

## Linotype's Interest in the Davidson Products

---

FOR LINOTYPE sales people, the Davidson activity has both a direct sales significance and a broad graphic arts industrial application. Thus this account of Linotype's acquisition of the Davidson Manufacturing Corporation and the current Davidson program becomes an important unit in this Sales Manual.

This editor of Manual material has often been questioned by his friends among printers and publishers: "How did it happen that the Linotype Company, with sixty years in the typesetting field, bought the Davidson?" Many Linotype salesmen have been similarly queried.

The simple answer is "diversification." Linotype, like other large companies serving the graphic arts, is constantly investigating possibilities that may broaden its activities. The Davidson line offered an opportunity which appealed to Linotype's Management as presented in careful studies and a full consideration of all the industrial factors and future possibilities.

While William Davidson began his work in this field with a feeding device, his presses have become the big element in the success of the Davidson line. The accessory machines, described later, are likewise important—but the presses comprise, today, a unique opportunity in the graphic arts. They are the first soundly-engineered and well-built machines to serve a *dual* printing function. They permit a letterpress printer to make a cautious, but immediately profitable entrance into the offset field, or they produce high-speed letterpress printing in great variety.

The Davidson products also appeal to business organizations that find an advantage in maintaining their own facilities for the production of many kinds of forms and simpler direct mail material that can thus be handled effectively and economically.

So we note as the potential users of Davidson equipment not only the Printing and Publishing field (where the Davidson Presses are recognized for high-speed production purposes and versatility of product), but also the much broader field of general business (wherein advertising, publicity material and miscellaneous printing needs may be profitably handled with a "private plant" set-up).

This writer encountered a significant comment by the M.S. of a large publishing plant, a user of many Linotypes (and some Intertypes, too). Said he, after the usual question about Linotype's prime interest in Da-

vidson: "We had operated a Multilith for miscellaneous form printing and the like. Such handling of these items is sound production for our outfit—but the Multilith just didn't stand up. After I had looked over a Davidson Press and had checked its design and construction, we bought one. Now we've bought a second Davidson and have thrown out the Multilith. Evidently your Linotype engineers recognized a superior piece of mechanism." His respect for Linotype judgment has become a notable factor in the competitive situation in their composing room.

### The History of the Davidson Corporation

THE FOLLOWING account of the origin and development of the Davidson activities has been prepared for this Manual by a member of their sales organization (which is separate from Linotype Sales).

\* \* \*

The history of the Davidson Corporation begins in 1916, when William Ward Davidson, founder of the company, had conceived and perfected an automatic device to feed envelopes into a typewriter. This device was an immediate success.

Realizing the limitations of the business possibilities in one machine for feeding envelopes, Mr. Davidson studied the application of his automatic feeding principles, on which patent protection had been granted, to the graphic arts field. This led to the development of the present Davidson Air Suction Feeder, which has wide acceptance and is used in practically every country in the world.

With this further success, Mr. Davidson continued to work on new devices, studying the needs of the graphic arts. From 1916 through 1939, the Davidson business was profitably engaged in building paper feeders and folding machines for distribution by another company. But during these years a considerable portion of the business earnings had been ploughed back into research and development on a whole new line of products. In this period, the founder and his engineers, recognizing the market for a good, small offset press, had brought to completion such a machine with qualities of construction and performance that far surpassed the then existing small offset duplicators on the market.

*(Editor's Note: The Multilith, a product of the Addressograph-Multigraph Corporation, Cleveland, has been most energetically promoted among the offset duplicating devices. Earlier reference was made here to that machine. Linotype people find it interesting that a somewhat similar small, German-made machine (the Roto-print) was first offered to M.L. Co. for American manufacture just about the time that Multilith was in its early stages.)*

The Davidson press was unique in its simplification of the previously used construction of offset presses. The conventional offset press had used three cylinders: (1) a plate cylinder, from which the ink image was received by the rubber blanket on the printing cylinder (2), against which the paper was firmly applied by the impression cylinder (3). By doubling the size of the plate cylinder, Mr. Davidson made it function also as an impression cylinder. Thus the second, smaller cylinder serves the other function of receiving the ink image.

