

A SURVEY OF THE HIGH SCHOOL
ANNUAL IN KANSAS

A THESIS

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EDUCATION AND THE GRADUATE COUNCIL OF THE KANSAS STATE
TEACHERS COLLEGE OF EMPORIA IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
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CHAPTER I

THE PROBLEM AND METHOD OF PROCEDURE

Present economic conditions have caused a great deal of discussion and not a little curtailment of the extra-curricular program of the high school. The value of an annual in connection with its cost has come in for its share of this discussion of the high school program. In many cases the annual has been dropped from the extra-curricular program as a result of economic conditions; in many schools, however, the annual has been added only in recent years; in still others the old type of annual has been maintained in some manner or other, or substitutes have been found which can be produced more cheaply. Chief among the substitute types of annuals are the magazine type, which has not spread very widely even in the larger schools, and the mimeograph type, which has replaced the printed yearbook in many smaller schools.

With the situation as it now is with annuals of some sort being published by a large number of high schools, it would seem that information as to type of annual and the desirability of annuals would be available; yet any school desiring to find out what other schools are doing or to determine whether or not they should or could publish a yearbook would have nowhere to turn for the information. If they wish to determine how their annual compares with other annuals, their only recourse is to publish the annual, then enter it in one of the scholastic yearbook contests for

measurement and comparison.

I. THE PROBLEM

Statement of the Problem. Since no complete survey of annuals has been made and since no information of a really valuable nature is available for schools which might desire it, this problem of a survey of the high school annual in Kansas was undertaken. The purpose of this study has been: (1) to determine to what extent annuals are advisable and practicable in high schools; (2) to determine what type of annual seems best to fit certain situations; (3) to determine the size and kind of annuals now being produced, together with methods and conditions of production; (4) to determine the cost of various types of yearbooks together with the means used to pay this cost; (5) to determine the content of the annuals, together with page utilization; (6) to determine the amount and kind of illustrative material used; (7) to determine such general features of annuals as cover, binding, and the extent of commercial production.

Underlying all of the purposes of this study has been the hope that from it would come information which would enable the author to formulate a group of recommendations to help school administrators and others faced with the problem of the school annual to decide the questions which may arise in connection with it. Based as this study is on the annual situation and annuals produced in the school year 1938-39, it is hoped that the materials presented here will serve as a measuring stick for high school annuals. This measuring stick will

be the standard derived from all the annuals coming under the survey. It will provide, it is hoped, a means of organizing the high school annual along lines which follow the most generally-accepted practice and a means of comparing either in advance or after production is complete an individual annual with the group.

Analysis of Importance. The annual has been one of the chief extra-curricular activities in high schools for many years; yet many schools have not published any kind of yearbook because of the lack of adequate information as to types, costs, methods, or anything else in the field of annual production. Still others have found the economic burden of the old type of yearbook too heavy in recent years. Any survey which will show how various sizes of schools are meeting this problem of the high school annual will be important both for comparison and to indicate to schools not now publishing a yearbook but who might like to do so what other schools of approximately the same size are doing.

The measurement of the books themselves will provide a measuring stick by means of which annual advisers and staffs will be able to determine how their book compares with others, and they will be able to decide in advance how their book will compare with others. The standard set up by this survey¹ should not only serve as a means of

¹ See Table XL, page 93, for standard annual.

comparison but also help inexperienced staffs and advisers in the organization of their yearbook.

Lastly, such a study as this should provide innumerable ideas for better annuals--annuals which will make a real contribution to the school, to the students, and to the community as well as provide the usual record. The recommendations based on comments of advisers and administrators as well as the tabulated material of the study should provide a wealth of ideas.

Statement of Organization. The present survey of the high school annual in Kansas has attempted to cover all fully-accredited high schools in the state. It is intended to give a complete picture of the annual situation as it exists today. It deals with types of annuals, with methods of production, with finances, with content, with general features--in fact, with the whole range of the high school annual as it exists in Kansas high schools in the school year 1938-39.

The present chapter deals with the problem, its importance and its method. It includes a definition of all troublesome and technical terms used in the study. It reviews the scanty literature to be found on the subject. Finally, it includes an explanation of the method used in securing the material of the study and a statement as to sources of all data used.

Chapter II will deal with the actual production of the annual. It will deal with the size of school which produces annuals and the types produced. It will include the sponsorship, publication, art

work, photography, finance, and such miscellaneous factors as dedication and theme of annuals.

Chapter III will deal with the content of the annual as determined by measurement of actual annuals of the various types and sizes. It will be devoted principally to picture types and areas and to the utilization of page space for different activities and features of the annuals.

General features of the books measured will be taken up in Chapter IV with emphasis on cover, binding and extent of commercial production. A little space will be devoted to a comparison of the commercial methods of production and the school methods of production. In this chapter, too, will be included a number of photographic copies made of covers or pages in certain of the measured annuals. These pictures are intended to illustrate and emphasize features pointed out elsewhere in the study.

The conclusions derived from the study will be grouped around the various phases and parts of annual production in Chapter V. In one way this chapter will be the conclusions arrived at and based on all materials in the study.

The final chapter will be devoted to recommendations growing out of the study. In general, they will be in two parts: recommendations by the author based on the study and recommendations by advisers and administrators as indicated on the inquiry form. They will be grouped for ready availability for the various types of yearbook and for the schools which may be contemplating the issue of some type of

yearbook but which has not yet done so.

II. DEFINITION OF TERMS

Annual or Yearbook. For the purpose of this study an annual or yearbook is considered as any publication of a specific memory nature whether or not it includes photographs reproduced in any manner. As defined by a national high school press association together with the purposes it is:

The yearbook of today should (1) serve as the official yet informal record of the school year; (2) be a true reflection of school life, a pictorial, human interest, accurate history of the events and accomplishments of the student body and the administration; (3) interpret the school to the community by giving an insight into the activities and accomplishments of the students and faculty; (4) give an opportunity for the expression of student talent, abilities, and initiative.²

Types of Annual. The types of annuals are many, but for the purposes of this study they are all classified as printed, planographed, mimeographed, or irregular. The print annual is one produced by means of type, printing plates, and a printing press either in the school or a commercial shop. Planographed is used to indicate any of the methods using the photographic method of reproduction for any writing or art work in black and white tones. It is used in connection with halftone engraving for photographs in every case in this study. Mimeograph annuals are those produced by means of the mimeograph machine, usually with all such work as cutting stencils and actual

² "What Is N. S. P. A.?", a bulletin of information concerning the National Scholastic Press Association, Department of Journalism, University of Minnesota, Minneapolis, Minnesota.

production taking place in the school.

The irregular annuals are those not readily classifiable into any other class. As a usual thing each would make a class of its own. A combination of printing and mimeographing, of planographing and mimeographing, and of planographing and printing form the commonest types listed as irregular. Others included in this classification are typed, with all work being done on typewriters in the school; hectographed, with pages being reproduced by means of a special carbon or ink and gelatine plates; dittoed, with pages being produced on the ditto machine (commercial name) by means of a special type of carbon; and two which are closely akin to the school newspaper but which have the memory nature of the annual: the plan of binding the various issues of the school paper together and including blank pages for pictures and autographs and the seasonal paper.

The term magazine when referring to annual form means, first of all, that it has the form of a magazine as to write-ups, binding, and general lay-out. As used in this study it refers only to the printed type where write-ups predominate over pictures and where snapshots have largely replaced group shots for all activities in the school. Where the term is used to refer only to write-ups, it means the strictly feature style usually in connection with the theme of the yearbook.

The term commercial book is used in this study to mean the type where pages, introductory and division pages, and binder are prepared and distributed by a commercial agency, and the school merely

fills in the blank pages with pictures or write-ups and makes the book.

There is a general idea or thought around which the annual is organized. The theme will determine the organization, features, division pages, art work--in fact, everything in the annual will be affected by the theme.

A few specific terms used in one connection only will be discussed and explained at the point in the study where they are used.

III. REVIEW OF PREVIOUS STUDIES

So far as could be determined from rather limited library facilities no other studies of this nature have been published in recent years. Probably no study of the same kind has ever been made in Kansas. The only study which in any way approximates the material of this study is one made at the University of Chicago by Nixon³ in 1922. Since it was made in the post-war days when all costs were extremely high, it is practically impossible to use it except as a means of showing how much cheaper the present-day annual is in total cost than was the case in 1922. Of 159 annuals included in Nixon's survey the median cost was \$1286.36, which is much greater than the

³ Ola Floyd Nixon. "Student Publications in the High Schools on the Accredited List of the North Central Association." (Unpublished Masters Dissertation, Department of Education, University of Chicago, Chicago, September, 1922) p. 105. Quoted on page 148 The Twenty-fifth Yearbook of the National Society for the Study of Education. Part II, "Extra-Curricular Activities", edited by Guy Montrose Whipple. Bloomington, Illinois: Public School Publishing Company, 1926.

average cost of the 218 annuals included in the present study.⁴

IV. METHOD OF PROCEDURE AND SOURCES

Statement of the Method of Procedure. The first step in this study was the formulation of a questionnaire to be sent to each of the 666 accredited high schools in the state.⁵ This inquiry form was to determine, first of all, how many and what size of high school produced an annual of some sort. Other details to be filled in by schools producing an annual were form, method of production, publication, school production, sponsorship of annual, art work, photography, finances, income, expenses, and the method by which a copy might be obtained for further study. A list of high schools, together with the superintendent's or principal's name was secured from the Kansas Educational Directory for 1938-39, and letters were sent together with the inquiry form directly to these administrators. The material was sent by first class mail with a stamped, self-addressed reply envelope accompanying each. Both the form and the letters were printed, and each letter was headed in with name and address on the typewriter.⁶ It was hoped to secure a better response by this means than otherwise.

The second step in the study consisted of sorting and classifying

⁴ See Tables XLI, XLII, XLIII, and XLIV in APPENDIX A, pp. 109 ff.

⁵ See questionnaire in APPENDIX B, p. 126.

⁶ See letter form in APPENDIX B, p. 127.

returns, first, to group all those which produced no annual and, second, to group those producing annuals into types of annuals. From this second grouping a list of annuals to be secured for further study was made up with an effort to secure a copy of each type of annual and to secure within each type copies of annuals representing all sizes of schools. Those which had offered to make a gift of a copy of their annual in the furtherance of this study were sent a second letter which thanked them for their co-operation and asked that the annual be forwarded as soon as possible.⁷ Those which had offered to exchange with The Golden Eagle, Colby High School yearbook, were sent a copy of this annual with the request that the exchange copy be forwarded at once.

The third step in this survey was the tabulation of all results received from this questionnaire study. Of the 686 schools to which forms were sent 470 returned the form.⁸ These results were grouped and medians, totals, and various other statistical groupings were worked out; and tables and graphs were made.

The final step was the measurement of all annuals--55 in number--secured for further study. These books were measured with a ruler to determine picture areas of the various types, and pages were counted to determine page utilization in each.

⁷ See letter form in APPENDIX B, p. 128 .

⁸ See complete list of schools in APPENDIX A, Tables XLV, XLVI, and XLVII, pp. 116 ff.

Statement as to Sources of Data. The material of this study has come from two principal sources: a questionnaire sent to each of 666 accredited 3- or 4-year high schools in the state and measurement of the annuals themselves. A large majority--470 of 666--of schools returned the questionnaire to make the study statistically reliable. Three sections of the inquiry form had to be disregarded in the final analysis because of insufficient returns. Too many schools reported inability to fill in the sections on publication, income, and expenses or merely left them blank; so these sections are not included in the study.

Since little published material was available, the author has had to rely almost altogether on primary sources for the material of this study. Scorebooks used by two national high school press associations were used as reference works in the organization of the questionnaire, but they could be used in no other way. A considerable amount of the information in regard to the commercialized yearbook came from materials supplied by the commercial concerns themselves although many of the questionnaire replies also explained the set-up.

CHAPTER II

ORGANIZATION AND PRODUCTION OF THE ANNUAL

How and under what conditions are high school annuals produced? Who produces them? What types and forms of annuals are produced? These and other questions--in fact the entire range covered by activities in connection with the production of a yearbook--will form the subject matter of the present chapter. All facts and information of this chapter are based on the questionnaire returns, and any discrepancies in figures which may seem to appear are caused by the fact that not all blanks were filled on all replies. Too meager returns on three separate sections of this questionnaire--publication, income, and expenses--caused what information was returned to be discarded.

In general, the present chapter is divided into the following sections: types of annuals and schools producing them, making the yearbook, and financing the yearbook. A number of tabulations are included in each section to show more concretely the material of the study.

I. TYPES OF ANNUALS AND SCHOOLS PRODUCING THEM

Types of Annuals. For the purposes of this study all annuals were classified as planograph, print, mimeograph, and irregular. According to the returns of the questionnaire more schools publish no annual at all than publish some sort of an annual. Of 470 returns, 218 schools produce some sort of a yearbook with more producing the

mimeograph type than any other type.¹ Table I shows the complete distribution of types of annuals produced according to the questionnaire returns.

TABLE I
NUMBER OF EACH TYPE OF ANNUAL PRODUCED

Type of Annual	Number of Returns	
Mimeographed		104
Printed		53
Planographed		41
Irregular		20
Print and Mimeograph combination	8	
Planograph and Print combination	3	
Typed	3	
Planograph and Mimeograph combination	2	
Binder for School Paper	1	
Seasonal Paper	1	
Ditto	1	
Hectograph	1	
Total		218
Total not producing annuals		252

Read thus: Of 218 schools producing annuals, 104 are mimeographed...and 20 are irregular of which 8 are a combination of print and mimeograph.

It will be noted that the irregular annuals have a great variety both as to form and method. They are placed in this classification usually because there was no other place to group them, and it would be wasteful to make a separate classification for each. At least two of them would seem at first glance to be not annuals but school papers,

¹ See names of annual-producing schools in APPENDIX A, Tables XLV, XLVI, and XLVII, pp. 116 ff.

but the specific memory nature of each makes it necessary to classify them as annuals.

Enrollment of Schools Producing Annuals. Annuals are produced by all sizes of Kansas high schools except the extremely small ones-- in fact, by all sizes of schools with enrollments between 20 and 2900. As a general thing, the mimeograph annual is produced by the smallest size school, with the print annual produced by the larger school, and with the planograph yearbook being concentrated in the in-between size of school. There are, of course, exceptions to this generalization; for example, one school with 2300 enrollment used for the first time this year the planograph method, and a printed yearbook was produced by a school with only 42 enrollment. Table II shown on page 15 gives the complete grouped data as to the size of school producing an annual and the size which does not produce an annual, according to questionnaire returns.²

When these figures of number of annuals produced and size of enrollment are plotted together in the form of a graph, they show more readily what type of annual is produced by each enrollment group. Meagerness of returns or the small number of schools of a certain size enrollment make certain groups of data less valid. Figure 1, page 16, shows this same information in the form of a graph.

² See Table XLVII in APPENDIX A for enrollment data for schools not returning questionnaire.

TABLE II

ENROLLMENT OF SCHOOLS PRODUCING CERTAIN TYPES
OF ANNUALS OR NO ANNUAL

Type of Annual	Enrollment Range	Median	25%ile	75%ile	Number of annuals included in group
Mimeograph	20 to 193	72.1	53.1	92.5	104
Print	42 to 2900	237.5	119.4	762.5	53
Planograph	56 to 2300	178.9	126.4	342.9	41
Irregular	30 to 390	71.9	44.8	131.3	20
All types	20 to 2900	95.9	63.5	195.4	218
No annual	7 to 1100	80.0	45.0	145.0	252

Read thus: The mimeograph annuals, 104 in number, are produced by schools with enrollments between 20 and 193; the median (or mid-point) enrollment is 72.1; and half of the annuals of this type are produced by schools with enrollments between 53.1 (25%ile) and 92.5 (75%ile).

Coverage. Perhaps the most important consideration with any school publication is how well it covers the school or what proportion of the students are reached by the publication. Annuals seem to be doing an excellent job of this as a comparison of the number of books issued with the total school enrollment will show. Some error enters into this comparison because there is no way of determining how many copies of the yearbook went outside of the school enrollment to faculty members, interested patrons, etc. However, the fact that some of the schools surveyed issue up to more than three times their school

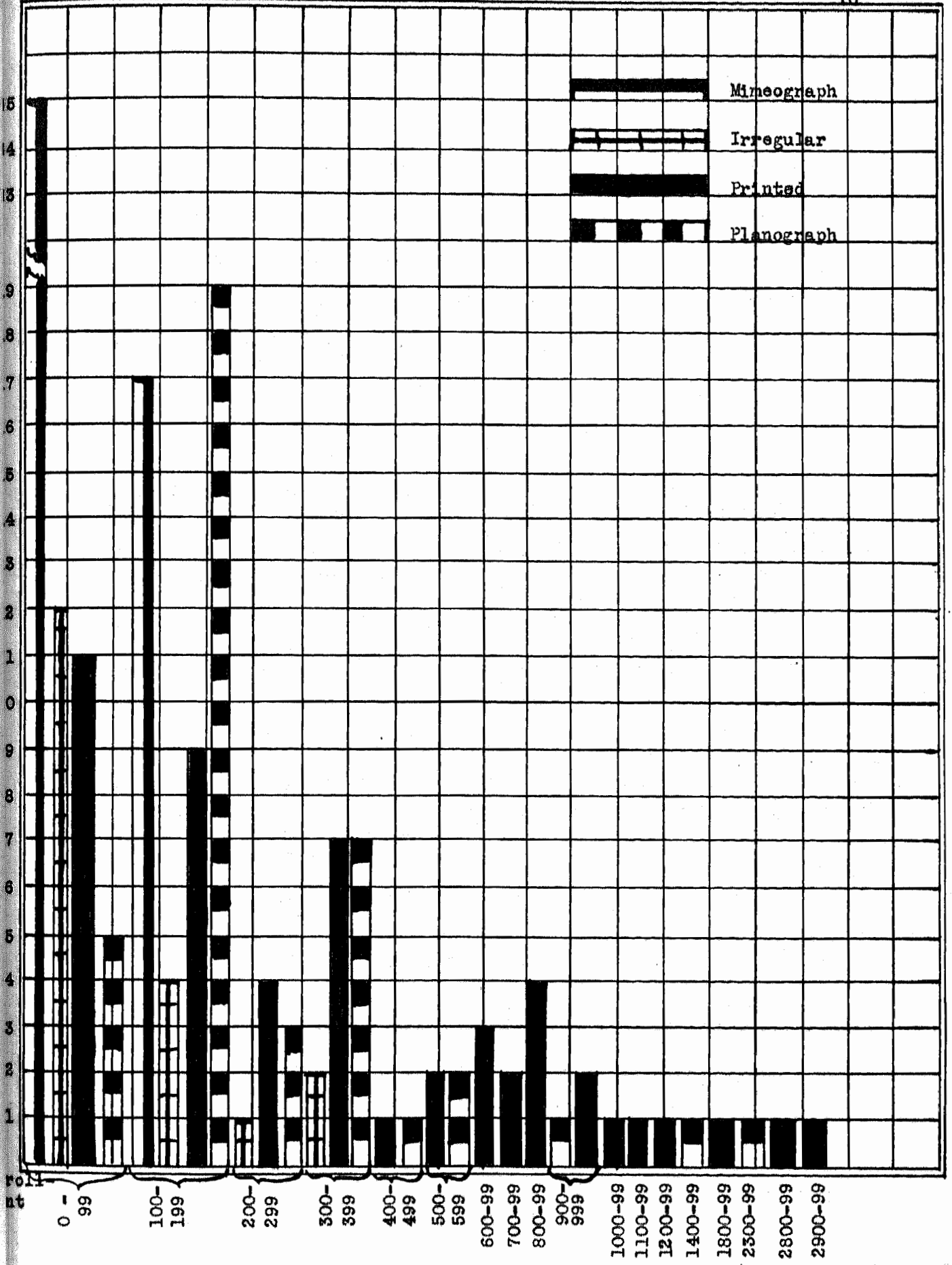


Figure 1

Distribution of Annual Types according to School Enrollment

enrollment³ would indicate that in many cases the school annual is having a community-wide distribution and is thus important as a school publicizing agency in addition to its regular functions. As a glance at the medians in the accompanying table (III) will show, all annuals tend to do a good job of school coverage.

TABLE III
PROPORTION OF SCHOOL ENROLLMENT COVERED BY
NUMBER OF ANNUALS ISSUED*

Type of Annual	Range	Median	25%ile	75%ile	Number of Annuals Included in Group
Mimeograph	33 to 313	78.5	60.4	113.6	100
Print	38 to 200	86.7	67.1	106.3	49
Planograph	39 to 227	79.7	64.1	95.3	40
Irregular	43 to 341	100.0	81.5	140.6	18
All Types	33 to 341	83.3	63.5	109.3	206

Read thus: The 100 mimeograph annuals had a distribution between 33% and 313% with a median of 78.5%; half of the group fell between 60.4% (25%ile) and 113.6% (75%ile).

*Proportion is given in per cent in all cases.

