Although a smaller part of the income of a yearbook than of other types of publications, advertising is nevertheless important. Bill Schlegel was among the members of the staff who helped sell the ads and arrange copy ideas for the mutual benefit of book and advertiser.

Top right: In a darkroom shared with Vu, Stevens, Farrell, and Schoenberg, Technique photographers spend long hours preparing the pictures they have taken for the printer. Although considerable research has been done on the matter, no satisfactory explanation has been discovered as yet for the inscription on the wall.

Circle: With the emphasis placed in recent years on making Technique a school year book rather than primarily a class book, Potter Hanson does his best to sell a copy of the book to a freshman. Sales figures this year indicate that about half the circulation is outside of the senior class.

Bottom: At the end of the year, the volume is presented and the new board announced at Technique's banquet, one of the outstanding events of the year for those invited to attend. Unlike the situation at other publications banquets, guests are in order here. Herb Knape seems to be beaming over something: we can hear him telling his date, "That picture is my masterpiece."