

no. 6

nov. '61

UNSERCONITY

- "Fandom for fandom's sake" is several fandoms -

If anybody suspects I've been searching around, in this fanzine, for some basic s-f fan tenets to blow trumpets about -- he's wrong, but only to this extent: I've already got such tenets. What I'm searching for is the right tune on this damned trumpet.

F'rinstance: fans are the only ones left who talk about s-f.

They don't talk about the current prozines, of course. There was more science-fiction in any issue of PLANET than you'll find, some months, in the whole, cruddy mess of today's professional "science-fiction" magazines! Anyone who talks about the current prozines certainly isn't talking about science-fiction.

Also, most of the stuff in hard-covers and paperbacks today is nothing more than fake-fantasy -- or it's a 20-year-old reprint that was talked about 20 years ago.

In a good many respects, fandom is the only place you can find any s-f, any more -- unformulated, unwritten, but realforsure s-f.

The topics of fan discussions may be anything, and usually are. If it's guns, sportscars, cats, folk music, jazz or suchlike, there is much quoting of Authorities, pro/con arguments and everything else you're likely to find in any discussion in most bars. If it's fan activities like conventions, fanclub meetings, fanzines or just some crazy-fool faaan, everything's there that you'd find in any private group discussion at a PTA meeting. But there's a very sharp difference that makes fan discussions more than quite odd: it's the things they say! What comes out of them often isn't anything that conforms to this time or this world.

The thoughts, opinions and ideas that come spilling out of fans are a pure distillation of 90 proof science-fiction.

You don't find it much anywhere else.

However, we've some fake-fans in our midst. Lads who discuss student "riots" and the HUAC, capitalism (there is only one capitalism, like with cartels and monopolies) and Communism (capital C, of course) as opposing ideologies, the known medicinal affects of peyote and marijuana, or maybe just the terrible, Fascistic inquisition of blue-nosed postal regulations on poor, downtrodden fellows who simply want to mention their genitals in public. The only real fault with such neurotics is that some of 'em are, or become, somewhat untrustworthy. Neurotics occasionally are trashy types. They'll cheat. Some are thieves.

Yet they can convince themselves (and others, too, sometimes) that they're damned intellectual. Fortunately, fandom isn't.

These fake-fans get very emotional about their Great Discussions, too; neuroses provide a considerable emotional drive to their writing and publishing activities -- in that respect, they are very like the rest of us -- but with that, they've shot their bolt. After all, anything that hasn't yet been mentioned by either The New Republic, Pravda or The Christian Science Monitor can't be of any great importance!

So you certainly don't catch them talking much about science-fiction.

Peculiarly enough, fandom can and does assimilate such Great Discussions (and such neurotic individuals) without batting an eyelash. We're a tolerant bunch, all right -- and that's one other thing about us which has little conformity to these times or this world. In fact, we're inclined to overdo it sometimes. Well, so does science-fiction.

Now, my own conclusion from all this is that we're wrong in any consideration of "fandom for fandom's sake" or rather, fandom without s-f. What makes it wrong isn't that fandom couldn't exist without s-f, but that s-f can't exist without fandom! Seems to me a number of publishers and magazine editors have proved this (and unfortunately, are still proving it) to their own sorrow.

In short, what's missing from the field right now is science-fiction for fandom's sake.

I know of at least two ex-pro editors who would agree with this -- Anthony Boucher and Sam Merwin -- to the extent that I mean it. Whatever it is (or was, anyway) about s-f that gave birth to fandom is exactly what it must have to succeed as a literary genre. With it, s-f has a fairly good sales appeal. Without it, s-f flops miserably.

And there's no question that the stuff has been flopping all over the place, lately, at the same time that fans have expressed nothing but disgust for it. (Conversely, fans were applauding AMAZING STORIES in the late 30's when it had top circulation in the field, and ASTOUNDING in the early and mid-40's and TWS/SS in the late 40's and early 50's precisely when they had top circulation.) But this has been said so many times we've got tired of hearing ourselves talking -- nobody else was listening, anyway.

