Chapter 8

Working With the Printer

THE STAFF must select a printer who not only has the know-how of book printing, but who also has the equipment and trained workmen to do the job. The printer will do most of his work after the photographs have been taken, the engravings made and the copy written. In spite of this, the complete plans for the book should be discussed in detail with him while this work is still in the preliminary stages.

Work Out Detailed Specifications

The printing and binding of the book usually is the largest single item of expense in producing the annual. It is necessary to establish what this cost will be before definite plans can progress very far. The only way the printer can estimate the cost of his work is to know in detail the kind of a book wanted. It is usually advantageous to the staff to contract with the printer to do the complete job of printing and binding the book, as well as furnish the paper and covers. A written contract should be drawn up and signed, covering these details:

1. The number of books to be printed.
2. Number of pages, trimmed size of page, type size of page and size of type to be used.
3. Quality and weight of paper to be used.
4. Special sections to be printed in more than one color.
5. Method of binding.
6. Kind of covers to be used.
7. Conditions to be met for delivery.
8. Price for extra copies and extra pages, and deductions for fewer copies and fewer pages.
9. Total amount to be paid and terms of payment.

Number of Books To Be Printed

It is seldom possible to tell the printer the exact number of books wanted until after the book sales campaign has been conducted. This campaign should be conducted soon after school opens in the fall. It is usually safe to estimate about 10 per cent fewer books than have been sold on the average for the previous three or four years. The printer can be advised of the exact number of books wanted three or four months before the delivery date. He should be notified in plenty of time so he can order the number of covers and the quantity of paper needed, and estimate the time required in the print shop and bindery.

Number and Size of Pages To Be Printed

The number of pages the book is to contain will have to be estimated in the same manner as number of books wanted. The exact number can be specified after the staff has had a chance to see how the estimated budget is being met. The detailed budget is discussed in a later chapter.

There are three page sizes commonly used in printing annuals. They are 9 by 12 inches, 8½ by 11 inches and 7¾ by 10⅝ inches. Sizes given are the finished or trimmed size of the pages. These sizes are used most frequently because they can be printed in signatures of 4, 8 or 16 pages, and then folded and trimmed with minimum waste.

The printer must know the type size to be used if he is to make a close estimate of the cost of printing the book. For instance, it

requires 12 lines of 6-point type to fill a space one inch high, but only six lines of 12-point type to fill the same space. Then too, many more characters must be set to fill the line if the smaller size type is used.

The printer also must know the type area of the page so he can estimate the cost of setting the type to fill this space. He also should be shown the dummy, and his attention should be called to any illustrations that are to bleed or extend outside the type page. Cuts that have to be arranged for special layouts of this kind often require extra work by the printer. In some cases a larger size sheet of paper must be purchased to permit the bleeding of many illustrations in the printed book.

Quality and Weight of Paper

It is usually safest to specify Number 1 enamel, the best grade of enamel paper. However, Number 2 enamel is sometimes used and often is quite satisfactory. It has been estimated by yearbook printers that the difference between the cost of Number 1 enamel and Number 3 enamel for the yearbook is usually less than 1½ per cent of the total budget. It would seem wise, therefore, to get a good grade of paper, as the quality of paper will greatly determine how clearly the photographs will be reproduced on the printed page.

Most yearbooks are printed on 80- or 100-pound stock, usually referred to as "substance 80 lb." or "substance 100 lb.," and commonly written in contracts as:

"Paper Stock to be 25 by 38-80 (substance 80 lb.) Number 1 enamel."

This means that one ream (500 sheets) of the paper cut to 25 by 38 inches will weigh 80 lbs.

The weight of the paper determines the thickness of the sheet. Thus, a book printed on 100-lb. enamel would be 25 per cent thicker than the same book printed on 80-lb. paper. Most printers maintain that just as good an impression can be made on 80-lb. paper as on 100-lb. paper, and this probably is true. Sometimes, however, the staff will specify 100-lb. paper to increase the thickness of the book. They will, of course, have to pay 25 per cent more for the paper used (for the same number of pages) since paper is sold on the basis of weight. In some instances 70- or 120-lb. paper is used in printing annuals.

Special Sections Printed in Color

To enhance the beauty and appeal of yearbooks, the opening pages, division pages and sometimes other sections of the book are printed in two, three or four colors. The printer must have this information when estimating the cost of the job. Books usually are printed in signatures of 4, 8, 16 or 32 pages. This means that one sheet of paper will fold to make 4, 8, 16 or 32 consecutive pages of the finished book. Thus, pages to be printed in more than one color cannot be "dropped in" at any point desired by the editor without increasing the printing cost. The printer can assist the staff in arranging the color work so that it can be printed and inserted in the book at the lowest possible cost. For example, suppose the printer has a press that will print 16 pages on one sheet of paper (or in one signature), and the staff desires to have the opening section of eight pages and four division sheets printed in the same three colors (black is called a color in the printing trade). How can this be done most economically?

The printer probably would print the entire 16 pages in one signature. He would arrange the pages so that the first eight (opening pages) could be trimmed from the remainder of the printed signature and folded to make pages one to eight inclusive. He would then trim each of the four division sheets so they could be "tipped-in" at designated points in the book. A "tip-in" usually is one sheet, such as a division page, which is "tipped" or glued to a preceding or following signature in the book (or between pages eight and nine of a 16 page signature) before it is

FIGURE 8.1 (right). This page shows a headline properly placed with plenty of white space. The text copy is written to fit the space, and the cutlines are placed near the picture they describe.

