.

Dealers are reporting that our friends at *ART IN AMERICA*, *ARTnews* and *ARTS* are privately cutting their rates in an effort to keep up lineage and appear healthy. We think this kind of wheeling and dealing is certainly poor business and, according to the practices of the American Association of Advertising Agencies, is decidedly unethical. Is their product less than it was a few months ago? Why encourage a false panic?

*theARTgallery* is the only American fine arts magazine that has remained under the same editorship and management for the past two decades — all the others have changed editors or owners not only once but several times. And now we bid farewell to Charles Cowles, Publisher of *ARTFORUM*.

Maybe this underlines the fact that the art world tends to be extremely fluid and often emotional. We are convinced that sound dependability and continuity in an art publication is all important. *theARTgallery* has had the added advantage that it has never intended to compete with other publications. It was conceived as a complete service magazine providing information and coverage other periodicals are not equipped to handle. Though attractive and colorful, it is not merely a coffee-table publication. It's too vital! It has to be read. Our attitude has always been to make the advertiser realize that *theARTgallery* is essential and should be added to his program rather than replacing his other good media. We thank the many loyal advertisers who continue to see this point and because of them we are able to improve our service and quality month by month. Recently we launched the most ambitious system of current coverage for Chicago, Los Angeles and San Francisco ever undertaken by any art periodical and as a result have added nearly 5000 new readers from these areas. As the New York market tightens, this is an important plus factor.

*theARTgallery* believes the approach is to increase its effectiveness and build on its integrity. We are not on any ego trip nor are we interested in intellectual or critical exercises. We are simply here to report and present facts for judgment.

*theARTgallery* is the only magazine that serves all three segments of the art world: the artist, the dealer and the public. We bring people to pictures and pictures to people — what else is necessary? — W.C.B.

*You are cordially invited to the  
opening of the exhibition*

**"9 CUBAN ARTISTS"**

*April 9th from 6 to 8 p.m.*

*The exhibit will be on display until  
April the 30th.*

*Saint Peter's College Art Gallery  
Kennedy Boulevard & Glenwood Avenue  
Jersey City, N.J. 07306*

*Office of Special Programs*

*Tel: (201) — 333-4400 ext. 360*

*Gallery Hours*

*Monday to Saturday 11 to 4 p.m.*

*Wednesday & Thursday 11 to 9 p.m.*