

EDITORIAL SECTION

“... OH, WHAT A BEAUTIFUL DAY ...”

INCREASED INCOME FROM SALE OF ADVERTISING SPACE

Thanks to the unselfish efforts of Bob Vannote, our new Advertising Sales Manager and his collaborators, this number of Mosquito News carries 15½ pages of advertisements. Only one previous number (June, 1946, with 17 pages) has ever carried as much.

Interested members had observed, and a recent editorial directed attention to the alarming slump in income from the sale of advertising space (from a total of 54½ pages in 1946 to a total of 40½ pages in 1947) which had followed the transfer of this item of Association business from member management to management by a commercial advertising agency. Prompted by this experience, the Executive Committee invoked the cancellation clause in our contract with the commercial agency, and Bob generously agreed to assume responsibility for this function, with the proviso that every member of the Association should help. If each of us will now do his full share, we can easily double our income from the sale of adver-

tising space, with a corresponding increase in the number of pages that Mosquito News can afford to print.

PROGRESS TOWARD REORGANIZATION

It has been repeatedly urged on this page, that the Association has now grown in membership, in geographic representation, and in the complexity of its activities to a degree that makes imperative a careful consideration of appropriate changes in its present form of organization.

At the Florida meetings it was voted that appropriate steps be taken to constitute the Association a Body Corporate, with the resulting legal advantages and responsibilities. Related questions will be submitted to the membership for action.

Following incorporation, will come a full appraisal of Association objectives and responsibilities, as well as of current and contemplated new activities, with careful consideration of appropriate changes in the By-laws.

The Association is truly “growing up.”