

Chapter 12

Methods of Raising Revenue

PUBLISHING an annual costs money, and raising the revenue necessary to pay the expenses involves a carefully planned program. It is the job of the business manager to see that the necessary income is provided, for even the best editorial staff cannot do a good job without adequate financial resources. Thus, the business manager and his subordinates play an indispensable role in producing an annual, even though outsiders may not realize this fact.

As shown by survey of 103 annuals, discussed in the preceding chapter, the two most important sources of income are sale of books and advertising space. These two supporting sources account for 80 per cent of the revenue for the average annual. In some schools they finance the entire book. Of course there are other sources which provide income. They include such activities as sale of space to organizations, sale of pictures, dances, plays and candy sales.

The staff should not undertake too many business ventures. It is advisable to select three or four sources for major emphasis. Financing the book must not become a burden to the students, faculty or the city. A well-planned program is businesslike and thorough and will give subscribers and advertisers value received for their money.

Selling the Yearbook

In schools where the annual is financed by an activity fee, yearbook sales campaigns will not be necessary. Under this system, every

student who pays an activity fee is entitled to a copy of the book, and the staff knows at the beginning of the year how much money is available.

In most cases the sale of books provides the largest source of income and should receive major emphasis. It is difficult to estimate how many books can be sold, but the business staff *must* sell the number planned for in the budget.

If the campaign to sell books is to be successful, the staff must have a plan that will:

1. Make it advantageous to the prospective buyer of the annual to subscribe during the campaign.
2. Provide receipt books that will insure accurate records.
3. Organize a sales force that will contact all prospective buyers.
4. Insure adequate and effective publicity and timely advertising.
5. Reach prospective buyers away from the campus.
6. Include an effective sales force for a clean-up campaign.
7. Provide supervision and instruction of the sales force.

Promoting Early Sales

The sales campaign should be conducted early in the year so that the number of books needed can be determined before the editorial staff gets far into the actual production of the annual. There must be time for adequate publicity about the campaign so the student body will be anticipating the sale. Most of the books should be sold before Thanksgiving, with a clean-up campaign just before Christmas.

A plan that makes it advantageous to the buyer to purchase an annual during the sales campaign is practically mandatory, and one that presses the prospective subscriber for immediate action makes selling much easier.

There are several methods of promoting early and prompt buying, foremost of which is a beauty or popularity contest. Time and again, this method has proved effective. When it is used, a buyer is allowed a certain number of votes for the queen if he purchases his book before a certain date. This induces friends of each candidate to buy books early. In many cases, the contest may reach such a fervor that friends of candidates become the best possible solicitors.

Some staffs use graduated price schedules to encourage early buying. At the beginning of the campaign, for example, the price of the book may be \$3.50. At the end of the week, it may jump to \$3.75. During the last week of the campaign, the price might be increased to \$4.00.

Another system, used less frequently, is the rebate plan. This involves an agreement with the printer whereby a minimum number of books is to be printed and a reduced rate given for additional copies.

Suppose the contract with the printer calls for a minimum of 1,500 books. Then the staff sets the "goal" at 2,500. A thermometer drawn on a large cardboard may be erected for recording daily or weekly sales. When the sales reach 2,000, the price of all books is reduced 25 cents. If the "goal," or 2,500 mark is reached, the price is reduced 50 cents. This plan stimulates sales because the students who buy early become boosters, and thus aid in getting others to subscribe. The disadvantage to this system, however, is the considerable extra work for the business staff in making refunds.

Competition between classes or organizations is another method of stimulating early buying. This type of campaign often is conducted through home rooms, and a sales captain is selected for each room. The prize can fittingly be a special feature page in the yearbook for the room that wins.

Another variation of this method is recognition of individual solicitors. A special page can be devoted to the "Top Ten." Pictures

of these workers, plus a few words of praise are often inducements enough.

Certainly the staff must not attempt to use too many selling devices. The method or combination of methods bringing best results should be discovered and adhered to.

Keeping Records of Sales

Whatever method used, a contract form is necessary for good record-keeping. Figure 12.1 shows such a form. Usually the contracts are numbered and stapled in books of 25 or 50. Each solicitor is held responsible for the contracts in the book issued to him.

These forms are made out in duplicate and the original copy given to the purchaser. The buyer then has a receipt. Usually, the two forms are printed on paper of different colors.

