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Yearbook Handbook: A Manual for the Staff of the Reveille, Yearbook of Fort Hays Kansas State College

Katherine L. Rogers
Fort Hays Kansas State College

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YEARBOOK HANDBOOK
A MANUAL FOR THE STAFF OF THE REVEILLE, YEARBOOK OF
FORT HAYS KANSAS STATE COLLEGE

being

A Thesis Presented to the Graduate Faculty
of the Fort Hays Kansas State College in
Partial Fulfillment of the Requirements for
the Degree of Master of Arts

by

Katherine L. Rogers, B. S.
Fort Hays Kansas State College

Date May 19, 1961

Approved Robert C. Stout
Major Professor

Approved Ralph A. Coder
Chairman, Graduate Council

ABSTRACT OF THESIS

This thesis is designed to serve as a manual or guidebook for yearbook staff members to acquaint them with problems and procedures common to yearbook preparation.

Basic requirements of all yearbooks are explained, then adapted to give more specific assistance to those responsible for producing The Reveille. An outline of the organization of a staff with duties of the various members sets forth certain procedures which have proved to be practical for Fort Hays Kansas State College.

A financial section explains local policies and should serve a new staff or adviser as a ready reference to answer innumerable questions. Methods of printing are explained briefly and compared, to help a staff decide how to choose a publisher and the desired method of printing.

Short chapters are devoted to discussing the Reveille Ball, a social event sponsored by the yearbook, and the Spring Supplement which has become a part of The Reveille.

Included in the Appendix is a brief history of The Reveille since its founding in 1914, with a list of all past editors, business managers, and the dedications of the book. Also to be found are a glossary of terms used in yearbook production, samples of forms used by the staff, financial reports, and a summary of qualities of award-winning yearbooks.

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INTRODUCTION

Several publishing companies and a few university journalism professors have written publications to guide staffs in the preparation of high school and college yearbooks. However, these are either general publications for all yearbook staffs to use, or are the specific recommendations of a particular publishing company. Both types are useful in their own way, but must be adapted to the needs of a specific yearbook staff and school.

This handbook is prepared especially for students at Fort Hays Kansas State College who are involved with publication of The Reveille. It does not attempt to establish rules for the preparing of copy or letting of contracts. Rather, it explains procedures which have been moderately successful in the past few years, and it recommends duties and responsibilities for members of the staff.

Here may be found answers to many questions raised by inexperienced staff workers and help for those in charge of the publication to reach decisions more quickly and satisfactorily.

Yearbooks become traditions at colleges, and at Fort Hays State The Reveille is only twelve years younger than the institution. A survey of the forty-seven volumes of the yearbook provides a generally accurate picture history of the growth of the college.

Continuation of a long-standing feature or part of a yearbook merely because "it has always been done this way" is not always necessary, but such a practice can often help the staff to compare policies,

coverage, and methods in the past. For this reason, a historical summary of The Reveille since 1914 is included as supplement A to this handbook.

Statistical information contained in Chapter II will not be correct in future years, but will serve as a guide for Reveille staff members in planning pictures for the class section, pages and costs for organizations and advertising, and the total annual budget.

The Reveille is not under continuing contracts or obligations to any publisher or photographer from one year to the next. References to specific publishers and photographers in this handbook are made only because The Reveille has dealt with them, and specific prices and policies are available and known to staff members.

CHAPTER I

PURPOSE AND PLAN OF A YEARBOOK

Yearbooks or annuals for high schools and colleges must rise above the category of memory books. Holding a unique place in a school, they are produced at considerable expenditures of time, talent, student labor, faculty supervision, and money. These expenditures must be justified.

The college yearbook's purposes are five-fold: 1. To provide a complete-as-possible graphic record of the year. 2. To serve the students as an excellent memory book. 3. To be a public relations medium for the college. 4. To offer students a project which allows them opportunities for expression and development of their talents and abilities. 5. To be a reference book for all who are interested in the book and in the college.

Achievement of this goal requires an over-all perspective, which must be executed with simplicity, consistency, uniformity, and unity. The responsibility of a yearbook is to relate and interpret the story of the school year for a permanent record. Through layout, make-up, photography, and text the book must visualize and vitalize the persons and events of the school year. Truth and accuracy are essential to an honest interpretation, and courage, tact, sincerity, and perseverance on the part of the staff are required to attain this goal.

ALL YEARBOOKS HAVE BASIC REQUIREMENTS

While no two colleges have identical programs and no two yearbooks are exactly alike, all yearbooks have essentials common to all. Few rules regarding the structure or content of any books are found. However, several national organizations have established standards for judging and comparing yearbooks and offer recommendations to help inexperienced staffs improve their books each year. Three such organizations to which a staff may submit a book for evaluation are: Associated Collegiate Press, University of Minnesota, Minneapolis, Minnesota; Columbia Scholastic Press Association, Columbia University, New York; and National School Yearbook Association, Columbia, Missouri. The Reveille has been submitted to all three services in different years and is usually sent each year to two of the three for comparative evaluation.

Most college yearbooks follow a common basic plan, with almost standardized sections for classes, administration, organizations, royalty, sports, and informal activities. Special considerations and problems of sections usually included in The Reveille are here enumerated, but not in absolute sequence. The main sections of the book may be shifted in relative position from year to year to create the impression desired by the staff, as a convenience for meeting deadlines, and for using color and other special effects in the yearbook.

SPECIAL PAGES NEED SPECIAL CONSIDERATION

TITLE PAGE SHOULD BE IMPRESSIVE

All books should have a title page, and it is always page 1; therefore it is a right-hand page. At a glance, a reader should learn from this the: 1. Title of the book, 2. Name of the school, 3. City and state where the school is located, 4. Book volume number, 5. Editor's name. Optional information includes listing the business manager, other staff positions, adviser, and publisher.

Of paramount importance to anyone, anywhere, is the first impression. A yearbook's initial impression comes from the cover, then the title page. This page must lure the reader from the cover into the book itself. The college seal, a sketch of a tiger or some other symbol of the college might be used on this page, but it should not dominate nor be used too generally elsewhere in the book, because it will cheapen the appearance through continued repetition.

If a theme is to be developed in the yearbook, there should be a direct connection between the theme and the title page. Simplicity in design is important on the title page, not only to avoid confusion and lack of coordination, but to set a tone for the book.

DIVISION PAGES ADD DISTINCTION

No rules demand a particular number of pages to separate divisions of a book. Large college yearbooks usually plan double-page spreads between divisions and some add a third page as a transition page, leading into the double spread.

The best division pages are those which are relatively simple. Inexperienced staffs and small schools frequently are too free with art work and copy, and employ vertical or hand lettering to create a "different" book. Publishing companies and evaluating services urge staffs to avoid use of vertical lettering because it not symmetrical, is hard to read, and detracts from other elements on the page. Hand-lettering is also discouraged as the final result is seldom as pleasing as expected.

Double-page spreads are treated as a unit. The eye normally falls first on the right-hand page of an open book, moves down the page, then across to the lower left-hand page, and up toward the top in what is called a "reverse six" pattern. This pattern should be kept in mind in planning the layout for division pages.

OPENING PAGES TELL A STORY

College yearbooks are using fewer dedications and administrative messages than in former years. Such sections now seem to be used primarily by high schools. In place of these formal statements, college books use the space to present a review of the year's achievements and progress. Forewords are still widely used in both classes of books to present the general theme of the book and establish contact between staff and reader.

A table of contents page is not uncommon in college yearbooks, and it often carries limited art work or a picture. Not infrequently the foreword and table of contents are combined on a single page.

APPRECIATION PAGE IS THE EDITOR'S OWN

Usually the last page is allocated for expressing thanks to those who have helped produce the book. The editor should write this copy in his best style, with simplicity and sincerity to give credit to the staff members and others who have assisted in any way. This is the final impression to be left with the reader. Flippancy and attempted humor will not reflect good taste.

MAIN SECTIONS OFFER A CHALLENGE

Editors need ingenuity and vision to plan the main portion of the book in logical order, giving proper space to each division. Class sections are usually near the back of the book, with activities and accomplishments presented in earlier sections. However, sequence of the various sections may vary from year to year. Whatever arrangement is decided upon by the staff should be logical and should move from one section to another with continuity and reason.

The Reveille is usually divided into eight sections: 1. Faculty and administration, 2. An informal review of the year, 3. Organizations and housing units, 4. Royalty, 5. Greeks, 6. Sports, 7. Classes, 8. Advertising and index. An academic section has not been treated in the book as a separate presentation, but has been combined with other sections.

FACULTY AND ADMINISTRATION ARE IMPORTANT

Yearbooks of larger colleges do not picture every faculty member, office assistant, and secretary. Many use individual poses for depart-

ment or division heads, and informal action pictures of as many others as seems practical in various sections of the book. The Reveille has always tried to picture the entire faculty, but the practice is rapidly becoming impractical and may be changed in the near future.

REVIEW OF THE YEAR TELLS AN INFORMAL STORY

Editors enjoy planning this informal section of the book, although it might be delegated to the assistant editor. Care should be exercised to insure fairness to all departments and special functions to give a complete recapitulation of the year. A close scrutiny of the calendar of events will prevent omission of performances and activities which should be included.

One dominant picture should be selected for each double-page spread and the pictures on the spread should relate to each other, either in subject or time. This section depends primarily upon good pictures, not copy, to tell its story. A good picture has been said to be worth a thousand words, but usually needs some text to complete the meaning.

ORGANIZATION PAGES REQUIRE COOPERATION

Probably the most difficult task of the editorial staff is the preparation of the organizations section. No specific rules can be established to cover the problems which arise.

Fort Hays State has grown to such size that it is rapidly becoming impractical to take formal group pictures of all organizations. Various alternatives have been used: Several small, posed group shots; one large group picture spread across two pages; individual studio portraits;

and the familiar "picket fence" picture with members in regular rows like fence posts or ten pins. Yearbook judges emphasize that organization pictures should show activities and purposes or should be omitted.

