

The birth of a legend: Radio Control Models and Electronics

I was looking through an Aeromodeller magazine from November 1959 and out fell a loose sheet of paper, sixty years old.

And it was ... (long, irritating TV pause supposedly to raise the tension but actually boring you to tears) ... a flyer for the launch of Radio Control Models and Electronics. And here it is. Yes folks, you saw it here first.

There was a questionnaire on the back asking what type of radio-controlled models you use (aircraft, boats, yachts, cars). It also questioned:

- Do you build your own radio or buy ready-made?
- Are you single or multichannel?
- How long have you done modelling and RC?
- How advanced a flyer are you?
- How old are you?

**A Grand New
Brand New
MONTHLY
MAGAZINE
for
R/C Fans!**



Will YOU support it?

RADIO CONTROL has passed from the development stage to be the obedient servant of growing thousands of modellers—so much so, indeed, that we feel the time has come to test the market for a specialist magazine devoted exclusively to the expanding needs of an enthusiastic public. Already our AEROMODELLER and MODEL MAKER cater for the immense model hobby public and our correspondence carries more letters on r/c matters than any other single subject. Our filing cabinets positively bulge with interesting and informative articles on radio control—far more than we can ever release through the limited space available as a "fair share" in these existing magazines. We have a grand team of experts lined up to cater for the three main classes of radio control

fans: (1) The out and out beginner, who must be led gently through his first designs, by simple step-by-step articles; (2) The middle-man, who is progressing perhaps from rudder only to his first "multi", but still needs some guidance; (3) The expert who knows far more than we do, but would welcome a forum to exchange ideas with fellow experts wherever they may be. Then again, we have on tap, an unequalled group of collaborators and correspondents in all parts of the world, a splendid connection with most of the better known—and some of the lesser—manufacturers of radio control equipment in all countries, plus "blanket" agreements with many controlled circulation publications dealing with our subject in many languages to use their items with due acknowledgement.

All this adds up to the right sort of background to launch what may well be the first "fullsize" publication of this kind in the world. Are there enough of you would-be readers to make it worthwhile? We don't know! But throughout the world there must be getting on for 100,000 of you—if only one-tenth give us their blessing, it will be sufficient encouragement for us to make a start. The kind of magazine we are thinking of will be same page size as AEROMODELLER and MODEL MAKER with presentation much the same. To start with, a maximum of 32-pages and cover including a few pages of advertisements is contemplated, packed full of pictures, diagrams, circuits, news, mainly from the constructional angle, but including informed test reports and reviews of the latest equipment, query columns, experts views, and material for all stages of advancement. To complete the picture, we shall also cover the field of electronics in its special radio control applications. You can have it if you want it—Do you?

YOUR SUPPORT

is solicited at this stage, only to the extent of completing and returning this form—which needs no stamp. It commits you to nothing more than an expression of interest in a proposed new publication. If and when it appears, you can please yourself whether you buy it once, always, or not at all. But, if you do not let us hear from you, we can only assume lack of interest and must defer its launching. By giving us your name and address you assist by enabling us to "zone" interest which may help us in later distribution; your form is completely confidential.