

DEVELOPING THE DUMMY

By JOHN H. CLAYTON



ASSUMING that you have the copy of your booklet all written, it's mighty important that your next move be the preparation of a dummy. The dummy will be to you, to your advertising manager, and to your printer, what the architect's plan of a house is to the owner, the architect, and the builder. It would be a queer house that was built without a plan. Where do you think any of the operators in the transaction would land unless they had a plan to follow—and followed it?

Yet those who rightly ridicule the idea of a house being built that way will go very gravely and deliberately about the important task of booklet building without *any* kind of dummy. Then they express great surprise and exhibit considerable chagrin because the booklet turns out a fizzle advertisingly and a disgrace typographically.

Importance of the Dummy

The dummy is the guide, the director, the stand-by, the reference. Once you get your dummy made your way is clear. Without it you're likely to go in a circle. A man getting up a booklet without making a dummy is like an amateur speaker making an address. He doesn't know just where he's going and he's not exactly sure when he'll get there. His effort is wasted because it lacks order, co-ordination, and an objective.