Occasionally organizations agree to buy one-half or a full page in the book, then realize they have no funds or that their membership is too small to justify the space, and belatedly ask to cancel their commitment. This leaves The Reveille with blank space which is extremely difficult to fill at such a late date.

One possible solution might be to write a letter to each student and to the president of each organization immediately after the opening of the school year, explaining the policy to be followed that year, both for individual pictures and for organizations. Clubs should be required to pay for space when they make commitments to be represented in the book, rather than later, when pictures are taken.

Not infrequently, organizations appear late for appointments with the Reveille photographer. Possibly a cash fine could be imposed on the organization in such instances to pay for the photographer's time. If this policy is adopted, it should be mentioned in the letter to students and organizations.

ROYALTY SECTION IS SPECIAL

No other section of the book receives the special treatment usually accorded the queens or royalty. These pages may use full color, duotone, or a single color and may add variety to the book by use of a textured paper, instead of enamel paper, as in the rest of the volume.

The Reveille honors the homecoming queen, Reveille queen, sweetheart king and queen, and members of the court as space permits.

Elections conducted by single organizations do not ordinarily entitle the winner to be included with royalty, although such rules are optional with the staff and faculty adviser.

The editor usually chooses to handle this section personally. He should counsel with the business manager and faculty adviser before planning special effects not included in the contract, as the cost of unusual photography and color may become disproportionate with other items in the budget. Care should be exercised to avoid over-emphasis of this section at the expense of adequate attention to other parts of the book.

HOUSING UNITS AND GREEK ORGANIZATIONS ARE EASY

Pages allocated to the dormitories are usually included at the last of the organizations section. Housing units could also appear with Greek fraternal groups in a broader presentation of student housing. Dormitory and Greek pages present few problems as there are numerous activities to be pictured. Small individual portraits of all residents of a unit have more meaning than a series of group pictures. Informal pictures of dormitory life will add action and interest to the section.

Fraternity and sorority members may choose uniform dress within each organization, such as dark sweaters, white blouses, a distinctive collar or necklace, and for the men, a distinctive tie or jacket adds a note of unity. Professional photographers contend that the "drape"

pictures sometimes requested by sororities are inappropriate for year-book use. Such poses may be found in college yearbooks and the question of their use arises each fall. The yearbook staff should decide the type of picture to be used and the Greek organizations should conform.

SPORTS SECTION SHOULD SHOW ACTION

Sports pages offer abundant opportunity for originality and freedom of expression. Action pictures tell a better story than posed shots of individual athletes or squad pictures. Double-page spreads are especially recommended in this section as they facilitate use of larger pictures. Study of the sixteen-page signature chart on page 67 in Appendix E will enable the department editor to determine which pages offer a natural double spread without separating the picture in the center seam or "gutter" of the book.

Pictures may spread across the center seam, even when there is no natural spread, but there will be a break or division in the picture. A picture should not be planned to spread across the center break at the beginning or end of a sixteen-page signature as the break in the picture will be more noticeable. In planning double-page spreads, the editor should bear in mind that there always should be one dominant picture to provide the center of interest in the spread.

Summaries of the athletic season, schedules, and results of games and meets should be included in this section as part of the permanent record of the school year. Defeats need no alibi. Failures must be admitted as well as victories applauded. There is dignity in honesty,

and sometimes honor and glory in defeat. The disappointments often tell a poignant story on the part of players, coaches, cheerleaders, and students.

Intramurals for men and women are an important part of the athletic program of the college and more students participate in these events than in intercollegiate competition. The editor of the yearbook should allocate sufficient space to the sports editor to provide adequate coverage of both men's and women's intramurals.

CLASS SECTIONS SHOULD AVOID MONOTONY IN LAYOUT

Yearbook critics agree that class section pages should have some variety from the repeated panels of individual pictures. Use of laboratory scenes and classroom situations featuring two or three students at work on projects or problems will help relate the academic achievement of the class as well as brighten the monotonous pattern of the section.

Each class has certain characteristic activities which afford picture possibilities. Freshmen learn to use the library as they prepare research themes. They enroll in basic physical education courses, introduction to art or music, and other classes which can be pictured to fill the dual purpose of helping review the accomplishments of the year as well adding variety to the class section.

Sophomores are dormitory counselors and act as student guides during freshman orientation. They enroll in fundamentals of speech, biology, psychology, and other required courses which can show student endeavor. Juniors take English proficiency tests, declare a major field by filing a

statement in the registrar's office, and bear the heavy load of activity and organization leadership.

Seniors do student teaching, engage in nursing and laboratory experiments, spend feverish hours on research, and try on caps and gowns for graduation. The picture possibilities of these situations are many. Class editors need to study the curriculum possibilities to make a representative choice of pictures which will relate to the class. An editor should not consider these pictures as fillers, but should make them show a direct association with the class.

One of the more difficult task of a class editor is the compilation of the activities and organizations of members of the senior class. However, this is a real contribution to the value of the book and should not be omitted. Each senior should fill out a card when he has his picture taken, giving his name as he wishes it used in the book, his present classification, and the organizations to which he belongs at Fort Hays State. Activities and organizations from a school previously attended are usually not listed in The Reveille.

A sample activity card is shown on page 68 in Appendix F of this handbook.

INDEX AND ADVERTISING REQUIRE ATTENTION TO DETAILS

In a yearbook for a college the size of Fort Hays State, the index serves a genuine purpose and should not be omitted, although it is tedious and time-consuming work for the staff member in charge. The index editor compiles a list of all students from the Student Directory, or from the file cards filled out when class pictures are taken. This list

will need to be checked against the official registration cards in the registrar's office, although not every student registered in school will necessarily appear in the index. Only those students who are pictured in the book will be listed in the index.

The numbers of the pages on which a student's picture appears are listed in numerical order after each name. The index editor should post names pictured on each page of the book to the index pages as soon as possible after the book page has been completed. Failure to keep the index up to date will result in a bottleneck at final deadline and make it difficult to complete the sixteen-page signatures required by the publisher.

Indexing on schedule proves helpful to the staff in discovering errors in spelling of names and occasional errors of identity. Errors are more difficult to discover and much more expensive to correct after the pages have been sent to the publisher.

The advertising section of the yearbook affords opportunity for the staff to build good community relations. Photographs may include students as well as members of the business firm and thus enhance student interest in this section of the book. The business manager should justify his request to the merchant by showing him how he stands to gain from good relations with the student body of the college. Handling the advertising and business of the yearbook should present a challenge as well as an opportunity in practical training for the business staff.

ACADEMICS ARE IMPORTANT, TOO

Special emphasis is being placed by yearbook critics on the need for better presentation of the academic program of a college, rather than spotlighting the fun and frivolity. A proper academic presentation requires investigating and reporting special research projects and scholarships as well as the use of classroom and laboratory scenes showing scholastic endeavor. Academics can be combined with the class and faculty sections of a book or shown in the review of the year.

CHAPTER II

FINANCING THE REVEILLE

Like other Fort Hays State College organizations, the accounts for The Reveille are handled through the college business office. Members of the yearbook business staff work under supervision of the adviser and are responsible for drawing up a budget and managing the business of the book. The Reveille budget each year requires more than \$13,000, exclusive of individual class pictures. No balance is carried from one year to another. Profits are turned over to a Publications Reserve Fund each September and each new staff starts with a new budget.

BOOK SALES CONSTITUTE BASIC INCOME

Fort Hays State College students have purchased The Reveille at \$4.00 per copy for a number of years and this charge is included in the student activity fee. By action of the Board of Regents, all regularly enrolled students pay \$2.00 each semester toward the purchase of a Reveille, thus eliminating any need for a sales campaign. This procedure, however, does not solve all sales and circulation problems.

No one can anticipate the number of students who will drop out of school at the close of the first semester, nor the number of new enrollees for the second semester. The number of mid-year graduates and drop-outs usually exceeds the number of new students. However, many drop-outs pay the additional \$2.00 and receive books. Many second semester enrollees also make the additional payment.

Students attending college for only one semester may not receive a refund of the payment toward a Reveille, nor is any provision made for adjustments for married couples who are both enrolled as regular students.

Experience shows that a reasonably safe estimate of books needed will equal the total of regularly enrolled students in September. On the basis of a total enrollment of 2,900 students, approximately 2,300 will be full-time students who pay the yearbook assessment. Of these, approximately 300 will not enroll the second semester.

THE COLLEGE PURCHASES BOOKS

Fort Hays Kansas State College buys up to 150 copies of each volume of The Reveille at the regular price for distribution to the governor of Kansas, members of the Board of Regents, other state colleges as requested by the president of Fort Hays State, and for distribution to Kansas high schools. This figure is not absolute, but is the maximum for which the college will pay. In case of shortage, students should receive first consideration. Usually, an order of 2,300 books (when the enrollment is approximately 2,900) takes care of the student needs, allows 150 copies for the college, and leaves 20 to 30 books for disposition at the discretion of the editor and adviser.

MISCELLANEOUS PURCHASES CANNOT BE ACCURATELY ESTIMATED

A few individuals, faculty members, and non-advertising business men order copies of the book. Such orders should be placed and paid for before December 15, to insure adequate time to order an exact number of copies when cover specifications are completed, usually by January 1.

GIFTS AND EXCHANGES ARE FEW

No list of yearbook exchanges with other colleges has been established. Several requests are received each year from other colleges wishing to exchange and if the supply of books warrants, the exchanges are made on a one-year basis. Each editor usually requests a copy be sent to her home town high school but complimentary copies cannot be handed out promiscuously. The editor traditionally presents the college president with the first book to be distributed.

EXTRA COPIES SERVE A PURPOSE

No disposition of unclaimed books or extra books should be made before September. Books not claimed by September 1 may be placed in city libraries in towns where Fort Hays State students do student teaching; in doctor's offices, Chamber of Commerce offices, and in other places where they will serve as public relations mediums for the college.