II. MAKING THE YEARBOOK

Sponsorship of the Yearbook. When plans are first discussed for the publication of any type of yearbook, one of the first problems is the determination of who shall sponsor it. Indications of the questionnaire

³ Ungrouped data on coverage will be found in Tables XLI, XLII, XLIII, and XLIV in APPENDIX A, pp. 109 ff.

are that more than half of the high schools issuing annuals use the practice of having the senior class sponsor the yearbook. Since many annuals were originally class books, this practice is not at all surprising; however, most present-day annuals are school wide in their scope.⁴ There is a great variety of sponsoring groups for the present-day annual as the table (IV) on the following page will show.

It will be noted from this table that, aside from the senior class, there seems to be no uniformity of sponsoring group. There probably is some overlapping in this classification as, for instance, the special staff and the school as a whole. It may be that these two are essentially the same thing. In every case, however, returns were classified as filled in by the administrator or annual adviser.

Since the journalism class, where offered, is the sponsor of most publication activities in the high school, one question in the inquiry form dealt with the prevalence of the journalism class and whether class membership was required for a staff position. As shown in Table IV, the journalism class ranks next to the senior class as the group sponsoring the annual. Results of the questions in regard to a journalism class, while not entirely conclusive, indicate that most schools sponsoring a printed annual offer a journalism class, a majority of schools sponsoring a planograph annual do, but a minority of the other schools offers such a class. The returns from the question about whether membership in the journalism class is required

⁴ See Page Utilization, pp. 42, 49, 54, and 59.

TABLE IV
SPONSORSHIP OF ANNUALS

Sponsoring Group	Mimeograph	Print	Planograph	Irreg- ular	All Types
Senior Class	54	28	16	9	106
Journalism Class	11	13	9	1	34
English Dep't	12	1	1	1	15
Special Staff	5	2	3	1	11
Seniors and Journalism Class	4	0	4	2	10
Junior Class	4	0	1	1	6
Commercial Dep't	3	0	2	1	6
Student Council	1	2	0	1	4
School as a Whole	3	1	0	0	4
English IV	1	1	0	0	2
English Dep't and Seniors	0	0	0	1	1
Juniors and Seniors	0	1	0	0	1
English and Commerce Dep'ts	1	0	0	0	1
Journalism Club	1	0	0	0	1
Girls Basketball Team	1	0	0	0	1

Read thus: The senior class is the sponsor for 54 mimeograph, 28 print, 16 planograph, and 9 irregular annuals or 106 in all.

for an annual staff position indicates that only about half of the schools with such a class require class membership for a staff position.

TABLE V

NUMBER OF SCHOOLS OFFERING A JOURNALISM CLASS AND PROPORTION THAT REQUIRE CLASS MEMBERSHIP FOR STAFF POSITION

Type of Annual	Number of Schools Offering Class in Journalism	Is Class Membership Required for Annual Staff Position?	
		Yes	No
Mimeograph	33	20	12
Print	40	19	21
Planograph	24	12	12
Irregular	9	4	5
All Types	106	55	50

Read thus: Of 33 journalism classes in schools producing a mimeograph annual class membership is required for an annual staff position in 20 and is not required in 12.

Journalism classes, which in a great many cases help with the production of the annual if not producing it entirely, vary greatly in size as shown in Table VI. As is to be expected, they vary with the size of the school, but in most cases they constitute a large enough part of the school to make their importance felt. In no case in this study was the journalism class included in any tabulation unless the school produced an annual.

TABLE VI
SIZE OF JOURNALISM CLASSES

Type of Annual	Range	Median	25%ile	75%ile	Number of Classes Included in Group
Mimeograph	6 to 29	12.0	9.0	15.7	28
Print	11 to 47	20.2	15.8	26.3	27
Planograph	6 to 65	18.0	15.0	26.0	20
Irregular	10 to 28	13.5	10.9	23.3	7
All Types	6 to 65	16.4	11.1	22.8	82

Read this: Of 28 journalism classes studied in schools producing a mimeograph annual the class enrollment varied from 6 to 29 with a median of 12. Half the classes in this group had an enrollment between 9.0 (25%ile) and 15.7 (75%ile).

Since the annual is not usually produced by a journalism class, it must logically be produced as an extra-curricular activity. If it is to be justified as an extra-curricular activity, it must involve quite a considerable number of students in its production. That the annual does just this is shown by the number of students on the staffs of the various annuals covered by the study. Table VII shows that staffs range in size from 3 to 32, and most staffs have from 8 to 14 members. This does not as a usual rule include all those who work on the annual--only those bearing staff titles; yet the number on the staffs is such that it would warrant continuance of the yearbook as an extra-curricular activity.

TABLE VII
NUMBER OF STUDENTS ON ANNUAL STAFFS

Type of Annual	Range	Median	25%ile	75%ile	Number of Annuals Included in Group	Total Number of Students Involved
Mimeograph	4 to 21	9.8	7.9	12.3	83	812
Print	3 to 32	12.1	8.6	16.3	47	610
Planograph	3 to 20	10.3	8.3	12.9	35	371
Irregular	5 to 30	10.7	9.0	15.0	16	194
All Types	3 to 32	10.4	8.2	13.5	181	1987

Read thus: The 83 mimeograph annuals considered had between 4 and 21 staff members each with a median of 9.8; half the annuals in this group had between 7.9 (25%ile) and 12.3 (75%ile) staff members or a total of 812 staff members for the 83 annuals.

Form of the Annual. Until recent years the yearbook was always in book form; but there seems to be a more-or-less recent trend toward some other forms, especially towards the magazine form.⁵ On the whole, however, the annual is still predominantly a book. In the accompanying table (VIII) the form called loose leaf means a real loose-leaf style of binder as designated by the advisers filling in the questionnaire form and does not refer to the commercialized loose-leaf form sold mostly for mimeograph reproduction.

⁵ This trend was indicated by numerous comments written on the questionnaire by advisers.

TABLE VIII
FORM TAKEN BY ANNUALS

Form	Mimeograph	Print	Planograph	Irregular	All Types
Book	82	39	40	16	177
Magazine	9	11	1	2	23
Special Issue of School Paper	2	3	0	2	7
Book in Sections	6	0	0	0	6
Loose Leaf	4	0	0	0	4

Read thus: 82 mimeograph, 39 print, 40 planograph, and 16 irregular annuals or 177 in all are in book form.

Many administrators and advisers of annuals feel that the real value of an annual depends upon how much of the actual work is done by the students themselves. In fact, many would justify the production of a yearbook only on this basis, and others feel that its greatest value lies in this direction. Accordingly, in keeping with this reasoning, the value of a yearbook of the mimeograph type is probably greater than one where most of the work is done by some commercial agency. Most--in fact, practically all--mimeograph work is done in the school. The planograph annual with its photographic reproduction of student work will fall next in value; the print annual will be at the other end of the scale except where part or all of the printing is actually done in the school shop as is done in a small number of cases. One of the irregular annuals studied had every bit of the work of the annual, even

including the taking, developing, and printing of the pictures, done in the school.⁶ Table IX shows the proportion of school production.

TABLE IX
SCHOOL ANNUAL PRODUCTION

Production	Mimeograph	Print	Planograph	Irregular	All Types
All in School Shop	0	4	0	0	4
Part in School Shop	0	2	0	0	2
School Mimeograph Work	97	0	0	10	107

Read thus: 4 print annuals and none of the other types were produced entirely in the school shop.

When consideration of an annual arises, one of the first questions is always "How big shall it be?" This question of size is nearly always one as to the number of pages since there is a considerable amount of uniformity in actual page size.⁷ The optimum number of pages for a yearbook, dependent entirely upon local conditions, would seem to be the number needed to depict and describe all organizations and activities of the school year, together with classes and administration without stretching or expanding in any way in order to make a bigger book. Sometimes special anniversaries or other events will provide the incentive and impetus to put out an especially large annual. One

⁶ Tigerette, Levant High School.

⁷ See Tables XIX, p. 40; XXIII, p. 46; XXVII, p. 52; and XXI, p. 57.

annual studied in this survey⁸ devoted almost half the large book to alumni upon the occasion of a school anniversary. Table X indicates the variety of page number in high school annuals.

TABLE X
SIZE OF YEARBOOKS IN PAGES

Type of Annual	Range	Median	25%ile	75%ile	Number of Annuals Included in Group
Mimeograph	8 to 158	46.5	39.6	55.8	92
Print	8 to 140	48.6	42.1	76.3	46
Planograph	20 to 140	42.0	34.3	52.9	40
Irregular	26 to 300	42.0	43.0	75.0	18
All Types	8 to 300	47.9	38.6	59.3	196

Read thus: The 92 mimeograph annuals ranged in number of pages from 8 to 158 with a median page number of 46.5 pages; half the annuals in this group had between 39.6 pages (25%ile) and 55.8 pages (75%ile).

Art Work and Photography. The two types of work in any yearbook where student initiative and ability come into most prominence is in connection with the art work and photography. In particular does art work call for student ability. Some annuals, particularly the mimeograph and planograph types, give great opportunity for student art work. There is opportunity for student art in connection with cover designs, division pages, layouts, and feature pages in every book, however. Even the school which prints its own annual in the school shop can make extensive

⁸

The Hornet, Burns High School.

use of block prints if it so chooses. Too often the only art work of any extent in an annual is that provided by the commercial agency which produces the book, usually furnishing all introductory and division pages for the mimeograph book in addition to the cover. Where the art work is entirely local, it is usually the work of the staff. This may indicate nothing except the lack of an art department in the particular school rather than a lack of correlation of the two phases of work. Apparent discrepancies in figures shown in Table XI probably were caused by a misunderstanding of the questions. Some of the differences, of course, are due to partial filling of the blanks in part of the cases.

The stock expression "Pictures make the book" is a truism in regard to the high school annual. In general, the more pictures included in the annual the more interesting it is. Present tendency in Kansas high schools is to have part or all of the pictures taken by the staff or by the school camera club as shown in Table XII, p. 27. A number of annuals have all pictures used in the yearbook taken by the staff and often even developed and printed by staff members. The educational value of such work is obvious, particularly in the face of the wide spread of the hobby of photography today; and any learning of the photographic technique which may come from work on the school annual will be an important contribution to the educational process.

Theme and Dedication. The theme is a central idea around which the annual is organized. It adds to the unity of the books and may add a featurized style to the rather insipid write-ups found in most yearbooks.

TABLE XI

PROPORTION OF LOCAL ART WORK

Art Work	Mimeograph	Print	Planograph	Irregular	All Types
All Local	42	22	36	15	115
....by Staff	44	26	33	13	116
....by Art Dept't	1	7	7	3	18
Cover Design and Division Pages by Engravers & Printers	49	32	0	3	84

Read thus: 42 mimeograph, 22 print, 36 planograph, and 15 irregular or 115 annuals in all had all art work done locally.

TABLE XII

PROPORTION OF SCHOOL PHOTOGRAPHY

Photography	Mimeograph	Print	Planograph	Irregular	All Types
All Commercial	31	14	6	6	57
By Staff					
All	25	1	5	4	35
Part	3	5	11	1	20
Most	2	6	1	2	11
Snapshots	4	14	11	1	30
Snapshots and Groups	4	4	3	2	13
Take all pictures	16	1	1	1	19
By School Camera Club					
All	13	2	0	2	17
Snapshots	0	5	6	2	13
Snapshots and Groups	1	4	2	1	8
No Pictures in Annual	4	0	0	0	4

Read thus: 57 annuals in all or 31 mimeograph, 14 print, 6 planograph, and 6 irregular had all pictures made commercially.

Despite the advantages of a theme, most schools either use no theme in the organization of their annual or did not know what the theme was to be at the time the questionnaire was filled. Since the questionnaire was not sent until spring when most staffs should already have been hard at work on production, it is logical to assume that most schools do not use a theme in the organization of their yearbook. A small majority of schools apparently dedicate their annuals to somebody or something as shown in Table XIII.

The few annuals which made use of a theme in the organization of their materials used a wide variety of themes. The only theme used by more than two schools was the school emblem. Usually this was listed by the name of the emblem; but where it was possible to classify a theme in this group, it was done in that way in Table XIV.

TABLE XIII

PREVALENCE OF THEMES AND DEDICATIONS IN ANNUALS

Type of Annual	Number of Schools Using a Theme in Yearbook	Number of Schools Dedicating Yearbook
Mimeograph	13	59
Print	17	24
Planograph	12	24
Irregular	5	13
All Types	47	120

Read thus: 13 mimeograph yearbooks used a theme and 59 mimeograph yearbooks were dedicated.

TABLE XIV
NUMBER AND VARIETY OF THEMES USED

Themes	Mimeograph	Print	Planograph	Irregular	All Types
School Emblem	0	1	4	2	7
Progress	0	1	1	0	2
Movies	0	1	1	0	2
Democracy	0	1	0	1	2
Historical	1	1	0	0	2
Balloon Ascension	0	0	1	0	1
Boy-Girl	0	0	1	0	1
You and I	0	0	1	0	1
Movie of the Year	0	0	1	0	1
Radio	0	0	1	0	1
Golden Anniversary	0	0	1	0	1
Future	0	0	0	1	1
Duel	0	0	0	1	1
Airplane	1	0	0	0	1
No Issue	1	0	0	0	1
Nature	1	0	0	0	1
Indian	1	0	0	0	1
Class Motte	1	0	0	0	1
Aviation	1	0	0	0	1
Crusader	1	0	0	0	1
The Magic Mirror	1	0	0	0	1
Education	1	0	0	0	1
Hands	0	1	0	0	1
UpSwing	0	1	0	0	1
Plans for New High School	0	1	0	0	1
Seasons	0	1	0	0	1
Pioneers	0	1	0	0	1
School Life	0	1	0	0	1
Scottish	0	1	0	0	1
Fountain of Youth	0	1	0	0	1
Primer	0	1	0	0	1
Spotlight	0	1	0	0	1
The Laboratory	0	1	0	0	1

Read thus: 7 school annuals made use of the school emblem as a theme, none of them being of the mimeograph type, 1 being print, 4 being planograph, and 2 being irregular.

More annuals are dedicated than use themes. More are dedicated to school officials than to any other person, but there is a noticeable lack of uniformity in the dedications. A great many annuals still do not use dedications. At the time the questionnaire was filled in quite a number of staffs had yet to determine the dedication; so the total number of dedications listed in Table XV will differ from those mentioned in Table XIII.⁹ Some dedications refer only to local situations, but most of them are of the more general type which would fit any school. By ideal is meant the dedication of the yearbook to an abstract idea such as service or progress.

III. FINANCING THE YEARBOOK

Probably the most vital factor in the determination of whether there will be a high school annual and how big it will be is the ever-present problem of finance. Many schools do not publish any sort of yearbook because they feel that it is too expensive. Few guides are to be found anywhere as to how much should be spent for a yearbook; but McKown¹⁰ gives a list of the proportions that should reasonably be spent for each phase of the yearbook, failing to indicate how much should be the total cost. According to McKown, 50 to 45 per cent should be spent for engraving; 35 to 50 per cent, for printing;

⁹ See Table XIII, p. 28.

¹⁰ Harry C. McKown, Extra-Curricular Activities (New York: The Macmillan Company, 1928), p. 404.

TABLE XV

DEDICATION OF HIGH SCHOOL ANNUALS

To Whom Dedicated	Mimeograph	Print	Planograph	Irregular	All Types
School Official	15	5	14	2	36
Teacher	3	2	3	3	11
Ideal	5	1	1	3	10
School	2	2	1	2	7
Parents	4	1	1	0	6
Alumni	4	1	1	0	6
Patrons	5	0	1	0	6
Senior Class	3	0	0	1	4
School Board	2	0	1	0	3
Board Member	1	1	0	1	3
Former Official	1	1	1	0	3
Downtown Booster	2	0	0	0	2
Retiring Teacher	0	1	0	0	1
Deceased Official	0	1	0	0	1
Progress	0	1	0	0	1
Class and Sponsors	0	1	0	0	1
Scottish Highlanders	0	1	0	0	1
The Old School Ball	0	1	0	0	1
Faculty	0	1	0	0	1
Building	1	0	0	0	1
Janitor	1	0	0	0	1
United States	0	0	0	1	1
Deceased Patron	0	0	1	0	1
Deceased Student	0	0	1	0	1
Pioneers	0	0	1	0	1

Read thus: Of 36 school annuals dedicated to a school official 15 were mimeograph, 5 print, 14 planograph, and 2 irregular.

3 to 8 per cent, for photography; 4 to 8 per cent, for miscellaneous; and 10 to 15 per cent should be kept as a reserve fund. This indicates the biggest determining factor in the cost of the school annual; the kind and amount of pictures included. This factor makes otherwise-similar annuals cost more or less.

Revenues. The present survey shows, if nothing else, that most annuals are not and cannot be produced with no revenue other than the sale price. To limit annual staffs to the sale price for income would make for smaller and cheaper annuals or would make the sale price prohibitive for most students. The chief source of outside revenue is advertising. Advertising is usually of two kinds: one is the regular advertising sold at a space rate; the other is the autograph type sold at a unit price to business houses and other school supporters.

Other income comes principally from the sale of space in the book to various organizations, contributions by organizations, and a group of special methods such as plays, box suppers, candy and food sales, etc. A deficit, when it occurs, is taken care of in one of three ways: the activity fund absorbs the deficit; either the junior or senior class underwrites the expense of the annual and takes care of the deficit; or the board of education makes up the deficit. Table XVI shows all these factors grouped for convenience.

Sale Price. With most annuals the sale price still remains the chief source of income. A few annuals are issued free, but in general these are small in size and serve as a yearly school report to the community as well as an annual. A number of annuals are sold for the exact cost after this cost has been determined; so they have an irregular sale price. If these irregularities are overlooked, the price for the high school annual is usually \$0.50, 0.75, 1.00, 1.25, or

TABLE XVI

THE PROBLEM OF FINANCIAL AID AS HANDLED BY ANNUALS

Financial Aid	Mimeograph	Print	Planograph	Irregular	All Types
Number of Annuals Needing Added Revenue	94	45	39	17	194
Source of Added Revenue					
Advertising	83	29	30	13	154
Organizations	0	1	2	0	3
Sale of Space	3	6	1	0	10
Special	0	3	3	1	7
Fund Absorbing Deficit					
Activity Fund	24	15	14	5	58
Class	9	5	10	4	28
Board of Education	7	4	6	4	21

Read thus: 94 mimeograph annuals, 45 print, 39 planograph, and 17 irregular or 194 in all need some sort of financial aid above and beyond the sale price of the annual.

\$1.50 with a great concentration at the \$1.00 prices as the accompanying table (XVII) will show. The median price of all annuals covered in this survey is \$1.00, and half the total of 207 cases fell within the range of \$0.75 and \$1.01, inclusive.

Unit Cost of Annuals. The total cost for production of an annual is not a very significant figure because it does not take into account the difference in the number of pages in each book or the number of copies issued. With this in mind, a unit cost has been worked

TABLE XVII

SALE PRICE OF HIGH SCHOOL ANNUALS

Sale price	Mimeograph	Print	Planograph	Irregular	All Types
\$1.50	1	6	4	0	11
1.30	1	0	0	0	1
1.29	1	0	0	0	1
1.25	10	9	7	1	27
1.22	0	0	1	0	1
1.15	0	0	0	1	1
1.10	3	1	0	0	4
1.09	1	0	0	0	1
1.02	0	1	0	0	1
1.00	56	13	19	8	96
.99	3	0	0	0	3
.90	1	0	0	0	1
.80	2	0	0	0	2
.75	12	6	3	1	23
.65	0	2	1	0	3
.60	0	1	0	0	1
.50	4	5	2	5	16
.45	1	0	0	0	1
.40	1	0	0	0	1
.35	1	0	0	1	2
.25	1	1	1	0	3
.20	1	0	0	0	1
.10	0	2	0	0	2
Free	3	0	0	1	4

Read thus: In all, 11 annuals or 1 mimeograph, 6 print, 4 planograph, and 0 irregular are sold for a price of \$1.50.

out for each type of book and for all books considered together showing the total cost of the yearbook based on the number of pages and the number of annuals. To arrive at an average total cost it would only be necessary to multiply the median cost per page per book for the particular type of yearbook by the number of pages desired and the number of copies to be issued. This figure would be the average cost of all the books considered in the present study. It will be noticed

that unit costs shown in Table XVIII vary a great deal. As a usual thing the amount of photographic material included in the annual is the determining factor in this wide range although a small number of books issued in any type will make the unit cost higher. The smaller the annual, other factors being equal, the higher will be its unit cost per page, also.

This device of a unit cost seems to show that mimeograph and printed yearbooks will cost about the same with a considerably higher cost for the planograph type; however, the figures have to be considered in the light of the size of school served by each type of book. The planograph annual is usually used by the "in-between" size of school, and this makes the unit cost higher. The print annual used in the same size school would be still higher, while the mimeograph annual would cost less.¹¹ Special local conditions such as a special rate made by an engraver or printer would also make for a great deal of variation in unit costs.

IV. SUMMARY

The high school annual, produced usually as a printed, mimeographed, or planographed book, is doing a good job of reaching the school group and in some cases of reaching the outside community as well.

¹¹ See Tables XLI, XLII, XLIII, and XLIV in APPENDIX A, pp. 109 ff.