This approach, together with a chain delivery for the sheets passing through the press, provided other advantages, important among which was the opportunity to perform BOTH offset and letterpress printing on the same machine. This DUAL feature, embodied in the name "Davidson Dual," makes this the most attractive and versatile small press on the market. Its enthusiastic acceptance by printers, as well as in private plants throughout the world, demonstrates that it has met the need for a small machine that will handle a wide variety of jobs at high production speeds and yet maintain a quality acceptable to thousands of users.

The productive capacity of the press, together with its wide application to business needs, caused Mr. Davidson to consider the need for folding machines, collating machines, etc. that would simplify the procedures of forwarding the printed product into mailing containers or ready for its final uses.

It was not long after the introduction of the Davidson Dual, in 1940, that a line of folding machines was also ready for marketing.

Coincident with development of these machines, the Davidson organization also set up a laboratory for the manufacture of its own brand of solutions and supplies, designed to simplify and improve the operation of the equipment. Thus the machines, plus a full line of operating supplies and solutions, provided an attractive product line for the Davidson distributors.

Between 1940 and 1950 several thousands of Davidson presses were built and sold in a market which proved the need for this line. Customer acceptance was demonstrated by files full of enthusiastic endorsements from users who had found in the Davidson Dual a most satisfactory investment. But this period had also produced financial problems which had the effect of minimizing the opportunity to make the most effective approach to existing markets.

In June, 1950, when Mergenthaler Linotype Company had made a complete survey of all the factors involving Davidson, the Linotype Board approved the outright purchase of the Davidson Manufacturing Corporation. The new Linotype subsidiary was named "Davidson Corporation" with operating headquarters in Chicago.

Linotype's President Reed, in his statement to stockholders at the time of acquisition, said "Davidson was selected because of its potential for growth in an expanding field, the quality of its products, the similarity of its manufacture and sales operations to those of Linotype, and the natural affinity between the activities of the respective companies in the Graphic Arts Industry." The strength of his comments becomes more and more evident as Linotype and Davidson representatives become better acquainted with each other's products and sales objectives.

To Linotype salesmen, the Davidson Corporation says: "the Davidson representative in your territory wants to give you a practical demonstration of the Davidson Dual Press, as well as the several different types of Folding Machines he normally has in his demonstration room. Look him up the next time you are in the vicinity of his office and let him show you why Davidson equipment is the best on the market."

With the reorganization and development of the Davidson Corporation and the advantages of Linotype's extensive and modernly equipped Research and Development Division, all Davidson products will be continually improved, thus assuring a steady growth in a world-wide market.

## What Is the Davidson Line Today?

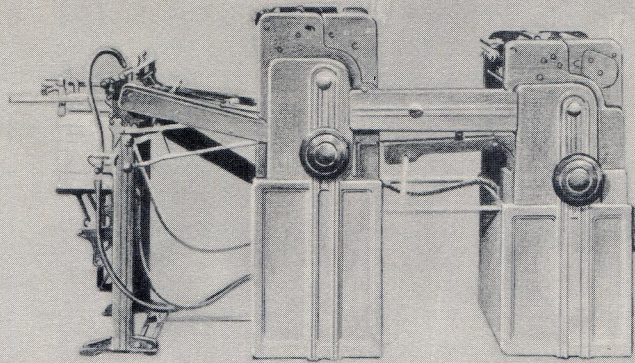
THE ILLUSTRATIONS of currently offered Davidson products, and their explanatory captions, are reproduced in this Manual unit from Linotype's 1951 Annual Report. Linotype salesmen, primarily concerned with the Printing and Publishing field, are usually mechanically minded toward printing equipment, and it helps to summarize the Davidson machines in those terms.

There are three styles of presses, each a "Dual" machine, thus termed because of the unique and featured conversion possibilities for either letterpress or offset printing. (Note that the offset lithographers like to be called "printers" in today's industrial terminology.) The easily and quickly made change in basic printing procedure with the Davidson presses has become a potent sales factor.