Usually there are sufficient copies of The Reveille available in September to give each new faculty member a complimentary copy. This practice has proved to be a worthwhile gesture to help familiarize new faculty with students and activities at Fort Hays State and to build good will.

ADVERTISERS RECEIVE COMPLIMENTARY COPIES

All advertisers who buy at least one-half page of advertising are customarily given a complimentary copy of the book. This policy might be extended to include those organizations on campus which pay for two pages, which would include Greek organizations and housing units.

ADVERTISING IS SECOND SOURCE OF INCOME

Yearbook advisers and critics seem to agree that yearbooks should carry no more than 20 per cent advertising. In The Reveille, the advertising is usually limited to 28 or 30 pages; or approximately 10 per cent of the book.

Advertising rates have remained stationary for at least the past five years. Unless production costs continue to rise sharply, any increase in advertising rates would be hard to justify since The Reveille has shown a consistent 10 per cent profit for the past four years.

Rates quoted to advertisers include the cost of pictures to be taken by staff photographers. Photos for use in ads smaller than one-fourth page are not recommended, as eighth-page advertisements are too small to display a picture to advantage. Prices listed are for black and white print only. Color ads run much higher, with the price determined by the publisher's price to the school for color pages.

Present advertising rates are:

1 full page	\$75.00
1/2 page	40.00
1/4 page	22.50
1/8 page	12.75

No national advertising has been solicited in the last five years. Advertisements of businesses in towns other than Hays are not solicited, except for the yearbook publisher, photographer, and other patrons, such as contractors for school construction.

CAMPUS ORGANIZATIONS HELP FINANCE THE BOOK

Clubs and organizations occupy one-third of the space in The Reveille and the pictorial presentation of their contribution to life at Fort Hays State is expensive and time-consuming. Therefore, all organizations which have treasuries, dues, or any source of income, are assessed at the rate of \$15 per page or \$8 per half-page.

Newly-established honorary organizations are given one-half page the first year they are on campus. After that, they pay regular rates. The Reveille also makes a contribution toward financing a foreign student by giving the International Relations Club one-half page each year.

A list of organizations on campus will be found on page 74 Appendix D.

MISCELLANEOUS SOURCES OF INCOME ARE NOT IN BUDGET

Not planned as a money-making venture, the annual Reveille Ball usually shows a profit of from \$50 to \$100 each year. However, the profit should not be figured as probable income. This event serves another purpose and its costs and income are not stable. A complete coverage of the Ball is handled in Chapter VI of this handbook.

Surplus or duplicate pictures may be sold in the spring by the yearbook staff, priced at 35¢ for 5x7 pictures. No individual class pictures should be sold, only those informal candid shots taken by campus photographers.

Plastic book protective covers are sometimes ordered by the staff to be sold when the yearbooks are distributed. These should net about

10¢ each and usually not more than 1,000 covers can be sold. Sale of these protectors is considered more of a service than a money-making project and is done only when the yearbook cover is light in color or likely to show wear easily. Several companies manufacture plastic protectors and send publicity and samples to the adviser throughout the year for consideration.

All three of these miscellaneous sources of possible income are indefinite and should not be anticipated to help meet the obligations of the publisher's contract. If successfully managed, they may provide a little margin for the staff to plan an extra feature for the book, not anticipated when the budget is prepared.

CHAPTER III

ORGANIZATION AND PLANNING

A strong staff organization will do much to assure a good year-book since the responsibility for the publication rests squarely upon each member, not on the editor alone. The Reveille usually has a staff of from 20 to 25 members, a majority of whom are volunteers who work without pay or credit, merely to help produce the book. By action of the college Public Relations Committee in May, 1961, a new salary scale was approved for yearbook staff members. This schedule is found on page 71 Appendix G, of this handbook.

Written applications for salaried staff positions are filed with the yearbook adviser in April, then referred to the Public Relations Committee for approval. Other staff positions are filled in the fall by volunteers, approved by the editor and adviser. Salaried staff members are expected to be available all year, making the yearbook their major activity on campus. Production of a book is not a job which can be done "in spare time" nor in a few crowded weeks, but should be developed over a period of many months, with regular working schedules.

Enrollment in journalism courses will be valuable to staff members in the preparation of copy and general administration of the book, since the basic rules for preparing copy follow rules of journalistic writing instead of English theme-writing.

STAFF ASSIGNMENTS SHOULD BE SPECIFIC

The Reveille has had a single editor, and has used co-editors. Either plan may be successful, but under certain circumstances. Responsibilities of each editor need to be clearly defined with a division of responsibility and authority in order that work may progress smoothly.

ADVISER IS THE ADMINISTRATOR

An adviser may be compared in many respects to the publisher of a newspaper, according to C. J. Medlin in his text on School Yearbook, Editing and Management.¹ He must see that staff members understand their responsibilities and assignments; that the book is a good one, prepared on time so that it can be delivered to the students before the close of school; that the business staff keeps accurate books, collects accounts, sells advertising, and balances the budget.

He also serves as a clearing house to coordinate the staff, since they are students and are not available at all times. Final decisions on contracts as well as the responsibility for all major problems rest with the adviser.

Some of these responsibilities can be relayed to the students, however, as young people respond better when given authority and power to act on their own initiative. An editor should be able to make decisions of right or wrong, and what should or should not appear in the book.

¹C. J. Medlin, School Yearbook, Editing and Management, Ames, Iowa, The Iowa State College Press, 1956, p. 17.

AN EDITOR'S DUTIES ARE MANY

The editor consults with the adviser to select subordinate staff members, then makes their assignments and delegates responsibility to them.

He works with the business manager to prepare the budget.

He plans the general format of the book, the theme, cover design, and color scheme. If he is diplomatic, he will make the staff members feel that all members have a part in such selection and he may profit immeasurably from their suggestions and ideas.

He sets up the deadlines for other staff members to complete assignments.

He arranges for all general pictures, other than those to be handled by specific sections of the book.

He reads all copy, checks each completed section, and prepares the copy for mailing.

With the approval of the adviser he delegates part of these tasks to the assistant editor who may assume full responsibility for specific assignments and pages of the book not included in sections handled by division editors.

BUSINESS MANAGER IS EQUALLY IMPORTANT

He works with the editor and adviser to prepare the budget in September.

He supervises the collection of money for individual pictures, if this practice is to be continued, during fall enrollment.

He sends letters to organizations at the beginning of the year, explaining procedures to be followed for organization pictures and the charges which will be made.

He works with the college business office to keep accurate accounts of the yearbook finances and pays all bills after approval by the adviser.

With his assistants, he works out a plan for selling advertisements and collecting for them.

He is responsible for preparation of the advertising pages and the index for this section, although this assignment may be delegated to other members of the business staff who may call on the editorial and layout personnel for assistance.

He supervises all other members of the business staff, the advertising manager who is primarily concerned with the sale of advertisements, and the assistant business manager whose responsibility is chiefly connected with on-campus accounts of organizations, and with the Reveille Ball.

He manages the Reveille Ball, with the help of his assistant.

He supervises the delivery of the yearbooks in May to the point of distribution.

OTHER STAFF MEMBERS ARE NEEDED, TOO

Several persons should be assigned to assist the organizations editor. This section of the book is usually divided into five units: Honorary, all-school, religious, housing units, and Greeks. One or

more assistants should be assigned to each unit and should assume responsibility for scheduling and supervising pictures for the unit, working with the organizations editor in preparing the layout and copy, to assure unity and continuity of plan.

Class editors are responsible for sorting file cards and pictures according to classes and for preparing the class sections of the book. These editors work with the editor to plan the informal snots to be used on these pages. Checking and double checking spelling of names and classifications is time-consuming, but gratifying in satisfaction of a job well done.

The sports editor is responsible for all pictures in his section and for all copy. He should work closely with the college sports publicity director to insure accuracy and a fair account of all events, as well as good picture coverage. This section of the book also includes men's and women's intramurals (as well as intercollegiate competition.)

Compiling a list of all students whose pictures appear in the book with the page numbers on which the picture appears is the duty of the index editor. He does not ask in glory, but his job is important. Errors in spelling and identity frequently are discovered at this point. Cooperation from all other staff members is necessary if this editor is to complete his tedious and meticulous task.

Preparing file cards of all persons who pay for yearbooks is the responsibility of the circulation manager. To do this he must use the records in the college business office, checking all full-time students enrolled each semester, then prepare a card file of these students for

use in distributing the books. He also addresses labels for the supplements after the books are distributed in May, when summer mailing addresses are reported.

GOOD PHOTOGRAPHY IS ESSENTIAL

No yearbook can be successful without good photography and no publisher can take a poor print and produce a good reproduction in a yearbook. All pages should be planned and sketched in the editor's dummy before pictures are taken. Then the photographer should be given specific directions as to what is wanted -- a vertical or horizontal picture, closeup, mood or atmosphere picture, special angle shot, or a featured picture for a division page.

Many excellent and usable ideas can be found by studying photography and layout in such magazines as Life, Look, and McCalls, which do exciting things in the use of pictures for the space allowed. Photolith is a magazine devoted to yearbook photography and is worthy of study by all staff members.

Enrollment in the course in news photography will be of benefit to all yearbook workers, and will enable them to use the college cameras and dark room facilities.

Occasionally students not on the yearbook staff take pictures of college events which would make excellent Reveille pictures. Students should be encouraged to share in contributing to the book, to make it more truly representative of the college.

For several years the yearbook has had an agreement whereby the same photographers are used for the News Service, Reveille, Leader, and

sports publicity service. This arrangement presents several problems, but has many advantages. Services of more photographers are available and the total number of pictures taken is far greater than any one unit could afford on its own responsibility.