TABLE XVIII

UNIT COSTS FOR THE VARIOUS TYPES OF ANNUALS*

Type of Annual	Range	Median	25%ile	75%ile	Number of Annuals Included in Group
Mimeograph	.33 to 6.40	2.60	1.84	3.38	90
Print	.24 to 6.25	2.69	2.05	3.55	45
Planograph	1.58 to 6.50	3.46	2.73	4.03	59
Irregular	.37 to 5.64	2.00	1.33	2.83	16
All Types	.24 to 6.50	2.76	2.00	3.57	188

Read thus: The 90 mimeograph annuals considered cost between .33 cents and 6.40 cents per page per copy with a median cost of 2.60 cents per page per copy; half of the annuals considered in this group cost between 1.84 cents (25%ile) and 3.38 cents (75%ile).

*All costs are given in cents or fractions of cents.

These annuals are produced by all sizes of schools with more annuals produced by the smaller schools than the larger. The usual high school annual is sponsored by any one of a variety of groups with a slight predominance of the senior class as the sponsoring group.

A fairly large number, usually between 8 and 14, makes up the annual staff. This staff does a large proportion of its own photography and art work. Themes are not commonly used in the high school annual, and those that are used show a great variety. Dedications are more common than themes, more than half the annuals reporting some dedication.

Most high school annuals find it necessary to go beyond the sale price for revenue. The chief source of this additional income is

advertising. Variety is the keynote of annual costs as some schools find local conditions more favorable than others, and the proportion of picture space also makes for a great deal of variety.

CHAPTER III

CONTENT OF THE HIGH SCHOOL ANNUAL

In an effort to determine what material and how much material is included in the high school annual a number of representative annuals were secured and made the basis of intensive investigation. In all, 53 annuals representing a wide variety of types and school enrollments were secured and measured. Picture areas were measured and classified as individual, group, snapshot, staff drawing, and total picture area. Where drawings were obviously by the commercial firm selling the book as was the case in most of the mimeograph yearbooks, they were disregarded.

Page utilization was determined by actually counting and classifying materials in the annuals. Where more than one type of material was found on a single page, the larger amount of material determined the classification. Board of education was classified as faculty and administration.¹ Since there was so much overlapping in organizations and activities, they were grouped together and listed as organizations. Junior high was classed as grade school. Miscellaneous includes all materials not readily classifiable elsewhere--alumni, index, autograph, or blank pages.

It is hoped that the results of this measurement will enable staffs to balance their annuals along the lines followed by other

¹ Listed in Table XXI, p. 42, and subsequent tables as faculty.

annuals. It is obvious that the extremes in any case, unless for some special reason, are out of harmony with the general trend of scholastic yearbooks. Where there seems to be a discrepancy in figures in some of the tables to be found in the following pages, it should be remembered that the numbers were in no way matched. In every case the ungrouped median or other measurement was taken with no effort to match number with number or per cent with number. Probably the most useful figure in these tables is the one of per cent because it can easily be applied to any number of pages.

I. MIMEOGRAPH ANNUALS

Type and Size of Yearbook. The ten mimeograph annuals measured and listed in Table XIX showed a considerable variety in size, ranging from 14 pages to 105 pages; but there was a general uniformity of page size. This latter characteristic was found to hold true for practically all annuals regardless of size. Only four of the annuals measured in this group were actual home productions; most of them were of the type sold by a commercial firm² with only the mimeographing and final assembling done in the school. One was a magazine type with a more-or-less featurized treatment of the happenings of the year.

Pictures and Illustrative Materials. Mimeograph annuals use fewer pictures than do other types of annuals. Most of these use the method of actual photos pasted in or held in place by some commercial

² See discussion of commercial type of annual, p. 68.

TABLE XIX

FORM AND SIZE OF MEASURED MIMEOGRAPH ANNUALS

Name of Annual	Name of School	Type of Annual	Number of Pages	Size of Page
The Totem	Burr Oak	Book	60	8½ x 11
The Viking	Norway	Com'l Book	105	7½ x 10 7/8
The Bulldog	Blue Mound	Com'l Book	40	7 3/4 x 11
The Marooner	Stanley	Book	50	8½ x 11
Stranger	Potter	Com'l Book	30	7 3/4 x 11
The Cat's Meow	Basehor	Magazine	14	8½ x 11
Memories of '39	Beverly	Com'l Book	58	7½ x 10 7/8
The Shamrock	Summerfield	Book	52	8½ x 11
Rutaeron Cardinal	Noreatur	Com'l Book	44	7½ x 10 7/8
The Sunflower	Glendale	Com'l Book	42	7½ x 10 7/8

Read thus: The Totem, published by Burr Oak, is in book form and has 60, 8½ by 11 pages.

corner; but one of the copies studied had a photostatic reproduction of picture pages, two had engraved pictures which were printed, cut out and pasted in; and one of the annuals studied in this group had not a single photograph. Its only illustrative material was a drawing used on the cover.

Individual pictures (photographs of individuals) are apparently a rarity in the mimeograph annual. At least only four in the group of ten yearbooks used even a single individual photograph. That the

individual photo is possible in the mimeograph annual is shown by one annual which made snaps of all seniors and pasted them in.³ The tendency is to group faculty, classes, organizations, and others for annual pictures. Few snapshots are used although the majority of the group used one or more snapshots. Only one annual in the group listed in Table XX made any very extensive use of drawings although to anyone familiar with the mimeograph method of reproduction it is difficult to understand why a greater use of this type of illustration is not made.

TABLE XX

METHOD OF USING PHOTOGRAPHS AND PICTURE AREAS
FOR MEASURED MIMEOGRAPH ANNUALS

Name of Annual	Method Used for Photos	Type of Picture				Total
		Individual	Group	Snaps	Drawings	
The Totem	Pasted in	7	216	30	23	276
The Viking	Pasted in	94	108	8	0	207
The Bulldog	Photostatic	60	72	23	31	186
The Marooner	Pasted in	56	160	6	206	428
Stranger	Pasted in	0	83	32	0	115
The Cat's Meow	No Pictures	0	0	0	20	20
Memories of '39	Engraved and Pasted in	0	60	15	11	86
The Shamrock	Pasted in	0	0	6	90	96
Rutacron Cardinal	Pasted in	0	65	0	0	65
The Sunflower	Engraved and Pasted in	0	95	40	0	135

Read thus: The Totem, which used photos pasted in, had 7 square inches of individual photos; 216, of group; 30, of snaps; and 23, of drawings; or 276 square inches in all.

³ See Figure 12, p. 77.

Page Utilization. Variety is the keynote of the page utilization of mimeograph annuals measured. Seldom do two annuals devote the same amount of space to the same things. The only consistent uses are in regard to faculty and administration and grade school where most do not include any pages devoted to the grade school and only one devoted to the faculty. The accompanying table (XXI) shows the complete utilization with both number of pages and proportion of the total number shown.

TABLE XXI

PAGE UTILIZATION IN MEASURED MIMEOGRAPH ANNUALS

Part I

Name of Annual	Classes		Faculty		Athletics		Organizations		Features	
	No.	%	No.	%	No.	%	No.	%	No.	%
The Totem	6	10.0	1	1.7	3	5.0	11	18.3	12	20.0
The Viking	15	12.4	3	2.9	10	9.5	7	6.7	10	9.5
The Bulldog	10	25.0	2	5.0	3	7.5	8	20.0	8	20.0
The Marooner	8	18.0	2	4.0	5	10.0	14	28.0	14	28.0
Stranger	6	20.0	0	0	2	6.7	3	10.0	6	20.0
The Cat's Meow	1	7.1	0	0	1	7.1	2	14.3	6	42.8
Memories of '39	11	19.0	1	1.7	6	10.3	8	13.8	6	8.6
The Shamrock	10	19.2	3	5.8	4	7.7	14	26.9	3	5.8
Rutaeron Cardinal	7	15.9	1	2.3	3	6.8	4	9.1	7	15.9
The Sunflower	7	16.7	1	2.4	3	7.1	4	9.5	5	11.9

Read thus: The Totem devoted 6 pages or 10.0% to classes; 1 page or 1.7% to faculty; 3 pages or 5.0% to athletics; 11 pages or 18.3% to organizations and activities; and 12 pages or 20.0% to features.

TABLE XXI

Part II

Name of Annual	Miscellaneous		Advertising		Introductory and Division Pages		Grade School	
	No.	%	No.	%	No.	%	No.	%
The Totem	3	5.0	18	30.0	6	10.0	0	0
The Viking	4	3.8	46	43.8	10	9.5	2	1.9
The Bulldog	0	0	5	12.5	4	10.0	0	0
The Marooner	4	8.0	0	0	2	4.0	0	0
Stranger	3	10.0	4	13.3	8	16.7	1	3.3
The Cat's Meow	3	21.4	0	0	1	7.1	0	0
Memories of '39	5	8.6	10	17.2	11	19.0	1	1.7
The Shamrock	7	13.5	5	9.6	6	11.5	0	0
Rutacron Cardinal	7	15.9	6	13.6	9	20.5	0	0
The Sunflower	1	2.4	6	14.3	14	33.3	1	2.4

Mimeograph Annual Summary. In the accompanying table (XXII) a summarization for measured mimeograph annuals is made. This table shows the range or the extreme cases, the median or middle case, and the 75%ile and 25%ile or the middle half of the cases for number of pages, picture areas, and page utilization. Seeming discrepancies, particularly in regard to medians, are explained by the fact that the middle cases are taken each time with no attempt to match numbers and per cents. If it seems desirable to apply these average figures to any particular case, probably the percentage is more workable than the number

TABLE XXII

INFORMATION SUMMARY FOR MEASURED MIMEOGRAPH ANNUALS

Type of Material		Range	Median	25%ile	75%ile
Pages		14 to 105	47	35	55

PICTURE AREAS (square inches)					
Individual		0 to 94	0	0	31.5
Group		0 to 216	77.5	30	99
Snapshots		0 to 40	7	3	19
Drawings		0 to 206	15.5	0	27
Total		20 to 428	124	75.5	196.5

PAGE UTILIZATION					
Classes	No.	1 to 15	8	6	10
	%	7.1 to 25.0	17.4	11.2	19.1
Faculty	No.	0 to 3	1	0.5	2
	%	0 to 5.8	2.4	0.9	3.5
Athletics	No.	1 to 10	5	2.5	4.5
	%	5.0 to 10.3	7.3	6.8	8.6
Organizations	No.	2 to 14	7.5	3.5	9.5
	%	6.7 to 26.0	14.1	9.3	19.2
Features	No.	3 to 14	6.5	5	9
	%	5.8 to 42.8	18.0	9.1	20.0
Miscellaneous	No.	0 to 7	3.5	2	4.5
	%	0 to 21.4	8.3	3.1	11.8
Advertising	No.	0 to 46	5.5	2	8
	%	0 to 43.8	13.5	4.8	15.8
Introductory	No.	1 to 14	6	3	9.5
	%	4.0 to 33.3	10.8	6.3	17.9
Grade School	No.	0 to 2	0	0	1
	%	0 to 3.3	0	0	1.8

Read thus: The ten mimeograph annuals measured had between 14 and 105 pages with a median of 47 pages; half of them had between 35 pages (25%ile) and 55 pages (75%ile).

because of its ready applicability to any number of pages to be included in an annual. Medians from this table may be used to determine the balance of any particular annual of this type.

This average mimeograph yearbook will be 47 pages in size and will have no individual pictures, very few snapshots, a small drawing area and more group pictures than any other type. In order, the picture areas will be group, drawings, snapshots, and individuals. Page utilization will be in this order: classes, organizations, features, introductory and division pages, advertising, miscellaneous, athletics, faculty, and grade school.

II. PRINT ANNUALS

Type and Size of Yearbook. The usual form of print yearbook is the book form although five of the 21 measured were in magazine form, and one was a special issue of the school paper. There is more-or-less uniformity of the number of pages in the yearbook although, as would naturally be expected, the larger schools have a tendency to put out a larger book; and the magazine tends to be smaller than the books issued by schools of corresponding size. General uniformity of page size is found in the book annuals with slightly larger pages used for the magazine type. The special issue of the school paper serving as an annual was a double-size edition of the regular 5-column school newspaper. Table XXIII shows this information grouped.

TABLE XXIII

FORM AND SIZE OF MEASURED PRINT ANNUALS

Name of Annual	Name of School	Type of Annual	Number of Pages	Size of Page
Orange and Blue	Longford	Book	40	7 3/4 x 10 1/2
Golden Memories	Paola	Magazine	56	7 7/8 x 10 5/8
The Osage	Fulton	Book	43	7 3/4 x 11
The Gold and Black	Glen Elder	Book	52	7 1/2 x 11
The Blue and White	Gardner	Book	10	6 1/2 x 9
The Hatchet	Washington Rural	Book	56	8 x 10 3/4
The Flintonian	Matfield Green	Book	32	5 7/8 x 8 3/4
The Elms	Chanute	Book	48	7 3/4 x 10 1/2
The Coyote	Kinsley	Book	60	7 1/2 x 10 3/4
The Broncho	Lebanon	Book	44	7 1/2 x 10 3/4
Athenian	Athens Rural	Book	48	8 x 11
The Megaphone	Wellington	Magazine	28	9 1/2 x 12 1/2
The Senior M	Manhattan	Magazine	48	7 7/8 x 10 3/4
The High School Times	Garnett	Magazine	46	9 x 12
The Orange and Brown	Abilene	Magazine	36	9 1/2 x 12 1/2
The Norton Nugget	Norton	Special Issue of Paper	8	12 1/2 x 19
The Purple and White	Pittsburg	Book	104	7 7/8 x 10 1/2
The Echo	Cherryvale	Book	80	7 1/2 x 10 3/4
The Sou'wester	Dodge City	Book	48	7 7/8 x 10 1/2
The Mirror	Arkansas City	Book	84	7 7/8 x 10 1/2
The Cedar Log	Cedar Vale	Book	52	7 3/4 x 10 7/8

Read thus: The Orange and Blue, produced by Longford, is in book form and has 40, 7 3/4 x 10 1/2 pages.

Pictures and Illustrative Materials. All except one annual in the group of print annuals measured used engraved halftone pictures for reproductions of photography. The one exception had actual photographs pasted in. This book was one of the commercial type with all pages, including introductory and division pages and cover, being furnished by a commercial concern.⁴ Individual pictures are commonly

⁴ The Athenian, Athens Rural High School, Glen Elder.

used by the print annual although two books in this class, one the smallest one studied and the other the book pasting in photos, included not a single individual picture. Group pictures are the general rule with snapshots being fairly extensively used; and drawings used only slightly, if at all, by the majority of the annuals included in the group. Table XXIV shows data for each annual in this type.

TABLE XXIV

METHOD OF USING PHOTOGRAPHS AND PICTURE AREAS
FOR MEASURED PRINT ANNUALS

Name of Annual	Method Used for Photos	Type of Picture				Total
		Individual	Group	Snap	Drawings	
Orange and Blue	Engraved	160	180	131	0	471
Golden Memories	Engraved	182	171	161	20	534
The Osage	Engraved	123	271	0	0	394
The Gold and Black	Engraved	52	175	44	90	361
The Blue and White	Engraved	0	44	22	0	66
The Hatchet	Engraved	178	375	0	100	653
The Flintonian	Engraved	6	115	10	4	135
The Elms	Engraved	293	1168	409	0	1870
The Coyote	Engraved	170	369	44	60	643
The Broncho	Engraved	124	289	76	12	501
Athenian	Pasted in	0	81	19	90	190
The Megaphone	Engraved	198	396	288	38	920
The Senior M	Engraved	438	367	184	0	989
The High School Times	Engraved	96	254	134	0	484
The Orange and Brown	Engraved	231	240	543	0	1014
The Norton Nugget	Engraved	142	0	0	20	162
The Purple and White	Engraved	1152	318	165	105	1740
The Echo	Engraved	295	395	425	0	1115
The Sou'wester	Engraved	170	601	356	30	1137
The Mirror	Engraved	684	739	646	180	2249
The Cedar Log	Engraved	95	215	149	0	459

Read thus: The Orange and Blue, which used engraved pictures, had 160 square inches of individuals; 180, of group; 131, of snapshots; and 0, of drawings; or a total picture area of 471 square inches.

Page Utilization. All annuals in this group devote a considerable amount of space to faculty, classes, and features; and there seems to be little difference in this utilization depending upon the form of the annual, as Table XXV will show. With single exceptions in each case, the same might be said for athletics, organizations, and introductory and division pages. There is no great amount of uniformity in page utilization for other materials included in the print annuals. In the case of the special issue of the school paper all page utilization had to be determined by measuring in terms of column inches⁵ instead of pages. The percentage figures, however, may be used for comparison with proportions used by other annuals in the group.

Print Annual Summary. Print annuals are slightly larger than mimeograph annuals and have a great many more pictures. Each type of picture area--individual, group, snapshot, and drawings--was totally lacking in at least one annual. The range of picture area from 66 square inches to 2249 square inches is great, but half of the 21 annuals measured in this group had between 361 and 1014 square inches in all, which indicates a considerable uniformity. Drawings are used much less than any other picture type; and group pictures occupy more space than any other type. In order of space devoted to each in these print annuals picture areas are group, individual, snapshot, and drawing.

⁵ A column inch is an area one inch high and one column wide. It is determined merely by measuring the length in a single column.

TABLE XXV

PAGE UTILIZATION IN MEASURED PRINT ANNUALS

Part I

Name of Annual	Classes		Faculty		Athletics		Organizations		Features	
	No.	%	No.	%	No.	%	No.	%	No.	%
Orange and Blue	5	12.5	1	2.5	3	7.5	5	12.5	6	15.0
Golden Memories	10	17.9	2	3.6	3	5.4	13	23.2	24	42.8
The Osage	6	13.9	1	2.3	4	9.3	6	13.9	7	16.3
Gold and Black	7	13.5	1	1.9	6	9.6	13	25.0	8	15.4
Blue and White	4	40.0	1	10.0	0	0	0	0	3	30.0
The Hatchet	15	26.8	1	1.8	7	12.5	18	32.1	2	3.6
The Flintonian	4	12.5	1	3.1	2	6.3	7	21.9	3	9.4
The Blms	18	37.5	2	4.2	5	10.4	16	33.3	3	6.2
The Coyote	11	18.3	3	5.0	5	8.3	12	20.0	4	6.7
The Broncho	7	15.0	2	4.5	5	11.4	9	20.5	7	15.9
Athenian	9	18.8	1	2.1	4	8.3	3	6.2	5	10.4
The Megaphone	7	25.0	1	3.6	4	14.3	5	17.9	9	32.1
The Senior M	17	35.4	4	8.3	6	12.5	12	25.0	6	12.5
High School Times	11	23.9	1	2.2	3	6.5	9	19.6	5	10.9
Orange and Brown	8	22.2	2	5.6	8	13.9	10	27.8	9	25.0
Norton Nugget	168*	24.0	33*	4.7	21*	3.0	149*	21.3	98*	13.7
Purple and White	35	33.7	4	3.8	11	10.6	27	26.0	17	16.3
The Echo	11	13.8	6	7.5	6	7.5	19	23.8	14	17.5
The Sou'wester	12	25.0	2	4.2	3	6.2	15	31.3	8	16.7
The Mirror	15	17.9	4	4.8	7	8.3	27	32.1	12	14.3
The Cedar Log	4	7.7	4	7.7	4	7.7	5	9.6	10	19.2

Read thus: The Orange and Blue devoted 5 pages or 12.5% to classes; 1 page or 2.5% to faculty; 3 pages or 7.5% to athletics; 5 pages or 12.5% to organizations; and 6 pages or 15.0% to features.

*Refers to column inches instead of pages.

The average print annual measured had 48 pages. In order according to the number of pages devoted to each, materials included in the measured print annuals were organizations and activities, classes, features, advertising, athletics, introductory and division pages, faculty, miscellaneous, and grade school. More than three-fourths of the

TABLE XXV

Part II

Name of Annual	Miscellaneous		Advertising		Introductory and Division Pages		Grade School	
	No.	%	No.	%	No.	%	No.	%
Orange and Blue	3	7.5	9	22.5	6	15.0	0	0
Golden Memories	2	3.6	0	0	2	3.6	0	0
The Osage	0	0	15	34.9	3	7.0	1	2.3
Gold and Black	1	1.9	8	15.4	9	17.3	0	0
Blue and White	1	10.0	0	0	1	10.0	0	0
The Hatchet	1	1.8	7	12.5	5	8.9	0	0
The Flintonian	2	6.3	11	34.4	1	3.1	1	3.1
The Elms	0	0	0	0	4	8.3	0	0
The Coyote	1	1.7	10	16.7	8	13.3	6	10.0
The Broncho	4	9.1	7	15.9	3	6.8	0	0
Athenian	0	0	16	33.3	10	20.8	0	0
The Megaphone	1	3.6	0	0	1	3.6	0	0
The Senior M	1	2.1	0	0	2	4.2	0	0
High School Times	2	4.3	15	28.3	1	2.2	1	2.2
Orange and Brown	0	0	0	0	2	5.6	0	0
Norton Nugget	10*	1.4	225*	31.8	0	0	0	0
Purple and White	2	1.9	1	1.0	6	5.3	0	0
The Echo	2	2.5	15	18.8	5	6.3	2	2.5
The Scu'wester	3	6.2	0	0	5	10.4	0	0
The Mirror	10	11.9	0	0	9	10.7	0	0
The Cedar Log	4	7.7	13	25.0	6	11.5	2	3.8

* Refers to column inches instead of pages.

measured print annuals devoted no space at all to grade school, and more than one-fourth devoted no space to advertising. Miscellaneous material was considerably less in this type than in others measured.

