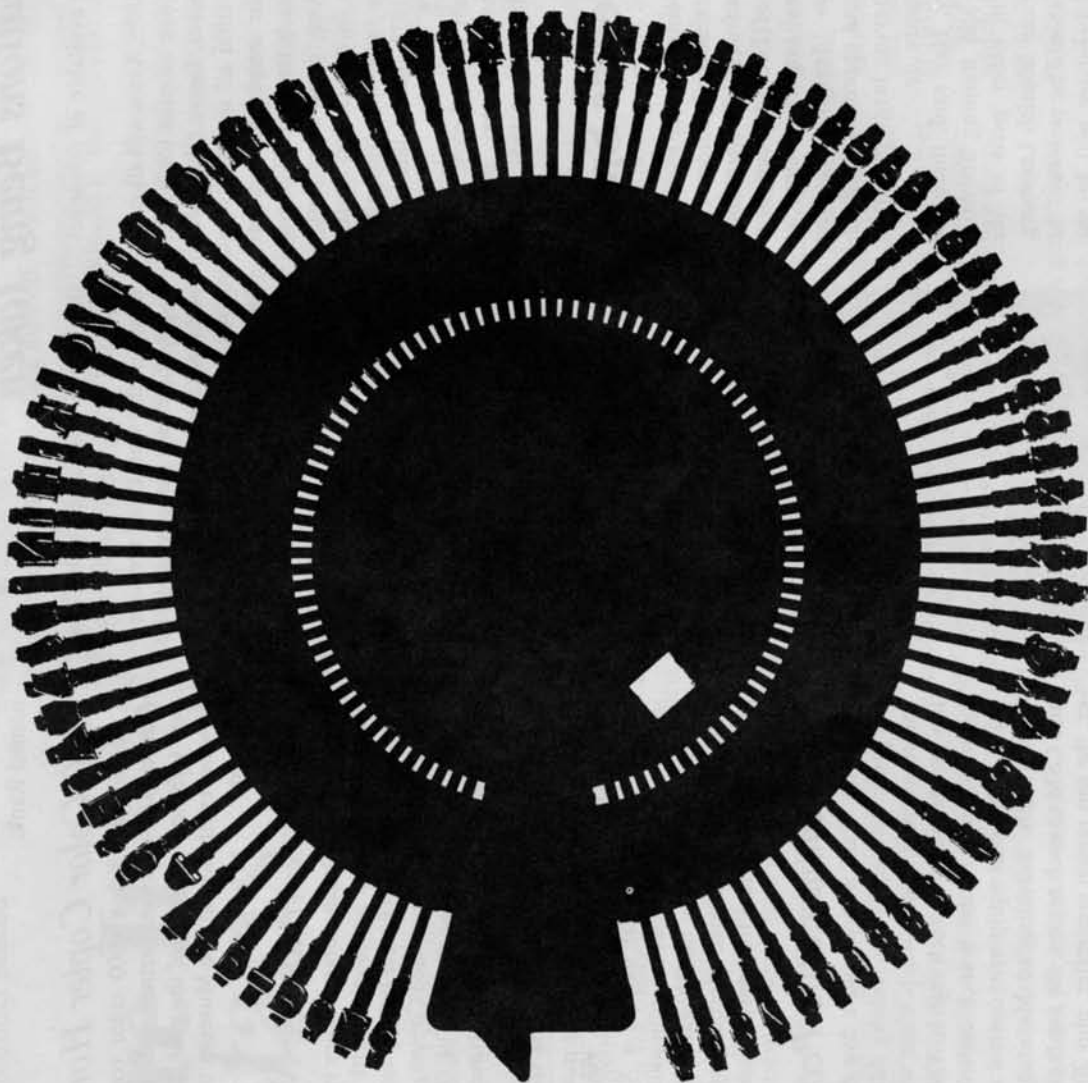


Xerox World



This is a big wheel. It is the key component in an exciting product which brings Xerox into a new area of business. Read on.

Xerox World

The words in this story were created by the new Xerox 800 electronic typing system, the company's entry into the word processing field.

The Xerox 800 operates at the rate of up to 350 words a minute from magnetic tape or cards. That's twice the speed of predominate competitive systems now in use.

It uses a completely new interchangeable print wheel rather than a conventional ball or type bars.

The units were demonstrated for the press Oct. 7 at news conferences in New York and Dallas, where the systems are being manufactured.

Raymond A. Hay, president of United States Operations, said, "The Xerox 800 system is a superior product entering a market wide open with opportunity.

"The automatic typewriter market," he explained, "is growing at a rate of 20 to 25 per cent a year, and we expect to stimulate that growth with our new system.

"As an illustration of the market potential," he added, "there are about 150,000 automatic typewriters now in use in the United States. This is only about 3.5 per cent of the estimated 4.2 million heavy-duty office typewriter stations."

Hay stressed that "a full customer support program is now ready to offer seminars and materials designed to intro-

duce customers to the advantages of word processing systems and how to use them."

Here's how the new Xerox 800 system works. The typist selects a print wheel with an appropriate type style and types a draft which is automatically stored on magnetic tape or cards. Corrections are typed directly over errors and revisions can be inserted, reducing the need to retype a page.