Specific arrangements for photography are made by faculty members of the News Service and publications advisers. The Reveille pays a pre-determined sum of money into the News Service each year for photographers' wages and photographic supplies. This figure is established on the basis of previous budgets and the estimated portion of photographers' time used primarily for yearbook work. Many pictures are contributed by the yearbook to the News Service files, and each spring all returned individual class pictures are turned over to the college files. The News Service, in return, makes other pictures available to the staff as well as the use of equipment and facilities.

Each Reveille staff member is expected to understand this cooperative arrangement in order that the plan may be successful and of mutual benefit.

CLASS PICTURES ARE UNDER CONTRACT

After trying a system for many years of letting students go to the studio of their choice in Hays for class pictures, The Reveille has for the past three years, brought a photographer to the campus soon after the opening of school in the fall to take individual pictures.

A plan has been developed whereby staff members collect a class picture fee from students during fall enrollment, thus establishing the number of pictures which will appear in the yearbook. Students receive

a receipt stub of a card to be used when making an appointment with the photographer and the staff retains the rest of the card which shows the student's classification and address and becomes the circulation file card.

Actually, the student buys space for his picture in the class section, and the staff makes the arrangements with the photographer. Students have their pictures taken at the lowest price, quality considered, and the yearbook receives several prints of each picture, uniform in background, coloring, size, and pose.

Since adopting this method in 1959, the percentage of students pictured in the class section has risen decisively. In 1958, when students chose their own photographer, off campus, there were 1,173 class pictures representing a total enrollment of 2,294, or 50.2 per cent. In the 1961 book there are 1,907 students pictured of 2,865 enrolled, or 66.5 per cent. This enrollment figure includes Saturday, part-time, and graduate students. Only regularly enrolled undergraduates are considered in the individual picture count. On the basis of approximately 2,300 full-time students enrolled in 1960-61, the percentage pictured in the class section of the yearbook is 82.9.

Both local and out-of-town photographers have been invited to bid for the contract. The Reveille requests that four poses be taken and asks for at least two prints of each student. In 1961, the studio gave three prints of every student for a base price of \$2.00 per student. Local bids ranged from \$2.75 to \$5.00 and provided for only two prints.

Delma Studios of New York, yearbook photographers for innumerable schools, have had The Reveille contract for two years. They send one

photographer to Hays for a period of four weeks. He works eight hours a day and will work on Saturdays if needed. Sittings are scheduled every five minutes throughout the day. The studio pays for a secretary to handle the scheduling, which is supervised by the yearbook staff and adviser.

Faculty pictures may be included under this contract, providing both the college and yearbook with up-to-date prints of faculty members at a nominal fee. Proofs are mailed by the studio to students and prints are sent directly to The Reveille office.

PLANNING OF LAYOUT TAKES TIME

Developing a plan for The Reveille is the first task and privilege of the editor and should be started in the spring, a year before the book is published. Many other yearbooks should be examined, books and brochures on layout and design studied, and several plans drawn before a final plan is adopted.

Basically, the aim of any yearbook layout is a readable and attractive physical arrangement of pictures, copy and art work. To achieve this pattern, there must be simplicity, order, and fundamental uniformity to a specified style.

No staff member can expect to do a good job until he understands the purpose of the layout and the desired effect the editor is striving to create. Several staff sessions early in the year should be devoted to explaining theme, art plans, color usage, and general layout for the book. Time spent in these meetings will pay huge dividends in cooperation and efficiency as the year progresses.

Three elements are fundamental to any page layout: White space, pictures, and text. Judicious use of all three is necessary to create a pleasing result. Unity and consistency go hand in hand with each element in every section of the book. From the title page and opening section, a reader first acquires a general idea of the book. This idea or theme should extend through the entire volume, not monotonously, but with logical unity, relating section to section, page to page.

By planning facing pages as a single unit, a "linking" technique may be developed. Headlines may extend across the "gutter," from left-hand page to right-hand page; lines or dots are frequently employed to carry the eye from one page to the other without interruption of thought. Text of "body copy" should not read across the gutter, and headline words should never be divided between the two pages.

Pictures may be planned to spread across all or part of two pages for the strongest unity. Bleeding a picture is defined as extending it to the edge of a page, without use of margins. Certain rules should be followed when bleeding pictures into the "gutter." Pictures should never bleed on the first or last page of a 16-page section or "signature" into the gutter. Too much of the picture will be sewed into the seam of the book. One natural double-page spread is found in each 16-page signature which will give the most satisfactory two-page picture. A chart showing the double spread in each signature is reproduced on page 67 in the appendix.

Each page or double-page spread needs one dominant area or focal point for emphasis. This is usually achieved with a picture to carry

an impact of action, mood or atmosphere. The entire spread is more attractive when developed around one featured picture, not just arranged in a symmetrical balance, without a starting point. Lines, art work, a series of pictures, or copy may then lead the eye on through the rest of the layout.

C. J. Medlin has written an entire book on Yearbook Layout² and each publishing company supplies brochures to assist the staff in this art. N. S. Patterson and William H. Taft of Missouri University also have a publication on principles and practices of layout³ which should be studied by the staff.

²C. J. Medlin, Yearbook Layout, Ames, Iowa, The Iowa State College Press, 1960.

³N. S. Patterson and William H. Taft, Yearbook Layout, Principles and Practices, Columbia, Mo., National School Yearbook Assn. School of Journalism, University of Missouri, 1959.

CHAPTER IV

PUBLICATION OF THE BOOK

Yearbooks are produced by one of two methods, letterpress or offset printing. At present, the trend is toward offset books because they are more economical for large books and many people believe more beautiful books are produced by this method. Offset reproduction has a soft quality in the print and in picture reproduction; also, color reproduction is considered a little richer and more mellow. Greater freedom in use of art work, shaded areas, and other decorative devices is possible with offset, since half-tone engravings are not required for each separate unit on a page.

Advocates of letterpress prefer it because it offers sharp contrast of black and white, is easier to change after copy has been set in print, usually can be printed nearer to the school, and requires less time between the final deadline and the delivery date of the finished book.

Fort Hays State College has had offset yearbooks for the last ten years, published by several different companies. Since 1958 The Reveille has been published by Taylor Publishing Company, Dallas, Texas.

CONTRACTS ARE LET IN THE SPRING

At least three publishers are invited to submit bids for The Reveille about April 15. In most cases companies will send representatives to meet with the adviser and new editor to discuss plans for the book and will then mail bids. Quality of workmanship offered by the company, as

price, service, and terms of the contract should be considered before reaching a decision.

Contracts are signed by the adviser and business manager or editor. In offset printing, covers, engraving, printing, and binding may be included in a base contract price. When a book is printed by letterpress, contracts for the various components are let separately.

After a basic contract is signed, usually in May or early June, specifications are drawn up in early fall, giving details of type of cover, its design and color, use of added or full color in the book, design for endsheets, type styles and sizes, exact number of pages, estimated number of copies and such other information as the company requires. These specifications may be changed within a reasonable time without extra charge.

Publishers realize they are working with students and are eager to cooperate in an effort to help staff members enjoy creating a yearbook which will be a lasting pictorial record of the school year. At the same time, they endeavor to make the experience both educational and practical.

DEADLINES NEED NOT BE DEADLY

Regardless of how a book is produced, deadlines must be established and met. The Reveille usually has three dates for mailing copy to the publishers. Other deadlines should be set for division or section editors to complete their assignments and turn finished pages over to the editor.

When a school fails to meet its deadline with the publisher, preparation of the book is delayed, therefore delivery is postponed. A company may penalize a school as much as four days for each one day copy is late. Two days late to the publisher can mean a week's delay in delivering the books. For a large (200 pages) offset book, publishers require approximately ten weeks after final copy is in their hands.

Final copy for The Reveille must leave Hays by March 1 to insure delivery of books well ahead of final examination week in May. Careful planning and cooperation of photographers, copy writers and staff, as well as of all school organizations, is absolutely necessary if deadlines are to be met and the book published on schedule.

All copy must be read several times before any page is finally sent to the publisher. Therefore several deadlines are advisable. Each staff member should accept the responsibility of meeting his personal deadline irrespective of when another page is to be completed. Staff members and the adviser should agree upon deadlines for various divisions and specific pages, keeping in mind the requirement that 16-page signatures or sections are to be sent to the publisher, insofar as possible.

PROOFREADING IS PRECISION WORK

Proofreading is often a misused term. Technically, no material is proofread until it is set in type. In practice, proofreading of yearbook copy usually means copyreading, or reading the copy before it is set in type. This is done, not once, but several times, by different staff members and the adviser.

Accuracy has no substitute. No yearbook is a good book when it is inaccurate in facts and spelling, or is carelessly planned. Established margins, consistency in style, and care in planning the length of copy blocks and headlines all contribute to make an attractive book. All corrections must be made before pages are sent to the publisher.

Taylor Publishing Company, like most other publishers, charges for submitting proofs and makes a special charge for any errors of the staff which are corrected after the plates have been made for printing. Although correction charges may seem high, errors should not remain in the book.

The Reveille usually requests proof of all pages, except the index. One shipment of proof arrives about March 1, with a second shipment due about three weeks later. The last third of the book has been proof-read in Dallas, Texas, for the last few years by members of the staff taken to the Taylor plant as guests of the company. This practice is common among publishers and gives new editors a chance to see various steps of yearbook production so that students may better understand the processes through which their book passes before it reaches their hands.

DELIVERY MEANS WORK FOR ALL

At least four days should be allowed for shipping yearbooks to Hays from Dallas. Since they carry advertising, they cannot be transported by rail at book rate, so are shipped by motor freight and delivered by local truck to the Memorial Union.

All available staff manpower should be mustered to help unload books and store them until the hour of distribution. Students call for

books at tables set up in the Memorial Union lounge. The circulation manager is in charge, with the card files divided into sections of the alphabet to speed the operation of distribution. All students are expected to pick up their books on the one day specified as delivery day.

CHAPTER V

THE SPRING SUPPLEMENT

In 1959 a Spring Supplement became an added section to The Reveille and is almost unique among college yearbooks. Many high schools use this method of presenting events which occur after final copy has been mailed for the book proper, but most colleges record spring events in next year's book. A few colleges and universities, such as Kansas University, solve the problem of spring events by publishing the yearbook as a quarterly, bound into a loose-leaf book.

