

PulpFest 2021 Program Book

All PulpFest members — including supporting members — will receive a complimentary copy of the convention’s program book, THE PULPSTER. Cherished by pop culture fans, our 30th issue will be released at PulpFest 2021. If you’d like to contribute an article to THE PULPSTER, please write to editor William Lampkin at bill@pulpfest.com.



If you are interested in advertising in THE PULPSTER, please contact marketing and programming director Mike Chomko at mike@pulpfest.com. Ad placement is sold on a first-come, first-served basis.

Mike also has copies of last year’s expanded issue of THE PULPSTER for sale. Email him for more details.



To keep abreast about PulpFest, please bookmark pulpfest.com. You’ll also find information on our Facebook site at facebook.com/PulpFest, our Twitter feed at twitter.com/pulpfest, and on Instagram at instagram.com/pulpfest/.

You can also subscribe to the convention’s e-letter — featuring

PulpFest and COVID-19

At press time, the Pennsylvania Department of Health was lifting all COVID mitigation orders, except masking. The masking order will be lifted when 70% of Pennsylvania adults are fully vaccinated. Mirroring the department’s suggestions, PulpFest will also recommend frequent hand-washing and sanitizing, as well as social distancing.

Although we can’t force anyone, it’s our hope that everyone who plans to attend PulpFest 2021 will be vaccinated against COVID-19. We have many older members who attend PulpFest. Please keep them in mind. Remember, we’re all in this together.

If you are exhibiting any symptoms of COVID-19, please stay home. You should not attend PulpFest. Isolate and avoid contact with others, rest, and drink fluids. If your symptoms worsen, call your health care provider.

Pennsylvania’s mitigation orders have been evolving. The organizing committee will continue to assess developments. We will advise you about any changes to our plans on our website and social media pages.

the latest news — at pulpfest.com/pulpfest-e-newsletter/.

We look forward to seeing you at the DoubleTree by Hilton Hotel Pittsburgh – Cranberry from August 19 through August 22 for PulpFest 2021 and “Love in the Shadows.”

PULPFEST

Celebrating...
**MYSTERY, ADVENTURE,
SCIENCE FICTION, AND MORE**

AUG. 19-22 AT THE DOUBLETREE BY HILTON HOTEL PITTSBURGH IN CRANBERRY, PA.

PulpFest returns to the beautiful DoubleTree by Hilton Hotel Pittsburgh – Cranberry from Thursday, August 19, through Sunday, August 22, 2021.

How to Join PulpFest 2021

A prepaid, full-weekend membership to PulpFest 2021 costs \$35 for members staying at the DoubleTree. To thank you for helping defray PulpFest’s costs by staying at our host hotel, you’ll receive free early-bird shopping on Thursday, August 19, from 1 to 5 PM.

For those members staying elsewhere, a prepaid, full-weekend membership to PulpFest 2021 costs \$40. If you desire early-bird shopping, your membership costs \$70.

Single-day memberships for Friday or Saturday cost \$20. A Sunday-only membership — available only at the door — costs \$10. Be aware that many dealers pack up on Sunday. So buying and selling opportunities are usually limited.

Supporting memberships for those who cannot attend PulpFest 2021 cost \$25.

Children age 15 or younger, accompanied by an adult, will be admitted for free. They must still be registered for PulpFest.

For those members who registered for last year’s convention, unless you requested a refund of your membership fee, your 2020 membership will be honored by PulpFest 2021.

The deadline for advance registrations is Monday, August 15, at 10 PM. To pay for your registration, please send your check or money order to David Cullers, 1272 Cheatham Way, Bellbrook, OH 45305 or use the PulpFest Paypal page found at pulpfest.com/pulpfest-paypal/. If you pay via Paypal, please email your registration information to Jack Cullers at jack@pulpfest.com. You can download a registration form from the “Registration” page on our website.

Registering at the Door

Our registration desk will be open on Thursday, August 19, from 1 to 5 PM, and Friday, August 20, from 9 AM until 4:45 PM. On Saturday and Sunday, the desk will be open during our regular business hours.

If you have prepaid for your membership, you will be able to pick up your convention materials at our registration desk. If you plan to pay at the door, a full weekend membership will cost \$40. You’ll be able to pay for your registration at the door using cash, check, or credit card. If possible, please bring along a pre-filled registration form.

PulpFest Programming

PulpFest is named for pulp magazines — fiction periodicals named after the cheap pulp paper on which they were printed. Over the years, these throwaway magazines have inspired writers, artists, film directors, game designers, and other creators in many ways.