After the campaign, the forms are filed alphabetically in a card file. Thus, a complete record of purchasers is available. If a space is left at the top of the form for the purchaser's name, the clerical force can do a better job of filing.

A coupon can be added to the contract form when the beauty contest type of campaign is used. Figure 12.2 illustrates how this is done. A blank space should be left for the number of votes allowable, the number depending upon the date of purchase.

Several of the large printing houses specializing in yearbooks furnish free of charge contract forms for book sales. These forms save the staff the cost of printing special receipts. If the forms furnished by the printer are used, they must be carefully numbered by the business manager before they are checked out to salesmen. It is essential to have a system that will insure getting the money for every sale made as well as the name of each student who is entitled to a copy of the yearbook.

Selling Organization

An aggressive, fast-moving sales force is highly desirable. Haphazard methods lead to defeat. A plan that will insure enthusiastic and complete soliciting is a must.

In small high schools a contest among the classes often works best. The classes are divided into home rooms, and a captain is selected for each. Then the yearbook adviser, editor or business manager gives a short talk

to each room, telling the students of the special features of the annual and the need of urging every student to be a purchaser.

In some prominent hallway, a large poster with thermometers for each class can be displayed so that students are constantly reminded of the contest. At the end of each day, home room captains can report to the business manager and the thermometers kept up to date. A campaign of this type in a small high school should usually last one or two weeks. It should not be extended over a long period lest students lose interest.

In a large college, the campaign may be extended over a longer period, usually a month, so that the entire student body can be solicited. Every student is a potential buyer, and no one should be overlooked.

In most colleges, the beauty or popularity contest campaign is used. Fifteen or twenty candidates may be selected either by the business staff or by petitions from the student body. From this group, the "Queen" and her attendants are selected by votes of purchasers, and the winners' pictures are featured in the beauty section.

Details of the contest should be announced clearly and repeatedly in the school newspaper. Names of the candidates, voting places,

time limits and other pertinent facts should be publicized. Students should be informed of the progress of the contest by news stories or by means of the thermometer system in a student union or other popular place.

Another sales system often used is the payment of commissions to salesmen. Good results are obtained in this type of campaign only if solicitors are selected to cover areas where they are well and favorably known. It is much easier to sell a yearbook to a friend than to a stranger.

Publicity for the Campaign

One essential of a book sales campaign is publicity — lots of it. Co-operation with the school newspaper is of extreme importance from the publicity angle. The staff needs the paper to print special announcements and to advertise the yearbook. Surveys show that 96 per cent of the students read their school newspaper.

If the editor or business manager of the yearbook is not a member of the newspaper staff, it is a good idea to appoint someone to act as "press agent" for the annual. Stories are more likely to be printed if prepared by someone who knows the facts and does a good job of writing. If the school prints a daily news-

<p style="text-align: center;">Recopy Name of Purchaser on Typewriter</p> <hr/> <p>NO. 100</p> <p style="text-align: center;">1956 ORANGE AND BLACK</p> <p>Received from _____ for one copy of the 1956 ORANGE AND BLACK</p> <p>School Address _____</p> <p>Home Address _____</p> <p style="text-align: right;">Signature of Solicitor</p>	<p>This Coupon Is Good For</p> <hr/> <p>VOTES for Miss</p> <hr/> <p>for BEAUTY QUEEN</p> <hr/> <p>Solicitor</p> <hr/> <p>NO. 100</p>
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FIGURE 12.1. Contract form for use in selling subscriptions to the annual. They are printed in duplicate and one copy given to subscriber.

FIGURE 12.2. A ballot for beauty queen contest may be printed on the same sheet with the subscription receipt.

paper, two or three articles a week are sufficient. If the newspaper is a weekly, the paper should contain some story in nearly every issue.

A short news story is best. Announcements of staff appointments, progress of the beauty contest, the naming of outstanding salesmen and stories about the work on the yearbook are always interesting.

Feature articles have their place, too. The amount of paper and ink required to produce the annual makes a good story. The number of pictures being printed, description of the theme and comparison with other annuals in the past are other feature ideas. It is important to get the name of the yearbook in print as many times as possible so that every student will be constantly aware that there is a yearbook to be bought.

Many yearbook printers have worked out excellent sales campaigns to help the staff sell subscriptions to the annual. These plans should be studied carefully by the staff and used when the appropriate time comes. Clever color posters with effective sales messages are furnished by several of the houses, and these can be used in the halls and on bulletin boards to promote sales. Student artists can often contribute excellent sales posters, and they should be encouraged to help out.