The units are designed to accomplish virtually all typing needs, including simple recording and playback, automatically-typed letters with the same text to different addresses, and work that requires extensive repeated revisions.

The 800 system will be marketed in four configurations to meet the customer's preference for double or single magnetic cards or magnetic tape cassettes.

Both tape and cards are computer-quality magnetic media. The magnetic cards hold up to 72 lines of 150 characters each - enough for a legal document on each card - while the magnetic tapes can contain up to 25 letter-size documents on a single cassette.

First orders are now being taken in Dallas, where the Xerox 800 system has been test-marketed. Deliveries to customers are expected to begin next month in Dallas and Houston.

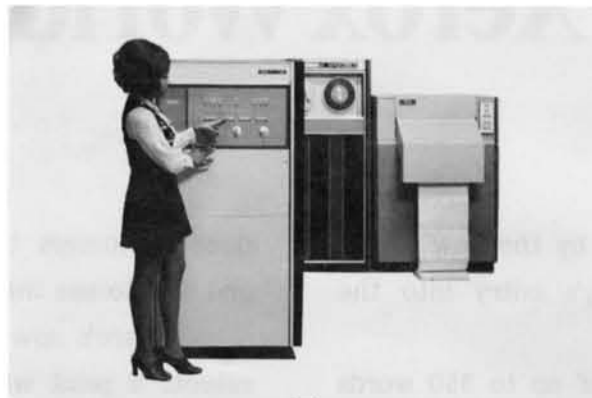


What's Inside

- The 800 system completes the communication chain in the Xerox product line . . . Page 2
- How does the Xerox 800 work? Ask someone who knows—the person who's been testing it . . . Page 3
- A plant in Texas gets ready to produce the 800 system . . . Page 4
- New jobs have been created and new skills have been developed to see that the Xerox 800 customer is well cared for . . . Page 5
- The research team that pulled this new product together gave service above and beyond the call of duty . . . Page 5
- You have to go back to the 914 copier to find a Xerox product with so much pizzazz . . . Page 6



**Document Creation
(Automatic Typewriter)**



**Storage/Retrieval
(Computer)**



**Dissemination
(Facsimile)**



Reproduction (Copiers/Duplicators)

By introducing the Xerox 800 electronic typing system, Xerox has a product placed

Where It All Starts

The Xerox 800 electronic typing system is the missing link for Xerox.

That's the way John Labinski, ISG manager of office systems, describes this new Xerox entry in the chain of communications in the business office.

That chain begins with document creation equipment—then stretches to information storage and retrieval systems, or to copying/duplicating systems—and ends with equipment for dissemination of information.

"Until the Xerox 800, Xerox had products in all these areas but the first," said Labinski. "Now we've entered the document creation field with an automatic typing system, and we believe we'll make a real impact."

The 800 system may be the most dramatic example yet of Xerox' often-stated purpose to become a world leader in providing a wide range of products and services for processing all kinds of information.

Labinski believes that, because it is at the very origin of the information flow, document creation is the most critical link.

"We figure that a company must have a docu-

ment creation capability in order to compete effectively in the office of the future."

But Labinski is not deluding himself. It will be no easy race. "Word processing is a dynamic area in which 14 new products have been introduced in the last year and a half.

"We're the new kid on the block, and we have a lot to prove. Our entry in this field will be closely watched by both customers and competition. Our knowledge and professionalism will be compared to the competition just as carefully as our hardware and pricing. It is a field in which high standards have been set. The major competition is perceived as reliable, knowledgeable and professional in solving customer problems.

"But we've put in years of planning and development into the 800 system with one goal in mind: to produce a product and a concept that will make word processing a more effective tool for management, as well as offer a more attractive working environment for employees."

Labinski said the Xerox 800 can be seen as the first real innovation in word processing technology in more than a decade.

"There's been an unprecedented information explosion erupting in the business office in the last quarter century," he said, "but new technologies and innovative use of human resources have paradoxically been few and far between. Though the demand for more productivity is pressing, automation of word processing tasks remains at a low level, especially when compared to the advances of computer technology in the closely-related office function of data storage and retrieval."

The history of word processing as a generalized office function began to take shape with the introduction of manual typewriters into business of-

fices about 100 years ago. Nothing much happened to practically improve typewriter technology until the introduction in the 1930s of the electric typewriter, which increased word production on the order of 10 to 15 per cent.

And dictation systems were introduced to save the time it took a secretary or stenographer to take dictation.

"While all these improvements meant efficiencies," Labinski said, "final throughput functions were still keyboard bound—copy production could be no faster than the operator's typing speed and accuracy.

"Fifty to 60 words per minute is accepted as the average typist's speed, but that's really the ideal. It begins to look a lot more like 15 to 20 when you factor in all the other corrections, interruptions and distractions a typist encounters during a typical job."

Then came the automated, text-editing typewriter in 1964, when IBM introduced its Magnetic Tape Selectric Typewriter (MT/ST). Since then, IBM has flooded the word processing field with a family of models using both magnetic cards and tape cassettes as storage vehicles.

"Text editing typewriters have lessened the time it takes a typist to do a revised draft," Labinski said, "but the vast majority of document creation in offices is still being done on standard electric and manual typewriters. This is a challenging growth market."

