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STILL TEN CENTS

GALAXY'S BOO-BOO SAVES READERS MONEY 196 PAGES FOR 35¢

NEW YORK, 1 August, (CNS) - The October 1959 issue of Galaxy Magazine came out today with the astonishing "science fiction" sub-title and 35¢ price and still 196 pages, making it the biggest buy of the year. Fans and readers rubbed their eyes in wonder and looked again. Yes there it was 35¢ and still 196 pages. Many wondered if Guinn was sneaking thru another test of his science-fiction magazine. Calls and letters began to arrive at the College Point editorial office of Science-Fiction Times, asking what was going on.

A call to Mr. Guinn, owner of Galaxy Magazine, brought forth the red-faced answer. Galaxy had made a boo-boo, and a big one. The magazine printed by Guinn's own printing company had gone back to their old printer for the covers. This printer had the plates for the old logo "Galaxy Science-Fiction" and "35¢". As you may have guessed it he used the old ones. All the editorial and publishing staff proofread the issue and cover and oked it. As usual things like logo, price etc got the usual quick glance. No one noticed the 35¢ price or "science fiction" logo. Over 3/4s of the distribution had been completed when a younger member of the firm finally noticed the boo-boo. It was too-too late. They could not call the issue back, and to over-print the remainder 1/3 would not have been worth the cost, so the whole issue is out on the stands at 35¢ an issue.

Since two covers are printed at a time to save money, the December 1959 issue also has Galaxy Science Fiction and 35¢ on the cover. This cover will have the 35¢ overprinted with the regular 50¢ price.

The magazine is still officially called Galaxy Magazine, and the price is still 50¢. But, for one issue, the fans and readers get a bargain, a 50¢ magazine for only 35¢.

At 196 pages, no doubt Galaxy will lose money with the October issue being sold at 35¢. But this issue will add another experiment to the long list of science-fiction magazine experiments for 1959. It will tell Guinn how a big mag of 196 pages will sell at 35¢. It will also tell him how the sub-title "Science Fiction" stands up against the sub-title "Magazine". These results we'll be mighty interesting in seeing.

This big "boo-boo" of 1959 recalls to mind the big "boo-boo" of 1956 when bad proof-reading gave Astounding free ads in numerous science-fiction magazines, including Galaxy. The then usual Book Club ad that had first appeared in Astounding had a big banner on top stating that this ad was for the readers of Astounding.

"THE WORLD OF 'TOMORROW TODAY!'"

When the same ad appeared in Galaxy and other s-f mags, no one noticed the banner- in proof reading and instead of being changed to "readers of Galaxy etc" it was left "readers of Astounding".

We all make "boo-boos", but when the pros do it, man, they really make them.

THEY BURY THE MAG WHILE THE BODY STILL WARM

NEW YORK, 1 August, (CNS) - As reported before, Super-Science Fiction was going to give the "Monster" theme a try until the October issue. The October issue is the fourth "Monster-Science-Fiction" issue. These four issues are to be given a complete check and see if they were in the black or red. If in the black the mag would continue, if in the red the mag would be dropped. The December issue is ready to be sent to the printers but will not be sent until the results of the four "Monster" issues are known -- and may not be sent at all. This was all fine and dandy -- but here another department of the company stepped in. The subscription department. The October issue had just about appeared on the stands when the sub dept. began sending back unexpired subs to the readers. Naturally letters and calls came in letting us know that the mag had folded.

A call to Mr. W. W. Scott, the editor, assures us that no steps have been taken to continue or fold the mag. Apparently the Company hasn't much faith in the future of the mag and jumped the gun to get rid of unexpired subs. While getting back unexpired subs of a mag that folds in some cases is unusual, getting them back before the mag folds officially is most unusual. Remember even of the mag folds, it is officially alive until September, when the December issue is due.

Just a case of holding a wake before the patient dies.

In the face of the subs being returned, we are officially declaring the mag dead until we hear that it has been "revived".