The principal distinctions in the three styles are:

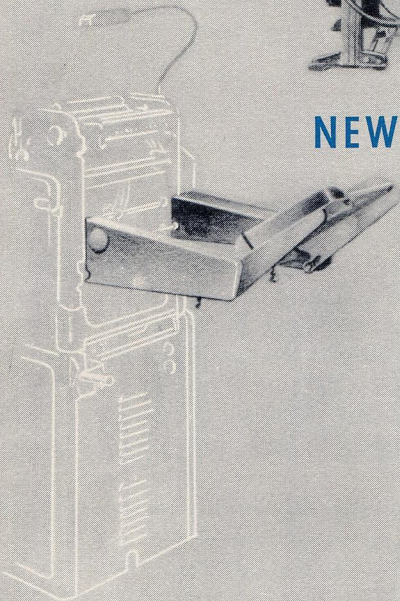
1. Model 251 is a single printing unit (for one side of the sheet only) with maximum sheet size of 10 x 14 inches.

**1** The Model 225 Davidson Multiple Dual is a new tandem machine which prints both sides of a sheet at one time either by offset or letterpress, taking sheets up to 10" x 14".

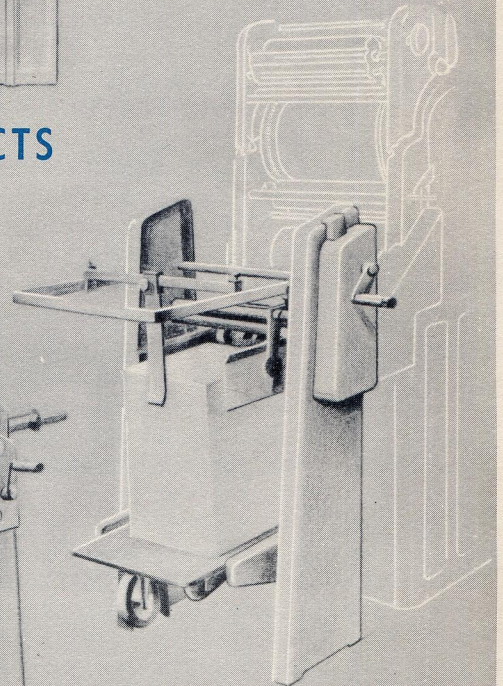


## NEW DAVIDSON PRODUCTS

**2** The new Continuous Load Feeder performs an extremely wide variety of jobs, and allows continuous loading of sheets from 3" x 5" up to 10" x 14".



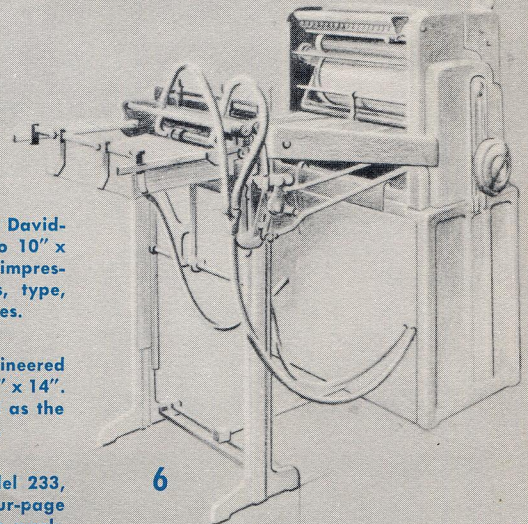
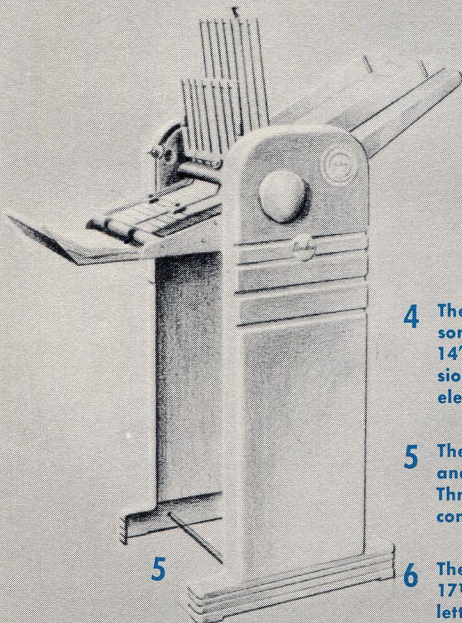
**3** The new Pile Jogger and Stacker is equipped with an infra-red drying element and provides automatic drying, jogging and stacking of sheets as they are delivered from the Davidson Dual.



