Xerox Advertising

William McDonald
Xerox Advertising

by

William Mc Donald

Candidate for the Master of Fine Arts
in the
College of Fine and Applied Arts of the
Rochester Institute of Technology

Submitted: May 31, 1960

Advisor: Mr. Hans Personal
Table of Contents

I. Introduction

II. Communications

III. The Challenge

IV. Xerox Corporation

V. Interviews

VI. Corporate Design

VII. Explanations of Designs

VIII. Bibliography
Introduction
Introduction

The purpose of this thesis is to explore graphic design elements in advertising and to design various "ads" and other communicative pieces.

The Xerox Corporation warrants high quality of design and expression of corporate character in all areas, with enough flexibility to keep pace with a growing product line. The company is on the verge of tremendous growth. It is engaged in research, development, manufacturing, marketing, services and more recently in education. Competition is increasing and thus a need for positive corporate identification.

Xerox design must reflect quality and be contemporary as a means of expressing the corporate character.

Direction and impetus are achieved through maintaining the attitude that design is an essential element in communicating a specific message to a specific audience. This attitude is not restricted to top management, but prevails throughout the organization. Communications research has helped emphasize the need for precise definition of problems and solutions.

Primary emphasis should be placed upon the designer to organize the required elements of design for maximum effectiveness. Adherence to fixed standards is kept to a minimum, including the logo and certain type usage. Special colors and symbols are limited to internal use where immediate identification may be helpful.
In these ways, we minimize the danger of becoming hackneyed or dated and provide an atmosphere for responsible experimentation and creativity.

It is hoped, that the use of old illustrations with a touch of design provided the viewer with some interesting viewing as well as learning about the story of communication especially - graphic communication.
communications
Man is a social being. He congregates in groups, and builds families, cities, and nations, and the mainspring of these institutions, and of all human institutions, is communication between man and man. Man seeks out his own, either for the waging of war or for the exchange of goods and ideas. Even in societies, such as monasteries, which applaud the solitary virtues the process of communication is a constant factor, if only through the study of books, in which one generation speaks to another.

In a broad sense the history of man is the history of communications. Harold A. Innis, the Canadian scholar, goes so far as to insist that every major change in the methods of communication has been followed by a major change in the structure of society. The introduction of movable type hastened the collapse of feudal institutions; the development of the popular press and of the telegraph and telephone brought on the large-scale democratization of society. Today, perhaps, the era of television and of Telstar signals the approach of a global civilization. One might argue in this connection whether or not the horse precedes the cart or the chicken the egg; but in any case it is not communications in the broadest sense that is our primary concern in this volume, but rather the simple development of communications from the first meaningful "ugh" of prehistoric man to the latest method of teaching by electronic machine.

It is a paradox of our time that man has built a vast network of communications in a variety of media, and yet with all the techniques and technology at his disposal has not yet really learned to communicate
in the fullest sense with others. A so-called "Hot-line" for the instant transmission of vitally urgent messages between the White House and the Kremlin has been recently inaugurated. The hope is that in the event of a crisis in international relations the leaders of the United States and of the Soviet Union would be able to reach a hurried agreement to avert war. That such a device is possible is a tribute to our capability; but that it should be necessary speaks volumes about our inability to communicate.

Even if the ultimate failure—atomic war—does not occur, many of the dangers of our times will still be with us. Some commentators on the human condition see a bleak future for man, in which all the means of modern mass communications will be harnessed by a ruling elite to deprive the individual of his freedom and his privacy. In his novel 1984, the British writer George Orwell sketched just such a picture. Drawing heavily on the experience of Nazi Germany and Soviet Russia, and sensing many authoritarian tendencies in more democratic countries, he predicted a world of misery and poverty in which man would be "conditioned" to accept and even to glory in his wretched state. Certain pessimists see something like Orwell's nightmare vision on the way. They conceive of modern man as being bogged down in a welter of over-persuasive communications, his individuality lost through his eagerness to forget himself in the artificial world of mass entertainment. They believe that mankind is becoming too pliant and complacent, that he is being lulled into a more or less permanent state of semi-consciousness; a creature whose leisure time is spent in front of a television screen.
Yet there are many indications that man will not end as he began, in a state of blissful ignorance. If he is reading, watching, and listening to more trash than ever before, he is also buying more classical records and serious literature than at any age in history. If the tension of our times has caused many to turn to the mass media as a soporific, it has turned others toward an active participation in public affairs.