And now the Xerox 800 electronic typing system, which its creators believe will set new standards for word processing equipment in speed, reliability and productivity.

That's why they're calling it "the world's most talented typewriter."

Rich in features, efficient and versatile, the Xerox 800 comes pretty close to being

The Dream Machine

"I love it," said Jan Rucker. "I'm just plain spoiled."

Jan is referring, of course, to the Xerox 800 electronic typing system. She was one of the first people to get her hands on a working model, and now, in the Dallas research center where the product was largely developed, she's putting the system through a rigorous quality test.

She's challenging the Xerox 800—its basic brain and all of its features—not in an ideal laboratory situation, but as a working operator in a typical office environment.

It doesn't take much effort to understand why Jan waxes enthusiastic. Just watch her do a typical text editing job.

Let's say she does a one-page memo for her boss. She types out a first draft and gives it to him. It comes back to her with three pencilled changes, including the addition of four words to the last sentence.

If Jan were to re-do the memo in the conventional way—manually retyping the whole thing—it might take her anywhere from eight to 12 minutes, depending on her typing speed, her comprehension of the corrections, and any distractions she may encounter.

But she's going to use the Xerox 800 system. Before she types the first draft, she places a magnetic card into a slot in the system's console, which contains the microprocessor—a mini-computer really. She presses a "record" button and types the memo on the system's typewriter. As she types, the information is also being automatically recorded on the magnetic card.

She gives the first draft to her boss; it comes back with the three corrections. Instead of retyping the whole thing, she presses a "revise" button, puts a sheet of any kind of paper in the typewriter, and retypes *only* those parts to be corrected, adding a few symbols to instruct the system. As she types, the magnetic card in the console is being automatically revised.

Then she puts a blank sheet of memo stationery in the typewriter, presses the "playback" button on the console, and the memo is automatically typed out completely corrected at a speed of up to 350 words a minute.

The whole job takes about a minute. A Xerox 800 forte, then, is quick and accurate revisions of second and third drafts.

But what about more complex jobs? Let's say you want to reach 100 of your best customers with an original but repetitive letter. The message is the same for each, but you don't want to send them copies of the original with their names and addresses typed in. Nor do you want to take the time to have each letter typed individually.

The solution? A Xerox 800 model which uses two magnetic cards or tapes at the same time. You type the text of the letter, recording it on the tape cassette. Then you type out the 100 addresses and separate salutations, recording them on a second tape cassette (which can be used again for other mailings).

You put the two recorded tapes together in the console, type a few symbolic instructions to the system, and let 'er rip. At the speed of 350 words a

minute, the system consecutively produces 100 original letters, each with a different address and salutation.

Jan Rucker's reaction to the Xerox 800 isn't much more ecstatic than those of people in other Dallas-area companies where the system has been successfully field-tested for several months. That's because the 800 system is feature-rich, incorporating the conveniences and time-saving features found in other automatic typing systems, and adding a unique combination of other features, including the following:

- Every 800 system can operate with three spacing alternatives—10 pitch, 12 pitch and proportional. Spacing can be changed by changing the print wheel and pressing a lever on the typewriter.
- Seventeen type faces will be available.
- Justified margins—right as well as left—can be selected at the touch of a button.
- Setting up the format is simple; margins, tabs and document references can all be recorded for automatic playback.
- The carriage returns automatically when the operator is typing. (The Xerox 800 can sense when

the end of a line is near.)