TABLE XXVI

INFORMATION SUMMARY FOR MEASURED PRINT ANNUALS

Type of Material		Range	Median	25%ile	75%ile
Pages		8 to 104	48	36	56

PICTURE AREAS (square inches)					
Individual		0 to 1152	170	95	231
Group		0 to 1168	271	171	375
Snapshots		0 to 646	134	19	288
Drawings		0 to 180	12	0	60

PAGE UTILIZATION					
Classes	No.	4 to 35	9.5	6	12
	%	7.7 to 40.0	18.8	13.8	25.0
Faculty	No.	1 to 6	2	1	3
	%	1.8 to 10.0	4.2	2.3	5.0
Athletics	No.	0 to 11	4.5	3	5
	%	0 to 14.3	8.3	6.3	10.6
Organizations	No.	0 to 27	11	5	16
	%	0 to 33.3	21.9	13.9	27.8
Features	No.	2 to 24	7	4	9
	%	3.6 to 42.8	15.4	10.4	17.5
Miscellaneous	No.	0 to 10	1.5	1	2
	%	0 to 11.9	2.5	1.4	6.3
Advertising	No.	0 to 16	7	0	11
	%	0 to 34.9	15.4	0	25.0
Introductory	No.	0 to 10	4	1	6
	%	0 to 20.8	7.0	3.6	10.7
Grade School	No.	0 to 6	0	0	0
	%	0 to 10.1	0	0	0

Read thus: The 21 print annuals measured had between 8 and 104 pages with a median of 48 pages; half of them had between 36 pages (25%ile) and 56 pages (75%ile).

III. PLANOGRAPH ANNUALS

Type and Size of Yearbook. The thirteen planograph annuals measured were all of the book type. They ranged in page number from 24 to 130 as Table XXVII will show, but half of them were between 32 and 48 pages in size. There was a considerable amount of uniformity of page size as was also true for all other types of yearbooks.

TABLE XXVII

FORM AND SIZE OF MEASURED PLANOGRAPH ANNUALS

Name of Annual	Name of School	Type of Annual	Number of Pages	Size of Page
The Golden Eagle	Colby	Book	56	7 7/8 x 10 1/2
The Dightonian	Dighton	Book	36	8 x 10 1/2
Cardinal	Aidora	Book	32	8 x 10 1/2
The Buckaroo	Goodland	Book	40	7 7/8 x 10 1/2
S.H.S. Bluejay	Sabetha	Book	48	8 x 10 1/2
Tigers Stripe	Hamilton	Book	32	8 1/2 x 10 3/4
The Mustang	Macksville	Book	48	8 x 10 7/8
The Kanza	Bucklin	Book	24	8 x 10 1/2
The Coats Bulldog	Coats	Book	44	7 7/8 x 10 1/2
Chimes	Washburn	Book	60	8 x 10 1/2
The Eagle	Ness City	Book	32	7 7/8 x 10 1/2
The Yellowjacket	Harveyville	Book	28	8 x 10 1/2
The Sunflower	Topeka	Book	150	8 1/2 x 11

Read thus: The Golden Eagle, published by Colby, is in book form and has 56, 7 7/8 x 10 1/2 pages.

Pictures and Illustrative Materials. All annuals measured in this group used engraved halftone reproduction of photographs. More use of the snapshot was found in this type of annual than in any other although there seems to be no ready explanation for it. Although two

of the 15 annuals in this group used no staff drawings at all, there was generally a greater use of drawings with this type of annual than with any other type. Group pictures predominate over individual photos in the planograph annuals measured.

TABLE XXVIII

METHOD OF USING PHOTOGRAPHS AND PICTURE AREAS
FOR MEASURED PLANOGRAPH ANNUALS

Name of Annual	Method Used for Photos	Type of Picture				Total
		Individual	Group	Snap	Drawings	
The Golden Eagle	Engraved	457	348	504	391	1700
The Dightonian	Engraved	108	408	64	84	644
Cardinal	Engraved	549	145	288	10	972
The Buckaroo	Engraved	167	427	250	0	844
S.H.S. Bluejay	Engraved	413	573	623	62	1671
Tigers Stripe	Engraved	47	202	12	0	261
The Mustang	Engraved	121	412	171	452	1156
The Kansa	Engraved	45	400	299	111	855
The Coats Bulldog	Engraved	26	251	119	16	412
Chimes	Engraved	210	242	464	90	1006
The Eagle	Engraved	168	231	127	10	536
The Yellowjacket	Engraved	100	259	181	71	611
The Sunflower	Engraved	1439	1090	1233	528	4290

Read thus: The Golden Eagle, which used engraved pictures, had 457 square inches of individual photos; 348, of group; 504, of snapshots; and 391, of drawings; or 1700 square inches in all.

Page Utilisation. All except two of the annuals in this group had one or more pages devoted to advertising. This advertising was sometimes of a display type and generally had a more interesting appearance than in other types of annuals.⁶ In at least one case it was the business auto-graph type with no real advertising to it. Only three in this group

⁶ See Figure 20, p. 79.

devoted so much as a single page to grade school. One in the group had not a single page that could properly be classed as introductory or division, but another devoted almost one-fourth of the entire book to introductory and division pages.

TABLE XXIX

PAGE UTILIZATION IN MEASURED PLANOGRAPH ANNUALS

Part I

Name of Annual	Classes		Faculty		Athletics		Organizations		Features	
	No.	%	No.	%	No.	%	No.	%	No.	%
The Golden Eagle	13	23.2	2	3.6	9	16.1	13	23.2	10	17.9
The Dightonian	7	19.4	1	2.8	4	11.1	12	33.3	6	16.7
Cardinal	6	18.7	1	3.1	5	15.6	11	34.4	4	12.5
The Buckaroo	8	20.0	2	5.0	3	7.5	13	32.5	10	25.0
S.H.S. Bluejay	8	16.7	1	2.1	5	10.4	15	31.3	11	22.9
Tigers Stripe	7	21.9	1	3.1	4	12.5	7	21.9	3	9.4
The Mustang	7	14.6	1	2.1	2	4.2	6	12.5	10	20.8
The Kansa	2	8.3	1	4.2	3	12.5	10	41.7	3	12.5
The Coats Bulldog	6	13.6	1	2.3	2	4.5	9	20.5	4	9.1
Chimes	8	13.3	2	3.3	4	6.7	11	18.3	11	18.3
The Eagle	8	24.0	3	9.4	4	12.5	6	18.7	7	21.9
The Yellowjacket	6	21.4	2	7.2	3	10.7	5	17.9	3	10.7
The Sunflower	35	26.9	3	2.3	10	7.7	27	20.8	17	13.1

Read thus: The Golden Eagle devoted 13 pages or 23.2% to classes; 2 pages or 3.6% to faculty; 9 pages or 16.1% to athletics; 13 pages or 23.2% to organizations; and 10 pages or 17.9% to features.

Planograph Annual Summary. The number of pages in the average measured planograph annual, 40, is less than for either mimeograph or print annuals, but there is considerable more uniformity in the number of pages.⁷ Except for individual pictures there is a considerable amount of uniformity of picture areas with half of the measured annuals

⁷ See Table XLII, p. 112.

TABLE XXIX

Part II

Name of Annual	Miscellaneous		Advertising		Introductory and Division Pages		Grade School	
	No.	%	No.	%	No.	%	No.	%
The Golden Eagle	2	3.6	0	0	7	12.5	0	0
The Dightonian	1	2.8	1	2.8	4	11.1	0	0
Cardinal	0	0	4	12.5	1	3.1	0	0
The Buckaroo	0	0	3	7.5	1	2.5	0	0
S.H.S. Bluejay	4	8.3	0	0	4	8.3	0	0
Tigers Stripe	3	9.4	5	15.6	2	6.3	0	0
The Mustang	4	8.3	5	10.4	5	10.4	8	16.7
The Kanse	0	0	3	12.5	1	4.2	1	4.2
The Coats Bulldog	0	0	17	38.6	2	4.5	3	6.8
Chines	0	0	8	13.3	14	25.5	0	0
The Eagle	1	3.1	3	9.4	0	0	0	0
The Yellowjacket	0	0	4	14.3	5	17.9	0	0
The Sunflower	7	5.4	23	17.7	8	6.2	0	0

having between 47 and 413 square inches of individual pictures; 231 to 412, group pictures; 119 to 463, snapshots; and 10 to 111, drawings.

Based on the median areas group pictures, snapshots, individual pictures, and drawings rate in that order for space devotion.

Organizations and activities, classes, features, advertising, athletics, introductory and division pages, faculty and administration, miscellaneous, and grade school rate in that order so far as the number of pages devoted to each in measured planograph yearbooks is concerned. Grade school is consistently left out of account in these annuals. Four different kinds of material--features, miscellaneous, introductory, and grade school--are left out entirely by one or more yearbooks in the group. Table XXX shows the summary of the measured planograph yearbooks in complete detail.

TABLE XXX

INFORMATION SUMMARY FOR MEASURED PLANOGRAPH ANNUALS

Type of Material		Range	Median	25%ile	75%ile
Pages		24 to 130	40	32	48

PICTURE AREAS (square inches)					
Individual		26 to 1439	167	47	413
Group		145 to 1090	348	231	412
Snapshots		12 to 1233	250	119	463
Drawings		0 to 528	64	10	111
Total		261 to 4290	855	536	1156

PAGE UTILIZATION					
Classes	No.	2 to 35	7	6	8
	%	8.3 to 26.9	19.4	13.6	21.9
Faculty	No.	1 to 3	1	1	2
	%	2.1 to 9.4	3.1	2.5	4.2
Athletics	No.	2 to 10	4	3	5
	%	4.2 to 16.1	10.7	6.7	12.5
Organisations	No.	5 to 27	11	6	13
	%	12.5 to 41.7	21.9	18.3	32.5
Features	No.	3 to 17	7	3	10
	%	9.1 to 25.0	16.7	10.7	20.8
Miscellaneous	No.	0 to 7	1	0	3
	%	0 to 9.4	2.6	0	5.4
Advertising	No.	0 to 23	4	1	5
	%	0 to 33.6	12.5	2.8	14.3
Introductory	No.	0 to 14	4	1	3
	%	0 to 23.3	6.3	3.1	11.1
Grade School	No.	0 to 8	0	0	0
	%	0 to 16.7	0	0	0

Read thus: The 13 planograph annuals measured had between 24 and 130 pages with a median of 40 pages; half of them had between 32 pages (25%ile) and 48 pages (75%ile).

IV. IRREGULAR ANNUALS

Type and Size of Yearbook. The irregular annuals measured, nine in all, were all in book form although they represented four different methods of reproduction: mimeograph and print combination, planograph and mimeograph combination, hectograph, and ditto. The size in general conformed to the number of pages used in other classifications although one, a special anniversary edition was considerably larger than any of the others because of the nature of the material included. Pages were uniform in size as a glance at Table XXXI will prove.

TABLE XXXI

FORM AND SIZE OF MEASURED IRREGULAR ANNUALS

Name of Annual	Name of School	Type of Annual	Number of Pages	Size of Page
Winonian	Winona	Mimeo & Print Book	48	$8\frac{1}{2} \times 11\frac{1}{2}$
Purple and Gold	Corning	Mimeo & Print Book	35	$8\frac{1}{2} \times 11$
The Prairie Owl	Gaylord	Mimeo & Print Book	64	$8 \times 10\frac{1}{2}$
The Topper	Reading	Plane & Mimeo Book	50	$7\frac{1}{2} \times 10 \frac{7}{8}$
The Tigerette	Levant	Hectograph Book	44	8×11
R.H.S. Hillite	Raymond	Plane & Mimeo Book	35	$7\frac{1}{2} \times 10\frac{1}{2}$
The Panther	LaHarpe	Print & Mimeo Book	67	$7 \frac{3}{4} \times 11$
The Towandan	Towanda	Ditto Book	34	8×11
The Hornet	Burns	Mimeo & Print Book	158	$8 \times 10 \frac{3}{4}$

Read thus: The Winonian, published by Winona, is in book form and has 48, $8\frac{1}{2} \times 11\frac{1}{2}$ pages.

Pictures and Illustrative Materials. Only the hectograph and ditto annuals in this group had photographs pasted in; all others used engraved halftone pictures. Two of the annuals in this group had no individual pictures, two had no snapshots, and one had no staff drawings. One annual in the group had considerably more drawings than any other type of illustrative material, which was a bit unusual. Table XXXII gives the complete detail in regard to pictures in this type.

TABLE XXXII

METHOD OF USING PHOTOGRAPHS AND PICTURE AREAS
FOR MEASURED IRREGULAR ANNUALS

Name of Annual	Method Used for Photos	Type of Picture				Total
		Individual	Group	Snapa	Drawings	
Winonian	Engraved	47	169	60	15	291
Purple and Gold	Engraved	0	81	0	201	282
The Prairie Owl	Engraved	60	210	67	48	578
The Topper	Engraved	50	212	25	30	517
The Tigerette	Pasted in	15	92	198	69	392
R.H.S. Hilite	Engraved	37	61	70	89	257
The Panther	Engraved	21	204	82	0	307
The Towandan	Pasted in	0	84	0	13	97
The Hornet	Engraved	105	191	67	130	493

Read thus: The Winonian, which had engraved pictures, had 47 square inches devoted to individual pictures; 169, of group; 60, of snapshots; and 15, of drawings; or 291 square inches in all.

Page Utilization. All annuals in this irregular group devoted one or more pages to classes, faculty and administration, athletics, organizations and activities, and features. One annual in each case made no use of pages for introductory and division pages and miscellaneous material; two included no advertising; and three made no inclusion of

of grade school. These irregular annuals made greater use of material on the grade school than any other type measured. Use of introductory and division pages varied all the way from none at all to almost one-fourth of all pages in the yearbook. One book devoted nearly half the pages in the annual to alumni, which is included in the miscellaneous materials since few books include alumni at all.

TABLE XXXIII

PAGE UTILIZATION IN MEASURED IRREGULAR ANNUALS

Part I

Name of Annual	Classes		Faculty		Athletics		Organizations		Features	
	No.	%	No.	%	No.	%	No.	%	No.	%
Winonian	5	10.4	1	2.1	4	8.3	11	22.9	9	18.8
Purple and Gold	5	15.2	1	3.0	11	33.3	3	9.1	4	12.1
The Prairie Owl	10	15.6	1	1.6	4	6.3	13	20.3	18	28.1
The Topper	6	12.0	2	4.0	3	6.0	8	16.0	3	6.0
The Tigerette	5	11.4	2	4.5	3	6.8	10	22.7	15	29.8
R.H.S. Hilite	6	17.1	1	2.9	2	5.7	5	14.3	10	28.6
The Panther	11	16.4	3	4.5	3	4.5	16	23.9	8	11.9
The Towandan	5	14.7	1	2.9	2	5.9	7	20.6	6	17.6
The Hornet	7	4.4	11	7.0	2	1.3	9	5.7	24	14.2

Read thus: The Winonian devoted 5 pages or 10.4% to classes; 1 page or 2.1% to faculty; 4 pages or 8.3% to athletics; 11 pages or 22.9% to organizations; and 9 pages or 18.8% to features.

Part II

Name of Annual	Miscellaneous		Advertising		Introductory and Division Pages		Grade School	
	No.	%	No.	%	No.	%	No.	%
Winonian	2	4.3	2	4.2	8	16.7	6	12.5
Purple and Gold	3	9.1	3	9.1	3	9.1	0	0
The Prairie Owl	3	4.7	9	14.1	6	9.4	0	0
The Topper	1	2.0	13	26.0	11	22.0	3	6.0
The Tigerette	3	6.8	0	0	2	4.5	6	13.6
R.H.S. Hilite	1	2.9	9	25.7	0	0	1	2.9
The Panther	0	0	9	13.4	15	22.4	2	2.9
The Towandan	5	14.7	0	0	4	11.8	4	11.8
The Hornet	93*	53.9	16	10.1	16	10.1	0	0

*Includes 77 pages devoted to alumni.

Irregular Annual Summary. Although there is considerable range in the number of pages included in this irregular group of annuals, half of the group falls between 34 pages (25%ile) and 64 pages (75%ile), and the average size is 48 pages. Group pictures are the rule with slightly more snapshots than drawings and with less space devoted to individual pictures than to any other type. In order, the types of pictures in this type are group pictures, snapshots, drawings, and individual pictures. The average yearbook included in this classification has slightly more than 300 square inches of picture material with more than half the total devoted to group photographs.

In order of pages devoted to each, the types of material included in the irregular annual are organizations, features, advertising, classes, introductory pages, athletics, miscellaneous, grade school, and faculty. This irregular group is the only one where the grade school does not rank last from the standpoint of page utilization. Although one annual in the group has a devotion of 58.9% to miscellaneous materials, half of the annuals in the group devote only 2.0% to 9.1% for the same materials. It is worth noting, too, that advertising is relatively more important with this group.

V. ALL TYPES OF ANNUALS

Pages. Although there was a range of from 8 pages to 158 pages in the group of 53 annuals measured, the median number of pages was 44. Half of this group measured had between 34 pages (25%ile) and 52 pages (75%ile) in the annual. In general page sizes were about the same for all types.

TABLE XXXIV

INFORMATION SUMMARY FOR MEASURED IRREGULAR ANNUALS

Type of Material		Range	Median	25%ile	75%ile
Pages		33 to 158	48	34	64

PICTURE AREAS (square inches)					
Individual		0 to 105	37	0	50
Group		61 to 212	169	81	204
Snapshots		0 to 196	60	0	70
Drawings		0 to 201	48	13	89
Total		97 to 493	307	257	375

PAGE UTILIZATION					
Classes	No.	5 to 11	6	5	7
	%	4.4 to 17.1	14.7	10.4	15.6
Faculty	No.	1 to 11	1	1	2
	%	1.6 to 7.0	3.0	2.1	4.5
Athletics	No.	2 to 11	3	2	4
	%	1.3 to 33.3	6.0	4.5	6.8
Organizations	No.	3 to 16	9	5	11
	%	5.7 to 23.9	20.3	9.1	22.7
Features	No.	3 to 24	9	4	13
	%	6.0 to 29.8	17.6	11.9	23.1
Miscellaneous	No.	0 to 93	3	1	3
	%	0 to 58.9	4.7	2.0	9.1
Advertising	No.	0 to 16	9	0	9
	%	0 to 26.0	10.1	0	14.1
Introductory	No.	0 to 16	6	2	11
	%	0 to 22.4	10.1	4.5	16.7
Grade School	No.	0 to 6	2	0	4
	%	0 to 13.6	2.9	0	11.8

Read thus: The nine irregular annuals measured had between 33 and 158 pages with a median of 48; half of them had between 34 pages (25%ile) and 64 pages (75%ile).

Picture Areas. Taken all together, the range in total picture areas was from 20 to 4290 square inches for the 53 annuals measured, but half of the group fell between 257 square inches (25%ile) and 920 square inches (75%ile). Most annuals use a predominance of group pictures. Individual pictures, snapshots, and drawings follow in that order when median picture areas are considered; however, if the middle half of the annuals are considered, the order would be changed to place snapshots above individual pictures as shown in Table XXXV.

Page Utilization. For all types of measured yearbooks the order of page utilization based on the median number of pages devoted to each is organizations and activities, classes, features, advertising, introductory and division pages, athletics, miscellaneous, faculty, and grade school. The middle half of the annuals measured devoted the following number of pages to each type of material: classes, 6 to 11; faculty, 1 to 2; athletics, 3 to 5; organizations, 7 to 13; features, 4 to 10; miscellaneous, 1 to 3; advertising, 0 to 10; introductory, 2 to 7; and grade school, 0 to 3.

TABLE XXXV

INFORMATION SUMMARY FOR ALL TYPES MEASURED ANNUALS

Type of Material		Range	Median	25%ile	75%ile
Pages		8 to 158	44	34	52

PICTURE AREAS (square inches)					
Individual		0 to 1439	95	15	163
Group		0 to 1168	212	92	369
Snapshots		0 to 1233	76	22	250
Drawings		0 to 528	20	0	90
Total		20 to 4290	459	257	920

PAGE UTILIZATION					
Classes	No.	1 to 35	7	6	11
	%	4.4 to 40.0	17.1	13.5	22.2
Faculty	No.	0 to 11	1	1	2
	%	0 to 10.0	3.1	2.3	4.5
Athletics	No.	0 to 11	4	3	5
	%	0 to 33.3	7.7	6.3	10.7
Organizations	No.	0 to 27	10	7	13
	%	0 to 41.7	20.5	13.9	25.0
Features	No.	2 to 24	7	4	10
	%	3.6 to 42.8	15.9	10.0	20.0
Miscellaneous	No.	0 to 93	2	1	3
	%	0 to 58.9	3.6	1.4	8.0
Advertising	No.	0 to 46	5	0	10
	%	0 to 43.8	13.5	0	18.8
Introductory	No.	0 to 16	4	2	7
	%	0 to 53.3	9.1	4.5	11.8
Grade School	No.	0 to 8	0	0	3
	%	0 to 16.7	0	0	3.3

Read thus: The 53 annuals measured had between 8 and 158 pages with a median of 44 pages; half of them had between 34 pages (25%ile) and 52 pages (75%ile).