Most of all, mass communications have freed the ignorant and enslaved from their heritage of passive acceptance by giving them a vision of what the world should be. An idea is no longer something that slowly spreads by word of mouth; today it leaps across the world in a matter of seconds. Freedom and justice are no longer concepts limited to a lucky few; and even if these ideas are sometimes imperfectly understood, the worldwide impulse to liberty represents a great victory for Western civilization. Nowhere was this impulse more dramatically illustrated than in Hungary in 1956, when a people rose in an effort to throw off oppression. Without the ability of mass communications media to cross borders and spread the idea of freedom, hope would be gone for millions.

Yet there is hardly cause to be sanguine. If radio, television, films, newspapers, and the like have liberated mankind from abysmal ignorance, superstition, and hopelessness, they have not yet served to educate him fully. Whether they do or not is essentially up to man himself, for all forms of communications, from speech to television are only tools to be used for humanity's ends. The individual is the prime mover. What the ancients knew is still true; "Man is the measure of all things."
The Challenge
The Challenge

Dr. Schuyler F. Otteson, president of the American Marketing Association, told an AMA chapter recently that the age of mass production had reached its peak. In the future, the public will be seeking more customized, quality products.

I agree. A sizable broadening educational and job opportunities combined with the current technological explosion, have created a far more discriminating kind of demand for new products.

One of the noteworthy developments within this new marketing atmosphere is a dramatic change in the field of communications. American business, sensing the importance of being identified as a "new society" marketer, is discarding old advertising, sales promotions and public relations garments. In their place, new thoughts and new expressions are taking shape: the new words and new pictures needed to influence the more responsive modern mind.

Many firms have already proven that printing can be a dynamic force in this revitalized corporate communication effort. New technology, and aesthetic growth have broadened print's power of visual expression tremendously in recent years.

Unfortunately, however, the outstanding results that support this claim continue to be counterbalanced by printing that falls far short of such standards. Printer are still being asked to quote on work that is virtually void of direction, purpose and creative impact, in terms of today's needs.
Further, a pressure, either self-or customer-imposed, is still felt to produce a final product where mediocrity type setting, poor color transparencies and separations, low grade camera work and platemaking, inadequate press controls, inferior paper stocks, or the like continue to reflect the victory of economy over communication purpose.

Such deficiencies point up a serious lack of perspective and understanding in the communications community today. In too many instances, we fail to realize the graphically expressive corporate printing is not the responsibility of one man, one firm, one department, or the result of shallow policy. Nor is it undisciplined happenstance.

Today's successful communications first have to build on a foundation of worthwhile corporate objectives and products, along with the insistence from top management that these be translated into vivid and purposeful expression. Such expression is then best produced through a carefully coordinated system of disciplined inter-relationships involving maximum utilization of specialized, highly competent communication groups, offering diverse knowledge, talents, skills, and services.

This is the broader and more meaningful perspective in this thesis. For I have tried to explore Xerox and their objectives and placed them in graphic terms.
This is the kind of perspective that must be understood and practised in all graphic areas if printing is to reach its full potential as a powerful and influential voice of communication, effectively illustrating, and describing new corporate products and services to the demanding yet exciting new generation who eagerly await them.
Xerox

The story of Xerox is a story of explosive growth, of pioneering efforts in the field of graphic communications, and of a determination to innovate for the markets of tomorrow.