ACE SCIENCE-FICTION NEWS

by Donald A. Wollheim

- NEW YORK, 31 July, (CNS) - Here's the dope on upcoming Ace Books science-fiction:
- AUGUST 1959 Double-book containing a brand-new Andre Norton interstellar novel SECRET OF THE LOST RACE and Jerry Sohl's short novel ONE AGAINST HERCULUM, enlarged from the magazine version of the same name.
- SEPT. 1959 A reprint of Alan E. Nourse's ROCKET TO LIMBO and a new novel by John Brunner ECHO IN THE SKULL. This is a double. Also a single "Science Fiction Classic" which is the first reprinting of H. G. Wells' WHEN THE SLEEPER WAKES in several decades, with a brief introduction by Hugo Gernsback. Cover by Emsh.
- OCT. 1959 Double-book containing an original by John Brunner called THE WORLD SWAPPERS and an A. E. van Vogt novel we are titling SIEGE OF THE UNSEEN (magazine serial was called THE CHRONICLER). Cover by Valigursky for this one. Also this month a new printing of our Classic edition of JOURNEY TO THE CENTER OF THE EARTH by Jules Verne.
- NOV. 1959 A double Murray Leinster book, containing two novels, the longer one THE PIRATES OF ZAN (recently serialized as THE PIRATES OF ERSATZ) and a short-

Second August 1959 Issue

er one entitled THE MUTANT WEAPON (which was based on a novelette, but is enlarged considerably). Covers by Emsh.

A single novel featuring FIRST TO THE STARS by Rex Gordon, an unusual new novel by this prize-winner.

DEC. A double-novel featuring a new one by Robert Silverberg called THE PLANET
1959 KILLERS and the book version of Poul Anderson's A HANDFUL OF STARS which

will receive a different title not yet selected.

Also on hand but not yet scheduled is a very fine novel by Harlan Ellison (his first long s-f novel) which he has titled THE SOUND OF A SCYTHE, and a new novel by Robert Moore Williams. We may do these with collections of short pieces by each writer.

ACE OPINION by Lane Stannard We have long admired Wollheim's Ace Science-Fiction books for their average or above stories, their idea of two novels in each volume, and above all for their excellent covers. In this day when many publishers and editors seem to feel that the un-natural so called modern art is necessary for science-fiction it is good to see an old-timer in the game use his head and give us covers as covers should be. If it is true that pocket-books will replace magazines in science-fiction reading, Wollheim's pocket-books are the base of this future version of "magazine" science-fiction. We also are happy to see Wollheim print such Verne and Wells selections that are now otherwise out of print.

SCIENCE-FICTION FORECASTSComing Up Next In The Pros

STURGEON, ASIMOV, KNIGHT, ANDERSON, BESTER, HEINLEIN AND OTHERS IN "FANTASY AND SCIENCE FICTION'S" GIANT ANNIVERSARY ISSUE!

The October 1959 issue of Fantasy & Science Fiction will be 162 pages and be priced at 50¢. Every story in this issue will be NEW. The mag will return to 128 pages and 40¢ with the November 1959 issue.

The Anniversary issue will contain: THE MAN WHO LOST THE SEA by Theodore Sturgeon, Science Dept: THE HEIGHT OF UP by Isaac Asimov, FERDUNAND FEGHOOT: XIX by Grendel Briarton, AND A LITTLE CHILD.... by Zenna Henderson, T O B E CONTINUED by Damon Knight, NEW WINE IN OLD BOTTLE (verse) by Leah Bodine Drake, T H E GILA SHRIKES by Charles G. Finney, GUIDED TOUR (verse) by Gordon R. Dickson, OPERATION INCUBUS by Poul Anderson, THE PLEASANT WOMAN, EVE by Hassoldt Davis, THE PI MAN by Alfred Bester, IN 2063 SHE CEASED TO BE (Verse) by J. R. Pierce, DAGON by Avram Davidson, and a serial STARSHIP SOLDIER (First of 2 parts) by Robert A. Heinlein. Departments: IN THIS ISSUE...COMING NEXT ISSUE, and AUTHORS OF LAST MONTH'S "QUIN-TET". Cover by Emsh.