**4** The re-engineered and improved Model 251 Davidson Dual accommodates paper stock up to 10" x 14", and produces offset and letterpress impressions from paper or metal offset plates, type, electrotypes, Linotype slugs or rubber plates.

**5** The Model 122 Davidson Folder, as re-engineered and improved, handles sheets up to 10" x 14". Three parallel folds may be made, as well as the conventional single and two parallel folds.

**6** The new maximum sheet size of the Model 233, 17 1/4" x 14", makes it ideal for printing four-page letters, parts lists, letterheads and similar work. Either offset or letterpress printing may be used.



2. Model 225 is a "perfector" with twin printing units (to print both sides of the sheet at one time) with maximum sheet size 10 x 14 inches.

3. Model 233 is a single unit (one side) with enlarged capacity for maximum sheet size of 14 x 17½ inches. This accommodates four-page letters, letter-heads two-up, and larger forms.

The presses print by offset with metal or paper plates. Converted to letterpress, they handle rubber plates or curved electros. Provision is made for use of Linotype slugs for imprinting, also to handle numbering machines.

If desired, the newer "dry" offset printing technique may also be adapted. With this method the ink image from a *relief* plate is transferred to the rubber offset blanket and, in turn, printed on the paper.

The Davidson Folding Machine line includes three models.

Model 120 Folder makes one, two, or three parallel folds in a sheet up to 10 x 14 inches. It is low in price, simple to operate, and is designed primarily for office uses.

Model 129 Folder, next in size, is a precision parallel folder and it handles, at high operating speeds, sheet sizes from 3 x 5 inches up to 14 x 20 inches. This machine is for the printer or bindery whose small work must be handled easily and quickly to insure profitable operation.

The largest folder is Model 133, for right angle and parallel folds. Its unique method of turning the sheet, as it travels through the folder, to make a right angle fold, makes this machine one of the fastest on the market. It makes a variety of folds, with maximum sheet size of 14 x 20 inches. This model is ideal for printers, binderies, and larger private plants that have quantities of forms or advertising material that require speedy and accurate folding.

The illustration in this unit also shows accessory mechanisms—the continuous load feeder, and the new jogger and stacker with in-built infra-red drying element. These new products have added materially to the production capacities of the presses.

The printing quality of Davidson presswork is illustrated by these pages themselves, for this Manual unit has been printed by offset on a Model 233 Davidson Press. It was Linotype-set, in the established style of our Manual. Repro proofs were reproduced on metal plates. A second impression, on the illustration page, produced the captions in color. The results tell their own story.

## Mutual Interests in the Sales Field

THE MANUFACTURING and sales operations of Linotype and Davidson are completely separate. Davidson's plant and home offices are in Chicago. In Los Angeles, the Davidson sales branch occupies space in the Linotype Agency building. But no attempt has been made or contemplated to interweave the sales procedures beyond the broad generality of mutual interest. The interchange of general information and sales bulletins between Davidson and Linotype provides mutual understanding and a realization that each is vitally concerned with the other's success.

Linotype salesmen should visit the Davidson agents and become personally acquainted with the Davidson products. They should acquire sufficient familiarity with their possibilities to be able to recognize a sales opportunity for the Davidson man and, when necessary, to back up his efforts with effective comment from the Linotype point of view. It is hardly necessary to emphasize that such cooperation in promoting Davidson sales constitutes the upbuilding of Linotype's interest in the success of the Davidson subsidiary.

*Printed on a Davidson*