It is a story of a company that consciously set out a decade ago to become a force in the graphic communications industry. Consciously, Xerox took a process called xerography, an inexpensive method of making dry copies on ordinary paper of anything written, printed or drawn, and made it a commercial success. The result has been one of the most striking success stories in American business.

The key factor in the rapid growth of Xerox has been the company's philosophy of innovation. Xerox seeks more than to build a better mouse-trap. It seeks more than innovation to meet competition. Xerox innovates to leapfrog competition, and that has made all the difference.

The Xerox 9144 Office Copier is an example of this philosophy of innovation. It was placed on the market in 1960, in competition with established copiers of other manufacturers, and it was an immediate success. Why? It makes dry copiers on ordinary paper without masters or intermediates, and no other manufacturer's copier can do that. It is easy to operate, and few other copiers are like that. The 9144 created a new and expanded copying market and caused other companies to follow the Xerox lead.

This philosophy of innovation is also present in the Xerox 2400, which was marketed in the fall of 1965.

Long Distance Xerography (LDX) is still another example of the Xerox philosophy of innovation. Facsimile transmission systems are not new, but LDX is the first facsimile system that is capable of delivering high-quality copies on ordinary paper across a room or continent.
No company grows without goals, without objectives. Xerox has a clearly defined set of goals. They are far reaching, but they are possible. They are meaningful goals that have generated enthusiasm in Xerox people. There is management by enthusiasm at Xerox— a kind of management that is willing to explore, to take new risks and travel in new directions.

The goals? Xerox President Joseph C. Wilson puts them this way:

"For the long term, we seek to be a leader throughout the world in the field of graphic communications, concerned primarily with copying, duplicating, recording and displaying images of documentary subjects. We intend to find new ways of seeing and sensing images, of copying and duplicating them, of sending them and recording them. We also seek to become a leader in meeting the critical technological needs of education.

"For the short term, our goal... is to be a leader throughout the world in the applications of xerography to graphic communications. Throughout all of this time, of course, we will be seeking to take advantage of unusual strengths of capability or technology, to apply to other fields and to be ready for unusual and unforeseen opportunities."

The future of Xerox encompasses the entire field of graphic communications. It is a field that stretches as far as the imagination. Its purpose is communication—needed communication in an age of expanding technology and a contracting world.

Man knows more now than he has ever known, and new information is being generated at an astounding rate. The current age is skeptical. It is questioning. It is an age of the philosopher—scientist, who questions what we know because we don't fully understand the workings of the mind by which we know it— or think we know it.

Some textbooks are obsolete before they are published. The formula for comprehending man's relationship with himself are changing. Old assumptions frequently are overthrown; "truths" and "absolutes" are doubted, questioned, dissected.

Just yesterday, there was only the telegraph. Today there are pictures of Mars transmitted 131 million miles back to Earth. Yesterday a man flew over the ocean. Today one walked in space.

The advances have produced—and will continue producing—information in staggering quantities. The time to communicate it and put it to work is decreasing proportionately.

Permitting knowledge to be communicated effectively, rapidly and inexpensively is the primary endeavor of Xerox. Office copying is a beginning, but only that, and the implications of graphic communication augmented by Xerox imaging innovations are far reaching.
Examples of this are:

- A physician in Antwerp could dial one of several of a central medical library in London and receive printed reports instantly on methods used by a Los Angeles specialist in a particularly difficult heart operation.

- Daily newspapers could be delivered by printers in the subscriber's living room.

- Information on how to improve an underdeveloped country's agricultural potential could be backed in a container no larger than a shoebox, sent to the country and reproduced in the language of that country on a xerographic device.

Graphic communication encompasses communication by words, symbols, numbers, maps, charts and drawings. Improved graphic communication can make information meaningful in less time and more readily available to people who want it. Improved graphic communication can foster understanding between individuals, groups and entire societies.