Football

Three "news" lift the Gophers

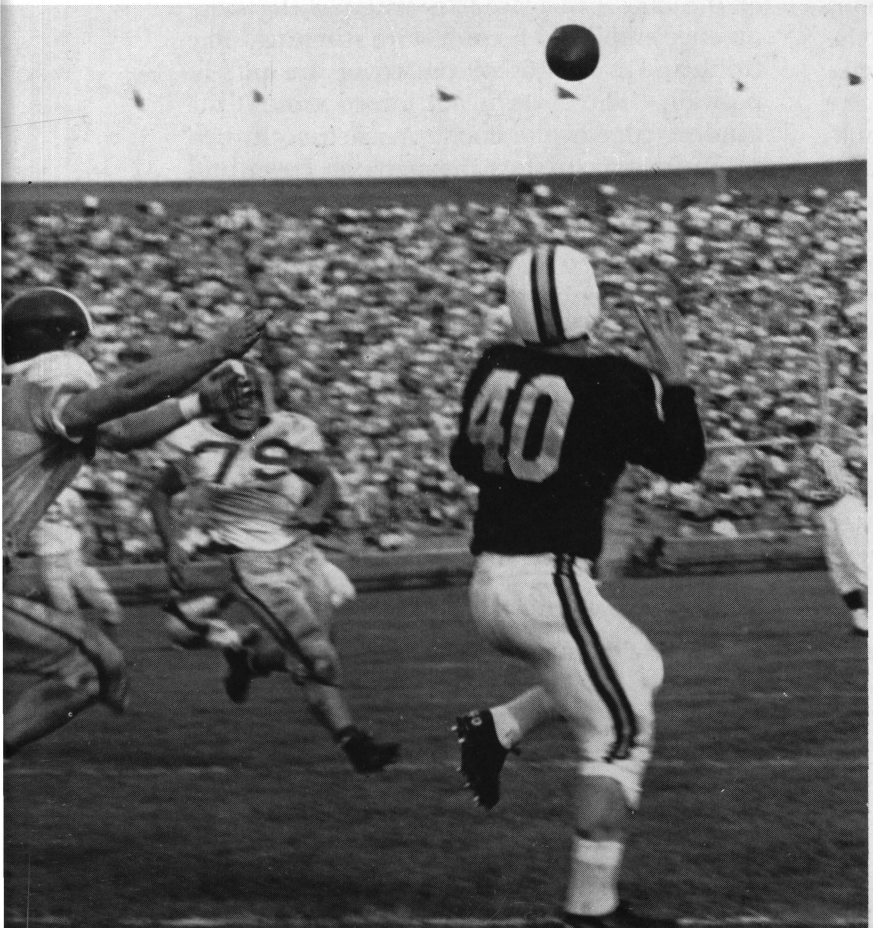
Minnesota had a new coach, a new offense and a new brand of football this year. It all added up to the best season the Gophers have had since 1949, for they finished with a seven and two record and an unexpected fourth place in the Big Ten.

When Murray Warmath arrived last year, an almost unknown in this sector of the country, he began in his soft-spoken, quiet way to mold a real team. Spring practice was spent almost entirely in installing Warmath's split-T offense, which was new to the players.

A sound fundamentalist, Warmath worked hard to drill his players in the basics of split-T football. Speed was the keynote of his offense – the new formation seemed made to order for the small, fast backs. When the season opened Minnesota had one of the lightest backfields in the school's history – it averaged only 182 pounds.

The expected "razzle-dazzle" style of the new offense wasn't evident in the Gopher's first game. They didn't need it, though, to beat Nebraska, 19 to 7. Both teams stayed close to the ground and played power football. Despite their two-touchdown margin, the Gophers were not sure of victory until the closing seconds of the game, when Pinky McNamara smashed over left guard from less than a yard out to score his team's third touchdown.

Leaping high, Bob McNamara grimaces as he grabs a Geno Cappelletti pass from a Nebraska defender.



Onrushing Nebraskans Wagner (65) and Glantz (79) attempt to stop Ralph Goode (40) from receiving this Gopher aerial.

bound into a whole. This is hand work and adds materially to the cost of printing the book. The dummy should be carefully planned and paged so the color inserts will come at the end or in the middle of the printed signature. If this is not done it will be necessary for the printer to slit the folded form by hand to tip-in the division page. This again increases costs and slows production. In planning the dummy it sometimes is necessary to add or eliminate a few pages in some sections of the book so the color inserts can be economically tipped-in at the end, beginning or middle of a signature.

Specify Method of Binding

There are four common methods of binding yearbooks:

1. Saddle-stitched binding.
2. Side-wire stitched binding.
3. Spiral binding.
4. Sewed binding.

The saddle-stitched method of binding usually is used on books having only a few pages and a flexible cardboard or heavy paper cover. One of the advantages of this type of binding is that the pages of the book can be opened out flat when being read. This is not possible with books that are side-wire stitched. The printer must know that the book is to be saddle-stitched before a single form is printed. This is imperative because the printer will have to place the first eight pages in the book on the same signature with the last eight pages in the book (if 16 page signatures are being used). Succeeding signatures would have to be handled in the same way. After all the signatures have been printed and folded, the first signature (containing the first and last eight pages in the book) is opened flat at pages 8 and 9. The second signature is opened in the same way and placed on top of the first signature. Succeeding signatures are manipulated in the same manner, until all signatures are in order. Using a wire-stitching machine, two or three wire staples are then forced through all the signatures in the gutter of the book. These staples also pass through the cover at the same time and are clenched. Thus, all the signatures are attached to the cover forming the finished book or booklet.

