

Like as not he'll return to the praise of the ladies of the congregation for their unselfish attitude in giving up to the cause *all* the proceeds of the bazaar after he's just got through telling, for the third time, of the very high quality of brick with which the new club house is to be built. And he'll probably be dwelling on the cost of the lot on which the structure is to be built when he should long since have finished and the fashionably dressed singer, specially engaged for the occasion, be well on her way to the minor movement of the pathetic ballad.

So, too, with your dummyless booklet builder. His "speech" on paper is almost certain to be a hopeless mixup of explanation, admonition, and unrelated facts, served most uninterestingly—and surely lacking the punch necessary for results.

A dummy enables the man who is selling to make a real sales talk on paper. Without the dummy something is sure to be forgotten. What's to prevent it? With a dummy—a skeleton book, if you please—all the elements for successful sale will be included, the facts will be convincingly presented, and the final close will be a winner.

Importance to the Customer Himself

A dummy enables a man to check his own work. He enlarges here, curtails there, amplifies, illustrates, explains and backs up his argument, and does it all successfully because his embryo booklet—his dummy—is his guide.

If he goes further than the rough pencil dummy and makes up one on actual stock, in actual colors of ink, with very fair representations of the illustrations sketched in and colored, he has a still greater advantage—he sees his book before him as it actually will be. And then he can go about improving it at the stage where change is logical, before a single drawing or cut is made, before a single type is set; avoiding the necessity of readjustment and alterations, and saving both time and money in the experiment.