While this issue is not actually intended as such, we suspect that it will make a dandy test issue for a 162 page, 50¢ price s-f magazine. The magazine returns to 40¢ and 128 pages with the November 1959 issue.

IF SCIENCE FICTION November 1959:

Novelettes: IF YOU WISH by John Rackham, RETURN OF A PRODIGAL by J. T. McIntosh, and ORANGE by E. C. Tubb. Short stories: NOT SNOW NOR RAIN by Miram Allen DeFord, GOOD-BY, GLORIA by Ted Bain, THE GELZEK BUSINESS by Wynne N. Whiteford, and COUNTERWEIGHT by Jerry Sohl. The feature is WORLDS OF IF by Frederik Pohl. Cover by Pederson: "Trick Or Treat!". Inside illustrations by Harrison, Morrow and Emsh.

FANTASTIC UNIVERSE

The first Great American issue of Fantastic Universe, dated October 1959, on sale in September, cover and insides by Finlay, will feature:

Three Novelets by Lester del Rey, Poul Anderson and Robert Silverberg; "Bell, Book and Candle", an unpublished Gavagan's 'B a r' story by L. Sprague de Camp and

Fletcher Pratt; "Two Thousand Years Of Space Travel" an illustrated article by Sam Moskowitz; and "The Abominable Snowman", the first of a series of articles by Ivan T. Sanderson.

The November Fantastic Universe will feature John Brunner's CITY OF THE TIGER; August Derleth's HALLOWEEN FOR MR. FAULKNER; and another article by Ivan T. Sanderson, and an article, PLANET OF WASTE, by Lester del Rey. Cover by Finlay.

GALAXY MAGAZINE December 1959:

Novelets: PROSPECTOR'S SPECIAL by Robert Sheckley, THE UNDETECTED by George O. Smith, CHARITY CASE by Jim Harmon, and BLACKSWORD by A. J. Offutt. Short Stories: FLOWER ARRANGEMENT by Rosel George Brown, SALES TALK by Con Blomberg, WAR GAME by Philip K. Dick, THE SNOWMAN by Frederik Pohl, and SABBATICAL by Robert Bloch. Science Department: FOR YOUR INFORMATION "Dead Or Alive?" by Willy Ley. Features: EDITOR'S PAGE by H. L. Gold, and GALAXY'S FIVE STAR SHELF by Floyd C. Gale. Cover by E.M.S.H. offering SEASON'S GREETINGS TO OUR READERS.

At the bottom of page 193 the December 1959 Galaxy will have:

SORRY, BUT SOMEBODY LOST OUR HEAD

A publishing business parable goes something like this: A publisher, irritated by there never having been a book free of errors from Gutenberg on down, hired 364 proofreaders to proofread the 364 pages of a book he was publishing. When each page had been proofread 364 times and finally came off the press, he held it proudly and said: "At last, the perfect book!"

And then he noticed that the title on the cover was misspelled.

We don't claim that the October issue of this magazine* could match that exorbitant care, but we can indeed match the catastrophe on that cover. To all the letter-writers and phoners who brought to our attention the fact that "Science Fiction" and "35¢" appeared on the October cover, we can but explain that we went back to a plant that used to do our engraving, but which unfortunately still had our old logotype. Result: chaos.

The price is surprinted on this issue (December -eds), since two covers are always printed together, and since publishing economics just won't allow a magazine of this size to be manufactured at anything like 35¢.

Financially, the error hurts badly, but there is a possible plus: we can now find out if "Science Fiction" on the cover helps or hurts sales.

*See news story on page 1 of this issue.

STATE OF FANDOM - - - - - Interesting Happenings in the S-F Field

LAST MINUTE NEWS ON

THE DETENTION

Here is the latest news on the 17th WORLD SCIENCE FICTION CONVENTION to be held over the Labor Day Holiday in Detroit, Michigan:

EMSH MOVIES:

Ed Emshwiller's film, "Dance Chromatic", which recently won top award in an international experimental film competition sponsored by the CREATIVE FILM FOUNDATION and CINEMA 16 will be shown at DETENTION.

