



SCIENCE FICTION - Times

The World Of Tomorrow Today!



Established 1941

James V. Taurasi, Sr., Editor

Vol. 20 - No. 3 FIRST MARCH 1965 (Whole #425) 15¢

'AMAZING STORIES' & 'FANTASTIC' SOLD TO SOL COHEN

ZIFF-DAVIS SELLS TWO S-F MAGS THEY
BOUGHT IN 1938

SOL COHEN TO LEAVE THE GALAXY GROUP

BAYSIDE, N.Y., 13 March, (CNS) -- Sol Cohen, publisher for the GALAXY Group of science-fiction magazines, Galaxy, If, Worlds of Tomorrow, etc., announced today that he had bought the world's first science-fiction magazine Amazing Stories and its companion magazine Fantastic from their owner, Ziff-Davis.

Ziff-Davis will publish the two magazines under their present set-ups until their June issues (out early in May 1965), then Sol Cohen will take over as owner-publisher and he promises no break in the schedule. His first issue will appear in early June. Whether the two magazines will continue their monthly schedules or not is not known at this time. They will both continue as digest sized magazines and the price will continue at 50¢ per copy. Sol plans to increase pages at once, but how many pages he will add is not now known. Who the editor or editors may be is also not

known.

We expect that by the time our next issue of Science-Fiction Times comes out some of the above may be answered. Sol Cohen will resign from Galaxy at the end of April to take over his new duties on May 1st. It is recommended that all authors and artists await the announcement of the new firm and its address before sending material for Amazing and Fantastic.

It has not been decided exactly what paths the new owner will take the two magazines on, but probably the mags will contain mostly science-fiction stories and have less (or no) science articles. Departments have not been decided on as yet.

Ziff-Davis bought Amazing Stories from Tech Publications in early 1938 when the magazine was on its last legs and about to fold. A story making the rounds since is that they had to buy Amazing in order to be able to buy Radio News (now Electronic World) which they wanted. Ray Palmer was selected as editor and he built the magazine up to what is believed to be the highest circula-

Science-Fiction Times is published monthly by Science-Fiction Times, Inc., P. O. Box 115, Solvay Branch, Syracuse 9, New York. EDITORIAL OFFICE: 119-46 27th Avenue, College Point, New York 11354. 15¢ per copy, \$1.80 per year. Overseas: \$3.00 per year. James V. Taurasi, Sr. Editor; Frank R. Prieto, Jr., Assistant Editor; and John Giunta, Art Editor.

"THE WORLD OF TOMORROW TODAY!"

tion ever obtained by a science-fiction magazine (except for a short time under-Gernsback). But during the War, Palmer switched to occult stories and this finally forced his resigning from the magazine and forming his own company. His first venture on his own Fate is still being published, but by a new owner. Ray today owns his own publishing company, his own printing company, and his own distributing company, and he is the proud publisher of Space World, a successful non-occult magazine.

After Palmer, Howard Browne became editor, then Paul Fairman, and finally Norman M. Lobsenz and Cele G. Lalli.

The magazine under the last two showed signs of success until 1962, then circulation started to disappear, and the magazine showed what appeared to be a lack of interest by its editors. Readers' column was taken out, reprints were stopped, and in general the magazine became cold and uninviting. Amazing first cut pages, then increased its price to 50¢. All this, we think, helped to make the readers uninterested and not buy the mag. The stories as a whole are still good, and their feature department by Sam Moskowitz is tops in the field.

Amazing Stories is the oldest and first science-fiction magazine in the world. Hugo Gernsback started it with the April 1926 issue and it was a great success. He lost it in 1929 when he lost his company. From this emerged Teck Publications and for a while the

magazine continued as a successful s-f magazine, but then it became poorer and poorer until if Ziff-Davis had not bought it in 1938, it would have folded.

Ray Palmer started Fantastic Adventures in 1939 as a large-size science adventure magazine. Soon later it became a regular size pulp and featured mostly science-fiction in a lighter vein.

In the early 1950's Howard Browne started a new magazine for Ziff-Davis called Fantastic as a sophisticated fantasy magazine. They published a semi-fantasy Mickey Spillane story in an early issue and the sales of that one issue zoomed to a reported quarter-million, but it was only for that one issue. After that sales of Fantastic have always been very low, although in the last few years under Cele it published some of the finest fantasy-adventure yarns. Fantastic Adventures was combined with Fantastic shortly after Fantastic was born.

Ziff-Davis during the great boom of science-fiction published two other s-f magazines Amazing Science Fiction Novels (1 issue) and Dream World (five issues).

Browne had ideas in the early 50's of making Amazing large size, slick and to publish one non-s-f story in each issue. The Korean Police Action stopped this plan, but from the results of the Mickey Spillane deal in Fantastic we can only guess that it would have not have done Amazing any good.

Now under the ownership of Sol Cohen, we expect a new life for the World's first science-fiction magazine, Amazing!

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