ASSOCIATION NEWS

As We Go to Press We Are Able to Bring You, by Courtesy of Ted Raley and Dick Peters a full account of the meetings at Beaumont (Feb. 5, 6, 7, 8, 1956), although we regret to say that we must condense the story as to what happened at the banquet seem to vary a good deal, we are going to have to verify the facts before we can report them here.

All of the officers and all but three of the Regional Directors of the Association were present at the meetings. An excellent record.

Texas and Especially the Wonderful People of Jefferson and Galveston Counties apparently gave such a royal welcome to everyone that no one was able to recall later whether or not he had felt any aches and pains from sitting through the paper-reading sessions. These had to be undertaken in four-hour, no-recess segments in order to accommodate all the fine program which had been arranged by Fred Stutz and Ernestine Thurman and their committees. The paper-reading sessions were ably presided over by past-Presidents Doer, Twinn and Rees and by Don Micks.

A buffet supper on the first night, two (or was it three) hospitality hours and a trip for the ladies on the Texas Company's yacht Ava, were only part of the entertainment, most of which was so lavish that it has left our correspondents speechless. But even the business meeting was well and enthusiastically attended.

The enthusiasm stemmed from the exceptionally favorable reports made from nearly every quarter on the condition of our Association. Lester Smith reported that the treasury showed an increase over last year nearly sufficient to cover the next four issues of the News. Art Lindquist reported on a budget which showed expenditures safely below the most conservative estimates of income. Francis Creason's report on the sale of advertising space in Mosquito News was more than optimistic and was proof of the hard work which he has put into this exacting task since he took it over in mid-year. In the opinion of everyone he and Bill Bickley and Bob Yannote deserve great credit for this feat. Archie Hess reported that the Good Neighbor Club is now entirely current and has had an increase of 55 accounts for 1956. There is also a list of names which can take care of many more sponsors and every agency is urged to adopt at least one person or office on a permanent status. Miscellaneous Publications are all in the black, though there are still some of Numbers 2 and 3 available and their sale should be pushed.

Tommy Mulherin reported a challenging membership situation since the Association gained by 50 memberships this year but there were 134 drop-outs which were food for serious thought; an excess of 50 newcomers over the resignations does not allow for complacency, for there should be few or none dropping out. On the encourag-