Side-Wire Stitched Binding

The side-wire stitched method of binding is used on some high school annuals and on a few college yearbooks. It is probably the most economical method of binding books with too many pages to permit saddle stitching. However, the book cannot be opened out flat at the binding edge, and from this standpoint is not so satisfactory as the other methods of binding mentioned. If the book is to be side-wire stitched, the folded signatures are placed in order, one on top of the other (they are not opened in the middle). The cover is then creased and fitted around the book. Often glue is applied along the binding edge before the cover is placed in position. A wire-stitching machine then forces wire staples through the cover and the assembled pages front to back, about one-fourth inch from the binding edge. These staples are clenched by the machine, completing the operation. This method of binding is usually most satisfactory if a pliable cover stock is used. It is difficult to do a first class job by this method with a stiff cover.

Spiral Binding Method

The spiral binding method is used extensively on small yearbooks. Printed signatures of the book are placed in order in the same manner employed for side-wire stitching. The front and back lids of the cover are put in position. The cover is not joined around the binding edge of the book. A machine is used to punch or cut slots through the cover and printed signatures about one-fourth inch from the binding edge. About one-eighth inch is then trimmed from the binding edge, so all pages will be separated. Coiled wire or plastic is then threaded through the slots to hold the cover and pages in place. This method of binding is economical and allows the pages of the book to be opened out flat. It is not advisable to print too near the binding edges of pages, as some of the printed material would be destroyed when holes for binding are punched. This method of binding is not so substantial as some of the other methods, but will give excellent service if the book is handled with care.

Sewed Binding Most Satisfactory

Sewed binding, of which THIS BOOK is an example, is the most satisfactory method of binding an annual. It is durable, allows easy opening of the book and usually is employed when a stiff cover is used. The durability of the sewed binding depends upon how well the forms are sewed to the cloth which holds them together. This cloth is then carried over to the front and back lid of the cover and glued underneath the fly leaf. It is a good plan, on books containing many pages, to specify that heavy re-enforcing tapes be sewed to the forms and glued under the end sheet in addition to the cloth joint.

Specify Kind of Cover Wanted

The printer must know the kind of cover wanted for the annual if he is to estimate the cost of this item. There are many types of covers available. The printer usually can show samples and give approximate costs of the various kinds. Since the yearbook is a memory book and will be kept by the owner for many years, it is well to purchase as good a cover as the budget will allow. Small yearbooks are often bound in tough, flexible cardboard covers. These are manufactured in many colors and finishes. The most satisfactory cover is, of course, a stiff binding similar to that used on textbooks, novels and other books kept and used over a period of years.

The color selected for the cover should be in harmony with the general color scheme of the annual. The lettering and any printed or embossed design used on the cover will be more effective if it employs the same style of lettering and art work as the theme or general plan of the book.

While the printer often purchases the covers and includes the cost in his estimate, this is not always the case. Specifications must be clear on this point. In recent years some yearbook staffs, particularly on large annuals, purchase the covers direct from the manufacturer and have them sent to the bindery. This plan has the advantage of allowing the staff to deal direct with the cover maker and discuss in detail the materials and designs to be used. However, the printer should also be consulted in this matter. A complete dummy, made from the paper to be used, and sewed and shaped by the bindery, must be sent to the cover manufacturer so that the cover will fit the annual. If the staff orders the covers direct from the manufacturer, it must assume responsibility for these matters and make sure the covers are delivered to the bindery on schedule.

Conditions for Delivery

The specifications should give the date the books are to be delivered. To meet this delivery date, the printer must have the copy at definitely scheduled times. On a large annual the printer commonly requires that one-half of the copy with corresponding cuts and final printing order and specifications (number of books and number of pages) be delivered to him at least eight weeks before delivery date, with final copy and cuts delivered four weeks before delivery date. When the schedule is set up, it must be followed. If the staff is three or four days late getting copy to the printer, the delivery of the books may be delayed several weeks because the printer may have other jobs scheduled for the presses and the bindery and would have to cease working on the annual until it can again be worked into his production schedule.

The printer must have the copy in plenty of time if he is to do a good job of printing and binding the yearbook. He knows better than anyone else how much time will be required to do the job. Some printers demand that all copy for the yearbook be delivered to them two or three months before the delivery date of the book. The staff is not justified in entering into an agreement of this kind without making a serious effort to find a printer who can do the job in less time. After all, the staff owes a responsibility to the purchasers of the book. Students buying the annual have a right to expect the book to give as complete a history of the school year as possible. If copy must be delivered three months before the book is distributed, only the activities of the first half of the year can be covered.