Many schools use the assembly as a medium for advertising. If it can be arranged with the person in charge of assemblies, the business manager should make it a point to have some interesting announcement about the yearbook made frequently.

Special Assembly To Publicize Annual

Sometimes a special assembly can be arranged to publicize the yearbook. When this can be done, the editor and business manager should give short, interesting talks. A still better idea is to have some type of entertainment, with the theme built around the yearbook. This can be a short play, written by some member of the staff, or a variety show with prominent members of the student body participating. Whatever the program, the yearbook theme should be stressed.

Buttons, tags or ribbons are other effective means of advertising the yearbook. Buttons are better than tags or ribbons, for they can

be worn longer and displayed more prominently.

A slogan pertaining to the annual should be inscribed on the button to draw attention to the yearbook. Inscriptions such as "I'VE SUBSCRIBED," "I BOUGHT MINE" or "BUY AN ANNUAL," are examples. Sometimes an appropriate design can be worked out.

Buttons, ribbons or tags worn by students who have bought annuals help salesmen. During a campaign, when solicitors are anxious to secure votes for queen candidates or to put their class on top, persons not wearing identifications can be pursued by solicitors on all parts of the campus.

In some schools, a permanent display case is set up in the student union or hallway of a central building. Each week, pictures of events that have taken place on the campus are displayed, always with the name of the yearbook. At other times, copies of previous yearbooks, samples of layout sheets and proofs of engravings can be shown. Although it does not sell yearbooks directly, this type of publicity keeps the annual in the public eye.

There are many other ways of publicizing the yearbook: bulletin board announcements, handbills, descriptive folders and booklets, movie slides and program advertising. All types of publicity should be directed toward one goal — to present the annual in the most favorable manner possible.

Selling Yearbooks off Campus

Yearbook staffs often overlook potential buyers away from the campus. Business and professional men in the community frequently buy yearbooks. A great deal of their business comes from students, and they have a real interest in school activities.

Professional men: doctors, dentists and lawyers, have use for a school yearbook in their waiting rooms. Their patrons, members of the community, are anxious to keep up with the school. A long wait in the office often passes more quickly by the revival of memories of school days. Former students and those who have sons or daughters already graduated from the school are frequently interested.

Alumni of the school, especially recent graduates, are another source for book sales.

Through the principal's office or alumni secretary, addresses of former students can be obtained. A newsy, carefully circulated letter describing the book and giving the price often results in sales.

Clean-up Campaign

Just before the Christmas vacation begins, a clean-up campaign should be conducted. By checking the card file, a list can be compiled of those who have not bought. In the campaign earlier in the year, several salesmen will have proved their ability. These are the ones to use in the clean-up campaign.

Persons who have pictures in the annual are especially good prospects. The book has a special, personal meaning to them. In years to come they will be glad they have such a memory book for their families and friends.

Since the campaign is to be conducted near Christmas, parents are often potential buyers. A letter to the parents of students who have not purchased yearbooks, suggesting they give the annual to their son or daughter for a Christmas present, often gives good results. A better idea is to have a solicitor call on the parents.

The school itself is another potential buyer, purchasing copies to send to prospective students and supporters of the institution. The various departments which are featured in the book may be interested in buying copies.

Prepare a Sales Talk

Few yearbooks will be sold by the salesman who approaches a prospect with, "You wanna' buy a yearbook?" It takes real salesmanship — the same as in selling automobiles or magazine subscriptions. Thus, it is important that the business manager instruct his solicitors on how to sell.

Reasons why students should buy annuals can be incorporated into a sales talk. The reasons must not be recited as if they were memorized; each solicitor should put them into his own words, possibly using such sales points as:

1. It is a complete record of the school year, a chronicle of the year's activities that cannot be obtained elsewhere.
2. In years to come, the yearbook will become valuable in recalling old classmates.

3. By taking a yearbook home, students can show their folks what they are accomplishing in school.
4. The student is loyal to the institution.
5. The price of the book is low in relation to what the student receives in return for his money.
6. The yearbook is the student's book, a record of *his* school edited by *his* schoolmates.

Sale of Advertising

Advertising revenue usually provides the second largest source of income for the yearbook, but selling advertising for a school annual is often a difficult task. It is one of the most important jobs in the financial program, and the responsibility for selling advertising must be given to those who realize its importance. Friendliness, willingness to work hard, tact and pleasant approach are the requirements for a good advertising solicitor.

