

EDITORIAL SECTION

HOW SHOULD MOSQUITO NEWS BE REORGANIZED?

FOREWORD

Beginning with the first (March) number of the 1945 volume, it is planned to make substantial changes in the format and the coverage of Mosquito News, so that for its important and otherwise unoccupied field it may take its proper place among the best scientific and technical periodicals of its kind.

The Editor, as Chairman, would welcome for consideration by the Publication Committee, suggestions from members of the Association concerning details of all kinds which might make Mosquito News most useful to themselves and to the important public service they perform, or to the performance of which they may contribute.

Members of the Association, **Mosquito News** is your own official journal. What form do you wish it to be given; and what special services do you wish it to perform? Within available resources, your Committee will strive to make it as useful and as truly representative of your wishes as possible.

HISTORICAL NOTE

Mosquito News was started in March, 1941, by the then Eastern Association of Mosquito Control Workers.

The E.A.M.C.W. was organized in 1935 to meet as effectually and tactfully as possible, the irresponsible crusade against mosquito control work which was then being carried on as a campaign of "conservation" by a seemingly incongruous alliance between organized groups of gunners, and of uninformed and obviously misled, but enthusiastic amateur nature lovers.

The Association proved to be mutually advantageous, and was continued; and with the publication of Mosquito News, applications for membership began to come from other regional areas, until at the beginning of 1944 the following 31 states and territories, and 7 foreign countries were represented.

Foreign Countries Represented

Australia	Cuba	Venezuela
Canada	England	
Columbia, S. A.	Haiti	

States, Territories, etc. Represented

Alabama	Indiana	New York
Arkansas	Iowa	Ohio
California	Kansas	Oregon
Canal Zone	Louisiana	Pennsylvania
Connecticut	Massachusetts	Rhode Island
Delaware	Maryland	Tennessee
District of Columbia	Minnesota	Texas
Florida	Mississippi	Utah
Georgia	Missouri	Virginia
Hawaii	Montana	
Illinois	New Jersey	

Since the membership had thus become nation-wide, at the annual meeting in March, 1944, it was decided to reorganize the Association as the

American Mosquito Control Association, with Mosquito News continued as its official journal.

At that time, the first (March) number of volume 4 (1944) was off the press; so it was decided to complete volume 4 in its present form, but to reorganize Mosquito News beginning with the first (March) number of volume 5 (1945) in such a manner that it might take a place among scientific and technical journals, corresponding to the place of the National Association it represents among similar organizations.

**Association Members' Preview
of
ITEMS FOR CONSIDERATION**

at a
Meeting of the Mosquito News Publication Committee
To be held at on

General Topics

- A. Plans for the Future Form of Mosquito News.
- B. Financial Ways and Means.
- C. General Policies.

Basic Propositions

I. Income from advertising is necessary for maintenance of Mosquito News at maximum usefulness.

II. Substantial income from advertising will be forthcoming only if the numbers and the market quality of the member-subscriber-reader list should prove attractive to advertisers.

The narrower the range of interests represented by this list, the fewer will be the advertisers who might care to reach the limited market so represented, regardless of the numbers involved.

With a broader sense of more varied interests, and a sufficiently large member-subscriber-reader list, the potential market for the sale of advertising space would be correspondingly increased.

III. The probable maximum size of the membership list available to the American Mosquito Control Association, and of the subscriber-reader list available to Mosquito News, will depend upon the governing policies of the Association; upon the policies which will determine the scope of the interests to be served, and thus the diversity of market requirements and the aggregate numbers of interested individuals who may provide the base for any such member-subscriber-reader list.

Breakdown of Items for Consideration

Plans for the Future Form of Mosquito News.

1. The general "lay-out" must be made equal to the best.
2. The contents must be increased in scope, in volume, and in appropriate variety.
3. Tentative plan for Contents suggested as a basis for discussion:
Index to Advertisers.
Contents.
Special Articles.

- Personal Notes and News.
 Technical Notes and News.
 Items and Events of Interest to Mosquito Control Workers.
 Discussion (Members forum. Letters to the Editor, etc.)
 Editorial Section.
 Biographical Notes.
 Obituaries.
 Proceedings of the Association.
 Proceedings of Regional Branches.
 List of Members (In one number of each volume).
 Book Reviews (Books of Interest to Mosquito Control Workers).
 Abstracts (Of significant articles published elsewhere).
 Bibliography (List of articles of interest to mosquito control workers).
 Index to Mosquito Control Workers (In one number each year).
 Index to Sources of Supplies (In each number) (Advertisers, and commercial subscribers to be indicated by special type).
 Comments and additional suggestions are urgently requested.
4. Advertising pages to be numbered in Roman numerals: I, II, III, IV, V, —
 5. Text pages to be numbered in Arabic numerals: 1, 2, 3, 4, —
 6. Mosquito News must be made easier to read.
 7. Larger type is imperative.
 8. Readableness can be secured:
 - (a) By more open (leaded) spacing of type.
 - (b) By shorter lines (by a two column page).
 9. A two column page would require a larger page size.
 10. The two column page is said to be the most economical to publish, as well as the easiest to read.
 11. Galley proof must go to contributors as in standard publication routine.
 12. Reprints must be made available to contributors at least at reasonable rates.

