

## EDITORIAL SECTION

S.O.S.! MEMBER COOPERATION NEEDED!

*Help Promote the Sale of Advertising Space in Mosquito News*

**MOSQUITO CONTROL IS BIG BUSINESS!  
SAY SO WHERE IT WILL COUNT!**

MOSQUITO NEWS needs more money with which to expand its services to the Association.

With the present number you have received a prospectus designed to promote the sale of advertising space in MOSQUITO NEWS, by directing the attention of manufacturers, distributors, and suppliers to the fact that "*Mosquito Control is Big Business*" with annual budgets aggregating many millions of dollars, using huge quantities of machinery, equipment and supplies, and with the individual budgets of many County mosquito control commissions and similar agencies ranging from \$50,000.00 to \$150,000.00 and more; and directing attention to the related fact that MOSQUITO NEWS is an attractive special-field advertising medium.

When you are contemplating the purchase of equipment, materials and supplies of any kind, you can help to increase the resources and thus the usefulness of MOSQUITO NEWS, and you may be doing the prospective supplier a favor if you will send him a copy of this enclosed prospectus, with a statement that, other things being equal, members of the Association prefer to buy from advertisers in MOSQUITO NEWS, and asking whether its merits as a special-field advertising medium have ever been brought to your correspondent's attention.

The enclosed prospectus was prepared for use by our advertising manager, and extra copies will be available if you can use them.

In spite of the continuous, and recent remarkable growth of the American Mosquito Control Association, its income from dues and from non-member subscrip-

tions still carries only a little more than half of the cost of publishing MOSQUITO NEWS. The remainder of the cost of publication has been covered by income from the sale of advertising space and any immediate increase in the services rendered by MOSQUITO NEWS must come through added income from this source.

With publication costs so high, we are actually selling MOSQUITO NEWS for less than it costs to print and distribute it.

This is particularly true in the case of our foreign associate members, who pay only the same \$2.50 dues that are paid by members residing in the United States; where, with most societies and most periodicals, foreign memberships and foreign subscriptions carry a higher rate than that prescribed for American members and subscribers.

Yet we ought to print twice as many pages, or change from a quarterly to a bi-monthly periodical, if we are to accommodate all of the valuable papers now seeking publication in MOSQUITO NEWS that would be of outstanding usefulness to our members.

We are in urgent need of some rather prompt policy-making action to meet this need of expanded services, and the associated need of added income; but there is much that our members individually can do now to help the situation, for added income will mean more pages in MOSQUITO NEWS.

MOSQUITO NEWS is one of the "fixed income" victims of the current inflation spiral; and continued advances in printing costs must soon result in a dangerously low margin of working capital, or in some curtailment of services.

Even now we would be sunk financially if it were not for our income from the sale of advertising space; and in any case, we must exert ourselves to increase this source of income.

In the interest of increased service to our members on the one hand, and of financial stability on the other hand, we should study the pros and cons of two alternative courses of action:

1. We might raise the question of re-considering our classes of membership, our schedule of dues, and our practice with reference to foreign memberships, postage and the like.

However, our Association owes much of its present significance and value to its growing hemispheric, and general international exchange of information and ideas; but rates of exchange already place a serious handicap on foreign membership, and any further handicap of increased dues should be avoided if possible.

2. We might consider the possibility of a still larger increase in our income from the sale of advertising space.

Personally, the editor would like to see membership in the Association, including subscription to MOSQUITO NEWS (except honorary membership, of course), reduced to one class of membership, active only, with a flat rate for dues and subscription for both domestic and foreign members of \$3.00, or \$2.50, or even \$2.00, and with no additional charge for postage on foreign subscriptions.

This, however, would continue and increase the burden imposed by our policy of subsidizing MOSQUITO NEWS, including an *extra* subsidy in the case of foreign memberships and foreign subscriptions. It would require a substantial increase of income from some source other than from dues.

If it were possible to finance such a policy, it could be made to contribute hugely to promote in increased measure, both intra-national and international acquaintanceship, understanding, and co-operation among THOSE WHO ARE CONCERNED WITH, OR INTER-

ESTED IN THE STUDY AND CONTROL OF MOSQUITOES AND OTHER ARTHROPODS WHICH CAUSE OR CARRY DISEASE, AND OF THE DISEASES THEY CAUSE OR CARRY.

Such a policy *could* be made possible; but only under special conditions, which must depend upon full cooperation of our members;

1. By the suggested very comprehensive extension of the Association, a sufficiently large membership could be brought together to make such a project financially workable.

2. A large Association would be required, because a much larger income from the sale of advertising space would be needed to finance such a policy from income.

3. By bringing together a large enough Association to maintain a guaranteed circulation of 2,000 or more, we might hope to sell enough advertising space to support the policy of subsidizing our subscription rate on the sale indicated, and at the same time permit expansion of MOSQUITO NEWS adequately to serve all of the special interests that would be brought together in such an expanded Association.

In addition to its national and international implications, such an expanded Association, and particularly such an expanded MOSQUITO NEWS, could be made immensely helpful, through serving as a medium for bringing about a more completely coordinated mutual understanding of each other's problems and services, as between field and laboratory workers; between pest mosquito control, and malaria control workers; and between medical and non-medical workers concerned with the study and control of mosquitoes and other arthropods that cause or carry disease, and of the diseases they cause or carry.

Indeed, such an Association should help to minimize many of the present artificial, sometimes controversial, and always futile, lines of demarcation between

special provinces, prerogatives, and services in this general field.

As already indicated, these highly desirable things could be brought about without increasing dues, and possibly even with a decrease of dues, if we can sell enough advertising space, either in *MOSQUITO NEWS* as it is, or in the expanded *MOSQUITO NEWS* of an expanded Association.

*Saturday Evening Post* costs several dollars a copy to produce, but for many years was sold for 5 cents a copy. The 5 cent price sold several million-odd copies of each number. The several million circulation, in turn, sold enough advertising space to pay the difference between the 5 cent selling price and the actual cost per copy, and left a margin for profit on the operation.

Publication of *MOSQUITO NEWS*, in its small way, and in its special field, is a comparable proposition; and could profit from a study of the question why some periodicals can "make ends meet", and why some "fold up".

Not long ago, *Saturday Evening Post* increased its selling price to 10 cents a copy to help meet increasing publication costs. Before increasing costs to our members likewise, however, *MOSQUITO NEWS* should explore thoroughly the possibilities of increasing our resources from increased sales of advertising space.

If our members will individually focus a little more of their imagination upon the problems outlined here, and contribute

a bit of work from time to time, we can make anything we like of the Association and of *MOSQUITO NEWS*.

Our experience so far has shown abundantly that our Association personnel has "what it takes" to do just this; but such things don't happen of themselves.

In your solicitation of advertising in *MOSQUITO NEWS* from manufacturers and suppliers, you may be sure that you have something valuable to sell; and, as an Association, we must exert ourselves to win from manufacturers, distributors and suppliers, recognition of *MOSQUITO NEWS* as a highly desirable, special-field advertising medium.

To accomplish this, as members of the Association, we must all exert ourselves to bring *MOSQUITO NEWS* to the attention of potentially interested advertisers, and we must exert ourselves to make it unquestionably a profitable advertising medium from the standpoint of our advertisers themselves.

Not only will added income from the increased sale of advertising space make possible a larger and more useful *MOSQUITO NEWS*, but it will be to the advantage of Association members to have brought together in one place, for convenient reference by executives and purchasing agents of Mosquito Control Commissions and others, information about available equipment, materials and supplies relating to a substantial portion of their requirements.