

Editorial

THE number of subscribers to *Britannia* has continued to grow during the past year, though at a rate somewhat slower than was hoped for. The total at the time of going to press is 1,350, but since quite a number of subscribers pay either the joint rate (for both journals published by the Society) or the reduced students' rate, and since a proportion of all subscriptions is inevitably used for the Society's administration and for the Library, the sum available from this source for *Britannia* is less than £3,000. The bill for Vol. II, however, was in excess of £5,000. The deficit was met partly by grants supporting particular articles, partly by special subventions made specifically to cover *Britannia's* initial three years, and partly from the Society's own reserves. The last two sources are by nature short-term, and in the preparation of Vol. IV we shall have to pay more regard to economics.

Various measures may be taken. The Society has already passed a resolution to increase the subscription, and we print below part of the Hon. Treasurer's statement about this which was circulated at the Annual General Meeting. The hard facts there set out seem inescapable, and it is to be hoped that our members will continue their support despite the increase. As the Hon. Treasurer remarked at the A.G.M., when worked out in terms of the price of cigarettes consumed per annum the increase is not outlandish. The subscription was last raised in 1966: it would be well to consider how much individual incomes have risen since then.

Secondly the need to bring in new subscribers remains outstanding. There must be many people interested in archaeology who have not yet seen *Britannia*. To reach this potential market, leaflets advertising *Britannia* and its contents have been made available at a large number of museums and at sites controlled by the Department of the Environment—a courtesy for which our gratitude is due to all those concerned. But existing members can also do much to help our publicity.

Finally the Editorial Committee has been exploring the possibility of cheaper methods of printing. Unfortunately these tend to involve a lower standard of half-tone illustration than is acceptable, and because proof-corrections have to be seriously reduced they also necessitate a rather higher standard of preparation of final typescripts than many authors seem able to reach. But it appears inevitable that, as printing costs rise ever more astronomically, traditional methods of publication will become so expensive that changes will have to take place.

Isolated criticism of *Britannia* has been voiced on the grounds that it is too insular a publication. The Editorial Committee does not accept this criticism, for on the one hand our aims were clearly stated on p. xv of Vol. I to include western provincial archaeology in general (and Vol. I contained a paper dealing with one aspect of precisely that); while on the other a central publication for Roman Britain was felt to be called for: *JRS* continues to publish archaeological papers

dealing with other parts of the empire. Yet it remains true that students of Roman Britain neglect the broader background at their peril. One of our aims must be to help them—by reviews and otherwise—to keep abreast with the advance of knowledge elsewhere.

Here we may draw attention to the last three issues of the *Saalburg Jahrbuch*, one of the principal publications for Roman Germany. The main contents of Vol. xxvi, 1969 (38 DM) are a fully illustrated account and classification of metal finger-rings in Free Germany during imperial times by C. Beckmann, and two articles on military iron-work, one of them describing the large hoard of weapons and tools found at Künzing in 1962. Vol. xxvii, 1970 (32 DM) carries an interesting account (by A. Bohme) with distribution-maps of British *fibulae*, mainly of dolphin and trumpet types, found on the German frontier. They were undoubtedly carried to the continent in troop-movements, and in this connection the dolphin brooch from Hesselbach is particularly important, for the type was obsolete by c. 144 when the garrison of Brittones is attested there. It used to be supposed that these Brittones were enlisted by Lollius Urbicus in southern Scotland and transferred abroad. But this brooch, taken with the history of Hesselbach as revealed by Baatz's excavations, suggests that British *numeri* arrived earlier. Can they have been enlisted by Agricola or his successor? A second article, by H. Schonberger and B. R. Hartley, studies the samian potters' stamps from the small earth fort at the Saalburg and, largely on evidence derived from sites in northern Britain, shows that it cannot have been replaced by the cohort-fort before the very end of Hadrian's reign, A.D. 135 at the earliest. The date of this event is crucial in German archaeology because of the associated finds. Further papers of more than local interest deal with carrot-shaped amphorae, and with the iron mask of a cavalry parade-helmet from Echzell; and there are two substantial articles in English (i) by Colin M. Wells on the supposed Augustan base at Augsburg-Oberhausen, showing the mythical character of this 'legionary fortress' and (ii) The Roman Military Medical Service by R. W. Davies. Vol. xxviii, 1971, contains reports on excavations at the military sites of Ladenburg, Hainstadt and Regensburg and on finds from Inheiden, together with an important article on plant-remains from two sites at Mainz and their links with other finds. These volumes, then, contain much of interest for archaeologists outside Germany. *SJ* is published annually at 44 DM, and can be ordered from booksellers or direct from the publisher, Walter de Gruyter and Co., Genthiner Strasse 13, 1 Berlin 30, Germany.