CHAPTER IV

SOME GENERAL FEATURES OF MEASURED ANNUALS

There are a number of features which are needed to give a complete picture of the high school annual that are not included in the content of the book itself. Some of these are cover stock, cover design, type of binding, and the spread or range of commercial production.

It is hoped that the material of the present chapter, which has been assembled from the group of 53 annuals measured for the determination of the content of the annual in Chapter III, will answer some of these problems and questions. With the exception of the special issue of the school paper all copies used in Chapter III are used again in the present chapter. In addition, some of the materials used in the section on the spread or range of commercial production came from the commercial concerns themselves in the form of booklets and pamphlets.

In order to illustrate certain points made throughout the study and to facilitate understanding of certain types of work a special section is added to the present chapter consisting of photographic copies of covers, division pages, and other types of pages, together with an explanation of each. These pages for copying have been selected carefully with an attempt to include certain outstanding features as well as examples of all types of annuals.

I. COVER

Cover Stock. Most high school annuals use a ripple or grain cardboard cover with a few using an enamel cardboard cover, a paper cover, a stiff back cover, or an artificial leather cover. Only the larger annuals can afford the cloth, stiff-back cover, apparently; and mostly the mimeographed or partially mimeographed annuals make use of the paper cover. The weight of the cover stock was the determining factor in classifying a cover as paper or cardboard; those having a regular book cover or back were classified as stiff back.¹ Table XXXVI

TABLE XXXVI

TYPES OF COVER STOCK USED BY MEASURED ANNUALS

Type of Annual	Paper	Cardboard*	Artificial Leather	Stiff Back
Mimeograph	3	7	0	0
Print	1	17	0	2
Planograph	1	10	1	1
Irregular	2	7	0	0
All Types	7	41	1	3

Read thus: Of 52 annuals considered here, 3 mimeograph, 1 print, 1 planograph, and 2 irregular, or 7 in all, had paper covers.

*Of the cardboard covers 37 used a ripple or grain finish and 4 an enamel finish.

¹ See Figures 2, 3, and 4, pp. 72, 74.

Cover Design. The degree to which student work is utilized in the designing of the annual cover will determine to a considerable extent the value of the annual itself from the standpoint of educational value. In many school annuals student art work is utilized only in designing the cover and division pages. More than this, in the annuals studied where student work was used in designing the cover, better looking covers were the result. In the accompanying table (XXXVII) the term commercial refers to the standardized commercial cover which is distributed with the materials for making an annual. Halftone refers to the relatively small number of annuals which used a photograph (halftoned) on the cover. Those designed locally were divided into those using words alone (usually the name of the book and the school) on the cover and those using some art work design, usually in connection with the name of the book.²

Most cover designs are locally produced or planned in the group studied with a predominance of art work over mere words. The designs classified as commercial, usually nothing except the name of the book printed in a panel on the cover, are a small minority when the total group is considered; but there are even fewer books employing the halftoned photograph for the cover although an occasional book had a very effective design by this method. In a few instances the designs with words only were so planned and designed that they had the effect of art work.

² See Figures 2, 3, and 4, pp. 72, 74.

TABLE XXXVII

TYPES OF COVER DESIGN USED BY MEASURED ANNUALS

Type of Annual	Commercial	Halftone	Local Design	
			Words	Art Work
Mimeograph	5	0	2	3
Print	2	2	6	10
Planograph	0	0	6	7
Irregular	3	2	2	2
All Types	10	4	16	22

Read thus: Of 52 annuals considered, 5 mimeograph, 2 print, 0 planograph, and 3 irregular, or 10 in all, used a commercial cover design.

II. BINDING

Binding, used in this study to mean the method of holding the yearbook together, is an important problem for the yearbook group which plans to put out their book independently of a single commercial agency. Some producers of commercial yearbooks clip the pages together with metal clips. When this clipping was done through the fold of the pages, it was classified in Table XXXVIII, p. 69, as saddle stitched after the customary printer's term.

Certain types of binding are commonly used only by special concerns. The metal "Cerola" binding is one of these types. It is a metal insert clip which shows in the back usually in a color harmonizing

or contrasting with the general color of the annual cover. Another of the same type is the "Wire-O" binding which works in the same manner but is made of wire and is not colored. The "Plastic" binding is the third belonging to this general type. It is made of a compound resembling celluloid in appearance and may be colored either in contrast or for harmony as desired.

Still another method used for binding certain of the annuals studied was the screw method where all materials were reproduced on sheets punched the same way to accommodate the screw fasteners which also hold the cover in place. A few annuals were sewed and glued after the fashion of regular books. Still others were tied with cord, ribbon, or a leather thong through holes punched through all the sheets and the cover.

There is little uniformity in the method used in binding the annuals considered. Planograph and print annuals tend to be saddle stitched or to use one of the commercial types of binding. The mimeograph and irregular annuals tended to make more use of the screw-type fastener. The mimeograph and irregular annuals also made more use of the clipped type of binding. Variety rather than uniformity was the keynote of the methods used in binding these annuals, as shown by Table XXXVIII.

III. COMMERCIAL AND HOME PRODUCTION

All annuals secured for study in this survey were either produced locally or were produced on forms sold for the production by one

TABLE XXXVIII

TYPES OF BINDING USED BY MEASURED ANNUALS

Type of Annual	Clipped	Saddle Stitch	Metal Gerola	Wire-O	Plastic	Screws	Bound	Tie
Mimeograph	3	0	0	0	0	5	0	2
Print	0	9	0	0	5	2	3	1
Planograph	0	5	2	5	0	0	1	0
Irregular	5	0	0	0	1	2	1	0
All Types	8	14	2	5	6	9	5	3

Read thus: Of 52 annuals considered, 3 mimeograph, 0 print, 0 planograph, 5 irregular, or 8 in all, were bound by means of clips.

of five concerns specializing in school annual work. There is no attempt to suggest that these five concerns do better work or do all such work in Kansas high schools; instead it is probably mere chance that the copies secured for study were produced by these concerns.

In Table XXIX, p. 71, I.C.P. refers to Inter-Collegiate Press, which issues covers and blank books for school annuals.³ Myers refers to Myers and Co., which specializes in planograph yearbooks. Welch refers to Welch and Co., which also specializes in the planograph type of annual. Richards refers to The Richards Company, which either publishes or sells supplies for several types of yearbook.⁴ Marquise

³ "Procedure in Organizing and Completing Your Project Year Book," (Kansas City, Missouri: Inter-Collegiate Press), pp. 12-13.

⁴ "A New Sensational Line for Your Yearbook," advertising pamphlet of The Richards Company, Fort Scott, Kansas.

refers to Marquise studios, which not only takes the pictures but also sells the blank book forms for annuals.⁵

The majority of annuals studied are still produced locally. The classification as local work includes considerable spread in the production since halftoning for printed yearbooks is in most cases not done locally. It was impossible in this study to determine where all of this halftone work was done, but it is possible that there is just as much concentration in the agencies doing this type of work for high school annuals as for the other group. Although at least two annuals studied were planographed in the same community as the school, they were not considered as local work since the entire production job was done commercially after the preparation of the initial plates and pages by the staff. Mimeograph annuals which may have all mimeographing done in the school but which used forms and materials of a standard type provided by a commercial agency were not considered as local work.

Particular notice should be paid to the fact that while most of the commercial agencies concentrate on a single type of annual, others may produce all types. Inter-Collegiate Press merely provides the forms which may then be used readily for either mimeographing or printing.⁶ Some of the others will either provide the forms only or will do the work of actual production.

⁵ Where no source is cited for information about these commercial firms, the information has come from letters from advisers and comments placed on questionnaires.

⁶ "Procedure in Organizing and Completing Your Special Lograture Year Book," (Kansas City, Missouri: Inter-Collegiate Press), pp. 12-13.

TABLE XXXIX

SPREAD OF COMMERCIAL PRODUCTION OF MEASURED ANNUALS

Type of Annual	I.C.F.	Myers	Welch	Richards	Marquise	Local Work
Mimeograph	4	0	0	1	1	4
Print	1	0	0	1	0	18
Planograph	0	6	4	2	1	0
Irregular	1	0	0	2	1	5
All Types	6	6	4	6	3	27

Read thus: Of 52 annuals considered, 4 mimeograph, 1 print, 0 planograph, and 1 irregular, or 6 in all, were produced by Inter-Collegiate Press.

IV. PICTORIAL PRESENTATION OF ANNUAL TYPES AND MATERIALS

"Better a single picture than any number of words" is the motto of many school annuals. With this motto in mind, an attempt has been made to pick out some pages from high school annuals for photographic reproduction in this section to illustrate many of the types of annuals, materials, and methods used in Kansas high schools. An effort was made to get as widely representative pictures as possible, illustrating not only types of annuals but also types of materials. In a real way these pictures will show what can be done in the way of improving the scholastic yearbook although that was not the primary criterion when the pages were selected for reproduction. Instead the effort was to select as wide a variety of materials, methods, and types as possible without unduly weighting the study with pictures.

An annual cover design with originality is the Wellington Mega-phone shown in Figure 2 at right.

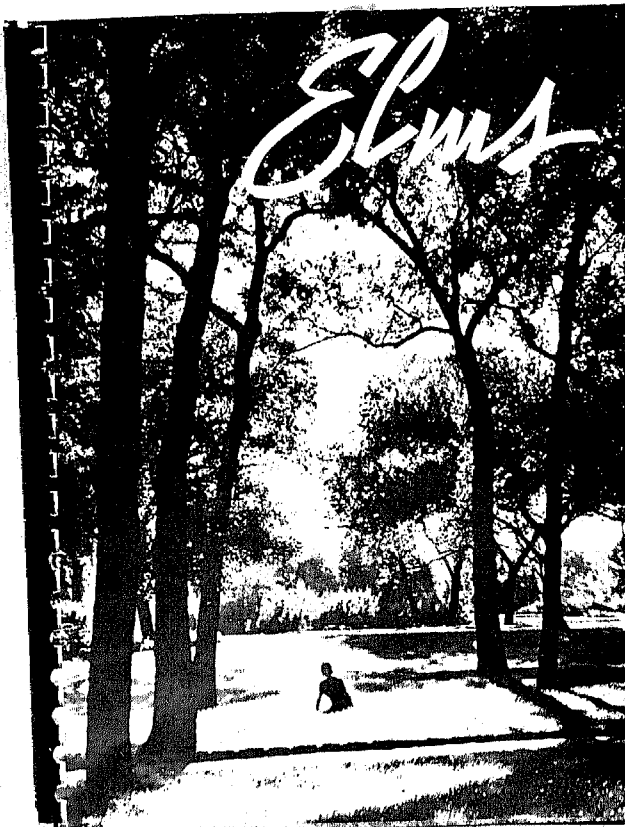


Figure 3

Chanute Cover Design



Figure 2

Wellington Cover Design

A halftone cover design of The Elms, Chanute annual, is shown in Figure 3 at left.

In Figure 4 is shown a simple cover design which is adequate in every way since it combines the school emblem and letter. Figure 4, shown on page 74, is a copy of the Colby Golden Eagle cover. Figure 5 (page 74) illustrates a title page with an excellent addition to the theme, which in the case of this book was "Movie of the Year." This title page is from The Mirror, Arkansas City. Figure 6 (page 74) shows a division page which combines art work, the theme of the annual, and a halftone picture. It is from The Yellowjacket, Harveyville. An all-halftoned division page from The Elms, Chanute, is shown in Figure 7 (page 74).

Figure 8 (page 75) shows an example of an all-art work division page from a planograph book, The Dightonian, Dighton. Figure 9 (page 75) is a division page taken from an irregular annual, The Prairie Owl, Gaylord. This division page in common with all other mimeograph work in the book was done in the school. All division pages were mimeographed in color. How a theme can be carried out in the division page is shown in Figure 10 (page 75) copied from The Mirror, Arkansas City. A type of work possible in planograph annuals, namely background drawings, is illustrated in Figure 11 (page 75) by a page from The Mustang, Mackeville.

What can be done in the way of individual pictures in an all-local mimeograph yearbook is shown in Figure 12 (page 77) taken from The Marooner, Stanley. Few schools would attempt an annual with no more equipment than a hectograph; yet the results of such an all-local production are good as shown in Figure 13 (page 77) taken from

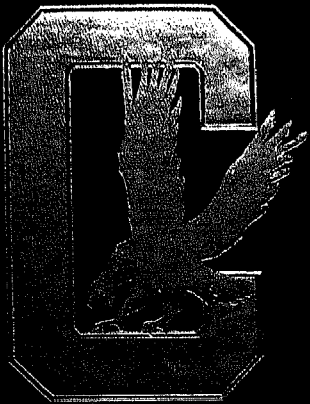


Figure 4

Golby Cover Design

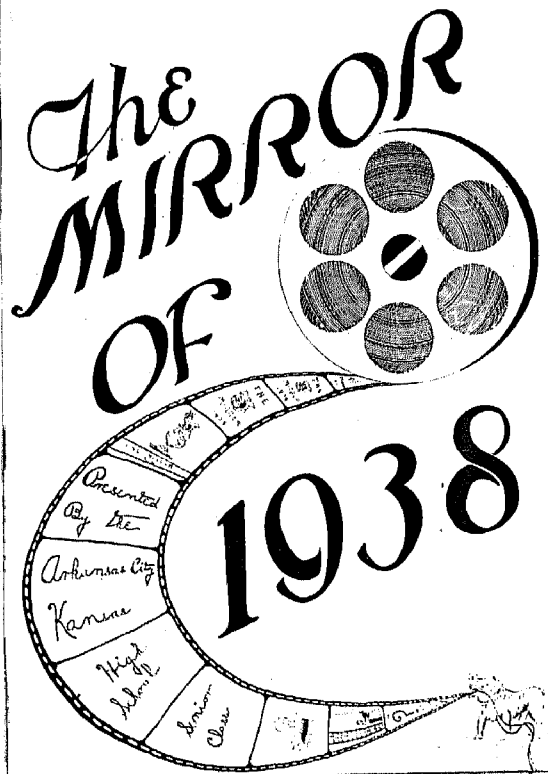
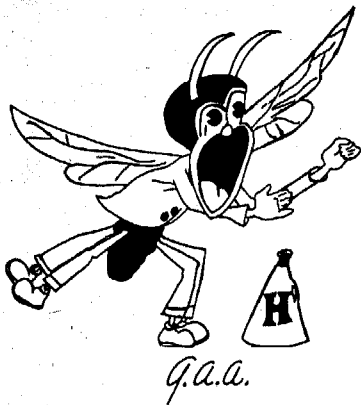


Figure 5

Arkansas City Title Page

ATHLETICS



Page 21

Figure 6

Harveyville Division Page



ACTIVITIES

Figure 7

Chanute Division Page



Page 17

Figure 8

Dighton Division Page

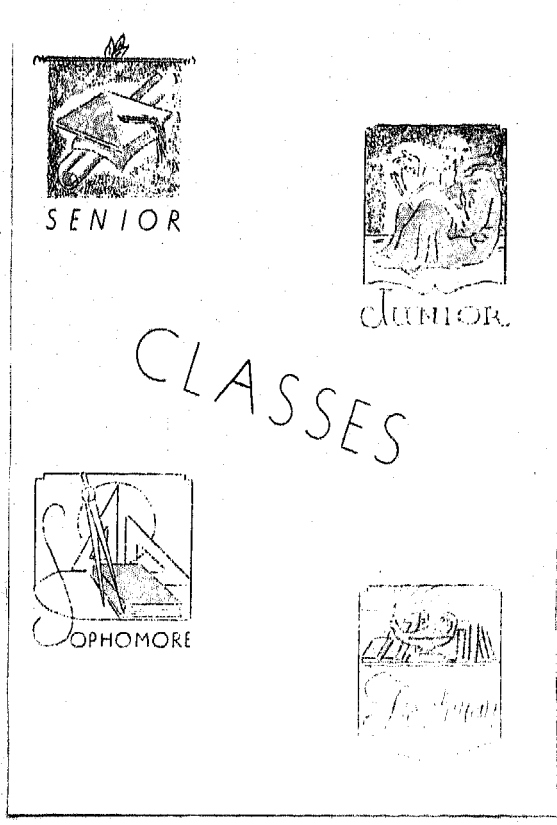


Figure 9

Gaylord Division Page

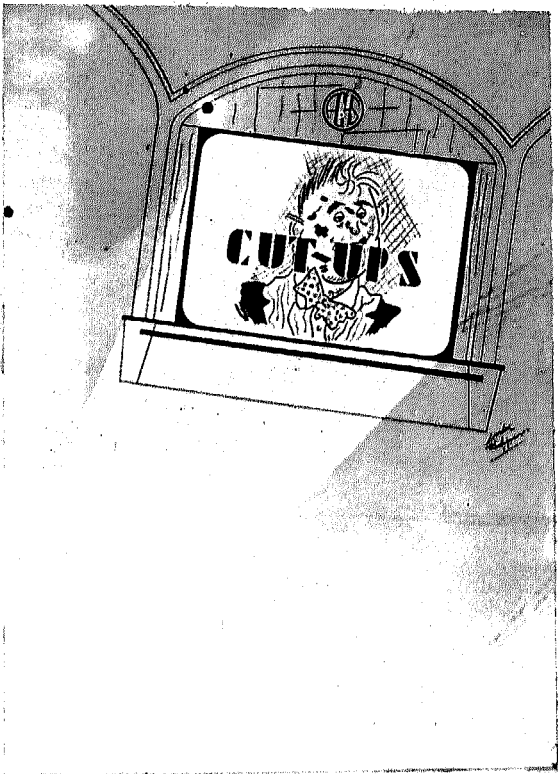


Figure 10

Arkansas City Division Page

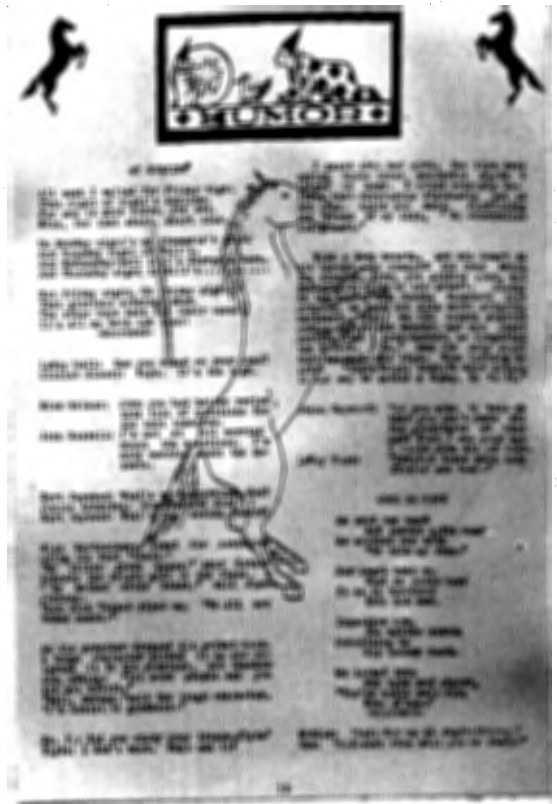


Figure 11

Macksville Background Drawing

The Tigerette, Levant. Use of a commercial photo holder in a mimeograph commercial yearbook is illustrated in Figure 14 (page 77) taken from The Viking, Norway. The commercial yearbook with printed write-ups and pasted-in pictures is illustrated in Figure 15 (page 77) from The Athenian, Athens Rural High, Glen Elder.

Planograph annuals may use hand lettering as shown in Figure 16 (page 78) taken from The Golden Eagle, Colby. This also shows how a theme was carried out. Carrying out a theme, "The Laboratory," even on a snapshot page is shown in Figure 17 (page 78) taken from The Sou'wester, Dodge City. Action shots have replaced stiffly-posed group shots in many high school annuals as The Sunflower, Topeka, shown in Figure 18 (page 78). A typical feature page including a unique arrangement of snapshots is shown in Figure 19 (page 78) from The Megaphone, Wellington.

Since most annuals do include advertising, it is advisable to make these as interesting as possible. Figure 20 (page 79) shows how The Sunflower, Topeka, accomplished this by using halftone pictures on the advertising page. Faculty pictures can be made more interesting and different by replacing the ordinary posed picture with snapshots as shown by The Sou'wester, Dodge City, reproduced in Figure 21 (page 79).

Betty Haborstroh
 "Was I supposed to go
 home tonight?"