The campaign to sell advertising should be conducted early because the business peak is reached in the fall. With students coming back to school, trade is good, and businessmen are more willing to advertise.

Advertising Agreement

It is wise to have a signed agreement with each merchant who purchases space. This will eliminate misunderstanding about the size of the ad or the amount charged. It is probably better to call it an agreement or an order for advertising space rather than a contract. Some merchants balk at signing a contract, but have no hesitation about signing an order.

The advertising agreement can be printed in duplicate and bound into books of 50 for the convenience of solicitors. The original copy is given to the merchant, and the carbon is used by the advertising manager. A good form of such agreement is shown in Figure 12.3. Rates charged for space should be printed in the agreement to assure the merchant that he is getting the same rate as other advertisers. Advertising agreements often are furnished by the printer.

Some merchants refuse to sign agreements for advertising space, but are willing to buy an ad. It is not essential that an agreement be signed. All that is necessary is for the salesman to get the copy and have a clear understanding of how much space is wanted and the amount to be paid.

<p>THE 1956</p> <p>ORANGE AND BLACK</p> <p style="text-align: center;">RATES:</p> <p>Full page\$00.00</p> <p>Half page 00.00</p> <p>Quarter page 00.00</p> <p>Eighth page 0.00</p> <p>Sixteenth page 0.00</p> <p>By _____</p> <p style="text-align: right;">Advertising Mgr.</p>	<p style="text-align: center;">OFFICIAL YEARBOOK OF LINCOLN HIGH SCHOOL Lincoln, Colo.</p> <p style="text-align: center;">Advertising Agreement</p> <p style="text-align: right;">_____ 19____</p> <p>I hereby agree to insert page advertisement in the 1956 Orange and Black for which I agree to pay to the management \$ upon presentation of correct proof.</p> <p>Signed _____</p>
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FIGURE 12.3. Advertising agreement forms for space in the yearbook will eliminate any chance for misunderstanding about the size of the ad and the amount charged.

Give the Advertiser a Good Proposition

As in selling yearbooks, it is important that the advertising staff have a proposal making it advantageous for the merchant to contract for space early. Some staffs request extra proofs of ads from the printer. One is posted on the bulletin board where students can see it. One is sent to the advertiser with a notation that his advertisement is also being displayed on the bulletin board.

A sign with "PATRONIZE OUR YEARBOOK ADVERTISERS" will draw added attention. Eight to 10 ads can be displayed at one time, usually for a week or so. Displaying advertisements in this manner pleases the merchant. He pays only for space in the yearbook, and the bulletin board displays are an added free service.

Another plan often employed is running an advertisement in the school newspaper naming all merchants and firms who have purchased space in the yearbook. A headline reading "*These Merchants Are Helping to Make the 1956 Orange and Black a Success — The Yearbook Staff Urges All Students to Patronize Them,*" will indicate that the whole community is interested and increase the advertisers' business.

Pictorial Advertising

Pictorial advertising is being used by more yearbooks each year. Students usually read

pictorial advertisements, especially when the pictures show friends and acquaintances buying, wearing or examining a product in the merchant's store. Usually, the advertiser leaves it to the discretion of the advertising manager to select the students to appear in the ads, and the manager should chose neat, popular students.

For this type of advertising an agreement should be made with the advertiser concerning an extra charge for engraving, if the book is done by letterpress. In most cases, the advertiser pays the cost of the cut, which is returned to him after the book is printed.

If the yearbook is being produced by lithography, the charge may be omitted for reproducing photographs, drawings, cartoons or signature cuts. Many lithographic printers furnish a book showing cartoons, trade names and entire advertisements prepared for different businesses. These items can be clipped and used at no extra cost.

Another device to attract attention to the advertising is to make it another division in the annual. One large college yearbook, for example, has used a heading and chapter number in keeping with the theme throughout the book. A colored picture of the business district opened the division and other pictures of business activities, parades and modern store fronts "dressed up" the section. After the book was published, many students com-

mented on the attractiveness and appeal, and merchants were greatly pleased with the results. Some schools give a copy of the yearbook to each merchant who buys a page or half page in the annual. However, if a \$4.00 annual is given to each merchant who buys \$4.00 worth of space, advertising revenue will not offset the cost for printing the section, much less produce a profit for the yearbook.