But look, now -- science-fiction for fandom's sake -- what might that be? Here's something we haven't discussed. I don't mean the bull we've had about 'Sense of Wonder' and 'good, old Weinbaum s-f' nor the sales propaganda poured on us to make contemporary s-f look good whether we like it or not.

There was science-fiction for fans when everybody else thought a rocketship going to the Moon was crazy. Okay, they don't think it's so crazy now -- and I don't think it's science-fiction, now. One of the first things we should do is get rid of all the obsolete themes which make s-f little more than a kind of contemporary adventure fiction. We certainly don't need that.



Today, there are other things we believe in, as fans, which are far more important than any rocketship going to the Moon. Things like, well, brotherhood of Man...

Things that would have everybody else calling us crazy.

Trouble is, I'm not at all sure how this ought to be done. We've had plenty of negative approaches to it -- everything from Nevil Shute's ON THE BEACH to Heinlein's STRANGER IN A STRANGE LAND (or can you follow me through that comparison?) -- which encompasses nothing more than a standard literary gimmick: O, the folly of Man! But as for positive treatment, I don't know.

Ideas, anyone?

* * *

Now, just stop right here a minute.

What I've just said sounds sercon as could be -- and, I think, not very interesting. Actually, I shouldn't have used the term "brotherhood of Man" at all. So many Welfare State do-gooders have misused it that it's become little more than a catch-phrase in contemporary opium dens.

There is nothing sercon about the things fandom believes in -- such as having ourselves a hellova good time at conventions. This is our "brotherhood of Fans" I have reference to, this general fun&games we're in fandom to enjoy. It's undoubtedly no damn good for a Welfare State but could be a rather interesting basis for a society. Wouldn't it!

Or an underground movement? Maybe. I suspect the s-f yarn that's come nearest to expressing what fans believe was SLAN -- but again, this was a negative approach inasmuch as vV could only see his tendril bunch setting themselves up in some tidy Welfare State despite their supposedly superhuman intelligence.

It's been rather obvious that STARSHIP TROOPERS did not express what fans believe...

* * * * *

Our word "fanatic" comes from the Latin word for temple, fanum. Worshipers in Rome's temples sometimes fell into trances or fits and were believed to be able to foretell the future or see into the past.

--Richard Mathison in THE ETERNAL
SEARCH (retitled The Shocking
History of Drugs, Ballantine pb)

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COMMUNICADOS (like, Esperanto for LoCs)...

- + Back in G² #3, I published a realforsure Science Artikul which had
- + everyone -- well, nearly everyone -- scratching their beards and
- + muttering in their heads. I did hear (plenty!) from a couple of
- + close friends who could get the gist of it, simply because they
- + couldn't resist calling me down for saying electrons travel at light-
- + speed in radar & TV sets. It was a dirty trick, I'll admit.
- + But of course, it's always being done in "popular" science articles
- + (I was actually quoting one, in fact) where it just may not matter
- + what velocities electrons have, except that they're awful fast. I
- + recently saw an article on sky-diving which stated emphatically that
- + sky-divers reach a top speed of 118 miles per hour on their "delayed
- + chute" drops. Exactly that, mind you -- never slower or faster.
- + Well, it's a good round figure; why not? Didn't hurt the article
- + at all.
- + What I learned, however, is that my "Negative Space" Universe tran-
- + scends the capacity of Simple Relativity, and could only be tackled
- + profitably with the tools of General Relativity -- which only 7 men
- + on Earth have reputedly understood, so far -- so the guys I know
- + were somewhat reluctant to try it themselves.
- + And there were some bright lads who didn't get it, at all. Fellows
- + like Jim Caughran and, in his barely legible scrawl --

LEN ZETTEL, 9672 Lake Natoma Drive, Orangeville, Calif.

Joe's exposition of the light-drive was the most amazing exposition I have seen since an old Rog Phillips story. It's so perty as it sits there ((+ain't it, tho?+)) it seems almost a shame to mention the one little flaw it has in it.

