

CORRESPONDENCE

To the Editor of the *Alpine Journal*.

DEAR MR. EDITOR,

The Menace of Sky-writing

Some correspondence last year in the *Daily Telegraph* indicated that the writing of advertisements by aeroplane is likely to become more and more prevalent, unless it can be stopped. There is a London firm which has no compunctions about using the sky as an advertisement hoarding. Obviously this is a matter of very deep concern to all lovers of unspoilt nature—not least, I hope, to mountaineers. In course of time, all the mountain regions within easy reach of the commercialised countries—Alps, Himalaya, Andes, Rockies—will be in danger of being thus profaned.

Could we endure seeing our favourite mountains against a background of the most mundane advertisements, especially as we well know that such advertising is quite unnecessary to human welfare, its real purpose being to enrich people who already are too rich, and who, moreover, have at their disposal countless places at ground-level where they can advertise their wares?

Will not those members of the Club who have influence in public affairs make an 'all-out' effort to have sky-advertising made illegal? And if a Bill to forbid it is at any time brought before Parliament, shall we not all urge our M.P.s to vote for it?

Even in Britain, the thing would be an abomination; for the sky with its natural cloud-formations (often so wonderful) is a priceless part of our heritage. But it would be much worse still in the countries where great mountains exist; and therefore I venture to beg members who are citizens of those countries to take similar action there.

And the effort need not, of course, be confined to mountaineers, fitting though it is that we should take a leading part in it, the support of artists (real ones, I mean!), and of others who care for natural beauty, might be enlisted. The co-operation of the British National Trust should be sought.

Surely the progressive 'locking out' of Nature by man is a thing that ought to be fought by every means at our disposal, except where it is really necessary to human welfare. Unfortunately, energy and enthusiasm seem to be displayed almost entirely by the greedy commercialisers, to whom nothing is sacred. Those of us who care for unspoilt nature ought to exert ourselves far more to preserve it.

Yours truly,

(Signed) C. R. P. VANDELEUR.