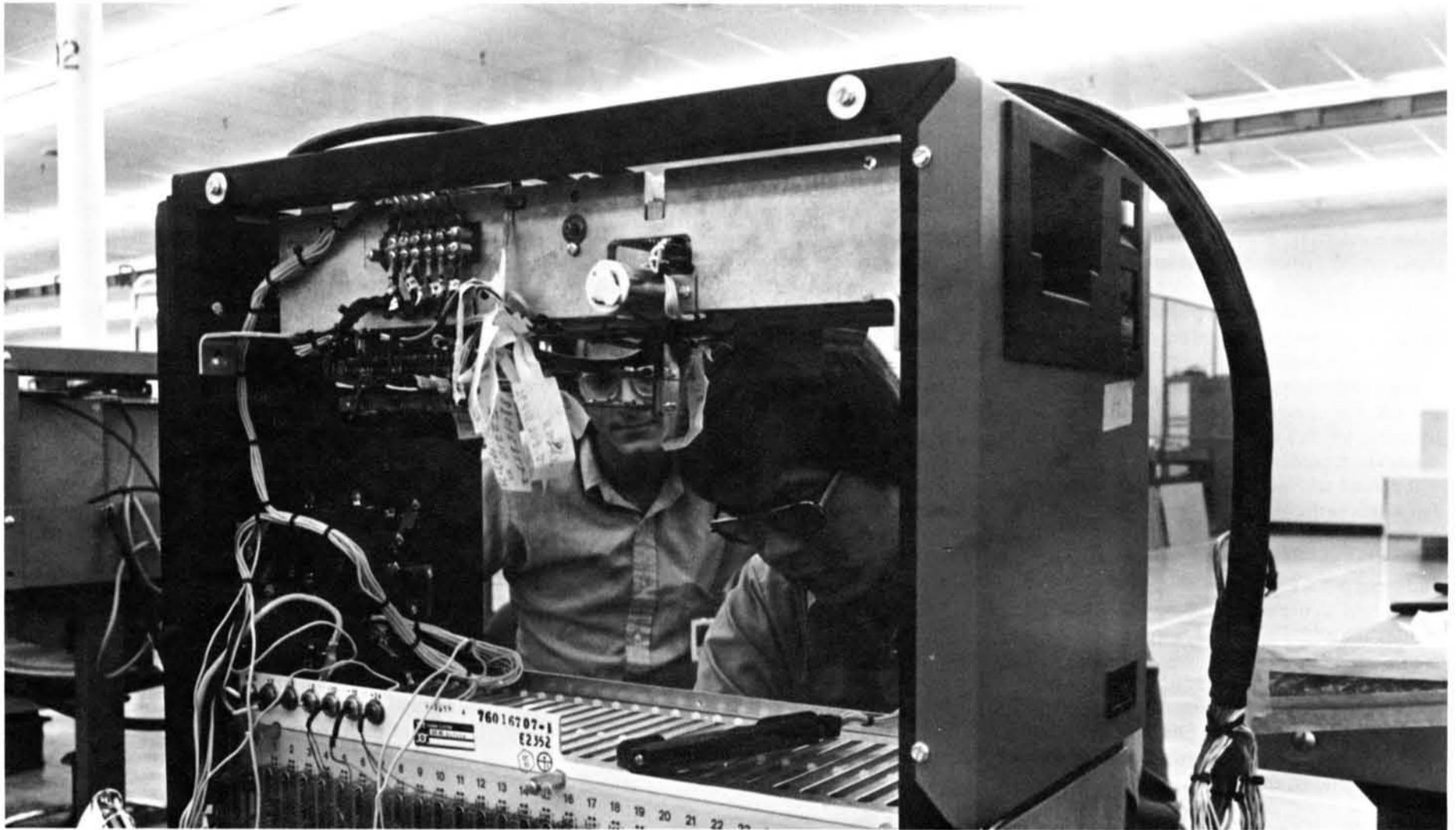
- Indexing in half-space increments permits inclusion of sub-scripts or super-scripts in technical or annotated documents.
- In the two-station models, magnetic cards or tapes can be duplicated at high speed without having to type them out on paper.
- Ribbons are packaged in cartridges for ease and cleanliness in changing.

And all you 100-words-a-minute typists don't have to worry about moving your nimble fingers faster than the mechanics of the typewriter can react. On the all-electronic Xerox 800, you can press 25 keys simultaneously. The system will sort it all out, decide which keys were pressed in what order, and print it all out for you while you watch. The 800 system doesn't feel the need to respond instantly to every pressed key; you see, it has a 25-character memory.

Take it from Jan Rucker: "It's got a really fine mind. It's making my work so easy I'm getting lazy. I would never want to go back to using a conventional word processor."



Jan Rucker, who's been testing the Xerox 800 for months, is impressed with the system.



Checking the innards of a console.



Assembled consoles containing the system's computer.

Manufacturing Gears Up

The manufacturing operation for the Xerox 800 electronic typing system resembles a waking giant. Only a portion of his huge body is stirring, but you know he'll be in full gear pretty soon.

More than 70,000 square feet of a plant in Carrollton, Texas, just north of Dallas, have been dedicated to the Xerox 800 assembly. In full production, the plant will employ some 500 to 600 people. At this stage, though, about 250 people—more quality control and engineering people than assemblers—are working on the first batch of Xerox 800 units.

The manufacture of the Xerox 800, like that of xerographic products, is essentially an assembly process. Few components of the 800 system are made by Xerox. The characters on the print wheel, for instance, are designed and cast in Switzerland. The parts of both typewriter and microprocessor (including console and printed circuit boards) are made by a number of suppliers.

As you would expect with any new Xerox product, much emphasis is placed on testing, or "burning in," the newly assembled units to see that the parts work as well together as they do on their own.



Inspecting print wheels for flaws.

From new jobs to new training programs, Xerox is backing reliable hardware with dependable service.

Customer Care Will Be Letter Perfect

OSSM, OSR, MSS, OSA.

Contrary to your first impression, these aren't the random letters you might see floating on the surface of your kid's alphabet soup.

You'll be seeing a lot of these letters, nevertheless. They're all new Xerox jobs created by the Xerox 800 electronic typing system. They were designed to reaffirm a very old Xerox practice—Customer Care—which will be especially crucial to Xerox' successful entry into this new and demanding typewriter environment.

"Xerox' success in this area will depend just as much on our ability to take care of our customer's needs as on the features of our hardware," said John Labinski, ISG manager, office systems. "The customer in this area is accustomed to the very best when it comes to such things as quality training, reliable supplies and fast service."

Here are some of the people who will see to it that Xerox 800 customers get the best:

The *Office Systems Sales Manager (OSSM)* will be in branches where there are eight or more people dedicated to the 800 system. The OSSM will coordinate the branch launch, develop sales plans, assign sales territories and budgets, ensure sales targets and customer satisfaction, and generally integrate the 800 system into the branch sales program. The OSSM will report to the branch sales manager.