Also to be shown will be the two films which were originally shown at the Luncheon this year and there is a possibility that other films by this well known s-f artist will be shown.

AUCTION:

Looking over what we have on hand plus what we have been promised it looks like the Detention Auction will be the most lavish and treasure filled in recent years.

Probably the one item of greatest interest will be the hand written manuscript of Doc Smith's newest novel, THE GALAXY PRIMES which appeared in Amazing earlier this year.

PROGRAM NOTES:

Still in the planning stage is a panel of persons prominent in Science-Fiction who will fearlessly explain why they are opposed to John Campbell's recent emphasis on psi and psionics in Astounding Science Fiction. This panel is being organized at the suggestion of Mr. Campbell.

Definitely on the schedule is a talk by Judith Merrill on "The Men in Science-Fiction".

John W. Campbell will speak on the topic, "The Right To Be Wrong".

At the suggestion of Hans Santesson, editor of Fantastic Universe, the program will feature announcements by the editors of the various magazines in which they will explain their objectives, their goals, and their plans for future issues of their magazines. It is worth noting that both Fantastic Universe and Astounding Science Fiction are scheduled to undergo considerable change within the next few months.

The Convention Committee wishes to add for the benefit of those who have not heard how to join that memberships is \$2.00 per person (\$1 for overseas memberships) and should be sent to Detention Treasurer, James Broderick, 12011 Kilbourne St., Detroit 13, Michigan.

Belle Dietz will be the official reporter at the Detention for Science-Fiction Times. We hope to have an issue of S-F Times with the complete Convention report as soon after the Convention as possible.

LARRY SHAW & NOREEN FALASCA MARRIED:

Ex-Infinity & Science Fiction Adventure editor, Larry Shaw, married ex-Mrs. Noreen Falasca on July 17, 1959. Nick and Noreen Falasca were divorced on June 27th, 1959. Larry Shaw and Lee Hoffman were divorced only a few months ago. Larry and Noreen are expected to attend the 17th World Science Fiction Convention. We wish the couple a long and happy life together.

DEVORE "HANDBOOK" AGENT FOR U.S.:

Howard DeVore has been appointed the U.S. Agent for the fabulous "A HANDBOOK OF SCIENCE-FICTION AND FANTASY" compiled by Donald H. Tuck. Price is \$6.75. Howard's address is: 4705 Weddel Street, Dearborn, Michigan.

FRENCH SCIENCE-FICTION NEWS

----- by Sture Sedolin

FRENCH "GALAXY" FOLDS

VESOUL, France, April (delayed), (CNS) - The French edition of Galaxy Magazine, Galaxie, folded in April 1959 with its 65th issue. Reason given was poor sales. That was not the only reason; poor editing without knowledge of science-fiction, bad reproduction and illustrations were also reasons.

The French edition of Galaxy was started in December 1954, and had the name Galaxie Science Fiction, but then the publishers changed the title to Galaxie Anticipation. At the beginning Galaxie was bi-monthly, but soon after it went monthly.

It was published by Nuit et Jour, at 14 Boulevard de la Madeleine, Paris 8, France. The first issue contained 128 pages and was priced at 100 Frs., the last

issue contained 132 pages at the same price. They counted covers then.
The last Galaxie contained the cover from the Bester novel of 1956, but it was redrawn by an anonymous French artist, who did a real BAD job of it.

The only science-fiction mags in France now are Satellite (not a French edition of the American mag, but an independent mag taking stories from the American Satellite and the Columbia s-f mags), published monthly, 200 pages and 200 Frs; and the French edition of Fantasy & Science Fiction called Fiction, 140 pages, 140 Frs. Fiction recently published an all French issue with only French writers, among them the Swiss fan, Pierre Versins.

France also has a lot of science-fiction comics; mostly reprints of the U. S. Superman-DC Comics.

(Editorial Note: We checked with Galaxy publisher Robert Guini on the above and he informed us that actually the French Galaxie is not 100% dead. The French publisher wanted to try out other types of mags to see which would make the most money before deciding whether to continue Galaxie or not. -the editors)

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