Latin Club 1-4; Junior play 3; Senior
 play 4; Volley ball 1-2-3-4; Track Team
 2-3; Pop Club 1-2-3-4; Band 2-3-4; Base
 Ball 1-2-3; Dramatic Club 2-3-4; Glee
 Club 2-3-4; Harpocner Staff 4; Paper Staff
 4; Chorus 2-3-4; Humorous reading 2-3-4;
 Pop Club Sec.-Treasurer 3-4; Local Essay
 Contest 3-4; Dramatic Club Vice President
 4.

Dale Beard
 "When do we have a holiday?"

Junior play 3; Senior play 4; Basket
 ball 1-2-3-4; Base ball 4; Dramatic
 Club 2-3-4; Glee Club 3-4; Chorus 3;
 Local oratorical content 4; Librarian
 2-3-4; Harpocner Staff 4; Paper Staff
 4; Local Essay contest 3-4.

Katharine Allison
 "Do you know what I did
 last night?"

One Act play 3; Junior play 3; Senior
 play 4; Volley ball 1-2-3-4; Track Team
 1-3; Pop Club 1-2-3-4; Dramatic Club 1-2-
 3-4; J. C. H. Organization contest 4; Band
 1-2-3-4; Glee Club 1-2-3-4; Sextette 4;
 Trio of Chorus 1-2-3-4; Mixed Quartette
 2; Humorous Reading 1; Dramatic Reading
 2-3-4; Humorous Staff 4; Paper Staff 4;
 Pop Club President 4; Local Essay contest
 1-2-3-4; Dramatic Club Sec.-Treasurer 4.



"Blonde"



"Beard"



"Broncho"

Junior play 3; Senior play 4; Glee
 Club 1-2-3-4; Harpocner Staff 4;
 Local Essay Contest 1-2-3-4.



MIVA LOIS GARRETT
 Always busy
 Valedictorian.
 Majors in English and So-
 ciology.
 President of 'L. S. Club.
 Secretary and Treasurer of
 her class for 4 years.
 Dramatical work.
 Miva enjoys reading very
 much and her future ambition
 is to be a sweet little house-
 wife.

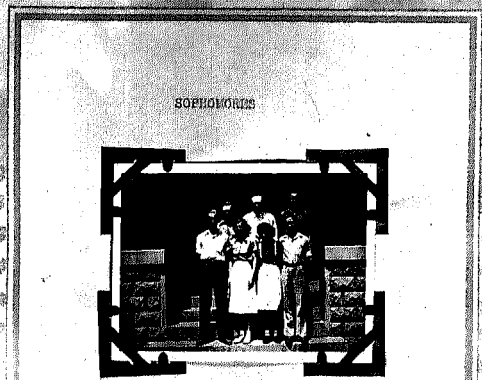
LYLE W. JAFFER
 Participated in
 school dramas.
 Lyle would like to inherit
 Rockefeller's estate. "Who
 wouldn't?"

CHARLES E. YERYS
 Ready to serve
 Majors in English and So-
 ciology.
 Earned 3 athletic letters.
 Was in senior play.
 Charles is always willing
 to help someone. He enjoys
 doing wood craft work. Charles
 wishes to be a successful
 farmer. We wish him luck.

JAMES W. FOSTER
 Mischievous
 Majors in English and So-
 cial Sciences, and history.
 Senior class treasurer.
 Served one athletic letter.
 Was in senior play.
 James has always been the
 clown of his class. He wants
 to be a retired businessman
 before he starts.

Figure 12

Stanley Class Page



SOPHOMORES

Back Row:
 (L to R)

Mr. Boxwell

Front Row:
 (L to R)

Figure 13

Levant Class Page



Back row: Leo Harick; Ivan Nyhoff; Ben Boxum; Sylvester Dengerink; For-
 rest Hill.
 Center row: Stanley Korteweg; Evelyn Bowman; Walter Fall; Thelma Gish;
 Mildred Bowman; Margaret Dengerink; Charles Olson.
 Front row: Elona Rohrer; Erba Shoemaker; Aethia Hannebeck; Alvina
 Hannebeck; Sophia Hannebeck; Mr. Mistingher.

SENIORS
 CLASS OFFICERS

President Lee Harick
 Vice President Ben Boxum
 Secretary and Treasurer Walter Fall
 Sponsor Mr. Mistingher

Class Flower: White Rose Class Colors: Blue and White

Class Motto: Be Square

Figure 14

Norway Class Page

Figure 15

Athens Class Page



Figure 16

Colby Organization Page

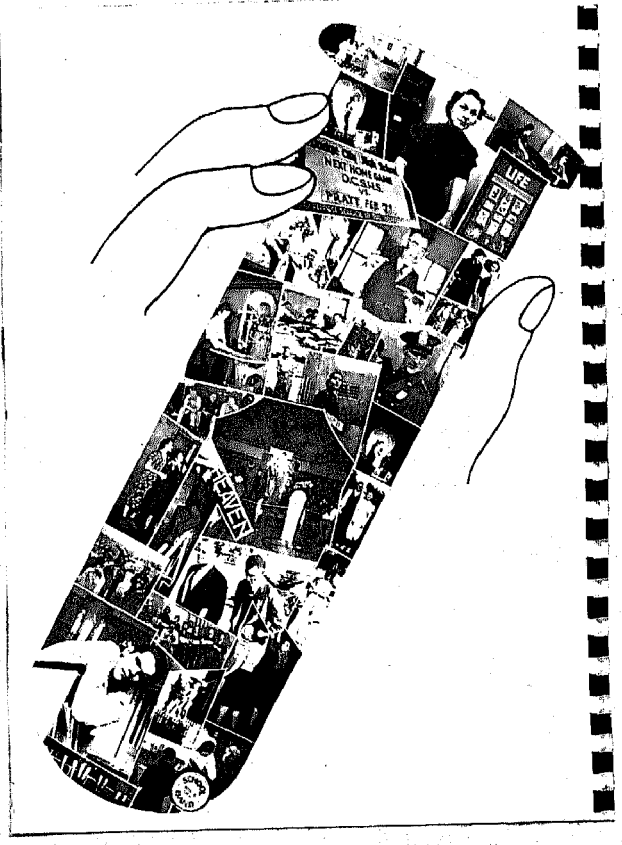


Figure 17

Dodge City Snapshot Page



Spring WORLD

Reflecting the leadership of Edilton Dick Mauley, the Spring World kept the average Trojan informed of what was going on in his particular world. A dignified paper was the spring presentation, paying more attention to straight and featured news and discontinuing the un-named "dirt" column of the fall issue.

Mary Laughlin jumped into the business management of the paper and filled that time taking position capably and energetically, a fact worth applauding, considering Mary spent only her Senior year in Topeka's High School.

A baseball team for the school and more frequent singing of the school song were the outstanding campaigns of the semester. The former, led and cherished by Paul Williams, sport editor, has yet to see action, but the school song campaign may well be called a success.

In February the editor announced a new policy: All news stories must be in on time or else not come in at all. This shocking announcement was met with near mutiny, particularly by those individuals who woke up late for on Tuesday afternoon that a news story should have been in Monday morning. However, the policy succeeded, resulting in more order and less work for everyone concerned. A similar ultimatum was issued by the business staff with satisfactory results.

A six-page World issued at the beginning of the State High School Basketball Tournament with a free copy to every visitor was the proudest achievement of the season. The fabulous April 1 issue, while it cannot exactly be termed an achievement, evoked scathing comments



Figure 18

Topeka Organization Page



Around W.H.S. World

We Laughed at

It's like when he was
"I was sitting in the 'cat'
Honey, I'm sorry, honey, I
Don't know how to help
"Yes, honey, for you thing I
I wanted that I didn't get on my
trip to England was a bludge in
sawing.

Love
I found a girl cute and slender
With curly hair and bright teeth
But when she got out a fender
How do I know? Ah, but you see a
couple.

And a new one on boy--
Jimmy Gray and Jimmy Lane
Jones, accompanied by Edith
"Honey, were sitting in the 'cat'
one evening after school.
Jimmy "Honey and I are plan-
ning a date time, but the only
catch is that Papa Brown says
we have to patch a little boy."
Honey Jimmy Gray "Well, honey,
I've heard it called honest;

smoochie, and pichie" was, but
that's the first time I've ever
heard it called pichie" boy."
Jimmy means Russell's father and
not our Mr. Slomo.

Found in an American History book--
"Al Capone is an English imbu-
sander in America."

How and Then
Wellington News--1906
John Irving Jr. has listed for
a fine house. The seal is wide
enough for two, and he expects
to have company when the new
living Monday evening--
Wellington News--1918
Jack Hill hopes to get a new
car. He questions "The seal
was the only result for two, but
will have to hold at least six.

Figure 19

Wellington Feature Page



TOPEKA SPORTING GOODS COMPANY

Sports Start Here

532 KANSAS AVENUE
Topeka, Kansas
Phone 2-7008

Superior Fountain Service

Fountain

"Quality Costs No More"

505 Washburn

WOLF'S JEWELERS

715 Kansas Avenue
Topeka, Kansas

1879 **Scott Bros. Ice Cream Company** 1939

MILK, CREAM and ICE CREAM

810 West Fourth Phone 6622

For the Students' Health and Happiness

... ..

TOPEKA HIGH CAFETERIA

"A Student Service"

Figure 20

Topeka Advertising Page

and the lab technicians

- WILLIAM ALMIE** Industrial Arts
- MARIE CHERBIE** Physical Education, Safety Officer
- LEAH COVSE** English, Latin
- LAUE HENSH** Clothing
- LEAE FRENSTER** English, Journalism
- BORIS ENGBAUM** English
- ELAIN HEDINSTEINE** Commerce
- ROYAL GLENNER** Social Science, Commercial Law
- IRMA GIBSON** History, Science
- LYDIA HAN** Government, Algebra
- MARGARET KERRIS** Librarian
- CHUB LAMB** Government, Speech, Debate
- WALTER MILLER** Commerce
- HANS MOHL** Physical Education, Safety Administration
- LU LIA NEALAN** History
- MILBURN NARKIS** Home Economics
- MARGE ROYKACIUS** Chemistry
- KENNETH SPENCER** Mathematics
- ROIN STRERRET** Chemistry, Algebra
- ESTHER VERHOFF** Art Supervision and Instruction
- ROSS WILLIAMS** Oshkosh
- GINNY WRIGHT** Art Supervisor and Instructor



Figure 21

Dodge City Faculty Page

CHAPTER V

SUMMARY AND CONCLUSIONS

In the present chapter conclusions based on this study have been organized and listed. For convenience more than for any very natural order these conclusions are grouped as (1) school size and annual coverage; (2) form, method and size of yearbooks; (3) production of the yearbook; (4) financing the yearbook; (5) art work, photography, cover, and binding; and (6) content of the yearbook. The names will indicate the type of material to be found in each section, but there is an additional segregation of conclusions as they refer to each of the types of yearbook.

I. SCHOOL SIZE AND ANNUAL COVERAGE

1. Taking all types of annuals into consideration, yearbooks are produced by schools ranging in enrollment from 20 to 2900 with most of them being produced by schools between 65 and 200 in size.

2. The enrollment size of schools not producing annuals is less than for all types of annuals but greater than for schools producing mimeograph annuals.

3. Of 218 annual-producing schools (according to returns from questionnaire) for which enrollment figures are available, the median enrollment is 95.9; while for 252 schools not producing annuals and who returned the inquiry form the median enrollment is 80.0

4. Most mimeograph annuals are produced by schools having an enrollment of between 50 and 100.

5. Print annuals are, in general, produced by the larger high schools of 300 or more enrollment although a few are produced in much smaller schools.

6. Planograph annuals are commonly produced by schools of 125 to 350 enrollment--between the mimeograph and print yearbooks in enrollment size.

7. There is a wide range in the percentage relation (taken in this study to indicate school coverage) between number of copies issued and the enrollment of the school.

8. Taking all types of annuals together, the annual is doing a good job of reaching the entire student group and in many cases also the adult community group.

9. All types of books are commonly sold outside the school as indicated by the more than 100 per cent proportions found in all types.

10. The irregular annuals most nearly approximate school enrollment in coverage since the median proportion is almost exactly 100 per cent, but other annual types have high median percentages in all cases to indicate excellent school coverage.

II. FORM, METHOD, AND SIZE OF YEARBOOKS

1. Apparently (returns are not entirely conclusive) there are a few more print annuals than planograph produced in Kansas high schools although mimeograph annuals more than exceed their combined number on

returns. The combination of two methods is not uncommon.

2. There are more mimeograph annuals than any other type.¹
3. Print annuals are produced by the larger schools.¹
4. Planograph annuals are produced by the in-between size of schools.¹
5. Kansas high school yearbooks range in size from 8 pages to 300 pages.
6. There is a great deal of uniformity in the page size of annuals although the magazine type of print annual is slightly larger in page size than the book type.
7. As a whole the planograph yearbook tends to be smaller than either the mimeograph or print yearbooks. Taking all types of books into consideration, the majority of books are between 38 and 60 pages in size.
8. The usual annual is in book form with a few more produced in magazine form than as a book in sections, as a special issue of the school paper, or loose leaf form.
9. Practically all print annuals are of the book type although a few use a special issue of the school paper or the magazine type. Other types of annuals are mostly book or magazine in form.

III. PRODUCTION OF THE YEARBOOK

1. Slightly more than half the annual-producing schools have

¹ See Table II, p. 15 and Figure 1, p. 16.

journalism classes. Of these a slight majority requires membership in the journalism class for a staff position.

2. There is a great deal of range in the size of journalism classes, but they correspond closely in size with the school enrollment. The median class size is 16.4 students per class. As would be expected the order of size of journalism classes by types of annuals produced is print, planograph, irregular, and mimeograph.

3. Annual staff sizes vary greatly--from 3 to 32 in this study--but the total number of students² is sufficient to warrant continuance of the yearbook as an extra-curricular activity. From the standpoint of the size of the annual staffs, yearbook types rate in this order: print, irregular, planograph, and mimeograph.

4. Taken all together, 10 or 11 students (median of 10.4) will make up the annual staff.

5. There is a great variation in sponsorship of the high school annual, but the senior class is the commonest sponsoring group; however, the journalism class, a special staff, the English department, and co-sponsorship of the senior class and the journalism class are quite widely used.

6. By departments in the school, the English and commercial departments are most commonly sponsors and producers of the annual.

7. Few high schools--47 of 218 in this study--use a theme in the organization of their yearbook, and there is very little uniformity of theme. The only theme mentioned as being used by more than two annuals

² 1987 students in 181 schools were on annual staffs.

was the school emblem.

8. A majority--120 of 218 in this study--of high school annuals are dedicated, but there is little uniformity as to whom an annual is dedicated to. More are dedicated to school officials than to any other although an ideal and a teacher are mentioned several times in questionnaire returns.

9. Except for the mimeograph annuals most of the work of producing the annuals is done away from the school. Practically all mimeograph annuals are produced in the school; a few print annuals have part or all of the printing done in the school shop; and pages are made for reproduction in the planograph yearbook.

10. The mimeograph annuals are mostly of the type where a commercial firm furnishes border pages, division pages, and binder and may even make the pictures for the school. These borders tend to make a neat looking page and reduce the work of an annual by allowing less room per page for pictures or written material.

11. Most of the annuals studied intensively in this survey are produced locally with a minority produced by five commercial concerns specializing in school annual production.

IV. FINANCING THE YEARBOOK

1. There is a wide range both in total and unit cost for all types of yearbooks.

2. High school annuals cost between .24 and 6.50 cents per page per copy issued with the greater costs coming where there is a small book and a small issue. The majority of all books included in the survey

cost between 2.00 cents per page per copy and 3.57 cents per page per copy.³

3. Planograph yearbooks have a higher unit cost than any of the other types studied, but this is probably due to the size of school and the kind of book issued. The few print annuals produced in the same enrollment class cost more than do comparable planograph annuals; and conversely the planograph yearbook coming in the large enrollment class costs less.

4. Mimeograph annuals cost only slightly less per page per book than do the print annuals, but they are produced in the smaller schools where the low volume of production tends to make the unit cost higher.

5. The usual sale price for high school annuals is \$1.00. Half of the 206 cases reported sale prices between 75 cents and \$1.00, inclusive; and the median price was \$1.00 with a price range from 0 (issued free) to \$1.50.

6. Practically all annuals surveyed--193 of 218--needed more than the sale price to finance their yearbooks.

7. Advertising is included as a revenue producer in a majority of annuals--advertising which, according to comments of advisers, does not give value received but really falls in the line of charity.

8. Practically all mimeograph and print annuals studied intensively made use of advertising in some form or another.

9. A few annuals assess organizations, sell space, or use special

³ See Tables XLI, XLII, XLIII, and XLIV, pp. 109 ff.

means such as plays, box suppers, and various other means to help finance the yearbook.

10. In case of a deficit the annuals depend in order on the activity fund, class funds (either junior or senior), or the board of education to take care of the deficit.

V. ART WORK, PHOTOGRAPHY, COVER, AND BINDING

1. Most art work is done locally by the staff although it is common in commercial mimeograph annuals to have border pages, division pages, and cover by the commercial agency.

2. Drawings by the staff are used very little in the print annuals.

3. Only a few planograph annuals of those measured make adequate use of the line drawing in black and white which can be used so easily in this type of book.

4. Appearance of the yearbooks studied is usually quite attractive and memory value is high from the standpoint of artistic treatment and content.

5. There is little color work even on division pages in the high school annual. More is to be found on division pages of the commercially-prepared mimeograph books, but it is not particularly attractive. A single mimeograph and two each of the planograph and print yearbooks studied had some color work--the mimeograph book being done at school.

6. Most books do not make sufficient use of student art work--work which will add to the student interest in the yearbook even when it is not particularly well done.

7. Most photography is at least partially done at school by the staff or school camera club. A majority of the staffs take part or all of the pictures for the yearbook.

8. The usual practice is for individual pictures to be taken commercially.

9. Some annuals (mimeograph in every case in this study) include no pictures at all.

10. Most mimeograph annuals paste in the actual photos although there was some little variation from this practice in the annuals studied. All print annuals measured had halftone pictures.

11. Most high school annuals studied in this survey used a ripple or grain cardboard cover although there was use of enamel cardboard, paper, artificial leather, and a stiff-back cover. They were in the standard colors with a variety of cover designs.

12. There is a tendency for annual cover designs to be done locally with a slight predominance of art work or figures of some sort used in the design over mere words. A few cover designs covered in the survey were the standard stock designs used by commercial agencies, and a smaller number used halftone pictures for the design.

13. More annuals studied in this survey were saddle stitched than bound in any other way although considerable numbers were clipped with regular metal clips or bound by the screw device used with the commercial loose-leaf annuals. Smaller numbers were using the three patented binding methods--"Cerola," "Wire-O," and "Plastic,"--regular book binding, or some sort of tie.

VI. CONTENT OF THE YEARBOOK⁴

1. When pictures are pasted in as is commonly done in the mimeograph annual, they are mostly group pictures.
2. Mimeograph annuals usually have very few individual pictures.
3. Snapshots are a rarity in the mimeograph annual.
4. All mimeograph annuals studied had a predominance of group pictures.
5. In order of square inches of space devoted to them in the average mimeograph yearbook, picture areas rate as follows: group, drawings, snapshots, and individual pictures.
6. For print annuals the order of space devoted to types of pictures is group, individual, snapshot, and drawing.
7. Snapshots are used more in the planograph type of annual than in any other as is also the line drawing by staff artists. But the drawing is used less than this method of reproduction would warrant.
8. Picture areas in order for planograph annuals are group, snapshots, individual, and drawings.
9. Irregular annuals use pictures in this order: group, snapshot, drawings, and individual pictures.
10. Taking all types of annuals into consideration the average annual devotes picture space in this order: group, individual, snapshots, and drawings.
11. All mimeograph annuals have one or more pages devoted to

⁴ All conclusions in section V are based on actual measurement of annuals.

classes, athletics, organizations, features, and introductory and division pages.

12. The usual mimeograph annual does not include material from the grade school.

13. The most uniform page use in the mimeograph yearbook is for faculty and administration.

14. The commercial annuals--usually partially or wholly mimeographed--devote too much space to introductory and division pages.

15. In order of the number of pages devoted to each in the average mimeograph yearbook, materials rate as follows: classes, organizations, features, introductory and division, advertising, miscellaneous, athletics, faculty, and grade school.

16. Organization sections are the most important in the print yearbook from the standpoint of pages devoted to them.

17. Introductory and division pages are relatively less important in the print annual than in the mimeograph.

18. Grade school is seldom included in the print annual.

19. In order of page utilization, materials in the print annuals rank as follows: organizations, classes, advertising, features, athletics, introductory and division, faculty, miscellaneous, and grade school.

20. Planograph annuals devoted space in the following order according to materials: organizations, classes, features, introductory and division, athletics, advertising, faculty, miscellaneous, and grade school.

21. Page utilization in the irregular annuals measured rate in this order: advertising, organizations, features, classes, introductory, athletics, miscellaneous, grade school, and faculty. This group had quite a different order of page utilization from the other types.

22. One irregular annual devoted more than half of the book to alumni in a special anniversary edition.

23. Most school annuals include a considerable amount of feature matter--usually tied in in some way with the senior class.