The *Office Systems Representative (OSR)*, a sales specialist in word processing, will introduce the 800 system's benefits to the customer, and follow up as the customer's needs change and grow. The OSR will report to the OSSM.

To assure full and effective use of Xerox 800 equipment, a *Marketing Support Specialist (MSS)* will work with the customer, starting before the equipment is installed. The MSS will devise a plan for the training of the 800 system's operators, con-

duct the courses, and show the customer and operators valuable ways to improve productivity. The MSS will also report to the OSSM. Assisting the MSS will be a trainee who should be able to assume the MSS job in six months to a year.

Where the introduction of the Xerox 800 system involves more extensive changes in the customer's administrative and clerical system, the professional guidance of the *Office Systems Analyst (OSA)* is available. Each region will have three of these skilled business consultants working closely with the customer and senior managers of the customer's company. The OSA will help the customer's task force set up a time-phased implementation plan in the most productive possible manner. As the need arises, the OSA will introduce training packages, seminars and printed materials in a thorough systems support effort.

Also, each region will have an *800 system Product Manager* and an *MSS Training Manager*. In addition, selected National Account Managers (who coordinate Xerox sales and service for major customers on a nationwide basis) and sales people dedicated to selling to the legal market, will receive 800 system training.

Service of the Xerox 800 hardware, of course, is paramount. The *Technical Representatives* chosen to maintain this new system will be working with equipment unlike any they've seen at Xerox.

But serviceability has been built into the 800 system. In the first place, there are fewer moving parts in the system, which is mostly electronic, than in the simplest electro-mechanical Xerox copier. Even so, most of the problems and adjustments in 800 system will be electro-mechanical in nature.

For electronics problems, the tech rep will be able to systematically explore the system with a new tool—an automatic diagnostic unit which will isolate the trouble in nearly all cases. If still stumped, the tech rep would be able to call on the aid of a *Branch Technical Specialist* chosen for his knowledge in electronics.

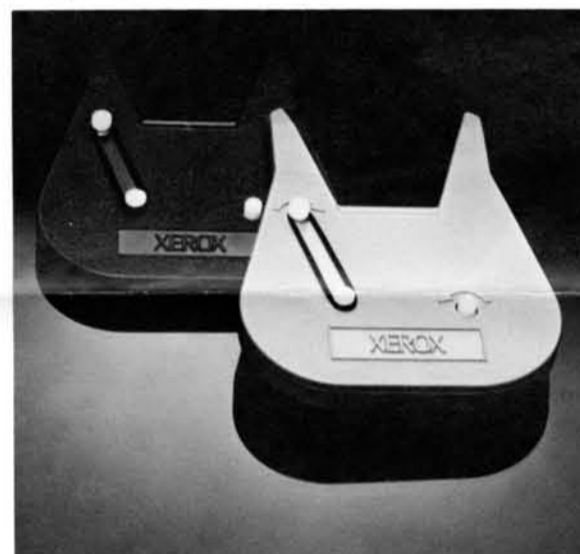
To see that the field force gets all the support it needs during the critical launch phase, ISG headquarters in Rochester has established several programs.

An Operations Center in Dallas, staffed by National Service technical experts and managed by Field Engineering, will man a 24-hour hotline to help solve especially sticky problems when other region and branch resources are exhausted.

The Headquarters Launch Control Committee will oversee the Xerox 800 launch throughout the nation. The committee will also gather, interpret and disseminate information on customer usage and machine performance.

And an Observer Program will be established to assess the overall profile of the 800 system in the customer environment. Observers drawn from various marketing and manufacturing headquarters assignments will spend a week in the field accompanying members of the 800 system team on routine calls.

Xerox Customer Care includes Xerox 800 system supplies and accessories, as well as service and training. Xerox print wheels, magnetic cards, tape cassettes and ribbon cartridges will all be available on a rapid delivery basis from nearby Xerox distribution centers. Like the 800 system itself, they're products of leadership in office systems technology, assuring the customer of high print quality and reliable performance.



The Xerox 800 package also includes quality software such as ribbon cartridges.

The Xerox 800 engineering team endured some unusual hardships to get the system in shape.

Distinguished Service

If Xerox gave annual awards for perseverance, the Xerox 800 engineering team would clean up.

The development of the whole system—and especially the critical print wheel—was accomplished under impossible time constraints and horrendous working conditions.

The saga began optimistically enough in 1972, when Xerox bought Diablo Systems, Inc., a small West Coast maker of disk drives. With the purchase, Xerox got the first version of the printer—including keyboard and print wheel—and its first tangible commitment to the new market of word processing.

After considerable evaluation and test, it was determined that the printer could not consistently produce the highest quality printing standards Xerox expected in the creation of original documents. The solution was to increase the force with which the hammer struck the print wheel. The original light, all-nylon print wheel simply couldn't

hold up under this increased impact. What was required was a total redesign of the print wheel. It is now heavier and more durable; its spokes are made of steel, the characters are made of hard plastic, and both spokes and characters are nickel plated. An adhesive tape-like damper was wrapped around the spokes to eliminate the tuning fork vibration when the now-metal spokes were struck.

All of this effort was expended to make something merely acceptable into something excellent—a Xerox trait. The print wheel is now producing top quality impressions, and its life span is now measured in years and tens of millions of impressions.

