



Mythopoeic Society

mythLORE

A Journal of J.R.R. Tolkien, C.S. Lewis,  
Charles Williams, and Mythopoeic Literature

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Volume 13  
Number 3

Article 1

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4-15-1987

## Editorial

Glen GookKnight

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### Recommended Citation

GookKnight, Glen (1987) "Editorial," *Mythlore: A Journal of J.R.R. Tolkien, C.S. Lewis, Charles Williams, and Mythopoeic Literature*: Vol. 13 : No. 3 , Article 1.

Available at: <https://dc.swosu.edu/mythlore/vol13/iss3/1>

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## Mythcon 51: The Mythic, the Fantastic, and the Alien

Albuquerque, New Mexico • Postponed to: July 30 – August 2, 2021





# Editor's Opening

Glen GoodKnight

At the time this is being written, approximately 20% of the readers have participated in the Mythlore Questionnaire that was included in the last issue. My sincere thanks to all who gave this much appreciated feed-back, and I urge those who haven't to do so. The more who participate, the more we can clearly understand the readers we seek to serve. Here are the results so far. Age range: under 18 years - 3.09%, 18-25 years - 9.27%, 26-33 years - 20.61%, 34-45 years - 40.20%, 46-60 years - 17.52%, 60+ years - 9.27%. From this it is evident that we have a mature readership, many of whom were in their teens and twenties 20 years ago, when the Tolkien phenomena and the renaissance of fantasy occurred. The Society needs to reach out to those who are in that age range now, so that we can continue to vigorously serve our interests for the next twenty years. Let's regard this not as a problem, but a challenge!

In rating the features on a scale of 1 to 10 (10 being the highest) not everyone rated each feature, so I have given two columns of figures, both carried to the second decimal point. The first column shows how a feature rated by those who rated it; the second column indicates the percentage of those who sent in the Questionnaire and rated that particular feature.

Art	7.38	87.62%
Articles	8.01	80.41
Reviews	8.22	88.65
Inklings' Bibliography	7.95	87.62
Editorials	7.93	85.56
Mythopoesis	7.24	67.01
Tales Newly Told	7.43	74.22
Quenti Lambardillion	7.76	70.10
Cavalier Treatment	7.12	67.01
Poetry	6.29	74.22
Letters	8.87	72.16
Panel Transcripts	7.30	74.22
Interviews	7.12	81.44

Letters are the most favored feature, and judging from those in this issue, one might well see why. I urge you to share your thoughts through the Letters column. May its number of pages grow. Reviews are also quite popular, and I am pleased to see more people writing them. If you do not have the inclination to write an article, the Letters and Reviews may be a place where you can share your thoughts. Right now we are seeking more articles not only on Tolkien, Lewis, and/or Williams, but also on the mythologies and writers that preceded them and influenced them. We are also interested in newer writers that share the Inklings' tradition or have been influenced by them. Pens, typewriters, and word processors up and onward!

Over the last two years our number of subscribers has dropped about 20%, which is not good news. For over three years there have been no funds budgeted for paid advertising. While one cannot make a one for one comparison, I do feel there is a definite relationship between these two facts.

The Questionnaires reflect an overall very positive response from you the readers. There are no

great outcries of dissatisfaction, but rather warm praise. It is not Mythlore's content that is the problem, but the need for spreading the word about what we are and have to offer. As Editor, I turn to you for the very real and substantial help you, the individual reader, can give.

## What YOU Can Do

1. Use the enclosed flyer. Do not use it as a personal renewal form, but make good quality xerox copies of it for posting and distribution. More are available on request.

a. Post them in speciality bookstores (SF and Fantasy stores, Logos, etc.).

b. Post them in libraries and English departments.

c. Give them to friends, instructors, librarians, groups.

d. Take them to conferences and conventions. Again, more are available.

2. If you are a faculty member, request your institutional library to subscribe. This is about the only way this can be done. If you know a faculty member, ask him or her to make the request. (A number of readers first learned about Mythlore by discovering it in a library.)

3. Urge the public libraries in your area to subscribe.

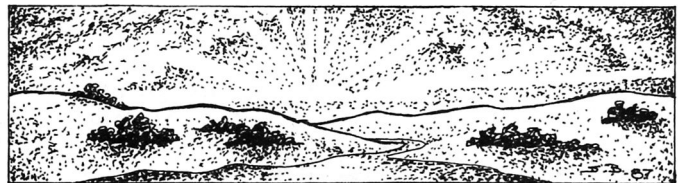
4. If you are an instructor or a student in a class that touches on the Society's interests, take the appropriate opportunity to show and/or discuss Mythlore and/or post or pass out copies of the flyers.

5. Ask at least one friend to subscribe, or give a gift subscription. For each new subscription for an individual or library, you can receive a one issue extension of your subscription, if requested.

6. Become a Mythlore Benefactor by making a tax-deductible contribution.

7. Let me know of other ways in which you the readers can help spread the word.

With an increased number of readers, much more can be done financially both in promoting Mythlore, and improving its contents. We are a very special group of people, as well I know, and we can turn this challenge into tangible rewards if we all work together and actively do our part.



Finally, I turn to you in another way. 1987 is the Society's 20th anniversary, and the next issue will be numbered 50. It will be a special issue. I invite you to share with the rest of us your thoughts on both what the Society has and does mean to you, and why you personally like Mythlore. These comments need not be long, but to the point. I would like to print as many of them as possible in the next issue. 20 years and 50 issues! I did not foresee we would come this far, and feel both humble and very proud to be associated with all of you, whether you are a recent member or go back to the beginning. We can look forward to the next 13 years; for you up on your hobbit lore, the year 2000 will mark the Society's 33rd birthday. . . .