This is the future of graphic communications—and of Xerox.
Xerography, from Greek words meaning "dry" and "to write", is a versatile, inexpensive, efficient method of making dry copies on ordinary paper of anything written, printed or drawn.

The basis for xerography is static electricity, the phenomenon that makes bits of paper adhere to a comb after it has been run rapidly through hair. Chester F. Carlson, a patent attorney, invented xerography and received the basic patent on it in 1932.

Instead of using silver salt crystals, as is common in most photographic film, Carlson's method called for the use of static electricity in image-making.

In xerography, the image to be copied is projected through a lens to a light-sensitive surface, such as a selenium drum, which has received a positive charge of static electricity.

Selenium is a photoconductor; that is, electrical characteristics are affected by light. When light is in the form of an image strikes it, the positive electrostatic charge remains in places where the image is and disappears from other areas.

Negatively charged toner—a kind of powered ink—is cascaded over the selenium drum. It adheres only to the parts of the drum that bear the image. Ordinary paper bearing a charge opposite to that of the toner, is placed near the drum, and the image is attracted to the paper. The image is fused to the paper by heat, producing a clear permanent, dry copy that will last as long as the paper.
interviews
Bill,

We are to have lunch with Randall Tuesday. We ove to call him as to where etc etc etc

Oz.
During the spring quarter, I was very fortunate to have spent some time with Mr. Randall Stover, one of the Art Directors at Xerox. As indicated in my "Scope of the Thesis", my original plans of artwork were changed around somewhat after talking with him. We discussed the role of the corporate image and its relationship with the product, as well as the advantages of different media.

As far as designing a booklet to introduce the new Xerox Square, Mr. Stover had really nothing to say about it, mainly because it is too early in the stage and also that it was the Facilities Planning division and not his area.

I mentioned the idea of playing up the educational commitment that they have made, and tying this in with graphic communication, and he felt that this could offer many interesting things.

After providing me with a wealth of publications and literature, we began to go through the various booklets and pointing out parts that needed emphasis. He also mentioned the various stages the various books went before reaching their final stage.

In conclusion to my interview, I have made another appointment with him. to show him the finished product as well as to finish our discussion on careers in commercial art.
corporate designs
Two shells, a pair of arrowheads, two carved reindeer... what could they possibly have had in common? It took our Stone Age ancestors untold generations to find the answer: twoness. Only when he realized that the same numbers could be used to count anything—and everything—was man ready for mathematics. Keener than a flint knife, more potent than a wizard's spell, numbers have helped man climb from savagery and master the world about him. Today the insight of the mathematician contributes to defense, science, business, engineering. Ahead lies another challenging task: prying loose the secrets of the Universe itself.
IBM scientists know that one result will be smaller computers. But they have a more important reason for making computer parts smaller: speed.

Tomorrow's computers will be able to perform a mathematical operation in billionths of a second—less time than it takes light from this page to reach your eye. When this happens, the slowest thing about a computer will be the time it takes electricity to travel from one part of the computer to another. The more this distance can be shortened, the faster the computer will operate.

One recent advance in this area is IBM's development of a way to make computer memory components that contain 135 circuit elements on a piece of glass the size of a postage stamp. Research and engineering advances like this make possible the faster computers man needs to solve problems now beyond his reach.
Euclid’s geometry turned on the lights of logic

If you studied geometry in high school, your textbook probably hewed closely to the orderly progression mapped out by Euclid 2200 years ago.

Working at the ancient scientific center of Alexandria, Euclid gathered the significant mathematical knowledge of his time into thirteen books known as the Elements. He arranged his work in such a way that all the theorems of Greek geometry would follow logically from a few simple assumptions. Euclid’s masterpiece of logic has served as an inspiration to mathematicians ever since.

The great empires of Euclid’s day have long since crumbled. But the work of Euclid remains alive, in textbooks, in architecture, and in the foundations of modern mathematics. The endurance of each new contribution and the rate of modern scientific progress make mathematics a promising career for today’s young people.
only stone except for...