24. Faculty usually gets one page in all the annuals measured.

25. Few high school annuals devote so much as a single page to the grade school or junior high although one annual measured devoted six pages to such material.

26. Taking all types of annuals into consideration, the average annual devotes pages to the various types of material in this order: organizations, classes, features, advertising, athletics, introductory and division, miscellaneous, faculty, and grade school.

27. Half of all measured annuals had between 6 and 11 pages devoted to classes; 1 to 2 pages devoted to faculty; 3 to 5 pages to athletics; 7 to 13 pages to organizations; 4 to 10 pages to features; 1 to 3 pages to miscellaneous; 0 to 10 pages to advertising; 2 to 7 pages to introductory and division; and 0 to 3 pages devoted to grade school.

CHAPTER VI

RECOMMENDATIONS

In a study of this kind the most valuable result which could come from it should be the body of recommendations. The recommendations presented in the present chapter are based primarily on the conclusions presented in Chapter V, which in turn were based on the entire study from the questionnaire to the actual measurement of the annuals. It is hoped that these recommendations may afford some little insight into and a better understanding of the problem of the high school annual. Perhaps they may guide some staff or adviser in the production of a better yearbook or help some group decide whether or not it would be advisable to produce a yearbook and, if so, what type of annual to produce.

The recommendations submitted here are in two parts: recommendations based on this study and recommendations by advisers and school administrators as indicated on the questionnaire form. The recommendations based on the study are subdivided into the types of annuals: for mimeograph annuals, for print annuals, for planograph annuals, for all types of annuals, and for those schools which do not now produce yearbooks of any kind. The recommendations of advisers have been grouped according to the different phases of school annual production: photography, write-ups, finances, form, organization, and general features. Some little overlapping is naturally to be found in these two sets of recommendations but will serve more for emphasis than anything else.

The accompanying table (XL) gives the features of the average annual by types and for all types. It is based on material previously quoted in chapters II, III, and IV. This should serve as a standard or measuring stick for the determination of how closely any particular annual conforms to the general standard of high school annuals produced in Kansas. Medians only are given for the various types of material and for all types of annuals. In the part on page utilization it is probably better to use the percentages in fitting the median to a particular situation because of its ready applicability.

I. RECOMMENDATIONS BASED ON THIS STUDY

Recommendations for the Mimeograph Annual.

1. Be more careful in stencil cutting on all art pages and typed pages.
2. Use more art work--designs which can be made by most students and will add greatly to the book.
3. For the small school (under 75 enrollment) the commercial type of annual is too expensive. Make the yearbook entirely within the school with less cost and a great deal more in educational value.
4. Use more pictures. Almost every school has someone who likes to take pictures and does a creditable job of it. All groups, perhaps individuals, and certainly snapshots can be taken this way. Probably unless there is a sizeable number to assist with the work, processing should not be attempted in the school but should be done commercially. Staffs may often secure snapshot negatives with the idea of having enough reprints made for inclusion in the yearbook.

TABLE XL

93

FEATURES OF AVERAGE ANNUAL BY TYPES AND FOR ALL TYPES

Type of Material		Mimeograph	Print	Planograph	All Types
Pages					
Measured Annuals		47	48	40	44
Questionnaire returns		46.5	48.6	42.0	47.9

PICTURE AREAS (square inches)					
Individual		0	170	167	95
Group		77.5	271	348	212
Snapshots		7	134	250	76
Drawings		15.5	12	64	20
Total		124	534	655	459

PAGE UTILIZATION					
Classes	No.	8	9.5	7	7
	%	17.4	18.8	19.4	17.1
Faculty	No.	1	2	1	1
	%	2.4	4.2	3.1	3.1
Athletics	No.	3	4.5	4	4
	%	7.3	8.3	10.7	7.7
Organizations	No.	7.5	11	11	10
	%	14.1	21.9	21.9	20.5
Features	No.	6.5	7	7	7
	%	13.0	15.4	16.7	15.9
Miscellaneous	No.	3.5	1.5	1	2
	%	8.3	2.5	2.8	3.6
Advertising	No.	5.5	7	4	5
	%	13.5	15.4	12.5	13.3
Introductory	No.	6	4	4	4
	%	10.8	7.0	6.3	9.1
Grade School	No.	0	0	0	0
	%	0	0	0	0

GENERAL FEATURES					
Enrollment		72.1	237.5	178.9	95.9
Proportion receiving copy		78.5%	86.7%	79.7%	83.3%
Number on Staff		9.8	12.1	10.5	10.4
Cost per page per book		2.60¢	2.69¢	3.48¢	2.76¢

Read thus: In the measured annuals the average number of pages for mimeograph annuals was 47; for print, 48; for planograph, 40; and for all types, 44.

5. If the school has a good mimeograph, a little experimentation with colored inks at least for division pages will do astonishing things in making a more attractive yearbook. Division pages in a color different from that of the write-ups will mean cleaning the machine only twice and will dress up the book a great deal.

Recommendations for the Print Annual.

1. Try the magazine (feature) style for your write-ups. Try to keep this style in harmony with the theme selected for the yearbook.

2. Watch for uniformity of tone in halftone plates. A light picture in a group of dark ones will ruin the entire layout as will a dark picture in a group of light ones. Olive or brown tones in pictures will not halftone well.

3. Try informal group or even faculty pictures rather than posed photographs. Perhaps this same idea might work nicely for all seniors as well in the smaller high schools. All group pictures should be activity shots (pictures showing the work of the group) if possible.

4. Use more art work if possible. This need not be expensive commercial art, for even the inexpensive linoleum block cut which can be made by students will add to any annual. If possible have all cover and division pages planned and even made by students.

5. The rectangular-shaped picture layout is least expensive, but an occasional plate that has a shape in keeping with the theme will give full value in the results.

Recommendations for the Planograph Yearbook.

1. Try the magazine (feature) style for write-ups and make these write-ups in harmony with the chosen theme of the annual.
2. Watch halftone plates for uniformity of tone. A too-dark or too-light picture in any plate will ruin the entire group. Olive or brown tones in photographs will not halftone well.
3. Try informal group or even faculty pictures for a change rather than the stiffly-posed group shots and the individual faculty pictures that are the same year after year.
4. Use mere art work. Under the planograph process line drawings, silhouettes, and other drawings in black and white tones cost little extra; yet they are the finest features in a great many books of this type. Division pages, in particular, lend themselves to this type of work.
5. Watch hand-lettered heads carefully as any uneven edges or inking tends to be emphasized when reproduced. If well done, these hand-lettered heads will be better than any other type of yearbook could hope for.
6. An occasional feature layout of pictures in a shape in keeping with the theme of the annual will cost only a little extra and will add greatly to the artistry of the yearbook.

Recommendations for All Types of Yearbooks.

1. Use more snapshots. These do not need to be pictures of

current love affairs or some student or teacher in a wierd or ludicrous position to be interesting. A picnic, a party, a game, an athletic contest, a group at work or play, even unusual shots of the same old building will be worth their space. Perhaps a snapshot contest early in the year might bring results, but the staff should be careful that snapshots cover the entire range of school life and the entire year's work. Snapshots from former years which highlight certain events might prove an interesting addition to class pages.

2. Use a theme around which to organize the material of the yearbook. It gives unity and adds interest. If followed through completely even to the write-ups and pictures, it will add a new flavor that will do away with the sameness found in most cases where a school issues an annual year after year.

3. Have a large number of students help with the production of the annual. This will not only heighten the interest in the yearbook but will also spread out the actual work on more people and keep it from being an actual burden to the staff.

4. Don't use too many introductory and division pages; however, every yearbook needs a few. The introductory and division pages provide a great opportunity for the expression of student talent in art and originality. They will not only break the material up into sections but will also be the means of linking it all together if a theme is carried out carefully.

5. Use more student art work. This is possible in all types of annuals even if a bit difficult in the typed yearbook. The mimeograph

annual can have caricatures, line drawings, division page art work, silhouettes of a sort--even in color--with a little extra effort. Linoleum block prints may be made by any staff artist of a printed annual, and other means of expression are available as well for this type of annual. The planograph annual staff needs only to draw its art work in black and white for ready reproduction.

6. Be certain that all organizations and activities of the school year are represented in the school yearbook. It should be a school book and not a senior class book. Special care must be made to see that no special activity such as athletics gets an undue share of recognition in the annual.

7. Don't issue an annual costing more than local means. Some schools are issuing expensive printed annuals by means of an undue amount of advertising who should be issuing a less expensive annual or no annual at all. Table XL¹ will help in the determination of the size of annual, the type of annual, the cost, the amount of space to be devoted to different materials, based as it is on averages throughout this study.

8. Improve all photography. If possible it is best to take pictures in the natural settings of the classrooms, gymnasium, stage, etc.; but where this is not possible, take them outside against the side of the school building rather than have poor pictures. After all, the school is the setting for all the activities to be included in the book.

¹ See Table XL, p. 93.

9. Allow plenty of time for the production of the yearbook.

Some yearbooks are quite evidently an afterthought--and look it. Certain phases of the yearbook such as finances and other general plans can be decided early in the year, and there seems to be no real reason why a good deal more of the work might not be done earlier than is commonly done.

10. For a less expensive yearbook, try a combination of methods such as printing or planographing with mimeograph work.

Recommendations for Schools Not Producing Annuals.

1. Schools with fifty or more enrollment should be able to issue some sort of an annual if there is interest in such a project. Such an undertaking should not be forced upon a group, but good annuals are being produced in schools as small as 20 enrollment, oftentimes without any aid other than the sale price.

2. In general, schools with less than 150 enrollment should try the mimeograph yearbook although good results are being obtained in a few of these smaller schools with either the planograph or print yearbooks and without excessive costs. Low volume of sales is the thing which makes the annual cost so high in the smaller school.

3. Books in schools from 150 to 350 and perhaps even slightly larger seem to work out better by the planograph method unless special local conditions such as good printing cheap makes the print annual less expensive. The planograph method, next to the mimeograph, seems to give the biggest educational value because of the nature of its production, according to advisers whose schools use this method. Good print annuals

are issued in this enrollment class without excessive financial burden in many cases.

4. Above the 350 enrollment figure the print type of yearbook is recommended because of less work in connection with it and usually better results if the printing is well done. But the planograph yearbook is invading the larger school class because of the apparently greater educational value in having the students do a bigger share of the work. Art work is more readily usable in the planograph type than in any other type, also.

5. Whatever the type and method chosen, try to put out an annual that the particular school and community can afford. Just size or elaborateness will not make a good annual; the annual must give a complete picture of the entire school year, and size alone will not do this to even a slight extent. A small annual well done and paid for out of available revenue is infinitely better than a larger one however well done which will make a burden for the community or cause the yearbook to be dropped permanently from the school activity program.

6. If the teaching load of the school is already too heavy to have a journalism class which can issue the annual, interested students--usually from both the junior and senior classes--can do the work under the supervision of a faculty member. These students, first in learning how and, later, in the actual production can be under the supervision of practically any faculty member.

7. If there is no student group sufficiently interested after it knows the entire situation to put the annual over, there should be no annual. Faculty pressure should never be needed for an annual.

8. Perhaps for many schools with enrollment of between 50 and 150 the answer to many problems is the combination of two or more methods. Picture pages which are halftoned and then printed may be skillfully combined with mimeograph work to lessen the work of the staff and add to the appearance of the book without excessive cost.

II. RECOMMENDATIONS BY YEARBOOK ADVISERS AND ADMINISTRATORS

In this section are included the recommendations of advisers of school annuals and high school administrators. Not all advisers or administrators co-operating with the study by returning the questionnaire had any recommendations, but the recommendations submitted here represent considerably more than one hundred different persons interested in the school annual situation. No attempt was made to tabulate these recommendations; instead they are given practically in the form in which they were written on the questionnaires except that they have been grouped and indication is made where the same suggestion was made by more than one person. A certain amount of overlapping between this section and the preceding one will be obvious, and a number of recommendations are made that would not be made by the author of this survey based on the findings in the study.

Photography.

1. Improve the photography throughout the yearbook.*
2. Use more pictures.*
3. Use more pictures of the snapshot type.*

* Indicates that same suggestion was made more than once.

4. Substitute the snapshot type of picture for the posed group shot for all organizations and activities.
5. Eliminate so far as possible the posed group pictures.
6. Cut out large group pictures so far as possible, particularly those of the lower classes.
7. Start early in the year on the picture taking so all features of the year will be adequately covered in picture as well as word and so there will be no last-minute rush on pictures.
8. Have all pictures, individual as well as group, taken at school at activity fund expense.

Write-ups.

1. Get better write-ups either of a biographical or magazine (feature) nature.*
2. Make all work local, and with a certain amount of faculty supervision all write-ups should be student work.
3. The magazine type is quite satisfactory to students and community in actual practice.

Finances.

1. Limit or abolish advertising in the high school annual if it is at all possible without dropping the annual from the list of school publications.*
2. Eliminate the money-making² angle from the annual.*

² Many mimeograph annuals are sold to a school from this angle by commercial companies and do net nice profits in some cases for the school activity fund, according to advisers.

* Indicates that same suggestion was made more than once.

3. Have the school board subsidize the yearbook or at least underwrite it so it may be sold at cost to buyers.*
4. Make a larger grant to the annual from the activity fund.*
5. Place the yearbook on the activity fund.*
6. Make purchase of the annual compulsory by all students.*
7. Lower the total cost of the yearbook in some manner or make it possible for it to be issued free to students.*
8. Increase the price of the annual so a better product may be issued.³

Form⁴

1. Build up the book for four years with write-ups and pictures pertaining to each year, the book to be issued by the senior class.
2. Substitute a special issue of the school paper for the present yearbook in book form.*
3. Change from the print type to the planograph type.
4. Issue a less elaborate book, one which better fits the present economic status of the community.*
5. Substitute more emphasis on periodical publications and abandon the yearbook as it is now constituted.
6. Issue sectionally, say three sections to be issued during the year with a binder to fit them being issued with the final section.

³ This particular yearbook now sells for only 50 cents in a medium-sized school.

⁴ All except one suggestion listed under "Form" were made by school administrators instead of advisers.

* Indicates that same suggestion was made more than once.

7. Substitute the magazine type for the present book form.
8. Cut it out entirely as its cost is too much greater than its value.*

Organization.

1. Start earlier in the year and allow more time for the production of the yearbook.*
2. Make the yearbook a school-wide rather than a class project.*
3. Give staff members English credit for annual work and have a regular period assigned for such work.*
4. Have a second-year journalism class which would sponsor the yearbook.⁵
5. Add a course in yearbook construction which could be classified as either commercial or English.
6. Organize a journalism class.⁶
7. Have every class member (either senior or journalism) a member of the staff with titles being awarded to designate the amount and quality of work done by each.
8. Have a larger proportion of work done locally by students and a consequently-lesser proportion done by commercial agencies.*
9. Use the double staff technique to obtain a carry-over of experience from year to year. By this method a senior and an underclass-

⁵ This suggestion from one of the larger schools obviously would not fit the small school.

⁶ This was suggested many times, mostly by annual advisers in small schools.

* Indicates that same suggestion was made more than once.

man are selected for each position, the underclassman serving an apprenticeship.

General Features.

1. Get better equipment for producing an annual.⁷
2. Improve the art work of the annual both as to amount and quality.*
3. Install a job press and do the printing at school.
4. Edit the yearbook only in alternate years rather than every year.
5. Add an art class to the school program which could then supply cover and division pages and general art work throughout the annual.

III. SUMMARY

It would be well by way of summary to re-emphasize certain points mentioned elsewhere in this study. Probably the most important thing is that the annual does justify its continued inclusion as a part of the extra-curricular program of the high school. It can be made a valuable part of all sizes of high schools if ordinary judgment is used in determination of form, size, and elaborateness of the yearbook to fit the particular school and community situation.

The smaller high school should issue--where there is a student demand for it--a mimeograph annual. The large high schools should issue

⁷ This was mentioned many times, chiefly by advisers of mimeograph annuals.

* Indicates that same suggestion was made more than once.

either the planograph or the print type of annual. In between these two extremes it seems to be desirable for the school to issue a planograph annual or a combination of some of the other forms which best fits the peculiar needs and situation of the school. No annual should be issued where there is not sufficient interest to insure practically complete school coverage of the yearbook, and no annual should be issued which unduly taxes individual purchasers or the community at large to pay for the publication.

Once an annual has been decided for the school, it should be so organized that as large a number of students can take part as possible. Organization should conform rather closely to the average size for all annuals,⁸ and there should be no attempt to make a bigger or more elaborate yearbook than needed to give a complete coverage of the school year. Themes should be followed in the organization of all yearbooks, and they should be made the best that is possible with the material, equipment, and finances at hand.

⁸ See Table XL, p. 93.

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APPENDIX A

SUPPLEMENTARY TABLES

TABLE XLI

COMPLETE STATISTICS ON ENROLLMENT, NUMBER OF COPIES ISSUED,
AND COST DATA FOR MIMMOGRAPH ANNUALS

Enrollment	Number of Copies Issued	Number of Pages	Total Cost	Cost per Page	Cost per Page per Copy*
175	76	90	\$ 125.00	\$ 1.39	1.83
148	100	20	20.00	1.00	1.00
148	95	45	77.00	1.71	1.80
118	80	45	59.50	1.32	1.65
113	80	50	40.00	0.80	1.00
110	70	48	50.00	1.04	1.49
110	65	40	110.50	2.76	4.25
106	45	40	68.00	1.70	3.78
105	55	42	37.00	0.88	2.51
105	100	25	140.00	5.60	5.60
104	60	47	70.00	1.49	2.48
100	300	100	215.00	2.15	0.72
100	53	47	88.20	1.88	3.55
99	120	55	59.00	1.07	0.89
93	60	80	110.00	1.83	2.30
93	50	42	50.00	1.19	2.38
92	30	40	35.00	0.88	2.93
92	50	50	53.00	1.06	2.12
91	75	42	90.00	2.14	2.85
91	50	50	87.50	1.75	3.50
90	50	40	33.00	0.83	1.66
90	100	32	69.00	2.16	2.16
90	90	60	98.00	1.63	1.81
90	70	45	50.00	1.11	1.59
88	42	35	60.00	1.72	4.09
87	125	20	40.00	2.00	1.60
86	40	48	58.00	1.21	3.03
85	100	50	130.00	2.60	2.60
85	38	40	72.00	1.80	4.74
82	80	60	80.00	1.33	2.22
81	75	45	117.50	2.61	3.48
80	250	36	50.00	1.39	0.56
80	100	50	75.00	1.50	1.50
80	45	50	50.00	1.00	2.22
80	50	40	75.00	1.88	3.76
78	150	30	70.00	2.33	1.55
76	70	41	101.00	2.49	3.56
75	55	42	65.00	1.55	2.82
75	60	42	55.00	1.31	2.62

*Cost per page per book is given in cents; other costs are in dollars.

TABLE XLI (continued)

Enrollment	Number of Copies Issued	Number of Pages	Total Cost	Cost per Page	Cost per Page per Copy*
75	40	38	\$ 65.00	\$ 1.81	4.53
70	40	50	57.50	1.15	2.88
70	65	29	58.50	2.02	3.11
70	70	50	70.00	1.40	2.00
70	100	50	115.00	2.30	2.30
70	75	50	93.75	1.88	3.51
69	75	50	75.00	1.50	2.00
69	48	42	50.00	1.19	2.48
68	30	60	70.00	1.17	3.90
68	120	8	4.82	0.60	0.50
68	100	20	100.00	5.00	5.00
68	50	39	25.00	0.64	1.28
65	37	32	45.45	1.42	3.84
65	65	55	65.00	1.18	1.82
64	50	25	80.00	3.20	6.40
61	100	15	45.00	3.00	3.00
60	50	84	100.00	1.19	2.38
60	60	50	70.00	1.40	2.33
58	42	40	50.00	1.25	2.98
58	75	40	90.00	2.25	3.00
58	33	40	38.00	0.88	2.67
58	35	53	68.60	1.29	2.69
56	40	42	50.00	1.19	2.98
55	100	30	10.00	0.33	0.33
55	100	30	65.00	2.17	2.17
55	38	42	57.00	1.36	3.78
53	30	50	38.00	0.76	2.53
53	50	68	78.00	1.15	2.30
50	61	42	46.50	1.11	1.82
50	30	50	31.00	0.62	2.06
47	60	100	26.11	0.26	0.43
47	35	51	56.60	1.11	3.17
47	30	42	33.90	0.81	2.70
45	60	40	75.00	1.88	3.18
44	30	55	69.09	1.28	4.20
43	45	50	30.00	0.60	1.33
40	60	35	29.70	0.85	1.42
36	33	60	50.00	0.83	2.52
36	30	60	25.50	0.43	1.42
35	35	34	16.00	0.47	1.34
35	36	45	65.00	1.44	4.00
34	30	42	37.00	0.88	2.93

TABLE XII (continued)

Enrollment	Number of Copies Issued	Number of Pages	Total Cost	Cost per Page	Cost per Page per Copy*
32	55	100	\$ 38.00	\$ 0.38	1.15
28	30	40	40.00	1.00	3.33
21	30	30	35.00	1.17	3.90
20	30	40	40.00	1.00	3.33

Read thus: A certain school issuing a mimeograph annual with an enrollment of 20 issued 30 copies of a 40-page book at a total cost of \$40.00. The cost per page for this annual was \$1.00, and the cost per page per book was 3.33 cents.