This year, PulpFest will salute the centennial of the best-selling pulp magazine of all time, Street & Smith’s LOVE STORY MAGAZINE. Debuting as a quarterly in the spring of 1921, LOVE STORY’s circulation rose throughout the 1920s until it hit 600,000 by decade’s end, a record that would never be broken by any other pulp magazine. Given the magazine’s success, almost every pulp publisher, at one point or another, would attempt to break into the “love pulp” field. Some attempts would prove successful, while others would disappear after a few issues. None would be able to top LOVE STORY MAGAZINE.



Our salute to LOVE STORY will feature a presentation on the love pulps and romance comics put together by pop cultural historian and longtime columnist for COMICS BUYER’S GUIDE and other publications, Michelle Nolan. We’ll also take a look at some of the top women pulp editors with Laurie Powers, author of QUEEN OF THE PULPS: THE REIGN OF DAISY BACON AND LOVE STORY MAGAZINE.

PulpFest 2021 will also celebrate the ninetieth anniversary of THE SHADOW, A DETECTIVE MAGAZINE, the first pulp largely devoted to a single character. The Street & Smith “hero pulp” debuted in early

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PulpFest 2021 Registration Form

Please cut out, complete front and back, then mail in with your payment.

Please select one:

Registering as General Member _____ Registering as Dealer _____

Your name: _____ Phone number: _____

Street address: _____

City: _____ State: _____ Zip code +4: _____

Email address: _____ DoubleTree room confirmation number: _____

- Advance full-weekend membership to PulpFest if staying at the DoubleTree (with free early-bird shopping) \$35 _____
- At-the-door full-weekend membership to PulpFest if staying at the DoubleTree (with free early-bird shopping) \$40 _____
- Full-weekend membership to PulpFest if staying elsewhere (without early-bird shopping) \$40 _____
- Full-weekend membership to PulpFest if staying elsewhere (with early-bird shopping) \$70 _____
- Single-day PulpFest membership for Friday or Saturday \$20 _____
- Single-day PulpFest membership for Sunday (available only at the door) \$10 _____
- Supporting Membership (includes a copy of The Pulpster) \$25 _____

Selling at PulpFest 2021

All dealers and their helpers must be registered members of *PulpFest 2021*. Additionally, it will cost \$90 for each island table and \$100 for each wall table. Wall tables and positioning within the dealers' room will be sold on a first-come, first-served basis. Our dealers' room holds over 100 six-foot-long tables. Displays will be allowed on all tables as long as they can stand safely. If you have any special needs — electrical outlets, room positioning, early departure or late arrival, and so on — let us know when you register for the convention.

Although the focus of *PulpFest* is pulp magazines and related materials, vintage paperbacks, digests, men's adventure and true crime magazines, contemporary genre fiction, first-edition hardcovers, series books, dime novels, original art, Big Little Books, Golden, Silver and Bronze Age comic books, old-time-radio shows, gaming materials, and film serials, B-movies, and related collectibles will also be available for sale. Sexually explicit material, including *PLAYBOY*, *PENTHOUSE*, and *OUI*, is not allowed.

The *PulpFest* dealers' room will be open to our dealers for setup on Thursday, August 19, from 12 – 5 PM. Access to the dealers' room for unloading and loading purposes will be through the loading area at the ballroom's back entrance. You'll find links to maps for the loading area and dealers' room on our FAQ page.

The dealers' room will also be open to dealers on Friday, August 20, beginning at 9 AM. All dealers are expected to be open for business on Friday by 10 AM. If you are not able to comply, please discuss your needs with convention chairman Jack Cullers. Jack will also make his cell phone number available for those dealers who need unloading assistance or directions. Please contact Jack for additional details.

PulpFest will be using its website and social media to publicize its dealers. The convention will also be promoted through postcard giveaways at book and comic shops, collectibles events, and print advertising in various periodicals. *PulpFest* marketing director Mike Chomko will be contacting all of our dealers about the convention's promotion efforts.

Dealers' Room Hours

Early bird shopping will be from 1 to 5 PM on Thursday, August 19. Only staff, dealers, and early birds will be admitted to the dealers' room during these hours. Due to travel conditions and other contingencies, *PulpFest* cannot guarantee that every registered dealer will be present for early bird shopping.

The convention's dealers' room will be open to everyone on Friday, August 20, at 10 AM and will remain open until 4:45 PM. Saturday's hours will be the same. On Sunday, August 22, the dealers' room will be open from 9 AM until 2 PM.

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1931. Thanks to author Walter B. Gibson, it was very successful. Renamed *THE SHADOW MAGAZINE*, it became a twice-monthly publication in just over a year.