Extra Pages and Extra Copies

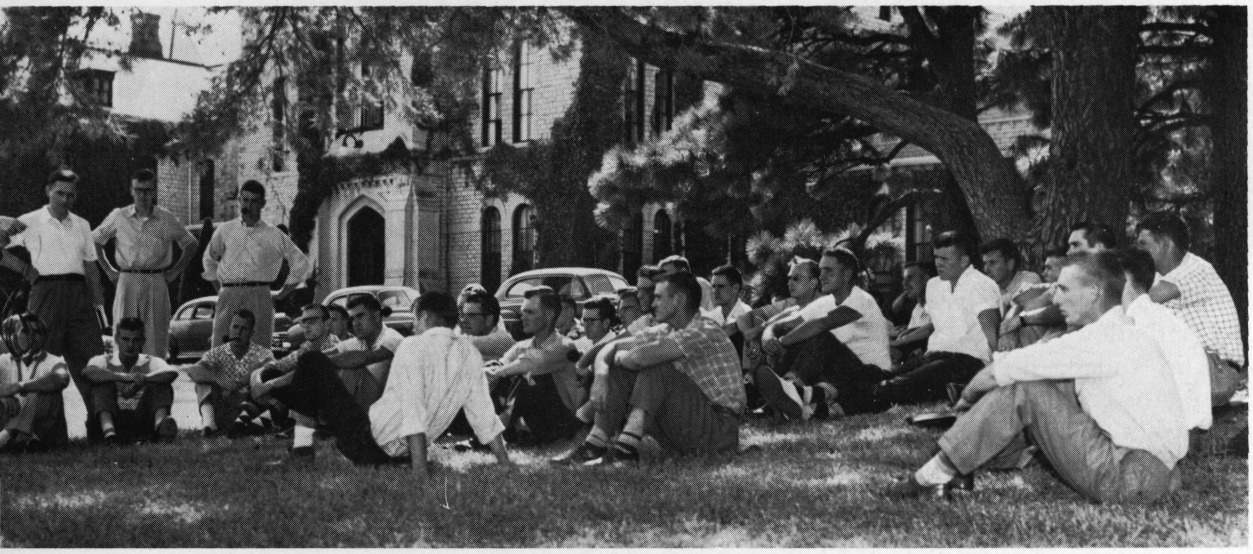
It usually is not possible to specify the exact number of books and pages wanted at the time

Recognition is given to Doretta M. Schlaphoff, new dean of the School of Home Economics.

...and readin', writin' again head the list

★ The '54–'55 school season began in earnest with the kick-off of the first football game and many teas and mixers.

As summer days dwindled into fall weeks, readin' and writin' took up where swimmin' and fishin' were forced to leave off. New classes brought many new faces, but also revived some of last year's adventures and misadventures. And finally you realized you were back in school.



Warm fall days draw beads of perspiration as students and instructors meet outside for classes. Students insist that concentration is at a higher peak when they're in the correct setting on days like these.

The first football game against Colorado A&M, brings ardent Wildcat supporters out in the open again . . . . this time to cheer for their favorite team. Studies go to the back of collegiate heads, as Corky Taylor (23) helped to renew football enthusiasm at Kansas State.

the contract is made with the printer. The agreement should have a clause stating the price for additional books and also the amount to be deducted for fewer books than specified in the contract. It is standard practice to state the price for additional signatures of eight or 16 pages, and the deductions from the contract price are made on the same basis. However, the printer must know the number of books and number of pages wanted before covers and paper are ordered and before the first form is printed.

Terms of Payment

The contract will set forth the total amount to be paid the printer for work and materials furnished. Since the printer usually is the last concern to work on the annual and hence the last to be paid, he is justified in demanding satisfactory guarantee of payment or in shipping the books C. O. D. In most cases, the school's credit rating is such that the printer will ship the books on open account.

General Clauses Often Included

Most printing contracts contain general clauses, in addition to those just described, stating the type faces available, the kind of machines to be used to set the type, the kind of ink to be used, quality of press work to be done and the extra charges for overtime and authors' alterations. The staff should read the contract carefully and understand all the terms so it can fulfill its part of the agreement.

Establish Typographical Style

The editor should discuss in detail with the printer, while the book is in the planning stage, the type faces and sizes of type for body copy, headlines, captions, identifications, subheads and initial letters. The type selected should be readable and should add beauty to the book.

The printer generally has a type specimen book showing all the type faces and the different sizes which he has available. The type to be used for the body or text copy ought to be selected first. Body copy for annuals usually is set in 10-, 12- or 14-point type, and often leaded from 2 to 4 points between each line. In general, body matter is made more readable by moderate leading between lines. Lines which are too wide add to the difficulty of reading. Typographers have developed a table of minimum and maximum widths of lines which will permit easy reading of the sizes most commonly used for body type. It is:

8-point	9 to 13 picas
10-point	13 to 16 picas
12-point	14 to 21 picas
14-point	18 to 24 picas
18-point	24 to 30 picas

A pica is one-sixth of an inch. Thus, a line of body copy set in 10-point type should not be more than 2⅔ inches wide for good readability. As the type width of most school annual pages varies from 5 to 7¼ inches (depending upon the trimmed size of the page and the width of the margins), it usually is advisable to set body copy in two columns as has been done in THIS BOOK.

Figures 8.1, 8.2, 8.3 and 8.4, actual pages from yearbooks, all illustrate effective ways of setting body copy.

The type used for headlines should not be so large and black that it dominates the page. Usually 18-, 24- or 36-point type will be satisfactory, depending on the face selected. When headlines are written to extend across two pages (as is often done on two-page spreads) the type should be at least 36-point. Headlines set in "caps and lower case" (that is, the first letter in each word set in a capital letter and the remainder in small letters) are more easily read than headlines set in all capital letters.