Creative imagination! A sculptor looks at stone... finds beauty. Men of vision ponder the raw materials of nature... see new concepts and combinations to serve humanity better. Natural gas, for example, was once a wasted by-product of oil. Forward-looking men harnessed it... built arteries of steel pipeline to put it to work. Made it the nation’s sixth largest industry. From imagination came new jobs, new fuel for heat and power, new products for better living.

From natural gas and oil... heat, power, petrochemicals that mean ever wider service to man.
energy unlimited!

Musclepower...the grinding labor of countless slaves...built the Pyramids, timeless symbol of ancient Egypt.

Modern civilization is built on a different kind of power...the ability to command vast amounts of low-cost fuel energy. Today, natural gas and oil provide nearly three-fourths of America’s energy requirements. Within 15 years the same will be true of the entire world.

Our own refineries and processing plants contribute increasing amounts of the versatile fuels, lubricants and by-products that serve in a thousand ways.

As the world demands more and more of the products of gas and oil, our far-flung organization will supply its share.

From natural gas and oil...heat, power, petrochemicals that mean ever wider service to man.

TENNESSEE GAS TRANSMISSION COMPANY
HOU STON, TEXAS
DIVISIONS: Tennessee Gas Pipeline Company • Tennessee Gas and Oil Company • Tennessee Oil Refining Company • Tennessee Overseas Company • SUBSIDIARIES: Midwestern Gas Transmission Company • East Tennessee
AFFILIATE: Petro-Tex Chemical Corporation
to move the world...

"Give me a place to rest my lever and I will move the earth." So spoke Archimedes.

The lever of our modern world is natural gas and oil. They turn the wheels of industry... fuel and lubricate our cars, planes and trains... heat and cool our homes... cook and refrigerate our food.

Indispensable, steadily broadening in usefulness... it's difficult to imagine a world without gas and oil. Fortunately, there's plenty. To serve its pipeline customers alone, Tennessee Gas maintains natural gas reserves of 18 trillion cubic feet... a 20-year supply. And world reserves of gas and oil are at an all-time high.

Comforting thought for Americans whose high standard of living is built on energy:

The more gas and oil we use, the more we discover.

From natural gas and oil... heat, power, petrochemicals that mean ever wider service to man.

TENNESSEE GAS TRANSMISSION COMPANY

HOUSTON, TEXAS

DIVISIONS: Tennessee Gas Pipeline Company • Tennessee Gas and Oil Company • Tennessee Oil Refining Company • Tennessee Overseas Company • SUBSIDIARIES: Midwestern Gas Transmission Company • East Tennessee Natural Gas Company • Tennessee Life Insurance Company

AFFILIATE: Petro-Tex Chemical Corporation
explanations of designs
A new field for us...

The field of education is vast. In expenditures, it is second only to national defense. In importance, nothing exceeds it. Valuable contributions to this complex field are a future goal of Xerox. We hope these commitments provide us with the means to make major contributions of a significant and lasting nature to this country's accelerated effort to improve the quality-and quantity of its educational effort. No other activity seems quite as important to us as this one.

*****************************************************************************

Again, this ad is more or less self explanatory. Although the sayings are very old, they still fit today's need.
Isn't it wonderful how things are always changing to something better?

The Xerox "family of products" maintains its firm base in the copy market with the 813 and 914. In 1965, the 813 became the most widely used copier in the world. As a result of the low minimum monthly charge and the fact that the machine conviently adapts to any office environment, the 813 has found great acceptance in offices where point -Of-need quick copying is required. The 914 is in strong demand because of its versatility.

*****************************************************************************

Here we are comparing the advances made in printing processes. Although the machine pictured above is not a copier, it still gives you the idea that things are changing, and that Xerox is ready to face this changing society. Other than that, the ad is self explanatory.
Mail letters over the phone!