In addition to their exasperating and ultimately successful work on the print wheel, the engineering team also added such features as right margin justification and proportional spacing to the system's memory, a carrier position indicator and plastic paper guide to the printer, plus a host of unseen reliability features.

This was all done in 21 hectic months under the most trying of conditions. The team of some 200 was hastily drawn together from all parts of the country, from within the Xerox community and from without. Makeshift quarters were set up in a tire warehouse east of San Francisco, and six

months later the team was moved lock, stock and circuit boards to their new home in Dallas, where they completed their intense schedule.

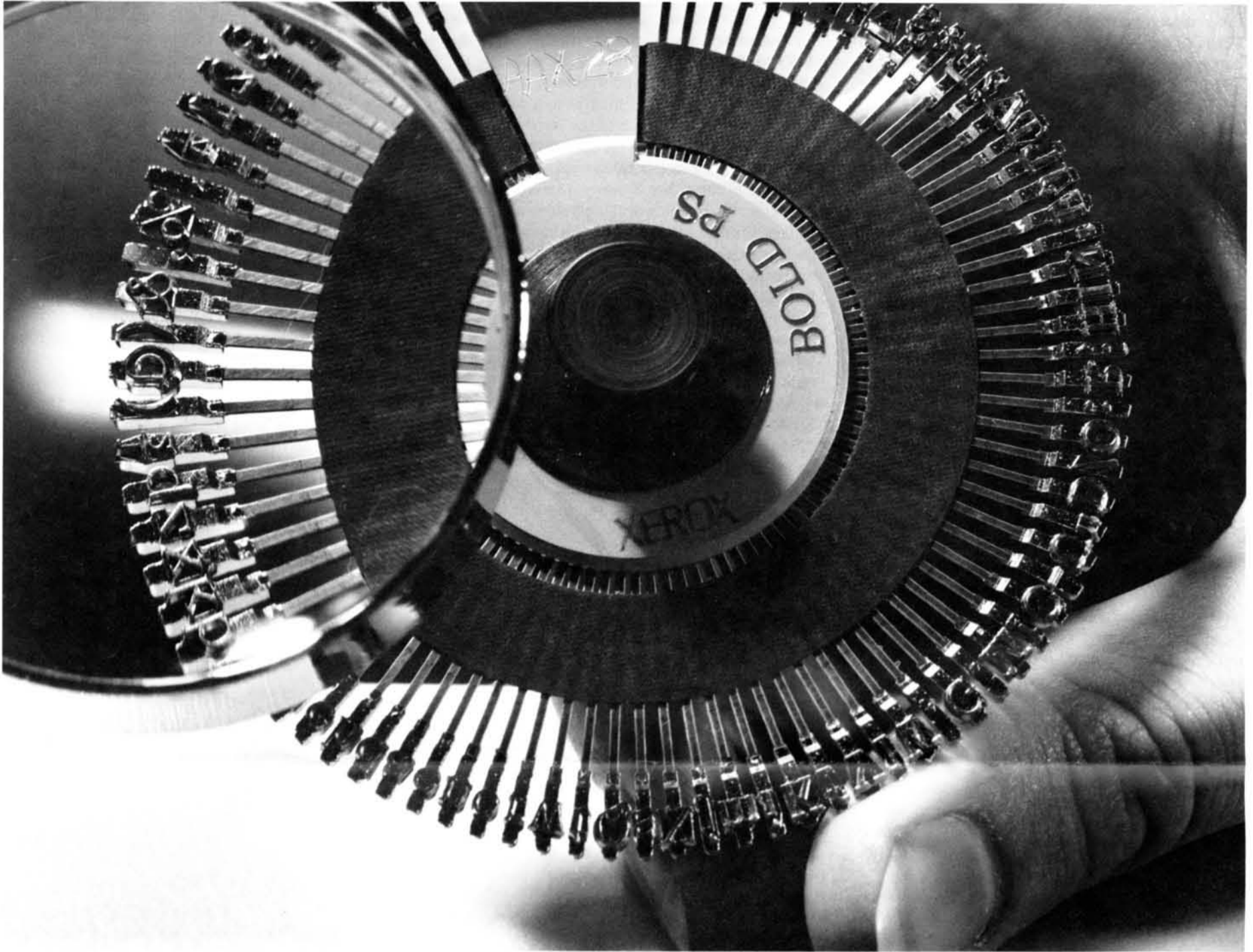
Victor Muth, manager of information systems engineering, commuted from his home in Rochester to the San Francisco warehouse for six months, then moved his family to Dallas.

"We were trying to recruit top-notch people by asking them to uproot their homes to work on a product we couldn't talk about and in a clearly inadequate location which would only be temporary," Muth recalled with some pride. "It was tough, but we did it."

Muth likened the San Francisco experience to a sort of bivouac on concrete. "The place was basically a shell. We had to convert it as we grew; we threw up office walls and portable johns. My office was the roomiest I'll ever have; the ceiling was 30 feet up."

Muth's tale is reminiscent of those told by Xerox old-timers who pushed the first batch of xerographic copiers out the door 15 years ago. Theirs was also a story of triumph over adversity.

It's a good omen, perhaps, that the same Xerox spirit emerges again in the team who pulled together our first product in a major new field.