TABLE XLII

COMPLETE STATISTICS ON ENROLLMENT, NUMBER OF COPIES ISSUED, AND
COST DATA FOR PLANOGRAPH ANNUALS

Enrollment	Number of Copies Issued	Number of Pages	Total Cost	Cost per Page	Cost per Page per Copy*
2300	1300	130	\$2678.00	\$20.60	1.58
1400	850	140	2000.00	14.29	1.68
900	550	52	452.00	8.69	1.58
515	200	60	350.00	5.63	2.82
500	350	55	470.00	8.55	2.44
450	225	36	250.00	6.94	3.09
380	350	20	190.00	9.50	2.71
375	300	24	175.00	7.29	2.43
350	300	40	370.00	9.25	3.08
340	200	40	240.00	6.00	3.00
325	200	40	250.00	6.25	3.13
310	275	56	390.00	6.96	2.53
300	200	64	500.00	7.81	3.91
270	225	64	378.15	5.91	2.63
250	175	44	225.00	5.11	2.92
240	150	36	192.50	5.35	3.57
230	175	48	237.00	4.94	2.82
195	150	52	277.00	5.33	3.56
188	125	48	250.00	5.21	4.17
187	250	40	300.00	7.50	3.00
187	150	48	260.00	5.42	3.61
185	125	36	186.00	5.22	4.13
175	100	50	290.00	5.80	5.80
170	300	32	300.00	9.38	3.13
155	150	50	150.00	3.00	2.00
145	100	32	150.00	4.69	4.69
140	100	32	140.00	4.38	4.38
138	125	34	175.00	5.15	4.12
132	120	44	275.00	6.25	5.21
130	100	32	150.00	4.69	4.69
130	100	50	325.00	6.50	6.50
125	100	24	85.00	3.54	3.54
110	125	32	136.00	4.25	3.40
104	100	34	134.00	3.94	3.94
93	100	30	175.00	5.83	5.83
90	100	32	120.00	3.75	3.75
88	200	32	130.00	4.06	2.03
75	100	32	115.00	3.59	3.59
56	100	44	185.00	4.20	4.20

Read thus: A certain school issuing a planograph annual with an enrollment of 56 issued 100 copies of a 44-page book at a total cost of \$185.00. The cost per page for this annual was \$4.20, and the cost per page per copy was 4.20 cents.

*Cost per page per copy is given in cents; other costs are in dollars.

TABLE XLIII

COMPLETE STATISTICS ON ENROLLMENT, NUMBER OF COPIES ISSUED, AND
COST DATA FOR PRINT ANNUALS

Enrollment	Number of Copies Issued	Number of Pages	Total Cost	Cost per Page	Cost per Page per Copy*
2900	1200	36	\$1080.00	\$ 2.94	0.24
2800	2650	112	1300.00	11.61	0.44
1800	1500	140	1879.16	11.99	0.79
1100	650	28	400.00	14.29	2.19
1000	650	40	575.00	14.38	2.21
900	500	92	1030.00	11.19	2.24
900	500	100	1736.00	17.36	2.17
850	450	100	502.92	5.03	1.12
835	500	65	875.00	13.46	2.69
830	700	74	1000.00	13.51	1.93
800	300	72	727.16	10.10	3.36
760	825	80	1205.00	15.06	1.81
718	500	88	518.49	5.89	1.18
620	500	68	700.00	10.29	2.06
600	375	45	335.00	11.89	3.17
590	510	134	1145.00	8.54	1.67
565	475	50	540.00	10.80	2.24
485	500	36	550.00	15.28	3.06
386	200	60	280.00	4.66	2.33
385	400	8	60.00	7.50	1.88
350	300	48	405.00	8.44	2.81
350	200	60	403.00	6.72	3.36
335	250	52	368.50	7.09	2.84
300	325	45	261.55	5.81	1.79
300	268	60	445.00	7.42	2.80
250	250	70	350.00	5.00	2.00
250	250	52	365.00	7.02	2.81
220	200	72	425.00	5.90	2.95
187	190	60	550.00	6.88	3.62
180	125	60	270.00	4.50	3.60
176	175	38	180.00	4.74	2.71
140	100	42	150.00	3.57	3.57
108	100	25	127.16	5.09	5.09
100	100	8	50.00	6.25	6.25
100	100	50	130.00	2.60	2.60
89	60	16	40.00	2.50	4.16
78	90	54	140.00	2.59	2.88
58	30	48	80.00	1.66	5.52

*Cost per page per book is given in cents; other costs are in dollars.

TABLE XLIII (continued)

Enrollment	Number of Copies Issued	Number of Pages	Total Cost	Cost per Page	Cost per Page per Copy*
50	100	32	\$ 109.00	\$3.41	3.41
49	40	42	85.00	2.02	5.05
47	50	25	45.00	1.80	3.60
42	40	50	80.00	1.60	4.00
42	50	55	150.00	2.73	5.46

Read thus: A certain school issuing a planograph annual with an enrollment of 42 issued 50 copies of a 55-page annual at a total cost of \$150.00. The cost per page for this annual was \$2.73, and the cost per page per copy was 5.46 cents.

*Cost per page per book is given in cents; other costs are in dollars.

TABLE XLIV

COMPLETE STATISTICS ON ENROLLMENT, NUMBER OF COPIES ISSUED, AND
COST DATA FOR IRREGULAR ANNUALS

Enrollment	Number of Copies Issued	Number of Pages	Total Cost	Cost per Page	Cost per Page per Copy*
390	500	40	\$ 325.00	\$ 8.13	1.60
390	350	44	314.00	7.14	2.04
250	200	90	265.00	2.94	1.47
175	75	80	100.00	1.25	1.66
127	100	53	125.00	2.38	2.38
100	100	48	150.00	3.13	3.13
88	300	30	48.00	1.60	0.53
76	100	75	28.00	0.37	0.37
63	125	65	125.00	1.92	1.54
62	75	26	110.00	4.23	5.64
55	45	70	89.55	1.28	2.84
53	40	42	50.00	1.19	2.98
45	30	32	30.00	0.94	3.13
44	150	36	55.00	1.53	1.02
43	60	75	120.00	1.60	2.66
42	25	50	27.50	0.55	2.20
30	40	48	20.00	0.42	1.05

Read thus: A certain school issuing an irregular annual with an enrollment of 30 issued 50 copies of a 48-page annual at a total cost of \$20.00. The cost per page was \$0.42, and the cost per page per copy was 1.05 cents.

*Cost per page per book is given in cents; other costs are in dollars.

TABLE XLV

LIST OF SCHOOLS RETURNING QUESTIONNAIRE WHICH PRODUCE ANNUALS

Paola	Galena
Iola	Altamont
Olathe	Fort Scott
La Harpe	Columbus
Cheney	Minneapolis
Raymond	Smith Center
McDonald	Lovewell (Sinclair Rural)
Linwood	Wayside
Gaylord	Topeka (Highland Park)
Corning	Junction City
Hellenberg	Glen Elder
Asherville	Baxter Springs
Levant	Chanute
Frontenac	Cherryvale
Durham	Kinsley
Vinland	Longford
Severance	Fulton
Garden Plain	Bethel (Washington Rural)
Harlan	Glen Elder (Athens Rural)
Agenda	Havana
Hays	Matfield Green
Pleasanton	Lawrence
Winfield	Dodge City
Kansas City (Wyandotte)	Pittsburg
Abilene	Cedar Vale
Norton	Macksville
Salina	Hoisington
Lebanon	Kansas City (Rosedale)
Garnett	Topeka (Washburn Rural)
Uniontown	Sterling
Wichita (East)	Kingman
Gardner	Goodland
Coffeyville	Coats
Wellington	Topeka
Kanopolis	Cunningham
Leavenworth	Hamilton
Kismet	Fowler
Parsons	Budora
Manhattan	Ottawa
Merriam	Marysville
Republic	Dighton
Riverton	Ellinwood
Rexford	Waterville
Eureka	Solomon

TABLE XLV (continued)

Osborne	Cambridge
Otis	Easton
Sabetha	Leonardville
Parker	Geddard
Bucklin	Wilsey
Ness City	Benton
Tonganoxie	Winchester
Colby	Virgil
Stafford	Bushong
Silver Lake	Cassoday
Randolph	Quenemo
Wakeeney	Moran
Burlington	Plevna
Hutchinson	Radium
Oberlin	Artell
Overbrook	Colony
Attica	Rock Creek
North Topeka (Seaman Rural)	Burr Oak
Waverly	Gueda Springs
Enterprise	Norway
Collyer	Towanda
Grinnell	Summerfield
Offerle	Basehor
Benedict	Deerfield
Cullison	Troy
Bluff City	Delphos
Carbondale	Westmoreland
Hardtner	Mulberry (Cockerill)
Bison	Wakefield
Miller	St. George
Spivey	Jarbalo
Stilwell	Hugoton
Wilson	Reserve
Rosalie	Adams
Ingalls	Galva
Trousdale	Esbon
Elmdale	Kanorado
Fairview	Rantoul
Sharon Springs	Reading
Dwight	Basine
Dorrance	Luray
Valley Falls	Wetmore
Dennison	Millinville
Portis	Grainfield
Ada	Richmond
Norland	Lorraine

TABLE XLV (continued)

Chautauqua	Dover
Walton	Paxico
Randall	Brookville (Glendale Rural)
Potter	Eismore
Genesee	Covert
Lincolnville	Ford
Beverley	Whiting
Edgerton	Norcatur
Hortonville	Bavaria
Meriden	Latham
Waldo	Blue Mound
Buffalo	Hartford
Kingsdown	Winona
Agra	Stanley
Strawn	Neesho Rapids
Burns	

TABLE XLVI

LIST OF SCHOOLS RETURNING QUESTIONNAIRE WHICH DO NOT PRODUCE ANNUALS

Atchison	Baldwin
Kansas City (Summer)	McCune
Liberal	Oswego
Needesha	Inman
Concordia	Moline
Osawatomie	Halstead
Russell	Ashland
McPherson	South Haven
Augusta	Oxford
Larned	Eric
Herington	Leoti
Lyons	Cottonwood Falls
Girard	Downs
Garden City	Marquette
Hiawatha	Haven
St. Francis	Glyde
Lincoln	Quinter
Belleville	Protection
Medicine Lodge	Elkhart
Anthony	Mulvane
Wamego	Esckridge
Harper	Plains
Phillipsburg	Tribune
Ellis	Hanover
Pratt	Little River
Osage City	Alta Vista
Kiowa	La Cygne
Marion	Miltonvale
Hoxie	Chase
La Crosse	Onaga
Gimarron	Bird City
Sedan	Belle Plaine
Cherokee	Washington
Hill City	Spearville
Lindsborg	Ulysses
Hillsboro	Chetopa
Burrton	Blue Rapids
Madison	Gypsum
Nickerson	Linn
Buhler	Sylvia
Coldwater	Weir
Meade	Clearwater
Alma	Burlingame

TABLE XLVI (continued)

Oskaloosa	Beattie
Centralia	Elwood
Highland	Dexter
Elk City	Elna
Powhattan	Ensign
Berryton	Everest
Pretty Prairie	Maise
Argonia	Preston
Logan	Menlo
Rossville	Utica
Kensington	Calver
Jamestown	Arlington
Jennings	Cuba
Turon	Ramona
Clifton	Havensville
Seandia	Bentley
Fall River	Hunter
Robinson	Granola
LeRoy	Hepler
Greenleaf	Edwardsville
Barnes	Burdett
Alton	Lewis
White City	Hanlin
Belpre	Cove
Lenora	Vilas
Jewell	Savonburg
St. Marys	Bogue
Partridge	Long Island
Assaria	Willis
Norwich	Princeton
Soldier	Merrill
Bennington	Englewood
Mount Hope	Rolla
Holyrood	Johnson
Walnut	Arnold
Lakin	Rose Hill
Sylvan Grove	Harnden
Glaflin	Reese
Woodston	Seneca (St. Benedicts)
Barnard	Circleville
Hays (Schoenchen)	Smolan
Selden	Elgin
Mayetta	Park
Sharon	Edmond
Alden	Satanta
Garfield	Healy

TABLE XLVI (continued)

Roxbury	Hudson
Sawyer	Prairie View
Emmett	Quincy
Netawaka	Parkerville
Ionia	Michigan Valley
Goff	Montrose
Mahaska	Vesper
Cleburne	Sparks
Burdick	Dresden
St. John (Antrim Rural)	Olsburg
Beeler	Gen
Milan	Lone Elm
Talmage	Abbyville
Russell Springs	Oketo
Oneida	Manter
Zenda	Viola
Narka	Kipp
Damar	Belmont
Coyville	Stockdale
Wheaton	Doniphan
Bendena	Pierceville
Huron	Danmore
Larned (Zook Rural)	Penalosa
Paradise	Munden
Falun	Centerview
Eureka (Tonaway Rural)	Speed
Brownell	Ruleton
Milton	Fallsburg
Elk Falls	Garrison
Irving	Muscotah
Milford	Woodruff
Clayton	Barclay
Nashville	Wilburton
Bucyrus	Carneiro
Midian	Bucyrus (Wea Rural)
	Bancroft

TABLE XLVII

LIST OF SCHOOLS WHICH DID NOT RETURN QUESTIONNAIRE
TOGETHER WITH ENROLLMENTS*

School	Enrollment	School	Enrollment
Admire	58	Coolidge	35
Alexander	58	Copeland	58
Allen	59	Council Grove	276
Almena	135	Courtland	59
Altoona	102	Delavan	34
Americus	91	Delia	40
Andale	88	Dennis	45
Andover	50	Denton	35
Arcadia	142	Derby	100
Arma	293	De Soto	88
Athol	41	Douglass	188
Atlanta	76	Dunlap	68
Atwood	240	Edson	50
Beloit	316	Effingham	344
Bern	36	El Dorado	701
Blaine	23	Ellsworth	232
Bloom	57	Emporia	770
Bonner Springs	217	Florence	75
Brewster	87	Fontana	---
Brewster (Brownville)	20	Formoso	54
Bronson	104	Feastoria	28
Brookville	54	Frankfort	233
Bunker Hill	60	Fredonia	395
Burden	95	Galesburg	49
Bushton	62	Geneva	14
Byers	60	Glascow	115
Caldwell	354	Coessel	156
Caney	356	Great Bend	651
Canton	111	Greeley	48
Castleton	40	Green	50
Cawker City	100	Greensburg	190
Cedar	25	Gridley	116
Chapman	427	Haddam	93
Cedar Point	67	Hanston	64
Clements	37	Haviland	96
Climax	34	Hazelton	46
Codell	34	Holcomb	91
Conway Springs	108	Holton	401

*Enrollments are taken from Kansas Educational Directory for 1938-39.

TABLE XLVII (continued)

School	Enrollment	School	Enrollment
Hope	81	Morrowville	93
Horton	163	Mogoo	65
Howard	143	Mound City	140
Hoyt	74	Moundridge	256
Humboldt	250	Mound Valley	76
Independence	632	Mulberry	136
Isabel	69	Natoma	90
Jetmore	130	Neal	31
Kackley	18	Neesho Falls	73
Kansas City (Argentine)	---	Newton	896
Keats	50	Oakley	---
Kendall	23	Olivet	30
Kincaid	122	Ozawie	69
Kirwin	77	Page City	38
Lafontaine	41	Palco	106
Lake City	42	Pawnee Rock	106
Lamont	53	Peabody	178
Lane	50	Perry	116
Langdon	55	Peru	80
Lansing	128	Piedmont	45
Lebo	103	Piper	38
Lecompton	73	Plainville	146
Lehigh	56	Pomona	75
Leon	151	Pomona (Apanoose)	71
Leona	33	Potwin	87
Leoville	44	Prescott	64
Liberty	36	Ransom	95
Lillis	---	Richfield	15
Longton	114	Rozel	49
Lost Springs	40	St. George (Flush)	41
Louisburg	130	St. John	734
Lucas	38	St. Paul	50
Lyndon	132	St. Paul (St. Francis)	132
Mankato	157	Scott City	245
Manning	30	Scottsville	46
Maplehill	77	Seranton	49
McCracken	92	Sedgwick	94
McLouth	119	Seneca	147
Melvern	81	Severy	72
Mildred	59	Shallow Water	45
Minneola	75	Simpson	45
Montezuma	86	Spring Hill	100
Monument	44	Stark	60
Morshhead	91	Stockton	132
Morganville	40	Strong City	73

TABLE XLVII (continued)

School	Enrollment	School	Enrollment
Sublette	98	Webber	---
Sun City	43	Webster	61
Syracuse	144	Welda	61
Tampa	60	Wellsville	100
Tescott	80	Weskan	45
Thayer	123	West Mineral	173
Toronto	104	Westphalia	93
Turner	215	White Cloud	58
Tyro	41	Whitewater	232
Udall	60	Wichita (North)	---
Valley Center	203	Williamsburg	102
Vermillion	84	Wilmore	70
Vernon	17	Windom	---
Wallace	24	Woodbine	62
Wathena	150		

APPENDIX B

QUESTIONNAIRE AND LETTER FORMS

PLEASE FILL IN BLANKS AND RETURN THIS PAGE IN ENCLOSED SELF-
ADDRESSED, STAMPED ENVELOPE

Consider as annuals any publication of a specific memory nature whether or not it contains printed pictures and also picture magazines which may have replaced the yearbook in some schools. Consider as planographed any annual not printed from type or mimeographed which uses the photographic method of reproduction. Where estimates must be made, make them as accurate as possible.

City? Name of School?..... Enrollment?.....
Does school issue annual? Name of Book?

FORM:

Book? Book issued in sections? Magazine? Special issue of school
paper? Other?

METHOD OF PRODUCTION:

Planographed? Printed?..... Mimeographed?

PUBLICATION:

Commercial? Local? Out-of-town publication?

SCHOOL PRODUCTION:

In school shop? School mimeograph work?..... Number on annual staff?
Does school have journalism class? is membership in class necessary for staff position?
Number in class? Is theme used?What is 1939 theme?
Is book dedicated? To whom: School official? Teacher?
Former student? Downtown booster? Ideal? Other?

SPONSORSHIP OF ANNUAL:

Journalism class? English department? Senior class?
Junior class? Quill and Scroll? Other?

ART WORK:

Is it all done locally? By staff?..... By Art department?
Are cover designs and division pages by engravers or printers?
What other work is done commercially?

PHOTOGRAPHY:

Is all photographic work done commercially? What part by staff?
by School camera club? By Others?

FINANCES:

Number of books to be issued?.....Number of pages in book?
Sale price per book? Is financial aid other than sale price needed? Who
pays any deficit: Board of Education? Activity Fund? Other?
..... (be specific)

INCOME:

Sales? \$..... Advertising? \$..... Classes? \$..... Organization? \$.....
Board of Education? \$..... Activity Fund? \$..... Other? \$.....

EXPENSES:

Printing? \$..... Engraving? \$..... Binding? \$..... Photography? \$.....
Art work? \$..... Miscellaneous? \$..... Total cost?

W. J. BELL
778 West Third

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COLBY, KANS.

In an effort to determine to what extent school annuals are practical and advisable in Kansas high schools I am sending this letter and an inquiry form to every accredited high school in the state. As a high school annual adviser I feel that such information will be of inestimable value to me and to all other advisers of yearbooks. Before undertaking this study I asked yearbook advisers of my acquaintance for opinions; and, without exception, they felt that such a study would be valuable.

It would be impossible to overstress the importance of securing replies to the enclosed inquiry form from every high school in Kansas. **Returns from schools which do not publish yearbooks are of as great importance to the study as from those which do.** Will you please see that the enclosed form is filled in by the yearbook adviser—if your school issues an annual—or by some other person competent to do so? Typical annuals for intensive study and measurement will be selected on the basis of this inquiry.

Present plans call for determination of what types of annuals are suited to certain sizes of schools, what size annual is practicable, and specific recommendations to all schools. Results of this survey, together with any recommendations, will be made available to all high schools as soon as the study is completed.

Thank you for your co-operation.

Sincerely yours,

Colby, Kansas,
May 11, 1939.

Mr. John Doe, Principal,
Blank High School,
Blank, Kansas.

Dear Mr. Doe:

According to your reply to my questionnaire form, which you filled out, you are willing to make a gift of a copy of your yearbook to further the survey of Kansas high school annuals which I am making.

Your yearbook has been one of those selected for further study because of its particular type or because of the size of the school which produces it.

I am enclosing correct postage for mailing (in accordance with postal regulations as explained by the local postmaster). The package must be carefully marked "BOOKS" and will go to any place in the first or second zones for $1\frac{1}{2}$ cents per pound or fraction thereof. Address all books to

W. J. Bell
775 West Third
Colby, Kansas

Again may I thank you for the co-operation accorded me with this survey. I hope the results obtained will be advantageous to every school in Kansas. I hope to have them published before the beginning of the next school year.

Sincerely yours,

W. J. Bell

W. J. Bell

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