

Journal of the International Map Collectors' Society

AUTUMN 1989 Volume 8 ISSUE No.8 [CN38]

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Copy and other material for our next issue (Winter) should be submitted by **21st October 1989**. To facilitate the gathering of material, all items for **editorial** use should be sent to the Editorial Liaison Officer, Yasha Beresiner, InterCol, 1A Camden Walk, Islington Green, London, N1 8DY. Tel. 01 354 2599. **Advertising** copy, artwork, etc., should be sent to the Advertising Manager, Warwick Leadlay, Gallery, 5 Nelson Road, Greenwich, London, SE10 9JB. Tel. 01 858 0317.

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From the Editor

STRICTLY speaking, an editor should be responsible only for the editorial content of a publication; the duties of an advertisement manager covering the gathering of advertisements. On the other hand, the life-blood of commercial publications depends on advertising, and therefore an editor must show a great deal of interest in the welfare of his advertisement department. Without advertisements, the editor would be out of a job!

This **Journal** is, of course, not a commercial one in the strict sense, since it is the organ of a society. However, advertisements are vital to its operation. In the first place, advertising in IMCoS

Journal carries useful information to the membership, and secondly, the revenue derived helps to keep down the level of subscription charges.

The IMCoS **Journal** has an efficient advertising department run by Warwick Leadlay, and advertising is at a very respectable level. However, we could always use more advertising. More revenue would allow us to produce a bigger and better IMCoS **Journal**. If you are a map dealer yourself, or if you have map dealer friends who are not advertisers, you could help the Society considerably by advertising, or exerting a little gentle pressure on a friend!

GEORGE BEAL