It's a Show Stopper

For all of its sound and functional properties, the Xerox 800 electronic typing system is also a real ham—a spell-binder wherever it plays.

You have to go back to 1959—the year we introduced the first xerographic office copier—to find a parallel in “Gee Whiz” audience reaction to a Xerox product.

Old-timers remember the trade shows where the Xerox 914 copier was first demonstrated. People oohed and ahed as the primitive desk-sized copier churned out as many as four clean copies a minute on ordinary paper from an original document. Wow!

No matter how much faster and more sophisticated Xerox machines became, they never could quite equal that wonderous gut reaction to a new technology that the 914 evoked.

Now the oohs and ahhs are heard once more as people watch the Xerox 800 automatically type original documents at the rate of up to 350 words a minute—twice as fast as predominate competitive systems now in use.

The real show stopper occurs when the 800 system shifts into its backwards and forwards mode—alternately printing a line from left to right, then printing the next line backwards from right to left, thus eliminating the non-printing time it would ordinarily take for the carriage to return to the left margin.

And if you think that the “Gee Whiz” stuff impresses only the uninitiated masses, consider the reaction of Dale Wilmoth, who just happens to be the Xerox 800's technical program manager: “It still tickles me. Every time I see it I can't help smiling.”

The 800 system has many innovative qualities, but the feature that makes it so lightening fast is an ingenious little device called the print wheel.

This light-weight wheel, which comes in variety of type faces and sizes, contains the 88 alpha/numeric characters which strike the ribbon of the printer and produce the letters on the document.

It has been likened to a daisy because the characters are on the ends of flexible spokes which ema-

nate from the core like petals from the center of a flower.

It is a new way of typewriter printing. In conventional typewriters you press a key and mechanically or electrically activate one of 88 character-containing arms which strike the ribbon and produce the image on the document.

In other typical automatic word processing typewriters you press a key and activate a ball whose surface contains all 88 characters. The ball rotates in any number of directions until the character is in place, and moves forward to strike the ribbon.

In the Xerox 800 you press a key and the print wheel spins on its axle at high speeds until the desired character is in place; then a hammer from the printer automatically strikes the character, which strikes the ribbon.

Don't ask how, but the print wheel design can produce characters and words much faster than the ball design. And that speed advantage is at the heart of the 800 system.

Long Service Employees Honored

Webster—More than 200 employees were honored Sept. 21 at the annual Long Service Award Banquet here.

Xerox Chairman C. Peter McCollough—himself recognized for 20 years of service—said that those at the banquet were one of the "great strengths" of the company. Those honored, he said, were largely responsible for making Xerox what it is today.

McCollough reminisced about his career with Xerox. "The 20 years for me have been tremendously exciting and challenging," he said. "I can't think of a single day I could say was dull."

Xerox President Archie McCarr-

dell said the banquet was "really a family party" for members of the company's most exclusive group. "You're the people who really helped make the company what it is today." Raymond Hay, president of U.S. Operations, agreed, noting that long servers had been part of the "unbelievable growth" since the introduction of the 914 copier.

Hay predicted that growth will be just as dramatic in the years ahead because of the new Xerox 9200 duplicating system introduced this year. "The impact of that product will be spectacular. I really think that product is going to mark the beginning of another

914 era," Hay said.

Special awards went to several employees. Leonard A. DeRoller and Wilbur L. Schmeiser each received \$150 checks for their 35 years of service. Also recognized were the two employees with the longest service—Michael M. Fisher and Gerald A. Miller, each with 38 years.

The banquet included employees from the three Rochester-based business groups—the Information Systems Group, the Information Technology Group and the Business Development Group—plus the Corporate Information Services Division. All attendees have 20 or more years of service.

Small Xerox Copier Makes Large Copies

Rochester—A new compact Xerox copier which can produce copies larger than standard letter or legal size was announced Sept. 17. Size-for-size copies can be made from originals as large as 14 by 18 inches.

The Xerox 3100 LDC (large document copier), which also copies from originals of standard size, includes a document handler that helps an operator feed originals at the rate of almost 20 per minute. The device moves originals across the top of the scanning

lamps as copies are being made.

The new copier stands 39 inches high and can be rolled on wheels to any point of need and plugged into a standard, single-use circuit.

While the 3100 LDC is related to the Xerox 3100 copier, its unique features can be built in only at the plant. Copy quality is said to be "exceptional," with full coverage of line and solid areas. The copier also produces faithful copies of screened half-tone photographs.

It comes with two cassette-style

paper trays that slide easily in or out of the machine to permit quick changing of paper weights and sizes. One holds 125 sheets of ordinary, unsensitized paper ranging in size from 9 by 10 to 14 by 18 inches. The second holds 250 sheets from 8 by 10 inches to 8½ by 14 inches.

Several large Xerox machines, used principally in the engineering field, produce copies larger than standard letter or legal size, but most of these require a microfilm original.

Leave Applications Being Taken

Stamford—The Social Service Leave Program will be continued in 1975, according to a letter now being mailed to the homes of all Xerox people in the United States by Xerox President Mc Cardell.

The program permits Xerox people in the United States to take from a month's to a year's leave of absence—at full pay and benefits—to pursue social service projects of their own choice.