We have been asked to correct the reference in the editorial of Vol. II to the desirability of depositing archaeological records with the National Monuments Record in London. There are, of course, three National Monuments Records. Field records and news sheets relating to sites in Scotland should be sent to the N.M.R. of Scotland, 52 Melville Street, Edinburgh EH3 7HF. The N.M.R. for Wales and Monmouthshire is housed at Edleston House, Queen's Road, Aberystwith, Cardiganshire, SY23 2HP. Only records relating to English sites should go to the London office, whose new address, since 1972, is Fortress House, 23 Savile

Row, London W1X 1AB. We are glad to make these facts known more widely, and to express the hope that all three will soon be provided with the staff necessary to make their collections of archaeological records as effective as their architectural collections already are.

The discussion in the same editorial of the marking of finds has brought the suggestion from one reader that we should publish a key to markings. But the compilation of such a list would be an impossible task: the proper conclusion is surely that the markings themselves should always be self-explanatory.

APPENDIX: FINANCIAL FORECASTS FOR
1973-77 AND THE CASE FOR AN
INCREASE IN SUBSCRIPTIONS

MEMORANDUM BY THE HON. TREASURER

I. Introduction: Purpose of Memorandum

1. The purpose of this Memorandum is to explain the calculations on which I based the forecasts of expenditure and true income (i.e. income excluding external grants) for 1973 to 1977 in the printed memorandum circulated with the Agenda for the Annual General Meeting, 1972; and to amplify the reasons which have led the Council to the conclusion that a 50 per cent. increase in subscriptions from 1 January 1973 is necessary.

2. The forecasts for 1973-77 take the approved estimates for 1972 as a base, with projections reflecting the trends shown since 1966, when the subscription was fixed at £3. On the basis of true income we ran into deficit in 1970, though this was more than offset by special grants for the launching of *Britannia*. In 1971, however, we had an overall deficit of £673, even after taking into account external grants. The approved estimates for 1972 show a further expected deficit of £2,056 overall; making, with the actual 1971 deficit, an estimated accumulated deficit of just over £2,700 at the end of 1972.

II. The Period 1973-77: (A) Expenditure

3. (i) *Publication Account.* It is impossible to be certain at what rate the rise in costs will continue. At present it seems to be running at about 10 per cent. p.a. in the printing and publishing business. Though we all hope the gradient will flatten out, we cannot be certain; and for the moment it seems prudent to assume, for purposes of estimating, that there will be a continuing cumulative rise of 10 per cent. p.a., starting from £11,500 (the estimated gross figure for 1972); but then setting off in each year the items which are normally shown in the Accounts as deductions, which in 1971 amounted to about £2,000. This gives the following pattern:

	£	—	say	£
1973	12,650	gross	10,650	net
1974	13,915		11,915	
1975	15,306		13,306	
1976	16,837		14,837	
1977	18,520		16,520	

(ii) *Administration.* This account has increased from £1,252 in 1966 to £2,408 in 1971. The graph is irregular, but the percentage increase on the base of £1,252 is almost

exactly 100 per cent. over six years, or on average about £200 a year. The estimate for 1972 is £2,500; and starting from this base a projection might be:

	£
1973	2,700
1974	2,900
1975	3,100
1976	3,300
1977	3,500

(iii) *Library Expenses*. Here the pattern of increase has been steadier, from £1,509 in 1966 to £2,860 in 1972 (estimate). The rate of increase has been about £200 a year average, but the 1971 and 1972 figures include certain appropriations which will probably not be available in future years. We might perhaps assume that for 1973 the figure will be £3,200, giving the following projection:

	£
1973	3,200
1974	3,400
1975	3,600
1976	3,800
1977	4,000

(iv) *Subscriptions and Grants*. This heading is under our own discretion according to what we have available. It has remained pretty steady (minimum £64 in 1970: maximum £194 in 1969). I have included a flat rate of £150 p.a. for 1973 to 1977.

