

The Importance to the Printer

Now we come to the man who is going to do the printing. Without a dummy the printer has to guess what the builder of the booklet wants. A mass of copy is thrown down before the printer. He's told the size and the number of pages. Cuts are to come. They'll be "so wide and so high—about." "Do you think this will go in all right in 10-point?" (referring to the hodge-podge copy) and "I want a first-class, snappy job made of this booklet" are usual questions and common remarks made by the dummyless buyer.

Now, take the man who comes with a dummy to the printer. *He knows*—and the printer knows that he knows—because the skeleton booklet is living evidence of his knowledge. All is clear. An understanding between customer and printer is a matter of minutes instead of hours. And the fore-armed booklet buyer is enabled to purchase his goods—his printed sales message—at a greatly reduced rate, *because the time and the brains have been put into the preparation of the booklet at the place where they belong—at the beginning.*

How to Lay Out the Dummy

Always make the roughest of rough dummies first. Never try to get your finished result from the initial effort. Be sure to have a dummy the actual size the booklet is to be. There are a lot of heartburnings directly traceable to the habit of picking up any old sheet, folding it over, putting a pin in the backbone, and "going to it." In marking off your display and illustrations, be sure to indicate just about the space you actually intend to devote to these items. This is mighty important in saving time-wasting changes.

For your rough dummy a black and a colored pencil will suffice—and you can shoot the work ahead at a great rate by just indicating it in the roughest of hand-lettering. So long as it's legible it will be all right. Look at the illustrations of a rough lay-out of a booklet cover, the first page, and