Applications for a Social Service Leave beginning in 1975 must be postmarked no later than Dec. 31, 1974. Additional application

blanks are available at personnel offices.

During 1975, Xerox will allocate some 260 man months for Social Service Leaves. Leave takers will be chosen from all applicants by one of four employee committees—one each for ISG, ITG and XEG and one for all other Xerox employees in the United States. Leaves can begin any time after March 1, 1975 and no later than July 1, 1975.

As in past years, Leave takers are guaranteed full pay, benefits and a position when they return

that is at least the equal of the one they left. They may serve anywhere in the world, but are asked to pay their own transportation to and from their assignments.

All Xerox people in the United States are eligible if they will have three years of service when their leaves commence. An application must be accompanied by a letter from the agency the applicant plans to work with. The letter should describe the nature of the work to be done and the desire of the agency to use the skills of the applicant.

Leesburg Center Begins Speakers Series

Leesburg, Va.—A corporate executive speakers series is under way for students and staff at Xerox International Center for Training and Management Development.

Raymond A. Hay, president of U.S. Operations, opened the 1974-75 series with comments about the new Leesburg Center and its importance to Xerox.

"This is a remarkable facility," he said. "I've seen many training centers in many countries over the years, but I have never known one as complete and as unique as this one. It is the most modern, most

effective training center I know."

Hay said that while students are now drawn from U.S. Operations, the work of Leesburg can have international impact in terms of curriculum design, teaching methods, and approach to education—all having large potential transfer worldwide.

Similarly, Hay said, there are education and training activities going on in other parts of the world that can nourish Leesburg. "The flow should be two-way," he said, "but Leesburg will be the Center, as its name implies. It will

be the Xerox Center, the Xerox focal point for education and training internationally."

Xerox World

Editor: Charles Boiler
Contributing Editors: Mandi Harris
Jon W. Woods

Xerox World is published monthly by Xerox Corporation, High Ridge Park, Stamford, Conn. 06904. Telephone: (Area Code 203) 329-8711, ext. 586.
ISG/ITG editorial offices are at Xerox Square, 6th Floor, Rochester, N.Y. 14644. Telephone: (Area Code 716) 546-4500, ext. 4794.
Printed in U.S.A.

Dateline

Tech Reps Visit Manufacturing Plants

Rochester—A program has been established whereby technical representatives spend two days touring manufacturing operations at the Webster site. The tech reps are selected from Par Club winners, and each visiting team has one tech rep from each of the five U.S. regions. The idea of the program is to show tech reps various aspects of the manufacturing operation, and to hear from them about machine problems in the field. Two teams have already visited; one concentrated on 4000 and 4500 copier programs, and the other dealt with the 7000 duplicator operations.

Xerox Exec Makes a Loan

Tacoma, Wash.—Arthur and Nelina Purdin had planned to buy a house under a federal low-income housing program, but their hopes were dashed by the sudden enactment of a housing bill which put the down-payment beyond their reach.

Then a personal check for \$300 came from Harry Stevenson, control manager of the Xerox branch here, who had read of the Purdin's plight in a local newspaper. "It's a no-interest loan they can pay back when and if they can," said Stevenson.

It was enough for the Purdins to close the deal.

Headquarters Construction Delayed

Stamford—Xerox is postponing construction of its new corporate headquarters office building on Long Ridge Road. While no new date has been set, detailed drawings and building plans will continue to be developed. The decision reflects a current effort to limit capital expenditures not considered to be urgently needed to sustain Xerox' planned growth.

Xerox Born, Rank Coming

Copenhagen, Denmark—Rank Xerox has adopted two zebras as part of a program at the Copenhagen Zoo to get companies to finance the acquisition of animals. One zebra has given birth to a foal named Xerox, and the other is pregnant with a foal named Rank.

6500 Color Copier Honored

Chicago—The Xerox 6500 color copier has been named by *Industrial Research* magazine as one of the 100 "most significant new technical products of the year." The winning products are now on exhibition at the Museum of Science and Industry in Chicago.

Wardrips Announce New Product

Omaha, Neb.—Omaha branch sales rep Riley Wardrip noted the recent arrival of his daughter with this birth announcement:

Announcing: The Latest Innovation in Reproduction; Entirely Surpasses Two Sided Copying—A Three Dimensional Copy In Full Living Color. The Originals: Riley & Judy Wardrip; First Copy Speed: Nine Months.

Cheshire Labellers Reach 1,000

Mundelein, Ill.—A milestone was passed recently with the production of the 1,000th Cheshire 730 labeller, which produces address labels with the help of a Xerox copier to create the image on the label from a continuous feed of cards.

The introduction of the 730 gave Cheshire, a Xerox company, a low-cost, simple source of producing addresses to complement its line of equipment for applying address labels.

Top Administrative People Recognized

Rochester—Cash awards and a five-day trip to Martinique are the prizes offered to top-ranking administrative people in the Information Systems Group. Cash winners will come from the top two branches in each region. They include all non-exempt administrators in the branch control manager's organization (\$150 each), plus equipment control and customer service managers (\$300). Traveling to Martinique will be the top ECM and CSM in each region, the top region administration manager, the top region controller, plus 20 branch control managers and one exempt member from each region control organization.

XEROX