

GOLDEN ATOM

SCIENCE FICTION AND GENERAL INTEREST (Illustrated)



(Our Top Rochester Model Displaying the Very First of Them All)

Beginning the Story of the First Science-Fantasy Magazine in the World
 By the Founding Editor Himself, HAROLD HERSEY (1st of Two Parts)*
 Also: MY ATTRACTION TO SCIENCE FICTION, FANTASY—AND WHY,
 WIZARD'S LOVE, PHOTO FEATURES, ETC. 98 PAGES Price \$1.00 Per Copy
 *For the First Time Anywhere 2 Issues—2 Years, \$1.75

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(Illustrated)

"A Jewel For The Atomic Age"



That's right! GOLDEN ATOM, (Science Fiction and General Interest), the most glamorous little magazine in the world, is back to surprise you!

This issue introduces and gives "the inside of" science fiction, the exciting field everyone is waking up to . . . an intimate description, telling of all its phases, both the good and bad, from personal experiences acquired over many years, and describing vividly the original fascination and attraction.

GOLDEN ATOM, (also a must for libraries!), presents science fiction in its relationship to life, as a development and manifestation of the American optimistic pioneer spirit. We go back to the very beginning with a feature article by the original founding editor himself, HAROLD HERSEY, in a background involving such famous names as BILLY ROSE, FULTON OURSLER, THEODORE DREISER, JOYCE KILMER, "BOB" DAVIS, etc.

FOR THE FIRST TIME ANYWHERE!

HAROLD HERSEY, who has edited or published more magazines than any other man in history, started out by editing the first science fiction magazine in the world, "THE THRILL BOOK."

*"Nicknamed "Lylda"—(You'll see why after reading of its glamorous history!)

And here, except for what he had to say briefly in "Pulpwood Editor," (Stokes, 1937), is the first account he has written about this magazine, published by Street & Smith, New York, 1919, as well as the never-before-told story of the part he played in laying the groundwork for Clayton's "Astounding Stories," long-time leader under Street & Smith, and the publishing of the legendary "Miracle, Science and Fantasy Stories," 1931. (There will also be an addenda by F. ORLIN TREMAINE, well-known editor). As columnist Robert A. Madle said, "Hersey's article is one of the most fabulous scoops in all science-fiction publishing history."

MY ATTRACTION TO SCIENCE FICTION, FANTASY—AND WHY, subtitles include: **Stories Described**, Books and Magazines, "The Big Three," **Definitions, Disadvantages and Delights**, Love interest, Golden Atom's Background, Edison and Science Fiction, "Lylda" and "The Thrill Book," **The Legendary Rarities**, Plays, even Rogers and Hammerstein, Movies, **Science Fiction in Colleges and Religion**, Fantasy in Classical and Popular Music, etc.

ALSO: "WIZARD'S LOVE," ("A Poem to Dream On"), by CLARK ASHTON SMITH, and **PICS & KICS From the Imagination!** (Our Most Popular **Photographical Department**).

P. S.—This is really the place to learn the truth about science-fiction in a take-it-or-leave-it manner!

GENERAL INTEREST

OUR PIN-UP DOLL!

PERSONALITY PORTRAITS (A Photo Feature).

THE FIRST LOVE, by MICHAEL MONAHAN, (The springtime girl he never forgot!)

(A true love story that forms a trilogy of interest with STEPHEN VINCENT BENET'S "TOO EARLY SPRING," and AUGUST DERLETH'S "EVENING IN SPRING"!)

Also: Apparent Attraction (a bonus feature not on contents page.)

GOLDEN ATOM (Established 1939), is copyrighted 1954, by the Editor. We also have been honored with original articles and stories by ("The Good Doctor"), author-psychiatrist, COLONEL DAVID H. KELLER, ("Feminine Magic"), publisher-author AUGUST W. DERLETH, publisher-author STANTON A. COBLENTZ, writer-Baroness GREYE LA SPINA, writer-collector CHAPLAIN DARRELL C. RICHARDSON, etc.

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GOLDEN ATOM

A Jewel for the Atomic Age

LOCAL NAMES AND PLACES MENTIONED: LEWIS STREET CENTER, UNIVERSITY OF ROCHESTER, (WOMENS' AND MENS' CAMPUSES), ROCHESTER ASTRONOMY CLUB, THE OLD COBURG BOAT TO CANADA, EAST HIGH SCHOOL, KODAK CITY SCIENCE FICTION CLUB, THE ROCHESTER POETRY SOCIETY, EASTMAN KODAK COMPANY, GENESEE VALLEY PARK, SAMPSON AIR BASE, ROCHESTER FUTURAMA, ARENA THEATRE, THE DRYDEN THEATRE, ROCHESTER "DEMOCRAT & CHRONICLE," CARL CARMER, ARCH MERRILL, HENRY W. CLUNE, PROF. HYMAN PLOTZIK, VIRGIL FINLAY, IRENE McKINLEY, etc.

OTHER PERSONALITIES: BEN HECHT, BERNARD BARUCH, THOMAS A. EDISON, E. M. FORSTER, THE LOVECRAFT CIRCLE, RAY BRADBURY, GEORGE ORWELL, LEONARDO DA VINCI, W. H. HUDSON, NATHANIEL HAWTHORNE, FRANKLIN D. ROOSEVELT, PIERREPONT B. NOYES, JOHN JACOB ASTOR, H. G. WELLS, SIR ARTHUR CONAN DOYLE, JAMES BRANCH CABELL, FITZ-JAMES O'BRIEN, F. SCOTT FITZGERALD, CLIFTON FADIMAN, CHRISTOPHER ISHERWOOD, Etc.

LAST MINUTE COMMENTS

From John Wasso, Jr.: "This is good news!" From Arthur Jean Cox: "The Hersey article sounds very interesting, indeed!"

From E. A. Grosser: "I am very pleased to see you back in the publishing of such magazines, and hope that you will continue—even if only as an annual.

"Robert A. Madle's reports, (INSIDE SCIENCE FICTION), in Future Science Fiction are certainly very helpful, and, as he says, Hersey's article must be a real scoop. I wish you the best of success."

We didn't see "Future" until after this, and Bob Madle's comments were certainly gratifying, giving just an inkling of Lylda's appeal, with such a statement as: "Golden Atom ('s) . . . revival issue will feature one of the most fabulous scoops in all (science fiction) publishing history."

