

EDITORIAL NOTE

A member who has his copies of *Mosquito News* bound has requested changes in format of the Table of Contents, and he has pointed out the desirability of a complete Table of Contents for each volume. These suggestions are receiving careful consideration. Innovations in most cases cost more money, and that is the main reason why changes occur very slowly.

The overall format or "design" of journals was discussed briefly by Dr. Milton O. Lee, Executive Director of the Federation of American Societies for Experimental Biology from 1965 to 1974 and recipient of the 1975 Meritorius Award of the Council of Biology Editors when the award was made in Gainesville last May. Among the elements of design are covers, type faces, type sizes, page size, decorations, color, figures, tables, and advertising. *Mosquito News* differs from many other comparable journals in 4 ways, namely, smaller page size, absence of color on the cover, maximum use of space, and abundance of advertising.

The present column width and kind of type and spacing result in excellent readability. A larger page might make reading a little more difficult, and there would be objections from librarians and others to a change in size. A few years ago the Pub-

lications Committee carefully considered the matter and found that printing costs would be about the same.

The color of the paper used for the cover could probably be changed at no additional expense, but the use of 2 or more colors of ink would add to printing costs. Colorful decorations are a luxury, but there is the possibility that they might sell more subscriptions; if that is true, changes should be made.

No article begins on the lower half of a page, but a minimum amount of space is left between articles. Blank space is kept to a minimum through the use of "fillers." Failure to use every inch (correction: centimeter) suggests wastefulness, but slightly extravagant spacing gives a journal a more attractive appearance. In the interests of economy our pages may have a rather cluttered look.

As for advertising, who could complain about superfluity? Advertising revenue, annually, pays the printing expenses for one number. In other words a quarter of our budget is derived from advertising. Obviously this has a tendency to prevent increases in dues. Furthermore most of the ads like those in the *New Yorker* and *Yankee*, provide interesting reading.—W. E. Bickley.