As *LOVE STORY* had done, *THE SHADOW* spawned many imitators: *THE PHANTOM DETECTIVE*, *THE SPIDER*, *SECRET AGENT "X,"* and Street & Smith's own *DOC SAVAGE MAGAZINE* and *THE AVENGER*.

The convention will offer a panel concerning authors Walter B. Gibson, Theodore Tinsley, and Bruce Elliott. Moderated by Ed Hulse, author of *THE ART OF PULP FICTION*, it will feature author Will Murray, artist Jim Steranko, and publisher Anthony Tollin. Our panelists have firsthand knowledge about the creators of *The Shadow*.

Rounding out our Shadow programming will be presentations on *The Shadow* as a multi-media hero; how the character and magazine were promoted over the years; a look at the artists who labored on *THE SHADOW MAGAZINE*; the influence of Houdini on the stories; and a late-night film festival.

Our programming schedule also includes a look at the stories illustrated by the artist Margaret Brundage, presented by Windy City co-founder Doug Ellis. Best remembered today for her sensational *WEIRD TALES* cover art, the 120th anniversary of Brundage's birth occurred on December 9, 2020.

August 26, 2021 marks the 120th anniversary of artist Earle K. Bergey, one of the most prolific cover artists of the 20th century. We'll mark the occasion with a presentation on the artist and his contemporary, Enoch Bolles. It will feature Joshua David Bergey and Jack Raglin, the leading authorities on the artists.

PulpFest 2021 will also have presentations on the work of Edgar Rice Burroughs published by Ziff-Davis and Standard Magazines during the 1940s and on Eva Lynd, a model and actress who worked with some of the leading cover artists of the late twentieth century. We'll also host author readings, signings, and panels. If you're a published writer wanting to learn more, contact afternoon programming director, William Patrick Maynard, at wpm@pulpfest.com.

Check out *PulpFest* on social media:
[Facebook.com/PulpFest](https://www.facebook.com/PulpFest)
[Twitter.com/PulpFest](https://twitter.com/PulpFest)
[Instagram.com/PulpFest](https://www.instagram.com/PulpFest)

CONNECT WITH PULPFEST

Keep abreast of *PulpFest* programming, and find info about our hotel, convention magazine, and other topics at:
PulpFest.com
ThePulpster.com

PulpFest 2021 Auction

On Saturday night, August 21, *PulpFest* will be offering select lots submitted by the convention's membership. All members of the convention can submit items to sell at auction. More information will be available at the convention.

The 2021 Munsey Award

The annual Munsey Award will be presented on Friday, August 20, to a person who has given of himself or herself for the betterment of the pulp community. Excluding previous winners of the Munsey, Lamont, or Rusty Award, anyone in the pulp field can be nominated for the Munsey. Write to Mike Chomko at mike@pulpfest.com for more information.

Book a Room for PulpFest

For our 49th annual convention, *PulpFest* is returning to the DoubleTree by Hilton Hotel Pittsburgh – Cranberry. Nineteen miles north of Pittsburgh, the DoubleTree is conveniently located at the intersection of Interstate 79, the Pennsylvania Turnpike, and State Route 19. If you're flying into Pittsburgh International Airport, the DoubleTree is located about 35 miles from the airport.

Our host hotel is located at 910 Sheraton Drive, Mars, Pennsylvania. For driving directions, click the link under "Map to Hotel" in the sidebar on our website. Parking at the hotel is free.

The best deal for *PulpFest* members is to book a room at the DoubleTree. Our host hotel offers a daily rate of \$129 plus tax. This rate includes two complimentary breakfasts per room and free wifi



Pulp collectors in the *PulpFest 2019* dealers' room

for each day at the hotel. Attendees who don't want to go elsewhere for meals or libations can take advantage of the Ember & Vine, the hotel's world-class restaurant and bar.

Click "Book a Room" on the *PulpFest* homepage to reserve a room. Alternately, you can book a room by calling 1-800-222-8733. You must register by July 27 and mention *PulpFest* to get the convention rate. We urge every member to book a room as soon as possible. The earlier you place your reservation for this year's *PulpFest*, the greater chance you have of landing a room at the DoubleTree.

There are many restaurants near the hotel. Several are within walking distance.

PulpFest 2021 Registration Form continued

If you're registering as a dealer, please provide the following information: (Dealers must purchase a *PulpFest* membership, too.)

Names of partners or helpers: _____

Special needs: _____

Tables: # of wall tables @ \$100 _____ # of island tables @ \$90 _____

Total charge for tables _____

Total amount (front and back) enclosed \$ _____

Please mail to: David J. Cullers
1272 Cheatham Way
Bellbrook, OH 45305

Or if paying via PayPal, email to: jack@pulpfest.com