

= Venture Science Fiction =

Venture Science Fiction was an American digest @-@ size science fiction magazine , first published from 1957 to 1958 , and revived for a brief run in 1969 and 1970 . Ten issues were published of the 1950s version , with another six in the second run . It was founded in both instances as a companion to The Magazine of Fantasy & Science Fiction ; Robert P. Mills edited the 1950s version , and Edward L. Ferman was editor during the second run . A British edition appeared for 28 issues between 1963 and 1965 ; it reprinted material from The Magazine of Fantasy & Science Fiction as well as from the US edition of Venture . There was also an Australian edition , which was identical to the British version but dated two months later .

The original version was only moderately successful , although it is remembered for the first publication of Sturgeon 's Law . The publisher , Joseph Ferman (father of Edward Ferman) , declared that he wanted well @-@ told stories of action and adventure ; the resulting fiction contained more sex and violence than was usual for the science fiction (sf) genre in the late 1950s , and sf historian Mike Ashley has suggested that the magazine was ahead of its time . It succumbed to poor sales within less than two years . The second US version was no more successful , with less attractive cover art and little in the way of notable fiction , though it did publish Vonda McIntyre 's first story . By the end of 1970 , Venture had ceased publication permanently .

= = First US run = =

In late 1949 , publisher Lawrence E. Spivak launched The Magazine of Fantasy , one of many new titles in a crowded field of genre magazines . The title was changed to The Magazine of Fantasy & Science Fiction (usually abbreviated to F & SF) with the second issue , and the new magazine rapidly became successful and influential within the science fiction field . The editors were Anthony Boucher and J. Francis McComas , and the managing editor was Robert P. Mills . In 1954 , Joseph Ferman , a partner of Spivak 's , bought the magazine from him . Ferman subsequently decided to launch a companion magazine , and gave it to Mills to edit .

The new magazine was titled Venture Science Fiction , and the first issue was dated January 1957 . Mills was managing editor of F & SF throughout Venture 's first run ; he became editor of F & SF shortly after Venture ceased publishing in July 1958 . The editorial philosophy was laid out by Ferman in the inaugural issue : " strong stories of action and adventure ... There will be two prime requisites for Venture stories : In the first place , each must be a well @-@ told story , with a beginning , middle and end ; in the second place , each must be a strong story ? a story with pace , power and excitement . " Ferman hoped to take advantage of a gap in the science fiction magazine market opened up by the demise of Planet Stories , one of the last sf pulps , which had ceased publication in late 1955 . Planet Stories had focused on adventure stories , as opposed to the realistic style becoming more popular in science fiction in the 1950s , and Ferman hoped to combine the virtues of the melodramatic pulp fiction style with the literary values that were key to F & SF 's success . Venture 's bias towards action @-@ oriented adventure led to stories with relatively more sex and violence than those in competing magazines , and sf historian Mike Ashley has commented that it was perhaps five or ten years ahead of its time . One story , " The Girl Had Guts " , by Theodore Sturgeon , involved an alien virus that caused its victims to vomit up their intestines ; Ashley records a reviewer saying that the story made him physically ill .

Ed Emshwiller supplied eight of the ten covers ; he had sold several covers to F & SF by this time , so his work reinforced the sense of connection between the two magazines . Emshwiller also contributed interior illustrations in the first issue , but the main interior artist was John Giunta , with John Schoenherr contributing some of his earliest work to several of the later issues .

Some well @-@ known writers appeared during this incarnation of Venture , including Isaac Asimov , Clifford Simak , Marion Zimmer Bradley , Robert Silverberg , and Damon Knight . Not all the fiction was adventure oriented . For example , Sturgeon 's story " The Comedian 's Children " tells of a telethon host and his relationship with his sponsors , and Leigh Brackett 's " All the Colors of the Rainbow " deals with racism after aliens have contacted humanity . These and other examples can

be regarded as stories of character with strong themes , in keeping with Ferman 's stated goals in his inaugural editorial . Venture was also the place that " Sturgeon 's Law " first saw print . This adage is now usually seen in the form " 90 % of everything is crap " . It was formulated by Sturgeon in about 1951 , and a version of it appeared in the March 1958 issue of Venture , under the name " Sturgeon 's Revelation " .

An editorial , " Venturings , " appeared in each issue of the first series ; after Ferman used the first one as a platform for editorial policy , it was usually written by Mills , who occasionally turned the column over to letters from SF figures . The very last editorial , in July 1958 , featured a eulogy of C.M. Kornbluth by Frederik Pohl , and one of Henry Kuttner by Sturgeon . Kornbluth and Kuttner had died within two months of each other earlier that year .

Sturgeon began a book review column , " On Hand . . . Offhand " , in the July 1957 issue that continued for the rest of the magazine 's run . This was Sturgeon 's first review column ; more than a decade later he wrote a similar column for Galaxy Science Fiction . The January 1958 issue saw the first in a series of four science articles by Asimov that also continued until Venture folded . The series was transferred to F & SF , beginning with the November 1958 issue , and eventually ran to 399 consecutive articles ; it is not often remembered that it began in F & SF 's short @-@ lived companion magazine .