Headlines are more effective if they have plenty of white space. They should not be placed too near illustrations or copy — "allow a little air." They should be written to fit the space provided for them on the page. Figures 8.1, 8.2, 8.3 and 8.4 show how this can be done.

FIGURE 8.2 (left). The feature headline omits capital letters and has plenty of white space. All copy is kept within the type margins even when illustrations bleed. Note use of boldfaced type to begin each cutline.

Adopt Uniform Style for Captions

Cutlines and identifications of pictures in annuals are commonly set in 7- or 8-point type, and sometimes in 6-point. Six-point type in most faces is difficult to read. Cutlines and identifications usually are set in a small type, but often in the same face as text copy.

Cutlines and identifications of pictures in look better if the lines are the same width as the cut, as illustrated in Figure 8.3, picture at top of page. However, if the cut bleeds off the page as shown in Figure 8.3, bottom picture, the type should be kept within the type margins as discussed in Chapter 4. Cutlines can be made to appear more interesting by setting the first two or three words of copy in capital letters or boldface type as shown in Figures 8.1 and 8.2.

It is sometimes a good plan to set identifications for wide cuts in two columns as in Figure 8.5. This is easier to read and also more economical, especially if the type is set on a linotype. The ordinary linotype will not cast a line of type more than 30 picas long. If a longer line is required, it must be cast in two slugs and fitted together by hand. Cutlines and identifications should be set in uniform typographical style throughout the book. In Figure 8.5, the name of the organization is set in all capital letters, followed by a dash. *Back row* is set in italics, followed by a colon, and the names are set in standard face. Minute details of this kind must be worked out with the printer if uniformity is to be achieved for all captions and identifications in the book.

Careful consideration should be given to the typography of class pages, so that the picture of each person on the page can be easily associated with the printed name. Figures 8.6 and 8.7 show different ways of accomplishing this.

Subheads and Initial Letters

Subheads, or breakers as they are sometimes called, are used at intervals of about every two or three paragraphs in long articles of text copy to let light into the type mass, and make it appear more inviting. The line appearing just before the beginning of THIS paragraph is an example of a subhead. The most common style of a subhead is a single line in the boldface version of the type being used for text copy. Sometimes subheads are set in all caps, or in caps and small caps.

The extensive use of initial letters in yearbooks is debatable. Text copy in the majority of yearbooks seldom occupies more than one-half of the page and often less than that. An initial letter when used with a small block of copy tends to make it appear spotted. The purpose of the initial is to call attention to where the reading matter begins and to dress up an article or a page. Perhaps the safest plan in printing the annual is to use initial letters only at the beginning of general articles, such as one covering the football season, the administration, the organizations, etc.

The initial letter should be in harmony with the body type used. Since the initial letter is the first letter in the first word in the article, the effect will be better if the remainder of the word is set in capitals. If the first word is short, the second word also is often set in capitals. The copy in Figure 8.3 shows how the initial letter is used.

Use Layout Sheets Properly

A layout sheet, properly used, is the most satisfactory method of indicating to the printer exactly where engravings, headlines and copy are to appear on the page. Layout sheets are often printed, but if the book is a small one they easily can be drawn. The layout sheet should be slightly larger than the trimmed page of the annual. Figure 8.8 shows a simple, yet workable, layout sheet. The outside rectangle A is the size of the trimmed page, and rectangle B is the exact size of the type page. A layout sheet for a right-hand page is slightly different from the one used for a left-hand page, if the inside margin of the page is made slightly narrower than the outside margin, as suggested in Chapter 4.

FIGURE 8.3 (right). This page shows an unusual placement of the headline. The cutline is set the same width as the picture (upper right) and the identification (bottom) is kept within the type page.

Birch Skit Wins Veishea Vodvil

"HOW 'bout a Hawaiian doll?" the proprietor of the campus doll shop urged Joe College in Birch Hall's winning Vodvil skit, "A Guy and 'IS Doll."

Joe nodded an emphatic "no" but thought he might try the French doll.

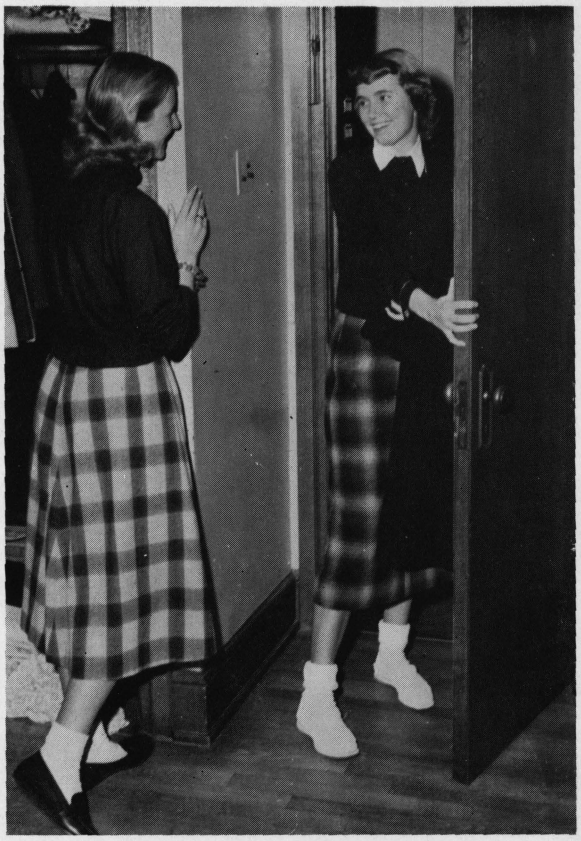
After looking at the flapper, ballerina and other exotic dolls, the dissatisfied fellow spied the doll of his dreams.