Selling Out-of-Town Advertisers

An advertising field that is becoming more profitable and should not be overlooked by business managers is that of out-of-town concerns who do business with the school. Although some of these firms do not sell directly to the students, they do a large quantity of business with the school itself. A list of these concerns and their addresses can be secured from the treasurer of the board of education or purchasing agent of the school.

Another profitable source of revenue is merchants in nearby large cities. If the cities are relatively near and travel facilities are good, students probably do much buying from these merchants. A letter to some of the larger firms, giving details as to the number of students in school and how much trading they do annually, will often result in sale of space.

Power and light companies, telephone companies and transportation firms are excellent prospects. The presence of students means extra income and ordinarily these businesses are willing to advertise.

Letter Introduces Salesman

The yearbook and newspaper at Conway High School, Conway, Arkansas, prepare the way for their salesmen by writing each prospect this letter before the student representative calls to sell space:

September 20, 1955

Dear Advertiser:

We are enclosing lists of the 1954-55 advertisers of the Wampus Cat Yearbook and the Wampus Cat Newspaper.

If your name appears on these lists, we should like to take this opportunity to express our appreciation to you for helping us make these publications possible.

If your name does not appear, our business managers will call on you sometime during the year. We hope to add your name to these lists.

Respectfully yours,
(The business managers)

The list of 169 names was arranged alphabetically. If the merchant advertised in the paper, his name was followed by one star, if he advertised in the yearbook, two stars appeared after his name and if he took space in both publications, three stars were used.

"The letter of thanks seemed to please all the merchants, and several were heard to remark that it was the first letter they had ever received thanking them for advertising," Mrs. Guy Dean, adviser to the Wampus Cat, reported at a meeting of yearbook advisers.

A letter of this kind not only introduces the new business manager, but is so planned that the merchant will want to read the entire list of advertisers to see how many of them are advertising in both publications. If his name is not starred, he will want to "get aboard the band-wagon" in most cases. If he is already an advertiser, he will want to continue boosting for the school.

Selling the Local Advertiser

Most of the advertising space in the yearbook will be bought by local businessmen. Every prospective advertiser should be solicited. This includes outlying stores, factories, mills and airports.

The classified section of the telephone directory will provide prospects who might otherwise be overlooked. This section of the directory in one city of 15,000 population lists over 500 business concerns and professional men, all of whom are potential advertisers. The listing gives the name of the concern, its street address and usually the name of the owner.

Every man who buys space in the telephone directory believes in advertising. Probably 50 per cent of the firms have never been solicited by anyone from the school. In many cases they will feel flattered by the call and happy to place an advertisement in *their* yearbook, published by *their* children. Don't pass up the *little man*. He will want to be in the

permanent record (the school yearbook) with other progressive merchants of the town.

Often it is wise to have several solicitors selling advertising space. The list of prospects can be divided among them; however, greater efficiency will result if the community is divided among the several salesmen, each taking three or four blocks. Outlying concerns can be given to those who have cars and can make the calls in a minimum of time.

Advance Preparation

It is important for advertising salesmen to make careful preparation before calling on prospective advertisers. They should know the name of the concern, the owner's name (or in case of a large store, the name of the advertising manager), the merchandise handled and how space in the annual will help sell it.

They should know whether the prospect has advertised previously and how much space he has used. In some towns, merchants who are in the same line of business and have an association take a full page and list the members. In one annual examined, a full page was printed listing all the dry cleaners who were members of the association, other pages were purchased by the lumber dealers, filling station operators, banks and real estate agencies. This advertising is not so productive of income, but it is better than none.

A carefully prepared layout of the proposed advertisement will help the solicitor. Advertising layouts are prepared in much the same manner as for other pages in the annual, but the work should be done by some member of the staff who has special aptitude for ad design. Often the advertising teacher will cooperate by having his classes prepare advertisements for prospective advertisers.

Conducting the Interview

Courtesy will sell more advertising than high-powered sales talks. The solicitor should not interrupt the merchant while he is waiting on a customer. If the store has a rush of business, it is better to see some other prospect and return later. If the store is a large one, the person in charge of advertising will be in his office. If the office door is closed,

knock; if he has a secretary, ask for an appointment.

As soon as the salesman has gained the attention of the prospect, he should state his name and business. "Good morning, Mr. Jones. I am Bill Smith, on the business staff of the Central High School annual. I have been sent by the school to talk with you about advertising with us this year."