As I see it anyway, and I must admit that is none too clearly ((+but clearly enough, Len, clearly enough!+)) it won't work. It won't work because of a little thing commonly known as Newton's third law. Seems almost sacreligious to drag Newton into a discussion where Einstein, Dirac, et al, are being batted around with such abandon; but before you jump, let me remind you that his laws are very good first approximations in most situations and if you are going to go around violating them, you better have pretty good explanations as to why. Anyhow, last I heard, this one still holds, even on the quantum level: "For every action there is an equal and opposite reaction."

So somewhere inside Joe's gadget ions are being accelerated like mad back toward the rear of the device -- action. This being so, the rest of the gizmo gets pushed forward -- reaction. So far, so good; galaxies, here we come! But now wait a minute, wait a minute, Kimball Kinnison -- we ain't through yet! When these particles get to the rear end, do they go screaming out into space hell for leather like an ordinary ion rocket? Oh no, somewhere they slow up, are stopped, collected and re-used. To do this, you are somehow going to have to apply a force to

them. ((+Yep.+)) ...Since the particles will be going in a closed cycle, the net external effect will be zero. Our ship will stand on the launch pad, subjected perhaps to large internal stresses ((+perhaps, hell!+)) tending to blow it apart, depending on the exact details of the design, while the collecting plates for the ions and electrons get white-hot, melt down, and the whole furshlugginer works blows sky high. ((+The exact details of that design will darned well have to withstand such stresses, Len, white-hot but not melting!+))

Now just for good measure, I have a few other nits to pick. . . What's this positive-negative magnet bit? ((+Simply which end of the thing's being used, of course.+)) Incidentally, a charged particle in a uniform magnetic field doesn't speed up; it just moves in a circle instead of straight line, the size of the circle depending on the strength of the field & the charge, mass and velocity of the particle. If you want to accelerate a charged particle, most people use magnets to hold it in a given space (focus the beam) and a difference in electrical potential to get it going faster. ((+Pooh. And pish and tush. So there is some extra little hardware I didn't mention, huh? At this stage of the design, that's like saying I didn't schematize the cabin circuits with an outlet so's we can plug in the coffee percolator.+))

...No electron has ever hit light speed. Go see some articles on synchotrons. ((+I know, I know -- and that Canadian accelerator, isn't it, buried in tons of reinforced concrete inside a mountain, that keeps shaking the mountain around!+))

Even to an observer on a rotating disc ((+or planet+)) the intensity of a spherical point of light will fall off as the square of the distance. If it didn't, the law of conservation of mass-energy would be violated. (Even so, I don't see how this bit applies to the Red Shift. From my viewpoint it's a grade A non-sequitor, like most of this bit.)

+ Now, there's the whole thing right in your own last words, Len --
 + though I admit to some jockeying around to make you say them. Let's
 + take the facts we have: (1) the rate of the Red Shift, in Dirac time-
 + units, is 10^{40} -- only Dirac called it the duration of the expansion
 + of the Universe, ergo the age of the Universe; and (2) the ratio of
 + gravitational to electrostatic force between two pi mesons is 10^{40} .
 + That's enough to coggle anybody, right there. It's certainly crog-
 + gling any scientist who knows what we're talking about better than
 + I do. So wot the hell, let's do a bit of fantasy and rig up a Negative
 + Space Universe where all space curves the wrong way -- instead of our
 + way, here in Positive Space, which is of course the right way.
 + As I said, it seems that our Negative Space Universe would have some
 + of its own ideas about any law of the conservation of mass-energy;
 + in fact, I can't see how any particles or matter could exist in that
 + universe at all, what with forces interacting in direct proportion to
 + the distance. Why, man, everything over there would tend to reach
 + the speed of light; d'you see that???

