

## THE NEXT ALPINE JOURNAL

ON the basis of advice from the Honorary Editor, and in consultation with his predecessor, the Committee of the Alpine Club in 1968 gave careful consideration as to what, if any, changes were now needed in the *Alpine Journal* to meet the current requirements of members and the wider mountaineering public. It reaffirmed the existing policy of maintaining the highest possible quality *Journal* with the twin aims of representing the British mountaineering effort throughout the world while remaining a source of high authority on mountaineering activity and knowledge more generally.

Following experience of the merger of the Alpine Club and the Alpine Climbing Group, a fundamental question for consideration was whether the Club should continue to publish two numbers of the *Journal* annually, in addition to *Alpine Climbing* (the A.C.G. Bulletin). After very careful consideration the Committee decided in favour of a measure of rationalisation and accordingly recommended to the Club in July that as from next year each member should receive an *Alpine Journal* of about 360 pages text and photos, but in a single volume; and also, free of charge, *Alpine Climbing* an attractive glossy magazine with up-to-date information on alpine climbs, at present costing 5s.

While the Committee recognised the force of tradition behind the present system of publishing the *Journal* in two separate numbers it concluded that a move to a single volume would have the following important advantages:

- (a) It would enable the reader to see the whole year at a glance in a single comprehensive volume, fully illustrated, and with greatly expanded coverage of climbs and expeditions throughout the world.
- (b) As it would be published in May, the Editors could be active in the mountains for the rest of the summer, thus enabling them to keep abreast of developments and lay the foundation for a fully up to date and comprehensive *Journal* in the following year. At present this is hardly possible as the November number goes to press in August, thus involving both Editors and contributors in *Journal* work during the best climbing months of the year.
- (c) There would be financial savings on binding and distribution which could be devoted to other desirable Club or *Journal* purposes, such as increasing the size of the *Journal* illustrations and having an attractive photographic cover.

- (d) It would be possible to reduce the price of the *Journal* (soft cover) for non-members from the present £2 2s. a year to £1 15s., and for members, from £1 13s. to £1 5s., a rate which is also being extended to members of British Mountaineering Council Clubs as an experiment. This should in turn help to stimulate sales as also should (a).
- (e) As each issue would be a volume in itself with index bound in, there would be no need to have it re-bound, except to continue an existing binding series.

In order to improve the financial position of the *Journal* (which has been costing the Club about £1,300 a year, or £2 per member, in recent years), the Business Editor (R. G. Pettigrew) will also be seeking to increase both sales and advertising revenue through a planned campaign with several new features. This will, however, probably do no more than offset the steady increase in printing costs.

The Committee emphasised that in proposing these changes its objective was to continue to provide the best possible service in the form of an up-to-date and well-illustrated *Alpine Journal* of the highest quality, in keeping with the best traditions of the Club. It expressed confidence that the new single number would achieve this.

These proposals were approved by the Club at a meeting on October 15, 1968 and the next number of the *Alpine Journal*, to be published in May 1969, will accordingly be an expanded single number on the lines proposed above.

Individual subscribers are invited to note the reduction in the annual price to £1 15s. (£1 5s. for members of B.M.C. Clubs) and to amend their subscriptions accordingly.