(v) *Synoptic forecasts of Expenditure, 1973-77*. Although the above figures are in places little more than guesswork, owing to the many imponderables, the synoptic picture would thus be:

Heading	1973 £	1974 £	1975 £	1976 £	1977 £
Publications (net)	10,650	11,915	13,306	14,837	16,520
Administration	2,700	2,900	3,100	3,300	3,500
Library Expenses	3,200	3,400	3,600	3,800	4,000
Subs. and Grants	150	150	150	150	150
TOTALS	16,700	18,365	20,156	22,087	24,170

(B) *Income*

4. The estimate of our true income for 1972 is £12,350, excluding the interest from the I. D. Margary Fund Investments which is transferred to the Publications Account (*JRS*) and offset against the gross expenditure figure. It is reasonable to assume some increase from additional sales to the public and from new membership subscriptions at the existing rates. Unfortunately one cannot predict the exact mixture of the ingredients. Some may be libraries taking both journals (our most lucrative customers, at £6 each); but many will be Student Associates taking only one Journal at £1.50 each. It takes 333 new members at ordinary rates to yield £1,000 a year. Moreover, the income from Kraus Royalties (included in the 'Sales' figures) is bound to decline over the years. I do not think it would be prudent to budget for more than £750 extra each year from additional sales and new subscriptions at present rates. This would represent 250 new contributors averaging £3 each.

5. In regard to sales to members of the public the Council at its Meeting on 18 April considered a new proposition namely that copies of either Journal might in certain circumstances be sold at a reduced price to students who do not qualify for Associate membership. (The cost to adult members of the public is at present £4.) A

separate draft Resolution on this subject is before the Annual General Meeting under another item of the Agenda. If this Resolution is passed there will be a certain extra income from this source during the latter part of 1972 and in future years; but it is impossible at this stage to give any estimate and the amount will be marginal. [*Note: this Resolution was passed—Editor.*]

6. Similarly I do not think it is possible to include any provision for increased income from investments in the near future. The yield in 1971 showed a further decline as compared with 1970. Even including the interest on the I. D. Margary Fund Investments the income from investments only amounted to about 16 per cent. of our true income and any foreseeable increase can have but a marginal effect on the budgetary position of the Society.

7. If the expenditure figures given in paragraph 3 are at all realistic, and if we allow an increase in income of £750 each year from increased sales and new subscriptions at present rates starting from £12,350 in 1972, we get the following pattern:

YEAR	ESTIMATED EXPENDITURE £	ESTIMATED TRUE INCOME £	GAP £
1973	16,700	13,100	3,600
1974	18,365	13,850	4,515
1975	20,156	14,600	5,556
1976	22,087	15,350	6,737
1977	24,170	16,100	8,070

These figures cannot of course be regarded as firm calculations: but they give some guide to our objective. It seems abundantly clear that the gap cannot be closed merely by expansion of sales and new subscriptions at present rates.

8. The next Table shows how, over the years, the ratio between (a) net cost of publication and income from sales and subscriptions, and (b) net cost of publication and income from subscriptions alone, has varied. The declining proportion which income from subscriptions bears to cost of publication is very marked, though some improvement is estimated for 1972.

1	2	3	4	5	6
<i>Year</i>	<i>Publication Cost</i> £	<i>Sales and Subs.</i> £	<i>Col. 3 as % of 2</i>	<i>Subs. only</i> £	<i>Col. 5 as % of 2</i>
1966	3,674	6,274	170·77	3,219	87·61
1967	3,931	6,232	158·53	3,310	84·20
1968	4,345	8,802	202·57	3,564	82·03
1969	4,610	8,634	187·29	3,281	71·17
1970	9,422	8,939	94·87	4,818	51·13
1971	9,577	10,464	109·26	4,855	50·69
1972 (est.)	9,731	11,000	113·04	5,500	56·52

III. Recommendations

9. In the light of these figures and forecasts I think the case for an increase in subscriptions is incontrovertible if we are to continue to publish both Journals as high-quality productions, which is what I am sure we all hope will be practicable. The 'pivot' on which any revision must turn is the amount payable by an Ordinary Member for a single Journal: the other rates can be related to that. In formulating the recommendations which follow in paragraph 10, I have, with the approval of the Council at

its Meeting on 18 April, worked upon certain assumptions which, however, are not sacrosanct but are open to question by Members. Apart from the basic assumption which underlies the whole Memorandum (namely, that both Journals will be continued) I have assumed:

- (i) That both Journals should continue to be identically priced, with a reduction for Ordinary Members who take both.
- (ii) That Student Associates, though still paying less than Ordinary Members, should not receive Journals at less than cost of production (now just over £2 each Journal).
- (iii) That if sales to students not eligible for Associate Membership are approved at reduced price, the price charged should be equated with the Student Associate rate of subscription.
- (iv) That if the subscriptions have to be raised the increase should be sufficient to last unchanged for at least five years.