+ Try visualizing the affect of a direct proportion law -- or better
+ still, don't! Take my word for it. I'm crazy enough for both of us.
+ Well, then, whatever's travelling at light speed in that universe
+ ought to be at least partially visible over in our Universe! At
+ the speed of light, those positive/negative aspects cancel out, and
+ the two universes meet...
+
+ But if you're looking at a distant star, you see its light at an
+ intensity that's proportional to the square of its distance -- and
+ that's how it's got to be in our Universe. So there's some other
+ radiating energy that's trying to leak in from that other universe,
+ that damned Negative Space whateveritis -- but it can't just jump
+ in and make the intensity of the star you're observing appear brighter.
+ Our good, old Universe has no truck with such deceptions.
+
+ So the only thing it can do -- this malignant, alien energy trying
+ to break in here from that other universe -- is make our stars seem
+ to be hurtling away from us, as if our good, old Universe were ex-
+ ploding! (Consider it as seeing clear into Negative Space, too).
+
+ So I design a starship drive, y'see, that obviously could never get
+ off the ground. It has an ion beam that goes galloping up toward
+ the speed of light, as close as we can get it, and then tapers off
+ and does nothing. (And probably some of these rigs will explode.)
+
+ Somewhere along there, I figure we ought to tap the direct propor-
+ tion law of that other universe! Now, that could do something. Just
+ give us one, little piece of that ion-beam with a reaction that's the
+ square of the initial action and we're gonna move, bhoy, how we're
+ gonna move!!!
+
+ Exciting life, huh?
+
+ I still like my electron tube going opposite to the ion beam as a
+ real goshwow feed-back. As for Rog Phillips, d'you know he wrote
+ me on this stuff and I've somehow misplaced his letter?!! Yep.
+ Anyway, he pointed out that my Negative Space Universe wouldn't
+ be a separate universe at all, not even a coexisting universe; it
+ must be a very distinct sub-level property of our own Universe.
+ If so, it's a sub-sub-level that's awfully out-of-phase with every-
+ thing else! Still, there's that 10^{40} ratio...
+
+ Well, enuff of this Super Science.

HARRY WARNER, JR., 423 Summit Avenue, Hagerstown, Md.

There seems to be no escape for me. I thought that my tightfisted-
ness would catch up with me in the case of G₂ but it didn't, and I
discovered something else, you can't type the 2 above the line by
depressing the shift key a trifle as I'd assumed. All these years of

typewriting, and I'd never noticed whether the character gets raised or lowered on the paper when the shift is not completely in upper or lower case position.

