



SCIENCE FICTION - Times

The World Of Tomorrow Today!



Established 1941

James V. Taurasi, Sr., Editor

Vol. 20 - #1 (Whole No. 423)

JANUARY 1965

15¢

"ANALOG" GOING DIGEST-SIZE WITH APRIL 1965 ISSUE

NEW YORK, 5 January, (CNS) - Analog Science-Fact - Science Fiction, which went large-size from digest with the April 1963 issue, is returning to digest-size with the April 1965 issue. The new size will contain 164 pages, still sell for 50¢ per copy and will remain a monthly. The new digest-size will contain special paper which will not yellow and crumple as quickly as the old digest-size paper used in 1963. It will now be produced by photo-offset.

In 1963 before it went large-size, the magazine contained 178 pages and had a special section of slick paper for photographs for the articles. This slick paper section is missing in the new digest version; but it is understood that the better grade of paper used combined with photo-offset will allow pictures to be used with good details.

Analog went large-size in 1963 in order to obtain more advertisements. It is apparent that not too many ads were obtained. It was stated then that one objection that advertisers had was the

small size of the magazine. It seems that most companies make their ad layouts for the large-size mags. Analog went large-size to capture these ads and also used slick paper in the front and back of the mag to make it more attractive to prospective advertisers. Still as time went by it became apparent that the number of ads necessary to make the magazine pay just didn't come in. Also the packaging of the magazine was about the best science-fiction has ever seen, still it didn't attract enough extra readers to make it all worthwhile. We from this side of the fence watched to see if the neat large-size Analog would attract advertising and more readers, as we knew that some of the other science-fiction publishers had a steady eye on the large-size experiment, and would have followed if it showed sign of being an outstanding success. It is too bad for science-fiction in magazine form that it just didn't go over in the style it should have. Campbell and Conde Nast gave it their all, but it would appear

Science-Fiction Times, "The World of Tomorrow Today!", is published monthly by Science-Fiction Times, Inc., P. O. Box 115, Solvay Branch, Syracuse 9, New York. EDITORIAL AND SUBSCRIPTION OFFICE: 119-46 27th Avenue, College Point, New York 11354. 15¢ per copy, \$1.80 per year. Overseas: \$3.00 per year. Advertisements: \$10 per page, \$6 per half page, \$4 per quarter page. James V. Taurasi, Sr., editor and publisher; Frank R. Prieto, Jr., assistant editor; and John Giunta, art editor.

THAT science-fiction magazines just haven't the pulling power in ads or readers to support a high class magazine like the large-size Analog. This is a big let-down to the whole field.

Analog, as Astounding went large-size in the early 40s, but that time just the size was changed, the paper and general format remained the same. The War and shortage of paper put an end to that experiment. It was also the same War and paper shortage that introduced the digest-size to science-fiction magazines. Astounding being the first to use it.

It is interesting to note that in going back to the digest-size, the number of pages is 164. This puts it in the same number of pages as Worlds of Tomorrow, but Worlds of Tomorrow is a bi-

monthly, while Analog is monthly. Galaxy is still 194 pages, but it now sells for 60¢ and is still a bi-monthly. The rest of the science-fiction magazines are only 130 pages and selling for 50¢.

How will this change to digest effect Analog and the field in general only time will tell.

COMING IN THE NEXT

ISSUE:

ED WOOD'S famous annual report on all the science-fiction magazines of the United States and England: 1964 IN SCIENCE FICTION. It will be complete in the February issue of Science-Fiction Times, out the last week in January '65.

SCIENCE FICTION FORECASTS

Coming Up Next In The Pros

IF - MARCH 1965

Novellettes: STONE PLACE by Fred Saberhagen, and OF ONE MIND by James A. Durham. Short Stories: MEETING ON KANGSHAN by Eric Frank Russell, ALL WE UNEMPLOYED by Bryce Walton, and MILLION-MILE HUNT by Emil Petaja. Serial: (conclusion) STARCHILD by Jack Williamson & Frederik Pohl. Features: EDITORIAL by Fred Pohl, and HUE AND CRY by the readers. Cover by McKenna for "Stone Place".

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