This spring we will begin marketing the Xerox Magnafax Telecopier. This non-xerographic device can transmit and receive documents by coupling with a conventional telephone. No wiring into telephone circuits is required. If, for example you are talking by telephone to someone across the country who needs a certain letter immediately all you do is place it in the unit and put your telephone receiver into a cradle. Six minutes later, the letter is reproduced with perfect clarity by the Magnafax at the other end of the line.

************************************************************************************

Using the old vs, the new, we have a design with the caption that makes you wonder whether or not there(Xerox) serious! The Drawing is of an Victorian telephone with frills embellishing it. Note, that it has receiver and mouthpiece in one unit. The crank rang a bell to attract the attention of the operator. The telephone dial is drawn to show the viewer that the Xerox Magnafax Telecopier uses conventional telephones.
Xerography

Xerography, from Greek words meaning "dry" and "to write", is a versatile, inexpensive, efficient method of making dry copies on ordinary paper of anything written, printed or drawn.

Using the bust of a ancient greek sculpture and the script behind him, create an interesting and sophisticated design.

The ancient Greeks wrote their books and documents on papyrus. With their reed pen they developed a flowing Majuscule writing (as writing in capitals only, without small letters, is called). The graceful forms of the column here reproduced fascinate us by the contrasted widths of the \( \text{II}, \text{N}, \text{M}, \) and the \( \text{O}, \text{E}, \).
Xerox Square in 1750?

Not really. Mainly because Xerox is relatively a new company as companies goes by. However, the story of Xerox is a story of explosive growth, of pioneering efforts in the field of graphic communications, and a determination to innovate for the markets of tomorrow.

Using an illustration of construction workers, I originally planned to have the saying "we've expanded" however, I thought a tricky reverse saying would catch the eye of the reader and thus his interest in the advertisement.
Building for the future

In order to keep pace with the increasing number of orders for our copiers and copier/duplicators, as well as to shorten the time lag between engineering and market readiness, manufacturing facilities were again expanded. The year 1966 will see further expansion, both at our main site at Webster, and at other locations where Xerox has manufacturing operations. The principal news of the year was the start of the architecturally unique Xerox Square, which will be the future home of corporate headquarters in Rochester.

Keeping simplicity and line a major element in this design, I tried to give the feeling of structural steel and firmness of foundation of which Xerox Square will have architecturally.

The title—Building for the future, was given to it because of the foresight Xerox has for the future and thus has lead the way in major construction. About 75 other construction projects were either begun or completed during the year.
Career Opportunities

Xerox is looking for imaginative, creative graduates who are willing to look beyond convention, beyond established ways of doing things, beyond the textbook. Xerox is a young company, and expansion and diversification will produce opportunities that are unknown today.

As is all the graphic designs, this design could very well be incorporated into the next Career Opportunities booklet. It tries to give you the feeling, that if you have the qualifications, there is a place for you in Xerox's ever growing employees population.
If only they knew about LDX

With the introduction of LDX by Xerox Corporation, the instantaneous transmission of graphic data and written material—exact facsimiles of drawings, charts, formulas, forms and sketches as well as typed, printed and hand written material—becomes a practical reality. In an instant, LDX bridges a corridor or a continent to give you legible completely accurate, same-size copies that are ready for immediate use. Unlike the elaborate "eavesdropping" system developed in 405 B.C. LDX can be applied to purchase requisitions from offices on different floors of a building could be received on the LDX printer in the central purchasing office where the purchase orders are typed. Use of LDX avoids possible loss of the original requisition from the originating office as well as saving time in placing orders.

The print shown gives you an idea of the "eavesdropping" system developed by Denis, Tyrant of Syracuse, who ruled from 405 to 367 B.C., and imagined here by Athanasius Kircher in a strictly baroque setting. Again working on the principle of condensing or containing sound waves to make them carry over great distances, the palace of Denis was supposed to have been riddled with funnels, which picked up court gossip and transmitted it to "speakers" hidden behind busts. Rather similar, but decidedly harmless, speaking tubes were installed in 19th century homes or stores to facilitate the giving of orders.
The world gets bigger every day

As science makes the world smaller, it enlarges it in opportunity. Nucleonics, electronics, xerography...these and other growing industries were unknown only 25 years ago.

