

EDITORIAL

Readers of this volume will have noticed a few changes in the Natural History Bulletin. These changes are intended to improve the financial status of the Bulletin, increase its circulation, and increase its attractiveness to subscribers. We hope to maintain the quality of articles printed each year, and increase it in the long run.

One important change is an increase in the number of editors, in order to relieve the Editor-in-Chief of much of the busy-work associated with bringing out the Bulletin and to broaden the fields of expertise represented.

For decades the Bulletin has been generously supported financially by the Siam Society, although its circulation among Society members is not alone sufficient to justify its printing costs. Its outside circulation consists mainly of library exchanges with institutions in foreign countries; there are relatively few paying subscribers who are not members of the Society. Little attempt has been made in the past to cultivate such subscribers, the Society not being a large enough operation to employ a business manager for its two journals. The Managing Editor has taken on some "business manager" responsibilities in an attempt to make the Bulletin more available to non-members who wish to subscribe. Like every other scientific or non-scientific journal trying to stay in the black, we are now even doing some advertising by mail. Our readership is slowly growing and should have a capacity for much further increase. We regret that in the past many would-be subscribers have either not known about the Bulletin or have had difficulties in maintaining standing subscriptions.

In order to better satisfy our subscribers and contributors we intend to print two issues, "Summer" and "Winter", per year, providing a sufficient number of suitable manuscripts are available. This policy was begun with the present 1982 volume. The deadlines for revised manuscripts will be April and October.

The quality of paper used in the Bulletin has been improved with this volume. This has increased printing costs by about 30 percent, but some of this has been saved by using a wider page format, as is used in the Society's Journal.

The Council of the Siam Society approved in late 1982 an increase in the subscription price for non-members to 300 baht, or U.S. \$15.00, per year, including postage. This scarcely calls for an apology, as the price is still quite low for what we are producing by international standards. The overhead costs of managing the Bulletin

are covered by the general operating funds of the Siam Society. We will maintain the lower price of 150 baht for student subscribers.

We urge all of our subscribers to send us any suggestions about how we may better serve their needs or produce a more interesting journal. The Bulletin has the stability and the resources to become a more important regional journal in its broad and vital areas of interest.

"Natural history" has grown into a broader field of study than it was in the early days of the Bulletin. We still need the traditional type of natural history more than ever, but, while we focus on nature, we are also concerned with man's interactions with it. Our goal is to learn to maintain a place of harmony and persistence within nature.

The Editors