"There she is — The ISC Doll!" he exclaimed as Joe found the "doll" he was searching for in the shop.

Birch Hall was awarded the 1954 scholarship traveling trophy for the freshman dormitory with the highest grade-point average.

The new school year brought more honors to Birch. The dorm received first prize for Homecoming decorations in the Women's Dormitory Division.

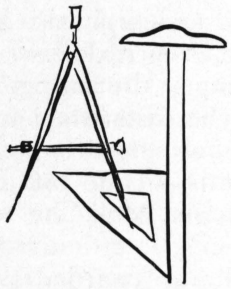
"Blue Heaven" was Birch Hall's big social event of the year. Silver stars against a blue backdrop formed decorations for the annual fall formal dance.



"Have a good time, and tell him 'Hi' for me!" "I will," her roommate answers as she goes out the door to meet her date.

First Row: Hartert, Conn, Ferguson, Doolittle, Morgensen (Sec.), Gerling (Treas.), Fuller, Stewart (V.P.), Pieper (Pres.), Thiessen, Johnston, Abbott, Chambers. *Second Row*: Kaufman, Bittner, Goffinet, Osborn, Kracaw, Jacobs, Kennedy, Austin, Hightshoe, Jentz, Gough, Jones, Cline. *Third Row*: Longnecker, Averill, Johnson, Hoxie, Kies, Briggs, Dillon, Bunch, Holbrook, Jeske, Laverty, Hawk, Gahm. *Fourth Row*: Kingsley, Anderson, Burnett, Landsness, Haller, Leary, Dissinger, Busse, Loges, DeHaven, Eno, Lyle, Gauger.

SING A SONG, TYPE A



Technically speaking, technical subjects are workable subjects. They add spice to our school days; learning that can be applied today and in years to come. Business minded youth flock down the halls to the wide variety of business classes, future housewives study the art of home economics, social butterflies brush up on etiquette, and young artists develop artistic skills, each working to build a career.

JUDITH Woolbright patiently poses as Alberta Matzke applies her talents to a chalk drawing she is making in an art class of Mr. Schildknecht.

AS the class watches, Miss Hilda Kreft demonstrates the wrong way to hold a coffee cup for her Social Practice class.

LINE, OR RUN A MILE, IT'S TECHNICAL

FIGURE 8.4. This two-page spread illustrates the excellent use of white space. It demonstrates that the headline can be printed in small type if given plenty of white space. Note how the right margin of the body copy is set ragged to create a novel effect.

IN one of the classes in the busy Commercial department which prepares young people for positions directly after graduation from high school is Patricia Shipp who is taking dictation from Miss Arete Covey in Shorthand.

WHILE other members of the Mechanical Drawing class work on their individual problems, Mr. Floyd Tobrocke discusses Robert Thom's drawing with him.

MR. John P. Lahr and his class in Retail Selling observe the correct procedure of salesmanship as shown by Barbara Ellis as the sales girl and Evon Crick and Doan Patterson, customers.

VOICE CLASS—*Back Row:* Jimmy Hotson, Robert Hurr, Dave Smith, Duane Butrum, Bob McCandles, Joe Aegerter. ● *Third Row:* Jo Ann Jackson, Barbara Cary, Eula Bloom, Kaye Clark, Mary Moore, Billy Chadwick. ● *Second Row:* Miss Violet Clausen, Jess La Puma, Mary Jane Prock, Nora Pearce, Judy Fenton, Pat Akes, Carl Fordyce. ● *Front Row:* Darlene Hyzer, Anna Graybill, Carolyn DeLapp, Catherine Hudson, Janice Segler, Barbara Day, Don Dewey.

A HARMONIZING SESSION, with Claudia Hayden at the piano, is enjoyed by members of the A Capella Choir.

FIGURE 8.5. The identification over the group is set in two columns for easy readability. The same typographical style, in every detail, was used for all cutlines in the book.

Figure 8.9 shows how the layout sheet appears when it is ready for the printer. The engraver's proofs are pasted into position, the headline is lettered in by pen or pencil, and the different blocks of copy are indicated by A, B and C. The name of the book and the page number are placed in the upper corner of each layout sheet.

All copy is typewritten and double spaced, with wide margins at the left-hand side and top of the sheet, as illustrated in Figure 8.10. This space is needed by the printer for writing instructions for the typesetters. A convenient size copy sheet is 8½ by 11 inches. The name of the book and the page number are typed in the upper right-hand corner of

BEAMING SENIORS proudly admire their shiny new class rings. They are Barbara Sims, Janet Baldwin, Darrylene York, and Donna James.