Students at Fort Hays State College have indicated a general approval of the supplement. However, its practicability has not been fully determined. The publication involves extra work late in the spring and in some ways is an anti-climax for the staff. It is expensive, costing several times the amount the same number of pages would cost in the book itself. On the other hand, it gives coverage to this year's events in this year's book and provides an opportunity for next year's staff to have administrative experience this year, since the new editor is in charge of each supplement. The retiring editor may advise, suggest, and recommend, but new staff members should schedule pictures, write copy and lay out the pages, using the same format as the book itself.

Supplement contents include such events as The Fort Hays Follies, a spring dramatic production, Choir Show, Greek Week, spring sports -- track, golf, and tennis -- and commencement week activities. Other

events may be scheduled which are of enough importance to merit space. No supplement should contain more than 16 pages in order to fit into the book without straining the binding. No special covers are used and the booklet is constructed so that it can be tipped in with glue at the back of the book, just in front of the end sheets.

Cost of a supplement is calculated on the basis of page cost, plus unit cost, plus mailing cost. A separate contract is usually drawn up and signed. Figures on cost will be found in the financial statement on page 71 in the Appendix.

Address labels for the supplement have been furnished by Taylor Publishing Company and are sent to the school to be addressed. The circulation manager has charge of labels, but may need help from other members of the staff. Addressing labels is a summer task since students list their addresses when they pick up their books in May. Supplements are mailed by the publisher directly from Dallas, unless requested to deliver at least part of the order in bulk to the college.

Since this section is not available when the college distributes its purchase of 150 books to high schools nor when advertisers' copies are delivered, it is safe to order at least 200 fewer supplements than yearbooks.

A full-color picture could be used on the cover of the supplement. Some schools use campus scenes or building pictures which might be desirable for framing as a featured addition to the supplement, either as a cover or in the center spread of the section.

Identity of volume and year of this booklet should appear on page one or two and should correspond with the book. Too often the spring section is titled "Supplement" with no further identification. If pages for this booklet are prepared and mailed immediately after commencement, the finished supplement should be mailed to students about August 1.

CHAPTER VI

THE REVELLE BALL

For many years the Reveille Ball has ushered in the college winter social season at Fort Hays Kansas State College on the first Saturday evening in December. Usually the first all-school formal dance, it attracts a large crowd. Every effort should be made to keep the dance an all-school function, supported by as many organizations as possible. This affair serves to interest the student body in the yearbook and promotes good relations with various groups of students, but is not an essential component of the publication of the book. Possible profits from the dance are never figured as a regular source of income when preparing the budget.

ORGANIZATIONS CHOOSE QUEEN CANDIDATES

By mid-October, the yearbook staff invites fraternities and housing units to sponsor candidates for The Reveille Queen, to be selected on the basis of beauty. Each sponsoring organization pays for portraits of its candidate at a studio designated by the staff and is expected to extend all usual courtesies to the candidate, to insure her having a date to the dance and suitable flowers.

The Reveille pays for special handling of pictures used in the book, a crown or rental of a crown, presentation flowers, trophies or gifts for the queen and attendants.

Final choice of the queen and attendants is traditionally made by an off-campus judge, from two photographs of each candidate.

STAFF PICKS THE JUDGE

Selection of a judge is a prerogative of the editor and staff, with the approval of the adviser. Many yearbook staffs choose well known personalities from the entertainment world, artists, or magazine editors to be judges of beauty queens.

Selection of the dance band and chaperons for the dance, as well as general management of the function, are responsibilities of the staff, under direction of the business manager and his assistants. The Reveille Ball is not a money-making project and requires close management and careful budgeting to avoid a deficit.

Special entertainment, such as a floor show, may be planned for intermission, or the staff may choose to limit the ceremony to the crowning of the queen. A master of ceremonies should be selected by the staff, also someone to crown the queen. This honor might go to a distinguished visitor on campus, the president of the college or the person to whom the book is to be dedicated.

DECORATIONS ARE LIMITED

Relatively little decorating is necessary for the Ball. However, the general design and color of The Reveille cover are usually revealed at the dance by displaying a replica of the front and "spine" or end of the book on the stage.

Announcement of the dedication of the yearbook (if any) is also usually announced at the dance. These are customs, not necessarily

traditions, and perhaps should vary from year to year to prevent monotony and to preserve an element of surprise for the students.

TICKETS ARE SOLD IN ADVANCE

Tickets are usually printed at the college and sold by staff members. Advance sales help advertise the dance and assure a crowd, in case of storm. Tickets are usually \$1.50 per couple and staff members receive complimentary tickets, as do queen candidates and their escorts. Faculty members not invited as chaperons should expect to pay as any other patron.

CHAPTER VII

SUMMARY

No handbook is worthwhile unless it assists those for whom it is intended, in this case the staff members in the preparation of a yearbook. Since each volume of The Reveille is a separate creative enterprise, with a new editor and a relatively untrained group of assistants, it behooves each member of the staff to become familiar with this handbook in its entirety. Each should then pay special attention to those sections with which he will be particularly concerned.

All staff members should feel a responsibility for helping to achieve the basic purposes of the book, working with harmony and sincerity to present an honest interpretation of the college year.

Production of the yearbook is a year-long endeavor, with early planning essential to efficient operation. Ideas should be contributed by all staff members and by combining the best of the suggestions, a better book should be possible.

From the time the first cover sketches are drawn and the layout is planned until the final copy is mailed to the publisher, there is work to be done. Before one volume is delivered in May, another book is in the planning stage.

A successful yearbook emphasizes academic growth and achievement above social activity as it strives to give proper recognition to all areas of study and research. Through the best photography available it presents a graphic history of student life which becomes a cherished

memory book. As a recognized publication, the yearbook is a medium of public relations between students, parents, and friends of the college, and serves as a permanent reference book. In addition, it affords opportunity for expression and development of student talent and ability.

From the title page to the final appreciation page, the book must be regarded as a unit, consistent in style and form, written with dignity and pride, to serve the purpose for which it was intended.

No college yearbook should be published for the sole purpose of winning a high rating from one of the critical services. However, through critical analysis and evaluation, these services encourage schools to aim for high standards of content, layout, photography and production. While no two services have identical scoring sheets, they agree on basic fundamentals and principles. A summary of Vida B. McGiffin's list of fundamental qualities for superior books⁴ is given in Appendix C, page 62.

⁴Vida M. McGiffin, "The Makings of a **Medalist** Yearbook," The School Press Review, 36:1, March, 1961.

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APPENDIX

APPENDIX A

HISTORY OF THE REVELLE

Volumes of The Reveille offer a thorough and accessible record of the history and progress of Fort Hays Kansas State College. While the college was still very young, its students prepared and published a yearbook of surprising size and content.

Volume I appeared in the Spring of 1914, a paper-bound book in grey, with black and gold lettering, and tied with gold cord. The college had just been separated from the Emporia Normal School and had a new name: Fort Hays Kansas Normal School. W. A. Lewis had been inaugurated president, and the enrollment exceeded seven hundred. The bachelor of science degree could now be earned at the young college and the prospects were bright for future growth.

Reveille was suggested as a name for the annual, as yearbooks were then commonly called, by James Winchester, a member of the staff of the first book. He presumably used two sources for the name, the bugle call of soldiers, reminiscent of old Fort Hays, and a Calling to the Students, given by President Lewis at an address soon after his inauguration in March, 1914, and reprinted in The Reveille. He said, in part:

. . .The Fort Hays Kansas Normal School is surrounded with a halo of tradition. Men whose indomitable spirit made them the heroes of our nation, have tramped over our campus and bivouacked on the banks of our lake, and have cooked their meager meals on campfires replenished from our woods. Their spirits are calling in bugle-notes to our boys and girls. Their example sets before us a lesson of superb courage, of true comradeship, of clean lives, of unselfish devotion to their people, to their state,

and to their nation. . . With such a heritage and such a presence, the senior and the alumnus must live a life of splendid service and the undergraduate has for his goal a life of high ambition.

The pronunciation of the name of the yearbook was rev'e li, as used by military services. By 1916, however, a feeling prevailed that a college book should use the more scholarly English pronunciation and it was changed to re val'yi. James R. Start, business manager of the 1916 Reveille, credits the change to P. Caspar Harvey, English teacher and adviser of the early yearbooks. Modern dictionaries, both English and American, give rev'e li as the preferred pronunciation of the word. It would seem logical, therefore, to try to effect a change back to the original pronunciation so closely associated with Fort Hays and the early days of the college.

Volume I of The Reveille was edited by the junior class and was dedicated to President Lewis. The book measured $8\frac{1}{2}$ x 11 inches, a size it continued until 1955, and had 154 pages. Crane and Company of Topeka were the publishers. Then, as now, the book carried advertisements, and several Hays business firms which advertised in the first volume are still operating under the same, or similar names and are still patronizing The Reveille. A. A. Wiesner and Son were in the same business and location as now; George Philip and Son, hardware; J. B. Basgall, groceries; The Hays City Milling and Elevator Company; Markwell's Book Store; First National Bank of Hays; George S. Grass, grocer, and C. Schwaller's Sons, building materials, were familiar names to the students of 1914 as they, or their successors, are to the Fort Hays State Student of 1961.

Twenty-four faculty members appeared in the first volume of the yearbook and the curriculum included manual arts, commerce, music,

education, languages, history, sciences, mathematics, physical education and blacksmithing.

Alfred Richmond was the first editor and the first business manager was Albert Whisnant of Hays, who is still intensely interested in year-books, as a representative for Taylor Publishing Company.

In 1915, The Reveille was edited by Kathryn O'Laughlin (who later became Kansas' first congresswoman) and was dedicated to E. B. Matthew, professor of mathematics. A theme was developed using a soldier with a bugle, sounding a call, and an explanation of the name of the book written by Mr. Matthew in the book.

