

EDITORIALS

WHAT'S IN A NAME

I am in favor of short, distinctive names for scientific journals. *Mosquito News* is unique among appellations of society publications. The fact that it has retained the name for more than two decades deserves attention. "Journal of the American Mosquito Control Association" is a long term which, when referenced, would need to be reversed as "Amer. Mosquito Cont. Assoc. J." One unfortunate thing is that a name change results in the journal starting with volume 1 and a new place on the library shelves. If our members feel we need a more sophisticated name, I would vote for "Culicidology Journal." This pins down the subject just as "Journal of Parasitology" or Journal of Helminthology." If we abbreviate the name of "J. of Amer. Mosquito Cont. Assoc." to JAMCA it could well be confused with JAMA (J. Amer. Med. Assoc.). Furthermore, under the guise of "J. Amer. Mosquito Cont. Assoc.," we might be setting the stage for articles on everything from house flies to rats. *Mosquito News* is a good name and the front cover plainly tells its readers that it is the journal of our organization.—HELEN SOLLERS.



There is an old saying that "sticks and stones can break my bones, but words can never hurt me." Although recognizing this homily to be basically true, there are few of us with the equanimity required to bear up under names that we dislike. This is proving true for many in connection with the name of our American Mosquito Control Association publication, *Mosquito News*. This compact, prim little quarterly has through the years almost without notice metamorphosed from a news letter (described by one of our members as originally a "mimeographed poop sheet") to a first-class scientific journal, read and respected throughout the world. Because of this transition into a top-flight

journal the title of "Mosquito News" has in the minds of some of our members come to seem far too unsophisticated for such an erudite proceedings as our publication has become.

Because of this concern, it is believed to be appropriate to editorialize briefly on the subject. Perhaps by so doing, the membership may be persuaded to do some serious thinking on the subject and to be armed accordingly with definite ideas well before someone decides to make an official attempt to change the name.

Changing the name of any established journal is a very serious matter as it will leave a wake of misunderstanding and error among librarians and literature searchers long after the change itself has steamed away over the horizon. That the storm can be successfully weathered, there is no doubt, but will the chaos and clamor be worth it all?

Some say "yes" because they feel that a marked increase in prestige will result. These individuals say that a research director is not very impressed when asked to support publication or reprint costs for an article to be published in some sort of a "mosquito newspaper"; whereas, he wouldn't swallow twice when asked to pay such costs in connection with a publication augustly entitled "The Journal of the American Mosquito Control Association."

The English are strong on traditions and many old customs are preserved by them long after they have become anachronisms simply because of this racial characteristic. Many members of the American Mosquito Control Association probably regard the name *Mosquito News* and its preservation in a similar light. I for one concede this to be a perfectly valid reason for retaining the name. Nonetheless, I favor changing *Mosquito News* to *Journal of the American Mosquito Control Association* because such a change brings full

recognition of the stature which our peppy little journal has attained.

The Committee on Publication of Mosquito News has been asked to consider this problem and to make an appropriate recommendation to the Board of Directors to guide them at their 1962 meeting. Believing this to be a problem for membership voting only after an educated public opinion has been formed, the subject is here being opened for discussion and debate. Between now and next March, all members feeling strongly enough one way or another on this problem to write letters, are urged to do so, addressing them to our president, Dr. W. E. Bickley. Perhaps by so doing, the Board of Directors can gain some insight as to whether or not the majority of the membership desires such a change at this time.—KENNETH L. KNIGHT, Chairman, Committee on Publication of Mosquito News.



. . . The AMCA meeting at Anaheim decided that the name *should* be changed, to "Mosquito News . . . The Journal of the American Mosquito Control Association" I don't remember that it was left in doubt. There was a suggestion that after we saw what membership thought

of the above, there could be further consideration given to dropping the "Mosquito News" bit but it seemed to me that all, even those who wanted the "Journal" part added, felt that MN is now established and should not be changed. The original objection to MN as "undignified" has been pretty well outdated, it seems to me . . . —A. W. MORRILL, JR.



Libraries are bulging with Journals of the American Association of Such and Such. Each society must have its JOURNAL. A new journal is advertised every time the junk mail is delivered. Unlike ordinary scientific societies the American Mosquito Control Association has a journal with a unique, glamorous, distinctive, meaningful name, Mosquito News! News about mosquitoes. Unsophisticated? Perhaps, but is sophistication more desirable than individuality? Do we need to create an impression with a more sophisticated name? Will a new name help us attain our objectives? Will we reach more people, or will the Journal of the AMCA be buried among the 1001 other journals. Is non-conformity always bad?—WILLIAM E. BICKLEY.

CONTRIBUTORS TO THE AMCA MEETING IN GALVESTON are reminded that projection of slides will be made in a large room. For use as slides, tables should be organized on the scale of the well-known "Radio Mats," with no more lines and columns than can be accommodated at that size type in an equal space. Charts and graphs also should be designed with the same limitations in mind. **IT IS BETTER TO HAVE TWO SLIDES THAT CAN BE SEEN THAN ONE SLIDE THAT CANNOT BE READ.**