

For release:  
IMMEDIATE

From

**IBM**

*IBM Pavilion  
World's Fair, New York  
11380*

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888-5543

Typewriter Bar

Visitors to IBM's World's Fair Pavilion will be invited to type a free postcard on one of ten colorful IBM "Selectric" electric typewriters at the contemporary Typewriter Bar located at the Pavilion entrance.

The IBM Selectric is a radically different kind of typewriter, having no type bars or movable carriage. Instead of type bars found in conventional typewriters, the machine employs a single sphere-shaped typing element bearing all the alphabetic characters, numerals and symbols.

It types by means of the element moving across the paper, tilting and rotating at high speed, selecting and imprinting the desired character as the typist uses the machine's ordinary keyboard. The left to right motion of the element eliminates the need for a movable carriage.

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