Always ask for the ad in the name of the school. Merchants do not like to say "no" to schools. Inexperienced salesmen should first interview several regular advertisers because sales are fairly certain and the salesmen will gain confidence. After a few interviews, the new salesmen will be more self-assured and skillful.

Filling Out the Order

As soon as the merchant has agreed to purchase an ad, the salesman should fill out the agreement and have it properly signed. It is often unnecessary to give the entire sales talk. Salesmen sometimes lose orders by talking too much. If the merchant says, "Put me down for the same size ad as last year," the salesman can immediately reply, "Thanks very much, Mr. Jones. I will fill out the order." As soon as the order is signed (don't call it a contract) and before it is torn out of the order book, the salesman can say, "Mr. Jones, we are planning a pictorial advertising section this year and perhaps you will want more space." Show him in detail what is planned. The order can always be changed or a new order written.

Answering Objections

The advertising salesman must be prepared to answer the merchant's objections to advertising in the annual. His objections may not be serious. He may say, "It's too early, come back and see me later. I don't have my advertising budget made out for next year. I haven't made up my mind." Whatever the reasons given, the salesman should listen courteously (don't interrupt), and answer each objection in turn.

Don't try to win an argument. Get on the merchant's *side* and get an order for space. If he says, "It's too early," the salesman could

reply, "Yes, Mr. Jones, I suppose it is a little early in the year to be talking about advertising in the annual, *but* this year we have worked out a plan at the school that we believe will give you your money's worth. We want to get your ad set up early and post proofs of it on the bulletin board and urge students to *patronize you*." Keep the tone of the talk positive.

The instant the first objection has been answered, present the prepared layout of the proposed ad. It will convince the merchant that the salesman is really interested. If it is impossible to get the order on the first call, ask the prospect to think the matter over. Ask for a future appointment, and be sure to thank the merchant for his time.

Advantages of Yearbook Advertising

The advertising salesman of the school annual must be fully familiar with the advantages of yearbook advertising over other types available to the merchant.

Some of these are:

1. The life expectancy of the ad is greater in the annual than any other medium. Newspapers and magazines are read one day and thrown away the next. A yearbook is kept year after year—and is often re-read. For the price, the annual is the most permanent means of advertising.
2. Advertising in the school annual reaches young people who have not formed buying habits. They have a lifetime of buying ahead of them and in years to come will purchase homes, food, clothing, furniture, automobiles and many other products. Merchants can build good will for tomorrow's business.
3. Students buy many products and greatly influence their parents' buying. Big corporations realize this and spend millions of dollars each year on advertising directed toward the 12 to 21 age group. Local merchants can also appeal to this group.
4. The enameled paper used in most yearbooks makes it possible to obtain excellent photographic reproductions. School annual ads are more attractive.
5. The yearbook advertisement is part of a complete book that is treasured by the entire community.

Miscellaneous Sources of Income

When the sale of books and advertising does not pay for all the expenses in the production

of the yearbook, other means of obtaining income have to be planned. The business manager must be careful, however, in selecting the type of venture, since it may prove unprofitable from the standpoint of expense and effort necessary to stage such programs.

Selling space to school organizations is an important source of income. Under this plan, various organizations and classes are charged a fee large enough to cover the cost of the space devoted to their groups.

Most staffs charge each student for the cost of having his photograph made for the yearbook. If such an expense were borne by the yearbook, it would probably wreck the budget.

Added income sometimes can be earned by selling photographs after they have been returned by the engraver. Although most of these pictures will appear in the book, many students want the original photographs and are willing to pay for them. The price should be low. Usually, a flat rate of 10 or 20 cents is charged for each photograph. As much as \$300, or more, can be earned by this method in larger schools.

One of the most common sources of extra income for the yearbook is the class play. In schools where the yearbook is published by the senior class, the proceeds from the senior play often go to the yearbook fund. Sometimes the annual staff produces an all-school play for the same purpose.

Probably the most popular means of securing added income is the yearbook prom. If the results of the beauty contest are announced at the prom, it should increase attendance. However, business managers should be careful in planning a dance of this type, since it is easy to spend more than will be gained.

Other sources of income include candy sales, a circus or carnival or benefit movies. All are minor so far as the amount of income derived from them, but occasionally they prove to be a necessary part of the revenue-raising plan. It is important to remember that these miscellaneous sources involve extra work, and it is doubtful if they are worth while if they require the attention of the staff when its efforts should be devoted to the more profitable ventures.