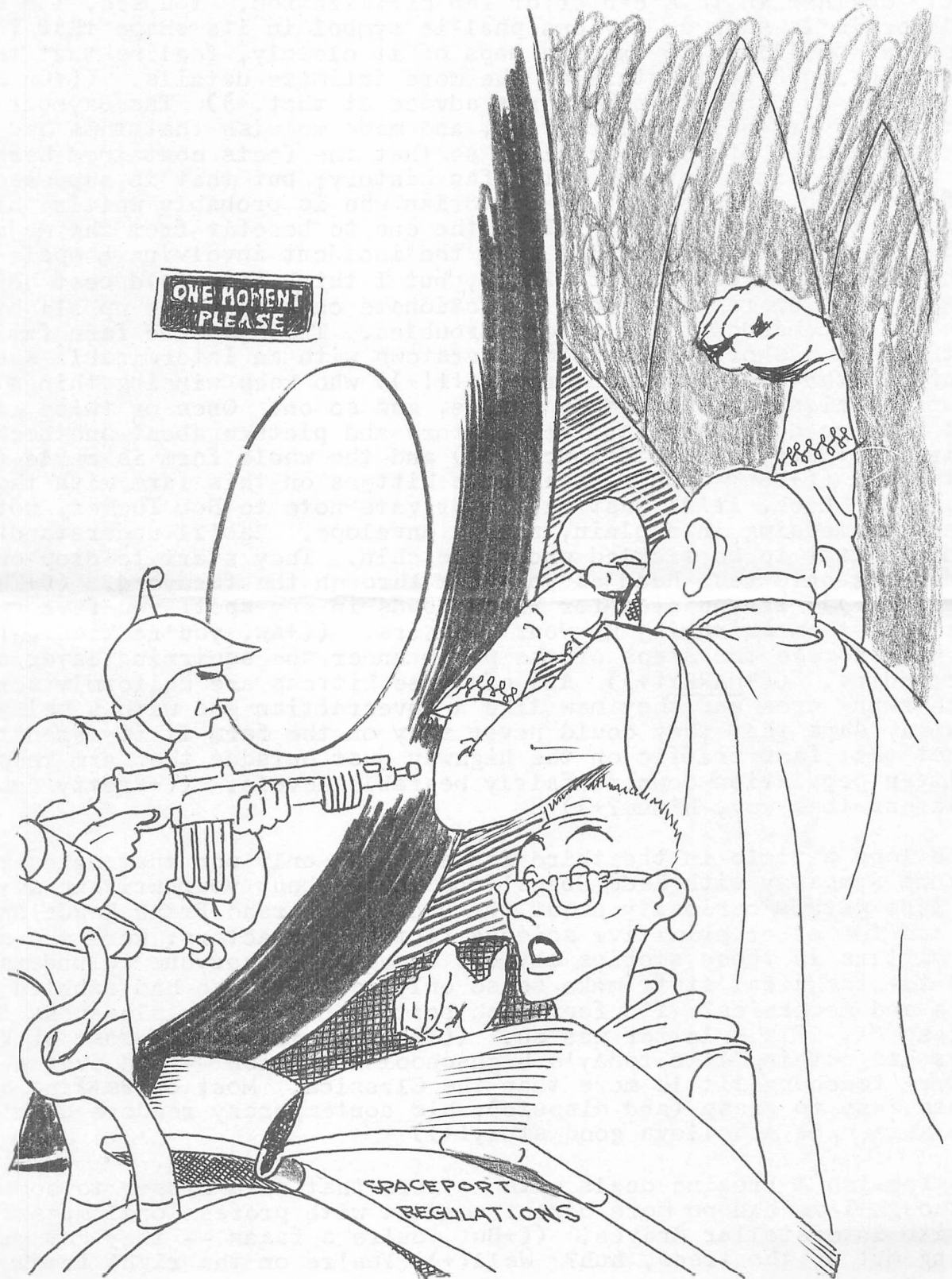
Anyway, I'll see if I can't do my share toward undermining your no-trade principles with copies of Horizons. The only thing is that I've been dependent on other mimeographers for the past year or slightly longer and they insist on making such low rates for me that I refuse to ask them to run off as many spares as I really need...

But there are a couple of things that you may have overlooked in this policy of no trading, no freeloading. Quite aside from all the nonsense that others may write to you about the amateur spirit and the evils of creeping capitalism, there is the solid fact of life about statutory copyright. If you don't sell any copies of your fanzine, you retain copyright on all the material in it without going to the expense and nuisance of filing formal copyright papers. If you sell one or more copies (or leave a pile of the magazines where people can help themselves at a party) you no longer have a controlled circulation and common law copyright no longer applies. ((+This is most interesting -- I'd never looked into it -- not only for certain fanzine editors, but for certain individuals who write for fanzines, such as Bob Bloch or Poul Anderson. Personally, my attitude toward fmz pubbing is that I am writing specifically for the public domain.+) ...Then there are the nastier facts of life about subscription fanzines: even if you got caught on the short end of a trading policy because of your frequency of publication ((+we're caught on the short end even worse in trading subscriptions, with our cheap sub-rates!+)) you are going to lose just as much by sending money to fanzines that suspend publication abruptly ((+I lost money this way before I ever started pubbing a zine+)) and by the extra postage expenses involved when you not only pay postage on sending your fanzine to a guy, but also on a letter containing money for a subscription to his fanzine. ((+Yep, that's an extra 4¢ a year, right there! Come off it, Harry; you're making this up.+) I don't say that you will soon be fed up with this policy, but it's hard to remember cases in which a fanzine editor kept the no-trading system after starting it.

