

GOLDEN ATOM ANNUAL, 1955

Release dates: to World Science Fiction Convention, Cleveland, September 2nd; local publicity, September 17th; first review and subscription copies, October 7th.

Dear Friend,

(At least we have always had a friendly feeling towards people in general, and why not towards our readers in particular?) You have now in your possession a copy of GOLDEN ATOM. It would be wonderful if you could have seen the many months of planning and research work, and the overflowing enthusiasm behind this little book. And it would certainly add to your interest if you could have known the almost impossible task of financing the venture, the satisfaction in accomplishing this, and the most alive, yet painstaking feelings we have had in this matter, (possibly our only payment, unless national publicity is secured). Everyone should have such a pet project at least once in a lifetime!

The plans and the results, however, are two different things. The first one was to describe the field of science fiction to the outsider, simply, yet adequately. The result, however, has been so much more of the latter that GOLDEN ATOM is almost a reference book on the subject, an overall evaluation of the field, with ideas for a dozen volumes condensed into a brief hundred pages. So actually, it may still be best appreciated by one who already has some background knowledge of the field. But we could be wrong on this conjecture; let us know. If it appears too personal, we can only say that, having always represented Rochester in science fiction matters, we have always felt a part of the field.

The result, I'm afraid, is that, even though the style of writing has been termed very readable and very friendly, the wealth of facts and figures still requires time and application as with a study. But then, doesn't anything worthwhile require a bit of effort? And if the effort is more, will not that also enhance the value? We leave that up to you to decide.

The main feature this time is the choice article by the famous New York publisher, Harold Hersey. There is always another time to illustrate the subject with a gripping story, if this is also your wish.

But we will venture to say that GOLDEN ATOM is "the most different" book you have ever read and yet, at the same time, it has a personality which has been termed, "familiar, like someone I've never quite known, and have always wanted to meet."

To anyone unfriendly to the field of imagination, the practical-minded, to whom only the appearance of things is reality, we can only add: There is also general interest. GOLDEN ATOM is illustrated. Many of the pages are dressed up suitably with such feminine beauty as you will find even Einstein commenting favorably upon. There is poetry. Already, three comments from outside the field have stated that this is a highlight of the issue. Poetry is creative work, of course, and yet it is, in this instance, a mirror to actual life. There is romantic reminiscence by one Michael Monahan and, to our mind, the most fascinating and encouraging readers' department, without which, GOLDEN ATOM would never have seen a second, let alone an eleventh issue.

Sincerely,

GOLDEN ATOM,
187 North Union Street,
Rochester 5, New York.

Larry B. Farsace

EVERYONE LIVES IN A WORLD BOUNDED BY HIS INTERESTS.

Is it possible that some of these are exciting worlds you should know about?

Is it possible that a knowledge of some of these fascinating and talented societies would brighten your life?

WE CAN ONLY CONJECTURE, BUT CERTAINLY THE POSSIBILITIES INDICATED in GOLDEN ATOM ANNUAL are priceless, for that brighter awareness you might otherwise never know, and for living in an atomic age!

The following advertisement is typical of our newspaper ads: DC, 18th:

"GLAMOUR IN THE ATOM - - - FIND IT BY READING

GOLDEN ATOM ANNUAL: 'A Jewel for the Atomic Age'

"If you have enjoyed such motion pictures as LOST HORIZON, THINGS TO COME, THE WIZARD OF OZ, or the fantasy sequences of AN AMERICAN IN PARIS, PANDORA AND THE FLYING DUTCHMAN, then you will surely enjoy reading GOLDEN ATOM ANNUAL, the inside story of fantasy and science fiction, for the first time anywhere! Authoritatively told by New York publishers.

"READ OF BILLY ROSE, BEN HECHT, FULTON OURSLER AND OTHERS IN THE EARLIEST days of this now popular field. OTHER FEATURES: A TRUE LOVE STORY, PHOTOGRAPHS, POETRY, FEMININE BEAUTY, COVER CONTEST, PLUS A DELIGHTFUL ATMOSPHERE! 100 PAGES PRINTED ON GLOSSY PAPER. \$1.50 direct printing cost for only \$1.00. YOUR GAIN---OUR GIFT. HURRY, LIMITED EDITION. Write to Larry B. Farsace, Editor, 187 North Union Street, Rochester 5, N. Y.

"(Displayed at the 1955 World Science Fiction Convention, Cleveland; also see NEW YORK NEWS, Sunday, Sept. 25, opp. TV page)."

There was also a feature column write-up by Henry W. Clune, "Seen and Heard," in the Rochester "Democrat & Chronicle," Sept. 17.

OF INTEREST TO NEWS DEPARTMENTS: ANY REFERENCE ABOUT THE BEGINNING OF science fiction will require a reading of the article by Harold Hersey, ("Pulpwood Editor," Stokes, 1937), who was the editor of "The Thrill Book,"---which happens to be the name of the first fantasy and science fiction magazine ever published, Street and Smith, New York, 1919.

OUR OWN GOLDEN ATOM DATES BACK TO 1939, YEAR OF THE FIRST WORLD S. F. Convention, New York City and World's Fair, (and which was also the year of Einstein's letter to Roosevelt, urging that our country embark on what has become the Atomic Age). Our glamorous history goes back to "The Girl in the Golden Atom," a story by Ray Cummings, (assistant to Thomas Edison), which originally appeared in March, 1919, the same month as the first issue of "The Thrill Book," and which immediately gained popularity through its fanciful likening of atoms to miniature solar systems.

Much or little, but in its ten prewar issues, GOLDEN ATOM had original material by some of the best names in the field: H. P. Lovecraft, P. S. Miller, Stanley G. Weinbaum, John W. Campbell, Jr., and many others. It now continues with more famous names: Harold Hersey, F. Orlin Tremaine, August Derleth, Col. David H. Keller, Baroness Greye La Spina, etc.

Latest development: Harvard University Library Science Fiction Dept.

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