Comparisons

Mosquito News, is now a small octavo in size, with a one column page, printed in 8 point type not leaded. **Is very difficult to read**, because of the long line of compactly set small type.

Journal of the National Malaria Society, is a standard octavo in size, with a one column page, printed in 12 point type, not leaded. **Is very easy to read**, because of the exceptionally large type.

Proceedings of the New Jersey Mosquito Extermination Association, is a standard octavo, with a one column page, printed in 10 point type not leaded. **Is difficult to read**, because of the long line of compactly set type.

Journal of Parasitology, is a large octavo, with a one column page, printed in 10 point type leaded with a 2 point lead, and in 8 point type leaded with a 1 point lead (or with type bodies correspondingly larger than the type face). **The former is not too difficult to read; but the latter is very difficult to read**, because of the long lines.

American Journal of Public Health, is a large octavo, with a two column page, printed in 10 point type with a 1 point lead (or with the type body correspondingly larger than the type face). **Is very easy to read**, because of the short line, and the open, large type used.

Ecology, is a large octavo, with a two column page, printed in 10 point type with a 1 point lead (or an equivalent ratio between type body and type face). Is very easy to read because of the short line, and the open, large type used.

Journal of Economic Entomology, is a large octavo, with a two column page, printed in 10 point type, not leaded, and in 8 point type not leaded. Is easy to read because of the short lines, in spite of the compactly set type.

Best Patterns for Consideration

1. **The Journal of the National Malaria Society** (published only once a year, however) is outstanding for large type readability; but probably too expensive.

2. **The American Journal of Public Health**; admirable, perhaps possible, but not the most economical.

3. **Ecology**; admirable, and almost exactly like the American Journal of Public Health.

4. **Journal of Economic Entomology**; still very good indeed, and the most economical form of publication among the four suggested models.

B. Financial Ways and Means.

1. Drive for increased income from advertising.

(a) Must qualify by becoming able to guarantee an attractive minimum of appropriate circulation.

(b) This may be accomplished by a successful drive for increased membership in the Association.

C. General Policies.

Several members have expressed the opinion that the A.M.C.A., and Mosquito News should be limited in scope rather narrowly to the field of actual mosquito control work.

This raises several questions:

1. Thus narrowly restricted,

(a) Would the so limited range of market interests, and the probable maximum available member-subscriber-reader list, and consequent circulation, be sufficient to assure adequate supplementary support from the sale of advertising space that would be necessary to publish the standard technical periodical without which the Association probably could not long be held together?

(b) Is the narrowly limited field of "practical" mosquito control work a logical technical, or administrative unit?

(1) The mosquito abatement laws of several states expressly include "mosquitoes, and/or ---" various other homonoxious arthropods.

(2) Control of such other homonoxious Arthropods will eventually be demanded; and responsibility for their control must be assumed by existing Mosquito Abatement Commissions, or other agencies competing for funds will be set up to do the work, with the corresponding wastefulness of multiplied overhead expense.

(3) "Practical" mosquito control work in any sense is merely applied Medical Entomology within a special field.

Both the "practical" mosquito control worker and other specialists in the related sub-divisions of Medical, and Sanitary, and Entomological Engineering and Research are concerned with promoting an orderly increase all along the line in our knowledge of mosquitoes and similar homonoxious arthropods; of their interrelations with man, with other living things, and with the physical environment; and of ways and means by which these interrelations may be modified in such a manner that some grave insect menace may be suppressed, and that the resulting benefit may sufficiently outweigh any attendant resulting disadvantage.

The greatest good of all workers in these related fields, both contributing and applied, and of the public and the scientific disciplines they serve, would seem to be most effectually advanced by promoting the most frequently practicable interchange of information and ideas. To do his best work the "practical" mosquito control worker must keep informed about recent advances in related fields that may contribute to his efficiency; and the worker in related fields in turn should know the problems that call for further work, and the conditions which must govern the practical application of his findings.

At present there appears to be no single medium nor any conveniently usable alternative for bringing about such a desirable interchange of ideas and information among these groups of workers.

The American Mosquito Control Association through Mosquito News, freed from illogical restraints, and soundly developed, would seem to have most promise of providing such a medium.

The broader base so established should, in turn, provide a diversity of market interests and requirements, and an aggregate potential member-subscriber-reader list unquestionably sufficient to assure the circulation necessary to attract substantial support from the sale of advertising space adequate to maintain a standard periodical in this field.

A standard periodical in this field, also, should become an attractive medium for the publication of appropriate manuscript.

A soundly reorganized Mosquito News has a future.

Be sure, as soon as possible, to let us have your comments and suggestions.
R. D. G.