The Reveille is a signal sounded by bugle or drum at sunrise. . . it is a fitting title to a publication that reflects the thoughts and spirit of a body of students. It suggests action, conquest, victory . . . and the student's call is to a life of constructive service in the ranks of the army of peace . . . Sound the Reveille of a higher and better civilization in Kansas our beloved commonwealth.

The Reveille changed little in appearance or size for several years. Volumes five and six were combined into a Victory Edition in 1919, dedicated to eleven students who gave their lives in World War I. Glenn Archer edited the 1918 section and edited the College Leader the same year. Victoria Unruh edited the 1919 portion of the edition, (then married the adviser, P. Caspar Harvey.)

Dedications of early books were made to the memory of General George Custer, parents of students, "Our Generation," the "Spirit of Americanism," and then to a series of well-known or favorite faculty members. President Lewis was honored three years, and in later books President L. D. Wooster was recognized four times.

In 1931 the Liberal Arts Edition heralded the authorization of the college to grant a liberal arts degree and a change in the college name from Kansas State Teachers College to Fort Hays Kansas State College.

Charles Curtis, vice-president of the United States, was saluted in the 1932 book for his leadership in the movement which resulted in the establishment of the college thirty years earlier.

The depression was reflected in the size of the book when it dropped to 120 pages in 1933. A "Back to Earth" edition in 1934 was indicative of the dauntless courage of Western Kansans during the dry, dusty years, when enrollment was at low ebb. "The Spirit of the Seventh Cavalry" provided a theme for 1936, honoring General Custer's famed regiment.

By 1940 the book again had more than 200 pages, but dropped in 1944 to an all-time low of 64 pages, dedicated to the "Spirit of the Boys Who Gave Their Lives." The next year there were 72 pages, and the dedication read: To Those Who Are Fighting to Protect Our Heritage And Our Hopes of New Horizons. In 1948 normalcy returned and The Reveille had 200 pages. The next year brought a change in appearance when the book was produced by offset lithography and published by Semco Lithographers of Oklahoma City.

The golden anniversary of the founding of Fort Hays Kansas State College highlighted the 1952 edition, with a special section of historical pictures and text to review the growth of the college.

A new format was adopted for the yearbook in 1955, when it became a 9 x 12-inch book. Heliotrope and black made a striking cover and an

unusual background design on featured pages combined with the use of heavy textured paper made this volume distinctive.

Addition of a Spring Supplement, first published in 1959, has been the most recent change in the yearbook. This 16-page section presents events of the last ten weeks of the spring semester and is mailed to students in August. It is designed without a cover and can be glued into the back of the book as the cover is designed to allow for the extra pages.

The 1961 Reveille is the largest in the history of Fort Hays State, with 264 pages in the book proper and 16 pages of spring activities in the supplement which will be delivered in August. The Reveille gives a graphic record of the academic year from September to June, but does not cover the events of the summer session.

A list of Reveille editors, business managers, and dedications

follows by volume and year:

Vol.	Year	Editor	Business Manager	Dedication
1	1914	Alfred Richmond	Albert Whisnant	William A. Lewis
2	1915	Kathryn O'Laughlin	Roy D. Slagle	E. b. Matthew
3	1916	E. H. Cummings	J..R. Start	Parents of Students
4	1917	Ralph Archer	Thomas Mock	Memory of George Custer
5	1918	Glenn Archer	Harold Gilliland	To Those Who Died
6	1919	Victoria Unruh	P. Everett Sperry	in World War I
7	1920	Guy Ordway	not listed	Spirit of Americanism
8	1921	not listed	not listed	Our Generation
9	1922	Bessie Ferguson	Olive Sunderland	Football Men and Coaches
10	1923	Ella Moe	Glenn Archer	William A. Lewis
11	1924	Letha Best	Lawrence Gross	William A. Lewis and Lewis Field
12	1925	Ina Miller	Harold Messick	Floyd B. Lee
13	1926	Harold Lewis	Harry Engstrom	Coach Bill Weidlein
14	1927	Hugh Burnett	Frank Anderson	C. E. Rarick
15	1928	Ralph Imler	Doyle Brooks	L. D. Wooster
16	1929	Harold Copeland	Rollen Nipps	H. E. Mallow
17	1930	Geneva Wright	Lawrence Sayler	Roy Rankin
18	1931	Don Doane	Scott Wylie	T. W. Wells
19	1932	Frederic Hemphill	Henry Buck	Charles Curtis, vice- president of U. S.
20	1933	Shirley Baird	Norman Lietzke	Youth - Impressions
21	1934	Helen Dannefer	Vester Davidson	Wilbur C. Riley
22	1935	Clara Nicholas	Walter Park	L. D. Wooster

23	1936	Alan Rankin	Gayle Stover	Spirit of Custer's Seventh Cavalry
24	1937	Will Owens	John Willcoxon	James R. Start
25	1938	Ivan Birrer	John Willcoxon	W. D. Moreland
26	1939	Floyd Moore	Oscar Mitchell	Orvis Grout
27	1940	Dean Carroll	Bill Hall	E. R. McCartney
28	1941	Annie L. Daniels	Gene Glotzbach	Students
29	1942	Mary Wooster	Kenneth Erickson	L. D. Wooster
30	1943	Delores Tholen	Bill Hockett	none
31	1944	Phyllis Blackburn	Norbert Dreiling	Spirit of Those Who Gave Their Lives
32	1945	Jo Monsen	Dean Curry	Those Who Are Fighting to Protect Our Herit- age and Hopes of New Horizons
33	1946	Estella Hayes Esther Hueftle	Norbert Dreiling	Walter (Wally) Waller- stedt
34	1947	Glenn Newmeyer	Richard Hoard	Hugh Burnett
35	1948	Bertina Johnson	Joanne Coffey	Molly Wallerstedt
36	1949	Ruth Freshour	Richard Burnett	C. F. Wiest
37	1950	Roy Duell	Bob Christensen	Maude McMIndes
38	1951	Dean Watt	Gail Scheuerman	F. W. Albertson
39	1952	Donna Foster	Dean Kruse	To the Students
40	1953	Willard Peterson	Eldon Laidig	Nita M. Landrum
41	1954	Martha Pate	Eldon Laidig	Katherine Bogart
42	1955	Gordon Zahradnik	Howard Spies	Joel Moss
43	1956	Virginia Hogsett	Gary Pauley	M. G. Cunningham
44	1957	Vauneta Rusco	Joe Lemon	none
45	1958	Diedra Burandt	Merlin Ely	none

46	1959	Deanna Lockman	Darrell Schaffer	L. D. Wooster
47	1960	Mary Desbien	Tom Kugler	Wilmont Toalson
48	1961	Jan Ball Jan Harrison	David Mosier	To the Students

APPENDIX B

GLOSSARY OF TERMS, WITH DEFINITIONS AND INTERPRETATIONS

- AIR BRUSHING** - Method of retouching photos by using compressed air to remove segments of the picture.
- AVAILABLE LIGHT** - Use of existing light for exposure when taking pictures, instead of artificial lighting.
- BACKBONE** - Portion of the book between two covers; the part seen when the book is standing on a shelf; also called spine.
- BALANCE** - Pleasing arrangement of pictures, copy and white space on a page or on facing pages, comprising a spread.
- BASE COLOR** - Real or actual color used on covers.
- BLEED** - Extending a picture to the edge of the book, either toward the center or outside, with no margin allowance.
- BODY COPY** - Editorial text of the book as contrasted with cutlines used with pictures or headlines.
- BLURB** - A white area containing copy, placed inside a photograph. Blurbs should be used sparingly, not more than two to a page.
- BROWNLINER PROOF** - Type of proof of pages, which shows pictures, headlines, and text, to be proofread for typographical errors; also called Van Dyke proofs.
- CAPS** - Use of all capital letters.
- CAPS AND L.C.** - Use of capital letters for first letter of word, followed by lower case, or small, letters.
- CLEAN COPY** - Copy which needs a minimum of revision.
- CROP** - Trimming off undesired portion of pictures.
- CAPTION** - Copy which explains a picture and is usually placed under a picture; also called cutline.
- CUT** - An engraving: used as a verb, to eliminate or condense copy.

- CUTLINE - See caption.
- DEADLINE - Date or time when copy must be delivered to editor or publisher.
- DIECUT PAGE - Page where circle or area is cut out to show a particular effect on page beneath the diecut area. The cost varies with the size and number of pages cut and should be used only for special effect.
- DIVISION PAGES - Double page spreads used to separate sections of the book; sometimes called dividers and may be of a different texture of paper and have special color or design.
- DUMMY - A book made up to indicate the rough plan of the publication, showing all elements, pictures, art work, copy, headlines and distribution of white space. A dummy is also the carbon second sheets of each page of the book, retained by the staff when the original copy is sent to the publisher. This dummy is filed for quick reference to pages already completed.
- DUOTONE - A printing process using black plus one other color to produce a special color effect suggestive of a three-dimension picture. Duotone is cheaper than full color and is frequently used in special sections of a yearbook.
- EMBOSS - A process in which a design is raised from the flat surface. The process is frequently used on covers of yearbooks.
- ENDSHEETS - Heavy paper used on the inside of covers to help hold the book together. Endsheets are usually included in the basic contract price, but are specially priced when colored or have a design.
- FABRICOID - Imitation leather, with cloth foundation, commonly used in yearbook covers.
- FOUR COLOR PROCESS - Reproduction of a picture in full, natural color. The process involves making four separate negatives from a transparency so that the reproduction will be in full, true colors.
- FLUSH - To set copy, pictures, or headlines even with the margin. Matter may be set flush left, or flush right, to indicate desired position.