Seniors '55

CAYTON, MICHAEL ARTHUR
CHADWICK, WILLIAM EUGENE: Art Contest 3; A Cappella 3, 4.
CHAMBERS, WANATTA CAROL
CHAPMAN, ALICE LAVON
CHILDS, DIANA MAE: Alpha 2, 3, 4.
CHRISTIAN, DEAN
CHUMA, ANNA MARIE
CLEVENGER, SHIRLEY SUE
COLE, DOROTHY ELEANOR: Speech Arts Club 3, 4; Nor'easter Staff 4; Student Council 3.
COLLETTI, ANDREW FRANKLIN
COLLEY, THOMAS EDWARD: Track Team 3, 4; Stage Crew 3, 4.
COLLINS, DEAN
COLVIN, VERN O.
COLYER, JOYCE FAY: Olympic Club 3, 4; Alpha 3, 4; Baseball Student Manager 3; Swimming Student Manager 4; Girls' Intramural Letter 3.
COMBY, MARYLN ANN: Future Homemakers of America 4; Y-Teen 4.
CONTI, VINCENT
COOK, JAMES GILBERT
COOK, WILLIAM RAY: Benton 2, President 3; Student Council 2.
CORSON, SHIRLEY ANN
COURTIER, KENNETH CLYDE

FIGURE 8.6. This class page makes it easy for the reader to match the name with each picture. The alphabetical arrangement of pictures and write-ups simplifies the reader's job of finding the identity of each person pictured.

Cayton, Michael Arthur
Chadwick, William E.
Chambers, Wanatta Carol
Chapman, Alice Lavon
Childs, Diana Mae

Christian, Franklin Dean
Chuma, Anna Marie
Clevenger, Shirley Sue
Cole, Dorothy Eleanor
Colletti, Andrew Franklin

Colley, Thomas Edward
Collins, Dean
Colvin, Vern
Colyer, Joyce Fay
Comby, Maryln Ann

Conti, Vincent
Cook, James Gilbert
Cook, William Ray
Corson, Shirley Ann
Courtier, Kenneth Clyde

FIGURE 8.7. This panel demonstrates a method of placing the name directly below each picture. The names are set and proofed and each name is pasted in place before the halftone is made. The names must be set large enough so they will be readable after the panel is reduced by the engraver.

each sheet. Copy that is to appear in position A on the layout sheet is marked copy A. It usually is best to type the material for each block of copy on a separate sheet, unless both blocks of copy are to be set in the same size type as would be done with the copy shown on the bottom sheet in Figure 8.10.

When copy is completed it can be attached to the proper layout sheet with a clip. The manuscript should not be rolled or folded, but packed flat in a box or large envelope. *Always keep a carbon of all manuscripts for protection against loss in transit or at the printers.*

Estimating Copy To Fit the Space

It is important to write copy to exactly fit the space provided for it if the pages of the annual are to balance. When the layout sheet has been completed, it is easy to measure the space left for text copy and picture identifications.

To determine the amount of copy needed to fill the space, it is necessary to know the size and family of type to be used. Suppose 12-point Garamond is selected and the space to be filled is 20 picas wide (a pica is one-sixth of an inch) and three inches deep. The "set width" of 12-point Garamond is 2.3. Set width is the average number of characters of a type that can be set in a line measuring one pica in width. The number of characters in a line includes all letters, punctuation and spaces between words. The printer will know the set width of the type selected in all sizes, or can easily obtain this information.

By multiplying the measure of the line (its width in picas) by the set width, the character

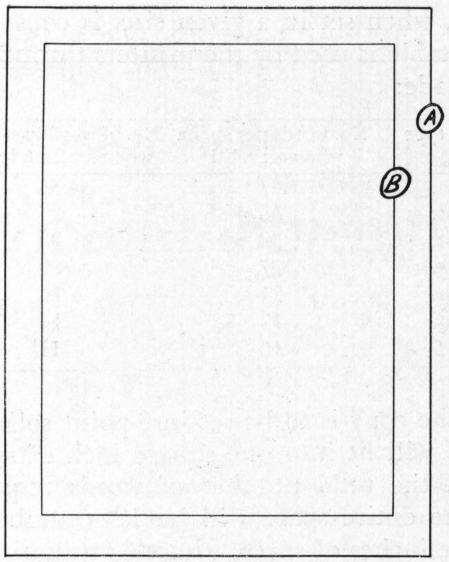


FIGURE 8.8. A layout sheet is slightly larger than the trimmed page of the annual. Rectangle A is drawn the exact size of the trimmed page, and rectangle B is the exact size of the type page.

count of the line is found. Thus in a line 20 picas wide there are 20 times 2.3 or 46 characters of 12-point Garamond.

One more factor must be calculated before the problem can be solved. Type sizes are expressed in points. A point is 1/72 of an inch (in height). Thus, 12-point type is 1/6 of an inch high. In other words, six lines of 12-point solid will take up one inch in height. Therefore, in writing copy for a space 20 picas wide and three inches high, set the typewriter to 46 characters and write 6 times 3 or 18 lines. If the type is leaded (extra white space allowed between lines) the number of lines per inch would be less. Suppose 12-point type is two-point leaded instead of set 12-point solid. Then the number of lines per inch would be 72 divided by 14 or 5 1/7 lines per inch. The 1/7 of a line would be disregarded unless the space to be filled was seven inches or more high.