Anyway, in return for your clandestine recanting in the case of the fourth issue for me ((+that was Robbie's doing -- man, these females are clandestine as hell!+)) I owe you some comments on not only that issue, but the preceding two, all of which were read with pleasure and have been reposing in the drawer of unanswered mail for many weeks. Vacations, Ella Parker, some extra work, and fan history research have combined to keep me sort of breathless all summer and fall, trying to keep up with incoming mail. ((+What you need, Harry, is some of Bob Tucker's sound, practical advice on the proper method of conducting breathless fan history research.+))

In the second issue, I was quite interested in the cover, because this is the first time that I'd ever looked closely at the way things

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are put together in this center of fan civilization. You see, the state of California is such an obvious phallic symbol in its shape that I've always been unwilling to examine maps of it closely, feeling that this was somehow indecent to stare at the more intimate details. ((+On 2nd thot, maybe you don't need Tucker's advice at that.+))) The Baycon report itself was quite interesting, and made me wish that this had happened a couple of years earlier, so that the facts contained herein could be potted into notes for the fan history; but that is supposed to cut off at 1960, so some future historian who is probably wetting his diapers at this very moment will be the one to benefit from the major item in your second issue. I'd read the incident involving Poopsie and the keys in three or four places, but I think it's told best here. The lettersection remarks about affectionate cats shook me up slightly, because they reminded me of my own troubles. There is one farm family down the road a short piece from Hagerstown with an interminable succession of healthy-looking daughters ((+!!!+)) who keep winning things in 4-H, state fairs, cattle judging shows, and so on. Once or twice each year I must go down there and get a story and picture about another of the girls ((+Harry, you old tomcat!+)) and the whole farm is ankle-deep in kittens. ((+You -- uh -- see these kittens on this farm with these girls, huh? Look, it'll just take a private note to Bob Tucker, not a postcard, something in a plain, sealed envelope. Bob'll understand!+)) They don't wait to be tickled under the chin. They start to drop out of the trees onto your head as you walk through the farmyard. ((+The daughters??+)) If you stop for two seconds in any spot, you feel two or three of them shinnying up your trousers. ((+Aw, you're kidding!+)) It is hard to see the steps of the porch under the squirming layer of feline bodies. ((+HARRY!+)) All of these kittens are uniformly scrawny with runny eyes and they mew like a Lovecraftian god with a bellyache. The family says that they could never stay on the farm if it weren't for the fact that fast traffic on the highway just outside the farm keeps the kitten population down to fairly bearable levels. ((+Pretty fast traffic out that way, h'mmm?+))

The long article in the third issue is the only one that makes me feel some sympathy with Redd Boggs' complaint about your writing styles. ..I'm left with a curiosity about the people who read Frank Reade and Robur and the other primitive science fiction characters: were the scientific matters in those stories obvious enough for everyone to understand, or did the technical stuff make sense only to those who had dabbled in physics and mechanics? I'd feel much better about my helplessness in this respect, if the latter was so. ((+It certainly was! Most of Verne's readers had nothing like today's highschool education -- and even colleges then were teaching little more than the Classics. Most of us find his concepts easy to grasp (and dispute); his contemporary readers didn't, but it sure made a helluva good story!+))

To Publish A Prozone deals with matters that seem closer to home, even though I've had no more direct contact with professional magazines than with interstellar drives. ((+But you're a faaan -- they got girls dropping out of the trees, huh? Well!+)) You're on the right track about the

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importance of advertising for survival of magazines. This was as true in 1940 as it is today. It's hard to believe that the publishers of science fiction magazines that didn't have large chains didn't try to pay the bills through advertisements. ((+They would have, believe me they would have -- if they'd known how it could be done!+)) I don't think that prozines were parts of large pulp chains until Standard Magazines took over Wonder Stories; that gave ten years to wake up to the fact that advertisers could have been convinced that certain books, experimenters' equipment, and various other merchandise could be sold through the prozines. . . . The science fiction magazines will make a comeback only through liberal use of advertising geared to the readership. You can look through an issue of High Fidelity for an example of what might have been. Here's a publication that still has a circulation of only about 100,000 copies, not much more than the more popular prozines ((+in 1940, it would've been less+)) but it's sleek and fat through the income from people who make records and high fidelity equipment, with some sideline advertisements about cameras and communications receivers and such.