The progress of Xerox has been as dramatic. During the last decade, sales have increased fifteenfold and employment has increased 1400 per cent. Today, Xerox has sales and service offices in more than 100 U.S. and Canadian cities. Rank Xerox and the Fuji Photo Film Company of Japan, manufacturers and markets Xerox machines for the Far East. Xerox products are sold in Central and South America through Xerox Latin American operations.

Instead of using the present day world map, I again kept with the use of old drawings and woodcuts. The map was made in 1422 by the Venetian cartographer Giovanni Leardo who drew the childish and fantastic planisphere. The balloon shown, was the one used in the Paris Hippodrome which featured ascents by the great aeronaut, Eugene Godard shown here with his unusual five-balloon assembly.
An electrostatic process

The basis for xerography is static electricity, the phenomenon that makes bits of paper adhere to a comb after it has been run rapidly through hair. Instead of using silver salt crystals, as is most photographic film, Xerography calls for the use of static electricity in image-making.

The illustration shown, is a familiar experiment—a pattern of iron filings reveals the magnetic lines of force surrounding the magnet.
Communication

The future of Xerox encompasses the entire field of graphic communications. It is a field that stretches as far as the imagination. Its purpose is communication—needed communication in an age of expanded technology and a contracting world. Improved graphic communications can foster understanding between individuals, groups and entire societies.

AGAIN THERE IS INDICATION OF THE PAST THROUGH THE USE OF OLD ILLUSTRATIONS. THERE IS THE PHONE, PRINTING PRESS, GREEK TABLETS, CHINESE CALLIGRAPHY, MEDIEVAL MANUSCRIPT AND A FUTURISTIC DESIGN POSSIBLY INDICATING WAVE LENGTHS ETC.
Graphic Communication—Past & Present

The future of Xerox encompasses the entire field of graphic communications. It includes communication by words, symbols, numbers, maps, charts and drawings. Through the years man has communicated in many ways— the pen, movable type, papers etc. Improved graphic communication can make information meaningful in less time and more readily available to people who want it. This is the aim of Xerox and the 313.

Combining the old with the new, I tried to give the viewer some glimpses of the past and the methods used in conveying the printed images. Again, this is in keeping with the idea of education and the history of communication especially graphic communication.
In the beginning was the word

To communicate is to be alive, to be active, in relation with others. For communication is essentially an interchange, a question and a reply, an action and a reaction between an individual and the environment in which he lives. We at Xerox are concerned with the entire field of graphic communications.

Using the circle as a design element, since I feel the circle will have greater importance in the future, and the illustration of man perceiving communication, we have a very thought out design, that gets the reader to sit back awhile and think of the wide field of communications.
Internationally Famous

Wherever you go nowadays, whether it be in Latin America, Europe, or even the Far East, as pictured here, there is always a Xerox representative near by to answer all your questions. Pictured here is the popular Xerox 813 copier, the leader in copier machines.
Remember when you were in school?

To some of us, it was quite a number of years ago. Now through the efforts of Xerox and other groups, the contributions to education are numerous. Operating in a market where the typical textbook is often outdated as soon as it is printed, Xerox subsidiaries perform valuable educational services in the publication of inexpensive, soft cover books, as well as providing inexpensive microfilm.

Thinking of a design to portray school, I thought that the blackboard and some childrens drawing would provide an amusing and yet convincing advertisement.
Bibliography

Advertising Art and Design in Australia 1963/64, ACIAA Annual


A History of Electricity
A History of Flight
A History of the Machine

The Art of Writing, Unesco Publication.

Xerox Annual Reports, pamphlets etc.