As soon as the type face and size have been selected, it is a good plan to work out a chart

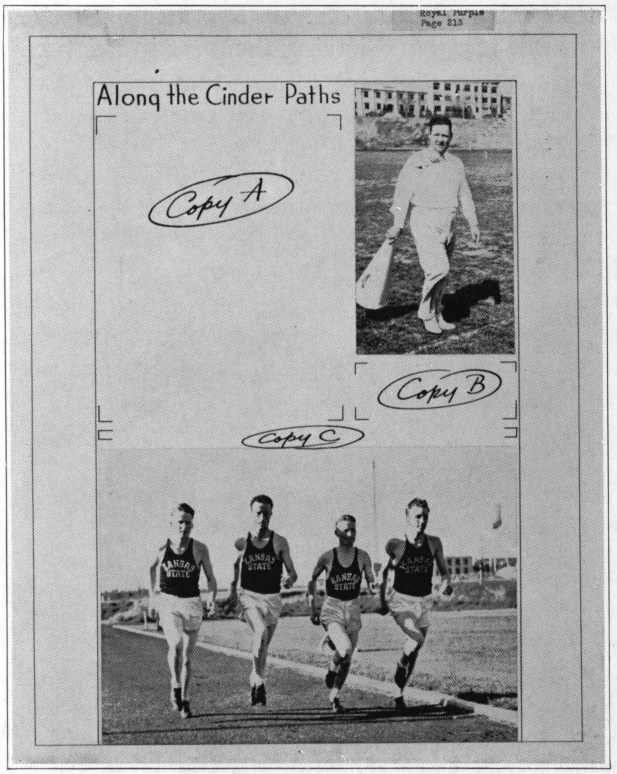


FIGURE 8.9. A layout sheet as it appears when it is ready for the printer. Proofs of illustrations are pasted into position, headlines lettered and copy blocks indicated by A, B and C.

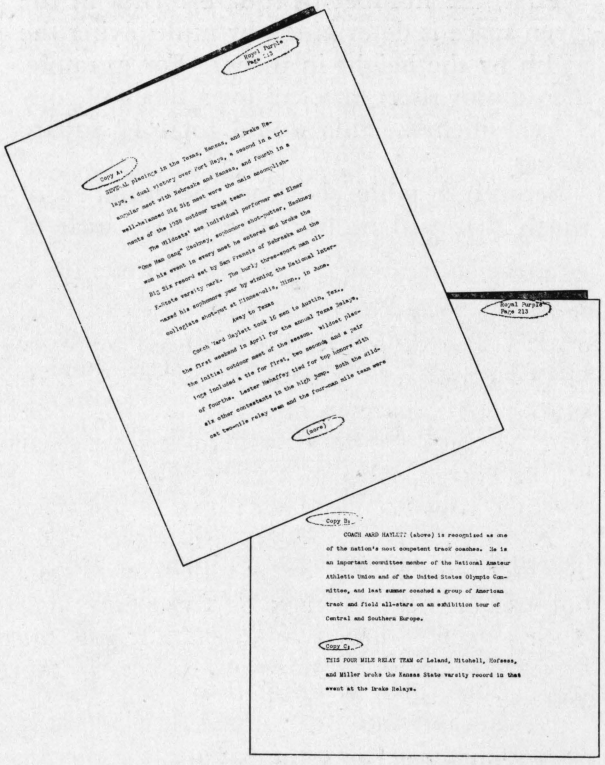


FIGURE 8.10. All copy is typewritten and double spaced with wide margins. This space is used by the printer for writing instructions to the typesetters. Copy that is to appear in position A on the layout is marked Copy A.

as shown. The chart gives the number of characters of 12-point Garamond for columns of varying widths.

Width of col. in picas	10	12	16	18	20	22	26	30
Number of units per line	23	28	37	41	46	51	60	69

With a chart of this kind, it is easy to show the copy writer the number of characters wanted for each line. If the width of the column is 26 picas, the number of units required is found directly below number 26. In this table it is number 60. The number of lines required is computed as indicated.

It is a good plan to have the printer check the chart to be sure no errors have been made.

Square-Inch Method of Estimating

The square-inch method of estimating copy is not so accurate as the character count method, but is sometimes used by editors of yearbooks in giving out assignments before the exact space to be filled has been determined. It is frequently employed in writing short cutlines and picture identifications.

First, the number of square inches in the given space is determined by multiplying the width by the height in inches. For example, the dummy sheet may call for a block of copy 3 by 4 inches. This would total 12 square inches.

Second, a table showing the number of words that will fit into one square inch of space, when set in a given size, is consulted. This table is used by the printers throughout the trade:

Size of type	No. words per sq. in. when set solid	No. of words per sq. in. when set 2-pt. leaded
6 pt.	47	34
7 pt.	38	27
8 pt.	32	23
9 pt.	27	20
10 pt.	21	16
11 pt.	17	14
12 pt.	14	11[1]

If the copy is to be set in 8-point solid, 32 words will fit into one square inch of space. Thus, the total number of words required for the entire space will be 12 (number of square inches of space) times 32 (number of words per square inch) equals 384 words.

It must be remembered that this method is only an approximation. Copy prepared on this basis should be retyped using the character count method if you need to know exactly how much space the copy will take.

Any method of estimating copy should be tested by sending one or two pages to the printer early, and having them set in the type faces and sizes selected for the book. Any errors in estimating copy will become evident by using this plan.

[1] Albert A. Sutton, *Design and Makeup of the Newspaper*, page 168, New York: Prentice-Hall, Inc., 1948.