

EDITORIAL

On September 21, 1953, Dr. Bickley wrote to the President of the American Mosquito Control Association, then Dr. F. C. Bishopp, accepting the post of Advertising Manager for *Mosquito News*. With characteristic directness he stated at the time that it would be for two years. And with characteristic firmness, as of this issue, September, 1955, exactly two years later, he relinquishes those duties, much to the regret of all of us who have been associated with him in the affairs of *Mosquito News* and the Association.

The costs of publishing and distributing *Mosquito News* constitute the largest item of expense for the AMCA. The treasurer's report for 1954 shows that 41 percent of the combined income from dues and advertising was from advertising. The importance of the advertising is even more apparent when we consider that advertising paid 60 percent of the cost of printing and distributing *Mosquito News*.

Advertising does not simply flow in spontaneously, as Chris Williamson, Bob Vannote, Harry Stage and Bill Bickley will testify. The first three persons mentioned built up a fine inheritance for Dr. Bickley, and if we have not recognized

this editorially before, we do so now. Dr. Bickley maintained and enlarged this inheritance, and now passes it on to a worthy successor, Mr. Francis P. Creadon. To Dr. Bickley and his predecessors, all of whom worked tirelessly and unselfishly on this most important job, the Association owes much of its growth, and *Mosquito News* much of whatever success it has achieved as a medium for the dissemination of information on mosquitoes.

We take great pleasure in announcing that Mr. Francis P. Creadon, of Riverside, Illinois, has accepted the responsibility of advertising manager of *Mosquito News*. Mr. Creadon is a trustee of the DesPlaines Valley Mosquito Abatement District. He is an insurance executive, and his experience in this field, added to his interest in and knowledge of mosquito control constitute an exceptionally good background for an advertising manager of our publication. Professional mosquito workers will feel great satisfaction in the fact that talent from outside the profession is thus being enlisted in their cause, and they will welcome and support the new advertising manager with whole-hearted enthusiasm.

INVITATION TO MEMBERSHIP TO PRESENT PAPERS AT ANNUAL MEETING

Anyone desiring to present a paper relating to mosquitoes or their control, is requested to send to Fred H. Stutz, Program Committee Chairman, 905 Court House, Miami 32, Florida, before November 15, 1955, the following information:

EXACT TITLE OF PAPER

TIME REQUIRED FOR PRESENTATION (15-minute limit)

EQUIPMENT NEEDED FOR PRESENTATION

NAME AND ADDRESS OF AUTHOR

It is hoped that *Mosquito News* can publish most of the papers presented, although the authors have the option of publishing elsewhere if they wish. Regardless of the length of the paper as presented, and irrespective of the number of lantern slides or other visual aids used in the presentation, for publication in *Mosquito News* the paper should be so written (modified from the paper as presented, if necessary) as to comprise not more than 6 printed pages and only essential illustrations, preferably not more than 2. Where more than 6 pages are necessary, the paper should be accompanied by a statement indicating that the additional pages will be paid for either by the author or by an agency with which he is connected.