The last of these assumptions is, perhaps, the most debatable, as it could be argued that to increase the subscriptions now would to some extent prejudice a decision next year about the future of *Britannia*. But some increase is necessary anyhow, if we are to make good the 1971 actual deficit and the 1972 estimated deficit, aggregating £2,734: and it is the Council's view that it would be a mistake, presentationally and psychologically, to have to seek increases two years in succession. They therefore prefer the longer-term solution to taking two bites at a cherry.

10. Working, then, on these assumptions I have prepared the table below, to show two comprehensive plans for a revision of subscription rates. Plan A involves a 33 $\frac{1}{3}$ per cent. increase; Plan B 50 per cent. The calculations are based on the membership of the Society, in different categories, as at 31 December 1971, and sales during 1971.

Category	Plan A			Plan B	
	Present Rates	New Rate	Extra Yield	New Rate	Extra Yield
	£	£	£	£	£
<i>Ordinary Members</i>					
(a) Single Journal (1394)	3.00	4.00	1,394	4.50	2,091
(b) Both (285)	5.50	7.33	523	8.25	784
<i>Life Members (2nd Jnl.) (15)</i>	3.00	4.00	15	4.50	23
<i>Libraries</i>					
(a) 1 Journal (770)	3.00	4.00	770	4.50	1,155
(b) 2 Journals (171)	6.00	8.00	342	9.00	513
<i>Student Associates</i>					
(a) 1 Journal (194)	1.50	2.00	97	2.25	145
(b) 2 Journals (extra cost) (14)	3.00	4.00	14	4.50	21
<i>Sales to Public</i>	4.00	5.00	1,250	5.50	1,875
TOTALS: EXTRA YIELD			£4,405		£6,607

11. In paragraph 7, dealing with expected income at present rates, I postulated an annual increase of £750 from new membership and increased sales. If the same scale of increase is assumed but at the new rates suggested above there would be a further

additional income of $33\frac{1}{3}$ per cent. or 50 per cent.—i.e. an additional £250 or £375—according to whether Plan A or Plan B is adopted. We can thus arrive at a final Table giving the following pattern for 1973 to 1977:

Year	Gap to be covered (para 8)	PLAN A		PLAN B	
		Yield (paras 10 and 11)	Surplus or Deficit	Yield	Surplus or Deficit
	£	£	£	£	£
1973	3,600	4,655	+1,055	6,982	+3,382
1974	4,515	4,905	+ 390	7,357	+2,842
1975	5,556	5,155	— 401	7,732	+2,176
1976	6,737	5,405	—1,332	8,107	+1,370
1977	8,070	5,655	—2,415	8,482	+ 412

12. I have shown the effect of both Plans in the above Tables; but only, I fear, to demonstrate that Plan A, involving a $33\frac{1}{3}$ per cent. increase, would be quite insufficient to meet our needs. In the first year Plan A would yield considerably less than half the surplus needed to make good the accumulated deficits of 1971 and 1972. Moreover, the increase in expenditure would overtake the increased yield in the third year, and by the end of the quinquennium we should be running at a deficit of over £2,400. We shall, no doubt, continue to receive some external grants—say, perhaps £650 a year—but the Society ought not to be dependent on outside grants for solvency. Plan B, on the other hand, allows a margin of about £650 in the first year after making good the 1971 and 1972 deficits; and keeps us a little ‘ahead of the game’ throughout the whole quinquennium. The margin in the fifth year will be small; and we shall have to store our grain during the earlier fruitful years.

13. I am, therefore, with the Council’s authority (Meeting of 18 April) seeking the approval of the Annual General Meeting to put into effect Plan B, as set out in paragraph 10 above, from 1 January 1973. If the proposal to sell Journals to school pupils at reduced cost is also approved, this would come into force immediately, the charge for one Journal (at choice) being £1.50 for the remainder of 1972 and thereafter £2.25, equated with the new subscription rate for Student Associates. I am sorry to have to ask for a 50 per cent. increase in subscriptions: but this will be the first increase since 1966. It is something to have been able to maintain stability over seven years in spite of the inflation which has affected the Society in all aspects of its expenditure just as it has affected the individual member personally. Averaged out over these seven years it represents a rise of 7 per cent. a year.

HILTON POYNTON, *Hon. Treasurer*

20 April 1972