- FORMAT - Pattern of the book, including size, shape, style, kind of type to be used.
- GLOSSY PRINT - Photograph on glossy paper; preferred finish for pictures in yearbooks.
- GUTTER - Center seam of the book, where pages are bound; sometimes called valley.
- HAIPLINE - Thin white line used between pictures, as in class panels.
- HALFTONE - An engraving plate, photographed through a glass screen that breaks up the reproduction into dots. Screen sizes vary from 45 to 300 lines to the inch. Most common screens for yearbooks are 100, 120, and 133-line. In the production of offset books, the staff does not need to be concerned with halftones. With letterpress books, halftones are used for picture reproduction.
- HEADBANDS - Small decorative strips of cloth attached to the backbone of the book at the top and bottom. The headband is purely decorative. This item is not always included in base contract price and may be an extra charge item. Large yearbooks usually have headbands.
- HORIZONTAL PHOTO - Picture which is wider than it is high.
- LABEL - Verbless headline or caption.
- LAYOUT - The plan of a page or double-page spread, showing relative position of copy, pictures, headlines, and artwork.
- LEAD - Pronounced leed, the leading sentence or paragraph.
- LEAD - Pronounced led, the use of metal strips to space lines of copy to fill designated area.
- LETTERPRESS - Method of printing which uses lead type or plates. Ink is applied directly to printing surface. This is the process used in printing many newspapers and the State College Leader.
- LIBEL - A public defamatory statement, injurious to character or reputation.
- LITHOGRAPHY - Method of printing from a flat surface. See offset.

- LOWER CASE - Use of small letters, not capitals.
- MONTAGE - Picture made by using several pictures, blended or superimposed to create the effect of a composite.
- OFFSET - A form of lithography where the impression is transferred from a rubber blanket to the paper. The result is a softer effect than letterpress printing. The page or signature is prepared and photographed. The printing plate is made by using the photographic negative. The Reveille, like many other yearbooks, is printed by offset lithography.
- OUTLINE HALFTONE - A process in which the background is removed from the subject of a picture, leaving only the white page in the background. This technique should be used sparingly, for special effects.
- OVERBURN - Copy printed on a picture in black, or in the same color as the picture. A photograph must be light enough for the type to be readable.
- OVERTONE - Second color used over base color on covers. Overtones are used to effect a grain or special design.
- OVERLAY - Laying part of one picture over another. Usually the lower picture is on top of part of the upper picture.
- PAGE PROOF - Type of proof which does not show pictures on the page, only the space for the picture, the text, and headlines. This type of proof is available from the printer quicker than brownlines (in offset printing) and is less expensive, because the final plate has not been made.
- PICA - Unit of measurement of type, equal to 12 points of 1/6 of an inch.
- POINT - Unit of type measurement, equal to 1/72 of an inch.
- PROOF READING - Reading copy for correction of typographical errors.
- PROPORTION DIAL - Device used to figure proportions for enlargements and reductions of pictures.
- REVERSE PRINT - Printing on a picture in the reverse color, as white on a dark picture. There is usually an extra charge for reverse printing.

- SIGNATURE** - A unit of pages printed at one time. The Reveille is printed in 16-page signatures, or 16 pages at one time. Copy should be sent to the publisher in signatures.
- SILK SCREEN COVER** - A cover on which the design has been printed by a silk screen process which forces ink through meshes of silk cloth which has the design imposed upon it. Silk screen covers are softer and smoother than fabricoid covers.
- SPREAD** - Two facing pages, a double-page layout.
- TINT BLOCK** - An area of color over which a photo or text may be printed in black.
- TIP IN SHEET** - A page fastened into a book by inserting it between two pages and attaching it to one page. Such an addition must be inserted before the beginning of a new signature and should be used only on special occasions, for a particular effect.
- TRANSPARENCY** - Photo color film, developed to be used for making full-color photos.
- VAN DYKE PROOF** - See brownlines.
- VERTICAL PHOTO** - Photo which is higher than it is wide.
- VIGNETTE** - A picture which has the background faded out gradually, to white. This is done by the local photographer and not by the publisher. It is commonly used in queen sections or campus views.

APPENDIX C

SUGGESTED QUALITIES REQUIRED FOR SUPERIOR RATINGS OF YEARBOOKS

AS LISTED BY VIDA B. MCGIFFIN IN SCHOOL PRESS REVIEW

MARCH, 1961

1. The introductory section will include a title page which will give title of the book, year of publication, name and address of school, volume number, table of contents, and at least a suggestion of a theme which will indicate the unifying plan of the book.
2. The cover will be both appropriate and attractive.
3. The academic section will be reasonable in relation to the size of the book.
4. Both seniors and underclassmen will be given coverage in proportion to their importance in an all-school book.
5. The book will show careful planning of double-page layout, with defined corners, spacing between pictures and copy, between headlines and copy, and with uniformity in pattern planning. Portraits will not be bled, nor will group pictures habitually be placed at extreme top or bottom of pages.
6. Artwork will be of good quality and there will be no hand-lettering.
7. Photography will be sharp, well-planned and of uniformly good quality.
8. Photos will be carefully cropped to eliminate unnecessary areas, but will retain necessary parts of bodies in action pictures, such as feet of dancers and runners, hands and instruments of musicians.

9. Accents, such as outline pictures, bleeds, irregular-shaped pictures, will be used sparingly for dramatic emphasis.
10. Copy will be edited to fit allotted space, being neither too crowded, nor wasteful of white space.
11. Type should be all of one type family, with not more than two or three type-sizes. Type will be neither too large, nor too small, nor too black.
12. Copy blocks will use only three or four line-lengths in the entire book. No block of type should be less than two inches in width, nor more than five. (No eight-point or ten-point type should be set in lines running across the page.) Two three-inch-wide columns are better than one six-inch.
13. Margins will be established and observed. Type should touch the margin and always read horizontally, never vertically or tilted.
14. Pages will be numbered consistently and uniformly, except for division pages, title page, and full-page bleeds.
15. The book will show a nice balance of copy and photography.
16. There should be headlines with verbs, and at least one headline to each page.
17. Prizewinning books will show that the staff has tried to identify as many individuals as possible in pictures, whether in formal portrait, group, or action pictures.
18. An index will be complete, listing all students, faculty, organizations, and advertisers.

APPENDIX D

CAMPUS ORGANIZATIONS TO BE CONSIDERED FOR INCLUSION

IN THE REVELLE

HONORARY

Alpha Lambda Delta	Freshman Women's Scholastic
Alpha Psi Omega	Dramatics
Chancery Club	Pre-Law
Delta Epsilon	Science
Delta Tau Alpha	Agriculture
Epsilon Pi Tau	Industrial Arts
Eta Rho Epsilon	Women's Physical Education
Kappa Mu Epsilon	Mathematics
K Club	Sports lettermen
Kappa Omicron Phi	Home Economics
Lambda Iota Tau	Literature
Phi Alpha Theta	History
Phi Delta Kappa	Education (men)
Phi Eta Sigma	Freshman Men's Scholastic
Phi Kappa Phi	Scholastic
Phi Kappa Delta	Forensics
Seventh Cavalry	Leadership (men)
Sigma Pi Sigma	Physics
Women's Leadership Organization	

PROFESSIONAL AND DEPARTMENTAL

Amateur Radio Club	Mathematics Club
Chemistry Club	Music Educators National Conference
Collegiate 4-H	Penguin Club
Fort Hays Nurses	Phi Mu Alpha Sinfonia
French Club	Scriblerus Club
German Club	Sigma Alpha Iota
Home Economics Club	Student National Education Association
Industrial Arts Club	Spanish Club
International Relations Club	Women's Recreation Association
Little Theater	

RELIGIOUS

Campus Christian Council	All denominations
Canterbury Club	Episcopalian
Christian Youth Fellowship	Christian
Gamma Delta	Messiah Lutheran
Kappa Phi	Methodist Women
Lutheran Students Association	Trinity Lutheran
Roger Williams Fellowship	Baptist
United Students Christian Fellowship	Presbyterian
Wesley Foundation	Methodist
Newman Club	Catholic
Y. W. C. A.	All denominations

SERVICE AND MISCELLANEOUS ORGANIZATIONS

Alpha Phi Omega	Boy Scouts
Ambassadors	
Campus Boosters Council	
Collegiate Young Democrats	
Collegiate Young Republicans	
Dames Club	Student wives
Kit Kats	Freshman Pep Club
The <u>Leader</u>	Student Newspaper
The <u>Reveille</u>	Yearbook
Second Generation Club	
Student Affairs Committee	
Student Council	
Tigerettes	
Union Board	
Union Program Council	

GREEKS

Interfraternity Council	Panhellenic Council
Delta Sigma Phi	Alpha Gamma Delta
Kappa Sigma Kappa	Delta Zeta
Phi Sigma Epsilon	Sigma Kappa
Sigma Phi Epsilon	Sigma Sigma Sigma
Sigma Tau Gamma	
Tau Kappa Epsilon	

APPENDIX E

Chart shows sixteen-page signatures and pages which are printed at one time. Only on shaded pages may two-page picture be used without a break in the seam of the book.

--Courtesy Taylor Publishing Company, Dallas, Texas.

Gray areas in chart below indicate natural spreads.