- + I'm going to chop you off right there, Harry, because I think you're
- + overlooking something. Ghod knows how long it's been overlooked, too;
- + if I hadn't noticed it recently, I'd never have sounded off about this
- + advertising pitch for s-f mags.
- + Y'see, the type of advertising you're suggesting for s-f mags just
- + wouldn't be enough. The kind of companies that publish certain books
- + or manufacture experimenters' equipment or "various other merchandise2
- + as you (and many others before you or I) suggested -- these outfits
- + just don't have bundles of loot to throw around on advertising, as
- + do your outfits making records and high fidelity equipment.
- + Let's get some others' reactions on this...

BOB LICHTMAN, University of California Press Shipping Dept. (J.Gibson, supervisor):

Okay, so you come storming up when I'm wrapping an order and hand me a G2. And later on I have to go to the john, anyway, so I take along the thing -- I always used to read FANAC on the john, back in Los Angeles, after all -- and read it. And get ideas.

You mean you seriously think that the Answer to the prozines' problems is to take on more ads and spruce up format to go with them? Well, I don't know.

Like, once upon a time, back in another ci ty and for some fanzine whose title I've happily forgotten, I wrote an article -- or maybe it was just a long letter of comment? -- about my idea for a Perfect Prozine. I'm afraid I was writing from the strictly fan-interest point of view, mostly, because I included things like reader columns, fanzine reviews, and a definite editorial personality (one that actually wrote

a readable editorial). But: fanzine reviews? What true-blue s-f reader, who's never heard of fandom, gives a damn about them? Letter column? Why doesn't sam (or john, or horace) fill up that wasted space with another story or a book review column? Editorial? Who needs it?

My theory, you see, was perhaps a flimsy one. I theorized that mags like Planet didn't fold for lack of audience, but for lack of distribution. The pulp format was going out of style, and no one gave it any show on newsstands. I figured that, had Planet switched over to digest-sized, or up to the larger-sized format of mags like True and the latter-day Argosy, it would still be around today, maybe.

Half-assed, my notion? Maybe, but who can say for sure?

Anyway, I think the fault with my solution, and with yours, is that we both patently assume that changing just one thing, one minor item, will make everything all right. And that I doubt like all billy-hell.

An account of Willis' tour around America "as comprehensive as Willis Discovers America" would be interesting. WDA was fiction. ((+You catch on faster than a Harp Stateside, son!+))

- + Ignoring Bob's tacit admission that he's been goofing off in the
- + john, I'd like to point out that everything he's said here was
- + thoroughly discussed ten years ago or more -- by East Coast fandom.
- + In knowledge of prozines and the publishing field in general, the
- + fans in New York, Newark and Philadelphia have naturally been far
- + ahead of Midwest and West Coast fans. Almost any of them could tell
- + Bob where he's slipped up.
- + Planet would need more than a format like True or Argosy -- it would
- + also need a competent, well-paid editorial staff such as they've had;
- + and it wasn't too long ago that a top-selling True Magazine had good
- + editorials, a lively letter column, and some very readable "fringe
- + interest" review columns. But even then, the price you plunked down
- + for this super Planet wouldn't even pay for the slick paper it was
- + printed on. It'd need advertisements, big ones, in color. Pages of
- + 'em. There's one minor item that'll cure any mag's ills: money.

LICHTMAN again, later:

I don't remember exactly what I said in that letter, but I thought of something after we discussed it at work. Namely, that no matter how nice the format and how many ads you carry, if you haven't got a market, you haven't got a market. A good format didn't help SF+ much, and large size didn't help it (or Satellite) either. Mull that over and come up with a clever editorial comment...