Venture kept to a steady bimonthly schedule for ten issues , but its circulation never reached a sustainable level , and it was canceled in mid @-@ 1958 . The large number of competing magazines probably hurt sales , though since many of the competitors lasted for only one or two issues , Venture can be thought of as at least a partial success . An anthology drawn from the magazine 's fiction , No Limits , was published in 1964 by Ballantine Books , attributed to Joseph Ferman as editor .

= = British and Australian editions = =

In December 1959 , a British edition of F & SF appeared from Atlas Publishing and Distributing Limited , a London @-@ based publisher . Atlas had published a British edition of Analog (formerly Astounding Science Fiction) since 1939 . In 1963 the abolition of import restrictions meant that Analog could be directly imported , and since there was no longer a need for a British edition , Atlas decided to start a new sf magazine to replace it . The new Venture Science Fiction drew many of its stories from the US version , but it also reprinted from the late 1950s F & SF , since there had been no British edition of that magazine until the end of 1959 . Within a year Atlas decided to abandon their edition of F & SF as well ; the last issue appeared in June 1964 .

The British version of Venture began in September 1963 , and ran for 28 numbered issues , through December 1965 ; the editor was Ronald R. Wickers . The stories selected from F & SF for the UK edition of Venture did not overlap with material already reprinted in the UK edition of F & SF . The first five issues had pictorial covers , but thereafter the cover simply listed the names of the contributing authors . This unattractive presentation , and the lack of much in the way of interior artwork , probably hurt sales . Atlas 's stated reason for ending the magazine was that it was " due to the expiration of available material " , but there were in fact many stories available to reprint . It is more likely that the real reason was that the US edition of F & SF was by then easily available in the UK , and that circulation was falling .

Atlas also published an Australian edition , which was identical to the British edition except that it was dated two months later ; the issues ran from November 1963 to February 1966 .

= = Second US run = =

A little over ten years after the first US edition ceased , a new version appeared , again as a companion to F & SF . This time the magazine was quarterly . The debut issue was dated May 1969 , and it was edited by Edward L. Ferman ? son of Joseph Ferman ? who was also the editor of F & SF . There was no statement of editorial intent for this version , but the policy was straightforward : a novel was presented in each issue . Although these were substantially cut , they still took up most of

the magazine , with the result that the other stories tended to be very short . As in the first incarnation , the contents were of fairly good quality , with contributions from well @-@ known writers . However , the magazine was no more successful than before , and lasted for only six quarterly issues ; the last issue was August 1970 .

The condensed novels that appeared in this version of Venture included Hour of the Horde , by Gordon R. Dickson ; Plague Ship , by Harry Harrison ; Star Treasure , by Keith Laumer ; and Beastchild , by Dean R. Koontz . The short fiction included little of note , though " The Snows Are Melted , the Snows Are Gone " , an early story by James Tiptree , Jr . , appeared in 1969 , and " Breaking Point " , by Vonda McIntyre , was published in February 1970 . " Breaking Point " was McIntyre 's first published fiction , but , perhaps because it was published as by " V. N. McIntyre " , it has been missed by several bibliographers . There was also a Reginald Bretnor Feghoot story in each issue : these were a series of very short stories , based on bad puns , that had begun in F & SF the previous year .

Ron Goulart contributed a book review column to each issue of the second incarnation , and there was an occasional film review . This version of Venture did not credit the artists , but most of the covers were signed by Bert Tanner , who was listed on the masthead as the art director . Tanner 's cover art was much less distinguished than Emshwiller 's work for the first run of the magazine , and it is likely that this had a negative effect on sales : Tanner 's work has been likened to " pencil sketches overlaid by a single color " . Tanner also contributed much , but not all , of the interior art ; other artists who can be identified by their signatures include Emshwiller , Derek Carter , and Bhub Stewart , who illustrated Tiptree 's story in the November 1969 issue .

= = Bibliographic details = =

For the first incarnation , Venture was priced at 35 cents throughout , and maintained a 128 @-@ page count along with a regular bimonthly schedule , starting with January 1957 and ending with the July 1958 issue . The first volume had six numbers , and the second had four . The British edition was numbered consecutively from 1 to 28 without any volume numbers , and was priced at 2 / 6 (? 0 @. @ 12 1 ? 2) until the July 1964 issue , after which the price was 3 / - (? 0 @. @ 15) . The second US version began in May 1969 with volume 3 number 1 , and maintained a regular quarterly schedule until the last issue in August 1970 . Each issue was priced at 60 cents , and like its predecessor had a page count of 128 .

After the first US edition ceased publication , F & SF added the line " including Venture Science Fiction " to the masthead , in order to ensure that the publisher retained the rights to the title . The line reappeared in February 1971 , several months after the failure of the second US edition , and was finally dropped in February 1990 .