

Too Much Machinery

HAVE you ever given any thought to the matter of TOO MUCH MACHINERY in the printing office?

Do you know that if three in every ten printing presses in the city were thrown on the junk pile there would still be enough presses to do all the work there is to be done in Kansas City?

Being over-equipped, or having too much machinery in your office, is not only an unnecessary investment, but an injustice to your customers. If you do business in a business way you must figure interest on your investment and that naturally affects your cost; therefore, you must charge your customer more than is proper for you to do.

If you **MUST** have a press, why not buy from the printer who has more than he needs and is willing to sell for less than you can buy from the supply man, thereby helping your brother printer out and at the same time saving yourself money.

There is just so much business to be had and it is folly to buy machinery as soon as you get an order that is larger than you have ever had in your office before—you can always get a brother printer to help you out when in a tight place.

Remember, the man with a cost system finds out all these little things, and it helps wonderfully. If you have no cost system, put one in and you will be surprised at the things you will find out, real things you had not even dreamed of.