Section 1-16 FRONT FLAT Pages 1, 4, 5, 8, 9, 12, 13, 16	Section 17-32 FRONT FLAT Pages 17, 20, 21, 24, 25, 28, 29, 32	Section 33-48 FRONT FLAT Pages 33, 36, 37, 40, 41, 44, 45, 48	Section 49-64 FRONT FLAT Pages 49, 52, 53, 56, 57, 60, 61, 64	Section 65-80 FRONT FLAT Pages 65, 68, 69, 72, 73, 76, 77, 80	Section 81-96 FRONT FLAT Pages 81, 84, 85, 88, 89, 92, 93, 96	Section 97-112 FRONT FLAT Pages 97, 100, 101, 104, 105, 108, 109, 112	Section 113-128 FRONT FLAT Pages 113, 116, 117, 120, 121, 124, 125, 128
1 16 13 4 8 9 12 5	17 32 29 20 24 25 28 21	33 48 45 36 40 41 44 37	49 64 61 52 56 57 60 53	65 80 77 68 72 73 76 69	81 96 93 84 88 89 92 85	97 112 109 100 104 105 108 101	113 128 125 116 120 121 124 117
BACK FLAT Pages 2, 3, 6, 7, 10, 11, 14, 15	BACK FLAT Pages 18, 19, 22, 23, 26, 27, 30, 31	BACK FLAT Pages 34, 35, 38, 39, 42, 43, 46, 47	BACK FLAT Pages 50, 51, 54, 55, 58, 59, 62, 63	BACK FLAT Pages 66, 67, 70, 71, 74, 75, 78, 79	BACK FLAT Pages 82, 83, 86, 87, 90, 91, 94, 95	BACK FLAT Pages 98, 99, 102, 103, 106, 107, 110, 111	BACK FLAT Pages 114, 115, 118, 119, 122, 123, 126, 127
3 14 15 2 6 11 10 7	19 30 31 18 22 27 26 23	35 46 47 34 38 43 42 39	51 62 63 50 54 59 58 55	67 78 79 66 70 75 74 71	83 94 95 82 86 91 90 87	99 110 111 98 102 107 106 103	115 126 127 114 118 123 122 119
Section 129-144 FRONT FLAT Pages 129, 132, 133, 136, 137, 140, 141, 144	Section 145-160 FRONT FLAT Pages 145, 148, 149, 152, 153, 156, 157, 160	Section 161-176 FRONT FLAT Pages 161, 164, 165, 168, 169, 172, 173, 176	Section 177-192 FRONT FLAT Pages 177, 180, 81, 184, 185, 188, 189, 192	Section 193-208 FRONT FLAT Pages 193, 196, 197, 200, 201, 204, 205, 208	Section 209-224 FRONT FLAT Pages 209, 212, 213, 216, 217, 220, 221, 224	Section 225-240 FRONT FLAT Pages 225, 228, 229, 232, 233, 236, 237, 240	Section 241-256 FRONT FLAT Pages 241, 244, 245, 248, 249, 252, 253, 256
129 144 141 132 136 137 140 133	145 160 157 148 152 153 156 149	161 176 173 164 168 169 172 165	177 192 189 180 184 185 188 181	193 208 205 196 200 201 204 197	209 224 221 212 216 217 220 213	225 240 237 228 232 233 236 229	241 256 253 244 248 249 252 245
BACK FLAT Pages 130, 131, 134, 135, 138, 139, 142, 143	BACK FLAT Pages 146, 147, 150, 151, 154, 155, 158, 159	BACK FLAT Pages 162, 163, 166, 167, 170, 171, 174, 175	BACK FLAT Pages 178, 179, 182, 183, 186, 187, 190, 191	BACK FLAT Pages 194, 195, 198, 199, 202, 203, 206, 207	BACK FLAT Pages 210, 211, 214, 215, 218, 219, 222, 223	BACK FLAT Pages 226, 227, 230, 231, 234, 235, 238, 239	BACK FLAT Pages 242, 243, 246, 247, 250, 251, 254, 255
131 142 143 130 134 139 138 135	147 158 159 146 150 155 154 151	163 174 175 162 166 171 170 167	179 190 191 178 182 187 186 183	195 206 207 194 198 203 202 199	211 222 223 210 214 219 218 215	227 238 239 226 230 235 234 231	243 254 255 242 246 251 250 247
Section 257-272 FRONT FLAT Pages 257, 260, 261, 264, 265, 268, 269, 272	Section 273-288 FRONT FLAT Pages 273, 276, 277, 280, 281, 284, 285, 288	Section 289-304 FRONT FLAT Pages 289, 292, 293, 296, 297, 300, 301, 304	Section 305-320 FRONT FLAT Pages 305, 308, 309, 312, 313, 316, 317, 320	Section 321-336 FRONT FLAT Pages 321, 324, 325, 328, 329, 332, 333, 336	Section 337-352 FRONT FLAT Pages 337, 340, 341, 344, 345, 348, 349, 352	Section 353-368 FRONT FLAT Pages 353, 356, 357, 360, 361, 364, 365, 368	Section 369-384 FRONT FLAT Pages 369, 372, 373, 376, 377, 380, 381, 384
257 272 269 260 264 265 268 261	273 288 285 276 280 281 284 277	289 304 301 292 296 297 300 293	305 320 317 308 312 313 316 309	321 336 333 324 328 329 332 325	337 352 349 340 344 345 348 341	353 368 365 356 360 361 364 357	369 384 381 372 376 377 380 373
BACK FLAT Pages 258, 259, 262, 263, 266, 267, 270, 271	BACK FLAT Pages 274, 275, 278, 279, 282, 283, 286, 287	BACK FLAT Pages 290, 291, 294, 295, 298, 299, 302, 303	BACK FLAT Pages 306, 307, 310, 311, 314, 315, 318, 319	BACK FLAT Pages 322, 323, 326, 327, 330, 331, 334, 335	BACK FLAT Pages 338, 339, 342, 343, 346, 347, 350, 351	BACK FLAT Pages 354, 355, 358, 359, 362, 363, 366, 367	BACK FLAT Pages 370, 371, 374, 375, 378, 379, 382, 383
259 270 271 258 262 267 266 263	275 286 287 274 278 283 282 279	291 302 303 290 294 299 298 295	307 318 319 306 310 315 314 311	323 334 335 322 326 331 330 327	339 350 351 338 342 347 346 343	355 366 367 354 358 363 362 359	371 382 383 370 374 379 378 375

APPENDIX F

FORM 1

Sample of card suggested for use at enrollment for class picture permits

Received from		Amt.	Name _____
_____	_____	_____	Home address _____
last name	first name	initial	
Home town address _____			APPOINTMENT FOR REVEILLE
Summer mailing address _____	Classi- fication	semester	CLASS PHOTOGRAPHY
	fr _____	fall spr.	Hour _____
	so _____		Date _____
Book received by _____	jr _____		Location of studio _____
	sr _____		
Reveille Copy	fac _____		Student Copy

This form is recommended for use during enrollment for permits for class pictures. The Reveille retains the left-hand portion, the student takes the right-hand portion to the photographer's secretary to make an appointment.

FORM 3

Suggested card to be used for gathering data for senior activities. Card should be filled out when senior picture is taken.

SENIOR ACTIVITY CARD	
Name, (last name first)	_____
Home town and state	_____
Candidate for what degree	_____ when _____
Major	_____
Fraternity or sorority	_____
Honorary and professional organizations	_____ _____
Class, student body, student council, offices	_____ _____
Honors Program, other awards	_____ _____
Athletic participation	_____ _____

APPENDIX G

FINANCIAL REPORTS OF THE REVELLE

1. REVELLE BUDGET FOR 1960-61

Estimates are as of November 1, 1960, after individual pictures have been taken.

ESTIMATED INCOME

Student Fees (2,315 students @ \$4.00)	\$ 9,260.00
Additional Book Sales (100 copies @ \$4.00)	400.00
Advertising (30 pages @ \$75.00)	2,250.00
Organization Pages (\$15.00 page, \$8.00 per 1/2 page)	800.00
College Purchase of Books (150 @ \$4.00)	600.00
Permits for Class Pictures (\$2.00 per student)	4,228.00
Total Estimated Income	<u>\$17,613.00</u>

ESTIMATED EXPENSE

General Expenses

Basic Contract with Taylor Publishing Company	\$ 9,643.00
Color Section and extras on contract	300.00
Supplement, including mailing	871.00
Freight on Books	250.00
Photography by College News Service	450.00
Class Pictures (Delma Studios)	3,934.00
Miscellaneous Expenses	150.00
Total General Expense	<u>\$15,598.00</u>

Salary Expenses

Co-editor	\$ 225.00
Co-editor	225.00
Business Manager	200.00
Assistant Business Manager	100.00
Index Editor	100.00
Circulation Manager	100.00
Total Salary Expense	<u>\$ 950.00</u>
Total Estimated Expenses	<u>\$16,414.00</u>

SUMMARY

Total Estimated Income	\$17,613.00
Less Total Estimated Expenses	16,414.00
Estimated Net Gain	\$ 1,199.00

Submitted by David Mosier, Business Manager, 1961

Note: An unintentional difference exists between the number of students who pay for a picture space, and the number who keep their appointment with the photographer. Ordinarily, no refunds are made.

2.

SALARY SCHEDULE FOR STAFF MEMBERS

By action of the Public Relations Committee, May 1, 1961, the following salary schedule was adopted for Reveille staff members.

Editor	9 months @ \$35	\$ 315
Asst. Editor	9 months @ 25	225
Business Manager	9 months @ 25	225
Advertising Manager	6 months @ 20	120
Asst. Bus. Mgr.	9 months @ 15	135
Organizations Editor	6 months @ 20	120
Sports Editor	6 months @ 10	60
Index Editor	9 months @ 10	90
Circulation Manager	5 months @ 15	75
		<hr/>
		\$1,440

3. FINANCIAL STATEMENT FOR REVEILLE BALL, DEC. 3, 1960

INCOME

Advanced Ticket Sales	\$223.50
Ticket Sales at Door	89.25
Total Receipts	<u>\$312.75</u>

EXPENSES

Roses for Queen	\$ 7.50
Flowers for Adviser and Chaperones	15.50
Printing Tickets	6.68
Trophies	30.14
Band (Jim Maxwell)	130.00
Rental on Ball Room	40.00
Materials for Decoration (Cover replica)	16.26
	<u>\$246.08</u>

Net Profit \$67.17

Submitted by David Mosier, Business Manager, 1961.

Note: The Reveille Ball is never figured in the general budget for the yearbook and the profit is usually nearly equal to the expense of special photography for the Royalty Section of the book, which is also not figured in the general budget. The editor is governed in this expenditure by the profit from the Ball, and according to his or her plan for the book.