- + I'll give you clever editorial comments right in the head, young
- + feller. But now you're getting it. No market? Hell, then nobody's

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+ going to buy ad-space in any s-f mag. Naturally, Bob, you would have
+ to prove that there is a market that can be reached through a s-f mag
+ before you could get anyone the least bit interested in buying ads in
+ it. That's why nobody's done it.

+ What I've been trying to tell you guys is that there is a market.

+ Here it is:

ROSEMARY HICKEY, 2020 Mohawk, Chicago 14, Ill.

Your comment about omnivorous readers had a special point for me. Our landlord's son is at present doing his two year stretch in the Army. He apparently has been most attached to western stories and collected them by the bushel. We saw them downstairs in the basement and I must have made some fool remark about all that reading material. I'm not mad about westerns -- they're something to read for mind-rest, like an intellectual narcotic; and when I'm ill or feel very pedestrianish, a Zane Grey or other garbage is so undemanding... Anyway, to the point: Mr. Harris kindly felt that it was a shame to have all those paperbacks sitting there in the basement not giving anyone pleasure and hauled them up and plopped them in our kitchen. The shopping bags have been sitting by the kitchen door right where he left them. I resisted those bags at least a month. Finally, there was a hiatus in the arrival of SF mags and novels...no time to go to the library...hate the usual on rental shelves...wasn't in the mood to re-read what's on my library shelves...and this was for free...and that did it. I've been riding the reading compulsion ever since. The only way to get those books out of the house is to read them. I've been doing pretty good...only four to go. Omnivorous?

What value did you put on that label "omnivorous?" ((+Lewis Grant said he's strictly a carnivorous reader -- he likes books with meat in 'em+)) I always thought it was a sinful trait. You give me sufficient courage to make an open confession.

What is your basis for saying that SF readers will read almost everything or anything? I'm delighted to find others like me...but am curious to know where or on what you base your conclusion.

+ I base my conclusion on the fact that, in more than 20 years in fandom,
+ I have never entered a fan's house that had less than 25 hard-cover
+ books somewhere in evidence. There are relatively few people in the
+ US who have as many as a dozen hard-cover books in their house. Nor
+ did these fans have only s-f books; in fact, most of 'em had more books
+ on history and classic literature than on physics or astronomy.

+ Actually, Rosemary wrote a much longer letter -- the first part of it
+ suggested many kinds of advertisements similar to those Harry Warner
+ mentions. But this thing about fans being omnivorous readers is a
+ very real basis for life-blood advertising in s-f prozines. It's not
+ just true of fans, either; most s-f readers I've met have the same
+ affliction! And most of 'em don't read the Times Book Section!!!

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IN SHORT, CHUMS -- there must be around 50,000 or more people reading s-f who have private libraries of 20-or-more hard-cover books (plus uncountable stacks of pocketbooks, of course). This is a potential market that book publishers have never dreamed existed...a market for any kind and every kind of book they ever dreamed of publishing.

Anyway, it's certainly worth looking into.

G² is a monthly fanzine (this being issue #6 for November '61) for which you may have subscribed in any of the following ways:

- the easiest way, with money
- with an equivalent sub to your zine -- at our request
- with your fmz reviews, which got us subs
- you live overseas, and got us a sub to some fanzine there
- the hardest way -- you did something we liked

Whichever it was, you are now getting systematically categorized, like:

(✓) You subbed thru #6, and this is the end of it.

() You've got nothing to worry about yet.

Otherwise, you're receiving this simply because we hadn't ever sent you any before. Subscription rates are 3/25¢, 6/50¢ or \$1 a year.

...Come in, Kujawa!...



G²#6

--from Joe & Roberta Gibson
5380 Sobrante Ave.
El Sobrante, Calif.
USA

To: RICK SNEARY
2962 SANTA ANA ST.
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