



Printer's Ink



Take the tour
through 50 years
in the printing business

See our feature article on pg. 3

**BAKER
BROS.**
PRINTING
*50
Years*
1963-2013

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Ph: 620-947-3520 / Fax: 620-947-5587

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Partners in Printing

From the desk of Jim Baker

Every business enterprise that survives over a period of time depends on support. The support that comes from various sources, including customers, patients or vendors makes success possible. You cannot always choose your customers or patients, but you can choose the vendors that offer the best value and service and those that help make your operation more efficient. We hope we have been, and can be, your printing and design partner.

The partnership we share with you may have just begun or possibly you have worked with us since the day we started business the summer of 1963. Either way, your partnership has been a blessing to us. The advances made in the printing industry over the past 50 years have been phenomenal. We outline some of the major advances in technology in our feature article, so be sure to check that out.

We are excited about the future and what it will bring. New technology will play a part, but we feel that our commitment to partnering with you and our passion for printing will be essential elements that will continue to pave the road for success.

Being in business for 50 years allows us the benefit of experience. We've seen many good things happen because of print. We'd like for that to continue and we want to be a part of making good things happen for you.

Our partnership with you has been a pleasure. We will always be grateful for our customer friends that have helped to make the past 50 years possible.

Please feel free to call upon us for our expertise in helping you develop a marketing plan to promote your institution, business firm or personal enterprise. Good results are directly related to good communication. Let us help communicate your best image. "You only get one chance to make a good first impression!"

Sincerely,



Jim Baker
Owner, Baker Bros. Printing



Ben Holden Says...

Wishing For An Icemaker

When I was first married, followed quickly by having five children, during those hot and muggy nights of summer the whole family would sleep in one room in the house that had a window air-conditioner. It was cozy.

We couldn't afford cable TV for years, so instead, we played lots and lots of board games with the kids, read them stories, played in the yard and went for walks.

As far as gourmet meals are concerned, my wife did wonders with macaroni and cheese, hot dogs and vegetables from the garden. It was a "miracle-worker" menu. We didn't have the money to take the family out to dinner, but we didn't care, because we had a million laughs around the dinner table.

We never knew what we didn't have, because we had our faith and we had each other.

And today we have truly unforgettable memories.

Looking back, those lean years made our family special. But they also made me really appreciate what I have today.

But I have to confess - the one thing I always wanted, but couldn't afford, was an automatic icemaker in a fancy fridge. That luxury didn't come about until I was in my fifties.

However, for all the memories I have with my family, every material blessing I have today was well worth the wait.

Especially the icemaker.



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Labels • Letterhead • Mailings
Manuals • Menus • Newsletters
Postcards • Price Books
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Taking the Tour Through 50 Years of Printing

"People say you have to have a lot of passion for what you are doing, and it's totally true. The reason is because it is so hard, that if you don't, any rational person will give up. You have to do it over a sustained period of time. If you don't love it and you are not having fun doing it, you're going to give up. Oftentimes, the ones that loved what they did are the ones who were successful because they could persevere when it got really tough."

-Steve Jobs

The History

There is one word that can sum up the culmination of 50 years in business for Baker Bros. Printing, and that is passion.

When Jim and Ray Baker were attending Washington High School in Kansas City, Kansas, they were passionate about the opportunity to succeed. Both boys had paper routes and ice cream routes to earn money.

Ray was interested in woodworking class, but fate would have other plans. The class was full and instead Ray was put in a printing class. The love of printing began here and soon Jim was taking an interest in what Ray was doing. Before long the two decided to embark on a new business venture. Scraping together some money the boys began to purchase printing equipment and set up shop in the family's basement.

Soon the boys were pretty busy and keeping up with printing orders was their main gig.

The boys' father accepted a job in Hillsboro, Kansas at Associated Milk Producers Inc. The family made the move, printing presses and all. Soon after arriving in Hillsboro, the Baker Boys setup shop on Main Street. The year was 1963.

Their passion for printing continued here and the business slowly grew. In 1968



This is the Compugraphic Machine that produced lines of text to be pasted up.



Elaine and Jim Baker, owners of Baker Bros.

Jim married Elaine Funk, who began working at the printing company as well. Jim bought his brother's share in 1975. This left only one Baker brother but the name had been established and there was no going back.

Jim and Elaine's son, David, and new wife, Sue (lost), joined Baker Bros. in 2001. This gave the established business a fresh perspective with a wealth of technical knowledge.

The printing technology of the early sixties for Baker Bros. was mostly letterpress using linotype and handset moveable type. The multilith offset presses were added in 1964 and the business was off and running. Pasting up lines of text that a Compugraphic machine would process and produce was the extent of pre-press in those days. Then the pasted-up art was taken to a camera in the dark room where a plate was made by shooting the pasted-up art and developing film to use in burning a plate that would then go on the press.

Eventually Baker Bros. acquired a platemaking system that simplified that process to shoot the art and make a plate. This was a major milestone for the Bakers.

The milestones just kept coming. Technology continued to improve and in 1984, the Macintosh computer changed things in this industry forever. Desktop Publishing became the new term used to describe the process that later became known as graphic design.

Baker Bros. was at the front of the pack in adapting a fleet of Macintosh computers to begin a history of great design.

Training was needed as this new, exciting computer technology was implemented. The crazy thing would even speak what you typed. These were exciting times in the printing industry.

Baker Bros. has had many more exciting times since then. Eventually they moved into the four-color-process arena and utilized direct-to-plate technology.

Our Vision and Future

Today, we can handle any of your printing needs. Quick-turn jobs? No problem. Need something done fast but still need a high-quality product? Done.

Technology has evolved over the years and it has made life much easier in many ways. One thing that has not changed, however, is our passion for what we do.

We have succeeded for 50 years, because we believe in what we do and we absolutely love it!

We love it when our customers are ecstatic about the results they achieve from utilizing a direct-mail campaign that we put together for them as a turnkey project.

We love it when we can send out one of our graphic technicians

to help a customer setup a file so it is ready for a printing press.

Over the past 50 years our talented and dedicated employees have helped us stay in business.

We have found that our passion is what drives us forward. It is what has sustained us for 50 years and we hope it will be contagious and easily noticed as we partner with you on your next design or print project.

The past 50 years have flown by. Here's to the next 50!



The Macintosh II computer that Baker Bros. purchased in 1988 was considered "cutting edge technology" with a 25mhz processor and 1 mb of memory.





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Our \$50 Visa Card Winners!



Shelby Shaw is winner of our first \$50 gift card for June. Shelby is the director of marketing at Pine Village Retirement Community in Moundridge.



The winner of the \$50 gift card for the month of July is Bruce Jost. Bruce is the director of Lending & Community at the MB Foundation in Hillsboro.



Our third and final \$50 gift card winner for the month of August is Barbara Klein. Barbara is the office manager at Western Associates located in Marion.

A World Without Print?

Take a second to think about what life would be like without printing. No newspapers, magazines or books. No product manuals, labels, menus, maps, brochures, signs, etc. The printed product is much more than ink on paper. Print makes an impact on everyone's life every day. It is the most successful form of communication.

While we at Baker Bros. are only a small piece of the printing world, we are pleased to be doing our part every day to help businesses like yours communicate with its targeted audience.

Our passion for printing shows in every proof we send and every job we complete. We promise that we will pour that same passion into your next job if you decide to give us a chance.



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